

DRAFT

*Design Review Board
March 2, 2016*

MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, MARCH 2, 2016, 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 2, 2016, 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 Director Jodie Filardo

Others in Attendance: Applicant representative: John Alvey

1. **AGENDA ITEM: CALL TO ORDER:** The Chairperson called the meeting to order at 6:30 p.m.
2. **AGENDA ITEM: ROLL CALL:** The Community Development Director 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 December 7, 2015.** Vice Chair Prud’homme-Bauer motioned to approve the **Regular Meeting Minutes of December 7, 2015.** Board Member Snyder seconded the motion. **The motion passed unanimously.**
5. **AGENDA ITEM: REPORTS:**

Chairperson and Member Report: Vice Chair Prud’homme-Bauer reminded the Board of the upcoming Lion’s Car Show with Chili Cook-off and Beer Garden on March 12, 2016 from 10 AM until 2 PM in and around the Town Hall Complex.

Staff Report Updates: Director Filardo invited the Board to attend this weekend’s community meetings regarding the specific area plans for the SR 89A Bypass. The meetings will be held on Friday from 2-4 PM at Chateau Tumbleweed, and 4-6 PM at Nate’s Cowboy Club, and on Saturday from 10 AM until Noon at Olsen’s Grain.

6. NEW BUSINESS:

a. CONSIDERATION AND POSSIBLE ACTION DRB #091208: Discussion/possible action regarding a wall sign application for GHD Contractors / United Verde Soil Program a new business located at 200 N. Broadway, parcel number 400-06-008C.

STAFF REPORT

Background

Mr. John Alvey has submitted an application to Design Review for a wall sign to be placed over the existing Zunick’s Used Car Sales sign to preserve the existing sign on the historic building.

United Verde Soil Program wall sign materials will be a digitally printed graphic applied on a 1/8” thick Alumalite which is a strong, aluminum composite panel with a high-density corrugated polypropylene core.

The sign insert will be 71.5” wide x 29.5” high. The sign will have a .5” x .5” wood frame stained to match the existing wood frame. The frame will be mounted over the sign insert to be held in place by eight 1 1/4” wood screws two on each side. This will help protect the existing sign. (See attached exhibit.)

Applicant’s text “United Verde” will be green, “Soil Program and underline” will be cream. Sign will have a white background. (See attached exhibit.)

Staff Analysis

WALL SIGN

Zoning Code Chapter 7, Section 7-8 P. Permitted Signs. Wall Signs: GHD Contractors / United Verde Soil Program 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.*** GHD Contractors / United Verde Soil Program wall sign complies with the sign count.
2. ***Maximum height equals top of wall to which affixed.*** GHD Contractors / United Verde Soil Program 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.*** GHD Contractors / United Verde Soil Program 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.*** The existing 12 square foot wall sign is being proposed for this new business. There is a remainder of 430.5 square feet of signage available for this property.

Calculation of remaining allowed signage space:

295 total considered linear feet x 1.5 square feet allowed per linear foot = 442.5 total permitted signage in square feet

442.5 total permitted signage in square feet – 12 square feet of requested signage per this application = 430.5 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 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 green and cream lettering with 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.

Possible Actions

The Design Review Board may approve the signage, 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. All signage shall be installed as reviewed and approved by the Design Review Board.
2. Installation of the sign shall be inspected and approved by the Town's Building Official.
3. All contractors shall have a current business license with the Town of Clarkdale.

Attachments:

1. Photo of the proposed sign with color swatches
2. Drawings of sign mountings
3. Photo of the sign frame
4. Aerial view of the site

