



**TOWN OF CAREFREE**  
**NOTICE of a PUBLIC HEARING of the PLANNING AND ZONING COMMISSION**

**WHEN:** MONDAY, MARCH 14, 2022

**WHERE:** CAREFREE TOWN COUNCIL CHAMBERS  
33 EASY STREET, CAREFREE, AZ 85377

**LIVESTREAM:** [HTTPS://ZOOM.US/](https://zoom.us/j/3229729660)  
MEETING ID 322 972 9660  
PASSCODE 12345

**TIME:** 5:00 P.M.

Pursuant to A.R.S. 38-431.02, notice is hereby given to the members of the Planning and Zoning Commission of the Town of Carefree, Arizona and to the general public that the members of the Planning and Zoning Commission will hold a meeting open to the public.

The agenda for the meeting is as follows:

**CALL TO ORDER**

**ROLL CALL**

*A members of the Council may participate by technological means or methods pursuant to A.R.S. §38-431(4).*

**PLEDGE OF ALLEGIANCE**

**ITEM #1**      **APPROVAL of PLANNING AND ZONING MEETING MINUTES dated FEBRUARY 14, 2022.**

**ITEM #2**      **PUBLIC HEARING** to be held to consider proposed amendments to the *Town of Carefree Zoning Ordinance 10<sup>th</sup> Publication* and to receive comments from the public. The text amendment addresses the definitions for guest quarters, accessory structures, and requirements related to regulation of each.

This is a public hearing and comments from the public will be taken.

**ITEM #3**      Update on the Redevelopment Area Plan and its current efforts and next steps in the process as it pertains to the Village Center Master Plan. Included, a brief update on the Signage, Circulation and Parking Master Plan.

This is for informational purposes only. No action will be taken. Comments from the public may be taken.

**ITEM #4**      **ANNOUNCEMENTS**

**ITEM #5**      **ADJOURNMENT**

DATED this 10th day of March, 2022.

TOWN OF CAREFREE

BY: *Samantha J. Gosell*  
Planning Clerk

**Council meeting will be broadcast via our Town of Carefree Zoom channel:**

LIVESTREAM:      [HTTPS://ZOOM.US/](https://zoom.us/j/3229729660)  
MEETING ID 322 972 9660  
PASSCODE 12345

Or Join Zoom Meeting Direct Link  
<https://us02web.zoom.us/j/3229729660?pwd=aHBnS3N5L1JRRG8wRGNFT25lc2hGUT09>

Meeting ID: 322 972 9660  
Passcode: 12345

For telephone audio  
1.669.900.6833 or 1.253.215.8782



**FOR SPECIAL ACCOMMODATIONS**

Please contact the Planning Clerk, 8 Sundial Circle (PO Box 740), Carefree, AZ 85377; (480) 488-3686, at least two working days prior to the meeting if you require special accommodations due to a disability.



**TOWN OF CAREFREE  
MEETING OF THE  
PLANNING AND ZONING COMMISSION  
*DRAFT* MINUTES**

**WHEN:** MONDAY, FEBRUARY 14, 2022  
**WHERE:** TOWN COUNCIL CHAMBERS, 33 EASY ST. CAREFREE  
**TIME:** 5:00 P.M.

**MASKS REQUIRED**

*Members of the Planning and Zoning Commission participated by technological means or methods pursuant to A.R.S. §38-431(4).*

**BOARD MEMBERS PRESENT VIA ZOOM:**

Chairperson Tom Cross  
Vice Chairperson Lyn Hitchon  
Commissioner Heather Burgett – via Telephone  
Commissioner Peter Burns  
Commissioner Phil Corso  
Commissioner Dan Davee  
Commissioner Ralph Ferro

**ABSENT:**

None

**STAFF PRESENT VIA ZOOM:**

Planning Director, Stacey Bridge-Denzak; Economic Development Director, Steve Prokopek; Communications Coordinator, Erica Schumaker; Planning Clerk, Samantha Gesell.

Also in attendance: Michael Baker International, Matt Klyszeiko

Chairperson Tom Cross called the meeting to order at 5:02 p.m.

**ITEM #1      APPROVAL of the PLANNING AND ZONING MEETING MINUTES dated NOVEMBER 08, 2021**

Vice Chairperson Hitchon **MOVED** to approve the Planning and Zoning meeting minutes dated November 08, 2021, with corrections. **SECONDED** by Commissioner Ferro. **PASSED** unanimously.



**ITEM #2     A PRESENTATION AND DISCUSSION WITH STEVE PROKOPEK, ECONOMIC DEVELOPMENT DIRECTOR, REGARDING TO THE RECENT APPOINTMENT OF THE PLANNING AND ZONING COMMISSION TO SERVE AS THE ECONOMIC DEVELOPMENT ADVISORY BOARD AS APPROVED BY TOWN COUNCIL ON JANUARY 4, 2022.**

Economic Development Director, Steve Prokopek presented via PowerPoint the purpose of the Planning Commission and the incorporation of the Economic Development Advisory Board. (EDAB). Outlining the rules, responsibilities as well as the rational as to how this came to fruition.

Mr. Prokopek explained the purpose of his role as Economic Development Director. To look at future funding for public services, and as the Town of Carefree nears maturity, meeting recurring needs for projected increasing operational costs such as Public Safety and Public Amenities. Additionally, creating an appropriate and relevant use of retail and commercial services, to ensure the Town of Carefree has the appropriate mix of commercial uses that support the Town. Also, the revitalization of Town Center. Mr. Prokopek concluded, economic development is a component of the Carefree General Plan and part of the planning function and as we evaluate fire protection and those types of services.

Mr. Prokopek presented information regarding the estimated math associated with Fire Services in Carefree. Adding, the Public Safety Advisory Committee that was formed to evaluate the fire program evaluation, will be presenting their recommendation to the public and Town Council on February 15, 2022. From there it will be a public process to determine what the next steps are for fire services in Carefree.

Carefree Town Administration has been trying to get to a point where discussions can be had, and put out into the public, regarding the tough decisions that may have to be made about how we implement what we can regarding Economic Development vs. what we will have to fund potentially for a property tax.

Economic Development Director Prokopek reminded the Planning and Zoning Commission that their role and responsibilities go beyond that of administrative decision-making regarding codes. It is also to provide comprehensive planning and guidance on development in accordance with the general plan.

The group discussed the future of the 45-Acre State Land Parcel, Town Center Revitalization and the Redevelopment Plan and keeping in accordance with the 24-month Economic Development Work Plan. Mr. Prokopek reminded the Commission that the State Land Parcel was originally set to be a general plan amendment for 2022. It was decided the future of this parcel would best be served by including it in the General Plan Update.

Mr. Prokopek provided clarification regarding Slum and Blight Committees (Redevelopment Committee) and how and why those committees are formed.

Defining the purpose of the Economic Development Technical Advisory Panel, Mr. Prokopek explained that this Panel was created specifically as a professional resource group, allowing evaluation of things being worked on pertaining to Economic Development.

Mr. Prokopek outlined the next steps in the process:

- Planning and Zoning workshops to discuss the Redevelopment Plan and public input process.
  - Includes the Signage, Circulation and Parking Plan



- Amend the Village Center Master Plan to include the required Redevelopment Plan components.
  - Market update
  - Entitlement changes
  - Identify sites for redevelopment/revitalization and anticipated projects, including Town Hall
  - Evaluate infrastructure
  - Develop financial assistance programs and guidelines for use of public funds
  - Provide a fiscal analysis for anticipated costs and funding sources, as well as outline the evaluation criteria for redevelopment projects
- Evaluate the necessity of a Redevelopment Committee
- Finalize the Signage, Circulation and Parking Plan
- Initiate the General Plan process

Economic Development Director, Steve Prokopek believes we are headed in the right direction and is excited to be moving more into this public process. Reminding the Planning and Zoning Commission that they are at the forefront of the future of this community.

Mr. Prokopek responded to Commissioner Burgett who requested additional information regarding *fiscal analysis for anticipated cost*.

Commissioner Burgett inquired, with the addition to Planning and Zoning of the Economic Development Advisory Board, will this change how the Planning and Zoning Commission functions? Mr. Prokopek explained that he foresees a larger component for workshops as well as looking at how we better engage the public moving forward. Planning Director, Stacey Bridge-Denzak added that when Planning and Zoning holds workshops, they are looking at the broader picture, such as the General Plan Update. Discussions regarding vision, and direction as it pertains to land use and in conjunction now with economic development.

Written public comment was received via email and distributed to the Planning and Zoning Commission from Carefree resident, John Mattes. In addition, Mr. Mattes was in attendance and provided public comment addressing his concerns as outlined in his email correspondence.

### **ITEM #3** ANNOUNCEMENTS

There were no announcements.

### **ITEM #4** ADJOURNMENT

The meeting was adjourned by unanimous consent at 6:34 p.m.

## **PLANNING AND ZONING COMMISSION**

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Tom Cross, Chairperson

**ATTEST**

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Samantha Gesell, Planning Clerk

# STAFF REPORT – PLANNING & ZONING COMMISSION



MEETING DATE: March 14, 2022

Agenda Item #: 2

## SUBJECT

Vacate portions of a Vehicular Non-Access Easement (VNAE) for lots 6 and 9 of the Nighthawk on Black Mountain Subdivision and vacate the existing access shared between these lots.

## ATTACHMENTS

- Abandonment Exhibits
- Narrative
- Traffic Study
- Citizen Participation Report

## APPLICANT

Mr. Aaron Huber, Huber Barney PLLC  
4915 East Baseline Road, #150  
Gilbert, AZ 85234

## LOCATIONS

The west side of Never Mind Trail adjacent to and included upon Lot 6 (Tax Parcel #216-28-070) and Lot 9 (Tax Parcel #216-28-073), Nighthawk on Black Mountain Subdivision.

## SUMMARY

A vehicular non-access easement or VNAE is used to restrict motorized vehicle access to or from a parcel by not allowing vehicles to cross at the property line or sometimes between lots. Typically, you will see a VNAE around a subdivision when initially platted to help mitigate potential traffic impacts to nearby neighborhoods. When the Nighthawk on Black Mountain subdivision was originally platted in 2004, it included a VNAE along Never Mind Trail thereby allowing for vehicle access only to the internal private road, Nighthawk Way. Access to lots 6 and 9 was provided by an access and utility easement between lots 3, 5, and 6 (see Diagram 1: MCR 721-35, Final Plat of Nighthawk on Black Mountain).

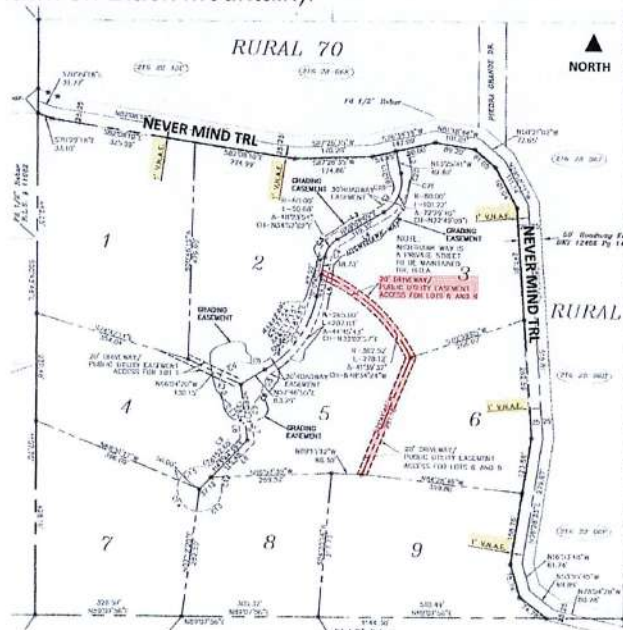


Diagram 1



The abandonment request is two-fold: Remove portions of the 1-foot VNAE across at the frontages of lots 6 and 9, then narrow the 20-foot wide access/utility easement to 10 feet for utility service only; all driveway rights will be extinguished. The breaks in the VNAE are sized to allow for flexibility during the design of the properties. Once a driveway location is determined, prior to the issuance of a building permit, the VNAE will be rededicated except for 20 feet at each driveway entrance. This will eliminate any circular or potential separate driveways in the future.

Case #20-09-AB



Should the Planning and Zoning Commission consider recommendation of approval, staff suggests that this approval be conditioned upon the completion of the utility easement abandonments. While these abandonment processes are time consuming, it is reasonable to require its finalization prior to the issuance of building permits.

#### **PUBLIC PROCESS**

The applicant has fulfilled the requirements for Citizen Participation as determined by Town Code. The applicant sent two mailings to surrounding property owners within 500 feet of the sites. The Town mailed out public hearing notifications to property owners within 500 feet of the subject sites, placed the required legal add in The Record Reporter, and posted the properties. The Town has received no opposition to this request at the time of publication of this report.

Should the Planning & Zoning Commission decide on this case, it is scheduled for public hearing on Tuesday, April 5, 2022, for final consideration by the Town Council.

## EXHIBIT "A"

Legal Description  
For  
20' Access Easement Abandonment  
for Lots 6 and 9

That certain 20' Access Easement lying between Lot 6 and Lot 9 as shown on **NIGHTHAWK ON BLACK MOUNTAIN**, a Subdivision Plat recorded in Book 857 of Maps, Page 28, records of Maricopa County, Arizona, lying in the Northeast quarter of Section 34, Township 6 North, Range 4 East of the Gila and Salt River base and Meridian.



**EVERETTALAN**  
**{ GROUP }**

6300 E. Cave Creek Road, Ste. 202 □ Cave Creek, Arizona 85331  
Phone 480.990.0545 □ Fax 480.994.9097 □ [www.EverettAlanGroup.com](http://www.EverettAlanGroup.com)  
Job No. 200622

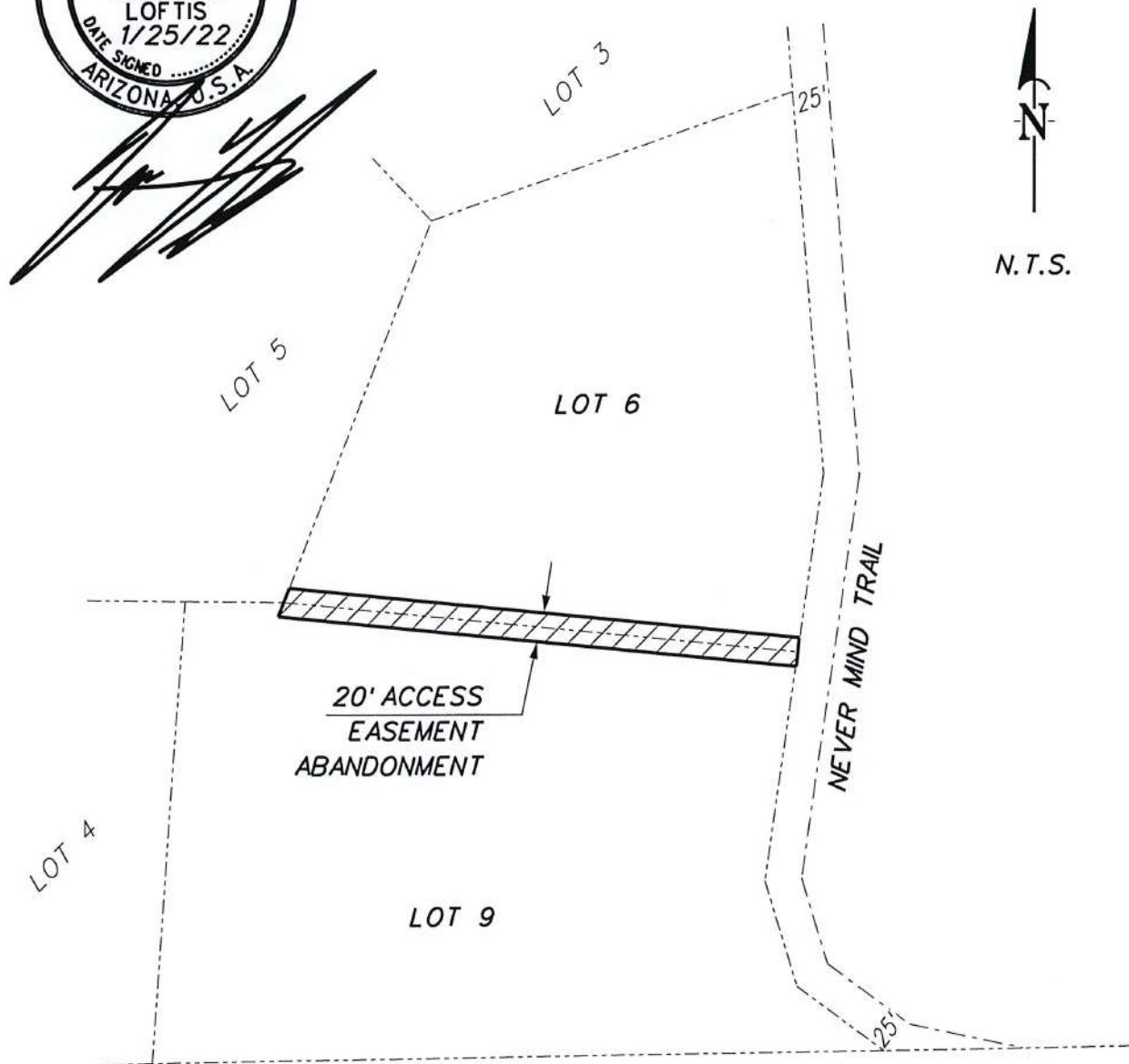


# EXHIBIT "B"

LOT 6 AND 9 FINAL PLAT OF  
NIGHTHAWK ON BLACK MOUNTAIN  
BK 857, PG 28 M.C.R.

JAN 27 2022

Town of Carefree



HAWKNEST PHASE I AND II  
BK 367 PG 13

**EVERETTALAN**  
**{ GROUP }**

6300 East Cave Creek Road, Suite 202  
Cave Creek, Arizona 85331  
Phone 480.990.0545 Fax 480.994.9097  
[www.EverettAlanGroup.com](http://www.EverettAlanGroup.com)

JOB NO.  
200622



## EXHIBIT "A"

Legal Description  
For  
Exclusive Vehicular Non-Access Easement  
Abandonment



### LOT 6 V.N.A.E. ABANDONMENT

That certain Vehicular Non-Access Easement (V.N.A.E.) lying along the Easterly boundary of Lot 6 as shown on **NIGHTHAWK ON BLACK MOUNTAIN**, a Subdivision Plat recorded in Book 857 of Maps, Page 28, records of Maricopa County, Arizona, lying in the Northeast quarter of Section 34, Township 6 North, Range 4 East of the Gila and Salt River base and Meridian.

Except the North 236.00 feet and the South 58.00 feet thereof. (as measured along said Easterly boundary)

### LOT 9 V.N.A.E. ABANDONMENT

That certain Vehicular Non-Access Easement (V.N.A.E.) lying along the Easterly boundary of Lot 6 as shown on **NIGHTHAWK ON BLACK MOUNTAIN**, a Subdivision Plat recorded in Book 857 of Maps, Page 28, records of Maricopa County, Arizona, lying in the Northeast quarter of Section 34, Township 6 North, Range 4 East of the Gila and Salt River base and Meridian.

Except the North 158.76 feet and the South 75.78 feet thereof. (as measured along said Easterly boundary)



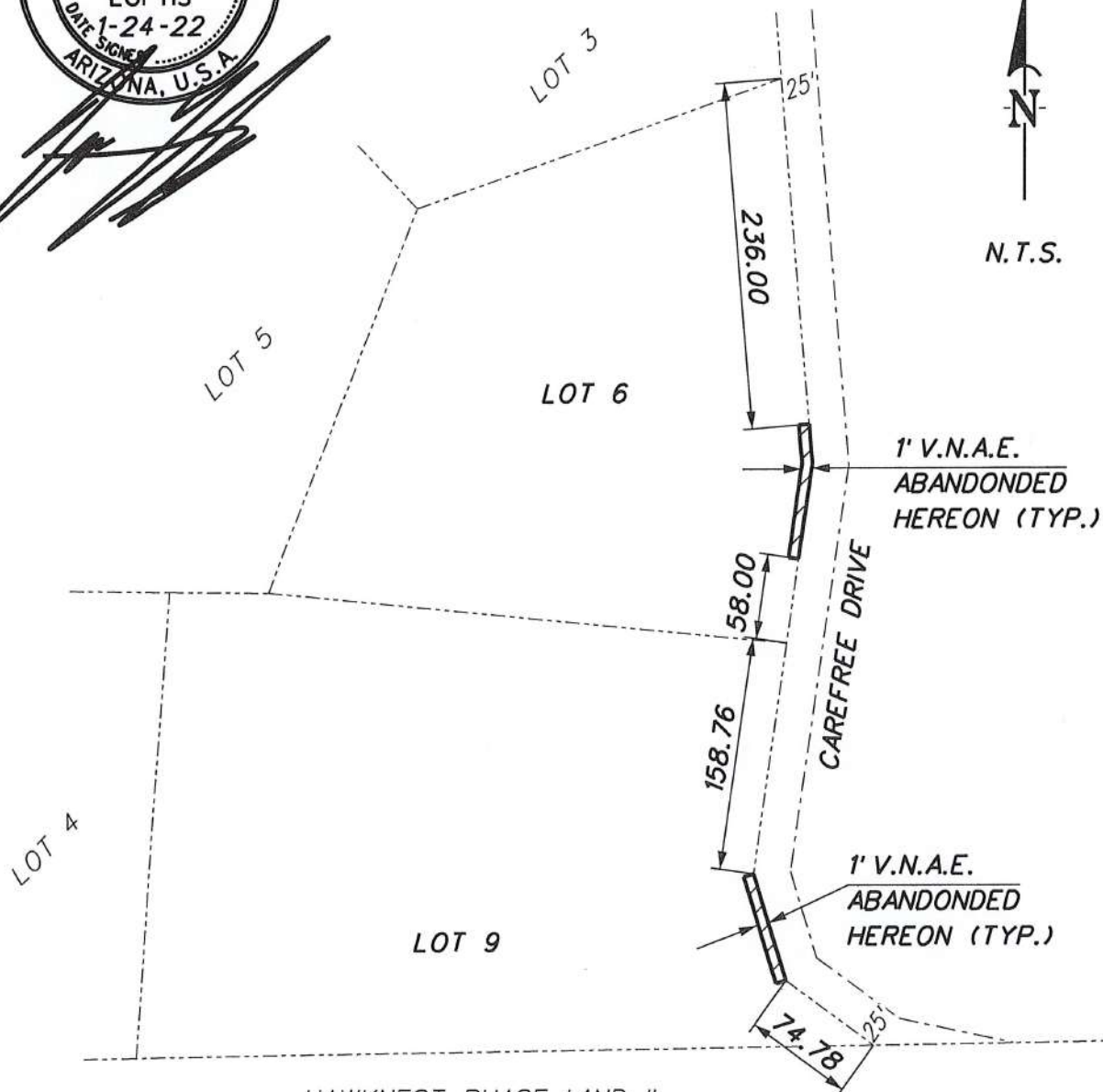
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Job No. 200622

LOT 6 AND 9 FINAL PLAT OF  
NIGHTHAWK ON BLACK MOUNTAIN  
BK 721, PG 35 M.C.R.



