

RESOLUTION NO. 14-1033

A RESOLUTION OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CHINO VALLEY, COUNTY OF YAVAPAI, ARIZONA, DECLARING THAT CERTAIN DOCUMENT ENTITLED "TOWN OF CHINO VALLEY GENERAL PLAN 2014" TO BE A PUBLIC RECORD; ADOPTING THE "TOWN OF CHINO VALLEY GENERAL PLAN 2014" IN COMPLIANCE WITH ARIZONA REVISED STATUTES § 9-461.06; MAKING FINDINGS OF FACT; DIRECTING THAT THE "TOWN OF CHINO VALLEY GENERAL PLAN 2014" ADOPTED BY THIS RESOLUTION BE SUBMITTED TO THE VOTERS FOR RATIFICATION AT THE REGULAR TOWN ELECTION TO BE HELD ON NOVEMBER 4, 2014; PROVIDING FOR REPEAL OF CONFLICTING RESOLUTIONS; AND PROVIDING FOR SEVERABILITY

WHEREAS, Arizona Revised Statutes Section 9-461.05 requires the Chino Valley Town Council to adopt a comprehensive, long-range general plan for the development of Chino Valley, setting forth Chino Valley's goals and development policies for the development of land in Chino Valley; and

WHEREAS, the Town Council adopted written procedures to provide for the effective, early and continuous public participation in the development of the proposed general plan in accordance with A.R.S. Section 9-461.06; as a result, a general plan committee was created which included members of the community and Town Staff, there was a broad dissemination of proposals and alternatives within the community and on the Town's website, written comments were solicited and received, several public meetings were held to discuss the proposed General Plan, public hearings were held following notice required by law, and all public comments were considered; and

WHEREAS, opportunity was provided for official comment by public officials and agencies, Yavapai County, school districts in Chino Valley, associations of governments, public land management agencies, and other appropriate government jurisdictions, public utility companies, civic, educational, professional and other organizations, property owners and citizens, in compliance with A.R.S. Section 9-461.06(C)(2); and

WHEREAS, in the preparation of the new general plan, Chino Valley sought maximum feasible public participation from all geographic, ethnic and economic areas of Chino Valley; and

WHEREAS, at least sixty days prior to the notice, public hearing and adoption, the proposed draft general plan was transmitted to Yavapai County, Northern Arizona Council of Governments, the Town of Prescott Valley, the City of Prescott, the Arizona Commerce Authority, the Arizona Department of Water Resources, the Arizona State Land Department, the Arizona Department of Transportation, the Central Yavapai Metropolitan Planning Organization, the Chino Valley School District, the Chino Valley Fire District, the USDA Forest Service-Prescott National Forest, and all persons requesting in writing to receive a review copy; and

WHEREAS, the action and recommendations of the Planning and Zoning Commission on the proposed general plan were transmitted to the Town Council; and

WHEREAS, having received and considered all public comment and having considered the best interests of Chino Valley as a whole, the Town Council finds that the "Town of Chino Valley General Plan 2014" attached as Exhibit A sets forth Chino Valley's goals and development policies; and

WHEREAS, that certain document entitled "Town of Chino Valley General Plan 2014", three copies of which are on file in the office of the Town Clerk, is hereby declared to be a public record and said copies are hereby ordered to remain on file with the Town Clerk; and

WHEREAS, pursuant to A.R.S. Section 9-461.06(M), the governing body of a municipality is required to submit the proposed general plan to the voters for ratification at the next regularly scheduled municipal election or at a special election scheduled at least one hundred twenty days after the governing body adopted the plan pursuant to Section 16-204;

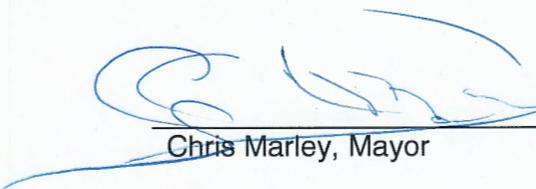
NOW, THEREFORE, BE IT RESOLVED by the Common Council of the Town of Chino Valley, Arizona:

1. That the "Town of Chino Valley General Plan 2014," attached hereto and incorporated herein by reference, be and it is hereby adopted as the General Plan for the Town of Chino Valley, Arizona pursuant to A.R.S. Section 9-461 et. seq.
2. That the "Town of Chino Valley General Plan 2014" shall be placed on the ballot at the municipal election to be held on November 4, 2014 for the purpose of submitting it to the voters of the Town of Chino Valley for ratification by the voters, pursuant to A.R.S. Section 9-461.06(M).
3. That, upon approval of the "Town of Chino Valley General Plan 2014" by the voters, the Town of Chino Valley 2003 General Plan, approved November 4, 2003, and as amended thereafter from time to time, is hereby repealed.

BE IT FURTHER RESOLVED that all resolutions or parts of resolutions in conflict with the provisions of this resolution are hereby repealed.

BE IT FURTHER RESOLVED that if any section, subsection, sentence, clause, phrase or portion of this Resolution is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions thereof.

PASSED AND ADOPTED by the Mayor and Common Council of the Town of Chino Valley, Arizona this 13th day of May, 2014.



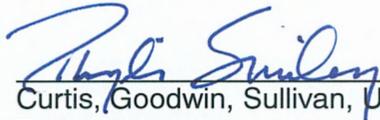
Chris Marley, Mayor

ATTEST:



Jami C. Lewis, Town Clerk

APPROVED AS TO FORM:



Curtis, Goodwin, Sullivan, Udall & Schwab, PLC
Town Attorneys
By: Phyllis Smiley

I hereby certify the above foregoing Resolution No. 14-1033 was duly passed by the Council of the Town of Chino Valley, Arizona, at a regular meeting held on May 13, 2014, and that quorum was present thereat and that the vote thereon was 7 ayes and 0 nays and 0 abstentions. 0 Council members were absent or excused.



Jami C. Lewis, Town Clerk

The following exhibits are attached hereto and incorporated herein:

1. Chino Valley General Plan 2014

EXHIBIT A

Town of Chino Valley

General Plan 2014

Town of Chino Valley

GENERAL PLAN 2014



**A COMMUNITY INSPIRED VISION
OF INTER-RELATED ELEMENTS**

Adopted May 13, 2014

Chino Valley General Plan • 2014

A General Plan is the Planning of Community

By changing one letter, *Planning* becomes *Planting*:
the planting of seeds into minds and spirits,
becoming a vine of Future Thinking,
cultivated and nourished by Common Purpose
into a Community Vision

The Chino Valley 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.

Chino Valley General Plan • 2014

Acknowledgements

The Chino Valley Community

Town of Chino Valley Council Members • 2013 – 2014

Chris Marley, Mayor	Lon Turner
Darry L. Croft, Vice Mayor	Don Wojcik, P.E.
Mike R. Best	<i>Former Council Members</i>
Linda Hatch	Carl Tenney, Vice Mayor
Pat Mc Kee	Dean Echols

General Plan Committee

Nancy Best
Michael Edmonds
Norm Freeman
Trisha Lamb
Robert McCaullay
Dan McGuire
John Morgan
Tom Payne
Frank Perkins
Ron Romley
Cheri Romley
Edward Steinback
Celia Vander Molen

Planning & Zoning Commission

Gwen Rowitsch, Chair
Garland Miner, Vice Chair
Michael Edmonds
Robert McCaullay
Corey Mendoza
Charles (Chuck) Merritt
Florence Sloan

Former GPC Members

Marti Klein
Karen Rockhold
Stephen Whisenhunt

Town of Chino Valley Contributing Staff

Robert Smith • Town Manager & Development Services Director
Jami Lewis • Town Clerk
Liz Hart • Town Clerk Assistant / Records Technician
Chuck Wynn • Police Chief
Cecilia Watts • General Services Director
Jan Mazy • GIS / CAD / Web / AV Technician
Dan Trout • Deputy Director of Development Services
Ruth Mayday • Planner Development Services
Mary Brasher • Administrative Technician
David Nicollela • Former Planner
Ron Grittman • Town Engineer / Public Works Director
Chris Bartels • Utilities Supervisor

Prepared by

Dava & Associates

Planning • Engineering • Surveying
310 Union Street • Prescott, AZ 86303

Chino Valley General Plan • 2014

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Chino Valley General Plan • 2014

A MANUAL FOR CREATING A COMMUNITY-INSPIRED GENERAL PLAN

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."

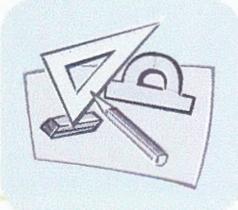
A General Plan is based on a community's vision. The General Plan contains analysis and discussion of many aspects of the community: its background, its current conditions and its future aspirations. The Chino Valley General Plan is a product of many long discussions by community residents and business 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
<ul style="list-style-type: none">• Small town lifestyle• Scenery, open space• Air, water quality 	<ul style="list-style-type: none">• Lack of employment, business opportunities• Water resource management• Neighborhood upkeep/ Road improvements	<ul style="list-style-type: none">• 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:
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Small-town character • Well-maintained (visually attractive) • Rural lifestyle, 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 to the right 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 publicly 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 consideration 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.

Some Terms Used In 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 right) 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: *Land Use, Circulation, Growth Areas, Open Space, Water Resources, Environmental Planning, Cost of Development; optional: Economic 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 / Steps / Policies: Processes and actions for accomplishing goals.

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 / Transportation 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.

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.

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.

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.

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 are discussed in the next section.

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?

Arizona statutes require requests for land use changes (zone changes), to 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 is the General Plan updated or amended?

Since the General Plan is a living document, it may be updated and amended from time to time as the community deems necessary. Arizona statutes prescribe a comprehensive review of the General Plan at least once every ten years. The General Plan may be readopted for another ten years, or it may be partially revised or completely updated.

There are two procedures for amending the General Plan as listed below, that may only occur after careful review and public hearings by the Planning and Zoning Commission and by the Town Council.

- **Major Amendments** Statutes define a “major amendment” as “a substantial alteration of the municipality’s land use mixture or balance as established in the municipality’s existing general plan land use element.” All amendments deemed “Major” may only be presented for adoption “at a single public hearing during the calendar year”, and must be approved by at least two-thirds vote of the Council. Major Amendment Criteria are listed below.
- **Minor Amendments** Generally, a Minor Amendment is one that is not deemed to be a Major Amendment; examples are corrections or minor changes to the text or map having no major impact on the balance of land uses. Requests for Minor Amendments may be presented throughout the year as they arise and do not require a two-thirds vote for approval.

Major Amendment Criteria

A request to amend the Chino valley General Plan is determined to be a Major Amendment if one or more of the following criteria are met:

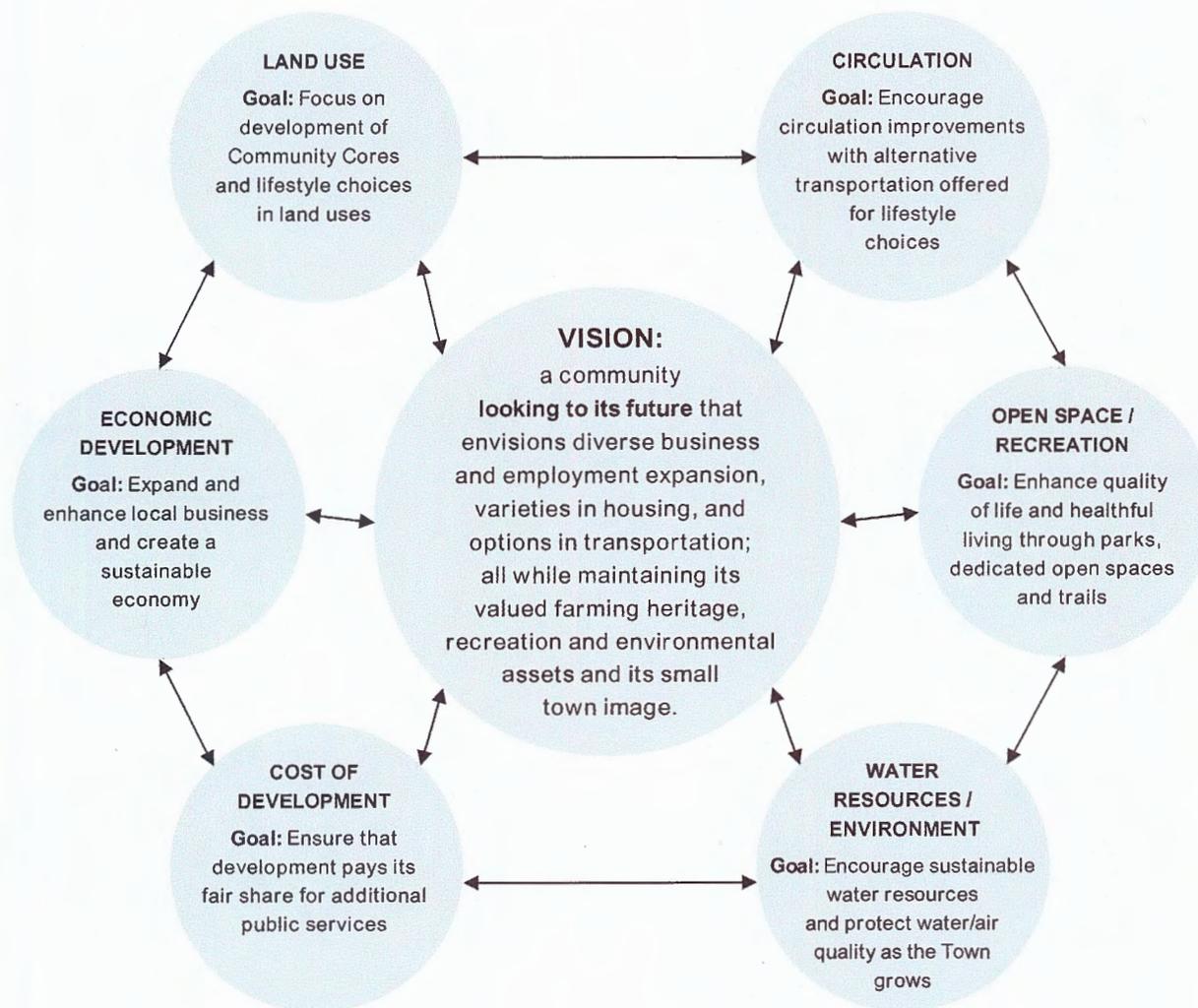
- A change from a residential land use classification to a non-residential land use classification on 100 or more acres, except for Open Space and Public/Quasi-Public classifications.
- A proposal on 100 or more acres that increases the maximum number of allowable residential units by more than 250 units.
- Any proposal that in aggregate includes changes in land use designations exceeding 320 acres.
- A proposal that results in a significant alteration, displacement or diversion of a major road alignment from the Circulation Element, including but not limited to, a change in functional classification.

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 on the next page.

Since the General Plan can be thought of as a basic manual and most manuals contain instructions, some “instructions” are included in each Element’s last section, Getting It Done! These sections are intended to condense the Goals, Strategies and Steps stated for each Element with suggested responsibilities and timelines.

The General Plan is a Community-Inspired Vision of inter-related Elements for the Town of Chino Valley.



Chino Valley General Plan • 2014

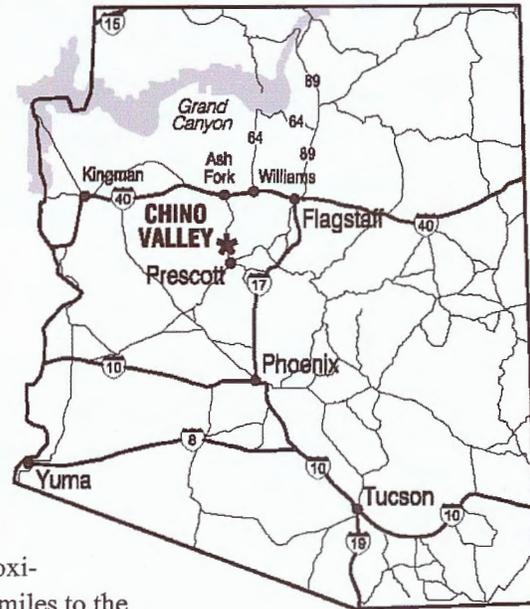
Part 1: Chino Valley Today

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 capitol, 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-



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.

WHAT DOES PLACE MEAN?

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

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.

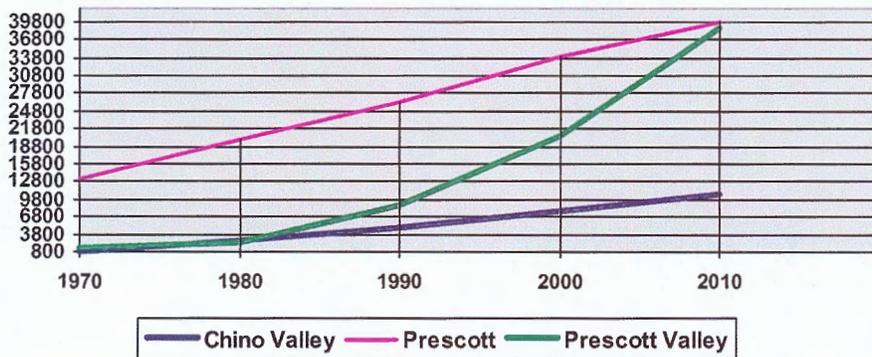
WHAT ARE "DEMOGRAPHICS"?
Demographics refers to population characteristics such as average ages, household sizes and racial makeup.

Regional Population Trends - US Census 1970 - 2010

Year	Chino Valley		Prescott		Prescott Valley		Yavapai County	
	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

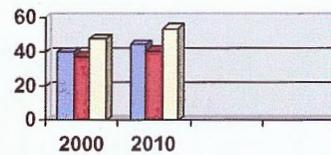


Demographics are the characteristics of Chino Valley’s population, such as average age, age groupings, racial characteristics, household sizes and other aspects.

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” ethnicity.

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



■ Chino Valley ■ Prescott Valley □ Prescott

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.

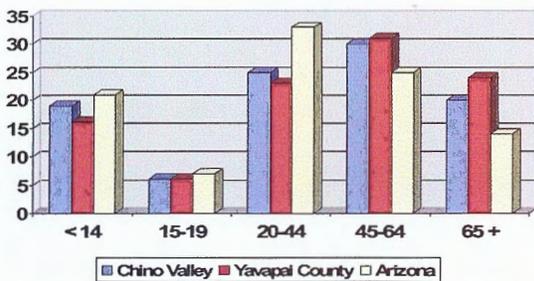
MEDIAN AGE & HOUSEHOLD SIZE 2000-2010

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, see the General Plan’s last section of each Element for details.



Chino Valley General Plan • 2014

Part 2: General Plan Elements

Land Use



Chino Valley General Plan • 2014

Land Use Element

What is Land Use about?

Land Use refers to a wide variety of existing and potential uses of private and public lands. It includes developed and undeveloped lands, even “vacant” parcels since a vacant parcel may be only currently undeveloped.

First, the Land Use Element will review briefly the background of the Town of Chino Valley’s development over the past 40 years. It will then examine current uses in existence at the time of this General Plan study. Following that is a discussion of potential future land uses and growth areas, culminating in Goals and Strategies for Land Uses to support the Chino Valley Vision.

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.

What’s been happening in Chino Valley?

