

MINUTES OF A REGULAR MEETING OF THE PLANNING COMMISSION OF THE TOWN OF CLARKDALE HELD ON THURSDAY, JUNE 25, 2009, IN THE TOWN HALL ADMINISTRATION COMMUNITY ROOM, 39 N. NINTH STREET, CLARKDALE, AZ.

A **REGULAR** meeting of the Planning Commission of the Town of Clarkdale was held on Thursday, June 25, 2009 at 6:00 p.m., in the Town Hall Administration Community Room, 39 N. Ninth Street, Clarkdale, AZ.

This was a joint meeting with the Design Review Board doing a presentation.

Planning Commission:

Chairperson	Dave Puzas	Present
Vice Chairperson	Jorge Olguin	Present
Commissioners	Amy Bayless	Present
	Sarah Vinson	Excused
	Bill Regner	Present

Staff:

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

Others In Attendance: Design Review Board: Chairperson Scully. Public: Drake Meinke.

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 23, 2009.** Vice Chairperson Olguin **motioned to approve the Regular Meeting Minutes of April 23, 2009.** Commissioner Regner **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 comments to **FIVE** minutes.

There was no public comment.

NEW BUSINESS

AGENDA ITEM: DISCUSSION: Presentation by Design Review Board Chairperson Charles Scully – Community Way Finding Signs.

A power point presentation was viewed by the Commissioners. The following was covered:

INTRODUCTION

COMMUNITY WAYFINDING SIGNS

Introduction

Communities across America have been investing in Community Wayfinding Sign programs because they provide a cost-effective method for creating an attractive, image-boosting, functional sign program. They are popular because they work. An attractive, unified directional sign system not only presents a high-quality image for the entire community, but also provides a more effective, functional sign system to direct visitors and residents to local destinations and districts.

Issues

There are a number of existing directional and identification signs currently scattered around Clarkdale. They are all different in terms of design, color, shape and placement. Several are in a dilapidated condition. Generally these signs are not effective in drawing attention to their message because they are hard to recognize or non-existent. Opportunities to direct attention to key locations and attractions, such as the historic downtown district, are completely missed.

Needs Assessment

A detailed study needs to be done to identify existing conditions and consider possible solutions for a new sign system.

Destinations

Historic Downtown Clarkdale, Historic Industrial Smelter District, Town Hall, Library, Clark Memorial Clubhouse, Town Park, Museum, Post Office, Verde Railroad Train Station, Tuzigoot National Monument, Sycamore Canyon.

Regional Opportunities

It could be worthwhile to consider a broader regional system that includes Cottonwood, Jerome and the County. A coordinated sign system could have some unifying feature but allow unique design elements and colors for each community. It could include state parks, national monuments, historic museums, historic districts, civic facilities, tourist destinations and other features.

PROGRAM OUTLINE

COMMUNITY WAYFINDING SIGNS

Wayfinding Signs - A system of public signs that provides visitors and residents direction and guidance to public facilities, cultural attractions, parks, business districts, historic 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 and quality image for the community.
- Welcome & orientation for tourists and residents.
- Increase visitor interest and retention through attractive, well-designed visual communication system.
- Reduce roadside sign clutter.

Types of Wayfinding Signs

- Gateway
- Trailblazer Route & Destination
- Location Identification
- Parking Opportunity.
- Pedestrian-Oriented and Kiosks
- Historic and Interpretive

Types of Destinations/Attractions

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

Wayfinding Sign Design Issues

- Design Theme.
- Uniformity & Continuity
- Eye-catching Color & Design
- Common Elements

- Simplicity & Readability
- Distinctive shape and/or elements.
- Font Type and Size of Lettering.
- Number of Destinations per sign.
- Use of Logos, Graphic Elements or Pictures.

Number of Destinations per Sign

- Gateway Sign: 1- Town or District Name and possible motto or slogan.
- Highway Trailblazer: 2 - 3
- Local Trailblazer: 3 - 5
- Pedestrian signs – may have maps, many destinations or other information.

Colors and Fonts

- No MUTCD Red, Yellow or Orange for Backgrounds.
- Blue, green or brown more common for background.
- Minimum contrast of 0.70 or 70%.
- Standard Highway Sign fonts or simple readable letter style.
- Readability at various speeds.

