

MINUTES OF A REGULAR MEETING OF THE PLANNING COMMISSION OF THE TOWN OF CLARKDALE HELD ON TUESDAY, AUGUST 19, 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 August 19, 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	Excused
Vice Chairperson	Ida-Meri deBlanc	Present
Commissioners	Jorge Olguin	Present
	John Erickson	Excused
	Vic Viarengo	Present

Staff:

Community Development Director	Jodie Filardo
Senior Planner	Beth Escobar

Others in Attendance: None.

1. **AGENDA ITEM: CALL TO ORDER:** Acting Chair deBlanc called the meeting to order at 4:20 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 July 15, 2014.** Acting Chair deBlanc entertained a motion to accept the minutes. Commissioner Olguin motioned to approve the Regular Meeting Minutes of July 15, 2014. Commissioner Viarengo seconded the motion. The motion passed unanimously.

5. AGENDA ITEM: REPORTS:

a. Chairperson & Members Report: None.

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

Farmers Market – here today, gone tomorrow. Staff worked with the owner of Nate's Cowboy Café to accommodate a once-a-week Farmers Market in the parking lot of the restaurant located at 1481 SR 89A. This market was to be held on Wednesday mornings from 9-11 from now through September. We requested a special event permit be submitted since this is a short-term outdoor activity on private property, therefore meeting the definition for a special event. All market vendors were required to have a Clarkdale business registration. Special Event permits are \$50 and are reviewed by the Community Development, Public Works, Police Department and Fire District and approved administratively. Despite the setup of this market, the property owner decided she did not want the market located on her property. However, staff plans to meet with the owners of the #1 Gas Station to discuss this process since they have occasionally inquired about outside vendors at their location.

Sustainability in Our Backyard – October 18, 2014. Invitations are out for the Sustainability in Our Backyard – Community Health Fair on Saturday, October 18. The theme of this event is community and individual wellness. West Tech Recycling and Sedona Recyclers, and Gertrude Smith the Culture Director for the Yavapai Apache Nation are confirmed attendees. The event will include an electronic drop off location for the community. In addition, we would like to invite wellness oriented providers, so please email any suggestions to beth.escobar@clarkdale.az.gov

Verde River @ Clarkdale. Staff had a conference call with the consultants from Gunn Communications regarding the Verde River @ Clarkdale Master Plan project. Julie Leid, the engineer working with Gunn Communications, will be preparing draft plans for both river access points based on the input received from the stakeholder's meeting and subsequent open house. We hope to have these plans before Council the fourth Tuesday in August for review and discussion.

Lights, camera, action. The film, Aaron's Blood wrapped filming on Wednesday, July 30, 2014. All told, three Clarkdale homes plus the St. Thomas Episcopal Church and Clarkdale Jerome School were shooting locations. The director Tommy Stovall will be in post-production and scoring for an estimated six months after which time the film will be released. The producers currently plan to submit the film to the Cannes Film Festival, so we'll have to wait and see. The crew expressed great appreciation for the support they received from the Town in the filming of their movie. Staff also learned a lot about managing location shoots in town as well and intends to set up the next film (whenever that may come) as a special event so we can make sure to expand the knowledge of the event with the neighbors who may be impacted.

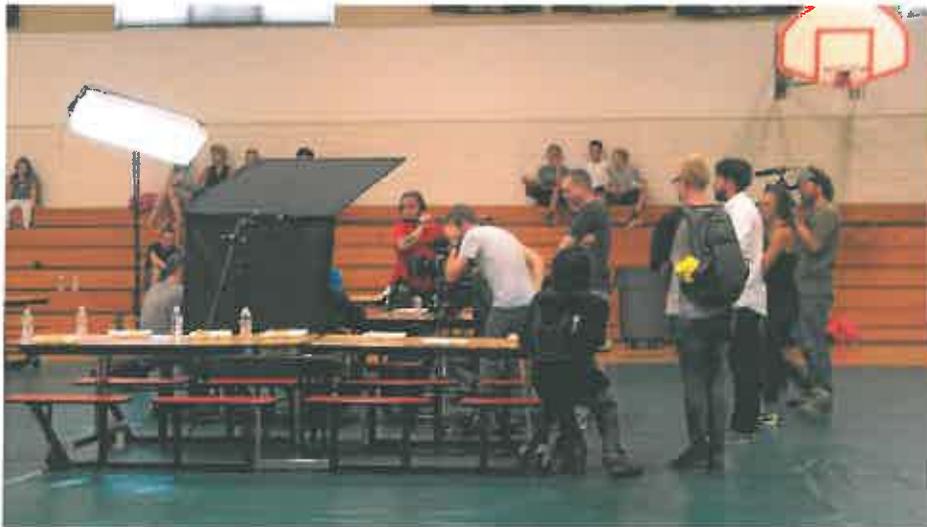


Figure 1 - Filming at Clarkdale Jerome School

ASU Washington Young Leaders. On July 11th, Clarkdale is hosting 25 young leaders plus staff folks from the ASU College of Public Policy to learn about sustainability, Clarkdale style. We'll present the Town's accomplishments in this area since 2010; feed them lunch catered by Main Street Café; tour them around Centennial Plaza and Town Park and then load them up on the buses for quick trips to TuziRAP and Lower TAPCO RAP. This program teaches civic leadership to those selected by the White House as upcoming leaders within governments and non-governmental organizations throughout Africa.