*N.T.S.*



HAWKNEST PHASE I AND II  
BK 367 PG 13

**V.N.A.E. - VEHICULAR NON-ACCESS EASEMENT**

**EVERETT ALAN  
{ G R O U P }**

6300 East Cave Creek Road, Suite 202  
Cave Creek, Arizona 85331  
Phone 480.990.0545 Fax 480.994.9097  
[www.EverettAlanGroup.com](http://www.EverettAlanGroup.com)

JOB NO.  
200622



JAN 7 2021

Iplan Consulting



## **Nighthawk on Black Mountain Lots 6 & 9 Easement Abandonment Narrative**

This narrative accompanies a request to amend the Final Plat impacting lots 6 and 9 of the Nighthawk on Black Mountain subdivision, approximately located at the northwest corner of the intersection of Carefree Drive and Never Mind Trail in the Town of Carefree. The two abandonments are described below:

**Abandonment 1:** Remove a portion of the one-foot Vehicle Non-Access Easement (VNAE) across the frontages of lots 6 and 9 to permit a more direct access (i.e. driveway) from the public street (Never Mind Trail) to the future homes. We are proposing to remove an approximate 91-foot section along the frontage of lot 6 and an approximate 76-foot section along the frontage of lot 9. This abandonment will allow the future vehicular points of access to these lots to be installed in a manner more consistent with the Town's Mountainside Design Guidelines by eliminating several hundred square feet of mountainside scarring and desert landscape disturbance that could occur utilizing the existing 20-foot wide by 360-foot long access easement (7,200 sf). In addition to less desert disturbance and paving, this abandonment will result in the protection of view corridors from adjacent properties due to the more direct and significantly shorter driveways that will be possible for these two lots.

**Abandonment 2:** Remove the 20-foot wide by 360-foot long access easement that straddles the shared property line of lots 6 and 9 (while maintaining the 10-foot utility easement). This easement will become unnecessary once the VNAE is abandoned (as described in abandonment 1 above) and all of the planned utilities will fit within the remaining 10-foot utility easement. The benefit of the removal of this easement are the same as for abandonment 1 with the additional benefit of returning unencumbered land to the adjacent lot owners.

This proposal will have no detrimental impact to the provision of utilities, area traffic, or quality of life for area residents.





# Nighthawk Plat Amendment – Abandonment Case #20-09-AB

## Citizen Participation Report

### PURPOSE

The purpose of this Citizen Participation Report is to document the steps and results of the completion of the citizen participation plan related to our plat amendment request. The participation plan ensured that citizens, property owners, neighborhood associations, agencies, schools, and businesses in the vicinity of the site were notified and involved in the ongoing process and actions related to this request. Iplan Consulting, on behalf of the ownership group, initiated a Plat Amendment for the Nighthawk subdivision located at the along Never Mind Trail. The intent of the proposal is to replace one larger shared point of access along Never Mind Trail with two smaller separate points of access for lots 6 and 9.

### CONTACT

All questions and/or comments related to this proposal should be directed to:

Iplan Consulting - Greg Davis  
3317 S. Higley Road #114-622  
Gilbert, AZ 85297  
Phone: (480) 227-9850  
Email: Greg@iplanconsulting.com



### NOTIFICATION

In order to provide effective citizen participation in regards to this application, the following actions were taken to provide adequate opportunity to adjacent landowners or any other potentially affected individuals, agencies, or organizations to learn of and address any and all real or perceived impacts this proposed overlay may have on individuals, properties, or the community:

- A. A contact list (attached as Exhibit A) was created for all property owners along Never Mind Trail within 500' of the site (500' map attached as Exhibit B) for the purpose of mailing information and notifications of the proposal.
- B. A 1<sup>st</sup> neighborhood outreach effort was held on September 30, 2020. An informational letter with exhibits (attached as Exhibit C) was sent to each property owner within 500-feet of the subject site. The letter solicited questions or comments and included the applicant and Town contact information allowing interested parties to stay informed.
- C. A 2<sup>nd</sup> neighborhood outreach effort was held on January 22, 2022 which is more than 15-days prior to the Planning and Zoning Commission hearing. An informational letter with exhibits (attached as Exhibit C) was sent to each property owner within 500-feet of the subject site as well as the Town of Carefree (21 letters total). The letter solicited questions or comments and included the applicant and Town contact information allowing interested parties to stay informed.

No comments or questions have been received to date, therefore there is no summary of public comments to report or respond to. If any comments are received between now and the public hearing, our team will alert Town staff and amend this report to accommodate those comments.



#### **TENTATIVE SCHEDULE**

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Initial Neighborhood Outreach – September 2020

Formal Filing – January 2021

Citizen Participation Plan Initial Submittal – January 2021

Citizen Participation Report – January 2022

Post Property (if needed)

Public Hearing Notification – To be Coordinated by Town staff February 2022

Planning and Zoning Commission Meeting – 3/14/2022

## Exhibit A - 500' Buffer Notification List

AGUILERA GABRIEL/CONKLIN CODY  
6979 E HAWKSNEST RD  
CAREFREE, AZ85377

ALLEN SHERI ELIZABETH TR  
PO BOX 5651  
CAREFREE, AZ85377

BICKERDYKE H PAUL/SUE  
P O BOX 5688  
CAREFREE, AZ85377

BRANDY LAND LIMITED PARTNERSHIP  
137 MARCO BAY RD  
SOMERS, MT59932

BULLINGTON JULIS D TR  
3409 E CLAREMONT  
PARADISE VALLEY, AZ85253

CAREFREE CASITA LLC  
39 POLECAT DR  
ASPEN, CO81611

DAGOSTINO NICOLINO/KRISTEN E  
107 BESSBOROUGH DR  
EAST YORK, ON M3G 3J5  
CANADA

DAVE BLACK  
7336 E SOARING EAGLE WY  
SCOTTSDALE, AZ 85266

DEMARCO FAMILY TRUST (8-27-90)  
PO BOX 3226  
CAREFREE, AZ 85377

DOW STEPHEN/JANET ELIZABETH  
1184 NORTHOVER DR  
BLOOMFIELLS HILLS, MI 48304

FLORES NICHOLAS E  
36780 N LONE EAGLE POINT  
CAREFREE, AZ 85377

FOWLER ANDREW  
7002 CAREFREE DR  
CAREFREE, AZ 85377

INNER SUNRISE LLC  
PO BOX 5250  
CAREFREE, AZ 85377

JACKSON WILLIAM/ELSA  
28629 58 AVENUE  
ABBOTSFORD, BC V4X2E8  
CANADA

KUMMERLE KYLE  
PO BOX 5296  
CAREFREE, AZ 85377

LRN AZ-17 PERSONAL RESIDENCE TRUST  
8585 E HARTFORD DR STE 115  
SCOTTSDALE, AZ 85255

NIGHTHAWK ON BLACK MTN LLC  
3409 E CLAREMONT  
PARADISE VALLEY, AZ 85253

POLLACK TODD H/CAROL ANN  
PO BOX 2082  
CAREFREE, AZ 85377

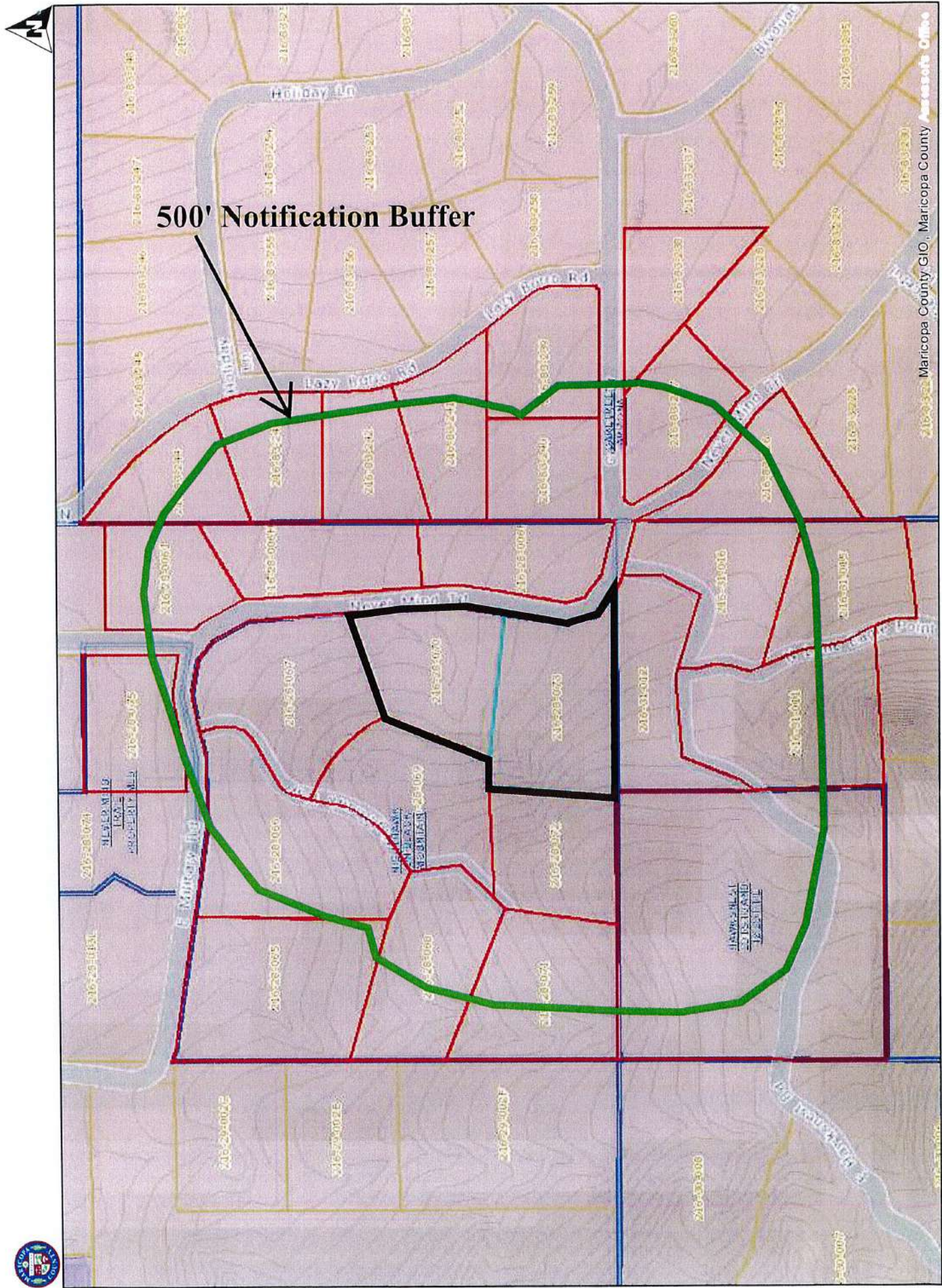
REBOLLO ROBERT G/JOANNE H  
PO BOX 5623  
CAREFREE, AZ 85377

Town of Carefree - Planning Dept  
PO BOX 740  
Carefree, AZ 85377

YOUNG WILLIAM DUSTIN/KIMBERLEE  
800 S MEDEA WAY  
DENVER, CO 80209



EXHIBIT B - 500' Notification Buffer Map





## Exhibit C - 1st Neighborhood Outreach Letter

### ***Notice of Development Nighthawk Lots 6 & 9***

Dear Neighbor,

The owners of lots 6 and 9 of the Nighthawk on Black Mountain subdivision are preparing an application to the Town of Carefree for a minor Plat Amendment. The proposal includes two amendments to two different easements on the Nighthawk approved plat which are described below. The Nighthawk on Black Mountain subdivision is located at the northwest corner of where Carefree Drive becomes Never Mind Trail.

**Amendment 1:** Remove a portion of the one-foot Vehicle Non-Access Easement (VNAE) across the frontages of lots 6 and 9 to permit a more direct access (i.e. driveway) from the public street (Never Mind Trail) to the future homes. This amendment will allow the driveways to be placed and designed in a manner more consistent with the Town's Mountainside Design Guidelines by eliminating several hundred feet of mountainside scarring and desert landscape disturbance. In addition to less desert disturbance and overall paving, this abandonment will result in the better protection of view corridors from adjacent properties due to the more direct and significantly shorter driveways for these two lots.

**Amendment 2:** Remove the 20-foot wide access easement that straddles the shared property line of lots 6 and 9. This easement becomes unnecessary with amendment 1 and allows the desert to reclaim this scraped and barren strip of land which is unsightly and not in keeping with the character of the area. An area of approximately 3,500 square feet will be returned to natural desert landscape versus becoming a long 20-foot wide stretch of pavement.

A vicinity map and detailed site exhibit are attached to this letter to provide a visual representation of the amendments proposed. We invite you to review this information and reach out to us should you have any questions about what is being proposed.

This notice is being sent to all property owners (per Maricopa County Assessor's office) within 500-feet of the subject properties. As part of the plat amendment process, Public Hearings will be held at the Carefree Town Council Center at 33 Easy Street (time and date to be noticed with additional letters). These meetings will provide an additional opportunity for public input relative to the proposed plat amendment.

If you have any questions at any time throughout the process, feel free to contact me at [greg@iplanconsulting.com](mailto:greg@iplanconsulting.com) or 480-227-9850.

Sincerely,

Greg Davis  
Planner



### Vicinity Map



## Site Exhibit







## ***Notice of Development Nighthawk Lots 6 & 9***

1/22/2022

Dear Neighbor,

This is a courtesy 2nd notice that follows an original notice sent on 9/30/2020 in an effort to keep our neighbors informed of our proposed development. The owners of lots 6 and 9 of the Nighthawk on Black Mountain subdivision have prepared an application to the Town of Carefree for a minor Plat Amendment. The proposal includes two amendments to two different easements on the Nighthawk approved plat which are described below. The Nighthawk on Black Mountain subdivision is located at the northwest corner of where Carefree Drive becomes Never Mind Trail.

**Amendment 1:** Remove a portion of the one-foot Vehicle Non-Access Easement (VNAE) across the frontages of lots 6 and 9 to permit a more direct access (i.e. driveway) from the public street (Never Mind Trail) to the future homes. This amendment will allow the driveways to be placed and designed in a manner more consistent with the Town's Mountainside Design Guidelines by eliminating several hundred feet of mountainside scarring and desert landscape disturbance. In addition to less desert disturbance and overall paving, this abandonment will result in the better protection of view corridors from adjacent properties due to the more direct and significantly shorter driveways for these two lots.

**Amendment 2:** Remove the 20-foot wide access easement that straddles the shared property line of lots 6 and 9. This easement becomes unnecessary with amendment 1 and allows the desert to reclaim this scraped and barren strip of land which is unsightly and not in keeping with the character of the area. An area of approximately 3,500 square feet will be returned to natural desert landscape versus becoming a long 20-foot wide stretch of pavement.

A vicinity map and detailed site exhibit are attached to this letter to provide a visual representation of the amendments proposed. We invite you to review this information and reach out to us should you have any questions about what is being proposed.

This notice is being sent to all property owners (per Maricopa County Assessor's office) within 500-feet of the subject properties as well as the Town of Carefree. As part of the plat amendment process, Public Hearings will be held at the Carefree Town Council Center at 33 Easy Street (time and date to be noticed with additional letters). These meetings will provide an additional opportunity for public input relative to the proposed plat amendment.

If you have any questions at any time throughout the process, feel free to contact me at [greg@iplanconsulting.com](mailto:greg@iplanconsulting.com) or 480-227-9850.

Sincerely,

Greg Davis  
Planner



An aerial map of a residential area. A specific lot is highlighted with a red outline and labeled 'SITE' in red text. The lot is bounded by 'Never Mind Trail' to the north and 'Carefree Drive' to the east. The map shows numerous other lots, each with a unique identification number (e.g., 216-29-0020, 216-28-065, 216-28-066, 216-28-067, 216-28-068, 216-28-069, 216-28-070, 216-28-071, 216-28-072, 216-28-073, 216-31-012, 216-31-013, 216-31-014, 216-31-015, 216-31-016, 216-31-017, 216-31-018, 216-31-019, 216-31-020, 216-31-021, 216-31-022, 216-31-023, 216-31-024, 216-31-025, 216-31-026, 216-31-027, 216-31-028, 216-31-029, 216-31-030, 216-31-031, 216-31-032, 216-31-033, 216-31-034, 216-31-035, 216-31-036, 216-31-037, 216-31-038, 216-31-039, 216-31-040, 216-31-041, 216-31-042, 216-31-043, 216-31-044, 216-31-045, 216-31-046, 216-31-047, 216-31-048, 216-31-049, 216-31-050, 216-31-051, 216-31-052, 216-31-053, 216-31-054, 216-31-055, 216-31-056, 216-31-057, 216-31-058, 216-31-059, 216-31-060, 216-31-061, 216-31-062, 216-31-063, 216-31-064, 216-31-065, 216-31-066, 216-31-067, 216-31-068, 216-31-069, 216-31-070, 216-31-071, 216-31-072, 216-31-073, 216-31-074, 216-31-075, 216-31-076, 216-31-077, 216-31-078, 216-31-079, 216-31-080, 216-31-081, 216-31-082, 216-31-083, 216-31-084, 216-31-085, 216-31-086, 216-31-087, 216-31-088, 216-31-089, 216-31-090, 216-31-091, 216-31-092, 216-31-093, 216-31-094, 216-31-095, 216-31-096, 216-31-097, 216-31-098, 216-31-099, 216-31-100). The map also shows 'Never Mind Trail' running north-south and 'Carefree Drive' running east-west. Other streets visible include 'BLOODY BASIN RD' and 'NORM DARTINGTON DR'. A small inset map in the top right corner shows the location of the site within a larger regional context.





October 2, 2020

Mr. Aaron Huber  
4915 E. Baseline Road  
Gilbert, Arizona 85234

Subject: Traffic Statement for the Residential Driveways Modification  
Never Mind Trail northwest of Carefree Drive  
Carefree, Arizona

This *Traffic Statement* letter has been completed in support of your request to the Town of Carefree to remove all or a portion of a Vehicle Non-Access Easement (VNAE) along lots 6 and 9 of the Nighthawk on Black Mountain subdivision; the subject lots being located on Never Mind Trail approximately 300 feet (Lot 9) and 500 feet (Lot 6) northwest of Carefree Drive.

#### **REQUEST DESCRIPTION**

It is my understanding a one-foot VNAE exists along all or a portion of the property frontage to Never Mind Trail of the subject properties. The original purpose of this VNAE was to align a single shared driveway access connecting to Never Mind Trail along the shared property line between the subject sites. Each parcel would then have a branch driveway connection from each future home to this shared driveway.

The purpose of the request will be to allow separate driveway connections to Never Mind Trail for each of the subject lots. According to the Pre-Application Narrative, these abandonments will allow the driveways for the lots to be placed in a manner more consistent with the Town's Mountainside Design Guidelines by shortening the driveways and eliminating several hundred feet of mountainside scarring and desert landscape disturbance.

#### **SITE DESCRIPTION**

In its existing condition, Never Mind Trail is a local road having an approximate 25 foot paved section, lacking striping, curb/gutter, and sidewalk. The posted speed limit of Never Mind Trail within the subdivision is 25 miles per hour. Between Piedra Grande Drive in the north to Carefree Drive in the south, Never Mind Trail has an approximate 7% slope (rising from the north to the south).

As shown in the attached *Figure 1*, the subject lots are located on Never Mind Trail northwest of Carefree Drive. The attached *Figure 2* depicts the potential locations of the proposed separate driveway connections to Never Mind Trail for Lot 6 and Lot 9. The lots are slightly elevated from Never Mind Trail; therefore, the proposed driveways will have a slight downgrade at their intersection with Never Mind Trail.

#### **SIGHT DISTANCE**

Sufficient sight distance at the proposed driveway locations is necessary to give drivers exiting the lots a clear view of oncoming traffic on Never Mind Trail. Sight triangles should be provided and maintained - the landscape and hardscape within the sight triangles must not obstruct the driver's view of the adjacent travel lanes.





Per AASHTO's A Policy on Geometric Design of Highways and Streets manual, 2018, the sight distance along the major road (Never Mind Trail) at the proposed potential driveway locations of lots 6 and 9 is determined by the following formula:

$$SD = 1.47 \times V_{\text{major}} \times t_g$$

Where:

$V_{\text{major}}$  = design speed (=posted speed) on Never Mind Trail (25 miles per hour)

$t_g$  = time gap. For crossing a two-lane roadway, the time gap for left-turns (looking right) is 7.5 seconds for passenger vehicles; the time gap for right-turns (looking left) is 6.5 seconds for passenger vehicles.

Assuming a flat grade for the driveways (the driveways will have a minor downgrade; no upgrade), the required sight distance at the site's driveways for left-turns from a stop (looking right) is 280 feet; the required sight distance at the site's driveways for right-turns from a stop (looking left) is 240 feet. The required sight distance at each driveway is shown in the attached Figure 2.

## CONCLUSIONS

As shown in Figure 2, at the potential driveway locations for Lot 6 and Lot 9, the available sight distance meets or exceeds the required sight distance depending on the exact final locations of the driveways. In addition, low speeds and very low traffic volumes on Never Mind Trail exist. Therefore, the removal of the VNAE to allow for individual driveways on Lot 6 and Lot 9 is not anticipated to cause detrimental impacts to Never Mind Trail and the surroundings. Proper intersection sight distance and sight triangles should be provided and maintained at the final driveway locations.

This *Traffic Statement* letter is based on a variety of assumptions related to the proposed potential locations of the driveways at the subject sites. If alternate plans are ultimately proposed, this analysis and the resulting conclusions may not remain valid. If you have any questions, please feel free to contact our office at 602-265-6155.

Sincerely,  
Keith A. Winney, PE  
United Civil Group

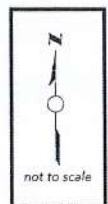


## Attachments:

Figure 1: Aerial View and Vicinity

Figure 2: Sight Distance





**Figure 1:** Aerial View and Vicinity



### LEGEND

- Potential Driveway Location
- Sight Distance
- Line of Sight

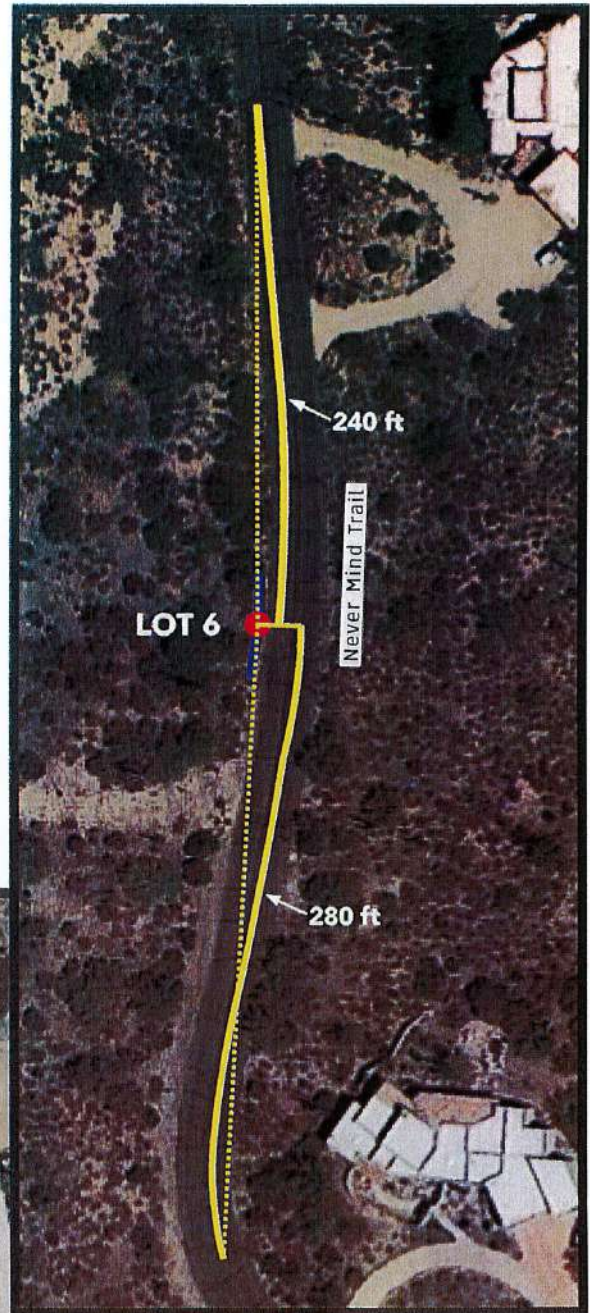


Figure 2: Sight Distance



# STAFF REPORT – PLANNING & ZONING COMMISSION



MEETING DATE: March 14, 2022

Agenda Item #: 3

## SUBJECT:

**UPDATE** on the Redevelopment Area Plan and its current efforts and next steps in the process as it pertains to the Village Center Master Plan. Included, a brief update on the Signage, Circulation and Parking Master Plan.

