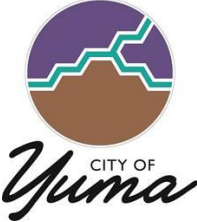


Notice of Public Meeting of the Design and Historic Review Commission of the City of Yuma

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Design and Historic Review Commission of the City of Yuma and to the general public on that the Design and Historic Review Commission will hold a meeting open to the public on July 26, 2023 at 4:00 p.m. in the City Hall Council Chambers, One City Plaza, Yuma, AZ. The Agenda for the meeting is as follows:

| | |
|---|--|
|  | <h3>Design and Historic Review Commission Agenda</h3> <p><i>City Hall Council Chambers One City Plaza</i></p> <p>Wednesday, July 26, 2023 4:00 p.m.</p> |
|---|--|

Public comment regarding any **agenda** item can be provided in written format to the Design and Historic Review Commission at email address planning@yumaaz.gov no later than 15 minutes prior to the start of the scheduled meeting. Comments received timely will be read into the record when the referenced agenda item is discussed.

CALL TO ORDER

APPROVAL OF MINUTES

June 28, 2023

ITEMS REQUIRING COMMISSION DISCUSSION AND/OR ACTION

HISTORIC DISTRICT:

PRELIMINARY REVIEWS

1. Ratification of changes made to case # DHRC-41271-2023

CASES REQUIRING ACTION

1. ***DHRC-41643-2023***: *This is a request by Del Outdoor/Sign Pro, on behalf of Main Street Two LLC, for historic review of a new under canopy LED sign in the Main Street Historic District. The property is located at 304 S. Main Street, Yuma, AZ.*

AESTHETIC OVERLAY

PRELIMINARY REVIEWS

None

CASES REQUIRING ACTION

None

COMMISSION DISCUSSION

None

INFORMATION ITEMS

1. Staff

Administrative Approvals:

Historic District

None

Aesthetic Overlay

None

2. National Heritage Area

3. Commission

4. **Public** - Any member of the public may request to address the Historic District Review Commission on matters that are not listed on the Commission agenda. The Historic District Review Commission cannot discuss or take legal action on any matter raised unless it is properly noticed for discussion and legal action. At the conclusion of the call to the public, individual members of the Commission may respond to criticism made by those who have addressed the Commission, may ask staff to review a matter or may ask that a matter be placed on a future agenda. All Historic District Review Commission meetings are recorded.

ADJOURN

A copy of the agenda for this meeting may be obtained at the office of the City Clerk at City Hall, One City Plaza, Yuma, Arizona, 85364, during business hours, Monday through Friday, 8:00 A.M. to 5:00 P.M. In accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, the City of Yuma does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs, activities, or services. For information regarding rights and provisions of the ADA or Section 504, or to request reasonable accommodations for participation in City programs, activities, or services contact: ADA/Section 504 Coordinator, City of Yuma Human Resources Division, One City Plaza, PO Box 13012, Yuma, AZ 85366-3012; (928) 373-5125 or TTY (928) 373-5149.

Notice is hereby given, pursuant to the Yuma City Code, Title 15, Chapter 154, Section 02.01, that one or more members of the Design and Historic Review Commission may participate in person or by telephonic, video or internet conferencing. Voting procedures will remain as required by the Yuma City Charter and other applicable laws.

Design and Historic Review Commission Meeting Minutes
June 28, 2023

A meeting of the City of Yuma Design and Historic Review Commission was held on Wednesday, June 28, 2023 at City Hall Council Chambers, One City Plaza, Yuma, Arizona.

DESIGN AND HISTORIC REVIEW COMMISSION MEMBERS present included Chairman Tom Rushin, Commissioners Juan Leal-Rubio, William Moody and Sandra Anthony. Vice Chairman Amanda Coltman and Commissioners Chris Hamel and James Sheldahl were absent

STAFF MEMBERS present included Robert Blevins, Principal Planner; Amelia Domby, Senior Planner; Zenia Fiveash, Assistant Planner; John LeSueur, Assistant City Attorney; Alejandro Marquez, Administrative Specialist.

