



**HISTORIC
PRESERVATION
COMMISSION**

**RIVERFRONT COUNCIL
CHAMBERS**
1083 E. RIVERFRONT ROAD
COTTONWOOD, AZ 86326

Wednesday, February 28,
2024

6:00 PM

cottonwoodaz.gov

Regular Meeting of the Historic Preservation Commission

1. **CALL TO ORDER:**

Regular Meeting of the Historic Preservation Commission

A. Roll Call:

B. Approval of Minutes:

C. Election of Chair and Vice-Chair:

2. **INFORMATIONAL REPORTS AND UPDATES:**

A brief summary of current events by Chairperson, Commission members, and/or Community Development Director. (The public body does not propose, discuss, deliberate, or take legal action on any matter brought up during this summary unless the matter is properly noticed for legal action).

3. **CALL TO THE PUBLIC:**

This is the time for the public to comment on any matter that does not appear on the agenda. Commission members may not discuss items not identified on the agenda. Pursuant to A.R.S. § 38-731.01(H) action taken as a result of public comment will be limited to directing staff to study the matter, responding to criticism, or scheduling the matter for consideration at a later date. Comments are limited to five minutes for each person.

4. **OLD BUSINESS:**

5. **NEW BUSINESS:**

6. **DISCUSSION ITEMS:**

1. Cottonwood Historic Property Tour Committee

2. Landmarking Committee

3. [Historic Preservation 2024-2026 Strategic Plan](#)

7. **ADJOURNMENT:**

Notice is hereby given that pursuant to A.R.S. subject to certain specified statutory exceptions, parents have a right to consent before the State or any of its political

subdivisions make a video or audio recording of a minor child. Meetings of the City Council are audio and/or video recorded, and, as a result, proceedings in which children are present may be subject to such recording. Parents in order to exercise their rights may either file written consent with the City Clerk to such recording, or take personal action to ensure that their child or children are not present when a recording may be made. If a child is present at the time a recording is made, the City will assume that the rights afforded parents pursuant to A.R.S. have been waived.

Information on the above agenda items may be obtained in person from the Community Development Department, 111 N. Main Street in Cottonwood, or by calling (928) 634-5505.

A verbal comment period will be provided during each hearing item. The Chair may impose a time limit on each speaker. The Commission will not consider written materials submitted less than three working days before the meeting.

Pursuant to A.R.S. § 38-431.02(B) the Commission may vote to go into executive session on any agenda item pursuant to A.R.S. § 38-431.03(A)(3) and (4) for discussion and consultation for legal advice with the City Attorney.

The Riverfront Council Chambers are accessible to the handicapped in accordance with Federal “504” and “ADA” laws. Those with needs for special typeface print or hearing devices may request these from the Community Development Admin at 634-5505 (TDD 634-5526). All requests must be made at least 24 hours before the meeting.

Members of the Historic Preservation Commission will attend either in person or remotely.

**FIRST PAGE DRAFT**

**CITY OF COTTONWOOD
HISTORIC PRESERVATION COMMISSION
COUNCIL CHAMBERS -- RIVERFRONT**

1083 E. Riverfront Dr.
Cottonwood, Arizona 86326

SPECIAL MEETING MINUTES

Thursday, January 25, 2024

6:00 p.m.

I. CALL TO ORDER

Chairman Collins called the meeting to order at 6:00 p.m.

A. Roll Call

Commission Members Present

Commissioner Monell
Commissioner Edwards
Vice Chair Detjen
Chairman Collins

Commission Members Absent

Commissioner Former
Commissioner Garrison

Staff Members Present

Scott Ellis, Community Development Director
Tina Hayden, Community Development Planner
Charlotte Page, Recorder

B. Approval of Minutes: November 29, 2023 Regular Meeting.

Motion: Motion to approve.

Made by: Chairman Collins

Second: Vice Chair Detjen

Unanimously carried.

C. Election of Chair

Motion: All those in favor of keeping Chairman Collins in the spot for another year

Made by: Chairman Collins

Unanimously carried.