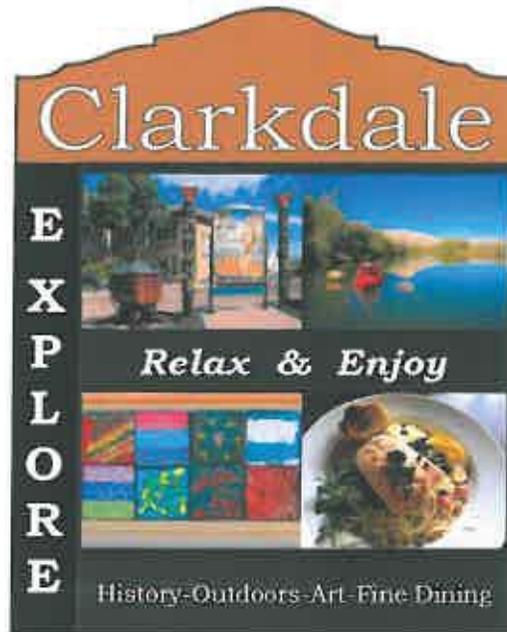
Figure 2 - ASU Washington Fellows visit Clarkdale

Economic Development.

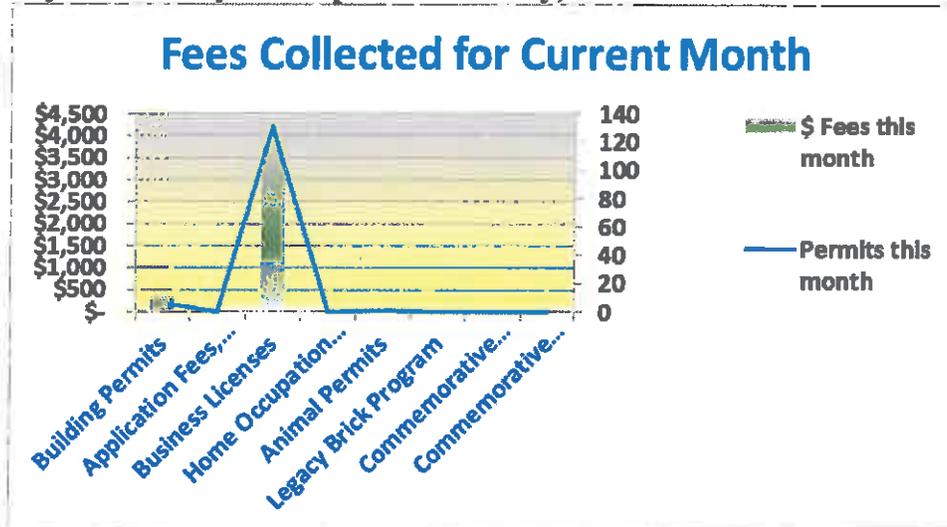
Fun in Clarkdale – thanks to the Downtown Clarkdale Business Alliance. In addition to the upcoming Clarktoberfest on October 4th, the Alliance has just created the Poker Stroll to happen on September 20th, the same weekend as the Thunder Valley Rally in Cottonwood. This event entails strolling through the

**PLANNING
COMMISSION
AUGUST 19, 2014**

business district to obtain cards from each participating business, resulting in a poker hand. Those with the best hands will win prizes. In addition, the Town submitted an ad (see attached) for the Rally's marketing brochure focused on exploring Clarkdale as a place to relax and enjoy. The City of Cottonwood is hosting this ad in an effort to broaden the event possibilities for attendees at their Rally.



Fees collected by Community Development as of July, 2014.



Promotions in Clarkdale – We have a new video on the attributes of the Lower TAPCO River Access Point on YouTube. Check it out. In addition, we held a ribbon cutting ceremony for the Verde River Adventure Center on Tenth Street. Further, Robin Sewell of Arizona Highways TV featured her most recent visit to Clarkdale for the Celebrate AZ event with an article and video featuring the Verde River Adventure Center, Main Street Café & Pizzeria, and the Clarkdale Historical Society and Museum in Arizona Highways and on YouTube.

