

City of Prescott
Prescott Preservation Commission



July 10, 2026 | 9:00 AM
201 N. Montezuma Street
Council Chambers, 1st Floor
Prescott, AZ 86301

AGENDA

The following Agenda will be considered by the **Prescott Preservation Commission** at their meeting to be held **July 10, 2026**. Notice of this meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02.

1. CALL TO ORDER

2. ROLL CALL

3. DISCUSSION & ACTION ITEMS

A. Approval of the May 8, 2026 Prescott Preservation Commission Meeting Minutes.

Recommended Action: MOVE to approve the minutes as presented

B.

HP26-005: A Request for Approval for a Sign Face Change. Address: 110 E Gurley Street. Owner: PF Investments LLC. Applicant: Morgan Sign Company.

Recommended Action: MOVE to approve or deny HP26-005

C. Presentation & Discussion from the State Historic Preservation Office Regarding the Evaluation of Preservation Projects Using Core Principles and National & Local Guidelines.

Recommended Action: This item is for discussion only. No formal action will be taken.

4. STAFF UPDATES

5. ADJOURNMENT

Upon a public majority vote of a quorum of the Board, the Board may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:

- (1) Discussion or consideration of personnel matters (A.R.S. §38-431.03(A)(1));
- (2) Discussion or consideration of records exempt by law (A.R.S. §38-431.03(A)(2));
- (3) Discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03(A)(3));
- (4) Discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in

- settlement discussions conducted in order to avoid litigation (A.R.S. § 38-431.03(A)(4));
- (5) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03(A)(5));
 - (6) Discussion, consultation or consideration for negotiations by the city or its designated representatives with members of a tribal council, or its designated representatives, of an Indian reservation located within or adjacent to the city (A.R.S. §38-431.03(A)(6));
 - (7) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03(A)(7)).

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall on 7/2/26 at 11:00 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

Sarah M. Thornhill

Sarah M. Thornhill, City Clerk



TO: MAYOR AND CITY COUNCIL
AGENDA: July 10 Prescott Preservation Commission
DATE: July 10, 2026
DEPT: Community Development
ITEM #: 3.A
SUBJECT: Approval of the May 8, 2026 Prescott Preservation Commission Meeting Minutes.

ITEM SUMMARY

This item is for the approval of the May 8, 2026 Prescott Preservation Commission meeting minutes. Staff recommends approval of the minutes as presented.

BACKGROUND

None.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

MOVE to approve the minutes as presented

ATTACHMENTS

1. May 8, 2026 PPC Minutes



City of Prescott

Prescott Preservation Commission

May 8, 2026, | AM
201 N Montezuma Street
Council Chambers, 1st Floor
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

Chair Sprain called the meeting to order at 9:00AM.

2. ROLL CALL

Richard Sprain (Chair)
Diane Travis, Vice Chair
Ricky Kimery, Member
Newt Lynn, Member
James McCarver, Member
Jeffrey Miller, Member
Connie Cantelme, Member

3. DISCUSSION & ACTION ITEMS

A. Approval of April 10, 2026, Prescott Preservation Commission Meeting Minutes.

MOTION BY VICE CHAIR TRAVIS TO APPROVE THE APRIL 10, 2026, PRESCOTT PRESERVATION COMMISSION MEETING MINUTES; SECOND BY COMMISSIONER CANTELME. (PASSED 7-0).

B. Discussion & Action Regarding Appointment of Chair and Vice-Chair for the Prescott Preservation Commission for a One-Year Term.

Alex Bramlette Planning Manager introduced newly appointed members Newt Lynn, Jeffrey Miller, & Connie Cantelme to the Prescott Preservation Commission. Additionally, Ms. Bramlette informed the Commission Members that per the recent changes to the Prescott Preservation Commission By-laws, they will need to select a New Chair and Vice Chair for one-year terms.

MOTION BY COMMISSIONER SPRAIN TO ELECT DIANE TRAVIS AS CHAIR; SECONDED BY COMMISSIONER KIMERY. (PASSED 7-0).

MOTION BY COMMISSIONER CANTELME TO ELECT JIM MCCARVER AS VICE CHAIR; SECONDED BY COMMISSIONER TRAVIS. (PASSED 7-0).