D. Election of Vice Chair

Motion: All those in favor of Commissioner Detjen as Vice Chair

Made by: Chairman Collins

Unanimously carried.

II. INFORMATIONAL REPORTS AND UPDATES:

Planner Hayden introduced the new commissioners. Commissioners Monell and Commissioner Edwards each gave some information about their backgrounds.

Planner Hayden also announced that on December 18, 2023 the Planning and Zoning Commission had recommended approval to the City Council for the General Plan update draft.

III. CALL TO THE PUBLIC: NONE

IV. OLD BUSINESS: NONE

V. NEW BUSINESS: NONE

VI. DISCUSSION ITEMS:

1. 2023 Historic Preservation Conference Report

Planner Hayden showed a PowerPoint review of the Historic Preservation Conference she attended with information regarding federal, state, and local statutes that apply to archeological survey requirements.

Commissioner Edwards said that he has attended this conference in the past and asked about the City sponsoring Commissioners for the registration fee.

Director Ellis said that he is open to having more discussion about the possibility.

2. Historic Preservation 2024-2026 Strategic Plan

Planner Hayden reviewed how the Certified Local Government (CLG) requires action to maintain the status with State Historic Preservation Office (SHPO). One of these requirements is for the Commission to create a strategic plan that will ultimately be sent for review and approval by City Council. Planner Hayden said the Commission will draft a Strategic Plan to support the CLG Status and will need to address the objectives and recommending actions for the plan.

Director Ellis said the Council's Strategic Plan will have some portions that can be used to help with drafting the Historic Preservation Commission Strategic Plan.

Vice Chair Detjen said the report should include preservation of the green space behind the City buildings currently used for events like farmer's market. She said there should be a task force formed to study parking.

Director Ellis said the study will be pursued as part of the Old town Master Plan which will allow residents and businesses an opportunity to participate.

Chairman Collins said he would like to see a walking tour emerge with simple QR Codes that are supported by online information for historic sites in Old Town.

Director Ellis said the draft needs to be presented to Council; it should start taking shape at the February meeting and the Commission will have a couple of months to give input and review the draft. Planner Hayden said the notes will be compiled based on Commission input and she plans to have a rough document for the March meeting and wants the recommended draft to be submitted to Council by May of this year.

Action item: Chairman Collins said Commissioners should email their ideas to staff and the draft will be discussed at the February meeting. Director Ellis said Commissioners can email staff or bring ideas directly to the February meeting.

3. 2024 Cottonwood Historic Property Tour

Vice Chair Detjen volunteered to lead the committee. Commissioner Monell and Commissioner Edwards will join her.

Planner Hayden said the date is usually set to coincide with the Walking on Main event. Director Ellis said that event is usually on the 2nd Saturday in November.

Chairman Collins said the Home Tour is an important contribution of the Commission to the town. He said the committees are limited to 3 participants from the Commission.

Chairman Collins asked if there is a list of the landmarked properties that can be shared with the new Commissioners. Planner Hayden said the landmark list that is on the website needs updated and the recent property survey can be sent to the new Commissioners.

Vice Chair Detjen said she has a list of properties in Old Town that may participate in the tour.

Planner Hayden said she will help set meetings for the three committee members monthly to work on details, she said staff will help with recruiting citizen volunteers, graphics can be projected by staff.

Chairman Collins asked for the Historic Preservation Commission's two committees, Property Tour and Landmarking, to be discussion items on the next few meetings.

Chairman Collins said he would like more information about obtaining a SHPO Grant this year.

Director Ellis said the Historic Preservation Commission's Strategic Plan will help set priorities for any funds that may be granted and will give an overview of prior projects and future priorities.

VII. ADJOURNMENT: 6:53 p.m.

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Members of the Historic Preservation Commission will attend either in person or by telephone conference call.

City of Cottonwood, Arizona
Agenda Communication



Meeting Date: February 28, 2024
Subject: Discussion to develop the 2024-2026 Historic Preservation Strategic Plan.
Department: Community Development
From: Kristina Hayden

REQUESTED ACTION

Discussion to develop the 2024-2026 Historic Preservation Strategic Plan.

