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*Design Review Board
May 4, 2016*

MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, MAY 4, 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, May 4, 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	Excused

STAFF:

Community Development Director	Jodie Filardo
GIS/Planner II	Guss Espolt
Community Development Technician	Stephanie Vocca

Others in Attendance: Erina Koch – Olsen’s Grain
Lorrie Lawrence – Sedona Wellness Owner
Mr. Meinke – Arizona Copper Art Museum
James – Olsen’s Grain
Nate Wagner – Nate’s Cowboy Café

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**.

No public comment.

4. **AGENDA ITEM: MINUTES:** Consideration of the **Regular Meeting Minutes of April 6, 2016.** Chair Prud’homme-Bauer motioned to approve the Regular Meeting Minutes of April 6, 2016. Board Member Garvey seconded the motion. The motion passed unanimously.

5. **AGENDA ITEM: REPORTS:**

Chairperson and Member Report: Vice Chairperson Prud'homme-Bauer stated that the Verde Valley Wine Festival is happening on Saturday, rain or shine. She also gave information about an indoor event, Mingus Mountain Art Show in the Auditorium this weekend. She stated that there will be wonderful pieces from seven high schools throughout Arizona. The GIS/Planner II shared that 1,800 people showed interest on the Verde Valley Wine Festival Facebook page. There will be 17 wineries, 4 breweries, 2 distilleries and 10 restaurants as well as other vendors. There will be twelve artists from Clarkdale. Larry Green is bringing 3 Corvettes that will be parked at entrance for people to look at and speak with sales people.

Staff Report Updates: The GIS/Planner II introduced the new Community Development Technician, Stephanie Vocca and let the board know that she will be taking the minutes at meetings. The GIS/Planner II asked for the Board's opinion on whether or not packets need to be printed out or if the Board only views the electronic packet. Board Member Snyder stated that she relies on the hard copy. The GIS/Planner II also asked if it is okay to print the packet in black and white and have the electronic version be in color. Vice Chairperson Prud'homme-Bauer stated that was okay with the board. Chairperson Jones stated that was fine and she asked if the Town is considering getting tablets for the Boards and Commissions. The Community Development Director stated there has been discussion and it has been put on a priority list but the cost of managing tablets is high and there are costs to running the programs on the tablets. She also stated that we do have more sales tax coming in but at this point, we aren't going to be funding tablets. Chairperson Jones stated that she was just curious and the information was good to know. The GIS/Planner II thanked the board members for their time volunteering and handed out gifts that were given at the Volunteer Appreciation event. All board members thanked the Community Development Staff. The GIS/Planner II also thanked Board Member Snyder for her service as this was her last Design Review Board Meeting. The GIS/Planner II presented Board Member Snyder with an Exceptional Service Award. Board Member Snyder stated that this would be her last meeting because she is moving out of Clarkdale. She did notify the Board and staff that she attended a Council Meeting and asked them to consider residents as well as business owners for Boards and Commissions.

6. OLD BUSINESS:

- a. **CONSIDERATION AND POSSIBLE ACTION DRB #091228:** Discussion/possible action regarding an application for design review of a proposed monument sign for a new business, Sedona Wellness, located at 414 Peace Garden Path, parcel number 400-07-026F.

STAFF REPORT

Background

This application with a different sign proposal was previously presented on April 6, 2016 to the Design Review Board. The Sedona Wellness Institute monument sign was tabled due to excessive text and lack of legibility. Mrs. Lorrie Lawrence has worked with staff to create an update to the monument sign. The staff report reflects the changes related to the updated sign proposal.

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Mrs. Lorrie Lawrence has submitted an application to the Design Review Board for a monument sign on a new business located at 414 Peace Garden Path, parcel number 400-07-026F.

1. The proposed sign will be 4' H x 8' W and mounted so it totals no more than 10' in height.
2. Sign materials will be a digitally printed graphic applied over an 8' foot wide x 4' foot high x 1/8" inch thick Alupalite board.
3. The fonts consist of Effervescent, InaiMathi and Walkaway Black font. The logo and text will be set in a green and yellow gradient background. (See attached exhibit.)
4. The sign will be attached to 4" x 4" wood posts and set in 36" x 24" concrete footings behind the planter and existing beam. (See attached exhibit.)
5. The 4" x 4" wood posts will be left natural to blend in with the desert landscape, and a sealant will be added to control weathering.
6. No lighting is proposed with this application.

