



TOWN OF JEROME

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

Zoning Administrator Analysis Design Review Board Tuesday, December 16th, 2025

Item :

Location: 410 Clark Street

Applicant/Owner: The Haunted Group LLC

Zone: C-1

APN: 401-06-036

Prepared by: Will Blodgett, Zoning Administrator

Recommendation: Recommend Discussion, Conditional Approval

Background and Summary: The applicant is seeking approval to mount new signage on the recently renovated Haskins Apartment building. The applicant wishes to reproduce and mount signage that commemorates the building by its local designation as the "Haskins Apartments". The Signage is intended to be located on the front facing façade as well as the south/southeast side of the building in the uppermost northern section of the structure. An alternative design element desired by the applicant is a reproduction of a historic mural in place of the secondary sign. The complications of this are detailed below in the Town's response. Additionally the applicant desires to retain two architectural features referred to hereafter as "Gargoyles" or "Grotesques". For our purposes these are considered to be Architectural features, and the review of these features shall be limited to the impact on the National Register Status of the building in relation to it's Historic Aesthetic.

Building Background: The 2007 historic property inventory records this building as the "Haskins Apartment Building" (401-06-036) originally constructed in 1912 according to Town records, it notes that the building was modified in some way in 1979 and contains four (4) apartment units, and top-floor storage accessed by the entrance on Clark Street. The Historic property inventory records are included in this review.

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 and the I-1 Industrial zones. 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 signage was designed with the Town of Jerome Zoning regulations in mind, and the packet provided by the applicant (provided over the following pages) show that the proposed sign on the front façade of the Haskins building meets the maximum allowed size for signage at 16sq. ft. The secondary sign on the east facing side of the building is also at the maximum allowed size for signage at 16 sq. ft. The combined total of the signage, at 32 sq. ft. meets the maximum allowable commercial signage available for a single building without obtaining a Variance. The colors mimic the original colors of the previous Haskins Apartment signage, with white lettering on a brown field. The same font as was on the originals is to be reutilized as well.



View looking north across Clark Street/Hwy. 89A at the façade of the Haskins apartment building.

29.5" X 78.5" = 16 SQ FT



The second request from the applicant is for a reproduction of a historic billboard that used to exist in Jerome (Roadside, but not related to this building historically). The reproduction is intended to be smaller than the original, but comes in at 8.3ft tall by 17.6ft in width, coming in at 146.08sq. ft. If this is to be considered a sign for our purposes, a Variance will be required as a condition of approval.

The TOJ Zoning Ordinance defines a sign as;

Sign – *An object meant to convey a message through the use of words or symbols. A sign can be painted on one or multiple surfaces, be freestanding, supported by a pole or attached to a building. All exterior signs, whether public or private, are regulated by this ordinance*

The TOJ Zoning Ordinance defines a mural as;