SUGGESTED MOTION

N/A - Discussion item only.

BACKGROUND

Chapter 2.110 of the Cottonwood Municipal Code creates the Historic Preservation Commission (HPC) "for the identification, evaluations, protection, preservation, and enhancement of historic properties that have significance for the City of Cottonwood." To promote the objectives of this chapter, Subsection 2.110.030 enables the HPC to create a Historic Preservation Strategic Plan (HPSP) and update it as needed. The implementation and updates to the strategic plan are subject to the approval of City Council.

The HPSP is a document that is used to communicate objectives, and the actions needed to achieve those objectives, as derived from the General Plan. Since the HPSP will be updated every two years, staff is including the listed objectives, regarding historic preservation, from both the current General Plan 2025 and the General Plan Update Draft. While the General Plan Update Draft has not been adopted by Council or ratified by voters, it has been reviewed by multiple stakeholders including the HPC, and the Planning and Zoning Commission has recommended approval to City Council.

Staff encourages the HPC to suggest and discuss both objectives and strategic initiatives to be listed in the HPSP. The Commission will have more opportunity to suggest and discuss additional items for the plan at the February HPC meeting.

ATTACHMENTS

[Current General Plan Objectives](#)
[General Plan 2025 Objectives.pdf](#)
[2023-2025 Strategic Plan portion.pdf](#)
[Strategic Initiative Options.pdf](#)



H. GOALS & OBJECTIVES – Historic Preservation

GOAL 11-1 IDENTIFY, PRESERVE AND PROTECT HISTORIC PROPERTIES AND RESOURCES WITHIN THE CITY.

- Objective 11-1.A** Maintain status in Certified Local Government (CLG) Program for Historic Preservation, as defined by the National Park Service and State Historic Preservation Office.
- Objective 11-1.B** Support the Historic Preservation Commission as the main City program for the promotion of historic preservation goals, including historic property identification and documentation, review of proposed changes to historic properties and districts, and related public outreach and education programs.
- Objective 11-1.C** Establish criteria for identifying Historic Landmark Properties and maintain the Cottonwood Historic Property Register documenting such Historic Landmarks.
- Objective 11-1.D** Establish an ongoing program to identify eligible historic sites, structures, districts, and other resources and update the City's historic resource inventory.
- Objective 11-1.E** Participate in the development of applications and support nominations for listing individual properties and eligible districts on the National Register of Historic Places.
- Objective 11-1.F** Support the preservation of significant historic and contributing historic properties listed on the National Register of Historic Places.
- Objective 11-1.G** Promote the preservation of historic streetscapes and landscapes within historic areas, so as to recognize the significance and context of the historic style and materials of sidewalks, street edge condition, drainage features, light fixtures, street signs, trees and supporting design elements.
- Objective 11-1.H** Follow the standards and procedures identified by SHPO regarding the treatment of pre-historic and historic archaeological resources in Cottonwood.
- Objective 11-1.I** Ensure that any significant archeological resources identified or discovered within the city are treated according to the highest standards of respect and according to the best practices, as well as all applicable state and federal laws. If such resources are disturbed, mitigation measures shall be undertaken.

GOAL 11-2 INTEGRATE HISTORIC PRESERVATION PROGRAMS WITH OTHER CITY PLANNING AND DEVELOPMENT PROGRAMS.

- Objective 11-2.A** Evaluate and amend various City policies, codes and ordinances to be consistent with historic preservation goals.
- Objective 11-2.B** Ensure that City policies, codes and ordinances are in place to resolve conflicts and provide beneficial results regarding preservation of existing resources in relation to proposed new development.
- Objective 11-2.C** Promote coordination between various city functions and programs regarding review of proposed development activities so as to support the goals of historic preservation.
- Objective 11-2.D** Evaluate alternative building safety code and fire safety protection codes for historic buildings to ensure that life safety objectives are not compromised.
- Objective 11-2.E** As an incentive for historic preservation, simplify and expedite the planning and building safety review process for work on contributing historic properties through the establishment of clear policies and criteria for such work.



