



Town of Chino Valley

MEETING NOTICE TOWN COUNCIL

STUDY SESSION
Tuesday, April 29, 2014
6:00 P.M.

Council Chambers
202 N. State Route 89
Chino Valley, Arizona

AGENDA

- 1) CALL TO ORDER; ROLL CALL
- 2) Presentation, update and discussion of General Plan 2013-2014 Review Draft. (Dava Hoffman, Consultant)
- 3) Presentation and discussion of Draft "Postscript – Considerations for Creating a Sense of Place in Chino Valley." (Dava Hoffman, Consultant)
- 4) ADJOURNMENT

Dated this 22nd day of April, 2014.

By: **Jami C. Lewis, Town Clerk**

The Town of Chino Valley endeavors to make all public meetings accessible to persons with disabilities. Please call 636-2646 (voice) or 1-(800) 347-1695 (Arizona Relay Service) 48 hours prior to the meeting to request a reasonable accommodation to participate in this meeting.

Supporting documentation and staff reports furnished to the Council with this agenda are available for review on the Town website at <http://www.chinoaz.net/clerk/townagenda.shtml>, and in the Public Library and Town Clerk's Office.

CERTIFICATION OF POSTING

The undersigned hereby certifies that a copy of this notice was duly posted at Chino Valley South Campus, Chino Valley Post Office, and Chino Valley North Campus in accordance with the statement filed by the Town Council with the Town Clerk.

Date: _____ Time: _____ By: _____
Jami C. Lewis, Town Clerk



TOWN OF CHINO VALLEY COUNCIL AGENDA ITEM STAFF REPORT

Town Council Study Session

Meeting Date: 04/29/2014
Contact Person: Jami Lewis, Town Clerk
Phone: 928-636-2646 x-1208
Department: Council
Item Type: N/A
Estimated length of Staff Presentation: 20 minutes
Physical location of item: Town wide

Information

AGENDA ITEM TITLE:

Presentation, update and discussion of General Plan 2013-2014 Review Draft. (Dava Hoffman, Consultant)

SITUATION & ANALYSIS:

Dava Hoffman with Dava & Associates has provided the attached staff report.

She requests that Councilmembers bring their printed copies of the Draft General Plan to this meeting.

The Draft General Plan and Postscript are available on the Town's website at <http://www.chinoaz.net/general/GenPlanCom.shtml>.

Attachments

Consultant's Report

General Plan, Page Revisions

M E M O R A N D U M

TO: Chino Valley Mayor and Town Council

FROM: Dava Hoffman, General Plan/Planning Consultant

DATE: April 21, 2014

SUBJECT: **Work Session April 29, 2014 Discussions:** Draft General Plan 2013-14 and Draft "Postscript: Considerations for Creating a Sense of Place in Chino Valley"

The Review Draft of the Chino Valley General Plan 2013-14 was completed and became available to the public in mid-December, 2013. The Draft General Plan is the product of some 30 public meetings of the General Plan Committee, appointed by Council in February, 2012.

The Draft General Plan contains introductory information about the Chino Valley community, the public participation and amendment processes, and the Community Vision. It includes six Elements: Land Use, Circulation/Transportation, Open Space/Recreation, Water Resources/Environment, Cost of Development, and Economic Development. Each Element discusses past and current data and trends; with Goals, Strategies and Steps for the future. The General Plan is a community-inspired Vision with inter-related Elements.

A statute-required 60-day review period commenced on January 6, 2014. At that time the Draft General Plan was officially distributed to approximately twelve local, regional and state agencies, in addition to Town officials and the public.

While the review period was on-going, members of the General Plan Committee requested further discussions with the Planning Commission regarding the character, appearance and identity of the Town. Additional public study sessions were conducted and research provided, resulting in a draft Postscript to the General Plan. The intent of the Postscript is to place importance on establishing a sense of place unique to Chino Valley.

On April 1, 2014, the Planning Commission conducted a Public Hearing, discussing comments received from agencies and citizenry on the Draft General Plan. Minor revisions to the General Plan were recommended. The revised pages are attached; revisions to Acknowledgements page, and Circulation Element Pages 5, 9, and 11 are shown in red and underscored; a footnote is added to the Potential Land Use Map Page 19 of the Land Use Element.