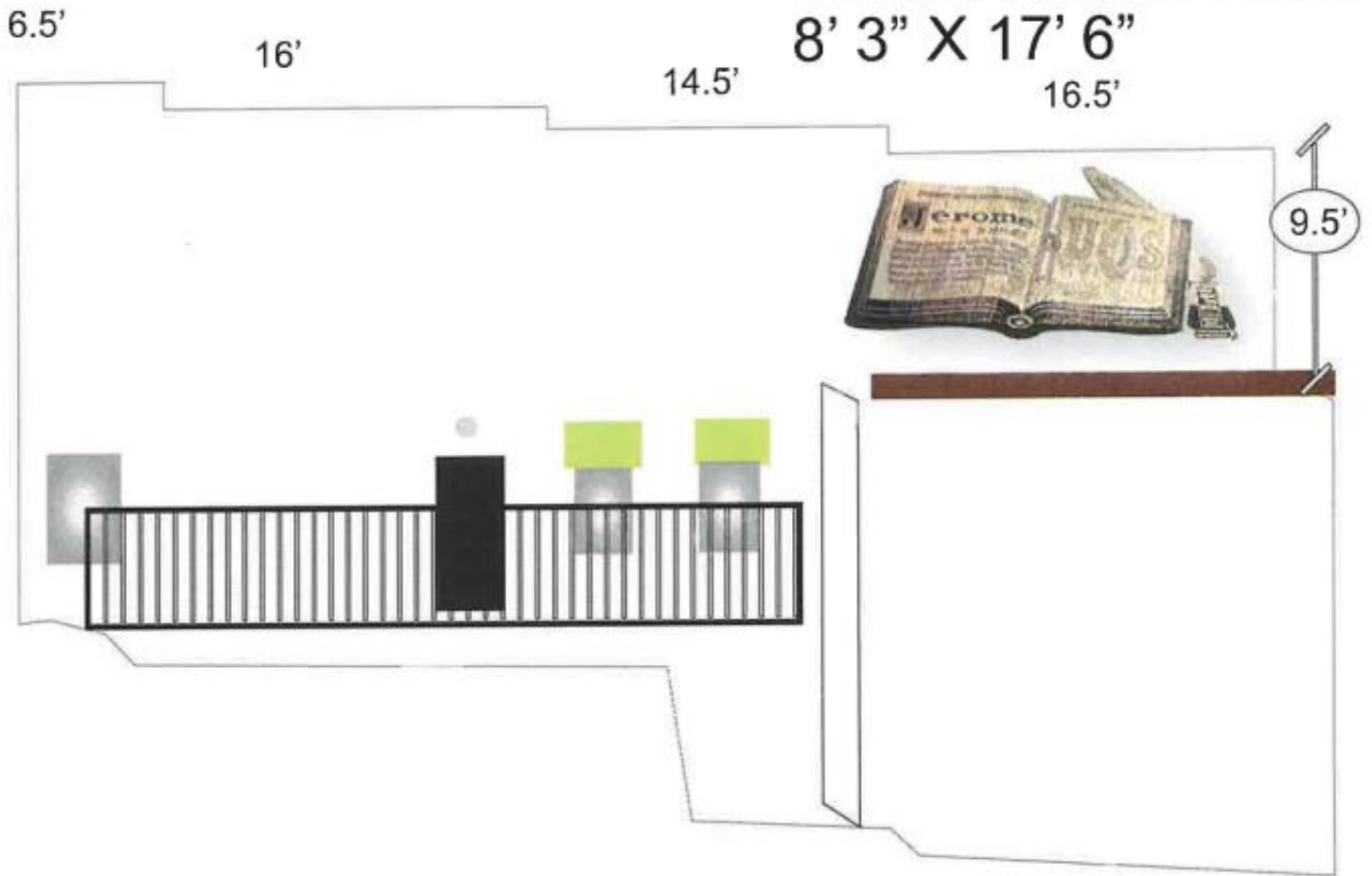
Mural – *See definition for Sign, Painted*

Sign, Painted – *A sign painted directly on the building façade.*

This is a somewhat confusing “Catch 22” as this would in most cases be considered a form of Art. The intention of the Ordinance (in my opinion) is geared toward Commercial signage however the ordinance uses the same signage regulations and language to regulate art in the same way. My suggestion is that, if the Board should approve this that the condition of approval be that the applicant obtain a Variance from the Board of Adjustment, in regards to the total surface area. In this fashion both the intention of the ordinance can be fulfilled as well as the desires of the applicant.



OVERALL
ILLUSTRATION SIZE:
8' 3" X 17' 6"



The final request from the applicant is for the retention of two Gargoyles/Grotesques installed on the front façade of the Haskins building. Note that these features were installed prematurely by the applicants contractor before they were brought to DRB with this bundle of applications. For this review I have the Town of Jerome Ordinance section regulating Architectural features, followed by the Secretary of the Interior's Standards for Rehabilitation.

Zoning Ordinance Regulations: The Town of Jerome Zoning Ordinance Section 304.B.2 (Projects requiring review by the Design Review Board) requires *"additions and exterior modifications"* to undergo design review.

Section 304.H.2. (Review Criteria for New Construction) states; *"2. The Design Review Board and Zoning Administrator shall review a submitted application for Design approval of alterations, additions, or renovations to existing buildings or structures, and shall have the power to approve, conditionally approve, or disapprove all such requests, basing their decision on the following criteria:"*

Architectural Features and details- *Original porches, decks, balconies, canopies, doors, windows, walls, fences, stairways, eaves, cornices and other architectural features and details shall be preserved and retained where feasible. Necessary replacement of these features should be as near as possible to the original feature in design and material.*

Standards for Rehabilitation

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.



Under the SOI standards, line 10 is what this review is concerned with.

“New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.”

It is my opinion that these features do not present a negative impact to the historic integrity of the property, especially when taken into consideration the totality of the restoration efforts and the adaptive reuse that it has undergone.

