

1. Agenda

Documents: [AGENDA OCTOBER 15 STUDY SESSION.PDF](#)

2. Packet

Documents: [PACKET OCTOBER 15 STUDY SESSION.PDF](#)

**TOWN OF CHINO VALLEY
JOINT MEETING NOTICE
PLANNING AND ZONING COMMISSION
AND GENERAL PLAN COMMITTEE**

**WORK STUDY SESSIONS
October 15, 2013
6:00 P.M.**

**Council Chambers
202 N. State Route 89
Chino Valley, Arizona**

AGENDA

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. DISCUSSION ITEMS**
 - A. Draft review of the Town of Chino Valley General Plan.**
- 4. PUBLIC COMMENTS**
- 5. ADJOURN**

A copy of the agenda and background material provided to the Commissioners is available for public inspection at the Marion Lassa/Chino Valley Library, 1020 W. Palomino Road, Chino Valley, Arizona.

Further details may be obtained by contacting Development Services Department at 1982 Voss, Chino Valley, Arizona (928) 636-4427. The Town endeavors to make all public meetings accessible to persons with disabilities. With 72 hours advance notice, special assistance can also be provided for sight and/or hearing impaired persons at public meetings. Please call 636-2646 (voice), 636-1787 (TDD) or use the AZ Statewide Relay Service at 1-800-367-8939 (TDD) to request an accommodation to participate in this meeting.

In accordance with Chapter 3, Title 38, Section 38-431.02 Arizona Revised Statutes, public notice is hereby given that four (4) or more members of the Mayor and Town Council may be present at this meeting.

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P&Z Joint Work Study Session

Meeting Date: 10/15/2013

Submitted By: Mary Brasher, Development Services

Information

Subject

Draft review of the Town of Chino Valley General Plan.

Attachments

Intro GP

Intro GP 2

Elements

Elements 2

Chino Valley General Plan • 2014

A MANUAL FOR CREATING A COMMUNITY-INSPIRED GENERAL PLAN

DRAFT

What is a General Plan?



Simply stated, a General Plan is an expression of the community's intent to improve its local conditions and protect its attributes for the future. A General Plan provides a basis for decision-making for long-range community development and identity.

The Arizona statutes define a General Plan as "a municipal statement of land development policies, which may include maps, charts, graphs and text which set forth objectives, principles and standards for local growth and redevelopment."

A General Plan is based on a community's vision. The General Plan contains analysis and discussion of many aspects of the community: its background, its current conditions and its future aspirations. The Chino Valley General Plan is a product of many long discussions by community residents and business people over many months. The General Plan is based on the comments and aspirations of Chino Valley citizens.

How is a Community-Inspired General Plan created?

Step 1. Start by asking what you think about your community:

- *What do I like most about it; what don't I like so much; what could be improved?*

These questions were asked of and answered by the members of the Chino Valley General Plan Committee, appointed by the Town Council, as well as Members of the Community who attended public workshops and meetings. Here is a summary of their answers:

Three Most-Liked/ Greatest Assets Currently in CV	Three Not-Liked-So-Much/ Greatest Concerns Currently in CV	Improvements/ Additional Opportunities Needed in CV
• Small town lifestyle • Scenery, open space • Air, water quality 	• Lack of employment, business opportunities • Water resource management • Neighborhood upkeep/ Road improvements	• Business expansion: job variety/ industrial-park employment/neighborhood shops, cafes/major retail stores/a developed "Community Core" (central business/public place) • Parks and trails • Health and medical care facilities

Step 2. Analyze the answers; then ask:

- *What do I want the community to be like in the future?*

Community members and the General Plan Committee addressed this same question with the following responses as summarized here:

Top important qualities for the Chino Valley Vision:	Top attributes that Chino Valley should be recognized for in the future:
• Small-town image • Rural, farm, ranches/ Historic • Well-maintained/attractive • Family-oriented/ Community-spirited/ Balanced/Friendly, inclusive • Recreational variety, open space/Outdoor living • Employment opportunities	• Small-town character • Well-maintained (visually attractive) • Rural, farming character • Large amounts of open space • Employment opportunities • Historic, heritage preservation

Step 3. Think about these qualities and attributes for the future, and ask:

- *What is My Vision of Chino Valley?*

A “vision” is the anticipation of what may come to be. In a “Community Vision”, it is a statement of the community’s attributes that should be enhanced, encouraged or protected by the Goals of the General Plan.

The Community Vision may be represented in a few words, phrases or sentences, as in the example below that is based on the input from the Chino Valley community and General Plan Committee.

Step 4. Make sure that everyone has an opportunity to participate in the Community Vision by creating an extensive Public Participation Program.

- *How can I participate?*

A Public Participation Program is required by Arizona statutes for each city or town to create a program that promotes information to and participation by the public in the study and production of its General Plan.

Public Participation Program

Any member of the community may participate and be heard at any of the meetings, workshops, briefings and Public Hearings that are outlined in the Community Participation Plan. All meetings are posted in public places and on the Town’s website; and informational materials are also provided.

The Vision

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.

A Community Participation Plan was approved by Resolution of the Town Council in February, 2012 and includes:

- The appointment of a General Plan Committee with regularly scheduled and publically noticed Open Meetings
- The public noticing and production of agendas and articles for Public Workshops and for Public Briefings to the Planning Commission & Town Council
- The Distribution of the “Review Draft General Plan” for a minimum 60-day review period
- The public noticing of the Planning Commission’s Public Hearing for considering of the Review Draft General Plan
- The public noticing of the Town Council’s Public Hearing for action on the General Plan
- Other public outreach measures

A summary and a review of each of the components that form the General Plan is explained in the next sections, but first, let’s get familiar with some General Plan terms.

Terms Used For Creating A General Plan

Community: People sharing a common place, lifestyle, or character; and people sharing a common vision.

Community Core: An area where some uses or combination of uses are more concentrated than in other areas of a community and may contain various residential and **mixed uses** (see below) with differing focus, such as entertainment, recreation, education, healthcare or civic centers.

Consensus: Collective judgment; general agreement.