C. Presentation & Discussion Regarding the Prescott Preservation Commission Member Orientation.

Ms. Bramlette provided the commissioners with orientation binders that included meeting schedules, City Code with Preservation Commission forming documents, Preservation Commission By-laws from the Land Development Code (LDC), Boards and Commissions and Committee Handbook, Council Rules and

Procedures, the Historic Preservation Master Plan and ordinances for the historic preservation districts.

Additionally, Ms. Bramlette provided a Historic Preservation Training Presentation that included the following:

- History of Historic Preservation
- Prescott's Historic Districts
- What is a CLG (Certified Local Government)
- National Register Vs. Local Historic Districts
- Common guidelines from the Historic Preservation Master Plan
- The Secretary of the Interior's Standards and how they are applied

Commissioner Cantelme asked for updates on the Historic Preservation Master Plan rewrite.

Ms. Bramlette stated staff hoped for the master plan to be completed within the next year and a half.

Commissioner Cantelme asked if staff can provide master plan versions that show what was changed.

Ms. Bramlette confirmed.

- D. **HP26-004:** A Request for Approval of Signage for a New Business, AC Prescott Hotel. Location: 201 S. Cortez Street. Owner: Viel Gluck LLC (UI) & Ben Fatto LLC (UI). Applicant: Territory Holdings, LLC.

Jacob Lund Community Planner provided a presentation regarding a sign submittal for the AC Hotel located at 201 S. Cortez Street. He provided historic photos, maps, sign renderings, site plan with sign locations, and ordinance information related to the Courthouse Plaza District. The sign proposal included a total of 4 signs with a sign area of 99.42sf and the building would be allowed approximately 204sf of total signage. He added that this project was reviewed by a third party by Broadbent and Associates and it was determined that the proposed signs met all review criteria. Staff recommended to approve or deny HP26-004.

Commissioner Sprain asked what "AC" stood for in the business name.

Shane Shumway applicant/representative stated that AC stands for Antonio Cologne the original founder of the Marriot brand.

Commissioner Miller asked how bright the blade sign will be.

Mr. Lund stated the color temperature will be 3000k or less and is common in recent sign submittals for the area.

Commissioner Miller asked if the brightness would be a concern.

Mr. Lund stated the intensity of the light will be reviewed at the time of permitting.

Ms. Bramlette stated this is the design portion and the light intensity will be evaluated during the permitting process.

Mr. Shumway added that the exterior coating of the sign is not illuminated.

Commissioner McCarver asked if each letter of the signs will be illuminated.

Mr. Shumway confirmed.

Commissioner McCarver said that the Courthouse Plaza Master Plan states that blades signs cannot extend more than 32inches over the right of way.

Ms. Bramlette stated that the ordinance for the Courthouse Plaza District did not include the blade sign regulations.

Commissioner Lynn asked about the Hotel St. Michael sign and if it was similar to the proposal.

Mr. Lund confirmed.

Commissioner McCarver asked if neon signage was considered.

Mr. Shumway stated it was considered but LED was chosen for maintenance purposes.

Commissioner Miller stated if maintenance was an issue there were other ways to address it.

Mr. Shumway stated they felt the signs were compatible with the historic district.

Chair Travis asked if the applicant would be willing to revise the sign plans to meet the 30-inch requirement for extension from the building.

Mr. Shumway stated the sign would not extend any further than the Hotel St. Michaels sign and the sign is consistent with what looks best for the district.

Mr. Miller asked if there was a variance process for exceeding the 30-inch requirement.

Mr. Lund stated that since the ordinance says the sign cannot extend more than 30-inches from the building and the LDC says 4ft than there would not be a variance process for the sign.

MOTION BY COMMISSIONER CANTELME TO APPROVE HP26-004 AS PRESENTED; SECONDED BY COMMISSIONER LYNN; PASSED (6-1). VICE CHAIR MCCARVER DISSENTING.

STAFF UPDATES

Ms. Bramlette informed the Commission that there will be a Historic Preservation Design Training in Mesa on May 30th, 2026.

