

**TOWN OF FLORENCE  
HISTORIC DISTRICT ADVISORY COMMISSION  
MEETING MINUTES**

**REGULAR MEETING OF THE HISTORIC DISTRICT ADVISORY COMMISSION OF THE TOWN OF FLORENCE HELD WEDNESDAY, APRIL 30, 2014 AT 6:00 P.M. IN THE CHAMBERS OF TOWN HALL, LOCATED AT 775 N. MAIN STREET, FLORENCE, ARIZONA.**

**CALL TO ORDER**

Chairman Wheeler called the meeting to order at 6:00 pm.

**ROLL CALL:**

Present: Wheeler, Madden, Smith, Reid, Cochran and Adam

**PLEDGE OF ALLEGIANCE**

Commissioner Reid led the Pledge of Allegiance.

**DISCUSSION/APPROVAL/DISAPPROVAL** of the minutes of the regular meeting conducted on February 26, 2014.

On motion of Commissioner Reid, seconded by Commissioner Smith and carried to approve the minutes of the regular meeting conducted on February 26, 2014.

**WORK SESSION**

**DOWNTOWN MURALS**

**PRESENTATION/DISCUSSION** of a Design Review application for proposed wall murals located at 20 North Main Street and on 75 North Bailey Street, Florence, AZ 85132.

Heath Reed, Town Planner led the Work Session by reviewing the previous meetings submittal for Mural design, the 76 Cola and Windmill Winery Mural. Due to the issue of the mural being art or off premise signage, the applicant along with his artist listened to the concerns of the Commission and is submitting a spring board rendering of a potential Mural at the site of the former Windmill Winery Mural at the northwest corner of Main and Butte.

Discussion was had on the size, design, placement and vision of the mural. Commissioners commented on the design and praised the direction the mural was

heading. Staff and the commission discussed the next steps and potential changes and gave suggestions to the applicant in how to improve the mural and how to incorporate other elements and town history.

No motion was taken.

## **NEW BUSINESS**

### **CASE HDAC-05-14-DR (THE PAINTED GUITAR)**

**PRESENTATION/APPROVAL/DISAPPROVAL** of a Design Review application for the proposed signage for “The Painted Guitar” located at 360 North Main Street in Florence, Arizona.

Heath Reed, Town Planner stated Town staff is excited to see another business come to the Historic District. Small businesses like the one in front of the Commission are what help revitalize downtown areas. They add foot traffic and fill vacant spaces and reinvest into the community, especially in Downtowns. The Town is excited to add another business to the Historic District.

The Mauk Building was built in 1925 as a small commercial building that has been utilized for many uses over the years and is currently vacant. The property is zoned DC (Downtown Commercial) which supports retail uses.

The applicant/owners of “The Painted Guitar” specialize in custom paintings and refurbishing new and used guitars. The owners currently operate out of their home and wish to relocate into the vacant retail space of the Mauk Building in Downtown to allow their business to expand with the sale of additional musical instruments, clothing apparel and teach lessons.

The applicant has met with staff and submitted an application for Design Review for wall and banner signage. The wall sign will be located on the front of the building facing Main Street measuring 72” x 6” with white vinyl letters measuring 6” in height on the face of the dark stained awning. An additional two banners will be placed on the inside of the windows measuring 30” x 48” each. Staff contends that the banners do not exceed the maximum 25% allowable window coverage stipulated in the Town code regarding window signage.

Staff recognizes that the location and style of the sign is a good fit for this location and follows the Florence Town site Historic District Preservation Design Guidelines for awning signs.

Staff finds that this request is in compliance with applicable Town Codes and recommends approval to the Historic District Advisory Commission the Design Review application HDAC-05-14-DR, subject to the following conditions:

1. Construction of signage shall conform to the exhibits presented on April 30, 2014.
2. Design Review approval shall expire in one (1) year from this approval (April 30, 2014) if a building permit is not issued for the subject site/project within said period.
3. Signage shall comply with all applicable Town Codes, including all applicable building, fire and engineering codes.

Commissioner Smith asked if there is going to be any hanging signs under the awning?

Mr. Reed responded no, not at this time. If they do want that at a later date, they will have to go through the Design Review process.

Commissioner Reid asked the applicant about the red design on their banner?

Christina Kilroe, applicant and owner of the Painted Guitar responded that it is a headstock of a guitar, a part of their logo. Under the design is their website.

Commissioner Smith asked how are they going to attach the letters to the awning?

Mr. Reed responded the vinyl letters are going to stick to the awning.

Commissioner Smith recommended instead of vinyl letters that will wear and tear with the outdoor elements, to paint the letters on the awning.

On motion of Commissioner Smith, seconded by Commissioner Adam, and carried to approve the proposed signage for The Painted Guitar located at 360 North Main Street in Florence, Arizona.