The Planning Commission recommended approval of the General Plan 2013-14 with revisions to the Town Council.

At the same Public Hearing, the Planning Commission discussed and recommended approval of the draft "Postscript: Considerations for Creating a Sense of Place in Chino Valley" with minor revisions to the Town Council; see attachment.

Attachments:

- Draft General Plan revised pages: Acknowledgments Page; Land Use Element pg 19; Circulation Element pp 5, 9, 11
- Draft Postscript: Considerations for Creating a Sense of Place in Chino Valley

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Chino Valley General Plan • 2014

DRAFT

Acknowledgements

Town of Chino Valley Council Members • 2013 – 2014

Chris Marley, Mayor
Darryl L. Croft, Vice Mayor
Mike R. Best
Linda Hatch
Pat Mc Kee

Lon Turner
Don Wojcik, P.E.
Former Council Members
Carl Tenney, Vice Mayor
Dean Echols

General Plan Committee

Nancy Best
Michael Edmonds
Norm Freeman
Trisha Lamb
Robert McCaullay
Dan McGuire
John Morgan
Tom Payne
Frank Perkins
Ron Romley
Cheri Romley
Edward Steinback
Celia Vander Molen

Planning & Zoning Commission

Gwen Rowitsch, Chair
Garland Miner, Vice Chair
Michael Edmonds
Robert McCaullay
Corey Mendoza
Charles (Chuck) Merritt
Florence Sloan

Former GPC Members

Marti Klein
Karen Rockhold
Stephen Whisenhunt

Town of Chino Valley Contributing Staff

Robert Smith • Town Manager & Development Services Director
Jami Lewis • Town Clerk
Liz Hart • Town Clerk Assistant / Records Technician
Chuck Wynn • Police Chief
Cecilia Watts • General Services Director
Jan Mazy • GIS / CAD / Web / AV Technician
Dan Trout • Deputy Director of Development Services
Ruth Mayday • Planner Development Services
Mary Brasher • Administrative Technician
David Nicollela • Former Planner
Ron Grittmann • Town Engineer / Public Works Director
Chris Bartels • Utilities Supervisor

Prepared by

Dava & Associates

Planning • Engineering • Surveying

310 Union Street • Prescott, AZ 86303

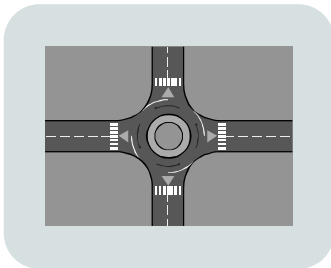
Will the circulation change and require more roads?

Circulation potentials within Chino Valley

Circulation potentials within Chino Valley are not expected to change dramatically over the next ten years. Traffic volumes have remained static over the past few years as shown in the previous table of AADT for the years 2007 - 2010, mostly due to the recent downturn in the economy, the loss of jobs and decreases in new home building. There are no substantial increases in traffic volume projected for the next ten years, unless some major developments were to occur in Chino Valley or its vicinity. With this in mind, it is not expected that any new streets will be added within the Town, except for two extensions described below on the southeast side where access is presently limited.

- The Town plans to create an additional north-south route in the southeast that will loop Rd 4S to Center Street using a portion of the Peavine Trail easement. Both Rd 4S and Center Street will be extended to the east after right-of-way acquisition and engineering design are completed. Construction on portions of the loop is expected to begin in the near future. This will provide improved access to properties in this southeast section of the Town. The planned eastside loop has potential for eventual extension northward to Rd 4N.
- The other roadway extension is also in southeast Chino Valley. An extension of Rd 1East is planned to the south from Rd 3S to Kalinich Ave, 1000 ft north of Rd 5S; and then to connect west from Rd 1E to SR 89. Construction is expected to commence in 2014 and continue for two to three years. ADOT plans a roundabout at Kalinich Ave with the SR89 widening.