The Town of Chino Valley incorporated on September 21, 1970 with approximately 11 square miles and a population of 802. It quickly annexed almost 6 square miles the same year. Then in 1979, a property known as the Old Home Manor with over 800 acres was acquired, bringing the

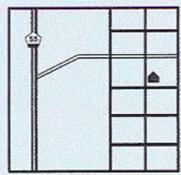
Town’s total area to just over 18 square miles.

Chino Valley grew steadily during the next two decades to a population of 7,835 in the 2000 US Census.

At the turn of the new millennium, a series of five annexations commenced; four of the five consisted of large areas of land. From the spring of 2000 to the summer of 2002, Chino Valley annexed over 43 square miles of mostly vacant land, gaining about 300 additional residents. Along with two smaller annexations in 2006 and 2008, the current land area within the Town Limits is approximately 62 square miles with a 2010 US Census population of 10,817. The graphic on the next page illustrates the original Town incorporation area in 1970 and the series of annexations through 2008, reflecting the current Town Limits.

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.

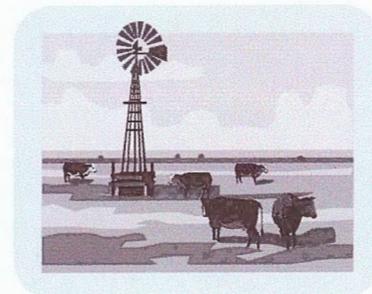


The land use pattern of Chino Valley developed similarly to that of many early towns containing a major highway running through it. Businesses often develop along the highway with residential and agricultural uses spreading out from the business corridor. Chino Valley's primary business development stretches many miles between the north and south Town Limits fronting SR 89.

Homes on lots mostly one-acre or larger in size are spread out east and west from the business strip, with undeveloped large parcels interspersed, and grazing/agricultural uses beyond.

What's it like in Chino Valley today?

Although the Town of Chino Valley contains a large area within its corporate boundaries, approximately only 11 square miles, or 18% of the Town, are currently developed. Many vacant parcels are located in and around the developed portions of the Town. Over 82% of the total area in Chino Valley is vacant, undeveloped land. The majority of vacant land, lying primarily in the eastern area of Chino Valley, is privately owned and used for agricultural businesses and grazing purposes. Additionally in the east there are aggregate areas located primarily along floodplains and drainage ways. Aggregates are defined in state statutes as "cinder, crushed rock or stone, decomposed granite, gravel, pumice, pumicite and sand".



Included in the vacant lands are over 4800 acres administered by the Arizona State Land Department (ASLD) in trust for public beneficiaries, mostly schools, colleges and hospitals, specified at the time of statehood. The State Trust Lands are large parcels scattered through the Town, and cannot be sold or leased without the ASLD obtaining fair market value. The state lands are not publicly dedicated open space and all public uses are regulated by the State.

There's a lot of undeveloped area, but what is developed?

The developed areas, where land is in use for residential, business or civic purposes are primarily located in a wide swath, one to two miles east and west of SR 89 between Rd 5N and Rd 4S. There is a variety of business types primarily fronting SR 89. These include restaurants, bars, general retail, beauty-barber shops, gas stations and other automotive-related businesses, professional, medical and veterinarian offices, banks, mini-storage and some industrial uses. Some businesses are within small strip centers while others stand alone. The largest numbers of businesses are located in the vicinity of SR 89 corridor between Rd 3N and Rd 1N, centered at the Rd 2N intersection where a major grocery and a major drug store abut the highway.

Interspersing the business uses are churches, apartments, mobile home parks, government offices, schools, homes, farms and vacant properties. The following chart reviews the Land Uses in the

primary developed area of Chino Valley. The chart is not presented to be an exact inventory of Land Uses, but rather to be an approximated summary of the types, numbers and general locations of businesses and other non-residential uses, as well as the presence of some residences, vacant buildings and undeveloped properties.

**Numbers and Types of Land Uses: SR 89 and Vicinity
Approximated from Windshield Survey September 2012**

Land Use Type	Area	R5N- R4N	R4N- R3N	R3N- R2N*	R2N- R1N	R1N- R1S	R1S- R2S	R2S- R3S	R3S- R4S	S of R4S	Totals
Agriculture/Related		3	-	6	2	3	1	2	1	1	19
General Retail & Services		10	11	38	16	9	9	15	3	5	116
Restaurants/Bars		2	-	13	-	3	4	1	1	1	25
Attorney/Accountant		-	-	1	2	2	-	1	-	-	6
Insurance/Real Estate		1	-	2	1	1	4	1	1	-	11
Banks/Financial		-	-	4	-	2	1	-	-	-	7
Medical/Health & Animal Med		1	-	9	-	8	1	2	-	-	21
Automotive Related		7	6	7	6	1	1	4	2	-	34
Mini-Storage/ Storage		2	2	2	1	-	2	-	-	1	10
Mfg/Industry/Const/		6	7	4	3	-	-	9	4	-	33
Homes		4	2	5	5	4	-	4	-	1	25+
Apartment/Duplex/MHP		1	-	5	2	1	-	-	2	-	11
Churches/Charities		1	2	6	-	3	1	3	-	3	19
Government		-	-	5	1	4	-	-	-	-	10
For Lease/Sale Buildings		4	5	5	1	5	5	-	1	-	26+
Vacant Properties		8	3	13	10	6	3	4	2	3	52+

Notes: * includes Perkinsville Rd and Rd 1East areas

+ denotes some areas may have more than the number shown; also large quantities of undeveloped lands exist south of Rd 4S and north of Rd 5N

Source: General Plan Committee

Although some residential uses exist along SR 89, its frontage is primarily occupied by business and other non-residential uses. The majority of homes are located some distance from the highway, a quarter mile to over one and a half miles, east and west. There are approximately 60 recorded subdivisions in Chino Valley, but not all recorded subdivisions are built, and there are many vacant lots. Additionally, a large number of homes were built on parcels other than recorded subdivision lots.

The 2010 US Census estimated 4,967 housing units, including all types of dwellings in Chino Valley; an increase of almost 53% from 3,256 total housing units in 2000. The first decade of the new millennium was a period with many annexations, some included subdivisions.



The following chart reflects building permit activity over the past 12 years from data provided by the Chino Valley Development Services Department. The millennium commenced with a flat building period for the first few years, followed by an extreme increase, peaking in 2004-05. In recent years there has been a return to a flat rate of new building activity.

Chino Valley Number of Permits Issued For New Buildings: 2000-2012

Year	Single-family Site-built Dwellings	Manufactured Home Dwellings	Multi-family Buildings (# DUs unknown)	Commercial Buildings
2000	1			
2001	1			1
2002	6	1		1
2003	68	20	1	4
2004	200	53	11	21
2005	282	53	1	14
2006	168	39		6
2007	93	20		11
2008	42	16		6
2009	3	16		8
2010	5	14		2
2011	7	12		3
2012	8	5		4 + 2
2013				
1 st Quarter		3		1
2 nd Quarter	9	3		3

Source: Town of Chino Valley Development Services Department

Are there changes happening that will influence future development patterns?

Taking a look at national, state and regional trends for the past ten years, the following may influence changes to the existing land use development patterns:

- Rising prices in gasoline;
- Rising rates of obesity in both children and adults, often accompanied by diseases such as diabetes;
- Rising trends toward walkable business-clusters and neo-traditional neighborhoods;
- Rising numbers of single-occupancy households;
- Rising average life expectancies; (US Census Bureau, 2010 life estimates: 76 for men, 81 for women; 2020 life projections: 77 for men, 82 for women)
- Rising numbers in population groups approaching or entering retirement years, also known as the Baby Boomer Generation (generally born during the twenty year period post WW II);
- Rising needs for inter-generational housing due to: longer life expectancies, economic conditions, and an increasing number of Baby Boomers becoming also known as the “Sandwich Generation”, taking care of elderly parents and children; and recent increases in the number of grandparents raising grandchildren.

How does all of this affect land use patterns in Chino Valley?

As discussed in Part 1 of the General Plan *Chino Valley Today* section, the prevailing land use patterns in Chino Valley reflect large residential-use lots spreading out long distances from each other and from shopping, schools, parks, services and other uses. Consider how this existing pattern affects each of the trends noted above:

- The prevailing Chino Valley spread-out pattern requires almost all occupants of residential-use to drive to all other land uses, in spite of the rising costs for gasoline;
- Besides the high gas costs, the spread-out land use pattern is not conducive to avoiding obesity and related health issues; a walkable-distance land use pattern might encourage a healthier lifestyle.
- Approximately 25% of the Chino Valley population lives alone; and household sizes (persons per dwelling unit) have decreased by almost 6% since 2000;
- The median age of Chino Valley residents is almost 45, an increase of over 12% since 2000, and is also some 20% older than the median age of Arizona residents;

- Approximately 50% of Chino Valley's residents are part of the Baby Boomer and older generations; (the youngest Baby Boomers are 50 and the oldest are in their mid to late-sixties; the "Silent" and "Greatest" generations are in their seventies, eighties and older);
- The large number of Baby Boomers and older generations in Chino Valley reflects a need for inter-generational housing (where two or more generations, each living with separate or shared complete facilities, i.e. cooking, bathing, sleeping, relaxing areas, all within one dwelling unit, or more, on one lot);
- The large number of Baby Boomers and older generations in Chino Valley portends a future need for shorter distances between residential and other types of land uses (e.g. shopping, medical/health care, personal services, recreation/entertainment, higher education, financial and professional services), and a need for alternatives in transportation modes.

SUM IT UP...

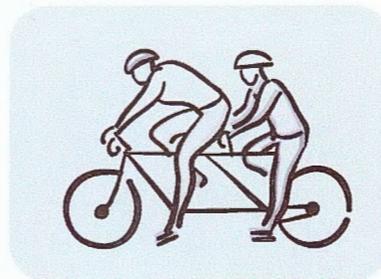
There is a need for some additional types of land use patterns in Chino Valley to accommodate the needs of its multi-generational and aging population, its desires to create healthier and less costly lifestyle options, and to promote a sustainable economy.



you'll also keep your sales taxes in your town to help maintain local services. This is in keeping with many residents' desires to live more self-reliant lifestyles in rural communities like Chino Valley by both enhancing their individual health and in helping to sustain the local economy.

How can a new type of land use pattern make me healthier and promote a sustainable economy?

It's simple: when you can walk or ride a bike to a local store to buy what you need, rather than driving a long distance to a large store in another community, you won't have the expense of gas, the loss of time or stress in traffic, and you'll get some exercise. And



What are the future possibilities for land use patterns in Chino Valley?

While the current Land Use pattern in Chino Valley appears to be spread out, some parts have been planned and at least partially developed in more compact ways. Examples of the more compact land use patterns are Bright Star, Parkside Village, and Chino Meadows Subdivisions. These subdivisions may offer a sense of neighborhood due to the clustering of lots; but their residents must still drive for shopping and other needs. If subdivisions were planned so that homes were located within an area offering options for walking, biking or short-distance driving for at least some daily needs, the subdivision might be considered to be part of a “Community Core”.

The “Community Core” concept envisions places where some uses, or combination of uses, are more concentrated than in other areas of the Town. There are various types of Community Cores. Some may focus on business uses, others on entertainment, recreation, education or health care; but all generally have



a mixture or combination of uses including residential; and all are pedestrian-oriented with compatible architectural appearance.

The Chino Valley General Plan Committee explored the Community Core concept and identified desirable uses within a Core as those that add convenience to neighborhood residents, e.g.

churches, books/news stands, day-care centers, private schools, fitness centers, small grocery/convenience store, household goods and repair shops, neighborhood pub/coffee-juice bar or small café, as well as a variety of housing types. On the next page, see the graphic representation of the community core concept prepared by a General Plan Committee member.

The General Plan Committee also identified locations that may be suitable for “Community Cores”. Most are in areas that are partially developed but have undeveloped properties nearby. The next section describes potential Community Core areas that may be forming within the “Near Term”, i.e. the next ten years. Cores that are expected to take longer than a decade to develop are described as the “Long Term”, and areas taking more than 20 years for development are considered as future Growth Areas.

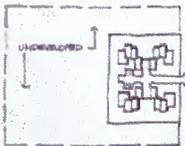
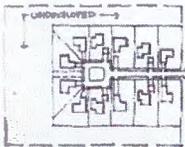
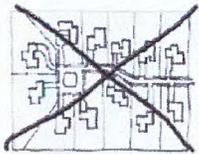
Where will the Community Cores be located?

The following section contains locations and descriptions of six Community Core areas identified by the General Plan Committee and the types of Land Use focus for each Core. The Com-

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.

Aspects of Community Core Concepts



1. SMART DEVELOPMENT PROVIDING NAOs (NATURAL AREA OPEN SPACE)



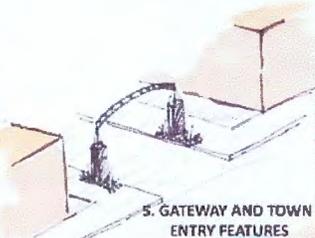
4. UNIQUE TRANSPORTATION FARMS - WINERY - CORES



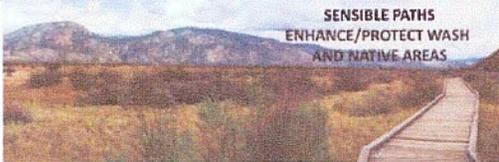
2. WALKABLE DOG PARKS CLOSE TO CORE AREAS



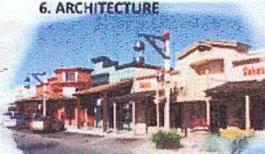
3. SEASONAL FARMERS MARKET



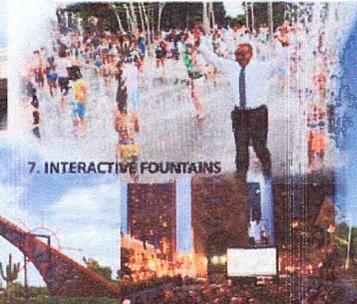
5. GATEWAY AND TOWN ENTRY FEATURES



12. RESTAURANTS EASY TO WALK TO CLOSE TO BUSINESSES



6. ARCHITECTURE



7. INTERACTIVE FOUNTAINS



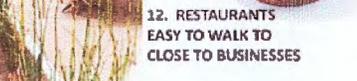
8. SENSE OF PLACE



9. ENTERTAINMENT AREAS PLACES TO GATHER



10. INTERESTING SITE FURNISHINGS



11. BRANDING



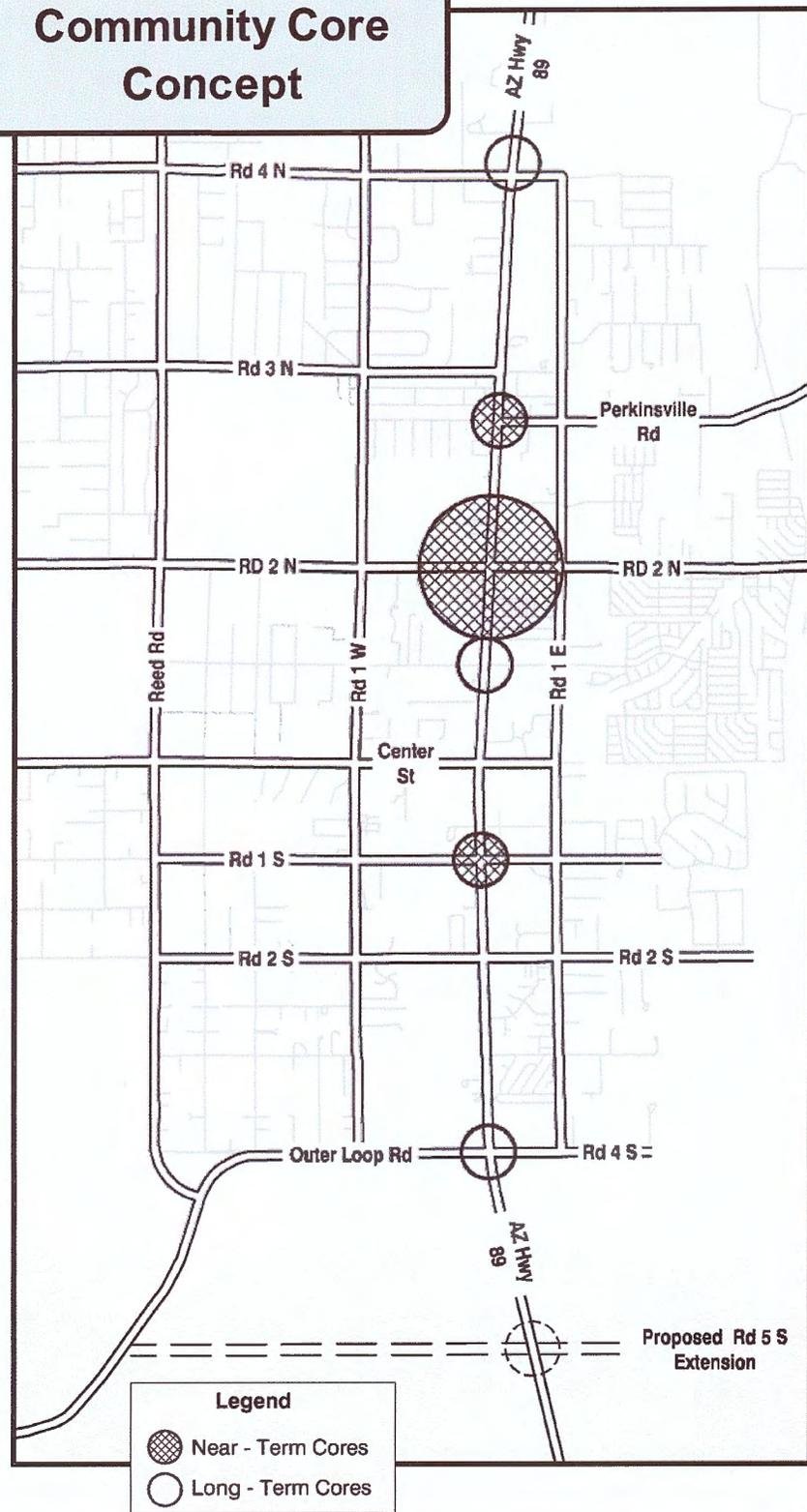
FIG. 1. Site development standards. Good reflective site planning, single family development National Association of Home Builders, 1988.
 FIG. 2. Dog Park and Forest Park in Puller, Saint Louis. Rallyart.org
 FIG. 3. Google image; FIG. 4. Google image; Source2.com
 FIG. 5. Google image; FIG. 6. Google image; Ripky.com; FIG. 7. Google image.
 FIG. 8. Google image; alibon.com; FIG. 9. Myline Park, Denver, Co. Libby.com
 FIG. 10. The DLR, by DLR Inc. Contemporary Metal Furniture. Pinterest.com
 The South, DLR Inc. @furniture.com; FIG. 11. Google image; stillfadmag.com

mittee recommends that all Cores be a mixture of uses and that pedestrian orientation, building appearance, colors, street trees and other vegetation are important components; and that Zoning Codes need to permit residential uses in commercial zones for Cores or adjacent areas.

The intent of these identified Community Cores is to offer alternative lifestyles and to support local businesses and to promote future business expansion.

While the Committee emphasized the need for new Cores with sustainable lifestyles, they also identified the need for the protection of existing large lot, low-density residences; that protection can be provided through buffering, separation, screening and other planning methods in advance of, or simultaneously with, new development. See the Community Cores Concept map at right for an idea of general locations.

Community Core Concept



Which Community Cores will develop first?

