



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

**Tuesday, May 17, 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, May 17, 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 May 9, 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 April 19, 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
7. **FUTURE AGENDA ITEMS**
8. **ADJOURNMENT**

**MINUTES OF A REGULAR MEETING OF THE PLANNING COMMISSION OF THE TOWN OF CLARKDALE HELD ON TUESDAY, APRIL 19, 2016 IN THE ADMINISTRATIVE CONFERENCE ROOM, 39 N. NINTH STREET, CLARKDALE, AZ.**

A Regular Meeting of the Planning Commission of the Town of Clarkdale was held on Tuesday, April 19, 2016 at 4:00 p.m., in the Administrative Conference Room, 39 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
Community Development Technician	Stephanie Vocca

**Others in Attendance:** No public in attendance.

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 March 15, 2016.**

**Commission Discussion:** Commissioner Olguin asked the commission to refer to page 8 of the draft minutes. The draft minutes stated that “Commissioner Olguin moved to recommend approval of the Subdivision Abandonment request as presented. Commissioner Olguin seconded the motion”. It was Commissioner Erickson who seconded the motion.

**Commission Olguin moved to approve the Regular Meeting Minutes of March 15, 2016 with the minor correction. Commissioner Hunseder seconded the motion. The motion passed unanimously.**

5. **REPORTS:**

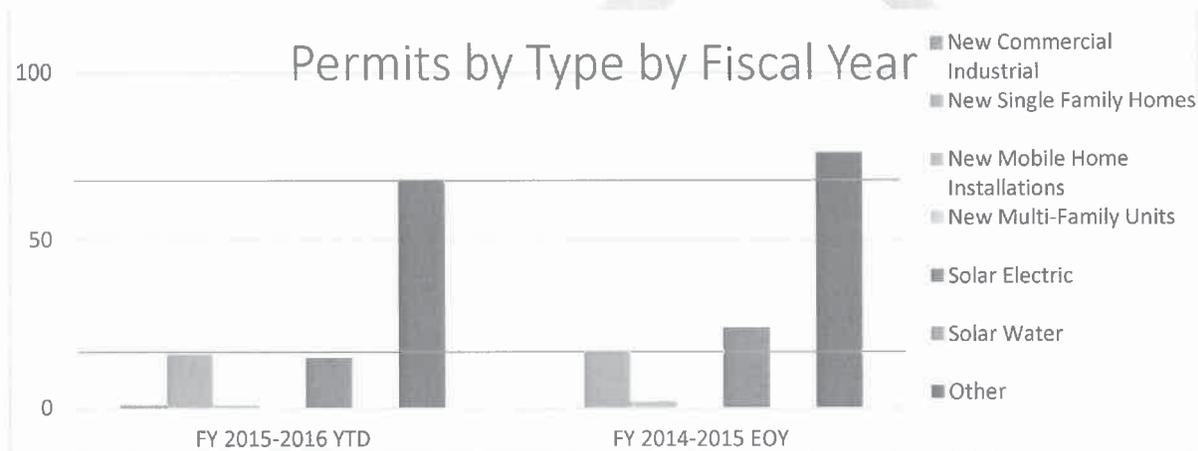
- a. Chairperson and Members Report – Chair de Blanc stated that she loved the wayfinding signs and thought that they were very well done. She stated that they weren’t just plain old signs and they fit in very well with Clarkdale. Commissioner Olguin asked who designed the signs. Community Development Director Filardo stated that the signs

were designed by the Community Development Department then they were taken to the Council and the Downtown Business Alliance for input and suggestions. Commissioner Erickson stated that he concurred with Chair de Blanc regarding the wayfinding signs. He also liked the new pedestrian crosswalk signs.

Commissioner Erickson stated people should make every effort to go to Dollar General. It's great for a quick trip and they have everything you need. Commissioner Erickson also commented on the Sci-Tech expo saying that it was very neat. He also brought up the fire district merger stated that he thinks it is very good for us. Chair de Blanc asked is the fire district merger was something that could be discussed in the meeting. Senior Planner Escobar stated that because this subject was not on the agenda, it could not be discussed in the meeting.