4. ADJOURNMENT

There being no further business to discuss, Chairman Sprain adjourned the meeting at 10:02 a.m.

DIANE TRAVIS, Chair

ATTEST:

Recording Secretary

Date



TO: MAYOR AND CITY COUNCIL
AGENDA: July 10 Prescott Preservation Commission
DATE: July 10, 2026
DEPT: Community Development
ITEM #: 3.B
SUBJECT: **HP26-005:** A Request for Approval for a Sign Face Change. Address: 110 E Gurley Street. Owner: PF Investments LLC. Applicant: Morgan Sign Company.

ITEM SUMMARY

This item is for consideration of HP26-005. The applicant proposes to replace the rear canvas panel sign with a new panel. The materials and size of the sign will be the same as the existing (17ft x 15ft).

BACKGROUND

Existing Conditions

National Register Status: The property is located within the North Prescott National Historic District and is a listed contributor. The property is also within the Courthouse Plaza Local Historic Preservation District and subject to the historic preservation standards provided in the Courthouse Plaza Historic Preservation Ordinance (Ordinance No. 3744) and amended Courthouse Plaza Historic Preservation Ordinance (Ordinance No. 4119).

The property located at 110 E. Gurley Street was constructed in 1902 as the Prescott National Bank. Originally, there was a painted sign located on the rear facade that was painted over in the 1980s without a permit. In May 2011, the Preservation Commission approved repainting of the sign, and in February 2015, the commission approved the conversion of the painted sign to a low-profile mounted canvas panel system to allow for easier sign face changes. Additionally, the Preservation Commission approved a request to update two signs, which included the canvas panel on the rear (east) façade on October 5th, 2018 and on June 1st, 2022, the Prescott Preservation Commission approved a face change to the canvas panel on the rear façade.

Analysis

The proposed signage for the rear façade of 110 E. Gurley Street was reviewed for compliance with the applicable Courthouse Plaza Historic Preservation Ordinance guidelines which state:

- Signage in all cases should complement and not distract from the building. Signage shall be used for identification only, and not for advertising.
- All signage should be placed flat against the façade. One suspended, perpendicular sign per building is permitted if it complies with the rest of the requirements of these guidelines.
- No flashing, revolving, or roof-mounted signs are permitted. No sign shall extend above the top of any part of the roofline.

A more formal analysis has been completed by a third-party reviewer and included in your packet.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

MOVE to approve or deny HP26-005

ATTACHMENTS

1. HP26-005 - SITE PLAN
2. HP26-005 - SIGN RENDERING
3. Broadbent Review_110 E Gurley signage_2026-06-16
4. HP26-005 - PRESENTATION

N Cortez St

N. CORTEZ ST.



110 E Gurley St

72'

48'