Staff Analysis

MONUMENT SIGN

Zoning Code Chapter 7, Section 7-8 Permitted Signs. Freestanding Monument Signs:

1. ***Permitted in commercial and multi-family zoning districts and for residential subdivisions.*** Application complies
2. ***Minimum setback from property line equals 1 foot for each foot of height of the sign for signs 6 feet or less in height; for signs in excess of 6 feet in height the setback shall be greater than or equal to the height of the sign.*** Application complies
3. ***Low-water use, drought-tolerant plants from the Town of Clarkdale Plant List, Section 9-9 of the Zoning Code, or landscape rocks may be placed around the sign base to minimize the visual impact of a monument sign and create a visually attractive appearance.*** Applicant's planter has existing desert plants. Application complies
4. ***One monument sign is allowed for each road intersection providing access to the property.*** Application complies
5. ***See Section 7-9 of this Code for maximum signage square footage.*** Application complies
6. ***Base of sign must be in proportion to sign size area.*** Application complies

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7. *Maximum height of sign and base shall not exceed 10 feet above existing grade at time of construction.* Application complies

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 (3) three fonts and does not exceed the suggested font count.
2. *Sign should have no more than 50 percent opacity. Dark background colors are preferred.* The proposed sign complies with the new criteria, featuring text in a green and yellow gradient background.
3. *Signs should be non-reflective.* The proposed sign has no reflectivity.
4. *Signs should be readable from the closest major road.* Application complies.

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 activities on the approved sign must be in compliance with the CUP #091097.
4. Applicant is required to obtain a building permit from the Community Development Department prior to installation of the sign.
5. All contractors shall have a current business license with the Town of Clarkdale.

Possible Motions

I move to approve application DRB-091228 with the stipulations proposed by staff.

I move to approve application DRB-091228 with the stipulations proposed by staff with the following changes/additions:

I move to postpone action on DRB-091228 until a specific date and direct staff and/or the applicant to provide the following:

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I move to deny the application for DRB-091228 based on the following specific reasons:

END OF STAFF REPORT

Questions to Staff/Applicant

Chairperson Jones asked Ms. Lawrence if she had anything she would like to share with the Board. Ms. Lawrence did not have anything additional to share with the board at the time. Board Member Snyder stated that she was very pleased with the sign and it was not as busy. Chairperson Jones agreed with Board Member Snyder. Vice Chairperson Prud'homme-Bauer stated that she liked the fact that the sign was lowered so it didn't look as out of place. She also stated that it was more much legible but if the background were a lighter color, it may be easier to read. Ms. Lawrence asked if she were to adjust the background color would she need to come back to the Board. Vice Chairperson Prud'homme-Bauer stated that it was only a suggestion and that she just wanted to make sure that people will be able to read the business name. Ms. Lawrence stated that she felt like the change was more in tune with the natural environment and that if she could go back, she would do it differently. She also stated that they are relying on people seeing the sign because they are a new business. She thanked the board for their suggestions.

Public Comment: None

BOARD ACTION: Board Member Snyder moved to approve the sign for Sedona Wellness. Board Member Garvey seconded the motion. The motion passed unanimously.

7. NEW BUSINESS:

- a. **CONSIDERTION AND POSSIBLE ACTION DRB #091242:** Discussion/possible action regarding an application for design review of a proposed wall sign and off-premise sign, located at Olsen's Grain, 1171 State Route 89A, Parcel # 406-26-314D.

STAFF REPORT

Background:

Mrs. Erina Koch has submitted an application for design review for one wall sign and one off-premise sign. The property's located on 1171 State Route 89A and is further identified as Assessor's Parcel Number 406-26-314D. The property is zoned Commercial.

The following topics are presented from the application.

Signs:

Two signs are proposed

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The proposed wall sign will be a 3' x 9', 27 square foot sign placed on the top South facing-side of the hay storage barn facing Lisa Street. The proposed off-premise sign will be a 2' x 6' 12 square foot sign placed on the easement owned by Dollar General through which Olsen's has been granted public access. The proposed sign is to be placed near the 6'4" screen wall on the drainage ditch railing.