**b. Director's Report** Director Filardo summarized the following report:

• **Statistics as of March, 2016 – 75% of fiscal year complete**

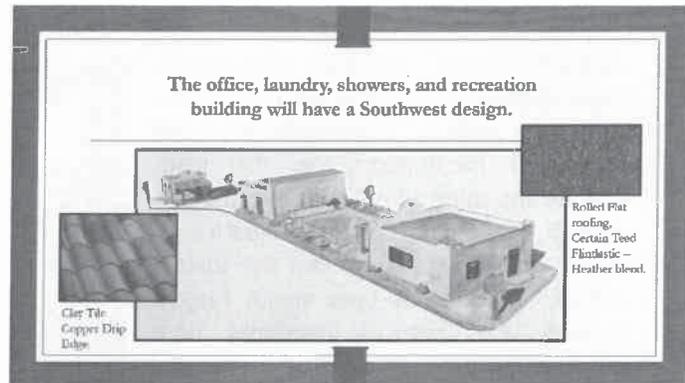


NOTE: "Other" category includes remodels, gas water line, walls, fences, accessory structures, roofing, electrical, plumbing, etc.

• **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

**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 May 4 due to the need to consider DRB recommendations shared with the applicant. The DRB application for the Rain Spirit RV Resort passed with the following stipulations suggested by staff and a couple additional stipulations recommended by the DRB:



1. Project shall comply with all specifications of the Town Code and any stipulations of officials representing the Town of Clarkdale, and all stipulations cited in CUP #091100.
2. The building shall be constructed and all signage shall be installed as reviewed and approved by the Design Review Board and as inspected by the Building Official.
3. Any changes to the approved design review shall be reviewed and approved by the Director of Community Development who may determine whether or not the application needs to return to the Design Review Board for review and approval.
4. Applicant shall comply with site preparation, grading and drainage requirements as stipulated in Town Code.
5. All lighting and landscaping and related systems as installed shall comply with Town Code.

With the following additional stipulations:

6. Relocation of the dog run to the northwest side of the property or additional screening to be placed at the current location.
7. Additional screening by landscaping to the back of storage unit.

- **2016 Verde Valley SciTech EXPO.** Another successful SciTech EXPO took place on Friday, April 8<sup>th</sup> at Yavapai College, Verde Valley Campus in Clarkdale. The Community Room, M-137 was bustling with exhibitors and visitors. Paul Grasso and Guss Espolt created a corn hole game aimed at teaching students what each color means when sprayed on the ground as part of a blue stake process. There were even hot dogs and hamburgers on the grill. Despite the intermittent rain and the last minute rearranging of the logistics to move everyone into a tent or inside, counts of attendees once again ranged around 200 parents, students, and interested adults. A good time was had by all, and there were many happy winners of gift baskets for adults and tablets for students. We really appreciated Vice Chair Erickson's attendance, too!



- **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.
- **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!



- **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!
- **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.
  - Requiring soil amendments in landscaped projects can help retain water in the soil and reduce irrigation requirements
  - After a dreadful opening day, the Diamondback's season can only get better.
- **The Clarkdale Kayak Company and the Boathouse Bar & Grill.** The conversion from Main Street Café & Pizzeria is complete and the newest outfitter in town hopes to take their first tours down the Verde River this Friday, April 15<sup>th</sup>. The approved window signs are installed and the restaurant is open again. Stop by and check out the new look.



6. **OLD BUSINESS:**

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

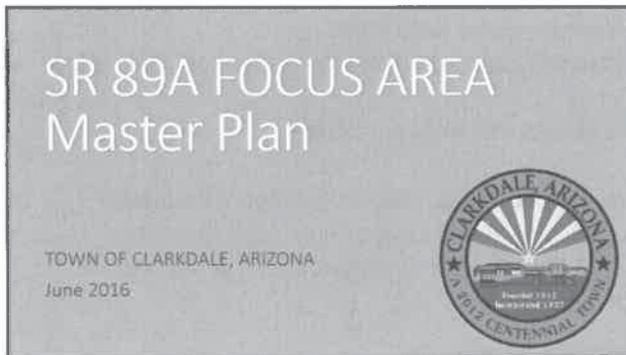
**Staff Report:**

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.



DRAFT

**Introduction**

In 2013 the Town Council adopted the Sustainable Community and Economic Development Plan. One of the goals identified in the plan is business retention, expansion and attraction. The first short-term strategy for this goal 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.

The highway corridor has adjacent residential property that could benefit and would be impacted by increased commercial development.

The Planning Commission began working on this project in August 2014 and decided to begin with the SR 89A Corridor Focus Area. Zoning in this area is commercial with existing industrial zoning for the Mold in Graphics property.

**Existing Conditions**

The portion of SR 89A within the Town of Clarkdale boundaries is approximately 1.6 miles in length.