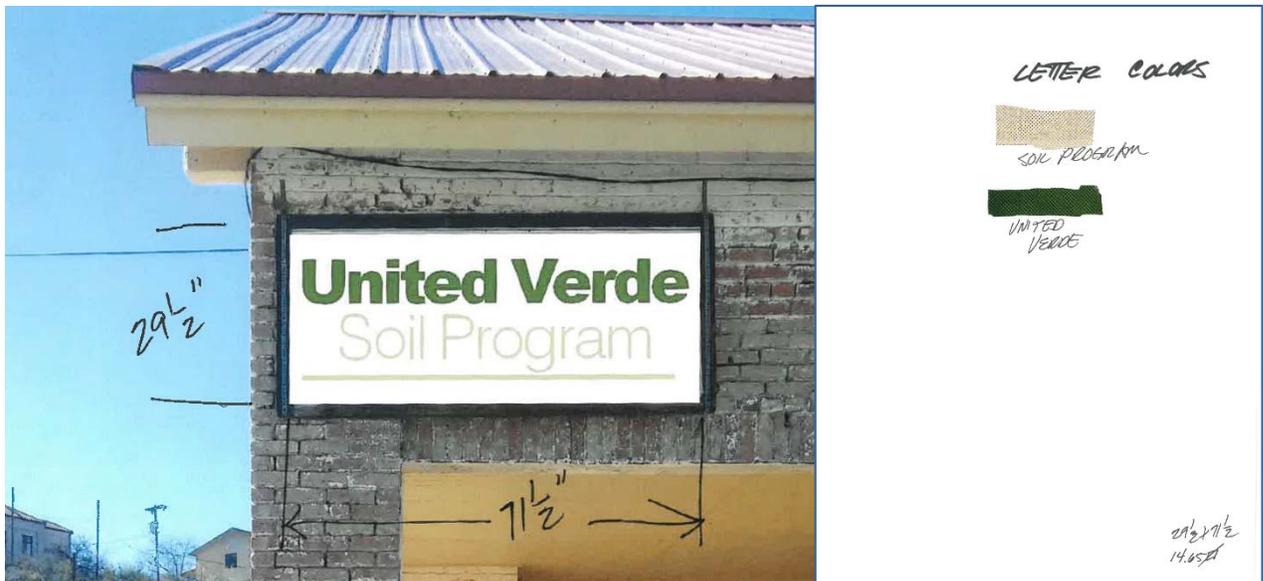


Figure 1- Photo of proposed sign with color swatches

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Figure 2 - Photo of the sign frame

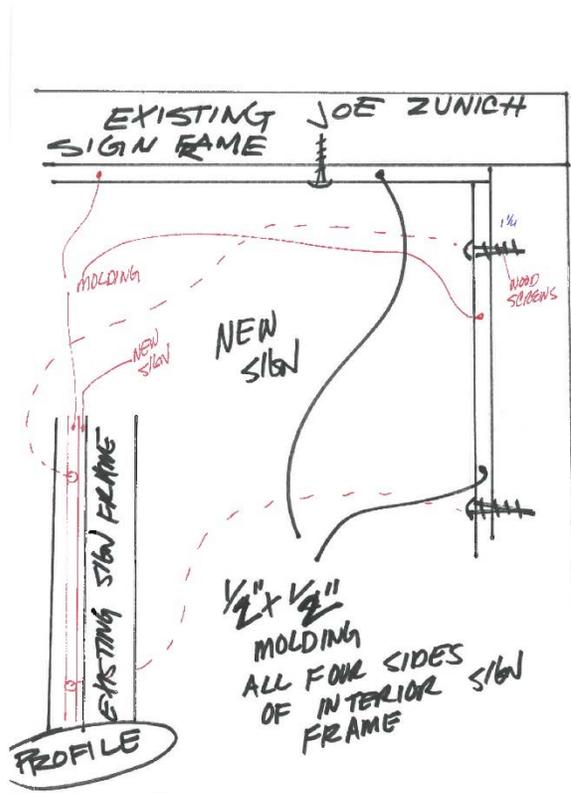


Figure 3 - Drawings of sign mountings

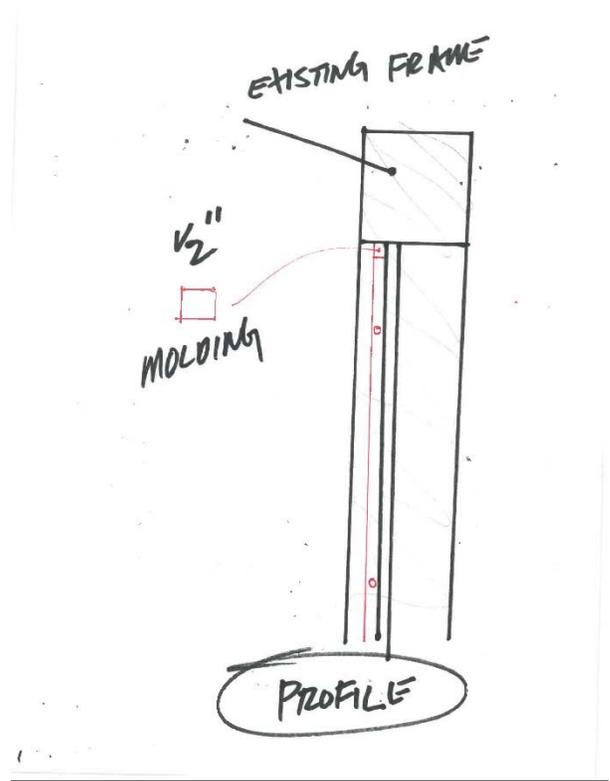




Figure 4 - Aerial view of the site

Design Review Board Application

Complete the following-Print or type (all blanks must be completed, if not applicable write "N/A"):