Colors:

Colors will consist of a burgundy circle outlined with blue and white background; "Olsen's" letters will be blue letters with a burgundy shadow. Additional text will be burgundy.

Materials:

Sign material will be routed from 3mm dibond. Graphics will be digitally printed on 3M premium IJ 170 with gloss laminate. The sign will be mounted with four pipe brackets, and ¼" thick Carriage bolts on the back of the off-premise sign.

Purpose and Applicability of Design Review

Zoning Code Chapter 11, Section 11-1 Purpose and Applicability of Design Review.

A. This ordinance shall apply to new buildings and redevelopment as defined in this ordinance or the Town of Clarkdale Zoning Ordinance, except single family dwellings and accessory uses, and shall also apply to all public buildings and facilities. Structures (other than buildings), signs, landscaping, parking areas, public facilities and enclosures will be reviewed by the Design Review Board if a part of new building development or building redevelopment.

Pertinent Design Guidelines as reviewed 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 (2) 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.
4. ***Signs should be readable from the closest major road.*** The readability of the sign complies with the new criteria.



Zoning Code Chapter 7, Section 7-8 Permitted Signs. P. Wall Signs:

- 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.*** The proposed wall sign will be visible from Lisa Street and complies with the sign count.
- 2. Maximum height equals top of wall to which affixed.*** Application 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.*** The sign does not project from wall. Application complies.
- 4. See section 7-9 of this Code for maximum sign square footage.*** The 39 square feet of additional signage is proposed for this existing business. Minus the existing signage there is a remainder of 214.19 square feet of signage available for this property.

Calculation of remaining allowed signage space:

177 total considered linear feet x 1.5 square feet allowed per linear foot = 265.5 total permitted signage in square feet

214.19 square feet of signage available – 39 square feet of requested signage per this application = 175.19 square feet remaining for additional signage

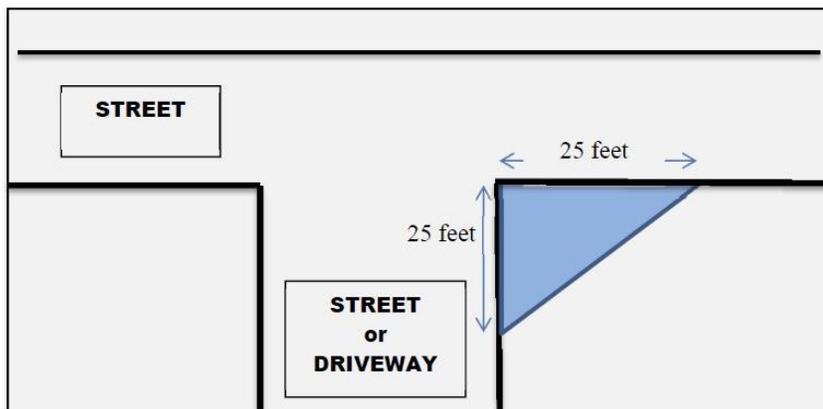
Zoning Code Chapter 7, Section 7-8 Permitted Signs. D. Off-Premise Commercial Signs:

- 1. Maximum number equals one per street frontage per parcel on which the sign is placed. Proof provided to the Town of permission from the parcel owner is required prior to installation of any off-premise sign.***
- 2. Maximum size of sign advertising a single use equals 32 square feet.*** The proposed off-premise sign is 12 square feet. Application complies.
- 3. Maximum size of sign advertising multiple uses equals 50 square feet.*** No multiple uses are proposed. Application complies.
- 4. Minimum separation between off-premise signs equals 600 feet, includes signs on same or different parcels.*** The distance between the two signs is 327 feet. Application complies.
- 5. Minimum separation between off-premise and on-site signage equals 200 feet.*** The distance between the two signs is 327 feet. Application complies.
- 6. Minimum setback equals the required setback of the zoning district if the parcel is developed or 10 feet if undeveloped.*** Application complies.

7. **Limited to Central Business, Commercial or Industrial zoning districts.** Application complies.
8. **Fifty percent of the signage allocated to off-premise advertising shall be deducted from the allowable on-site signage of the advertising parcel.** Application complies.
9. **Maximum height of sign and base shall not exceed 10 feet above existing grade at time of construction.** Application complies.

