

**NOTICE OF A REGULAR MEETING  
OF THE PLANNING COMMISSION OF THE TOWN OF CLARKDALE**

In accordance with Resolution #215 of the Town of Clarkdale, and Section 38-431.02, Arizona Revised Statutes,

**NOTICE IS HEREBY GIVEN that the Planning Commission of the Town of Clarkdale will hold a REGULAR Meeting Tuesday, February 18, 2014 at 4:00 p.m., in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, Arizona.**

*All members of the public are invited to attend.*

The undersigned hereby certifies that a copy of this notice was duly posted on the Town Hall bulletin board, located at 890 Main Street, Clarkdale, Arizona on the 10<sup>th</sup> day of February 2014 at 9:00 a.m.

Dated this 10<sup>th</sup> day of February 2014 by:

*Vicki McReynolds*

Vicki McReynolds  
Administrative Assistant II

ALL ITEMS ON THIS AGENDA ARE SCHEDULED FOR DISCUSSION AND POSSIBLE  
ACTION, UNLESS OTHERWISE NOTED.

**1. CALL TO ORDER:**

**2. ROLL CALL:**

**3. PUBLIC COMMENT:** The public is invited to provide comments at this time on items that are not on this agenda. Action taken as a result of public comment will be limited to directing staff to study the matter, or scheduling the matter for further consideration and decision on a later agenda, as required by the Arizona Open Meeting Law. Each speaker is asked to limit comments to **FIVE MINUTES**.

**4. MINUTES:** Consideration of the **Regular Meeting Minutes of January 21, 2014.**

**5. REPORTS:**

- a. Chairperson and Members Report
- b. Director's Report

**6. NEW BUSINESS:**

- a. **WORKSESSION:** Discussion regarding parking in the Central Business Area.

**7. FUTURE AGENDA ITEMS:**

**8. ADJOURNMENT:**

Reasonable accommodations may be requested by contacting Town Hall at (928)-634-9591, (TTY: 1-800-367-8939) at least 72 hours in advance of the meeting.

MINUTES OF A REGULAR MEETING OF THE PLANNING COMMISSION OF THE TOWN OF CLARKDALE HELD ON TUESDAY, JANUARY 21, 2014, IN THE MEN'S LOUNGE OF THE CLARK MEMORIAL CLUBHOUSE, 19 N. NINTH STREET, CLARKDALE, AZ.

A Regular Meeting of the Planning Commission of the Town of Clarkdale was held on Tuesday January 21, 2014, at 4:00 p.m., in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, AZ.

**Planning Commission:**

Chairperson	Jack Van Wye	Present
Vice Chairperson	Ida-Meri deBlanc	Present
Commissioners	Jorge Olguin	Present
	John Erickson	Present
	Vic Viarengo	Present

**Staff:**

Community Development Director	Jodie Filardo
Senior Planner	Beth Escobar

**Others in Attendance: None**

1. **AGENDA ITEM: CALL TO ORDER:** Commissioner Van Wye called the meeting to order at 4:00 p.m.
2. **AGENDA ITEM: ROLL CALL:** Director Filardo called roll.
3. **AGENDA ITEM: PUBLIC COMMENT:** The public is invited to provide comments at this time on items that are not on this agenda. Action taken as a result of public comment will be limited to directing staff to study the matter, or scheduling the matter for further consideration and decision on a later agenda, as required by the Arizona Open Meeting Law. Each speaker is asked to limit his or her comments to FIVE MINUTES.

There was no public comment.

4. **AGENDA ITEM: MINUTES:** Consideration of the **Regular Meeting Minutes of December 17, 2013**. Chair entertained a motion to accept the minutes. Commissioner Olguin motioned to approve the Regular Meeting Minutes of December 17, 2013. Commissioner Erickson seconded the motion. The motion passed unanimously.
5. **AGENDA ITEM: REPORTS:**
  - a. **Chairperson & Members Report:** Vice-Chair de Blanc reported she is following a website of a Santa Fe Water awareness group. This site serves as a clearinghouse for water issues and concerns for the southwest area. She will update the Commission regularly on issues as they arise.
  - b. Commissioner Erickson reported the area around the 'Welcome to Clarkdale' sign on Broadway has been cleaned and the sign looks great. He also encouraged everyone to

visit the exceptional Art in Public Places display at the Clarkdale library. Work of the Verde Valley Spinners and Weavers is on display.

**Director's Report:** Director Filardo provided the following updates in the Planning Commission packet:

1. **Mountain Gate Subdivision:** The developer still plans on submitting permit applications to the Town although we have not yet received them. Over the course of this year, work will begin on the Centerville Road connection to SR 89A at the roundabout plus work on the possibility of a dedication of Mountain Gate Drive as it crosses property owned by the Conlin family.
2. **Crossroads at Mingus:** As of Thursday, January 2, 2014, the Restatement of the Development Agreement was recorded with the Yavapai County Recorder's Office. With this completed, the developer can now complete their Public Report at the Arizona Department of Real Estate – a necessary step in being able to sell the remaining lots in the subdivision. In the meantime, the owner of one of the former sales offices has received the first Certificate of Occupancy for the subdivision and is now living in the home.
3. **Economic Development:** The Arts & Entertainment District Scavenger/Treasure Hunt is underway with cards available at the Community Development office. When visiting a participating business within the district, the business will validate the back of your card. Once you obtain eight or more of the validations on your card, deposit the card with Community Development for a chance to win prizes at our first ever Northern Arizona Mixer with Local First Arizona on January 31<sup>st</sup> in the Men's Lounge from 5 – 7 PM.
4. **Sustainable Clarkdale:** Six responses to the Town's Request for Proposals for the Verde River @ Clarkdale were received on December 16, 2013. Following a staff review of services proposed, three candidates were selected to move forward to an interview process based on the experience levels of each firm in facilitating large-scale public processes. Participating in the process will be representatives from Arizona State Parks and Town staff. A recommendation on the top candidate is expected to be presented to Council on January 28<sup>th</sup>. In addition, the semi-annual report to the Walton Family Foundation was completed.
5. **Permits Issued:** Since the last meeting, Community Development has issued the following permits:
  - 3 solar electric at 2799 Haskell Springs, 457 Miners Gulch, and 2140 Sky Dr.
  - 1 addition to a garage at 2799 Haskell Springs
  - Re-roof at 1213 Main St.
  - Re-roof at 1995 Old Jerome Highway
  - Upgrade Electrical service at 521 Antelope Dr.