The first three Community Cores listed are targeted for initial development/infill in the Near-Term, i.e. potentially within the next ten years, as described in the following expected order.

Potential Next 10 Years

First Expected Development Major Community / Downtown Core

Rd 2N / SR 89

Contains:

- existing major retail
- hwy frontage
- traffic signal
- water/sewer access
- large vacant adjacent lands
- may expand to schools, library-Town Hall, Memory Park, Senior Ctr, @ Rd 3N/Rd 1W,
- and to State Land/Reed Rd

Hospitality / Entertainment Core Rd 1S / SR 89

Contains:

- water/sewer access
- commercial hwy frontage
- existing national chain motel
- vacant adjacent properties

Recreation / Employment Gateway Core

Perkinsville Rd / SR 89 / Rd 1E

Contains:

- existing Community Center Park: aquatic ctr, ball fields, dog park, multi-purpose bldg
- near elementary school
- Town water access
- entrance to potential industrial park & recreational uses @ Old Home Manor
- existing adjacent vacant land

What about Core development after 10 years?

The following are other Community Cores identified with location and factors for the selections. These are expected to be developed later, in the “Long-term”, i.e. beyond ten years.

Beyond Ten Years Core / Corridor Potentials

Future Regional Gateway

Rd 4S / 5S / SR 89

- Existing round-about @ Rd 4S/SR 89
- Planned round-about @ Rd 5S/SR 89
- Possible 2nd grocery
- Potential senior care/ living & health care/ medical support for planned YRMC future facilities
- Possible park & agri-tourism trolley @ Rd 1E from Rd 4S to Rd 4N

Future Medical Hub

Rd1 N / SR 89

- Existing medical services expansion
- Possible senior care and retirement living communities
- Future traffic control device needed

Future North Mixed-Use Hub

Rd 4N / SR89

- Planned round-about with construction 2013-14
- Future north loop to Old Home Manor developments

IS THERE A MAP OR DIAGRAM?

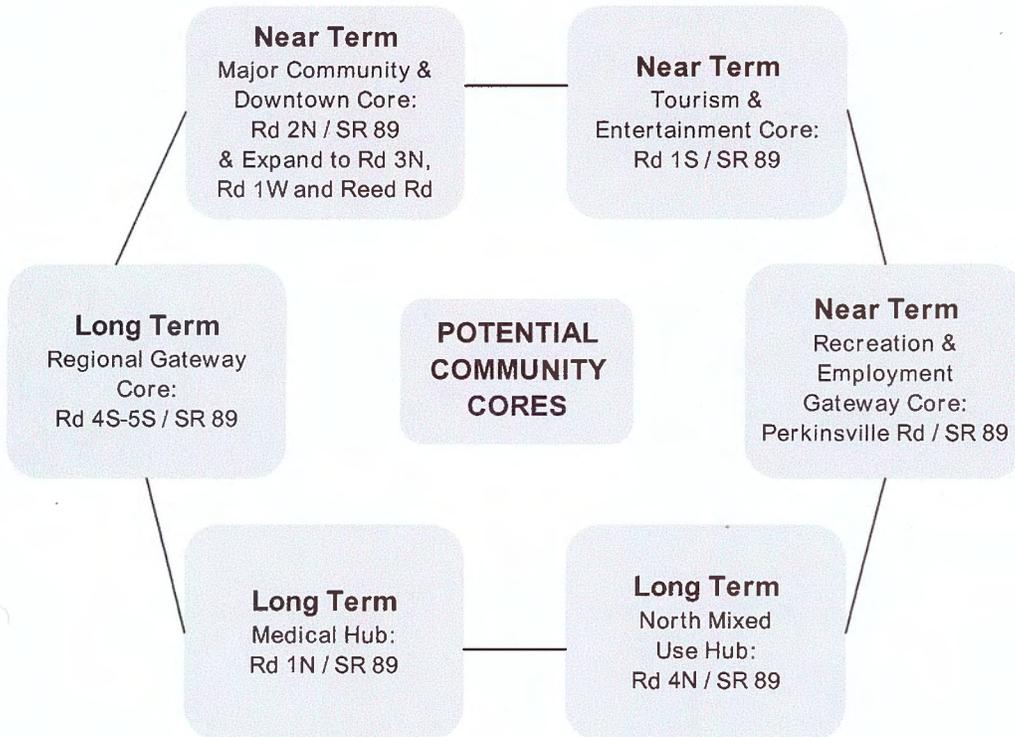
The Potential Land Use Map depicts the generalized locations and ideas expressed in the Goals and Strategies of the Land Use, Circulation/Transportation, Economic Development, Open Space/ Recreation and other Elements.

The purpose of the Potential Land Use Map is to provide a broad depiction of land use patterns. The Potential Land Use map is not intended to be specific and it is not a zoning map with designated zoning classifications or boundaries. See The Potential Land Use Map following the Land Use Goal, Strategies, Steps and Getting It Done! table.

What about growth and development way out in the future?

Rapid growth has been a major part of the Arizona scene since the end of World War II. Recent downturns in the housing industries from the now approaching, decade-long recession has slowed population and business growth throughout Yavapai County. While Chino Valley's population rate of change neared 7% annually in the rapid-growth decades from 1980 to 2000, it is now estimated at a 3% growth rate for a projected population of 17,300 in 2030.

Many factors may affect the estimated growth of Chino Valley’s population and development from national and worldwide economics to decisions made at the local and regional levels. Consequently, the potential development of Community Cores and future Growth Areas may vary in timing and characteristics. Accordingly, current discussions of future development, especially those beyond ten years, are subject to change.



Future Growth Areas

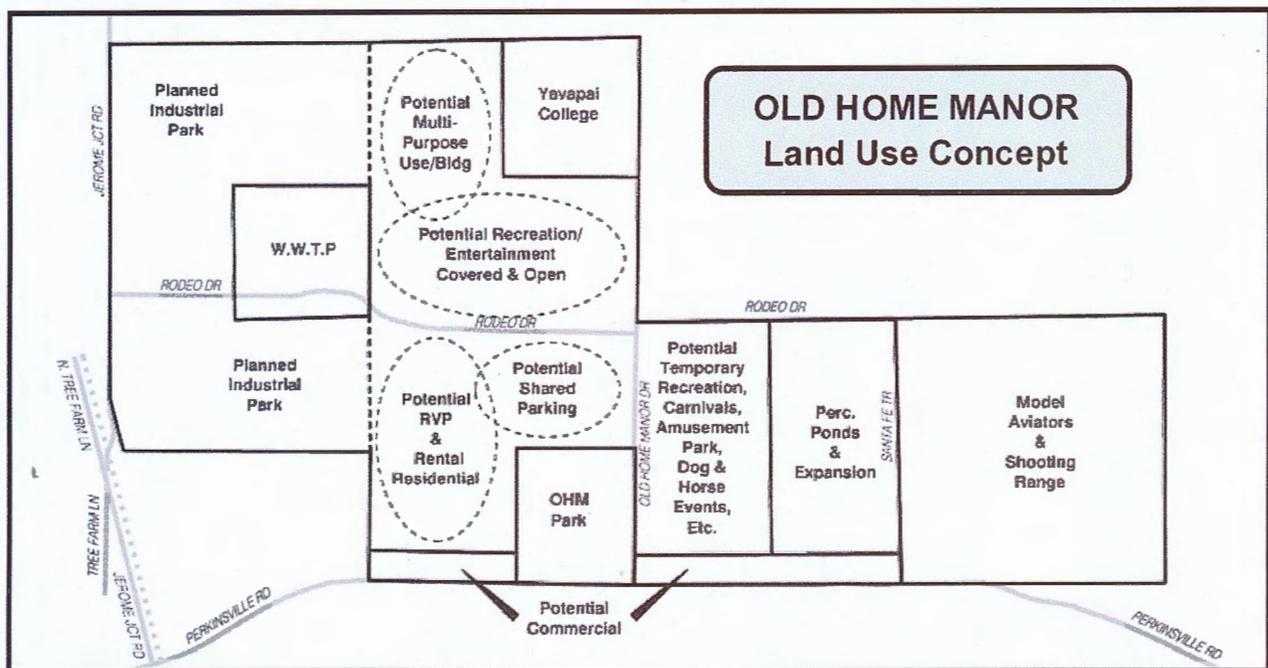
To consider future Growth Areas beyond twenty years the General Plan Committee discussed and identified areas primarily in the eastern part of the Town. These Growth Areas may be mostly for expansion of employment bases and educational institutions, but they contain large amounts of land that lend themselves to mixed-uses with residential components, enabling future residents to live, work and play within each area. The following major future Growth Areas are listed and described below.

Future Growth Area: East Perkinsville Rd Gateway / Regional Connector Extension

© Future uses at Old Home Manor may contain the following (see Future OHM Land Use Concept pictorial diagram):

- Industrial park/employment base, on west 200 acres
- Yavapai College expansions/education area on north-central 80 acres

- Office and service business with some commercial retail fronting along Perkinsville Rd
- Rental moderate-income housing and RV parks west of and adjacent to existing OHM Park/ball fields and its expansion
- Major recreational facility for multi-purposes, including open air and covered arenas for sports and equestrian events, entertainment and other uses; in central areas south of Yavapai College
- Major improved parking area centrally located for shared use by all recreational/entertainment facilities
- Solar energy panels farm
- Infrastructure (water, sewer, utilities, roads) planning and construction
- Other support developments in vicinity



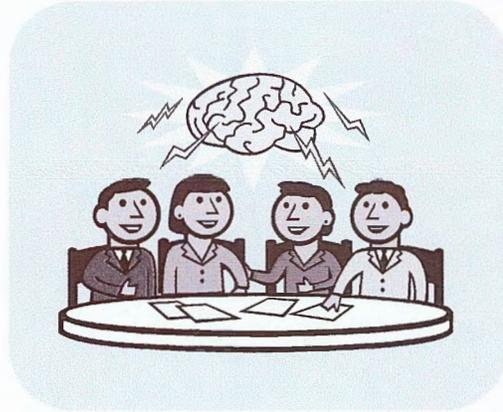
© Future improvements to the Peavine Trail; and future Wildlife/Greenway Corridor and future connections to motorized off-road vehicle trails east of Town

Future Growth Area: North Industrial / Manufacturing and Planned Community Development, north of Rd 5N / SR 89

- This area contains the closest access to I-40
- Potential development of Del Rio Springs planned community

How does a good land use pattern with Community Cores happen?

The General Plan Committee, studied land use issues along with economic development and circulation issues and decided on the following concise goal statement that is integrated with the Goals listed in the Economic Development and Circulation Elements. The Committee also listed supporting Strategies and Steps.



GOAL: Focus on Development of Community Cores and on Lifestyle Choices in Land Use

The following Targeted Strategies are ideas that may help to accomplish the Land Use Goal; suggested Steps follow the Targeted Strategies in support of implementation for the Goal and Strategies.

Target Strategies

1. Encourage new variety of residential and compatible development in Community Cores for sustainable lifestyle choices

- Step: Inventory existing land uses and vacant properties within identified Community Cores
- Step: Communicate with property owners of lands in identified Community Cores and organize a team of owners interested in pursuing development of the Community Core Concept
- Step: Analyze Community Core development ideas with existing and potential zoning
- Step: Update the Unified Development Ordinance (UDO) to create a new Community Core Zoning District permitting a variety of residential uses and lot sizes, and non-residential uses in potential Community Cores, including the items described in the following Steps
- Step: Add appearance, landscape, signage, lighting, noise and other development standards to the UDO for compatibility within the Community Core and for compatibility and buffering with adjacent existing residential neighborhoods

Step: Create incentives in the UDO for Community Core Concept development, such as reduced or eliminated parking and building setback requirements, increased building heights, increased residential densities, increased intensities, combined uses, etc.

2. *Protect existing residences in large-lot neighborhoods as new lifestyle choices develop*

Step: Revise UDO to create flexibility in zoning districts allowing small ranges of lot sizes, e.g. ¼ ac to ½ ac; ½ ac to 1 ½ ac; 1ac to 2 ½ ac, etc.

Step: Update UDO to specify types of uses permitted at edges of Community Cores that are appropriate and compatible with existing adjacent residences

Step: Revise UDO to add significant buffering and screening methods where new Community Cores or other non-residential uses are proposed adjacent to existing residences

3. *Avoid proximity of incompatible land uses*

Step: Identify high-intensity types of land uses, such as heavy industrial manufacturing, outdoor arenas, aviation or research, sand and gravel excavation, etc. that are not easily buffered or screened, and create zoning district designation for these and similar uses from commercial districts

Step: Preserve currently identified aggregate areas sufficient for future development, in accordance with ARS 9-461.05C.1.g through buffering from residential encroachment

4. *Strive for developments that fulfill the Community Vision while allowing flexibility and encouraging innovation*

Step Recognize and embrace changes in both demographics and technology

Step: Be proactive in updating Town regulations and practices to facilitate innovation

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, see the next section for details.



GOAL: Focus on Development of Community Cores and on Lifestyle Choices in Land Use

Land Use Element

Getting It Done!

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
Strategies: Encourage new variety of residential and compatible development in Community Cores for sustainable lifestyle choices										
Step: Inventory existing land uses and vacant properties within identified Community Cores	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Step: Communicate with property owners of lands in identified Community Cores and organize a team of owners interested in pursuing development of the Community Core Concept	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Step: Analyze Community Core development ideas with existing and potential zoning	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Step: Update the Unified Development Ordinance (UDO) to create a new Community Core Zoning District permitting a variety of residential uses and lot sizes, and non-residential uses in potential Community Cores, including the items described in the following Steps	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Add appearance, landscape, signage, lighting, noise and other development standards to the UDO for compatibility within the Community Core and for compatibility and buffering with adjacent existing residential neighborhoods	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Create incentives in the UDO for Community Core Concept development, such as reduced or eliminated parking and building setback requirements, increased building heights, increased residential densities, increased intensities, combined uses, etc.	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

**GOAL: Focus on Development of Community Cores
and on Lifestyle Choices in Land Use**

**Land Use
Element**

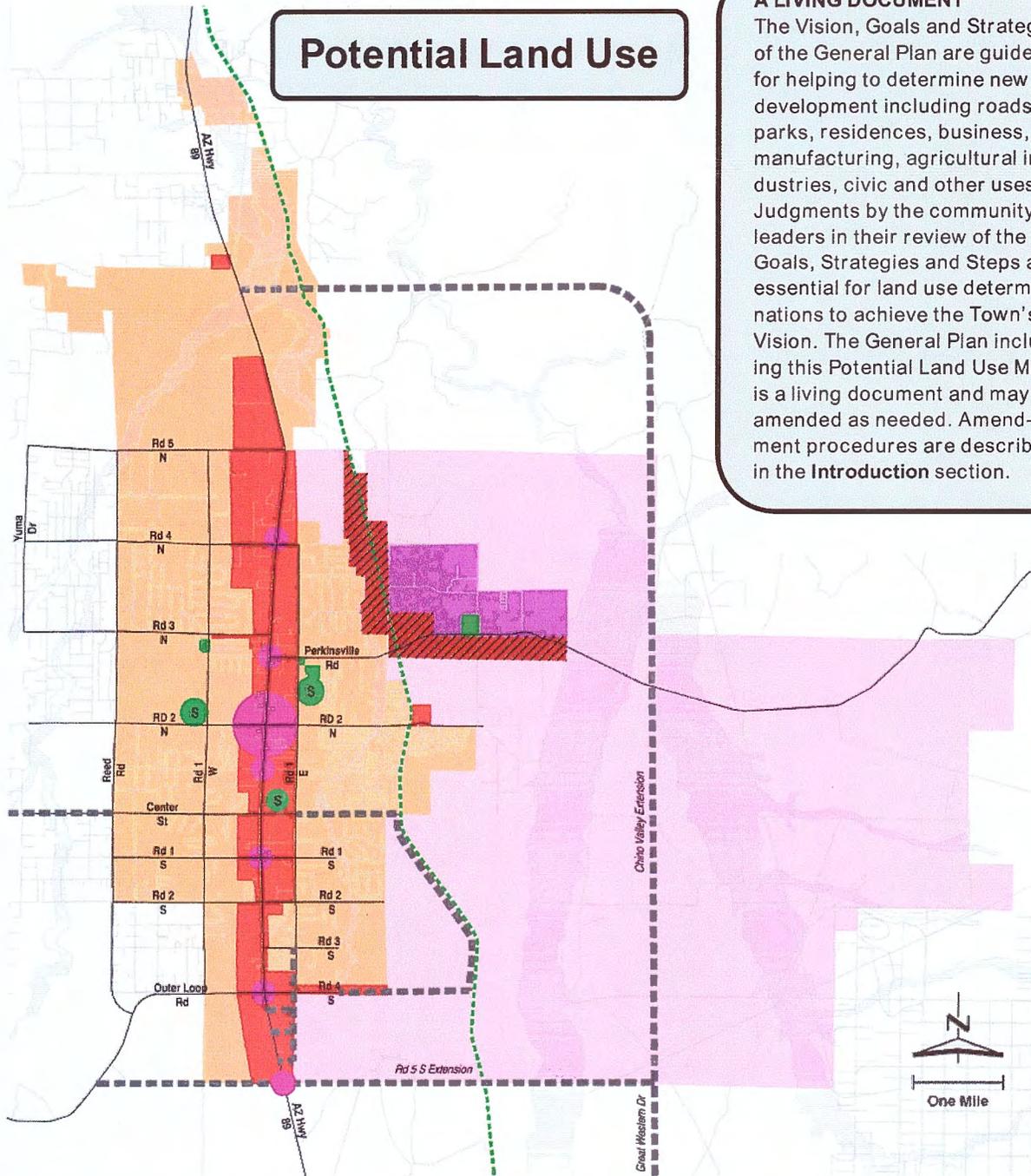
Getting It Done!

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
Strategies: Protect existing residences in large-lot neighborhoods as new lifestyle choices develop										
<i>Step: Revise UDO to create flexibility in zoning districts allowing small ranges of lot sizes, e.g. ¼ ac to ½ ac; ½ ac to 1 ½ ac; 1ac to 2 ½ ac, etc.</i>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<i>Step: Update UDO to specify types of uses permitted at edges of Community Cores that are appropriate and compatible with existing adjacent residence</i>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<i>Step: Revise UDO to add significant buffering and screening methods where new Community Cores or other non-residential uses are proposed adjacent to existing residences</i>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Strategies: Avoid proximity of incompatible land uses										
<i>Step: Identify high-intensity types of land uses, such as heavy industrial manufacturing, outdoor arenas, aviation or research, sand and gravel excavation, etc. that are not easily buffered or screened, and create zoning district designation for these and similar uses from commercial districts</i>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
<i>Step: Preserve currently identified aggregate areas sufficient for future development, in accordance with ARS 9-461.05C.1.g through buffering from residential encroachment</i>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Strategies: Strive for developments that fulfill the Community Vision while allowing flexibility and encouraging innovation										
<i>Step: Recognize and embrace changes in both demographics and technology</i>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<i>Step: Be proactive in updating Town regulations and practices to facilitate innovation</i>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

Potential Land Use

A LIVING DOCUMENT

The Vision, Goals and Strategies of the General Plan are guides for helping to determine new development including roads, parks, residences, business, manufacturing, agricultural industries, civic and other uses. Judgments by the community's leaders in their review of the Goals, Strategies and Steps are essential for land use determinations to achieve the Town's Vision. The General Plan including this Potential Land Use Map is a living document and may be amended as needed. Amendment procedures are described in the Introduction section.



