

Minutes
Town of Chino Valley
General Plan Committee July 9, 2012

The General Plan Committee of the Town of Chino Valley, Arizona convened for a regular meeting on Monday, July 9, 2012 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: Michael Edmonds, Celia Vander Molen, Dan McGuire, Nancy Best, Frank Perkins, Trisha Lamb, Tom Payne, Ron Romley, Cheri Romley, Edward Steinback, Marti Klein, Norm Freeman, John Morgan

Members Absent: Vanessa Herb

There were no members of the public in attendance.

Staff Present: David Nicolella, Associate Planner, Mary Brasher, Administrative Clerk

1) Welcome

- Review of June 11, 2012 Meeting Minutes – Minutes accepted as written.

2) Land Use Assumptions – Changes Over Next Ten Years

- Dava gave a brief presentation on demographic trends over the past 40 years and the census data that has been collected. The Land Use Element is a significant part of the General Plan (GP) and the legislature passed SB1525 which requires that Land Use Assumptions be adopted by the end of the year. Land Use Assumptions are defined as projections of changes in land uses, densities, intensities and population over a period of ten years and pursuant to the GP. Dava went over the population trends, the percentage by age groups, and the current changes in student enrollment. She outlined some of the differences between CV, Prescott, and Prescott Valley pertaining to the types of services offered and how they were originally implemented. She also commented that in CV the median age is increasing while the population is decreasing. However the trends show that CV is primarily occupied by the working class age group which should provide for a good work force. There is no way to accurately know why there is a decrease in student enrollment, it could be that students are attending in other area or the fact that the birth rate is down. Looking at these trends they need to start looking at the future densities, population etc.
 - The Committee agreed that over the next 10 years in Chino Valley:

- 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 would be mostly infill of new homes built on vacant lots within existing subdivisions, after existing vacant homes become occupied
- land use intensity changes would be mostly new small businesses infilling vacant properties along SR 89 where access to water and sewer exists
- 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)
 - 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 “Town Identity” for Chino Valley
 - 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 Special Places & future Special Places

- The Committee considered future changes beyond 10 years:
 - The realization of the “regional connector” on the eastside will stimulate development of the large area of vacant, flat land, but planning is necessary to avoid unmanaged sprawl
 - The marketing of the Old Home Manor site will enhance its development, if based on a realistic plan; or, the other alternative is selling the property
 - Future population growth is largely dependent on state and national economies

3) Comments

- Committee Members: Many members felt that Chino Valley is a relaxed community and people come here to retire. Conveniences will bring in the population. Businesses need to know there is stability and consistency. Clean up the appearance on State Route 89 as well as establish some mixed use areas. CV also needs to enhance its marketing.
- Public Comments: None

4) Next Steps:

- Homework: Think about the vision for a Town identity, a downtown area and what that would look like.
- Next Meeting: 3:30 p.m. July 16, 2012

The meeting adjourned at approximately 6:10 P.M.

Prepared and Dated This 12 Day of July, 2012

By: Mary Brasher, Administrative Clerk