## ATTACHMENTS:

- Village Center Master Plan Implementation Schedule
- Signage Plan Tech Memo A
- Signage Plan Tech Memo B
- Conceptual Signage, Circulation and Parking Plan Visual

## SUMMARY:

The purpose of this update is to bring the members of the Planning and Zoning Commission up to speed on the status of the Village Center Master Plan, and the next steps of the Redevelopment Plan and the Signage, Circulation and Parking Plan processes. Both of these plans are currently underway through a contract with Kimley Horn. Kimley Horn is currently focused on the Signage, Circulation and Parking Plan for Town Center, and has subcontracted with Michael Baker International, the consultant on the 2015 Village Center Master Plan.

In 2015, the Town approved the Village Center Master Plan. This plan included an assessment, as well as goals and strategies, which were summarized in the attached implementation schedule. In 2022, it was determined that the Town establish a Redevelopment Area to have better success in implementing the Village Center Master Plan. This establishment then triggered the Redevelopment Plan process. The goal of the process, and contractor scope, is to not recreate an entire new plan, but to update the current Village Center Master plan with the statutory requirements to make it a Redevelopment Plan. Once approved, the plan will be the guiding principal document for revitalization and redevelopment, and will unlock the benefits of a redevelopment area, which primarily will allow for public/private partnerships, enhanced financial resources and access to grant funding.

A key component to the Village Center Master Plan recommendations was to address signage, circulation and parking. The information that will be determined through the current process will allow for better analysis and planning as the, Town, Planning and Zoning Commission and Town Council evaluate infrastructure needs and costs. These are necessary components to outline in the Redevelopment Plan. Attached documents include the first 2 technical memos and most recent conceptual plan.

Additional items to be addressed by Michael Baker International include potential land use, zoning, design standard recommendations, revitalization project funding programs, and an evaluation process for redevelopment/revitalization projects that include public participation.

This information is a precursor to a Planning and Zoning Commission future workshop scheduled with Kimley Horn and Michael Baker International to solicit initial Commission input, as well as, outline a schedule for public engagement including community-wide participation.

## PUBLIC PROCESS:

The above items are for Commission discussion only, and no action is required at this time.



# Implementation

The Master Plan for Action outlines the direction for the Village Center over the next 10 to 15 years. While the plan contains multiple strategies to pursue, each recommendation requires a different set of partners, level of effort, and funding sources; which impacts their timeline for implementation.

## Implementation Guide












To assure the momentum from planning to implementation is clearly directed and not delayed, the following matrix is presented to detail the timeframe, responsibility and partners, and priority actions for each recommendation.

- The matrix is organized according to the five Village Center **Strategies** that were outlined in the previous Chapter of this master plan.
- Individual **Recommendations** associated with each Strategy are then listed and identified as a short (0-2 years), mid (2-5), or long (5+) term effort.
- Within each short term recommendation, **priority actions** are also identified, which represent those specific actions steps that should be undertaken immediately to take advantage of current conditions and/or effectively jump-start the implementation process.

This guide is intended to provide a road map to success and enables stakeholders to also keep track of the community's progress in implementing the plan's strategies. However, while this implementation plan provides clear and specific direction to initiate change in the Village Center; project timelines, key players, and priority actions may need to be modified over time as market demands change, behavioral patterns shift, and momentum builds around the Village Center itself.

Ultimately this implementation plan exemplifies that work must be done on the ground every day to ensure that each master plan strategy is met and tangible change occurs. Village Center stakeholders will need to work together to continue to build public and private support for the Master Plan and to ensure that every project is implemented to its maximum extent.

## Implementation Matrix

Strategy	Recommendation	Key Players		Priority Action	Short Term (0-2 Years)	Medium Term (2-5 Years)	Long Term (5+ Years)
		Lead Entity	Partners		 Implementation Phase		
					 On-Going Implementation		
Strategy 1 Improve the Village Center's Visibility and Access	Celebrate the points of arrival into the Village Center to counteract the inward facing design.	Town of Carefree	Business Development Task Force; Beautification and Aesthetics Team; Business owners; Property owners; local organizations	Designate primary entrances into the Village Center along Tom Darlington Dr and Cave Creek Rd and place gateway features.			
	Decrease number of entry drives along Tom Darlington Drive and Cave Creek Road.	Town of Carefree	Business owners; Property owners				
	Establish a hierarchy of street typologies.	Town of Carefree	Business owners; Property owners; Management Companies				

Strategy	Recommendation	Key Players		Priority Action	Short Term (0-2 Years)	Medium Term (2-5 Years)	Long Term (5+ Years)
		Lead Entity	Partners		Implementation Phase		
					On-Going Implementation		
	Build-upon the Village Center's pedestrian and bicycle friendly design.	Town of Carefree	Business Development Task Force; Beautification and Aesthetics Team; Business owners; Property owners; local Resorts; Organizations				
	Create additional parking opportunities.	Town of Carefree	Business owners; Property owners;	Identify and acquire properties for preservation of future parking alternatives			
Strategy 2 Foster development of a strong retail, residential, entertainment, and service core in the Village Center	Identify and pursue key anchor projects in strategic locations that can be a catalyst for economic change.	Town of Carefree	Business Development Task Force; Business owners; Property owners; Property Management Companies; Chamber;	Continue to collaborate with potential anchor/cultural partners, including ASU, Performing Arts, Hotels or others			
	Help foster the growth of existing Village Center business establishments.	Town of Carefree	Business Development Task Force; Business owners; Property owners; Property Management Companies; Chamber; US Small Business Administration – Development Centers	Conduct business visitations of all Village businesses and rank highest needs accordingly			
	Revitalize existing commercial areas/buildings through redevelopment, rehabilitation, and adaptive reuse.	Town of Carefree	Business Development Task Force; Business owners; Property owners; Property Management Companies; Chamber; US Small Business Administration – Development Centers	Identify empty space in the Village Center that can be programed for pop up retail during peak seasons; meet with the property owner(s)			
	Develop a recruitment campaign targeting specific restaurant and retail business establishments.	Town of Carefree	Village Marketing Advisory Committee; Business Development Task Force; Business owners; Property owners; Property Management Companies; Chamber	Create a list of potential prospects to pursue; develop marketing material; meet with local real estate brokers to review			
	Establish the Village Center as the next great neighborhood.	Town of Carefree	Business Development Task Force; Business owners; Property owners; Property managers				
	Consider purchasing available properties to directly guide/seed redevelopment efforts.	Town of Carefree	Property owners				
	Modify existing land use policies.	Town of Carefree	Business Development Task Force; Business owners; Property owners; Property managers	Amend zoning ordinance and design guidelines to promote Master Plan Vision			



Strategy	Recommendation	Key Players		Priority Action	Short Term (0-2 Years)	Medium Term (2-5 Years)	Long Term (5+ Years)
		Lead Entity	Partners		Implementation Phase		
					On-Going Implementation		
Strategy 3 Enhance the Village Center Experience	Foster characteristics that set the Village Center apart from other places in the Valley.	Town of Carefree	Business Development Task Force; Beautification and Aesthetics Team	Be audacious, move away from "sameness" and focus on the whimsical character of Carefree's history			
	Enhance the Village Center's prominence through iconic imagery.	Town of Carefree	Business Development Task Force; Beautification and Aesthetics Team; Business owners; Property owners; Property Management Companies; Chamber; Sonoran Arts League	Research the feasibility of creating public art program; review other cities programs on how art is funded and how artists are selected			
	Create incentives for commercial building and site improvements.	Town of Carefree	Business Development Task Force; Business owners; Property owners; Property Management Companies; Chamber	Launch a volunteer "façade makeover" demonstration project		Formal Incentive program	
	Work with businesses to improve their physical presentation as well as enhance the presentation of empty storefronts.	Town of Carefree	Business Development Task Force; Beautification and Aesthetics Team; Business owners; Property owners; Property Management Companies; Chamber	Develop and distribute a 12-month window display calendar and guide; Hold a Visual Merchandising Workshop to kick off the Window Display Calendar initiative			
	Encourage exploration by improving wayfinding and signage.	Town of Carefree	Village Marketing Advisory Committee; Business Development Task Force	Develop a sign package; repurpose and relocate existing signage to better guide unfamiliar visitors to the Village Center; place a directory kiosk in Desert Garden to direct visitors to Village shops off Easy Street			
	Activate the Desert Gardens during non-event periods.	Town of Carefree	Business Development Task Force	Explore introducing coffee cart (in season) or ice cream kiosk (off season) with seating during weekend periods to energize gardens			
	Improve sightlines through the Village Center.	Town of Carefree	Beautification and Aesthetics Team	Strategically trim/thin vegetation in Desert Gardens to maintain shade and promote key view corridors			
Strategy 4 Market and Promote the Village Center	Develop a logo and slogan to strengthen the Village Center's brand.	Town of Carefree	Village Marketing Advisory Committee (see Strategy5)	Select a graphic artist or initiate a competition to develop a Village Center logo/slogan			

Strategy	Recommendation	Key Players		Priority Action	Short Term (0-2 Years)	Medium Term (2-5 Years)	Long Term (5+ Years)
		Lead Entity	Partners		Implementation Phase		
					On-Going Implementation		
	Create a comprehensive Village Center marketing plan	Town of Carefree	Village Marketing Advisory Committee (see Strategy5)	Draft a Marketing Plan identifying key markets and the types of promotional and advertising tactics to reach them. Present the plan to the businesses, supporting organizations and venues for input			
	Encourage businesses and organization to coordinate the advertising efforts	Town of Carefree	Village Center businesses and local organizations	Host a meeting to discuss where, what and how businesses/organizations are advertising and are there opportunities to collaborate			
	Enhance web, social media, and e-marketing campaigns	Town of Carefree	Village Marketing Advisory Committee (see Strategy5)	Establish which URL will be used for the primary visitor website, draft recommendations of how to improve engagement and "likes" on facebook page, draft strategies of how to capture emails during events			
	Leverage local markets to boost the Center's Commerce	Town of Carefree	Village Marketing Advisory Committee; businesses	Hold a meeting with businesses to identify one initial or a series of promotions to reach consumers. Meet with Local First Arizona			
	Strategically program and manage the calendar of events	Town of Carefree	Village Marketing Advisory Committee; Promoters of events; businesses;	Evaluate current calendar of events and draft new recommendations. Look for "low hanging fruit" (such as seasonal events, continue movies in the Pavilion)		Phase in new events	
	Continue to work towards all businesses being open year round	Town of Carefree	Village Marketing Advisory Committee; Businesses	Launch some type of "open one night a week during the summer (i.e. After the Sun Sets)" promotion			
	Support the Visitor Center on Easy Street as the primary visitor information outlet.	Chamber	Town of Carefree; Village Marketing Advisory Committee	Strive to have the Visitor Center open on the weekends during high season			
Strategy 5 Develop a Strong Organizational Structure	Build and sustain a strong downtown network and organizational structure.	Town of Carefree	Business owners; property owners; organizations; Chamber; Promoters; citizens	Form a Village Center Alliance or Collaborative; within Alliance create task groups or teams (such as Marketing Advisory Committee; Business Development Task Force; Beautification and Aesthetics Team) to assist with implementation of the Village Master Plan			



Strategy	Recommendation	Key Players		Priority Action	Short Term (0-2 Years)	Medium Term (2-5 Years)	Long Term (5+ Years)
		Lead Entity	Partners		Implementation Phase		
					On-Going Implementation		
	Maintain the Marketing and Communication Director Position	Town of Carefree		Continue to maintain a staff point person that can focus on implementing the specific recommendations of this plan and assist in communication between the Town and the Center property/business owners.			
	Maintain consistent communication regarding the Carefree Village Center Master Plan.	Town of Carefree	Leaders of each committee or task force or team	Hold a meeting with the property owners and management companies to discuss Master Plan recommendations and gather feedback of what is important to them; Implement a Village Center Update in COINS			

## Funding

Many of the action items outlined within this Master Plan can be implemented administratively or on a volunteer basis with minimal effort. However, other recommended action items will require financial assistance.

Carefree cannot provide this financial assistance with public funds alone. Ultimately, the implementation of the Village Center Master Plan will depend upon the Town's ability to access alternative sources to fund public improvements as well as develop programs to incentivize direct private development.

Building off of the various funding sources presented within the **Master Plan for Action** chapter, Carefree should evaluate and consider the following list of assorted funding sources and/or mechanisms to support the specific action items recommended in this plan. It is important to keep in mind that many projects—especially physical ones—will often require unique funding strategies that creatively combine a multitude of these sources to ultimately finance each effort.

## Funding Sources and Mechanisms

- **Public Bonding such as:** General Obligation Bond or Revenue Bond
- **Special Taxing District such as:** Business Improvement District, Municipal Improvement

District, Special Assessment District, Community Facilities District, etc.

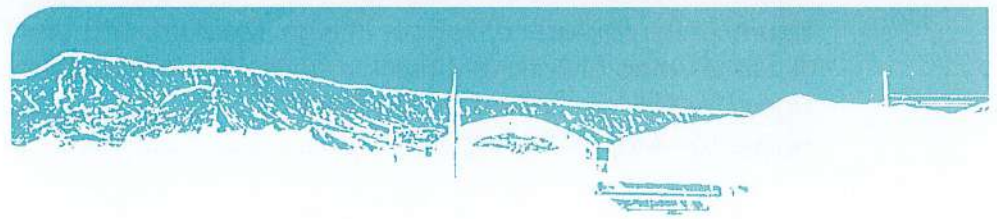
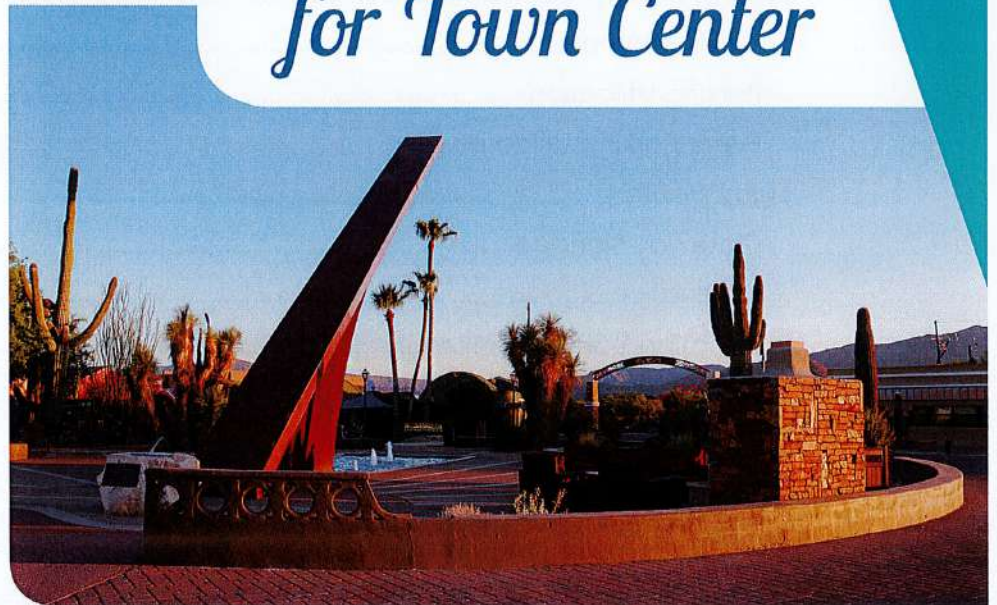
- **Infill Incentive District**
- **Municipal Property Corporation**
- **Voluntary Agreements such as:** Development Agreements, Public-Private Partnerships, Payback Agreements, etc.
- **Loans such as:** Greater Arizona Development Authority - GADA loans, Section 108 Loan Guarantee Program, Community Facilities Loan & Grant Program
- **Viable Grant Programs such as:** Community Development Block Grants (CDBG), Community Facilities Loan & Grant Program, Arizona Office of Tourism, Maricopa County Proposition 302 program, National Endowment for the Arts - Our Town Grant Program, etc.,
- **Partnerships with public agencies or non-profit interests such as:** US Small Business Administration - Development Centers, Main Street Four Point Approach, Local First Arizona, Chamber, etc.
- **Sponsorships with corporate or private interests such as:** naming rights (Sanderson Lincoln Pavilion), product sampling displays, adoption crowdfunding, etc.
- **Creation of non-profit agency such as:** Village Center Association, Public Art program, etc.





*Technical Memorandum A*

# *Comprehensive Sign Plan for Town Center*







## Comprehensive Sign Plan for Town Center

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## Comprehensive Sign Plan for Town Center

### Introduction

The Town of Carefree (the 'Town') is unique in its history, character, and opportunities for growth. The downtown area is focused around an iconic Sundial and beautiful gardens. There are shops, restaurants, businesses, and offices in the downtown that support the surrounding residential areas.



*Downtown Carefree*

In 2015, the Town worked with Michael Baker International to develop a Village Center Master Plan. The primary purpose of the plan was to function as a unifying guide to help Town staff and stakeholders to enhance the downtown area. One recommendation from the plan was to develop a comprehensive sign package for Town Center to encourage exploration by improving wayfinding and signage. As part of the comprehensive sign package, it was also recommended that either enhancements or modifications be made to the existing signage along Tom Darlington Drive and Cave Creek Road to enhance visibility. New signage was also recommended to be added where appropriate to direct a variety of users to the many features and destinations throughout Town Center.

The purpose of this document is to evaluate the existing conditions within Town Center to identify circulation patterns, possible points of confusion, parking conditions and existing signs in preparation for the eventual development of wayfinding strategies and ultimately the comprehensive sign package. Since Carefree accommodates and encourages multiple forms of transportation, this document examines existing wayfinding components associated with each form of transportation and from varying perspectives.

Field observations were conducted during off-peak season conditions and during an event. The event conditions were observed during the 2021 Fall Thunderbird Art Festival. The off-peak



conditions were observed in late summer of 2021. It should be noted that the ongoing COVID-19 pandemic has impacted visitation to Town Center. Two major developments are also underway that will have a positive impact on visitation as well once they are completed, including a new hotel and townhome development. However, assumptions can be made based on the conditions observed during the site visits that will help to guide the on-going evaluation of the wayfinding program for Town Center. Follow-up site observations will be conducted to review the assumptions of this technical memorandum as visitation becomes more typical and as the new developments are completed.

The goals for the Comprehensive Sign Plan for Town Center are as follows:

- ▲ Create a comprehensive sign plan that builds on the Carefree Brand
- ▲ Develop a sign plan that considers existing signs and is recognizable
- ▲ Improve messaging to direct visitors to appropriate locations throughout the Town
- ▲ Identify opportunities to support the local businesses and residents
- ▲ Minimize sign clutter
- ▲ Identify opportunities to provide better connectivity between various forms of transportation



*Visitors Enjoying the Carefree Desert Gardens*





## Comprehensive Sign Plan for Town Center

### Field Review

Multiple field reviews were conducted as part of the project process to observe and record movement patterns, obstacles, opportunities, existing conditions, and make note of areas of interest. The following data was collected as part of the field reviews:

- ▲ **Circulation Observations:** The Team observed the Town Center and surrounding roadways on foot and by car to observe existing circulation patterns, access points, and traffic control and review existing signage and pavement markings.
- ▲ **Parking Observations:** The Team observed existing parking areas within the Town Center and along Tom Darlington Drive and Cave Creek Road to determine how these areas are being utilized during different types of events.
- ▲ **Sign Inventory:** An inventory of existing wayfinding signage within the Town Center and along Tom Darlington Drive and Cave Creek Road was collected. GPS locations were recorded, and pictures of signs were taken.

The observations taken from the field review are summarized in the following sections.

### Circulation Observations

Existing circulation patterns and conditions were observed during the field reviews to identify potential challenge areas such as locations with restricted access, unclear signage or overall limitations in current conditions that could be improved. The following sections describe observations made regarding vehicular circulation, pedestrian circulation and bicycle circulation.

#### Vehicular Circulation

Vehicular circulation within Town Center follows an internal street pattern that radiates out from Easy Street. Unfortunately, this creates confusion along the collector streets, local streets, alleys and driveways as it is often unclear which route is the most direct to the various destinations within the area. Similarly, the two arterial streets have a significant amount of roadway intersections and parking lot driveways which make it challenging for a visitor to identify the most direct entrance to Town Center despite the large gateway features that were added on Carefree Drive and Wampus Way to help address this issue. As discussed later in this report, the large gateway features have limited visibility to the driver due to their placement which runs mostly parallel to the adjacent arterial roadways. Additionally, there is no visual designation or signage to indicate that one has entered or is approaching the Town core when traveling on Tom Darlington or Cave Creek Road near Bloody Basin. Since additional emphasis will soon be placed on the arterial streets to enhance the overall Town Center experience, more in-depth discussion regarding the conditions along the arterial roadways is provided in the





## Comprehensive Sign Plan for Town Center

following sections. Additional information regarding vehicular circulation is provided under a separate cover entitled 'Project Assessment.'

### Tom Darlington Drive

There is an existing marked crosswalk with pedestrian-activated circular flashing beacons and in-street flashers on the south leg of Ridgeview Place. It was noted that there are no advanced stop bars at the crosswalk to separate vehicles from the crosswalk. There is an existing marked crosswalk on the north leg of the traffic circle at Wampum Way. The crosswalks are curved to follow the curvature of the traffic circle, creating a longer walking path across the intersection. There is an advanced warning sign at Carefree Marketplace advising through traffic to merge left. However, subsequent pavement arrows in advance of the traffic circle point to the right, indicating that vehicles need to merge right. There is no on-street parking within the project limits. The posted speed limit is 30 MPH. Many right turn lanes were noted along this roadway. Further traffic analysis is required to evaluate whether any of these turn lanes can be removed.

The following is a description of existing typical roadway conditions within the study area:

- **Bloody Basin Road to Carefree Marketplace:** The existing cross-section starting at Bloody Basin Road consists of two lanes in each direction divided by a raised median. The southbound direction contains a left turn lane onto Bloody Basin Road. The north and southbound directions have dedicated turn lanes into Carefree Marketplace east of Tom Darlington Drive.
- **Carefree Marketplace to Carefree Drive:** The existing cross-section starting at Carefree Marketplace consists of two lanes in each direction with no median separation. The northbound direction has dedicated left and right turn lanes onto Carefree Drive. The southbound direction has a dedicated left turn lane onto Carefree Drive.
- **Carefree Drive to Wampum Way:** The existing north bound section begins to taper into one lane from two approximately 85 feet after Carefree Drive and has a dedicated right turn lane onto Wampum Way. The intersection at Wampum way is a 3-branch traffic circle. The southbound direction leaves the circle at one lane tapering to two lanes approximately 250 feet after the circle. This cross-section of the roadway is separated by a raised median.
- **Wampum Way to Lucky Lane:** The existing northbound direction exits the traffic circle at Wampum Way using two lanes and the southbound direction enters the traffic circle with one lane. The three lanes of traffic are separated by a raised median that ends at Lucky Lane. The northbound section has dedicated left turn lane into Villa Del Sol and a right turn lane onto Lucky Lane, while the southbound direction has a dedicated left turn lane onto Lucky Lane.





## Comprehensive Sign Plan for Town Center

- **Lucky Lane to Ho Road:** The existing cross section consists of two lanes in each direction divided by a median for 100 feet across from the Town's roadside utility infrastructure and undivided the remainder of the section. The northbound direction has a dedicated left turn lane into another driveway entrance to Villa Del Sol. The northbound approach to Ho Road has a dedicated left turn lane. The southbound approach has a left turn lane onto Ho Road.
- **Ho Road to Cave Creek Road:** The existing cross section has two through lanes in each direction until reaching the 4-way stop at Cave Creek Road where the lane configuration splits into a left, through, and right turn lane. A raised median begins where the dedicated left turn lane begins with an approximate 38 feet median break for the driveway entrance to the development on the east corner of the intersection. The northbound direction also has a dedicated left turn lane onto Ed Everett Way.