The extensions of Rd 1E and Rd4S/Peavine/CenterSt will provide not only better access for adjacent properties, but also much needed alternate access for emergencies.



There are two additional new traffic control systems planned for SR 89 within Chino Valley. One roundabout, proposed at Rd 4N is to be constructed within the 2014 fiscal year by Arizona Department of Transportation (ADOT) in conjunction with the Federal Highway Administration. The other planned roundabout for Perkinsville Rd /SR 89 construction schedule has been delayed due to ADOT's budgetary constraints. The roundabouts are proposed to offer safer traffic turning movements and flows at the intersections. Construction period for the roundabout project at Rd4N is proposed for approximately nine-month

duration and will include the installation of curbs, gutters, sidewalks and drainage structures in addition to roadway improvements.

Circulation potentials beyond the Chino Valley Town Limits

Circulation potentials beyond the Chino Valley Town Limits are expected. Yavapai County has conducted a feasibility study for locating a local connector road between Williamson Valley Road and Reed Road. The study considered the area from Rd 2 South to Rd 2 North. The County's preferred alignment will connect to Chino Valley at Center Street and Reed Road. Im-

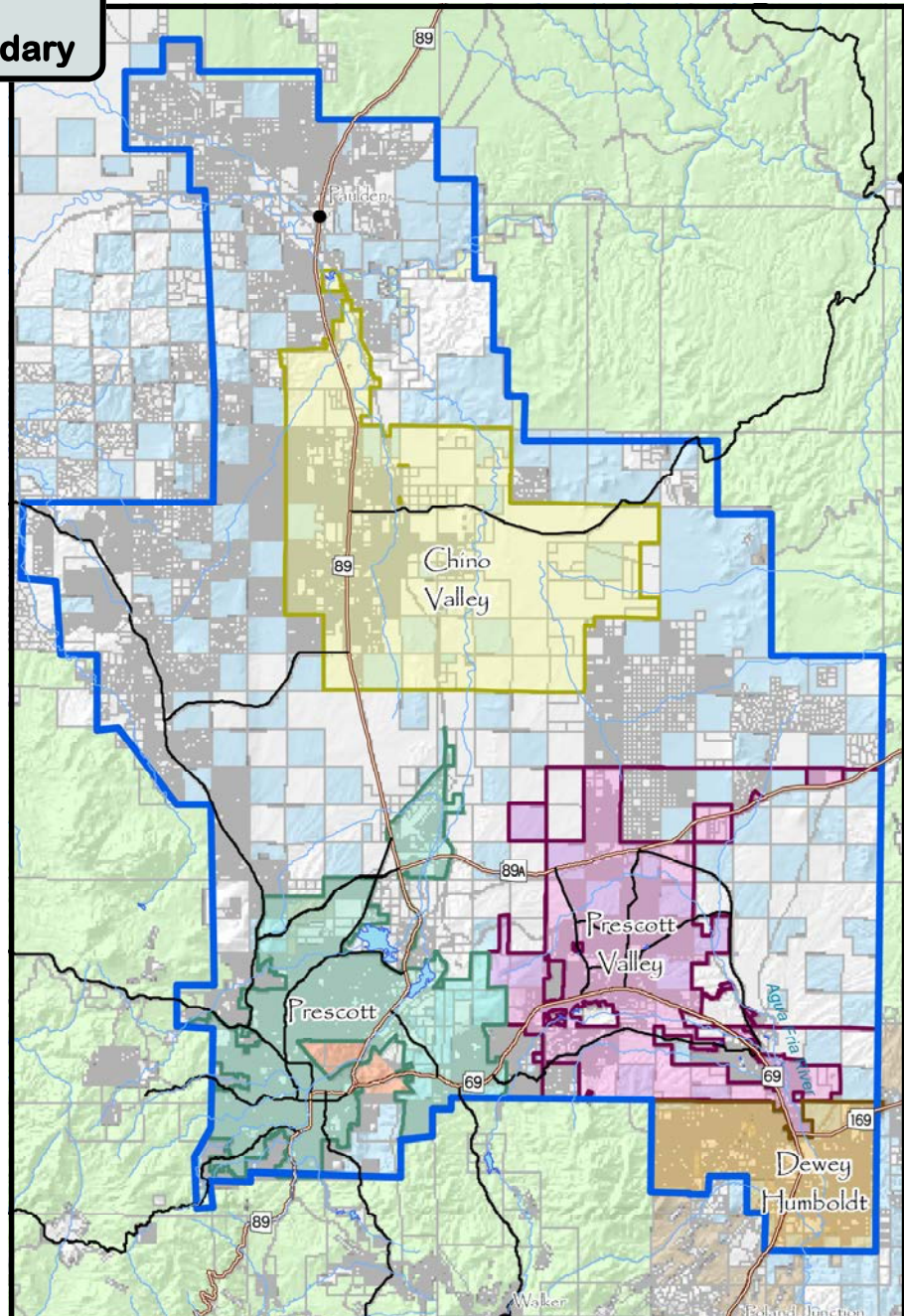
CYMPO Planning Boundary

The next page contains the 2030 Regional System map produced by CYMPO for major transportation networks in the entire area. The following describes the portions affecting Chino Valley.

One regional connector is proposed for an extension of Rd5S east from its intersection with SR 89 to a north-south connector (Great Western Blvd/Glassford Hill Extension) from SR 89A in Prescott Valley, with further connections to SR 69. Much longer range planning discussions propose a continuation of the north-south regional connector to extend north of the Rd 5S alignment sometime in the future to the northern boundaries of Chino Valley.