#### **CASE HDAC-03-14-DR (BRUNENKANT AWNINGS)**

**PRESENTATION/APPROVAL/DISAPPROVAL** of a Design Review application by the Town of Florence, Arizona for the proposed awnings on the Brunenkant building located at 291 North Bailey Street Florence, Arizona 85132.

Heath Reed, Town Planner stated that the Arizona State historic property inventory recognizes the subject Town owned building located within the Florence Townsite Historic District at 291 N. Bailey Street as the "Brunenkant City Bakery" Building.

The American-Victorian style two-story commercial building is a significant contributor to the Historic District in many aspects. This structure was built as a "corner building" with its west and north facades located directly on the parcel's parcel lines. Town Council approved a contract and funding in 2013 to stabilize the building. Today, the repairs of

the building are almost complete and the Town desires to add new awnings to the building.

Due to the repairs of the building, the previous green and white striped awnings have been removed. The Town, along with Swan Architects, has selected two options for awning styles around the windows and three color options that will complement the building and enhance the buildings historic architectural features.

#### OPTION 1

Option 1 resembles the previous awnings of the building that covers a larger amount of the architectural features of the building and specifically, around the windows. A similar option has been on the building previously, but is not historically significant as the building has seen changes to its façade in the past century. Staff notes that the window trim and keystones are less visual with the awnings covering these features up around the six windows; a feature staff believes is an enhancement to the building and to the district. The second story's three windows have individual covers of the windows while the first story windows have one awning spanning the three windows and light features. The awning has a standing seam metal roof or covering.

#### OPTION 2

Option 2 has individual awning covers on the first and second stories of the building. The awnings are inset near the window casing/trim to allow for the architectural features of the trim/keystone to be a focal point of the building's façade. The awnings will cover the same amount of the window, but will allow for the brickwork, lighting and trim/keystones to be focal points of the building's façade. The awning has a standing seam metal roof or covering.

With the two options of awnings, staff has provided the following three color options for the Brunenkant buildings awnings:

- Rustic Red
- Koko Brown
- Charcoal Gray

Staff finds that the request is in compliance with Town Codes and Historic Preservation Guidelines and is in keeping with the character established for the Historic District. Therefore, staff recommends Option 2 for awing style and awning color of Rustic Red for the Design Review for HDAC-03-14-DR.

**Commissioner Smith asked if the awnings are going to be attached to the brick?**

Mr. Reed responded, staff recommended Option 2 which will be attached to the window casings unlike the former awnings that were attached to the brick. Option 1 will have the new awnings attach to the brick, similar to the existing green and white awnings.

Commissioner Reid asked if the awnings open and close?

Mr. Reed responded that they do not. They will remain open at all times and are made of metal.

Commissioners discussed the awning color choices and options.

Commissioner Smith asked if the building has a tenant?

Jess Knudson, Assistant Town Manager replied that the Town is utilizing the building as a business assistance center for the community. The Town has decided to place the Economic Development staff member with an office in the building to provide information, assistance, training and desk space for business owners within the community.

Chairwomen Wheeler asked, if the building will have a new sign?

Mr. Knudson responded that he believes that there will be a sign on the building to identify the building as the Florence Business Center.

On motion of Commissioner Smith, seconded by Commissioner Reid, and carried to approve the proposed awnings on the Brunenkant building located at 291 North Bailey Street Florence, Arizona 85132.

#### **CASE HDAC-04-14-DR (PADILLA PARK RESTROOM FACILITY)**

**PRESENTATION/APPROVAL/DISAPPROVAL** of a Design Review application by the Town of Florence for the Padilla Park public restroom facilities located at the southeast corner of Main Street and Ruggles Street Florence, Arizona 85132.

Heath Reed, Town Planner presented up dated plans for the Padilla Park at Silver King Plaza. The plans have been more defined from the conceptual plan and the details are starting to come forward as the plan progresses and construction nears.

The overall park plan is at 30% construction drawings and the project team is ramping up to finalizing the final pieces of the park. In addition to the plans, the project team has decided on what the park fence will look like. There will be five areas of ingress/egress points into the park at various locations.

In 2008, the Town began to aggressively complete restoration efforts on one of the finest examples of Victorian architecture in Florence. The Silver King Hotel rehabilitation project allowed this significant building to be occupied and leased for commercial purposes.

Soon after the rehabilitation was completed, funding to finish the rest of the exterior lot behind the Silver King Hotel diminished. The rebounding economy and recent acquisition of the adjacent lot from the Padilla family have created an opportunity to complete this restoration project with complementary site improvements.

