

A G E N D A

JOINT WORK SESSION OF THE COTTONWOOD CITY COUNCIL & PLANNING & ZONING COMMISSION OF THE CITY OF COTTONWOOD, ARIZONA, TO BE HELD MAY 10, 2011, AT 5:30 P.M., AT THE COTTONWOOD RECREATION CENTER LOCATED AT 150 SOUTH SIXTH STREET, COTTONWOOD, ARIZONA.

- I. CALL TO ORDER
- II. ROLL CALL
- III. ITEMS FOR DISCUSSION, CONSIDERATION, AND POSSIBLE DIRECTION TO STAFF:

Comments regarding items listed on the agenda are limited to a 5 minute time period per speaker.

1. PROCESS AND POTENTIAL ISSUES ASSOCIATED WITH THE PENDING ANNEXATION OF THE STATE TRUST LAND LOCATED EAST OF THE CITY ALONG STATE ROUTE 89A.
2. OLD TOWN PARKING MASTER PLAN AND PARKING OVERLAY DISTRICT.
3. CONCEPTS FOR ADDITIONAL PARKING IN OLD TOWN AND DIRECTION ON CREATING NEW PUBLIC PARKING IN THE NORTH END OF OLD TOWN.
4. ADDITION OF A NEW SPECIAL EVENT CALLED THE THUNDER VALLEY (MOTORCYCLE) RALLY.
5. ADDITION OF A FULL MARATHON EVENT IN CONJUNCTION WITH THE BRIAN MICKELSEN HALF MARATHON, 10K, AND 2 MILE FUN RUN.

- IV. ADJOURNMENT

Pursuant to A.R.S. § 38-431.03.(A) the Council may vote to go into executive session on any agenda item pursuant to A.R.S. § 38-431.03.(A)(3) Discussion or consultation for legal advice with the attorney or attorneys of the public body.

The Cottonwood Council Chambers is accessible to the disabled in accordance with Federal "504" and "ADA" laws. Those with needs for special typeface print or hearing devices may request these from the City Clerk (TDD 634-5526.) All requests must be made 24 hours prior to the meeting

Members of the City Council will attend either in person or by telephone conference call.

City of Cottonwood, Arizona
City Council Agenda Communication



Meeting Date: May 10, 2011
Subject: Annexation of 89A / State Trust Area
Department: Community Development
From: George Gehlert, Director

REQUESTED ACTION

No action requested. This is an opportunity to coordinate with the Planning and Zoning Commission regarding the process and potential issues associated with the pending annexation of the 10-square mile block of State Trust land located east of the City along SR 89A. Curt Johnson from Coe & Van Loo will offer a presentation. The City Council may provide direction to staff.

BACKGROUND

On May 12, 2009, the City Council directed Staff to begin working with Coe & Van Loo and the Arizona State Land Department to map out the annexation process; as well as to begin performing the land planning now required by the State as a necessary component to annexation of State Trust land. In addition to the Council hearings, there have been three community meetings devoted to the annexation and to the land use planning process.

Entitlements and General Plan Amendment

Part of the annexation process will be the consideration of entitlements (future development rights) for this property by the City Council and by the State Land Department. As the annexation would substantially increase the City's size, a major amendment to the City's General Plan will also be required. The adopted General Plan amendment would become an attachment to the Annexation and Development agreement that would be later considered by the City Council as part of the annexation process. Attached for your review is a series of land use proposals prepared by Coe & Van Loo that will be discussed as part of this meeting.

ISSUES

There are a number of items the Council may want to discuss with the P&Z Commission to ensure there is general understanding and consensus as we proceed through this process. Staff suggests the following:

1. The City’s general impetus for the annexation.
2. Reasons to annex the entire State Trust block (vs. smaller portions).
3. The level of anticipated entitlement (General Plan designation vs. zoning).
4. The current land use proposals, village options, open space treatments.
5. The water issue, conservation measures and other environmental issues.
6. Associated engineering and infrastructure commitments.
7. The required calendar for processing major amendments. Per ARS §9-461.06.G, major GP amendments can only be heard at one meeting, and must be reviewed during the same calendar year they are received. Our process calendar identifies December as the month for review. To allow time for processing, the initial submittal is due April-May. The process must also be coordinated with the State Selection Board’s calendar.

JUSTIFICATION/BENEFITS/ISSUES

The City Council is considering the annexation process as a means for ensuring that the City’s community interests are protected. Obviously, there will be costs associated with the extension of services to this area, as well as City income generated by development, utility fees, sales taxes and shared revenues. As part of the annexation process, the City must commit to a 10-year plan for the extension of infrastructure and services to this area.

COST/FUNDING SOURCE

There actual process of annexation involves minimal costs.

REVIEWED BY:

City Manager: _____

City Attorney: _____

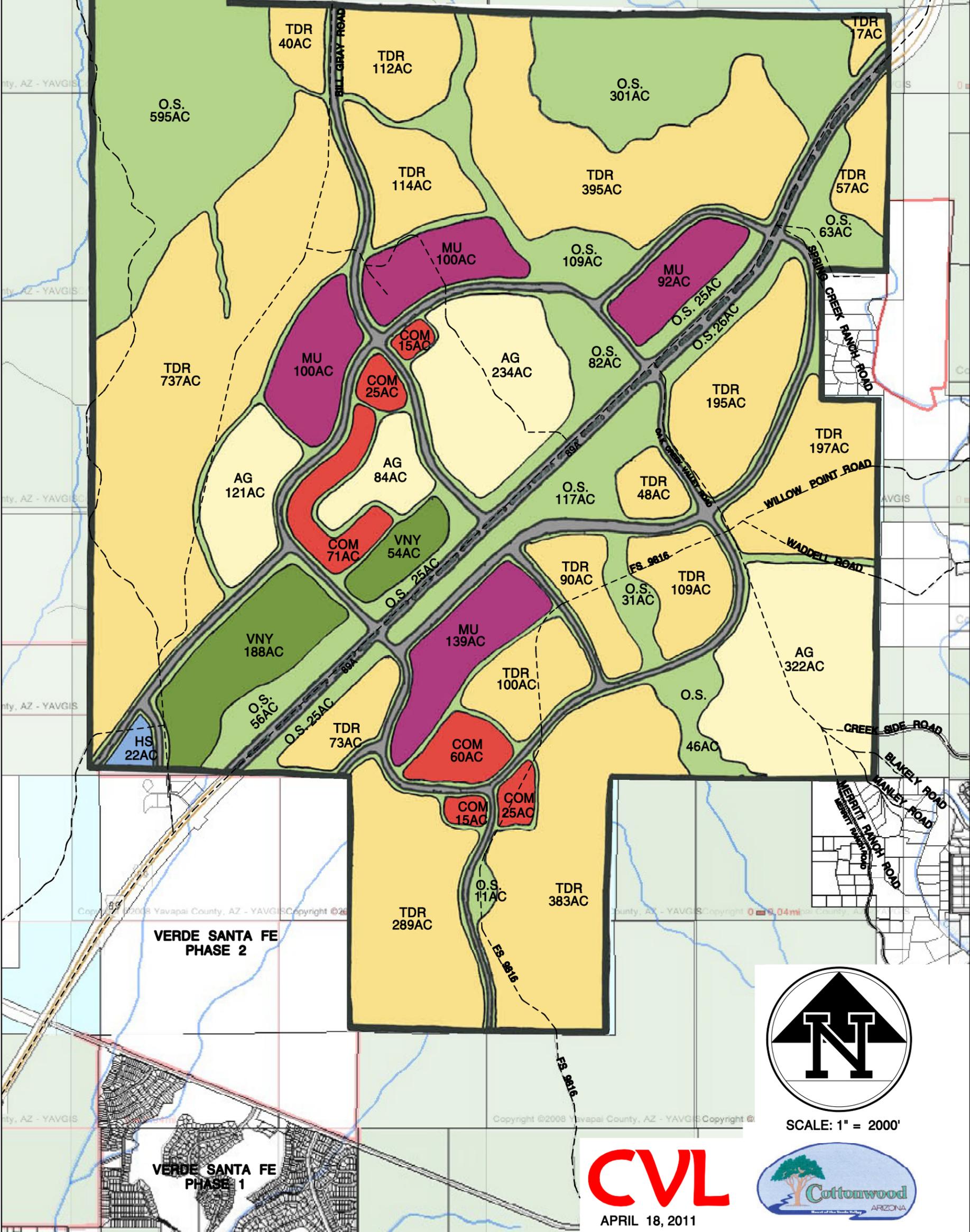
ATTACHMENTS

- Land Use Concepts and Detail Maps (6 slides)
- Density Analysis
- Site Selection Narrative
- Homefront Article

STATE LANDS AT HIGHWAY 89-A VILLAGE CONCEPTS LAND USE PLAN OPTION 1

LAND USE TABLE

LAND USE		GROSS AREA (AC)	% LAND USE	UNITS	DENSITY
VNY	VINTNER/VINEYARD VILLAGE	242	3.7%	50	0.21
AG	AGRARIAN VILLAGE	761	11.7%	370	0.49
TDR	STANDARD/TRADITIONAL RESIDENTIAL VILLAGE	2,956	45.6%	10,580	3.58
MU	MIXED USE CORRIDOR VILLAGE				
	MU RESIDENTIAL VILLAGE	100	1.5%	1,000	10.00
	MU EMPLOYMENT VILLAGE	331	5.1%		
COM	COMMERCIAL VILLAGE	211	3.3%		
O.S.	PARK/OPEN SPACE	1,512	23.3%		
H.S.	HIGH SCHOOL	22	0.3%		
R.O.W	RIGHT OF WAY	345	5.3%		
TOTAL		6,480	100.0%	12,000	1.85



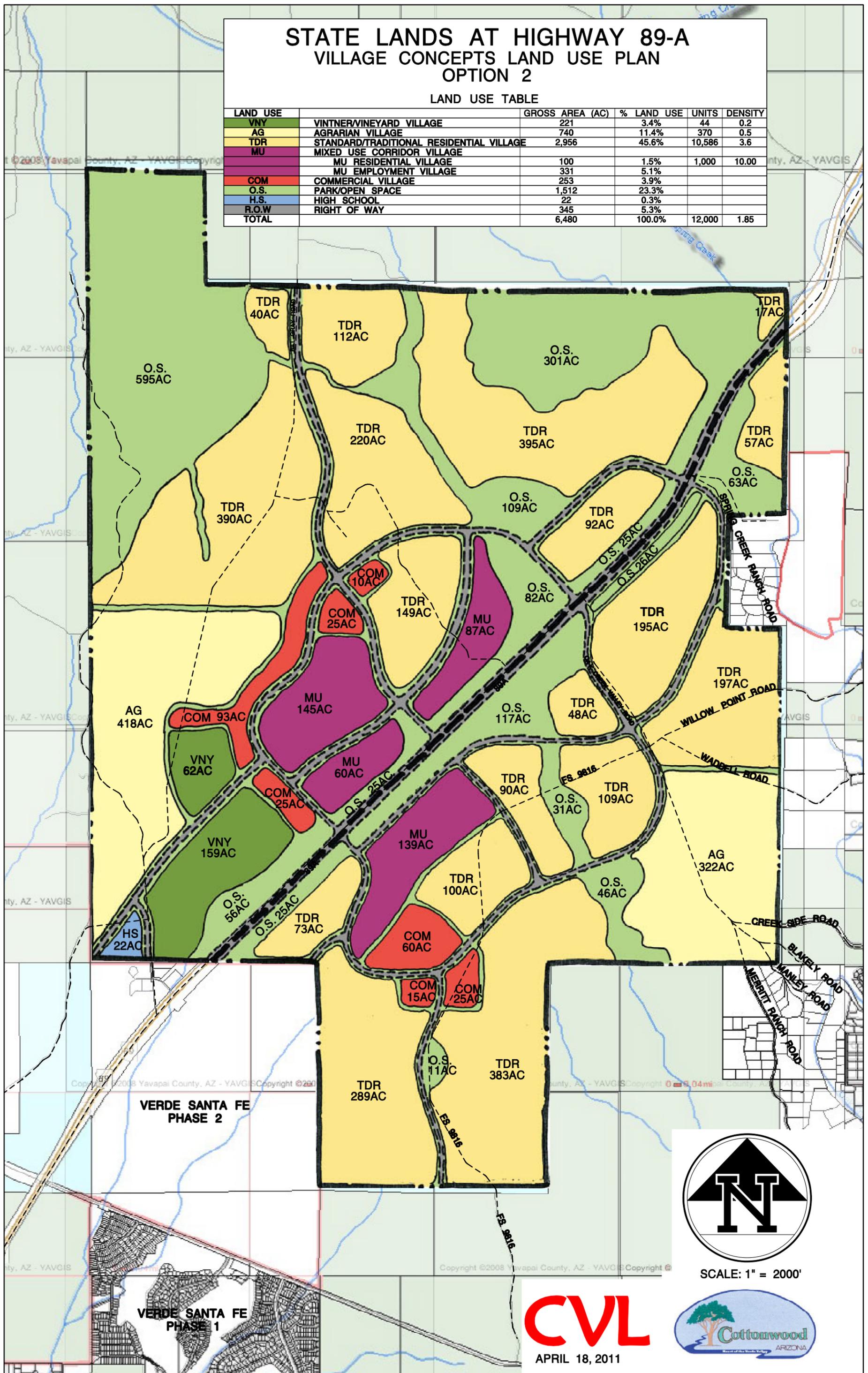
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STATE LANDS AT HIGHWAY 89-A VILLAGE CONCEPTS LAND USE PLAN OPTION 2