GOAL 11-3 PROMOTE AWARENESS AND APPRECIATION OF THE COMMUNITY'S HISTORY.

Objective 11-3. A Promote historic preservation through city marketing efforts, public displays, brochures, walking tours and newspaper articles.

Objective 11-3. B Promote improved signage programs to identify historic districts and properties through the use of integrated historic district street signs, individual property markers and interpretive display signs.

Objective 11-3. C Support National Historic Preservation Month activities in May of each year through proclamations, media releases, educational events and historic preservation tours.

Objective 11-3. D Provide expanded information through the City website describing the history of Cottonwood, various historic buildings, historic figures, available resources and programs, financial incentives and other related information.

Objective 11-3. E Build partnerships with City boards and commissions, historical societies, business associations, school districts, and private owners to promote cultural heritage.

Objective 11-3. F Participate in state and regional historic preservation conferences, workshops, and programs.

GOAL 11-4 SUPPORT HISTORIC PRESERVATION AS AN ECONOMIC DEVELOPMENT AND REVITALIZATION PROGRAM.

Objective 11-4. A Promote the historic roots of Cottonwood and historic preservation resources as part of City marketing and tourism promotion efforts.

Objective 11-4. B Support regional programs related to historic preservation, including local, state and federal historic sites, museums and organizations, and combined tourism promotion programs.

Objective 11-4. C Provide strong, effective support for the preservation of historic properties through adopted ordinances that require review of alterations to historic properties according to adopted standards.

Objective 11-4. D Assure new construction within historic areas is compatible with the existing character of the area so as to protect the historic context and district standards.

Objective 11-4. E Support the process that places a temporary delay on proposed demolition of historic properties so as to allow time to work with property owners to adequately consider preservation alternatives.

Objective 11-4. F Provide information to property owners and the public regarding any local, State and Federal incentive programs, including grant and tax incentive programs for rehabilitation and maintenance of historic properties.

Objective 11-4. G Consider developing financial support programs, such as revolving loan fund for rehabilitation of properties, and a small grant program to provide matching funds for individual rehabilitation grants that meet identified criteria.

3. CHARACTER AND ECONOMY

Goal 3: Preserve and celebrate Cottonwood’s unique character and identity while helping the economy thrive.

In Cottonwood, a high quality of life is dependent on a strong economy – and vice versa. By sustaining Cottonwood’s unique character and quality of life, Cottonwood will be an increasingly desirable place for its residents as well as visitors and prospective businesses, and will continue to be the economic center of the Verde Valley. Locally-owned businesses help define our unique identity and circulate prosperity within the community. Preserving links to our rich cultural history and supporting local businesses are key to Cottonwood’s identity and economy.

- Objective 3-1 Business Attraction and Retention.** Continuously plan and implement programs to encourage existing businesses to stay and expand, and to recruit new businesses that will diversify the economy and be compatible with the environment and Cottonwood’s character. Continuously plan and implement programs to develop an educated and skilled local workforce.
- Objective 3-2 Local Business.** Help locally-owned businesses thrive by providing resources and programs that focus on small business development needs, and promotional programs to encourage residents and visitors to shop and dine in Cottonwood.
- Objective 3-3 Wine Country.** Retain Cottonwood’s branding as “The Heart of Arizona Wine Country” and collaborate with local trade organizations to support and maintain the presence of wine-related businesses.
- Objective 3-4 Outdoor Recreation.** Promote outdoor recreation opportunities such as hiking and bicycling for use by residents and visitors through marketing and by continually improving the bicycle and trail network, as described in the **Circulation** element and the **Open Space and Recreation** element of this plan.
- Objective 3-5 Tourism.** Promote tourism to benefit the small, locally-owned businesses that depend on visitors, but carefully strategize marketing efforts to avoid over-use and congestion that can detract from the small-town character valued by residents and visitors.
- Objective 3-6 Old Town Character.** Retain Old Town’s vitality and unique character by permitting and encouraging adaptive reuse of historic buildings, and permitting new buildings that are compatible with existing architectural and historic

context. Ensure development regulations support a wide range of retail, entertainment, office, and residential uses.

