



Town of Chino Valley
MEETING NOTICE
TOWN COUNCIL
AND
PLANNING & ZONING COMMISSION

JOINT STUDY SESSION
Thursday, August 2, 2012
6:00 P.M.

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

AGENDA

- 1) **CALL TO ORDER; ROLL CALL**
- 2) Summary of General Plan Committee activities over the past five months by Dava Hoffman of Dava & Associates. (General Plan Committee)
- 3) Review of Land Use Assumptions as drafted by the General Plan Committee, presented by Dava Hoffman of Dava & Associates. (General Plan Committee)
- 4) **ADJOURNMENT**

Dated this 26th day of July, 2012.

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 636-1787 (TDD) 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 Town Hall, Chino Valley Post Office, and Chino Valley Aquatic Center in accordance with the statement filed by the Town Council with the Town Clerk.

Date: _____

Time: _____

By: _____

Jami C. Lewis

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TOWN OF CHINO VALLEY COUNCIL AGENDA ITEM STAFF REPORT

Town Council Study Session

Item No. 2.

Meeting Date: 08/02/2012

Contact Person/Dept: Jami Lewis, Town Clerk

Phone: 928-636-2646 x-1208

Item Type: N/A

Information

AGENDA ITEM TITLE:

Summary of General Plan Committee activities over the past five months by Dava Hoffman of Dava & Associates. (General Plan Committee)

RECOMMENDED ACTION:

Attachments

Summary of General Plan Committee activities

**JOINT STUDY SESSION OF THE CHINO VALLEY TOWN COUNCIL AND
PLANNING & ZONING COMMISSION
AUGUST 2, 2012 6:00PM COUNCIL CHAMBERS**

AGENDA ITEM # 2

TO: Town of Chino Valley Mayor and Council
Town of Chino Valley Planning Commission
FROM: Dava Hoffman, Planning Consultant
SUBJECT: **Summary of General Plan Committee Activities February-July, 2012**
DATE: July 26, 2012

HISTORY:

At the Regular Meeting of the Chino Valley Town Council on January 24, 2012, the Council appointed a 14-member General Plan Committee after approving a contract with Dava & Associates, Inc to facilitate the creation of a new General Plan. Each Council member nominated two citizens for the General Plan Committee (GPC).

At a Regular Meeting, February 14, 2012, the Town Council adopted Resolution No. 12-984, approving the Community Participation Plan, prepared by Dava & Associates in conjunction with the Town Attorney. The Resolution's purpose is to ensure public involvement in the General Plan update process through a series of publicly noticed meetings, workshops and hearings, as well as Town website and media articles.

Over several months, some of the original GPC members withdrew due to scheduling, health conditions and other unavoidable considerations, and were replaced by other appointees of the Council. The current GPC membership is the following:

Michael Edmonds, Dan McGuire, Frank Perkins, Nancy Best, Tom Payne, Ron Romley, Edward Steinback, Marti Klein, Cheri Romley, Norm Freeman, John Morgan, Trisha Lamb, Celia Vander Molen, and Vanessa Herb.

GPC ACTIVITIES: February through July, 2012

The General Plan Committee has held 7 publicly noticed committee meetings and one Public Workshop to date. The Committee's meetings and activities are summarized below.

- ❖ The GPC held its first meeting on February 13, 2012 after a tally of members' preferred meeting days was conducted. The meeting centered on orientation and understanding of the General Plan and its process. Dava & Associates presented information on the background and basics of Arizona Planning, General Plan and Growing Smarter Statutes, required General Plan Elements and procedures. The Committee discussed and agreed to rules of procedure for their meetings and was informed of constraints under the Open Meeting Laws and rules. A "homework" project of individual selections of favorite places, buildings, parks, neighborhoods, etc, through photographs and descriptions was assigned to the members.
- ❖ At the March 5, 2012 meeting of the GPC, members reviewed and discussed the selected favorite places from the previous meeting's homework assignment.
 - These identified Town Assets include: Aquatic/Community Center Park, Senior Center, Old Home Manor, Chino Valley Cemetery, solar energy project, Memory Park, library, post office, grocery store, Windmill House, restaurants, Chino Valley

Transit, roads and wildlife viewing. The GPC concluded that these areas encourage community involvement, citizenry and continuity.

