

AGENDA

WORK SESSION OF THE CITY COUNCIL OF THE CITY OF COTTONWOOD, ARIZONA,
TO BE HELD NOVEMBER 8, 2022, AT 6:00 PM., AT THE COUNCIL CHAMBERS
BUILDING, 826 N. MAIN STREET, COTTONWOOD, AZ.

- 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 3
minute time period per speaker.***

- 1. PUBLIC PARTICIPATION PLAN FOR UPDATING THE CITY'S
GENERAL PLAN.
- 2. PROPOSED CITY BEAUTIFICATION AWARD PROGRAM.

- 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: November 8, 2022
Subject: Discussion of a Public Participation Plan for the General Plan Update
Department: Community Development
From: Scott Ellis, Community Development Director

REQUESTED ACTION

Discussion and possible direction to staff.

SUGGESTED MOTION

N/A Discussion only.

BACKGROUND

The attached draft Public Participation Plan (PPP) outlines a program for engaging the public in the General Plan Update process, which is due to be completed by 2024. The draft is similar to the PPP adopted for the General Plan Update of ten years ago, except that it does not create a new steering committee (the Planning and Zoning Commission would serve that function), and provides a general schedule. Following Council discussion and direction at this work session, the PPP can be adopted by resolution at an upcoming City Council Regular Meeting.

JUSTIFICATION/BENEFITS/ISSUES

State law requires cities to adopt written procedures to provide effective, early, and continuous public participation in the development of, and major amendments to, general plans (ARS 9-461.06.C).

COST/FUNDING SOURCE

Public Participation in the General Plan Update will involve budgeted expenses for distributing information and materials, including advertising and printing.

ATTACHMENTS:

File Name	Description	Type
11-8-22_Draft_Public_Participation_Plan.pdf	Draft Public Participation Plan	Backup Material

City of Cottonwood
General Plan 2035
DRAFT Public Participation Plan

Resolution #####, adopted by the City Council, ####, 2022

INTRODUCTION

The purpose of the Public Participation Plan is to describe involvement and communication strategies that may be employed to ensure the greatest opportunity of public participation in the development of **General Plan 2035**. State law requires cities to “adopt written procedures to provide effective, early, and continuous public participation in the development and major amendment of general plans from all geographic, ethnic and economic areas of the municipality.” (ARS 9-461.06). State law also requires cities to update their General Plan every ten years, and the next update of Cottonwood’s General Plan is due by 2024.

PUBLIC PARTICIPATION PLAN OBJECTIVES

The overall public involvement approach will be to:

1. Facilitate opportunities for meaningful community participation.
2. Actively seek input from a broad and representative base of the affected population.
3. Ensure that the Plan accurately reflects the collective voice of affected population.
4. Maintain an ongoing stream of current project information that is easily available to citizens.
5. Comply with statutory requirements for early and continuous public participation throughout the planning process. According to state statute, the public involvement procedures must provide for:
 - a. The broad dissemination of proposals and alternatives.
 - b. The opportunity for written comments.
 - c. Public hearings after effective notices.
 - d. Open discussions, communications programs, and information services.
 - e. Consideration of public comments.

PARTICIPANTS

Participants in the General Plan Update process will include:

Citizens. Participation is open to all who live, work, recreate, or own property in Cottonwood.

Local Organizations. Groups including civic organizations, homeowners associations, advocacy groups, and nonprofit organizations will be invited to participate.

Boards and Commissions. City Boards and Commissions will also be able to provide valuable assistance with review and input on various aspects of the plan development, including:

- Airport Commission
- Historic Preservation Commission
- Youth Advisory Commission

Public Agencies. The state statute requires review by a number of public entities, including local, state and federal agencies. This includes Yavapai County, Town of Clarkdale, Town of Camp Verde, NACOG, school districts, public utilities, National Park Service, USFS, Arizona State Parks, Arizona State Lands Department, Arizona Game and Fish and the Yavapai-Apache Nation.

Planning and Zoning Commission. The Commission is required to conduct at least one official public hearing on the draft plan prior to forwarding to the City Council. The Commission will review the plan, take public comment and provide recommendations to the City Council. Staff will provide periodic updates to the Commission, who may provide guidance on the content and process of the update. Individual Commissioners may participate in workshop and open house meetings.

Cottonwood City Council. The Council conducts the final public hearings and approves the General Plan before sending it to the voters for ratification.

