

*Design Review Board
July 9, 2008*

MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, JULY 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, July 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	Michelle Hayman	Present
	Josh Stackhouse	Present

STAFF:

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

Others in Attendance: Drake Meinke-Applicant, Pat Williams.

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 Special Meeting Minutes of June 5, 2008, Regular Meeting Minutes dated June 11, 2008 and Cancelled Special Meeting Minutes of July 3, 2008. Board Member Stackhouse **motioned to approve the Special Meeting Minutes of June 5, 2008.** Board Member Hayman **seconded the motion.** **The motion passed unanimously.** Board Member Foutz **motioned to approve the Regular Meeting Minutes of June 11, 2008.** Board Member Stackhouse **seconded the motion.** **The motion passed unanimously.** Board Member Foutz **motioned to approve the Cancelled Special Meeting Minutes of July 3, 2008.** Board Member Hayman **seconded the motion.** **The motion passed unanimously.**

AGENDA ITEM: REPORTS:

Chairperson's Report: The Chairperson is involved with the Verde Valley Regional Trails Group and mentioned a paved 15 mile trail system, 15 feet wide within the Valley had recently come up as a topic. A GIS person with the county has started looking at a major mapping program regarding this. The Chairperson advised them they need to go through a "process" within each town to be sure standards are met.

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Staff Report: The Community Development Director gave the following update.

The Verde Valley Christian Church received approval from the Town Council for reimbursement of the water and sewer line. They will be pulling a permit for the sewer line, and then the building permit process will soon follow.

Public Works Director Steve Burroughs is currently working on a TEA Grant for a multi use eight foot path with boardwalk along Clarkdale Parkway up to Cement Plant Road along with landscaping for the round about. It should tie into the School's nature trail also.

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.

Pat Williams complimented the Design Review Board on the terrific job they are doing and is here this evening in support of the Clarkdale Museum sign agenda item.

NEW BUSINESS:

AGENDA ITEM: DISCUSSION & POSSIBLE ACTION: DRB-2007-61, Design Review request for 80 Historic Signs to be placed on top of street sign poles in Clarkdale Historic District: Applicant-Drake Meinke.

Background:

Mr. Drake Meinke has submitted an application for Design Review for 80 Historic Signs to be placed on top of street sign poles in the Clarkdale Historic District. The signs will measure 18" x 9" and are made of aluminum with letters that are self-adhesive vinyl. The letters will be Garamond, Book Antiqua and Arial font styles. All font colors will be black with the background of the sign to be white. Actual sign locations will be shown at the Design Review Board Meeting. The method of attachment will be bolts and nuts to existing or new street pole hardware.

Staff Comments:

Design Review "fees" have been waived as an In-Kind Town Service.

The Design Review Board may approve the signage submitted, approve with stipulations, or disapprove the application as filed.

Recommended Stipulations:

Staff recommends the signage be approved with the stipulation that the mounting of the signs be overseen by the Public Works Department.

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Applicant: Drake Meinke is Chairperson of the Heritage Conservancy Board and gave a brief background to the Board Members how this project came about. Mr. Meinke has gathered information over the years from various states regarding historic signage. He applied for a grant and The Clarkdale Heritage Center and Museum recently received the grant award from the Arizona Department of Tourism. A portion of this grant award was for the production and emplacement of sign caps and signage throughout the Town of Clarkdale that will mark the historical area and its boundaries. The signs will be placed upon the top of the existing street poles, may be called “cap” on the poles. The signs will be placed within the town historic boundary and will become town property upon completion and acceptance. Exceptions such as private/shared roads/areas may occur.

Mr. Meinke provided a large map for the Board Members to view explaining the Historic District and approximate number of poles involved. The National Register’s definition of Historic District was explained with regards to areas on the map.

Method of attachment will be common sign hardware, bolts and nuts and/or street name placard hardware (same as present on street name poles). Signage display with the proposed “cap” on top was shown to the Board. Pictures (1-15) were viewed showing the “sign differences” that currently exist within the town.

The street poles, concrete, hardware, signs and meetings are included in the grant money. Part of the process includes that these signs be reviewed by the Design Review Board which incurs a fee. The fee has been waived as in In-Kind Town Service.

Questions to Staff/Applicant:

Following are responses to questions from the Board Members:

- New street poles would be put up and the street name would come from Public Works.
- The Applicant stated it was hard to get the public involved in this project.
- Several colors were tried for the signs before the final one evolved.
- We are on the Register as a “Historic District”.
- The sign’s “white” is not a high reflective white.
- \$33,000.00 Grant was funded, donations and fees/In-Kind Service all helped bring this project to life.
- There will be extra signs made in the event a replacement is necessary.
- The Town needs some continuity for “way finding signs”.
- Future kiosk placements can be looked at although they can be expensive.
- There will be projects coming before the Board in approximately 2 months with a full mock up for viewing.