## 6. OLD BUSINESS

- a. **AGENDA ITEM: CONSIDERATION AND POSSIBLE ACTION:** A major amendment and zoning reversion for the Verde Valley Ranch Planned Area Development, Assessor's Parcel Numbers 400-07-001B, 400-01-043, 400-01-006A,

400-02-003F, 400-02-007 and 400-06-011. The Major Amendment will reflect prior land divisions through the adoption of a new land use map and revert the commercial zoning of a portion of Assessor's Parcel Number 400-07-011B, that property formerly known as the Clark Mansion, whose zoning was changed by Resolution #1330 of the Town of Clarkdale on April 13, 2010. The Major Amendment will revert the zoning of this portion to Planned Area Development (PAD). The subject properties are located northeast of the intersection of Sycamore Canyon Road and Tuzigoot Road – Ratification of a Planning Commission vote taken December 17, 2013.

**Staff Report:** Senior Planner Escobar reported the need to ratify the vote taken by the Planning Commission on December 17, 2013.

**Commission Action:** Commissioner Olguin motioned to recommend approval of a major amendment and zoning reversion for the Verde Valley Ranch Planned Area Development, Assessor's Parcel Numbers 400-07-001B, 400-01-043, 400-01-006A, 400-02-003F, 400-02-007 and 400-06-011. The Major Amendment will reflect prior land divisions through the adoption of a new land use map and revert the commercial zoning of a portion of Assessor's Parcel Number 400-07-011B, that property formerly known as the Clark Mansion, whose zoning was changed by Resolution #1330 of the Town of Clarkdale on April 13, 2010. The Major Amendment will revert the zoning of this portion to Planned Area Development (PAD). The subject properties are located northeast of the intersection of Sycamore Canyon Road and Tuzigoot Road. Commissioner Viarengo seconded the motion. The motion passed unanimously.

- b. **AGENDA ITEM: CONTINUATION OF A PUBLIC HEARING:** An Ordinance adding language to Chapter 2: Definitions and Chapter 3: Zoning Districts, Sections 3-9.A.17 (CENTRAL BUSINESS DISTRICT) and Section 3-11.A.20 (COMMERCIAL DISTRICT) allowing the manufacturing, production, assembly and distillation of consumable products as permitted uses.

**Staff Report: Purpose:**

To promote economic prosperity in the Town of Clarkdale by increasing the diversity of permitted uses within the Central Business and Commercial Zoning District.

**Background:**

As previously discussed, the proposal would add production and manufacturing of consumable products, defined as 'perishable products made, produced, assembled or distilled for human or animal consumption' as permitted uses in the Central Business and Commercial Districts.

At the December 17, 2013 Planning Commission public hearing, the Commission directed staff to make two changes to the proposed ordinance. First, add the term 'brewed'. This change has been made. Staff also added the term 'roasted' to accommodate coffee roasting.

The second change the Commission requested was to add language to the proposed ordinance encouraging sustainable practices. Staff has incorporated language found on the EPA's Sustainable Manufacturing website into the ordinance. This language encourages sustainable manufacturing practices. Since these will differ from product to product, staff feels this broad

language addresses the issue in general, while allowing specific businesses to research and develop best practices.

**Summary:**

With the above referenced changes, staff believes the draft ordinance is ready to move forward for Council review.

**Recommendation:**

Staff is requesting the Commission provide feedback regarding the consumable products ordinance and after receiving public comment, direct staff to make specific changes or move the draft ordinance forward to Town Council for further review and action.

**Open Public Hearing:** The Chair opened the public hearing.

**Invite Public to Speak:** There was no public present.

**Close Public Hearing:** The Chair closed the public hearing.

**Commission Discussion:** Chair Van Wye stated he supported the changes as presented. The new language adequately promotes sustainable practices and is flexible enough to address various types of manufacturing. The rest of the Commission concurred.

- c. **AGENDA ITEM: CONSIDERATION AND POSSIBLE ACTION:** An Ordinance adding language to Chapter 2: Definitions and Chapter 3: Zoning Districts, Sections 3-9.A.17 (CENTRAL BUSINESS DISTRICT) and Section 3-11.A.20 (COMMERCIAL DISTRICT) allowing the manufacturing, production, assembly and distillation of consumable products as permitted uses.

**Commission Action:** Commissioner Olguin motioned to recommend approval of the Consumable Products Ordinance. Commissioner de Blanc seconded the motion. The motion passed unanimously.