### Cave Creek Road

There is an existing marked crosswalk on the south leg of Hum Road. It was noted that there are no advanced stop bars or yield markings at the crosswalk to separate vehicles from the crosswalk. There is an existing marked crosswalk on the south leg of the traffic circle at Carefree Drive. There is no on-street parking within the project limits, but there is a small parking area along the east side of the road adjacent to the tennis courts (south of the traffic circle). The posted speed limit is 30 MPH and there is a solar-powered speed feedback sign on the northbound approach to the traffic circle.

- **Southeast direction:** The majority of the cross section consists of two through lanes. The southeast direction of travel has a weaving lane receiving a right turn from Tom Darlington Drive where through traffic must merge before the lane turns into a dedicated right turn lane onto Hum Road. There is also a dedicated left turn lane onto Hum Road. After Hum Road the section drops to one lane, enters a traffic circle at Carefree Drive and then returns to two lanes. There is a dedicated right turn lane onto Sunshine Place and a dedicated left turn lane onto Tranquil Trail.
- **Northwest direction:** Starting at Tranquil Trail the cross section consists of two through lanes with a dedicated left turn lane onto Elbow Bend Road and Sunshine Place. The cross section drops to one lane after Sunshine Place, enters the traffic circle at Carefree Drive, and then returns to two lanes approximately 75 feet before Hum Road with a dedicated left turn lane onto Hum Road. There are dedicated left turn lanes for travelers to access the Shell gas station as well as to make a left onto Tom Darlington Drive at the four-way stop.

### Intersection Control & Traffic Circulation Patterns

Based on the field reviews, the following intersection control and traffic circulation observations are noted:



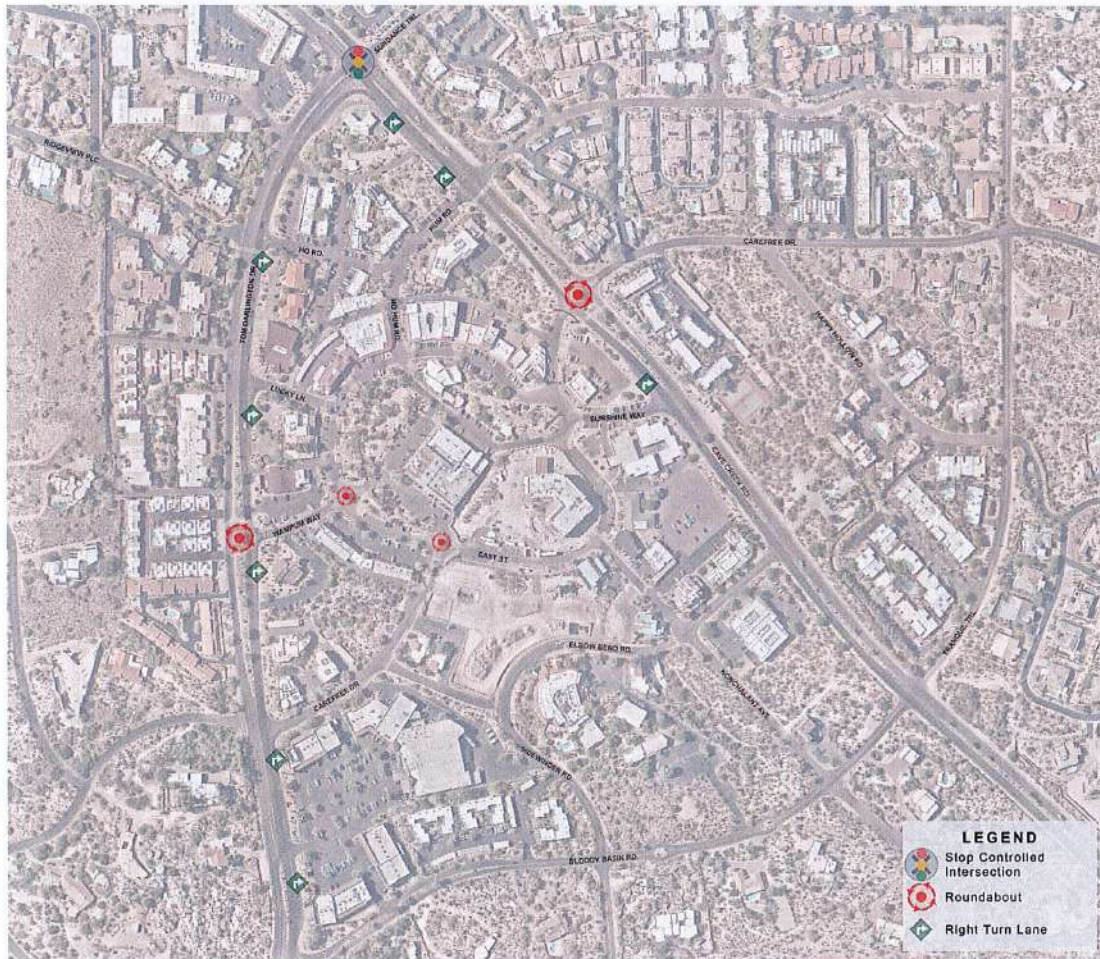
▲ Traffic Circles (Figure 1)

- There are two existing, one-way traffic circles along the arterial roadways. The traffic circles have “gateway” architectural elements and serve as the primary entrance points to the Town Core. Two internal traffic circles exist as well. It was observed from a driver perspective that the traffic circles detract and divert attention away from the Gateway entrances to the Town Core.
- The traffic circles operate as a free-flow through movement for vehicles traveling along the mainline (Tom Darlington Drive and Cave Creek Road, for example). Side-streets operate under stop control. There is yield signage in the middle of the circles, meaning any vehicle making a left turn or U-turn from the mainline or entering the circle from the side streets must make a two-stage movement. The combination of this maneuver and the appearance of the traffic circle operating like a roundabout could create an unsafe environment for vehicles.



## Comprehensive Sign Plan for Town Center

FIGURE 1 – EXISTING TRAFFIC CIRCLES AND STOPLIGHTS



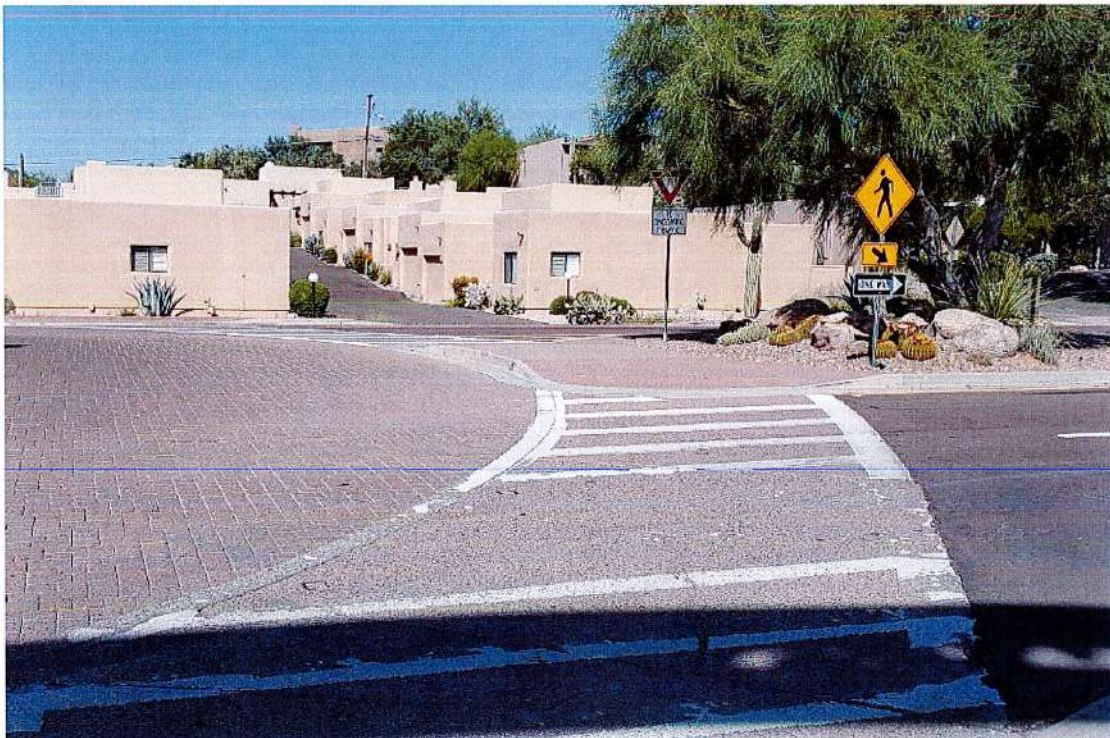




## Comprehensive Sign Plan for Town Center



*Existing Turn Lane on Cave Creek Road*



*Existing Crosswalk at Traffic Circle on Tom Darlington Drive*







### Pedestrian Circulation

Everyone who visits Carefree will at some point be a pedestrian. Therefore, pedestrian connectivity is instrumental. Not only is every person a pedestrian, but safe, connected pedestrian traffic supports businesses as well. Overall, pedestrian connectivity is fairly good in some areas while very poor in many areas. There is currently only approximately 275 feet of sidewalk on the west side of Tom Darlington at Wampus Way, and 50 feet on the east side tying into Wampus Way. No other sidewalk areas exist along Tom Darlington Drive. Only approximately 175 feet of sidewalk exists along Cave Creek Road east of Hum Road. No other sidewalk areas exist along the remainder of Cave Creek Road adjacent to Town Center.

Within Town Center, conditions are varied. Many locations along Easy Street and Hum Road have wide sidewalks accentuated with shade trees and other landscaping. These streetscapes create inviting public spaces that offer protection from the heat and create a pleasant environment for a leisurely stroll. Unfortunately, many of the other streets within Town Center are more focused on vehicular circulation and do not offer a pleasant pedestrian experience. There is a significant lack of sidewalks along many of the interior streets, or sections of street where an existing sidewalk leads to a wide vehicular intersection with no clear indication of where a pedestrian should walk. **Figure 2** provides an overview of the existing pedestrian network within Town Center. As noted on the map, many gaps exist. This provides limited opportunities for a seamless pedestrian experience from one destination to the next. As noted in the 2015 Michael Baker document, improving this condition is complex because many of the sidewalks within Town Center are located on private property. The public right-of-way only extends to the edge of the street or parking areas. It is suggested that the Town begin working with private property owners to expand the pedestrian network and promote increased walkability within Town Center.

The following additional observations were made regarding existing pedestrian circulation patterns:

- ▲ A separate crosswalk study is underway along Tom Darlington Drive and Cave Creek Road. Improvements to the area are also anticipated as part of an on-going Project Assessment.
- ▲ There are opportunities for pedestrian wayfinding signage, particularly in parking lots. Parking kiosks are good locations to provide information about the town and “You Are Here” area maps that can provide walking distances to key points of interest near that area.

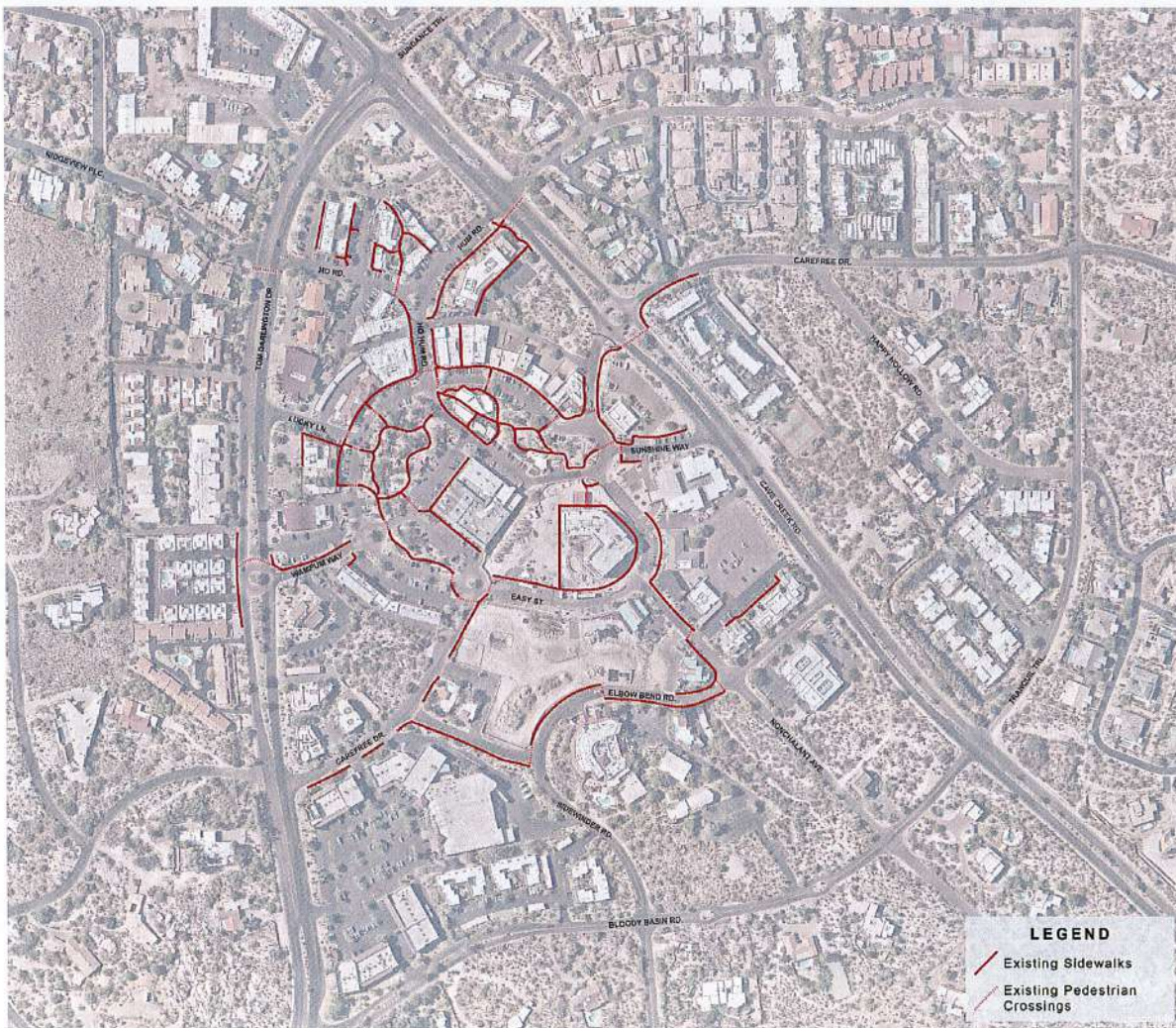




## Comprehensive Sign Plan for Town Center

- ▲ Connectivity of sidewalks to other walkable areas such as plaza spaces could be improved, and signage provided at these intersections to indicate reference points and walking distances to areas of interest.
- ▲ There is not a designated pedestrian entrance to the Town Center.
- ▲ Many people were observed walking down the road in areas with limited sidewalks or in areas where there was not a clear path provided to reach a destination.
- ▲ Many sidewalks within Town Center streets lack shade or amenity landscaping that create safe, comfortable walking spaces for pedestrians. However, sidewalks within the Carefree Desert Garden areas provide exceptional pedestrian experiences.

**FIGURE 2 – EXISTING PEDESTRIAN NETWORK**







## Comprehensive Sign Plan for Town Center



Existing Section of Sidewalk Along Cave Creek Road



Example of Landscaping and Shade Along Existing Sidewalk





## Comprehensive Sign Plan for Town Center

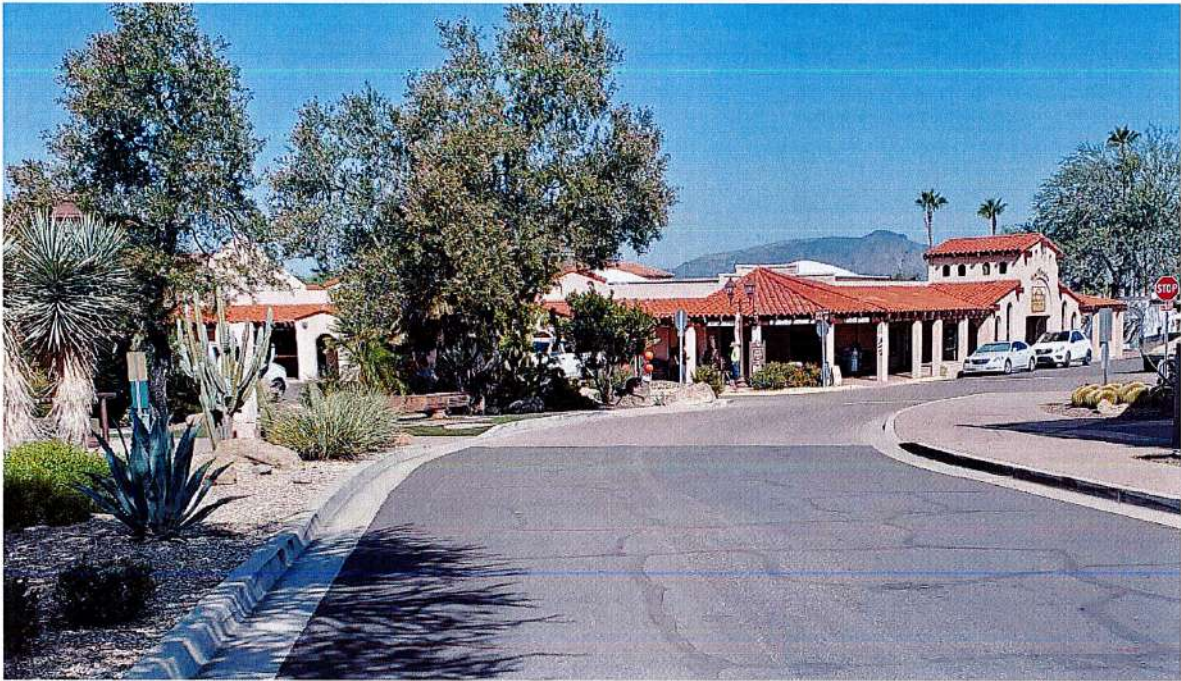


*Carefree Drive Offers Limited Pedestrian Opportunities.*

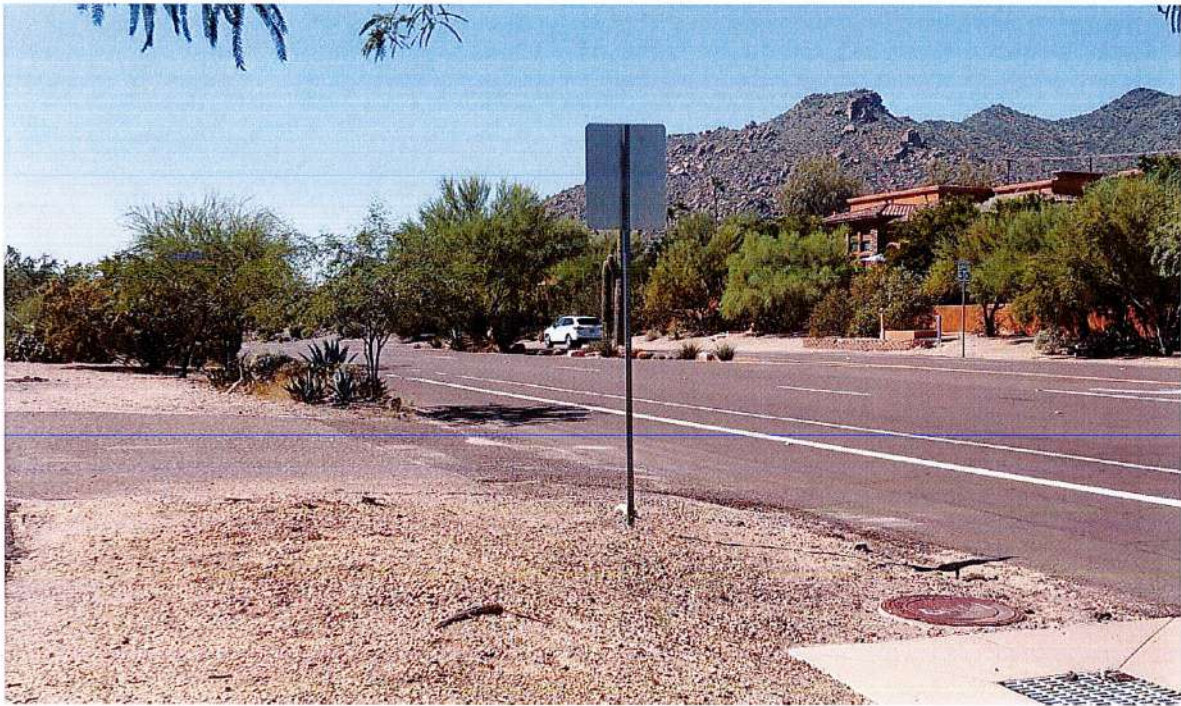


*Visitors Walking Within the Street Due to Lack of Pedestrian Connectivity at Ho Hum Drive.*





*Limited Pedestrian Opportunities on West Side of Ho Hum Drive.*



*Lack of Sidewalks Along Tom Darlington Drive.*





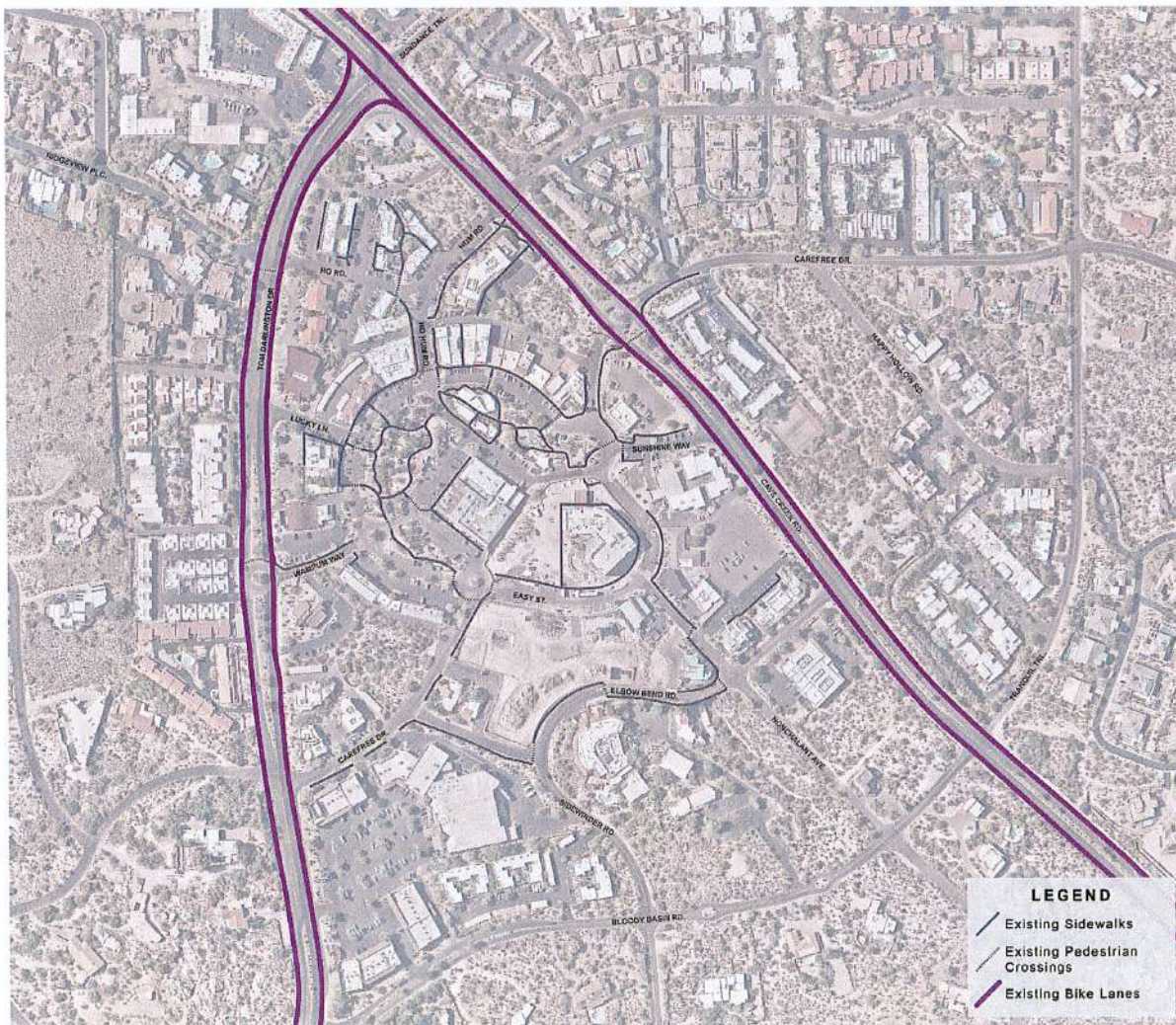
## Comprehensive Sign Plan for Town Center

### Bicycle Circulation

Bicycle lanes are present on both sides of Tom Darlington Drive from Bloody Basin Drive to Ed Everett Way (**Figure 3**), terminating just prior to the intersection at Tom Darlington Drive and Cave Creek Road. Bicycle lanes are also present on both sides of Cave Creek Road from Bloody Basin Drive to Tom Darlington Drive.