Staff. Community Development Staff will coordinate the General Plan Update process. Staff will conduct research, compile information, and produce draft documents and related material for review and feedback. In addition, a number of other City departments will help with the update of the plan, including Public Works, Utilities, and Parks and Recreation.

METHODS

City of Cottonwood's Community Development Department staff will coordinate public participation using many methods, including:

Email. Staff will compile and maintain a list of email addresses for interested people and organizations, and will mail information and announcements of upcoming events.

City Website. The City will maintain a page on its website providing current information on the General Plan Update process.

Media. Staff will publish information on the General Plan Update process by issuing press releases and posting information on City social media outlets.

Open Houses. Staff will hold open house sessions to display materials on the General Plan Update process, answer questions, and gather comments.

Direct Outreach. Staff will attend community events, board and commission meetings, and civic group gatherings to gather comments.

Workshops. Staff will hold public meetings focused on particular planning topics and will gather comments from these meetings.

Public Hearings. The Planning and Zoning Commission and City Council will hold public hearings to consider adoption of the updated General Plan and scheduling it for ratification by public vote.

SCHEDULE

Late 2022 – Early 2023:

- Email list compilation
- Web page development
- Direct outreach at events and group meetings
- Workshop and open house meetings to gather general comments on vision and values
- Planning and Zoning Commission updates

Mid 2023 – Late 2023

- Draft General Plan update prepared by Community Development staff based on comments received
- Consultation on draft with City departments and other public agencies

Late 2023 – Early 2024

- Direct outreach and group meetings to present draft General Plan and gather comments
- Workshop and open house meetings to review draft
- Public hearing(s) with Planning and Zoning Commission to review draft

Mid 2024

- Public Hearing(s) by City Council to consider draft General Plan and set it for public vote

Late 2024

- General Plan on ballot for ratification by Cottonwood voters

City of Cottonwood, Arizona
City Council Agenda Communication



Meeting Date: November 8, 2022
Subject: Discussion of a landscaping beautification recognition program to be rolled out in 2023.
Department: Community Development
From: Tina Hayden, Community Development Planner

REQUESTED ACTION

Discussion and possible direction to staff.

SUGGESTED MOTION

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

N/A Discussion only.

BACKGROUND

A City Beautification Program provides an opportunity to encourage community cleanup practices and instill civic pride in the community. Varying award categories/grading criteria allow businesses to choose which landscaping practices best suit their needs and budget. Whether it's enhancing curb aesthetics or upgrading plant watering methods with updated sustainable options, there is a benefit to both the business and the community.

The target audience for the initial rollout of this program is commercial businesses that have been established for one year or more. These businesses would be able to self-nominate or be nominated by a neighbor or patron. All nominations would be submitted online to be evaluated by a five-member panel. The panel would use a scoring rubric for evaluation of nominated properties and would consist of the following:

- One member from the City Council
- One member from the Planning and Zoning Commission
- One member from the Historical Preservation Commission
- One City Staff member
- One member of the public

There are three options for award periods:

1. Annual Award- once per year in May Award categories:

- Best in city
- Best common area
- Best use of native plants
- Best use of small space
- Best curb appeal
- Most outstanding shrub/tree
- Best storm water solution/rain garden
- Best before and after

2. Seasonal/Quarterly Award- every three months. Award categories:

- Spring-best blooms
- Summer- best water management
- Fall-cleanest yard
- Winter-best holiday décor

3. Monthly Award-Awards would be granted based on the following criteria:

- Use of flowers and landscaping
- Maintenance
- Overall curb appeal
- Water management

All award winners will be presented with a plaque at City Council meetings held once per year or more frequently as desired. Further recognition will be given to award recipients in the local newspaper, social media, City of Cottonwood website, and a yard sign.

Staff recommends starting off slowly with an annual award program during the springtime. Since this is a new project it would be good to see the turnout of active nominations. If there is a large number of nominations we can consider increasing the number of categories or create a runner-up award.

JUSTIFICATION/BENEFITS/ISSUES

This program aligns with the 2021-2023 Strategic Plan Guiding Principle 2.4: Encourage and develop community pride. Strategic Initiative 2.4.6. specifically states, "Create a landscaping beautification recognition program."

COST/FUNDING SOURCE

The City Beautification Program operational expenses will be funded by the Community Development department budget.

ATTACHMENTS:

File Name

Description

Type

No Attachments Available