**NEW BUSINESS**

- a. **AGENDA ITEM: WORKSESSION:** Discussion regarding Town of Clarkdale parking regulations and possible parking alternatives in the Central Business area.

**Staff Report**

**Background:**

In anticipation of continuing commercial growth, the Commission has agreed to review our existing parking regulations to identify any opportunities to update the existing code.

**Current Regulations**

The Town's parking regulations are contained in Sections 4-12 through 4-14 of the Zoning Code. Section 4-12 contains rules for off-street parking. Off-street parking is typically provided on private property. These regulations are based on formulas created by the Institute of

Transportation Engineers (ITE). The number of off-street parking spaces required is based on the use of the property and the square footage of the building. These calculations are tied to building occupancy.

The Town's regulations are based on traditional zoning practices and are similar to other municipalities. This type of parking space requirement regulation has been in existence for at least 30 years.

This formula-based method for assigning parking space requirements doesn't address shared parking possibilities. Shared parking is a concept allowing a parking space to serve two or more businesses. For example, an office or bank might use a parking lot during the day, and a lounge or restaurant might use the same lot during the evening.

The availability of public transit in the area and the ability of residents to walk to commercial uses are also not taken into consideration in this type of calculation. In addition, there is no mechanism in our code to reduce off-site parking requirements based on available public parking, other than the exemption existing for Main Street businesses.

One major difference between our code and the codes of our neighboring municipalities is our code does not differentiate between usable or public floor areas. The way our code is written, we would calculate required off-street parking based on straight square footage, even if some of the building is used for storage or other non-public uses. Other municipalities base their calculations on the amount of the building square footage actually used as public space. In addition, several other codes factor in different requirements based on number of employees.

Other highlights of the Parking Code:

- Section 4-12.A.1.h exempts both sides of Main Street between Clarkdale Parkway and Ninth Street from the off-street parking regulations.
- Section 4-13 requires parking lots abutting residential areas be fully screened by a solid wall.
- Section 4-14 specifies requirements for loading zones.
- Section 14-A.2.e requires parking area surfaces to be striped pavement.
- Section 4-12-A.3.a allows for a maximum of 10 spaces off the subject property but within 300 feet of the business to apply towards the parking requirement.

Nothing in the current regulations dictates parking areas be placed in the rear of buildings. With the long strip of commercially zoned property along SR 89A there is the possibility of having a long line of parking lots along this corridor.

### **Parking and Building Size**

The required dimensions of a parking space are 9-feet wide and 20-feet long, per Section 4-12.2.c. Although not included in our code, the width of ADA parking spaces is required to be 16 feet, which includes a five-foot travel aisle on one side of the parking area.

Current parking regulations function as a control for the size of buildings to be constructed. In the Commercial District, which has no maximum lot coverage, and in the Central Business District, which has no required yard setbacks or maximum lot coverage, the current parking requirements are the only factor regulating building size.

If we assume a typical retail use for a property, which requires 1 parking space per 200 square feet of building, the following table demonstrates the relationship between building size and parking requirements:

<b>Building Square Footage</b>	<b>Number of required parking spaces</b>	<b>Approximate square footage of parking area</b>	<b>Actual lot size required to accommodate building square footage</b>
100,000	500	90,000	190,000
75,000	375	67,500	167,500
50,000	250	45,000	145,000
25,000	125	22,500	122,500
20,000	100	18,000	118,000
10,000	50	9,000	109,000

The above table uses raw numbers to demonstrate the relationship between building size and required parking. Actual buildable space would be further reduced by required landscaping, travel aisles and loading zones.

**Points to consider**

The driving force behind all zoning is to protect public health and safety and property rights. In addition to these parameters, Clarkdale should have sensible regulations. Clarkdale’s commitment to economic development needs to be taken into consideration also. Businesses need convenient parking for customers; customers need safe and accessible parking.

A good parking code should promote easy access to businesses, discourage double parking, eliminate slow driving while people look for spaces and avoid other traffic congestion issues.

**Public parking**

Public parking, not directly connected to a specific property or business, can be on municipal or private property. Generally there is a fee for public parking operated by a private entity. Municipal public parking may or may not have fees. None of the public parking on Town of Clarkdale property has an associated fee.

Industry studies show the public prefers free parking. In fact, there are a variety of mobile apps to find free parking in most major cities.

However, there are costs to be considered for maintenance of existing parking areas.

Development of new public parking is a considerable expense. For example, the new 44-space parking lot the City of Cottonwood at the head of the Jail Trail cost approximately \$200,000.

A possibility exists for the Town to develop public parking at the current Wastewater Treatment Plant site. A trailhead with interconnectivity to trails on both sides of the Verde River is being developed west of the actual plant. There is a large area available for development as public parking. Long terms plans could include a shuttle to the Arts & Entertainment District from this new parking lot.

**Central Business District**

The Central Business District benefits from a large amount of both public and private parking. Private parking areas, such as the old tennis court area at the corner of Clarkdale Parkway and Main Street, next to Su Casa, and the St. Thomas Episcopal Church parking area, are often used for parking during special events.

<b>Location</b>	<b>Public</b>	<b>Private</b>
Town of Clarkdale parking lot	88	
Street parking	123	
Su Casa	15	
Old Tennis Court		20
Copper Art Museum		8
Post Office		33
St. Thomas		23
Laundromat Parking Area		15
<b>Total</b>	<b>226</b>	<b>99</b>
<b>Grand Total</b>		<b>325</b>

Other areas available for the development of public parking by the Town in the historic downtown area include the right-of way on either side of the intersection of First South Street and Clarkdale Parkway (room for approximately 20 parking spaces) and the north side of First North Street (room for approximately 20 parking spaces).

