



# Staff Report

---

**Agenda Item:** ENVISIONING CLARKDALE'S FUTURE - A worksession with Boards and Commissions for a review of the January Council Strategic Planning process and review of the 2008/2009 General Plan update process.

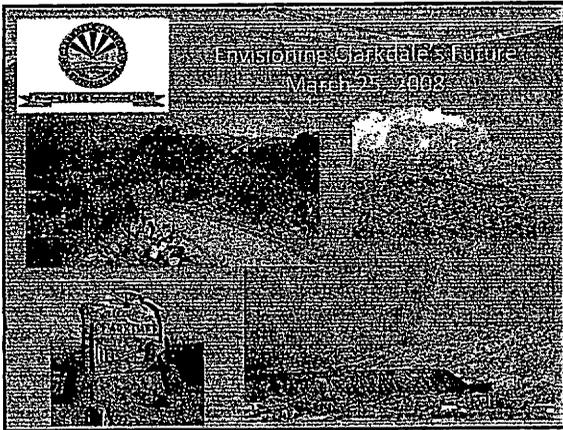
**Staff Contact:** Gayle Mabery, Town Manager

**Meeting Date:** March 25, 2008

**Background:** The Town of Clarkdale Council and Department Heads met on January 23 and 24, 2008 in a Strategic Planning Session. The Council engages in Strategic Planning each year to review progress on strategic objectives, and to set new goals as may be appropriate. In addition to setting short and long-term priorities, this year's session included a component called "Clarkdale 2020", which called for the members of the Town Council to share their perspectives on what Clarkdale would be like in the year 2020.

Town Council has invited all Board and Commission members to a worksession to review and discuss the January Council Strategic Planning. One of the priorities that advanced from Strategic Planning was a need to proceed with an update to Clarkdale's General Plan. The Town's General Plan guides many of the issues that we undertake, and must work in concert with the community's vision of its future. With that in mind, Community Development Director Sherry Bailey will also give a brief update on the 2008/09 General Plan update process.

**Recommendation:** This is a worksession only, and no formal action is required.



---

---

---

---

---

---

---

---

**Clarkdale 2020**  
Excerpts from January 24, 2008  
Town Council Strategic Planning

The first hours of the session was a time for the members of the Council to discuss their visions for Clarkdale in the year 2020.

---

---

---

---

---

---

---

---

**A Vision for Clarkdale, 2020**

*Scenario: The year is 2020. As it has been for the past 15 years, Arizona continues to be in the top 5 States for growth. In Clarkdale, growth has been steady at about 10% per year for the past decade. The population of Clarkdale in 2020 is around 15,000 and we have 175 people on the Town Staff at that time. The Town is now in the midst of updating the General Plan, which was last updated under the leadership of a well respected Town Council in 2010. An Arizona Republic Reporter comes to town to ask you the following questions:*

---

---

---

---

---

---

---

---

*1. What are the boundaries of the Town of Clarkdale?*

*2. Where do you take your friends/relatives in Clarkdale when they come to visit? What are the points of pride?*

*3. What is life like for a Clarkdale resident in 2020?*

*4. Pick a residential neighborhood and a commercial area and describe what you see.*

---

---

---

---

---

---

---

---

*5. What did previous elected officials have the foresight to accomplish and how have those accomplishments made a difference in Clarkdale in the year 2020?*

*6. How is Clarkdale's economy? How does the Town pay for services and infrastructure? What decisions were made to get it to that point?*

*7. Where does Clarkdale get its water? What changes have been made over the past decade to assure we have sufficient supplies to meet demands?*

*8. What challenges lie ahead?*

---

---

---

---

---

---

---

---

*What are the boundaries of the Town of Clarkdale?*

*Clarkdale's "C" Mountain will be in the Town boundaries as a result of an annexation of approximately 400 acres of Clarkdale Minerals lands north of the historic smelter site.*

*We will be looking at lands that will preserve our watershed and our viewsbed and most of those lands go west up the mountain. Any annexation that Clarkdale is going to contemplate that will be bordering against another municipal will be closely coordinated with them. There must be natural areas and open space boundaries between communities, and future annexation must adhere to this philosophy.*