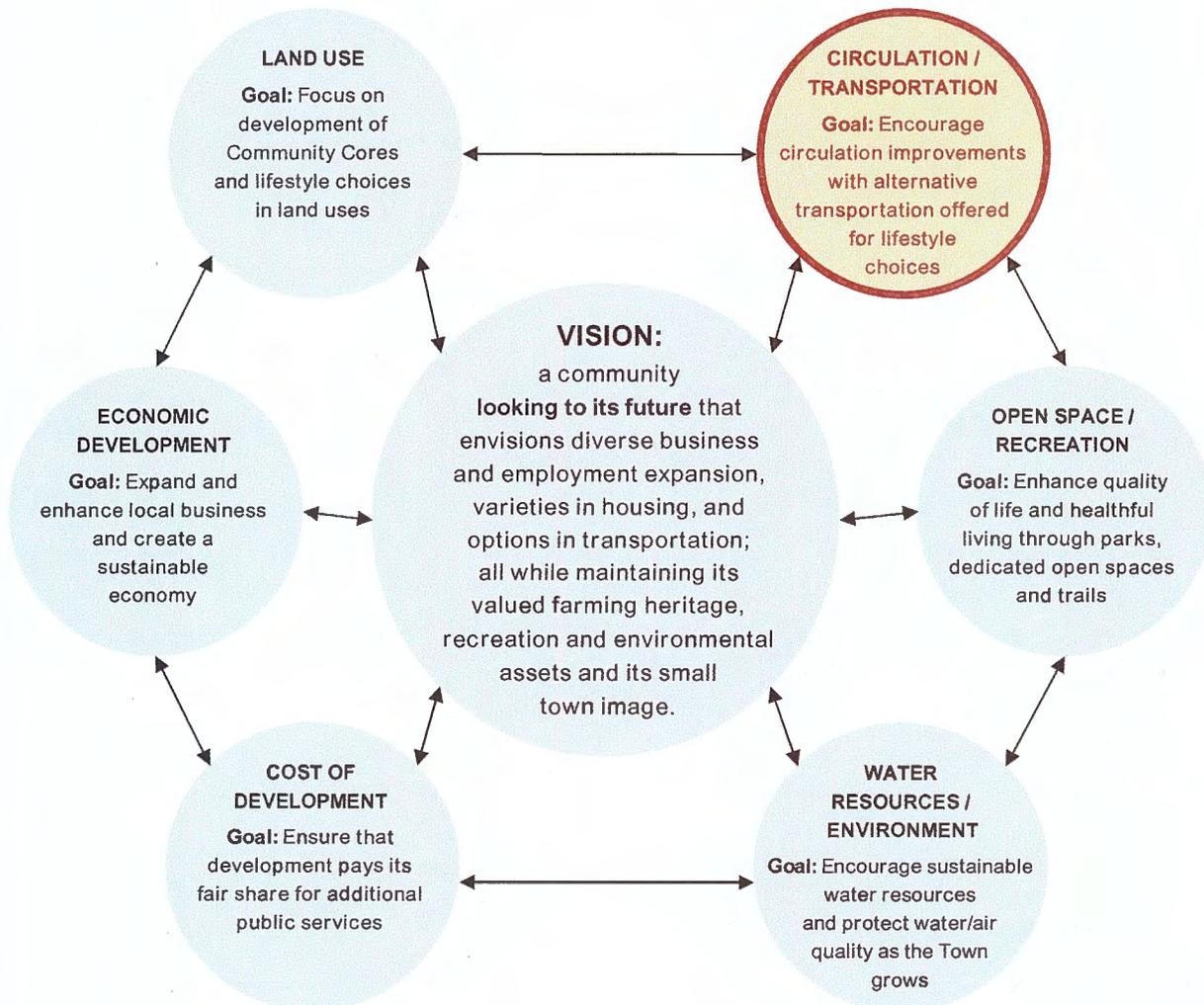
- Potential Community Cores
- Commercial / Multi - Family Residential
- Medium Density Residential (2 ac or less)
- Employment Park / Commercial Recreation / Education / Public Services
- Commercial
- Floodplain / Greenway Corridors / Aggregate Areas
- Public Parks / Schools
- Future Growth Areas: Industrial / Agri-business / Contained Planned Community
- Future Connector Roads *
- Peavine Trail *

* Portions may be subject to approval / acquisition from AZ State Land Dept

Chino Valley General Plan • 2014

Part 2: General Plan Elements

Circulation / Transportation



Chino Valley General Plan • 2014

Circulation / Transportation Element

What is the difference between circulation and transportation?

Circulation refers to a system of passage for something from place to place. Generally this includes highways, arterial streets, and other types of roads, pathways or sidewalks; and sometimes air and rail systems.

Transportation refers to the means of conveyance such as automobiles, trucks, transit, bicycles, feet, airplanes and trains. The terms “circulation” and “transportation” are often interchanged.

Simply put, the Circulation / Transportation Element is about a variety of ways that people and goods get around the Town and the region.

CIRCULATION / TRANSPORTATION 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.

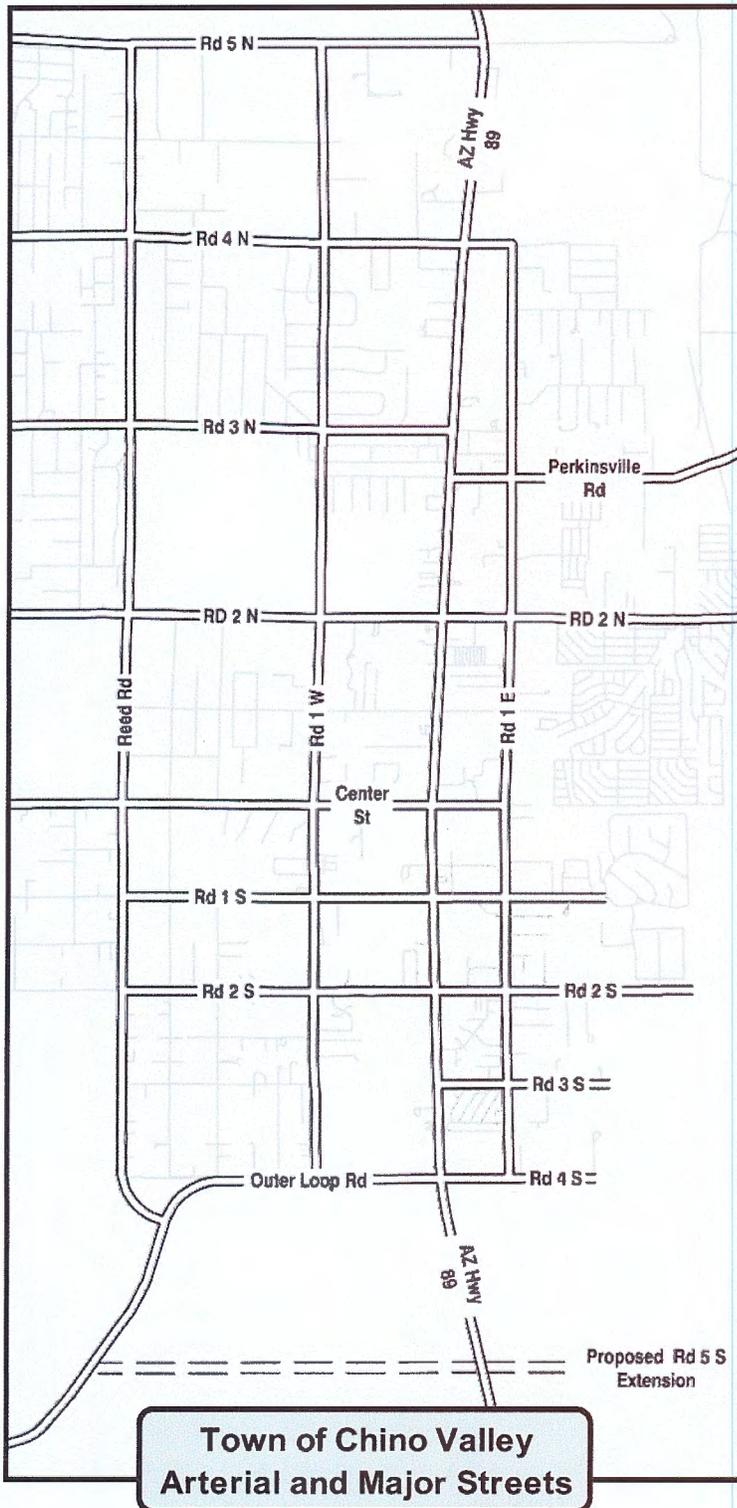
How did transportation begin in Chino Valley?

When the Town of Chino Valley incorporated in 1970, it was largely a farming and ranching community. Its small population of less than one thousand residents, did not require a complex transportation network, or paved roads, curbs, gutters and sidewalks. Running throughout Arizona, SR 89 owned and maintained by the State, was a paved two-lane highway, the only paved roadway in town. The major traffic flows were on SR 89, as they are today.

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.

Some years after incorporation, with an increasing population and related traffic volumes, the Town commenced upon a systematic plan of chip-sealing public roadways to mainly control dust. This proved to be a difficult task as it soon became evident that many roads thought to be public and used openly by the public, were actually not dedicated to the Town as public rights-of-way. The Town has continuously been working with property owners to acquire public roadway easements or dedications, and has been providing annual budgets for road improvements.



What's it like in Chino Valley today?

Current Circulation

Today, the Town's circulation system consists of one arterial highway, SR 89, and a series of east-west and north-south major streets. There are eleven major east-west streets, parallel to each other at approximately ½ mile to 1 mile intervals from Rd 5N to Rd 4S. All major east-west streets intersect SR 89, and also intersect at least one of the three major north-south streets: Reed Road, Rd 1W, and Rd 1E.

SR 89 and two of the major east-west streets, Center Street and Perkinsville Road, have asphalt paving. The remaining major east-west and north-south streets are chip-sealed and mostly in fair condition. All major streets are two lane roadways with varying rights-of way which range from 36 to 65 feet in width. Portions of Center Street contain curb, gutter and sidewalks. There are no bicycle lanes or bicycle routes designated on any major or arterial streets.

There is one modern round-about currently in Chino Valley at the intersection of Rd 4S and SR 89, and 5 signalized intersections of SR 89 at Rd 3N, Rd 2N, Center St, Rd 1S and Rd 2S. Traffic is regulated by stop signs at the remaining intersections of major streets with SR 89 and with other major streets.

SR 89, the only arterial, contains 4 lanes plus center turn lanes, curb and gutter and sidewalks. Traffic volumes on SR 89 have been constant over the past sev-

eral years with average annual daily traffic (AADT) counts of 20,000 or more between Rd 4S and Rd 3N, as shown in the following chart. The highest AADT is between Rd 2N and Rd 2S, resulting from the locations of major shopping venues and schools, such as Safeway, Walgreens, Chino Valley High School.

SR 89 TRAFFIC COUNTS 2007-2010
Average Annual Daily Traffic (AADT)

Start	End	2007	2008	2009	2010
Willow Creek/ MacCurdy/ Airport	Outer Loop/ Rd 4 South	22,500	21,000	21,500	20,000
Outer Lp/ Rd 4 S	Rd 2 South	22,500	21,000	21,000	20,000
Rd 2 South	Center Street	22,500	21,000	21,000	23,000
Center Street	Rd 1 North	22,500	21,000	21,000	25,000
Rd 1 North	Rd 2 North	22,000	23,500	24,000	22,500
Rd 2 North	Rd 3 North	22,000	23,500	24,000	20,000
Rd 3 North	Rd 4 North	12,000	12,000	12,000	11,500
Rd 4 North	Big Chino Rd	9,900	10,000	10,000	9,600

Source: Arizona Department of Transportation

Current Transportation

The primary type of transportation in Chino Valley today is the individual automobile or truck since the spread-out land use pattern in the Town offers few options for short-distance walking or bicycle riding. However, with the increasing numbers of older residents and others needing alternative transportation, a fledgling public transit bus system was initiated by the Town.

Buses

The Chino Valley Transit commenced after more than a decade of studies reflected the need for regional alternative transportation, culminating in the 2009 Transit Feasibility Study for Chino Valley. With this study, the Town applied for a Section 5311 transit grant through Arizona Department of Transportation and started service in November 2010.



The Chino Valley Transit provided local fixed-route, hourly service, with deviations of up to one mile for mobility-limited riders, operating

on Mondays and Wednesdays between 8:00am and 2:00pm. On Tuesdays and Thursdays, the Chino Valley Transit offered regional services to Yavapai Regional Medical Center and major shopping centers with connections to Prescott Citibus for stops at other shopping venues, Yavapai College, the VA Hospital and other requested locations. Recently this fledgling bus system has transitioned into a regional transit system, the Yavapai Regional Transit Authority, as discussed in a later section about transit.

Planes & Trains

Other types of transportation such as air and rail systems do not exist today within Chino Valley. The closest airport is located approximately 10 miles to the south at Prescott Municipal Airport/Love Field. The Prescott Airport is the only commercial airport in Yavapai County and serves the entire region. Commercial passenger service is provided to two major cities, Los Angeles and Denver, daily. General aviation and pilot training by private agencies and the Embry-Riddle Aeronautical University make Love Field the third busiest airport in Arizona.

Historically, Chino Valley and the region were traversed by railroads, but as the nationwide interstate highway system expanded, rail service was largely phased out. A major railroad company, the Burlington Northern-Santa Fe (BNSF), continues to operate freight rail service from the Phoenix area to the mainline located near Interstate-40. Spur lines at Drake, approximately 20 miles north of Chino Valley, allow the new Drake Cement, LLC, plant to connect to the BNSF. Passenger service by Amtrak is available on the mainline with the closest station at Williams Junction approximately 50 miles northeast of Chino Valley.

Bicycles/Pedestrians

Other regional historic railways were sold to private entities in the 1970s and 1980s when the ties and rails were removed. Most of the railroad easements were purchased by the three municipalities and now serve as bicycle and hiking trails. A former railway, known as the Peavine Trail, runs north and south for almost six miles through the eastern part of Chino Valley.

Although the trail has not been improved, trailheads for parking are designated at Perkinsville Rd and at Rd 2N.



Within the City of Prescott, the Peavine Trail has been improved from just south of the Prescott Airport some five miles to the Prescott Lakes Parkway where it connects to designated bike lanes. An improved former railway spur, the Iron King Trail, connects with the Peavine Trail and runs four miles easterly to the Town of Prescott Valley. The Peavine-Iron King Trail network is currently used for mostly recreational pursuits, but is proposed for viable commuter usage throughout the region. The existing and proposed trails network is shown in the Open Space/Recreation Element.

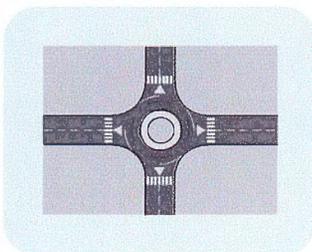
Will the circulation change and require more roads?

Circulation potentials within Chino Valley

Circulation potentials within Chino Valley are not expected to change dramatically over the next ten years. Traffic volumes have remained static over the past few years as shown in the previous table of AADT for the years 2007 - 2010, mostly due to the recent downturn in the economy, the loss of jobs and decreases in new home building. There are no substantial increases in traffic volume projected for the next ten years, unless some major developments were to occur in Chino Valley or its vicinity. With this in mind, it is not expected that any new streets will be added within the Town, except for two extensions described below on the southeast side where access is presently limited.

- The Town plans to create an additional north-south route in the southeast that will loop Rd 4S to Center Street using a portion of the Peavine Trail easement. Both Rd 4S and Center Street will be extended to the east after right-of-way acquisition and engineering design are completed. Construction on portions of the loop is expected to begin in the near future. This will provide improved access to properties in this southeast section of the Town. The planned eastside loop has potential for eventual extension northward to Rd 4N.
- The other roadway extension is also in southeast Chino Valley. An extension of Rd 1East is planned to the south from Rd 3S to Kalinich Ave, 1000 ft north of Rd 5S; and then to connect west from Rd 1E to SR 89. Construction is expected to commence in 2014 and continue for two to three years. ADOT plans a roundabout at Kalinich Ave with the SR89 widening.

The extensions of Rd 1E and Rd 4S/Peavine/Center St will provide not only better access for adjacent properties, but also much needed alternate access for emergencies.



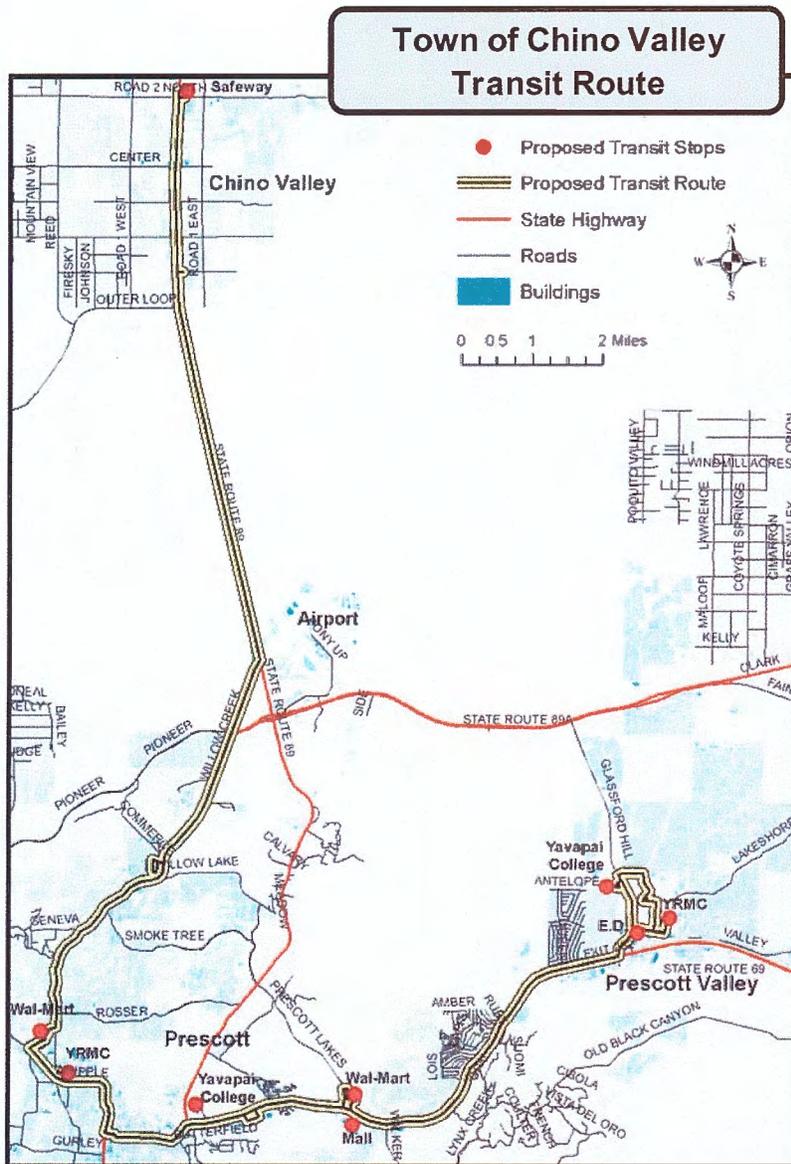
There are also three additional new traffic control systems planned for SR 89 within Chino Valley. A traffic signal is proposed at Rd 1N by ADOT in FY 2016. One roundabout, proposed at Rd 4N is to be constructed within the 2014 fiscal year by Arizona Department of Transportation (ADOT) in conjunction with the Federal Highway Administration. The other planned roundabout for Perkinsville Rd /SR 89 construction schedule has been delayed due to ADOT's budgetary constraints. The roundabouts are proposed to offer safer traffic turning movements and flows at the intersections. Construction period for the roundabout project at Rd 4N is proposed for approximately nine-month duration and will include the installation of curbs, gutters, sidewalks and drainage structures in addition to roadway improvements.