The future Rd5S/Great Western regional connector is also planned to extend to the west through the re-alignment of Outer Loop Rd from its present Rd 4S intersection to a new Rd 5S intersection. The proposed realignment of Outer Loop Rd connects west to Williamson Valley Rd. Portions of all future roads may be subject to approval/acquisition from AZ State Lands Dept.

The Williamson Valley Rd corridor has recently been widened to four lanes from Pioneer Parkway south to Iron Springs Rd, a major arterial into the City of Prescott. Plans to continue the widening north to the Outer Loop Rd intersection are underway.





How will improved circulation and transportation happen?

The General Plan Committee studied circulation concerns along with land use and economic development issues and decided on the following concise goal statement that is integrated with the Goals listed in the Land Use and Economic Development Elements.

Following the Goal are Targeted Strategies that may help to accomplish the Circulation Goal; suggested

Steps follow the Targeted Strategies in support of implementation for the Goal and Strategies.

GOAL: Encourage Circulation Improvements with Alternative Transportation Offered for Lifestyle Choices

Targeted Strategies

1. Encourage new connecting local roadways that offer convenience and provide emergency/safety routes

Step: Promote Yavapai County's proposed endeavor for a connecting Westside road at Center Street alignment between Williamson Valley Rd and Reed Rd

Step: Coordinate road improvements for the intersection of Reed Rd/Center St, improvements of Reed Rd north to Rd 2N, improvements of Rd 2N east, and Center St to SR 89

Step: Budget for design and construction of the eastside loop road near the Peavine Trail between Center Rd and Rd 4S

2. Support regional cooperation for widening of SR 89 south to SR 89A and for planning of major regional connectors from SR 89A to Rd 5S extension, and further northward extensions

Step: Work with Prescott, Yavapai County, CYMPO and ADOT for ADOT's funding; [coordinate with AZ State Land Dept for R/W acquisition.](#)