SIGN



44 Years
1982-2026



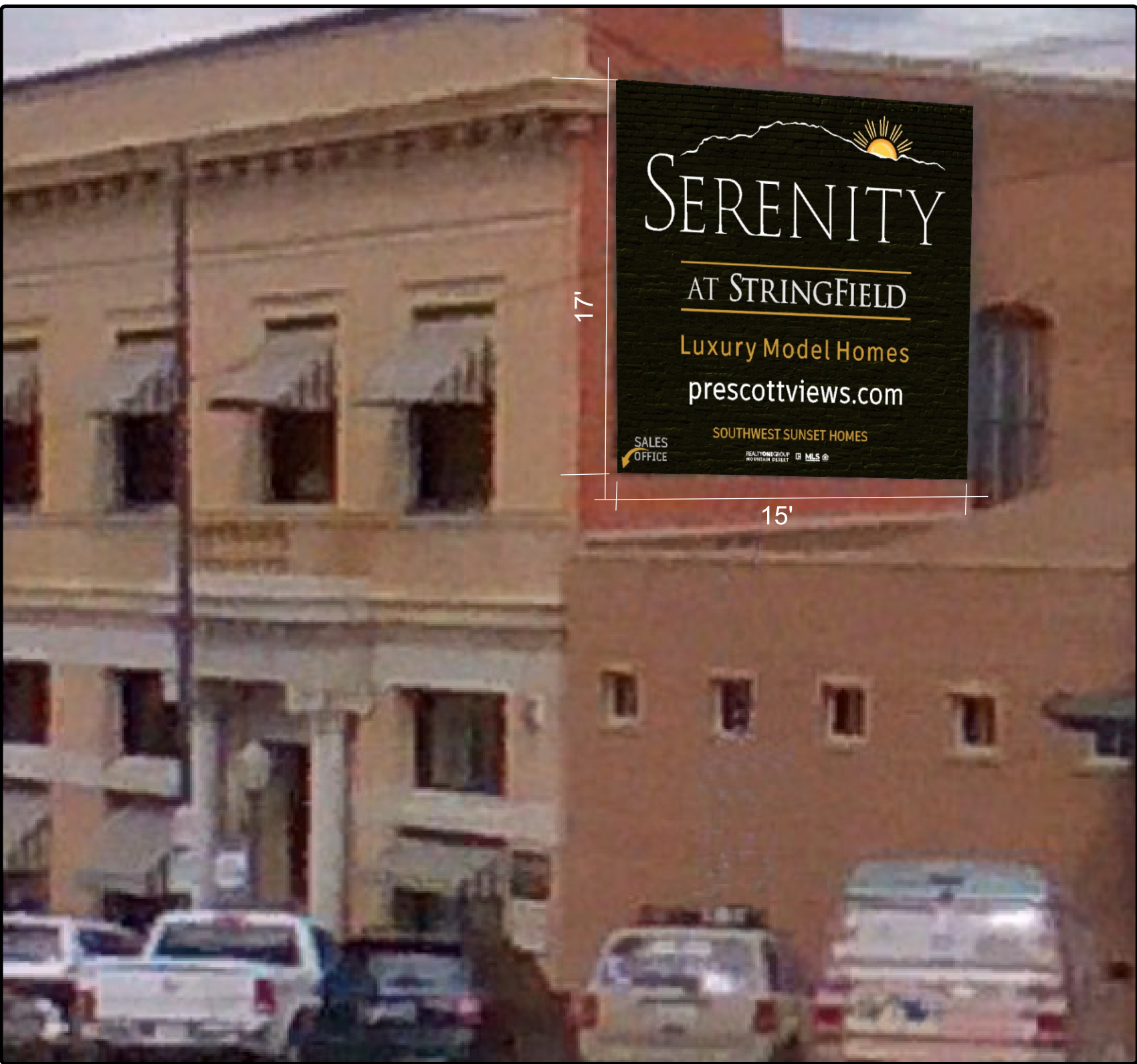
morgan sign
ANNO MCMLXXXII

704 Moeller st. Prescott, AZ 86301

E. GURLEY ST.

E Gurley St

Gurley



17'

15'

704 Moeller st. Prescott, AZ 86301



PROJECT:
15'X17' VINYL FLEX OUTDOOR PRINT
TO REPLACE EXISTING MOUNTED ON
EXISTING FRAME..
110 E. GURLEY ST. PRESCOTT.

CLIENT:
The Davis Group
Realty One Group Mountain Desert
Jeffrey A. Davis



Client Approval: _____

DATE: 6/16/2026 SCALE: NTS DRAWN BY: SKM





June 23, 2026

Broadbent Project No. 26-17-115.517

Re: Design Review of proposed Serenity at Stringfield signage at 110 E Gurley Street (APN 113-16-065), Prescott, Yavapai County, Arizona.

PPC Record# HP26-005

BACKGROUND INFORMATION

The property located at 110 E Gurley Street was constructed in the Classical Revival style as the Prescott National Bank. The masonry and concrete building completed construction in 1902. A request to update two signs, including a canvas panel on the rear (east) façade, and replace sign inserts in a perpendicular-mounted clock sign, was approved by the Prescott Preservation Commission (PPC) on October 5, 2018 (HP18-008). On June 1, 2022, the PPC approved a retroactive request to replace the canvas panel on the rear façade. The property is located within the North Prescott Townsite Historic District (NRIS: 08001188) and the Courthouse Plaza Preservation District (District) (NRIS: 75609355), both of which are listed in the National Register of Historic Places (National Register) at the local level of significance.¹ The building is a contributing resource within the District, and as such, it is subject to historic preservation standards as provided in the Courthouse Plaza Historic Preservation Ordinance (“Ordinance” No. 3744, adopted April 14, 1998, and as amended on June 26th, 2001 [Ordinance No. 4119]). The property is located on the northeast corner of E Gurley Street and N Cortez Street.

