

*Design Review Board  
November 4, 2015*

**MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, NOVEMBER 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, November 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	Laura Jones	Present
Vice Chairperson	Robyn Prud'homme-Bauer	Present
Board Members	Kerrie Snyder	Present
	Mike Garvey	Present
	Aaron Midkiff	Present

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

Guss Espolt

**Others in Attendance:** John Alvey and Cindy Emmett.

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: 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 October 7, 2015**. Board Member Snyder **motioned to approve the Regular Meeting Minutes of October 7, 2015**. Board Member Prud'homme-Bauer **seconded the motion**. **The motion passed unanimously.**
5. **AGENDA ITEM: REPORTS:**

**Chairperson and Member Report:** Vice Chair Prud'homme-Bauer stated she went through 50 pounds of candy during the Halloween event in Clarkdale. Staff stated they have not seen the official count of participants for the event.

**Staff Report Updates:** Staff shared with the Board Members there will be a four week lead time for applicants to submit their applications prior to a scheduled meeting. This time will be helpful when receiving site plan reviews and doing the 1,000 ft. mailing. Staff will email the Board Members the Zoning Code as it relates to site plan review process and will serve as a helpful tool

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for future applications that come before the Design Review Board. The Board Members may possibly meet to discuss the site plan review process and Staff will keep the members updated.

**6. NEW BUSINESS:**

- a. **DISCUSSION & POSSIBLE ACTION:** DRB-091147 – Two proposed off-premise signs for Oovah Smoke Shop, a business located on 208 N. Sixteenth St. in the Yavapai Apache Indian Community.

**Staff Report:**

**Background:**

Mr. John Alvey submitted an application to Design Review for two double-sided signs to be placed on two (2) off-premise parcels owned by Mr. Ray Selna. The format of both signs are identical.

1. The two proposed signs will be 4' H x 8' W and mounted on 4" x 4" wood post so it totals 8' in overall height. Wood post will be painted black to match proposed sign.
  2. Signs will be photo vinyl, "Oovah" lettering will be white outlined in speckled red, "Smoke Shop" and directional lettering will be white on the black background.  
(See attached rendering.)
  3. The 4" x 4" sign post will be set in 2' deep concrete footings. (See attached rendering.)
  4. Applicant has Letter of Approval from Ray Selna, the property owner permitting installation of signs on his property. One proposed sign is to be placed on Parcel #400-07-022 on South Broadway. The second proposed sign to be placed on Parcel #406-27-005D on State Route 89A. This sign will have to go through the ADOT permit process for off-premise advertising.
3. No lighting is proposed with this application.

**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 (2) two 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.
3. ***Signs should be non-reflective.*** The proposed sign has no reflectivity.

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- 4. Signs should be readable from the closest major road.** The readability of the sign complies with the new criteria.

**Staff Recommendations**

Having met all code requirements, staff recommends the application as presented be approved with the following stipulations:

1. Installation of the sign shall be inspected and approved by the Town's Building Official.
2. Contractor shall have a current business license with the Town of Clarkdale.
3. The approval of the ADOT permit for off-premise advertising must be presented to Community Development for the sign on Parcel #406-27-005D before the sign is installed.

**Applicant Presentation:**

-The applicant presented the sign application as it relates to off-premise advertising.

**Questions to Staff/Applicant:**

- The proximity of the sign so close to the school was mentioned.
- Staff stated it is on Reservation land and the Town does not have any jurisdiction.

**Discussion:**

-There was general discussion regarding off-premise advertising signage and the placement on SR89A was explained.

**Action:** Board Member Prud'homme-Bauer motioned to approve DRB-091147, two proposed off-premise signs for Oovah Smoke Shop, a business located on 208 N. Sixteenth St. in the Yavapai Apache Indian Community as presented with the following staff recommendations: Having met all code requirements, staff recommends the application as presented be approved with the following stipulations:

1. Installation of the sign shall be inspected and approved by the Town's Building Official.
2. Contractor shall have a current business license with the Town of Clarkdale.
3. The approval of the ADOT permit for off-premise advertising must be presented to Community Development for the sign on Parcel #406-27-005D before the sign is installed.

Board Member Snyder seconded the motion. The motion passed with a 4 to 1 vote. Ayes by Board Members Prud'homme-Bauer, Snyder, Jones and Midkiff and 1 nay by Board Member Garvey.

