

*Design Review Board  
February 11, 2009*

**MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, FEBRUARY 11, 2009, 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, February 11, 2009, 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
	Elaine Sakelarios	Excused

**STAFF:**

GIS Planner	Guss Espolt
Administrative Assistant	Vicki McReynolds

**AGENDA ITEM: CALL TO ORDER:** The Chairperson called the meeting to order at 6:08 p.m.

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

**AGENDA ITEM: MINUTES:** Consideration of the Regular Meeting Minutes of January 14, 2009. Board Member Foutz motioned to approve the Regular Meeting Minutes of January 14, 2009. Board Member Hayman seconded the motion. The motion passed unanimously.

**AGENDA ITEM: REPORTS:**

**Chairperson's Report:** None.

**Staff Report:** None.

**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.**

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**NEW BUSINESS:**

**AGENDA ITEM: DRB-090093, Informational Kiosk Placement in the Town of Clarkdale, presented by Drake Meinke.**

**Staff Report:**

**Background:** Mr. Drake Meinke has submitted an application for Design Review for the placement of the informational kiosks in the Town of Clarkdale's Historic District. A map of the proposed placement of the informational kiosk will be presented on the date of the Design Review Board meeting. The placement of the informational kiosk will be done as in-kind work by the Public Works Department. Footings must be inspected and approved by the Community Development Department prior to pouring of the cement.

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

**Staff Comments:**

Design Review fees have been waived as an in-kind town service.

**Recommended Stipulations:**

Staff recommends the kiosk placement be approved with the stipulation that the placement of each kiosk be overseen by the Public Works Department. Footings must be inspected and approved by the Community Development Department prior to pouring of the cement.

**Applicant:** Mr. Meinke attended the Town Council Meeting on 2/10/09 and explained to the Council Members the placement of the Informational Kiosks in the Town of Clarkdale to get their input. He handed out to the Board Members his list of possible locations and a map. Mr. Meinke did go out to the various sites with Director of Public Works, Steve Burroughs and checked the following: slope of land, ground cover, parking, striping, shade, etc. The following describes the locations of the kiosks.

1. Patio Park
2. Railroad (on their property / it will be up to them for exact location)
3. Same as number (2)
4. Lower Town / Architecture (next to the ballfield)
5. Mongini Park (Broadway & Main)
6. Old High School Building
7. Civic Center
8. At the Musuem
9. In the Park (NE corner)-Tentative/subject to further input
10. In the Park (NW corner)- Tentative/subject to further input
11. 13<sup>th</sup> St / 1<sup>st</sup> South
12. 13<sup>th</sup> St / 1<sup>st</sup> North-vacinity
13. Across from Oovah (looking toward their Cultural Center)-need to collaborate with the Nation
14. Verde Valley – to be determined

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15. Tuzigoot National Monument-need to collaborate with Tuzigoot Officials
16. State Park / Jerome-(would need their approval)
17. Possibly- A-1 Food Store-(would need their approval)
18. Possibly- Yavapai College Registration Area (would need their approval)

### **Questions to Staff /Applicant:**

**The following are responses to questions asked by the Board Members.**

- There will be a direction code on each kiosk.
- Each kiosk will lead people to the next one.
- Park kiosks (#9 & #10), could reflect information from the Town's past events from years ago, housing styles, lifestyle, etc.
- The majority of kiosks are in a central location to encourage walking and or easy driving to capture as many people as possible.
- The Heritage Board, Musuem, Town Hall Front Desk and possibly Community Development Department will have the proposed map with kiosk locations to solicit public input.
- The grant allows for 20 kiosks and does pay for the bricks and mortar. No brochures will be used as the maps will be on the kiosks.
- Each kiosk will be numbered 1 of 20, 2 of 20, etc.
- The size of the kiosk's profile has been reduced by 3". The height stayed the same (for an average adult). The top design will come at a later date.
- There are 16 kiosks built now.

### **Discussion:**

- The Board Members felt the Museum kiosk placement was a key location.
- The Park's kiosks need to be asthetically placed.
- Mr. Meinke stated he has been getting excellent input from the public.
- The kiosks and their location could possibly be put on the Town's website down the line.
- There could possibly be a paper map of the kiosks and their locations available.

**AGENDA ITEM: ACTION: Board Member Foutz motioned to approve DRB-090093, Informational Kiosk Placement in the Town of Clarkdale, with the stipulation that kiosk placement #7 be changed to a shaded spot, kiosk placement #9 and #10 be further evaluated due to the park being an emotional site and kiosk placement #14 needs more information gathered before a final decision. Also, the placement of each kiosk be overseen by the Public Works Department prior to pouring the cement. Board Member Hayman seconded the motion. The motion passed unanimously.**

**AGENDA ITEM: DISCUSSION: Off Premise Signs and Community Way Findng Signs / power point presentatin by the Chaiperson.**

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The following will highlight the presentation by the Chairperson. Handouts were given to the Board Members.

### **Community Wayfinding Signs:**

**Definition:** A system of public signs that provide visitors and residents direction and guidance to public facilities, cultural attractions, parks, business districts, neighborhoods, and other destinations in a manner that also reinforces a positive community image through a distinctive and coordinated design approach.

### **Benefits of Wayfinding Signs:**

- \*Provides a Sense of Place
- \*Establish Community Identity
- \*Provides a Unified Image
- \*Welcome & Orientation / Increase Visitor Interest and Retention

### **Types of Wayfinding Signs:**

- \*Gateway
- \*Trailblazer Route & Destination
- \*Location Identification
- \*Park Opportunity
- \*Pedestrian – Oriented and Kiosks
- \*Historic and Interpretive

### **Types of Destinations:**

- \*Historic Downtown
- \*Government Center
- \*Parks, Schools, Library, Post Office, Business Districts
- \*Neighborhoods, Visitor Attractions

### **Program Analysis:**

- \*Existing Directional Signs
- \*Existing Themes, Logos, Images
- \*Identify Gateways, Destinations & Routes
- \*Community Character & History
- \*Cost of Fabrication & Installation – Flexibility for Adding/Removing Items

### **Wayfinding Sign Design Issues:**

- \*Shape or Design Theme
- \*Colors, Fonts, Size of Lettering
- \*Number of Destinations
- \*District or Zone Programs / Logos and Pictographs

### **Colors and Fonts:**

- \*No MUTCD Red, Yellow or Orange for Backgrounds
- \*Minimum contrasts of 0.70 or 70%
- \*Standard Highway Sign Fonts / Readability at various speeds

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**Size of Lettering:**

\*Highway signs / Local Street signs / Pedestrian signs

**Number of Destinations:**

\*Gateway Sign

\*Highway Trailblazer / Local Trailblazer / Pedestrian signs

The Board Members stated the presentation was an excellent representation of signs from many types of communities. The Town of Clarkdale signs need some uniformity and overall improvements to better represent the area. The Chairperson stated 89-A needs signs that truly reflect the Town of Clarkdale to encourage people to see it as a “destination stop”.

**AGENDA ITEM:** **ACTION:** This being a discussion only, there were no actions taken.

**AGENDA ITEM:** **FUTURE AGENDA ITEMS:** The tops of the kiosks to come before the Board at a later date.

**AGENDA ITEM:** **ADJOURNMENT:** Board Member Foutz motioned to adjourn the meeting. Board Member Hayman seconded the motion. The motion passed unanimously. The meeting adjourned at 8:00p.m.

**APPROVED BY:**

**SUBMITTED BY:**

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Charles Scully  
Chairperson

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Vicki McReynolds  
Administrative Assistant II