

**MINUTES OF THE JOINT MEETING
OF THE TOWN COUNCIL AND
PLANNING AND ZONING COMMISSION
OF THE TOWN OF CHINO VALLEY**

**TUESDAY, NOVEMBER 3, 2022
5:30 P.M.**

**LIBRARY COMMUNITY ROOM
1020 W PALOMINO RD, CHINO VALLEY, AZ**

Town Manager Cindy Blackmore welcomed the Town Council, Planning and Zoning Commission (P&Z), and the Matrix Group to the joint General Plan Workshop. A quick overview of the meeting was provided.

1) CALL TO ORDER; ROLL CALL

Present: Mayor Jack Miller; Vice-Mayor Annie Perkins; Councilmember Tom Armstrong; Councilmember John McCafferty; Councilmember Lon Turner; Chair Chuck Merritt; Vice-Chair Gary Pasciak; Commissioner Teena Meadors; Commissioner Ronald Penn; Commissioner David Somerville; Commissioner Robert Switzer; Alternate Richard Zamudio

Absent: Councilmember Eric Granillo; Councilmember Cloyce Kelly; Commissioner William Welker

Staff Present: Town Manager Cindy Blackmore; Development Services Director Laurie Lineberry; Senior Planner Will Dingee; Town Clerk Erin N. Deskins

Attendees: Celeste Werner, Project Director, Ed Boik, Deputy Project Manager, Heather Garbarino, Lead Planner, Bren Cox, Project Manager

Mayor Miller called the meeting to order at 5:30 p.m.

2) Presentation and discussion by Matrix Design Group, regarding general information about the General Plan Update; planning process and schedule; and discussion on existing conditions, challenges and opportunities facing the community. (Laurie Lineberry, Development Services Director)

Bren Cox, Matrix Design Group Project Manager, presented the following:

- The Matrix Design team was introduced: Celeste Werner – Project Director; Ed Boik – Deputy Project Manager; Heather Garbarino – Lead Planner. There were several other people that would be working in the background on graphics, website, etc.
- At the meeting they would cover: What is a General Plan (GP), State requirements for updating a GP, Town and Community process for GP update now and into the future, Stakeholder and community activity results; Preliminary Draft Vision Statement, public involvement activities, and an overview of the next steps.

Ed Boik, Deputy Project Manager, and Bren Cox presented the following:

What is a General Plan

- A GP was a long-term comprehensive document that was a blueprint for how the Town moved forward in the next 20 years.
- It sets the general concepts for development, city operations, and services through the year 2040.
- It conveyed the Town's future vision, including land uses, policies, goals, and implementation of programs.
- The document strengthened the community through planned growth by addressing challenges and opportunities.
- The GP was required by Arizona State Statute, which required all communities to revise, update, rewrite or write a GP every ten years.
- The Town was seeking to rewrite its entire plan.
- The current plan had several elements that would be used again and would include land use and circulation, which were required by statute. New elements would be added to include public facilities and services, natural resources, open space, environment, water, growth areas, and cost of development. Some of the new elements were required for communities with a population over 10,000.
- The GP was the foundation for planning a community. It was a broad policy and guidance document. It held the vision statement for the future and was the basis for more refined policies.
- The zoning and development codes were more refined and more specific and implemented the policies and visions of the GP. It included site development plans, setbacks, height restrictions, parking, and landscaping requirements.
- The GP helped get building and safety plans established, ensuring development was compliant with land uses, community quality standards, and construction standards.
- The GP foundation ultimately led to the certificate of occupancy, which meant the development site met all policies, standards, visions, and codes established by the Town.
- The existing GP was completed in 2014, with the ten-year mark at 2024. It gave the Town through the end of 2023 to review the current plan, go through the public process, refine, and rewrite the GP. A voter ratification, required by AZ Statute for populations over 10,000, would take place in November 2023.
- The future land use map showed the desired land use pattern and mix for the Town. It could be customized, with categories in anything the Town wanted that would fit their own character, needs, and vision. It would help the Town make better decisions on zoning and development.