There are eight establishments along the western side of the highway:

#1 Food Store and Gas Station	Mold In Graphics
Clarkdale Baptist Church	Chateau Tumbleweed
Olsen's	Dollar General
Nate's Cowboy Cafe	La Elma Auto Sales (new business)

There are no established businesses along the eastern side of the highway.

Approximately 60 acres on the west and 40 acres on the east are available for development.

Property along the corridor is held by 22 separate entities. With the exception of Mold in Graphics, all of the property adjacent to the highway is zoned commercial.

The properties are within the Highway 89A Overlay District. (Resolution #1203)

### 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

### Desired Business

- Neighborhood Services
- Provide high-quality jobs with commensurate salaries
- Businesses with limited impact on adjacent residential
- Grocery Store
- Medical/Professional Offices
- Day Care/Senior Care Facilities
- Entertainment options – movie theaters, arcades, outdoor sports facility
- Bookstore
- Coffee shop
- Complementary services supporting existing businesses

Interior View of a Shop

### The Process

- January 2015 to April 2015 – Meetings with Stakeholders and Property Owners of the corridor between the Clarkdale Parkway Roundabout and CenterVile 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

Community Meeting

Community Meeting

### Challenges & Opportunities

- Limited access off of State Highway
- Size and dimensions of individual properties
- Availability of wastewater and water infrastructure
- Availability of electric, gas and cable services
- Crossing of major washes
- Mitigate negative impact to adjacent residential neighborhoods
- Protect views
- Foster walkability
- Visibility/signage of existing and new businesses

Aerial View of Corridor

Aerial View of Corridor

## The Plan

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

CLARKDALE ARIZONA  
1917 CENTENNIAL 1917

### 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

Aerial View of Corridor

Aerial View of Corridor

### Circulation

- Construct "backage" road connections behind properties where possible
  - Extension of Alamos Drive
  - Acquisition of front half of Paloma Way
  - Development of additional access from Mountain Gosa Drive
- Encourage pedestrian connections
  - Between businesses
  - From adjacent neighborhoods
  - On new and existing roadways and trails
- Encourage multi-modal travel
  - Bicycle stands and rental facilities
  - Red Wine Line
- Encourage shared driveways and access across developments

Aerial View of Corridor

Aerial View of Corridor

Clarkdale Parkway  
to Community Development  
South Phoenix Area Plan

<p><b>Community Design</b></p> <ul style="list-style-type: none"> <li>• Retain small town feel of Clarkdale</li> <li>• Provide goods and services to local residents</li> <li>• Shield parking from highway (requirement of the overlay district)</li> <li>• Develop sustainable and environmentally-friendly buildings</li> <li>• Retain open spaces and natural areas, preserve existing washes</li> <li>• Include outdoor, shaded public spaces</li> <li>• Encourage multi-modal access between properties</li> <li>• Reflect and enhance existing businesses in the historic downtown Clarkdale area</li> </ul>		<p><b>Sustainable Development</b></p> <ul style="list-style-type: none"> <li>• Guiding document adopted by Clarkdale Town Council in 2013</li> <li>• 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.</li> <li>• Integrate EPA Water Sense guidelines for landscaping and irrigation system design</li> <li>• Use of on-site rainwater collection is encouraged.</li> <li>• All exterior lighting shall be fully shielded per Chapter Eight of the Town of Clarkdale Zoning Code.</li> </ul>	<p><b>CLARKDALE SUSTAINABILITY VALUES</b></p> <p><b>Siting</b> – Take advantage of the natural resources and consider the impact of building placement.</p> <p><b>Water management</b> – Recognize that water is an extremely limited resource; efficient and effective management of that resource is critical.</p> <p><b>Infrastructure</b> – Design project infrastructure to have minimal impact on the environment.</p> <p><b>Green building</b> – Incorporate current technologies to support sustainable design.</p> <p><b>Design Principles</b> – Plan projects to fit into existing infrastructure and have minimal impact.</p> <p><b>Construction</b> – Incorporate best practices for energy efficiency and environmental quality.</p> <p><b>Maintenance &amp; Restoration</b> – Minimize environmental impact.</p> <p><b>Landscape Standards</b> – Develop a landscape plan that conserves resources.</p>
<p><b>Implementation Objectives</b></p> 		<ul style="list-style-type: none"> <li>• Publish the Master Plan on AZ Zoom Prospector (Summer 2016)</li> <li>• Develop an outreach plan to make contact with desired businesses (Fall 2016)</li> <li>• Adopt a Transfer of Development Rights Ordinance (Winter 2016)</li> <li>• Create a water/wastewater infrastructure expansion plan (Spring 2017)</li> <li>• Create a master circulation plan (December 2017)</li> </ul>	