*Clarkdale will include lands North of Verde Valley Ranch, up river from Clarkdale, which includes Tapco and the flat land on the other side. The Coconino and Prescott National Forests will serve as a natural boundary in this area.*

---

---

---

---

---

---

---

---

*What are the boundaries of the Town of Clarkdale?*

- To the south, in Prescott National Forest, there may be some future opportunity for East Mingus Land Owners (Verde Exploration, Selma Mongini, Freeport McMoran, and Ray Roles) to exchange their private properties on Mingus Mountain for the forest lands currently in Clarkdale.
- Future annexations will be impacted by Proposition 207. Annexation agreements and waivers will be more important now.
- Annexation is not so much drawing boundaries on a map, but goals we want to achieve.

---

---

---

---

---

---

---

---

*Where do you take your friends/relatives in Clarkdale when they come to visit? What are the points of pride?*

- Clarkdale's history is still one of its finest assets. Tourists go to the downtown park/gazebo, to the historic areas, and to visit the historic buildings as reminders of the past. Clarkdale's downtown is the cultural and governmental center of the Town.
- Clarkdale has several hotels, bed and breakfasts, restaurants, and a RV Park with an activity center.
- The Verde Canyon Railroad is more successful than ever!
- Tuzigoot, Clark Mansion, and Sycamore Canyon are thriving tourist attractions. The Verde Valley works as a region to promote each community's individual assets.

---

---

---

---

---

---

---

---

*Where do you take your friends/relatives in Clarkdale when they come to visit? What are the points of pride?*

- Clarkdale has a solid waste composting system.
- A state-of-the-art Water Reclamation Facility with reverse osmosis and direct injection provides tour opportunities for residents and tourists.
- Pecks Lake is a large regional park.
- There are two large community parks; one in Bitter Creek and one just south of Yavapai College.

---

---

---

---

---

---

---

---

*Where do you take your friends/relatives in Clarkdale when they come to visit? What are the points of pride?*

- The Town's municipal complex is completely solar powered.
- The Verde River is one of the last free flowing desert riparian areas in the country, and Clarkdale sits at the first place where it meets municipal population. Concentration of 176 species along river.

---

---

---

---

---

---

---

---

*What is life like for a Clarkdale resident in 2020?*

- Clarkdale is still a clean, safe environment that enjoys a small town quality of life.
- Clarkdale remains a self determining community where cultural, demographic and economic diversity is the key. Diversity has led to a vibrant and resilient community.
- Neighborhood commercial is thriving in Clarkdale because the community has embraced form based planning. Clarkdale attracts diverse small businesses instead of large store chains.

---

---

---

---

---

---

---

---

*What is life like for a Clarkdale resident in 2020?*

- The Town continues to balance the cost of development in the community. We must strive to keep fees and costs at reasonable levels, while ensuring that quality of life is not sacrificed. We must also strike a balance to ensure that Clarkdale's costs and development regulations do not push development into the County, where residents will still use Clarkdale services, but not pay for them.
- Verde Valley Transit runs busses between Oak Creek, Sedona, Cottonwood, Clarkdale, and Camp Verde and a light rail loop is in the preliminary planning stages.
- Clarkdale neighborhoods are interconnected by pedestrian and bicycle trails. Residents, visitors and wildlife continue to use the washes as transportation corridors. Increased staff compensation/benefits have allowed Clarkdale to fill positions with best people possible.

---

---

---

---

---

---

---

---

**What is life like for a Clarkdale resident in 2020?**

- Clarkdale is respected as a community that is a good steward of natural resources.
- Water comes from diverse sources, basic supply is still ground water. WWTP supplies pure water to our well field as recharge, and the potable water then goes into the drinking water treatment center, then to the potable water supply. A potable water supply can be augmented by about 30-40% using potable reuse. About 70% of water you serve your customers ends up in your wastewater treatment plant. You can reclaim a large percent of that and put it back into your potable water supply using a form based conservation program.

