**MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, AUGUST 3, 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, August 3, 2016, at 6:30 p.m. in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, AZ.

**BOARD MEMBERS**:

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| Chairperson | Laura Jones | Present |
| Vice Chairperson | Robyn Prud'homme-Bauer | Present |
| Board Members | Mike Garvey | Excused |
| | Aaron Midkiff | Present |

**STAFF**:

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| GIS/Planner II | Guss Espolt |
| Community Development Technician | Stephanie Vocca |

**Others in Attendance:** None

1. **AGENDA ITEM: CALL TO ORDER:** The Chairperson called the meeting to order at 6:28 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 July 6, 2016.** Vice Chair Prud'homme-Bauer motioned to approve the Regular Meeting Minutes of July 6, 2016. Board Member Midkiff seconded the motion. The motion passed unanimously.

5. **AGENDA ITEM: REPORTS:**

   **Chairperson and Member Report:** Vice Chair Prud'homme-Bauer informed the Board and staff that there will be a Candidates Forum for the Clarkdale Town Council next Thursday at 6:30 p.m. at St. Thomas Episcopal Church.

   **Staff Report Updates:** None

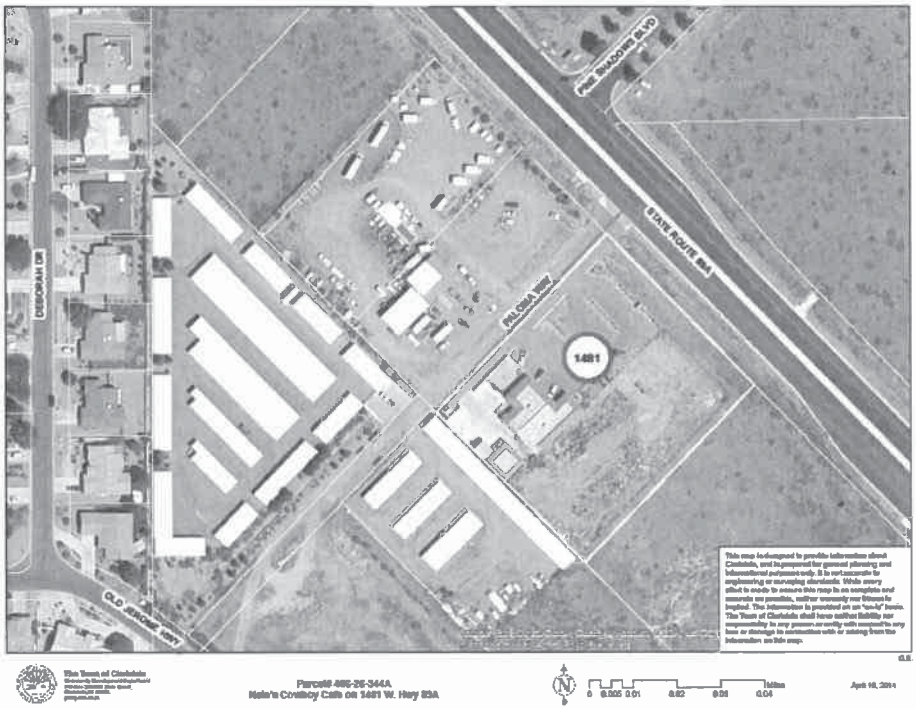
6. **NEW BUSINESS:**

   a. **CONSIDERATION AND POSSIBLE ACTION DRB #091305:** Discussion/possible action regarding an application for design review of proposed wall sign alterations, new monument inserts, and lighting for the south-facing wall at Nate's Cowboy Café & reJuice. The business is located at 1481 State Route 89A, further identified as parcel #406-26-344A.

**STAFF REPORT**

**Background:**

Mr. Nate Wagner has submitted an application to Design Review for wall sign alterations, new monument inserts and lighting for Nate's Cowboy Café & reJuice, 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.

**Sign:**

The two proposed wall signs will be located as follows: one sign will be located on the outer patio wall, 3' x 14' facing State Route Highway 89A. The proposed wall sign alteration will be located on the south wall visible from State Route Highway 89A. This sign will be connected to the existing Cowboy Café sign. Two 4' x 8' monument inserts will replace the inserts on the existing monument adjacent to State Route Highway 89A.

**Colors:**

Colored text consisting of "reJuice" will be black lettering in a lime green circle simulated lime. Text for "Coffee" "Smoothie" and "Juice" will be black in a white background. Text for "Gluten Free Eatery" will be black in the same white background. Text for "Nate's" will be black and set in a white cut out of a pig. Text for "Cowboy Café" will be white with a brown background. A green arrow will be on the outer patio wall sign to direct traffic to the mobile unit.

**Font:**

"Nate's" font will be Papyrus. "reJuice, Coffee, Smoothies, Juice" font will be Strawberry Muffins. "& Gluten Free Eatery" will be Arial.

