



TOWN OF JEROME

Post Office Box 335, Jerome, Arizona 86331
(928) 634-7943

Zoning Administrator Analysis Design Review Board Tuesday, March 24, 2026

Item :

Location: 110 Main Street “The New state Motor Building”
Applicant/Owner: Scott Hudson (Jerome Historical Society)
Zone: C-1
APN: 401-06-008
Prepared by: Will Blodgett, Zoning Administrator
Recommendation: Recommend discussion / approval

Background and Summary: The applicant (Scott Hudson, for the JHS) is proposing to install a 14” x 48” illuminated “open” sign for the Museum and Shops located in the middle floor of the New State Motor Building.

Building Background: 110 Main Street is recorded in the 2007 Arizona Historic Building Inventory as having been constructed in 1917. The records for this building are provided at the end of this analysis.

Purpose and Considerations: Section 509 of the TOJ Zoning Ordinance states its purpose to;
“provide a set of standards for the design and construction of signs within the Town of Jerome. The purpose of this section is to encourage the preservation of historic buildings and artifacts, to protect the general public from damage and injury, to protect property values, to preserve the beauty and unique character of Jerome, to aid in the free flow of traffic within the town, and to promote the tourist industry which is important to the economy of Jerome, and the Historic Overlay District”

Regulations:

Section 304.b states:

B. PROJECTS REQUIRING REVIEW BY THE DESIGN REVIEW BOARD

1. Awnings and permanents signs
2. Additions and exterior modifications
3. Decks
4. Demolitions of existing structures
5. Fences and walls
6. New structures
7. Paint, stain, and similar coatings
8. Sheds and accessory structures
9. Projects not specifically listed as exempt or requiring Zoning Administrator review [Ord. No. 470]

Section 509.G.11, under “Regulations applicable to signs in Commercial and Industrial Zones” states that; *“Directional signs are permitted in addition to normal sign allowances. No more than two (2) directional signs are allowed with a maximum total area of eight (8) square feet. Directional signs do not require a permit.”*

Response: The Signage proposed by the Jerome Historical Society is being considered as direction signage. The definition of Service signage limits it's application to this project but could potentially be considered as such. For the purposes here the signage is being considered as directional. The intention is to direct tourists to the middle-floor of the building which houses multiple businesses. The design of the sign conforms to all Town codes and regulations for size, content and interior illumination. I recommend discussion and approval of this project. Note that this is one of multiple upgrades that will be occurring and is the only one that requires Design Review.



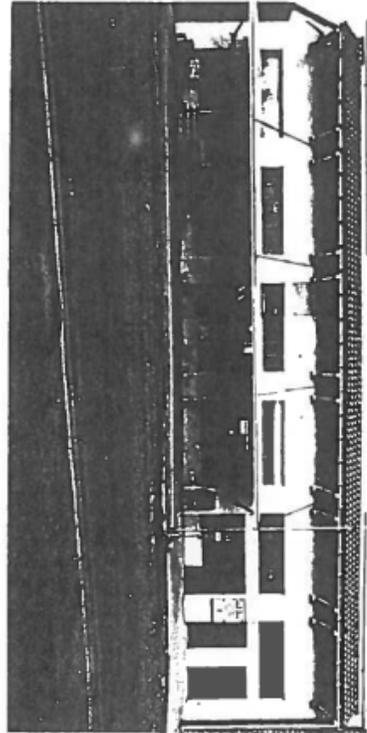
14" X 48"

14" X 48" SINGLE SIDED
ILLUMINATED SIGN
HAVING UPPER AND LOWER
LEVEL ON/OFF SETTINGS

Application & Related Information

ARIZONA STATE HISTORIC PROPERTY INVENTORY

HISTORIC PROPERTY NAME New State Motor Company		COUNTY Yavapai	INVENTORY NO. 36
COMMON PROPERTY NAME Verde Valley Art Gallery/Post Office		QUAD/COUNTY MAP 23 16 25	
PROPERTY LOCATION-STREET & NO. last bldg. north side of upper main			
CITY, TOWN/VICINITY OF Jerome, AZ.		ASSESSOR'S PARCEL NO 401 06 008	
OWNER OF PROPERTY Jerome Historical Society		PHONE	
STREET & NO./P.O. BOX P.O. Box 156			
CITY, TOWN Jerome		STATE Arizona	ZIP 86331
FORM PREPARED BY Town of Jerome		DATE 9-10-81	
STREET & NO./P.O. BOX P.O. Box 335		PHONE 634-7943	
CITY, TOWN Jerome		STATE Arizona	ZIP 86331
PHOTO BY Noel Knapp		DATE 8-22-81	
VIEW Facade			
HISTORIC USE Car show room and garage			
PRESENT USE art gallery/post office		ACREAGE	
ARCHITECT/BUILDER Matt Shed / Phil Pecharich			
CONSTRUCTION/MODIFICATION DATES 1917			



PHYSICAL DESCRIPTION

This three story concrete structure has a rectangular plan with flat roof and parapet walls. A decorative mission clay tile roof is supported on scrol sawn wood struts at the top of the front wall, with a lower metal frame porch roof just above dooe head height supported by steel tension bars. The front(west) wall has a stucco veneer with wood framed doors and windows. In the rear (east) steel frame windows with awning vents were used on each level. The parapet walls on the north and west sides have raised center sections reminiscent of the territorial style. The front parapet is capped providing a shadow line on the front face.

by' frontage x 50' depth: 4000

STATEMENT OF SIGNIFICANCE/HISTORY

Originally was New State Motor Company with a car show room upstairs and garage downstairs. Had elevator inside to lower cars downstairs.

SOURCES OF ABOVE INFORMATION/BIBLIOGRAPHY

Interview with Phil Pecharich (nephew), born 1911 in Jerome.
They came to Jerome - Herb Young
Yavapai County Assessor

GEOGRAPHICAL DATA/LEGAL DESCRIPTION/VERBAL BOUNDARY DESCRIPTION

401 06 008 Lots 6,7,8 Block 1

GENERAL COMMENTS/FUTURE PLANS FOR PROPERTY

Photo K-5 frames 2A, 3A, 4A
K-14 frames 3A rear of building