



TOWN OF JEROME

POST OFFICE BOX 335, JEROME, ARIZONA 86331
(928) 634-7943 FAX (928) 634-0715

PLANNING AND ZONING COMMISSION

DATE: WEDNESDAY July 1, 2015 TIME: 7:00 pm

PLACE: JEROME CIVIC CENTER

600 Clark St., JEROME, ARIZONA 86331

Minutes

Pursuant to A.R.S. 38-431.02, notice is hereby given to the members of the Planning and Zoning Commission and to the general public that the Planning and Zoning Commission will hold the above meeting in Council Chambers at Jerome Town Hall. Members of the Planning and Zoning Commission will attend either in person or by telephone, video or internet conferencing. The Planning and Zoning Commission may recess the public meeting and convene in Executive Session for the purpose of discussion or consultation for legal advice with the Town Attorney, who may participate telephonically, regarding any item listed on this agenda pursuant to A.R.S. § 38-431.03 (A)(3).

ITEM 1: CALL TO ORDER/ROLL CALL

Chair Leo Shakespeare called the meeting to order at 7:00 p.m.

Roll call was taken by Albert Sengstock, Zoning Administrator. Commission members present were Margie Hardie, Chair Leo Shakespeare and Lance Schall. Mike Parry had an excused absence.

Staff present: Albert Sengstock, Zoning Administrator, Joni Savage, Deputy Clerk and Jennifer Julian, Minute Taker.

ITEM 2: APPROVAL OF MINUTES FROM: MAY 6, 2015

Commissioner Hardie believed that her motion on page 2 called for the individual to obtain a business license. (A review of the recording of the meeting found that the motion did not contain this requirement.)

Chair Shakespeare asked that Vice Chair be changed to Chair on page 1.

Commissioner Schall moved to approve minutes with two changes. Commissioner Hardie seconded. The motion carried unanimously.

ITEM 3: PETITIONS FROM THE PUBLIC

There were no petitions from the public.

ITEM 4: Request for a B&B

APPLICANTS: MICHAEL J & CANDACE B GALLAGHER

ADDRESS: 123 BEALE STREET

OWNER OF RECORD: ABOVE

The applicant asks for approval for a Use Permit to operate a one-bedroom B&B.

ZONE: AR

APN: 401-06-111D

Mr. Sengstock presented the petition and recommended approval with the standard stipulations described in the Town of Jerome zoning ordinances.

Commissioner Schall moved to approve as presented. Commissioner Hardie seconded. The request was approved unanimously.

ITEM 5: DISCUSSION OF POSSIBLE CHANGES TO THE "DISTRICT SIGN" ORDINANCE

Mr. Sengstock explained that this item had been discussed by the Design and Review Board, but that it also needs to be considered by the Planning and Zoning Commission. He concluded that one district sign is unusable and the other is obscured. There is no consistency and there are no geographically defined districts other than the town-wide historical

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district. Other towns have “way-finding signs.” Such signs have the flavor of the community, but are consistent in design and color to aid visitors and provide exposure to businesses that lack it. He referred to pictures. Such way-finder signs have the name of the business, no advertising. He supports a consistent uniform design of way-finder signs that each business would pay to include their name on. The Planning and Zoning Commission is responsible for determining the location of directional signs on public property. He supports a street sign that does not block the view and is clear and easy to understand. Some issues are the use of public right-of-way, do we charge people, and state law on height and other regulatory issues. Community input, including the Chamber of Commerce, is needed, especially for determining location.

Chair Shakespeare asked if any business in town would be included on the district or way-finding signs, not just businesses with obscured signs. Mr. Sengstock said that will be determined, but he believes such signs would appeal most to the less-visible businesses.

Commissioner Hardie wonders how this interest in district signs came about. Mr. Sengstock referred to a district sign that directed someone to a residential site. Creating a clear policy is something Mr. Sengstock wanted to improve.

Commissioner Hardie asked about an inventory. Mr. Sengstock has not done an inventory yet, but he is aware of only two free standing signs, and several wall-mounted signs such as the Haunted Hamburger.

Commissioner Hardie reviewed the ordinance and town right-of-way. She understood that ADOT has an easement on our streets. Given that easement, can we position signs there? Mr. Sengstock said that ADOT seems agreeable to work with the Town on signs on ADOT easement areas. This isn't a problem for other towns but we need to work with the most visible locations available.

Commissioner Hardie said that the Design and Review Board is completely responsible for district signs per the current ordinance. What are the criteria allowing one to be on a district sign? Would it be available to any business? If so, then she imagines there would be many signs in that case. Who would approve the signs and who would maintain them?

Mr. Sengstock said that ideally the Design and Review Board would approve a repeatable design for everyone to use. He would need to determine the procedure, but the each business would pay a fee to have their name on the sign. The fee would pay for the sign and maintenance.

Commissioner Schall said the ordinance could be written with a certain number of signs and locations to limit the number of signs. He believes that way-finding signs should be in the commercial area and only direct to locations in C-1. Otherwise, someone could want a sign directing to an R-1 B&B.

Commissioner Hardie said that the current ordinance says a sign must direct to a business in the district.

Commissioner Schall likes the idea of the Town defining where and how many district signs. He referred to the sign at the bottom of Hill Street. It is confusing although “Jeromey.”

Mr. Sengstock agrees there is a safety issue with too many signs. There needs to be visibility while maintaining the historical flavor.