Chairman Tom Rushin called the meeting to order at 4:07 p.m. and noted there was a quorum present.

APPROVAL OF MINUTES

June 14, 2023

Motion by Commissioner Juan Leal-Rubio, second by Commissioner William Moody to APPROVE the minutes of June 14, 2023. Motion carried unanimously, (4-0) with three absent.

ITEMS REQUIRING COMMISSION DISCUSSION AND ACTION

DHRC-41557-2023: *This is a request by Signmasters, on behalf of Marina Roloff, for review of a new wall-mounted sign for the existing building located at 324-330 S. Main Street, in the Main Street Historic District.*

Robert Blevins, Principal Planner summarized the staff report and recommended **APPROVAL**.

QUESTIONS FOR STAFF

Rocky Rangel, on behalf of Signmasters, was available for questions.

APPLICANT / APPLICANT'S REPRESENTATIVE

None

PUBLIC COMMENT

None

Motion by Commissioner William Moody, second by Commissioner Sandra Anthony, to APPROVE Case Number DHRC-41557-2023 as presented. Motion carried unanimously, (4-0) with three absent.

DHRC-41493-2023: *This is a request by Dahl, Robins & Associates, Inc., on behalf of PJT, LLC, for the review of a new drive-through Starbucks restaurant, located at the northwest corner of Avenue B and 20th Street, in the Limited Commercial/Aesthetic Overlay (B-1/AO) District.*

Amelia Domby, Senior Planner summarized the staff report and recommended **APPROVAL**.

QUESTIONS FOR STAFF

Commissioner Sandra Anthony asked if the drive-thru was going to be located on the north side of the building. **Domby** replied no, the drive-thru will be located on the southside. **Commissioner Sandra Anthony** expressed concern for the traffic build up along the adjoining roadway. **Domby** answered that the Planning and Zoning Commission and the City Traffic Engineer had reviewed the request and approved the Conditional Use Permit. **Domby** went on to say that the proposed project's drive-thru would accommodate 24 vehicles, and that the subdivision has an internal roadway, and if traffic does overflow it will be into that internal roadway.

Commissioner Sandra Anthony asked for clarification if the proposed project was going to be located next to the existing car wash. **Domby** replied yes.

APPLICANT / APPLICANT’S REPRESENTATIVE

Christopher Robins, 1560 S. 5th Avenue, Yuma AZ, stated that he was in agreement with the Conditions of Approval, and then made himself available for questions.

Commissioner Juan Leal-Rubio asked if the proposed project was going to be the same size as the Starbucks located on Fourth Avenue and Sixteenth Street. **Robins** replied he believes it is, but he was not sure of the exact size of the one on Fourth Avenue and Sixteenth Street. **Commissioner Juan Leal-Rubio** expressed concern that the drive-thru would cause traffic to be backed up. **Robins** commented that the drive-thru would have dual driveways accommodating 24 vehicles, and that hopefully the line does not overflow into the main roadway. **Commissioner Sandra Anthony** expressed concern of the traffic that comes from the nearby schools. **Robins** answered that the drive-thru would be constructed with an additional 200 feet plus the 24 vehicle stacking which could allow about 10 more vehicles in the parking lot before they impact a public street.

Commissioner Juan Leal-Rubio then commented that he was impressed with the overall design of the proposed project.

PUBLIC COMMENT

None

Motion by Commissioner Sandra Anthony, second by Commissioner Juan Leal-Rubio, to APPROVE Case Number DHRC-41493-2023 as presented. Motion carried unanimously, (4-0) with three absent.

COMMISSION DISCUSSION

Assistant City Attorney, John LeSueur, introduced himself to the Commission.

