

*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

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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.



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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 alupalite 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

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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

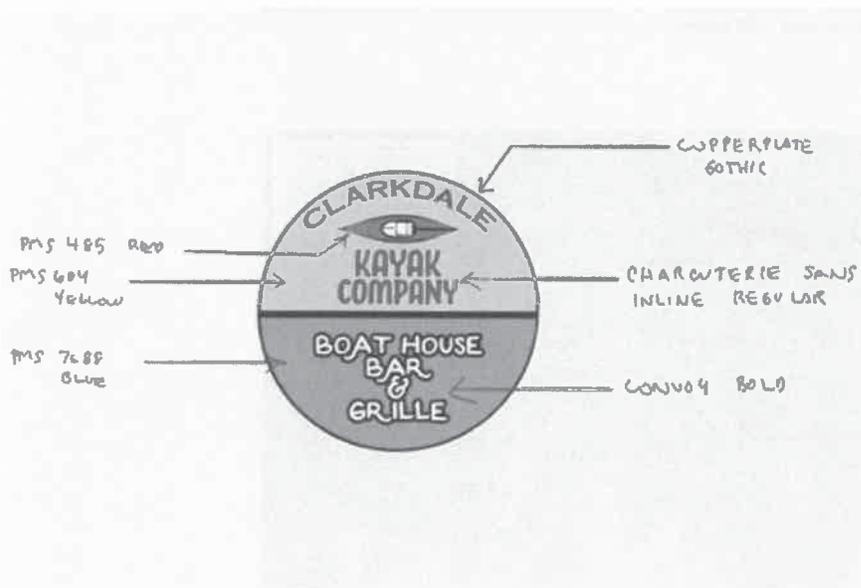


Figure 5 - Logo with fonts and colors

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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 #: 923.203.6328  
(Bobby) Robert Conlin 451-6962

Applicant's Relationship to Property Owner: Lessee

Property Owner(s) Name and Address: (tenancy, partnership, corporation, etc.)  
Anne L. Conlin Trust, FEE SIMPLE, c/o Pleasantland

Type of occupancy use(s) and 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 #: 923.203.6395

**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. I give my permission for authorized officials of the Town of Clarkdale to enter the premises described in this application.

Signature: [Signature] Date: 2/1/16  
Name (Printed): Shawn Perkins Telephone #: 928.634.9589  
Mailing Address: P.O. Box 370 Town: Clarkdale State: Az Zip Code: 86325

**STAFF USE ONLY**

Application Accepted By: [Signature] Date: 2/9/16 Time: \_\_\_\_\_  
Fee Received: \$90 Projected Design Review Board Date: 3/2/16  
AL 507554

INVOICE BY  
C 0002 PROCESSOR AT

**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.**