---

---

---

---

---

---

---

---

**Pick a residential neighborhood and a commercial area and describe what you see.**

**Industrial Area:**

- The Town has annexed several hundred acres of Clarkdale Minerals lands north of the existing Industrial Area.
- A development of multi million dollar homes is near completion on the "C" Mountain.
- The Verde Canyon Railroad runs excursions to the Grand Canyon (in conjunction with Grand Canyon Railroad) and Phoenix.
- The Broadway extension has opened the industrial area for development and plays a major role in the diversity of Clarkdale's economy.
- Clarkdale Minerals is halfway to completion with the slag reclamation project and are developing plans for a solar energy plant on several hundred acres.

---

---

---

---

---

---

---

---

**Pick a residential neighborhood and a commercial area and describe what you see.**

**Industrial Area (cont.):**

- Bent River Machine has tripled in size.
- Broadway was widened and a bridge over Bitter Creek has been constructed.
- Clarkdale is the center for rail access in the Verde Valley.

**Patio Park:**

- Patio Park has become a model of reinvestment and community development.
- Public and private investments in this neighborhood allow for affordable housing options, which support the diversity of the community.
- Renovations have respected the historic nature of the area, and bike and walking trails down to the river are prevalent.

---

---

---

---

---

---

---

---

*Pick a residential neighborhood and a commercial area and describe what you see.*

**Patio Park (cont.):**

- Patio Park residents are an active part of the community.

**Historic Downtown:**

- The historic Business District is the cultural and governmental center of the Town.

**89A Corridor:**

- Development of the 89A commercial corridor has developed with coordinated, small complexes of buildings, keeping the flavor of the rural area.

---

---

---

---

---

---

---

---

*What did previous elected officials have the foresight to accomplish and how have these accomplishments made a difference in Clarkdale in the year 2020?*

- Acquisition of water utility was the major accomplishment of prior elected officials. It gave the community to plan for its own destiny. With that, Clarkdale has to walk a fine line with regard to our water resources - learning to live within our means and augment water supplies to the best means possible.
- The construction of a multi-phase, state-of-the-art water reclamation facility. Councils had to balance tough decisions about funding this expensive, but important project. They didn't shy away from doing what needed to be done for the future of the community, but balanced the timing and cost sharing as much as possible.

---

---

---

---

---

---

---

---

*What did previous elected officials have the foresight to accomplish and how have these accomplishments made a difference in Clarkdale in the year 2020?*

- Full consolidation of all municipal and regional fire districts, through intergovernmental agreements, has been completed.
- The slow down of the economy in 2008 afforded Clarkdale time to catch up and re-group, and adopt policies that better positioned the Town for the future.
- Elected officials recognized that wildlife are an important feature of Clarkdale and made policy decisions to help our environment stay more sustainable.

---

---

---

---

---

---

---

---

*How is Clarkdale's economy? How does the Town pay for services and infrastructure? What decisions were made to get it to that point?*

- The world is at peace and the economy is booming. Clarkdale has become a destination point.
- Cultural, demographic and economic diversity is the key to keeping Clarkdale a vibrant and resilient community.
- Clarkdale has the only railroad access to the Verde Valley and there is a by-pass from 89A to I-17.
- Clarkdale has balanced its development regulations and recognizes that allowing more density in municipal boundaries can reduce sprawl in unincorporated areas.

*How does Clarkdale get its water? What changes have been made over the past decade to assure we have sufficient supplies to meet demands?*

- Water comes from diverse sources, but the basic supply is still ground water. The Water Reclamation Facility supplies pure water to our well field as recharge, and the center, then to the potable water supply.
- Clarkdale has been a leader in water conservation efforts and augments about 30-40% of the water supply through potable reuse using a form based conservation program.

*How does Clarkdale get its water? What changes have been made over the past decade to assure we have sufficient supplies to meet demands?*

- SRP still has senior water rights on the Verde River and have been instrumental in ensuring that the Verde River continues to flow through Clarkdale.
- Deteriorating water and sewer lines have been repaired, and the Town has a Capital Improvements Plan that identifies continued upgrades to the system and the necessary funding sources for those upgrades.

