

*General Plan Update Committee
August 17, 2009*

MINUTES OF A REGULAR MEETING OF THE GENERAL PLAN UPDATE COMMITTEE OF THE TOWN OF CLARKDALE HELD ON MONDAY, AUGUST 17, 2009, IN THE ADMINISTRATION COMMUNITY ROOM, 39 N. NINTH STREET, CLARKDALE, AZ.

A Regular Meeting of the General Plan Update Committee of the Town of Clarkdale was held on Monday, August 17, 2009 at 4:00 p.m., in the Administration Community Room, 39 N. Ninth Street, Clarkdale, AZ.

Planning Commission:

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|-------------------|---------------|---------|
| Chairperson | Janet Regner | Present |
| Vice Chairperson | Lew Dodendorf | Present |
| Committee Members | David Gordon | Excused |
| | Ida deBlanc | Present |
| | Jack VanWye | Excused |
| | Karen Daniels | Present |
| | Lisa O’Neill | Present |
| | Ruth Wicks | Present |

Staff:

| | |
|--------------------------------|------------------|
| Community Development Director | Sherry Bailey |
| Administrative Assistant II | Vicki McReynolds |

Others In Attendance: Assistant Town Manager, Janet Perry.

AGENDA ITEM: CALL TO ORDER: The Chairperson called the meeting to order at 4:00 p.m.

AGENDA ITEM: ROLL CALL: The Administrative Assistant called roll.

AGENDA ITEM: MINUTES: Committee Member O’Neill motioned to approve the Regular Meeting Minutes of June 15, 2009. The Regular Meeting for July 20, 2009 was cancelled due to lack of quorum availability. Committee Member Wicks seconded the motion. The motion passed unanimously.

AGENDA ITEM: REPORTS:

Chairperson’s Report: The Chairperson had no report, but did ask the Community Development Director the following: Regarding the Council Meeting of Clarkdale and Cottonwood that took place, does the General Plan Update Committee need to be updated? The Assistant Town Manager stated there were no actions taken at that meeting and as the process moves forward, the information will be given to the General Plan Update Committee.

Staff Report: The Community Development Director stated there will be a Special Joint Meeting with the Town Council, the General Plan Update Committee and the Planning Commission on Tuesday, September 29, 2009, at 3:00 p.m. in the Men’s Lounge of the Clark Memorial Clubhouse.

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The agenda item will be: Clarkdale Sustainability Park – A Plan for the Future of Our Town. This will be presented by Doug Von Gausig, Mayor. There will be an agenda sent out prior to the meeting.

AGENDA ITEM: PUBLIC COMMENT: The public is invited to provide comments at this time on items that are not on this agenda. Action taken as a result of public comment will be limited to directing staff to study the matter, or scheduling the matter for further consideration and decision on a later agenda, as required by the Arizona Open Meeting Law. Each speaker is asked to limit his or her comments to **FIVE minutes**.

There was no public comment.

NEW BUSINESS

AGENDA ITEM: CONTINUED REVIEW & DISCUSSION: Chapter One – Introduction of the Clarkdale General Plan 2030-Review Changes with discussion to follow.

The Community Development Director provided to the Committee Members, prior to the meeting, Chapter One with changes for their review. **The following will outline the Chapter.**

OVERVIEW

GENERAL PLAN INTRODUCTION

The Town of Clarkdale General Plan referred to herein as the “Plan”, is the official statement of both short and long-range goals and strategies to guide growth and development within the Town. The Plan is the guiding document which provides focus, advice and direction on improving the physical environment of the Town as well as the quality of life of the citizens. The Plan is intended to be an effective working tool employed by the Town in making community decisions and achieving planning goals.

Honoring our Past and Planning our Future

To ensure that the community honors its rich and varied history, and builds a path into a future that works for all, we, the people of the Town of Clarkdale have established guidelines in these distinct areas:

1. Accessible
2. Environmental Stewardship
3. Community Planning
4. Prosperity
5. Citizen Participation
6. Education and Information
7. Sustainability

Why does Clarkdale have a General Plan?