Zoning Code Chapter 7, Section 7-10 Visibility Sight Lines: To preserve visibility at intersections sight, an unobstructed view shall be maintained within these triangular areas:

1. **At the intersection of two streets, or where a driveway or alley intersects a street, a triangle defined by measuring 25 feet in length along the curb or edge of improved roadway from their point of intersection, the Town may require more than 25 feet in high volume, high speed traffic areas.** The proposed sign will be within the applicant's shared easement with Dollar General. The proposed sign is below the 6'4" screen wall. Application complies.



No signs, except traffic signs, shall exceed a height of 30 inches above the grade of the lower roadway within the triangle area. Sign projection, or overhang, across this area shall be permitted only when the bottom of the sign is a minimum of 9 feet above grade of the higher roadway. A stop sign will be placed at the exit. Application complies.

Zoning Code Chapter 7, Section 7-8 Permitted Signs. S. 89A Overlay District:

1. **Signage shall be minimal and shall consist of either wall signs or monument signs. Wall sign shall not exceed eight feet in height and monument signs shall be no greater than four feet in height.** Application complies.

Staff Detailed Recommendations:

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Staff has determined the Application complies with all code requirements and recommends approval of **DRB-091242 Olsen's Grain** with the following stipulations of approval:

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.

Possible Motions

I move to approve application DRB-091242 with the stipulations proposed by staff.

I move to approve application DRB-091242 with the stipulations proposed by staff with the following changes/additions:

I move to postpone action on DRB-091242 until a specific date and direct staff and/or the applicant to provide the following:

I move to deny the application for DRB-091242 based on the following specific reasons:

END OF STAFF REPORT

Questions to Staff / Applicant:

Chairperson Jones asked Mrs. Koch if she had anything to share with the board and Mrs. Koch did not. Vice Chairperson Prud'homme-Bauer stated that the sign is consistent with the other signage at Olsen's Grain and she liked the idea of adding access to the business. Board Member Garvey asked why a business must have a building permit for a sign and the Community Development Director informed him that we send our Building Inspector out on every sign installation. Chairperson Jones stated that this was the first staff report she noticed the language regarding contractors having a business license. The Community Development Director stated that we have the business pull a permit and go through an inspection to ensure everything is done correctly. Chairperson Jones asked if there were any other questions.

Public Comment: None

BOARD ACTION: Board Member Snyder moved to approve the signs for Olsen's Grain with the following three stipulations recommended by staff plus an additional stipulation from the Board:

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.

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3. All contractors shall have a current business license with the Town of Clarkdale.
4. Before the approved off-premise sign is installed, the applicant must have a letter from Dollar General permitting public access.

Vice Chairperson Prud'homme-Bauer seconded the motion to approve. The motion passed unanimously.

- b. **CONSIDERATION AND POSSIBLE ACTION DRB #091243:** Discussion/possible action regarding an application for design review of a proposed a wall sign for Nate's Cowboy Café, located at 1481 State Route 89A Parcel #406-26-344A.

STAFF REPORT

Background:

Mr. Nate Wagner has submitted an application to Design Review for two wall signs and new monument inserts for Nate's Cowboy Cafe, a business located at 1481 State Route 89A and further identified as Assessor's Parcel Number 406-26-344A. The property is zoned Commercial.

The following topics are presented from the application.

Signs:

The two proposed wall signs will be located as follows: one on the wall above the patio entrance 12' x 16' facing Paloma Way, and one on the outer patio wall 3' x 14' facing State Route Highway 89A. Two 4' x 8' monument inserts will replace the inserts on the existing monument facing State Route Highway 89A.

Colors:

Colored text consisting of "reJuice" will be black lettering on a grass image below text and the letter "i" will have an image of an orange for the dotting of the "i". Text for "Coffee &" will be white in an orange background. Text for "Smoothie" will be white in a green background. Text for "Patio Bar" will be white in an orange background. Text for "Cowboy Café" will be white with a brown background. Text for "Nate's" and "Salads – Burgers – Steaks – Pies – Cocktails" will be black on a brown background.

Fonts:

"Nate's" font will be Papyrus. "Salads – Burgers – Steaks – Pies – Cocktails" font will be Tahoma Bold. "reJuice!, Coffee, Smoothies, Juice" font will be Strawberry Muffins.

