



**MINUTES OF A REGULAR MEETING  
OF THE PLANNING COMMISSION OF THE TOWN OF CLARKDALE  
Wednesday, January 18, 2022 at 4:30 p.m.**

**1. CALL TO ORDER:**

Chair de Blanc called the meeting to order (via Zoom) at 4:33pm.

**2. ROLL CALL:**

| <b>Board Member</b>  | <b>Present/Absent</b> |
|----------------------|-----------------------|
| Chair de Blanc       | Present via Zoom      |
| Commissioner Johnson | Present               |
| Commissioner Andres  | Present               |
| Commissioner Kramer  | Absent                |
| Commissioner Jones   | Present               |

| <b>Attending Staff</b>                       |
|--|
| Community Development Director Ruth Mayday   |
| Senior Planner Tom Blanchard                 |
| Community Development Technician Guss Espolt |

**3. PUBLIC COMMENT:** The public is invited to provide comments at this time. 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. HEARD**

**4. MINUTES**

a. Consideration of the Regular Meeting Minutes of November 16, 2021

**Motion: Andres, Second: Jones.** 4 years, 0 days; approved as written.

| <b>Board Member</b>  | <b>Present/Absent</b> |
|----------------------|-----------------------|
| Chair de Blanc       | Present via Zoom      |
| Commissioner Johnson | Present               |
| Commissioner Andres  | Present               |
| Commissioner Kramer  | Absent                |
| Commissioner Jones   | Present               |

**5. REPORTS:**

A. Board Member Reports: **NONE**

B. Staff Member Reports: Introduction of Tom Blanchard, Senior Planner

**6. PUBLIC HEARINGS: NONE**

## 7. NON-PUBLIC HEARING ACTION ITEMS

- A. Consideration and possible action to initiate amendments to Chapter 7, Signage of The Town of Clarkdale Zoning Code

## 8. DISCUSSION ITEMS

### A. **Sign Code Text Amendment**

#### **Commission Comments:**

**Andres:** pointed out typos, talked about scope and content.

**Jones:** opposed to all electronic signs, they are not in keeping with the historic character of Clarkdale.

**Chair de Blanc:** concerned about electronic sign light intensity, hours of operation, and the difference between types of electronic signs.

**Johnson:** public information signage.

Staff will respond to Commission comments with appropriate revised text.

### B. **Housing Presentation by Ruth Mayday, Community and Economic**

**Development Director** regarding the Verde Valley existing conditions and housing gap analysis and affordable housing action plan that includes

#### **Summary:**

The cities of Sedona and Cottonwood commissioned Elliot D. Pollack & Company and Sheila D. Harris Consulting Company to study housing affordability and market gaps in their communities, however, several other organizations and jurisdictions asked to be included. The resulting three (3) documents cover the entirety of the Verde Valley: Volume 1, Existing Conditions and Housing Gap Analysis; Volume 2, Case Study Analysis and Affordable Housing Tool Kit; and Volume 3: Five-Year Affordable Housing Action Plan & Case Study and provide a host of information regarding housing challenges in the region.

#### **Existing housing conditions the Verde Valley, including Clarkdale:**

- 98% occupancy rate / 1.8% vacancy rate
- 70% owners / 30% renters
- 60% owners use over 30% of income on housing
- 70% renters use over 35% of income on housing
- 25% housing is short-term rentals

#### **Incentives to generate affordable workforce housing may include:**

- Permit higher density housing in exchange for 20% workforce housing
- Designate opportunity zones for targeted housing development
- Construction sales tax for infrastructure and buyer assistance program
- Re-entitlements and rezone vacant property
- Reduce or waive permit and construction fees

**9. FUTURE AGENDA ITEMS:** Water Adequacy

**10. ADJOURNMENT:**

**Motion:** Andres, Second: Johnson 4 yeas, 0 nays

**The meeting adjourned at 6:17 pm**

| <b>Board Member</b>  | <b>Present/Absent</b> |
|----------------------|-----------------------|
| Chair de Blanc       | Present via Zoom      |
| Commissioner Johnson | Present               |
| Commissioner Andres  | Present               |
| Commissioner Kramer  | Absent                |
| Commissioner Jones   | Present               |



Chair Ida de Blanc



Community Development Director Ruth Mayday