Elements: Subjects or components addressed in the General Plan, mandated by Arizona Revised Statutes; for municipal population under 50,000, primarily: *Land Use, Circulation, Growth Areas, Open Space, Water Resources, Environmental Planning, Cost of Development.*

Goals: The general aims for accomplishing aspects of a community vision through actions of the public and/or private sectors.

Growth Areas: Areas that are suitable for development particularly where infrastructure and transportation systems are planned for expansion to support a concentrated variety of land uses.

Strategies: Objectives or policies for achieving goals.

Steps: Suggested specific actions for accomplishing strategies and goals; steps may be immediate or phased over periods of time; and may identify possible responsible parties.

Mixed Use: A location, property or building that contains a variety of land uses with functional inter-relationships such as residences, offices, retail businesses and civic, educational or religious institutions, and where the development contains an integrated, cohesive design, often with shared access, parking and pedestrian amenities.

Place: A location or setting in which people live or come together.

Sense of Place: The essence of a locale that attracts people, offering opportunities for social interaction, networking and amenities supporting enjoyable living.

Sustainable Planning: A lasting design combining economic, social and environmental features for the livability of future generations.

Vision: The anticipation of what may come to be in the future.

Walkable: Pertaining to distances easily walked by an average resident to desired destinations that are safe, barrier-free and enhanced by pedestrian amenities, such as shade and seating.

What are the parts of a General Plan?

The General Plan contains Goals and Strategies aiming at consistent achievement of the Community Vision. The General Plan is divided into three Parts summarized here. It begins with a brief community overview of Chino Valley's current conditions.

Part 1 • What is Chino Valley like today?

Place

- Where is it located?
- How it looks: scenery, climate, vegetation, terrain, wildlife

Character and Lifestyle

- Is it small-town or big-city?
- Historic or new?
- Spread-out or compact?
- Country-farming or technical-industrial?
- Is it vibrant, laidback or both?

Population / Demographics

- Is the population mix a balanced or uneven distribution of age groups, household sizes, etc?
- What are the recent trends in median age and family size?



ELEMENTS

A General Plan explores the following study areas, known as “Elements”. The Elements are primarily required by Arizona statutes. Elements consist of base information describing existing conditions and Goals and Strategies focused on achieving various future aspects of the Community Vision.

Part 2 • General Plan Elements

Land Use includes a broad range of uses/types for housing, retailing, services, industrial, warehousing, agriculture, education, recreation, cultural and civic purposes; and identifies Growth Areas that may be suitable for future multi-type transportation and infrastructure expansion to support a variety of uses.

Circulation considers the locations and conditions of highways, major streets, bicycle/walking routes, and other types of transportation, all correlated with the Land Use Element; circulation within a community may be characterized as auto-oriented or pedestrian/bicycle/transit-oriented, or combined.

Economic Development focuses on employment and business opportunities and areas for specialized economic development; may be characterized as diversified or single-industry; primarily retail, service, technological industry, agriculture, or tourism.

Open Space/Recreation inventories recreational resources and open space areas with analysis of forecasted needs and policies for regional coordination; it may consider the community's focus on outdoor recreation/sports, or on the arts: visual/music/dance, or on cowboy/equestrian activities.

Water Resources/Environment addresses available surface and groundwater and effluent supplies and future demands; and policies on qualities of air, water or other natural resources in view of potential development.

Cost of Development identifies policies that require development to pay its fair share for additional public services generated by new development.

Part 3 • Getting It Done!

Suggested Instructions

A Community-Inspired General Plan is a manual or an instructional guide created for achieving the Goals that will enable the Chino Valley Vision to be fulfilled. These *instructions* specify all sets of Goals and Strategies for each General Plan Element and then identify the parties and/or agencies that are most likely to be responsible for them. Along with identified responsibilities, the anticipated time periods from short term to long term for achievements are estimated, creating a plan of action. In addition, *instructions* for amendments to the General Plan are listed. Criteria for Minor and Major Amendments are specified, as well as the required procedures from Arizona statutes.



What's the process for creating and approving the General Plan?

Public Participation

The process for preparing the General Plan begins with the Town Council responding to the needs of the citizens to produce a plan for future community development. The initial step is the adoption of a Public Participation Program that outlines the various methods for public participation. The Town Council adopted Resolution No. 12-984 in February 2012, creating a Community Participation Plan. The Plan cites the appointment of the General Plan Committee, public noticing for Committee meetings, Council and Planning Commission briefings and public workshops. The program includes the distribution of the Review Draft, the public hearings by the Planning Commission and the Council and other public outreach methods for disseminating information.

Public Meetings, Briefings and Review Draft Distribution

The General Plan Committee meets monthly to discuss various topics of the General Plan including: future land uses, transportation, economic development, open space and parks, water resources and environment and the cost of development. Presentations from local and regional authorities are periodically made to the Committee for information on subjects. The meetings are publicly noticed and open to citizens with Committee agendas and meeting minutes posted on the Town's website.

Public workshops and Council/Planning Commission briefings are conducted to generate additional public input as the study process continues. A preliminary draft of the General Plan is created and distributed for a 60-day review period to mandated public agencies, the Council, the Planning Commission, as well as made available to the public on the Town's website.

Public Hearings, Adoption and Ratification

The comments received on the General Plan Review Draft are discussed at a Public Hearing of the Planning Commission. The Commission receives further public input, suggests modifications as necessary and forwards a recommendation to the Town Council. The Council conducts one or more Public Hearings, receiving additional public input, and upon satisfaction with the final draft, adopts the General Plan and schedules an election for its ratification by the voters of the Town.

WILL THE GENERAL PLAN AFFECT MY PROPERTY?

The General Plan has no effect on current land uses, even those that may differ from the intent of the Plan. Property rights are respected; the General Plan does not require any change to an existing use or its zoning classification.

WILL THE GENERAL PLAN PERMIT ME TO CHANGE MY LAND USE IN THE FUTURE IF I WANT TO? CAN THE GENERAL PLAN BE CHANGED?

Arizona statutes require requests for land use changes (zone changes), should conform to a General Plan. A zone change request should describe its method and intent to conform to the goals of the Plan.