DESCRIPTION OF PROPOSED DESIGN

Per the documentation submitted by the applicant, the proposed work includes replacing the rear canvas panel sign with a new panel. Materials and size will be the same as existing. The current sign is 17 feet tall by 15 feet wide.

SUMMARY OF FINDINGS

Broadbent and Associates, Inc. (Broadbent) reviewed the proposed signage for the rear façade of 110 E Gurley Street for compliance with the applicable Ordinance guidelines. As the Courthouse Plaza Historic Preservation Ordinance addresses signage, a review of the application using the Secretary of the Interior’s Standards for Rehabilitation does not apply.

Courthouse Plaza Historic Preservation Ordinance

Broadbent finds that the proposed project meets all applicable Ordinance guidelines under OTHER CONSIDERATIONS. Below is a table outlining Broadbent’s findings with notes.

Evaluation of Compliance with Ordinance: OTHER CONSIDERATIONS		
Ordinance Requirement	Complies Y/N	Notes

¹ The Prescott National Bank at [102] E. Gurley Street is mentioned in the North Prescott Townsite Historic District National Register nomination as a “significant early commercial building” that is currently listed in the Courthouse Plaza Preservation District. The building is not included on either the contributing or non-contributing resources lists within the nomination, and no design guidelines for this district were developed.



Evaluation of Compliance with Ordinance: OTHER CONSIDERATIONS

Ordinance Requirement	Complies Y/N	Notes
Signage		
1. Signage in all cases should complement, and not distract, from the building. Signage shall be used for identification only, and not for advertising.	Y	Proposed signage does not distract from the historic architecture of the District.
2. All signage should be placed flat against the facade. One suspended, perpendicular sign per building is permitted if it complies with the rest of the requirements of these Guidelines.	Y	Proposed signage is placed flat against the rear façade.
3. No flashing, revolving, or roof-mounted signs are permitted. No sign shall extend above the top of any part of the roof line.	Y	The proposed sign does not include any illumination or mechanical movement. The sign is to be placed below the roofline.
4. One perpendicular sign per business activity is permitted under the awning or first floor inset. The sign shall not exceed more than 30 inches from the building.	N/A	
5. Signage painted directly on the façade is permitted if done in a historically compatible style.	N/A	
6. Signage painted on window glazing is acceptable and encouraged.	N/A	
7. All signage, except signage painted on window glazing, whether painted, flat or suspended on the building, shall be counted in the total allowable area under the current signage code.	N/A	
8. Many 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.	N/A	
9. 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	N/A	



Evaluation of Compliance with Ordinance: OTHER CONSIDERATIONS

Ordinance Requirement	Complies Y/N	Notes
characteristics of the building and be visually compatible with the historic character of the district.		
10. Lighting for applied signage shall be by incandescent fixtures only. Lettering may be painted or individually cut figures. Neon may be used for letting if set into individually cut channel-type figures.	N/A	



HP26-005 – Approval for a Sign Face Change

JACOB LUND
COMMUNITY PLANNER

July 10, 2026
Prescott Preservation Commission



Existing Sign History

- Original Painted Sign (1923 to 1957) for Valley National Bank.
- Sign was painted over in 1980s without a permit.
- May 2011, Preservation Commission approved repainted of the sign.
- February 2015, Preservation Commission approved converting to a low-profile canvas system.
- October 2018, Preservation Commission approved an update to the canvas panel.