- ▲ Bike lanes must be properly maintained and cleaned to provide bicyclists a clear and safe path.
- ▲ Vehicular traffic along both Tom Darlington Drive and Cave Creek Road travels at high speeds, which makes for an uncomfortable ride for inexperienced riders.

**FIGURE 3 – EXISTING BICYCLE NETWORK**





## Existing Parking Conditions

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Parking assets within a community are essential for supporting the town's businesses. Without parking availability, visitors and employees cannot access the businesses. The intention of this section is to identify the parking assets available within Carefree. Understanding where the assets are located and how many spaces are available, can help identify impactful wayfinding signage to improve access to parking and encourage walkability between businesses within the town center.

This section will discuss the parking inventory, which includes the number of physical spaces in the area and their type (public or private). This section will also examine the utilization of the spaces, helping to identify where there are parking constraints in the area and where wayfinding may be leveraged to improve access to parking and businesses.

### Parking Inventory

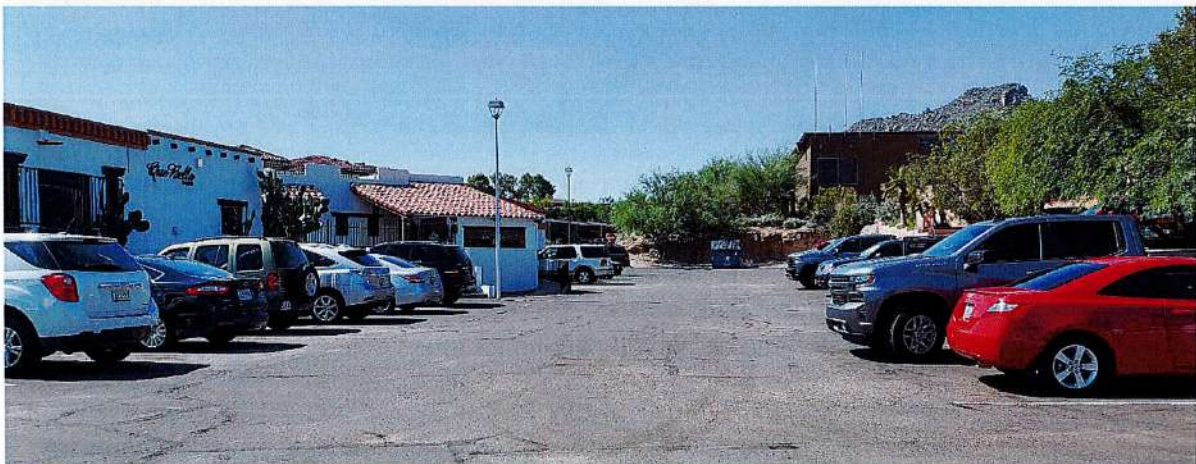
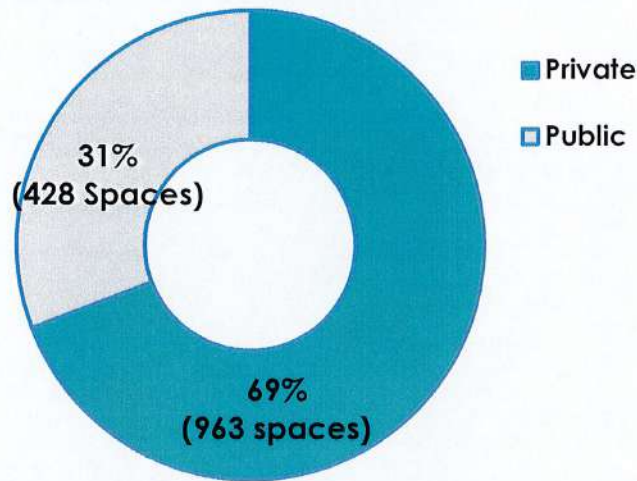
Broadly speaking there are two types of parking in Carefree: public and private.

- ▲ **Public** – spaces that are available for anyone to use. They are not associated with any specific building or business. Patrons and employees are able to park in these spaces and visit multiple destinations during their visit.
- ▲ **Private** – these spaces that are associated with a specific building or business and only people who visit the building or business (employees or patrons) are allowed to park in these spaces.

The majority of the parking spaces in the center of Carefree are private as **Figure 4** demonstrates.



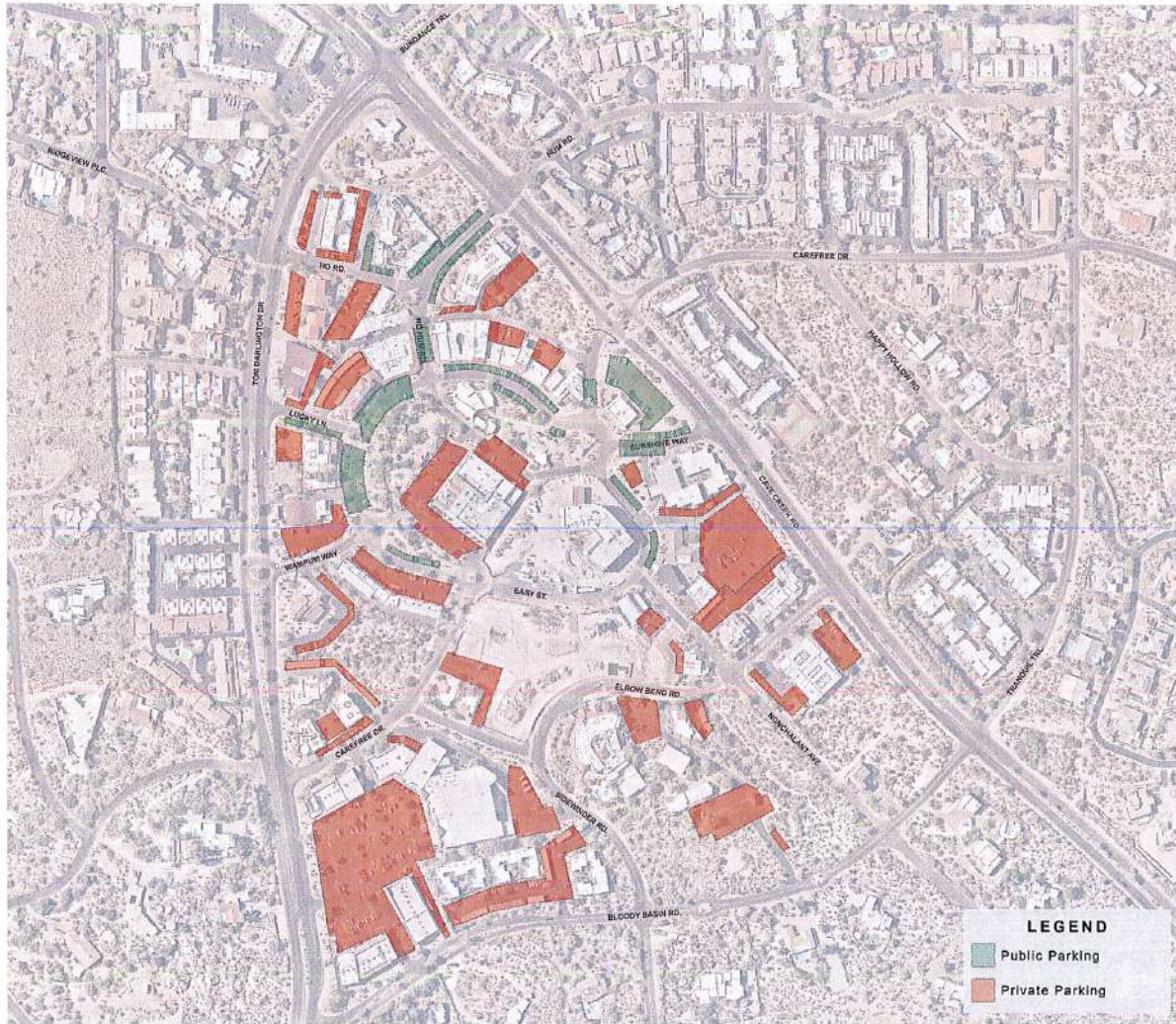
FIGURE 4 - PERCENT OF PARKING SPACES BY TYPE OF SPACE



The location of the parking assets and their designation as either public or private is illustrated in Figure 5.



**FIGURE 5 – CAREFREE PARKING ASSETS**



As the map demonstrates, the majority of public parking is located in the heart of Carefree. This is essential for supporting the many different businesses in that part of town. The public parking in this part of town enables visitors and employees to park in one location and visit multiple destinations, without having to move their vehicle. The private parking, slightly further away from the heart of town, provides visitor and employee parking for those specific destinations.

While the chart demonstrates that approximately only 30% of the parking assets in the center of town is publicly available, many of the private assets are difficult to access. While they may be within walking distance, that walk may not be the most direct, comfortable, or intuitive. Wayfinding enhancements can optimize the accessibility to some of these private parking assets.



## Parking Utilization

Parking occupancy is a key performance measure used to evaluate the effectiveness of the parking requirements and observed demand. The industry-accepted thresholds for parking occupancy are shown below.



The ideal goal is to have a parking system where 70% to 85% of the available parking spaces within the town center are occupied during the peak conditions. If too many spaces are occupied, then the remaining spaces are too hard to find. If too few spaces are occupied, then the land is not being used to its greatest potential and the parking can absorb more demand.

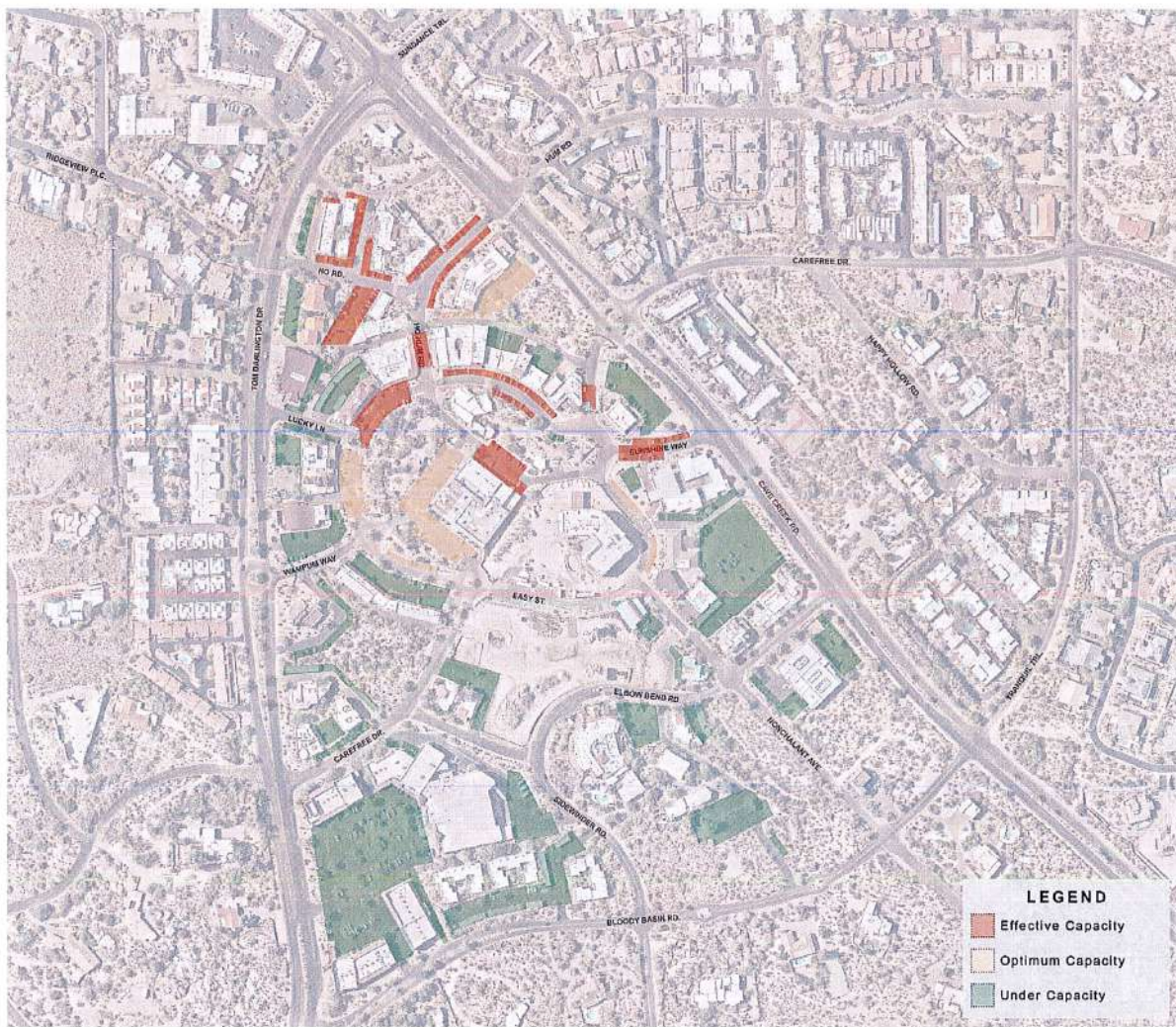


In the map shown in **Figure 6**, the parking availability is shown on typical Friday when the Farmer's Market was occurring. The intent of this map is to illustrate the parking "hotspots" in town and areas where wayfinding can be used to direct traffic and pedestrians more efficiently



to make use of the existing, under capacity parking locations. The hope is that by distributing the demand, parking becomes more available in the town center as well.

**FIGURE 6 – TYPICAL PARKING UTILIZATION**



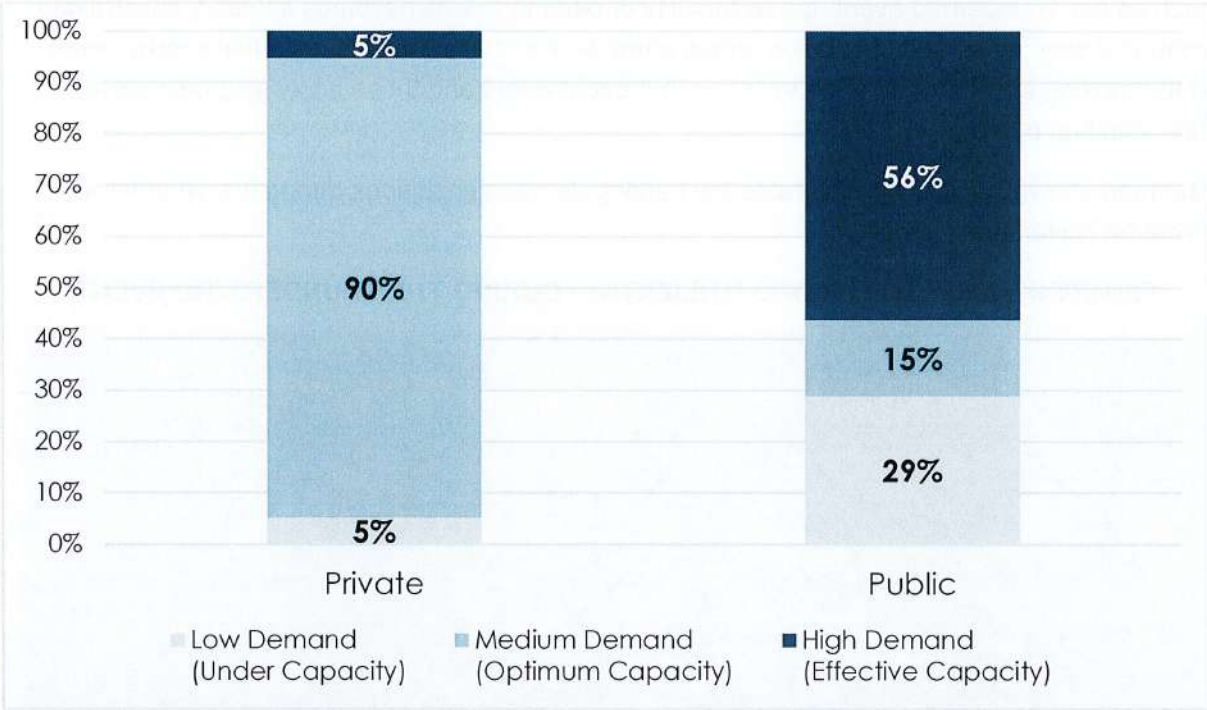
To put this in perspective on how many spaces are at effective capacity vs under capacity, **Figure 7** provides this comparison.





## Comprehensive Sign Plan for Town Center

**FIGURE 7 - PERCENTAGE OF SPACES IN HIGH, MEDIUM, AND LOW DEMAND PARKING AREAS**



### Event Parking Utilization

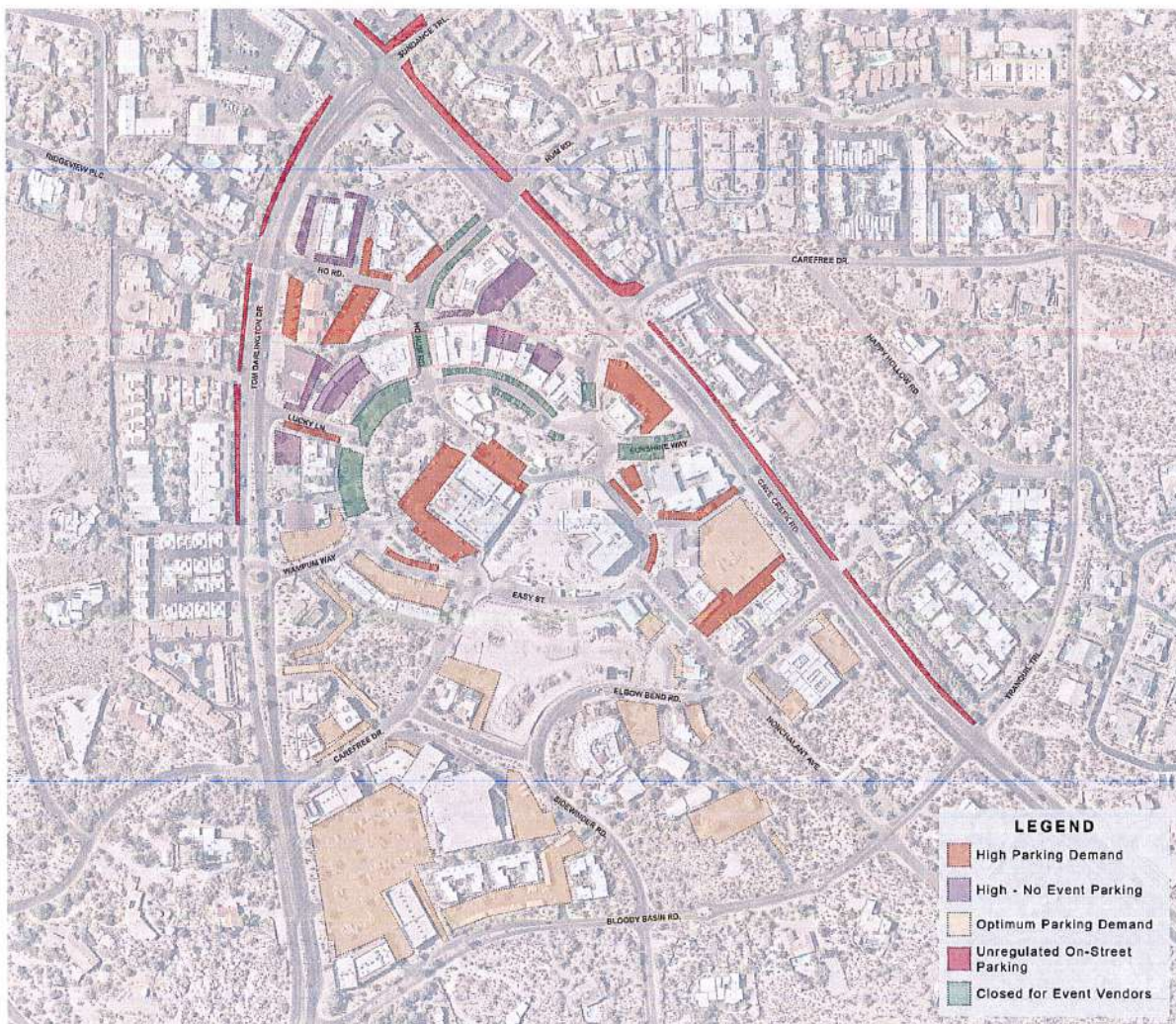




The parking in the town center may be sufficient to absorb and accommodate new demands on typical days and when a large event is not occurring. However, when there is a large event, such as the Thunderbird event, the availability of parking assets becomes severely constrained. Improved wayfinding and circulation enhancements would allow for a substantial improvement to the parking situation during an event so that event-goers and those accessing businesses alike can find parking.

The map shown in **Figure 8** illustrates the parking demand conditions during the Thunderbird event on November 7, 2021.

