

MINUTES
Regular Session
THE DESIGN REVIEW BOARD
TOWN OF CAMP VERDE COUNCIL CHAMBERS
TUESDAY, June 24, 2008
3:00 PM

Minutes are a summary of the actions taken. They are not verbatim.
Public input is placed after Board motions to facilitate future research.
Public input, where appropriate, is heard prior to the motion.

1. **Call to Order**
The meeting was called to order at 3:00 p.m.

2. **Roll Call**
Chairperson Binick, Vice Chairperson Hough, Board Members Brinkman, Darby and Norton were present; Member Holguin arrived at 3:02; P&Z Commissioner Liaison German was absent.

Also Present: Community Development Director Nancy Buckel, Sr. Planner Mike Jenkins, Administrative Assistant Valerie House, and Recording Secretary Margaret Harper.

3. **Pledge of Allegiance**
The Pledge was led by Binick.

4. **Consent Agenda** - All those items listed below may be enacted upon by one motion and approved as Consent Agenda Items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Commission so requests.
 - a. **Approval of Minutes:**
May 27, 2008 – Regular Session
 - b. **Set Next Meeting, Date and Time:**
July 22, 2008 – Regular SessionOn a motion by Brinkman, seconded by Darby, the Consent Agenda was unanimously approved as presented.

5. **Call to the Public for Items not on the Agenda**
There was no public input.

6. **Public Hearing, Discussion and possible approval of DRB 2008-22: An application submitted by James Rohr, owner of parcel 404-30-007, for Design Review and possible approval of a Comprehensive Sign application located at 155 S. Montezuma Castle Highway at the 4R Business Park. Property is zoned C2-4.**
On a motion by Hough, seconded by Norton, the Board unanimously approved DRB 2008-22, an application as submitted by James Rohr, owner of Parcel 4094-30-007.

STAFF PRESENTATION

Sr. Planner Jenkins reviewed the subject application, explaining that the owner of the property is requesting approval of the type of sign that will be used for all tenants of the Business Park. Granting this one-time approval of the proposed uniform signs would require only sign permits from the Building Department and would eliminate an administrative sign review by the Director or Design Review Board for each new tenant upon leasing a unit in the Business Park. Director

Buckel confirmed how the sign review process would be streamlined by approval of the request. Staff has also recommended that the owner use the same sign type for the Business Director sign at the front of the Business Park. Staff is recommending approval.

PUBLIC HEARING OPEN

Applicant's Statement

There was no applicant's statement; the applicant was not present.

COMMENT FROM OTHER PERSONS

There were no comments from other persons.

APPLICANT'S REBUTTAL

No rebuttal was necessary.

PUBLIC HEARING CLOSED

Board Discussion

The Board briefly confirmed with staff that control of the specific type of signage would remain with the owner as described in his application, and would be similar to control through an HOA.

7. **Public Hearing, Discussion and possible approval of DRB 2007-18: An application submitted by Josh Fonger of Evergreen Devco, Inc., agent for Wesley Properties, L.L.C., owner of parcel 404-28-015W and ARC Property Investments L.L.C, owner of parcel 404-28-014G requesting design review approval of the Walgreen's Store. Parcel 404-28-015W is zoned C2-4 & parcel 404-28-0147G is zoned C2. The proposed project is located at the intersection of Cliff's Parkway and Finnie Flat Road.**

A motion by Holguin, seconded by Darby, to approve DRB 2007-18 as indicated, with the stipulation that the staff provided, the recommendation that the adjacent parcel either be purchased or an easement agreement be worked out, and the sign as indicated, a National standard, **was withdrawn after discussion.**

On a motion by Holguin, seconded by Darby, the Board unanimously voted to approve DRB 2007-18, with the stipulation provided by staff in regard to the adjacent parcel, and also approve the sign as submitted with the understanding that this is National trade dress of a retail chain, and the Town should respect the branding contained therein.