INFORMATION:

Property Address: 200 N. Broadway Zoning: Commerical
(Attach separate sheet if necessary)

Applicant Name: John Alvey on behalf of GHD Applicant Phone #: 928-634-5715
James Kienholz w/GHD

Applicant's Relationship to Property Owner: Lessee

Property Owner(s) Name and Address: (Identify partners, corporation officers; specify ownership interest: fee, option, etc.)
Pollay Family Trust, located at P.O. Box 754, Wickenburg, AZ 85358

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

Square footage of proposed structure (broken down by use in a mixed use project):
Approximately 4,000 square feet of an existing building. We would like to cover the existing sign with a new one.

CONTACT PERSON:

Identify the person to serve as the contact person. This will be the only person notified by the Town of the meeting schedule. It will be his or her responsibility to notify the other parties who may be involved.

Name: John Alvey on behalf of GHD
Mailing Address: 483 S Main St, Cottonwood, AZ 86206
Phone #: 928-634-5715

OWNER CERTIFICATION:

I certify that I am an owner and the information and exhibits herewith are true and correct to the best of my knowledge in filing this application. 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: [Signature] Date: 2-4-2016
Name (Printed): Cliff C Pollay Telephone #: 928-671-0997
Mailing Address: P.O. 754 Town: Wickenburg State: AZ Zip Code: 85358

STAFF USE ONLY

Application Accepted By: _____ Date: _____ Time: _____
Fee Received: _____ Projected Design Review Board Date: _____

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Applicant Presentation: Mr. John Alvey made a brief presentation on behalf of the applicant noting the installation plan for the sign. He recommended the installation of a UV protectant over the existing Zurich sign to protect it

Public Comment: None

BOARD ACTION: Vice Chair Prud'homme-Bauer moved and Board Member Snyder seconded to recommend the wall signage as presented in DRB# 091208 at 200 N. Broadway for the Applicant GHD Contractors be approved with the following stipulations:

1. All signage shall be installed as reviewed and approved by the Design Review Board.
2. Installation of the sign shall be inspected and approved by the Town's Building Official.
3. All contractors shall have a current business license with the Town of Clarkdale.

An additional recommendation was made for the Applicant to consider darkening the words "Soil Program" to make the sign more legible. This is a recommendation only, not a stipulation.

THE MOTION PASSED UNANIMOUSLY.

b. CONSIDERATION AND POSSIBLE ACTION DRB #091214: Discussion/possible action regarding sign application for Clarkdale Kayak Company – Boat House Bar & Grill for an awning sign and (2) window signs.

STAFF REPORT

Background:

Mr. Buckley has submitted an application to Design Review for an awning sign and (2) window signs for Clarkdale kayak Company – Boat House Bar & Grill, a new business located at 920 Main St. Parcel# 400-03-183.

The logo lettering styles will be "Clarkdale" copper plate gothic in black, "Kayak Company" charcuterie sans in red with black outline and "Boat House Bar & Grill" convoy bold white with black outline. (See attached photos.)

The logo background colors will be PMS 604 Yellow and PMS 7689 Blue with the kayak image in PMS 485 Red. Proposed building trim will be the same PMS 485 Red as the logo. The awning and wood back wall will be painted black. (See attached photos.)

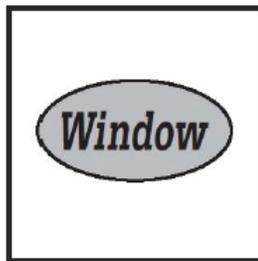
The proposed (2) window signs will be vinyl lettering 2 square feet each and the awning sign will be 16.5 square feet on an almalite panel with PMS 7689 Blue background and "Boat House Bar & Grill" convoy bold white with black outline. Sign will be bolted to the awning, not to extend above or below the awning. (See attached photos.)

Staff Analysis

Pertinent Design Guidelines as adopted by DRB on 02/06/2013

2. ***No more than three different fonts should be used in the text for the sign.*** The proposed sign has (3) three 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.*** Applicants 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 applicant's signs complies with the new criteria.