**FIGURE 8 – MAP OF PARKING UTILIZATION DURING THE THUNDERBIRD EVENT**



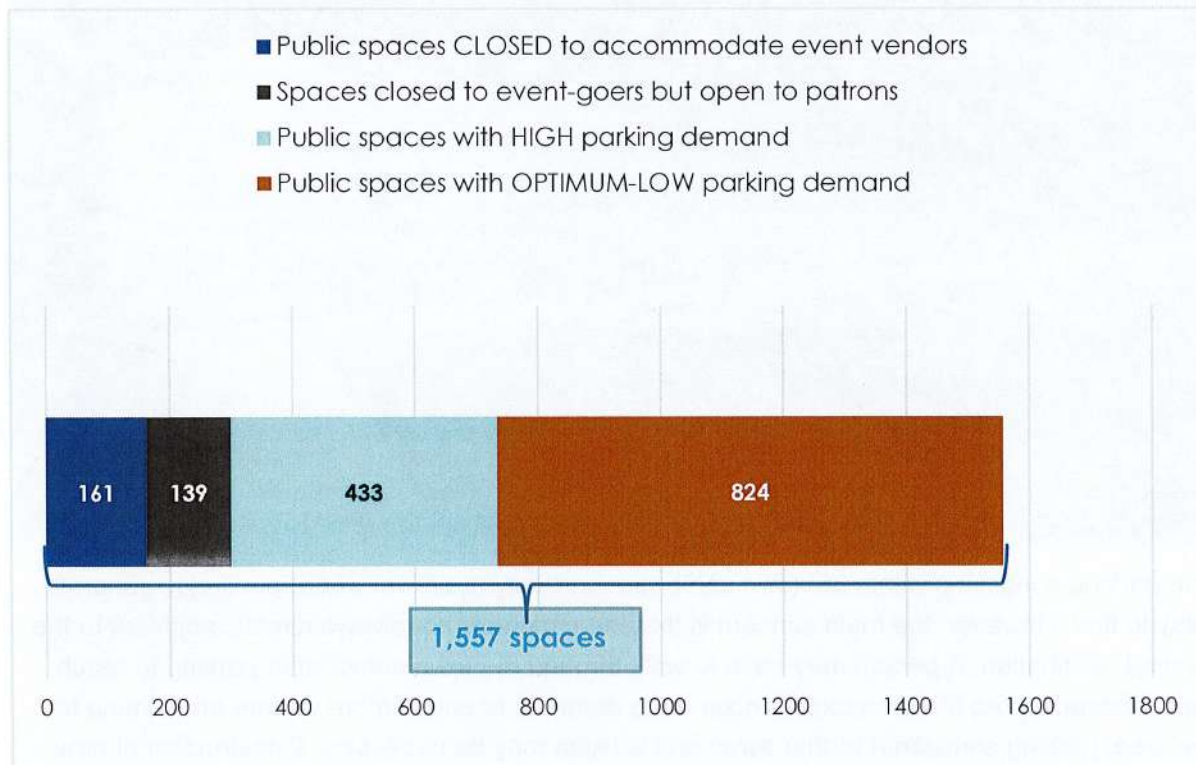




## Comprehensive Sign Plan for Town Center

Currently, patrons and event-goers must park along the street to access the town center. The unregulated on-street parking can accommodate approximately 100-150 vehicles. It is important to note that this is not the actual number of parked vehicles observed on the street, but an estimate based on the length of curb where vehicles were observed to be parking during the event. **Figure 9** presents a breakdown of parking options during an event, meaning how many spaces are closed for the event to accommodate vendors, how many are open to patrons but not the event, and spaces that are in high vs optimum or low demand. The total number of parking, including the unregulated on-street parking, is 1,557 spaces.

**FIGURE 9 - PARKING OPTIONS DURING EVENT**



As patrons, event-goers, residents, and employees all navigate the area during an event to try to find available parking, confusion on where to park appropriately becomes an issue. Of the 433 public parking spaces that are in high demand, 100-150 of those are on-street parking that is not normally used. It could be argued that there are enough existing spaces in nearby lots to accommodate that parking need, however, those available spaces are further away from the town center, not easily accessible for a pedestrian, or are privately held for residents and patrons.



During events, there may be ways to optimize parking by changing the streets that the vendors are located on and locating them on streets where parking is in less demand. Currently, vendors are situated on streets where parking is in high demand.

Another option is to make private lots more available during events rather than closing them. Businesses benefit when patrons are able to find parking easily and are then able to walk from one destination to another. Signs restricting parking can be seen negatively by some patrons.



The parking conditions within the town center are currently at a level where parking is generally easy to find. However, the main concern is that the parking is not always directly adjacent to the desired destination. A person may have to walk through the town center after parking to reach their destination. As the area experiences more demand, because more visitors are coming to the area, parking somewhat further away and walking may be necessary. Construction of new parking assets is expensive (approximately \$5,000-\$10,000 per space) to construct. Utilizing the existing parking assets more efficiently should be explored. However, walking to and from some of the parking assets is cumbersome. This is where wayfinding can play a significant role in improving overall access.

Through the parking analysis, it became clear that enhancing wayfinding directional signage, both for everyday conditions and especially during events, can help to direct visitors to available parking within the town center.





## Comprehensive Sign Plan for Town Center

### Sign Inventory

In anticipation of providing a Comprehensive Sign Plan for Town Center, an inventory of existing signs was conducted to understand the extent of signs within the area and to evaluate the effectiveness of the sign design and/or placement. Four primary types of signs were evaluated during the field review as noted in **Figure 10**. They are:

- ▲ **Gateway Signage:** Iconic sculpture pieces or signage that mark important destinations or create a sense of arrival.
- ▲ **Destination Signage:** Consistently branded signage at destination facilities, also known as confirmation signage, is the last form of communication to patrons to announce they have arrived at the proper destination. Public parking should be branded in a similar fashion throughout the area so travelers can recognize their parking options and not be confused with any private or restricted parking in the area.
- ▲ **Directional Signage:** Directional signs act as a system of “breadcrumbs” directing visitors as they enter the community, navigate through the community street network, and arrive at their desired destination. The design of trailblazer signs should be predictable, easily accessible, and simple. Placement of trailblazer signs can reinforce alternative modes of transportation by making active transportation more visible.
- ▲ **Informational Signage:** These signs provide direction and instructions in the form of kiosks, directories, maps, color cues, or other design features for finding the safest, most direct path to a specific destination. Pavement markings could be considered as an alternative in-route wayfinding strategy to minimize sign clutter and reinforce bicycle or pedestrian routes.

### Gateway Signage

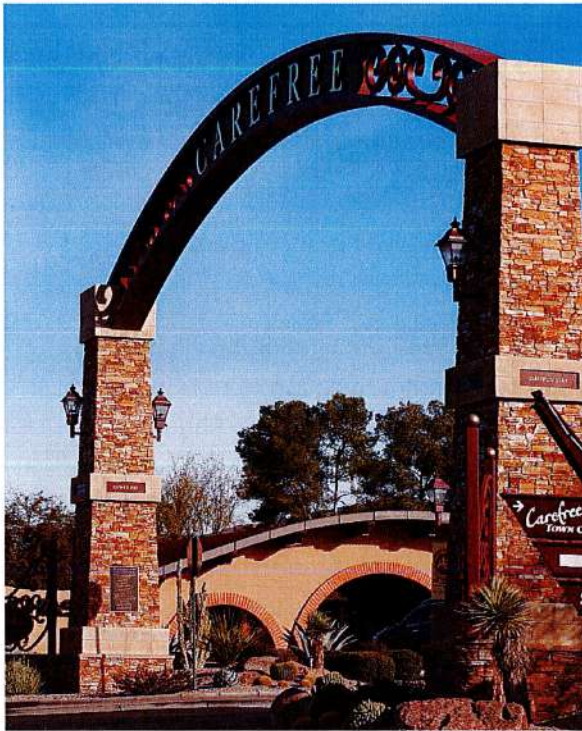
As discussed in the 2015 Michael Baker study, Carefree has facilitated the placement of several well-designed wayfinding signs at each entry road to direct visitors into Town Center. A recommendation that came from this study was to provide a gateway feature at the intended primary entries to Town Center at Wampum Way and Carefree Drive. Unfortunately, when combined with the difficult-to-navigate traffic circles at these locations, the gateway features are not entirely effective in directing passersbys into Town Center. The gateway features are placed parallel to Tom Darlington Drive and Cave Creek Road which makes them difficult to appreciate from a vehicular perspective.

The iconic Sundial also serves as existing gateway signage, marking the center of Town and creating a strong visual centerpiece as a visitor approaches off Cave Creek Road.





## Comprehensive Sign Plan for Town Center



*Existing Gateway Signage*

### Destination Signage

Existing destination signage within Town Center varies significantly. To create a comprehensive look and feel within the area, destination signage should be consistently branded. Signage noting elements within the Carefree Desert Gardens are all similarly branded which creates cohesion and promotes knowing that these items are all part of the same garden experience. Other destination signs such as the building names on Town Hall or the pavilion vary in appearance and color.

### Directional Signage

Directional signage within Town Center also varies significantly. There are numerous styles of signs that direct visitors to area businesses or to destinations. In some cases, temporary sandwich boards have been placed to attract visitors to specific businesses. Unfortunately, the effectiveness of these signs can be limited given the amount of sign clutter that these temporary signs often create. Along the arterials, the sundial directional signs blend into the surrounding landscape and are easily overlooked by many visitors as they drive by. Consistency among directional signage is critical to create a comprehensive wayfinding network within the Town along with signage that is easily observed from both a vehicular and pedestrian perspective.



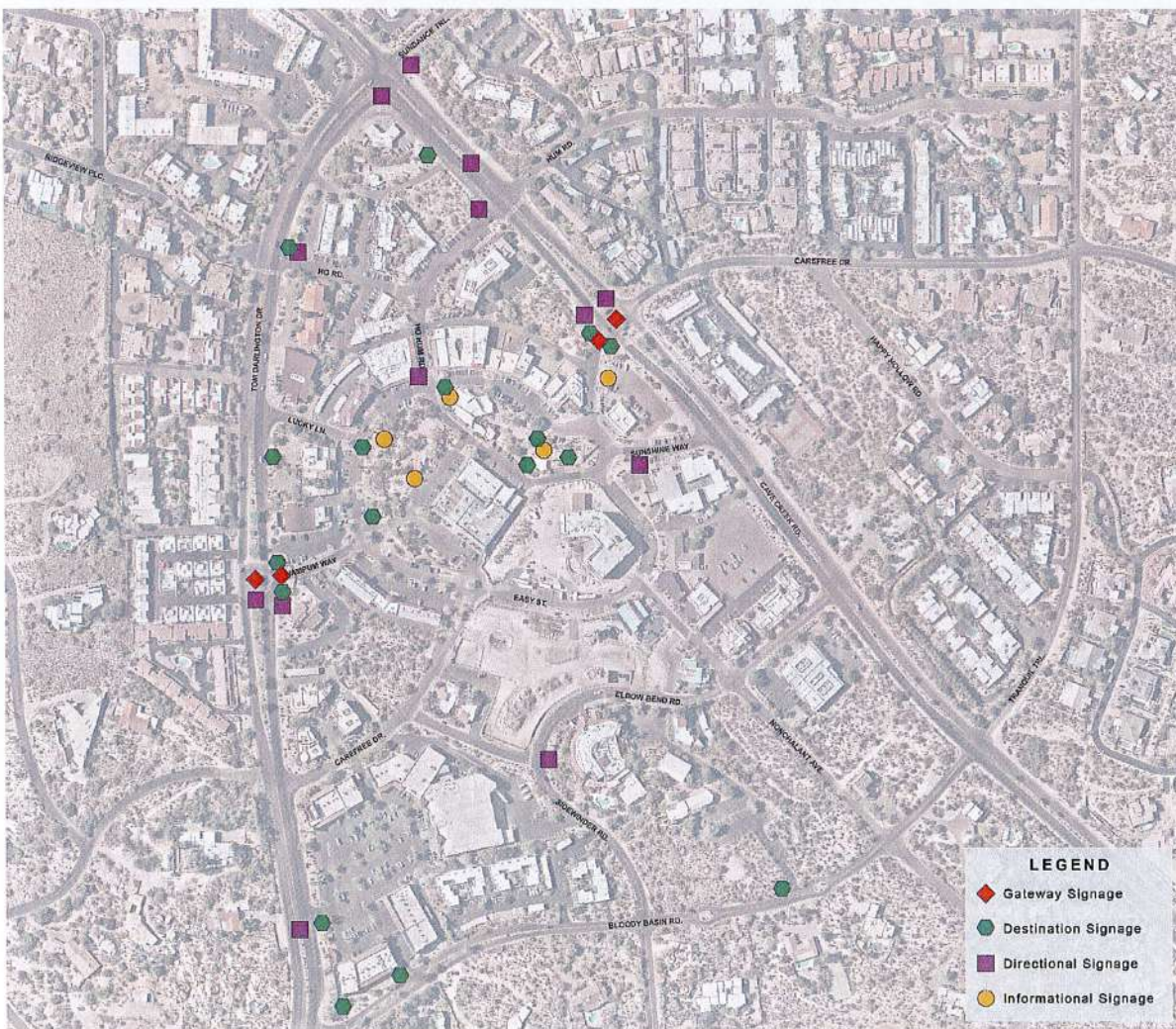


## Comprehensive Sign Plan for Town Center

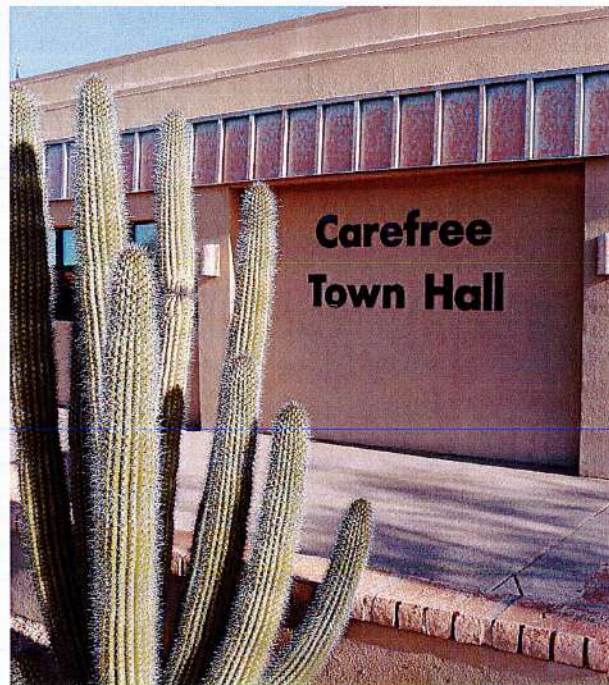
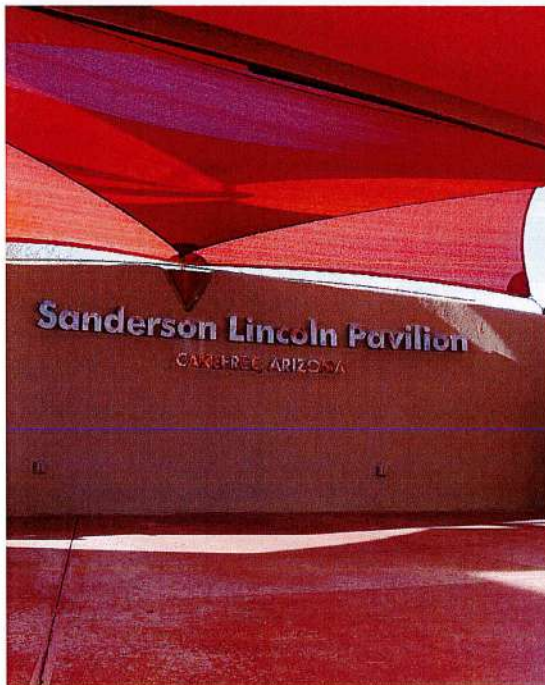
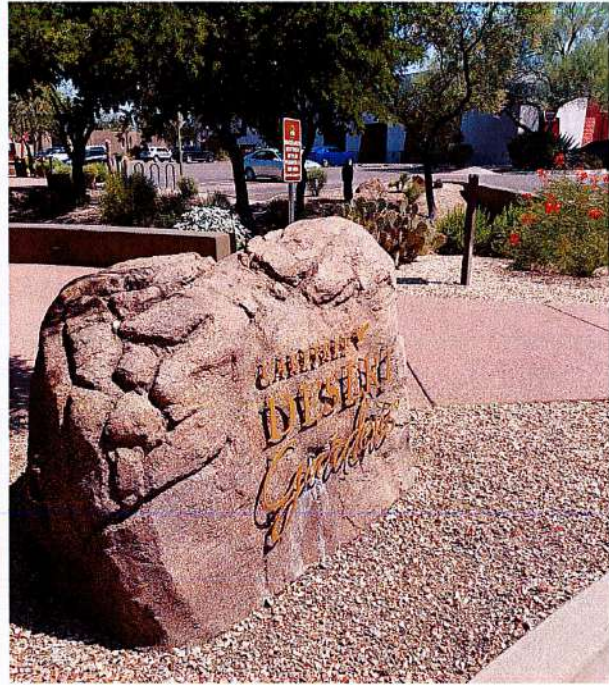
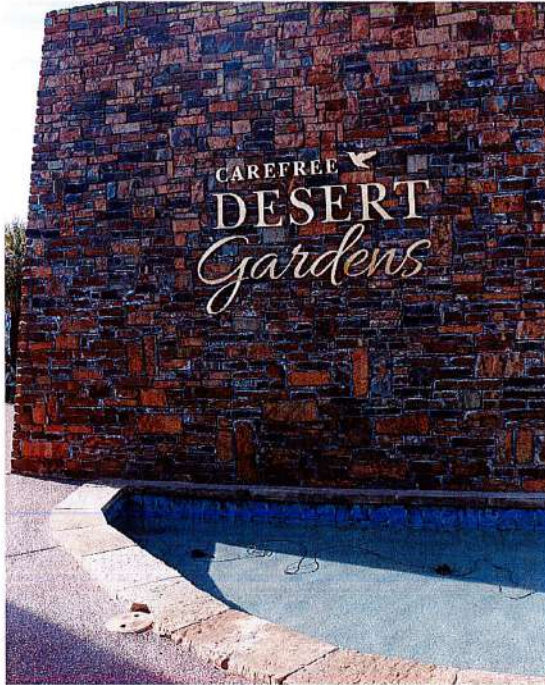
### Informational Signage

Several informational signs exist within Town Center to direct visitors to key destinations and area businesses. While helpful, these signs are often difficult to read given the amount of information that is conveyed on each sign. In addition, the frames blend with the surrounding landscape making these important wayfinding features difficult to quickly identify from a distance. The temporary look and feel of some of the signs also contributes to an overall appearance of sign clutter that could be minimized through consistent design and messaging throughout Town Center.

FIGURE 10 – MAP OF EXISTING SIGNS







Examples of Existing Destination Signs



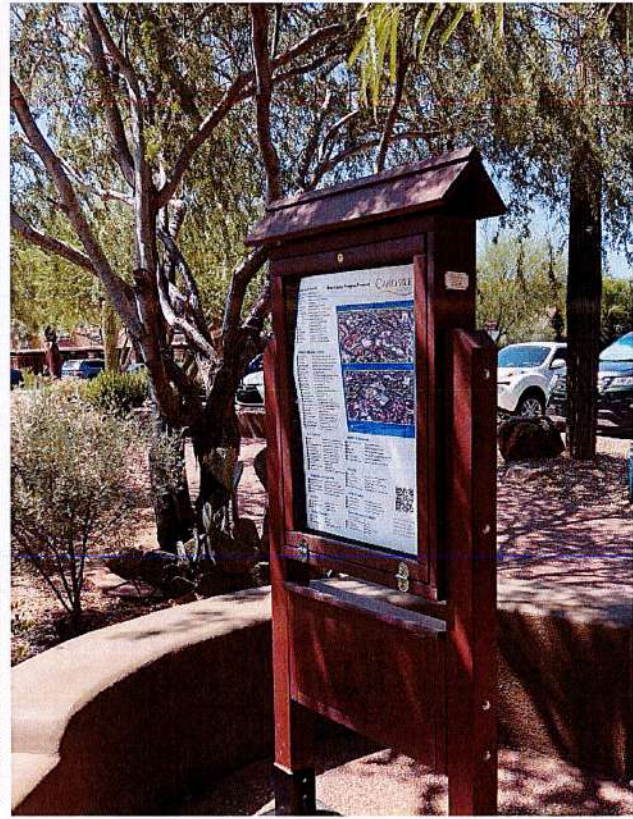


## Comprehensive Sign Plan for Town Center



Examples of Existing Directional Signs





Examples of Existing Kiosk Signs





## Comprehensive Sign Plan for Town Center

### Stakeholder Input

Input from community stakeholders is an important part of any plan or study. It provides the necessary community context that helps explain the data. It also provides a deeper level of understanding community parameters: what is working well and why, what needs to change and why, and what actions would be considered appropriate for the community. Although strategies for improving wayfinding and circulation come from a variety of sources, having stakeholder input allows for tailoring that strategy uniquely for the Carefree community.

A stakeholder meeting was held on Wednesday, July 28, 2021 to kick-off the project.

During this meeting, the scope of the project was reviewed so stakeholders have a clear understanding of what is being looked at, what isn't going to be reviewed, and the general process necessary to complete the tasks.

The following is the summary of the comments discussed during the meeting.

### Challenges

Attendees were asked to identify challenges with wayfinding, circulation, and parking within the downtown area.

#### ▲ Circulation

- Unclear direction throughout Town
- Business signage clutter makes it hard to find businesses
- Confusing traffic circles
- None. Carefree isn't a standard place
- Consider enhancements at entrances to improve direction

#### ▲ Parking





- Need for designated employee parking
- Maps of public parking
- Need for additional capacity for growth
- Lack of parking during events
- Awareness on parking options throughout Town Center needed
- Residents and business owners do not feel there is enough parking. However, the real issue may be proximity to parking and not availability, meaning people want to park directly adjacent to their destination. In this instance, there is not enough parking in front of every business to accommodate every patron and/or employee.
  - There is not enough safe sidewalk in the Town Center to encourage people to park a little farther and walk.
- Keelers area is most congested for parking on weekends. Could use safer ped crossings across the roads.
- Parking at the Post Office is a challenge for residents, particularly during events.

## ▲ Wayfinding

- Too diverse
- No direction information
- Poor store name recognition
- Lack of legibility
- Poor locations
- Need for illumination
- Cohesive common theme
- No sandwich boards
- Direction kiosks at key links/bridges
- Misters or shade along pedestrian areas
- Use windows of empty buildings to display Town information, art, or desert education

### Points of Confusion

- Gateways
- Public Restrooms
- Roundabouts
- Spanish Village
- Corner of Ho and Hum and Easy Street
- Downtown
- Bashas
- Stagecoach Village





## *Comprehensive Sign Plan for Town Center*

- Incorporate a “treasure hunt” with public art pieces – desert features placed near walkways that people can walkthrough and find.

### ▲ Challenges for Customers

- Hard to find businesses
- No clear route around Town Center
- Lack of sidewalks
- Lack of handicap parking
- Not enough parking during dinner hours

### ▲ Other Thoughts

- Carefree may be too spread out for bicycles and a shared path to be the predominant mode of transportation into the Town Center. Still sees a need for residents to use vehicles to get into Town.
- Some residents avoid the Downtown area and would prefer to get through the area more quickly. They feel there is too much focus on tourists and not enough on locals.
  - Alternatively, the business owners do not want high speeds and would like to encourage people to enter the Town Center more often



## Summary of Existing Conditions

One of the primary intentions of this memorandum is to highlight the barriers and opportunities related to how easily visitors navigate through Town Center. It is clear based on input received from the Stakeholders that parking is a significant concern within Town Center and that existing signage can be confusing or lacks cohesion. Our initial observations suggest that there are enough parking spaces in Town Center to accommodate demands even during events. The issue, whether it is during an event or off-peak season, is that people don't know where to park or are limited in where they can park due to privately held lots. Wayfinding will be critical to address these issues moving forward.

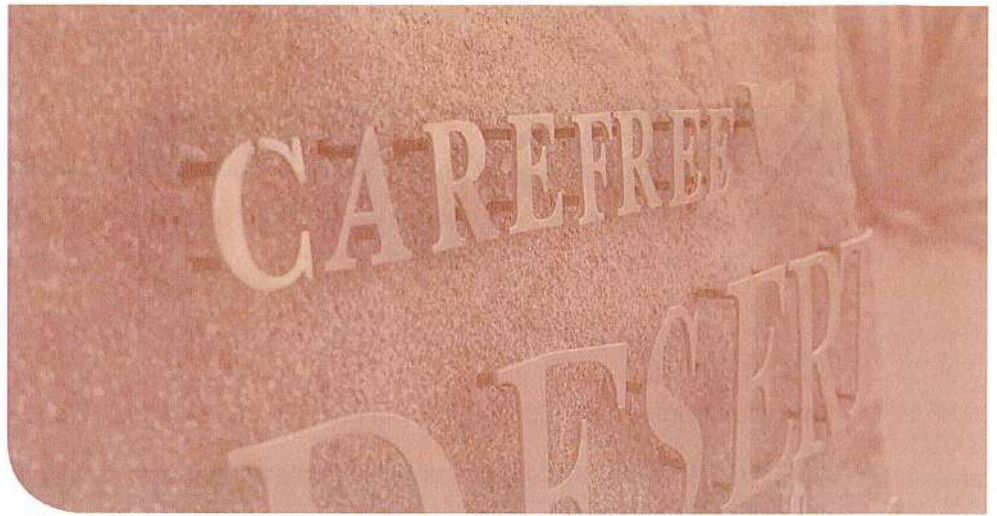
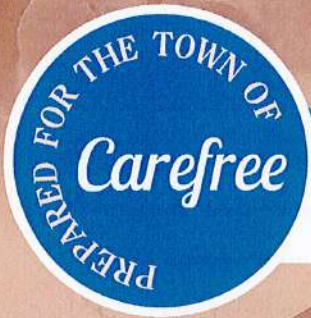
Additionally, for those traveling by foot or bike, the intention of this plan is to help make travel by these modes easier with seamless transitions and to address the many areas that lack connectivity for these alternative modes of transportation. There are numerous opportunities to add themed signage in strategic locations that convey information about Town Center and provide parking suggestions to reduce traffic congestion.

