

**PLANNING
COMMISSION
MARCH 18, 2014**

MINUTES OF A REGULAR MEETING OF THE PLANNING COMMISSION OF THE TOWN OF CLARKDALE HELD ON TUESDAY, MARCH 18, 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 March 18, 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	Absent

Staff:

Community Development Director	Jodie Filardo
Senior Planner	Beth Escobar

Others in Attendance: None

1. **AGENDA ITEM: CALL TO ORDER:** Chair Van Wye called the meeting to order at 4:00 p.m.
2. **AGENDA ITEM: ROLL CALL:** Director Filardo called the 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 February 18, 2014.** Chair Van Wye entertained a motion to accept the minutes. Commissioner Olguin motioned to approve the Regular Meeting Minutes of February 18, 2014. Commissioner de Blanc seconded the motion. The motion passed unanimously.
5. **AGENDA ITEM: REPORTS:**
 - a. **Chairperson & Members Report:** Chair Van Wye reported he will be participating in the oral board examination for the sergeant's position in the Clarkdale police department.

Commissioner Erickson reported the Clarkdale Market is now open. It is a clean store with very friendly people.

Chair Van Wye and Commissioners Erickson and de Blanc attended the ribbon cutting for the Clarkdale Caboose Gift Shop on March 4, 2014.

Commissioner de Blanc suggested we create a map with pins indicating where new businesses are located. This map could be displayed in the park during concerts.

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

1. **Mountain Gate.** BC Land Group met with staff to discuss submitting a design review application for a temporary sales office proposed to be placed in the parking area off of Mountain Gate Drive and a subdivision sales sign package. This application is anticipated to be submitted in time to be placed on the April 2 Design Review Board agenda. In addition, the developer is hoping to have permits in for the first 12 homes by May, 2014.

Economic Development. A festive ribbon cutting for the Clarkdale Caboose Gift Shop occurred March 4th at 8:30 a.m. Thanks to the Commissioners who were able to attend. As part of the festivities, a short video was produced and loaded into our new YouTube account for Locally Clarkdale. Here's the link:

http://www.youtube.com/results?search_query=locally%20clarkdale&sm=3 with 165 views as of March 11th. With the rise of social media and interest in the Town of Clarkdale, we continue to expand our presence. This is the third video on our Locally Clarkdale site; the others feature the Copper Art Museum and the Verde Canyon Railroad. The Clarkdale Caboose Gift Shop's film duration is 1:04. This is a prime example of how social media can be used to share and inform residents, vacationers and the world of our home town so please share and help spread the word that Clarkdale is the place to visit on your next vacation.

2. **Sedona Verde Valley Tourism Council Subcommittee.** On February 27th, a meeting of this committee was called to discuss a planned, Verde Valley-wide application to the Walton Family Foundation for marketing support. Members of this committee include Steve Ayers, convener and Economic Development Director, Camp Verde; Lana Tolleson, President and CEO, Cottonwood Chamber of Commerce; Casey Rooney, Economic Development Director, City of Cottonwood; Liz Gale, President, Jerome Chamber of Commerce; Jennifer Wesselhoff, President and CEO, Sedona Chamber of Commerce; and Jodie Filardo. The group is investigating the possibility for and cost of a regional visitors' survey to update the visitor profiles since the wine industry and other key attractions such as the Copper Art Museum and Out of Africa have been operational. Lana and Jennifer are leading the discussions with NAU's Arizona Hospitality Research and Resource Center. This study would result in municipality-specific profiles with all members participating in routine survey distribution and collection. Further, it is expected that each community will need to contribute to the funding of this study. To accommodate tight budgets, NAU has offered to bill the group across two fiscal years. In addition, Steve Ayers is working with Chip Norton, head of the Friends of the Verde River Greenway to apply for WFF funding in support of an overall marketing program for the region. The intent is to tie the marketing into each of a comprehensive management plan spearheaded by the Verde Front and a sustainable tourism strategic plan to be developed with funded assistance from WFF and technical assistance from Solimar, a nationally recognized

tourism research firm. Once the draft of the WFF application is available, it will be distributed to committee members for our review.