- The GPC then responded to two questions:
 1. Current Major Concerns – lack of planning; zoning issues; too many minor amendments to GP; jobs; outsiders taking over/driving out development; need more development than just along Hwy 89; use resources wisely;
 2. Major Improvements Needed in the next 10 years - creating a good GP and staying consistent with it; improved infrastructure and roads to new commercial areas; establish community identity/image; sell, or develop businesses, or joint venture with Yavapai College at Old Home Manor; new alternative funding.

- On April 2, 2012 a Public Workshop was conducted at the Senior Center with approximately 50 attendees. Dava & Associates provided a presentation on the basics of the General Plan, its components, statutory requirements and process; and Town Planning staff gave information on existing land use, zoning, and development patterns in Chino Valley.

After a visual presentation of the “Town Assets” previously identified by the GPC, the Workshop attendees discussed and added:

all types of wildlife; horses and equestrian lifestyle; the Horses with Heart organization; western Town character; agriculture/farming; quietness, especially from lack of heavy street traffic and lack of air traffic disturbances; recycling; sidewalks, bicycle paths, buses; views on undeveloped State Trust lands.

A Questionnaire prepared by Dava & Associates, was distributed to attendees for their input on Chino Valley’s current assets and needs; future improvement opportunities needed; most important qualities for the Town’s Vision; and five attributes for the Town’s recognition in the next 10 years.

- ❖ The GPC meeting on April 23, 2012 focused on the input results of the Questionnaire from the April 2nd Public Workshop. The Questionnaire input results were tallied by Dava & Associates and presented for discussion to the GPC as summarized below.

Results of the Public Input

Three Greatest Current Assets:

- Small town lifestyle
- Scenery, open space
- Air, water quality

Three Greatest Current Concerns:

- Lack of employment, business opportunities
- Water resource management
- Neighborhood upkeep/Road improvements

Additional Opportunities Needed:

- Business expansion: job variety/ industrial-park employment/ neighborhood shops, cafes/major retail stores/developed “Community Core” -central business/public place
- Parks and trails;
- Health and medical care facilities

Top Important Qualities for Vision:

- Small-town image
- Rural, farm, ranches/Historic
- Well-maintained/attractive
- Family-oriented/Community-spirited/Balanced/Friendly, inclusive
- Recreational variety, open space/ outdoor living
- Employment opportunities

Top Future Recognized Attributes:

- Small-town character
- Well-maintained (visually attractive)
- Rural, farming character
- Large amounts of open space
- Employment opportunities
- Historic, heritage preservation

The GPC also discussed the need to update data on existing conditions since 2003 in the areas of parks/open space/trails, circulation/transportation, economic development and land uses. The Committee divided into four groups to undertake the data collections over the next two months with needed-data lists provided by Dava & Associates. Three articles were distributed to the Committee on population-demographic changes, trends and economic development methods in small mid-western towns for further discussion.

- ❖ The May 14, 2012 GPC meeting was the first of some presentations on topics relating to Elements of the General Plan. Four authorities in the economic development field presented information and suggestions to the Committee. The presenters included Ab Jackson, Chino Valley Chamber of Commerce Director; Mike Fann, President of Fann Contracting; Greg Fister, Economic Development Manager for the Town of Prescott Valley; and Wendy Bridges, Assistant Economic Development Director for the City of Prescott. The informal nature of the presentations permitted interactive discussions with the GPC members. A summary of notes and highlights from the presentations follows.