Discussion:

Following are areas discussed by the Board Members:

- The Board felt the applicant did a very thorough job researching this project and with the information presented.
- The community “way finding” signs concept could be drawn from the Historic Sign being presented this evening.
- All the important points of the sign process have been covered.
- The design and wording is appropriate.

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-The sign reflects the Town's character.

PUBLIC COMMENT ADDED:

Pat Williams shared with the Board Members she went through the Master Development Plan years ago. There are ledgers in archives that reflect facts and figures for the Town that are extremely interesting. If we had good signs, walking tours and kiosks strategically placed, she can see a master tourism plan in the future. The grants that are provided give a vote of confidence for Clarkdale's future.

AGENDA ITEM: ACTION: Board Member Foutz motioned to approve DRB-2007-61 for 80 Historic Signs to be placed on top of street sign poles in the Clarkdale Historic District as presented, with the stipulation that the mounting of the signs be overseen by the Public Works Department. Board Member Hayman seconded the motion. The motion passed unanimously.

AGENDA ITEM: DISCUSSION & POSSIBLE ACTION: DRB-2007-62, Parcel #400-06-004, Design Review sign request to be placed on the Clarkdale Museum located at 900 First North Street: Applicant-Drake Meinke.

Background:

Mr. Drake Meinke has submitted an application for Design Review for a sign to be placed on the Clarkdale Museum. The sign will measure 2'x2'5" and will be made of aluminum and the art will be full self-adhesive vinyl. Mr. Drake Meinke will bring printed banner material for the Design Review Board to see actual colors and font types. The method of attachment will be concrete bolts.

Staff Comments:

Design Review "fees" have been waived as an In-Kind Town Service.

The Design Review Board may approve the signage submitted, approve with stipulations, or disapprove the application as filed.

Recommended Stipulations:

Staff recommends the signage be approved.

Applicant: Drake Meinke explained that The Clarkdale Heritage Center and Museum recently received a grant award from the Arizona Department of Tourism. This grant award is for the production and emplacement of signage, markers and other items throughout the Town that will explain and identify our historical areas. This sign (example shown to Board Members), will be placed on the museum building now located at 900 First North Street (old DMV building). The sign will be attached to the front façade of the building as in the rendering found in the Board's packets. This placement is the same as the two signs placed upon the Magistrate Court and the Police Department building in Clarkdale.

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Part of the process for sign approval includes that the sign be reviewed by the Design Review Board which incurs a fee. The fee has been waived as an In-Kind Town Service

Questions to Staff/Applicant:

Following are responses to questions from the Board Members:

- The hours of operation could be on a drop down from the sign being presented.
- This is the “logo” for the Museum letterhead.
- Under the grant the Museum must be open 120 days per year. That is 2 ½ days per week. They will be trying to be open 3 days per week, although it is hard to get volunteers to operate it.
- A temporary “OPEN” banner has been purchased.
- A bolder black border around the word MUSEUM would indeed make it stand out.
- A UV protective treatment will be used on the sign to try and hold the color longer.
- Informational booklets will be placed by photos in the museum for additional background to visitors.

Discussion:

Following are areas discussed by the Board Members:

- The white board at the top of the sign should be cut out to leave the curved/arched effect.
- The white shadowing in the gazebo and train as presented does not show any definition to them. These are important elements in the sign and need to be darkened.
- More information such as hours of operation need to be visible for visitors.
- Board Members felt there was good color usage and contrast on the sign.
- The word MUSEUM is in a large font for visibility but needs the bolder black border around it.
- The size of the sign is appropriate for the building.

AGENDA ITEM: ACTION: Board Member Foutz motioned to approve DRB-2007-62, Parcel #400-06-004, sign request to be placed on the Clarkdale Museum located at 900 First North Street as proposed, with the following stipulations: the sign’s white edges be removed to retain the curved/arched design, the word MUSEUM have a bolder black around the letters, the shadowing in the gazebo and the train image be darkened and the sign to be placed in a historical fashion. Board Member Stackhouse seconded the motion. The motion passed unanimously.

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

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AGENDA ITEM: ADJOURNMENT: Chairperson Scully motioned to adjourn the meeting. Board Member Hayman seconded the motion. The motion passed unanimously. The meeting adjourned at 7:40 p.m.

APPROVED BY:

SUBMITTED BY:

Charles Scully
Chairperson

Vicki McReynolds
Administrative Assistant II