

MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, JANUARY 9, 2008, AT 6:00 P.M. IN THE CLARKDALE LIBRARY BUILDING, 39 N. NINTH STREET, CLARKDALE, AZ.

A **Regular Meeting** of the Design Review Board of the Town of Clarkdale was held on Wednesday, January 9, 2008, at 6:00 p.m. in the Clarkdale Library Building, 39 N. Ninth Street, Clarkdale, AZ.

Board Members:

Chairperson	Charles Scully	Present
Vice Chair	Marsha Foutz	Present
Board Members	Dennis Rhoades	Present

Staff:

Community Development Director	Sherry Bailey
GIS Technician	Guss Espolt
Administrative Assistant	Vicki McReynolds

Others in Attendance: Rachel Jackson, Laura Jones (for Miller’s Market).

AGENDA ITEM: CALL TO ORDER: The Chairperson called the meeting to order at 6:00 p.m.

AGENDA ITEM: ROLL CALL: The Administrative Assistant called roll.

AGENDA ITEM: MINUTES: Consideration of the Regular Meeting Minutes dated December 12, 2007. Board Member Rhoades motioned to approve the Regular Meeting Minutes of December 12, 2007. Board Member Foutz seconded the motion. The motion passed unanimously

AGENDA ITEM: REPORTS:

Chairperson’s Report:

The Chairperson reported on January 24th there will be a County Trails meeting with representatives from various communities regarding the next Verde Valley Trails Master Plan. There will also be a Regional Task Force meeting (the same day) at the Jerome Fire House at 10:00 am. This will be an open meeting.

Staff Report:

The Community Development Director stated the Council will be having their Strategic Planning meeting January 23 (afternoon) and all day on the 24th. On Tuesday, January 29th there will be a “TENTATIVE” Joint Meeting with Council and Parks & Recreation Board regarding the old sewer plant site/conversion to a park with other needs of the Town addressed.

It was previously discussed the possibility of joint meetings...i.e., Boards & Commissions Members with the Council. The Town is currently addressing issues and after the Strategic Planning Meeting the joint meetings should take place possibly the end of January. The Community Development Department will keep all members posted. Also to come out of the Strategic Planning Meeting will be

the General Plan update. Future discussions with the Design Review Board will be based on results of these meetings.

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 his or her comment to five minutes.

NEW BUSINESS:

AGENDA ITEM: DISCUSSION & POSSIBLE ACTION: DRB-2007-55, Parcel #400-03-160, Sign for: Miller's Market located at 915 Main Street.

Staff Report: Background:

The applicant has submitted an application for Design Review for the window signage on 915 ½ Main Street. The Miller's Market signage will be made of self-adhesive vinyl and the text will be French script style. Capital letters will be 12" high and lower case letters will be 4". The height dimensions and square footage will be: Logo: 4' x 2.5'. The Oval: 10 square feet.

The signage has to follow the sign code in the Zoning Code Chapter Seven 7-6 M.1 Windows, that states:

May cover up to one-half (1/2) the window area; square footage to be subtracted from allowable wall signage area.

Staff Comments: In addressing the layout/design of the window signage for Miller's Market: the Design Review Board may approve the signage submitted, conditionally approve with stipulations, or disapprove the application as filed.

Staff Recommendations: Staff recommends the signage of The Miller's Market be approved.

Applicant: The applicants, Rachel Jackson and Laura Jones, explained Miller's Market will be a general store/deli. The hours of operation will be 7:00 a.m. to 7:00 p.m. They will carry general store items along with some organic foods/produce, coffee, pastries, breakfast burritos and wrap sandwiches. They will send out a general mailer prior to opening to see what the public wants in the store. There will be a community bulletin board in the market. Down the line, they hope to be able to do deliveries. Future signage along the roadside they realize would need to come back to the Board.

Questions to Staff/Applicant:

Following are responses to questions from the Board Members:

- The black lettering on the window (as presented) will remain. The lighting inside the building will bring out the black letters. The lettering is done on the inside.
- The floor is black and white checked and walls are Navajo white.
- Their website and email address is also in black letters on the window.
- It is up to the property owners to upgrade awnings.
- There will be a counter with stools inside and tables with chairs outside (weather permitting).
- The windows are not tinted.
- The brick flower box area underneath the window will not obstruct the lettering. Some type of plantings will go in the planter.
- The projected opening date will be February 1st.

Discussion:

The Board Members liked the “oval” sign and color giving it a historic feel. The script lettering was very appealing. The use of a sandwich board/sign outside the Market showing the menu was discussed. This type of sign could possibly fall under “temporary signage” and applicant should work with Community Development regarding this. The members felt there should definitely be plantings in the brick flower box area to give it color.

Action: Board Member Foutz motioned to approve the sign request for Miller’s Market located at 915 Main Street as proposed. Board Member Rhoades seconded the motion. The motion passed unanimously.

AGENDA ITEM: DISCUSSION on The Proposed Arizona Smart Growth Scorecard:

The Community Development Director discussed the *DRAFT Arizona Smart Growth Scorecard* prepared by the Growth Cabinet Scorecard Subcommittee.

This smart growth scorecard is designed to strengthen the ability of local officials to plan for future growth and development and to adopt comprehensive strategies that address growth-related pressures for specific communities and counties. Communities growing smarter will, when the program is fully implemented in 2009, receive incentives from various state discretionary funding sources. Those communities transitioning to smart growth planning will be eligible for technical assistance by the Arizona Department of Commerce Office of Smart Growth (formerly Community Planning Office) and the Smart Growth Interagency Committee, comprised of representatives from the 15 Growth Cabinet agencies, to aid in implementing smart growth principles.

All Boards and Commissions will be looking at the Arizona Smart Growth Scorecard/draft as will the Town Council. By first utilizing the categories and degrees under each one as outlined, the actual scorecard will come at a later date based on the initial criteria for each community. The hope is that “small” communities will be credited along side other communities and the “large” cities will be credited with other large cities.

The Board Members felt the final tabulation of all communities should be helpful for future planning needs of the Town. The information should be useful in joint meetings with Town Council.

DRAFT

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AGENDA ITEM: FUTURE AGENDA ITEMS: Discussion regarding update to the General Plan as a result from the Strategic Planning Meeting of January 23/24th.

AGENDA ITEM: ADJOURNMENT: Board Member Foutz motioned to adjourn the meeting. Board Member Rhoades seconded the motion. The motion passed unanimously. The meeting adjourned at 7:15 p.m.

APPROVED BY:

SUBMITTED BY:

Charles Scully
Chairperson

Vicki McReynolds
Administrative Assistant