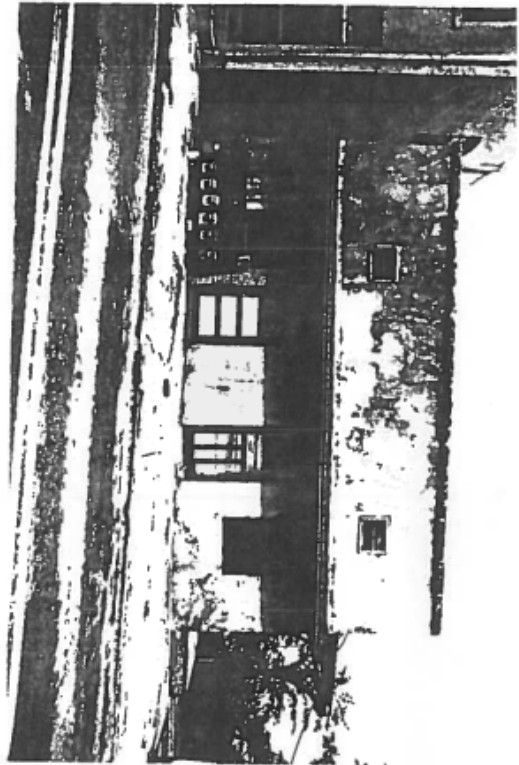
The features rest on two mounting points that can be removed and repaired without significant impacts.

I recommend discussion of these SOI principles as they relate to these items within the context of the TOJ zoning ordinance.

Application & Related Information

ARIZONA STATE HISTORIC PROPERTY INVENTORY

HISTORIC PROPERTY NAME <u>Haskins Apartments</u> Haskins Apartments		COUNTY <u>Yavapai</u>	INVENTORY NO. <u>51</u>
COMMON PROPERTY NAME <u>Haskins Apts.</u>		QUAD/COUNTY MAP <u>Sec. 23 TWSP 15 Range 2E</u>	
PROPERTY LOCATION-STREET & NO. <u>Clark St.</u>			
CITY, TOWN/VICINITY OF <u>Jerome Az</u>		ASSESSOR'S PARCEL NO. <u>401-06-036</u>	
OWNER OF PROPERTY <u>Red & Birgit Hayman</u>		PHONE	
STREET & NO./P.O. BOX <u>Box 991</u>			
CITY, TOWN <u>Cottonwood</u>		STATE <u>Az</u>	ZIP <u>86326</u>
FORM PREPARED BY <u>TOWN OF JEROME</u>		DATE <u>9-9-81</u>	
STREET & NO./P.O. BOX <u>Box 335</u>		PHONE <u>634-7943</u>	
CITY, TOWN <u>Jerome</u>		STATE <u>Az</u>	ZIP <u>86331</u>
PHOTO BY <u>Noel Knapp</u>		DATE <u>8-23-81</u>	
VIEW <u>facade from Clark St.</u>			
HISTORIC USE <u>apartments</u> apart			
PRESENT USE <u>apartments</u>		ACREAGE	
ARCHITECT/BUILDER <u>Jim Haskins</u>			
CONSTRUCTION/MODIFICATION DATES <u>1912 1979</u>			



PHYSICAL DESCRIPTION

This 2 storey rectangular plan building is frame and stucco with wood porches on the South and West sides, wood doors and double hung sash. A flat roof with surrounding parapet walls caps the structure. The West or street facing parapet has a slightly projecting top trim piece which casts a small shadow line.

29.5' frontage x 54' depth

STATEMENT OF SIGNIFICANCE/HISTORY

typical multi family structure
rooms sharing kitchen and bath

SOURCES OF ABOVE INFORMATION/BIBLIOGRAPHY

old sign on bldg. advertising day and week rates

GEOGRAPHICAL DATA/LEGAL DESCRIPTION/VERBAL BOUNDARY DESCRIPTION

401-06-036 Lots 33.34 Blk 4

GENERAL COMMENTS/FUTURE PLANS FOR PROPERTY

K-2 11-11A is facade.
12-12A is 3/4 view showing porch detail

K2 13A Print

TOWN OF JEROME, ARIZONA

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

General Land Use Application – Check all that apply

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

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

Applicant: Eric Jurisin	Owner: 414 Clark St llc
Applicant mailing address:	Property owner mailing address:
Po 896 Jerome Az 86331	same
Applicant role/title: owner	same
Applicant phone: 928-301-0168	Owner phone: same
Applicant email: jeromepalace@gmail.com	Owner email: same
Project address: 414 Clark St	Parcel number: 401-06-036
Describe project: signage-billboard-grotesque?	

- 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:  Date: 12-08-2025

Property Owner Signature: _____ Date: _____

For Town Use Only

Received from: _____ Date: _____

Received the sum of \$ _____ as: Check No. _____ Cash Credit Card By: _____