Pertinent Code



WINDOW LETTERING

Zoning Code Chapter 7, Section 7-8 Q. Window: Applicant's (2) window signs comply with this code.

1. ***No more than fifty percent of the window shall be used for signage.***
Application complies.
2. ***No more than 25% of the allowable window signage shall be illuminated.***
Application complies. All current signage shall be removed and replaced with this requested signage if approved.

Calculation of remaining allowed signage space:

Approximately 36 total linear feet x 1.5 square feet allowed per linear foot = 54 total permitted signage in square feet.

54 total permitted signage in square feet – 20.5 square feet of requested signage per this application = 33.5 square feet remaining for additional signage.

PREMISES IDENTIFICATION

2012 IPMC (International Property Maintenance Code): Section 304 Exterior Structure 304.3 Premises Identification. Buildings shall have approved address numbers placed in a position to be plainly legible and visible from the street or road fronting the property. These numbers shall be Arabic numbers or alphabet letters. Numbers shall be a minimum of 4 inches in height with a minimum stroke width of 0.5 inch. Applicant will relocate the existing address numbers which are located on the awning fascia facing Main Street to the window above the front door entrance.

Possible Actions

The Design Review Board may approve the signage, 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. All signage shall be installed as reviewed and approved by the Design Review Board.
2. Installation of the sign shall be inspected and approved by the Town’s Building Official.
3. All contractors shall have a current business license with the Town of Clarkdale.
4. Applicant will relocate the existing address numbers which are located on the awning fascia facing Main Street to the window above the front door entrance to remain in compliance with **2012 IPMC (International Property Maintenance Code): Section 304 Exterior Structure 304.3 Premises Identification.** Buildings shall have approved address numbers placed in a position to be plainly legible and visible from the street or road fronting the property. These numbers shall be Arabic numbers or alphabet letters. Numbers shall be a minimum of 4 inches in height with a minimum stroke width of 0.5 inch.