Arizona state law (ARS 9-461-05A) requires that each city adopt a comprehensive, long-range General Plan to guide the physical development of their community. The Town of Clarkdale’s city code also establishes that the city have a General Plan. As specified in Arizona Revised Statutes (ARS) § 9-461.05 and § 9-461.06. incorporated towns over twenty-five hundred (2,500) in

population must have a General Plan and it must have certain elements or chapters included in it. In compliance of these statutes, the Town of Clarkdale has created and maintained a General Plan since 1991.

In Arizona a General Plan stays in effect for ten (10) years and at that time must be re-adopted as it is or it may be revised and updated before ratification. The original General Plan for the Town of Clarkdale was adopted in 1991 with updates to the Land Use Element and Circulation Element approved by the Town Council in 1998. A revised General Plan was then adopted in 2002. However, to be an effective tool, a General Plan's vision and goals needs to extend beyond the ten years required by state law.

THE 2030 CLARKDALE GENERAL PLAN

This General Plan is intended to examine both the short term and long term effects of proposed goals and policies and to take those effects into consideration when implementation measures are delineated.

PUBLIC PARTICIPATION PROCESS

MAJOR AND MINOR AMENDMENTS

State law provides some guidance to communities on the process needed for re-adoption or amendment of an existing General Plan. However each community is given room to establish their own approach to their amendment process.

- **Major Amendment**
- **Minor Amendment**

THE COMMUNITY VISION PROGRAM

The purpose of the Vision Program is to identify key values and goals that are shared by the citizens of Clarkdale so as to provide a foundation for developing the General Plan. Establishing a community vision statement is a way to identify and talk about those ideas of meaning and value. The value-based ideas of the vision plan serve as the foundation for setting the physical goals for future development and growth that may occur in the town.

THE VISION PROCESS

The process to develop a community vision is based on a series of steps that are defined by the following questions. This series of questions can be applied to the overall state of the community, as well as to each separate issue.

1. Where are we now?
2. Where are we going?
3. Where do we want to be?
4. How do we get there?

MAJOR THEMES: A Shared Vision for Clarkdale’s Future

Vision statements are big, broad and comprehensive. They take in the whole town and everybody who lives, works and has an interest there.

- Environment
- Economy
- Lifestyle

GENERAL ISSUES FOR CLARKDALE

- Preserve Small Town Character
- Enhance Neighborhood Qualities
- Protect Natural Environment
- Protect Verde River
- Protect and Improve Water Resources
- Improve Recreational Opportunities
- Encourage Affordable Housing Opportunities
- Encourage Mixed Use in Historic Downtown
- Provide Efficient Transportation System
- Ensure Efficient Growth Patterns
- Improve Existing Roadways
- Buffer Residential Uses from Non-residential Uses
- Provide Adequate Infrastructure for Growing Community

PLAN FORMAT

Chapters 1 through 10, follow the organizational framework established in the 2002 Clarkdale General Plan. Each topic is introduced with an overarching goal that carries forward the Vision, a description of issues needing resolution and methods for remedying them, and finally measurable policies and actions to achieve those solutions. Each of the policies contained within the Plan are intended to be understood and read with the following preface: *It is the intent of the Town of Clarkdale to...*

1. **Goals** summarize how conservation, development, and future growth should occur by identifying physical, economic and social ends that the community wishes to achieve.
2. **Policies** establish basic courses of action for the Planning Commission and City Council to follow in working to achieve community goals, by directly guiding the response of elected and appointed officials to development proposals and related community actions.
3. **Actions** need to be undertaken by the Town to implement policies.