PAINTED SIGN MAY 2011



ORIGINAL CANVAS PANEL SIGN FEBRUARY 2015



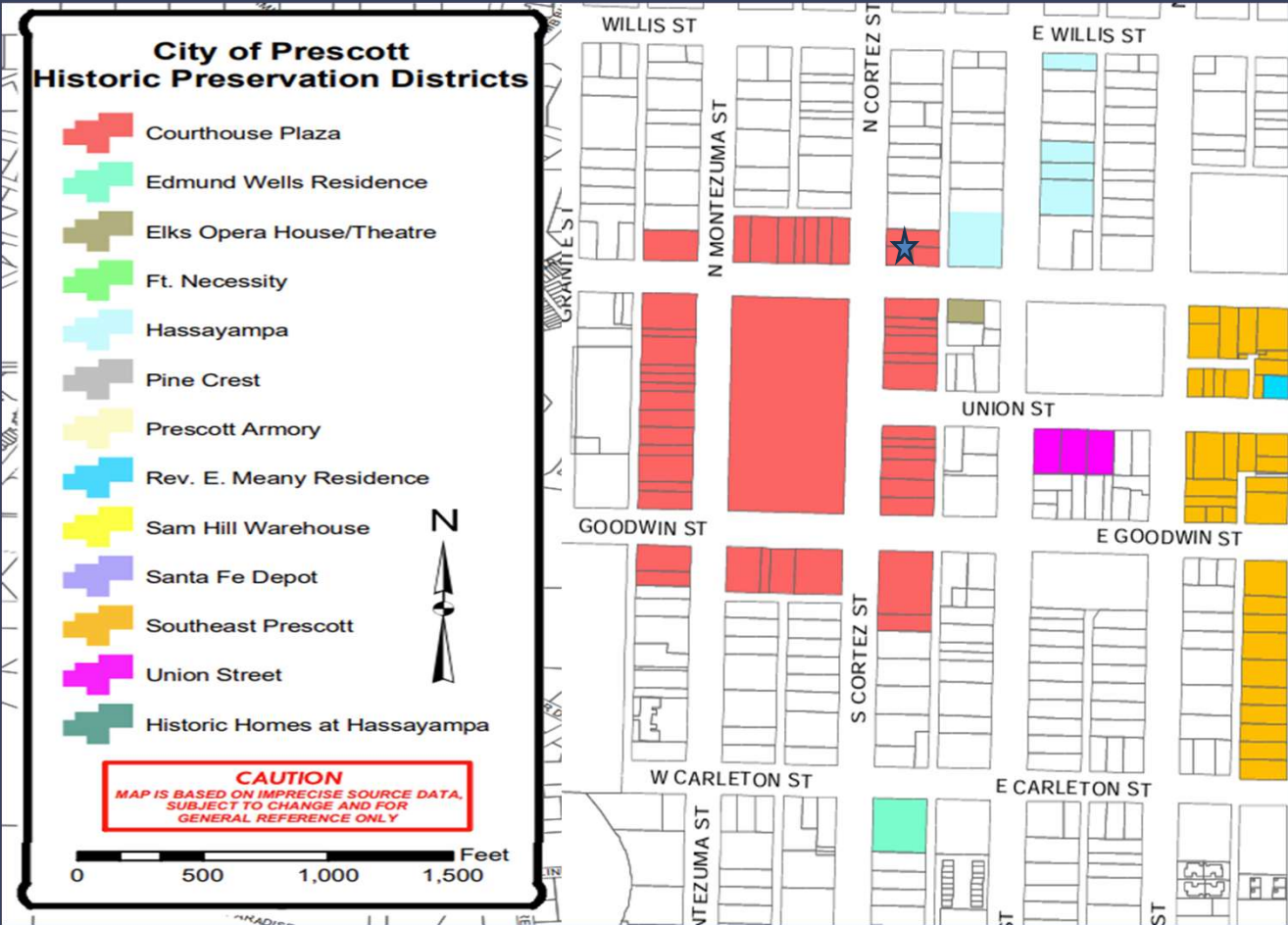
SIGN APPROVED OCTOBER 2018



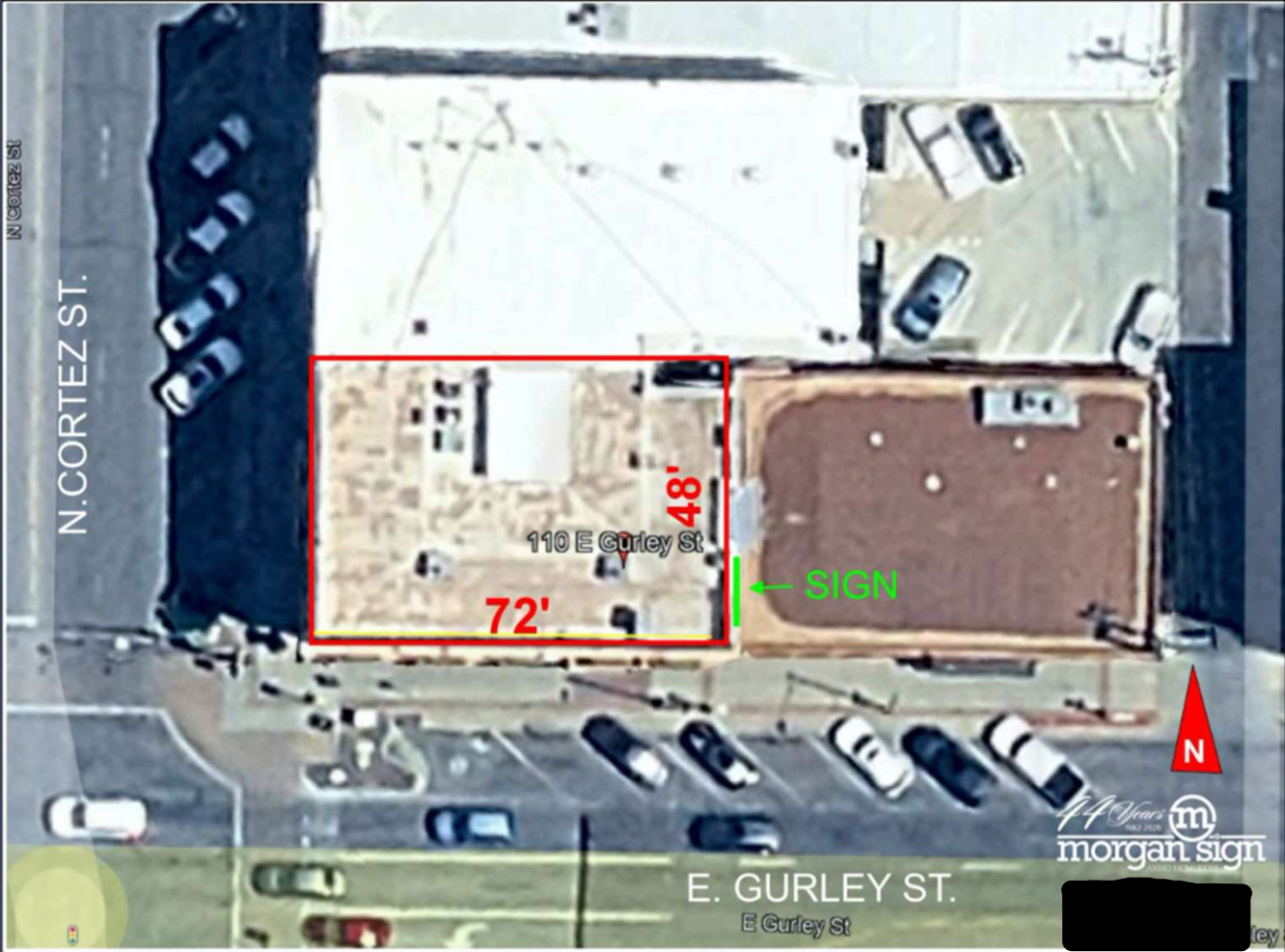
CURRENT SIGN APPROVAL

Zoning/Historic District Information

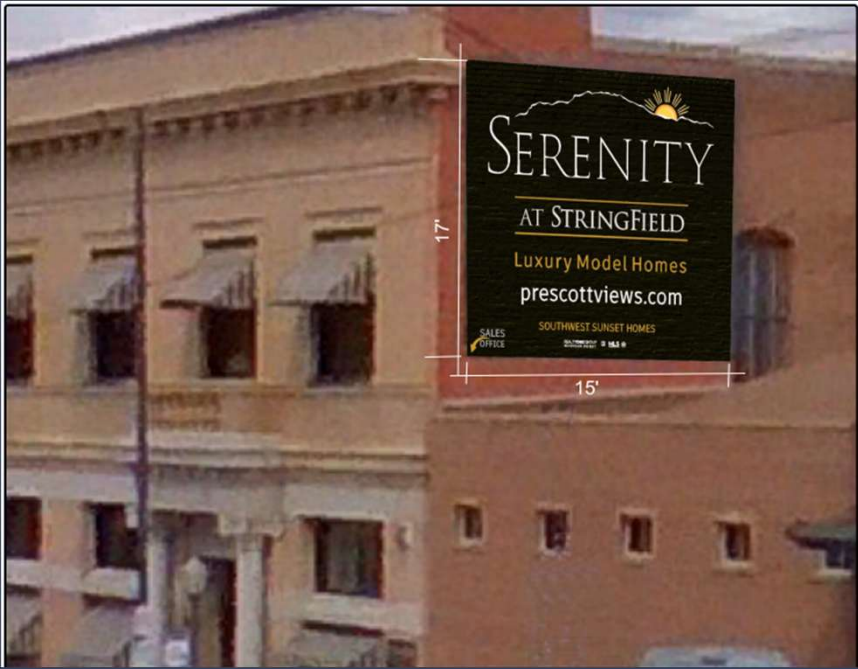
- Property is located within the North Prescott National Historic District and is a listed contributor.
- Property is also located within the Courthouse Plaza Local Historic District.
- The property is zoned Downtown Business (DTB).
- Subject to Prescott Preservation Commission approval per Ordinance #3744 adopted April 14th, 1998.
- Ordinance Amended June 26, 2001, by Ordinance #4119.



SITE PLAN – SIGN LOCATION



OVERVIEW



Morgan Sign
morgan sign
COMMERCIAL SIGNS
704 Mueller St. Prescott, AZ 86301

PROJECT:
15X17 VINYL FLEX OUTDOOR PRINT
TO REPLACE EXISTING MOUNTED ON
EXISTING FRAME.
110 E. GURLEY ST. PRESCOTT.

CLIENT:
The Davis Group
Realty One Group Mountain Desert