Project Schedule

- Matrix would be involved in the process for approximately 12 months, from the start of the GP update through the Council adoption process. They would be available for support during the voter ratification process, but the written document would be complete.
- They were currently halfway through the process, having completed stakeholder interviews, assessment of the current GP and related documents, and they were currently in the vision and public involvement phase.
- The first community meeting would be November 21, 2022, which would begin the extensive public involvement component for the document. After the community input, they would begin the task of writing the GP elements and documents. The Town's Steering Committee (SC) would help to guide the elements and policies for the GP. The SC ensured the constituents and community were being heard.
- The 60-day draft would be released in April 2023, at which time Matrix would meet with the Steering Committee, Council, and community.

- In June, Matrix would come back for the P&Z and Council hearing for the document approval, which would then send the document through to the voter ratification phase in November 2023.

Public Involvement

- The first public involvement had been to develop the specific Town GP branding, that turned out to be a simple and elegant representation of the Town.
- The website would be the key resource for public information about the GP, upcoming meetings, and for the 60-day GP draft review.
- A community questionnaire would be posted on the website. The ID Places was a tool they used to get community feedback on issues and opportunities.
- The project website was www.MakeItChinoGeneralPlan.com. They also developed a QR Code that could be scanned to take a person directly to that website.
- The eblasts, postcards, and press releases would be released for all the Town workshops and the steering committee meetings, and would be specifically tailored to each meeting and phase.
- There would be two specific community meetings. The first would cover vision, strengths, and challenges, so they could find what was important, what was liked, and what was disliked amongst the community.
- They would go through alternative scenarios and land use mapping at the second community meeting. They had already conducted several stakeholder interviews, and they had received good input on the development of the GP elements. They would continue to talk to stakeholders throughout the community.
- The ID Places app was linked on the website and could be accessed from a computer or phone. It allowed people in the community to select from 40 different element icons that could be placed on the map with their comments, to address important areas in Town they wanted considered for the GP. Anything added could be publicly seen by everyone.

Matrix, PZ, Council, and staff discussed the following:

- Matrix had been working with the Town's Public Information Office, the Planning Department, and the stakeholders to find different avenues to get the information out, including through their own resources and connections. These people would be community ambassadors. They would also be sending postcards through the mail to get the information out to the community.
- Stakeholders were everyone in the community, and everyone was invited to public meetings (residents and business owners). Key stakeholders belonged to focus group areas. It gave Matrix the opportunity to meet with technical experts who had expertise in specific areas, such as water, real estate, and education. A list of stakeholders could be added to the project website, so the community was aware of who Matrix had met with.
- The current meeting was not advertised as a meeting that would include public comment. The Council and P&Z would address public comments at the November 21, 2022, meeting.
- The ID Places could be accessed from the Project website, www.MakeItChinoGeneralPlan.com, and a QR code. The "It" in the web address was a tagline that meant making it unique to Town. They would distinguish themselves from other areas through community input.
- Matrix was a national firm of 200 people, with 11 offices across the US. The Town's Matrix group was from Phoenix. They were a full-service, multi-disciplinary consultant firm. They had planning, engineering, transportation, environmental, construction management, survey, GIS, and military, and a broad portfolio of technical expertise. They also had graphic design and website expertise. They worked on general plans across the

US, which were highlighted for the group. With their experience, they brought a lot of best practices and lessons learned.

Vision Exercise

- The vision would define what the Town would be like in 2040. The vision statement did not describe the Town today, it described what it was in 2040, as if 2040 was the present.
- Matrix had meetings with the Town's department heads and the SC and went through the same exercises they would be doing at the current meeting, except they would be presenting the results of their earlier meetings for collective group feedback. They would be doing the exact same exercise at the upcoming public meeting. With the gathered information, Matrix would comprise and summarize the information to develop the final vision statement.
- The vision statement needed to be one that people recognized as the Town's. It would define the Town so that people who did not live in the community would know what the Town was about.
- They would do an exercise called Rapid Response, which was one word (from each person) that currently described Town.