CHAPTER CONSISTENCY

No policy conflicts can exist, either textual or graphically, between the components of an otherwise complete general plan. Different policies must be balanced and reconciled within the plan. There are five principals of a consistent general plan; they are:

1. Equal status among chapters
2. Consistency between chapters
3. Consistency within chapters
4. Regional plan consistency
5. Text, graphic and diagram consistency

CLARKDALE HISTORY AND COMMUNITY DESCRIPTION

- **Background and History**
- **Planning Area**

ENVIRONMENTAL CONDITIONS

- *Climate*
- *Geology and Soils*
- *Plants and Wildlife*

2002 GUIDING PRINCIPALS

1. Protect Small Town Qualities
2. Improve Transportation System
3. Preserve Natural Environment
4. Support Economic Vitality

BUILDING ON THE VISION -[Being developed]

General Discussion:

The Community Development Director reminded the members we are “amending” the General Plan not rewriting it.

Chairperson Regner and Committee Members Ida deBlanc and Jack Van Wye submitted their thoughts/changes. The members reviewed all the submittals and felt they all had merit. Committee Member deBlanc’s format seemed to be the one to follow. She noted: If the plan is intended to provide information to the people using it, it would be desirable for it to be easily referenced/searched by the reader for what is relevant to them. Unnecessary verbiage would be cut out and the use of lists and bullets where appropriate would be used.

-GENERAL PLAN INTRODUCTION

-THE 2030 CLARKDALE GENERAL PLAN

(The paragraph below will be added under this heading)

This General Plan is intended to examine both the short term and long term effects of proposed goals and policies and to take those effects into consideration when implementation measures are delineated.

-PUBLIC PARTICIPATION PROCESS (stays in)

-MAJOR AND MINOR AMENDMENTS (stays in)

The Major and Minor Amendments section must be defined and have the existing process outlined. There is one addition in italics - under the Major Amendment section, the sentence that reads: Any proposal in aggregate that includes changes in land use designations exceeding 100 acres as part of a single request.

-THE COMMUNITY VISION PROGRAM (stays in but to be condensed)

-THE VISION PROCESS (stays in)

The Assistant Town Manager, Janet Perry went over her handout that covered the following:

- Where are we now?
- Where are we going?
- Where do we want to be?
- Focus Groups responses to the visioning process
- Other “Clarkdale Values”
- How do we get there?

The goal was to try and strike a balance to state enough regarding the above sections, yet not too much information. Chapter I should reflect some heart and soul. The rest of the General Plan will reflect activity and crucial information.

Other Areas of Discussion:

- The Town and the Chamber need to be stronger partners.
- The Town needs to represent itself in the General Plan with a level of consistency with the “Town Branding” efforts.
- How appealing does Clarkdale look to prospective business people?
- Sustainability and “Going Green” is the way of the future for all Towns and Cities.
- Is huge growth really wanted vs. keeping Clarkdale’s character, balance and uniqueness as a small town?

Staff was given direction to continue on with the changes and suggestions from the Committee Members for Chapter One.

This being a discussion only, there were no actions taken.

AGENDA ITEM: DISCUSSION: Replacement for Committee Member Sakelarios.

Staff was given direction to follow up with people who have served on the Focus Groups and also keep the current application on the table.

AGENDA ITEM: RECAP: Meeting Accomplishments.

- Chapter One comments from Committee Members reviewed and Handout from Assistant Town Manager.
- Discussion regarding the “Building on the Vision”
- Previous Focus Group members will be considered for the vacant position on this committee along with the current application on the table.

AGENDA ITEM: FUTURE AGENDA ITEMS:

- Next regular scheduled meeting is September 21, 2009
- Note: Committee Member deBlanc to be excused from the September meeting.

AGENDA ITEM: ADJOURNMENT: Committee Member Wicks motioned to adjourn the meeting. Committee Member Daniels seconded the motion. The motion passed unanimously. The meeting adjourned at 5:20 p.m.

APPROVED BY:

Janet Regner
Chairperson

SUBMITTED BY:

Vicki McReynolds
Administrative Assistant