Size of Lettering

- Highway signs typically have 6 inch minimum size letters. (More than 25 mph)
- Local streets may have 4 inch letters. (25 mph or less)
- Pedestrian oriented signs may have 1 ½ inch to 3 inch letter size.

Program Analysis

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

NEEDS ASSESSMENT OUTLINE **COMMUNITY WAYFINDING SIGNS**

Clarkdale Wayfinding Issues

- Existing signs lack a consistent theme.
- Existing signs look cluttered, old, run down and haphazard.
- Historic Downtown Clarkdale is not seen or adequately noticed by travelers using S.R. 89A between Cottonwood and Jerome.
- Train passengers not “captured” or given adequate notice of historic town center after departing train station and heading back to Cottonwood on Broadway.
- Scope of tourist/cultural/commercial opportunities not adequately tied together.

Wayfinding Needs Assessment

- Complete a preliminary Needs Assessment Study
- Identify potential sign design elements.
- Propose types of wayfinding signs.
- Mapping of existing signs and destinations.
- Mapping of potential new sign locations.
- Estimate cost and possible funding sources.

Needs Assessment Details

- Existing signs – types, sizes, locations, destinations
- Existing Town logos, symbols and branding
- Describe community character and history
- Cost of fabrication, installation and maintenance
- Identify Destinations – Primary and Secondary
- Identify future projects/locations
- Gateways
- Through-routes and off-shoots

Typical Destinations:

- Historic / Commercial / Cultural Districts
- Historic Downtown
- Historic Sites
- Town Hall/Government Center
- Community Facilities
- Museums
- Parks
- Train Station

NOT Typically Included

- Specific Retail Businesses
- Restaurants
- Shopping Centers
- Airports
- Hospitals
- Schools

Regional Opportunities

- Explore opportunities for regional wayfinding.
- Include: Clarkdale, Cottonwood, Jerome, Yavapai County
- Identify major regional attractions/destinations.
- Identify major travel routes and regional gateways.

Discussion:

The following points were brought up regarding the presentation:

- Determining who owns the various signs in the Town of Clarkdale would need to be determined in order to create a more unified sign program.
- A common color, background and theme would lend itself to a more unified program.
- The current signs in the town seem to “pass” people through, rather than something to keep them in town.
- We have some initial gateway signs that are good but not consistent.
- There are certain signs we have to have in the town, but it doesn’t preclude the Town of Clarkdale doing something for them.
- The Commissioners agreed we need to look at the sign program for the future and naturally taking in consideration the budget status.
- The Town of Clarkdale could be the first in the area to have a Unified Sign Program.
- The idea of forming a sub-committee to handle the sign program for the future was expressed. Chairperson Puzas, Vice Chairperson Olguin, Chairperson Scully of the Design Review Board, (possibly Board Member Foutz of the Design Review Board) and Drake Meinke would be interested. The Staff would be involved to coordinate the interested parties.
- Drake Meinke of the Heritage Board was present for the presentation. He had the following update regarding the Town of Clarkdale’s Kiosk project.
- There are 12 kiosks up in the Town’s Historic District. The mission style tops of the kiosks brand the town with a sense of consistency.
- The kiosks are made of historical materials. The text explains the town’s history
- Mr. Meinke also mentioned the Heritage Board and the Town of Clarkdale 2012 Centennial is going to be an important event and there is grant money available to be utilized for it. The Community Way Finding Sign Program could possibly fall under the grant program.

Staff will work on setting up people that would be interested in serving on a Sub-Committee down the line for this topic.

This being an update only, there were no actions taken.

AGENDA ITEM: FUTURE AGENDA ITEMS:

-Review of past developments: Mountain Gate, Highlands/Sienna Canyon and Phelps Dodge.
(The Commissioners want to be prepared for any future developments that may come to the Town).

-Form Based Codes - Update

AGENDA ITEM: ADJOURNMENT: Vice Chairperson Olguin motioned to adjourn the meeting. Commissioner Regner seconded the motion. The motion passed unanimously. The meeting adjourned at 7:25 p.m.

APPROVED BY:

SUBMITTED BY:

Dave Puzas
Chairperson

Vicki McReynolds
Administrative Assistant