

Minutes
Town of Chino Valley
General Plan Committee September 23, 2013

The General Plan Committee of the Town of Chino Valley, Arizona convened for a regular meeting on Monday, September 23, 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: Celia Vander-Molen, Trisha Lamb, Michael Edmonds, Edward Steinback, Ron Romley, Cheri Romley, Frank Perkins, Robert McCaullay

Members Absent: Nancy Best, John Morgan, Norm Freeman, Dan McGuire, Tom Payne

Staff Present: Ruth Mayday, Planner, Mary Brasher, Administrative Clerk

1) WELCOME AND REVIEW

- Review of September 9, 2013 GPC Meeting Minutes – Accepted

2) DISCUSSION FROM LAST MEETING AND HOMEWORK:

- Discussion: Land Uses for Old Home Manor.

Dava displayed the map that showed the current uses and possible proposed uses for Old Home Manor (OHM). The area the committee focused on were the 280 acres that are centrally located and available. Committee members agreed that the entire frontage along Perkinsville Road should be delegated for commercial uses such as some retail, restaurants and offices. This commercial area would provide a buffer to the rest of the property. The area on the west side of OHM Park/ball fields could be suitable for moderate-income rental housing and RV parks. They felt the rest of the 280ac central property should be designated for permanent and temporary recreational uses and designed around a centrally located and shared, paved parking area. Members agreed that the property could accommodate both permanent and leased short term uses and there was potential for multiple partnerships that could be created to accommodate different events throughout the year to utilize the property to its fullest, and generate some income. It was suggested that a multipurpose building and a covered arena could accommodate a lot of different uses and could be utilized by the college as well. Committee members suggested the following temporary uses: carnivals, amusement park, go cart track, equestrian events, car shows, concerts, meeting areas, overnight RV parking to accommodate those who attend events, such as the dog show.

Committee members felt they were creating a building block for the next group that will be doing the next General Plan update in 10 years. They also thought it was important to have a clause in any agreement that the profits from activities from OHM shall be reinvested back into the OHM property until the land has been utilized to its potential, before the funds could

be used in other areas in Town. Members also want some language that will ensure that design standards apply to OHM as well as other commercial developments within the Town.

- Discussion: Development-Compatibility Criteria/Methods for Fairness

In response to previous GPC discussions, Dava suggested that the Town needs to create standards for development, and the policies needed for enforcing those standards. Committee members stated that the Town needs a managed approach to working with people and new businesses and it should be a welcoming policy. Members also thought it was important to have a marketing person or team to encourage new businesses. Committee members suggested the Town contact the area colleges to see if something can be arranged to utilize their students and latest technology to put together a business marketing plan.

There needs to be a comprehensive packet that explains every requirement for a business to build in the Town. It was suggested there could be a mentor that will walk an applicant through the process, and a representative that will ensure that staff is enforcing the standards equitably and fairly.

Dava commented that a method needs to be in place to ensure that the Town's "needs list" is kept up to date and suggested that Council and Commission could have an annual retreat to update their "needs" list. There also should be a method in place for expediting a "need" development. Also an appeal process for those who wish to do something that does not fit strictly with established development standards; perhaps some type of review board that will hear these items and that the board's decisions would be final, to keep it out of the political arena.

Ruth Mayday stated that when she worked for another entity they had what was called an Initial Project Review where an applicant submits plans, and numerous departments inform the applicant of all details that will enable them to have a successful project. There is also a neutral third party that an applicant can go to if they do not understand something, or if there is conflicting information. This system streamlines the development process. Dava commented that the Town has a Technical Review Committee but it is not comprehensive enough.

Committee members agreed there needs to be reliable, consistent and equitable treatment to potential developers from our elected officials as well as staff, and politics should not be a part of the equation.

Committee members felt there needs to be some flexibility as well, and that an incentive program may be the way to accomplish that. The Town could offer incentives such as reduced business license fees or credits, sales tax rebates, and water and sewer buy back for large employee based businesses.

3) COMMENTS - Pertaining to the General Plan

- Committee comments- None

- Public comments- None

4) NEXT STEPS

- Homework: Email comments to Dava on GP Drafts for those who cannot make the meeting on October 15, 2013
- Next Meetings: GPC/P&Z Commission Joint Study Session October 15, 2013
GPC/P&Z Commission Joint Study Sessions November 5 and 19, 2013
GPC/P&Z Commission Joint Study Session December 3, 2013

5) ADJOURN: 5:45 p.m.