INFORMATION ITEMS

Staff

None

Administrative Approvals

None

National Heritage Area

None

Commission

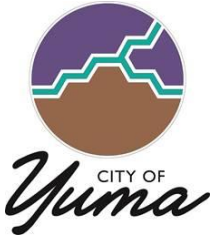
None

ADJOURNMENT

The meeting was adjourned at 4:22 p.m.

Minutes approved this _____ day of _____, 2023.

Chairman



MEMORANDUM

Department of Planning and Neighborhood Services

DATE: July 26, 2023
TO: Design and Historic Review Commission
FROM: Bob Blevins, Principal Planner
SUBJECT: Façade for DHRC-41271-2023

Due to the vibrant, artistic flair of the façade, staff wanted input from the DHRC to **Discuss, Disapprove, or Suggest** how such situations could be averted in the future.

Several prior cases before the DHRC were for “Ratification” of some aspect of a project which did not get review prior to construction or installation. Usually the construction/addition needing ratification was done during a remodeling which went beyond what was approved by the DHRC.

Something was added to the project by the owner as an “afterthought” to improve the appearance or functionality of a building while not realizing it also needed historic review. This is the case with the painted wall on the façade of the subject property. If it were a neutral, solid color- probably it would not be commented on.

This additional aesthetic change to the façade was not included in DHRC-41271-2023 for the new wall-mounted sign. In the staff report it was noted by the applicant: “The client will be painting the wall white before Sign Pro installs the wall sign.”

The façade does meet some of the Main Street Historic District Guidelines:

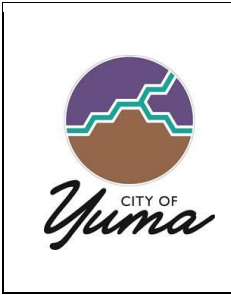
II. Infill Design Guidelines

4. Color Palette

- Colors should visually relate building elements to each other and also individual facades to each other. The colors chosen for any facade should relate to the neighboring facade, and to the blockscape as a whole.
- No more than three colors should be used on any given facade. This includes any “natural” colors such as unpainted brick or stone. The colors constitute the:
 1. Base color
 2. Major trim color
 3. Minor trim color
- The color of the upper wall surface and the storefront piers is the base color. In most cases, if these elements are not currently painted, they should not be painted. Paint can sometimes be removed from painted elements to re-establish their natural material color and texture.
- The larger and plainer the building, the more subtle the base color.
- Avoid the more intense hues of color, or colors that are disharmonious with color found on adjacent buildings.

- When the base color is a natural material, the major trim color should relate to the natural material color. When the wall surface is painted, the trim color should complement the base color(s). Use of the same major trim color on the upper facade and on the storefront is recommended to visually tie the façade together. Avoid the use of bright (neon) colors.
- If the minor trim is painted a third color, it should strengthen the color scheme already established by the base and major trim colors. In most cases, then two colors are used on trim. The minor trim color should be a darker shade of the major trim color. In some cases, a subtle third color can effectively enhance the character of the entire facade. Extreme care should always be taken when choosing a third color.