Notes & Highlights on Economic Development from 5-14-12 GPC Meeting

- Change is inevitable;
 - you can try to shut down supply but you can't shut down demand;
 - if you shut down supply, the community loses its balance and mix; jobs and revenues go elsewhere; government services become reduced;
 - citizens can help to shape change for positive impact to quality of life
- Economic development is dependent on all jobs, not just sales tax-producing jobs;
 - if strong workforce is available they will produce sales taxes through purchases enabled by earnings from jobs in all work fields;
 - a strong workforce is dependant on people to do the jobs;
 - people spend money where they reside; greater economic benefits accrue when people are employed in a town where they reside
- Areas of interest to businesses requesting information about a community:
 - Infrastructure
 - Labor force
 - Education
 - Livability
- Tools needed for Economic Development:
 - Updated website – most recent census, demographic and labor force data
 - Current inventories of available business sites
 - Business licenses, bldg permits data
 - Designated person (e.g. Town Mgr/staff or Chamber Director) to discuss and answer all business related questions by prospective business owner
 - Business-friendly atmosphere & process on all levels at Town hall (clerks to dept heads to Manager to Mayor)
 - Need economic development strategy for Town revenue stream to provide sustainable services
- Strengths & Weaknesses for Economic Development in Chino Valley:
 - Strengths:
 - Workforce
 - Workforce housing
 - SR 89 frontage
 - Access to I-40
 - Suitable elevation and soils for agri-businesses

- Vineyard – can become core of tourism industry
 - Large Town-owned property (+/-800 ac Old Home Manor)
 - Weaknesses:
 - Town image is “rural/small town”, rather than “business-expanding”
 - Old Home Manor has utilities but poor access, and needs updated, realistic general master plan
 - Town has not decided what types of business/industry it wants to target, resulting in shot-gun approach
 - Methods/directions for Economic Development:
 - Town needs to have realistic expectations when targeting businesses;
 - General Plan needs to explore several appropriate places for “community core” areas and other planned business/mixed use areas, e.g. OHM;
 - Zoning code needs review/revision for home business, high tech types of business and other flexibility;
 - Research/study for grants, agencies, organizations available to augment Town’s pursuits of economic development (e.g. NACOG, NACET, APS, Low Foundation, Economic Gardening, etc) is needed;
 - Regional cooperation and/or regional organization membership should be considered for sharing marketing, business inventories, etc (e.g. CAP, GPEDP);
 - Mayor or Council members should personally welcome new businesses and personally thank existing businesses regularly;
 - General Plan Committee members should inventory properties with SR 89 frontage for size and ownership; then discuss future development ideas with property owners
- ❖ The June 11, 2012 GPC meeting continued presentations by regional authorities on the subjects of Water and Transportation. John Munderloh, Prescott Valley Water Resources Manager gave a presentation concerning water resource issues in Arizona, explaining the background of the AZ Ground Water Management Act and the five basins contained and regulated in five separate Active Management Areas (AMA). He explained that “safe yield” is a goal for a long term balance of ground water withdrawal and recharge, and the different things that are being done in an attempt to achieve safe yield as well as some of the regulations that have been put in place to help mitigate the impact on the aquifer. One of those regulations commenced in 1999 requires demonstration of a one hundred year assured water supply in order to develop and sell lots in a subdivision. He explained that the region’s natural and artificial recharges will not achieve safe yield; additional water supplies for long term economic success will be needed; without a secure water supply, there may be little growth in the economy. He added that conservation methods are in place, and explained the regional cooperation efforts as well.

Chris Bridges, Director of Central Yavapai Metropolitan Planning Organization (CYMPO) gave a brief presentation on the studies and responsibilities of CYMPO, and discussed transportation projects that have been completed and others that are in the planning stages. He stated CYMPO’s main function is regional short- and long-range transportation planning which includes roads, transit, walking paths, biking paths, etc. He explained that the population projections from prior plans have been greatly reduced after

the 2010 Census, and so plans must be reevaluated for future projects as well as planning for the maintenance of completed projects.

GPC members submitted the data collected in sub-committees for Parks/Open Space/Trails, Circulation/Transportation and Economic Development.

