



TOWN OF JEROME

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

Zoning Administrator Analysis Design Review Board Tuesday, January 28, 2024

Item :
Location: 419 Hull Avenue
Applicant/Owner: Gold Standard Apparel / Flagg Properties of Jerome
Zone: C-1
APN: 401-06-019
Prepared by: Will Blodgett, Zoning Administrator
Recommendation: Recommend Approval

Background and Summary: The applicant is seeking approval to install signage on the front façade of 419 Hull Avenue. The signage (vinyl graphic decal) is intended to be applied to the glass window (in x5 sections/panes) on the front of the shop, and their logo as a 24" (2ft) diameter circle on the window within the door at the entrance.

Building Background: The 2007 historic property inventory records this building as constructed in 1910 and as contributing to the Town of Jerome's Historic Landmark Status. The record of this survey 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 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 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."*

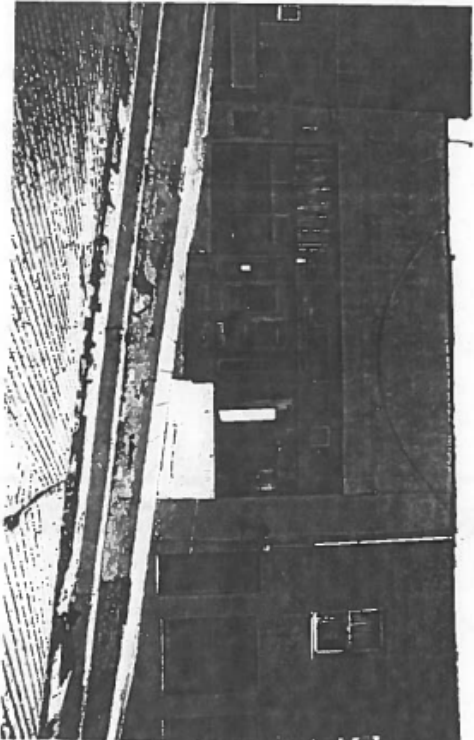
Response: The total surface area of the graphics is far less than the 32sq. ft. allowed by the ordinance. The graphics themselves are not a permanent modification and can be removed without difficulty, which makes this option low impact.





Application & Related Information

ARIZONA STATE HISTORIC PROPERTY INVENTORY

HISTORIC PROPERTY NAME		COUNTY	INVENTORY NO.	
COMMON PROPERTY NAME George Waddell Studio		Yavapai	67	
PROPERTY LOCATION-STREET & NO. Main St/ Hull Ave btwn.		QUAD/COUNTY MAP Sec 23 TWSP 16 Range 2E		
CITY, TOWN/VICINITY OF Jerome Az	ASSESSOR'S PARCEL NO. 401-06-018			
OWNER OF PROPERTY Paul Scott	PHONE			
STREET & NO./P.O. BOX Box 12				
CITY, TOWN Jerome	STATE Az			ZIP 86331
FORM PREPARED BY TOWN OF JEROME	DATE 8-81			
STREET & NO./P.O. BOX Box 335	PHONE 634-7943			
CITY, TOWN Jerome	STATE Az			ZIP 86331
PHOTO BY Noel Knapp	DATE 8-81			
VIEW facade Main St				
HISTORIC USE				
PRESENT USE art studio/ residence	ACREAGE			
ARCHITECT/BUILDER				
CONSTRUCTION/MODIFICATION DATES 1910				

PHYSICAL DESCRIPTION

This building has two stories with an upper level entrance on Main St and a lower level entrance on Hull Ave. The depth varies from 23' to 35', with a frontage (Main St) of 35', thus forming a trapezoidal plan. Exterior walls are masonry on the east and south sides, and masonry and wood frame on the west wall, with stucco above grade. Both street elevations have parapet walls, hiding the wood scissor trusses which form 2 hipped roofs.

Both floors are wood tongue and groove on floor joists, Double wood doors with glass lites in upper half are located in the center of both elevations. The Main St elevation has a translucent glass transom with leaded comes. This also continues over one display window, the other display window has wood board and batt in this transom area.