



TOWN OF JEROME

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

Zoning Administrator Analysis Design Review Board Tuesday, January 27, 2026

Item :

Location: 509 Main Street.
Applicant/Owner: Caden Williams / Levi Parker
Zone: C-1
APN: 401-06-089
Prepared by: Will Blodgett, Zoning Administrator
Recommendation: Recommend discussion / Approval

Background and Summary: The applicant is seeking approval for new Signage corresponding to a new business on the ground floor of 509 Main Street.

Building Background: 509 Main street is recorded as having been built in or around 1900. The 2007 Historic property inventory lists this property as in GOOD condition and as a contributor to the national landmark status on the National Register of Historic Places. This Inventory record is provided at the end of this analysis.

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 lists the following review criteria:

1. No more than two (2) permanent signs are permitted for any one business except that a business having frontage on and physical access from two (2) or more streets will be allowed a total of three (3) signs.
2. The maximum area of all permanent signs shall not exceed 32 square feet.
3. The area of any single wall, projecting, freestanding or canopy sign shall not exceed 16 square feet.
4. No sign shall extend above the roof of the building to which it is attached.
5. The bottom of any projecting sign shall be no lower than 8 feet above the ground directly below it.
6. No part of any projecting or freestanding sign may project over any roadway.

6. No part of any projecting or freestanding sign may project over any roadway.
7. One (1) set of address numbers not exceeding 4 4 by 12 inches in total area shall be allowed in addition to normal sign allowances.
8. Temporary signs, which are promotional in nature and intended to advertise a specific event, activity, or business, are allowed in addition to other signs. Examples of temporary signs include, but are not limited to banner signs. Temporary signs must meet all restrictions for signs in this section in addition to the following:
 - a. The sum area of all temporary signs shall not exceed sixteen (16) square feet.
 - b. A maximum of one (1) temporary sign may be placed on the property.
 - c. No business may display a temporary sign for more than thirty (30) consecutive days twice per calendar year.
 - d. If the temporary sign pertained to an event (such as an open house or garage sale), the sign shall be removed within three (3) days of the completion of the event or activity which is being advertised.
 - e. Temporary signs shall maintain a minimum setback from the right of way of three (3) feet, unless there is a primary structure on the lot which is located closer to the right of way than three (3) feet, in which case the sign may be placed at the same setback as the primary structure.
 - f. Temporary signs require administrative approval from the zoning administrator. Applications shall be submitted on a form prepared by the zoning administrator and shall demonstrate compliance with the standards of this section.
 - g. Application for a temporary sign shall include payment of a nonrefundable, one-time filing fee in an amount established by a schedule adopted by resolution of the Council and filed in the offices of the town clerk. Payment of the filing fee shall be waived when the applicant is an agent of the town, county, state, or federal government.
 - h. Temporary signs shall not be illuminated.
9. A-frame signs are allowed without a permit provided they meet the following requirements:
 - a. They do not exceed four (4) square feet in size.
 - b. They do not exceed four (4) feet in height.
 - c. They are located entirely on private property owned by the business that they are advertising.
 - d. They are not left outside during non-business hours.
10. Changeable-copy signs are allowed without a permit provided they do not exceed four (4) square feet in size and are attached to the façade of a building. A maximum of one sign per business is allowed.
11. 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 eight8 square feet. Directional signs do not require a permit.
12. Service signs offering information on incidental services or recommendations, e.g., VISA, MasterCard, WiFi, etc., are permitted in addition to normal sign allowances provided:
 - a. They conform to all provisions contained in this section.
 - b. They are inside a window.
 - c. There is no more than one (1) sign per incidental service per public entrance to the business.
 - d. Each sign does not exceed 16 square inches in area.

[Ord. No. 457; Ord. No. 472; Ord. No. 478]

Response: The new signage is designed with the Town of Jerome's Signage regulations in mind. The total surface area of all signage is under 32sq. ft. The signage conforms to the Zoning Ordinance in every aspect excepting one. The wall-mount sign "Shirts and Hats" and "Jesus and Jerome" are two sign plates, while the hanging sign counts as one despite being double-sided. The hanging sign mount bisects this however, and it can be considered as one sign that is in two parts. I recommend discussion on this interpretation.

WRITTEN SUMMARY

ABOUT BUSINESS

Southwest BLVD LLC currently serves various Jerome shops with merchandise and design. Our partners include The Haunted Group, Gold King Mine, Turquoise Spider, and more.

Ghost City Christian Apparel will serve as our workshop to create the product for these local businesses, as well as having our first retail shop where we will sell to a faith-based niche with a small selection of shirts, hats, and other standard merchandise.

SIGNAGE SUMMARY

Our goal for signage is to simply make the space look complete and professional, while clearly communicating our niche offering to visitors. We aim to have simple and clear signage with limited colors in order to not distract from the historic multi-colored building itself.

We hope that with this signage, our building will encourage more patrons to explore further down main street, bringing more business to us and our awesome neighboring shops.