**Commission Discussion:**

- Chair de Blanc asked how to designate between neighborhood commercial and highway commercial. Senior Planner Escobar stated that neighborhood commercial serves the community and highway commercial requires people to travel to the community to sustain business. She stated that an example of a highway commercial business would be Target. Chair de Blanc asked if highway commercial could be used as neighborhood commercial and vice versa. Senior Planner Escobar confirmed that designated areas could be used as highway or neighborhood commercial because the underlying zoning is Commercial and allows for a variety of uses.
- Commissioner Hunseder brought up concerns regarding more businesses in the corridor and preserving views and dark skies. Senior Planner Escobar stated that we do have lighting ordinances and that new lighting must be shielded but interior lighting is required by public safety. Commissioner Hunseder asked when the lights would be turned off and Senior Planner Escobar stated that the outside lights would be turned off at close of business.
- Commissioner Backus brought up the lack of landscaping out to the sidewalk along 89A. He stated that the landscaping Dollar General has done looks very nice but there is a gap between their landscaping and the sidewalk that is filled with desert broom. Nate's and the dealership have the same problem. Senior Planner Escobar stated that Olsen's and Chateau Tumbleweed have the same issues and you cannot see their signs. Commissioner Backus asked how we can implement a plan to have that gap maintained even though it is not their property and if they can be required to clean up an area that is ADOT's responsibility. Commissioner Backus had the idea to simply lay rock down in those areas. Senior Planner Escobar stated that Dollar General asked if they could maintain this area and ADOT denied their request. Senior Planner Escobar thought it would be a good idea to meet with ADOT regarding this issue. Commissioner Backus said that ADOT doesn't want anyone ruining their drainage. He stated that we would only want to control the vegetation, possibly with weed cloth and rocks. Commissioner Olguin brought up the safety concern for people pulling out of Lisa Street and

that ADOT should respond to that. Chair de Blanc had concerns with asking individual businesses to maintain land that is not their property but we could have some kind of recommended plan. Chair de Blanc would hate to see us encouraging watering of plants. Commissioner Backus stated that we wouldn't encourage plants that needed watering, we would just want the weeds removed to improve the property and have a clear view out to the sidewalk. He also stated that the only issue with having businesses maintain the ADOT area is that if ADOT ever wanted to expand the road, they would have to remove what the business owners improved. Senior Planner Escobar stated that is a good reason not to include landscaping requirements and Commissioner Backus stated that it has to be a long term commitment and not just a one-time thing.

- Regarding the Goal, Commissioner Olguin stated that he wasn't sure about the word "encourage" and that it seemed weak but maybe the word ensure was too strong. Commissioner Hunseder suggested the word "promote". Chair de Blanc suggested the word "foster". Senior Planner Escobar came up with "We will be a community with..." and Commissioner Olguin stated that would be a big improvement.
- Chair de Blanc asked if Olsen's and Nate's were interested in having their businesses on the wayfinding signs and Senior Planner Escobar said that she has spoken to them about that. Commissioner Hunseder asked if we are getting inquiries regarding the wayfinding signs and Community Development Director Filardo stated that we have had questions regarding the sign going into Old Town Cottonwood.

**b. DISCUSSION / POSSIBLE ACTION** regarding Agricultural uses in Clarkdale

- Senior Planner Escobar stated that Commissioner Erickson wanted to focus on Chateau Tumbleweed putting vines on the property next to their business but agriculture is not an allowed used. Senior Planner Escobar stated that this subject has been brought to Council two times and it has been denied both times. Senior Planner Escobar stated that she is waiting for feedback from Strategic Planning. Once this is implemented, the plan for Bitter Creek is to grow grapes and water them using the town effluent and this could make a stronger foundation for agricultural use.
- Commissioner Erickson stated that on a visit to Chateau Tumbleweed where he spoke to one of the owner's, it was discussed how nice it would be to have a vineyard to view. Commissioner Erickson thought it would be very important to compare the water use of a 1 acre vineyard compared to 4 houses on 1 acre.
- Chair de Blanc stated that it would be nice to see a vineyard along the 89A corridor if that is what a certain business wanted but asked if the surrounding businesses would want vineyards.
- Commissioner Backus asked if they would need a conditional use permit or change of zoning and Senior Planner Escobar said that they had tried to take both to the Council but now that we have Dollar General to compare water usage, it may be a positive thing to bring to the Council. Commissioner Backus also brought up the fact that opening up areas for agricultural use could cause a gray area in property tax that people could take advantage of. Senior Planner Escobar stated that the business would need to have active use on the property.
- Commissioner Backus stated that he is currently helping someone out with their vineyard and that the vineyard must be watered for 4 hours 2 times per week. Commissioner Hunseder asked if it was a drip system and Commissioner Backus confirmed stating that the amount of water being used is 16 gallons per week per plant. Senior Planner Escobar stated that different types of grapes require different amounts of water.

