



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

Tuesday, April 19, 2016 4:00 pm  
Administrative Conference Room – 39 N. Ninth St

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, April 19, 2016 at 4:00 p.m., in the Administrative Conference Room, 39 N. Ninth Street, Clarkdale, Arizona.**

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

**GUIDELINES FOR PUBLIC COMMENT**

The Town of Clarkdale endorses civil discourse. If you wish to speak at this meeting, please:

- Fill out a "Comment Card" and deliver to a staff person.
- When recognized, step to the podium and state your name and whether you are a Clarkdale resident.
- Direct all comments to the Planning Commission. Do not enter into a dialogue with the applicant or other members of the public.

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 April 11, 2016 at 9:00 a.m.

  
Beth Escobar  
Senior Planner

[www.clarkdale.az.gov](http://www.clarkdale.az.gov)

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:**
  - a. Consideration of the **Regular Meeting Minutes of March 15, 2016.**
5. **REPORTS:**
  - a. Chairperson and Members Report
  - b. Director's Report
6. **OLD BUSINESS:**
  - a. **DISCUSSION/POSSIBLE ACTION** regarding the SR 89A Focus Area Master Plan Update
  - b. **DISCUSSION:** Update on agricultural uses in Clarkdale
7. **FUTURE AGENDA ITEMS**
8. **ADJOURNMENT**

**MINUTES OF A REGULAR MEETING OF THE PLANNING COMMISSION OF THE TOWN OF CLARKDALE HELD ON TUESDAY, MARCH 15, 2016 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 15, 2016 at 4:00 p.m., in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, AZ.

**Planning Commission:**

Chair	Ida-Meri deBlanc	Present
Vice Chair	John Erickson	Present
Commissioners	Jorge Olguin	Present
	Craig Backus	Present
	Deborah Hunseder	Present

**Staff:**

Community Development Director	Jodie Filardo
Senior Planner	Beth Escobar

**Others in Attendance:** Mike Mongini, John Hutchinson, Nancy Futral, Fran Harris and others unidentified.

1. **CALL TO ORDER:** Chair de Blanc called the meeting to order at 4:00 p.m.
2. **ROLL CALL:** Director Filardo called the roll.
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**.

There was no public comment.

4. **MINUTES:**
  - a. Consideration of the **Regular Meeting Minutes of February 16, 2016**.  
**Commission Olguin moved to approve the Regular Meeting Minutes of February 15, 2016. Commissioner Backus seconded the motion. The motion passed unanimously.**
5. **REPORTS:**
  - a. Chairperson and Members Report – Chair de Blanc stated she attended the Chili Cook off/Lions Car Show on Saturday, March 12 and though it was a stellar event.
  - b. Director's Report  
Director Filardo summarized the following report:

findings, the recommended actions, and the priority action items recommended for implementation by the town hall body as follows:

1. Move forward with Arizona’s Strategic Vision for Water Supply Sustainability
2. Create and fund mechanisms to finance water supply and new infrastructure
3. Appropriately fund and staff ADWR (Arizona Department of Water Resources)
4. Educations
5. Conservation and augmentation. And
6. Legal reform.

For more information on this subject and the complete results of the event, please see the website: [aztownhall.org](http://aztownhall.org).

- **Arizona Bicycle Racing Association:**

Staff has been contacted by the president of the Arizona Bicycle Racing Association. The group is interested in doing a 2-day bicycle racing event in Clarkdale on April 9<sup>th</sup> & 10<sup>th</sup>. They are looking at staging the event in the portion of Crossroads at Mingus Subdivision west of Old Jerome Highway. We are in the process of evaluating their special event permit now.

- **Mountain Gate Landscaping.** Staff had initial discussions with BC Land Group about the required 15-foot landscape buffer along Clarkdale Parkway. This is an obligation of the development agreement for the Mountain Gate subdivision. Staff is suggesting this obligation be exchanged for a decomposed granite trail within the Town’s right-of-way along Clarkdale Parkway, starting at the existing sidewalk at the Mountain Gate roundabout and proceeding north to the end of the BC Land Group property. This area has existing native vegetation which could be cleaned up and the existing Mesquite trees pruned. The pathway would benefit both Mountain Gate residents and other pedestrians along the road. Staff is planning to bring this concept forward to Town Council for discussion.