**SR 89A Corridor**

The area along this highway between Cottonwood and the Clarkdale Parkway roundabout is all zoned for commercial development. These properties are within the 89A Corridor Commercial Overlay District. The only requirement specific to parking in this section of the code is the requirement of landscaping of 25 percent of the parking area.

**Summary:**

In staff's opinion, there are some obvious changes to enhance the existing code:

- Add 'public use' to the square feet calculations in the off-street parking table.
- Find a method to reduce the number of required off-street parking spaces based on available public parking, walkability rating, and proximity of public transportation.

- Build in flexibility to encourage shared parking.
- Add ADA standards for ease of reference.
- Add requirement parking be located in rear or side of property.
- Add a required landscaped buffer area when parking abuts a residential property.

In addition to the above, staff would recommend considering allowing for a surface other than pavement. We would need to take into consideration dust and drainage issues specific to each site.

**Recommendation:**

Staff is requesting the Commission provide feedback regarding the current parking regulations and direction on any future changes to be considered.

**Commission Discussion:** The Commission discussed the following:

- ADA requirements for parking lots
- Placing parking in back of a development and the building close to the road/sidewalk
- Encouraging public transit use and providing adequate parking for people who use public transit.
- Accommodate golf cart parking for people who no longer drive. Create accommodations to encourage multi-nodal use.
- Develop a long term parking plan to address future growth.
- Minimize parking and its impact in the Central Business District since it is so close to residential area.
- Enforcement of parking regulations. It was discussed new development could be made responsible for enforcement of parking regulations in private lots, including restriction against overnight parking.
- Number of cars looking for parking spaces in Central Business area is on increase. Need better signage for public parking lot.
- Need to find balance between heavy-handed enforcement and small time welcoming atmosphere.
- Formalizing parking agreements with private lot owners.
- Landscaping requirements for parking areas.
- Drainage as related to parking areas.

**Commission Action:** The Commission directed staff to schedule a worksession to discuss the parking situation in the Central Business District. Additional worksessions will be scheduled in the future to discuss parking regulations in general. The Commission directed staff to provide more information regarding the relationship of drainage to parking areas, what other municipalities are doing with their parking regulations and what experts are recommending for parking.

**7. AGENDA ITEM: FUTURE AGENDA ITEMS:**

- a. Continued discussion regarding parking regulations
- b. Staff anticipates we will receive a Wireless Communication Facility application to be scheduled for the February 18, 2014 meeting.

8. **AGENDA ITEM: ADJOURNMENT:** Chair Van Wye entertained a motion for adjournment. Commissioner Erickson motioned to adjourn the meeting. Commissioner de Blanc seconded the motion. The motion passed unanimously. The meeting adjourned at 5:10 p.m.

**APPROVED BY:**

**SUBMITTED BY:**

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Jack Van Wye  
Chairperson

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Beth Escobar  
Senior Planner



# Director's Report

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**Agenda Item:** Department Update  
Community Development Department

**Staff Contact:** Jodie Filardo

**Meeting Date:** February 18, 2014

1. **Crossroads at Mingus.** Community Development Department staff along with Public Works Supervisor Art Durazo met with representatives of PTM Enterprises to review the proposed design of the SR 89A/Mescal Spur Intersection. The plan is to apply for the required ADOT permit by the middle of March 2014. Also discussed was a process for tracking obligations and payments related to the restated development agreement. Staff will be working on developing a document to memorialize this process.
2. **Economic Development. Local First Arizona Mixer.** Last Friday night from 5 – 7 PM, we hosted a mixer with Local First Arizona with snacks from Su Casa, Nate's Cowboy Café, One Smart Cookie, and Safeway plus wine donated by Verde Canyon Railroad's private label. Live music featuring Clarkdale's own, "2 G's and a C Note" rounded out the evening. Community Development unveiled some new opportunities for licensed businesses in Clarkdale including Locally Clarkdale. In addition drawings of completed Scavenger Hunt cards were held to award tickets from Verde Canyon Railroad, a gift certificate from Su Casa, and a gift basket donated by National Bank of Arizona. About sixty folks attended representing businesses from Clarkdale and from around the Verde Valley.
3. **Verde Valley Agricultural Coalition (VVAgC).** Senior Planner Escobar attended a meeting sponsored by Verde Valley Regional Economic Organization and VVAgC. The meeting focused on identifying necessary steps to creating a food hub- a centralized system for the acquisition and dispersal of local produce – in the Verde Valley.
4. **Conditional Use Permit application received.** Staff received a conditional use permit application for a wireless communication facility at 885 First South Street from Reg Destree, a representative for Verizon. The application is tentatively scheduled for the March 18<sup>th</sup> Planning Commission agenda. The Commission has already directed staff to schedule a site visit prior to this meeting.
5. **Sustainable Clarkdale.** On January 28, 2014, Town Council approved the awarding of the Verde River @ Clarkdale public participation project to Gunn communication, Inc. of Phoenix. Within two weeks of the execution of the contract, the project plan with timelines will be undertaken. This project will provide a scope of work and a prioritized list of amenities and facilities to be developed at TuziRAP and TAPCO



