

*Design Review Board
September 9, 2009*

MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, SEPTEMBER 9, 2009, AT 6:00 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, September 9, 2009, at 6:00 p.m. in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, AZ.

BOARD MEMBERS:

Chairperson	Charles Scully	Present
Vice Chair	Marsha Foutz	Present
Board Members	Michelle Hayman	Present

STAFF:

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

Others In Attendance: Memi Perkins-Glenarm Land Company, Carl Taskes-Verizon Wireless.

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 of April 8, 2009.**
Board Member Foutz motioned to approve the Regular Meeting Minutes of April 8, 2009, with the following corrections: page three, under Discussion: first line- change the word "background" to "back" and correct the spelling of the word "white". Board Member Hayman seconded the motion. The motion was approved unanimously.

AGENDA ITEM: REPORTS:

Chairperson's Report: The Chairperson asked the Community Development Director the status of Board Member's appointments. The people that are being recommended to create a full Design Review Board, will go to Council at their September meeting. Board Member Foutz gave a status report on an agenda item from the April 8, 2009 meeting regarding: the Verde Valley Professional Center Partners, LLC, single faced for sale sign. The back of the sign has been painted brown.

Staff Report: The Community Development Director stated the General Plan Update Committee has spent a great deal of time on Chapter I of the General Plan as it will set the tone for the entire document. The final draft will be reviewed at their September meeting.

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.**

NEW BUSINESS:

AGENDA ITEM: DISCUSSION & POSSIBLE ACTION: DRB-090170-The Glenarm Land Company-Memi Perkins, 1000 Main Street, Parcel #400-06-053E, Sign Request.

Staff Report:

Background: The applicant has submitted an application for Design Review for two double faced 18 in. x 6 ft. hanging Flea Market and Farmers Market directional signs to be added to the existing Su Casa sign on Hwy. 89-A. The sign will be made of wood, the borders will be dark blue and the background will be light blue with Bookman Old Style vinyl lettering. The two signs will be hanging from under the existing sign with links of chain one under the other as seen in provided photo. **(The proposal of the addition to the existing sign is to help prevent additional signage on the Hwy.89-A frontage).**

Staff Comments: The amount of verbiage on the sign should be minimal to improve legibility. The bottom sign should be permanently mounted to help from swinging freely in the wind.

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

Recommended Stipulations: Staff recommends the signage of the Flea Market and Farmers Market directional signs *be approved with the stipulation that the amount of verbiage be minimal to improve legibility. Also the bottom sign should be permanently mounted to help from swinging freely in the wind.*

Applicant Presentation: Memi Perkins (The Glenarm Land Company), stated the responses from the vendors regarding the Flea Market has been going well. There is a need for traffic flow to generate more interest in becoming a vendor at the Flea Market or simply to move business to the Flea Market and to the town. They are very open to any ideas or changes to the proposed sign presented this evening.

Questions to Staff/Applicant:

Following are responses to questions by the Board Members:

- There will be an arrow on the sign to direct people. The arrow could be made smaller and located on the bottom right hand corner.
- The applicant wants to appeal to the locals and visitors to give them as much information on the sign.

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- The applicant agreed with Board Members that the signs need to be easy to read.
- The stated times on the signs are important.
- Days of the week on the signs are necessary, but the word “every” could be taken out.
- Staff stated the letters being approximately 6” or more with proposed changes, (smaller arrow, taking out unnecessary wording), would make the signs easier to read.
- The Board asked Staff if approving this request would be setting a precedent and Staff stated it would not as the existing sign is grandfathered in.

Discussion:

- The Board Members felt the sign’s background color should not be too dark.
- Board Member Foutz suggested the arrow as it appears is distracting. The bottom right hand corner location with the arrow being larger would be a better choice.
- The Board was pleased the applicant was utilizing the existing sign to add the new proposed signs and not create totally new ones.
- The Chairperson referenced the Community Way Finding Signs – that seem to move people “through” the town rather than something to make them stay. The branding of the town will be an important future goal that will go hand in hand with the Community Way Finding Signs Program. One example of the current situation is the people that leave the train station end up going to Old Town vs. coming in to the Town of Clarkdale. The future of the Sign Program is very important to the town.

