

Minutes
Town of Chino Valley
General Plan Committee
July 15, 2013

The General Plan Committee of the Town of Chino Valley, Arizona convened for a regular meeting on Monday, July 15, 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, Celia Vander Molen, Trisha Lamb, Nancy Best, Michael Edmonds, Edward Steinback, Robert McCaullay.

Members Absent: Dan McGuire, Frank Perkins, Tom Payne, and John Morgan, Vanessa Herb, Norm Freeman.

Staff Present: Mary Brasher, Administrative Clerk

1) WELCOME AND REVIEW

- Ms. Hoffman suggested a moment of thought in memory of Wade Parker and the other Prescott Hotshots who perished in the Yarnell Hill Fire.
- Ms. Hoffman introduced Robert McCaullay as the new member who will be replacing Marti Klein. (Marti Klein resigned as she plans to leave Arizona soon)
- Ms. Hoffman introduced Tracie Schimikowsky as the new Director for the Chamber of Commerce.

Both Mr. McCaullay and Ms. Schimidowsky gave a brief summary of their work history and what brought them to Chino Valley.

- Review of June 10, 2013 GPC Meeting Minutes – Accepted

2) DISCUSSION:

- GPC Ideas for future uses in Community Core at Rd 2N/SR 89.

Celia Vander Molen displayed an illustration that she created showing the Rd 2N/SR 89 core that the committee identified. The illustration showed a conceptual lay out for the orientation of buildings closer to the road to create a more intimate setting with parking placed behind the buildings. The illustration showed the placement of sidewalks, walkways, and street tress that could be utilized to create pedestrian connections, and the potential for a parking area behind Walgreens at Road 2 North. The illustration included

buffer areas that included parks/greenbelt nodes between the commercial and multifamily areas and going into the single family residential. Ms. Vander Molen indicated that she wanted to implement pedestrian connectivity because currently everything is disconnected and not comfortable for people to walk.

Dava thought placing buildings closer to the road would help to create a sense of place, and the addition of shade trees will enhance pedestrian walkways.

There was a consensus among committee members that a layout that creates an inviting affect will enhance the Town. Pedestrians crossing the street are a safety issue and members felt that contrasting colors, textures, and design to enhance crosswalks would improve safety. Members agreed that SR 89 is the first thing people see when they come into Town and felt that creating a softer appearance with landscaping is what is needed. They indicated that all commercial, multi-family, and industrial should be required to install and maintain landscaping and other improvements, and that Town Officials should not grant waivers from that requirement. They felt that developers are willing to comply with the codes, but they want consistency so they know exactly what is needed.

Ms. Hoffman stated that it might be a good idea to find developments with landscaping that Committee members felt is appropriate and use that as an example that could be recommended to Town Officials for changes to that particular code.

Ms. Hoffman commented that maybe a volunteer program could be implemented to help with the planting and maintenance of landscaping. She stated that the “over the hill gang” in Prescott go all over and build trails. Volunteers are often able to accomplish more than government when funding is limited.

Some Committee members commented that the Town was not volunteer friendly. They commented that utilizing students for volunteer work would be an asset to both the Town and the students. One member commented that the “Antelope Gardening Club” goes around and installs plants at different locations to make businesses look better, and hold fund raisers to pay for the plants.

Ms. Hoffman asked if they have been recognized by Council. Committee members indicated they have not, and felt they should be recognized.

- Information update on Transit System – Ron Romley

Mr. Romley gave a brief overview of how the transit system currently operates in the Town and how it got its start. The transit started with just one trip every other week to the mall. Originally the bus only carried a couple of people at a time and cost two dollars. With his experience on the Council, and participating on the CYMPO board, Mr. Romley was aware of different funding sources that enabled him to learn how a transit system could work. There is a funding source that will count the volunteer’s time as a match rather than money for funding. Over time other people who had knowledge in other areas

got involved and together they were able to create the transit system that is in operation today.

The transit system has done over 500 drive days without missing a single route. The volunteers are always there to make sure the buses get out and the route is completed. These volunteers do not get paid and have 40 hours of training that must be completed, and yearly training that must be maintained.

Mr. Romley stated that volunteerism works, if you just give it a chance. One driver has been there for three years but now wants to do something different and so they are looking to entice him with something from Yavapai Regional Transit.

Mr. Romley stated that they are now able to pay those drivers that want to get paid. They plan to be running the buses 12 hours a day with 5 buses. This will require them to hire more drivers, and of course there are other logistics to work out, but they are confident they can do it. They have started the process to become a 501C3 for gathering advertising and fund raising, and they also have a 501C4 for the entire group operations. They are planning to expand to accommodate the job market. Salvation Army came to them indicating their employees would use the transit system to travel to work. Currently they are only running 6 hours a day, but will go to 12 hours to help accommodate more riders and more destinations. They plan to include 4 more stops in Prescott Valley which would be the entertainment district, library, hospital, and Yavapai College.

Ms. Hoffman asked if there is a combination of paid and unpaid drivers.

Mr. Romley indicated that was correct. They have one driver who volunteers but would like some help with fuel for him to travel from Williamson Valley to Town. This volunteer has been doing this 2 times per week for the last 3 years as well as attending meetings. Mr. Romley stated they think they found a way to help him with his gas expenses. Mr. Romley went on to say that they will have a park-n-ride at Safeway with a bus coming every one hour and thirty minutes. They will stick with the current route, but right now the drivers divert off the route to accommodate their riders, which causes them to get a bit off the schedule. With the addition of more busses and destinations the assurances of diverting from the route should lesson and allow the buses to stay on schedule. People are working on different aspects of this expansion including creating a web page, advertisement, brochures, and fund raising techniques. Mr. Steinback created a system for tracking every stop, every rider, and the frequency of riders which enabled them to determine their expenses. When ADOT learned of this system and its success, they implemented it.