# Director's Report

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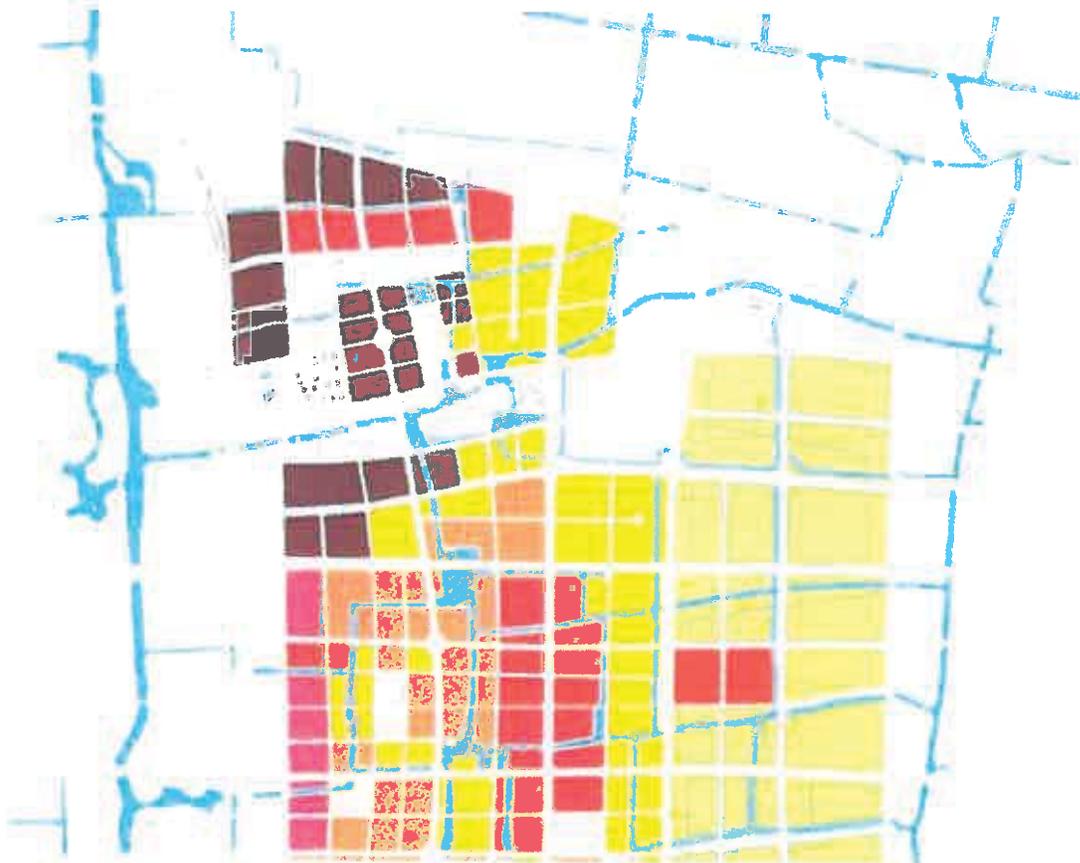
RAP. With the approval of a contract with Gunn Communications for public engagement for the Verde River @ Clarkdale Master Plan, Theresa Gunn has already submitted a scope of work and a kick-off meeting with staff has been tentatively scheduled for February 12th.

6. **Permits Issued:** Since the last meeting, Community Development has issued the following permits:

- One single family dwelling permit for the property at 1391 Old Jerome Highway. C&B Construction (Bill Bullock) is the builder.
- 905 First North Street/ Accessory structure
- 140 Black Hills Drive/ Accessory structure
- 1321 Deborah Drive/ Re-roof
- 1341 Deborah Drive/Re-roof

## There's a Science to Foot Traffic, and It Can Help Us Design Better Cities

Reprinted from Wired Science – Map Lab



*Detail of the winning design for Madong, a rural landscape-turned-commercial/residential neighborhood in Shanghai.  
Image Credit: Space Syntax*

China has in the past 30 years become the most urbanized country that has ever existed. More than 450 million Chinese — 1 in 25 people on the planet — live in cities. At least 160 Chinese cities have more than 1 million people, compared to nine in the United States. In a decade, the Chinese government plans to resettle 250 million people into new or existing urban areas.

To some westerners, those are scary numbers. To an urban planner, they signal unprecedented opportunity. “If you consider where and how urbanization is happening in the world, the single biggest place is China,” said Tim Stonor, the CEO of [Space Syntax, Ltd](#), which guides architects and urban planners on the science of building cities. It opened an office in Beijing in November, hoping to use history’s largest urban migration as a stage for its unconventional approach to designing cities. Before there was Space Syntax the multinational company, there was space syntax, the science of how cities work. In the late 1970s, British architects Bill Hillier and Julienne Hanson hit on the idea that any space within a city — or the entire city itself — could be analyzed in terms of connectivity and movement. They reasoned that a city’s success depended largely on how easy it was for people to move about on foot.



*Space Syntax used in-field observations to test possible redesigns for London's Trafalgar Square. Image Credit: Space Syntax*

This wasn't a huge revelation. Studies reaching as far back as 1960s have shown walkable cities have higher property values, healthier residents, and lower crime. What set Hillier and Hanson's ideas apart was the notion that a city's geometry did more for movement than any other design factor. They argued that every other cog in a city's engineering depends on the walkable grid. Cars, buses, trains, and bikes play a role, too, but only as much as they transport people to places where they then proceed to walk around.

Of course, designing a great city takes more than just doubling down on sidewalks.