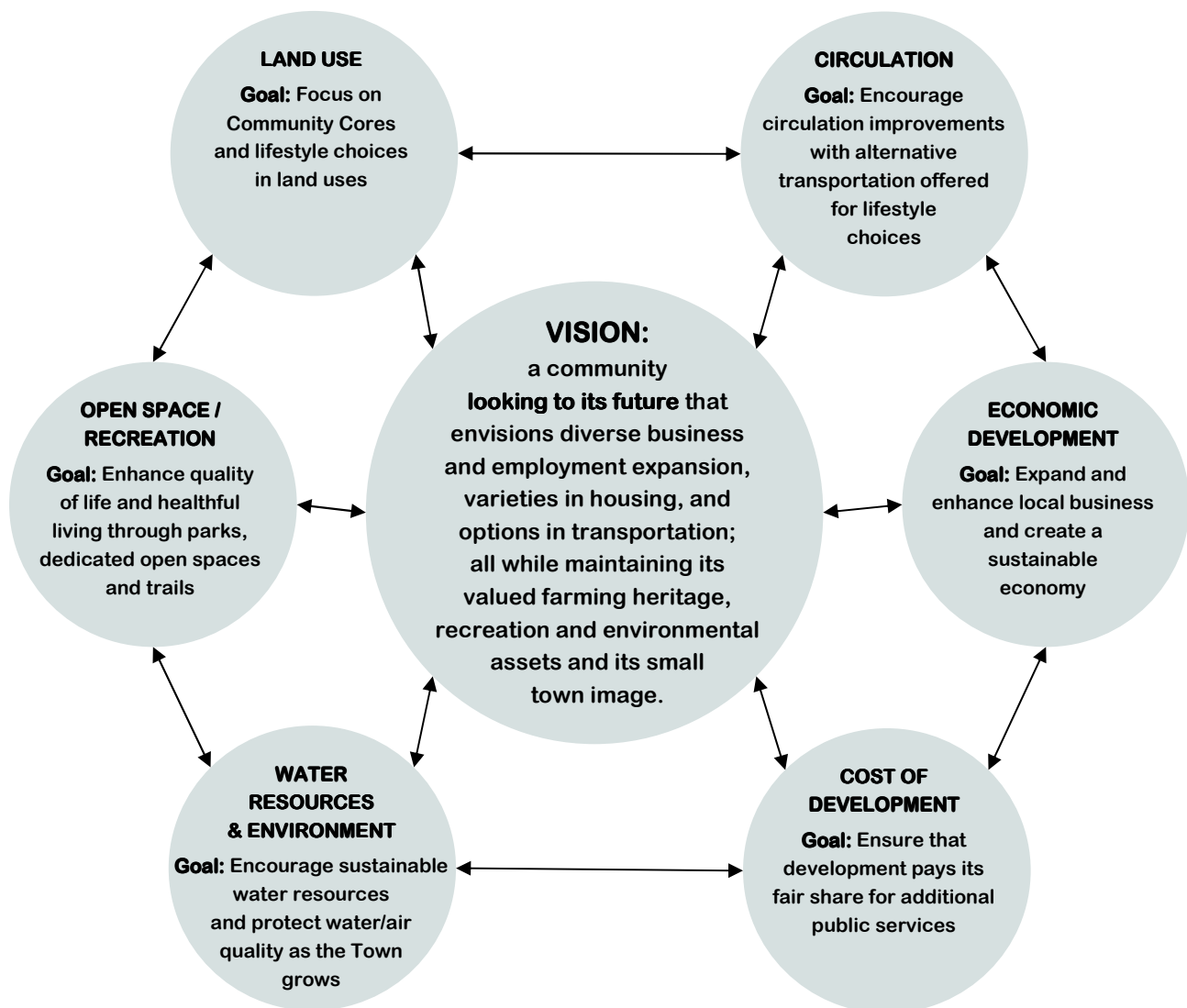
If the requested zone change does not conform, a property owner may apply for an amendment to the General Plan. Some requests with proposed conditions that might result in significant impact to the community usually require Major Amendments to the General Plan, while others may be Minor Amendments.

How will the General Plan be used?

The General Plan is used as a guideline for future development; it is an overview of primary development types, existing and proposed. The General Plan contains a potential Land Use map, but does not focus on any particular property or individual parcel. It is an illustration designating general types and intensities of differing land uses. The Goals, Strategies and Steps of the General Plan are used to guide decision-making for new land use developments. Because the General Plan is a guideline, it is meant to have flexibility and can be amended or updated as the community grows and its needs change. Details about amendments, describing when one is required and how it is processed can be seen in the **Getting It Done!** section.

How does a General Plan help the community achieve it's Vision of the future?

The General Plan can be a basic “Manual” for achieving the Community Vision because it considers all aspects currently found in the community and also anticipates future needs and development potentials. The General Plan contains Goals and Strategies aiming at consistent achievement of the Community Vision, as depicted in the flow chart below.



Since the General Plan can be thought of as a basic manual and most manuals contain instructions, some “instructions” are included in the last section, Getting It Done! This section is intended to condense all of the Goals, Strategies and Steps stated in the six Elements with suggested responsibilities and timelines. Additionally listed are “instructions” for the procedures and criteria in amending the General Plan.

Chino Valley General Plan • 2014

Part 1: Chino Valley Today

DRAFT

What are the current conditions in the Town of Chino Valley?

To start, let's consider a general overview look at current conditions in the Town of Chino Valley, which include its place and location, its community character and lifestyle, and its population characteristics. Each attribute is described and summarized below.

PLACE

Chino Valley is located slightly northwest of Arizona's geographic center on a high prairie, with views of scenic mountain skylines. The Town is approximately 115 miles northwest of Phoenix, the state capital, and is accessed by State Route 89, a north-south highway. SR 89 connects Chino Valley to the Yavapai County Seat, the City of Prescott, approxi-



WHAT DOES *PLACE* MEAN?

Place refers to the location, setting and natural characteristics of the Town of Chino Valley.

mately 15 miles to the south; and to Interstate-40 approximately 35 miles to the north. Access to the Grand Canyon, approximately 110 miles to the north is provided via SR 89, I-40 and SR 64.