AGENDA ITEM: ACTION: The Chairperson motioned to approve the Glenarm Land Company-Memi Perkins, 1000 Main Street, Parcel #400-06-053E Sign Request as presented with the following stipulations: the directional arrow be placed in the bottom right corner and made larger, remove unnecessary words, the background color should not be too dark, the size of the letters to be increased and staff recommendation that the bottom of the sign should be permanently mounted to help from swinging freely in the wind. Board Member Foutz seconded the motion. The motion passed unanimously.

AGENDA ITEM: PUBLIC HEARING: DRB-090173-Verizon Wireless-Carl Taskes-Cell Tower/Building Request – 39 N. Ninth Street, Clarkdale, AZ, (Town of Clarkdale Complex Property).

-Open Public Hearing: The Chairperson opened the Public Hearing.

-Staff Report: Background: This agenda item is an informational item, the public input will be important and there will be no actions taken this evening.

Mr. Carl Taskes has submitted an application to the Design Review Board for approval for the proposed placement of a Verizon wireless tower on the Town Complex. There are two sites under consideration, one site is adjacent to the Clark Memorial swimming pool (Per the exhibit supplied by Verizon), and a recently added site is behind the Police Station. The 12’x26’x13’ building is enclosed by an 8ft. high chain link fence. The building is pre-fabricated with a pebble finish, light tan in color. It requires 200 amp. electrical service. There would be 2- 5 ton A/C units that cool the electronic equipment. There would also be a back-up diesel powered generator. It is a self-contained unit, with a 250 gallon fuel

capacity. The generator would run once a day, for 30 min. to keep the cell tower functioning properly. If the power were to go out, it would run continuously until power was restored. The proposed tower and 8' microwave dish is 100' tall, has a base of 3', and tapers to 18". The height is based on the requirements needed to fully cover the valleys needs (**Seen in Exhibit A**). At the request of the Town, Verizon is considering a lattice pole instead of a mono pole. The lattice pole would have a 10 Ft. face per side.

The Federal Communications Commission Fact Sheet will be available at the Design Review meeting. This document is information provided by the Wireless Telecommunication Bureau for the new National Wireless Tower Siting Polices.

The structure placement behind the Clark Memorial Clubhouse is to fulfill the electric needs but also to help camouflage the cell tower building. It was also positioned to leave room for future pool users to enjoy the shade produced by the large tree in the pool area. The Town of Clarkdale will be renting the space to Verizon. The option to camouflage the cell tower does exist. There are many cell tower designs to help blend in with their community, Flagstaff has a tower made to look like a pine tree, and cell towers have been put on church sites that adorn crosses. Florida has towers made to look like palm trees. Cell towers have even been created to resemble saguaro cacti up on hill sides where the height meets the requirements or to resemble flag poles. The pole could be painted to help blend into the background.

Section 11-4 Review Criteria for Design Review

The Design Review Board shall review applications for design approval of new Construction, alterations, additions, or renovations to existing buildings or structures and shall have the power to approve, conditionally approve, or disapprove all such requests. The decisions will be based on the following criteria:

1. **ARCHITECTURAL MERIT:** The architecture and design shall be visually compatible with the buildings, structures and places to which it is related.
2. **PROPORTION:** The relationship of the width of the building or structure to it's height shall be visually compatible with the buildings, structures and places to which it is related or shall be maintained as original whenever feasible.
3. **OPENINGS:** The relationship of the width of the windows and doors, to the height of windows and doors in the building shall be visually compatible with buildings, structures and places to which it is related.
4. **PATTERN:** The relationships of solids to voids in a facade of a building or structure shall be visually compatible with buildings, structures and places to which they are related.
5. **SPACING:** The relationship of the building to the open space between it and the adjoining buildings shall be visually compatible to the buildings, structures and places to which it is related.
6. **ENTRANCES, PORCHES AND PROJECTIONS:** The height, projection, supports and relationship to streets and sidewalks, of entrances, porches, awnings, canopies and balconies of a building shall be visually compatible to the buildings, structures and places to which it is related.
7. **MATERIAL, TEXTURE AND COLOR:** The materials, textures and colors of the facade of a building shall be visually compatible with the predominant materials, textures and colors used in the buildings and structures to which they are related.
8. **ROOFS:** The roof shape and materials of a building shall be visually compatible with the buildings to which it is related.

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9. **ARCHITECTURAL DETAILS:** Doors, windows, eaves, cornices and other architectural details of a building or structure shall be visually compatible with buildings and structures to which they are related.

