

*Design Review Board
June 1, 2016*

MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, JUNE 1, 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, June 1, 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	Mike Garvey	Present
	Aaron Midkiff	Excused

STAFF:

GIS/Planner II	Guss Espolt
Community Development Technician	Stephanie Vocca

Others in Attendance: John Tobias – Crossroads at Mingus
Colleen Tobias – Crossroads at Mingus
John Alvey – Alvey Signs

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 May 4, 2016.** Vice Chair Prud'homme-Bauer motioned to approve the Regular Meeting Minutes of May 4, 2016. Board Member Garvey seconded the motion. The motion passed unanimously.
5. **AGENDA ITEM: REPORTS:**
Chairperson and Member Report: Chair Jones did not have a report. Vice Chair Prud'homme-Bauer stated that there will be another Block Party on June 24th and July 29th hosted by the Downtown Business Alliance. She stated that the Block Party on May 27th was a very enjoyable event and there were families, people with dogs, retirees, etc. Chair Jones stated that she had a great time at the event. Vice Chair Prud'homme-Bauer stated that the Downtown Business Alliance enjoys doing the block parties and they are great because everything is local.

Staff Report Updates: No Staff Report.

6. NEW BUSINESS:

- a. **CONSIDERATION AND POSSIBLE ACTION DRB #091253:** Discussion / possible action regarding an off-premise sign for the Crossroads at Mingus subdivision to be placed on Parcel #406-26-013K.

STAFF REPORT

Background:

Mr. John Tobias has submitted an application to Design Review for an off-premise sign to be placed on Parcel #406-26-013K. Property is located parallel to State Route 89A on a privately owned parcel. Applicant has owner's signed permission to place sign on this parcel. The property is zoned Commercial (C).

The following topics are presented from the application.

Sign:

Double faced sign will be photo vinyl on a 4' High x 4' Wide, ½" thick Omega Board mounted so it totals 8' in height. Sign will have a boxed frame and two 4" x 4" wood support posts to be painted white.

Colors:

Applicant's text "Model Homes" will be red, "Now Open" text will be white in a red arrow. These two lines of text will be on a white background positioned on the upper half of the sign. Text "For Sale" and "Phone number" will be yellow, "Commercial 11.89 Acres" will be white in a green arrow. All bottom text will be on a blue background.

Fonts:

Fonts for "Model Homes" and "Now Open" are Eras Bold. Font for "For Sale" are Arial Bold. Fonts for "Commercial 11.89 Acres" and "Phone Number" are Arial Narrow Italic.

Materials and Attachment:

Sign will be on ½" thick Omega board and have a boxed frame. Sign will have two 4" x 4" wood support posts painted white. The 4" x 4" sign posts will be set in 36" x 24" concrete footings.

Purpose and Applicability of Design Review

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

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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

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; the logos are excluded from font counts. Text 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. N. Subdivision Advertising, Directional and Identification:

4. Off-Site Advertising and Directional:

- a. *Such signs shall be located within 1.5 miles of the subdivision, on vacant property with the written permission of the property owner.* The proposed off-premises sign is 0.05 miles or 250 feet from the Crossroads at Mingus subdivision. Applicant has owner's signed permission. Application complies.
- b. *A maximum of 2 signs are permitted for each subdivision and shall not be located on a local street.* One double sided off-premise sign has been requested per this application. This proposed sign is located on a state highway. Application complies.
- c. *Each sign shall have a maximum area of 32 square feet and a maximum height of 8 feet, 6 feet in residential zone districts.* Application complies.

Staff Detailed Recommendations:

Staff has determined the Application complies with all code requirements and recommends approval of **DRB-091253** Crossroads at Mingus off-premise sign with the following stipulations of approval:

1. All signage shall be installed as reviewed and approved by the Design Review Board.

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2. Installation of the sign shall be inspected and approved by the Town's Building Official.
3. Applicant is required to obtain a building permit from the Community Development Department prior to installation of the sign.
4. All contractors shall have a current business license with the Town of Clarkdale.
5. The approval of the ADOT permit for off-premise advertising must be presented to Community Development for the sign on parcel #406-26-013K with the Building Permit Application.
6. Such signs shall be maintained until such time as 95% of the lots in the subdivision are sold, or the sales office close, whichever occurs first.

Possible Motions:

I move to approve application DRB-091253 with the stipulations proposed by staff.

I move to approve application DRB-091253 with the stipulations proposed by staff with the following changes/additions:

I move to postpone action on DRB-091253 until a specific date and direct staff and/or the applicant to provide the following:

I move to deny the application for DRB-091253 based on the following specific reasons:

I move to deny the application for DRB-091253 based on the following specific reasons:

END OF STAFF REPORT

Questions to Staff / Applicant:

Chair Jones asked Mr. Tobias if he had anything to add. Mr. Tobias stated that the purpose of this sign is to get people to pull off 89A into Crossroads at Mingus. He stated that there is still confusion as to where exactly the development and office are located. GIS/Planner II Espolt stated that he is working on the Google site to try to get the maps and directions correct. He stated that one of the biggest issues he has found in the area is that until Yavapai County sees a structure, it is not triggered to Google. Currently, Google Maps does not show the most recent house that was built. Vice Chair Prud'homme-Bauer stated that sign looked very busy with the different colors, wording, and logos. She asked if there was a way to put some space between the two signs to make them two separate signs. Chair Jones suggested a black line. Mr. Tobias stated that putting space between the two signs would give him less surface area to work with because they were using the maximum allowed area. Chair Jones asked about the logo in the red arrow because she couldn't tell what the logo was for. Mr. Tobias stated that the logo was the realtor's logo. Vice Chair Prud'homme-Bauer asked if the PTM logo needed to be so large because the main wording you want to see on the sign is model homes and for sale. She asked if the logos really needed to be there. Mr. Tobias stated that he had the logo on the sign as a favor to the realtor. Board Member

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Garvey stated that when looking at the sign, the only wording he really sees is “Model Homes” and “For Sale”. He stated that if the main reason for the sign is to get people to turn in and view the model homes maybe the top portion of the sign should be bigger. Chair Jones stated that if Mr. Tobias wanted to keep both signs, he could possibly separate them with a black line. Vice Chair Prud’homme-Bauer suggested making the logos smaller and top portion of the sign bigger.