- Objective 3-7 Old Town Streetscapes.** Preserve and enhance the character of established streetscapes to promote a high-quality walkable environment in Old Town, with amenities such as street trees, on-street parking, sidewalk café space, street furniture, reduced crosswalk lengths, public restrooms, and pedestrian-scale lighting and signage. Alleviate parking shortages by increasing number of spaces and improving parking management. Consider replacing the City-owned buildings at the southeast corner of Main and Pima Streets with an open street-side gathering place designed for events and daily use, with the parking area moved east and enlarged, replacing the existing Old Town Activity Park. Coordinate with Old Town business owners and residents to develop a master plan for implementing this objective, in accordance with current best practices.
- Objective 3-8 Historic Preservation.** Ensure City regulations and design standards encourage and enable the preservation of significant historic and contributing historic properties citywide.
- Objective 3-9 Preservation Assistance.** Assist property owners with maintenance, preservation, and rehabilitation of historic properties by making City funding available through the small grants program, and by providing information on any available state and federal grants.
- Objective 3-10 Historic Documentation and Review.** Maintain Cottonwood’s status in the Certified Local Government (CLG) Program for Historic Preservation, as defined by the National Park Service and the State Historic Preservation Office (SHPO). Historic Preservation Commission activities include historic property identification and documentation, nominations for the National Register of Historic Places, review of proposed changes to historic properties and districts, and related public outreach and education programs.
- Objective 3-11 Archaeological Resources.** Enact and enforce development regulations that meet or exceed state and federal law regarding the treatment of pre-historic and historic archaeological resources. Ensure resources are treated according to the highest standards of respect and current best practices, and assist land management agencies in preserving archaeological resources on public lands.
- Objective 3-12 Recognition.** Reinforce pride in community and exemplary property maintenance by recognizing property owners through programs such as the Beautification Recognition awards.
- Objective 3-13 Community Events.** Hold annual festivals and public events that celebrate aspects of the community, and appeal to both residents and visitors.

Objective 3-14 Community Participation. Strengthen the sense of small-town community character and cohesiveness by encouraging a culture of active and civil participation in City government. Provide clear and timely information on upcoming topics to be discussed, and meet or exceed state law requirements for notification and access to public meetings of the City Council and the City's boards and commissions. Provide information on how to fill volunteer roles, serve on boards and commissions, apply for City employment, or run for elected office.

Objective 3-15 Telecommunications. Maximize citizen access to the internet and City government by pursuing options to increase broadband and wi-fi availability in Cottonwood, and continually improving the functionality of the City's website.

Objective 3-16 Community Engagement.

- *Promote public awareness of Cottonwood's history and historic assets through various activities, including walking tours, property tour events, signage, interpretive displays, marketing, and recognition of National Historic Preservation Month in May of each year.*
- *Produce and widely distribute promotional materials include brochures, videos, events calendars, and newsletters.*
- *Share resources with the business community through various programs and publications, and coordinate tourism activities with the Tourism Advisory Committee.*
- *Schedule and publicize periodic open houses where citizens can meet with Council members and other City officials to discuss budget priorities and other topics of interest.*
- *Hold workshops where citizens can receive information on volunteer opportunities and the Mayor and Council election process.*

Performance Measures:

- *Amount of small grant funds awarded annually for rehabilitation of historic properties*
- *Number of identified historic and contributing properties*
- *Total sales revenue by year*
- *Lodging occupancy by year*
- *Community events attendance and proceeds by year*

1. BUILDING QUALITY OF LIFE THROUGH SUSTAINABLE GROWTH & DEVELOPMENT

The City of Cottonwood will provide opportunities for our residents and local businesses to ensure the City's economic future, vitality, diversity, and quality of life.