Cities are full of buildings, parks, malls, statues, vistas, landmarks, monuments, restaurants, dark alleys, bad neighborhoods, and a gaggle of other things that redirect the flow of human

traffic. Space syntax uses a grid of all the walkable paths in a city to predict how people would move in an idealized version of the city, then measures how other parts the city's texture attracts or repels people away from this prediction. For example, a wide-open park might get people to cross an otherwise forbidding traffic circle. Or, a dense, walkable shopping district might wither because it's too far from public transportation or lacks adequate parking.

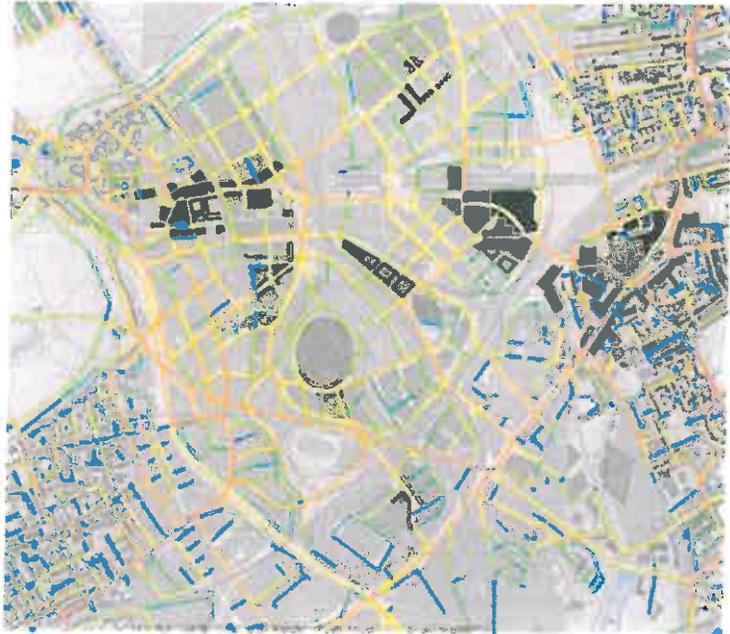
Stonor says they've found that light is a big influence on how people move around, so they've added a sun-path component to their models to see how the level of sunlight affects foot traffic on a street at any given time of day. Aesthetics matter, too. "People prefer to walk past active storefronts or houses than blank buildings," says Stonor.

From the beginning, maps were a crucial part of how space syntax makes better fitting pieces for the urban jigsaw. "The sort of maps that we create are very typically of the spatial accessibility pattern of the city," says Stonor. Their basic maps use a color gradient – from red to blue – to show how well-connected each street is to its neighbors from a walker's perspective. If they want to test different modes of connectivity, they can optimize their models for cars or bikes.

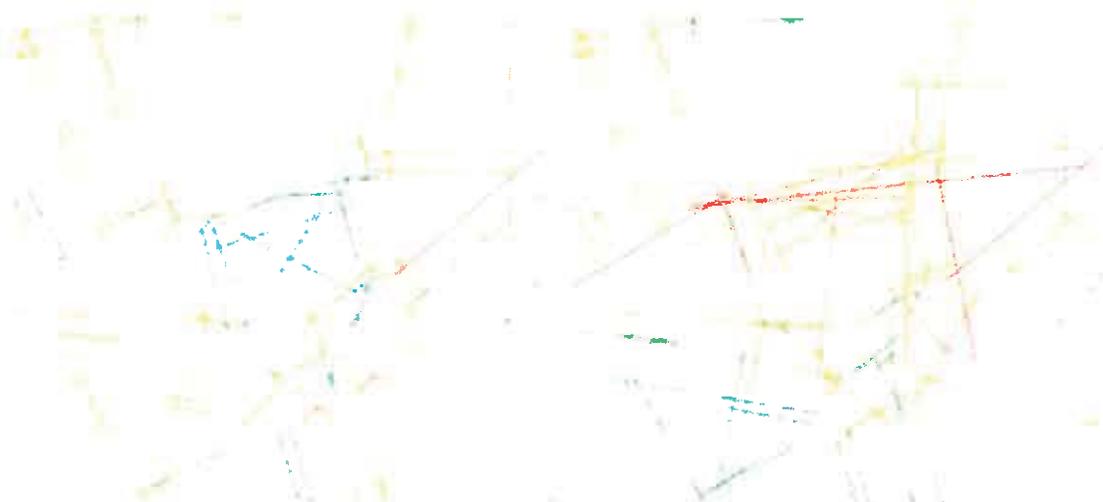
The maps are digital, so they can also isolate smaller sections and test how connectivity changes by blocking off or opening up different streets. They also work at a finer scale, examining whether changing a crosswalk's width and placement will get more people to use it, or if a single staircase would revitalize a dilapidated public square. One of the firm's most visible successes to date is the redesign of Trafalgar Square, London's foremost public space. Located in the heart of the city, it sits at the foot of the National Gallery of Art, and down the road from Westminster Palace, Big Ben, and the centers of British

politics. But as the city modernized, the square had fallen into disuse, choked off from the outside by traffic and cluttered within by statues and fountains. Tourists came for obligatory photographs, then quickly moved on. Locals avoided it altogether. Hoping to revitalize the square, the city called for a design contest.

Stonor and his colleagues watched how people moved through the space. From videos, they made computer models of how people would move in the square if its crosswalks, fountains, and statues, were configured differently. Everybody knew traffic was the main issue, but it wasn't the landmark's only problem. Stonor and his colleagues observed that the clutter of small staircases and fountains had broken up the space and made it uninviting. "I think we were the only team in the competition to study how the place was currently working, and design from there," says Stonor.