Public Comment: None

BOARD ACTION: Board Member Garvey moved to approve the sign for Crossroads at Mingus with the following six 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. Applicant is required to obtain a building permit from the Community Development Department prior to instillation of the sign.
4. All contractors shall have a current business license with the Town of Clarkdale.
5. The approval of the ADOT permit for off-premise advertising must be presented to Community Development for the sign on parcel #406-26-013K with the Building Permit Application.
6. Such signs shall be maintained until such time as 95% of the lots in the subdivision are sold, or the sales office close, whichever occurs first.
7. A black line must be added to the design to separate the two individual signs.

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

- b. **CONSIDERATION AND POSSIBLE ACTION DRB #091255:** Discussion / possible action regarding a wall sign application for GHD Contractors / United Verde Soil Program, a business located at 200 N. Broadway, Parcel #400-06-008C.

STAFF REPORT

Background:

Mr. John Alvey has submitted an application to Design Review for an additional wall sign to be placed over the south-facing entrance of the building. Property is located at 200 N. Broadway and is further identified as Assessor’s parcel number 400-06-008C. The property is zoned Commercial (C).

The following topics are presented from the application.

Sign:

The proposed sign will be placed above the south-facing entrance to the building.

Colors:

Applicant's text "United Verde" will be green, "Soil Program and underline" will be cream. Sign will have a white background.

Fonts:

Fonts will be Helvetica bold for "United Verde" and Helvetica light for "Soil Program".

Materials and Attachment:

United Verde Soil Program wall sign materials will be a digitally printed graphic applied on a 1/8" thick Alupalite which is a strong, aluminum composite panel with a high-density corrugated polypropylene core. The proposed sign will be 71.5" wide x 29.5" high. This sign will have no frame and will be attached to the building with (8) mason screws installed in the grout of the brick, allowing minimal repair after sign is removed.

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

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) 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.

Zoning Code Chapter 7, Section 7-8 P. Permitted Signs. 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.* GHD Contractors / United Verde Soil Program wall sign complies with the sign count. Application complies.
2. *Maximum height equals top of wall to which affixed.* GHD Contractors / United Verde Soil Program wall sign complies. 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.* 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 the south-facing entrance to the building. There is a remainder of 418.5 square feet of signage available for this property. Application complies.

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

Given the existing signage there is a remaining 430.5 permitted signage in square feet – 12 square feet of requested signage per this application = 418.5 square feet remaining for additional signage

Staff Detailed Recommendations:

Staff has determined the Application complies with all code requirements and recommends approval of **DRB-091255 GHD Contractors / United Verde Soil Program** 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. Applicant is required to obtain a building permit from the Community Development Department prior to installation of the sign.
4. All contractors shall have a current business license with the Town of Clarkdale.

Possible Motions:

I move to approve application DRB-091255 with the stipulations proposed by staff.

I move to approve application DRB-091255 with the stipulations proposed by staff with the following changes/additions:

I move to postpone action on DRB-091255 until a specific date and direct staff and/or the applicant to provide the following:

I move to deny the application for DRB-091255 based on the following specific reasons:

END OF STAFF REPORT

Questions to Staff / Applicant: Chair Jones asked Mr. Alvey if there was anything that he would like to add and Mr. Alvey stated that everything had been covered. Chair Jones stated that someone told her they missed the old Zunick's Garage sign and she told them that it is tucked away under the new sign and that it will be back when UVSP is gone. Mr. Alvey told the board that Margie Zunick has an additional sign that is not in good shape and he told her he would put a UV protectant on it to stop further bleeding of the sign. Mr. Alvey stated that he would be doing to same thing to the UVSP sign. Chair Jones stated that she was sure they were very appreciative of that.

Public Comment: None

BOARD ACTION: Vice Chair Prud'homme-Bauer moved to approve the sign for United Verde Soil Program with the following four stipulations recommended by staff:

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. Applicant is required to obtain a building permit from the Community Development Department prior to instillation of the sign.
4. All contractors shall have a current business license with the Town of Clarkdale.

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

7. **FUTURE AGENDA ITEMS:** GIS/Planner II Espolt stated that we currently do not have any DRB applications but we are anticipating receiving one for a paintball field. Chair Jones stated that she will not be able to attend the meeting next month. Vice Chair Prud'homme-Bauer stated that she would be able to attend the meeting. Board Member Garvey stated that he would not be able to attend the meeting. GIS/Planner II Espolt stated that we may need to call a special meeting if the applicant would like to get his project going.

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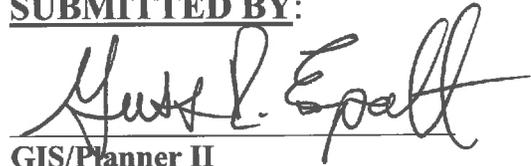
8. ADJOURNMENT: Board Member Garvey motioned to adjourn the meeting. Vice Chair Prud'homme-Bauer seconded the motion. The motion passed unanimously. The meeting adjourned at 7:00 p.m.

APPROVED BY:



Chairperson
Laura Jones

SUBMITTED BY:



GIS/Planner II
Guss Espolt