



TOWN OF JEROME

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

Zoning Administrator Analysis Design Review Board Tuesday, July 28, 2026

Item :

Location: 515 Main Street.
Applicant/Owner: Haunted Group LLC
Zone: C-1
APN: 401-06-090
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 515 Main Street, previously located at 509 Main Street as "Ghost City Christian Apparel".

Building Background: The 2007 Historic Property Inventory records this structure as having been built circa 1910 and lists the property as a contributor to the Town of Jerome's Historic Landmark status. The building is listed as being in Good condition at the time of the survey. The records of this survey are provided in this document.

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 its 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.

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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. (21.6 sq. ft.). The window signage "Christian Apparel" and "Jesus and Jerome" are two separate decals, 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.

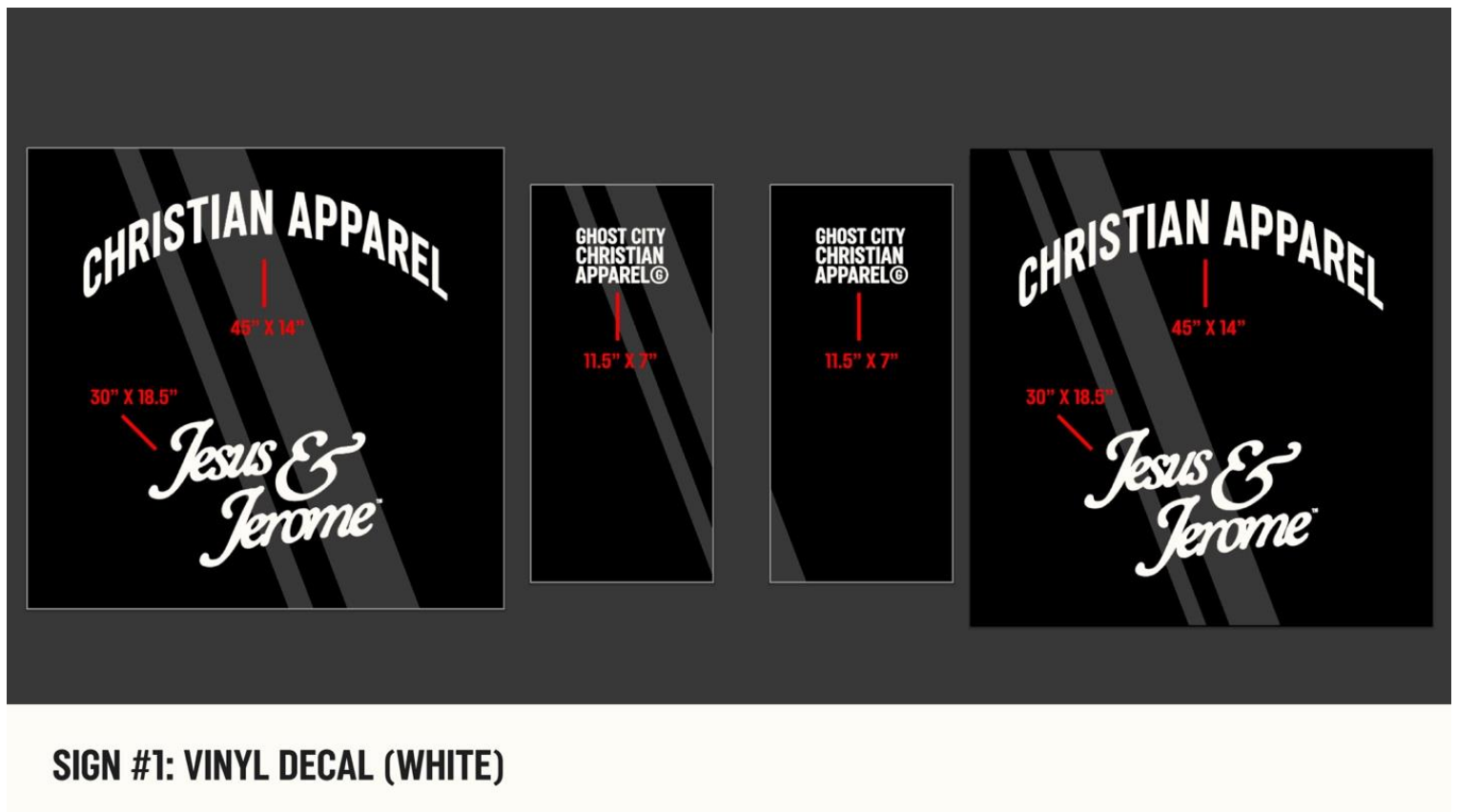
Applicants Request:

GHOST CITY CHRISTIAN APPAREL, AN EXISTING JEROME BUSINESS, IS MOVING NEXT DOOR TO 515 MAIN STREET.