Key Priorities

Economic Development • Workforce Development • Housing • Airport • Tourism • Citizen Engagement

Parks & Trails • Events • Police & Fire and Medical • Recreation Opportunities

1.5 GUIDING PRINCIPLE: PROMOTE SUSTAINABLE TOURISM

STRATEGIC INITIATIVES:

1.5.1. Continue leading the region with strong tourism campaigns that demonstrate that people are welcome in Cottonwood, while also being mindful of overtourism. (TED)

1.5.2. Capture the quality of life in Cottonwood with solid marketing and video campaigns to support recruitment efforts for key staff positions at the City of Cottonwood. (TED, HR)

1.5.3. Host a tourism information booth at community events. (TED)

1.5.4. Host and maintain a public calendar of events that entices visitors to return. (TED)

1.9 GUIDING PRINCIPLE: ENCOURAGE AND DEVELOP COMMUNITY PRIDE

STRATEGIC INITIATIVES:

1.9.1. Develop a historic walking tour in Old Town Cottonwood that highlights historical aspects of old buildings and replaces the Cottonwood Historic Property Tour. (TED)

1.9.2. Implement local history programs and/or improve access to and knowledge retention of local history. (LIB)

4. FURTHERING FINANCIAL ACCOUNTABILITY AND TRANSPARENCY

The City of Cottonwood will foster a culture of transparency and fiscal responsibility that maintains a long-range perspective.

Key Priorities

Budget • Finance • Physical Resources • Employees

4.5 GUIDING PRINCIPLE: SECURE ALTERNATE FUNDING SOURCES

STRATEGIC INITIATIVES:

4.5.6. Identify grants to fund the beautification of streets and neighborhoods, including Main Street. (PW, TED, CD)

4.5.7. Seek economic development grants for infrastructure expansion. (TED)

4.5.8. Seek grant funding for wayfinding and gateway signage. (PW)

Vision Statement

The City of Cottonwood strives to maintain a uniquely desirable and sustainable community. We are unique because of our people, our grand natural resources, public amenities, leadership, diversity, and home town atmosphere.

We will continue to conserve, preserve, and manage our precious resources, including the Verde River and its unique riparian habitat. We will enhance our position as the economic center for the Verde Valley, providing retail, medical, education, transportation, recreation, and tourism.

The City of Cottonwood provides leadership and solutions to ensure a safe and prosperous community where a diversity of people and nature thrive.

Goals

Preserve and celebrate Cottonwood's unique character and identity while helping the economy thrive.

Identify, preserve and protect historic properties and resources within the City.

Integrate historic preservation programs with other city planning and development programs.

Promote awareness and appreciation of the community's history.

Support historic preservation as an economic development and revitalization program.

Initiatives

- Design guideline updates:
 - To incorporate mixed use and adaptive reuse for existing buildings
 - Demonstrate compatibility with existing cultural resources without creating a false sense of history
 - Create housing opportunities
- Establish new historic districts based on recent survey information
- Conduct a new survey of the commercial corridor on Main Street (last one done in 1999-2000)
- Propose the expansion of the Cottonwood Commercial Historic District
- Participate in efforts to conduct a parking study in Old Town
- Participate in efforts to create an Old Town Master Plan
- Propose the installation of historic markers/signs in Old Town
- Propose the installation of benches and other amenities in Old Town
- Permanent walking tour with signs and QR codes throughout Old Town
- Consider other local historic programs that improve access to knowledge retention of local history
- Collaborate with the Old Town Association and other similar groups to promote historic preservation efforts.
- Host HPC booth at community events
- Continue to submit for the annual AZ SHPO grant
- Identify additional grants to fund HPC projects
- Host the property tour as the main funding source of the 50/50 matching small grant fund
- Consider additional fundraising events that will contribute to the 50/50 matching small grant fund
- Provide educational materials to inform owners of eligible properties about additional grants and tax credits that can aid in historic preservation projects
- Encourage landmarking opportunities
- Continue to issue the 50/50 matching small grant fund on an annual basis
- Maintain our CLG status by:
 - Supporting the preservation historic properties that are listed on the National Register of Historic Places
 - Follow the standards and procedures set forth by the 2014 CLG agreement.
- Develop resources that educate the public on proper treatment of archaeological resources