LAND USE TABLE

LAND USE		GROSS AREA (AC)	% LAND USE	UNITS	DENSITY
VNY	VINTNER/VINEYARD VILLAGE	221	3.4%	44	0.2
AG	AGRARIAN VILLAGE	740	11.4%	370	0.5
TDR	STANDARD/TRADITIONAL RESIDENTIAL VILLAGE	2,956	45.6%	10,586	3.6
MU	MIXED USE CORRIDOR VILLAGE				
	MU RESIDENTIAL VILLAGE	100	1.5%	1,000	10.00
	MU EMPLOYMENT VILLAGE	331	5.1%		
COM	COMMERCIAL VILLAGE	253	3.9%		
O.S.	PARK/OPEN SPACE	1,512	23.3%		
H.S.	HIGH SCHOOL	22	0.3%		
R.O.W.	RIGHT OF WAY	345	5.3%		
TOTAL		6,480	100.0%	12,000	1.85



SCALE: 1" = 2000'

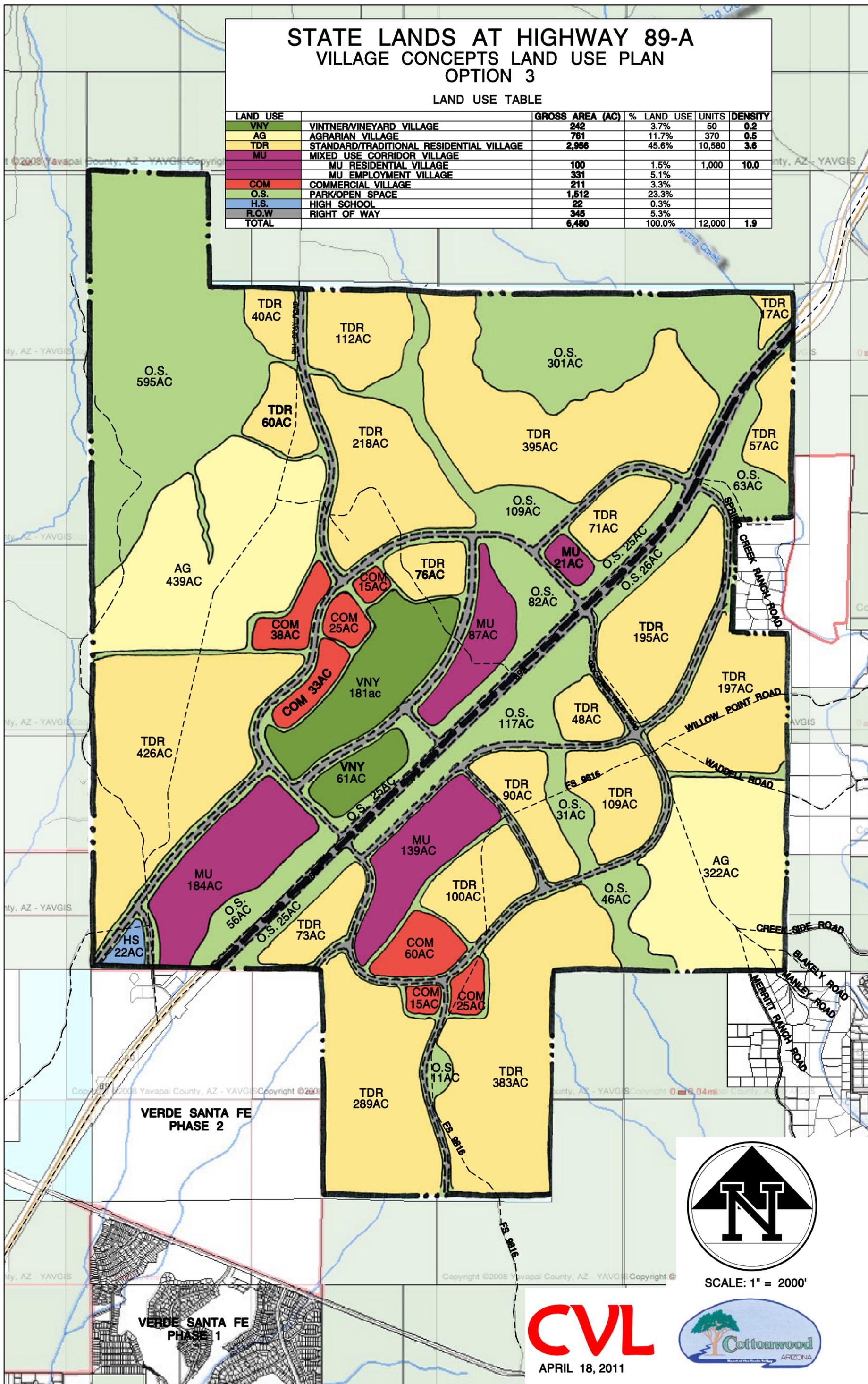
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STATE LANDS AT HIGHWAY 89-A VILLAGE CONCEPTS LAND USE PLAN OPTION 3

LAND USE TABLE

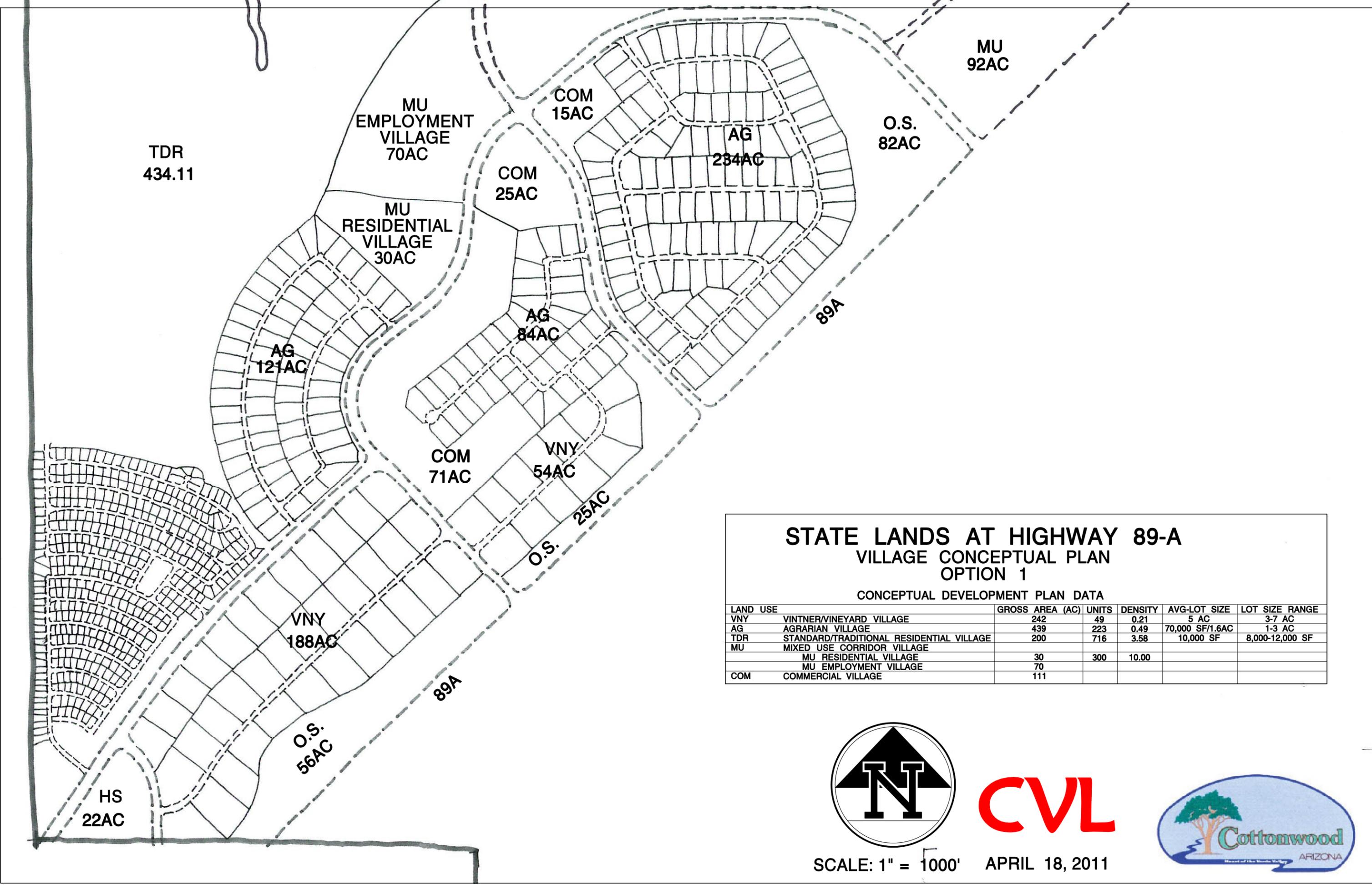
LAND USE		GROSS AREA (AC)	% LAND USE	UNITS	DENSITY
VNY	VINTNER/VINEYARD VILLAGE	242	3.7%	50	0.2
AG	AGRARIAN VILLAGE	761	11.7%	370	0.5
TDR	STANDARD/TRADITIONAL RESIDENTIAL VILLAGE	2,956	45.6%	10,580	3.6
MU	MIXED USE CORRIDOR VILLAGE				
	MU RESIDENTIAL VILLAGE	100	1.5%	1,000	10.0
	MU EMPLOYMENT VILLAGE	331	5.1%		
COM	COMMERCIAL VILLAGE	211	3.3%		
O.S.	PARK/OPEN SPACE	1,512	23.3%		
H.S.	HIGH SCHOOL	22	0.3%		
R.O.W	RIGHT OF WAY	345	5.3%		
TOTAL		6,480	100.0%	12,000	1.9



SCALE: 1" = 2000'