7. **FUTURE AGENDA ITEMS**

- a. Senior Planner Escobar stated that the SR 89A Focus Area Master Plan would be brought back in May and that there were no other future agenda items. Commissioner Olguin asked about a timeline for this plan and if it was too ambitious. Senior Planner Escobar stated that there are other departments involved and they have already begun working on their projects.

8. **ADJOURNMENT**

- a. **Commissioner Backus moved to adjourn the meeting. Commissioner Erickson seconded the motion. The meeting was adjourned at 4:58 p.m.**

APPROVED BY:

SUBMITTED BY:

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Ida de Blanc  
Chairperson

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Stephanie Vocca  
Community Development Technician



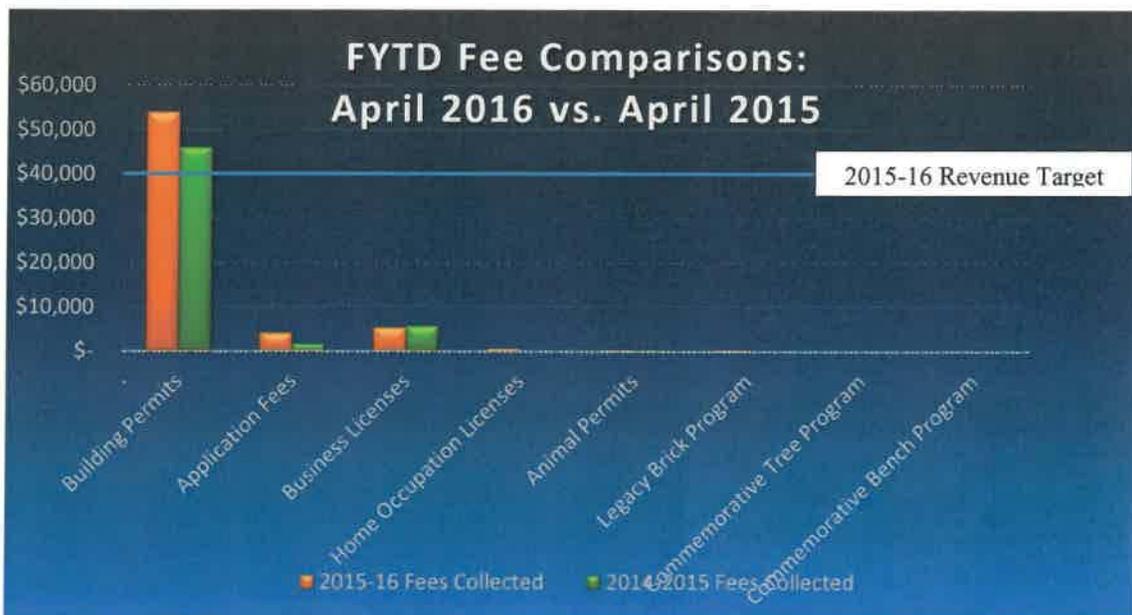
# Director's Report

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

**Staff Contact:** Jodie Filardo

**Meeting Date:** May 17, 2016

**1. Statistics as of April, 2016 – 83% of fiscal year complete**



**2. Recent Permits Issued - 8 total**

- 12 KW photovoltaic solar electric at 2000 Lone Star Trail
- Re-roof at 1415 Main Street
- Remodel of interior at 1341 SR 89a
- Electrical upgrade at 581 Lincoln Drive
- Accessory structure at 1100 First South Street
- Fence at 2216 Austin Way
- Grading at 12 East Tuzigoot Road
- Electrical upgrade at 1401 Third South Street

