MINUTES OF A REGULAR MEETING OF THE PLANNING COMMISSION OF THE TOWN OF CLARKDALE HELD ON TUESDAY, MAY 17, 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, May 17, 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

Others in Attendance: Julie Koehler, Ann with Sedona Wellness

1. **CALL TO ORDER:** Chair de Blanc called the meeting to order at 4:01 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 April 19, 2016.**

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

5. **REPORTS:**

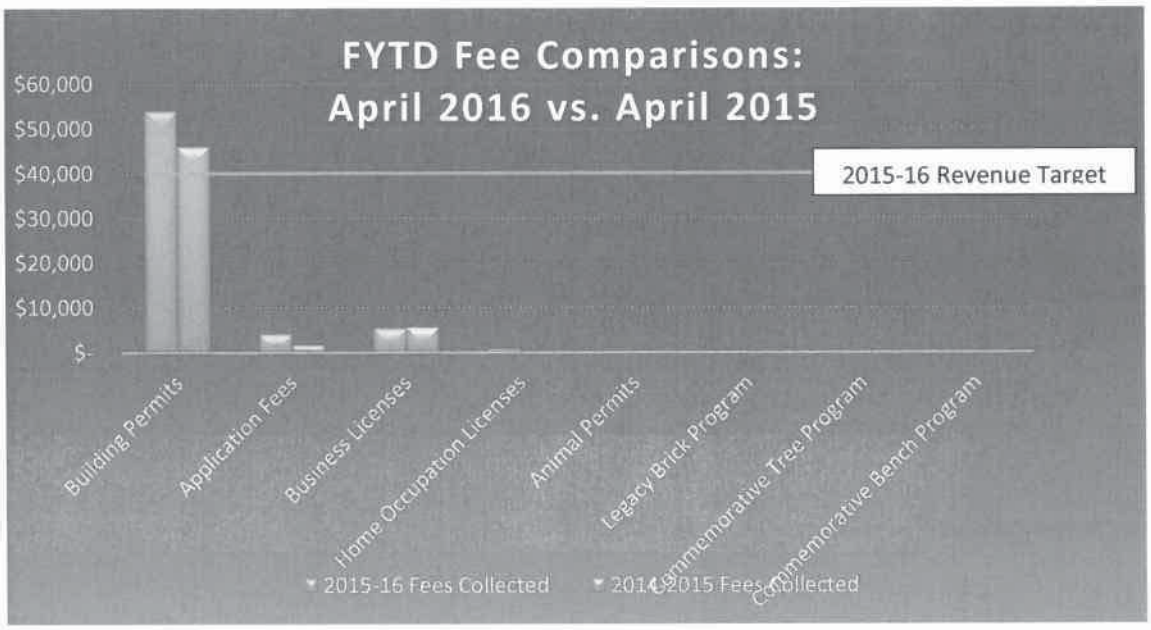
   Chairperson Report – Chair de Blanc reported the taping for the CountyWide program presented by Yavapai Broadcasting regarding the SR 89A Focus Area Plan went very well.

   Commissioner Erickson expressed his thanks to the Public Works crew for the cleanup of weeds along Main Street.

   Commissioner Hunseder stated the Verde Valley Wine Festival on May 7 was a great event.

   Director Filardo presented her report:

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



- **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

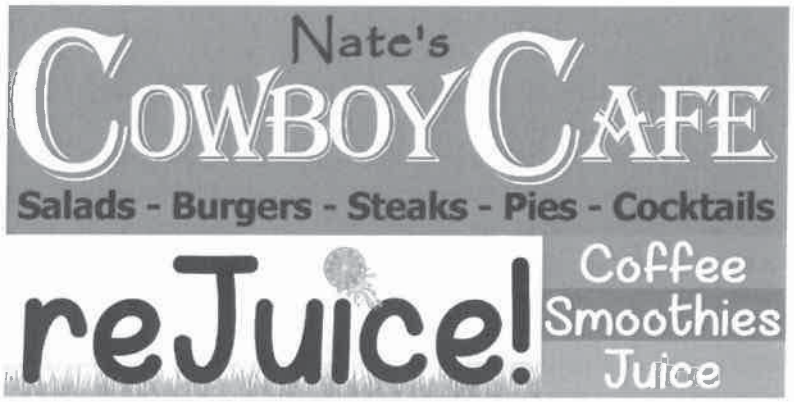
  Grading at 12 East Tuzigoot Road

  Electrical upgrade at 1401 Third South Street

- **Design Review Board Updates** – The following applications were considered and passed with a couple slight modifications at the May 4th 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.

2. DRB-091243 Nates 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.

- **Clarkdale Events** – The Verde Valley Wine Fest was held on May 7th 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

VERDE VALLEY
Wine Festival

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

- **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.

- **Stars are amongst us.** May 10th 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.

- **Clarkdale in the news**. Two social media outlets featured Clarkdale during the week of May 7th: 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 2,000th review of Things to Do. Go Clarkdale!!!

- 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.

- **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.