Jeffrey A. Davis

Client Approval _____

DATE: 6/19/2020 SCALE: NTS DRAWN BY: DJR

Applicant proposes a sign change to the existing sign located at 110 E. Gurley Street to include the following:

- One (1) 15ft x 17ft vinyl/canvas print to replace the existing sign.
- Sign will be mounted on the existing sign frame.
- Sign will not be illuminated.
- Sign materials, colors, and size to match existing sign.



BROADBENT ANALYSIS

COMPLIANCE NOTES (COURTHOUSE PLAZA DISTRICT)

1. The proposed signage does not distract from the historic architecture of the district.
2. The proposed signage is placed flat against the rear façade.
3. The proposed sign does not include any illumination or mechanical movement. The sign is to be placed below the roofline.





44 Years of Service
morgan sign
704 Mueller St. Prescott, AZ 86301

PROJECT:
15X17 VINYL FLEX OUTDOOR PRINT
TO REPLACE EXISTING MOUNTED ON
EXISTING FRAME,
119 E. GARLEY ST. PRESCOTT,

CLIENT:
The Davis Group
Realty One Group Mountain Desert
Jeffrey A. Davis

Client Approval _____

DATE: 4/20/20 SCALE: NTS DRAWN BY: BSM



Recommended Action

MOVE to Approve or Deny HP26-005 for sign face change.



TO: MAYOR AND CITY COUNCIL
AGENDA: July 10 Prescott Preservation Commission
DATE: July 10, 2026
DEPT: Community Development
ITEM #: 3.C
SUBJECT: Presentation & Discussion from the State Historic Preservation Office Regarding the Evaluation of Preservation Projects Using Core Principles and National & Local Guidelines.

ITEM SUMMARY

This item will provide a training opportunity for Commissioners with Ms. Arianna Urban, M.S. HP-AZ State Historic Preservation Office Certified Local (CLG) Coordinator, who will be giving a comprehensive presentation regarding how to evaluate preservation projects using core principles within the field of preservation as well as national and local guidelines.

BACKGROUND

None.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

ATTACHMENTS

None