- **Way-finding Monuments Updates.** Based on the response to the funding deadlines for the monument purchases, two monuments will be reallocated to the second position monument lottery winners. The monument on Broadway at the base of the hill where the Moose Lodge is located and the monument on Clarkdale Parkway downhill from the #1 Food Store roundabout are now under the control of Kerrie Snyder and Ralph Clemmer respectively. Once the art work is in to Jason Keller, we can expect installation within a relatively short time as the three initial bases are complete.

- **Clarkdale Downtown Business Alliance.** The Chili Cook-off planning is in full swing and restaurants are prepping their favorite recipes. From 10 AM until 2 PM on March 12<sup>th</sup>, come by the corner of Ninth and Main Streets for chili tastes - \$5 for a taste of each and \$2 for a scoop of your favorites as a topper to your Lion’s Club hot dog. Cars, hot dogs, chili and beers – the makings for a perfect Saturday!



6th Annual  
**CLARKDALE  
CAR SHOW**

**SATURDAY  
MARCH 12 2016  
9 AM - 2 PM**

FREE Admission

People Show, Auction  
30+ car brands  
Raffle & Silent Auction  
Beverages  
Food

HOSTED BY THE  
CLARKDALE - JEROME  
LIONS CLUB

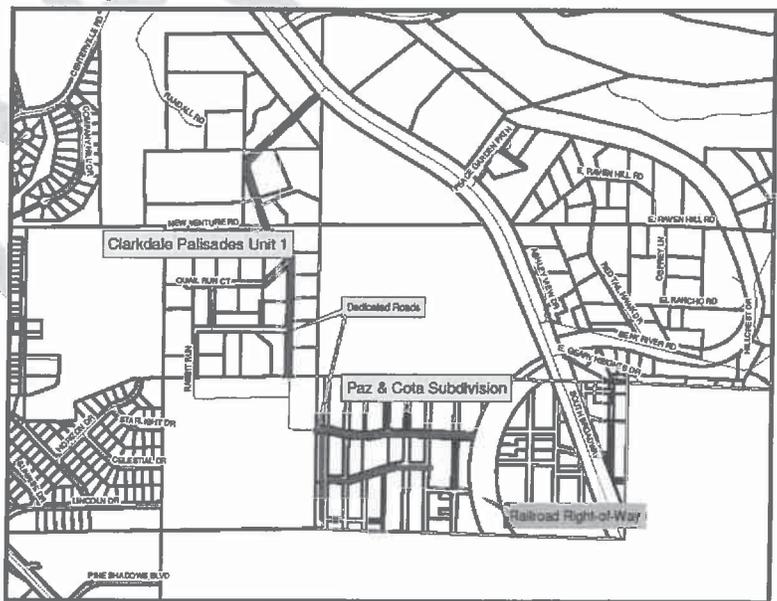
Clarkdale Town Hall  
39 North Ninth St  
Clarkdale, AZ