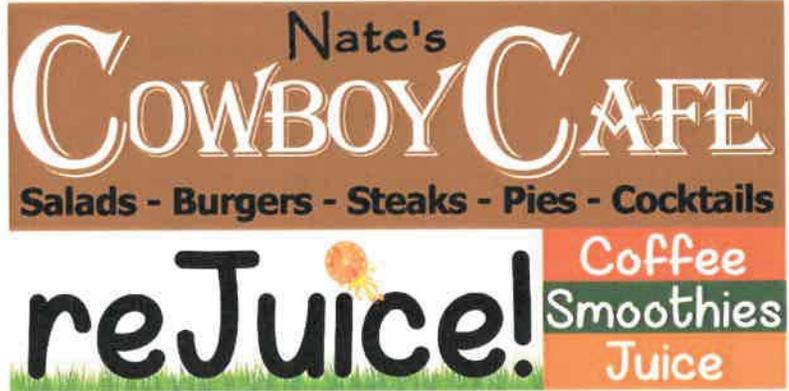
**3. Design Review Board Updates –** The following applications were considered and passed with a couple slight modifications at the May 4<sup>th</sup> meeting of the Design Review Board.

**1. DRB-091242 Olsen's Grain.** Discussion/possible action regarding an application for a proposed wall sign and off-premise sign, located at 1171 State Route 89A, Parcel # 406-26-314D.



# Director's Report

2. DRB-091243 Nate's Cowboy Café. Discussion/possible action regarding an application for a proposed a wall sign and revised monument sign inserts for Nate's Cowboy Café, located at 1481 State Route 89A, Parcel #406-26-344A.



3. DRB-091244 Arizona Copper Art Museum. Discussion/possible action regarding an application for signs, lighting and a paver area, located at 849 Main Street, Parcel # 400-06-032B.



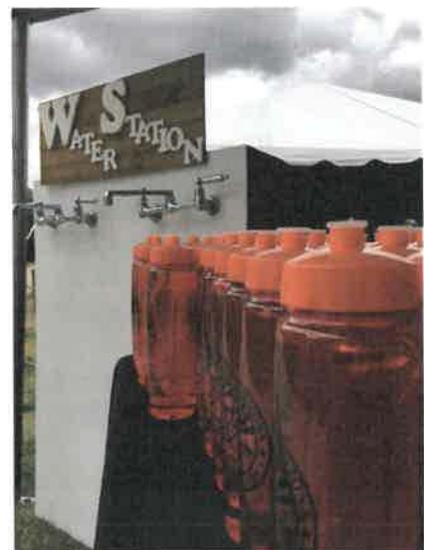
4. DRB-091228 Sedona Wellness Institute Discussion / possible action regarding an application for a proposed monument sign, for a new business located at 414 Peace Garden Path, parcel number 400-07-026F.

4. Clarkdale Events – The Verde Valley Wine Fest was held on May 7<sup>th</sup> in Town Park featuring local wines, craft brews and foods to delight even the most demanding palate. Sponsored by Four Eight Wineworks and Made In Clarkdale, this festival drew makers from all over Arizona with wines made from Arizona grapes only. In addition, there was live music performed



throughout the event. Despite dire weather predictions, all 800 tickets sold out and the weather held. In addition, this event featured our first-ever water station and the new, PBA-free, Made in USA tangerine Town of Clarkdale water bottles. We filled over 600 of them during the four-hour event, and the crowd loved using refillable bottles as opposed to creating loads of trash from plastic water bottles.

The next festival is planned for May 6, 2017 so mark your calendars.