- ❖ At the July 9, 2012 GPC meeting, the Committee concentrated on data and discussion for projections of Land Use Assumptions, as defined in SB 1525, for a period of the next 10 years in Chino Valley. Dava & Associates presented summaries of population changes since the Town's incorporation in 1970 and demographic trends in the region over the past 10 years. Additionally, graphic representations of building permit data from 2000 through 2011 were presented, along with growth and density projections from the current Regional Transportation Plan Update report. The GPC's lengthy discussion produced three Assumptions including:
 - minimal population growth,
 - residential infill in existing subdivisions, and
 - business infill along SR 89, and
 The Committee added thoughts relating the manner and methods for future quality growth and development, and then agreed to meet on the following Monday in order to continue the discussion.
- ❖ On July 16, 2012, the GPC meeting focused again on Land Use Assumptions, reviewing the draft summary prepared by Dava & Associates from the previous GPC meeting comments. Town Manager Robert Smith presented his thoughts on conditions affecting projections including growth, infrastructure, water, business development at Old Home Manor, and other possible businesses in the region. After exchanging ideas with the Manager, the GPC continued its discussions on Land Use Assumptions. The Committee was in agreement with the previous three LU Assumptions produced at the last meeting and added three new assumptions regarding:
 - potential business development at Old Home Manor,
 - adding possible agri-business areas along Rd 1 East,
 - and potential trails implementation

The complete memo of the General Plan Committee's comments on Land Use Assumptions is attached to the report for Agenda Item # 3.

- ❖ The General Plan Committee will present their Land Use Assumptions to the Council and Commission on August 2, 2012 at a Joint Study Session.



TOWN OF CHINO VALLEY COUNCIL AGENDA ITEM STAFF REPORT

Town Council Study Session

Item No. 3.

Meeting Date: 08/02/2012

Contact Person/Dept: Jami Lewis, Town Clerk

Phone: 928-636-2646 x-1208

Item Type: N/A

Information

AGENDA ITEM TITLE:

Review of Land Use Assumptions as drafted by the General Plan Committee, presented by Dava Hoffman of Dava & Associates. (General Plan Committee)

RECOMMENDED ACTION:

Attachments

General Plan Update - Land Use Assumptions

**JOINT STUDY SESSION OF THE CHINO VALLEY TOWN COUNCIL AND
PLANNING & ZONING COMMISSION
AUGUST 2, 2012 6:00PM COUNCIL CHAMBERS**

AGENDA ITEM # 3

TO: Town of Chino Valley Mayor and Council
Town of Chino Valley Planning Commission
FROM: Dava Hoffman, Planning Consultant
SUBJECT: General Plan Committee – Land Use Assumptions
DATE: July 26, 2012

HISTORY:

In April 2011 the Governor of Arizona approved SB 1525, amending ARS 9-463.05 “Development Fees”. The new legislation imparts regulations on cities and towns regarding infrastructure plans, annual reports, advisory committees, limitations on actions and additional relevant definitions. The legislation requires development fees to be in compliance with the General Plan and its “Land Use Assumptions” defined as:

“projections of changes in land uses, densities, intensities and population for a specified service area over a period of at least ten years and pursuant to the General Plan of the municipality.”

The General Plan Committee (GPC) was appointed by the Town Council on January 24, 2012 to facilitate the creation of a new Chino Valley General Plan. The initial study centers on the Elements that are most focused on projections of changes for the future: Land Use, Circulation/Transportation and Economic Development Elements.

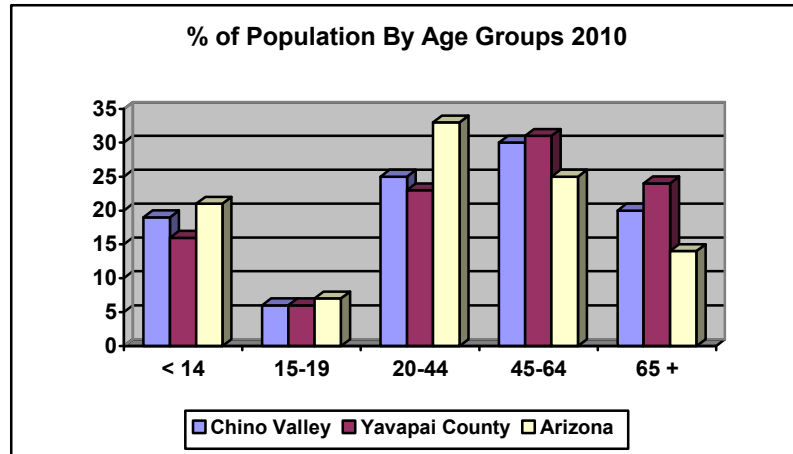
Since February, the GPC has conducted seven publicly-noticed monthly or bi-monthly meetings in order to receive information and to deliberate on these subject areas. In early April 2012, a Public Workshop was held with approximately 50 attendees to discuss and provide input on the current assets and concerns, on opportunities needed, and on qualities and attributes of the Town’s future. The results of a Public Input Questionnaire from the Workshop were tallied and displayed on the Town’s website, and were considered by the GPC in its discussions of projected future changes.