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- b. DISCUSSION & POSSIBLE ACTION:** DRB-091148 – A portable sign to be placed at 900 First North Street - the Clarkdale Historical Society & Museum.

### **Staff Report:**

#### **Background:**

Cindy Emmett has submitted an application to Design Review for a portable sign for the Clarkdale Historical Society & Museum, a business located at 900 First North St., Parcel #400-06-004.

1. The proposed double sided 2 foot x 3 foot portable sign is to be placed on the 56.5" W x 43" D West side top step in front of their business. The proposed placement of the portable sign was sent to Chief Moore of the Clarkdale Fire District for review. After review Chief Moore replied, "As the sign is lite, mobile, and temporary, I do not consider it to be an obstruction of the exit. It is acceptable for them to use per Fire Code".
2. The proposed portable sign background will be white with black letters for maximum visibility. "Clarkdale Historical Society & Museum" will be on top and "900 First North PO. Box 806 and phone number" will be on the bottom. Also on the same side of the portable sign will be a chalkboard. The opposite side of the portable sign will have headings, such as 'Memorial Clubhouse Tour', 'Historical Home Tour', 'Guest Speaker' or 'Featured Exhibit'. The sign will have two channels for informational inserts that specify dates and times.
3. The applicant would like to use the proposed sign at both events such as Clarktoberfest and Fourth of July celebration.

### **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 (1) one font style and does not exceed the suggested font count.
2. ***Sign should have no more than 50 percent opacity. Dark background colors are preferred.*** The Clarkdale Historical Society & Museum 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 Clarkdale Historical Society & Museum 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 Clarkdale Historical Society & Museum portable sign complies with this code.

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Clarkdale Historical Society & Museum opened their doors as the Clarkdale Heritage Center Museum in 2008. They entered into a Facility Use Agreement with the Town in 2011. The 900 First North St., Parcel #400-06-004 is a R1-A (Single Family Residential) zoned area. The Clarkdale Historical Society & Museum are conducting business under a legal non-conforming status within the Town of Clarkdale.

***Maximum size is six (6) square feet.*** Portable sign is (6) six square feet.

***Information on signs shall be current.*** The proposed portable sign shall display the daily events.

***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 56.5" W x 43" D West side top step in front of their business assuring a 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. Clarkdale Historical Society & Museum must keep up the appearance of the 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 stated they feel invisible in their location. As the Town grows they would like to be a stopping point for traffic and to encourage more people in the Museum.

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**Questions to Staff/Applicant:**

-Applicant was asked if they thought about flags and they stated they do have flags and have utilized them in the past.

**Discussion:**

-The Board Members felt the application request will help generate more traffic flow for the museum.

**Action:** Board Member Prud'homme-Bauer motioned to approve DRB-091148, a portable sign to be placed at 900 First North Street – the Clarkdale Historical Society & Museum with the following staff recommendations:

Having met all code requirements, staff recommends the signage as presented be approved with the following stipulations:

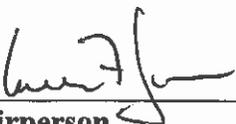
1. Clarkdale Historical Society & Museum must keep up the appearance of the sandwich board to comply with Zoning Code chapter 7 Sign Code Section 7-2 H. General Provisions: Signs shall be maintained and be free of chipping paint, visible cracks or gouges, or general deterioration.
2. One five (5) foot 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.

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

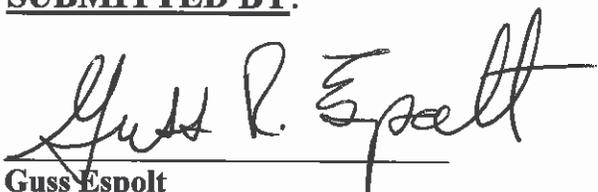
7. **FUTURE AGENDA ITEMS:** Mr. Ralph Clemmer of BC Land Group will possibly be bringing forward a site plan review application for the Mountain Gate Community Center. There is no application at this present time.

8. **ADJOURNMENT:** Board Member Snyder motioned to adjourn the meeting. Board Member Garvey seconded the motion. The motion passed unanimously. The meeting adjourned at 7:05 p.m.

**APPROVED BY:**

  
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Chairperson  
Laura Jones

**SUBMITTED BY:**

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