Step: Actively participate in all CYMPO meetings and activities

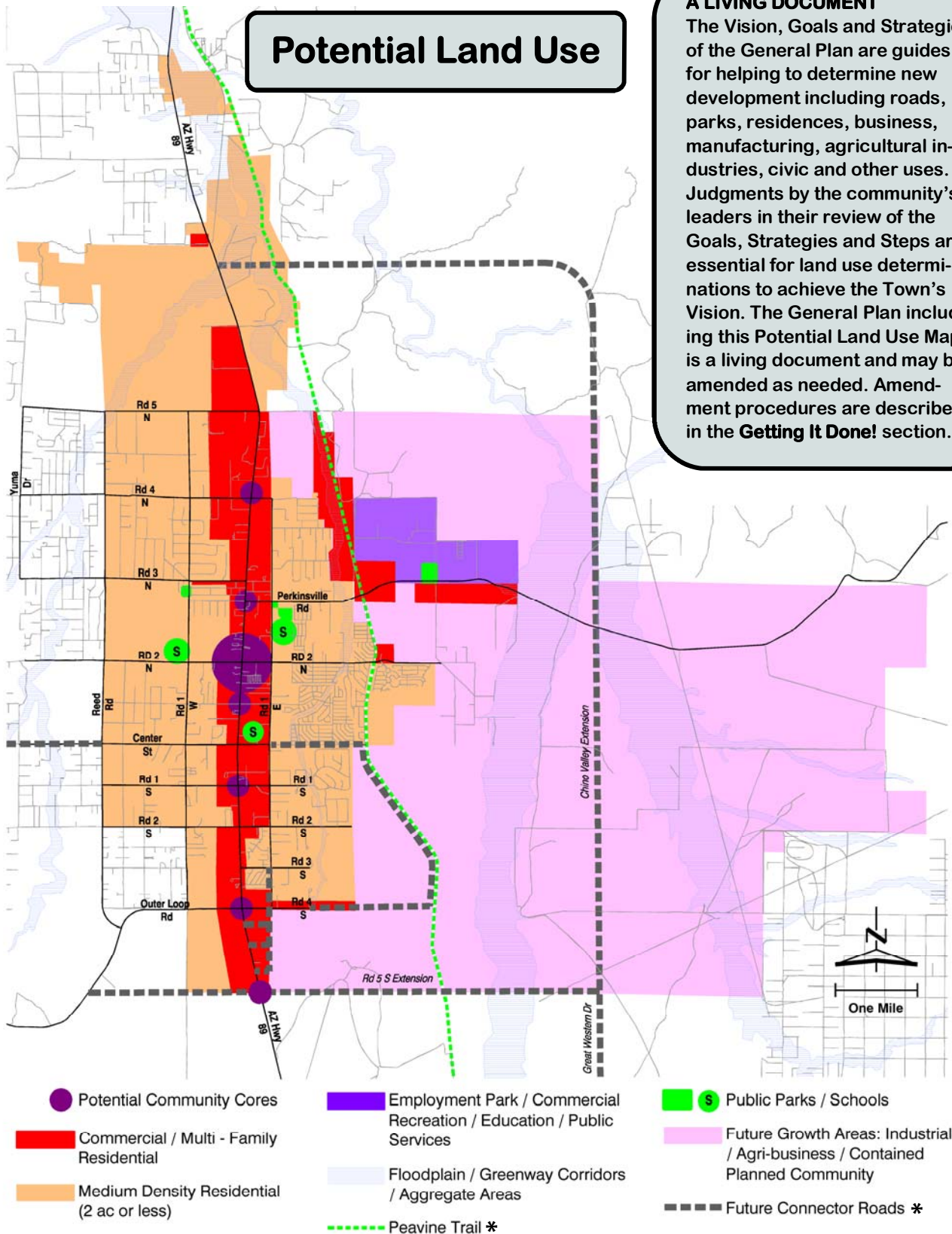
Step: Request update of CV Small Area Transportation Study

Step: Encourage property owners to reserve/dedicate roadway easements/rights-of-way

Potential Land Use

A LIVING DOCUMENT

The Vision, Goals and Strategies of the General Plan are guides for helping to determine new development including roads, parks, residences, business, manufacturing, agricultural industries, civic and other uses. Judgments by the community's leaders in their review of the Goals, Strategies and Steps are essential for land use determinations to achieve the Town's Vision. The General Plan including this Potential Land Use Map is a living document and may be amended as needed. Amendment procedures are described in the **Getting It Done!** section.



* Portions may be subject to approval / acquisition from AZ State Land Dept.