STAFF PRESENTATION

Jenkins outlined the arrangement for the required parking as shown on the site plan that would include a portion of the parcel of property currently owned by ARC Property Investments, L.L.C. in addition to the parcel owned by Wesley Properties, L.L.C. The Town Engineer approved the original Civil Site Plan for the project in April, 2008; however, pursuant to staff's concerns and subsequent meetings between staff and Evergreen Devco, agent for Wesley Properties, a revised access road alignment was agreed upon and shown in the revised and approved Civil Site Plan included in the agenda packets for the Board. Jenkins described the proposed Pylon Sign that meets the size requirements of the P&Z ordinances. Staff has recommended that the white portion of the logo on the sign be an opaque color since it could be considered a background because of its size, and Section 120 of the P&Z Ordinance requires that all internally illuminated signs with a translucent background shall not be white. All landscaping and exterior lighting are in compliance with the P&Z Ordinances.

Should the Board approve the proposed project, staff would request that such

approval include a stipulation for an agreement in perpetuity between Wesley Properties and ARC Property Investments for the continued and unencumbered use of the overflow parking lot use of Walgreen's, or that Wesley Properties purchase all or a portion of the ARC parcel containing the overflow parking lot, and provide a conformed copy of the recorded deed to the Community Development Department.

PUBLIC HEARING OPEN

Applicant's Statement

Josh Fonger, of Evergreen Devco, wanted to point out that subsequent to the last meeting, improvements have been made to the elevations in accordance with the comments from the Board, incorporating a more Western theme. The Board confirmed with Mr. Fonger that there would be no change in the access to the post office, and that the existing concrete pad would be removed. The concern regarding the opacity of the large portion of the sign raised by staff was discussed at length with Mr. Fonger, who pointed out that any change requested in the standard Walgreen's sign would present a problem since it is prefabricated, and would have to be discussed with Walgreen's. Buckel said that there was no request to change the sign; the concern was the internal lighting of the white portion possibly creating an objectionable luminescence at night.

After further Board discussion with the applicant, Director Buckel said that she believes the Board would be within its rights to approve the sign as it is because it is a National Logo and should be allowed. Buckel also confirmed that the owner of ARC Property Investments intends to split off and combine with the Walgreen's parcel that portion of his parcel planned for the Overflow Parking Lot in lieu of entering into an agreement as proposed by staff.

COMMENT FROM OTHER PERSONS

There were no comments from other persons.

APPLICANT'S REBUTTAL

No rebuttal was necessary.

PUBLIC HEARING CLOSED

Board Discussion

There was no further Board Discussion or Staff Comments.

8. **Public Hearing, Discussion and possible approval of DRB 2008-23: An application submitted by Dale Johnson with Signs Plus, agent for Marcus J Lawrence/Verde Valley Medical Center, owner of parcel 404-28-152E, for Design Review of replacement of all existing signage for Medical Center located at 452 Finnie Flat Road. Property is zoned C2-4.**

On a motion by Hough, seconded by Brinkman, the Board unanimously approved DRB 2008-23, allowing the installation of the proposed signs, and encouraged staff to have some leniency in the removal of the other signs, giving the users of those signs the chance to replace them.

STAFF PRESENTATION

Jenkins explained that the applicant is requesting approval to place 83 square feet of new wall signage and a 45 square foot monument sign for the Medical Center located at 452 Finnie Flat Road. The requested signage is the same corporate signage found at other Verde Valley Medical Center locations. The sign sizes meet the requirements of the P&Z Zoning Ordinances. Staff has been advised by the Community Development Director that there is an existing sign on

the property that is considered to be an off-premise sign, and staff is requesting that it be removed. Staff is recommending approval.

The Board discussed with Buckel the background of the property containing the existing sign, its origin, and the need to remove it in order to place the new signage and be within the allowable square footage for the Medical Center. Buckel said that the current owner of the adjoining property is willing to relocate the sign, or provide some other type of signage for his shopping center.

