

Project Application

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City Of Sedona

Community Development Department

102 Roadrunner Drive Sedona, AZ 86336
 (928) 282-1154 • www.sedonaaz.gov/cd

Application for (check all that apply):

- | | | | |
|---|--|--------------------------------------|---|
| <input type="checkbox"/> Conceptual Review | <input type="checkbox"/> Comprehensive Review | <input type="checkbox"/> Appeal | <input type="checkbox"/> Time Extension |
| <input type="checkbox"/> Community Plan Amendment | <input type="checkbox"/> Development Review | <input type="checkbox"/> Subdivision | <input type="checkbox"/> Minor Modification |
| <input type="checkbox"/> Zone Change | <input checked="" type="checkbox"/> Conditional Use Permit | <input type="checkbox"/> Variance | |

Project Information	Project Name				
	Project Address	135 Shrine Rd Sedona, AZ 86336	Parcel No. (APN)	408-27-001A	
	Primary Contact	Olivia Laux	Primary Phone	480-251-1244	
	Email	olivia@clothandflame.com	Alt. Phone	480-428-6028	
	Address	734 W Polk St	City/State/ZIP	Phoenix, AZ 85007	
Office Use Only	Application No			Date Received	
	Received by			Fee Paid	

Project Description	Cloth & Flame is applying for a conditional use permit for use of the outdoor area to create wedding, private, corporate, and community events. We will separately obtain a TO for the use of the building which has a use category of Conference/Meeting Facility.
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Additional Contact Information: Please complete the following for all companies/people authorized to discuss the project with the City. Please attach additional sheets if necessary.

Contact #1	Company	Cloth & Flame	Contact Name	Matt Cooley
	Project Role	Contributor	Primary Phone	480-404-0220
	Email	matt@clothandflame.com	Alt. Phone	480-428-6028
	Address	734 W Polk St	City/State/ZIP	Phoenix, AZ 85007
Contact #2	Company	Cloth & Flame	Contact Name	Jaime Wilson
	Project Role	Contributor	Primary Phone	360-306-0605
	Email	jaime@clothandflame.com	Alt. Phone	480-428-6028
	Address	734 W Polk St	City/State/ZIP	Phoenix, AZ 85007
Contact #3	Company	Cloth & Flame	Contact Name	Kayla Pierotti
	Project Role	Contributor	Primary Phone	970-391-5480
	Email	kayla@clothandflame.com	Alt. Phone	480-428-6028
	Address	734 W Polk St	City/State/ZIP	Phoenix, AZ 85007

Cloth & Flame LLC
734 W Polk St,
Phoenix, AZ 85007

Letter of Intent/Context Plan
Conditional Use Permit Application

Cloth & Flame LLC, on behalf of Venue on the Mesa, located at 135 Shrine Road, Sedona, AZ 86336 (Portion of APN: 408-27-001A) is applying for a conditional use permit for use of the outdoor area to create wedding, private, corporate, and community events. We will separately obtain a TO for the use of the building which has a use category of Conference/Meeting Facility. Harrell Cooley LLC, won the RFP to lease the property. Cloth & Flame LLC and its subsidiary, Open Venues LLC, will be operating the space as a venue.

135 Shrine Road is positioned on a parcel of Yavapai County land on Airport Mesa. In 1964 the Freemasons obtained a 50 year lease to utilize this property and the building as a masonic lodge. Many weddings and community events have been conducted here at various times throughout its history, including a community music festival, Vortifest, which occurred on September 11, 2021 and April 2, 2022.

Cloth & Flame creates venues and culinary experiences wherever they can be imagined, while working to conserve land by keeping it accessible and top of mind. We manage a portfolio of venue spaces from iconic Malibu hilltops to historical buildings in downtown Phoenix. Our 10-year land lease with the Airport (SOCAA) will commence once the CUP is earned.

The team consists of Matt Cooley, Olivia Laux, and support staff from the Cloth & Flame and Open Venues teams. Each event includes individual vendors contributing to different parts of the event, these vendors typically include: event rentals (including tables, chairs, lounge seating, bar, etc.), lighting rentals (overhead bistro and uplights), florists, caterers, bartenders, entertainers, event planners, photographer, etc. All catering companies set up their own satellite kitchens and are required to obtain a Yavapai County Environmental Health Special Event License.

Aside from future removal of the stage, which proper permitting and approval will be requested, Cloth & Flame does not intend to permanently or significantly alter the property for its intended use. There is no “development” of the property being proposed. In general, the impact to the property and the surrounding area will be minimal. The minimal projected impacts are the possibility of traffic twice a day (2 hours before sunset and after the scheduled event / sound cut off), and the possibility of noise associated with a wedding ceremony or corporate event once per event day. There will be no environmental impacts, no structural changes to the buildings or the property, homeowners association restrictions, etc.

