



PRESCOTT PRESERVATION COMMISSION A G E N D A

SPECIAL MEETING NOTICE

PRESCOTT PRESERVATION COMMISSION
SPECIAL MEETING
FRIDAY, July 23, 2010
8:00 AM

CITY COUNCIL CHAMBERS
201 S. CORTEZ STREET
PRESCOTT, ARIZONA
(928) 777-1100

The following Agenda will be considered by the **Prescott Preservation Commission at Special Meeting** to be held on **Friday, July 23, 2010** in **Council Chambers, 201 S. Cortez Street, Prescott, Arizona at 8:00 AM.** Notice of this meeting is given pursuant to *Arizona Revised Statutes*, Section 38-431.02.

I. CALL TO ORDER

II. ATTENDANCE

Members

Elisabeth Ruffner, Chairman
Mike Todd, Vice Chairman
Doug Stroh
Russ Buchanan

John Langellier
Seymour Petrovsky
Lee Vega

III. REGULAR AGENDA

- 1. Request to reconsider HP10-015.** Historic Preservation Specialist, Cat Moody.
- 2. HP10-015,** 107 E Gurley Street, Historic Preservation District #1, Courthouse Plaza. APN: 109-01-022. Request for approval of signage for a new business in an existing building- Prescott Convention and Visitors Bureau. Owner is Cortez Commercial. Applicant/agent is Prescott Convention and Visitors Bureau. Historic Preservation Specialist, Cat Moody.

The City of Prescott endeavors to make all public meetings accessible to persons with disabilities. With 48 hours advance notice, special assistance can also be provided for sight and/or hearing impaired persons at public meetings. Please call 928-777-1100 (voice) or (TDD) to request an accommodation to participate in the meeting.

IV. ADJOURNMENT

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall and on the City's website on July 13, 2010 at 4:00 PM in accordance with the statement filed with the City Clerk's Office.

Kathy Dudek, Administrative Assistant
Community Development Department

**PRESCOTT PRESERVATION COMMISSION
COMMUNITY DEVELOPMENT DEPARTMENT
Staff Report
107 East Gurley Street
7/23/2010**

AGENDA ITEM: HP10-015, Signage for a new business in an existing building- Prescott Convention and Visitors Bureau

Planning Manager: George Worley *GW*
Director: Tom Guice *TG*

Historic Preservation Specialist: Cat Moody *CM*

Report Date: 7/19/2010

REQUEST: Signage for a new business, "Prescott Convention and Visitors Bureau".

Historic Preservation District: Courthouse Plaza #1
APN: 109-01-022 **Zoning:** DTB
Location: 107 E Gurley Street
Agent/Applicant: Prescott Convention and Visitors Bureau 101 S Cortez St Prescott AZ 86303
Owner: Jim Fletcher, Cortez Commercial, 3105 N Highway 89 Chino Valley AZ 86323

Existing Conditions: The property has previously housed the oldest bank in Arizona, and is listed in the National Register of Historic Places. See the Historic Property Inventory form for a brief history of the building.

STAFF ANALYSIS

This item is under reconsideration at this special meeting due to some confusion regarding the motion at the 7/9/2010 meeting. The intent is to re-review the three proposed signs for the entry portico of this building.

Conformance with the Prescott Historic Preservation Master Plan:
The property is located within the boundaries of the Courthouse Plaza Historic Preservation District (#1). The Master Plan, in regard to signage, recommends the following:

- Use historically consistent signage; use only flat against the building; no flashing, revolving or roof-mounted signs are permissible.

The applicant proposes to install two main signs within the entry portico; both signs will be of the same design with "Information Center" in gold letters on a red background. One faces north and the second faces west; both of the signs measure 4' high x 7'8" wide, which together constitute 61 square feet of signage. These signs are mounted

Agenda Item: HP10-015, 107 East Gurley Street

between spring tension rods that are designed to "float" the sign over the old bank lettering which is attached to a marble base. This will have no impact on the historic bank signs or the marble substrate.

A third sign is a plaque style sign which will be mounted by slipping over the existing Wells Fargo plaque on the entry column. This sign will not affect the existing Wells Fargo plaque, but is intended to cover the old plaque without damaging either the plaque or stone column to which it is mounted. This sign is 19" x 25.5" and adds an additional 3.4 square feet. This brings the total signage to 64.4 square feet and up to eighty square feet of signage is allowed for this location per the Land Development Code (40 sq ft, plus an additional 40 square feet for building frontage).

