



TOWN OF JEROME

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

Regular Meeting of the Town of Jerome

DESIGN REVIEW BOARD

Tuesday, July 6, 2021, 6:00 pm

PLACE: JEROME CIVIC CENTER

600 Clark St., JEROME, ARIZONA 86331

MINUTES

6:00 (0:03) Item 1: Call to order

Chair Tyler Christensen called the meeting to order at 6:01 p.m.

Deputy Town Clerk Rosa Cays called the roll. Present were Chair Christensen, Vice Chair Brice Wood, and board members Carol Wittner and John McDonald. Also present was Zoning Administrator John Knight.

6:00 (0:28) Item 2: Petitions from the public – There were no petitions from the public.

6:01 (0:34) Item 3: Approval of Minutes: Minutes of the regular meeting of June 7, 2021

Discussion/Possible Action

Vice Chair Wood expressed his appreciation of the quality of the minutes and commended Ms. Cays for her work.

Motion to Approve the Minutes of the Regular Meeting of June 7, 2021

BOARD MEMBER	MOTION	SECOND	AYE	NAY	ABSENT	ABSTAIN
CHRISTENSEN	X		X			
MCDONALD			X			
WITTNER			X			
WOOD		X	X			

Continued Items/Old Business:

6:01 (1:15) Item 4: Preliminary and Final Design Review for a new house (Lazaro) – continued from June 7, 2021

Applicant: Keith Lazaro

Address: 224 Fourth Street

Zone: R1-5

Owner of record: Keith Lazaro

APN: 401-07-022

Applicant is seeking preliminary and final design review to construct an approximately 1,400-square-foot house on an existing lot.

Discussion/Possible Action – DRB Reso. 2021-14

Mr. Knight reminded everyone that this item was continued because Jerome resident Keith Lazaro was not able to attend the previous DRB meeting. He said P&Z had approved the project and that DRB's focus was on the visual aspects of it. He said that besides the new house itself, Mr. Lazaro would be constructing a shed and walls, removing an old water tank, and demolishing the old garage. Mr. Knight then shared material samples with the board members and announced that the applicant was present.

(3:45) Mr. Lazaro said his plan was to demolish the old garage on the site and build a two-story house with a basement. He said the metal roof will be copper colored and that he plans to use the rusted tin siding from the old garage on the new house, along with concrete siding. Mr. Lazaro said the base color will be ceramic beige and that the roof trim will be white.

Chair Christensen complimented Mr. Lazaro's drawings, saying they were so well done that it was likely why the board did not have any questions.

Vice Chair Wood told Mr. Lazaro he had done a nice job on the presentation and that it was good he has his neighbors behind him. He was also glad to see he was recycling materials. Vice Chair Wood also noted that the roof line was unusual but compatible with the surroundings, and that the house was not too big. Mr. Lazaro said he complied with the required setbacks.

Ms. Wittner remarked that it will be a great addition to the neighborhood.

Mr. Knight mentioned that the garage was old (believed to be built in the 1950s), and that it would be difficult to save it and still build a new structure on the lot.

Ms. Wittner said demolishing the garage would be no great loss, then asked how Mr. Lazaro planned to remove the large water tank. He said he would be using a trailer. Mr. Knight showed a photo from the agenda packet that depicts the original house on the lot in the 1900s.

Vice Chair Wood closed with warning Mr. Lazaro that excavation in Jerome could prove to be very problematic. Mr. Lazaro responded with his knowledge of the geography/topography of the land [muffled audio].

Motion to Approve DRB Resolution 2021-14

BOARD MEMBER	MOTION	SECOND	AYE	NAY	ABSENT	ABSTAIN
CHRISTENSEN			X			
MCDONALD	X		X			
WITTNER		X	X			
WOOD			X			

6:17 (17:53) Item 5: Work session on commercial signs – discussed on May 3, 2021

Applicant: Town of Jerome

Work session regarding commercial signs and possible amendments to the sign ordinance.

Discussion/Possible Direction

(10:04) Chair Christensen rearranged the items so that Item 5 followed Item 7. All items have been kept in their original order in these minutes.