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TOWN OF CHINO VALLEY COUNCIL AGENDA ITEM STAFF REPORT

Town Council Study Session

Meeting Date: 04/29/2014
Contact Person: Jami Lewis, Town Clerk
Phone: 928-636-2646 x-1208
Department: Council
Item Type: N/A
Estimated length of Staff Presentation: 10 minutes
Physical location of item: Town wide

Information

AGENDA ITEM TITLE:

Presentation and discussion of Draft "Postscript – Considerations for Creating a Sense of Place in Chino Valley." (Dava Hoffman, Consultant)

SITUATION & ANALYSIS:

See attachment to previous item.

Attachments

General Plan, Postscript

Postscript

**Considerations for
Creating a Sense of Place
in Chino Valley**

Considerations for Creating a Sense of Place in Chino Valley

Communities incorporate into cities or towns in order to control their own destinies. Some new cities or towns possess a vision in the early years and work towards it—often achieving it; others with no clear vision often become sleepy bedroom-suburbs of another municipality. Without a vision a community may appear to be treading water, neither swimming nor sinking.

The purpose of a General Plan is to provide impetus for each town to not only create its vision, but to give voice to the community for direction in accomplishing its vision.

Some communities contain a lively downtown with a strong sense of place, perhaps evolved from a historic founding prior to the rise of automobile travel. And many towns, founded later, reflect individual separated developments along a highway. Such has been the primary development of the Town of Chino Valley since its incorporation. Chino Valley is a town stretching many miles along SR 89 without a downtown, center or focal point.

The 2013-2014 Chino Valley General Plan addresses the desire by the community to create a sense of place—the essence of a locale that attracts people by offering social interaction and enjoyable living—and it addresses the community’s desire to create functional and aesthetic focal points throughout the Town.

The General Plan emphasizes the creation of **Community Cores—focal areas of community gathering, such as entertainment, recreation, civic center, etc—**rather than on a continuance of stripped-out, unconnected development accessed only by the automobile. It envisions a series of active hubs with quality people-spaces. The General Plan also posits that visual appearance is part-and-parcel of community character; **the “visual” creates the sense of place.**



Visual Town character is depicted in the new “Welcome to Chino Valley” monument sign and accompanying equestrian entry sculpture. The monument sign expresses a progressive community and the horse sculptures symbolize the Town’s Western strengths and heritage.

How can the community character/image be carried throughout the primary development areas of Chino Valley and enhance the economy? The General Plan Committee and Planning Commission grappled with this question during the long General Plan process.

The solution entails creating consistency and continuity without creating rigid regulations that result in cookie-cutter development. To achieve consistency without rigidity and boredom, the GPC and Commission placed importance on:

- Architectural style, e.g. a “Western Style” with flexibility to embrace both contemporary and traditional;
- A wide-ranging palette of building colors with low reflectivity;



Postscript

Page 3

- Landscaping features that enhance both the building and the pedestrian areas;



- Building orientation and flexible setbacks that fit the needs of both pedestrian and vehicular travel; e.g. retail areas are enhanced by placing interesting displays/features close to pedestrian pathways, especially when connecting to other pedestrian areas;



- Consistent, clear and flexible development/design standards for new construction in primary business areas where the Town's image may be enhanced, i.e. commercial and multi-family properties fronting SR 89 and properties in future Community Cores.

A sense of place can be created with community understanding of the following premises:

- That architectural style, enhanced by landscaping and other amenities are important to the Town's appearance and local economy;
- That pedestrian travel, access and people-gathering spaces encourage the interaction of community members; and offer opportunity for the environment to be felt with all of the senses;
- That flexibility offers the potential for lifestyle choices that are not available today;
- That lifestyles and the local economy are enhanced by pedestrian connections and other alternative types of transportation.

Summing It Up

The General Plan expresses the community's intent to improve local conditions, protect its attributes and provide a basis for decision-making for long range community development and identity.

The Chino Valley community has expressed its desire to create a sense of place that identifies the "Town of Chino Valley" as a unique and attractive place where people gather to enjoy community, to shop, to live, to recreate and to work.

The Goals, Strategies and Steps of the General Plan are the guidelines for community leadership to accomplish the expressed desire of creating Chino Valley's Sense of Place.