In early 2022, the data summarized in this technical memorandum will be used to identify new locations for wayfinding signage as well as develop the appropriate messaging for each type of sign. The signs for each transportation component (vehicular, pedestrian and bicycles) will be designed with a map indicating the location for each sign. The intention of the designed signs will be to fix the issues and transportation barriers identified in this memorandum.



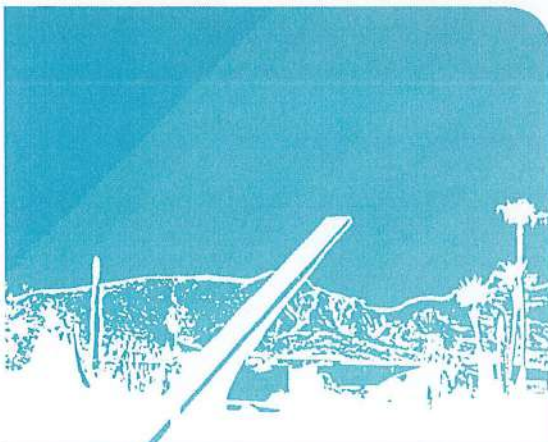
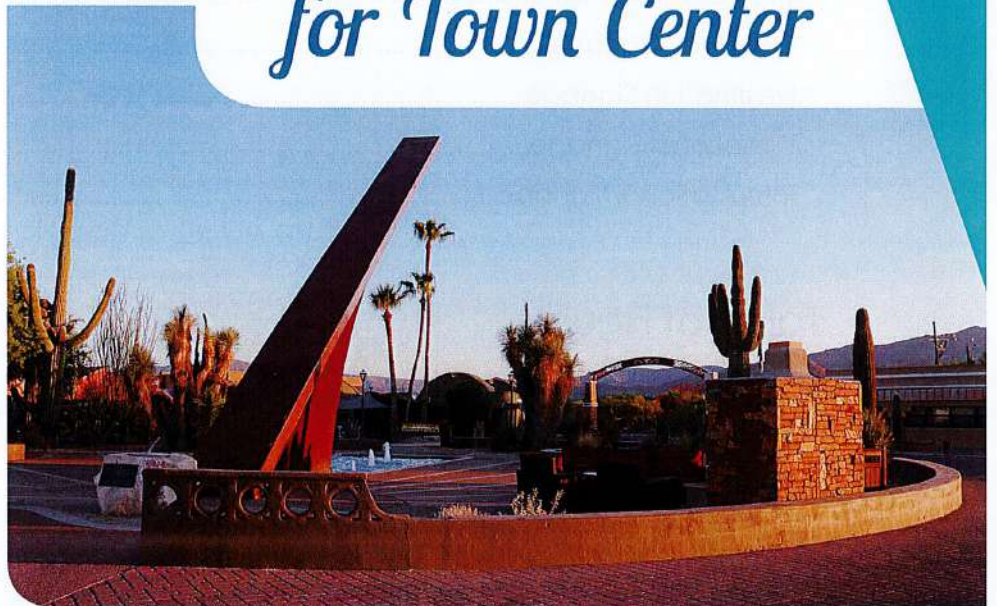
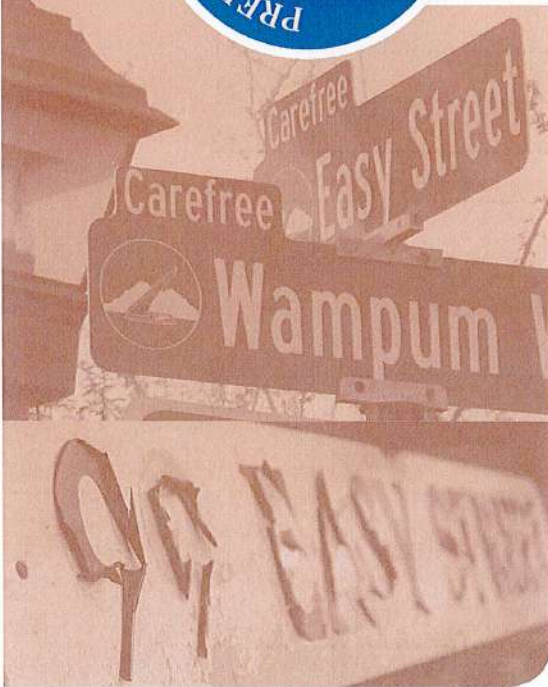
*Pavilion in Carefree Town Center*





## Technical Memorandum B

# Comprehensive Sign Plan for Town Center





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## Comprehensive Sign Plan for Town Center

### Introduction

The intent of this document is to identify wayfinding strategies based on the results and recommendations identified in Technical Memorandum A (Tech Memo A) of the Comprehensive Sign Plan for Town Center. As identified in Tech Memo A, wayfinding is most effective when conducted at various levels and from multiple perspectives. As such, the Study Team evaluated travel in and around Carefree during typical weekend conditions and event conditions to better understand the various wayfinding/circulation needs and challenges facing visitors, businesses, and the community. The event conditions were observed during the 2021 Fall Thunderbird Art Festival while the typical weekend conditions were observed in late Summer 2021.

Tech Memo A provided a summary of the circulation patterns, points of confusion, parking conditions and existing signs observed during the field evaluations. Tech Memo A also provided a summary of preliminary input received from numerous discussions with Town staff and stakeholders regarding the perceived wayfinding, circulation, and parking challenges noted within Town Center. This document will build upon the observations and stakeholder input summarized in Tech Memo A to provide recommended strategies for assisting with wayfinding throughout the community. Strategies include:

- ▲ Identifying strategic modifications to existing signs
- ▲ Recommending locations for new signs
- ▲ Beginning to explore strategies for messaging

The strategies discussed in this document are organized into three categories that include Pre-Trip, In-Route, and Post-Trip strategies. A preliminary map identifying the locations of recommended signs is provided within the document. Further messaging and detailing of sign design will be provided in Technical Memorandum C.



*Thunderbird Art Festival, Fall 2021*



## Pre-Trip Strategies



Pre-trip strategies focus on meaningful ways to educate visitors before they begin their trip. These strategies provide information on how to reach their destination through various modes of travel and what to expect upon arrival. Pre-trip strategies also include information on necessities such as where to eat, what to do, and where and how to park if arriving by vehicle.

Based on the observations noted in Tech Memo A, the following pre-trip wayfinding strategies should be considered for implementation within the Town of Carefree:

### ➤ *Development of Town Center Parking/Destination Map*

A Town Center Parking/Destination Map should be developed for use on the Town's website with theming and messaging consistent with updated wayfinding signs. It is recommended that this same map or a variation of this map be provided to area businesses for further distribution to visitors. The map should identify all parking locations (including employee parking only areas) and highlight area destinations so that visitors can plan their trip in-advance in conjunction with the information provided on the Town's website. The existing Carefree Desert Gardens Walking Tour Map should also be updated to match the theming associated with the new wayfinding program. The Gardens map should also be edited to provide additional context in the area to help visitors better orient themselves within Town Center.



Existing Carefree Desert Gardens Walking Tour Map

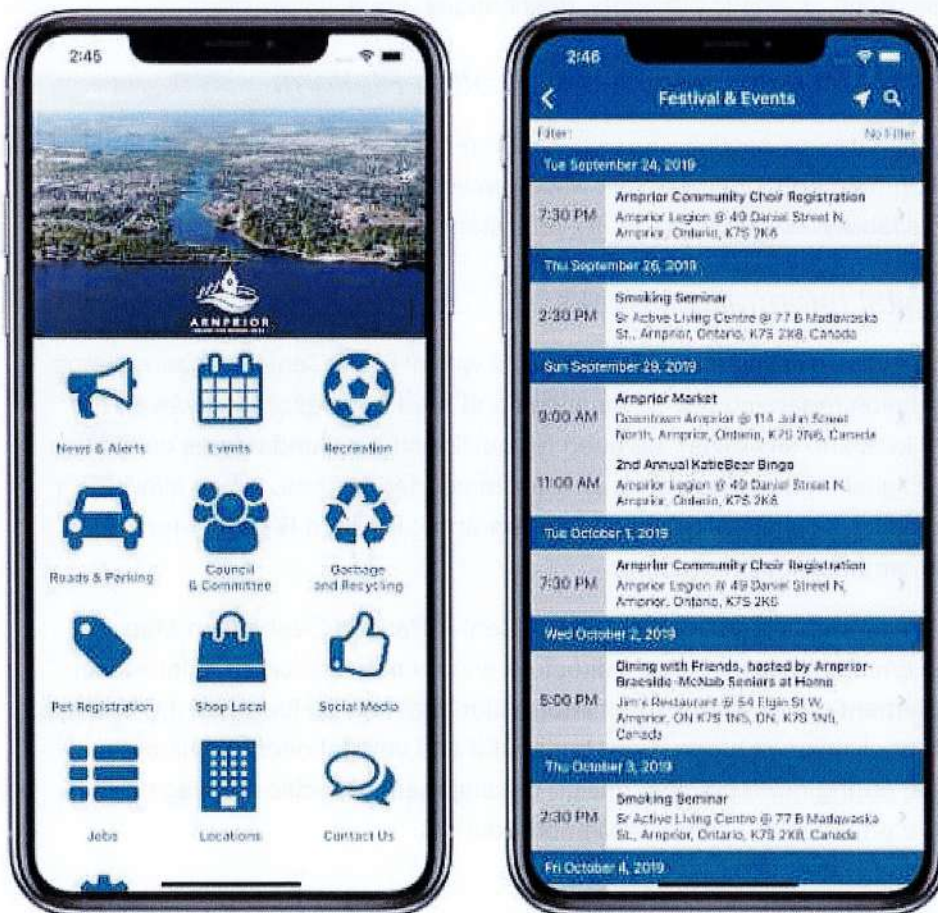


## ➤ Creation or Purchase of a Mobile Application Platform

This application would be coupled with the Town's website to allow for viewing of the Parking/Destination map as described above. The application could provide regulatory guidance to inform visitors of Town policies prior to them arriving. A business directory could also be provided within the application to allow for visitors to plan out their stops and get familiar with the Town's amenities.

An alternative to this approach is to include scannable QR codes on all signage to direct visitors to the Town's website for additional information.

More specific information related to the appearance and messaging of the above strategies will be detailed in Technical Memorandum C: Wayfinding Design and Messaging Recommendations.



Example Town Mobile Application Platform ([www.info-grove.com](http://www.info-grove.com))



## In-Route Strategies



In-route strategies provide wayfinding options for those that have chosen their mode of travel (i.e., vehicle, by foot, bicycle, etc.) and are on their way to a destination. These strategies assist the visitor to reach the vicinity of their destination more quickly. The in-route strategies in this section are divided into mode of transportation and highlight traditional forms of wayfinding such as signage, as well as the use of in-route navigation tools through smartphone applications. The evaluated modes of transportation include vehicles and pedestrians/bicyclists. The following recommendations are applicable to all modes of transportation:

### ➤ *Development of Town Center Parking/Destination Map*

As indicated above in the pre-trip strategy section, the map provides the opportunity to set expectations for sign hierarchy, thematic elements, destinations, travel times, etc.

### ➤ *Creation or Purchase of a Mobile Application Platform*

As indicated in the pre-trip strategy section, the application reinforces the messaging identified in the Parking/Destination Map and Town website while providing real-time information pertaining to parking availability, business hours, travel distances, special events, etc.

### ➤ *Construct Digital Information Kiosks*

As noted in Tech Memo A, the existing informational signs within Town Center contain a large amount of helpful information regarding key destinations and area businesses. However, the signs have a temporary look and feel given the need for quick and easy updates as conditions or businesses change. Digital information kiosks are recommended instead, which allow for easy updates while providing a consistent, branded appearance. Refer to **Figure 1** for recommended digital information kiosk locations.

The kiosk should contain information such as the Town Center Parking/Destination Map, parking regulations, upcoming events, business directory and mobile application information. The kiosk should complement and/or supplement information that can be found on the Town's website and the mobile application platform. Both horizontal and vertical orientations of the kiosks will be considered during more detailed design development. Specific messaging recommendations will be provided in Technical Memorandum C.





Examples of Outdoor Digital Information Kiosks ([www.sarasotafl.gov](http://www.sarasotafl.gov) & Bertram Signs & Graphics)

## Vehicular Wayfinding Strategies

As noted during Tech Memo A, one of the primary intentions of this study is to highlight the barriers and opportunities related to how easily visitors navigate Town Center. Field observations revealed that many visitors had difficulty understanding the most direct routes into Town Center despite the large gateway features that were added on Carefree Drive and Wampum Way. An internal radial street pattern along with a significant number of driveway/roadway intersections further confuse the vehicular traveler. Availability and proximity of parking is also a noted concern, particularly during events. To help address these issues, a revised concept plan for Town Center was developed to address overall circulation challenges identified in Tech Memo A. Refer to **Appendix A** for the Carefree Town Center Concept Plan.



In addition to the improvements noted in the Carefree Town Center Concept Plan, the following general wayfinding strategies are recommended for vehicular travelers:

➤ *Provide Gateways at Edges of Town Center*

Provide vehicular gateways at the intersection of Tom Darlington Drive and Bloody Basin Road, Tom Darlington Drive and Cave Creek Road, and Cave Creek Road and Bloody Basin Road. Refer to **Figure 1** for recommended gateway locations. These gateways will give drivers advanced notice that they are approaching Town Center and that they should be prepared to slow down and watch for further directions to their destination.

➤ *Provide Updated Directional Signage along the Arterials*

Provide new directional signage along Tom Darlington Drive and Cave Creek Road to direct vehicles to the designated vehicular entrances to Town Center as described below. Refer to **Figure 1** for recommended directional sign locations.

➤ *Improve the Vehicular Entrance with New Gateway Features*

Create improved, designated vehicular entrances to Town Center at Carefree Drive, Ho Road, Hum Road and Sunshine Way. Gateway features could include decorative pavement markings, signs and enhanced landscaping to create a sense of arrival and encourage vehicles to enter at these locations to quickly locate parking.

➤ *Provide Updated Directional Signage along the Local Streets within Town Center*

Provide updated directional signage at key decision-making intersections within Town Center to guide travelers to parking lots and area destinations. Directional signs should be simple, consistent, and visually coordinated with the overall wayfinding program. Icons and/or graphics should be considered where feasible for universal legibility.

➤ *Create a Coordinated Parking System*

Create a coordinated parking system within Town Center through consistently themed signs in both privately-owned and Town-owned parking lots. The signage should be large enough to be legible from a moving vehicle and placed at lot entrances for easy identification. The parking system signage should include a map showing the location of the lot within the context of Town Center along with key destinations and attractions for easy orientation. Walking distances to key points of interest should also be provided.





### Pedestrian/Bicycle Wayfinding Strategies

Pedestrian connectivity is varied throughout Town Center, with significant opportunities for improvement along the arterials. Bicycle connectivity is limited to the existing on-street bike lanes which are not always comfortable for less experienced riders. To address the overall pedestrian/bicycle connectivity issues noted in Tech Memo A, the Carefree Town Center Concept Plan provided in **Appendix A** shows suggested modifications to the pedestrian and bicycle circulation networks. The concept plan depicts a new multi-use path for both pedestrians and bicyclists adjacent to Tom Darlington Drive and Cave Creek Road that provides potential for the establishment of an off-street route for travel throughout much of the community. In addition to the improvements noted in the Carefree Town Center Concept Plan, several opportunities have been identified to reinforce wayfinding and improve the pedestrian/bicyclist experience through Town. The following recommendations will be further refined in Technical Memo C as the messaging is developed in greater detail:

#### ➤ *Provide a Designated Pedestrian Entrance to Town Center*

Provide an accessible and visually clear connection to the designated pedestrian entrance to Town Center at the intersection of Wampus Way and Tom Darlington Drive and the intersection of Carefree Drive and Cave Creek Road. Messaging will be developed to guide pedestrians along the improved Tom Darlington Drive and Cave Creek Road streetscapes to the pedestrian entrances as shown in Appendix A.

#### ➤ *Create Pedestrian Level Signage in Parking Facilities*

Provide pedestrian level signage near parking areas that contains information for walking to the various destinations within Town Center. Information could include partial maps of the immediate area and walking distances to key points of interest. Refer to **Figure 1** for locations of pedestrian maps adjacent to parking facilities.

#### ➤ *Provide Updated Directional Signage for Sidewalks and Multi-Use Paths*

Provide wayfinding directional signs at the start and termination points of the multi-use paths and at key decision points along the improved pedestrian/bicycle circulation network. Signs should be predictable, easily accessible, and simple with information indicating direction to points of interest and approximate distances. Points of interest should be marked with destination signs branded to match the Town's wayfinding program. Refer to **Figure 1** for locations of destination signs.





## Comprehensive Sign Plan for Town Center

### ➤ Create a Visual Pathway Through Town Center

Develop a designated pedestrian route by using a decorative pavement treatment to identify a self-guided walk through Town Center. This designated pedestrian route could feature a 'treasure-hunt' with public art pieces that visitors can find along the pathway. The images below show a similar idea used in a playground setting where kids can use a display panel to identify the hidden treasures that can be found throughout the site. Messaging for signage along this path will be developed to inform visitors on surrounding businesses, points of interest, and/or walking distances to surrounding destinations.



Example of 'Treasure Hunt' Featuring Animals

### Post-Trip Strategies



The intent of post-trip strategies is to provide an opportunity to change a visitor's behavior for the next trip or provide an opportunity to improve their experience on the next trip. As identified in previous sections, the recommended post-trip strategies include further refinement/development of the Town's website to include the latest parking and destination information as well as the development of a mobile application for continued use and information-sharing.

### Sign Recommendations

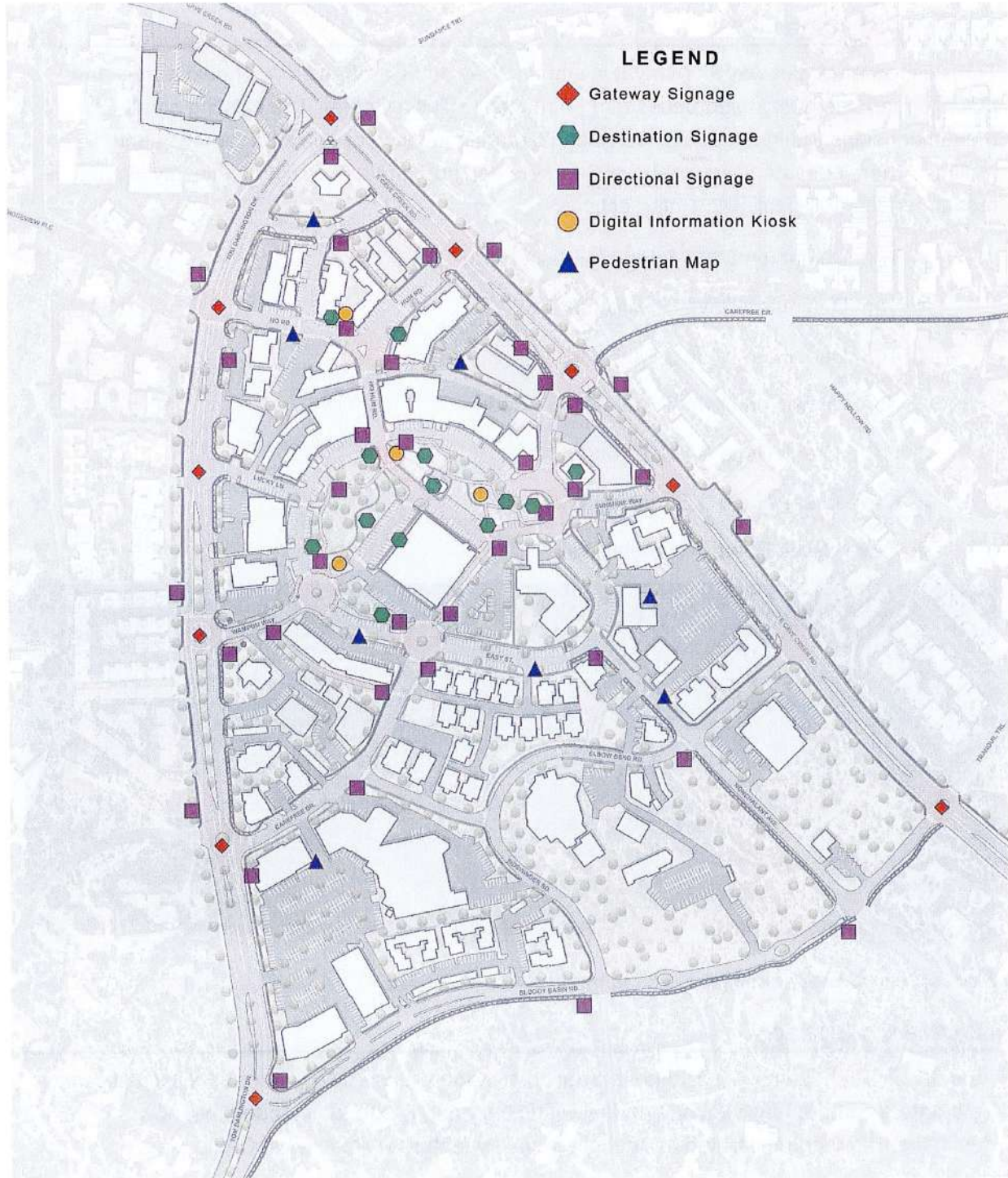
Refer to **Figure 1** for the approximate location of the recommended wayfinding signage within the re-envisioned Town Center area. Specific signage locations will be identified in the final report, Technical Memorandum D. Refer to **Figure 2** for the proposed disposition of the existing signs with Town Center. Refer to **Appendix B** for preliminary sign concept designs.





## Comprehensive Sign Plan for Town Center

FIGURE 1 – LOCATIONS OF PROPOSED WAYFINDING SIGNS





Below is a summary of impacts and modifications to the existing wayfinding signs:

## Gateway Signage

The existing large gateway signage at Wampus Way and Carefree Drive should remain in-place to mark the designated pedestrian entrances to Town Center. The existing small monument signs within the traffic circles could remain in-place or could be removed and replaced with pedestrian-scale gateway markers as appropriate. Additional gateway signage is recommended at the following intersections:

- ▲ Tom Darlington Drive & Bloody Basin Road
- ▲ Tom Darlington Drive & Carefree Drive
- ▲ Tom Darlington Drive & Ho Road
- ▲ Tom Darlington Drive & Cave Creek Road
- ▲ Cave Creek Road & Hum Road
- ▲ Cave Creek Road & Sunshine Way
- ▲ Cave Creek Road & Tranquil Trail



*Existing Large Gateway Sign to Remain*

## Destination Signage

As noted in Tech Memo A, existing destination signage within Town Center varies significantly. To create a comprehensive look and feel within the area, it is recommended that new destination signage be created for the following key features within Town Center:

- ▲ Carefree Desert Gardens





## Comprehensive Sign Plan for Town Center

- ▲ Sundial
- ▲ Sanderson Lincoln Pavilion
- ▲ Carefree Town Hall
- ▲ Children's Playground & Little Library
- ▲ Kiwanis Splash Park
- ▲ Visitor Center
- ▲ Post Office
- ▲ Spanish Village

New destination signs for the features listed above should be consistent with the overall look and feel of the updated wayfinding program. Since signage noting elements within the Carefree Desert Gardens are all similarly branded specifically for the garden area, these existing signs should remain in-place.

