

PRESCOTT PRESERVATION COMMISSION MINUTES

**PRESCOTT PRESERVATION COMMISSION
REGULAR MEETING/PUBLIC HEARING
FRIDAY, October 11, 2019
8:00 AM**

**CITY COUNCIL CHAMBERS
201 S. CORTEZ STREET
PRESCOTT, ARIZONA
(928) 777-1100**

I. CALL TO ORDER

II. ATTENDANCE

Members

Robert Burford, Chairman
Michael Mirco, Vice-Chairman
Richard Sprain (Absent)

Gary Edelbrock
Mike King
James McCarver (Absent)
Mary Ann Suttles

Staff: Cat Moody- Historic Preservation Specialist
George Worley – Planning Manager
Bryn Stotler- Community Development Director
Michelle Chavez - Recorder
Tammy DeWitt - Community Planner

Council: Phil Goode

III. REGULAR AGENDA

The meeting was called to order at 8:00am by Chairman Burford

1. Approval of the minutes from the September 13, 2019 meeting.

Commissioner Edelbrock made a motion to approve the minutes of September 13, 2019. Commissioner Mirco seconded the motion. The motion passed unanimously.

2. HP19-014 130 W Gurley St. APN: 113-15-116. Historic Preservation District #1, Courthouse Plaza.

Request A – Approval of paint, lighting, and building façade changes for the Bashford Courts and Burmister Buildings

Request B – Approval of Comprehensive Sign Plan for Bashford Courts building

Cat Moody gave an overview of the sign plan including an aerial view of the Bashford and Burmister buildings, location of signs on front, side and rear of the Bashford building.

George Worley gave an overview of the Planning and Zoning Commission’s role in reviewing the comprehensive sign plan. He summarized the Commission’s concerns

regarding the sign proposal including the number of signs in front, size of the signage on the west side, and rear.

The Planning and Zoning Commission has tabled the item until October 31st, 2019. They asked the building owner to make some changes to the sign plan and return.

Commissioners and staff discussed the billboard, Teddy Roosevelt mural, west facing wall, allowable square footage, signs in windows, lighting, night sky compliance, options for sign verbiage, and pedestrian traffic.

Ms. Moody gave an overview of the history of the Bashford building with historic photos showing how the building has changed. The sign plan is for Bashford Courts only. The lighting plan is for both the Bashford Courts and Burmister building.

Applicant Craig Hannay gave an overview of his intentions with the sign plan. He plans to put film on the windows so you cannot see inventory in the windows. He indicated is ok with putting window tinting into the Comp. Sign plan approval. He shared that his tenants have been struggling and would like to draw more people into the building. He is open to the idea of having goods and services on the signs instead of business names. He agrees this makes it simpler as tenants rotate in and out of the space. He walked and drove the site and feels the signs should be on the bottom four sign locals only –leaving the top spaces blank. He also thinks the west wall signage would make most sense on the south end of the wall. He wants all fonts to be uniform and create a better appearance than exists now.

Ms. Moody clarified that “World’s Oldest Rodeo” is not considered a sign. It’s considered more like a mural because it doesn’t identify a business. She also clarified the types of signage proposed for the front façade.

Mr. Hannay noticed yesterday that there is no address located on the building. They are proposing to put it up next to the main entry near the Prescott Brewing Company.

Planning Commissioner Mel Roop (as a citizen) spoke to the Commission about his personal opinions about the sign plan and the importance of the historic downtown area. He spoke to precedents that have been set in the historic area such as with the Hotel St. Michael and the shops there. He expressed concern that setting a precedent with the signs on the front of Bashford Courts could lead to other historic buildings asking for similar signage outside. He shared that he does agree with the proposed yellow areas having new signage and would like to see a more inviting entry.

Ms. Moody shared a photo of the Elks Building signage with uniform fonts and shared Google street views of the Bashford Court building as you approach.

Chair Burford noted that there are no other above canopy signs as you approach the building. Ms. Moody shared that some of the other signs near the building were grandfathered in and those are no longer encouraged.

Ms Moody gave an overview of the façade improvement plan for Burmister and Bashford buildings. They are keeping with a consistent paint plan and Ms. Moody shared the paint colors and proposed lighting. The plan includes stars in the upper band and up-lights for the flags on the vertical columns. There are also down lights below the awning.

Mr. Hannay showed examples of LED lights for the horizontal canopy. He would like to be able to change the colors during the holidays to reflect the season. He is most concerned about the lighting to make it less glaring. He likes the halo lighting and subtle lighting including the LED which are softer than neon. The LED would be straight across the canopy.

Ms. Moody gave an overview of potential changes to tile in the entry way that the owner will make if needed after all the other façade improvements are complete. The building owner wants to get the painting and lighting done. His goal is to get it done before Acker night and the holiday season.

Commissioner Suttles made a motion to approve Request A of HP19-014. Commissioner Edelbrock seconded the motion. The motion passed unanimously.

Commissioners discussed the upper blue sign band, lower blue sign band, and west space. They expressed no concern about the proposed signage at the back of the building.

Commissioners expressed that the west side of building needs more direction as to the amount of signage. They would prefer to limit signage to the north and south sides of the west wall.

Commissioners discussed proposed signs in the front of the Bashford building. They expressed not wanting any signage in the glass area above first floor and support applying film on the windows. They wish for no signage in the upper blue sign bands and approve all yellow areas for signs with a consistent font.

Commissioner Suttles does not want all four lower blue bands approved. She supports the existing sign band locations and adding additional the additional band on the awning.

Chair Burford supports all four blue bands with signs if they are 50% or less of the space.

Mr. Hannay mentioned that, like the sign at the St. Michael, they could list the tenants at the entrance with a directory sign.

Chair Burford made a motion to approve Request B of HP19-014 with the following conditions:

- **The north side of the building is approved as shown.**
- **The west side of the building would allow sign locations at north end of west wall and the south end of the west wall. Those areas would be determined by staff.**
- **The south main façade would have no signage in glass windows above the first floor and a film applied to glass. No signage should be shown in the upper band panels shaded in blue on the submittal.**
- **The yellow sign band area above the canopy is approved and two panels with current signage with a maximum of 50% of the panel covered. Signage must have uniform font and plan should include proposed directory at sidewalk level, and include the building address.**

Commissioner Mirco seconded the motion and the motion was approved unanimously.

Planning Commissioner George Sheats spoke to the Commission in support of more details for the sign plan and helping narrow down the sign plan.

The Preservation Commission can make recommendations on percentage of space for signs and keeping the fonts consistent with the "World's Oldest Rodeo" font.

IV. UPDATE OF CURRENT EVENTS OR OTHER ITEMS OF NOTE

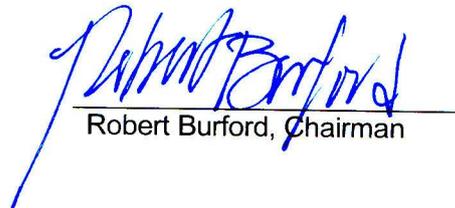
Commissioner Edelbrock has raffle tickets for the Courthouse lighting.

The Whiskey Row back alley mural is being painted and the goal is to get it up in November. Ms. Moody and the Commission discussed review of completed historic projects to be begun in November.

V. Adjournment.

Meeting Adjourned at 9:55am


Michelle Chavez, Recorder


Robert Burford, Chairman