Motion to address Item 5 after Item 7

BOARD MEMBER	MOTION	SECOND	AYE	NAY	ABSENT	ABSTAIN
CHRISTENSEN	X		X			
MCDONALD			X			
WITTNER			X			
WOOD		X	X			

Mr. Knight recapped the work done on this section of the sign ordinance over the last few months. He briefly went through the changes, including the new and expanded definitions, such as changeable-copy signs and mural/painted signs. He said temporary signs originally dealt with banners advertising special events and were allowed to be up for a certain time, but they are hard to regulate because no permit is currently needed. He said now businessowners are using temporary signs to advertise, like the Marge Graziano/State Farm banner. Mr. Knight proposed requiring permits to regulate them more easily and shared how Sedona addresses temporary signs, including a fee and a time limit. A brief discussion ensued regarding how many days would be reasonable considering the price of printing banners. He then referred to the UVX and all the temporary signs the businesses are displaying, as if in competition, and the related images in the agenda packet. Mr. Knight then brought up off-premise signs, including the Haven Methodist Church sign on Hampshire Avenue and the old Haunted Hamburger sign (that also advertises businesses that no longer exist).

Mr. McDonald said some are directional signs, then shared history on the origin of some of them. A brief discussion ensued about lost tourists and whether to allow new off-premise signs going forward.

Mr. Knight recommended the board allow changeable-copy signs and directional signs less than 4 square feet. He also said he was looking for direction on the use of mannequins/skeletons, some of which have signs (ghost tour companies), and some don't (Haunted Hamburger). He said even the town has decorated with skeletons (under the Upper Park platform), and that this could get out of hand if they start to consider other "decorations" like the pink flamingos on Hampshire and holiday signs at Christmas. Mr. Knight suggested they prohibit any mannequin with a sign. He also brought up master sign programs and the advantages for places like the UVX and the high school.

Vice Chair Wood said he hears complaints about too many signs—too much visual clutter. He said citizens want less and businesses want more.

Mr. Knight said it would be good to clamp down on temporary signs.

Chair Christensen said the ordinance changes are a step in the right direction. He liked the idea of regulating temporary signs but would rather charge a fine if the ordinance is not followed. For temporary signs, Chair Christensen said it would be good to determine start and end dates of display. Discussion continued about fee structures and violations; what types of businesses need temporary signs; and off-premise signs, which led to comments about the Graziano/State Farm sign. Mr. Knight said he has also added language to address signs advertising businesses outside of Jerome.

Chair Christensen said he was hesitant to change the time limit for temporary signs. Mr. Knight said the days aren't so much the issue but tracking when they begin and end. He said a permit will help with this and will also give him the opportunity to educate businessowners.

Mr. Knight clarified for Chair Christensen that mural/painted signs would be considered historical and can be refurbished, no matter the square footage. He also said that the Clinkscale "changeable copy" sign was larger than 4 square feet, the size limit for temporary signs, so it could be considered a nonconforming permitted sign since it is already in use. Also discussed were the approval process and size of directional signs.

Chair Christensen said the idea of a master sign program has been rejected in the past and that it would not likely work for any buildings in the business district. He then opened the discussion to the public.

(51:58) Business owner Aeron Bailey said he feels the skeletons could be considered a sign or a prop and explained how, then said perhaps props also need to be regulated.

Chair Christensen pointed out the difference between the skeletons on the Haunted Hamburger walls and the ones encroaching the walkway at the UVX, a potential hazard.

Mr. Bailey said he had removed his skeleton after talking to Mr. Knight, then said he felt like he was being singled out when other businesses at the UVX are still in violation of the ordinance.

Mr. Knight updated Chair Christensen regarding the status of the skeletons at the UVX. He also mentioned that he found no regulation of holiday décor in Arizona except for a time limit for how long lights could be on display past the holiday.

Vice Chair Wood asked about vehicles (vans) with a business name painted on them and if they would be considered off-premise signs or traveling advertising. Mr. Knight said he did not think they could be regulated regarding content or parking but would check with the town attorney.

Ms. Wittner asked how the flamingos could be regulated since they're on private property. Mr. Knight pointed out that temporary signs on private property are regulated, but that he was not going after the flamingos. A brief discussion followed about content and free speech.