10. **ACCESSORY FEATURES:** Garages, carports, sheds, enclosures, walkways, stairways, and landings shall be visually compatible with buildings and structures to which they are related.

11. **LANDSCAPING:** Landscaping shall be visually compatible with the landscaping around the buildings, structures and places to which it is related.

12. **LIGHTING:** Any on-site illumination shall be architecturally compatible to the overall project and not create a negative or visually detrimental effect on the building or neighboring properties.

Staff Comments:

Mr. Taskes has requested that the Design Review Board not take action at this meeting, but discuss both proposed options. The second option of the Police station was just raised by the Town so the construction engineers will have time to review the site for technical compatibility. This will also give them a chance to address any concerns the Design Review Board may have.

-Applicant Presentation:

Mr. Carl Taskes – Verizon Wireless, stated the point of this evening’s meeting is informational, concerns with locations discussed and wants input from the Board Members and any public. The location choices of by the Police Department or Fire Department will need further evaluation from his engineers regarding the Tower, but the building would stay the same at any location.

-Invite Public to Speak:

-Robyn Prud’homme-Bauer-Clarkdale, stated she felt there was a lack of public this evening due to the President speaking on the television. She was glad to hear different locations were being looked at. If it was to go by the swimming pool, that would be basically saying the pool would not open. The other two sites would be a much better choice. As a Verizon customer, she has not always been happy with the service. The color is not a concern, but she wants to be sure the lighting respects the Town of Clarkdale’s dark sky rules.

-Close Public Hearing: The Chairperson closed the Public Hearing.

AGENDA ITEM: CONSIDERATION & POSSIBLE ACTION: DRB-090173-Verizon Wireless-Carl Taskes-Cell Tower/Building Request – 39 N. Ninth Street, Clarkdale, AZ, (Town of Clarkdale Complex Property).

-Questions may be directed to staff / applicant:

-The applicant is aware of the historical nature of the Town of Clarkdale

-Other sites were looked at such as Centerville and the Cemetary. The Town’s Complex properly serves the applicant’s request.

-Per the applicant’s engineers, the Town Complex location meets the requirements to help improve the coverage. The tower’s chance of being lit up is very slim, but will be researched.

-The towers are directional and people who live further away may see better service.

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- The generator is set to run once a week for 30 minutes. It is housed in the building/self-contained.
- At the request of the Town, Verizon is considering a lattice pole instead of a mono pole. The lattice pole would have a 10 ft. face per side.
- The applicant wants to work with the Town as it effects many people and welcomes input.
- Regarding color – gun metal seems to work best to mask the tower. The color beige doesn't seem to work from the company's experience.
- There is the opportunity for other entities down the line to "hop on" this tower also.

-Discussion:

- The applicant stated if the Tower goes on the mountain, you would see decreased coverage.
- The Chairperson stated the location by the Police Department may have less impact on the Town.
- The Board Members felt if the location was to be the Police Department, the color should be as similar as the Station as possible to blend in and use native vegetation to block it.
- It was stated there will be security lighting on the outside that would need to be shielded.
- The Chairperson restated with the Town's Historical aspects, the location for the cell tower and building need to be very carefully considered. He suggested to run it by the Heritage Conservancy Board and any other Boards and Commissions to get their input.

-Note: The applicant asked for this agenda item to be tabled to the Board's regular meeting on October 14, 2009. The Staff will notify appropriate property owners. A final presentation would be brought before the Design Review Board at their regular scheduled meeting in December when more information from engineers, combined with the information from the October meeting could be presented.

ACTION: This was an informational agenda item and no actions were taken. The applicant asked to table this agenda item until the next regular meeting of the Design Review Board on October 14, 2009. Staff was given direction to: work with the applicant to get more information for the Board Members, to notify the public of the October meeting, and get any informal feedback from other Boards and Commissions. A December meeting should have the final presentation.

AGENDA ITEM: FUTURE AGENDA ITEMS:

- Verizon Wireless – October 14, 2009
- The Chairperson wants to move ahead on the Community Way Finding Sign Program with the other people who expressed an interest from the Planning Commission.

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 7:20 p.m.

APPROVED BY:

SUBMITTED BY:

**Charles Scully
Chairperson**

**Vicki McReynolds
Administrative Assistant II**