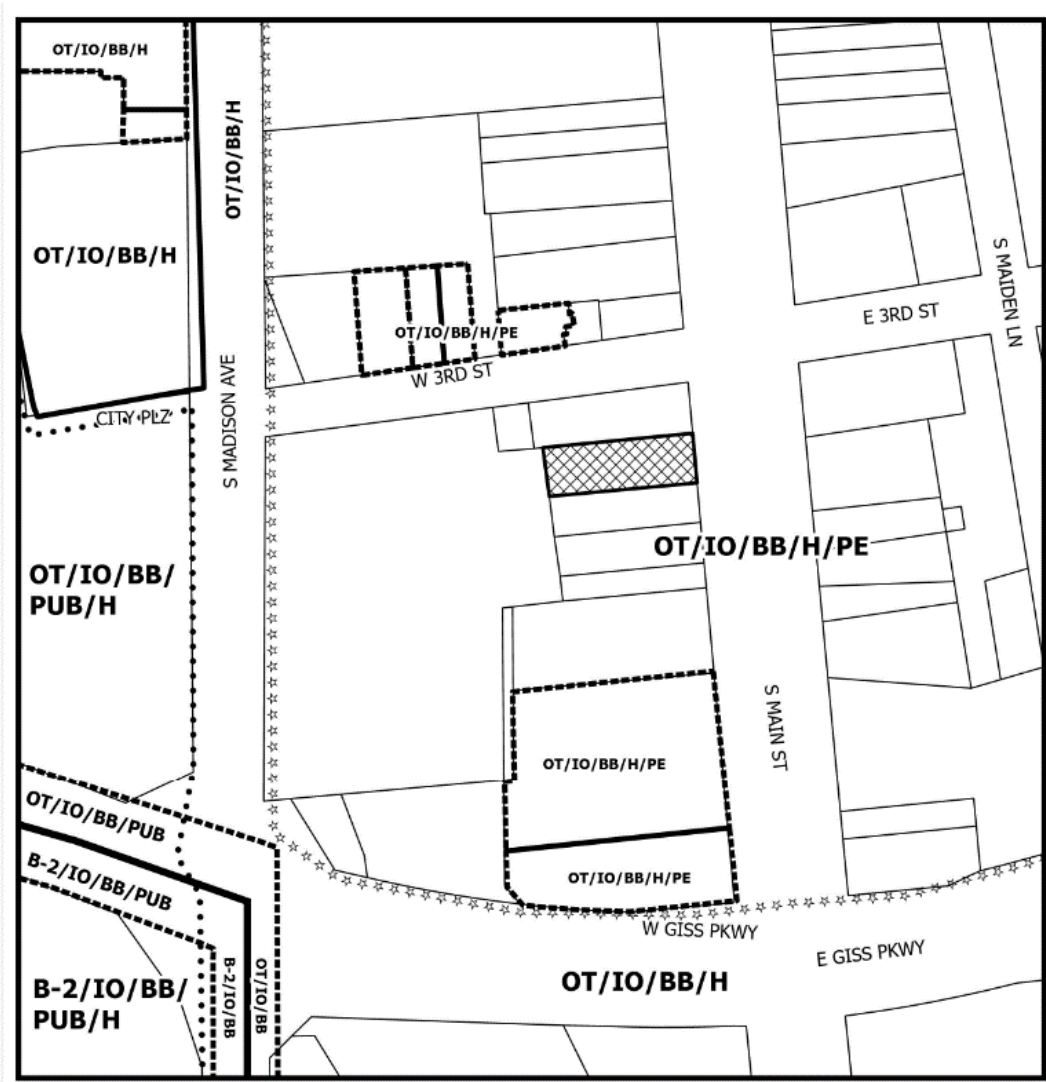


STAFF REPORT
TO THE DESIGN AND HISTORIC REVIEW COMMISSION
CASE #: DHRC-41643-2023
DEPARTMENT OF PLANNING AND NEIGHBORHOOD SERVICES
 COMMUNITY PLANNING
 CASE PLANNER: AMELIA DOMBY

Hearing Date: July 26, 2023 **Case Number:** DHRC-41643-2023

Project Description/Location: This is a request by Del Outdoor/Sign Pro, on behalf of Main Street Two LLC, for historic review of a new under canopy LED sign in the Main Street Historic District. The property is located at 304 S. Main Street, Yuma, AZ.

Location Map:



Location Specific Information:

| | |
|---|---|
| Aesthetic Overlay: | N/A |
| Historic District: | Main Street Historic District |
| Parcel Number: | 633-44-115 |
| Historic Listing Status: | Not individually listed |
| Address: | 304 S. Main Street |
| Property Owner: Property Owner's Agent | Main Street Two LLC Del Outdoor/Sign Pro |
| Zoning of the Site: | OT/H/IO/BB |
| Existing Land Use(s) on the Site: | Black Onyx Empire Tattoo and Piercing |
| Surrounding Zoning and Land Uses: | |
| ○ North: | OT/H/IO/BB: Retail |
| ○ South: | OT/H/IO/BB: Salon |
| ○ East: | OT/H/IO/BB: Retail |
| ○ West: | OT/H/IO/BB: Public Parking |
| Related Actions or Cases: | None |
| Land Division Status: | Legal lot of record |
| Flood Plain Designation: | X |