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Commissioner Hardie asked who would pay for district signs. Mr. Sengstock said ideally the Town would, but it may be that the users do. This is a detail to be worked out.

Commissioner Schall said a one-time fee, plus annual renew would work. Mr. Sengstock will talk to the Town Crew about price and safety.

Commissioner Hardie asked about signs in residential areas, for example, vacation rentals and B&Bs. Mr. Sengstock said there is a case for allowing signs for approved uses in residential areas. Home occupancy businesses are an exception; they are supposed to be invisible.

Commissioner Schall said simplicity will keep the signs economical.

Chair Shakespeare said he's seen many people trying to find vacation rentals without knowing where they're going. Maybe signs in the residential areas will help traffic.

Mr. Sengstock said he has experience with a legitimate use in a residential neighborhood sign, for example, garage sales and open houses. He believes if you allow a use in a residential neighborhood, you need to allow people to find the use, to accommodate that along with community input.

Mr. Sengstock explained that content-based signage is not permitted per a Supreme Court ruling. The Town cannot distinguish between specific use. All permitted uses in the district are allowed to have signs.

Commissioner Schall said the Town could get away with no way-finding signs except in C-1.

Commissioner Hardie mentioned the Clarkdale historical district signs. She thinks it will be difficult to not overwhelm the town with signs.

Chair Shakespeare said uniform signs have a national park or Disneyland look. It gives a standardization to the town that is not historic. Even if they use an old-fashioned font, they are clearly new signs. Mr. Sengstock said his intention is to make the signs uniform and clearly seen. The signs will need to maintain the general flavor of the town but still stand out, just like new homes built in town cannot be Victorian replicas.

Commissioner Hardie asked if SHPO needs to be informed. Mr. Sengstock imagines that Finkbinder will not be interested.

Chair Shakespeare said that he assumes the sign at the old High School is not a district sign, because it is on private property. Mr. Sengstock wasn't sure, but considers it to be an onsite directional sign for that property. He said the Town would not take that sign away, but provide a new option.

Commissioner Hardie asked if anyone could put a sign on their property, under the current code. If she had a property in the commercial zone, could she put a sign on her property, for example, an arrow to another business? Mr. Sengstock said the sign must be pinned to a commercial use, even on private property. Off-premise signs are not permitted other than district signs.

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Commissioner Hardie asked why are these directional signs needed at all? Jerome is a walkable town and the Chamber of Commerce publishes a map. Signs could overwhelm the town and change its character. Mr. Sengstock said it is a matter of free enterprise. The discussion could lead to something other than signs, such as kiosks with a map, to create clarity and direction for newcomers.

Commissioner Schall said this is not a proposal to clutter the Town with signs. We already have district signs, we want to make them look better. The proposal could be written in light of existing signs, but a survey is needed.

Chair Shakespeare said that many visitors are confused and want to know where bathrooms are or what is downhill or around the corner.

Commissioner Schall said that he estimates only 1 in 30 visitors have the maps. The Chamber of Commerce map only includes Chamber businesses and quickly becomes out-of-date. Way-finding signs would be easier and economical.

Commissioner Hardie asked if the Design and Review Board had issued permits for all the current district signs. Mr. Sengstock said yes. Commissioner Hardie said that currently district signs should be inspected annually. Mr. Sengstock said that he is proposing more than an enforcement effort of illegal signs. He wants to implement a sustainable long-range solution.

Commissioner Hardie said that if the sign cannot refer to content, how do people know what the shops sell? For example, what does Scooter Trash sell? Mr. Sengstock thought that maybe a combination of district signs, maps and kiosks could help.

Chair Shakespeare pointed out that a district might include a building with several businesses. Mr. Sengstock said that directional signs on the building are on-site signs maintained by property owners. Technically each business could have two signs on the building but no one has done it yet.

Chair Shakespeare said that he can understand new districts wanting to organize, such as at the foot of the Flatiron district past the leather shop. Maybe those properties would appreciate having the visibility of a district sign. Could a group of businesses in a de facto district request a district sign? Mr. Sengstock said that is something that could be addressed, perhaps requiring a minimum of businesses, and with specifics approved by the Design and Review Board.

Commissioner Hardie asked if a public hearing could be held on this issue before Mr. Sengstock presents pros and cons to the Chamber of Commerce and other stakeholders. Mr. Sengstock said he would certainly have a public hearing after he has crafted recommendations but he is not prepared to do so now. Commissioner Hardie would rather have public hearing first before approaching a special interest group.

Commissioner Schaal thinks the Town wants and needs new district signs. The sign at the foot of Hill Street is confusing and a safety issue. The Commission discussed in general traffic problems in residential neighborhoods.

Mr. Sengstock welcomes additional input. He will work on consolidating pros and cons, along with the Design and Review Board's input. He will also work on an inventory of existing signs. No action taken.

ITEM 6: FUTURE AGENDA ITEMS

Commissioner Hardie asked if the Commission could discuss home occupations. It is her third request.

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ITEM 6: ADJOURNMENT

Commissioner Hardie moved to adjourn. Commissioner Schall seconded the motion. The motion carried unanimously. The meeting adjourned at 8:18 p.m.

Respectfully submitted by Jennifer Julian on August 5, 2015.

Approved: C. Shab Date: Feb. 3 2016
Chair
Attest: J. Schall Date: 2/3/16
Vice Chair