The Town's central corridor runs parallel with SR 89 and is relatively flat, punctuated by areas of rolling terrain and drainage ways. Four floodways run northerly through the Town: Granite Creek and Santa Cruz (Little Chino) Wash on the east, and Chino Valley Stream and Big Chino Wash in the north. Of the 63 square miles contained in the Town Limits, development lies majorly within a 3-mile wide swath, comprising approximately one-quarter of the Town's area. The vast quantities of currently undeveloped, relatively flat land and low native vegetation offer beautiful sunrise and sunset views to distant mountains.

Chino Valley residents enjoy a mild 4-season climate at an elevation of approximately 4700 feet. Other area residents share the good climate; they are javalina, skunk, coyote, deer, birds, reptiles and pronghorn, an antelope-like plains animal. The seal of the Town of Chino Valley prominently depicts a pronghorn due to the numerous herds that have historically grazed in the area.

WHAT DOES CHARACTER AND LIFESTYLE MEAN?

Character and Lifestyle refers to ambiance of the Town, e.g. urban or rural; historic or new; country or hi-tech; hurried or relaxed.

CHARACTER and LIFESTYLE

Historically Chino Valley's character was like many other rural communities with its roots primarily agricultural. It was characterized by farming and ranching activities with a widely-spaced sparse population. The position of State Route 89, the community's major access, resulted in a longitudinal axis of early development in Chino Valley.

The state highway runs north-south through the Town, bisecting developed areas. It has encouraged commercial businesses to expand, providing needed services to the historically agricultural community. Other uses such as churches, schools, and some residences also located along SR 89 for ease of access. This pattern of development resulted in an elongated community form with large parcels and home-sites adjoining and spreading east and west from the SR 89 Corridor.

Today Chino Valley is a small town with a population of almost 11,000 residents. The small town character is enhanced by its many amenities including: four public schools and other private schools, a community college, more than a dozen churches, a senior center, two community parks, an aquatic center, a major grocery, a major drug store, P.O., fast food and eat-in restaurants, three banks and other financial institutions, two Town Hall campuses including library and police, and other government departments, a fire district, a transit system, planned residential neighborhoods, in addition to large residential parcels, apartments and affordable living accommodations, a national-chain motel, medical, dental, and veterinarian offices, personal services and many retail establishments.

Chino Valley is characterized as a small town, that is not compact, vibrant or urban; rather, it exhibits a somewhat spread out, laid-back lifestyle, largely due to the presence of expansive, undeveloped parcels owned by private entities and by the Arizona State Land Department. Continuing ranching and farming operations, as well as equestrian interests retain a western lifestyle atmosphere. Additionally, most home sites are maintained on lots of one acre or more in size, necessitated by the need for on-site water and septic capability; most areas are not served by a municipal or central water distribution or central sewer collection system.

**POPULATION / DEMOGRAPHICS**

The history of the Town of Chino Valley's population is one of rapid growth from its municipal incorporation in 1970 with a population of 802 to a population of 10,817 in 2010 shown in the latest US Census. The charts below provide a graphic depiction of Chino Valley's population trends along with comparisons to regional and county population trends from Census data.

WHAT ARE "DEMOGRAPHICS"?

Demographics refers to population characteristics such as average ages, household sizes and racial makeup.

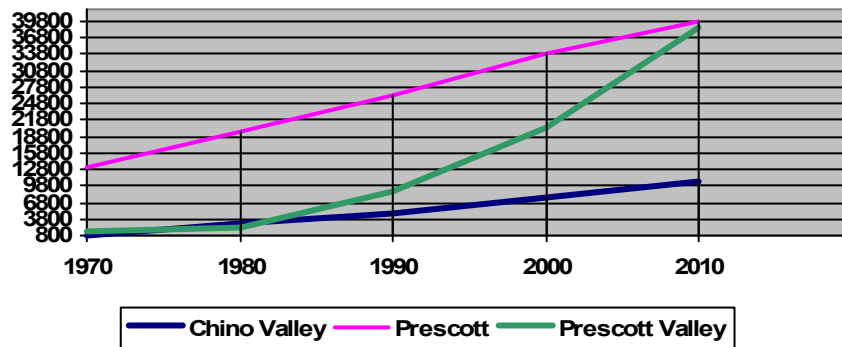
Regional Population Trends - US Census 1970 - 2010

	Chino Valley		Prescott		Prescott Valley		Yavapai County	
Year	Pop	%/Yr	Pop	%/Yr	Pop	%/Yr	Pop	%/Yr
1970	802		13,134		1,523*		36,837	
1980	2,870	2.6%	19,865	5.1%	2,284	5.0%	68,145	8.5%
1990	4,837	6.9%	26,455	3.3%	8,858	28.8%	107,714	5.8%
2000	7,835	6.2%	33,938	2.8%	20,535	13.2%	167,517	5.6%
2010	10,817	3.8%	39,842	1.7%	38,822	6.5%	211,033	2.6%

*Unincorporated area

Note: %/Yr is the % of Change per Year over the 10 Year Period

Regional Population Trends 1970-2010

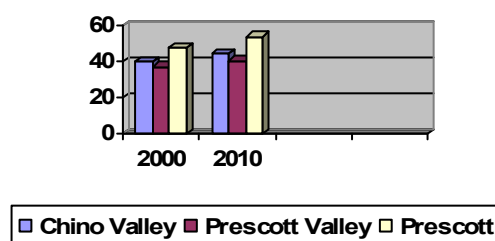


Demographics are the characteristics of Chino Valley's population, such as average age, age groupings, racial characteristics, household sizes and other aspects.

Characteristics of race in the 2010 census for Chino Valley reflected over 88% of the population as "white" race. Approximately 15% of the Chino Valley population responded as "Hispanic or Latino".

Median Age, the mid-point or middle in the 2010 Census for Chino Valley's population is almost 45 years of age. As shown in the adjacent chart, the 2010 median age of 45 is an increase from that of approximately 40 in the 2000 census. This is largely due to the aging of the Baby Boomer generation nationally and regionally and to an increase in retirement-aged newer residents in Chino Valley.