Rapid Responses - Now: Open Land; small; quiet; peaceful; farmland; dog shows; people; rural; abundant outdoor activity; wind; friendly; water.

Rapid Responses – 2040: Unknown; small; sports mecca; rural; abundant outdoor activity; horses; housing developments; country; well-planned; beautiful; open; clean;

Your Vision for Town: A good place for family to be settled, stable, and productive; quiet small town; safe; affordable place to live and build a home; rural suburban; secure water.

Group Comments

- The future vision was difficult because the Town was rapidly changing already, and the old generation wanted a different future than the new generation. Sometimes the old generation wanted to sell their large lots, but a new generation of community members were moving to Town for the rural aspects.
- The GP was coming at a good time and would give the community the opportunity to preserve what the community loved: small, rural, safe, family community.
- In ten and twenty years, the Town was going to change. There would be development, which was their only way to keep people in the community, so they did not become a bedroom community of Prescott and Prescott Valley. They needed a business development plan. They needed the population before they had the businesses.
- Town needed a town center or town square similar to Prescott, instead of being a strip mall town off Highway 89. A major component of the GP was the future land use map, and that was something they could discuss. The highway was a key component of the town's image.

Current Vision Statement: The Town of Chino Valley is a community looking to its future that envisions diverse business and employment expansion, varieties in housing, and options in transportation; all while maintaining its valued farming heritage, recreation and environmental assets, and its small-town image.

- One issue was “looking to the future”. When writing a vision statement, it should read as if the year 2040 was now. The Group explained that “Looking to the Future” was the tagline for the Town.
- The department heads and SC did an exercise to fill in the blanks on different versions of a vision statement. The most common words from participants were:

Adjectives: rural; family oriented; peaceful.

Values: friendliness; unity; safety; sense of heritage and tradition.

Assets: open space; quality neighborhoods; recreational amenities; historic resources.

Group Comments:

- To ensure open space was a GP priority, it could be included as a category. State law required one dwelling unit per acre, so that private property rights were not being taken away. Some rural communities did not call it open space, but instead were implementing zoning that only allowed one dwelling unit per ten or twenty acres. This preserved the rural feel and vistas.
- The Group discussed that zoning was not a right, but was granted, so the Town could keep large plots of land, regardless of whether people wanted to split and sell smaller lot sizes. The GP was more than a future land use plan, it also provided goals and policies. These could be developed to support the wide-open vistas and other qualities that were important to the community. Zoning requests asking for higher density were up to P&Z and Council to determine if applications met the GP's future land use plan, policies, and goals. If it did not, they had the right to deny the application.
- If open space was part of the GP, large land purchasers would know that it could not be split and sold into smaller parcel sizes.
- Although there were many goals, not every goal could be put in the vision statement, because it needed to be short. Wish list items, such as affordable housing, would be focused on in the GP policies. The policies would ensure the Town provided the opportunity for diverse housing, including affordable housing, and then define what that would be and how much would be in the community. The policies were as important as the future Land Use Plan. If a GP did not fulfill a town's vision, it made the job of P&Z and Council more difficult, and it should be updated.
- Part of the heritage and tradition in Arizona was the value in property rights. It could be a concern if the Town became overly aggressive with what people could do with their property. Arizona statutes did not allow for properties to be devalued to nothing, which was why the State required that open space had one dwelling per acre of land.

A preliminary draft version that implemented the main ideas from over 60 submitted vision statements was presented for the Group to discuss.

Preliminary Vision Statement: Chino Valley is a peaceful, rural community, proud of our agricultural and equestrian tradition. Our shared commitment to preserving our community's expansive vistas, endless grasslands and starry night skies makes Chino Valley a desirable place to thrive.