Materials and Attachment:

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Sign material will be 18 oz. industrial vinyl with UV rated ink used on commercial billboards. Average life span of material is 5 to 7 years. Wall sign method of attachment will be 2" x 1/4" lag bolts through brass grommets every 24" and will be attached directly to the building.

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 monument sign has (4) fonts and exceeds the suggested font counts. The monument has two logos on it and the applicant is aware of the 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 logo colors and graphics.
- 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.

Zoning Code Chapter 7, Section 7-8 Permitted Signs. P. Wall Signs:

- 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.*** The proposed wall sign will be visible from Paloma Way. Application complies.
- 2. Maximum height equals top of wall to which affixed.*** Application 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.*** The proposed sign does not project from the wall. Application complies.

Zoning Code Chapter 7, Section 7-9 Maximum Sign Square Footage for Commercial Uses: The property's linear street frontage is 500' including the newly opened Paloma Way and street frontage on 89A. The size of the proposed signs per this application = 58 square feet.

Calculation of remaining allowed signage space:

500 total considered linear feet x 1.5 square feet allowed per linear foot = 750 total square feet of signage permitted.

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750 permitted signage in square feet – 168 square feet of existing signage = 582 square feet.

582 square feet – 58 square feet of requested signage per this application = 524 square feet remaining for additional signage. Application complies.

Zoning Code Chapter 8 Outdoor Lighting Code Section 8-7 N Lighting Requirements: Proposed monument sign lighting complies with this code.

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.

Staff Detailed Recommendations:

Staff has determined the Application complies with all code requirements and recommends approval of **DRB-091243 Nate's Cowboy Café signs** with the following stipulations of approval:

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.

Possible Motions

I move to approve application DRB-091243 with the stipulations proposed by staff.

I move to approve application DRB-091243 with the stipulations proposed by staff with the following changes/additions:

I move to postpone action on DRB-091243 until a specific date and direct staff and/or the applicant to provide the following:

I move to deny the application for DRB-091243 based on the following specific reasons:

END OF STAFF REPORT

Questions to Staff / Applicant:

Chairperson Jones thanked Mr. Wagner for coming and asked if there was anything he would like to share. Mr. Wagner stated that the materials for the signs are the same as the existing signs and they have held up well. Board Member Snyder asked if re-Juice is a brand concept and Mr. Wagner stated that it is completely separate from Nate's Cowboy Café with different hours. Vice Chairperson Prud'homme-

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Bauer stated that she was unsure if the Nate's Cowboy Café sign needed to list the food items that the restaurant has. Mr. Wagner agreed that the wording could be removed. Chairperson Jones stated that there should be some type of delineation between the two signs so people are aware there are two separate businesses. She also thought the sign above the arches was a very smart idea. Vice Chairperson Prud'homme-Bauer stated that she agreed with the suggestion. The GIS/Planner II asked Mr. Wagner how early re-Juice would be opening and he stated that they would be opening at 7 a.m.

Public Comment: None

BOARD ACTION: Vice Chairperson Prud'homme-Bauer moved to approve the application with the following three stipulations recommended by staff plus an additional stipulation from the Board::

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. The wording under Nate's Cowboy Café (Salads, Burgers, Steaks, Pies, & Cocktails) is to be removed and replaced with a thick black line to delineate the two signs (Nate's Cowboy Café & re-Juice).

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

- c. **CONSIDERATION AND POSSIBLE ACTION DRB #091244:** Discussion/possible action regarding an application for design review of signs, lighting and paver area for Arizona Copper Art Museum located at 849 Main Street, Parcel # 400-06-032B.

STAFF REPORT

Background:

Mr. Drake Meinke has submitted an application for design review for signs, lighting and a paver area. Property is located at 849 Main Street and is further identified as Assessor's Parcel Number 400-06-032B. The property is zoned Industrial (I).

The following topics are presented from the application.

Tree Lighting:

Lighting on (6) six trees will have Christmas tree style LED 110V warm white colored lights spiraled up the trunks. The branches will have purplish colored lights spiraled up the branches and clustered around the tops. The strands will be green.

Tribute Lighting:

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Lighting on the tribute to the Arizona State flag will be red, orange, blue and yellow LED rope lights. Lighting will be attached to cables using thin gauge wire.

Monument Lighting:

The two small columns will have warm white rope lights placed in the top sections to give the same lighting effect as the two tall columns.