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STATE LANDS AT HIGHWAY 89-A
VILLAGE CONCEPTUAL PLAN
OPTION 1

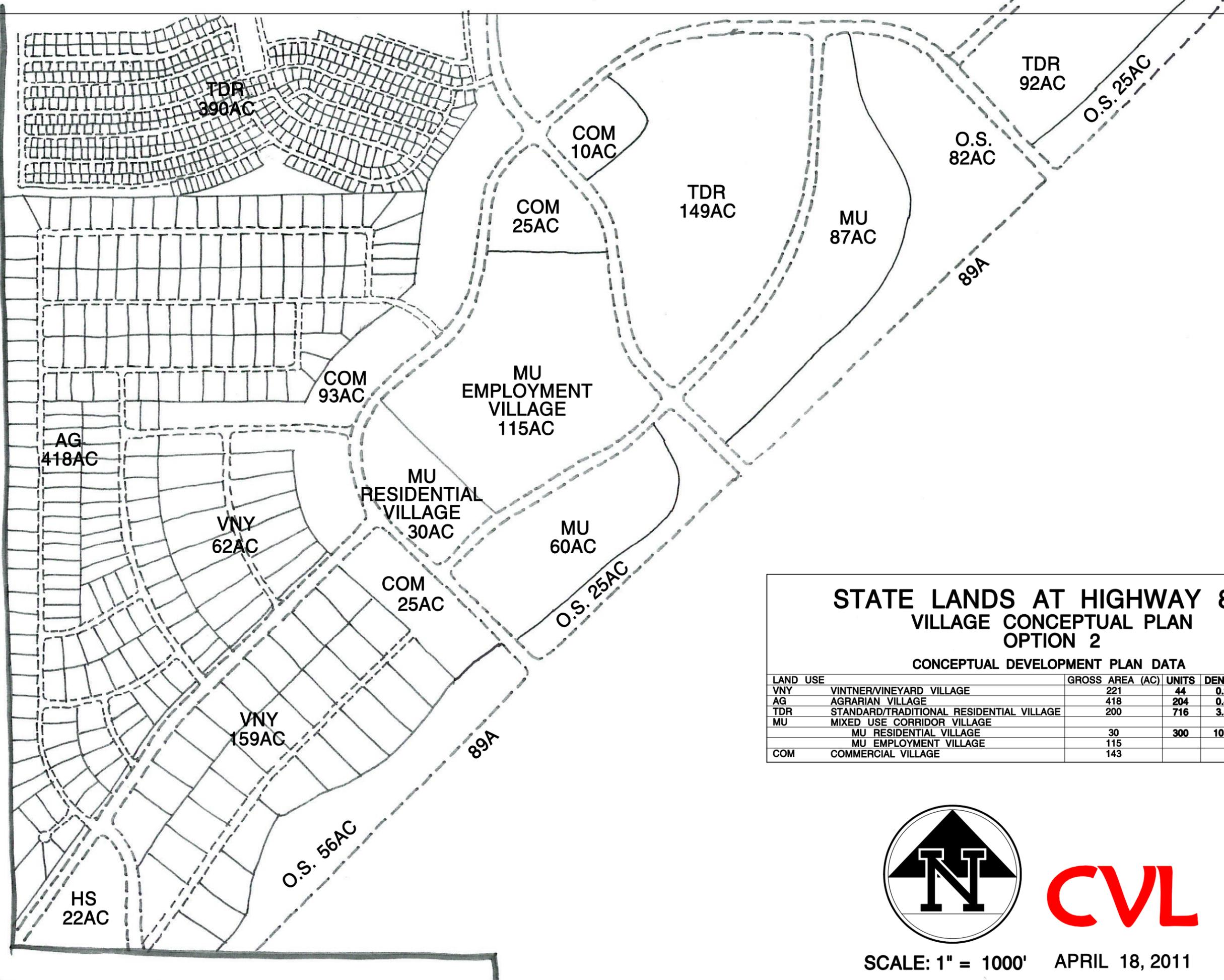
CONCEPTUAL DEVELOPMENT PLAN DATA

LAND USE		GROSS AREA (AC)	UNITS	DENSITY	AVG-LOT SIZE	LOT SIZE RANGE
VNY	VINTNER/VINEYARD VILLAGE	242	49	0.21	5 AC	3-7 AC
AG	AGRARIAN VILLAGE	439	223	0.49	70,000 SF/1.6AC	1-3 AC
TDR	STANDARD/TRADITIONAL RESIDENTIAL VILLAGE	200	716	3.58	10,000 SF	8,000-12,000 SF
MU	MIXED USE CORRIDOR VILLAGE					
	MU RESIDENTIAL VILLAGE	30	300	10.00		
	MU EMPLOYMENT VILLAGE	70				
COM	COMMERCIAL VILLAGE	111				



SCALE: 1" = 1000'

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STATE LANDS AT HIGHWAY 89-A VILLAGE CONCEPTUAL PLAN OPTION 2

CONCEPTUAL DEVELOPMENT PLAN DATA

LAND USE		GROSS AREA (AC)	UNITS	DENSITY	AVG-LOT SIZE	LOT SIZE RANGE
VNY	VINTNER/VINEYARD VILLAGE	221	44	0.20	5 AC	3-7 AC
AG	AGRARIAN VILLAGE	418	204	0.49	70,000 SF/1.6AC	1-3 AC
TDR	STANDARD/TRADITIONAL RESIDENTIAL VILLAGE	200	716	3.58	10,000 SF	8,000-12,000 SF
MU	MIXED USE CORRIDOR VILLAGE					
	MU RESIDENTIAL VILLAGE	30	300	10.00		
	MU EMPLOYMENT VILLAGE	115				
COM	COMMERCIAL VILLAGE	143				



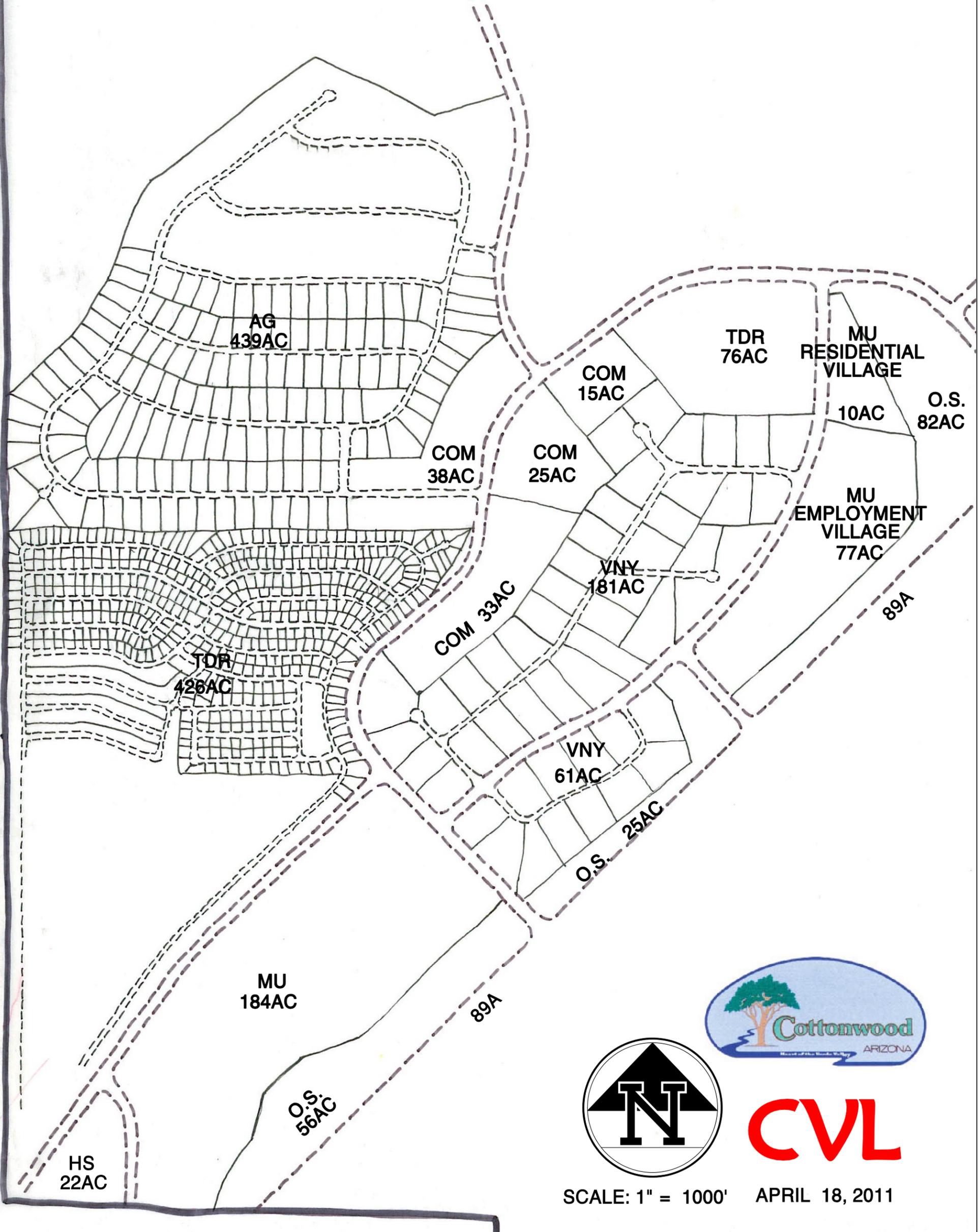
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APRIL 18, 2011

STATE LANDS AT HIGHWAY 89-A VILLAGE CONCEPTUAL PLAN OPTION 3

CONCEPTUAL DEVELOPMENT PLAN DATA

LAND USE		GROSS AREA (AC)	UNITS	DENSITY	AVG-LOT SIZE	LOT SIZE RANGE
VNY	VINTNER/VINEYARD VILLAGE	242	49	0.2	5 AC	3-7 AC
AG	AGRARIAN VILLAGE	439	219	0.5	70,000 SF/1.6AC	1-3 AC
TDR	STANDARD/TRADITIONAL RESIDENTIAL VILLAGE	426	1,525	3.6	10,000 SF	8,000-12,000 SF
MU	MIXED USE CORRIDOR VILLAGE					
	MU RESIDENTIAL VILLAGE	100	1000	10.0		
	MU EMPLOYMENT VILLAGE	331				
COM	COMMERCIAL VILLAGE	111				



CVL

SCALE: 1" = 1000'

APRIL 18, 2011

State Lands at Highway 89A
 Density Analysis Test Case #1
 1.85 u/a Density for a 12,000 Unit Cap
 April 13, 2011

Parcel 1

Land Use	Acres	Density	Units	Mix
Agrarian	397.50	0.50	198.75	9.29%
Vintner	50.00	1.00	50.00	2.34%
Residential	508.00	3.19	1620.52	75.75%
Mixed Use - R	15.00	18.00	270.00	12.62%
Mixed Use	67.75			
Commercial	62.50			
Open Space	300.00			
	1400.75	1.53	2139.27	100.00%

Parcel 2

Land Use	Acres	Density	Units	Mix
Agrarian	397.50	0.50	198.75	10.44%
Vintner	50.00	1.00	50.00	2.63%
Residential	500.00	2.83	1415.00	74.33%
Mixed Use - R	15.00	16.00	240.00	12.61%
Mixed Use	67.75			
Commercial	62.50			
Open Space	300.00			
	1392.75	1.37	1903.75	100.00%

Parcel 3

Land Use	Acres	Density	Units	Mix
Agrarian	397.50	0.50	198.75	6.81%
Vintner	50.00	0.75	37.50	1.29%
Residential	700.00	3.53	2471.00	84.70%
Mixed Use - R	15.00	14.00	210.00	7.20%
Mixed Use	67.75			
Commercial	62.50			
Open Space	300.00			
	1592.75	1.83	2917.25	100.00%

Parcel 4

Land Use	Acres	Density	Units	Mix
Agrarian	397.50	0.50	198.75	5.22%
Vintner	200.00	1.00	200.00	5.25%
Residential	1028.00	3.14	3227.92	84.80%
Mixed Use - R	15.00	12.00	180.00	4.73%
Mixed Use	67.75			
Commercial	62.50			
Open Space	322.00			
	2092.75	1.82	3806.67	100.00%

Total

Land Use	Acres	Density	Units	Mix
Agrarian	1590.00	0.50	795.00	7.38%
Vintner	350.00	0.96	337.50	3.13%
Residential	2736.00	3.19	8734.44	81.12%
Mixed Use - R	60.00	15.00	900.00	8.36%
Mixed Use	271.00			
Commercial	250.00			
Open Space	1222.00			
	6479.00	1.66	10766.94	100.00%

State Lands at Highway 89A
 Density Analysis Test Case #2
 1.85 u/a Density for a 12,000 Unit Cap
 April 13, 2011

Parcel 1

Land Use	Acres	Density	Units	Mix
Agrarian	397.50	0.50	198.75	7.35%
Vintner	50.00	1.00	50.00	1.85%
Residential	508.00	4.30	2184.40	80.81%
Mixed Use - R	15.00	18.00	270.00	9.99%
Mixed Use	67.75			
Commercial	62.50			
Open Space	300.00			
	1400.75	1.93	2703.15	100.00%

Parcel 2

Land Use	Acres	Density	Units	Mix
Agrarian	397.50	0.50	198.75	8.88%
Vintner	50.00	1.00	50.00	2.23%
Residential	500.00	3.50	1750.00	78.17%
Mixed Use - R	15.00	16.00	240.00	10.72%
Mixed Use	67.75			
Commercial	62.50			
Open Space	300.00			
	1392.75	1.61	2238.75	100.00%

Parcel 3

Land Use	Acres	Density	Units	Mix
Agrarian	397.50	0.50	198.75	6.75%
Vintner	50.00	0.75	37.50	1.27%
Residential	700.00	3.57	2499.00	84.85%
Mixed Use - R	15.00	14.00	210.00	7.13%
Mixed Use	67.75			
Commercial	62.50			
Open Space	300.00			
	1592.75	1.85	2945.25	100.00%

Parcel 4

Land Use	Acres	Density	Units	Mix
Agrarian	397.50	0.50	198.75	4.83%
Vintner	200.00	1.00	200.00	4.86%
Residential	1028.00	3.44	3534.16	85.93%
Mixed Use - R	15.00	12.00	180.00	4.38%
Mixed Use	67.75			
Commercial	62.50			
Open Space	322.00			
	2092.75	1.97	4112.91	100.00%

Total

Land Use	Acres	Density	Units	Mix
Agrarian	1590.00	0.50	795.00	6.62%
Vintner	350.00	0.96	337.50	2.81%
Residential	2736.00	3.64	9967.56	83.06%
Mixed Use - R	60.00	15.00	900.00	7.50%
Mixed Use	271.00			
Commercial	250.00			
Open Space	1222.00			
	6479.00	1.85	12000.06	100.00%

State Lands at Highway 89A
 Density Analysis Test Case
 Proposed Residential Density Options
 April 13, 2011

Flat Site:

45' x 115' is approximately 4.35 du/ac
 50' x 115' is approximately 3.75 du/ac
 55' x 115' is approximately 3.20 du/ac
 60' x 120' is approximately 3.15 du/ac
 65' x 120' is approximately 3.10 du/ac
 70' x 130' is approximately 2.50 du/ac
 75' x 135' is approximately 2.10 du/ac
 80' x 140' is approximately 1.90 du/ac
 Average

Even Weighting	
4.35	
3.75	3.75
3.20	3.15
3.10	2.50
2.10	1.90
3.19	2.83

Weighted 40-30-20-10			
40%		1.74	
	40%		1.50
30%		0.96	
	30%		0.95
20%		0.62	
	20%		0.50
10%		0.21	
	10%		0.19
		3.53	3.14

Topo Site up to 15% Slope:

45' x 115' is approximately 3.60 du/ac
 50' x 115' is approximately 3.15 du/ac
 55' x 115' is approximately 3.00 du/ac
 60' x 120' is approximately 2.70 du/ac
 65' x 120' is approximately 2.50 du/ac
 70' x 130' is approximately 2.35 du/ac
 75' x 135' is approximately 1.90 du/ac
 80' x 140' is approximately 1.80 du/ac
 Average

Even Weighting	
3.6	
3.15	3.15
3	2.70
2.5	2.35
1.9	1.80
2.75	2.50

Weighted 40-30-20-10			
40%		1.44	
	40%		1.26
30%		0.90	
	30%		0.81
20%		0.50	
	20%		0.47
10%		0.19	
	10%		0.18
		3.03	2.72



Site Selection

Climate

General climatic conditions in many sections of the Midwest are favorable for growing grapes. Most American and French hybrid grapes can be grown where the frost-free period is from 150 to 180 days. The longest frost-free growing seasons in the region are found along the shores and islands of the Great Lakes and in the southern areas bordering the Ohio River Valley.