Minor landscaping may include leveling of the ground, removing any tripping hazards, planting additional native vegetation, etc. Cloth & Flame will follow all DREAM standards

for landscape and for the list of plants native to the area. In the next year we would also like to connect a Series 6 liquor license to the site / building. The Series 6 license allows a retailer to sell and serve spirituous liquors to be consumed on the premises, in the original container for consumption on the premises.

The venue's hours of operation will fluctuate and is determined based on event bookings. The venue will be available for event bookings 7 days per week, year round, booking an average of 1-2 events per week. We expect a higher volume of booking in the busy season from April through October. The majority of our events begin 2 hours before sunset and conclude between 9:00pm and 12:00am, with all outdoor activities concluding at 9:00pm. Should an event extend past 9:00pm, it will be moved inside.

The typical group size for our events range from 30-250 people with the average group size being 120, and 250 being considered the maximum. Parking will be an on site option for smaller groups, however groups over 100 will be required to utilize shuttle services to the property in order to minimize the number of vehicles on site, traffic impact on Airport Mesa and physical impact on the property. Guest shuttles will pick up and drop off at each group's selected hotel. Cloth & Flame will clearly deliver and communicate driving, parking and shuttle instructions to parties prior to arrival. Driving routes will be clearly marked for both parking and shuttle service. Temporary directional signs, mostly folding A frame board signs, will be set up for each event and removed immediately after.

Sound will always be monitored not to exceed 65 decibels per Sedona noise ordinance for commercially zoned districts. Furthermore, sound level limits will be adhered to based on Sedona's noise ordinance regulations, especially in the hours of 10:00pm to 7:00am. Any and all speakers will be facing south towards the airport, reducing noise to the northern residential area. These speakers will typically be small PA speakers that are easily controllable to ensure noise ordinance compliance. Any event that will involve a large music production and amplification that exceeds 65 decibels will be rare and any required permits will be secured. Should any noise complaints arise, Cloth & Flame will work with city staff to address the complaints and make adjustments as required.

No disruptive permanent outdoor lighting will be installed on the property. Cloth & Flame will comply with Sedona's International Dark Sky City and Outdoor Lighting Code at all times. Temporary outdoor lighting will only be used on days an event is occurring and will consist of energy efficient and dark sky compliant bistro lights.

Upon receiving the conditional use permit for the property, Cloth & Flame will secure waste management service and a dumpster to handle all disposal of trash produced from gatherings at the site. This dumpster will be located in a position on property that is not viewable from the road, or other populated areas to reduce any visual impact. When an event includes food prep on site, Compost Crowd will be contacted for use of compost collection service. The Cloth & Flame team will also monitor that the property is consistently maintained and cleared of any garbage, litter, or other trash and that no items are used that would impact the surrounding environment. Cloth & Flame also does not allow the use of confetti poppers or other highly polluting materials that are hard to

manage and clean up to ensure no environmental impact is made.