3. **Conditional Use Permit application withdrawn.** Upon further review of the conditional use permit submitted for wireless communications facilities at 885 First South Street from Reg Destree, a representative for Verizon, the application was withdrawn as the zoning for the parcel was incompatible with the desired use.
4. **Sustainable Clarkdale.** Sustainable Clarkdale. During the week of February 22nd, a National Park Service team of Superintendent Dorothy FireCloud and Landscape Architect Joe Winfield toured the Verde River @ Clarkdale sites with staff to explore possibilities of collaborating on trail and park development between the two organizations. Not only did the team tour Lower TAPCO and Tuzigoot River Access Points, but also they walked the new trail alongside the Verde River from to Benatz Trail to the area adjacent to the wastewater treatment plant. There appear to be an array of ways in which the two organizations may work together, the first of which is likely to be at the upcoming Verde River @ Clarkdale stakeholders meeting currently under development for the end of May. Regarding our Water Resource Management Program, our water experts meeting will be held on February 25th and 26th in the Men's Lounge. A group of experts from across Arizona were invited to explore Clarkdale's current water situation and to advise us of their various approaches to water management in their communities or in their experience.

Another major step forward occurred with the hosting of the Water Resource Management Program (WRMP) Water Experts meeting on Tuesday, February 25th followed by a debrief on February 26th. The meeting was facilitated by the University of Arizona's Water Research Resource Center and two of their experts: Kelly Mott-LaCroix and Candice Rupprecht. The Water Primer for the Town of Clarkdale was reviewed in the morning as was a series of scenarios run by Laurel Lacher, our consulting hydrogeologist. A summary of findings from this meeting will be created as input to the overall policy suggestions for the Town of Clarkdale and as input to the upcoming Small Town Meeting in June to further policy options development.

5. **Clarkdale Market.** On March 5th, the Clarkdale Market's sign package was approved at the Design Review Board. This business plans to open on March 17th in the location vacated by Miller's Market at 915 Main Street.
6. **Business-owners' meeting.** On February 18th, a group of business owners convened a meeting reportedly to discuss ways in which they can work together. The effort is being handled entirely by business owners, and we're so excited for this development. Ever since the shuttering of the Clarkdale Chamber and with the passage of our Sustainable Community & Economic Development Plan, we have hoped for the creation of some sort of business council, and this is an exciting development.
7. **Leveraging Your Localness.** Jodie attended a webinar hosted by Local First Arizona on new ideas for leveraging local businesses as presented by Kimber Lanning, Executive Director of Local First Arizona (LFA). LFA has 2,400 Arizona members now, with 41,000 *searches* (not just hits) each month on their site with 56,000 combined social media followers. Average retail

sales for local businesses were up 6.7% vs. 4.1% for retail chains. Kimber also presented the \$10 Shift campaign relating to moving 10% of our spending to local businesses. For every \$100 spent in local businesses, \$73 recirculates and stays right here in Arizona vs. on \$43 remaining locally for \$100 spent at a national retail chain. As a reminder, the Town is a member of Local First Arizona and can offer ways to market licensed businesses' events through their tools – just ask.

8. **Film possibilities in Clarkdale.** Jodie conducted an exploratory meeting with Yavapai College inquiring after their plans for the future of the Sedona Film School as it might relate to creating another anchor tenant on Main Street in Clarkdale. The College is still in the research and investigation phase, however, we agreed to keep each other posted should there be any further developments toward the development of film possibilities. In addition, staff met with Jeff Wood, the Film Studies instructor at Mingus Union High School. Mr. Wood is interested in producing 20-second 'commercials' for some Clarkdale businesses. He is offering to do this for free in order to familiarize himself and his students with equipment.
9. **Paz & Cota Subdivision.** Staff has received a request from the owners of property in the Paz & Cota subdivision to abandon Fifth Street, a subdivision street adjacent to their property. This subdivision was platted in 1912 and the street system was dedicated through the plat to be public streets, but they have never been improved. Several side streets in the subdivision have already been abandoned by the Town. This request will be routed to the Public Works Department and Fire District for review. If there are no objections, the abandonment will be brought forward to Council for their consideration.
10. **Permits Issued:** Since the last meeting, Community Development has issued the following permits:
 - Carport structure at 2161 Canyon Drive
 - Kitchen remodel at 123 Sunset Boulevard
 - Re-roof at 540 Everett
 - Replace deck and add patio cover at 1261 Lanny Avenue
 - An extensive remodel/ addition/ detached accessory structure at 75 Western Drive. This is the property Peter and Ida deBlanc purchased last year.
 - An addition to a detached garage at 2170 Liough Drive

OLD BUSINESS:

- a. **AGENDA ITEM: WORKSESSION:** Continuing discussion regarding a parking policy for the Central Business District.

