

Design Review Board
April 9, 2008

MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, APRIL 9, 2008, AT 6:00 P.M. IN THE CLARK MEMORIAL 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, April 9, 2008, at 6:00 p.m. in the Clark Memorial Library Building, 39 N. Ninth Street, Clarkdale, AZ.

BOARD MEMBERS:

Chairperson	Charles Scully	Present
Vice Chair	Marsha Foutz	Present
Board Members	Dennis Rhoades	Absent
	Michelle Hayman	Present
	Josh Stackhouse	Present

STAFF:

GIS Planner	Guss Espolt
Administrative Assistant	Vicki McReynolds

Others in Attendance: Sophia Serrano

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 March 12, 2008. Board Member Foutz motioned to approve the Regular Meeting Minutes of March 12, 2008. Board Member Hayman seconded the motion. The motion passed unanimously

AGENDA ITEM: REPORTS:

Chairperson's Report: The Chairperson referenced the last meeting's agenda item, Clarkdale Metals and how they are progressing. He took a tour of the property and found it very informative. The Chairperson suggested for the Board Members who have not been on a tour, to contact Clarkdale Metals and they will be glad to set it up.

Design Review Board

April 9, 2008

Staff Report: The GIS Planner introduced to the Design Review Board this evening our newest Board Member, Josh Stackhouse. The members welcomed him and introduced themselves and spoke about their backgrounds.

The Administrative Assistant gave an update to the Board Members regarding updating the General Plan and what part Community Development, Planning Commission, Town Council and soon to be Focus Groups will play. The Community Development Director will keep this Board informed as the General Plan's timeline progresses.

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. **There was no "Public Comment" at this meeting.**

NEW BUSINESS:

AGENDA ITEM: DISCUSSION & POSSIBLE ACTION: DRB-2007-58, Parcel #400-03-183, Design Review sign request for the Main Street Café & Pizzeria located at 920 Main Street.

Background:

The applicant has submitted an application for Design Review for the window signage at 920 Main Street. The Main Street Café & Pizzeria signage will be made of self-adhesive vinyl and the text will be Colonial style, the color of the text will be ivory as seen on the swatch in **Exhibit A**. Upper case letters will be 6" tall and lower case letters will be 4" tall. The windows are: 6' 11" tall and 4' 3" wide. The full logo dimensions will be: 45" wide x 18" high. The window to the right of the front door measures 6' 11" tall and 2' 6" wide. This window will have the hours of service on a removable sign as seen in **Exhibit B, Picture 2**.

NOTE: The sign code in the Zoning Code Chapter Seven 7-3 F. General Provisions states: *No one use may utilize more than a total number of three (3) on-premise signs in conformance with this Code, (under canopy signs shall not count toward the maximum) per street frontage, and provided that no one use shall exceed a maximum of four (4) on-premise signs.*

All logo's are to be positioned as seen Exhibit A.

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.*

Design Review Board
April 9, 2008

The signage has to follow the sign code in the Zoning Code Chapter Seven 7-6 D.5 Illumination that states: *Illuminated signs must be extinguished after 9:00 p.m. or at the close of business, whichever is later. As seen in Exhibit B, Picture 1.*

Staff Comments:

In addressing the layout/design of the window signage for The Main Street Café & Pizzeria: the Design Review Board may approve the signage as submitted, conditionally approve with stipulations, or disapprove the application as filed.

Recommended Stipulations:

Staff recommends the signage for The Main Street Café & Pizzeria be approved, as long as the temporary signage is removed no later than 30 days from 3/24/08 and all logo's are to be positioned as seen in Exhibit A.

Note: Staff wants to point out to the Board that the color of the text will be **CREAM**. This came after the Staff Report was prepared (which shows ivory) per architect's rendering.

Applicant: Sophia Serrano stated she is half owner of the Main Street Café & Pizzeria and Scott Buckley is her business partner. The applicant provided the actual graphics that will be utilized for the signage.

Questions to Staff/Applicant:

Following are responses to questions from the Board Members:

- Exhibit "B" picture #2 location on the window was explained
- The Main Street Café & Pizzeria signage actually has a static type backing that will adhere to the window
- The sign will be UV protected for a longer life expectancy
- There will be tables and chairs outside (weather permitting)
- They serve beer & wine presently, with a liquor license to occur down the line
- The Café opens at 11:00 a.m.
- Breakfast served on the weekends is a possibility in the near future

Discussion:

Following are areas discussed by the Board Members:

- The Main Street Café & Pizzeria signage adds atmosphere
- The gold color/wording in the Colonial style looks very tasteful
- The signage "fits" in with the historic feel of the town
- It is good to see life being brought back to the town
- More plants out front would be appealing
- There is not an existing trail from the Mountain Gate community to the park/town area. This could possibly generate more business to the downtown area.

Design Review Board
April 9, 2008

ACTION: Board Member Foutz motioned to approve DRB-2007-58, Parcel #400-03-183 sign request, as submitted by the Main Street Café & Pizzeria, located at 920 Main Street, with the stipulation that the temporary signage is removed no later than 30 days from 3-24-08 and illuminated signs must be extinguished after 9:00 p.m. or at the close of business, which ever is later. Board Member Hayman seconded the motion. The motion passed unanimously.

AGENDA ITEM: **FUTURE AGENDA ITEMS:** None specifically at this time.

AGENDA ITEM: **ADJOURNMENT:** Chairperson Scully motioned to adjourn the meeting. Board Member Foutz seconded the motion. The motion passed unanimously. The meeting adjourned at 7:00 p.m.

APPROVED BY:

SUBMITTED BY:

Charles Scully
Chairperson

Vicki McReynolds
Administrative Assistant II