

*Design Review Board
August 11, 2010*

MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, AUGUST 11, 2010, AT 6:00 P.M. IN THE PUBLIC WORKS / UTILITIES CONFERENCE ROOM, 15 N. NINTH STREET, CLARKDALE, AZ.

A **Regular Meeting** of the Design Review Board of the Town of Clarkdale was held on Wednesday, August 11, 2010, at 6:00 p.m. in the Public Works / Utilities Conference Room, 15 N. Ninth Street, Clarkdale, AZ.

BOARD MEMBERS:

Chairperson	Marsha Foutz	Absent
Vice Chair	Elaine Sakelarios	Resigned
Board Members	Michelle Hayman	Present
	Robyn Prud'homme-Bauer	Present
	Charles Scully	Present

STAFF:

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

Others In Attendance: None.

AGENDA ITEM: CALL TO ORDER: Board Member Scully called the meeting to order at 6:05 p.m.

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

AGENDA ITEM: MINUTES: Consideration of the **Regular Meeting Minutes of July 14, 2010.** Board Member Prud'homme-Bauer **motioned to accept the Regular Meeting Minutes of July 14, 2010, with the additions in red as presented under Future Agenda Items:** *Discussion occurred concerning the size, height, placement, coverage, lighting, possibility of additional towers and use of existing towers.*

Board Member Hayman **seconded the motion. The motion passed unanimously.**

AGENDA ITEM: REPORTS:

Chairperson's Report: None.

Staff Report: The Community Development Director stated at the direction of the Town Manager and Town Attorney, a letter is being presented at this meeting to each Board Member regarding the Open Meeting Law violation that took place at the July 14, 2010 meeting. There will be a future mandatory training on the Open Meeting Law for the Design Review Board members and Community Development Staff.

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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: Community Way Finding Signs Presentation-by Board Member Scully.

Board Member Scully presented to the Board Members a presentation regarding Community Way Finding Signs that covered the following areas:

-Definition of Wayfinding Signs: 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 Way Finding Signs: Provides a sense of place, Establishes community identity, Provide a unified image, Welcome & Orientation, Increases visitor interest and retention.

-Types of Way Finding Signs: Gateway - Entry, Trailblazer Route & Destination, Location Identification, Parking opportunities and Pedestrian-oriented and kiosks.

-Sizes and Styles: These examples were shown in the presentation.

-Types of Destinations: Historic Downtown, Government Center, Parks, Schools, Library, Post Office, Business Districts, Neighborhoods and Visitor Attractions. (Not for specific businesses).

-Number of Destinations: Gateway Sign-town or district name and motto. Highway Trailblazer 2 or 3. Local Trailblazer 3+. Pedestrian signs – maps.

-Needs Assessment: Existing Directional Signs, Existing Themes/Logos/Images, Identify Gateways/Destinations & Routes, Community Character & History, Cost of fabrication and installation, Flexibility for adding & removing items.

-Sign Design Issues: Shape or Design Theme, Colors, Fonts, Size of Lettering, Number of Destinations, District or Zone Programs, Logos and Pictographs.

-Design Issues: No MUTCD Red, Yellow or Orange for backgrounds, Minimum contrast, Standard Highway sign fonts, Readability at various speeds.

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-Community Wayfinding Signs / Problems & Issues: Lack of Distinctive Character and/or attractive color – design quality, Issues with contrast & readability.

-Way Finding Sign Design Issues: Safety for street environments, shapes and/or design theme, colors, fonts, size of lettering, number of destinations.

A variety of signs from many cities were viewed in the presentation.

Discussion followed the presentation:

- The Town of Clarkdale needs a better sign program to encourage more activity.
- Staff is currently working on a “sign inventory” for the Town.
- The information from this meeting will also go to the Sign Group.

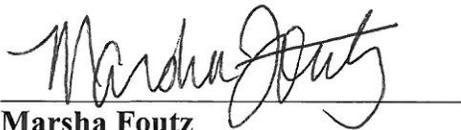
This being for discussion only, there were NO actions taken.

AGENDA ITEM: FUTURE AGENDA ITEMS:

-None at this time.

AGENDA ITEM: ADJOURNMENT: Board Member Scully motioned to adjourn the meeting. Board Member Prud’homme-Bauer seconded the motion. The motion passed unanimously. The meeting adjourned at 7:05 p.m.

APPROVED BY:



**Marsha Foutz
Chairperson**

SUBMITTED BY:



**Vicki McReynolds
Administrative Assistant II**