Background:

At the February meeting, the Commission directed staff to develop a draft policy incorporating the elements of shared parking, covered parking, charging stations, new parking locations and encouragement of use of public transit. The Commission would also like to conduct some 'blue sky' planning to explore innovative ideas for developing, designing and funding new parking.

Staff has developed a draft parking policy for the review by the Commission.

In addition, staff has prepared a map of the Central Business area with some drawn in 'blue sky' elements to identify future parking development.

Wayfinding Signage Project

Staff has mentioned we are working on a Wayfinding Sign project to develop sign guidelines for the Town. Included with this staff report is some general information regarding wayfinding signs. The project will identify integrated themes and styles for directional signage and area identification. As this project develops, it will be important to include parking signage in the overall scheme.

Commission Discussion

Commissioner Erickson reported he attended the car show in the Town complex parking lot on March 15, 2014. During the early part of the day, there did not seem to be a parking problem. Later in the day, he saw cars circling to find a parking space. Commissioner Erickson reported he observed the following while walking in the Central Business area:

- We should concentrate on the Town looking nice so we look like we are 'open for business'.
- Color coded paint on curbing needs to be evaluated and either repainted or eliminated.
- Suggested we eliminate the 2-hour parking restriction on Main Street. It does not seem to be enforced and causes confusion.
- More parking spaces need to be striped.
- Need to add tour bus parking and RV parking and pick-up/drop off points.

Director Filardo reported time restrictions on parking can reduce the number of customers for local businesses. She also stated we would need to develop more public restrooms to accommodate tour bus stops.

Commissioner de Blanc suggested the new community of business owners could review parking regulations and suggest changes. Parking should not be a fearful experience.

Chair Van Wye stated enforcement of parking restrictions can be challenging for a small police department.

Commissioner de Blanc asked if the alleyway behind the houses on First South could be improved to provide access to proposed parking on the parcel to the south. Director Filardo stated this alley is Town right-of-way and the terminus of Tenth Street could be extended to provide access to a parking structure.

Commissioner Olguin stated we need to be sensitive to the impact on the residential area from any the development of the alley as a thoroughfare.

Chair Van Wye noted available parking and potential future parking should be developed through a connected system. Commissioner Olguin stressed the importance of recognizing the needs of everyone: the business community, the residents and visitors.

Staff informed the Commission about the possibility of developing a portion of the undeveloped property along Main Street, Assessor's Parcel Number 400-06-032F, for special event parking. This

area can be accessed from the back of the post office. Commissioner de Blanc stated this idea should be discussed with the property owner.

The Commission agreed these were all good suggestion, however, cost and maintenance issues need to be considered. Commissioner Erickson volunteered to walk the area with Public Works Superintendent Art Durazo. The Commission requested Mr. Durazo be invited to the April meeting to discuss these concepts in greater detail.

The Commission briefly discussed the draft parking policy. Commissioner Olguin suggested the language be more specific. Also, the use of the words 'encourage' and 'shall' needs to be examined for consistency. Staff stated they will look at stating the policy as a list of goals. Eventually, this draft policy will need to be reviewed by the Design Review Board since this Board reviews site plans.

Recommendation/Commission Action:

Staff is requesting comments on the draft parking policy and input on the 'blue-sky' plan for the Central Business District.

Staff was given direction to schedule a walk through the Central Business District with Commissioner Erickson and Public Works Supervisor Durazo and invite Mr. Durazo to attend the April 15 Commission meeting.

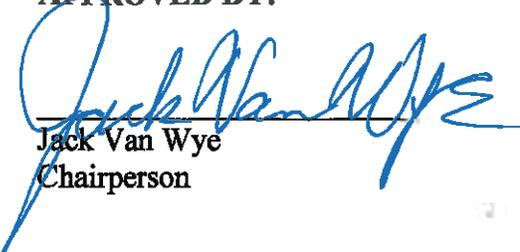
NEW BUSINESS

- b. **AGENDA ITEM: WORKSESSION:** Discussion/possible action regarding developing a priority list of projects for consideration by the Commission.

Due to the length of the previous discussion, this item was postponed until the April meeting.

6. **AGENDA ITEM: FUTURE AGENDA ITEMS:** Further discussion regarding parking issues.
7. **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 5:20 p.m.

APPROVED BY:


Jack Van Wye
Chairperson

SUBMITTED BY:


Beth Escobar
Senior Planner