Information presented in climatological charts is general, so specific sites that have more or less desirable conditions can be found within any general area. Sites should be evaluated individually, and cultivars should be selected according to the length of the site's growing season and the expected minimum winter temperatures.

If the growing season is too short for a particular cultivar, fruit may not mature completely and may be poor in quality and low in sugar content at harvest. In addition, the vines may not mature properly in the fall, leading to possible winter injury. If the cultivar is not hardy enough to survive the winter, vine performance would be unsatisfactory.

Vineyard disease problems may be related in part to climate, especially humidity and temperature. Diseases such as black rot and downy mildew are more frequent under warmer temperatures and high humidity than in cooler, drier areas. Consequently, disease-control programs may need altering from one climatic region to another, as from northern to southern parts of the region.

Winter Temperatures and Spring Frosts

The Concord cultivar is generally one of the most cold-hardy grapes commercially grown in the Midwestern United States. Other cultivars often are damaged more than Concord in any particular season. Some of the other cultivars commonly produced commercially are significantly less winter hardy than Concord. A relative rating of winter hardiness for the various cultivars is provided in the section on *Cultivar Selection* beginning on page 18.

Vines begin to acclimate or *harden off* to cold temperatures as they go dormant in the fall. Early in the winter months, vines may not have achieved adequate hardiness to withstand temperatures below 0°F. However, by the first week of January, vines have usually achieved maximum winter hardiness and may be able to withstand temperatures as low as -10°F to -30°F, depending on the cultivar. Consequently, the extent of cold damage that may occur is dependent on the time of the year and the level of cold (Figure 5).

In addition, the pre-freeze conditions can also affect the amount of damage that occurs. This is especially true if there are warm periods (*January thaws*) followed by rapid drops in temperature. In many years, it is not the mid-winter cold that is responsible for cold injury but the fluctuating temperatures that occur in late winter.

By late winter, the rest requirement of the vine also has usually been achieved. After the winter rest period is completed, the vine is ready to grow, and only cold temperature keeps it dormant. Any significant warming can cause the vine to deacclimate (lose cold hardiness). If subsequent cold temperatures occur, vines

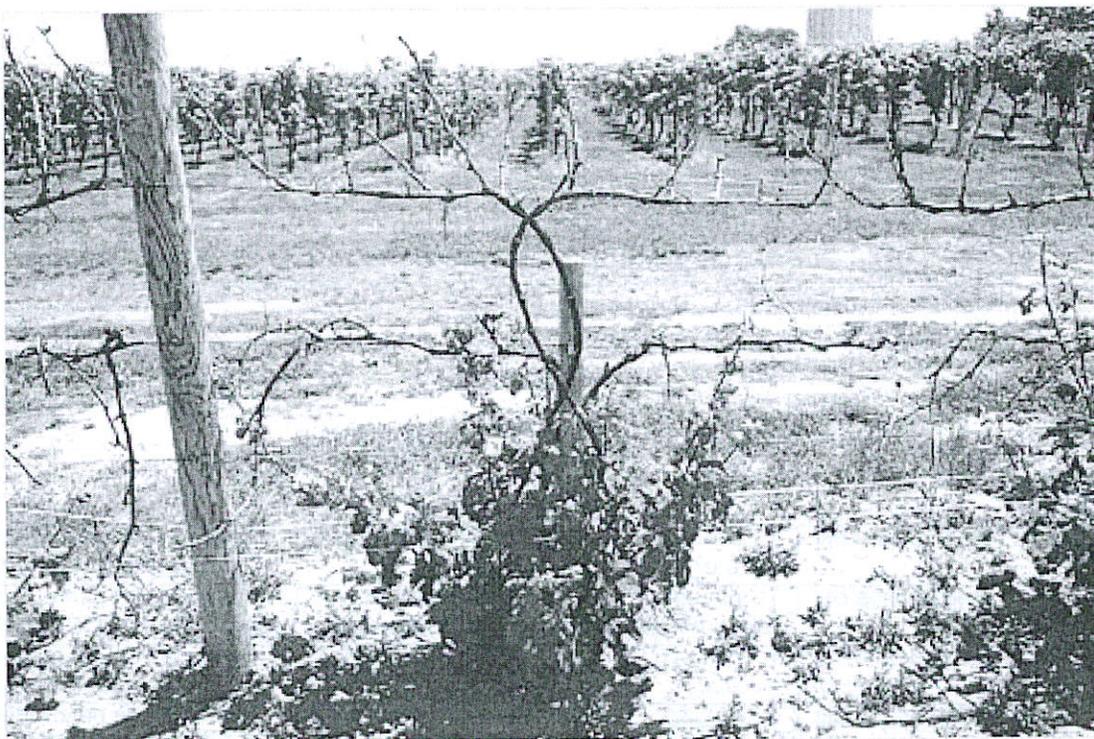


FIGURE 5. Riesling vine with top killed by -22°F temperature with regrowth from the base.

can be damaged. When injury occurs, it is frequently difficult to determine exactly when or how a vine was damaged unless it is periodically examined throughout the winter.

Once growth starts in the spring and the buds have extended to approximately 2 inches in length, they are susceptible to damage from temperatures below 28°F . Temperature variations caused by mesoclimates within a vineyard usually exist; temperatures usually are lowest near the ground, and they increase with elevation. Therefore, when possible, growers should establish vines on a trellis and grow them at a height of 5-1/2 to 6 feet.

Once primary buds are dead or damaged, various effects will result, depending on the variety (Figure 6). Although secondary buds generally will produce fruit, the crop will be significantly reduced. This subject is discussed further under *Selection of Cultivars, Pruning and Training*, and *Cultural Practices That Aid in Disease and Insect Control*.



FIGURE 6. Bud cross section showing dead primary (dark tissue in the center), but live secondary and tertiary buds on either side.

Topography

Selection of a site with desirable climatological characteristics helps to reduce cultural problems and assure success of the vineyard. The best vineyard sites are those with full sunlight, freedom from frost injury, and good soil drainage.

The most frost-free sites are those higher than the surrounding areas. Cold air drains from higher sites into lower areas. Avoid low areas where cold air may settle, because injury is likely to be greater and yields are likely to be lower where low-temperature injury occurs. Sites south and east of the Great Lakes often provide favorable temperature conditions in both spring and fall. Even in these locations, vineyards on higher elevations are less subject to frost damage than those in low areas.

Generally, sites with steep slopes (15% or more) should be avoided in commercial plantings because of soil erosion and difficulty in operating vineyard equipment. Cool temperatures on northern slopes often delay vine growth enough in the spring to aid in avoiding frost damage. However, these slopes may be subject to harsher winter conditions.

The opposite effect may occur on a southern slope, resulting in earlier spring growth and increased risk of frost injury. A western slope may have the disadvantage of exposure to prevailing winds that, in some areas or seasons, could be strong enough to damage vines and cause special trellising problems. On the other hand, movement of prevailing winds through a vineyard helps dry dew and rain from the foliage and helps reduce disease problems.

Monitoring or mapping of site conditions before planting is very desirable. Any prior knowledge of an area's elevation effects and other conditions may help producers locate their vineyard above certain critical levels and avoid damaging seasonal frosts. Advice from those who have grown fruit trees or vines in a given area can help potential producers find the elevation or location of the thermobelt and thus avoid undesirable areas.

Soils and Water Drainage

Grapes can be grown on a variety of soil types. However, the highest vine vigor and yield and the most efficient production are achieved on soils with good internal drainage. Water

drainage means surface removal of water as well as percolation or internal movement of water. With good management, vineyards have produced satisfactorily on soils ranging from gravelly loams to heavy clay and silt clay loams.

Producers should avoid soils that are consistently wet during the growing season (Figure 7). These soils may have an impervious subsoil or other drainage problems. In poorly drained soil, roots may penetrate only 2 feet or less, whereas on a deep, well-drained soil, they will penetrate 6 feet or more. Soils with only fair drainage require more intensive soil management (*e.g.*, tiling), and yields may not be satisfactory (Figure 8).



FIGURE 7. Poor drainage with standing water should be avoided.

Just as cold air should not be allowed to stagnate on a vineyard site, neither should water be allowed to accumulate. The vineyard must be arranged so that no ponding or puddling of water will occur for extended periods following a rain. This is especially crucial during the growing season.

Subsoil characteristics are important when choosing a vineyard site because they often indicate the nature of internal drainage. For example, a bright, uniformly yellowish-brown subsoil indicates good internal drainage. Subsoils showing slight mottling of yellow, gray, and orange indicate only moderate drainage. Poorly drained subsoils are characterized by greater mottling or, in some cases, a uniform dark-gray color.

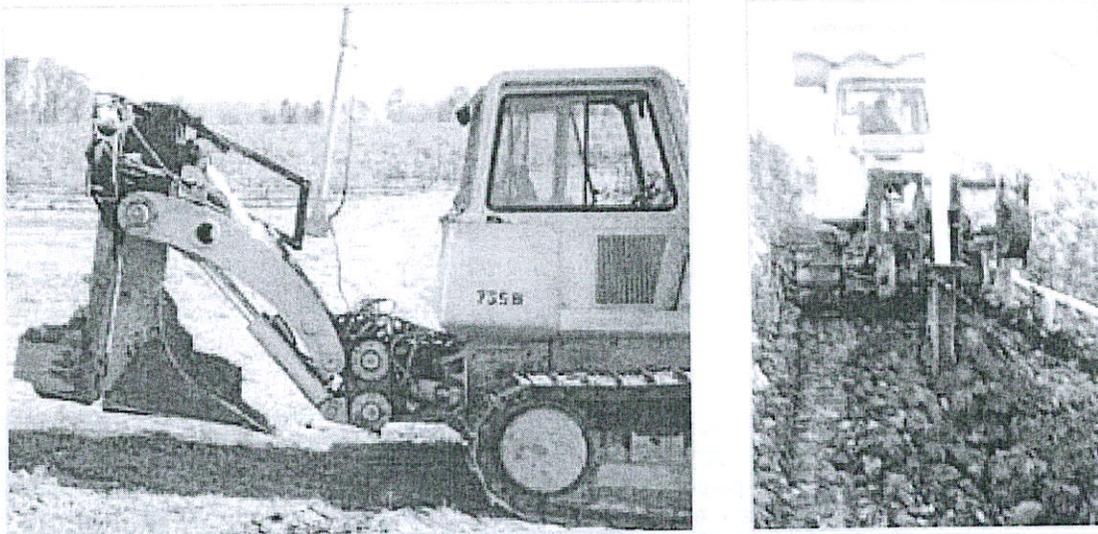


FIGURE 8. Equipment used to install drain tile between rows in a vineyard with imperfect soil drainage. Photos courtesy of Gene Sigel.

The USDA Natural Resources Conservation Service (NRCS) has mapped most of the soils in the Midwest. Before producers establish a planting, they should contact the local NRCS office to obtain county soil surveys and examine the soil conditions in the proposed vineyard site. Soil maps are helpful in determining soil-drainage characteristics and in evaluating potential sites. However, maps are not substitutes for taking soil borings on the site and making visual evaluations of the subsoil.

Internal water drainage is extremely important, especially for the more cold-tender French hybrid or vinifera grapes. A soil profile, as shown in Figure 9, can allow water to move freely through it. However, many Midwestern soils have *fragipans*, impermeable layers or texture changes that prevent free downward movement of water following rain or irrigation.

Lateral movement of water at a given depth below the surface can result in overly wet conditions, harming the vines. Therefore, even a sloped vineyard can have problems with internal drainage. Operating equipment in wet vineyards in early spring or late fall can also cause compaction and create serious problems.



FIGURE 9. Example of soil profile with adequate drainage.

