



TOWN OF JEROME

POST OFFICE BOX 335, JEROME, ARIZONA 86331

(928) 634-7943 FAX (928) 634-0715

REGULAR MEETING OF THE TOWN OF JEROME

DESIGN REVIEW BOARD

DATE: Monday, June 8, 2015

TIME: 7:00 pm

PLACE: JEROME CIVIC CENTER 600 Clark St.

MINUTES

Pursuant to A.R.S. 38-431.02, notice is hereby given to the members of the Design Review Board and to the general public that the Design Review Board will hold the above meeting in Council Chambers at Jerome Town Hall. Members of the Design Review Board will attend either in person or by telephone, video or internet conferencing.

The Design Review Board 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

The meeting was called to order by Chair Phinney at 7:00

Roll call was taken by Albert Sengstock, Zoning Administrator, members present were Chair Phinney, Carole Lozano, Steve Pontious, Brice Wood and Mike Parry.

Staff present were Albert Sengstock, Zoning Administrator and Joni Savage, Deputy Clerk.

ITEM 2: APPROVAL OF MINUTES: Minutes of 05/11/2015

Brice Wood moved to approve the minutes, Carole Lozano seconded. Motion carried unanimously.

ITEM 3: PETITIONS FROM THE PUBLIC –No public Comment

Brice Wood recused himself and left the dais.

ITEM 4: APPLICATION FOR REVIEW OF A FENCE AND LANDSCAPING PLAN.

APPLICANT: BRICE WOOD/CAROL YACHT

APN: 401-07-038

ADDRESS: 660 CENTER ST.

OWNER: ABOVE

ZONING: R1-5

The applicants ask for approval of a new fence and landscaping pavers.

Mr. Sengstock presented the application for the landscaping plan, which included a chain link fence and pavers. Mr. Sengstock found many examples of chain link fences around the Town. The surface level improvements would have no impact on the historical character of the neighborhood. He recommends approval.

Mr. Parry questioned the type of fence they were using and the color of the pavers.

Mr. Wood confirmed that the fence had already been installed.

Motion was made by Mike Parry to approve the application, it was seconded by Carole Lozano. The motion carried unanimously.

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ITEM 5: REVIEW AND DISCUSS POSSIBLE DISTRICT SIGN DESIGN OPTIONS

Brice Wood returned to the dais.

Mr. Sengstock presented his information about district signs, they are to be uniform, with a height and size limitation, which has been ignored. The intention is to be a way-finding sign, a specifically designed sign, uniform and all the same. Then he showed them his examples of district signs. He mentioned the signs pointing to the Asylum, referring to them as "Jerome Funky" further commenting that some people really like it. A district sign would offer an opportunity for those businesses not generally as visible as other businesses. The Town would be installing and maintaining the signs on Town owned poles. This would allow us to have control over size and color of the district signs. The signs would not only direct people to businesses, but also direct people to Town Hall, the Historical Society and also the Library.

Mr. Wood asked if we would need new locations for the district signs or would the ones that we already have be adequate.

Mr. Sengstock said some of the district signs that are up are not legal, however he opined that businesses would want to switch to the new Town approved district signs. He noted the district sign for the New State building as not in an adequate location.

Mr. Wood questioned how the transition would occur.

Mr. Sengstock replied anything legitimate, gets to stay and be maintained. He believes they will take down the older signs when they have the option to use the Town approved district signs. He mentioned the district sign by the "muffin shed" is not even visible.

Chair Phinney stated the district sign by the "muffin shed" is not current, however it is amusing.

Carol Yacht, a Jerome resident, asked how many district signs would there be and where would they go. And would it be approved with the actual locations.

Mr. Sengstock said we should try to consider this Town on foot and imagine yourself as a first time visitor and wanting to be directed. Possible places Queen Street and Main, School Street split from 89A and the parking lots.

Ms. Lozano said we could still do "Jerome funky" but keep them all uniform.

Mr. Sengstock agreed as long as they are all uniform the benefit for small business owners would be affordable, perhaps \$25 a year.

Mr. Sengstock stated in the past people came up with their own names for the districts, such as the Red Light district, Mining District, Downtown Shopping District.

Mr. Wood brought up "visual (confusion) clutter" and his thoughts about the design. He would like to phase out the clutter. In reference to the style of the sign; Jerome was not the old west, it was a mining town. There was not a lot of decorations and signage was straightforward, hand painted signs.

Mr. Sengstock agreed the district sign needs to be something clean and large enough to read

Ms. Lozano believes business owners would be happy to have their business name off of their own property in order to bring more people in.

Mr. Sengstock said the Town will pick where they go based on the most obvious and logical places. The user of the arrow would be purchased by the business owner. The street signs need to be able to be read; however he added there are state laws that restrict the size of signs.

Mr. Pontious believes having the Town owned sign would help to reduce the "visual clutter" in existence already.

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Chair Phinney would like to see these signs to also delineate one way streets and residential neighborhoods.

Carol Yacht, a Jerome resident, asked if we even have districts. Perhaps we should look at the old signs on the buildings for direction toward the district sign design.

Mr. Sengstock said no, the Flat Iron District is made up. He continued to talk about directional signs being wall mounted or wall painted. He mentioned the Haunted Hamburger sign at the bottom of the park steps and how that never should have been allowed.

Mr. Wood wanted to bring up the different signs on Main Street, they are not really historic, but it's that "hippie" thing people come to Jerome for, it is not standardized and that is part of Jerome's identity. However, in this case he thinks we should be uniform with the District sign.

Mr. Sengstock asked the Board to drive and/or walk around town and look for locations the signs should go. It would be nice to have a kiosk that had a map that people could find. There is not a clear way for people to know that there is a map of the Town. He encouraged the Board members to send him their ideas and he will take them to Planning and Zoning, where they will talk about location of the signs and where it would go in the Town Code.

Mr. Parry asked about taking an inventory of the signs.

Mr. Sengstock stated that he has done that and most of the signs have been reviewed and permitted. Window clutter is bad here, in most communities the only regulation was for public safety, however here in Jerome regulation has to do with 24" from the window.

Mr. Sengstock encouraged the Board to shoot their ideas to him in a free flowing manner.

ITEM 6: FUTURE AGENDA ITEMS - No future agenda items were submitted.

ITEM 7: ADJOURNMENT

Mike Parry made a motion to adjourn, it was seconded by Steve Pontious. The motion carried unanimously. The meeting adjourned at 7:43 p.m.

Respectfully submitted by Joni Savage on the 13th of July, 2015.

Approved:  _____ Date: 7/13/2015

Attest:  _____ Date: 7/13/15