Circulation potentials beyond the Chino Valley Town Limits

Circulation potentials beyond the Chino Valley Town Limits are expected. Yavapai County has conducted a feasibility study for locating a local connector road between Williamson Valley Road and Reed Road. The study considered the area from Rd 2 South to Rd 2 North. The County's preferred alignment will connect to Chino Valley at Center Street and Reed Road.

Improvements to streets within the Town will be needed in order to tie into Rd 2N to augment the potential Community Core near Rd 2N/SR 89. (See Land Use Element.)

Although increases in traffic volumes are not projected within Chino Valley in the near term, there currently is a bottle-neck effect during rush hours on SR 89 between Rd 4S and the SR 89A intersection. ADOT plans to widen SR 89 to four lanes, running south from the Chino Valley Town Limits as far as Deep Well Ranch Rd north of the Prescott Airport within the 2014 fiscal year. Construction to continue SR 89 widening south to the intersection with SR 89A/Pioneer Parkway has been rescheduled and may not occur before the 2016 fiscal year budget.



Will there be other types of transportation in the future?

Two primary types of alternative transportation have potential to be successful in Chino Valley in the near future. One is the expansion of the Yavapai Regional Transit and the other is a possible combination of the pedestrian/bicycling mode of transportation that largely depends on the planning of Community Cores.

Transit

Ridership of the Chino Valley Transit had been progressively increasing since its inception near the end of 2010. Recent discussions between Chino Valley Transit and New Horizons Independent Living Center in Prescott Valley have resulted in a joint approach to offer regional transit services throughout the greater Prescott area.

The “Yavapai Regional Transit

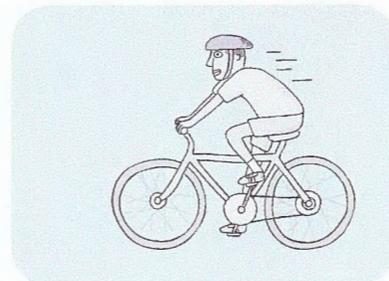
Inc.” (YRTI) system was founded on two regional transit studies provided in 2007 and 2009 for the Central Yavapai Metropolitan Planning Organization (CYMPO). YRTI is to be funded through a combination of sources including Section 5311 ADOT contracts for rural areas, and several state agencies for the disabled, low income and aging programs. Additionally, the regional transit system is obtaining sponsorships and advertisers; and in becoming a qualified non-profit organization, it is able to obtain tax deductible donations. No local government funding is anticipated. Service is expected to begin in late 2013.

YRTI’s plan is to provide fixed-route service from 6:30am to 6:30pm daily Monday through Friday, while still maintaining the deviated route program for disabled passengers. By expanding the hours and days, the transit system can provide daily service for commuting workers to business, as well as riders to shopping and other venues previously served only twice a week. The expanded service will include a total of 15 stops through Chino Valley, Prescott and Prescott Valley’s Entertainment District (i.e. Harkins Movie Theaters and Tim’s Toyota Events Center), Library/Town Hall, Yavapai Regional Medical Center East, and Yavapai College east campus.

Pedestrian/Bicycling Transportation

The success of either pedestrian or bicycling transportation depends on the land use pattern of “walkable” communities or neighborhoods. A walkable area consists of residences being located close to destinations: shops, cafes, services, parks, schools, or employment areas. Walkable areas also consist of walking paths that are barrier-free, safe and interesting; i.e. often augmented with pedestrian-friendly amenities, such as shade trees, landscaping and benches, or attractive shop windows, outdoor dining and entertainment areas.

This type of alternative transportation in Chino Valley is possible when considering the discussion about Community Cores in the Land Use Element. The Community Cores selected by the Gen-



eral Plan Committee each contain potential for infilling the areas around the SR 89 intersection hubs with a combination of various residential types and commercial uses.

The Community Cores may differ in the amounts of areas and uses, but all will provide some residential uses within ¼ to ½ mile of commercial uses. This enables easy access to businesses for walkers and bicyclists from their homes, offering an option for a healthier lifestyle. The concept of residential uses in close proximity to neighborhood shops obviously supports the local economy.

The Community Cores also allow ease of access to a transit system, and may offer opportunity for transit-oriented devel-

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.

opment. This may result in a series of future stops for each of the local residential and business hubs along the proposed regional transit routes, augmenting the economic support to businesses provided by neighborhood hubs.

What about future circulation in the undeveloped areas beyond the potential Community Cores?

The discussions about transit and potential alternative transportation are ideas that may be implemented through the infilling of the Community Core areas in the near future. Additionally some improvements to SR 89 and other streets are planned to commence shortly as previously discussed. The vast amount of vacant land, especially in the eastern portion of the Town Limits, however, is not expected to develop until well beyond the next ten years; for that, long range transportation planning is needed.

Long Range Transportation Planning

Planning for future circulation should not be neglected in order to be prepared for circulation needs of the distant future. Transportation planning for the future has largely been conducted on a regional basis by the Central Yavapai Metropolitan Planning Organization (CYMPO). The membership of CYMPO includes Chino Valley, Prescott, Prescott Valley, Dewey-Humboldt, the Yavapai-Prescott Indian Tribe, Yavapai County and ADOT. Its planning area covers more than 400 square miles of private and State land between the US Forest Service properties. See the CYMPO Planning Boundary map on the next page.

Beyond Ten Years

considers future growth and potential circulation in the region.

Several regional transportation studies have been prepared for CYMPO in recent years, mostly during a period of enormous increases in growth and development, between 2003 and 2007. Coinciding with the peak of the increased growth rates were the completions of the CYMPO Regional Transportation Study and the Chino Valley Small Area Transportation Study (SATS). At that time, projections were for continued intensely rapid growth; the SATS should be updated.

The ensuing recession and the 2010 US Census data resulted in a reality check for growth projections which were adjusted in the Regional Transportation Plan Update, completed in June 2012. This latest plan forecasts a population of approximately 17,300 for the Town of Chino Valley in the year 2030, and a total population in the entire CYMPO planning boundary projected at over 220,000.

Future Regional Connectors

The significance of the growth projections is the corresponding projected numbers of increased housing units, businesses and traffic demand that form the foundation for long range transportation planning. The regional transportation studies, and the recently adopted update, all recommend future regional connector highways and transit systems.

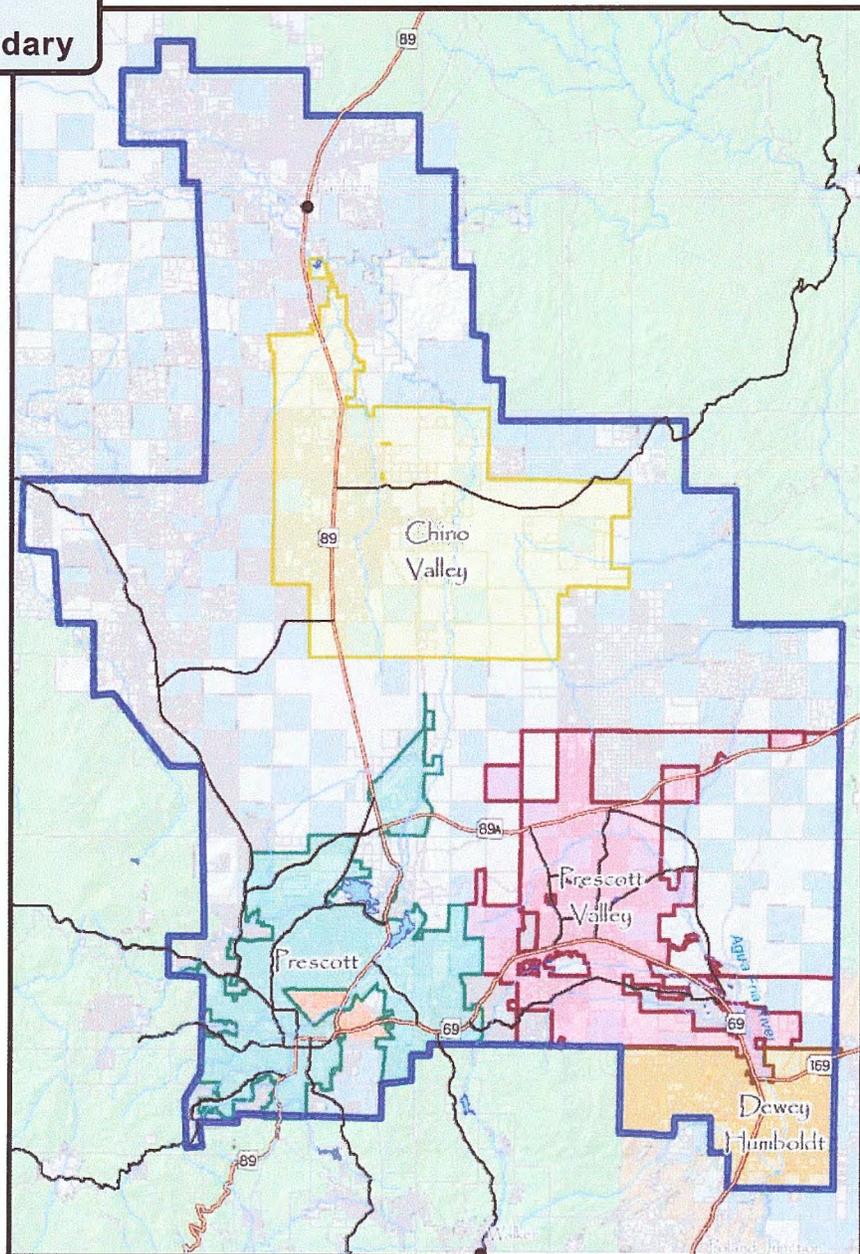
CYMPO Planning Boundary

The next page contains the 2030 Regional System map produced by CYMPO for major transportation networks in the entire area. The following describes the portions affecting Chino Valley.

One regional connector is proposed for an extension of Rd 5S east from its intersection with SR 89 to a north-south connector (Great Western Blvd/ Glassford Hill Extension) from SR 89A in Prescott Valley, with further connections to SR 69. Much longer range planning discussions propose a continuation of the north-south regional connector to extend north of the Rd 5S alignment sometime in the future to the northern boundaries of Chino Valley.

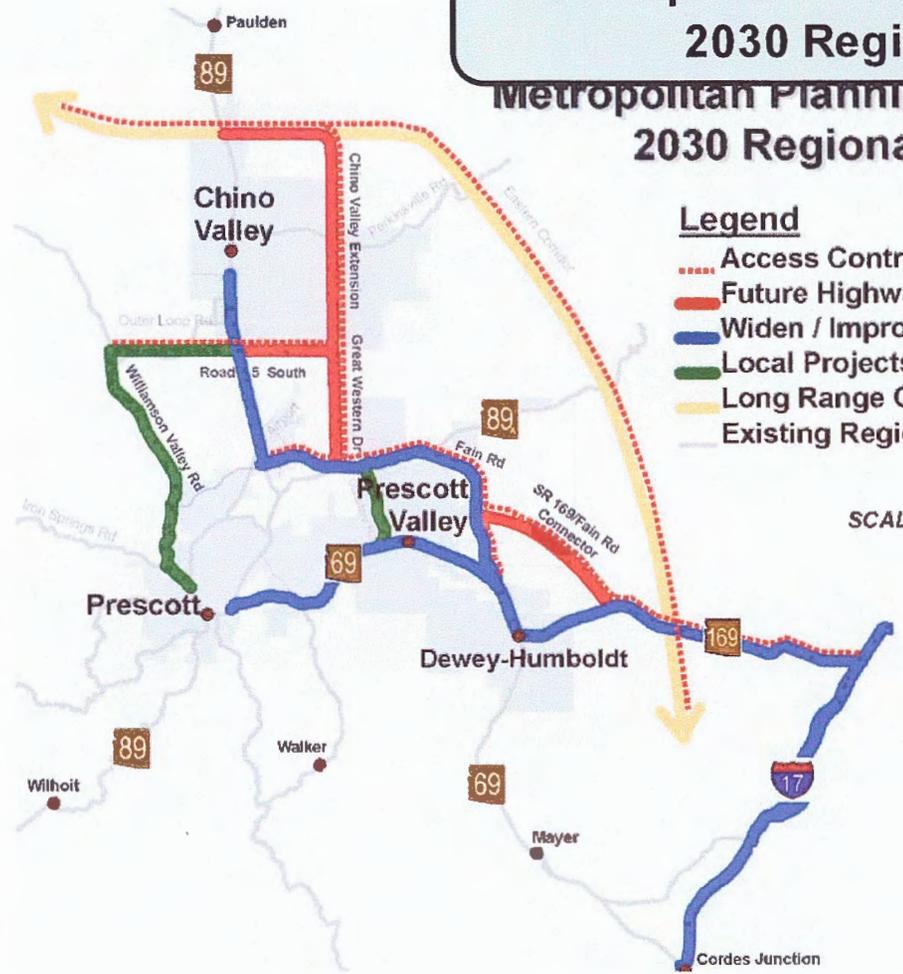
The future Rd5S/Great Western regional connector is also planned to extend to the west through the realignment of Outer Loop Rd from its present Rd 4S intersection to a new Rd 5S intersection. The proposed realignment of Outer Loop Rd connects west to Williamson Valley Rd. Portions of all future roads may be subject to approval/acquisition from AZ State Lands Dept.

The Williamson Valley Rd corridor has recently been widened to four lanes from Pioneer Parkway south to Iron Springs Rd, a major arterial into the City of Prescott. Plans to continue the widening north to the Outer Loop Rd intersection are underway.



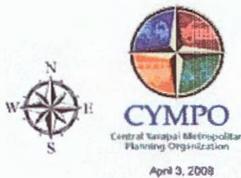
Central Yavapai Metropolitan Planning Organization 2030 Regional System

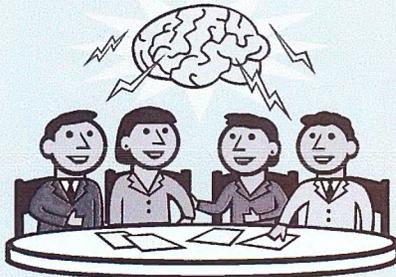
Metropolitan Planning Organization 2030 Regional System



- Legend**
- Access Controlled Facility
 - Future Highways
 - Widen / Improve Existing Highways
 - Local Projects
 - Long Range Corridor Study
 - Existing Regional Routes

SCALE: 0 2 4 8 Miles





How will improved circulation and transportation happen?

The General Plan Committee studied circulation concerns along with land use and economic development issues and decided on the following concise goal statement that is integrated with the Goals listed in the Land Use and Economic Development Elements.

Following the Goal are Targeted Strategies that may help to accomplish the Circulation Goal; suggested

Steps follow the Targeted Strategies in support of implementation for the Goal and Strategies.

GOAL: Encourage Circulation Improvements with Alternative Transportation Offered for Lifestyle Choices

Targeted Strategies

1. Encourage new connecting local roadways that offer convenience and provide emergency/safety routes

Step: Promote Yavapai County's proposed endeavor for a connecting Westside road at Center Street alignment between Williamson Valley Rd and Reed Rd

Step: Coordinate road improvements for the intersection of Reed Rd/Center St, improvements of Reed Rd north to Rd 2N, improvements of Rd 2N east, and Center St to SR 89

Step: Budget for design and construction of the eastside loop road near the Peavine Trail between Center Rd and Rd 4S

2. Support regional cooperation for widening of SR 89 south to SR 89A and for planning of major regional connectors from SR 89A to Rd 5S extension, and further northward extensions

Step: Work with Prescott, Yavapai County, CYMPO and ADOT for ADOT's funding; coordinate with AZ State Land Dept for R/W acquisition.

Step: Actively participate in all CYMPO meetings and activities

Step: Request update of CV Small Area Transportation Study

Step: Encourage property owners to reserve/dedicate roadway easements/rights-of-way

3. Promote the usage of the Yavapai Regional Transit Inc. (YRTI) 

Step: Create ample bus stop locations for resident convenience within Chino Valley and within the region

Step: Install adequate and safe seating and shelters at fixed-route bus stops

4. Encourage all modes of alternative transportation including installation of bicycling and pedestrian route networks, local non-profit vans and YRTI 

Step: Use complete streets template (i.e. auto lanes, bicycle lanes, parking lanes, sidewalks, shade trees, medians, lighting) for new street construction

Step: Provide origin-destination study to determine bicycle and walking needs

Step: Include design and construction in Town's 5-year capital improvement plans annually for pedestrian, bicyclist and other complete street features

5. Investigate green streets techniques for new street construction 

Step: Research / integrate rain-harvesting, solar energy, permeable pavements and storm water reuse for street vegetation irrigation, lighting and amenities for pedestrians

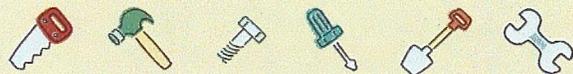
6. Institute a 5-yr Capital Improvement Plan (CIP) and coordinate all proposed roadway construction with existing and planned land uses and with the Vision and Goals of the General Plan 

Step: Review proposed street improvements with the Planning Commission and Development Services Department

Step: Review 5-Year Capital Improvements Plan with the Planning Commission on a regular basis, at least annually, and as needed for input prior to Council review

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, see the next section for details.



**Circulation /
Transportation
Element**

Getting It Done!

**GOAL: Encourage Circulation Improvements with
Alternative Transportation Offered for Lifestyle Choices**

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
<i>Strategies: Encourage new connecting local roadways that offer convenience and provide emergency/safety routes</i>										
Step: Promote Yavapai County's proposed endeavor for a connecting Westside road at Center Street alignment between Williamson Valley Rd and Reed Rd	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Step: Coordinate road improvements for the intersection of Reed Rd/Center St, improvements of Reed Rd north to Rd 2N, improvements of Rd 2N east and Center St to SR 89	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Budget for design and construction of the eastside loop road near the Peavine Trail between Center St and Rd 4S	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<i>Strategies: Support regional cooperation for widening of SR 89 south to SR 89A and for planning of major regional connectors from SR 89A to Rd 5S extension, and further northward extensions</i>										
Step: Work with Prescott, Yavapai County, CYMPO and ADOT for ADOT's funding	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Step: Actively participate in all CYMPO meetings and activities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Request update of CV Small Area Transportation study	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Encourage property owners to reserve/dedicate roadway easements/rights-of-way		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

GOAL: Encourage Circulation Improvements with Alternative Transportation Offered for Lifestyle Choices

Circulation / Transportation Element

Getting It Done!