Producers should note that general soils and topographic maps that give the major soil types and conditions for an area are not sufficient to determine the best location for the vineyard.

Specific sites for small acreage may be found that are considerably more favorable than the general map would indicate. Therefore, potential growers should not be discouraged based upon this general information, but should request detailed topographic and soils maps from their local NRCS office. These maps provide more information on the conditions for a specific site.

If the general topography (elevation, slope, etc.) is favorable but the internal drainage is imperfect, tile drains should be considered. Tile drainage generally improves most sites for the production of grapes and other fruit crops. Producers should carefully examine these conditions before the vineyard is planted.

Although grapevines grow and produce best on fertile, well-drained soils, naturally high fertility is not essential. Through proper fertilizer applications and soil management practices, even low-fertility soils can be improved to grow high yields of quality fruit. Thus, drainage considerations usually are more important than soil fertility when selecting a vineyard site. Improving soil fertility generally is more economical than compensating for poor water and air drainage on the site.

Because erosion is a major concern, most vineyard rows should be planted perpendicular to the predominant slope. Row directions running up and down slopes should be avoided. Contour plantings should also be avoided as they may introduce cultural or management problems and may result in weaker trellising.

THE HOME FRONT

VATE PROPERTIES



Ken Griffin Buys Big Island of Hawaii

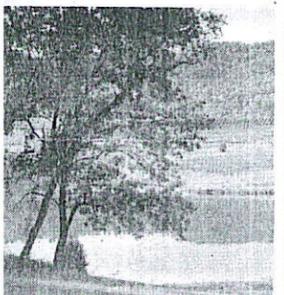
Ken Griffin, the chief executive of Citadel Investment Group, has bought an oceanfront estate in the Four Seasons' Hualalai resort on the Big Island of Hawaii for just under \$17 million. The property was originally asking \$20.5 million. Griffin bought in a limited-liability trust. There's a 5,600-square-foot, five-bedroom home with four bedrooms; stone walls open up to the outdoors with a lanai and a gazebo, plus an infinity pool. Mr. Griffin, 42, paid \$11.38 million for about four acres elsewhere in the resort. A spokeswoman for the resort declined to comment.

Rapozza of Island Land Company and Brandon Wood of Pacific Resort handled the listing, according to Robert Kildow of Hualalai Real Estate. Mr. Griffin declined to comment.

an Upper East Side House Asks \$38 Million

The house is asking \$38 million for a townhouse on the Upper East Side used as an office building by the Museum of American Art. The owner, who is in the senior health-care business in New Jersey and is a trustee of the New York University School of Medicine, is selling the townhouse, along with other buildings owned by the White Group, for \$95 million. The brick-masonry mansion measures about 10,000 square feet and is being sold as a residence. It was designed by Grosvenor Atterbury and has a view of Central Park.

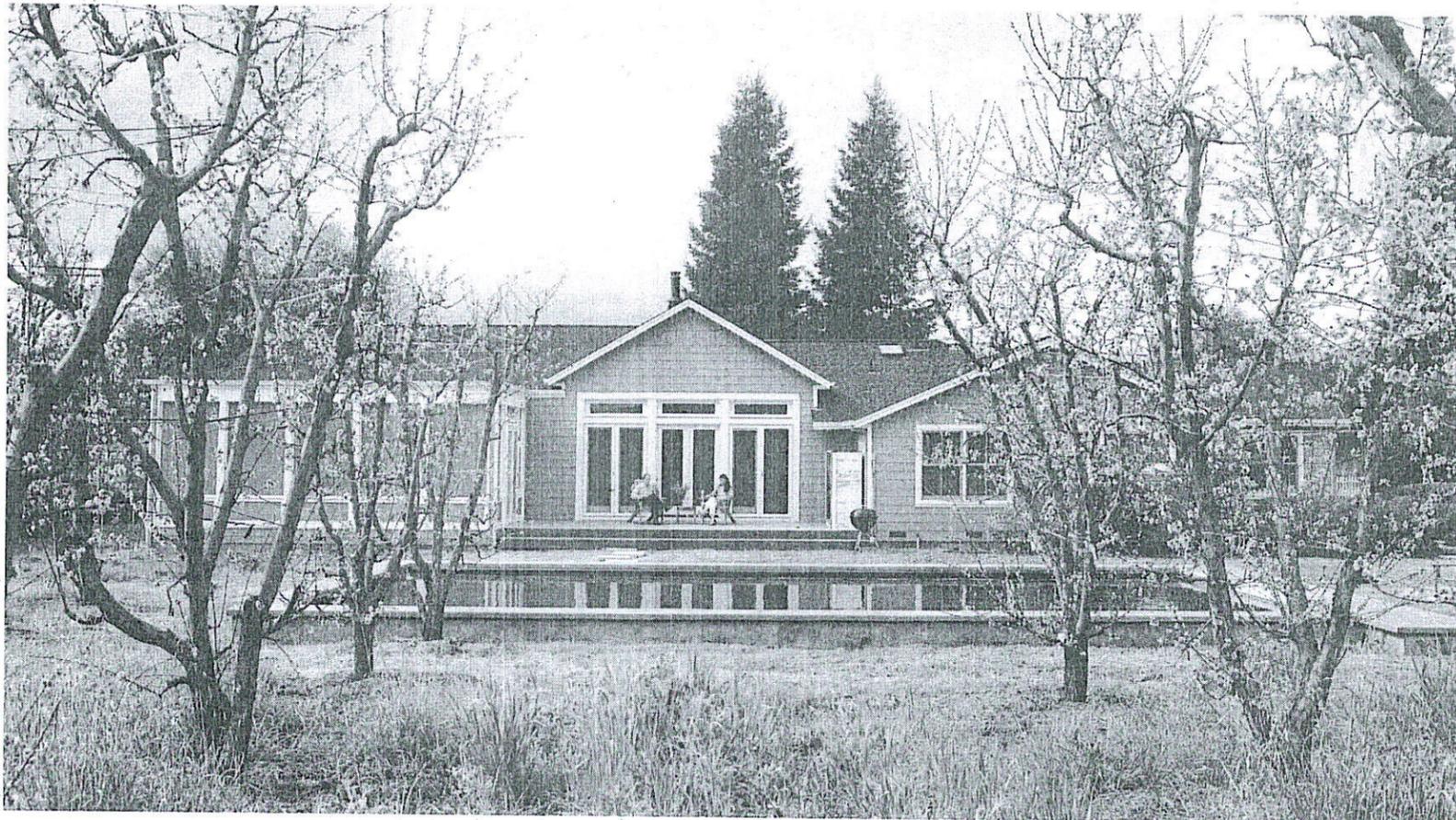
The listing agent has indicated in the past that the house has commercial and residential uses. A spokeswoman declined to comment on why he was selling the house. The listing agent is Julia Del Nunzio of Brown Harris Christie's International Real Estate, which has the listing.



Winery Auction

A winery, the roughly 900-acre Blue Ridge Winery in Charlottesville, Va., that was formerly owned by Patricia Kluge, an ex-wife of the founder John Kluge, is scheduled for an April 7 absolute auction. The minimum bid is \$19 million. The winery, located on the foothills of the Blue Ridge Mountains, will be auctioned off in six parcels. The winery is planted with 164 acres of grapes and has a production-and-bottling facility, a cave, a shop and tasting room, seven cottages and a restaurant. The estate is being sold on behalf of Bank of America. The listing agent is Julie Chung of Vate Properties.

vateproperties@wsj.com



A Peach of a Place

A big-city couple build a second career out of an old Sonoma farm

BY SARAH TILTON

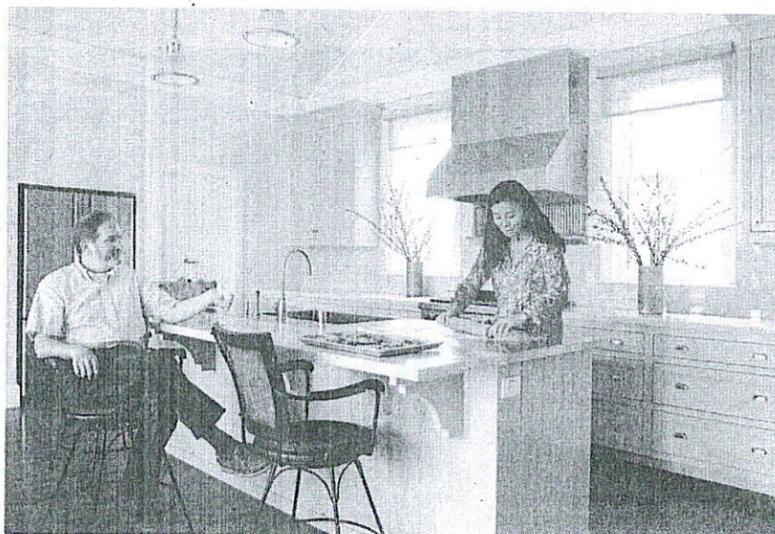
WHEN THEY STARTED house shopping in Sonoma's Dry Creek Valley in 1998, Gayle and Brian Sullivan were looking for a weekend getaway, not a new profession. But one look at the 60-year-old farmhouse, the tractor, the 1980 Toyota pickup truck, the chickens and the orchard, and Mr. Sullivan was sold.

His wife was slightly more skeptical. She already had a job working in the city as a marketing consultant (he as a bond trader) and they were raising their 1-year-old son. Plus, "We'd never grown anything in our lives," said Mrs. Sullivan, who will only say she is in her 40s. But she gave in. Buying the 6½-acre property in 2000 for \$1.5 million, the Sullivans decided to learn the peach business first and put off fixing up the house, a 1950s-era 2,000-square-foot, three-bedroom, two-bath ranch-style home with a few 1970s touches and a sagging 1990s addition.

That was the start of a burgeoning second career for the Sullivans, whose Dry Creek peaches have since developed a national following and regularly show up on the tables of Chez Panisse and Charlie Palmer's Dry Creek Kitchen. On a summer day, Mr. Palmer will stop by to see what's ripe and neighbor and tech entrepreneur Ridgely Evers will pick up the Bellini mix that Mrs. Sullivan makes using white peaches (the less pretty ones), simple syrup and lemon juice.

The Sullivans didn't get to their renovation until 2006, motivated by a leaky roof and the discovery of dry rot. Like their farm, one of the only organic peach farms in the county, the Sullivans were determined to preserve the character of their little house. It's an unconventional notion in an area burgeoning with trophy wine estates bearing their own tasting rooms and gift shops. To that end, they hired San Francisco architect Catherine Carr. "Catherine had a good sense that this was a little organic peach farm and what we were trying to preserve," said Mrs. Sullivan. "I wanted it clean and simple and appropriate to a farm."

The intervening years gave the couple time to create their wish list. Mrs. Sullivan, who had since worked at Wolfgang Puck's Postrino part-time



for four years in a bid to figure what to do with all those peaches, wanted an uncluttered kitchen with a Wolf range and seamless counters for easy clean-up. The priorities of Mr. Sullivan, 54, included a screened porch to remind him of his childhood on the East coast where his father, a carpenter, had built many porches. Both agreed the house should be oriented toward the orchard and they envisioned an open kitchen and great room where they could have 20 people over for a canning party.

Ms. Carr fulfilled the wish list, adding 600 square feet of living space. The great room, part of an addition, has three sets of French doors looking out at the grid of peach trees. It comes directly off the centerpiece of the home—a new kitchen where the counters are 30 inches deep as opposed to the usual 24 inches, just right for rolling out the pastry dough for the peach pies. The island, half Carrara marble and half stainless steel, is nearly 10 feet long, enough for six work stations or about 20 people in the kitchen. Menus devoted entirely to peaches are often enjoyed out on Mr. Sullivan's screened porch.

"The kitchen should be a prototype for what people do with kitchens. It is not overwrought," said restaurateur John Ash, who's been buying Dry Creek peaches for 25 years and now gives cooking classes in the remodeled area. "People were afraid it would become another chichi winery."



The Sullivans declined to say how much they spent on the remodel, though property-tax records assess the land and house at \$1,856,911. Seven miles away, a 4,370-square-foot Victorian house on 12 acres with a pool and sport court is listed at \$3.5 million.

Peaches are ubiquitous here. A peach twig wreath hangs on the front door. Jars of peach jam fill the kitchen shelves. Bags of peach prunings wait to be made into a thatched roof for the pergola that will soon be added over the ipe deck. Bowls of dried peach chips sit on the kitchen counter (the Sullivans slice them extra thin and don't add sulfites). On a recent Sunday, Mr. Sullivan



Clockwise from top: the house and pool, seen from the orchard; a bowl of peach pits; the new great room; Gayle and Brian Sullivan in the kitchen.

Photographs by Paul Dyer for The Wall Street Journal

was in the orchard looking at the holes left behind by the aging trees that they'd removed. Meanwhile Mrs. Sullivan was looking at containers of peach pits, whole and ground, stacked on the kitchen counter.