Attachments

1. Logo with fonts and colors
2. Photo of sign placement and trim colors
3. Aerial view of the site

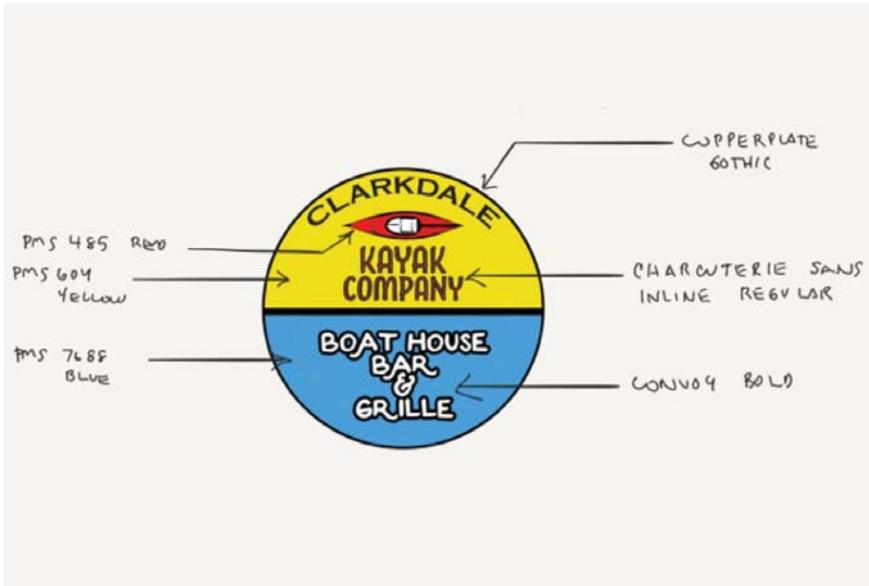


Figure 5 - Logo with fonts and colors



Figure 6 - Photo of sign placement and trim colors

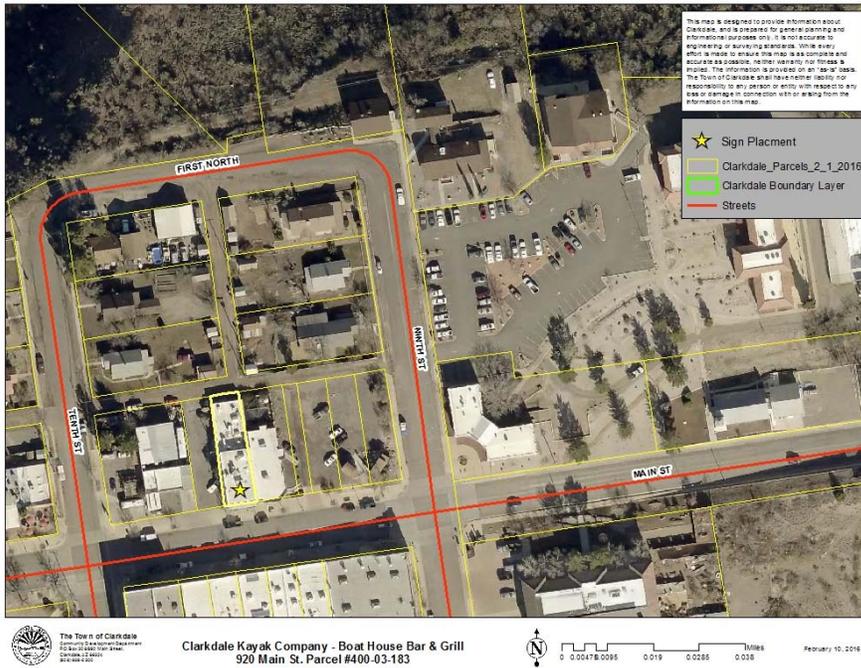


Figure 7 - Aerial view of the site

091214
Design Review Board Application

Complete the following-Print or type (all blanks must be completed, if not applicable write "N/A"):

INFORMATION:

Property Address: 920 MAIN ST. Zoning: C1
(attach separate sheet if necessary)

Applicant Name: Scott Buckley Applicant Phone #: 928.203.6395
(Bobby) Robert Conlin 451-6962

Applicant's Relationship to Property Owner: Lessee

Property Owner(s) Name and Address: (Identify partners, cooperative offices, specify ownership interest, fee, option, etc.)
Anne L. Conlin Trust, Fee Simple, c/o Gleasonland

Type of occupancy use(s)/classification(s) of the building: C1

Square footage of proposed structure (broken down by use in a mixed use project): _____

CONTACT PERSON:

Identify the person to serve as the contact person. This will be the only person notified by the Town of the meeting schedule. It will be his or her responsibility to notify the other parties who may be involved.

Name: Scott Buckley
Mailing Address: P.O. Box 232, Clarkdale
Phone #: 928.203.6395

OWNER CERTIFICATION:

I certify that I am an owner and the information and exhibits herewith are true and correct to the best of my knowledge in filing this application. 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. Give my permission for authorized officials of the Town of Clarkdale to enter the premises described in this application.

Signature: [Signature] Date: 2/11/16
Name (Printed): Memo Jenkins Telephone #: 928.634.9589
Mailing Address: P.O. Box 370 Town: Clarkdale State: Az Zip Code: 86324

STAFF USE ONLY

Application Accepted By: [Signature] Date: 2/16/16 Time: _____
Fee Received: 590 Projected Design Review Board Date: 3/2/16
OK # 091214

INVOICE BY
C CROOK PROCESSED BY

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Applicant Presentation: None

Public Comment: None

BOARD ACTION: Vice Chair Prud'homme-Bauer moved and Board Member Midkiff seconded to recommend the window and awning signage as presented in DRB# 091214 at 920 Main Street for the Applicant Clarkdale Kayak Company be approved with the following stipulations:

1. All signage shall be installed as reviewed and approved by the Design Review Board.
2. Installation of the sign shall be inspected and approved by the Town's Building Official.
3. All contractors shall have a current business license with the Town of Clarkdale.
4. Applicant will relocate the existing address numbers which are located on the awning fascia facing Main Street to the window above the front door entrance to remain in compliance with **2012 IPMC (International Property Maintenance Code): Section 304 Exterior Structure 304.3 Premises Identification.** Buildings shall have approved address numbers placed in a position to be plainly legible and visible from the street or road fronting the property. These numbers shall be Arabic numbers or alphabet letters. Numbers shall be a minimum of 4 inches in height with a minimum stroke width of 0.5 inch.

THE MOTION PASSED UNANIMOUSLY.

7. **FUTURE AGENDA ITEMS:** No new applications have been received yet, although we anticipate we may receive a Site Plan and Design Review Application from Rain Spirit RV Park.
8. **ADJOURNMENT:** Board Member Snyder motioned to adjourn the meeting. Vice Chair Prud'homme-Bauer seconded the motion. The motion passed unanimously. The meeting adjourned at 6:55 p.m.

APPROVED BY:

SUBMITTED BY:

Chairperson
Laura Jones

Guss Espolt
GIS/Planner II