These general ideas were then conveyed to generous business partners who have donated their time, talents and funding to the Town for the creation of the proposed public space. The WLB Group, Inc. created the final plat for the expanded subject site that was approved by the Town Council on August 19, 2013. Swaback Partners and the Londen Company have also graciously contributed their time and funds to the conceptual design of the Padilla Park at the Silver King Plaza. All parties desired to give back to the Town and appreciated how this quality project would benefit the Town as a whole.

The original site plan had the restoration of the adobe carriage house on the north side of the property along Ruggles Street as being restored/updated including modern amenities of public restrooms. Due to the cost of rehabilitation and potential high use and damage, the Town has decided to build a detached public restroom facility at the park.

The proposed Padilla Park public restrooms will host both men and women restrooms. The restroom facility will be easily accessible by park patrons, centrally located in the park next to many of the parks focal points. The restrooms will be a single occupancy male and female ADA accessible facility. The building will also have attached drinking fountains at the front of the facility.

The building meets or exceeds natural environmental pressures and due to the steel reinforced concrete construction, the building will not rot, rust or burn. The design makes maintenance considerably easier than other public facilities due to the materials used. The walls and roof structure will be concrete, coated with an exterior stain and texture, followed by an anti-graffiti sealer to protect the building against damage and vandalism. The building manufacture supplies a variety of texture and colors to fit into its setting.

#### Wall Textures

- Barnwood
- Split Face Block
- Stucco
- Exposed Aggregate
- Horizontal Lap Siding

- Board and Bat
- Brick
- Napa Valley
- River Rock
- Field Stone

#### Roof Textures

- Cedar Shake
- Ribbed Metal (Delta)
- Exposed Aggregate
- Tile

#### Colors (Decided at a later date by project team)

- Earth Tone Colors

Staff contends that the restroom facility fits in with the surrounding building colors and textures. Therefore, the project team recommends the stucco surface for the restroom facility's texture and cedar shake for the roof. Staff along with the project team believes these materials and texture choices are most compatible to the area and on surrounding buildings. Staff's intent is to blend the facility into the area. The colors for the facility will be earth tones that will complement the Carriage House and Silver King Market Place. The final color will be selected at a later date on site by the project team.

Staff finds that the request is in compliance with applicable Town Codes staff hereby recommends to the Historic District Advisory Commission the Design Review application HDAC-04-14-DR for approval, subject to the surface of the restroom facilities texture be stucco, roof to be cedar shake shingles and the final colors to be determined in the field by the project team and subject to the following condition:

Commissioner Smith asked how many toilets for both men and women restrooms?

Mr. Reed replied, each restroom will have one toilet.

Commissioner Smith responded what if there are a lot of people waiting?

Mr. Reed replied that this is what was picked as suitable for the park of this size. The project team was looking at locating the restroom facilities within the Carriage House on the property but realized it would be costly and not a good use. The Town desires that the carriage house be restored and used as an art gallery or other retail use.

Commissioner Reid asked how many and the location of the drinking fountains on the **restroom facility?**

Mr. Reed responded that there are two that are on the facility facing the splash pad and will be in the center of the building, one being ADA accessible.

Commissioner Cochran asked what is the fire protection of the building?

Mr. Reed responded that the building is all concrete and does not rust, deteriorate and is fire proof.

Commissioner Adam raised concerns about the moving parts of the park, especially the relocation of the stage and bathroom being added. Patrons who are sitting near the patio of the Silver King now cannot view the stage.

Mr. Reed responded that the conceptual plan/vision went to bid, and was well over the Town's budget. Some of the elements changed due to budget concerns and constraints. The stage moved at the suggestion of project team as they reviewed the site and had concerns of line of sight with sunsets and attendees.

Commissioner Reid commented on the concept of the fence. Most of the members did not like the idea of a fence around the park. It was meant to be an open area and has deplored the idea of open access to public park space. The park was meant to be an open area and it no longer is an open area.

Commissioner Adam shared concerns about losing historic value with the new restroom facility and fence around the property without discussion. She is concerned about the fence going to wrought iron instead of adobe.

Discussion on the placement of the trash and restroom facilities as tourist exit McFarland State Park and Ruggles Street and the fence.

Mr. Reed responded that the trash facilities are never ideal, but due to the Silver King having active business and potentially a restaurant, the need for these facilities along with the park are needed and that this was the best spot for such uses due to the layout and flexibility of uses.

On motion of Commissioner Smith, seconded by Commissioner Cochran, and carried to approve the proposed Padilla Park public restroom facilities located at the southeast corner of Main Street and Ruggles Street Florence, Arizona 85132.

## **CASE PZC-11-14-ZC (DOWNTOWN COMMERCIAL ZONE CHANGE)**

**PRESENTATION/DISCUSSION** of a Zone Change request by the Town of Florence to change existing zoning on multiple properties from Neighborhood Office (NO) to Downtown Commercial (DC) in an area generally bound by Ruggles Street to the north,



Butte Avenue to the south, Bailey Street to the west and Pinal Street to the east and including property located at the southeast corner of Pinal Street and 8th Street.

