



TOWN OF JEROME

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

Zoning Administrator Analysis Design Review Board Tuesday, September 24th 2024

Item :
Location: 369 Main Street (Vino Zona)
Applicant/Owner: Ginger Mackenzie / Sharon Watson
Zone: C-1
APN: 401-06-026F
Prepared by: Will Blodgett, Zoning Administrator
Recommendation: Recommend Approval

Background and Summary: The applicant has moved her business, VINO ZONA, from 527 Main street to 369 Main street, and requires approval for signage on the façade of the new building. The double-sided hanging sign has been previously approved, as well as the mountain location and hardware on the building which is being reused. This sign meets all requirements from section 509 of the Jerome Zoning Ordinance. The new signage requiring review is the name of the business "VINO ZONA" which was painted/stenciled onto the wall of the façade adjacent to easternmost window. The lettering is painted to match the existing tiles, with each letter 6.5" x 6.5" for a sign total of 6.5"x 7.1', for a total of around 3.5sq. ft of signage, well within the maximum sign area of 32sq. ft.

Building Background: 365 Main street is part of a multi-unit commercial building listed as having been built in 1988. The building itself may not be historic, or contributing to the Landmark status of the town, but the building exists in the historic commercial core and considerations should reflect this context.

Purpose and Considerations: The Design Review Board shall review a submitted application for Design Approval of Signs and shall have the power to approve, conditionally approve, or disapprove all such requests, basing it's decisions on the following criteria; Materials- signs made of durable, weather resistant materials such as acrylic, resin, steel, aluminum, or composite materials are preferred. Lettering- Lettering and symbols on signs should be routed, applied or painted on the surface of the sign material. Colors- Colors of a sign shall be visually compatible to the colors of buildings, structures, and signs to which the sign is visually related. Exceptions- The design review board may waive the requirements of this section and section 507 in order to allow the preservation or restoration of signs or commercial graphics which are determined to be of historical significance or of particular interest.

Signage Regulations: Section 509.G establishes the requirements for signage in the C-1 Commercial district. Subsection 2 states; *"The area of any single wall, projecting, free-standing or canopy sign shall not exceed sixteen (16) square feet.* Subsection 4 also states: *"The bottom part of any projecting sign shall be no lower than eight (8) feet above the ground directly below it."*

Response: The proposed new sign calculates to 3.5 Square feet roughly, well within the zoning ordinance requirements, as shown by the exhibit on the following page. The total allowable area of all signs on the building in the commercial zone is 32 square feet. The addition of this sign to the existing signage does not exceed the total allowable area for signage.



View of the front façade of 369 main street. New signage is visible on the left of the window above the bench that says; “Vino Zona”.



Closer view of the façade of 369 Main street showing the new signage on the wall in between the tiles and the window. The coloring of the lettering on the signage was chosen to match the grey of the tiles adjacent to the sign. The height of the sign is 7.1' which roughly matches the height of the window to the sign's right.

Application and related documents



TOWN OF JEROME, ARIZONA
 600 Clark Street, P.O. Box 335, Jerome, AZ 86331
 (928) 634-7943

Town Use

General Land Use Application – Check all that apply

- Site Plan Review \$300 Design Review \$25 to \$500 Conditional Use Permit (CUP) \$500
 Demolition \$50/\$200 Signage/Awning \$50 Paint/Roofing \$25
 Time Extension \$25 to \$200 Other: _____ Other: _____

Note: Refer to the corresponding Project Application Checklist/s for additional submittal requirements.

Applicant: <u>Ginger Mackenzie</u>	Owner: <u>Sharon Watson</u>
Applicant mailing address: <u>P.O. Box 281 Jerome</u>	Property owner mailing address: <u>815 N. 6th St Cottonwood 86326</u>
Applicant role/title: <u>owner</u>	
Applicant phone: <u>928 281 8053</u>	Owner phone: <u>928 634 9448</u>
Applicant email: <u>VinoZona.Jerome@gmail.com</u>	Owner email: <u>Sharon@Sedona.net</u>
Project address: <u>31A main st.</u>	Parcel number: <u>401-06-026FA</u>
Describe project: <u>Lettering on Left side of building</u>	

- I understand that review by the Jerome Design Review Board, Planning and Zoning Commission, and Town Council is discretionary.
- I understand that the application fee is due at submission and review will not be scheduled until fee is paid to the Town.
- I understand review criteria are used in evaluation by the Jerome Design Review Board and/or Planning and Zoning Commission. These criteria are included in the Jerome Zoning Ordinance.
- I understand that this application will not be scheduled for consideration until all required materials have been submitted and the application is determined to be complete.

Applicant Signature: Ginger Mackenzie Date: 8/1/24
 Property Owner Signature: Sharon Watson Date: 8-6-24
SD

For Town Use Only	
Received from: <u>Ginger Mackenzie</u>	Date: <u>9/9/24</u>
Received the sum of \$ <u>50</u> as: <input checked="" type="checkbox"/> Check No. <u>5148</u> <input type="checkbox"/> Cash <input type="checkbox"/> Credit Card	
By: <u>M. Sharif</u>	For: <u>signage</u>
Tentative Meeting Date/s - DRB: _____	P&Z: _____