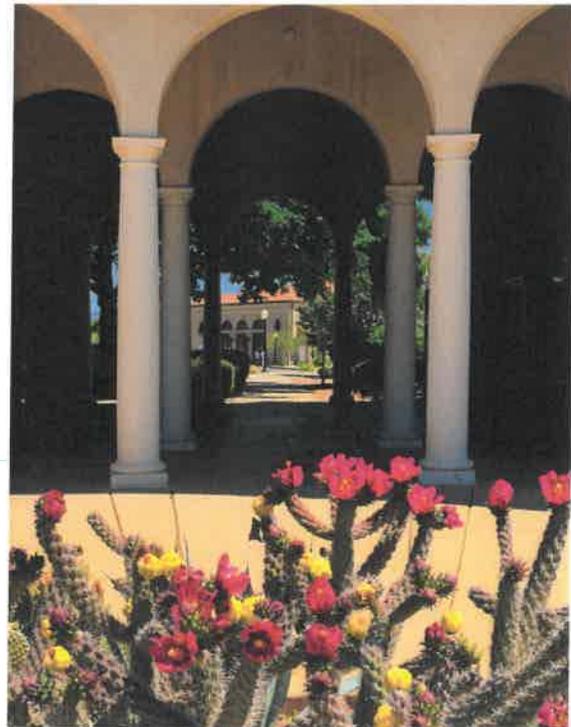




# Director's Report

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5. **Arts in Clarkdale** - Staff has been meeting with Elizabeth Gerstner, a Clarkdale resident, artist and teacher who is proposing an art project in the center of the Clarkdale Parkway Roundabout. Elizabeth is on the board of Made in Clarkdale, and is working with the Clarkdale Historical Society and the Jerome Historical Society to develop an art piece that resonates with the history of the two communities. She will be presenting the concept to a joint meeting of the Design Review Board and Community Services Commission prior to beginning widespread community outreach. Once the plan is finalized, it will be presented to Town Council for consideration.
6. **Stars are amongst us.** May 10<sup>th</sup> is the day Planning Commission Chair Ida de Blanc and Senior Planner Escobar presented the draft SR 89A Focus Area Plan on Yavapai Broadcasting's show County-Wide.
7. **Clarkdale in the news.** Two social media outlets featured Clarkdale during the week of May 7<sup>th</sup>: LocalFirst AZ and TripAdvisor.
  - Local First featured 5 Reasons to Visit Clarkdale This May: Verde Valley Wine Festival, Clarkdale Kayak Company, Arizona Copper Art Museum, Verde Canyon Railroad, and Violette's Bakery Café.  
Link: <http://localfirstaz.com/news/2016/04/27/clarkdaletop5/>
  - On TripAdvisor, Clarkdale hits its 2,000<sup>th</sup> review of Things to Do. Go Clarkdale!!!
8. **Aaron's Blood**, the film shot entirely in Clarkdale, Cottonwood, and Sedona is making its world premiere at the International Vampire Film and Arts Festival on May 26-29, 2016 in Sighisoara, Transylvania. In case you're going to be in the area, Jodie has the details.
9. **Circle Garden in bloom.** Thanks to John and Isabel Erickson, the cactus garden at the corner of Ninth and Main Streets is having another banner blooming season. Here's a sample of the blossoms.





# Staff Report

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

**Staff Contact:**            Beth Escobar

**Meeting Date:**            May 17, 2016

**Presented to:**            Planning Commission

**Background:**

The first SR 89A Focus Area stakeholder's meeting was held on November 6, 2014. These meetings continued through April of 2015. During these meetings information was obtained regarding challenges to development and the types of businesses the property owners and stakeholders would like to see in this area.

This information was presented to the community in formal meetings on September 1 and November 16, 2015 and then in a series of meet and greet meetings at local businesses in March of 2016.

Staff has compiled the comments, input and feedback received during all of these meeting into a draft plan for this Focus Area.

The draft plan is in a PowerPoint presentation format. This format will facilitate emailing and electronic posting of the plan. There are no plans to widely distribute printed copies of the report.

**Plan Elements:**

The plan is divided into three sections:

1. **Introduction and Background** including:
  - a. A map of the corridor
  - b. A description of the corridor
  - c. General Plan designation
  - d. A description of the plan development process
  
2. **The Plan** including:
  - a. An outline of challenges and opportunities
  - b. A list of desired businesses as expressed by the stakeholders and community
  - c. A detail of the Clarkdale Parkway Roundabout with major recommended plan components
  - d. Design standards



# Staff Report

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3. Implementation Objectives including:
  - a. Timeline for objectives and lead departments

Staff will be asking for Council input on the implementation timeline.

**Summary:**

In staff's opinion the plan provides a foundational description of the SR 89A corridor as it exists today and a vision for future development.

**Recommendation:** Staff is asking for direction from the Planning Commission regarding the draft plan and whether it is ready to move forward to Town Council for review and adoption.