RECENT LAND USE AND POPULATION CHANGES:

During May and June the GPC heard presentations from regional authorities on topics concerning economic development, water and circulation/transportation. At their July meetings, the GPC received information on the population, demographics and building permit trends. The data from the US Census and Chino Valley Development Services Department reflect the following changes:

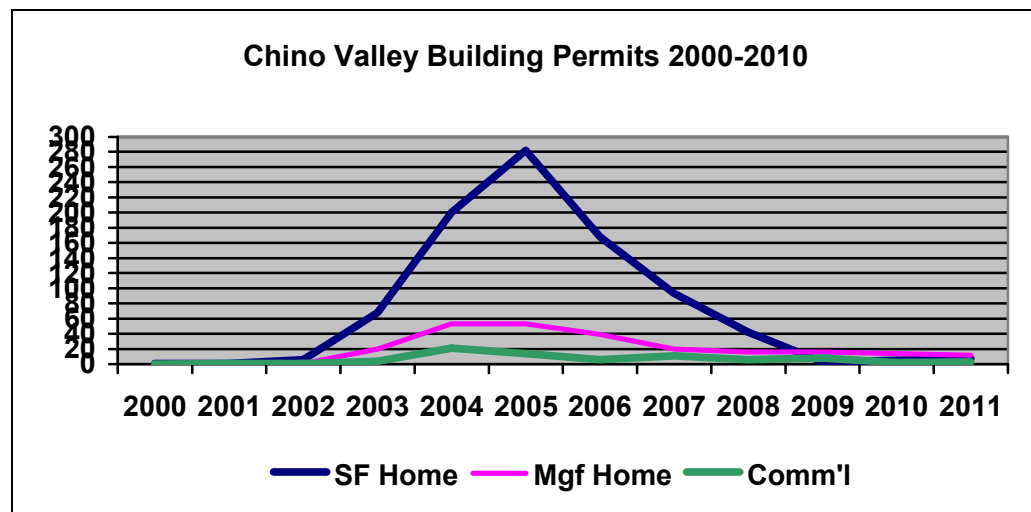
- Population and Demographic Trends
 - Declining birthrates in Yavapai County, Arizona and the US from 1970 to 2010
 - Rising Median Age in Chino Valley between 2000 (39.8) and 2010 (44.8); similar age increases in Prescott and Prescott Valley
 - Decreasing Household Size in Chino Valley between 2000 (2.55) and 2010 (2.41); similar decreases in Prescott and Prescott Valley
 - Flattening population trend between 2000 and 2010 in Chino Valley
 - In 2010, a significant portion (55%) of Chino Valley’s population is working age: 25% young adults, 20-44; and 30% middle-age adults, 45-64

- Chino Valley's young adult age (20-44) group surpasses that of Yavapai County as a whole as shown in the graphic below.



■ Land Use Trends

- Residential Building Permits significantly declining since the peak in 2005 (335 total new residential single family and manufactured homes combined) to 2010 (19 total new residential single family and manufactured homes combined)
- Flattening of new residential building permits of 19 total residential single family and manufactured homes combined for each of the last three years, i.e. 2009, 2010, and 2011
- Continued flattening of housing permits is anticipated with only 5 new residential single family and manufactured homes combined issued in the first half of 2012
- Commercial Building Permits significantly declining since the peak in 2004 (21 new commercial building permits) to 2010 (2 new commercial building permits)
- Continued flattening of commercial building permits is anticipated with only 3 new permits in 2011, and a slight increase in the first half of 2012 with 5 new commercial building permits issued
- The numbers of Building Permits and types (Single Family Homes, Manufactured Homes and Commercial) issued 2000 - 2010 are shown graphically below.