Median Ages 2000-2010



Household sizes have decreased while the median ages throughout the region have increased in the ten years from data in the 2000 and 2010 Census. The average size of households (the number of persons living in a dwelling) in Chino Valley has decreased from 2.55 in 2000 to 2.41 in 2010. Changes in both the median ages and household sizes in the region are summarized in the chart.

A rapid increase of single-occupancy households is a new phenomenon apparent in the latest US Census. Nationwide, almost 28% of all households are occupied by only one person. In Chino Valley approximately 25% of householders are living alone.

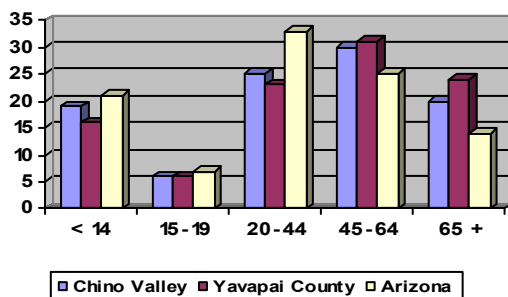
MEDIAN AGE & HOUSEHOLD SIZE 2000-2010

Year:	Median Age		Household Size	
	2000	2010	2000	2010
Chino Valley	39.8	44.8	2.55	2.41
Prescott Valley	37.3	40.6	2.56	2.42
Prescott	47.8	54.1	2.14	2.05

Source: US Census 2000 & 2010; Average Household Size of Owner-occupied Units

The impact of an aging population along with decreases in household sizes is of interest as the Town of Chino Valley will need to contend with the impact of this new demographic.

% of Population By Age Groups 2010



Population age groups designated in the 2010 Census reveals that Chino Valley consists of somewhat larger populations of groups younger than age 45 in comparison to that of Yavapai County. Both, however, have greater populations of older age groups (over 45) than that of the state as a whole.

For the “working age” groups from 20 to 64, the number in Chino Valley represents 55% of its total population. The following charts display the age group comparisons.

% OF POPULATION BY AGE GROUPS 2010

Age:	Under 14	15 - 19	20 - 44	45 - 64	65 +
Chino Valley	19%	6%	25%	30%	20%
Yavapai County	16%	6%	23%	31%	24%
Arizona	21%	7%	33%	25%	14%

Source: 2010 US Census

Housing units, the number of housing units occupied and vacant, and how many housing units are owner-occupied versus renter-occupied in Chino Valley are also provided in the 2010 census. Of the total number of housing units (4,967) in Chino Valley, 88.5% (4,396) are occupied, while 11.5% (571) are vacant. Almost 8,000 residents are living in approximately three-fourths of the occupied homes identified as “owner-occupied housing units”. The following chart provides the housing data from the 2010 census for Chino Valley.

CHINO VALLEY HOUSING DATA 2010 CENSUS

Housing Units (HU)	#	%	Occupied HU		Population
Occupied HU	4,396	88.5%	#	%	
Owner-occupied			3,282	74.7%	7,901
Renter-occupied			1,114	25.3%	2,901
Vacant HU	571	11.5%			
Total Housing Units	4,967	100%			10,817

What's next?

This section has reviewed where Chino Valley is today: its location, character and lifestyle, its current population and growth since incorporation, its median age and age groupings, its household sizes and housing data. The next section is a series of six General Plan Elements: Land Use, Circulation, Economic Development, Open Space/Recreation, Water Resources/Environmental Planning, and Cost of Development. Each Element reviews current conditions and potential future development; and each Element contains a Goal supported by Strategies and Steps.

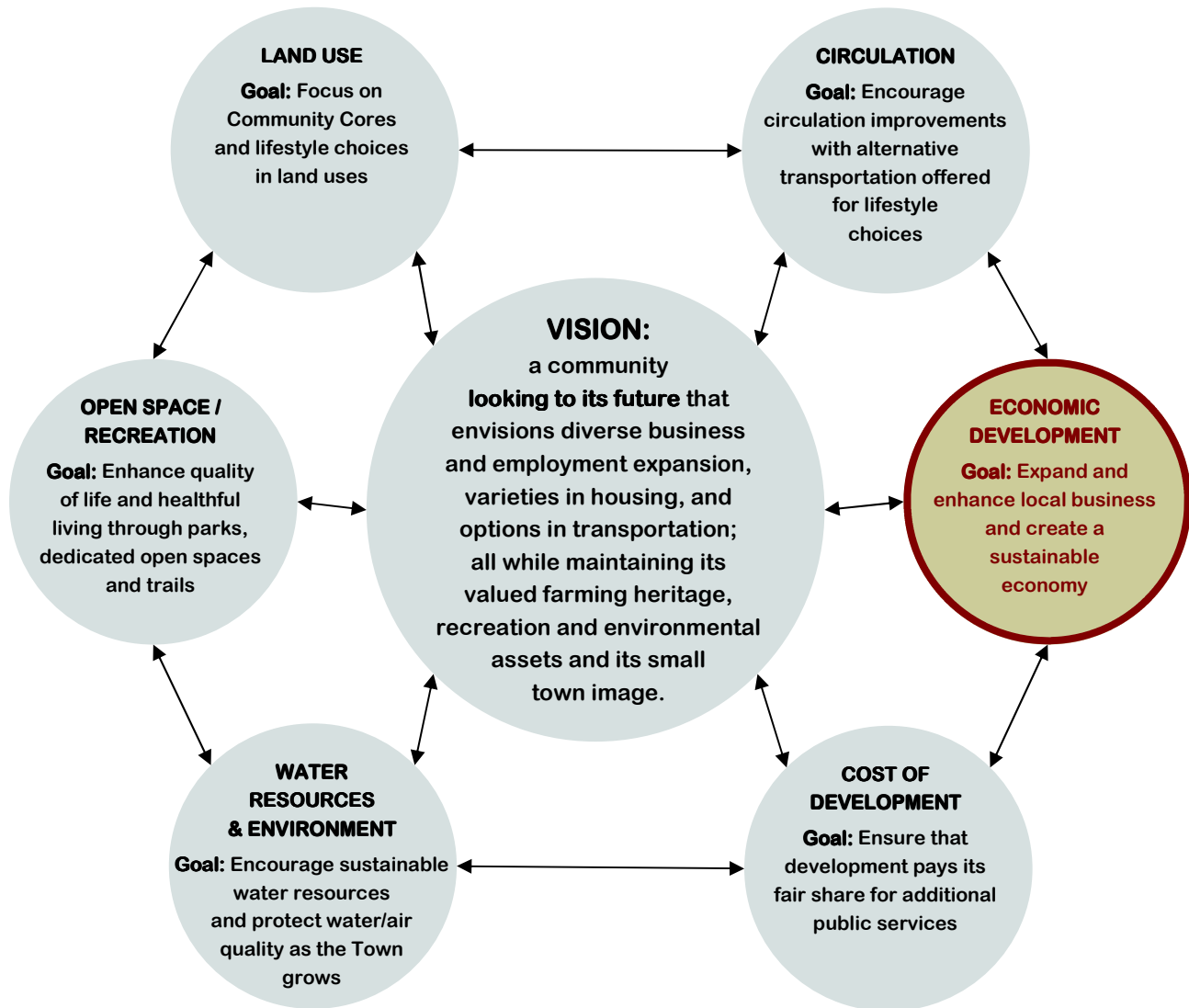
GETTING IT DONE!

