



# TOWN OF JEROME

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## Zoning Administrator Analysis Planning & Zoning Commission Tuesday, October 24, 2023

**Item :**  
**Location:** 403 Clark Street  
**Applicant/Owner:** Cornish Pasty Company  
**Zone:** C-1  
**APN:** 401-06-152H  
**Prepared by:** Will Blodgett, Zoning Administrator  
**Recommendation:** Recommend Approval

**Background and Summary:** The applicant (Cornish Pasty Co.) is seeking approval to change one of the signs on the front façade of the building. The existing sign mounted to the structure in two places has lettering visible facing both directions along Hwy. 89A ( S. East and N. West). The applicant desires to change the facing of the sign so that the lettering is visible from lower in town along Main street. The new proposed configuration would have the lettering removed from the S. East side of the sign, and placed on the North facing surface. The N. West facing surface will remain, but the lettering will be repaired with more weather resistant lettering.

**Building Background:** The Cornish Pasty Company is located on the west end of the United Verde Apartments, or “UV or UVX Apartments”. Originally built in 1918 to house 32 individual apartments, the Arizona State Historic Property Inventory describes the building as;

*“Three stories, concrete frame with structural tile infill, double hung windows and stucco above a concrete & stone foundation, with iron handrails and glass roofed entries suspended on decorative cables. Ceramic tile roof trim on parapet walls surrounding flat roofs with drains inside walls at corners. This building has suffered a great deal of damage due to lack of roof & downspout repair allowing water to get inside the building and break the bond between tile or concrete and stucco. Steps up one flight permit an arched door to the mechanical & storage areas on the ground level with flanking circular windows as decorative elements. The plan is basically symmetrical on two axis, being slightly modified at the north end due to the side shape.”*

### **Description of the proposed changes from the Applicant:**

*Description of Proposed Update to Existing Sign: Briefly, the proposed update would allow us to add lettering to the front panel of our approved existing 3 dimensional sign so that our shop name is more visible to the main street, in hopes of attracting more business. The lettering will be flat metal with mounting holes, matte "seashell" white color. One single vertical line of text, 'CORNISH PASTY CO.' all capitalized in Clarendon Condensed font; 'CORNISH PASTY' lettering height of 8" and 'CO.' lettering height of 5" (similar to the existing letters on the left and right side panels). Please see reference images provided for specific proposed placement, measurements, material specs, and lettering style.*

**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.

**Response:** The removal of one sign surface and addition of one facing a new direction will not increase the signage area beyond the allowable maximum square footage.

**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 sign, though double-sided, is and was considered to be one sign painted on both sides. The applicant is moving one of the sides 90 degrees to face north, but is not adding any additional surface area to the sign. The proposed sign calculates to 12 Square feet, within the zoning ordinance requirements, as shown by the exhibit below. The sign is located just over 10feet from the surface directly below it, and 8feet from the high point on the stairway adjacent, see second exhibit on the next page.

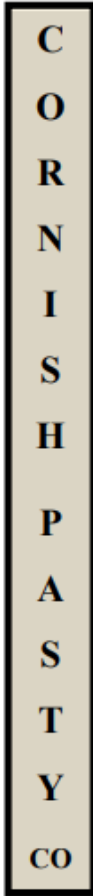
The proposed changes to the existing 3-D sign include removal of existing black 'CORNISH PASTY CO' letters on the left side face, painting the letters white, and replacing them on the frontside face of the sign. We would also like to update the current left and right side faces by replacing the current panels with new, similar semi opaque polycarbonate corrugated material. In an effort to increase business and ensure long term sustainability of CPC Jerome, the goal of these updates would be to increase visibility on Main Street and exposure to the visitors of Jerome.



Left Panel: Letters removed, panel material inside metal frame replaced with updated similar Thermoclear Polycarbonate opal finish sheeting. Reference- <https://www.homedepot.com/p/LEXAN-Thermoclear-48-in-x-96-in-x-1-4-in-6mm-Opal-Multiwall-Polycarbonate-Sheet-PCTW4896-6MMOPL/205202511>



Front Panel: Letters from left panel replaced on front panel, painted white against existing black panel.



Right Panel: Panel material inside metal frame replaced with updated similar Thermoclear Polycarbonate opal finish sheeting.



LEFT SIDE



RIGHT SIDE



FRONT SIDE

**Top Left:** View of the sign from Main Street (89A) going “down hill” towards Jerome. This is the section of lettering to be removed.

**Top:** View of the sign from Main street (89A) headed “up” towards Mingus.

**Left:** Center section of the sign as visible from Main street (89A). This is the space the Lettering is to be added.