Our Far

BEFORE



AFTER



SIGNAGE SUMMARY

HANGING SIGN, TWO FLAT SIGNS ABOVE WINDOWS, & WINDOW STICKER (24 Sqft Total)

HANGING SIGN



**SIZE**

42" X 28" (8.15 Sqft)
(ON CURRENT BRACKET)

MATERIAL

METAL SIGN WITH VINYL PRINT
(SAME DESIGN ON EITHER SIDE)

COLOR

BLACK & WHITE
(WITH LIGHT PATINA)

FLAT SIGNS



SHIRTS & HATS

JESUS & JEROME

SIZE

60" X 12"
(5 Sqft) x2

MATERIAL

METAL SIGN WITH VINYL PRINT
(ATTACHED VIA SMALL BOLTS)

COLOR

BLACK & WHITE
(WITH LIGHT PATINA)

WINDOW STICKER



- SHIPPING AVAILABLE**
- CUSTOM BULK ORDERS**
- STICKERS & APPAREL**

Shop online @ JesusandJerome.com



Scan
here

**SIZE**

24" X 34"
(5.6 Sqft)

MATERIAL

WINDOW CLING VINYL

COLOR

WHITE

Application & Related Information



Town Use

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

<input type="checkbox"/> Site Plan Review \$300	<input type="checkbox"/> Design Review \$25 to \$500	<input type="checkbox"/> Conditional Use Permit (CUP) \$500
<input type="checkbox"/> Demolition \$50/\$200	<input checked="" type="checkbox"/> Signage/Awning \$50	<input type="checkbox"/> Paint/Roofing \$25
<input type="checkbox"/> Time Extension \$200	<input type="checkbox"/> Other: _____	<input type="checkbox"/> Other: _____

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

Applicant: LEVI PARKER	Owner: Caden Williams
Applicant mailing address:	Property owner mailing address:
110 N PALO VERDE STREET COTTONWOOD 86326	4773 E LAFAYETTE BLVD. PHX, AZ 85018
Applicant role/title: Business Owner	
Applicant phone: 9283002449	Owner phone: 480 388-0155
Applicant email: leviparkerdesign@gmail.com	Owner email: manager@chwdev.com
Project address: 509 Main Street	Parcel number: 401-06-089
Describe project: Adding standard shop signage to new business	

- 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: Levi Parker Date: 12/11/25
Property Owner Signature: Caden Williams Date: 12/11/2025
DocuSigned by:
68F9D72C250145C...

For Town Use Only		
Received from: _____	Date: _____	
Received the sum of \$ _____ as: <input type="checkbox"/> Check No. _____ <input type="checkbox"/> Cash <input type="checkbox"/> Credit Card		
By: _____	For: _____	
Tentative Meeting Date/s - DRB: _____ P&Z: _____		



2007 Town of Jerome Arizona HISTORIC PROPERTIES SUMMARY SURVEY

PROPERTY IDENTIFICATION

For properties identified through survey: Site No. 074 Survey Area G.W. Hulls Plat

Historic Name(s) Speak Easy Restaurant

(Enter the name(s), if any, that best reflects the property's historic importance.)

Address 510 Main Street (S.R. 89A)

City or Town Jerome vicinity County Yavapai Tax Parcel No. 401-06-089

Township 16 Range 2E Section 23 Quarters Acreage 0.02

Block 11 Lot(s) 5 Plat (Addition) Year of plat (addition)

UTM reference: Zone Easting Northing

USGS 7.5' quadrangle map:

ARCHITECT not determined known Source

BUILDER not determined known Source

CONSTRUCTION DATE Circa 1900 known estimated Source Co. Assessor, Sanborn Maps

STRUCTURAL CONDITION

Good (well maintained; no serious problems apparent)

Fair (some problems apparent) Describe:

Poor (major problems; imminent threat) Describe:

Ruin/Uninhabitable

USES/FUNCTIONS

Describe how the property has been used over time, beginning with the original use.

Boarding/ Restaurant
Retail/Residential

Sources 83 Historic Survey, Co. Assessor

PHOTO INFORMATION

Date of photo 2007

View Direction (looking towards)

South

Negative No. 510 S.R. 89A





2007 Town of Jerome Arizona

HISTORIC PROPERTIES SUMMARY SURVEY

A. HISTORIC EVENTS/TRENDS. *Describe any historic events/trends associated with the property.*

B. PERSONS. *List and describe persons with an important association with the building.*

C. ARCHITECTURE. Style Vernacular

no style

Stories 2-1/2 Basement Roof form Gable on Hip

Describe other character-defining features of its massing, size, and scale This structure is a 2,835 S.F. rectangle. Street Level is poured concrete. There is a 1/2 level between 1st and 2nd levels.

INTEGRITY

To be eligible for the National Register, a property must have integrity, i.e., it must be able to visually convey its importance. The outline below lists some important aspects of integrity. Fill in the blanks with as detailed a description of the property as possible.

LOCATION. Original Site Moved: date

DESIGN. *Describe alterations from the original design, including dates.*

MATERIALS. *Describe the materials used in the following elements of the property.*

Walls (structure) Wood, Concrete

Walls (exterior) Batten Board, Stucco

Windows Wood

Describe window structure 1 o/ 4 at 2nd level, Fixed store fronts 1st level

Roof Asphalt Shingles

Foundation Concrete, Masonry, Wood

SETTING. *Describe the natural and/or built environment around the property.* Multi level commercial to the north west. Bed n Breakfast to the south east. Properties are set into steep hillside.

How has the environment changed since the property was constructed?

WORKMANSHIP. *Describe the distinctive elements, if any, of craftsmanship or method of construction.*

NATIONAL REGISTER STATUS (if listed, check the appropriate box)

Individually Listed; Contributor Noncontributor to Jerome, Arizona Determined eligible by Keeper of National Register (date)

RECOMMENDATIONS ON NATIONAL REGISTER ELIGIBILITY (opinion of SHPO staff or survey consultant)

Property is is not eligible individually.

Property is is not eligible as a contributor to a listed or potential historic district.

More information is needed to evaluate.

If not considered eligible, state reason:

FORM COMPLETED BY

Gregory C. Hunt
Name and Affiliation: D.A.P.A. Studio
Mailing Address: P.O. Box 8 Cottonwood, AZ. 86326

Date: Nov., Dec., 2007
Phone #: 928-646-9205