Mr. Romley stated they are hoping to get a bus shelter at Yavapai College that will also be used as an advertisement structure, and they hope to accomplish the same thing at both Wal-Marts. They need to raise more money to do this, and are reaching out in different directions for funding. This transit system gives the elderly with an option for getting around giving them their independence. He also felt that if a transit system was in place it

would contribute to the Town's economic growth. Mr. Steinbeck indicated data is available.

- GPC ideas and update re: a potential special area project at the SEC Rd 2N/SR 89.

Mr. Romley commented that the property on the southeast corner of 2n/SR 89 has been vacant for at least 7-8 years. In the past there has been a National Bank and a Tasty Freeze at that location. He was working on a couple of things and Ms. Romley called the real estate person and mentioned to them that if the appearance of the property could be enhanced they might be able to sell it. The real estate person said for them to put a proposal together and they could talk. Mr. Romley stated he had a couple of informal discussions with the property owner and the concern was with liability. In talking briefly with the Town Manager, he indicated that something could be worked out.

Mr. Romley thought the property could be utilized as a day park and so he spoke to the president of the Rotary Club who indicated they were looking for a project. A park would enhance this intersection as well as give an area for people to sit. The property for the most part only needs some clean up and there is already a trail over to the Family Dollar and if they could get permission for people to park at the store they could make a path through to the park. There is a well and electrical power there, but he didn't know who would pay the power bill in order to utilize the well to water grass.

Ms. Vander Molen suggested the use of artificial turf.

Mr. Romley thought this was a project that needs to be moved on.

Mr. McCallay wondered if Impact Fees could be utilized for this project. Mr. Romley indicated they would prefer not to ask the Town for money.

Mrs. Romley stated the real estate person wants someone to carry liability insurance and so we asked the Town if that is something they would be willing to cover.

Mr. Romley stated the project would have to be a cooperative effort but felt the outcome would be an asset to the Town. Committee members discussed different ways the property could be utilized.

Committee members discussed the activity that was taking place at Old Home Manor and wondered if permits had been pulled. They discussed the sewage treatment plant, the shooting range, and the interest that others have shown in the property. Committee members went on to discuss the different things that the Town might do with the property. They discussed the surveys that had been sent out to citizens and how those surveys were worded. Mr. Romley commented that Old Home Manor has the potential for major changes.

Dava commented that we have to look at the big picture, we are trying to create a community core and if you try to make Old Home Manor the center of Town what

happens to the rest of Town. Ms. Romley indicated that she didn't see Old Home Manor as the center of Town.

Dava commented that we need to think about what generates people. Pedestrian areas clustered with homes and activities. She sees Old Home Manor as a great employment base, maybe solar as Mr. Edmunds suggested; there is plenty of land out there for these different uses. But moving the Town's focal point out that far could have negative consequences on the community.

Committee Members discussed the conceptual plans for the Town Hall complex and thought that might be considered the center of Town.

Dava agreed, but didn't think there was enough vacant land around this area. There is a lot of vacant land around Road 2 North to the west and that is why the GPC looked at that area as a core that would expand first. What might give credence to Center Street expanding would be a connection from Center Street to Williamson Valley Road. The need for additional parallel routes in and out of the community is evident.

Mr. Romley commented that if a shopping center or other businesses came into the south end of Town, and there was a connector road, this would change the dynamics of the whole Town. He thought the Town will see major changes as well once ADOT finishes the construction at the South end of Town.

Committee members discussed State Route 89 and how the speed limit is too fast for viewing businesses. Some felt that unfortunately ADOT would probably not agree to lower the speed limit. Realistically the Town attracts the smaller businesses to the area and the speed limit is a problem. The possibility of a unique architecture may enhance different businesses making them more visible and more inviting to motorists going through Town.

- General Discussion of parks, recreation and Open Space.

Dava stated the Committee still needed to discuss open space, what it is, why it is necessary, what it is for, and how should the Town go about getting open space. Is open space really necessary with the changing demographics of older citizens? Dava commented that she thought they should get focused and should orient going to Council with some particular items. Take them something different from the typical General Plan, such as a special project similar to what was discussed for the corner of R2N/SR89.

Dava asked if Committee members would like to move the discussion of open space to the next meeting and maybe have an update on the extension to Williamson Valley Rd.

Committee members thought that was an excellent idea.

Dava thought that maybe someone from the "Over the Hill Gang" could come and give an informative talk on how they got organized and what exactly they do, and the logistics of it. They have done projects on property that belonged to the City of Prescott and

maybe they could tell us how they went about getting the City's support for the use of volunteers in this fashion.

Mr. Steinback thought they also needed to look at joint venturing some of these things with developers.

Tracie Schimikowsky informed the Commission about the "tools for business" that the Chamber of Commerce is getting up on their website. This link provides an inventory of properties available in the Town. This link also offers other useful information about the property including how to contact the seller or agent. The site is an information highway for anyone interested in business, retention, expansion, new business, and has questionnaires that will walk you through whether you need to form an LLC, corporation, partnership, or whatever. She stated that you do not need to be a chamber member to use the site, it is available to everyone.

3) COMMENTS - Pertaining to the General Plan

- Committee comments - None
- Public comments - None

4) NEXT STEPS

- Homework: None
- Next Meeting – August 12, 2013

5) ADJOURN – 6:15 p.m.