



TOWN OF JEROME

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

Regular Meeting of the **Planning and Zoning Commission**

Wednesday, June 16, 2021, 6:00 pm

Place: Jerome Civic Center

600 Clark Street, Jerome, AZ 86331

MINUTES

6:00 (0:04) Item 1: Call to order

Chair Lance Schall called the meeting to order at 6:00 p.m.

Deputy Town Clerk Rosa Cays called the roll. Present were Chair Schall, Vice Chair Chuck Romberger, and Commissioner Lori Riley; Commissioner Jeanie Ready called in by phone. Also present was Zoning Administrator John Knight.

6:02 (0:32) Item 2: Petitions from the public – There were no petitions from the public.

6:02 (0:37) Item 3: Approval of Minutes – Regular meeting of May 19, 2021

Motion to Approve the Regular Meeting Minutes of May 19, 2021

Commissioner	Moved	Second	Aye	Nay	Absent	Abstain
Ready			X			
Riley		X	X			
Romberger			X			
Schall	X		X			

Old (continued) Business: none

Public Hearings:

6:04 (1:57) Item 4: Ordinance amendments related to temporary and off-premise signs in the commercial and industrial zones

Applicant: Town of Jerome

Amendments include but may not be limited to Sections 201 and 509 of the Jerome Zoning Ordinance.

Discussion/Possible Direction

Mr. Knight cited changes being suggested for the ordinance and read from his staff report. Some of the changes include the addition of murals, considered to be a painted sign per Town Attorney Bill Sims. He said sign area and open/closed and directional signs are also clarified in the amendments. Mr. Knight suggested temporary signs be allowed on a permit basis so they can be more easily regulated, with perhaps a \$25 fee. He referred to the Sedona application in the agenda packet and pointed out some of their policies. Mr. Knight said he was not sure what to do with off-premise signs and that perhaps they are valid for certain businesses based on location and with certain criteria. He also asked how the commission would like to address mannequins/skeletons and when they should be considered decoration vs advertising.

Ms. Riley asked if murals include the original sign painting on a building, e.g., the English Kitchen or Gibson Market. A few other signs were mentioned. Mr. Knight said there is a provision in the ordinance for historic signage.

Chair Schall said he would like to see the old signs restored. Ms. Riley said she would hope the square footage of preserving these signs would not count toward the size criteria. Mr. Knight said it would be considered separate from the total square footage.

Vice Chair Romberger asked if there would be a distinction between a marketing vs an artistic mural, and that it sounded like the focus was on signs or "ad murals." He asked if artistic murals were allowed in Jerome.

Mr. Knight said he thought old painted signs are worthwhile and but questioned whether artistic murals were historically significant and consistent with the town's history. He mentioned that a couple of council members have expressed concerns about the use of murals.

Chair Schall said one person's art could be someone else's graffiti. The discussion then turned to public art and sculptures.

Vice Chair Romberger posed key questions: what historic date are we trying to preserve? When is it appropriate to start preserving? He said something from yesterday could be considered historic in 20 years. Mr. Knight talked about how a California town set up a mural committee with standards and rules and how they worked. He said murals would fall under DRB and that for now murals would be treated like signs, by square footage.

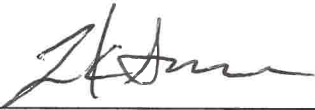
Chair Schall asked about off-premise signs and what signs are currently in place (although they are not allowed, per the ordinance). He did mention Kate's Books, which has a sign across the street from the location. Mr. Knight listed the Gold King Mine, the Asylum, Grand Hotel, Haunted Hamburger, and Haven Methodist Church.

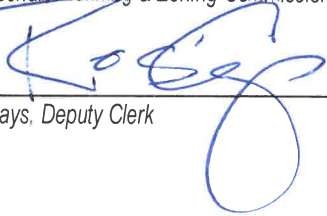
Ms. Riley suggested directional district signs; Chair Schall and Ms. Ready liked the idea. Mr. Knight said he was hesitant to bring this up since district signs were just removed. Discussion continued.

Item 8: Adjourn

Motion to Adjourn at 6:53 p.m.

Commissioner	Moved	Second	Aye	Nay	Absent	Abstain
Ready			X			
Riley	X		X			
Romberger			X			
Schall		X	X			

Approved:  Date: 7/21/2021
Lance Schall, Planning & Zoning Commission Chair

Attest:  Date: 21 July 2021
Rosa Cays, Deputy Clerk