WE HAVE DESIGNED SIMPLE SIGNAGE WITH THE BUILDING'S HISTORY IN MIND, TO BRING IN OUR TARGET CUSTOMERS WHILE MAINTAINING A HISTORIC FEEL.

SIGNAGE INCLUDES VINYL WINDOW DECAL AND AN ALUMINUM HANGING SIGN.

TOTAL SQUARE FOOTAGE IS 21.6 SQFT





ARCHES DESIGNED TO REFERENCE
HISTORIC IMAGES OF 515 MAIN STREET

32"

18"

**SIGN #2: ALUMINUM HANGING SIGN
DOUBLE SIDED (SAME DESIGN)**



Application & Related Information



2007 Town of Jerome Arizona HISTORIC PROPERTIES SUMMARY SURVEY

PROPERTY IDENTIFICATION

For properties identified through survey: Site No. 075 Survey Area G.W. Hulls Plat

Historic Name(s) **Jerome Market and Arizona Hotel**
(Enter the name(s). If any, that best reflects the property's historic importance.)

Address **515 S.R. 89A (Main Street)**

City or Town **Jerome**

☐ vicinity

County **Yavapai**

Tax Parcel No. **401-06-090**

Township **16** Range **2E**

Section **23**

Quarters

Acreage **0.05**

Block **11** Lot(s) **4,5**

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 1910**

☐ known

☐ estimated

Source **Co. Assessor, Sanborn Map**

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.

Market /Hotel

Retail/ Hotel/ Residential

Sources **81 Survey, Co. Assessor**

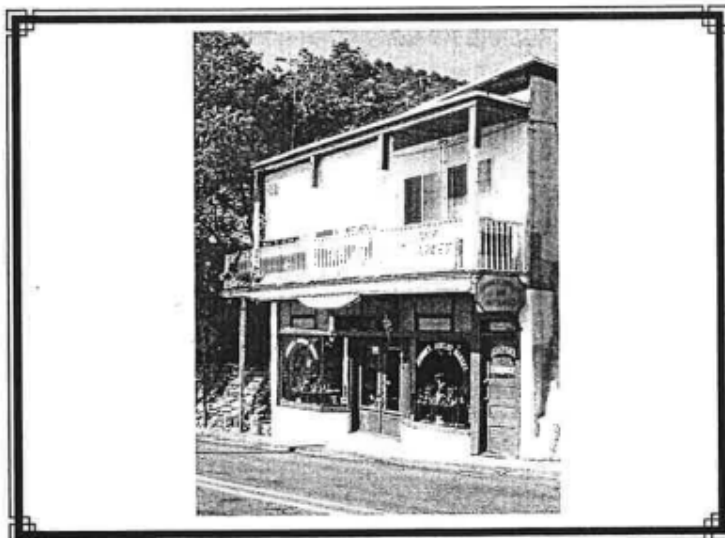
PHOTO INFORMATION

Date of photo **2007**

View Direction (looking towards)

South

Negative No. **515 S.R. 89A (Main St)**





JEROME
ARIZONA

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 1st level, Eclectic Monterey 2nd level ☐ no style

Stories 2 ☐ Basement Roof form Flat no parapet / flat shed o/, porch

Describe other character-defining features of its massing, size, and scale This structure is a 2,152 SF. Rectangle. Covered porch at 2nd level has wood turned post and blasters favoring Monterey style, while the glass store front and transom windows at 1st level, favor the main street vernacular of Jerome.

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 original site

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 (sheathing) Wood, Stucco

Windows Wood

Describe window structure Dbl Hung/ Fixed

Roof Built-up o/, Wood framing

Foundation Concrete, Wood, Masonry

SETTING. *Describe the natural and/or built environment around the property.* On the west side of the structure there are original miner stairs which ascend to School St. Structure is built into hill side.

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

Historic District

Date Listed

☐ 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

Name and Affiliation:

Gregory C. Hunt

Mailing Address:

D.A.P.A. Studio

P.O. Box 8 Cottonwood, AZ. 86326

Date: Nov., Dec. 2007

Phone #: 928-646-9205