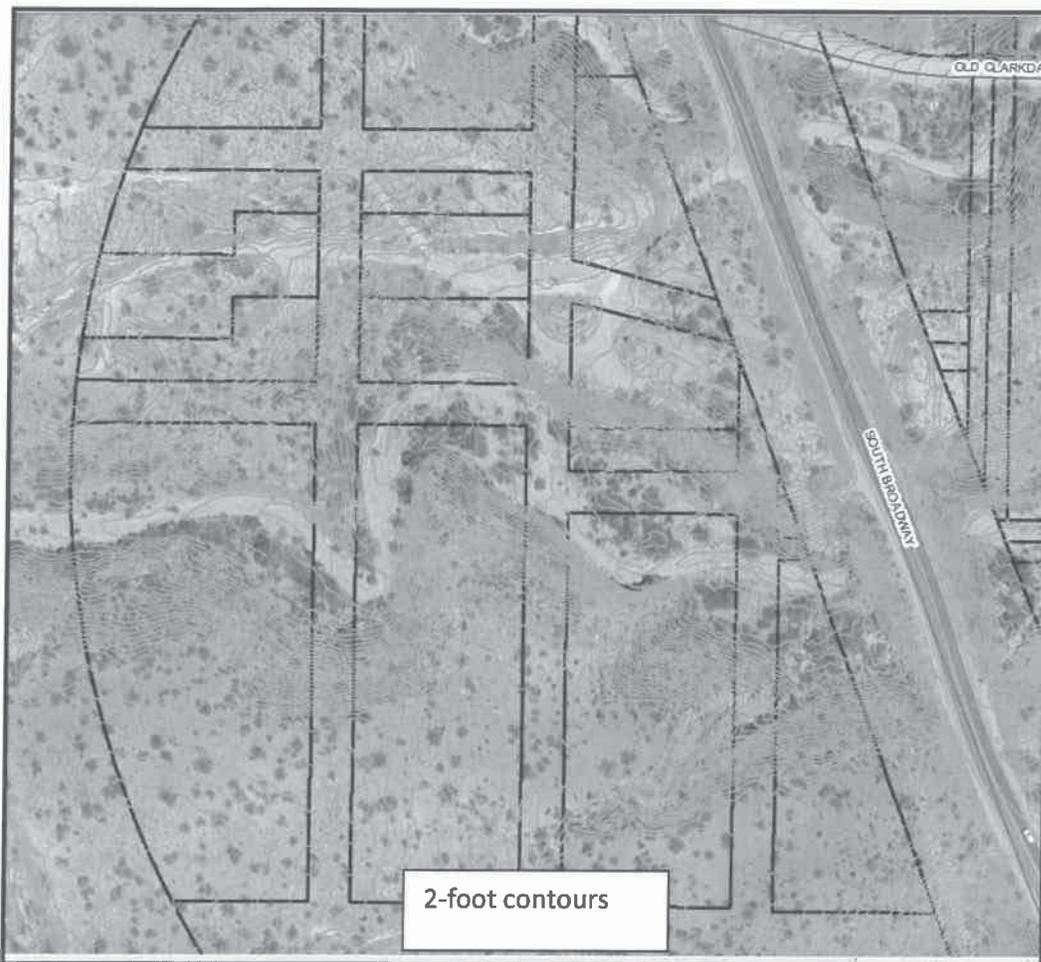
The Paz & Cota subdivision is divided by an approximately 250-foot wide railroad right-of-way. The portion of the subdivision east of this right-of-way is the property being proposed for abandonment. The area involved is approximately 22 acres and includes blocks 28-40 encompassing 222 lots. The lots average 45-feet wide and 90-feet deep.

The portion of the Paz & Cota subdivision to the west of the railroad right-of-way has been developed with 12 existing single-family homes. The first home in this area was built in 1972. The road surface within the Paz & Cota subdivision with existing homes is gravel with no curb and gutters system.

The subdivision is accessed from Broadway Street to Palisades Drive to Verde Street. The streets within the Paz & Cota subdivision were dedicated as public streets as part of the plat. This dedication has carried over so that the roads are reflected as Town of Clarkdale right-of-way although they have never been improved and accepted into the Town's road system by Town Council.



The roads in Clarkdale Palisades Unit 1 were dedicated as public right-of-way through the plat for this subdivision in 1972. The dedicated portion of Palisades Drive ends at the southern border of the Clarkdale Palisades Unit 1 subdivision. Approximately 230 feet of Verde Street is a non-dedicated portion of the access into the Paz & Cota subdivision.



A significant drainage feature, the north fork of Mescal Wash, traverses the southern portion of the property. There is also a drainage feature across the northeast corner of the property. A detailed engineering study of these drainage features would be required before any future development was permitted. These two major drainage features that traverse the property from west to east leave only the high plateau areas readily available for construction. The existing topography also makes it difficult to access this property from Broadway. In staff's opinion, only about one-third, or seven acres of the property, is really developable.

Public Participation

Notices were sent to 32 property owners within 1,000 feet of the subject property. The property was posted and a notice was published in the Verde Independent.

As of the date of this report, staff has not been contacted by any public regarding this application.

Review

The application was distributed to the Clarkdale Public Works and Police Departments and the Clarkdale Fire District. No comments or concerns from these reviewing agencies have been submitted.