Further coordination is required for sign additions around Spanish Village given the need to maintain its historic character. The existing Spanish Village entry signage should remain in-place. Destination signage for Spanish Village consistent with the new wayfinding program could be added near the adjacent parking areas or along the roadway frontage to create a cohesive sense of arrival while not detracting from existing historic sign features.



*Existing Spanish Village Entry Signage to Remain*

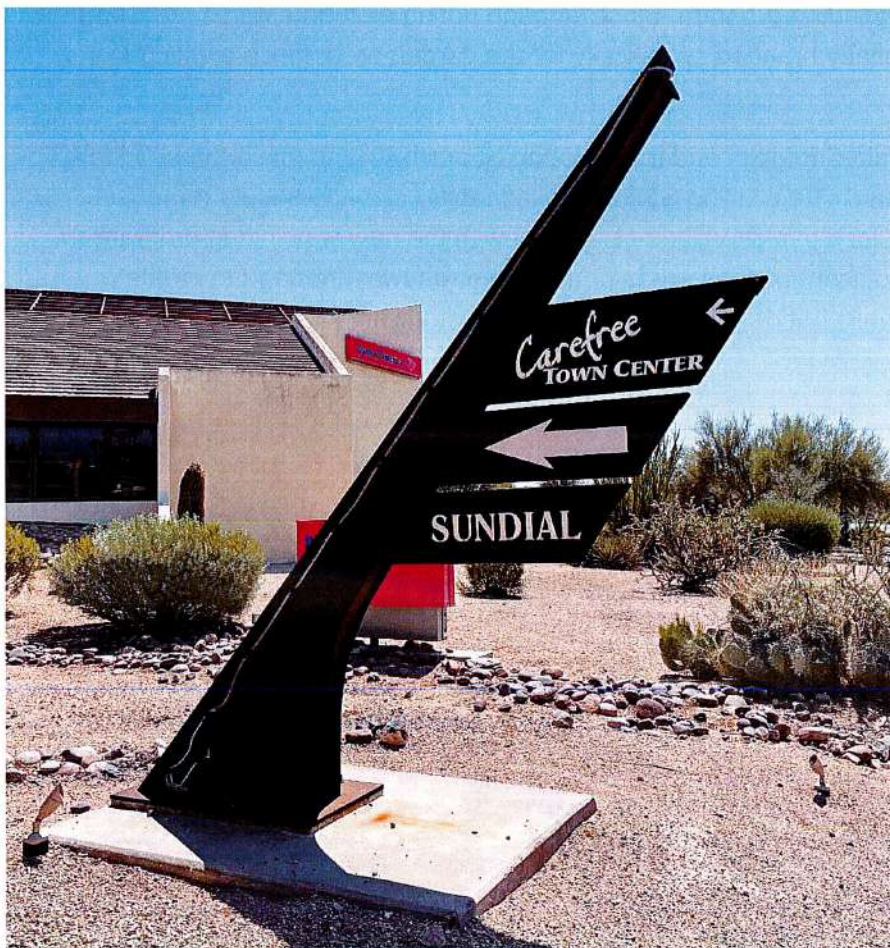


## Directional Signage

As noted in Tech Memo A, directional signage within Town Center also varies significantly. It is recommended that all directional signage be replaced and/or updated to create a consistent, comprehensive wayfinding sign program for Town Center. The existing sundial directional signs are recommended to be repurposed for use along the new multi-use path along Tom Darlington Drive and Cave Creek Road. New directional signage will be developed throughout Town Center to be easily observable for a variety of users, including those traveling by vehicle, by foot or on a bicycle.

## Informational Signage

All existing informational signage is recommended to be removed and replaced with digital information kiosks as previously noted.



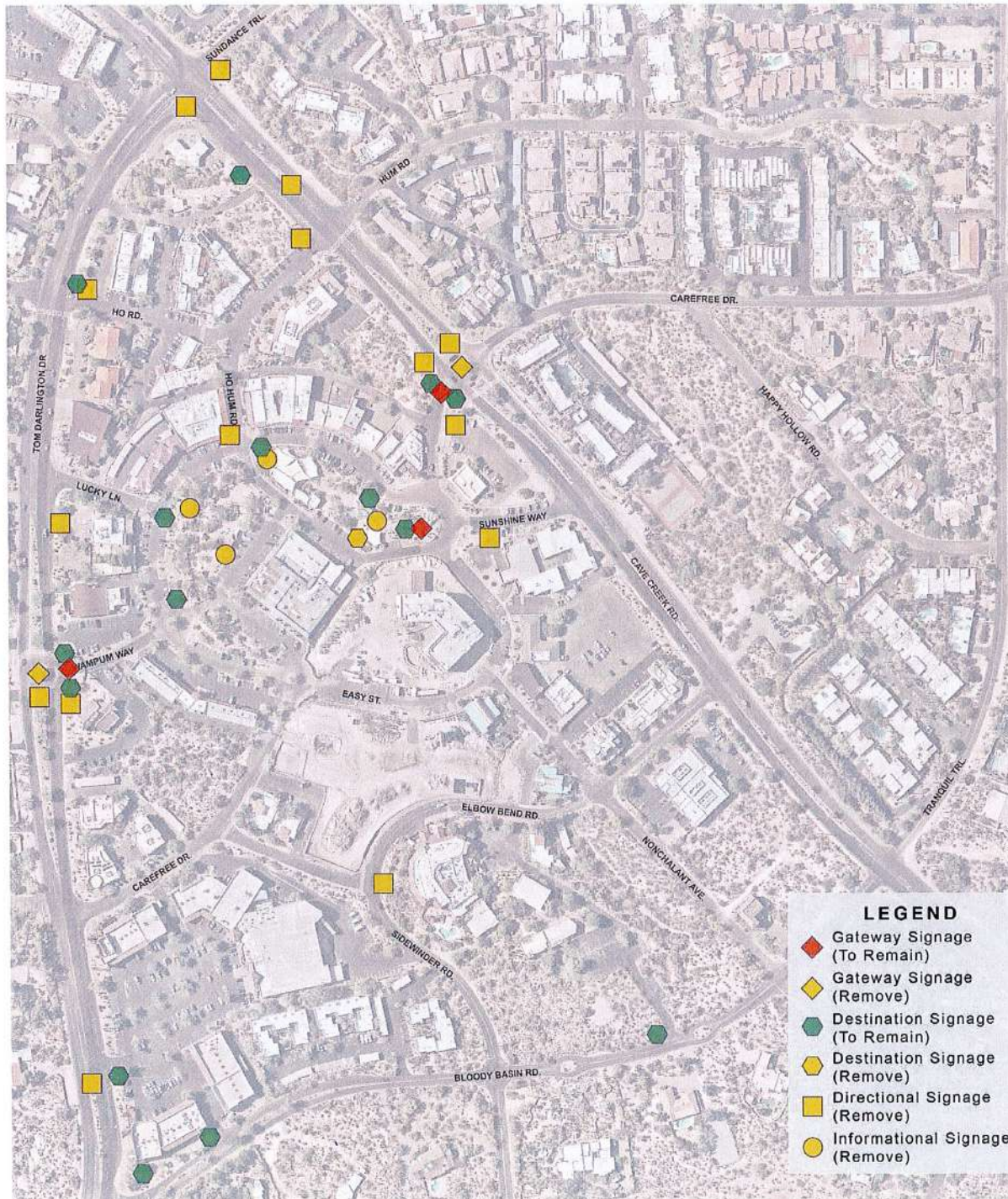
*Existing Sundial Signage to be Removed and Repurposed for Use Along Multi-Use Path*





## Comprehensive Sign Plan for Town Center

FIGURE 2 – DISPOSITION OF EXISTING WAYFINDING SIGNS



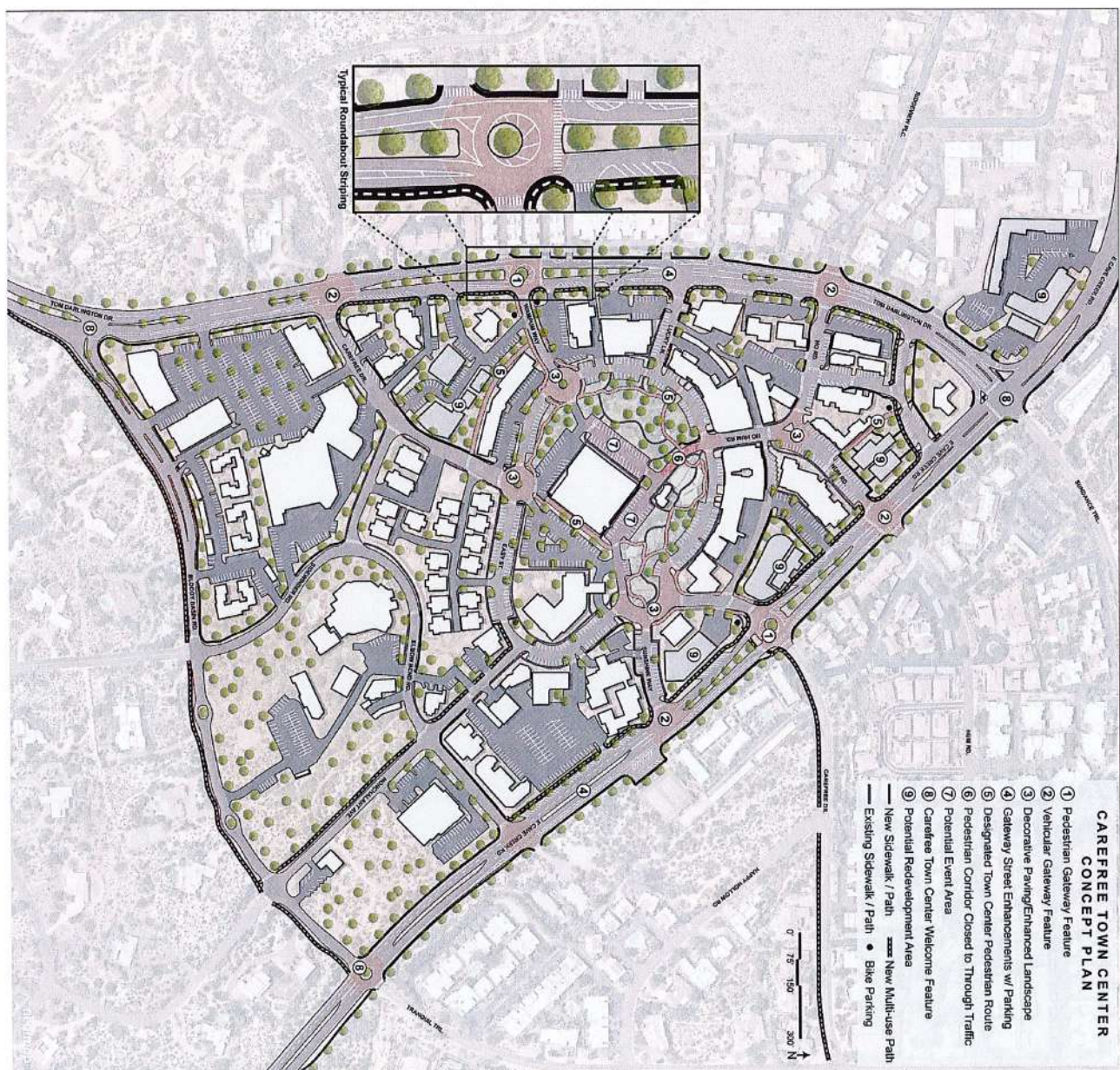




## *Comprehensive Sign Plan for Town Center*

# APPENDIX A: CAREFREE TOWN CENTER CONCEPT PLAN





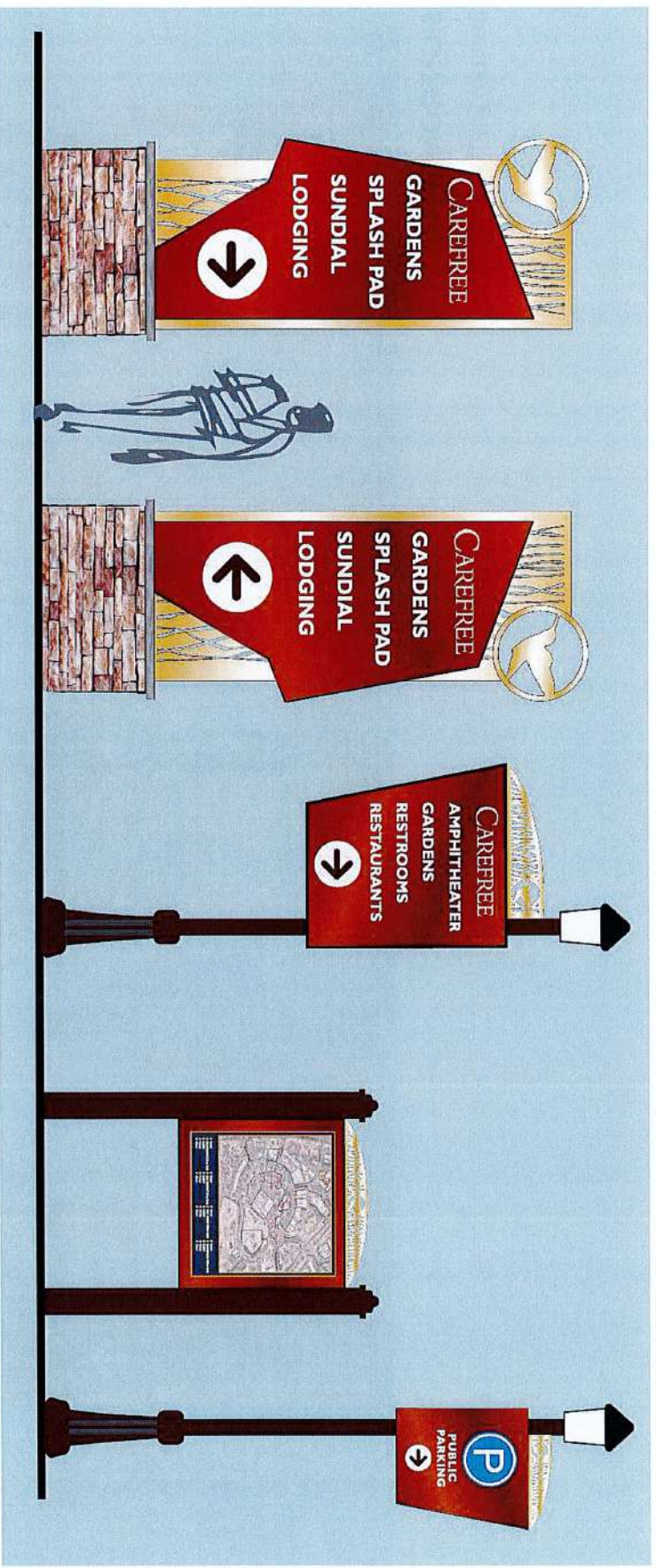




## *Comprehensive Sign Plan for Town Center*

### APPENDIX B: CAREFREE TOWN CENTER SIGN CONCEPTS

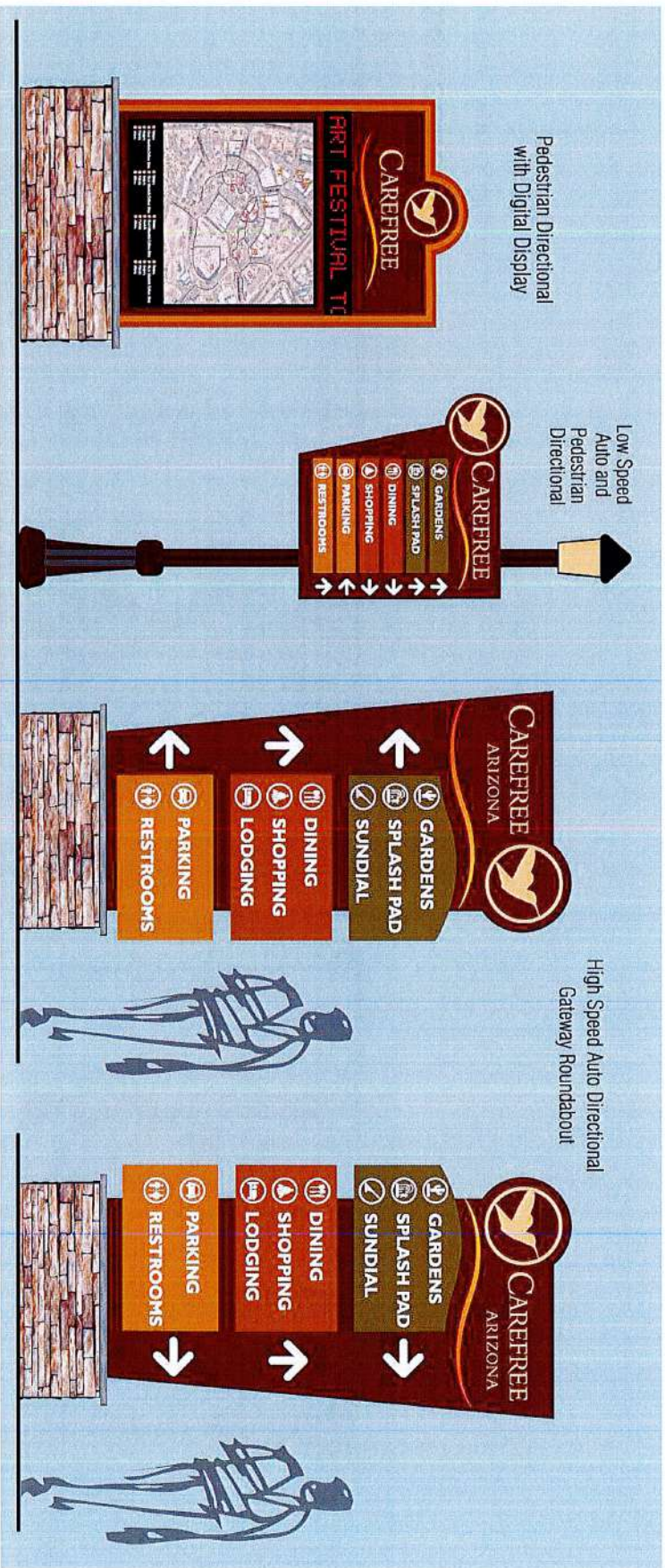




## SIGN CONCEPT 1

Bertram Signs & Graphics

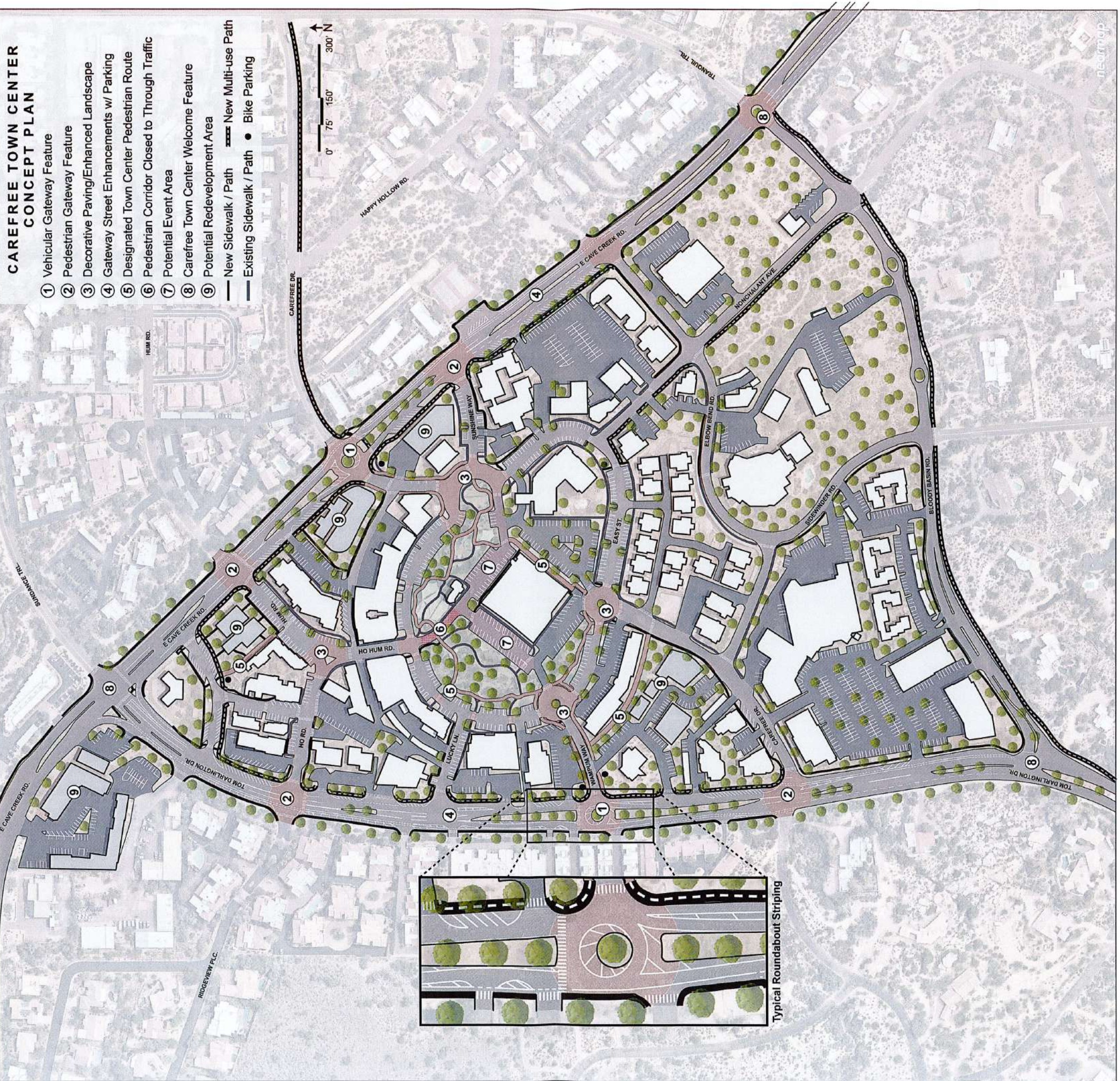




**SIGN CONCEPT 2**

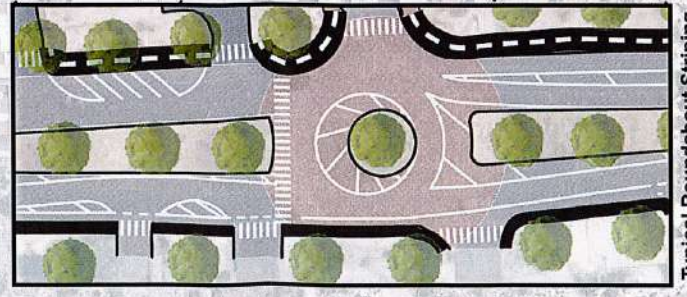
Bertram Signs & Graphics





**CAREFREE TOWN CENTER  
CONCEPT PLAN**

- ① Vehicular Gateway Feature
- ② Pedestrian Gateway Feature
- ③ Decorative Paving/Enhanced Landscape
- ④ Gateway Street Enhancements w/ Parking
- ⑤ Designated Town Center Pedestrian Route
- ⑥ Pedestrian Corridor Closed to Through Traffic
- ⑦ Potential Event Area
- ⑧ Carefree Town Center Welcome Feature
- ⑨ Potential Redevelopment Area
- New Sidewalk / Path    — New Multi-use Path
- Existing Sidewalk / Path    • Bike Parking



Typical Roundabout Striping