Description of Proposed Project / Background / Use:

Sign Pro is proposing a new under canopy LED sign for Black Onyx Empire, Tattoo and Piercing. The new under canopy LED sign will be 1'x4' and located in front of the storefront. The new LED sign will have a 7' vertical clearance.

Staff analysis:

The building located at 304 S. Main Street was constructed in 1938, and is presently divided into two suites (304 and 310 S. Main Street). Each suite has a floor area of approximately 2,500 sq. ft. The Black Onyx Tattoo business is in the north half of the structure.

In the Main Street Historic District Design Guidelines, Section V. Sign Guidelines:

Subsection 1. General Sign Guidelines, lists "Using significant contrast between the background and letter or symbol colors and limited colors to three on a single sign"

"Direct or indirect lighting methods are allowed provided that they are not harsh or unnecessarily bright. White or light colored translucent backlit panels are not recommended"

Staff has determined the new under canopy sign will not permanently damage any historic aspect of the subject property, or harm the integrity of the original building. In addition, the new sign meets the Main Street Historic Sign Guidelines. The new sign will also be reviewed with a sign permit for additional Code requirements.

Staff Recommendation: Staff recommends **APPROVAL** of the request for a new under canopy LED sign in the Main Street Historic District, subject to the conditions outlined in Attachment A.

Suggested Motion: Move to **APPROVE** DHRC-41643-2023 as presented, subject to the staff report, information provided during this hearing, and the conditions in Attachment A.

Effect of the Approval: By approving the request, the Design and Historic Review Commission is authorizing the request by Del Outdoor/Sign Pro, on behalf of Main Street Two LLC, for historic review of a new under canopy LED sign in the Main Street Historic District. The property is located at 304 S. Main Street, Yuma, AZ, subject to the conditions outlined in Attachment A, and affirmatively finds this action is in keeping with the Secretary of the Interior's Standards, and does not have an adverse effect on the property, surrounding properties, or the District as a whole.

Proposed conditions delivered to applicant on: 07/17/23

Final staff report delivered to applicant on: 07/17/23

Applicant agreed with all of the conditions of approval on: 07/17/23

Attachments:

- A. Conditions of Approval
- B. Elevation & Details
- C. Site Photo and Proposed Signage
- D. Aerial Photo

Prepared By: *Amelia Domby* **Date:** July 17, 2023
Amelia Domby
Principal Planner Amelia.Domby@yumaaz.gov (928) 373-5000 ext. 3034

Reviewed By: *Robert M. Blevins* **Date:** 07-17-23
Robert M. Blevins,
Principal Planner

Approved By: **Date:**
Jennifer Albers,
Assistant Director of Community Development

ATTACHMENT A
Conditions of Approval

The following conditions have been found to have a reasonable nexus and are roughly proportionate to the impact of the Design and Historic District Review Commission approval for the site.

Department of Planning and Neighborhood Services Comments: Alyssa Linville, Director of Community Development (928) 373-5000, x 3037:

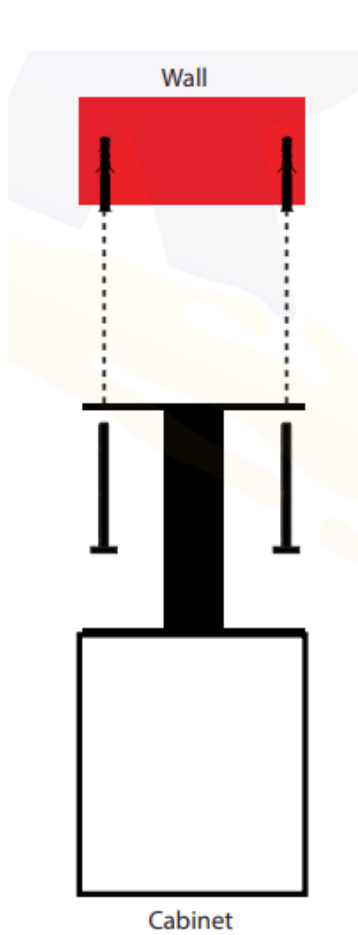
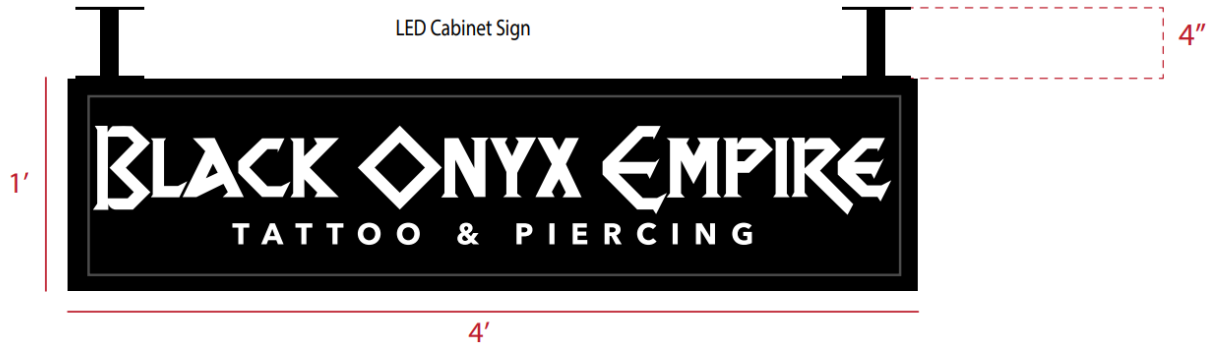
1. The conditions listed below are in addition to City codes, rules, fees and regulations that are applicable to this action.
2. The Owner's signature on the application for this land use action shall constitute a waiver of any claims for diminution in value pursuant to A.R.S. § 12-1134.

Community Planning, Amelia Domby, Senior Planner, (928) 373-5189:

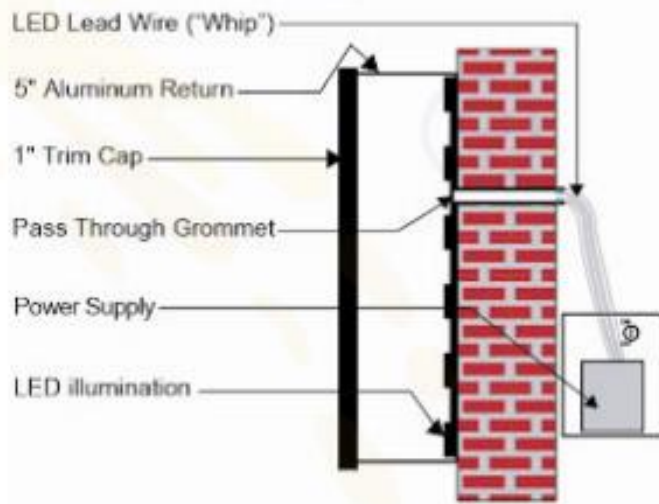
3. All future exterior improvements, remodels, and/or changes for this property and all properties within the Aesthetic Overlay and/or historic districts must be reviewed and approved by the Design and Historic Review Commission before development may occur.

Any questions or comments regarding the Conditions of Approval as stated above should be directed to the staff member who provided the comment. Name and phone numbers are provided.

ATTACHMENT B
Elevation & Detail



LED Cabinet Sign
#12 Screws and Anchors
Mounted to Ceiling



ATTACHMENT B
Site Photo and Proposed Signage



Proposed location
of new Under
Canopy sign



7' clearance

ATTACHMENT C
Aerial Photo