6. AGENDA ITEM: NEW BUSINESS:

WORKSESSION: DISCUSSION AND POSSIBLE ACTION:

Regarding development of area-specific plans and infrastructure development plans for the following areas: SR89A corridor, Broadway Corridor, Bitter Creek Industrial area and Arts & Entertainment District.

Staff report presented by Senior Planner Escobar:

In 2013 the Clarkdale Town Council adopted the Sustainable Community and Economic Development Plan. One of the focus areas identified in the plan is business retention, expansion and attraction. The first short-term strategy within this focus area is to create area-specific plans and infrastructure development plans for the following areas:

- SR 89A Corridor
- Broadway Corridor
- Bitter Creek Industrial Area
- Arts & Entertainment District

Each of these areas is identified as having the potential to contribute to the economic prosperity of the town. In addition, each of these areas has adjacent residential property that could benefit and would be impacted by increased commercial development.

Staff offers the following points to consider when preparing plans for these focus areas:

- Infrastructure development includes water, wastewater, broadband, 3-phase electric and road systems.
- The historic central business area is included within the Arts & Entertainment District.
- There is some overlap between the Arts & Entertainment District and the Bitter Creek Industrial Area.

Plan Components:

As a beginning point of discussion, the following elements could be included in the plans for each area:

1. A list of preferred uses based on the uses permitted in the underlying zoning district
2. A circulation plan that:
 - a. Identifies access to each property
 - b. Provides easy access off of main roads
 - c. Minimizes traffic impact to adjacent residential neighborhoods
3. Areas for public parking
4. Existing view sheds
5. Optimum building placement
6. Potential for pedestrian connections
7. Identify multi-modal transportation opportunities
8. General Plan objectives for the area
9. Community and neighborhood expectations

In developing plans for these sub-areas, it will be important to get input from the adjacent communities. Staff would like the Commission to discuss methods for obtaining community/property owner involvement in the process of developing plans for these focus areas. There are many tools available, such as conducting neighborhood meetings and developing a project specific website for the public to submit comments and suggestions.

Staff has developed maps and a table with the pertinent information for each area. Due to the length of the SR 89A corridor, staff has broken this up into several sub-areas. In addition, the industrial area at the end of Third North and Rincon was added as a sub-area to the Bitter Creek Industrial Area.

One of the considerations staff would recommend would be to incorporate the Sustainability Guidelines into any plans developed for these areas.

Recommendation: Staff is asking for direction on how the Commission would like to proceed with this project.

Senior Planner Escobar presented a summary of the project:

8/20/2014

ECONOMIC DEVELOPMENT POLICY



STATE ECONOMIC DEVELOPMENT COMMISSION

- State Economic Development Commission



GOVERNMENT WITH A PLAN

- Economic Development



GOVERNMENT WITH A PLAN

- Economic Development

GOVERNMENT WITH A PLAN

- Economic Development



GOVERNMENT WITH A PLAN

- Economic Development



GOVERNMENT WITH A PLAN

- Economic Development



Planning Commission Discussion

Commissioner Olguin stated the Commission needs to prioritize the areas. He would recommend doing one area first and using the process developed as a prototype. Doing all at once would be two complex a process. He also recommended we do periodic updates to Council on the project.

Although not a fan of social media, he stated it could be effective for this process. He stressed the importance of applying the same process to each area so we are consistent in how property is treated. We should make sure everything is in writing.

Acting Chair de Blanc stated she thought the recent Verde River @ Clarkdale process, with the first stakeholder meeting that developed conceptual drawings and the second open house meeting garnering input would be a good model to follow. She believes this project will be a useful tool to educate property owners about land use issues and get people with different viewpoint to enter into a dialogue.

The Commission agreed the first focus area studied should be the SR 89A Corridor. Staff presented the idea of breaking the corridor into segments for ease of manageability.

a. CONSIDERATION AND POSSIBLE ACTION:

The Commission directed staff to develop a schedule and project outline for developing a focus area plan for the segment of SR 89 from the Clarkdale Parkway Roundabout to the Centerville Roundabout.

7. AGENDA ITEM: FUTURE AGENDA ITEMS:

- a. Rongo rezone request application has been modified and will return to the Commission in a public hearing on September 16, 2014.
- b. Staff is drafting a Historic Preservation Ordinance and this will be brought to the Commission in a worksession either in September or October.

8. AGENDA ITEM: ADJOURNMENT: Acting Chair deBlanc entertained a motion for adjournment. Commissioner Olguin motioned to adjourn the meeting. Commissioner Viarengo seconded the motion. The motion passed unanimously. The meeting adjourned at 5:03 p.m.

APPROVED BY:



Ida deBlanc
Acting Chairperson

SUBMITTED BY:



Beth Escobar
Senior Planner