6. **OLD BUSINESS:**

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

   Staff gave the following report:

   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 the SR 89A 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

3. Implementation Objectives including:
    a. Timeline for objectives and department responsible for leading the implementation

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

Senior Planner Escobar presented the plan in PowerPoint:

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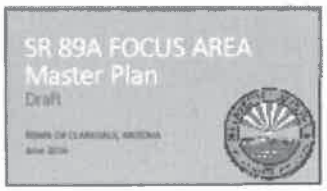
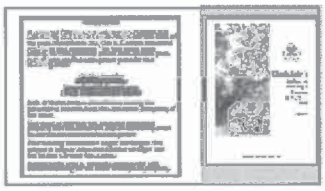
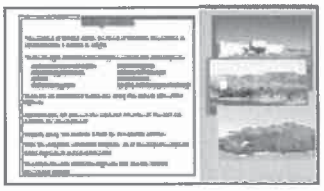
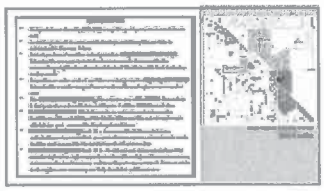
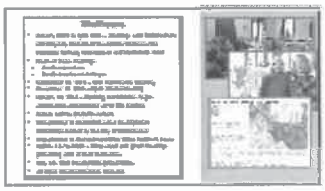

SR 89A FOCUS AREA
Master Plan
Draft

Introduction and
Background

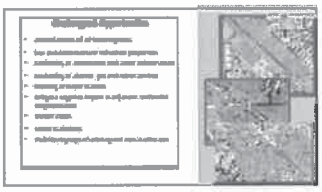








The Plan
Goal: Development within the SR 89A Commercial Corridor will be sustainable, attractive and productive.



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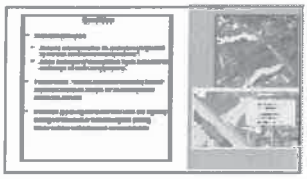

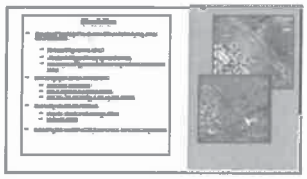

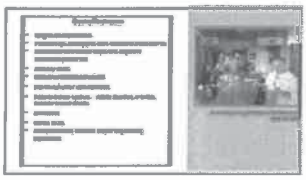

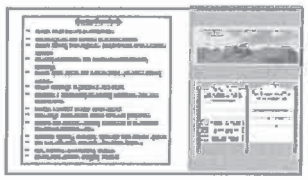

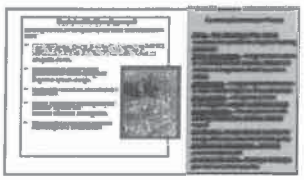

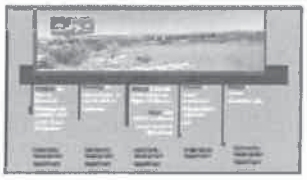

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Summary:
In staff's opinion the plan provides a foundational description of the SR 89A corridor as it exists today and a vision for future development.

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.

Commission Discussion:

- The Commission stressed the importance of getting a handle on the weed control along SR 89A. The area was originally hydroseeded with a wildflower mix, but these plants have been overgrown by more aggressive species. Issues involved in weed control in the right-of-way include erosion control and existing drainage patterns, infrastructure protection, consistency in regulations all along the corridor.
- The Commission suggested staff meet with owners of existing businesses along the corridor first to develop solution plan before meeting with ADOT regarding weed control.
- The Commission suggested an additional slide for the plan to show the advantages of developing in Clarkdale.
- The Commission asked what the outreach plan would accomplish. Director Filardo explained the Town is not in a position to offer incentives to developers. The outreach would be tailored to businesses that fit the profile of Clarkdale. Work could also be done to create an economic development web page. The Commission offered to assist with the development of this outreach plan.
- The Commission suggested a change to the title of 'Design Standards' to clarify the importance of the elements listed and reflect the flexibility of these standards.
- The Commission suggested staff contact ADOT to get input on the plan. Senior Planner Escobar explained that an early draft had been sent to ADOT and they were supportive of the backage road concept. A final copy will be forwarded to ADOT after Council approval.

Public Input
Julie Koehler, resident of Mountain Gate, requested clarification of the term 'backage road'. Staff explained these were secondary roads along the rear of commercial property providing access to local residents into the commercial area.

Commission Action:

Commissioner Hunseder moved to move the draft plan forward to Town Council for review and approval. Commissioner Backus seconded the motion. The motion passed unanimously.

7. **FUTURE AGENDA ITEMS**
    a. Senior Planner Escobar stated there are two projects staff intends to bring forward to the Commission in June:
        i. Begin discussion of the Bitter Creek Industrial Area Focus Area Plan
        ii. Resuscitation of the Agricultural Uses Ordinance

8. ADJOURNMENT

a. **Commissioner Erickson moved to adjourn the meeting. Commissioner Hunseder seconded the motion. The meeting was adjourned at 5:04 p.m.**

APPROVED BY:

Ida de Blanc
Chairperson

SUBMITTED BY:

Beth Escobar
Senior Planner