"If you have 40 tons of fruit a season, that's 80,000 pounds, that's hundreds of thousands of peach pits," said Mrs. Sullivan, who is planning to replace the black slate floor in the mudroom (she says it shows everything) with a peach-pit floor.

The couple hope their 11-year-old son will one day take over the business. He already sells his peach lemonade at the revived farm stand (50 cents a glass) just steps from the house.

City of Cottonwood, Arizona
City Council Agenda Communication



Meeting Date: May 10, 2011
Subject: Old Town Parking Master Plan
Department: Community Development
Through: George Gehlert, Community Development Director
From: Charlie Scully, AICP, Long-Range Planner

REQUESTED ACTION

Review a presentation from and give direction to staff regarding a proposed Old Town parking master plan and parking overlay district.

BACKGROUND

As Old Town becomes more active with new businesses and activities, the issue of parking will need greater attention. There are a number of approaches that can be considered. A Parking Management Plan is one way in which a comprehensive outlook can be considered.

OLD TOWN PARKING PROGRAM:

A comprehensive approach to review current and future parking needs in the Old Town area would include evaluation of existing conditions, input from businesses, residents, property owners and other interested persons, and consideration of both physical improvements and management solutions. A strategic planning process could be used to develop a parking master plan.

Strategic Plan Outline:

1. Identify Stakeholders and Partners
2. Goals and Objectives
3. Existing Conditions: maps, analysis, surveys
4. Opportunities and Challenges
5. Proposals
6. Recommendations
7. Implementation: short-term/long-term; low cost/high cost

PARKING MANAGEMENT PLAN

Analysis of Existing Conditions

Complete count and evaluation of all public and private parking opportunities in the area, including both on-street and off-street parking.

Analysis of Current Demand

Review of demand based on current land use – as per parking ordinance standards.

Survey of actual needs based on observed conditions.

Qualitative survey of needs based on input from businesses and residents.

Review of peak demand times, including special events, weekdays, weekends, evenings.

Develop Proposals / Recommendations

Physical Solutions

- Improve existing off-street and on-street public parking facilities.
- Develop new off-street parking.
- Improve directional signs to off-street parking.
- Improve alternate modes of transportation: pedestrian, bicycle, ride sharing, transit.

Management Solutions

- Develop coordinated programs with local businesses and residents.
- Encourage employee/resident parking in secondary locations.

ZONING ORDINANCE AMENDMENT

Zoning amendment to waive individual parking requirements in historic district.

Due to the historic development pattern in the Old Town commercial area, which generally shows full or mostly full building coverage of lots, the parking policy has been to waive off-street parking requirements for uses in the area. An amendment to the Zoning Ordinance is recommended to address changing needs.

With a defined Parking Overlay District, those existing nonconforming properties would be exempt from the parking requirements for providing off-street parking. Instead, the City would work with property owners to improve existing conditions in the area and to provide additional public parking opportunities where feasible.

Background: It is fairly common in cities and towns with historic business districts and major downtown areas to provide exceptions or alternatives to off-street parking requirements for individual uses in those areas. Cities in Arizona that have reduced or eliminated off-street parking requirements in their central historic districts and downtowns include Clarkdale, Camp Verde, Prescott, Phoenix, Chandler, Gilbert, Flagstaff and Bisbee. The parking strategy in downtown and historic commercial districts is more commonly addressed through a combination of both on-street parking and public parking lots rather than requiring each use to provide on-site parking.

PARKING OVERLAY ZONING DISTRICT.

One of the solutions to address parking issues in the Old Town area would be through the creation of a **Parking Overlay Zoning District**. Additional information can be provided on this approach at a future meeting. The boundaries could extend through the mixed use neighborhood along Main Street, as well as in the historic commercial area. The parking overlay zoning district keeps all the uses and development standards of the underlying zone in place but would allow a unique approach to parking requirements in that area. The specifics would be determined through a public process subject to the same procedures as a rezoning. This approach would allow greater flexibility in developing a parking strategy for the overall area.

REVIEWED BY

City Manager: _____

City Attorney: _____

ATTACHMENTS

- **Parking Management Plan Outline**
- **Parking Study - review of requirements from other cities**

PARKING MANAGEMENT PLAN

A review of opportunities for the Old Town area.

April 2011

INTRODUCTION

As the Old Town commercial area continues to develop, the demand for safe, convenient parking will increase. Strategies to improve parking in the area include both physical improvements and program management approaches. Non-construction, program management techniques can also provide improved conditions and are recommended for consideration. A summary of possible programs is included for discussion and background, as follows:

EXISTING PARKING OPPORTUNITIES

On Street Parking: On-street parking typically takes place on Main Street and on the first block of side streets. As development expands, the commercial parking is likely to spill further into the residential areas resulting in more traffic, noise and disturbance to the neighborhood residents unless alternatives are provided.

Public Parking Lots: There are several smaller off-street public parking lots, including those located at the City Hall complex and at the corner of Main and Pima. There may be opportunities to improve and expand off-street public parking in several additional locations.

Private Lots and Spaces: Several businesses have private parking spaces located mainly to the rear of the buildings and off the alleys. Overall, the opportunity for expanding private off-street parking is physically limited but could be looked at in greater detail to determine any missed opportunities.

PARKING IMPROVEMENT STRATEGIES:

A. GENERAL RECOMENDATIONS

1. Waive Zoning Ordinance parking requirements for the Old Town Commercial Historic District and Main Street corridor so as to conform to the existing and historic development patterns. (full lot coverage of buildings)
2. Develop a Parking Master Plan that identifies existing and potential parking opportunities in the area.
3. Establish a comprehensive program that includes both physical and management-based approaches to improving parking conditions.
4. Identify a project manager or program coordinator to plan and implement a parking program, including outreach and follow-up.
5. Determine the level of interest or ability for private development, residents or the City to participate in any these programs.

B. PUBLIC IMPROVEMENT PROGRAM

City Sponsored Improvements: The City currently provides several off-street public parking areas. These facilities provide a valued amenity to the public and contribute to the economic revitalization of the historic town center. Additional improvements should be seen as an investment in the long-term well being of the entire City.

1. Improve Existing Public Parking.

Expand public parking areas on city owned property in proximity to the City Hall. Additional paving, lighting, landscape, signage and pedestrian access are needed to improve the area behind the City Hall and around the old ballfield. A City facility master plan could be developed for the overall Old Town area.

2. Develop New Public Parking.

Evaluate opportunities and develop recommendations.

3. Improve Directional Signage.

Install better directional signage for public parking throughout the area.

4. Develop Informational Kiosks.

Sidewalk information kiosks located in one or more strategic locations could provide information on parking lots, as well as local business and events.

C. PARKING MANAGEMENT PROGRAM

1. Employee Parking.

Many employees, business owners and residents currently park in prime parking spaces along Main Street during business hours. A management-based program would encourage people who work or live in the Old Town area to not park in the prime on-street locations. This would assist with freeing up spaces for business customers. Convenient, nearby secondary spaces for residents and employees would need to be identified.

2. On-Street Loading Zones.

On-street commercial loading zones should be looked at on a case-by-case basis. Certain businesses depend more on periodic deliveries throughout the day. Where determined through an application process, the installation of yellow curb commercial loading spaces should be considered.

- a. Time limits for loading spaces should be posted and enforced.
- b. Restrict loading zones to trucks and services vehicles engaged in delivery or pick up only.
- c. Evaluate existing on-street loading zones needs and remove any existing commercial loading zones if they are not specifically related to nearby businesses.
- d. Encourage off-peak loading so as to not block streets and parking lots.

3. Disabled Access Parking.

“Handicap” parking spaces need to be located in convenient, safe locations. These spaces are typically located in parking lots rather than on-street spaces for safety and maneuvering reasons. Attention should be given to ensure they are well distributed throughout the area with proper signage and markings.

4. Alternate Modes Transportation

Reducing the demand for parking is seen as another strategy for improving transportation conditions. Getting people out of cars and using alternate modes of transportation may affect a relatively small percentage of people; however, the cumulative effect of demand side reduction can add up. Cost effectiveness for various measures can be looked at. Certain improvements for bicycle, pedestrian, transit and ridesharing can be made with relatively low costs over a short time frame.

a. Bus / Public Transit

Main Street is a primary route for the CAT bus route. There are stops located at several locations, including south of south of Main and Pima and near Main and Yavapai. Consult with CAT staff to determine other opportunities/needs.

b. Bicycle Improvements.

Improved bicycle routes, signage and parking can be looked at for the overall area. Bicycle parking racks should be carefully located so they are safe and convenient. There are some loop racks located near street corners but these are not useful for long-term use, as they are neither convenient nor secure.

Standards indicate bicycle parking should be in locations with a high degree of surveillance from inside buildings or from public areas – not in out of the way locations. Review of bike parking facilities should be considered to encourage greater use and to meet current needs.

c. Pedestrian Improvements.

Continuous paved sidewalks, well-marked cross walks, ADA ramps, adequate lighting, and sight distance triangles should be evaluated for improvements. A comprehensive pedestrian improvement study could be undertaken based on standards for encouraging safe, convenient, interconnected routes.

5. Parking Meters

Parking meters are common in urban areas but present some problems for a small historic district. The purpose of parking meters is to encourage limited use of spaces and greater turn-over so as to open up parking for generally short-term customer use. However, business may also be lost by casual drivers who choose not to stop. There are also costs associated with managing parking meters, writing tickets, etc. The relatively small number of meters in this area may not be likely to generate sufficient revenue to support the necessary program management. The pros and cons would need to be considered. Public input would be essential.

6. Time Limited Parking.

Posting a time limit for the use of daytime parking is another method to help free up on-street parking. This method typically includes a traffic enforcement officer who periodically marks the tires with a small chalk mark and then returns after a time, such as 1 or 2 hours. This method is labor intensive and is more common in larger cities. This also encourages local people to shuffle their vehicles between spaces. There are mixed reviews with enforcement based parking management. Again there would be pros and cons.

7. Multi-Level Parking Structures

Going vertical with multi-level parking structures may seem like a good solution for a more efficient use of limited land resources; however, the challenges are highly problematic, as follows:

- Structured parking costs substantially more than surface parking to build and operate. Parking structures can cost millions.
- Costs estimates for parking structures vs. surface parking range from 10 to 20 times higher cost per space.
- Parking structures generally need to be relatively large in order to achieve cost effectiveness due to the area required for vertical circulation with ramps, stairwells, elevators, etc. Small structures are proportionately more expensive to build and operate.
- Underground parking is generally the most expensive approach due to excavation and engineering costs.

D. DEVELOPMENT-BASED APPROACH

1. Parking Improvement District.

Improvement Districts are governed by State law. Where the City may not have funding available for new facilities, there is an option that allows property owners to work together to provide improvements to their area. The establishment of an Improvement District typically allows the project funding to be obtained up front as a type of loan with the participants paying it back over a number of years. The cost is spread out among all the property owners in the district over time so the cost per property may be more acceptable on a monthly or semi-annual basis. Analysis of cost and benefits and an estimate of cost per property in relation to the improvements provided would be needed. If desired by property owners, it is typical to hire a consultant to put together this type of program due to various legal and technical issues.

E. SUMMARY OF RECOMMENDATIONS

Current parking concerns and future parking opportunities should be considered in the Old Town area. The program should look at new and existing facilities, as well as various management based approaches. Additional considerations include the following:

1. Waive on-site parking requirements for uses in the historic district and along Main Street so as to be in conformance with the historic building pattern which included full coverage of lots.
2. Create a Parking Overlay Zoning District to manage unique parking standards in the area.
3. Develop a Parking Management Plan for the Old Town area.
4. Provide additional off-street public parking areas in the area, such as expanded paved parking behind City Hall and new parking near the Old Jail.
5. Initiate program management techniques, such as business surveys and employee parking strategies.
6. Install better directional signage for public parking throughout the area.
7. Develop one or more information kiosks for pedestrians and include a map of business and parking opportunities.
8. Evaluate the conditions and opportunities for pedestrian, bicycle and transit improvements in the area.
9. Evaluate handicap spaces in the area and provide improvements.
10. Evaluate the use and need for commercial loading zones in the area.
11. Evaluate potential sources of funding for improvements.
12. Identify a program manager to coordinate the overall program.

Source: EPA Parking Space / Community Places: Finding the Balance through Smart Growth Solutions, EPA Development, Community and Environmental Division, Wash. D.C. January 2006.