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
<i>Strategies: Promote the usage of the Yavapai Regional Transit Inc. (YRTI)</i>										
Step: Create ample bus stop locations for resident convenience within Chino Valley and within the region	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Step: Install adequate and safe seating and shelters at fixed-route bus stops	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Strategies: Encourage all modes of alternative transportation including installation of bicycling and pedestrian route networks, local non-profit vans and YRTI</i>										
Step: Use complete streets template (i.e. auto lanes, bicycle lanes, parking lanes, sidewalks, shade trees, medians, lighting) for new street construction	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Provide origin-destination study to determine bicycle and walking needs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Include design and construction in Town's 5-year capital improvement plans annually for pedestrian, bicyclist and other complete street features	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<i>Strategies: Investigate green streets techniques for new street construction</i>										
Step: Research / integrate rain-harvesting, solar energy, permeable pavements and storm water reuse for street vegetation irrigation, lighting and amenities for pedestrians		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>

GOAL: Encourage Circulation Improvements with Alternative Transportation Offered for Lifestyle Choices

Circulation / Transportation Element

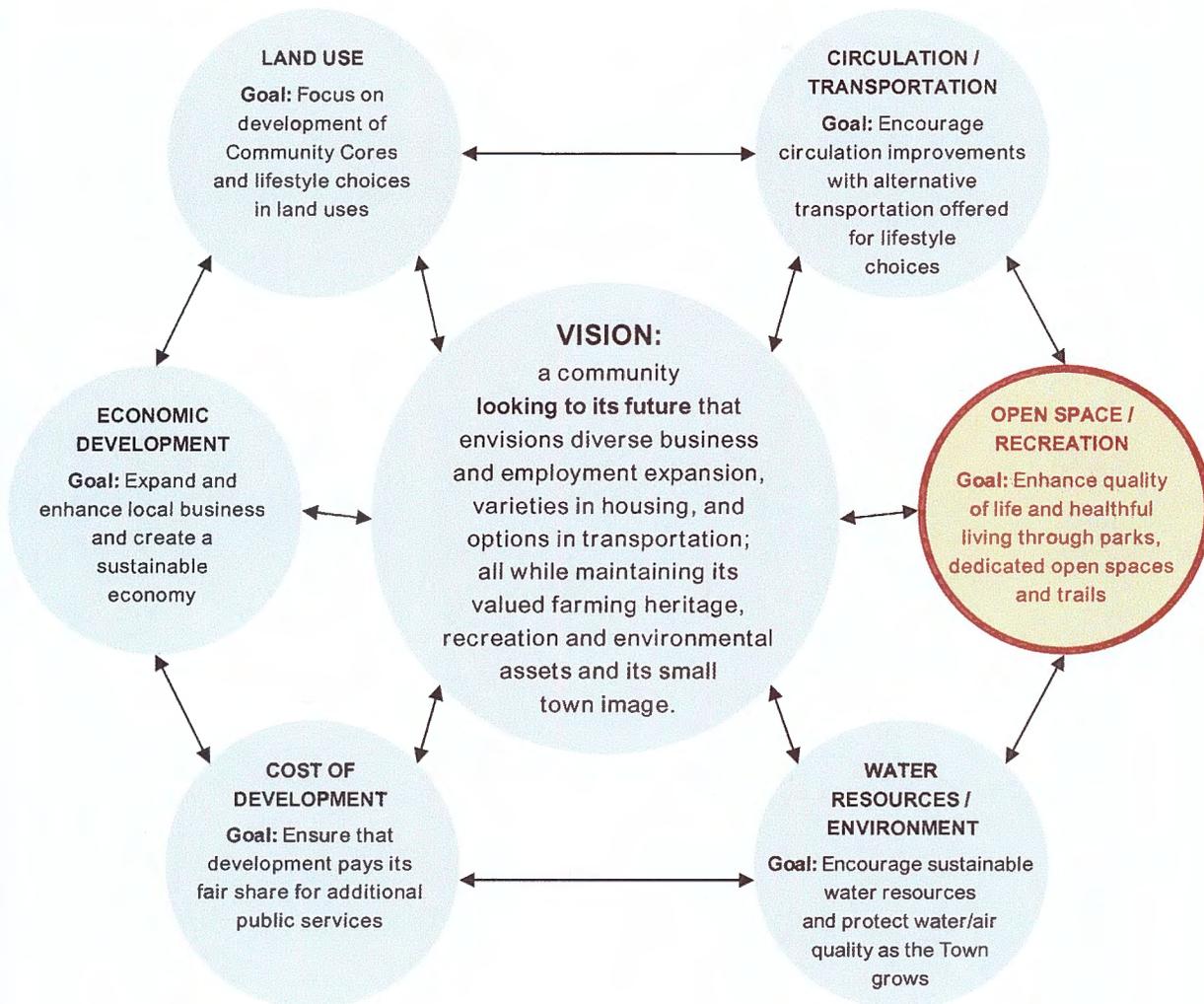
Getting It Done!

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
<i>Strategies: Institute a 5-year Capital Improvement Plan (CIP) and coordinate all proposed roadway construction with existing and planned land uses and with the Vision and Goals of the General Plan</i>										
Step: Review proposed street improvements with the Planning Commission and Development Services Department	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Review 5-Year Capital Improvements Plan with the Planning Commission on a regular basis, at least annually, and as needed for input prior to Council review	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

Chino Valley General Plan • 2014

Part 2: General Plan Elements

Open Space / Recreation



Chino Valley General Plan • 2014

Open Space / Recreation Element

What does Open Space mean? Doesn't Chino Valley have lots of open space?

There is a feeling of openness in Chino Valley, but openness is not necessarily what "Open Space" means. Open Space is often thought to be any vacant land. In reality most vacant properties in Chino Valley are either privately owned or are State Trust Lands that are managed by the AZ State Lands Department; these lands are not dedicated public Open Space. They are just currently undeveloped properties.

Open Space can be defined as land that is dedicated, reserved or conserved, usually by a public agency, for specific uses such as recreation. The Open Space lands that fit this definition in Chino Valley and its vicinity are discussed in this Element as designated in Arizona statute requirements for an Open Space Element:

- *A comprehensive inventory of open space areas, recreational resources, and designations of access points to open space areas and resources;*
- *An analysis of forecasted needs, policies for managing and protecting open space areas and resources, and implementation strategies to acquire additional open space areas and further establish recreational resources;*

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.

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.

- *Policies and implementation strategies designed to promote a regional system of integrated open space and recreational resources and a consideration of any existing regional open space plans.*

The State law adds that the application of an "Open Space" designation in a General Plan is limited as follows:

"...a municipality shall not designate private land or state trust land as open space, recreation, conservation or agriculture unless the municipality receives the written consent of the landowner or provides an alternative, economically viable designation in the general plan or zoning ordinance, allowing at least one residential dwelling per acre."

What's been happening in Chino Valley?

The open spaciousness associated with Chino Valley's environment is largely due to its historic ranching and agricultural lifestyle. As the area became attractive to new residents, the trend was to a land use pattern of large lots. Large residential lots were the norm since residents needed to provide for individual water and sanitation, i.e. wells and septic tanks, in accordance with health regulations. As the area transformed from a rural area to an incorporated small town, Chino Valley invested in central water production and service, as well as in central sewage collection and waste water treatment. This municipal infrastructure encourages the possibility of smaller residential lots, multi-family dwellings and a variety of business uses. It also decreases the need for the prevalence of large lots.

While a number of the region's historic ranches and farms that provide a sense of openness may be decreasing, Arizona is still richly endowed with Open Spaces, i.e. public lands that are dedicated and reserved for recreation and other public uses. Northern Arizona contains many public Open Space areas including National Parks such as the Grand Canyon, National Monuments such as Montezuma's Castle and Tuzigoot, and the Bureau of Land Management properties such as the Agua Fria National Monument. There are also State Parks such as Dead Horse Ranch in the Verde Valley area that are public Open Spaces. In the Chino Valley vicinity, the primary Open Spaces are the thousands of acres of USDA Forest Service lands. The Prescott National Forest (PNF) lies within 5 or 10 miles of both the east and west Town Limits. The Granite Mountain Wilderness Area lies southwest of Chino Valley in the PNF, adjacent to the Granite Basin Recreation Area that contains hiking trails, picnic and camping areas and lake. None of the federal public open space properties or state parks are within the boundaries of the Town of Chino Valley. Attempting to meet the needs of its residents, the Town has provided parks and trails discussed in this Element.



What types of parks and recreation are in Chino Valley?

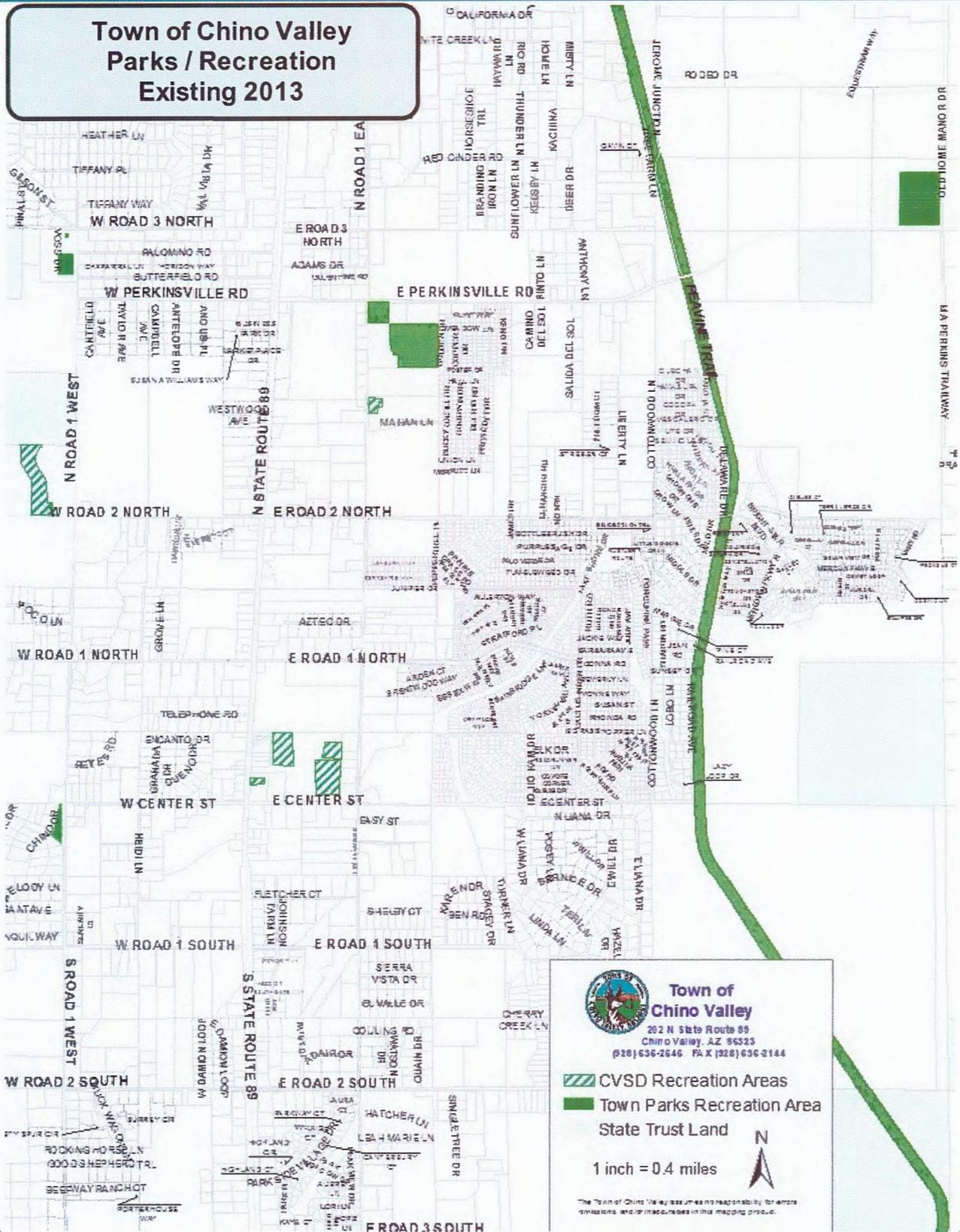
Within the Town of Chino Valley, residents enjoy several Open Space properties that are

publicly owned and reserved for recreational uses. An inventory of existing parks, trails and other recreational facilities is summarized in the following chart and map showing locations.

CHINO VALLEY PARKS & RECREATION INVENTORY

Parks, Trails & Recreation Ctrs	Location	Approx Size	Primary Uses	Amenities
Memory Park	W. Palomino/ Road 1West	2.4ac	Picnics; informal recreation; Veteran's memorial	Ramada; 4 horseshoe pits; 2 bocce ball courts; tetherball; gazebo; 5 BBQ grills; fire pit; basketball goal; playground; walking trail; rest rooms; drinking fountain; street parking
Community Center Park	Perkinsville Rd/ Road 1East	32.5ac	Team sports and aquatic activities; indoor multi-purpose uses	Fields: 3 softball, 1 baseball, 3 soccer, 1 little league, 1 multi-use; 2 sand volley ball courts; playground; ramada; snack bar; aquatic center; adult education/ multi-purpose building; rest rooms; drinking fountain; walking path; dog parks; landscape; lighting; on-site parking 200 spaces
Center Street Park	Road 1West/ Center Street	3ac	Proposed: picnic, playground, walking trails	Undeveloped
Appaloosa Meadows Park	Road 1West/ Road 4North	5ac	Proposed: ramada, picnic, BBQ, workout stations, walking trails	Undeveloped
"Allen's Park" Allen Rothlisberg Park	Palomino/Rd1West	60'x40'	Passive activity; picnic; in memory of past Librarian	Ramada; 2 benches; picnic table; adjacent to Public Library
Old Home Manor Park	Old Home Manor Dr/ Perkinsville Rd	3.75ac	Team Sports	1 baseball field; portable rest-rooms; on-site parking;
Peavine Trail	Jerome Jct/ Railroad Ave, Rd 4 N - Rd 4S	5.7miles	Hiking, biking	Cinder surface historic railroad bed; scenic views; trailhead parking areas
CV Model Aviator Airport	3 mi east off Perkinsville Rd, Old Home Manor	60'x800' paved & 500' dirt runway	Model plane flying, training and air races	Paved airport; covered cabana; model assembly tables; fueling/ startup stands; 5 flight stations; parking
Chino Valley Shooting Facility	3 mi east off Perkinsville Rd, Old Home Manor	40ac	20ac Prescott Sportsmen Club activities;	100meter rifle range; 50meter pistol range; covered cabana; parking
			20ac Police Tactical Range	360 degree range; proposed 200meter police range
CVSD High School	NE Corner Center St/SR 89	32ac	Team sports	4 basketball courts; 4 tennis courts; track field; ball fields; parking
Chino Valley Senior Center	Butterfield Rd/ Road 1 West	4,524sqft building	Seniors' Activities & Programs	Meeting rooms- 155 seating capacity; food service; restrooms; parking

Town of Chino Valley Parks / Recreation Existing 2013



How do Chino Valley's parks and recreation facilities compare with other places?

The amount of open space/recreation areas shown previously in the Inventory chart totals more than 100 acres. This conforms to the standard of approximately ten acres per 1,000 residents for the minimum open space/recreation area suggested by the National Recreation and Park Association (NRPA) in the mid 1990s. More recent research by the NRPA involving over 380 municipalities and counties provides analyses of actual parks and recreation facilities. The NRPA "2013 Parks and Recreation National Database Report" compares specific types and median populations from a 2012 survey as follows in the chart below, in the left three columns. The right 2 columns are estimates for Chino Valley derived from the NRPA "Median Population per Facility".

Recreation Facility Type	% of Agencies Offering	Median Population per Facility	Facility per Chino Valley 2010 Pop	Existing Facilities in Chino Valley
Diamond fields (baseball/softball)	94.6%	2,900	3.7	5-7
Playground	94.3%	3,364	3.2	2
Basketball court (outdoor)	91.5%	7,340	1.5	5
Tennis court (outdoor)	90.8%	4,375	2.5	4
Rectangular fields (football/soccer)	89.4%	3,783	2.9	3-4
Recreation/community center	77.5%	24,683		2
Swimming Pool (outdoor)	63.0%	33,128		1
Dog Park	47.7%	43,333		1

The Town of Chino Valley has several parks, augmented by Chino Valley School District sports facilities, offering many types of recreation. Chino Valley is well within or above the typical facilities per median population surveyed with 5-7 diamond fields, 5 basketball courts, 4 tennis courts, and 3-4 rectangular fields. Playgrounds are the only recreation category that falls below the typical surveyed since there are only two (Memory Park and the Community Center Park). There are, however playgrounds at the CVSD Elementary Schools, but use is limited to school hours and students. With Chino Valley's two recreation/ community centers (Senior Center and Community Center), the Town exceeds those of other agencies. Aquatic centers and dog parks are usually found only in much larger communities.

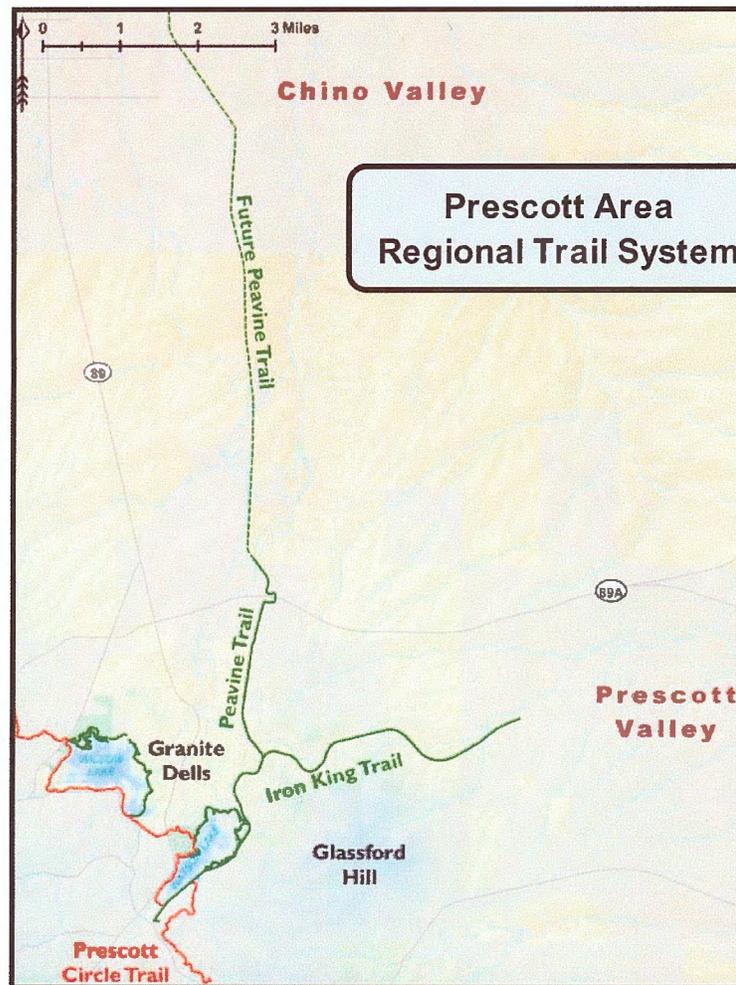
What other types of recreation are desired in Chino Valley?

In addition to the potential need for at least another playground as derived above, the Town's Parks and Recreation Advisory Board has discussed the importance of maintaining all existing recreational facilities and possible expansions and additional uses. One of these preferred uses is a skate park for youth and teens. Previously there was a skate park at the Community Center Park but it was closed due to construction safety factors.