The General Plan is an ongoing process. There's more to do after it's adopted. To learn about how the Goals and Targeted Strategies get done, go to the General Plan's last section for details.



Chino Valley General Plan • 2014

Part 2: General Plan Elements



Chino Valley General Plan • 2014

Economic Development Element

DRAFT

What is Economic Development?

Usually people think that Economic Development is about jobs and employment opportunities. It also is a method to raise the standard of living and the community quality through business growth and supported government services.

Simply put: economic development equates to more jobs creating more earnings for residents; more stores producing more opportunity for residents and visitors to purchase commodities within the Town; more local purchases resulting in more sales taxes collected for providing Town services.

ECONOMIC DEVELOPMENT focuses on employment and business opportunities and areas for specialized economic development. This may be characterized as diversified or single-industry such as primarily retail, service, technological industry, or agriculture.

The Vision

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.

What's been happening in Chino Valley?

Historically, Chino Valley was a rural area with an agriculturally based economy. Commercial agriculture, such as the production of alfalfa and small crops and the raising of livestock, were prominent industries. Over the years since the Town's 1970 incorporation, other types of business became predominant as the job base became oriented to the service industries and construction. By 1980, 60% of all employment types were in service businesses; construction jobs comprised another 28%; agriculture and mining were 11% of the employment base.

With a total population of just over 4800 residents in 1990, Chino Valley's labor force was 1832 strong, and the Town maintained a low unemployment rate of 3.7%. This low unemployment rate was the admiration of the region, as unemployment rates at that time in Prescott, Prescott Valley and Yavapai County ranged between 4% and 5%.

What is it like in Chino Valley today?

The population of Chino Valley increased dramatically since 1990, as discussed in the Introduction section. In recent years with the national and local recession, the unemployment rate increased to an estimated 8.1%. This chart reflects the employment status by age of population over the 5-year period 2007 to 2011.



**CHINO VALLEY EMPLOYMENT STATUS
5-YEAR ESTIMATES 2007-2011**

	Total	Employed	Unemployment Rate
Pop. age: 16 & over	8,744	48%	8%
Pop. age: 20 - 64	5,898	62%	
Pop. age: 65 - 74	1,549	21%	

Source: American Community Survey 5-Year Estimates, US Census Bureau
Note: All data are estimates over 5 years; percentages are rounded up or down to nearest whole number

To compare employment / unemployment of Chino Valley with that of Yavapai County, Prescott and Prescott Valley, the following data is presented.

	YAVAPAI COUNTY			CHINO VALLEY	PRESCOTT	PRESCOTT VALLEY
	MAY 2010	MAY 2011	MAY 2012	MAY 2012	MAY 2012	MAY 2012
Total Civilian Labor Force	96,735	92,712	91,662	4,441	16,925	17,115
Total Employment	86,425	83,860	83,885	4,052	15,410	15,454
Total Unemployment	10,310	8,852	7,777	389	1,515	1,661
Unemployment Rate	10.7%	9.5%	8.5%	8.8%	9.0%	9.7%

Source: US Dept of Labor, Bureau of Labor Statistics/AZ Dept of Administration, Office of Employment & Population Statistics. Source: www.azstats.gov/pubs/labor/specrates2010+.xls

The American Community Survey included the types of employment and occupations. The greatest number of Chino Valley's working population is employed by private companies with an estimate of 63%, followed by employment in the government sector with approximately 17%. An estimated 7% work for not-for-profit organizations and only 2% are self-employed. The occupations, noted on the next page, are grouped in categories displaying more detail of employment types.

CHINO VALLEY CIVILIAN EMPLOYED POPULATION • 5-YEAR ESTIMATES 2007-2011

5-Year Estimates 2007-2011 by Class of Workers	Total Employed	Private Company Workers	Self-employed in Own Incorporated Business Workers	Private Not-for- Profit Wage & Salary Workers	Local, State & Federal Gov. Workers
Pop. 16 & over	4235	63%	2%	7%	17%
OCCUPATIONS					
Management, business, science & arts	1244	49%	5%	13%	25%
Service	887	57%	0%	12%	24%
Sales & office	1337	79%	1%	3%	9%
Natural resources, construction, & maintenance	374	65%	3%	0%	9%
Production, transportation & material moving	393	66%	0%	0%	10%

Source: American Community Survey 5-Year Estimates, US Census Bureau

Note: All data are estimates over 5 years; percentages are rounded up or down to nearest whole number

Federal Career Cluster	# of Chino Valley Businesses/ Organizations
1. Agriculture, Food & Natural Resources	57
2. Architecture & Construction	451
3. Arts, Audio/Video Technology, Communications	44
4. Business, Management & Administration	23
5. Education & Training	7
6. Finance	19
7. Government & Public Administration	22
8. Health Science	27
9. Hospitality & Tourism	74
10. Human Services	37
11. Information Technology	13
12. Law, Public Safety, Corrections & Security	39
13. Manufacturing	18
14. Marketing, Sales & Service	123
15. Science/Technology/Engineering/Mathematics	1
16. Transportation, Distribution & Logistics	91
TOTAL:	1046

Members of the General Plan Committee collected employment data in Chino Valley during mid-2012 in reference to Federal Career Clusters. The types of employment clusters and respective numbers of businesses, organizations or agencies are summarized in the table at left.