**Commission Discussion**

7. **OLD BUSINESS:**

a. **DISCUSSION/POSSIBLE ACTION** regarding the SR 89A Focus Area Master Plan Update

**Staff Report:**

Three 'meet and greet' meetings were held to garner community input on the master plan:

Friday, March 4

2-4:00 p.m. Chateau Tumbleweed

4-6:00 p.m. Nate's Cowboy Cafe

Saturday, March 5

10-Noon Olsen's

Approximately 20 citizens provided input on the future development in this area. Because of the format of these meetings, staff and Commission members had the opportunity to connect with residents both within and outside Clarkdale. Olsen's was the best venue for this discussion, with staff having interacted with fifteen people on Saturday morning.

It was interesting to hear comments about Clarkdale's small town charm and the fact people prefer coming into Clarkdale to do their shopping rather than fighting the traffic into Cottonwood.

**Summary of Comments:**

**Preferred types of businesses:**

- Grocery store
- Day care/Senior care facility
- Arcade
- Outdoor sports facility
- Bookstore
- Coffee shop
- Professional offices
- Medical offices
- Businesses that provide good jobs

**Areas of concern:**

- View impact
- Noise
- Signage/visibility for existing businesses
- Increase in traffic
- Appearance of development should be pleasing, neat.
- Walkability of area

Staff heard from several residents with positive comments about the appearance of the Dollar General store. One resident of the Foothill Terrace neighborhood is still upset about 'this kind of store' being allowed in Clarkdale.

Several positive comments were received about the increase in connectivity in the area with the completion of Mescal Spur Road and Paloma Way.



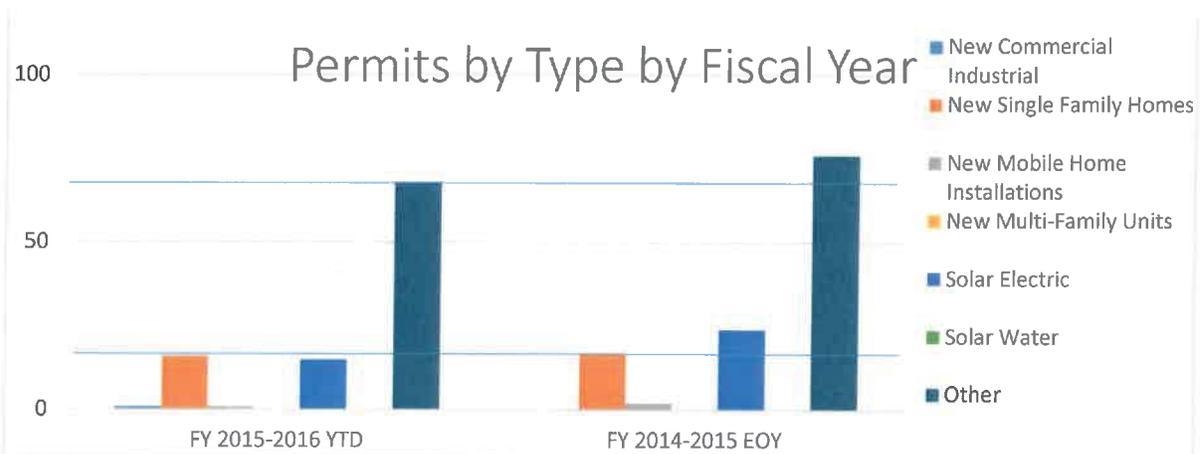
# Director's Report

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

**Staff Contact:** Jodie Filardo

**Meeting Date:** April 19, 2016

## 1. Statistics as of March, 2016 – 75% of fiscal year complete

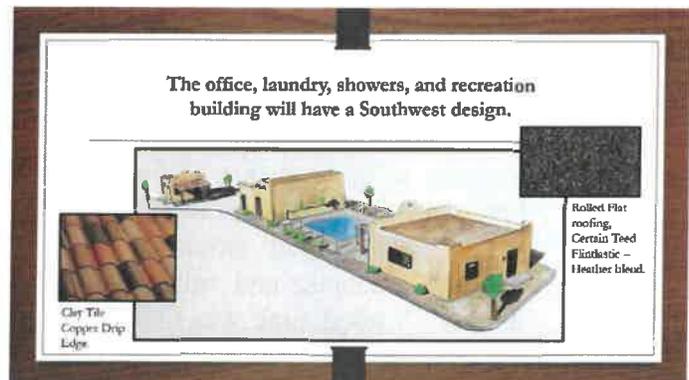


NOTE: "Other" category includes remodels, gas water line, walls, fences, accessory structures, roofing, electrical, plumbing, etc.