Another recreational use that is growing in popularity is bicycle riding and hiking. The Town owns several miles of the former railroad right-of-way known as the Peavine Trail. Major portions of the Peavine Trail have been improved and are highly used by hikers and bicyclists within the City of Prescott. The 5.7 trail miles in Chino Valley, however, are in need of improvement, and consequently have little usage. Regional connections from Chino Valley to the Peavine and Iron King Trails in Prescott and Prescott Valley are desired, but a segment of the right-of-way is in private ownership and is not open to the public.

A potential "Wildlife/Greenway Trail Corridor" is desired that would loop around the eastern edge of the Town from Rd 5S to Rd 5N, east of Old Home Manor. To allow wildlife to safely roam, under-paths would need to be installed under major roads and the Peavine Trail.

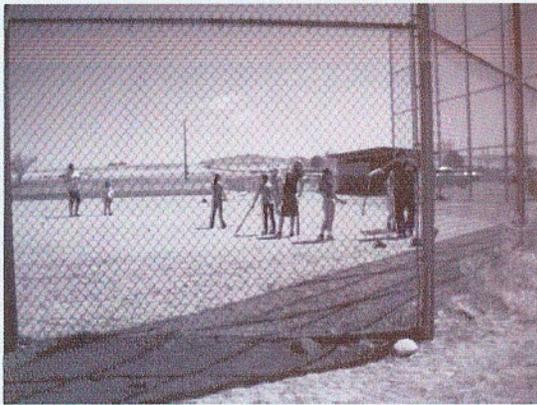
Additionally, there are many enthusiasts in the region who enjoy off-road vehicle motoring. Connections to off-road vehicle trails beyond the eastern boundary of Chino Valley are desired for use by residents and visitors alike.



Courtesy of the City of Prescott

What are the future possibilities for open space, parks and recreation?

As Chino Valley grows in population, more housing and business structures will be developed on currently vacant properties. This may include not only individual parcels, but also the large sections of State Trust Lands that comprise approximately 4,800 acres, some 13% of the Town's land area. The State Land Department is mandated to provide revenue from leases or sales of State Trust Lands for the beneficiaries of the trust, i.e. public schools and institutions. Consequently, as Chino Valley develops, the current appearance of openness may diminish.



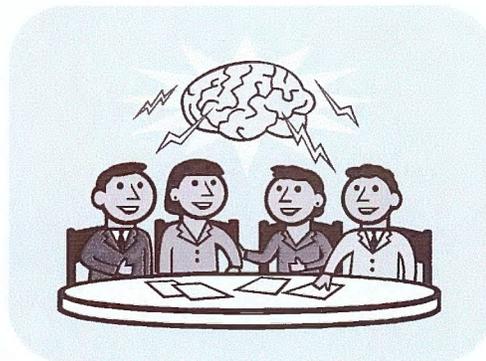
Budgetary constraints may also inhibit the Town's ability to achieve additional parks and recreation facilities. A new emphasis for obtaining additional open space, parks and trails may need to be placed on the private sector. The concept of compact development through Community Cores as discussed in the Land Use Element, as well as through the use of Planned Area Development overlay and other zoning standards can provide open space and recreational resources in the future.

The Town's endeavors to obtain more business and employment bases can be enhanced by active pursuits in expanding parks and recreation

facilities. Business owners look to locating in communities with quality standards of living for their employees. Parks, trails and recreation programs are a major part of these qualities.

How does the creation of parks and recreation happen?

The appreciation of a sense of openness in Chino Valley was expressed time and again by the community. The desire to maintain openness and provide parks, trails and recreational opportunities is paramount to the health and the quality of life enjoyed by residents. The General Plan Committee considered the needs and opportunities for parks, open space and recreation in the following Goal Statement, Strategies and Steps.



GOAL: Enhance Quality of Life and Healthful Living through Dedicated Open Spaces, Parks, and Trails

For Chino Valley to achieve its Goal for an enhanced quality of life and healthful living, the following Strategies and Steps are needed:

Targeted Strategies

1. Plan for comprehensive recreation, parks and trails commensurate with the Town's growth

- Step: assess community needs for active and passive activities for all age groups
- Step: consider existing and future resident demographics and land use conditions
- Step: plan for short-term and long-term needs for parks, open space and trails within the Town and with connections to regional resources
- Step: budget for the preparation of a Parks/Trails/Recreation Masterplan for Chino Valley

2. Provide for short-term recreation and parks enhancements

- Step: Augment existing parks and facilities
- Step: Develop existing vacant park land

3. Provide for long-term development of parks and recreation coordinated with the Parks/Trails/Recreation Masterplan and with regional agencies

- Step: Include budget planning annually for parks, trails and recreation as part of the Town's Capital Improvement Plan
- Step: Plan for ample and suitable access to regional open space areas and interconnected trails
- Step: Coordinate with volunteer groups for building and maintaining trails and other recreational venues

4. Create partnerships for the development of new recreational assets and expanded facilities

- Step: Examine the UDO for sections with existing requirements or standards for open space, landscaping, pedestrian pathways or other similar attributes

Step: Add incentives and standards to the UDO to obtain open space, parks and/or trails for residential and commercial zoning; e.g. reduction in required parking spaces for additional pedestrian pathways connecting to other properties; and/or, increase in permitted building height for certain amounts of dedicated public use park area

Step: Create an Inter-Governmental Agreement (IGA) between the Town and Chino Valley School District (CVSD) for joint use and operations of recreational facilities

Step: Consider joining the Greater Prescott Trails and partnering with regional agencies

5. Add Open Space, private or public, by zoning regulations and by conservation easements 

Step: Update the UDO to require new rezoning requests for larger lands (e.g. over 10 acres in size) to be filed as a Planned Area Development Overlay, obtaining a minimum of 20% dedicated open space area

Step: Provide information to owners of large ranching or farming properties to consider alternatives such as conservation easements

6. Motivate healthfulness through stimulating activity and ease of use in mobility alternatives 

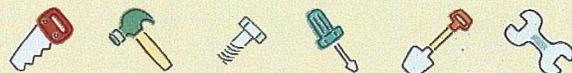
Step: Add new Community Core zoning or overlay district to the UDO and standards that facilitate compact developments and close proximity of varying land uses

Step: Provide incentives for Core developments such as expedited processing, increased building heights, greatly reduced or eliminated on-site parking, reduced or eliminated building setbacks, and increased or deleted lot coverage requirements

Step: Add new sections to the UDO for developments that promote active lifestyles with recreational amenities and mobility alternatives such as walking and bicycling paths, equestrian trails, and transit-oriented land use design

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, see the next section for details.



GOAL: Enhance Quality of Life and Healthful Living through Dedicated Open Spaces, Parks, and Trails

Open Space / Recreation Element

Getting It Done!

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
Strategies: Plan for comprehensive recreation, parks and trails commensurate with the Town's growth										
Step: Assess community needs for active and passive activities for all age groups	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Step: Consider existing and future resident demographics and land use conditions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Step: Plan for short-term and long-term needs for parks, open space and trails within the Town and with connections to regional resources	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Step: Budget for the preparation of a Parks/Trails/ Recreation Master plan for Chino Valley	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Strategies: Provide for short-term recreation and parks enhancements										
Step: Augment existing parks and facilities		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Step: Develop existing vacant park land		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Strategies: Provide for long-term development of parks and recreation coordinated with the Parks/Trails/Recreation Master-plan and with regional agencies										
Step: Include budget planning annually for parks, trails and recreation as part of the Town's Capital Improvement Plan		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Plan for ample and suitable access to regional open space areas and interconnected trails		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Step: Coordinate with volunteer groups for building and maintaining trails and other recreational venues	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>

**Open Space /
Recreation
Element**

Getting It Done!

**GOAL: Enhance Quality of Life and Healthful Living
through Dedicated Open Spaces, Parks, and Trails**

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
<i>Strategies: Create partnerships for the development of new recreational assets and expanded facilities</i>										
Step: Examine the UDO for sections with existing requirements or standards for open space, landscaping, pedestrian pathways or other similar attributes	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Step: Add incentives and standards to the UDO to obtain open space, parks and/or trails for residential and commercial zoning; e.g. reduction in required parking spaces for additional pedestrian pathways connecting to other properties; and/or, increase in permitted building height for certain amounts of dedicated public use park area	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Create an Inter-Governmental Agreement (IGA) between the Town and Chino Valley School District (CVSD) for joint use and operations of recreational facilities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Consider joining the Greater Prescott Trails and partnering with regional agencies		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
<i>Strategies: Add Open Space, private or public, by zoning regulations and by conservation easements</i>										
Step: Update the UDO to require new rezoning requests for larger lands (e.g. over 10 acres in size) to be filed as a Planned Area Development Overlay, obtaining a minimum of 20% dedicated open space area	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Provide information to owners of large ranching or farming properties to consider alternatives such as conservation easements		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>

**Open Space /
Recreation
Element**

Getting It Done!

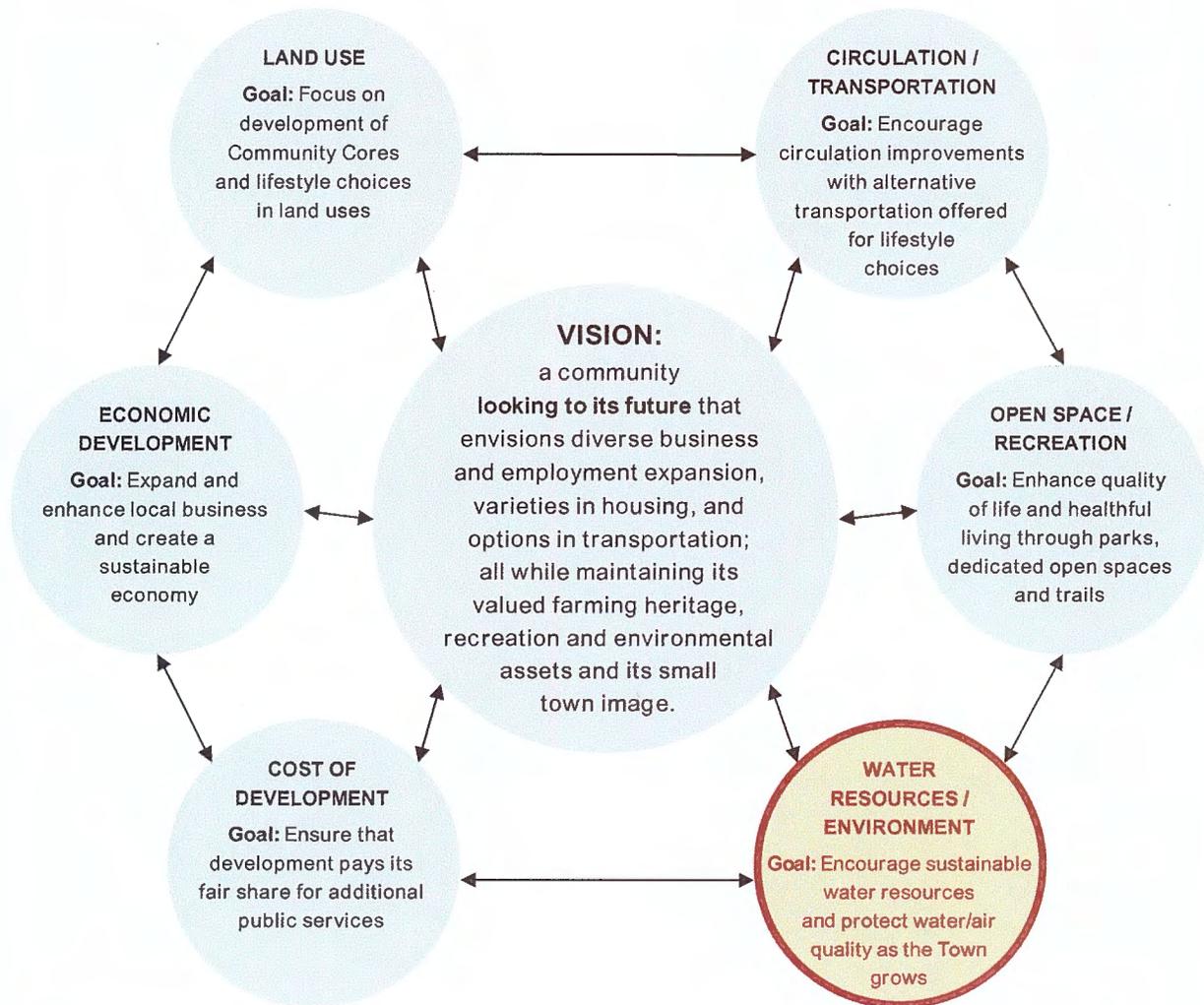
**GOAL: Enhance Quality of Life and Healthful Living
through Dedicated Open Spaces, Parks, and Trails**

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
<i>Strategies: Motivate healthfulness through stimulating activity and ease of use in mobility alternatives</i>										
Step: Add new Community Core zoning or overlay district to the UDO and standards that facilitate compact developments and close proximity of varying land uses	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Provide incentives for Core developments such as expedited processing, increased building heights, greatly reduced or eliminated on-site parking, reduced or eliminated building setbacks, and increased or deleted lot coverage requirements	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Add new sections to the UDO for developments that promote active lifestyles with recreational amenities and mobility alternatives such as walking and bicycling paths, equestrian trails, and transit-oriented land use design	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

Chino Valley General Plan • 2014

Part 2: General Plan Elements

Water Resources / Environment



Chino Valley General Plan • 2014

Water Resources / Environment Element

What is the Water Resources / Environment Element about?

Arizona Revised Statutes require studies of both water resources and planning for the environment to be included in the General Plan. This Element combines both in two parts: it is about Chino Valley's water supplies and demands; and, it is a discussion of air and water qualities

and potential effects from new development. The purpose of this Element is to achieve meaningful policies for sustainable water supplies as well as for the preservation of clean air and water.

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.

What's been happening in Chino Valley?

Historically, the primary land uses in the Chino Valley area were agriculture and ranching. Water was provided by individual private wells for domestic and irrigation purposes. As some

properties were subdivided, small private water companies were established to service the new homes. With rapid growth throughout the state, the Arizona legislature passed the Groundwater Management Act in 1980. The resulting code aims to control severe overdrafts through conservation and augmentation of groundwater supplies. The law restricts or limits use of groundwater within five geographic areas established as Active Management Areas (AMA's).

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.

Water Resource and Environmental Planning

One AMA is the Prescott AMA (PAMA) that covers 485 square miles including Chino Valley, Prescott, Prescott Valley, Dewey-Humboldt, the Yavapai-Prescott Indian Tribe and portions of Central Yavapai County. (See the exhibit of Prescott AMA

provided by the Arizona Department of Water Resources.) The goal of the Prescott AMA is to prevent groundwater depletion by achieving "safe yield", a long-term balance in which the

amount of groundwater withdrawn equals the amount of water that is recharged, both naturally and artificially. The goal became paramount when the Arizona Department of Water Resources (ADWR) determined in late 1998 that the Prescott AMA was no longer in “safe yield” (also known as “groundwater mining”). This resulted in caps being placed on the groundwater being used for new development.

At the same time period of the groundwater mining declaration, the Arizona legislature passed statutes adding requirements for additional General Plan Elements including Water Resources and Environmental Planning. The need for both of these Elements resulted from the extremely rapid urban growth in the state, as well as in Central Yavapai County. The statutes note that water supplies and future demands on those supplies be explored. It also specifies that policies address the “anticipated effects.... associated with proposed development” on air and water qualities and natural resources.

What’s it like in Chino Valley today?

The Prescott Active Management Area (PAMA)

While most AMA’s have alternative surface water supplies (e.g. the Colorado River), the Prescott AMA is mostly dependent on groundwater since surface water is largely intermittent or ephemeral (e.g. seasonal from snow melt or transitory from rainstorms). As a result, great value is placed on precipitation, conservation, recharge and augmentation for the PAMA groundwater supply. The PAMA aquifer (an underground formation containing water) is estimated to contain some 2.9 million acre feet of water; one acre foot (acft) is equivalent to 325,851 gallons, or the amount of water one foot deep covering one acre.

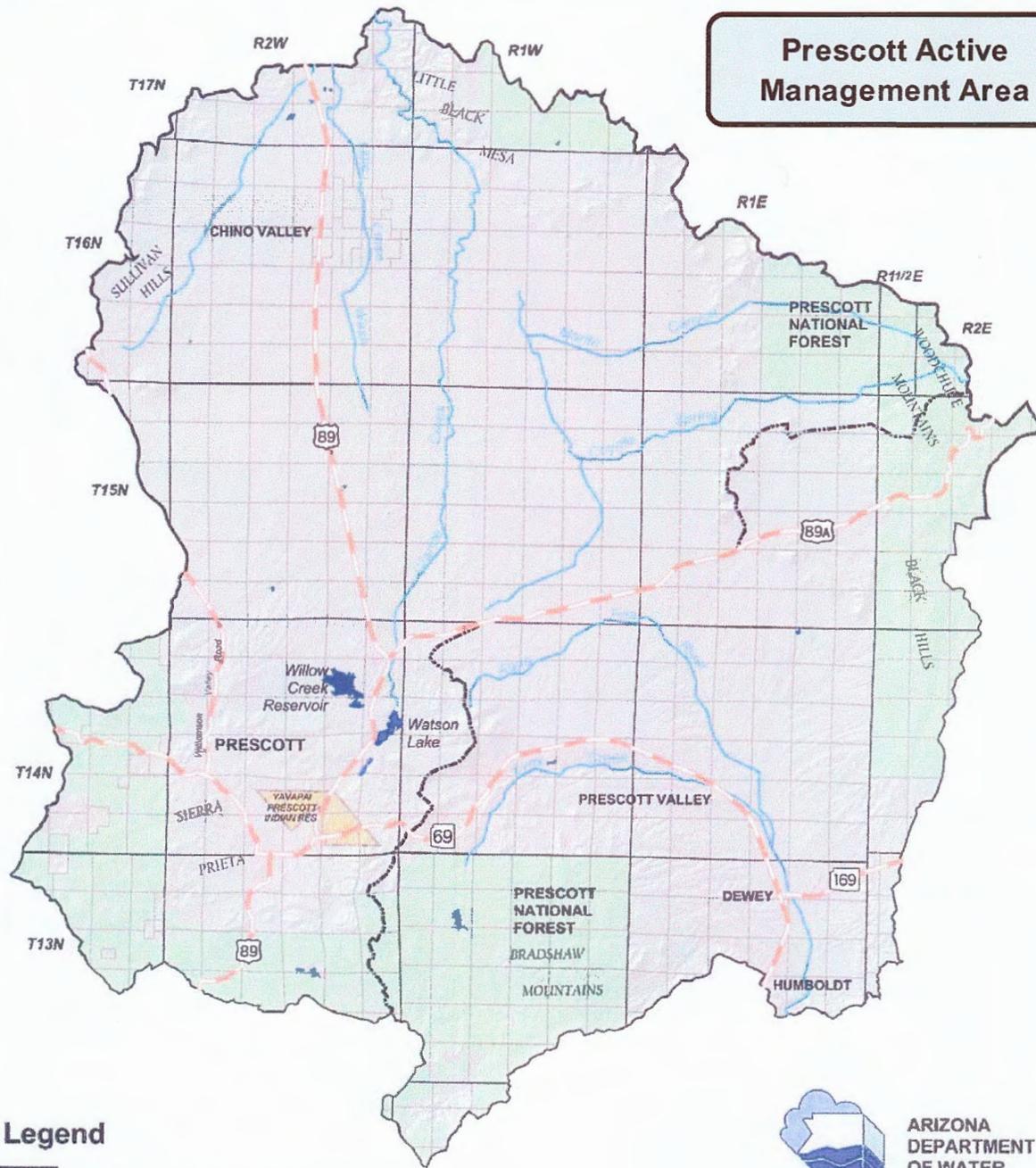
Within the PAMA’s 485 square miles, there is an annual precipitation total of approximately 450,000 acre feet. Only about 2% (10,000acft) of this precipitation is naturally recharged with the remainder either lost to evaporation or consumed by plants. Presently, precipitation is not a primary source of groundwater recharge.