- The Group discussed whether the statement contradicted itself by saying open space and a rural community while thriving. The Matrix team thought the Town was already thriving yet rural. Thriving was a balanced life, which would be defined through the GP policies and goals. The GP would define how much services and retail were needed to have the level of Town the community wanted.
- The Town could be a place where people came to visit for agritourism, restaurants or entertainment, and then left. They would be importing revenue.
- The Town had been doing a push for recreational tourism, which was part of the equestrian and sports activities the community wanted in the Town.
- The Group debated the importance of the visions statement to the GP.
- There was no mention of business in the vision statement.
- The draft vision statement reflected the Town currently. People fought against any development and did not want growth or change, but if they wanted businesses to come to Town, roads maintained, and another grocery store, it would not happen by maintaining the status quo.

- The Group thought the best way to keep the Town small but bring in revenue was through tourism. If they wanted people to come, they needed to build attractions like a soccer center.
- The Matrix Team suggested the language “a desirable destination, and a place to thrive,” instead of outright saying Tourism. They wanted to be sure to guide the Town about issues they could be thinking about. Destinations would bring in more lodging establishments along the highway.
- The Town had previously tried to have a racetrack, an RV park, and other things, but it seemed like anything that took away the peace and quiet was not popular with the citizens of Town. The location of destinations could make a difference with the community.
- Old Home Manor (OHM) was a business park, and the east side was recreation. It would have the equestrian center and a new RV park, and the shooting range. The idea was to build the area up to make it a destination for people to come, stay, play, and go. That was an area that could generate revenue.
- The Town also had a fourplex ballpark, but the Town did not have a place for people to stay when they got there. OHM was a great development, and it could also be a great place for off-road activities. The Town had so many outdoor activities, and with a place to camp, they would not have to go into Prescott to stay. Hotels would be important for soccer activities.
- The Matrix team summarized what the Group wanted to add: outdoor recreation and a destination place. A place for businesses was recommended. The Team would draft several new vision statements and revise the current one.
- The Group discussed if agriculture was still a viable option in Town. Agriculture was too expensive because of the water situation. The only growing business that was doing well was the marijuana business. The Group discussed if agriculture was appropriate in the vision statement. It was part of their heritage, but it was not part of the Town any longer, and did not belong in the first sentence of the vision statement.

Preliminary Strengths and Challenges

- They asked the Department heads and the SC the strengths and challenges for different topics, including land use, transportation, recreation, economic development, parks, and public facilities.

Strengths:

Public Services and Facilities – Library and senior center services; Engaged and caring staff
Open Space and Recreation – Trails and outdoor recreation; natural areas; recreation facilities; aquatic center; and dark skies.

Land Use/Economic Development – OHM; Yavapai College – Chino Campus; lots of available land for development; horse/ag residential properties.

Challenges:

Public Services and Facilities – Struggles with maintenance costs and lack of funding; trash and recycling services.

Land Use – Lack of community gathering space, no town center; “I’m here, close the gate; Manufactured housing; storage units; poop image.

Economic Development – Lack of workforce; Lack of water/wastewater infrastructure; More retail/shopping needed.

Strength and Challenge Exercise

- The Group would write additional strengths and challenges they wanted to add to the list. Water was brought up as a challenge, which would fall under Land Use. Due to time

challenges, the group submitted their cards without reviewing.

Next Steps

- The next meeting would be the Community Meeting on November 21, 2022, 6:00 p.m., at the Territorial Elementary School. The group was encouraged to be ambassadors to get people to attend the meeting. The Town would be advertising the meeting through social media, the radio, and other outlets. It was suggested that people use Nextdoor to advertise.
- The GP Town website had a place to sign up for their e-mail list, so that people would get emails about meetings and other things.
- The Team would be working on the document with the information gathered.
- In February there would be a second SC meeting with their findings. Matrix would also be reaching out to the Group with the information they had gathered.

3) ADJOURNMENT

The meeting was adjourned at 7:01 p.m.



Jack W. Miller, Mayor

ATTEST:



Erin N. Deskins

Erin N. Deskins, Town Clerk

CERTIFICATION:

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Regular Meeting of the Town Council of the Town of Chino Valley, Arizona held on the 3rd day of November, 2022. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 13th day of December, 2022.

Erin N. Deskins

Erin N. Deskins, Town Clerk