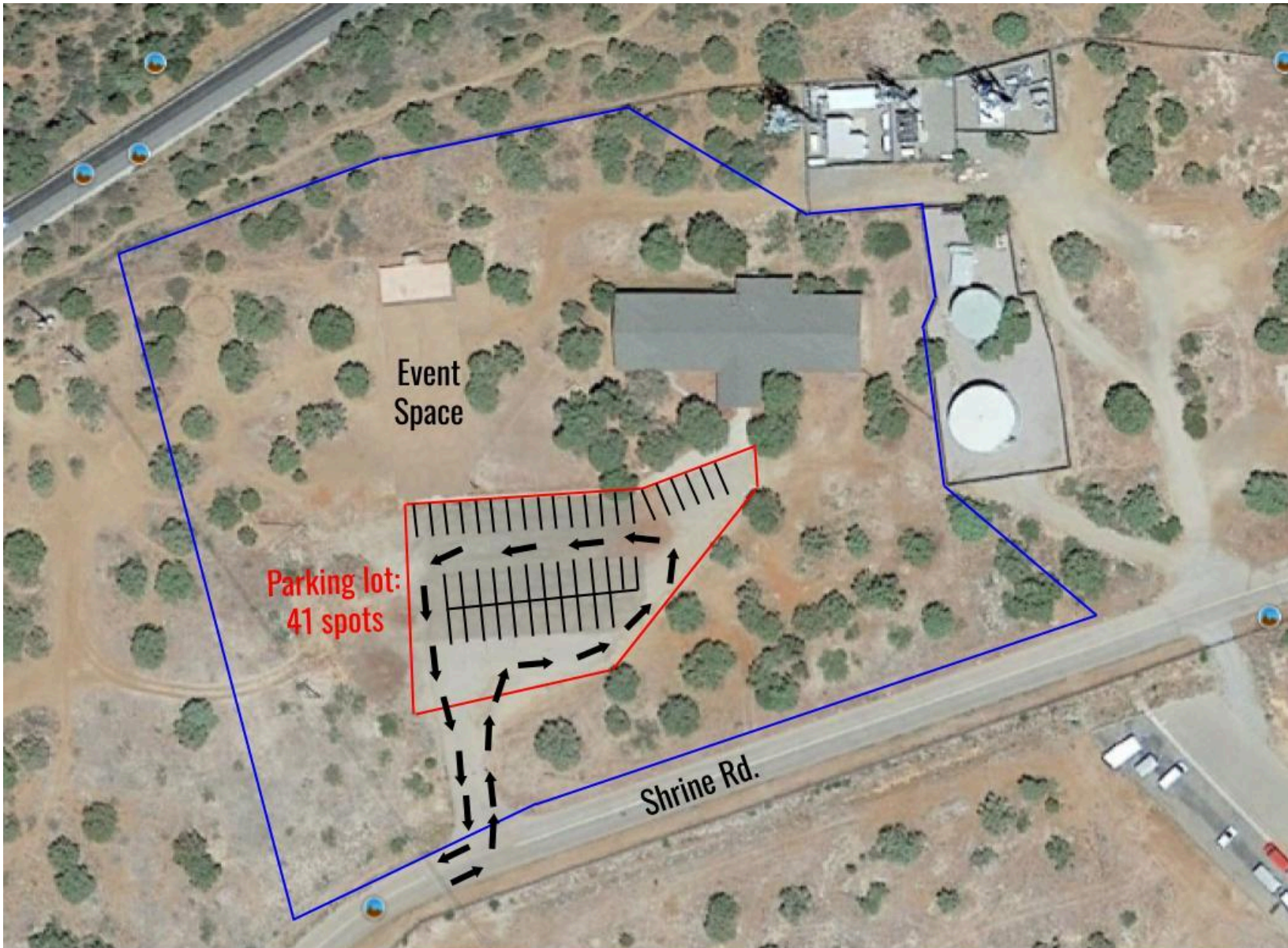
Please find included:

- o Application
- o Letter of Intent (see above)
- o Context Plan (see above)
- o Vicinity Map/Aerial - General Area
- o Vicinity Map/Aerial – Setbacks (possibly remove this bullet point)
- o Vicinity Map/Aerial - Property Use & Traffic Flow
- o Trip Generation Statement
- o Fire Code Report
- o Citizen Participation Plan
- o Citizen Participation Plan Letter