**Materials and Attachment:**

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 ¼" lag bolts through brass grommets every 24" and will be attached directly to the building.

**Lighting:**

The proposed eight fully shielded down facing Gooseneck exterior light fixtures will be mounted from the eaves, at a distance of 5' apart. Lights will be mounted so all light will reflect against the building and ground. Low 12-watt incandescent bulbs will be used.

## Staff Analysis

## 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.*

## Code Review

### *Signs:*

***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 signs will be visible from Paloma Way and State Route Highway 89A. 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 signs do not project from the wall. Application complies.

***Zoning Code Chapter 7, Section 7-9 Maximum Sign Square Footage for Commercial Uses: 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 = 132 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.

750 permitted signage in square feet – 154 square feet of existing signage = 596 square feet.

596 square feet – 132 square feet of requested signage per this application = 464 square feet remaining for additional signage. Application complies

***Zoning Code Chapter 7, Section 7-8 S. 1. Permitted Signs. 89A Overlay District:***

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

## *Lighting:*

***Zoning Code Chapter 8 Outdoor Lighting Code Section 8-7 N Lighting Requirements***: Proposed monument sign lighting and goose neck wall 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.*** Applicant indicated intention to comply.

# 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) fonts and does not exceed the suggested font counts. Application complies.

2. ***Sign should have no more than 50 percent opacity. Dark background colors are preferred.*** The proposed sign complies with the new criteria. Application complies.

3. ***Signs should be non-reflective.*** The proposed sign has no reflectivity. Application complies.

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

## Staff Detailed Recommendations:

Staff has determined the Application complies with all code requirements and recommends approval of **DRB-091305 Nate's Cowboy Café & reJuice signs** with the following stipulations of approval:

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

2. All contractors shall have a current business license with the Town of Clarkdale.

3. Any changes to the design approved by DRB shall be reviewed and approved by the Director of Community Development prior to implementation who may determine the application needs to return to the Design Review Board for review and approval.

## Possible Motions:

*I move to approve application DRB-091305 with the stipulations proposed by staff.*

*I move to approve application DRB-091305 with the stipulations proposed by staff with the following changes/additions:*

*I move to postpone action on DRB-091305 until a specific date and direct staff and/or the applicant to provide the following:*

*I move to deny the application for DRB-091305 based on the following specific reasons:*

**END OF STAFF REPORT**

**Questions to Staff / Applicant:** Vice Chair Prud'homme-Bauer asked if it would possible to ask the applicant not to use incandescent light bulbs. GIS/Planner II Espolt stated that he had talked to the applicant and they would not be using incandescent light bulbs. He also indicated that four years ago, the applicant was approved for four gooseneck lights but they were never installed so the project was brought back to Design Review Board with eight lights proposed. He also stated the applicant did receive a letter of approval from the property owner. Vice Chair Prud'homme-Bauer asked if the color of the fixture in the picture was the actual color and GIS/Planner II Espolt stated that it was. Board Member Midkiff pointed out that even a 60 watt incandescent light is pretty dim.

Chair Jones asked to see the monument sign and GIS/Planner II Espolt pointed out the applicant had added a thick black line that was suggested to separate the two signs. Vice Chair Prud'homme-Bauer asked if the applicant was going to do anything with the base of the sign such as painting it because it looked like it could use a new coat of paint. Board Member Midkiff asked if the sign was the same color as the building. Vice Chair Prud'homme-Bauer stated even if the base has to be the same color of the building, it could use some sprucing up but other than that the sign and colors looked fine. She also stated the arrow was a great choice so customers know where to find the reJuice location. She suggested fencing be installed to shield the waste receptacle near the reJuice food truck to ensure the ambiance of the facility was not hindered by the view of the trash receptacle.

**Public Comment:** None

**BOARD ACTION:** Vice Chair Prud'homme-Bauer moved to approve the application for Nate's Cowboy Café / reJuice with the following three recommendations by staff, plus one additional stipulation and one suggestion from the Board:

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

2. All contractors shall have a current business license with the Town of Clarkdale.

3. Any changes to the design approved by DRB shall be reviewed and approved by the Director of Community Development prior to implementation. The Director of Community Development shall determine if the application needs to return to the Design Review Board for review and approval.

**Stipulation:**

4. The applicant shall paint the base of the monument sign. The paint color shall match the color of the building.

**Suggestion:**

5. The Board suggests that the applicant install fencing to shield the waste receptacle located near the reJuice entrance.

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

7. **FUTURE AGENDA ITEMS:**

8. **ADJOURNMENT:** Vice Chair Prud'homme-Bauer motioned to adjourn the meeting. Board Member Midkiff seconded the motion. The motion passed unanimously. The meeting adjourned at 6:48 p.m.

**APPROVED BY**: **SUBMITTED BY**:

**Chairperson**
Laura Jones

**GIS/Planner II**
Guss Espolt