PUBLIC HEARING OPEN

Applicant's Statement

Rick Peterson, Vice President of Facilities for the Verde Valley Medical Centers, explained that the reason for the request resulted from several recent site surveys by the State Department of Health Services based on requirements for outpatient treatment centers regarding separation of private health provider services and VVMC services requiring two distinct entrances to the clinic building. Mr. Peterson outlined the different services being provided, adding that the proposed monument sign would direct patients to the two separate areas. Mr. Peterson was asked if he would be amenable to give the other property owner the opportunity to erect their other sign and perhaps not have to remove the existing sign immediately; Mr. Peterson said that the sign causes some confusion; he would have to give that some thought, and perhaps staff could research what the owner would propose.

Dale Johnson, representing Signs Plus, confirmed that his company manufactures the signs for Verde Valley Medical Center, and that he was available to respond to any questions regarding the proposed signage, lighting issues or technical issues. There were no questions.

COMMENT FROM OTHER PERSONS

There were no comments from other persons.

APPLICANT'S REBUTTAL

No rebuttal was necessary

PUBLIC HEARING CLOSED

Board Discussion

There was no further Board discussion.

Note: Vice Chairperson Hough was excused and left the meeting at 4:05 p.m.

9. Continued Discussion of Amendment 08-01 to Section 124: for the Planning and Zoning Ordinance and the Design Review Manual as directed by Council.

Staff was directed to check with other communities regarding the issues of imposing time limits and approval of signage, as addressed during the discussion; it was unanimously agreed to continue this item to the next meeting.

Buckel gave an update on the past consideration of the proposed Amendment by the Board. Buckel suggested that, from discussions at this meeting, it now appears that there must be some determination on whether National Brand Logos need to go through design review, or be exempted from that, with only the structure requiring such review. Buckel also reminded the members that there had been a suggestion to consider imposing a time limit on design review approvals.

The Board discussed with Buckel the issue of imposing a time limit and for how long, whether that would be transferable or renewable, and at which point in the development of a project would the time start to run. The members also discussed considering a special statement regarding a master planned community. The subject of defining and approving National Brand Logos was discussed, together with Buckel's suggestion to streamline the review process by eliminating administrative review wherever possible, and perhaps include that as part of the subject Amendment. Along that line, there was also consideration of developing special design criteria specifically for the Downtown District, or Historic Area.

The members viewed a Power Point presentation of pictures collected by Darby for possible inclusion in the Design Review Library.

Buckel requested that prior to the next meeting the members go through the language in the Design Review Ordinance, Section 124, highlight areas to either revise or add to and to make notes in support for discussion, and consider whether to create different design criteria for the Downtown District and agree on the area that encompasses.

10. Board Informational Reports:

Chairperson Binick reported on a recent meeting that included representatives from several developers and realtors, the Town Manager, and members of the staff, to address concerns about ways to possibly streamline the application process. Binick said his impression was that there seemed to be some interest in streamlining the process.

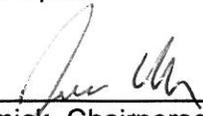
There were no other Board informational reports.

11. Staff Report

Buckel said she also had attended the meeting that Binick commented on, which had been arranged at the suggestion of the Town Manager who had expressed concern about the complaints coming from the development group about their projects being forestalled because of design review. Buckel reported that staff had been able to fully explain what the process involves, that development is only one aspect of the variety of responsibilities and time demands faced by the Town Engineer, and that staff does try to expedite the process as much as possible. Buckel added that she believes that the developers appreciated being invited to the meeting so they could give their input. Buckel said that the flow chart has been revised somewhat, and she will provide copies to the members.

12. Adjournment

On a motion by Brinkman, seconded by Darby, the meeting was adjourned at 5:14 p.m.



James Binick, Chairperson



Nancy Buckel, Community Development Director

CERTIFICATION

I hereby certify that the foregoing Minutes are a true and accurate accounting of the actions of the Design Review Board of the Town of Camp Verde during the Regular Session of the Design Review Board, Camp Verde, Arizona, held on the 24th day of June 2008. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 22nd day of July, 2008.

Margaret Harper
Margaret Harper, Recording Secretary