LAND USE ASSUMPTIONS:

The General Plan Committee reviewed the data on population, demographic changes and actual building permit trends in Chino Valley. They also discussed projections from another agency and possible growth scenarios. After much deliberation, the GPC suggested the following Land Use Assumptions for the next 10 years, with conditions for achieving the quality preferences for lifestyle, economic development and outdoor recreation encompassing the input received at the Public Workshop.

The following is a summary of the GPC's discussion and suggestions:

1. The Land Use Assumptions over the next ten years agreed by the Committee are the following:
 - population changes will be flat to minimal; i.e. 0.5 – 1.0% annual range of population growth, resulting in approximately 11,500 – 12,000 population in 2020;
 - land use density changes will be mostly infill of new homes built on vacant lots within existing subdivisions, after existing vacant homes become occupied
 - land use intensity changes will be mostly new small businesses infilling vacant properties along SR 89 where access to water and sewer exists
 - land use intensity changes will include some commercial and industrial development on the Old Home Manor properties;
 - land use intensity changes will include some agri-business development along the Rd 1 E areas between Rd 3 S and Rd 4 N; and,
 - some portions of the Town's Master Trails Plan will be implemented
2. The Committee also agreed that there is:
 - A need to avoid the continuance of random "strip commercial" development on SR 89:
 - by identifying types of businesses (existing and future) that are "clusters" enhancing each other and providing convenience to customers
 - by encouraging the planning (before development) of mixtures of compatible uses on properties running east or west from the commercial frontage on SR 89;
 - by emphasizing that these mixtures of uses are planned to provide convenience for all residents, pedestrians, bicyclists, and transit-users, as well as creating livable/walkable centers (e.g. residential above, behind or in close proximity to businesses)
 - by addressing the appearance of businesses and the streetscape
 - A need to encourage/enhance/market business development of small and large businesses realizing that there is a market service area of +/-30,000 population;
 - and expand water/sewer systems from Rd 5N to Rd 5S
 - and include "agribusiness" (farms, ranches, vineyards, equestrian centers) and "agritourism" (events, festivals, entertainment), augmented by cafes, B & B's, boutique-farms, wine-tasting and other types of hospitality services (e.g. "trolley" circulating tourists to various agritourism venues)
 - and consider incentives/partnering; (land leases & shared infrastructure)
 - A need to adhere to the General Plan in order to provide stability for future investments in the community
 - A need to create a "Community Vision" that is accepted and understood by residents, business people and community leaders

- A need to generate and promote a specific “Town Identity” with consistent guidelines for improvement
 - A need to identify “Community Special Places” (people-gathering places/ downtown/recreation places/civic/higher education centers); and then create “rallying points” for the enhancement/expansion of existing and future Special Places
3. Future changes beyond 10 years considered by the Committee:
- The realization of the “regional connector” on the eastside may be decades out, but will stimulate development of the large area of vacant, flat land; planning is necessary to avoid unmanaged sprawl of this area
 - The marketing of the Old Home Manor site will enhance its development, if based on a realistic plan, rather than the previous master plan; or, the other alternative is selling some or all of the property
 - Future population growth is largely dependant on state and national economies

NOTES AND DISCUSSION:

- ❖ The Land Use Assumptions for the next ten years in #1 above has been provided for the purpose of enabling the Town to proceed with its Development Fees study in compliance with SB 1525;
- ❖ The Land Use Assumptions, in #1 above, are also the core of the Land Use Element of the General Plan along with the comments in #2 and #3 as suggested by the GPC;
- ❖ The GPC has been hard at work for almost six months to produce the assumptions and suggestions in this report for Council and Commission review and exchange of ideas;
- ❖ It is hoped that the Council and Commission will discuss, deliberate and provide direction to the GPC in its continued endeavor in creating a new General Plan.