The proposed signage is consistent with traditional downtown signage.

Conformance with Design Guidelines:

The Design Guidelines for HPD #1 state, in part: *"the appearance, color, size, location, position, and method of attachment of signs, as well as the materials used, and the design, shall be complimentary to and in keeping with the characteristics of the building and be visually compatible with the historic character of the district"* and, further, *"[a]ll signage should be placed flat against the façade."*

The Design Guidelines further address the placement of the signs on the building as follows: *"[m]any historic buildings include insets or other areas within the façade design specifically for signage. Where this condition exists, the signage shall be constrained within this area and shall not extend beyond the provided borders"*.

The Design Guidelines further address colors as follows: *"All colors should be of neutral tones, compatible with the building design and the entire district"*. It is within the purview of this Commission to request more compatible colors if the Commission so desires.

Site Visit: Recommended

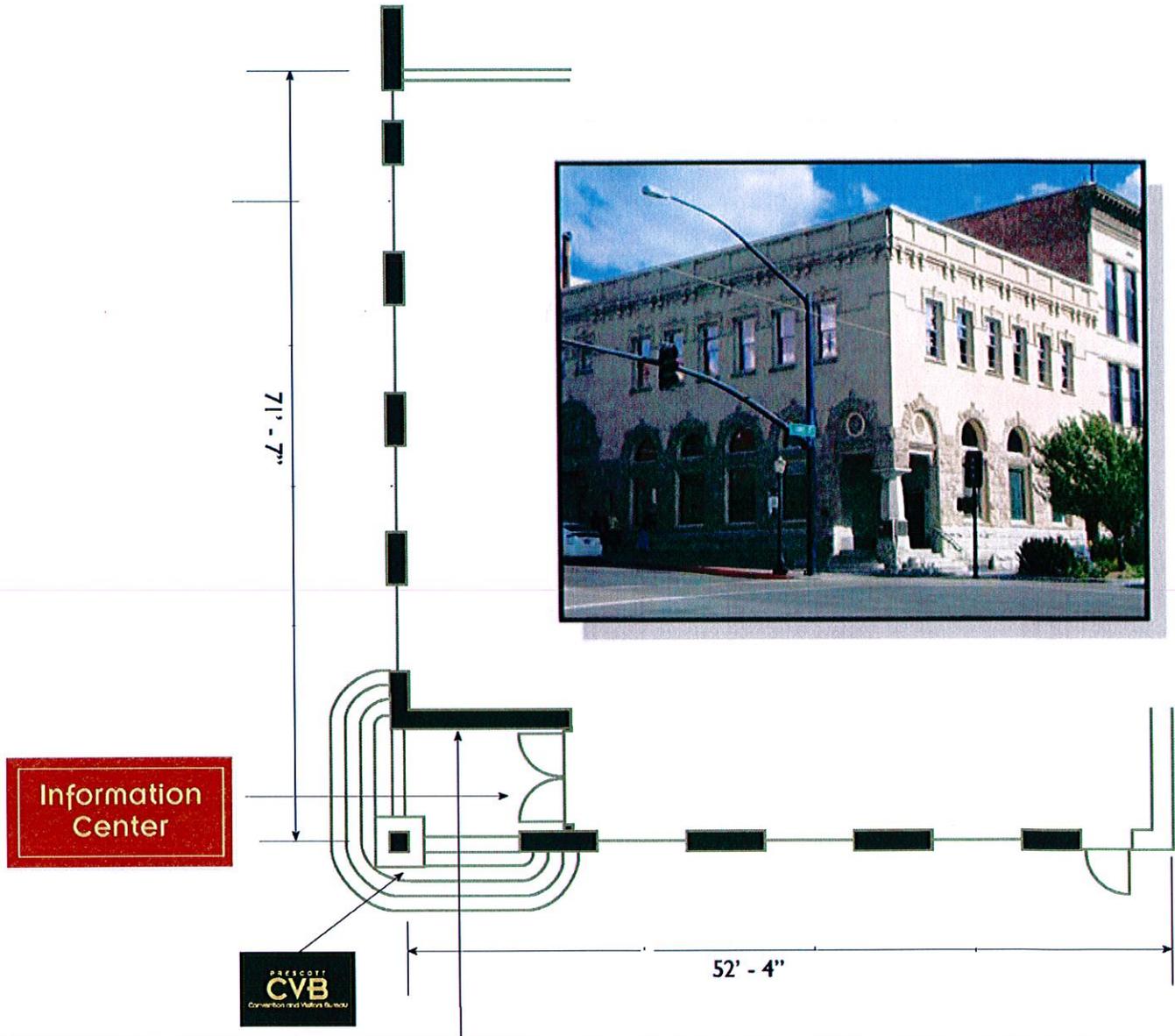
Recommended Action:

MOVE TO APPROVE or APPROVE WITH MODIFICATIONS, HP10-015, 107 E Gurley Street:

Request for Signage for a new business in an existing building- Prescott Convention and Visitors Bureau, and comply with any other conditions or requirements prescribed by this Commission.

CVB Site Plan

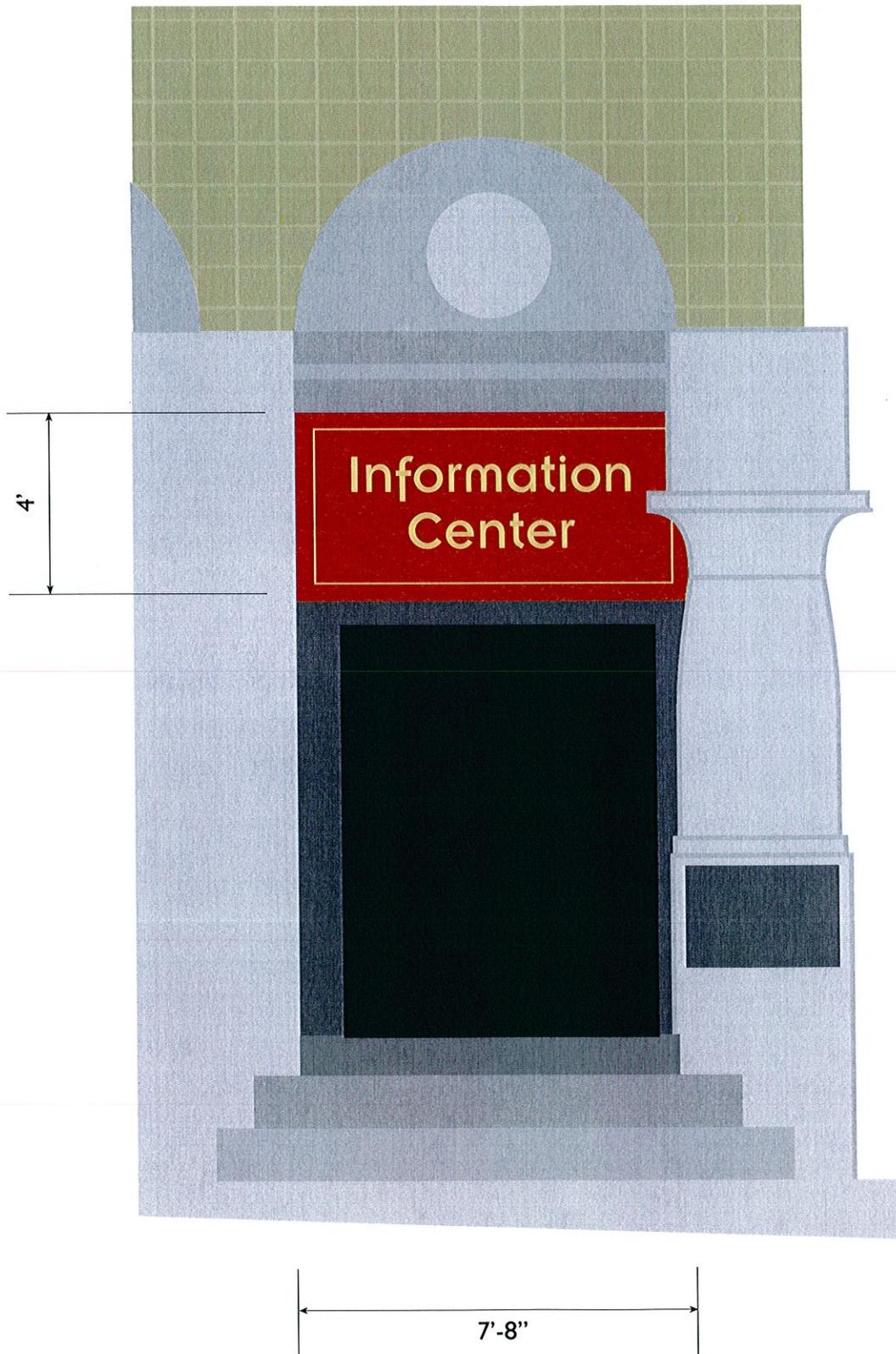
Site Plan and Sign Locations



Information Center

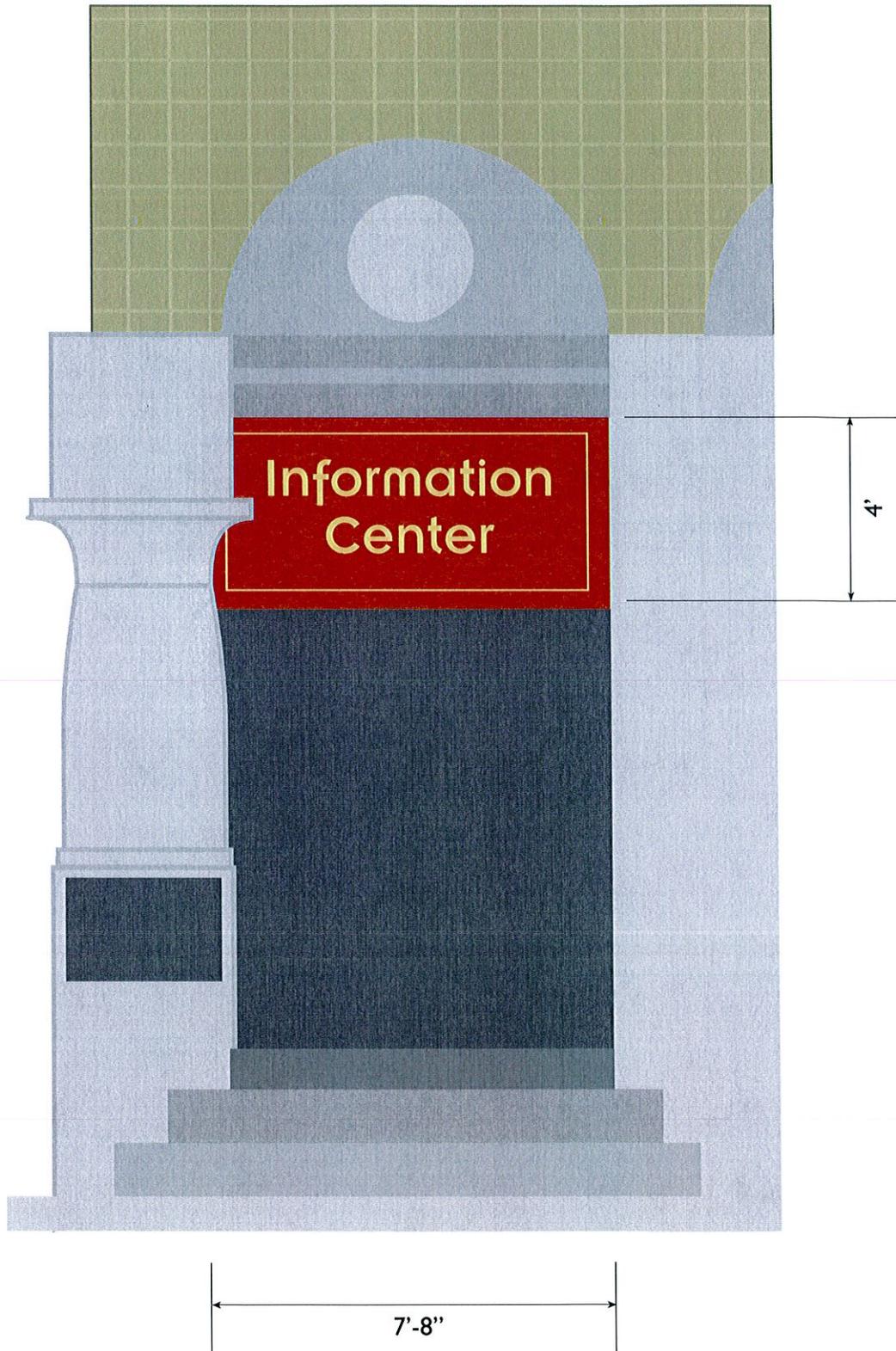
Information Center Signage

Main Front Door - North Side
Poly Metal



Information Center Signage

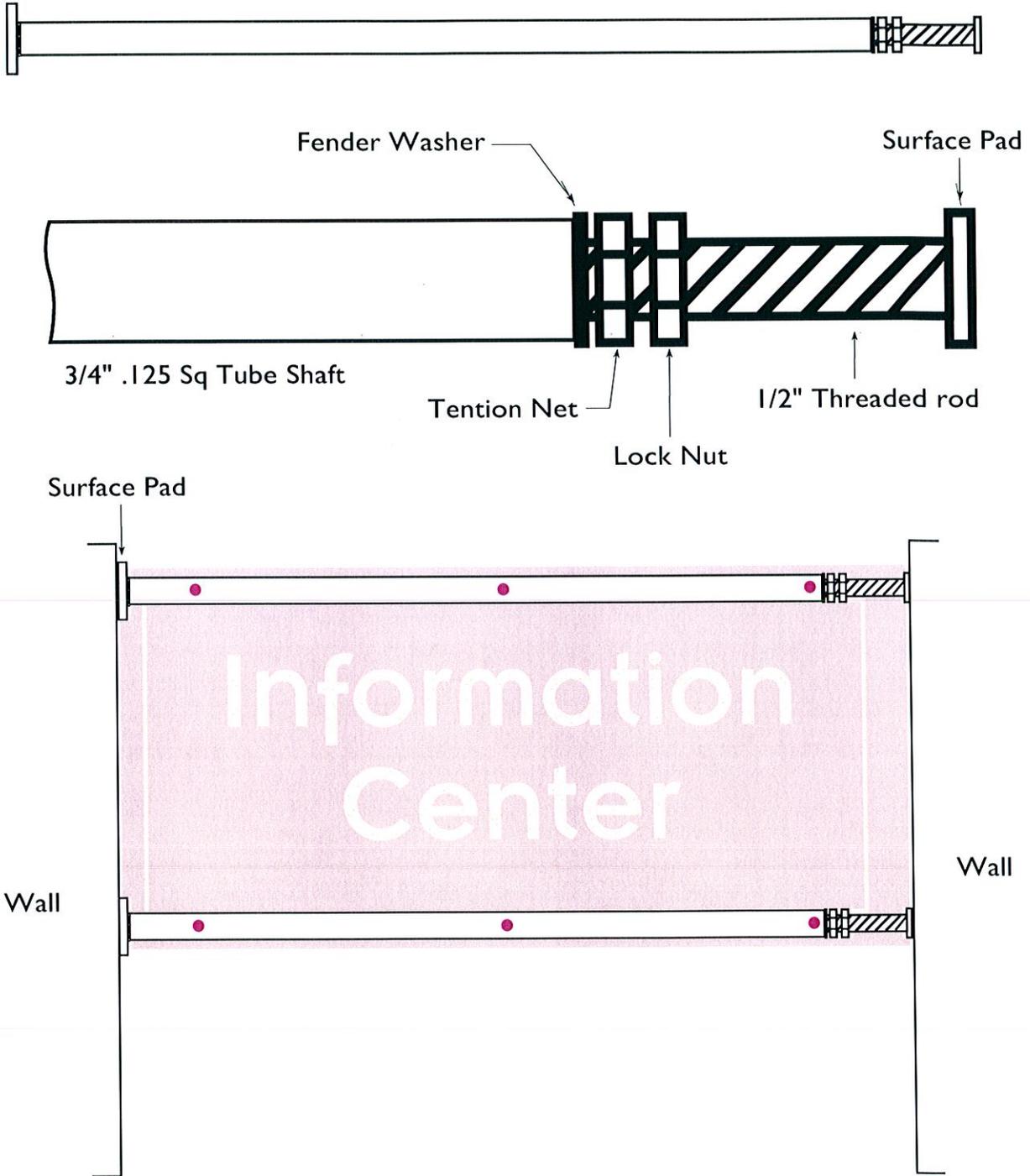
Main Front Door - West Side
Poly Metal



Information Center Signage

Main Front Door

Installation Detail



Sign Plaque
Main Front Door - West Side
Faux Bronze/Patina to Match Existing Plaque



Detail

Reverse Channel Alluminum
Slips over existing plaque
Will be clipped or glued