Drake Cement plant created over 600 jobs during its five year construction period. The plant and its employment are not included here since it is 20 miles north of Chino Valley.

Current Strengths and Weaknesses

Like all communities, Chino Valley has its economic strengths and weaknesses. The General Plan Committee discussed these, as shown in the following summary. Important enhancements for economic development including higher education and public safety, are also described.

Chino Valley Economic Development

Strengths

- Significant Workforce
- Available workforce housing
- Expansive frontage on SR 89
- Access to I-40 and proximity to regional commercial airport
- Suitable elevation and soils for agri-businesses
- Agri-Tourism industry at Vineyard and expansion along Rd1E
- Large Town-owned property (+/-800 acre Old Home Manor)
- Excelling higher education and public safety agencies

Weaknesses

- Town image is “rural/small town”, rather than “business-expanding”
- Old Home Manor has poor access, and needs infrastructure, and a realistic land use plan
- Town has not decided what types of business/industry it wants to target, resulting in a non-focused approach
- Limited areas of existing available infrastructure including sewer and water services, which is restricting business development

Supporting Economic Development

Economic development is enhanced by the community’s educational facilities and public safety agencies. These enhancements are provided within the Town of Chino Valley, as well as through intra-regional cooperation.

- Yavapai College Agri-business and Science Technology Center is located on 80 acres in the central portion of Old Home Manor. Its focus is on a wide variety of agribusiness studies and expanding technical fields. It is augmented by its Career & Technical Education Center a few miles south of the

Town. Additionally, Chino Valley High School is a participant in the agriculture and business program, culinary arts and bio-science programs of Mountain Institute Joint Technical Education District (MIJTED) receiving highest honors in the state for two years.

- The Chino Valley Town Library augments education and is located in the Town Hall North Campus. Currently it is housed in a 6,476 sq. ft. building with a proposed addition of another 3,444 sq. ft. The Chino Valley Library is a part of the Yavapai Library Network which provides Chino Valley residents access to a vast collection from approximately 50 libraries county-wide. Including libraries from of all cities and towns, Yavapai County governments, all high schools, elementary schools, museums and organizations in specialized fields, such as archeology, natural history, western art, Arizona and Native American histories, and the libraries of the Veterans Administration Medical Center, two Yavapai College and two Prescott College campus libraries, and the Embry-Riddle Aeronautical University library.

- Also at the North Campus, is the Chino Valley Police Department with a staff of 31 employees including a chief and lieutenant, 4 sergeants, 3 detectives, 15 patrol officers and 3 civilian officers, as well as management assistance, animal control and adoption/shelter staff. The Department provides effective law enforcement and crime prevention through investigations and proactive patrols; services include fingerprinting, house and business checks and participation in drug/gang prevention task forces. The Department oversaw the recent completion of the first phase of a police/public shooting range located in the eastern area of Old Home Manor.
- Chino Valley Fire District employs a staff of 41 including a fire chief, fire marshal, 9 captains, 15 firefighters, 3 battalion chiefs, 9 engineers and administration and reserve personnel. The District maintains 28 certified paramedics and 10 certified technical rescue staff. The CVFD provides plan review and inspection for fire code compliance for commercial occupancies and is currently undertaking a District master planning study.

What is influencing Economic Development in Chino Valley?

In recent years many economic and cultural changes have occurred including:

- higher unemployment rate resulting from the severe plummet of the construction industry since 2007;
- significant lowering of mortgage rates;
- higher costs of utilities, gas and food;
- the advancing age of Baby Boomers creating more demand for health care services and senior housing;
- usage and reliance on digital/ electronic industries for media, communications, and work production continue to grow.

But there are positive aspects to these recent changes, including:

- the higher unemployment rate means that there is a larger labor force ready to work;
- historically low mortgage rates fuels home building re-growth;
- higher food/transportation costs may create increased local agri-businesses;
- there is projected demand for increased medical/health care services, and facilities for the increasing number of seniors;
- the expanding use of electronics may result in the growth of home businesses and cottage industries.

What are the future possibilities for Chino Valley?

Some expected changes, discussion and planning in support of economic development are underway in and near Chino Valley, including the following:

- The US Department of Labor recently awarded a \$1.87 million federal grant to Yavapai

College for a new electrical line-worker program, and expansion of its mining and electrical instrumentation programs. A new electrical lab will be built, augmenting the electronics and pre-engineering facilities at the Career & Technical Education Center campus, located approximately 3 miles south of Chino Valley near the Prescott Airport. Within the Town, a new substation maintenance lab and additional items for line-worker training will be installed at the Yavapai College Chino Valley Agri-business & Science Tech Center (ASTC) at Old Home Manor.

- Additionally, the Chino Valley ASTC campus offers programs in the areas of Agri-business Technology, Hydroponics, Equine Science and Fisheries Management among others. A recent new certificate offered in Vito-culture, primarily for the wine industry, has commenced in the Verde Valley campus area. With existing private vineyard and agri-businesses in Chino Valley, this certification program may enhance these types of businesses in the future.
- Discussions have begun to support economic development by rezoning a portion of the northwest area of Old Home Manor for an industrial park. The industrial park would encompass approximately 200 acres of vacant land surrounding the Town's existing wastewater treatment plant. The intent of the proposed OHM industrial Park is job development for Chino Valley residents.
- Yavapai Regional Medical Center (YRMC) is acquiring 180 acres of vacant land located on the eastside of SR 89 approximately 2 miles south of Chino Valley. YRMC plans to establish a medical campus over time on a portion of the property. Initial development will be for medical offices, labs and diagnostic facilities that may generate higher paying employment as well as needed health care.
- The Town of Chino Valley is implementing an economic enhancement program within its Development Services Department. Currently a room is dedicated for the compilation of materials in support of economic development. Expectations include future staffing of an Entitlement Facilitator through a partnership with the Chino Valley Chamber of Commerce.
- In support of economic development, the Town is examining membership with the Prescott

Valley Economic Development Council for expansion of regional manufacturing employment, including those in solar, aerospace and other industries. Regional organizations that focus on retailing and service business expansions are also being explored by the Town for membership or partnering.