Signs:

The proposed (4) railing signs will be hung on the railing of the steps at Main Street.

Color:

Colored text will be made of 4" steel letters and painted black.

Font:

Font will be Saltino, matching the font currently being used at the museum.

Materials and Attachment:

Sign material will be ¼" plywood with double sided copper panels attached each side. Letters will be attached with non-removable screws. The (4) Railing signs will be 1' tall x 5'2" wide. The signs will slide into a welded channel on each side of the stairs.

Handrail:

The proposed iron handrail will be on the North side stairs facing Main Street. The handrail will match the existing handrail at the entrance to the museum. Applicant is installing the handrail for additional safety. Applicant found that visitors to the museum often use the steps leading to Main Street.

Cable, attachment and supports:

The proposed cable attachments and supports for the lighting tribute to the Arizona State flag will have 1/16" to 1/8" thick steel cables connected to the top of existing columns. Cables will be bolted into the concrete walls using large eye-bolts. Turnbuckles will be used for tensioning the cables located near the column's tops. The clearance from the parking lot surface to the cables will be a minimum of 14' and higher in drivable areas. Semi-trucks can drive in the parking lot including delivery trucks. The rope lights are clear in color and will be similar to the cables during day-time.

Centennial Logo Marker:

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The moving of the existing Arizona Centennial Marker from the parking space to the front of the monument sign will add two parking spaces to the museum. The logo is approximately 87 square feet in area.

Pavers:

The proposed 4" x 8" pavers are old town blend. Pavers match the existing pavers in parking lot. The 42' x 13' paver area is located at the southwest edge of the museum property.

Purpose and Applicability of Design Review

Zoning Code Chapter 11, Section 11-1 Purpose and Applicability of Design Review.

A. This ordinance shall apply to new buildings and redevelopment as defined in this ordinance or the Town of Clarkdale Zoning Ordinance, except single family dwellings and accessory uses, and shall also apply to all public buildings and facilities. Structures (other than buildings), signs, landscaping, parking areas, public facilities and enclosures will be reviewed by the Design Review Board if a part of new building development or building redevelopment.

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 8, Section 8-3 Definitions.

A. *As used in this Ordinance, unless the context clearly indicates otherwise, certain words and phrases shall mean the following: 4. Class 3 Lighting: means any outdoor lighting used for decorative effects, including but not limited to architectural illuminations, flag monument lighting and illumination of trees, bushes, etc.* The proposed illumination per this application will be of trees, small columns on the existing monument sign and the tribute to the Arizona state flag. Application complies.

Zoning Code Chapter 8, Section 8-7 Lighting Requirements.

R. *Shielding/Use Code: A = allowed, unshielded, Class 3 lighting All lamp types below 2050 lumens. (Note #2: Lights shall be shielded whenever feasible to minimize light spilled into the night sky or adjacent properties. Unshielded light (all types) are limited to a minimum of 5,500 lumens per net acre (see Section 8-7J. Residential parcels and development projects containing one net acre or less are allowed 5,500 lumens of unshielded light (all Classes)).* The tree lumens will have 10 white strands = 880 lumens + 12 purple strands = 264 lumens per a 22 strand for a total of 1,144 lumens. The lumens for the tribute to the Arizona state flag will have 12 strands = 1,200 lumens. Per this application, a total of 2,344 lumens are proposed. Applicant is allowed 4,565 lumens per the .83 acre. 2,221 lumens remain for additional lighting. Application complies.

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

The following sections from the Code are those that pertain to this application.

1. **MATERIAL, TEXTURE AND COLOR:** *The materials, textures and colors of the façade of a building shall be visually compatible with the predominant materials, textures and colors used in the buildings and structures to which they are related.*

During the March 4, 2015 Design Review, the applicant received approval for a fabric canopy of three 4' wide sections; the first section had a length of 14', and the last section had a length of 20'. The three sections had 3' air gaps between each piece of fabric. Fabric was made of a copper sheen ultralight and stretchable. The fabric canopy was supported on cables mounted to the existing monument sign pillars and extended to the rooftop of the Copper Art Museum. With this application the applicant is proposing to modify the cable installation as a tribute to the Arizona state flag

2. **ACCESSORY FEATURES:** *Garages, carports, sheds, enclosures, walkways, stairways, and landings shall be visually compatible with buildings and structures to which they are related.* Matching pavers of the same color and style as existing parking lot will be used in the proposed paver area. The pavers are an improved hardscape to the museum. The handrail will match the existing handrail at the entrance to the museum. Application complies.
3. **LIGHTING:** *Any on-site illumination shall be architecturally compatible to the overall project and not create a negative or visually detrimental effect on the building or neighboring properties.* The decorative lighting will not be bright and will not pose a visually detrimental effect. Application complies.