New Business:

6:10 (10:32) Item 6: Preliminary and Final Design Review for paint colors

Applicant: Danielle Vorves

Address: 668 Verde Avenue

Zone: R1-5

Owner of record: Danielle Vorves

APN: 401-07-068

Applicant is seeking preliminary and final design review for house paint colors.

Discussion/Possible Action – DRB Reso. 2021-19

Jeannette Vorves was present on behalf of the applicant, Danielle Vorves, her daughter.

Mr. Knight said the applicant is proposing to finish painting the home. The façade was painted years ago; now Ms. Vorves plans to paint the rest of the house and continue the color scheme. He shared the paint samples with the board.

Chair Christensen said it was nice to see a big house like this one get a fresh coat of paint.

Motion to Approve DRB Resolution 2021-19

BOARD MEMBER	MOTION	SECOND	AYE	NAY	ABSENT	ABSTAIN
CHRISTENSEN	X		X			
MCDONALD			X			
WITTNER		X	X			
WOOD			X			

6:14 (14:02) Item 7: Preliminary and Final Design Review for new signage for Jerome Ghost Tours

Applicant: Aeron Bailey

Address: 403 Clark Street, B-7

Zone: C-1

Owner of record: 1299 Properties

APN: 401-06-152H

Applicant is seeking preliminary and final design review to mount two signs on the UVX building.

Discussion/Possible Action – DRB Reso. 2021-20

Mr. Knight said the applicant planned to be at the meeting but was not yet present. He suggested moving on to Item 5 to allow him time to arrive.

Mr. Knight said he had reached out to Mr. Bailey about the skeletons blocking the handrail and that he has moved it, and that he also needs to contact businessowner Kenny Cooper about his skeleton, also blocking a handrail. Mr. Knight is also hoping to meet with the building owner John Bartell and the business tenants to discuss signage and the use of skeletons for advertising.

Chair Christensen said the sign is like Mr. Bailey's sign for previous business, which Mr. Knight said was also made of steel with copper.

Motion to Approve DRB Resolution 2021-20

BOARD MEMBER	MOTION	SECOND	AYE	NAY	ABSENT	ABSTAIN
CHRISTENSEN			X			
MCDONALD		X	X			
WITTNER	X		X			
WOOD			X			

Informational Items (Current Event Summaries):

7:01 (1:01:10) Item 8: Updates of Recent and Upcoming Meetings: John Knight, Zoning Administrator

- a) June 8, 2021, Council meeting – Second reading of ordinance amendments regarding

administrative approval of small projects and appeals; initiated ordinance amendment regarding beekeeping; discussions on the following: creating a special event ordinance in the town code and public outreach regarding possible amendments to residential parking ordinance.

- b) **June 16, 2021, P&Z Meeting** – Hearings regarding temporary signs in the commercial and industrial zones and beekeeping ordinance.

Mr. Knight shared highlights from the June Council and P&Z meetings.

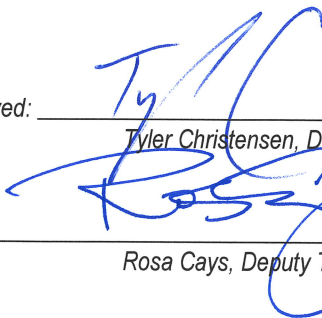
7:04 (1:04:35) Item 9: Future DRB Agenda Items for Monday, August 2, 2021: No items currently scheduled.

Item 10: Adjourn

Motion to Adjourn at 7:06 p.m.

BOARD MEMBER	MOTION	SECOND	AYE	NAY	ABSENT	ABSTAIN
CHRISTENSEN	X		X			
MCDONALD			X			
WITTNER		X	X			
WOOD			X			

Approved: _____

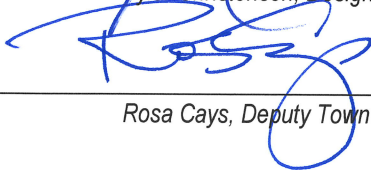


Tyler Christensen, Design Review Board Chair

Date: _____

10-5-21

Attest: _____



Rosa Cays, Deputy Town Clerk

Date: _____

5 Oct 2021