Attachment:

1. PowerPoint print out

# SR 89A FOCUS AREA Master Plan

TOWN OF CLARKDALE, ARIZONA  
June 2016

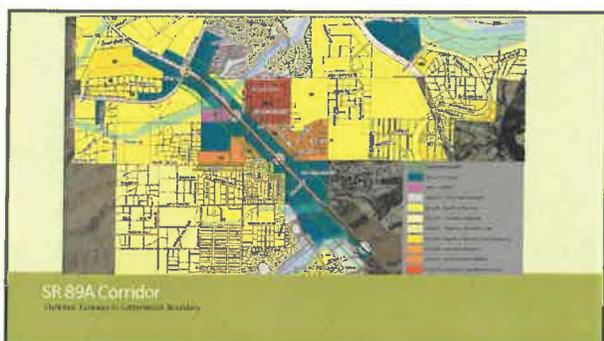


## Introduction and Background

Presented by the Clarkdale Planning Commission:

Chair – Ida de Blanc  
Vice Chair – John Erickson

Commissioners:  
Jorge Olguin  
Craig Backus  
Debbie Hunseder



### Introduction

In 2013 the Town Council adopted the Sustainable Community and Economic Development Plan. One of the goals identified in the plan is business retention, expansion and attraction. The first short-term strategy for this goal 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.

The highway corridor has adjacent residential property that could benefit and would be impacted by increased commercial development.

The Planning Commission began working on this project in August 2014 and decided to begin with the SR 89A Corridor Focus Area.

Zoning in this area is primarily commercial with industrial zoning for the World in Graphics property.



### Existing Conditions

The portion of SR 89A within the Town of Clarkdale boundaries is approximately 1.6 miles in length.

There are eight establishments along the western side of the highway:

#1 Food Store and Gas Station	Mold In Graphics
Clarkdale Baptist Church	Chateau Turbuleweed
Diana's	Du'lar General
Nate's Cowboy Café	La Zima Auto Sales (new business)

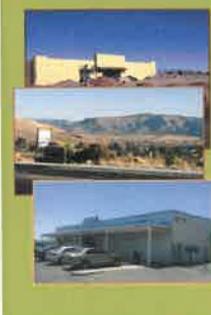
There are no established businesses along the eastern side of the highway.

Approximately 60 acres on the west and 40 acres on the east are available for development.

Property along the corridor is held by 22 separate entities.

With the exception of Mold In Graphics, all of the property adjacent to the highway is zoned commercial.

The properties are within the Highway 89A Overlay District. (Resolution #1203)



### 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 2013 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 "1.1 – 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.



### 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 priorities, benefits 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



## The Plan

Goal: Development within the SR 89A Commercial Corridor will be sustainable, attractive and productive.



### Land Use

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



### Challenges & Opportunities

- Limited access off of State Highway
- Size and dimensions of individual properties
- Availability of wastewater and water infrastructure
- Availability of electric, gas and cable services
- Crossing of major washes
- Mitigate negative impact to adjacent residential neighborhoods
- Protect views
- Foster walkability
- Visibility/signage of existing and new businesses



### Circulation

- Construct "backage" road connections behind properties where possible
  - Extension of Alamos Drive
  - Acquisition of front half of Paloma Way
  - Development of additional access from Mountain Gate Drive
- Encourage pedestrian connections
  - Between businesses
  - From adjacent neighborhoods
  - On new and existing roadways and trails
- Encourage multi-modal travel
  - Bicycle stands and rental facilities
  - Red Wine Line
- Encourage shared driveways and access across developments




### Desired Businesses

- Neighborhood Services
- Provide high-quality jobs with commensurate salaries
- Businesses with limited impact on adjacent residential properties
- Grocery Store
- Medical/Professional Offices
- Day Care/Senior Care Facilities
- Entertainment options – movie theaters, arcades, outdoor sports facility
- Bookstore
- Coffee shop
- Complementary services supporting existing businesses



Grand Opening of Chateau Tumbleweed  
1151 SR 89A

### Design Standards

- 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
- Orient buildings to preserve viewsheds
- Establish a relationship to existing structures with new construction
- Include outdoor, shaded public spaces
- Encourage multi-modal access between properties
- Reflect and enhance existing businesses in the historic downtown Clarkdale area
- Minimize lighting, including light spill from interior spaces
- Use non-reflective materials and matte finishes
- Vary roof lines and building masses
- Incorporate electric charging stations



### Sustainable Development

Guiding document adopted by Clarkdale Town Council in 2013

- Use Landscape Design Standards, Chapter Nine of the Town of Clarkdale Zoning Code, incorporating xeriscape concepts and use of low-water native or adaptive plants.
- Integrate EPA Water Sense guidelines for landscaping and irrigation system design.
- Encourage use of on-site rainwater collection.
- Shield all exterior lighting fully 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.

## Implementation Objectives



Designing for Pedestrians