PARKING STUDY:

Clarkdale, Camp Verde, Prescott, Flagstaff, Chandler,
Florence, Tucson, Gilbert, Kingman

CLARKDALE ZONING CODE

General Provisions

The area described is a portion of the downtown Central Business District: **(CB Zone)**

Parking h. Exempted Areas; Lots 1-10, Block 44, the westerly ½ of lot 10 and lots 11 16, Block 45 Clarkdale Subdivision **are exempt from the standards specified in section 4-12 H 1.a above (off Street Parking and Loading).**

CAMP VERDE

Establishment of Downtown Parking District and Regulations: (Revised 7/24/2002)

There is established a Downtown Parking District more specifically described as that property located between Arnold to General Crook Trail and 4th Street to Woods Street. Within the boundaries of the District the following parking requirements will apply:

a. Existing Buildings: Any building, which exists on the effective date of this ordinance, is presumed to have sufficient parking. Changes of use, internal and external remodeling will not require additional or improved parking so long as such changes do not increase the square footage of the existing building. Minor additions to accommodate upgraded building mechanical systems or additions of second story uses will not be considered as increasing building square footage.

b. Building Expansions: Any expansion of an existing building, except as noted above, which results in the addition of building square footage will require conformance to the parking standards contained in the Code based on the use calculations for the additional square footage only.

c. New Buildings: Any building constructed after the effective date of this ordinance will be subject to the parking requirements of this Code.

PRESCOTT

Downtown Business District: (DTB District)

C. Parking and Loading

1. Off-street parking and loading shall be provided for all uses in accordance with the provisions of Sec. 6.2, Off-street Parking and Loading, and particularly Sec. 6.2.2C, Change of Use. Where surface parking lots are developed, such parking areas shall be screened in all cases from street view in accordance with the applicable requirements of Sec. 6.5.6, Parking Area Landscaping.
2. At such time as a city-owned parking garage is open for use in the DTB district and notwithstanding the off-street parking requirements of Sec. 6.2, **Off-street Parking, shall not be required in the DTB district for retail stores, restaurants and other hospitality-related uses in the Retail, Service and Business Categories as defined by Sec. 11.1.5E.3.a. and Sec. 11.1.5E.3.c.**

FLAGSTAFF LAND DEVELOPMENT CODE

Central Business District Established C-5-E

These standards are applicable in the C-5-E District where new buildings or uses are constructed and existing site or lot area is sufficient to accommodate the provision of off-street parking facilities. **(Otherwise parking is exempt in the historic downtown central business district.)**

Off Street Parking: Parking shall be provided for:

1. An enclosed building addition that results in an increase in the gross floor area; or
2. A new building that is constructed; or
3. That portion of a new building's gross floor area that exceeds the sites previous existing building's gross floor area, excluding enclosed decks and patios.

CHANDLER

City Center parking districts: Any institutional, commercial (except hotels, motels, boarding homes or guest homes) or industrial use which participates in a downtown parking district shall provide **no less than sixty-five (65) percent of the otherwise required off-street parking and this remaining required parking may be located in a nearby community parking facility.**

FLORENCE

Sec. 4-580. **Council waiver.**

Whenever the municipality or any special parking district owns, leases or commences condemnation proceedings on land to be used for public off-street parking purposes, the council on its own motion or pursuant to application by the owner of any land abutting the area used or to be used for public parking may reduce in part or entirely the off-street parking requirements imposed by this article on the lands abutting such area provided, however, that:

- (1) The council, before granting a reduction in off-street parking requirements, shall make a finding that the above stated conditions exist in reference to subject property; and
- (2) The council, in granting a reduction, may impose reasonable conditions which shall assure the intent and purpose of this article.

(Ord. No. 4, § 7.101(E), 6-12-72)

TUCSON

HISTORIC PRESERVATION ZONE DEVELOPMENT STANDARDS

9-02.6.0 PARKING. Parking is regulated by the *LUC*. Sec. 3.3.1 through Sec. 3.3.8 of the *Land Use Code*, establish motor vehicle and bicycle parking requirements and design criteria. **All Code requirements, including surfacing, are applicable within historic districts.** More particular parking provisions applicable within the El Presidio Historic District are noted in Sec. 2.8.8.6.N of the HPZ ordinance.

Because parking can have deleterious impacts on architectural and street character in historic districts, the location, scale, and screening of parking areas are issues in the historic review process. Generally, advisory boards **recommend that on-site parking be located to the rear of buildings and out of view from the public right-of-way.** In addition, screening of parking areas may be required to protect the character of the historic district.

KINGMAN

Parking Requirements: Property owners in the Historic Overlay District will make every reasonable effort to provide parking for the existing use or reuse of building, land, and expansions, recognizing parking limitations within the HOD. **On-street and off-alley parking can be considered in any parking calculation.** Necessary parking should be calculated within three hundred (300) feet of the proposed use or reuse.

GILBERT

I. Off-Site Parking in the Heritage Village Center Zoning District. Where a nonresidential use in the Heritage Village Center zoning district cannot provide all the required parking spaces on site, **off-site parking may be approved** by an Administrative Use Permit. The Administrative Use Permit shall terminate if the use changes. The application shall demonstrate that:

1. The off-site parking spaces shall be located within 1,000 feet of the use;
2. The off-site parking spaces shall be improved to the standards set forth in this article;
3. Cross-easements for parking shall be recorded in a form satisfactory to the Town Attorney, or evidence provided of adequate public parking; and
4. All state and federal accessibility requirements shall be met.
5. The Administrative Use Permit may require the provision of a minimum number of on-site parking and loading spaces.

BISBEE

ARTICLE 8 PARKING AND LOADING 8.1 Requirements

Lots existing at the time of the adoption of this Ordinance which may not be able to meet these **parking requirements are exempt.**

City of Cottonwood, Arizona
City Council Agenda Communication



Meeting Date: May 10, 2011
Subject: Old Town Parking
Department: Development Services
From: Dan Lueder

REQUESTED ACTION

It is requested that the council review staff concepts for additional parking in Old Town and provide staff with direction on whether to continue moving forward with these parking additions.

BACKGROUND

Due to the substantial increase in visitors to Old Town, vehicle parking is increasingly difficult to find, which has resulted in staff devising some concepts to increase the availability of public parking. With the recent acquisition of the Gardner property, the City now has sufficient property available in that location to create new public parking for 40 to 55 vehicles. Staff will review the options for this area and discuss the overall parking needs in Old Town.

JUSTIFICATION/BENEFITS/ISSUES

With the resurgence of Old Town the City is now in the enviable position of having more visitors to this area than available public parking. Having adequate parking available will ensure that those who wish to visit this area will enjoy the experience and increase the revenue and associated tax benefits for the City.

COST/FUNDING SOURCE

N/A this is only for discussion at this time

REVIEWED BY:

City Manager: _____

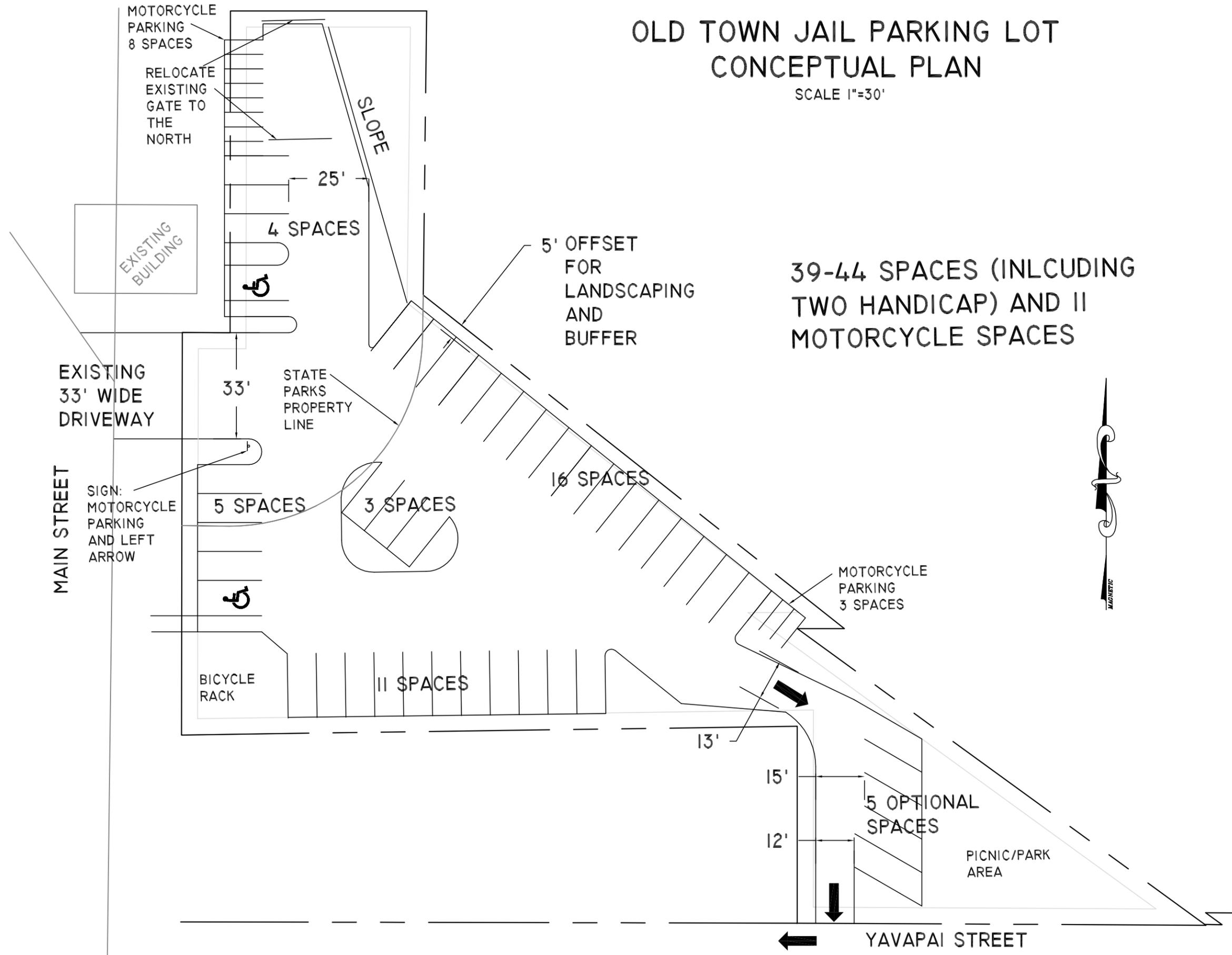
City Attorney: _____

ATTACHMENTS

Conceptual parking lot designs

OLD TOWN JAIL PARKING LOT CONCEPTUAL PLAN

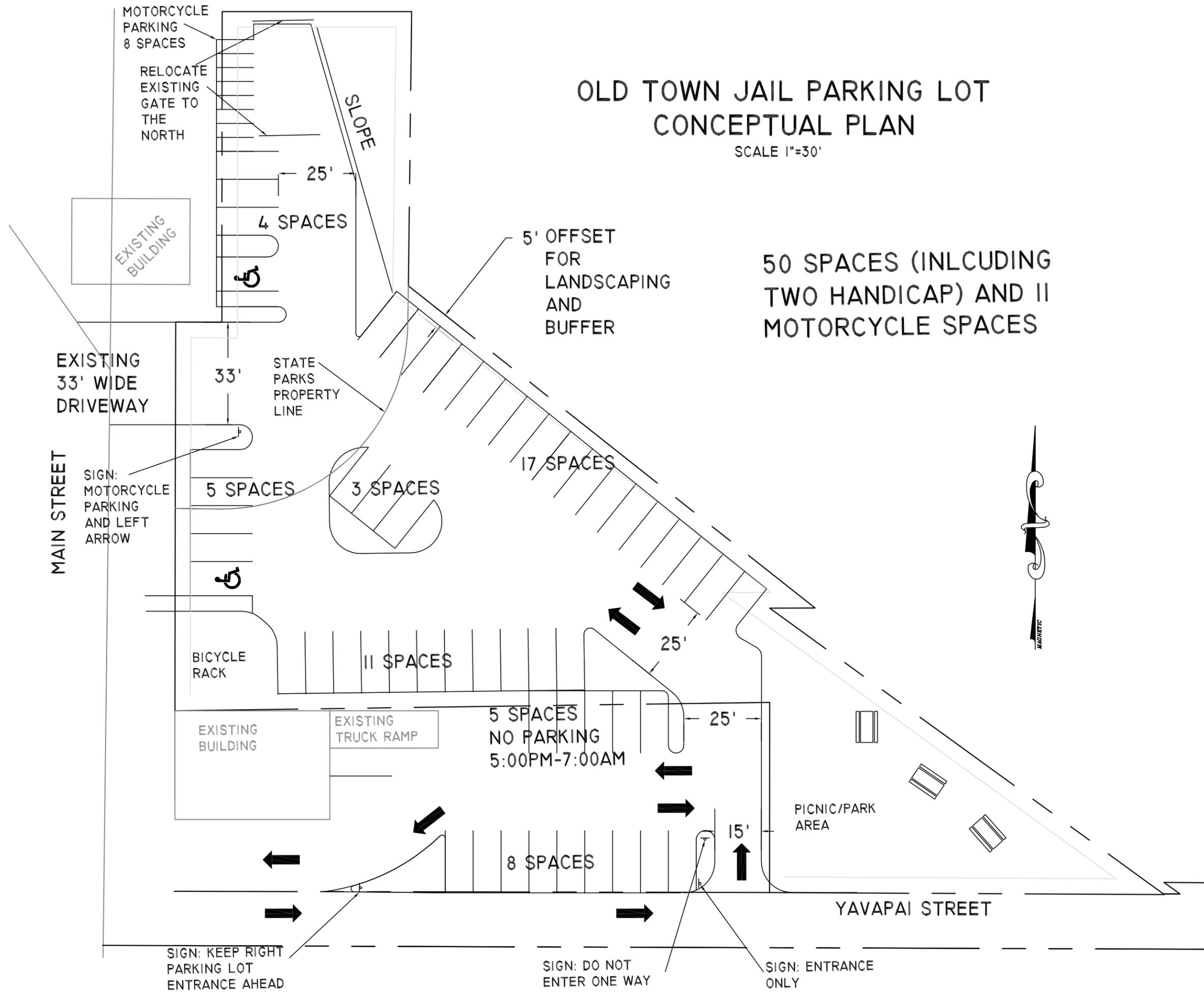
SCALE 1"=30'



OLD TOWN JAIL PARKING LOT CONCEPTUAL PLAN

SCALE 1"=30'

50 SPACES (INLCUDING
TWO HANDICAP) AND 11
MOTORCYCLE SPACES



City of Cottonwood, Arizona
City Council Agenda Communication



Meeting Date: May 10, 2011

Subject: Thunder Valley Rally - Old Town Cottonwood

Department: Parks and Recreation Department

From: Richard Faust Community Services Gen. Mgr./Jason Little Rec. Manager

REQUESTED ACTION

The Cottonwood Parks and Recreation Department is requesting Council consideration in order to proceed with the pre-planning/implementation/addition of a new special event to be called the Thunder Valley Rally in Old Town Cottonwood. The event would be held and Staged in Old Town Cottonwood during the Weekend of September 16th-18th.