## 2. Recent Permits Issued - 6 total

- Sun room enclosure at 2161 Canyon Drive
- 3.8 KW photovoltaic electric at 2001 Crossroads Blvd
- Shade structure at 1151 SR 89a / Chateau Tumbleweed
- Re-roof at 1280 Deborah drive
- Remodel at 526 Main Street
- Remodel at 900 Main Street

3. **Design Review Board Decisions** – At their April 6<sup>th</sup> meeting, the DRB considered two applications: one for a sign for Sedona Wellness at 414 Peace Garden Path (just off of Broadway), and the other for the site for the new Rain Spirit RV Resort. The Sedona Wellness sign consideration was tabled until the next DRB meeting on





# Director's Report

---

winners of gift baskets for adults and tablets for students. We really appreciated Vice Chair Erickson's attendance, too!

5. **SBA Lease.** The Town is in negotiations with SBA Communications on the lease regarding the second proposed cell tower site on Town property in the Bitter Creek area. There is no date yet for the implementation of the tower due to the volume of lease changes.

6. **Dollar General is now open.** Be sure to stop and shop locally in our brand new store on Lisa Street. There is a little bit of everything available from food to greetings cards to cosmetics and medicine. Keep your sales tax in Clarkdale!



7. **VVREO RMAP Program.** The Verde Valley Regional Economic Organization has completed the first portion of the application for the USDA Rural Microentrepreneur Assistance Program. Work continues on the paperwork and account setups required to properly administer the \$500,000 in microloan funds and \$105,000 in technical assistance grants due to close in late June. While the amount of paperwork is a bit overwhelming, the Verde Valley Regional Economic Organization is determined to prevail!

8. **American Planning Association Conference.** Senior Planner Escobar's head is still spinning from the APA National Conference last week. Some highlights:

- The Metro light rail system has rejuvenated the downtown Phoenix area
- Spring is a perfect time to highlight Phoenix
- Over 4,000 planning professionals from all over the world attended the four-day conference
- Public art and public parks/spaces create a sense of place in Phoenix
- Developers are building smaller apartments and condos, at 250 – 350 square feet, and incorporating amenities in the development such as public spaces, recreational spaces and even grocery delivery and zip car rental to appeal to both retirees and millennials
- Issues focusing on water, including delivery systems, conservation and dealing with drought, are becoming critical issues around the world, not just within the southwest. For example, the foothill area west of Denver is expected to double in population in the next decade. In the Great Lakes area, the issue is infrastructure, as more and more people move away from cities like Chicago and Detroit, and into suburbs 60 – 100 miles away where no water lines exist.



# Staff Report

---

**Agenda Item:**            **WORKSESSION:** Discussion/possible action regarding the draft SR 89A Focus Area Master Plan.

**Staff Contact:**            Beth Escobar

**Meeting Date:**            April 19, 2016

**Presented to:**            Planning Commission

**Background:**

Staff has compiled the comments, input and feedback received during the last several months into a draft plan for this Focus Area.

The draft plan is in a PowerPoint presentation format, which will be emailed with this report. This format was chosen to allow for ease of presentation and posting to various websites.

In addition, there are no plans to widely distribute printed copies of the report.

**Recommendation:** Staff is asking for direction from the Planning Commission regarding the draft plan.

Attachment:

1. PowerPoint print out

# SR 89A FOCUS AREA Master Plan

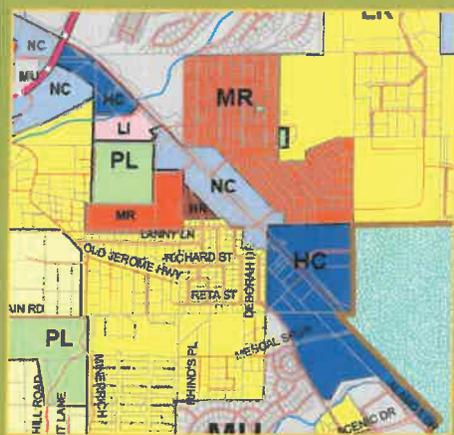
TOWN OF CLARKDALE, ARIZONA  
June 2016



SR 89A Corridor  
Clarkdale Parkway to Cottonwood Boundary

### General Plan

- Designated as a planning sub-area recognizing unique concerns and issues exist
- Increasing interest in commercial development along this corridor is anticipated in the near future
- Central portion of corridor is designated as **Neighborhood Commercial** 'intended for commercial retail and service needs that provide the surrounding neighborhoods and residents of Clarkdale with their basic day-to-day needs.'
- Properties on outer ends of corridor are designated as **Highway Commercial** 'intended for a wider range of community-wide and regional commercial uses.'
- The **Clarkdale Parkway Gateway**, the western end of the SR 89A Focus Area, is designated as a Growth Area in Chapter 9 of the 2012 General plan.
- **Sustainability Element:** 'Clarkdale seeks to maintain and enhance the livability, health and vitality of the Verde Valley and the natural systems to which it is a part, now and in the long-term future.'
- **Environmental Planning:** Goal 7.1 – To ensure Clarkdale maintains a sustainable environment that preserves its open space, natural assets and a healthy environment for its residents and visitors to enjoy.
- **Economic Development:** Goal 12.1 – To attract and retain enterprises that provide high-value, high wage jobs; to diversify and grow the local economy; to increase the local tax base; and to anticipate our economic future in order to strengthen our economy and help fund vital public services.



2012 Clarkdale General Plan  
Land Use Map

### The Process

- January 2015 to April 2015 – Meetings with Stakeholders and Property Owners of the corridor between the Clarkdale Parkway Roundabout and Centerville Road
- Goals of these meetings:
  - *Identify preferred uses*
  - *Identify obstacles and challenges*
- September 15, 2015 – First Community Meeting
- November 13, 2015 – Open House Meeting
- January 19, 2016 – Planning Commission began examination of remainder of SR 89A corridor
- Survey sent to property owners
- March 4 & 5<sup>th</sup> 2016 – Three meet and greet meetings presenting plan at local businesses.
- All input incorporated into final plan



Clarkdale expands study on 89A focus area

# The Plan

Goal: To encourage sustainable, attractive, productive development of the SR 89A Commercial Corridor



## Land Use

- Preserve Open Space
  - *Preserve existing washes as open space (supported by the 89A Commercial Overlay District)*
  - *Adopt a transfer of development rights ordinance to encourage the best use of property.*
- Protect views – the 89A Commercial Overlay District requires a viewshed analysis for all development within the corridor.
- Create an appealing storefront view from the highway through orientation of the building



### Community Design

- Retain small town feel of Clarkdale
- Provide goods and services to local residents
- Shield parking from highway (requirement of the overlay district)
- Develop sustainable and environmentally-friendly buildings
- Retain open spaces and natural areas, preserve existing washes
- Include outdoor, shaded public spaces
- Encourage multi-modal access between properties
- Reflect and enhance existing businesses in the historic downtown Clarkdale area



### Sustainable Development

- Guiding document adopted by Clarkdale Town Council in 2013
- Landscape Design Standards, Chapter Nine of the Town of Clarkdale Zoning Code, requires incorporation of xeriscape concepts and use of low-water native or adaptive plants.
- Integrate EPA Water Sense guidelines for landscaping and irrigation system design
- Use of on-site rainwater collection is encouraged.
- All exterior lighting shall be fully shielded per Chapter Eight of the Town of Clarkdale Zoning Code.



### CLARKDALE SUSTAINABILITY VALUES

**Siting** – Take advantage of the natural resources and consider the impact of building placement.

**Water Management** – Recognize that water is an extremely limited resource; efficient and effective management of that resource is critical.

**Infrastructure** – Design project infrastructure to have minimal impact on the environment.

**Green building** – Incorporate current technologies to support sustainable design.

**Design Principles** – Plan projects to fit into existing infrastructure and have minimal impact.

**Construction**: Incorporate best practices for energy efficiency and environmental quality

**Maintenance & Restoration** – Minimize environmental impact

**Landscape Standards** – Develop a landscape plan that conserves resources