*Tower Hamlets was one of five London neighborhoods transformed by the Olympics. Space Syntax designed a model that would revitalize the wider street network. Image Credit: Space Syntax*

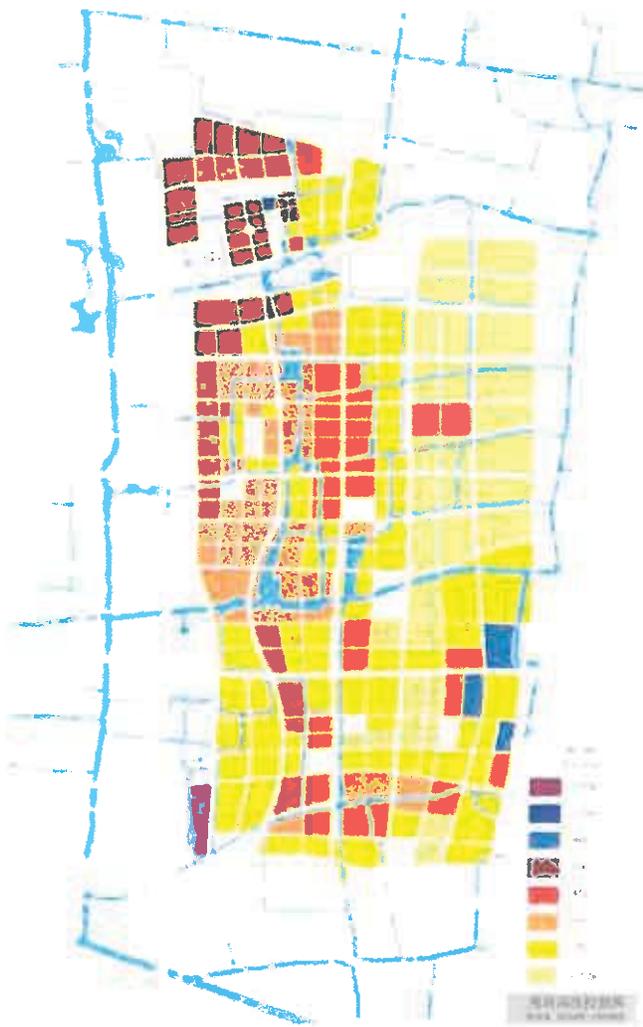


*Space Syntax's model of Trafalgar Square (left) showed that removing the north road, improving the sidewalks, and adding a large staircase would invite more foot traffic, and get visitors to linger in the square. Ease of access is weighted from red (low) to green (high). The image at right shows pedestrian accessibility prior to 1996. Image Credit: Space Syntax*

They worked with an architect (the now-famous [Lord Norman Foster](#)), who used Space Syntax's to convince the competition's jury that it must close off a section of road along the square's north side, and to move and enlarge some of the existing crosswalks.

A bigger challenge were the internal changes to the square's historic layout, the most dramatic of which was adding a single, large stairway that would invite people to linger. Today, [Trafalgar Square is a bustling open space](#) (pdf), and millions of people – locals and tourists alike – enjoy their lunches on the big stairway every day.

It's the kind of approach Space Syntax wants to try on a larger scale in China. It recently won a design competition for small urban subdivision. [Madong](#) is a several square-mile industrial park located in Jiading District – a mote in the sea of Shanghai. Soon it will be a medium-to-high density residential area, with mixed-use low-rise buildings, shaded sidewalks, historic canals, and a statistically sound street grid. It's a far cry from the stereotypical Soviet barracks many westerners picture for communist housing schemes.



*The winning design for Madong. Colors indicate building height (green is low, purple is high). Image Credit: Space Syntax*

Stonor says the design grew out of the canals, which were built centuries ago by farmers. The prevailing view among the Chinese developers was that the canals should be backfilled and built over. Stonor argued that the canals – though polluted – could be cleaned. “And there’s nothing like water for adding land value,” he says. He brought up the historic importance alongside the economic impact of waterfronts – think Seattle, Venice, or Boston. This, he says, helped Space Syntax win the bid. And it’s an ideal example of the work he’s most excited for in China: Figuring out the best ways to reconcile the country’s past with its present. Jiading’s landscape, dotted with ancient rural villages, is typical of what surrounds many Chinese metropolises. “You have a lot of villages, and a rapidly growing urban center,” he says. “The question is how do you grow the urban area over the villages?”

Space syntax isn't without its critics. In 2004, an MIT architect named Carlo Ratti (who has done his own [research measuring urban space](#)) wrote a [critique of space syntax](#), attacking its core theory. Ratti used Manhattan's grid to point out logical holes — like space syntax's idea that the number of turns a person has to make has a bigger impact on their route choice than the overall distance, or that people ignore building height. This blossomed into

a [heated academic exchange](#) that petered out without any real resolution.

Despite his criticisms, Ratti said the young science had started an important discussion about the way cities work.

But Stonor says people often think he and other analysts just push buttons and take the first answer that comes out. The models are only half the solution, he says. Cities are complex things, and no algorithm could ever capture all the nuances that influence peoples' behavior, he says. "It will tell you how your idea is performing, but it won't tell you the perfect idea."

The science is still growing, and the models are becoming more robust. Eventually, Stonor wants to map how space affects peoples' social interactions. "How do the ways people know their neighbors vary with spatial layout?" he wonders.



*Detail of a map showing Madong (marked "site," just below and right of center) as it fits into Jiading District, in Shanghai. Image Credit: Space Syntax*

Stonor says his ultimate goal is for the science to catch on with other design firms and consultancies. In a way, he wants to put himself out of business. He says he wants architects and planners to learn to use space syntax themselves, and not rely so much on his consultancy.

