

Minutes
Town of Chino Valley
General Plan Committee
April 8, 2013

The General Plan Committee of the Town of Chino Valley, Arizona convened for a regular meeting on Monday, April 8, 2013 at 3:30 P.M. in the Chino Valley Council Chambers, located at 202 N. State Route 89, Chino Valley, Arizona.

Dava Hoffman, Dava & Associates, Inc, Consultant, called the meeting to order at 3:30 P.M.

Members Present: Ron Romley, Cheri Romley, Marti Klein, Celia Vander Molen, Trisha Lamb, Frank Perkins, Tom Payne, and John Morgan

Members Absent: Dan McGuire, Nancy Best, Michael Edmonds, Edward Steinback Vanessa Herb, Norm Freeman.

Staff Present: Mary Brasher, Administrative Clerk

1) WELCOME AND REVIEW

- Review of March 11, 2013 GPC Meeting Minutes – Accepted

2) DISCUSSION:

- Continue to Review/Discuss Committee Members' Ideas and Descriptions of Community Core Areas, and
- Continue to discuss ideas for Types of Acceptable Land Uses Located Close to Neighborhoods.

Dava asked committee members to give their ideas about what types of uses, and what these uses should look like within the core areas. Dava presented the ideas that she compiled from different committee members prior comments.

- Cores: a sense of place, Smart Development, walkable and compatible, multi-family, single family, restaurants, entertainment areas easy to walk to, architecture, gathering places
- Core Edges: walkable to dog parks, sensible paths, natural area protection,
- Connections: unique transportation, agri-businesses, seasonal farmers markets and
- Town identity: Gateway/entries, branding

Celia Vander Molen showed a visual of what she felt was appropriate uses in the core areas as well as at the edges of the core areas. This visual showed businesses, walkable areas, gathering places and a variety of uses.

Dava asked everyone to imagine themselves in one of the cores and asked what they hear, smell, and what are they doing.

Committee members commented they saw the main core containing bakeries, farmers markets, delis, coffee shops, flower shops, chestnut and popcorn vendors, and colorful (umbrellas, flowers, plants, etc) walkable areas.

Committee members discussed future transportation plans and how that would impact and influence the community cores, and other areas in Town. They also discussed how medical marijuana facilities may impact the core areas as well as the other areas within Town.

It was mentioned that the roundabout which was originally planned for Perkinsville Road, has been removed from ADOT's 5 Year list of construction projects, but that the Town was in the process of trying to get it back on the list because of the importance that roundabout has for the Town and the installation for sewer extension under SR 89. Committee members commented that if this roundabout is not included, it would potentially impact the timing of development of the Perkinsville Community Core.

Committee members felt the Road 2 North core would be the first to develop because it already has commercial businesses. It was felt that it would expand with the future branch extension of tourist shuttle route along 2 North. Potential development of the 160 acres west of the Walgreen's for mixed uses, such as higher density residential, retail, public gathering spaces, services, providing connection toward the north campus of Town Hall, Memory Park, senior center, and schools.

The initiation of a preliminary study was approved by the County Supervisors to look at the section from Williamson Valley Road to Reed Road as a connecting point. The Committee thought this extension would be a positive asset to the Town. They again discussed some of the plans that ADOT has in the works and how those plans may affect the Town.

Committee members agreed that the primary uses they established prior for each core was still valid. The character of each and how they work together to enhance each other will be their next focus.

Tom commented that the Town is looking at six different sections up and down the highway for expansion of water and sewer. Each section may be done independently, eventually being tied in together. What sections will be done and in what order is unknown at this time because the expansion is dependent on funding, the possibility of a special property tax or other funding mechanism and criteria.

One committee member commented that it was a shame that this committee is trying to formulate a General Plan, yet are not given pertinent information from the Town that would affect what this committee is trying to do.

Committee members discussed the water and sewer issues and how the lack of this infrastructure may be what keeps the Town from developing. Dava commented that if the lack of growth was due to not having infrastructure, then why isn't there more development near the Days Inn property where there is both water and sewer? Some committee members thought that the state of our economy is keeping commercial enterprises from expanding. It's apparent there are other reasons why there is no commercial expansion, and it is not solely because of the lack of infrastructure.

Dava commented that regardless of what the Town, ADOT, and other entities might be doing, the committee still needed to focus on how they want the Town to look. She asked committee members if the issue was really the use of a piece of property, or how it was constructed. Could all uses be appropriate if the buildings are built in a way that makes them compatible to residences?

Committee members felt that if it is built right, and there are buffering techniques in place, then it should be able to fit in a neighborhood. If done properly, there should be no reason not to have small nodes of businesses within walkable distances from residence. These would essentially be located at the edges of the main cores and may be placed in outer areas beyond the ten year scope.

It was felt that the Road 2 North core area and the current commercial businesses would attract more people if it had some character, and was a safe walkable area.

Dava wondered if there was a way to work with existing businesses, and the vacant parcels around them to do some kind of in-fills; possibly a new building in the parking lot area and others that were placed facing each other with the parking in the middle and behind the buildings. This would create a more pedestrian, human scale approach.

Committee members discussed different ways to soften up the way business along the highway looks, and what can be used to make some of these areas more walkable.

Some of the suggestions were: the use of pavers, xeroscape landscaping, water harvesting, drought tolerant plants, lights, and sidewalks. It was thought that if one business does it, then others will follow. It was also suggested that the General Plan have some visuals that could be presented to give builders an idea of the different characteristics and styles that the Town is looking for with new development; it was mentioned that there are two prevalent styles in Town that could be called: Ranch Style and Contemporary Southwest Style.

It was suggested that a greenbelt could be used for buffering between commercial and residential properties, and would provide a walkable area.

Committee members agreed with uses in the core edges and other nodes near residential neighborhoods could include generally small businesses, such as coffee shops, general store, small hotel, retail stores, small appliance repair shops and apartments or townhouses. These businesses and residences would need to have a character that would make it compatible to the neighborhood area. They would also need to be buffered appropriately from residential structures possibly using a combination of berms, walls, landscaping, and greenbelt, walking paths, distance requirements and traffic-calmer in parking/driveway areas

It's important to establish a visual characteristic for the different area types and the consistency in applying these measures to each property, with enough variety to avoid monotony, such as long continuous walls. Focus needs to be on the pedestrian level.

Tom notified the committee that the Chamber of Commerce has a new director who will start on May 2, 2013. Tracy, the new director, comes from the Camp Verde area with chamber and tourism experience. Tom was going to attempt to have her come to a GPC meeting, but she will be doing the radio show and will have the same conflicts as the last director.

3) COMMENTS - Pertaining to the General Plan

- Committee comments
- Public comments

4) NEXT STEPS

- Homework: Look at the core area along Road 2 North and see how some of the Committee ideas could be implemented. Dava will compile the Committee comments from this meeting and send a memo to aid members in this pursuit.
- Next Meeting – the GPC agreed to move up the next meeting to May 6, 2013.

5) ADJOURN – 6:20 p.m.