If the Council desires to approve this item the suggested motion is:

Not Applicable - Permission to Proceed

BACKGROUND

After careful consideration pertaining to the possibility of Cliff Castle Casino discontinuing the Thunder Valley Rally staff has been meeting and devising a possible strategy to bring the well-attended special event to Old Town Cottonwood September 16th through the 18th. Doug Bartosh; City Manager was recently approached by Tony Averitt; Director of Marketing Cliff Castle Casino and asked if the City of Cottonwood would be interested in hosting the Thunder Valley Rally this year. Mr. Bartosh convened all affected department heads and together staff has been working on a preliminary budget and schedule of events that would appeal to this group of motorcycle enthusiasts in a coordinated effort to effectively market Old Town Cottonwood. The three day event has the potential of bringing over 1,000 program participants to Cottonwood whereby participants would be converging on this destination location to enjoy the rally and ambiance that Old Town Cottonwood offers.

JUSTIFICATION/BENEFIT/ISSUES

To date the City of Cottonwood's relationship with Cliff Castle Casino has been very productive and successful. Presently, Cliff Castle Casino continues to provide support to the city's special event department and this endeavor would only strengthen the partnership with

Cliff Castle Casino and local businesses within the City of Cottonwood. Additionally, participants would be staying in town for an extended amount of time whereby more tax dollars will be collected and infused into city coffers. Moreover, participants will also be purchasing and receiving one Rhythm and Rib ticket for the annual ribs festival to be held on October 1st, 2011 thereby providing incentive to come back for Rhythm and Ribs.

Issues:

Main Street would be closed down for the duration of the event. Initially old town business owners might have an issue with the street closure however; the city has already received a positive response from the Old Town Association President Lisa Pender. Similar to the "Walkin' On Main Street" special event business owners now understand fully the positive economic benefit associated with special events of this nature and the inherent need for street closures in Old Town Cottonwood. Other issues would be the anticipated attendance of the event. While the event has been warmly received when the event was staged at Cliff Castle Casino a change in venue could possibly deter some individuals from attending the event this year. In an effort to mitigate this issue the city has asked Cliff Castle Casino to co-sponsor the event this year. City and casino staff knows that the change in the circuitous route riders will take this year through Sedona, Flagstaff, Christopher Creek and Camp Verde will be highly appealing. Forecasting attendance for special events is always speculative therefore staff has conservatively planned and attached a preliminary budget that has taken a reduction of attendance into consideration.

COST/FUNDING SOURCE

Upfront costs for the event will come from the general fund and partnerships with business owners and Cliff Castle Casino. Please see the attached preliminary budget.

REVIEWED BY

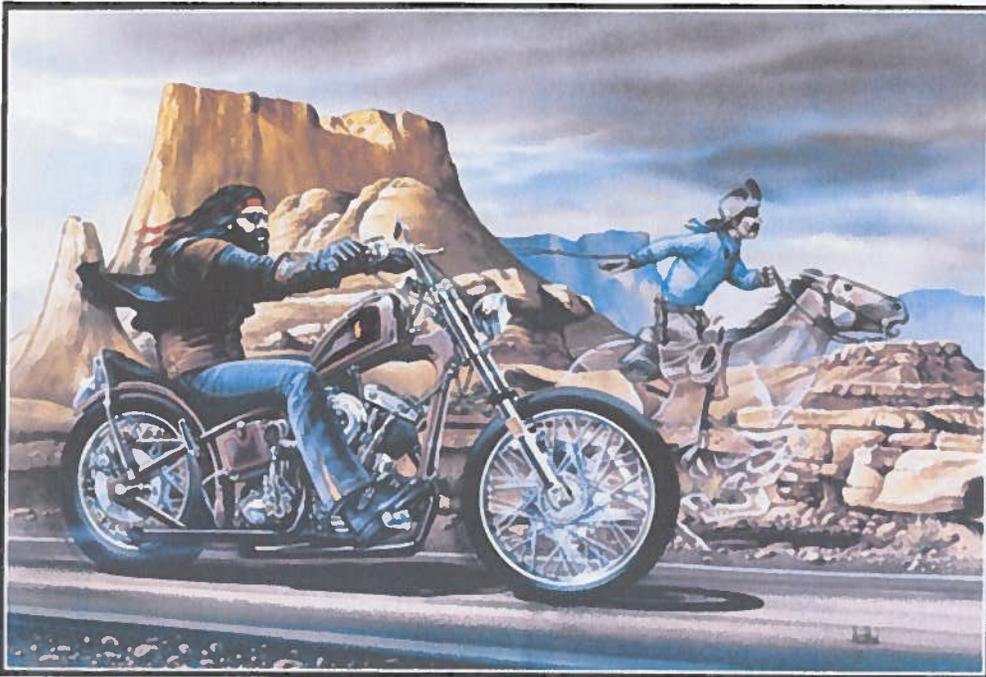
City Manager: _____

City Attorney: _____

ATTACHMENTS

- Thunder Valley Rally in Old Town Cottonwood Preliminary Schedule of Events
- Preliminary Budget for Thunder Valley Rally In Old Town Cottonwood

Thunder Valley Rally Motorcycle Show in Historic Old Town Cottonwood



FEEL THE RUMBLE!

11TH ANNUAL THUNDER VALLEY RALLY EVENT IN OLD TOWN COTTONWOOD

We're going full throttle with the 11th Annual Thunder Valley Rally event in Old Town Cottonwood, Sept. 16th-18th. Everyone is welcome (not just the road warriors!) for two full days of fun, food, music, and prizes: Join us for the Poker Run with over \$4,000 in prize money, the Bike Show with over \$3,500 in prizes, and live music line-up that is going get your motor running. All this, with raffle prizes given away.

This year's charity partner is the Chamber of Commerce or to be announced.

Detailed Schedule of Events:

Event Schedule:

Friday, Sept. 16rd 10:00 a.m.- 9:00 p.m.

10:00 a.m. Vendor Set up in Old Town

6:00 p.m. City Manager/Hamster/ Barley and Grapes Wine Tour

6:00 p.m.-9:00 p.m. Registration in the Civic Center (\$35.00)

Saturday, Sept 17th 8:00 a.m.-9:00 p.m.

8:00 a.m. Day of registration (\$40.00) /Pancake Breakfast (\$5.00)

10:00 a.m. Bike Blessing (Pastor Rob Williams)

11:00 a.m. Registration ends kicks stands-up

11:00 a.m.--3:00 p.m. Poker Run

Route:

(Oak Creek canyon (89 A – Lake Mary Rd.- St Rt. 87 S – 260 W end in Old Town)

- Old Sedona Bar & Grill
- Mormon Lake Lodge
- Happy Jack's
- Cliff Castle Casino
- Old Town Cottonwood Pillsbury Winery/Rendezvous

4:00 p.m. Last Draw Old Town Cottonwood

4:00 p.m. – 9:00 p.m. Live Music (Cadillac Angels, Mogollon, Los Guys)

5:00 p.m. . Poker Winners Announced

1. High Hand (\$2,000) Prize
2. Low Hand (\$2,000) Prize

Sunday September 18th

10:00 a.m. Bike awards (La Crema Patio, or Casino?)

12:00 p.m. Tear Down

Registration Fees:

- \$35 per bike pre-registration
- \$40.00 per bike day of registration

Includes 1 Rhythm & Rib ticket, 1 Ball Mason Jar with event logo

Event Ideas:

- Centennial Copper Chopper
- Rolling Harley Davison Museum
- All bars \$2 beers with a Mason Jar
- Bike Demos
- Outlaw Bike Pics with Blazin' M Ranch
- Mechanical Bull

Event Sponsors:

- Mayer Harley Davidson
- KA Cycles
- Chamber of Commerce

Pancake Breakfast Details: (Old Town Basketball Court)

Outside organization will be responsible for:

- Set up and Tear Down
- Collecting Money
- Advertising
- Tables and Chairs

Awards Details Sunday Morning September 18th:

- Best Old School Bike (\$500.00)
- Best H.D. Custom (\$500.00)
- Best Overall (People's Choice/Judges Choice) (\$1000.00) each
- Longest Rider (\$500.00)
- Oldest Bike (plaque)
- Oldest Rider (plaque)

Cliff Castle Casino Sponsorship includes:

- Continued Title Ship Rights with the inclusion of (In Old Town Cottonwood)
- Poker Run Stop
- Bike Raffle
- Identified as Co-Sponsor of Event in all print media
- Event signage and marketing
- Listed as co-sponsor in all radio, news, and media broadcasts

2011 Preliminary Budget for Thunder Valley Ralley in Old Town

Advertising

Bands:	\$7,500
Sound/Lights:	\$7,500.00
Port-A-Pots:	\$1,000.00
Trash:	\$500.00
V.V. Rentals:	\$1,000.00
T-Shirts:	\$500.00
Marketing:	\$5,000.00
Signage:	\$1,000.00
Total:	\$24,000.00

Overtime Costs:

Fire:	\$1,200.00
Police:	\$2,376.00
Public Works:	\$3,100.00
P&R:	\$500.00
Total:	\$7,176.00

Anticipated Revenues:

400 riders @ \$20.00	\$7,200.00
300 riders @ \$25.00	\$7,500.00
Vendor Fees:	\$4,000.00
Beer and Wine Sales:	\$2,000.00
Cliff Castle Casino:	\$15,000.00
Total:	\$35,700.00
Rhythm and Ribs Revenue:	\$8,400.00

City of Cottonwood, Arizona
City Council Agenda Communication



Meeting Date: May 10, 2011

Subject: Brian Mickelsen Memorial ½ Marathon 10K and 2 Mile Fun Run - Request for Expansion

Department: Parks and Recreation Department

From: Richard Faust Community Services Gen. Mgr./Jason Little Rec. Manager

REQUESTED ACTION

The Cottonwood Parks and Recreation Department is bringing forth a concept for council consideration and approval to proceed with the pre-planning/implementation/addition of a marathon course in conjunction with the Brian Mickelsen ½ Marathon, 10K, and 2 Mile Fun Run.

If the Council desires to approve this item the suggested motion is:

None Required. Staff requesting direction.

BACKGROUND

After careful consideration pertaining to the possibility of Sedona discontinuing the Sedona Marathon, staff from multiple departments have been meeting and devising strategies towards implementation of a full marathon event in conjunction with the ½ marathon, 10K and 2 Mile fun/memorial run. Staff has received a great deal of input from all affected department heads and unanimously agrees that the addition of a full marathon could enhance the overall race appeal of our current event as well as provide for a positive economic ripple effect into the community as well.

JUSTIFICATION/BENEFIT/ISSUES

By adding a marathon course to our current race docket citizens would have the opportunity to run, train and participate in a local marathon that will also appeal to elite runners on a regional wide basis. Moreover, if the Sedona Marathon is discontinued there is a likelihood that additional participants might sign up to partake in the marathon since the course is considered to be relatively flat and scenic. The course will be certified by American Track and Field whereby elite runners could use this race as a qualifier for other marathons such as the

New York, Boston and Chicago Marathons. Additional tangible benefits would be unrealized tax revenues collected during their stay in the Verde Valley.

COST/FUNDING SOURCE

As outlined by the Finance Manager and staff the cost of adding a marathon to our current schedule would be nominal.

REVIEWED BY

City Manager: _____

City Attorney: _____

ATTACHMENTS

None