*How does Clarkdale get its water? What changes have been made over the past decade to assure we have sufficient supplies to meet demands?*

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

### **What challenges lie ahead?**

- Clarkdale had many challenges to balance - water, deteriorating infrastructure, small town fees, balance between what we use and what we have, natural resources, dark skies.
- Current and future Councils must exercise leadership when making decisions for Clarkdale so that we do not:
  - Merge with another community;
  - Stifle commercial development due to fees and regulations;
  - Become unaffordable for our citizens;

---

---

---

---

---

---

---

---

### **What challenges lie ahead?**

- The costs of providing water to our citizens will continue to increase. The current Appraisal Level Study for the Upper Verde Highlands area will find out whether or not there are shortages in the water in the long term future of the Verde River Watershed and what possibilities there may be in solving those water problems. This study alone will cost \$500,000 in 2008. It is estimated that the design and full study costs will be \$15,000,000.
- The two million dollars bonded for the water company was only for the first three years for the most important system improvements. A comprehensive water master plan that takes Clarkdale into the future needs to be drafted which a capital budget can be developed from, and the capital budget needs to be funded.
  - The wastewater treatment plant will be another huge expense, but you can't shy away from doing what needs to be done for the future. Projects will be more expensive in the future and will have a bigger impact than they have now. It is not getting cheaper to live in the United States or the world. A rate study will be looked at and a decision will need to be made as to if this is the right time to build.

---

---

---

---

---

---

---

---

### **Highest Short-Term Priorities (1-3 years)**

- Complete Street Master Plan
- Old Centerville Road - Broadway to Hwy 89A Connection
- Broadway Extension - Industrial Road
- Take Over O&M of Water Company
- General Plan Revision /Update

---

---

---

---

---

---

---

---

**Highest Short-Term Priorities  
(1-3 years)**

- Complete Facilities Master Plan
- Annexation of Clarkdale Minerals Property
- Pecks Lake Amended Development Agreement/IGA
- Install and Train on the Clarkdale Customer Service System

---

---

---

---

---

---

---

---

**Highest Short-Term Priorities  
(1-3 years)**

- 100 Year Anniversary
- Wastewater Treatment Plant
- Start Planning on Form Based Codes
- Start Developing Capital Improvements Plan (CIP) Process

---

---

---

---

---

---

---

---

**Highest Long-Term Priorities  
(3+ years)**

- Annexation of Verde Exploration Lands North and West of current boundaries
- Annexation of private lands upriver from current boundaries
- Annexation of foot hills west of current boundaries

....End Strategic Planning Update....

---

---

---

---

---

---

---

---

## Clarkdale General Plan Update

- Staff and Planning Commission review of existing elements and identify areas that need revision – through June 2008.
- Request to Council to set up General Plan Update Committee and focus groups – June 2008.
- 90 day focus group process – October 2008.

---

---

---

---

---

---

---

---

## Clarkdale General Plan Update

- Public informational/hearing process on proposed revisions – start in November 2008.
- Rewrite of General Plan – through August 2009.
- Council public hearing and approval and on to general election for consideration by the voters.

---

---

---

---

---

---

---

---

## Appendix (Strategic Planning)

Other Short-Term Issues  
Other Long-Term Issues

---

---

---

---

---

---

---

---

**Other Short-Term Issues Identified**

- Cement Plant Road
- Improve Broadway
- Design/Implement Bitter Creek Bridge
- Water System Master Plan

---

---

---

---

---

---

---

---

**Other Short-Term Issues Identified**

- Commit to Gathering Water Resource Data
- Solar Powered Town Hall Complex
- Preservation and Revitalization of Historic Downtown
- Minutes Index

---

---

---

---

---

---

---

---

**Other Short-Term Issues Identified**

- Educate Public on Issues – Various Location of Meetings
- Competitive Staff Compensation/Benefits
- Succession Plan – Attorney
- WiFi in Downtown Area
- Strengthen Ties to Verde Canyon RR

---

---

---

---

---

---

---

---

**Other Long-Term Issues Identified**

Replace Deteriorating Water Infrastructure

Develop Water System SCADA

Sewer Master Plan

Create and Institute a Potable Reuse Plan

Reclaimed Water Distribution System

---

---

---

---

---

---

---

**Other Long-Term Issues Identified**

Palisades Drive to Lincoln Drive

Municipal Community Park Complex

Park and Recreation Master Plan

Records Management Program

Replacement of Paper Records with Electronic Records

---

---

---

---

---

---

---