The Core Concept

In simple terms, the Core Concept encourages a sustainable economy because it provides a neighborhood-centered economic base, fully open to the entire community, tourists and regional visitors.

What about local business in Chino Valley?

In addition to potential high tech, manufacturing and industrial employment discussed above, there is a need for expansion of local retail and services for Chino Valley residents.

Focusing on this, the General Plan Committee (GPC) identified a series of “Community Core” areas, discussed in the Land Use Element.

Community Cores are places with concentrated combinations of uses. Some Community Cores may consist primarily of neighborhood shops while others may focus on entertainment or recreation facilities. All Cores contain residential, retail and service uses; and exhibit walkable, easy access; and maintain an attractive character, enhancing local business. The intent is to create a sustainable economy on both a neighborhood and community-wide level.

Providing Support For Local Business

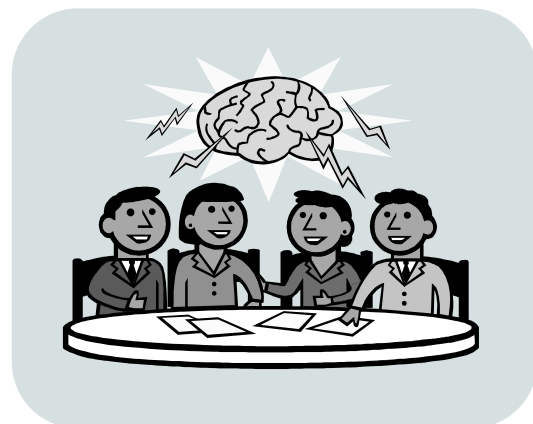
The purpose of the Core concept is to provide support for local businesses, both those existing and new, by providing a residential client base for businesses within easily accessible distances for pedestrians, bicyclists and motorists. The residential client base will contain a variety of housing types to establish a “sense of neighborhood” centered on neighborhood stores and services and connected by walking and bicycling paths as well as roads.

With the readily available access from SR 89, the neighborhood shops and businesses will additionally maintain customers from throughout the Town. The Core concept will also offer coordination with the routing of Yavapai Regional Transit Authority, allowing residents with or without disabilities to visit the businesses at each Core.

In addition to neighborhood retail and services, each Core is expected to contain various types of eateries, lounges and other entertainment venues. Another essential component of the Core concept is some provision of a “people gathering space”. This might take the form of a small park or “commons”, a plaza, or larger recreation facility. This component is a necessary part of economic development as it provides an attraction for residents to frequent the neighborhood businesses for more than just the purchase of daily needed items.

How does Economic Development happen?

The General Plan Committee, studied economic issues along with land use and circulation issues and reached consensus on the following concise goal statement that is integrated with the Goals listed in the Land Use and Circulation Elements. The Committee also listed supporting Strategies and Steps to accomplish the Goal.



GOAL: Enhance Local Business and Create a Sustainable Economy

The following Strategies and Steps are ideas gathered from the General Plan Committee and economic development professionals, which were then developed into strategies that may help accomplish the Economic Development Goal and its targeted business bases in Chino Valley.

Target Strategies

1. Create a Community-Focused Retail Base

- Step: Develop Community Cores to enhance local business and create a sustainable economy on both neighborhood and community-wide levels
- Step: Encourage One-Stop centers by combining various types of shops and services in cohesive, easily accessible facilities

2. Establish an Employment/Job Base

- Step: Market appropriate locations suitable for major employment bases
- Step: Expand infrastructure as needed
- Step: Recognize that local workers enhance local business
- Step: Encourage expansions of existing institutions of higher education and healthcare in support of expanded employment opportunities and training

3. Enhance the Recreation/Agri-Tourism Base

- Step: Market sports clubs/organizations for Chino Valley's shooting range, model aviators field, ball fields, etc.
- Step: Coordinate with local restaurants, lodging businesses and with regional hospitality organizations
- Step: Encourage expansion of agri-businesses and enhancement of winery, agri-festivals and other agri-tourism activities

4. Provide a Business-Friendly atmosphere

- Step: Designate a person (e.g. Town Mgr/staff or Chamber Director) or create an Ombudsman/entitlement facilitator to discuss and answer all business related questions by a prospective business owner
- Step: Institute a process on all levels at Town offices (clerks to department heads to Manager to Mayor/Council) to welcome and expedite business interests

5. Create a researched businesses data base

- Step: Using staff, consultant services, or college students establish an inventory of existing and potential sites, stores, centers, recreational facilities and agricultural businesses; include types/sizes of spaces, availability, vacancies, and visibility and access
- Step: Identify costs of doing business/feasibility: rents, construction costs, entitlement challenges, timing, marketing
- Step: Identify the Town's readiness for development, i.e. infrastructure planning, installation, and limitations
- Step: Study current/relevant demographics of work force and purchasing power of residents; and preferences, e.g. family-centered, outdoor activities, sports, media-users, etc.
- Step: Research/study for grants, agencies, organizations available to augment Town's pursuits of economic development (e.g. NACOG, NACET, APS, Low Foundation, Economic Gardening, etc.)
- Step: Consider regional cooperation and/or regional organization membership for sharing marketing, business inventories, etc. (e.g. CAP, GPEDP)
- Step: Involve students from business programs of local colleges to participate in research and marketing plan

6. Commit financial resources/staff to marketing efforts for Chino Valley

- Step: Focus advertising and staff time only on targeted retailers, employers and tourist organizations, not all
- Step: Go out to retailers, employers and tourist organizations; focus on recruiting business
- Step: Produce pamphlets on merchandizing plan; newsletters, website info, e-blasts, Constant Contact, etc.
- Step: Update Town website to include most recent census, demographic and labor force data, current inventories of available business sites, and business licenses, building permits data

GETTING IT DONE!

The General Plan is an ongoing process. There's more to do after it's adopted. To learn about how the Goals and Targeted Strategies get done, go to the General Plan's last section for details.