Signs:

Zoning Code Chapter 7, Section 7-2 General Provisions.

G. All commercial signs, other than temporary signs, must receive approval from the Design Review Board prior to placement. Presently we do not regulate on-premise signs on railings. The Code is silent on this subject. The applicant's sign request is in compliance with the total amount of signage permitted for this parcel.

Calculation of remaining allowed signage space:

404.92 total considered linear feet x 1.5 square feet allowed per linear foot = 607.38
total square feet of signage permitted.
607.38 permitted signage in square feet – 364.93 square feet of existing signage =
312.93 square feet.

312.93 square feet - 20 square feet of requested signage per this application =
292.93 square feet of remaining for additional signage. Application complies.

Centennial Logo Marker:

The move of the Centennial Marker logo qualifies as an information sign authorized by a state agency. Therefore the logo is exempt from the Town's Sign Code.

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

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1. *No more than three different fonts should be used in the text for the sign.* The proposed signs have (1) font and do not exceed the suggested font counts.
2. *Sign should have no more than 50 percent opacity. Dark background colors are preferred.* The proposed signs comply with the new criteria, featuring a satin copper panel.
3. *Signs should be non-reflective.* The proposed signs have no reflectivity.
4. *Signs should be readable from the closest major road.* The readability of the signs complies with the new criteria.

Zoning Code Chapter 8 Outdoor Lighting Code Section 8-7 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 applicant agrees to comply with this ordinance.

Staff Detailed Recommendations:

Staff has determined the Application complies with all code requirements and recommends approval of **DRB-091244 AZ Copper Art Museum** with the following stipulations of approval:

1. All signage shall be installed as reviewed and approved by the Design Review Board.
2. Installation of the handrail shall be inspected and approved by the Town's Building Official.
3. All lighting and hardscape as installed shall comply with Town Code.

Possible Motions:

I move to approve application DRB-091244 with the stipulations proposed by staff.

I move to approve application DRB-091244 with the stipulations proposed by staff with the following changes/additions:

I move to postpone action on DRB-091244 until a specific date and direct staff and/or the applicant to provide the following:

I move to deny the application for DRB-091244 based on the following specific reasons:

END OF STAFF REPORT

Questions to Staff / Applicant:

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Chairperson Jones asked Mr. Meinke if he had anything he wanted to add. Mr. Meinke stated that he did not have anything to add and thanked the Board. Chair Jones chose to address each topic within the application one at a time.

First, the proposed lights in the trees were considered. Vice Chairperson Prud'homme-Bauer stated she was not against the lights but she wanted to make sure maintenance on the lights would be continued. Board Member Snyder stated she liked the lights but wanted to know why they were being put up. Mr. Meinke stated the museum needs to stay in step with all Arizona museums and it is about image. He said it's what people expect to see and many Arizona Museums have lit trees. Chairperson Jones asked if they are they going to be on at a time anyone would see them and she understood having them on at the holidays. She also stated it seems like a big effort if you will only see them a few times per year. The GIS/Planner II stated that Mr. Meinke will comply with Town Lighting Code. The Community Development Director shared some outside lighting was previously put up to make a bolder statement for a previous night event. Board Member Snyder asked whether or not they are going to be on every night. Mr. Meinke stated only if there is an event as people from other communities are not used to how dark Clarkdale is. Chairperson Prud'homme-Bauer stated she didn't think it was a bad thing if they were on every night. The GIS/Planner II stated the way the code is written, Mr. Meinke can have the lights on until 10 p.m. and that based on research of lumens, the lights would be well under the maximum amount.