Academically, space syntax has caught on in many other schools and countries. However, the Bartlett at University College of London – where Hillier and Hanson developed the science – is still its primary research center. The academic and business sides work closely, a relationship that Stonor says is vital. The academics feed him new ideas, and his company field-tests their research. In addition,

every [tool](#) and most of the [studies](#) produced by both the business and academic sides of Space Syntax are open access and available online.

Cities are too complex to completely quantify, but Image Credithe believes that won't ever stop him from trying. It's all a matter of gathering evidence, testing assumptions, measuring the way people are using a city against its geometric grid.

China's urbanization will define what cities mean in the 21st century. For an architect who believes that science can make cities work better, there is no better laboratory than this place, and this moment.



# Staff Report

**Agenda Item:**           **WORKSESSION: Discussion regarding parking in the Central Business area.**

**Staff Contact:**       Beth Escobar

**Meeting Date:**       February 18, 2014

**Presented to:**       Planning Commission

**Background:**

As part of the examination of the Town's existing parking regulations, the Planning Commission directed staff to schedule a discussion item focusing on the parking situation in the Central Business area.

**Current Conditions:**

The Central Business District includes the properties along Main Street from Clarkdale Parkway/Eleventh Street to Broadway and from First North to First South Streets. This area was originally developed as the center of town. It held all of the necessary amenities to support the original Town site. In addition to the Central Business District zoning, there is Industrial (Copper Art Museum) and Commercial District zoning in this area. The majority of these properties are within the Arts & Entertainment District Boundary.

**Zoning in Downtown Clarkdale**

<b>Zoning</b>	<b>Acreage</b>	<b>Developed Acreage</b>	<b>Available for Development</b>
Central Business District	29.67	18.26	11.41
Commercial (Larry Green property on Main)	4.54		4.54
Commercial (Property on Clarkdale Pkwy)	12.13		12.13
Industrial (Copper Art Museum)	.83	.83	
Town Center	5.52	5.52	
<b>Total</b>	<b>52.02</b>		<b>28.08</b>



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Approximately fifty-three percent of the property zoned Central Business and Commercial within the downtown area is undeveloped.

The undeveloped properties along Main Street, east of the Copper Art Museum, would be required to develop parking as part of site development. Per the development standards for the Arts & Entertainment district, the parking would be located behind the buildings.

The commercial property on Clarkdale Parkway is not within the Arts & Entertainment District, so placement of parking for this site would be determined during the site plan review process. This approximately 12-acre site could be developed as retail center. Since regulations for the Commercial District do not include a lot coverage maximum, the only factor controlling the site of the building is the required parking. Using the requirement for one parking space for each 200 feet of building space for a retail use, an approximately 278,000 square-foot building with 1,300 parking spaces could be developed on this property.

Public parking lots and parking garages are both permitted uses in the Central Business and Commercial Districts.

### Existing parking in the downtown area:

Location	Public	Private
Town of Clarkdale parking lot	88	
Street parking	123	
Su Casa	15	
Old Tennis Court		20
Copper Art Museum		8
Post Office		33
St. Thomas		23
Laundromat Parking Area		15
Total	226	99
Grand Total		325

### Points for Discussion:

- Current existing parking in the downtown area appears adequate most of the time. Parking availability becomes stressed during special events.
- On the south side of Main Street, there is approximately 16,000 square feet of existing buildings either unoccupied or underutilized. Section 4-12.A.1.h of the Zoning Code exempts both sides of Main Street between Clarkdale Parkway and Ninth Street from the off-street parking regulations. If these properties were to



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develop to their full potential parking problems might increase with no obligation of the property owner to provide additional parking.

- The adoption of the Arts & Entertainment District may encourage rezoning of some of the residential property in the downtown area to a commercial use. The impact on the public street parking would need to be considered during the zone change application.
- There is a direct relationship between walking distance and parking. Other than during special events, people prefer parking close to their destination. This would need to be taken into consideration if more public parking is developed.
- There is currently no covered parking available in the downtown area. This should be a consideration for any future parking developed by the Town. Covered parking serves as a good platform for the installation of solar panels.
- Parking for other than cars should be provided. This includes bicycles, smart cars and golf carts.
- Charging stations for electric carts should be incorporated into any new parking areas.
- There is a potential for development of a shuttle system from other areas, such as the Town of Jerome, Old Town Cottonwood, Tuzi RAP, to the downtown area. The Town could possible develop a park-and-ride site at the Wastewater Treatment Plant.
- The possibility of new signage to identify public parking needs to be explored.
- Financing options for new public parking include economic development grants, formation of a special parking district and private investment.

## **Next Steps:**

Staff would like to begin by having discussions with the business owners who have private parking areas, such as the Copper Art Museum, 10/12 Lounge, and the Laundromat/Storage units regarding shared parking arrangements. Some of these areas might need to be improved to qualify as public parking. For example, the surface of the parking lot for the 10/12 Lounge needs to be redone. The Laundromat/Storage area parking lot is not delineated. A financing method for these improvements would need to be identified.

## **Recommendation:**

Staff is requesting the Commission provide feedback regarding the current parking regulations and direction on any future changes to be considered. Staff would like direction from the Commission regarding the concept of future development of more public parking. Staff would also like feedback regarding development of a policy statement for future parking development in the downtown area. The Commission may want to consider adopting a parking overlay district with specific regulations for the downtown area.