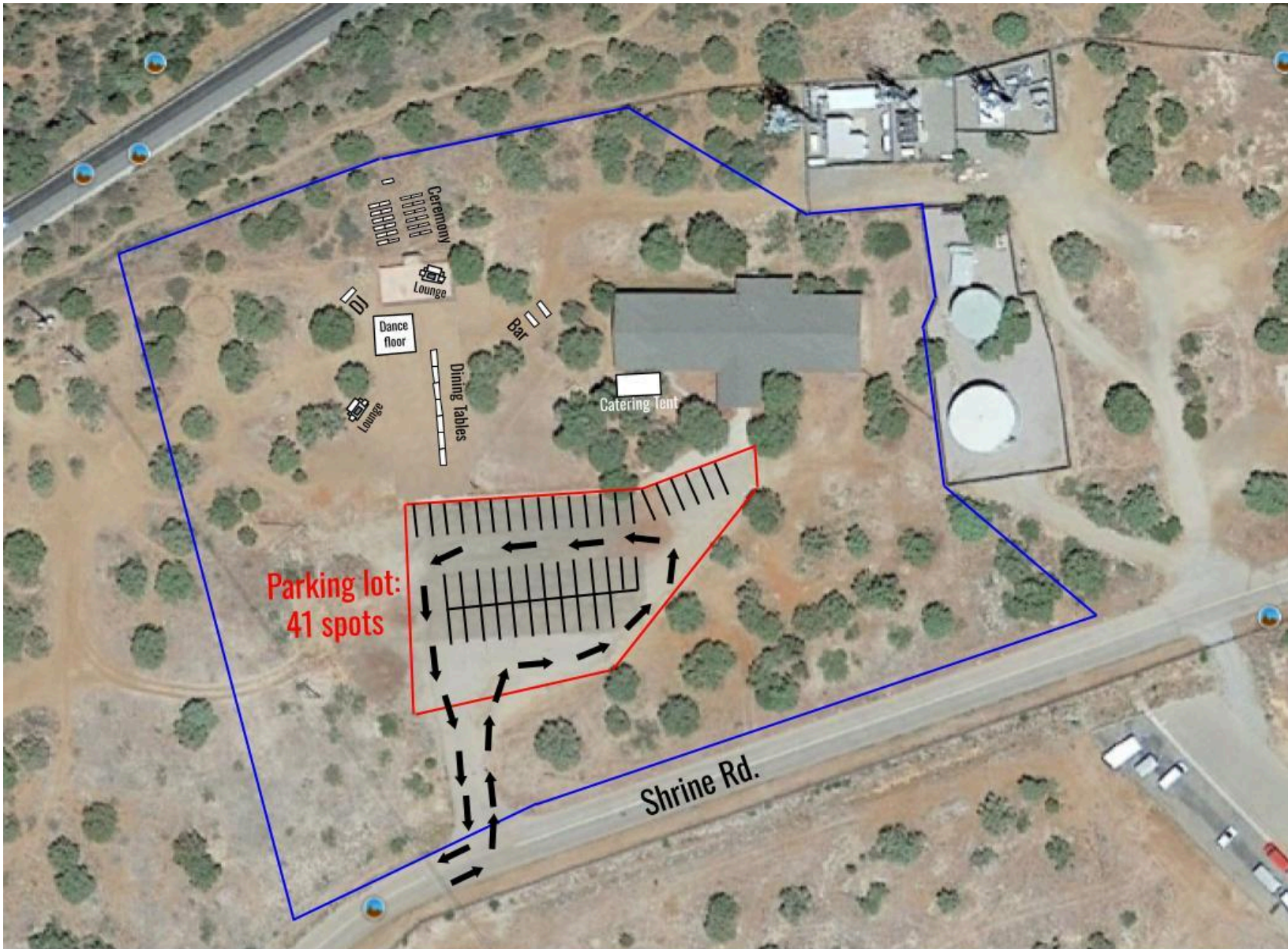
There is no additional structural/permanent development intended at this time.

APN : 408-27-001A

Property use overview and traffic flow map:



Property use - event set up example:



Proximity map, and sound direction:



Cloth & Flame LLC
734 W Polk St,
Phoenix, AZ 85007

Fire Code Report
Conditional Use Permit Application

Cloth & Flame reached out to the Sedona Fire Department and determined that the guidelines and fire code requirements for outdoor use are as follows, and will be adhered to at all times.

- Any tent over 400 ft will be inspected for proper installation/use prior to each event by the fire department.
- Tents where cooking is performed shall be separated from other tents, canopies or membrane structures by a minimum of 20 feet.
- Address will be clearly visible for 911 to locate in emergencies.
- Exit signs, capacity sign at entrance, and fire extinguishers to code.

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Citizen Participation Plan
Conditional Use Permit Application

The Citizen Participation Plan includes the following:

- Contact property owners (by mail; see included letter) within 300 feet of the project site. We plan to expand our outreach to the housing subdivisions on Airport Road
- Schedule a Citizen Participation Plan meeting at which resident concerns will be heard (date/time TBD; location 135 Shrine Rd. Sedona, AZ 86336)
- Document names and addresses of the attendees
- Document resident concerns
- Document Cloth & Flame response
- File the Citizen Participation Report with the city

Community Letter
Date TBD

Dear Neighbors,

I am writing on behalf of Cloth & Flame LLC to inform you of the pursuit of a conditional use permit (CUP) to hold outdoor dining events at 135 Shrine Road Sedona, AZ 86336. We have submitted our CUP application to the city, please visit the project page on the city's website [insert url here].

We will hold an informational meeting on **Date TBD** at **Time TBD** at 135 Shrine Rd Sedona, AZ 86336 to share more about our project and address any questions or concerns. Your feedback at this meeting will be documented for the city.

If you are unable to attend the meeting but wish to send questions, comments, or letters of support please write to us at:

Cloth & Flame LLC
734 W Polk St,
Phoenix, AZ 85007

Or by email at info@clothandflame.com

We would appreciate hearing from you by (TBD giving them 2-3 weeks to submit).

We'd like to point out that minimizing our impact on the neighborhoods and physical environments of the properties we manage is of the highest concern.

We extend our deepest gratitude to the neighborhood residents.

Sincerely,

Olivia Laux
Co-founder of Cloth & Flame