Next, the installation of lights as a tribute to the Arizona flag was considered. Chairperson Jones asked if the cable wires they had approved at a previous meeting for a cloth banner were still up. Mr. Meinke stated that it was too windy to put material up and he had to add extra cables. Vice Chairperson Prud'homme-Bauer stated she was having some issues with the parking lot tribute lighting and she didn't see a need for it. She stated she liked the lighting for the trees but didn't really understand the lighting for the tribute. Mr. Meinke stated that he went with the state logo and wanted the museum to have an identity and he thought it was a proper tribute. Chairperson Jones agreed with Vice Chairperson Prud'homme-Bauer and stated that it felt a little over the top. Vice Chairperson Prud'homme-Bauer stated that she understood what Mr. Meinke was trying to do but she didn't think it enhanced the property in any way. Chairperson Jones agreed saying it felt out of character. Board Member Snyder asked if this was being proposed instead of the flags and if they are going to be on every night. Mr. Meinke stated that they would only be on when they are busy, during winter, and for special events. Vice Chairperson Prud'homme-Bauer stated she understood the lighting issue and Chairperson Jones stated that if lighting is an issue, maybe there is another way to address it.

The next topic considered were proposed signs on the hand rails leading down from the Museum to Main Street. Regarding these signs, Chairperson Jones asked if we have code that speaks to rail signs. The Community Development Director stated we do not. Chairperson Jones asked if the hand rails would still be functional. Vice Chairperson Prud'homme-Bauer stated she liked the fact that a center rail was being added and the rail sign would be a good way for people driving up Broadway to see the museum. Chairperson Jones stated she liked those concepts as well but we don't have any authority over rail signs. Vice Chairperson Prud'homme-Bauer asked if this is something that needs to be added to the code and the GIS/Planner II stated that as far as making a code change it could always be done but if we look at the town as a whole, there are not many rails in town. Vice Chairperson Prud'homme-Bauer stated it should

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remain the same and we will address rail signs as they come up. It was discussed that adding a center rail would be great for safety purposes.

The next topic considered was the Centennial Logo. Vice Chairperson Prud'homme-Bauer stated moving the Centennial Logo Marker would make it more visible and it was great because it created extra parking spaces. Board Member Snyder agreed. Vice Chairperson Prud'homme-Bauer stated she liked all the proposed changes except the parking lot tribute lighting. Board Member Garvey suggested letting Mr. Meinke try it and if it didn't work, he could take it down.

Lighting the two outer pillars of the monument sign was the next topic discussed. Chairperson Jones suggested lighting the image that is between the two pillars.

Overall closing comments were as follows. Chairperson Jones stated that she was trying to come up with ideas to help with lighting. Mr. Meinke asked if he could keep the wires up and put the proposed wiring up but not the lighting so that he could hang lanterns on the wires for special events. Vice Chairperson Prud'homme-Bauer stated that since the wires were already there they could stay. Community Development Director stated that given Mr. Meinke is contemplating doing lanterns on the wires that have already been approved the Board may want to modify his application to do lanterns so he doesn't have to come back. Board Member Snyder agreed that special event lighting could be on a temporary basis.

Public Comment: None

BOARD ACTION: Board Member Snyder moved to approve the application with the following three stipulations recommended by staff plus an additional stipulation from the Board :

1. All signage shall be installed as reviewed and approved by the Design Review Board.
2. Installation of the handrail shall be inspected and approved by the Town's Building Official.
3. All lighting and hardscape as installed shall comply with Town Code.
4. The parking lot tribute lighting will not be approved. The cable wiring in the application will be approved for use of special event lighting on a temporary basis.

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

8. FUTURE AGENDA ITEMS:

Chairperson Jones thanked Board Member Snyder for her time on Design Review Board and stated that maybe it was a possible to get a special stipulation from Council for her to come back. Board Member Snyder agreed that it should be considered.

GIS/Planner II stated that there would be one application for the next meeting from John Tobias of PTM for an off-premise sign on 89A. He also stressed that the remaining Board Members attend all meetings now through September because they are going to be one member short. The Board discussed and agreed

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that they will be able to make all meetings through September. They decided they do not need to fill the spot until then.

9. **ADJOURNMENT:** Board Member Snyder motioned to adjourn the meeting. Board Member Garvey seconded the motion. The motion passed unanimously. The meeting adjourned at 7:44 p.m.

APPROVED BY:

Chairperson

Chairperson Laura Jones

SUBMITTED BY:

GIS/Planner II Espolt

GIS/Planner II