Heath Reed, Town Planner stated that this agenda item is for information only and not an action item. Staff wanted to update the commission on what is going on in and around the district at all times. This item has already been approved by the Planning and Zoning Commission and is currently being heard by the Town Council.

The Downtown Commercial (DC) Zoning District currently encompasses a land area that is generally bordered by Ruggles Street to the north, Butte Avenue to the south, Granite Street to the west and Bailey Street to the east. The purpose of the DC Zoning District is to provide a legal zoning category that helps to maintain and enhance the character of the downtown historic core. The intent of the district is to promote a pedestrian-oriented specialty retail district by encouraging the improvement of the pedestrian environment, delineating the appropriate land uses within the district and ensuring that new buildings are designed to be compatible with the historic fabric of the area and development continues to occur at the appropriate scale.

A range of uses are permitted in the DC Zoning District that are intended to encourage and promote its pedestrian, specialty retail and historic character. Residential uses are encouraged as part of mixed use developments, ideally by being vertically or horizontally integrated into commercial and office environments. The range of uses permitted in the DC Zoning District are intended to underscore the uniqueness of the area.

In January 2013, the Mayor and Town Council of the Town of Florence approved multiple staff-initiated text changes to the DC Zoning District to improve reinvestment opportunities and enhance economic development in the District. These included: changes to allow hotels, bed and breakfast facilities, movie theaters and grocery stores as principally permitted uses in the DC Zone; providing consistency in setback requirements for commercial and residential uses; and eliminating most on-site parking requirements in the District.

Ultimately, the boundaries of the DC District should be increased per the goals of the 2020 General Plan and Redevelopment Plan and to generally mirror the core of the Downtown Historic Business District.

Over the past year, staff has been working with property owners to expand the DC District and the Town is sponsoring this application that includes 12 private property owners and two Town owned properties that are located between Butte Avenue and Ruggles Street and between Bailey Street and Pinal Street. Additionally, the 1940's era adobe Ortega building located at the southeast corner of Pinal Street and 8<sup>th</sup> Street and the adjacent undeveloped Catholic Church property to the south are now included for this DC Zoning.

The purpose of this application is to obtain a Zone Change approval for several property owners within the Historic District. The application originated from two property owners that were seeking DC Zoning for their properties. As these initial Zone Change requests commenced, staff made a concurrent effort to seek additional property owners interested in obtaining DC Zoning. With substantial interest from owners, the two private applicants and the Town agreed to merge three applications into this single application.

Planning Staff offers the following findings for the consideration of the Planning and Zoning Commission and Town Council:

1. The proposed zoning is consistent with the Town of Florence 2020 General Plan.
2. The 2020 General Plan has the Downtown Mixed Use (DMU) designation on the site which supports the mix of land uses while respecting the value of the historic area.
3. The future development of the sites will be subject to all applicable Town codes.
4. The Zone Change from Neighborhood Office (NO) to Downtown Commercial (DC) will allow more pedestrian-oriented land uses and make the subject area more compatible with the Historic District.

Staff finds that the proposed Zone Change as described in Exhibit A, is in compliance with the Town's General Plan and is in the interest of general welfare, health and safety of the public and therefore staff and the Planning and Zoning Commission recommended approval to the Town Council.

Chairwomen Wheeler asked if those who did not get their zone changed at this time, can they do so in the future?

Mr. Reed responded that is correct. Gilbert Olgin, the Town's Senior Planner went door to door and sent out letters to every property owner multiple times within this area to see who wanted to participate in the application. Those property owners, who choose not to be a part of the process at this time, can do so in the future.

Commissioner Adam asked that one of the big things about the DC zone is to waive all parking requirements but over time, due to no onsite parking it could create problems in the future.

Mr. Reed responded that the parking is due to the way most of these properties were built and have limited space for onsite parking and do not meet modern or suburban standard zoning requirements. Parking maybe an issue at a later date, but as I see it,

parking issues in downtowns are good things because that means your downtown is thriving and successful.

No motion was taken on this case.

## **STAFF REPORT**

Cuen Building Update  
Historic Preservation Conference  
New businesses opening in Downtown (Sandwich Shop)

No motions were taken.

## **CALL TO THE PUBLIC/COMMISSION RESPONSE:**

Call to the Public for Comment is limited to issues within the jurisdiction of the Town of Florence Historic District Advisory Commission. Individual Commission members may respond to criticism made by those commenting, may ask staff liaison to review a matter raised, or may ask that a matter be put on a future agenda.

## **CALL TO THE COMMISSION**

## **ADJOURNMENT**

The meeting was adjourned at 7:25 pm.

x Betty Wheeler  
Betty Wheeler