The limits set in 1998 by the ADWR declaration, that the PAMA was no longer in safe yield and was in a state of groundwater “mining” imposed a requirement for new development to demonstrate a 100-year assured water supply (AWS). This requirement is primarily aimed at residential development in subdivisions which are regulated by local and state government.

Exempt Wells and Parcel Splits

Contrary to the intent of the groundwater law restrictions, there is a proliferation of parcels created through parcel splitting rather than through regulated subdivision of land throughout Yavapai County. This is enhanced by State law that exempts private domestic wells producing 35gallons per minute or less. An assessment study by ADWR Prescott AMA reflects a major increase in exempt wells from 1985 (4,560 wells) to 2006 (11,035 wells).

Prescott Active Management Area



Legend

- Prescott AMA Boundary
- Lakes
- Prescott National Forest
- Indian Reservations
- Rivers and Streams
- Subbasins
- Major Roads
- Townships
- Sections



ARIZONA DEPARTMENT OF WATER RESOURCES

Geographic Information System

For more information about this map contact:

Arizona Department of Water Resources
 Prescott Active Management Area
 2200 East Hillsdale Road
 Prescott, AZ 86301-4941

Phone: (928) 778 - 7202
 Fax: (928) 776 - 4507
 Internet: www.azwater.gov



Scale 1:175,000

Universal Transverse Mercator Projection

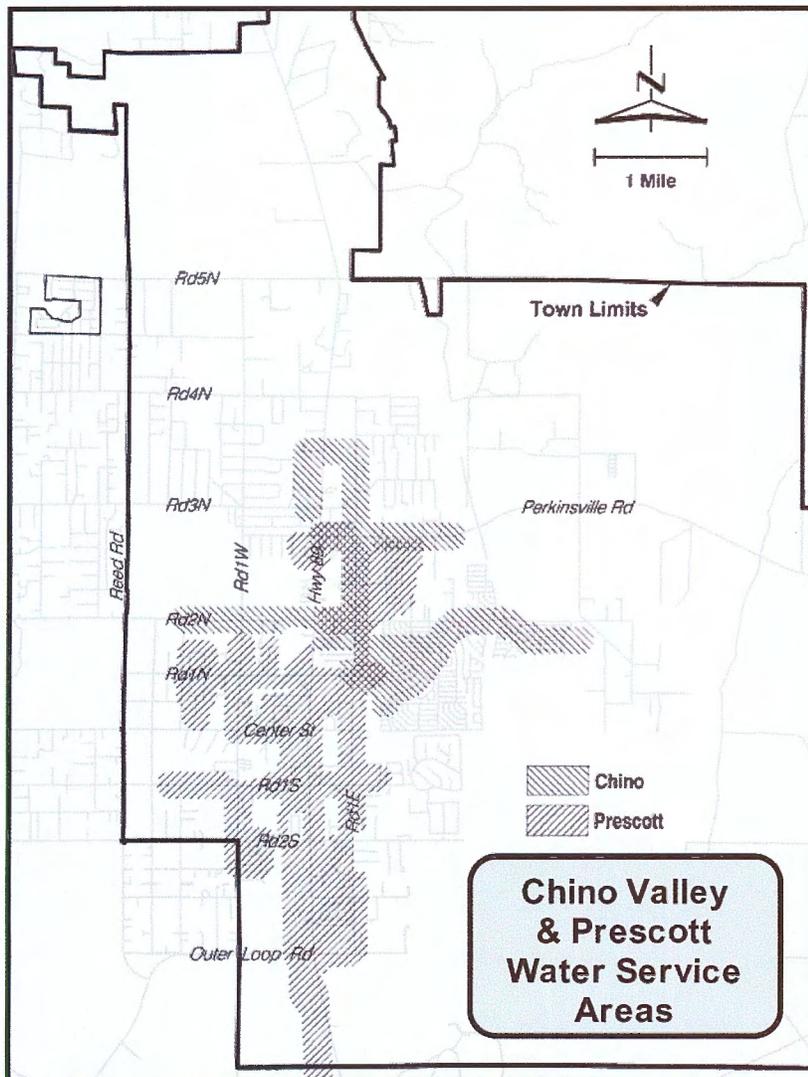
September 1, 2005

Most regulated subdivisions are developed with central water delivery systems that provide monitoring of water consumption. The monitoring often results in encouraging water conservation. Regulated subdivisions often provide central sewage collection with treatment facilities. The treatment plants produce effluent (reclaimed water) useful in efforts to recharge groundwater toward safe yield.

Municipal and Private Water Service

The Chino Valley Water Department maintains a service area with a capacity for 500,000 gallons per day and currently has 550 water accounts. Water mains are primarily located in the northern portion of the Town, east of SR 89 with some service west along Rd2N. The Town maintains two wells: #55-219691 is the primary well and #55-621557 is a back-up well, and a million gallon storage tank. The US Department of Environmental Quality requires an annual water quality report of all public providers. The 2012 Chino Valley Annual Drinking Water Quality Report states that the water quality “meets or exceeds all federal and state requirements”.

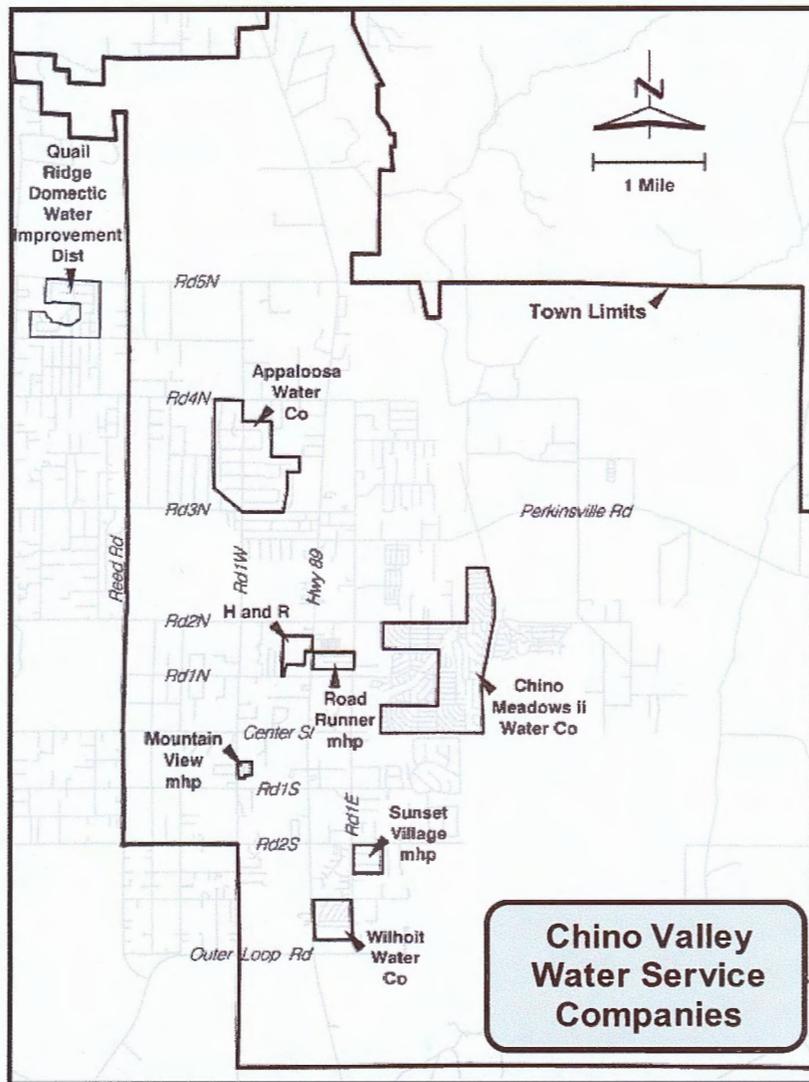
In addition to the Chino Valley municipal water service, there are many water service providers in the Town including municipal water services from the City of Prescott, and seven private water companies. The City of Prescott’s water service area runs in the vicinity of SR 89, meandering east and west, from Perkinsville Rd to the Outer Loop/Rd4S. The Town of Chino Valley is in negotiations with the City of Prescott on a purchase agreement for the Prescott water system within the Town Limits, potentially gaining an estimated 650



Source: Arizona Department of Water Resources

water customers from the City of Prescott's service area.; negotiations are expected to be finalized by spring of 2014. The water service areas of both Prescott and Chino Valley are depicted in the above exhibit from data provided by the Arizona Department of Water Resources.

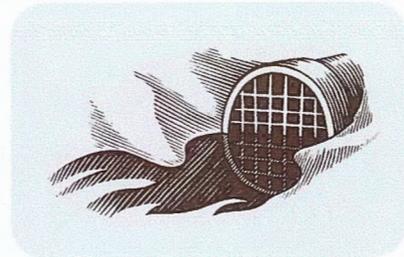
Seven private water companies provide water service to specific areas of the Town, primarily subdivisions and manufactured home parks (MHP). The private water companies are: Chino Meadows II Water Company, Mountain View MHP, Road Runner MHP, Wilhoit Water Co/Yavapai MH Estates, H and R, Sunset Village MHP and Appaloosa Water Company. The following exhibit with data from the Arizona Department of Water Resources depicts the approximate water service areas of the seven water companies in the Town as well as one just to the west of the Town boundary at Rd 5N.



Municipal Sewer/Treatment Facilities

In the City of Prescott and the Town of Prescott Valley there are community-wide central water delivery systems and sewage collection with treatment plants producing effluent for recharge facilities. Chino Valley maintains a municipal water system discussed above, and a sewage collection/treatment facility; both facilities currently have limited service areas.

The Chino Valley sewage treatment plant, also known as the Waste Water Treatment Plant (WWTP), was installed in 2003 with a capacity of 125,000 gallons per day. By 2008, the Town Council had approved the WWTP expansion to 500,000gal/day with service to Chino Meadows, Brightstar, Heritage Farms, Hawks Nest, Southgate, and Chino Town Center subdivisions as well as the Day's Inn motel in eastern Chino Valley. The plant was constructed and maintained by a private company; currently contract negotiations are being conducted with a target date in August 2014 for the Town's take-over of the plant. The WWTP processes 320,000 gallon per day for approximately 1,690 sewer accounts. The plant's current capacity of 500,000gallons per day can be expanded for an additional 500,000 gallons per day. The treatment plant is located on Town owned property in the northwest portion of Old Home Manor with its recharge facility in the southeastern area. The WWTP and Aquifer Recharge Facility maintains a series of state of the art membrane filters, UV disinfection, natural microbial and geochemical processes to produce Class A+ effluent in protection of the groundwater.



What are the future possibilities for Chino Valley?

Water Resources

The Town plans for future water supplies through production of reclaimed water, water augmentation from areas beyond the PAMA boundaries, and by encouraging water conservation and rain water harvesting.

- Reclaimed water is produced at the Town of Chino Valley's aquifer recharge facility located near the southeast portion of OHM. The facility currently has a capacity of recharging 1 million gallons per day. It can be expanded to an annual capacity of 5 million gallons per day.
- The Town purchased several parcels in a property known as the "Garlic Farm" to secure additional water supplies from property located beyond the boundaries of the PAMA. These purchases retired 212 Historically Irrigated Acreage from which the Town received an allocation of 636ac ft/year water credits from the ADWR.
- The Town encourages water conservation through several programs



including development of educational brochures, leak detection monitoring, and participation in the Arizona Rinse Smart program for installation of high pressure, low-water use spray valves for pre-rinsing in restaurants, schools and other entities.

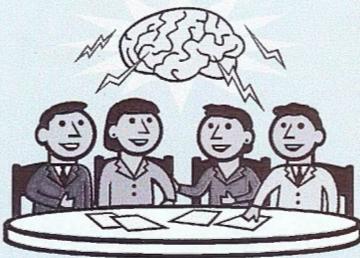
- The Town encourages the harvesting of precipitation on individual and regional levels. It participated in a demonstration project in 2010 in which a 620gallon catchment tank was installed along with site grading for rain water detention swales and low water use landscaping at the Town Hall-Library complex at Palomino/Rd1W. In 2012, the Town entered into an agreement with the Upper Verde River Protection Coalition, a regional governmental organization, for a rainwater harvesting pilot project, providing use of property at Old Home Manor near the Town's recharge facility for up to 5 years.

Environmental Effects

Parcel splits without oversight may result in negative impacts on both water supply and on air quality since there are no regulations of water use or of air pollutants created by unimproved dirt roadways. Air pollutants, such as dust, may also be produced from farming activities seasonally, and potentially from industrial pollutants. The Arizona Department of Environmental Qualities monitors air and water qualities on a regional level. Air quality in the region meets all criteria established by the U.S. Environmental Protection Agency for National Ambient Air Quality Standards.

Additionally, parcel splits usually contain individual septic systems. Individual septic systems in concentrated areas have been found to produce high nitrate levels in groundwater. Both highly concentrated and widely spaced septic systems generally do not result in treated effluent (reclaimed water) that can be used for groundwater recharge purposes. To encourage more sewage treatment, the Town of Chino Valley provides a septage dump station at its Waste Water Treatment Plant where Class A+ reclaimed water is produced for groundwater recharge.

Chino Valley is currently engaged in a proposal for major water and sewer expansions. The expansions focus on areas along SR 89 with the intention of promoting economic development. The major expansion will provide additional water accounts resulting in potential conservation through monitoring, and it will also provide needed additional sewage for treatment and aquifer recharge efforts. The expansion proposal is slated to go before the Chino Valley voters in November, 2014.



How will protection of water and air happen?

Chino Valley residents appreciate the good water quality and clean air they experience today and desire to protect them. The General Plan Committee considered this sentiment in the following Goal statement, along with supporting Strategies and Steps.

GOAL: Encourage Sustainable Water Resources and Protect Water and Air Qualities as the Town Grows

The following Strategies are ideas that may help to accomplish the Water Resources/ Environment Goal; suggested Steps following the Targeted Strategies support the implementation of the Goal and Strategies.

 **Targeted Strategies**

1. Encourage new residential development to comply with the regulations of the subdivision code for the installation of central water and sewer systems, as well as the construction of paved roadway surfaces 

Step: Streamline the Subdivision Regulations for expediency and flexibility

Step: Encourage Major Subdivision and Minor Subdivision (10 or less lots) where water availability complies with ADWR's Assured Water regulations

Step: Add procedures for subdivisions as defined by Arizona Real Estate Department ARS 32-2101 for 5 or fewer lots for non-requirement of Certificate of Assured Water from ADWR

Step: Encourage shared wells for small parcel splits in compliance with State & County regulations

2. Expand indoor / outdoor water conservation, rain catchment, through education to existing home and business owners, and regulations for all new construction 

Step: Distribute brochures on various conservation techniques, e.g. water harvesting for homes and businesses

Step: Create incentives for replacement of lawns with xeriscapes/drought tolerant vegetation

Step: Create incentives for replacement of high water-use toilets and shower heads with low water-use fixtures in older homes

3. Promote the expansion of the Town's municipal water distribution system and sewage collection system and expansion of the waste water treatment facilities 

Step: Endorse and publicize the importance of supporting the proposed municipal utility expansion project for protection of the environment and water resources, and for economic development within the Town

- Step: Form/expand citizen committees to hold public education workshops and neighborhood coffees to promote understanding of utility expansion
- Step: Produce pamphlets/diagrams/tables explaining locations and potential economic benefits for handouts and for website information for utility expansion
- Step: Explain financial benefits to all property owners in Chino Valley by the expansion of water and sewer systems along SR 89
- Step: Emphasize that infill development where water and sewer systems exist are the starting points for expansion

4. Increase future water resource augmentation for Chino Valley 

- Step: Work cooperatively on a regional basis in support of long range importation of Big Chino water to the Tri-City area

5. Encourage new residential development to install paved roads that are designed with proper construction materials and drainage features to control dust and erosion 

- Step: Upgrade regulations for road designs commensurate with projected traffic volumes to allow for reduced widths and types of surface materials where appropriate

6. Update regulations for paving of driveways, parking areas and storm water requirements for business uses 

- Step: Add “green” technology, such as permeable surfaces that help control dust and storm water drainage
- Step: Encourage bio-retention storm water areas to help with water purification and infiltration
- Step: Decrease allowable slope percentage at standard retention/detention ponds to allow for vegetative growth at slopes (i.e., 4:1 not 2:1) and discourage rip-rap retaining solutions

7. Assess new developments for potential air and water impacts 

- Step: Encourage only non-polluting businesses
- Step: Discourage high water consuming businesses

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, see the next section for details.



Water Resources / Environment Element

GOAL: Encourage Sustainable Water Resources and Protect Water and Air Qualities as the Town Grows

Getting It Done!

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
<i>Strategies: Encourage new residential development to comply with the regulations of the subdivision code for the installation of central water and central sewer systems, as well as the construction of paved roadway surfaces</i>										
Step: Streamline the Subdivision Regulations for expediency and flexibility	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Encourage Major Subdivision and Minor Subdivision (10 or less lots) where water availability complies with ADWR's Assured Water regulations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Add procedures for subdivisions as defined by Arizona Real Estate Department ARS 32-2101 for 5 or fewer lots for non-requirement of Certificate of Assured Water from ADWR	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Encourage shared wells for small parcel splits in compliance with State & County regulations		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
<i>Strategies: Expand indoor / outdoor water conservation, rain catchment, through education to existing home and business owners, and regulations methods for all new construction</i>										
Step: Distribute brochures on various conservation techniques, e.g. water harvesting for homes and businesses	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Step: Create incentives for replacement of lawns with xeriscapes/drought tolerant vegetation		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Create incentives for replacement of high water-use toilets and shower heads with low water-use fixtures in older homes		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

Water Resources / Environment Element

Getting It Done!

GOAL: Encourage Sustainable Water Resources and Protect Water and Air Qualities as the Town Grows

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
Strategies: Promote the expansion of the Town's municipal water distribution system and sewage collection system and expansion of the waste water treatment facilities										
Step: Endorse and publicize the importance of supporting the proposed municipal utility expansion project for protection of the environment and water resources, and for economic development within the Town	☑					☑			☑	☑
Step: Form/expand citizen committees to hold public education workshops and neighborhood coffees to promote understanding of utility expansion	☑					☑			☑	☑
Step: Produce pamphlets/diagrams/tables explaining locations and potential economic benefits for handouts and for website information for utility expansion	☑					☑			☑	☑
Step: Explain financial benefits to all property owners in Chino Valley by the expansion of water and sewer systems along SR 89	☑					☑			☑	☑
Step: Emphasize that infill development where water and sewer systems exist are the starting points for expansion	☑					☑			☑	☑
Strategies: Increase future water resource augmentation for Chino Valley										
Step: Work cooperatively on a regional basis in support of long range importation of Big Chino water to the Tri-City area	☑	☑			☑			☑		

GOAL: Encourage Sustainable Water Resources and Protect Water and Air Qualities as the Town Grows

Water Resources / Environment Element

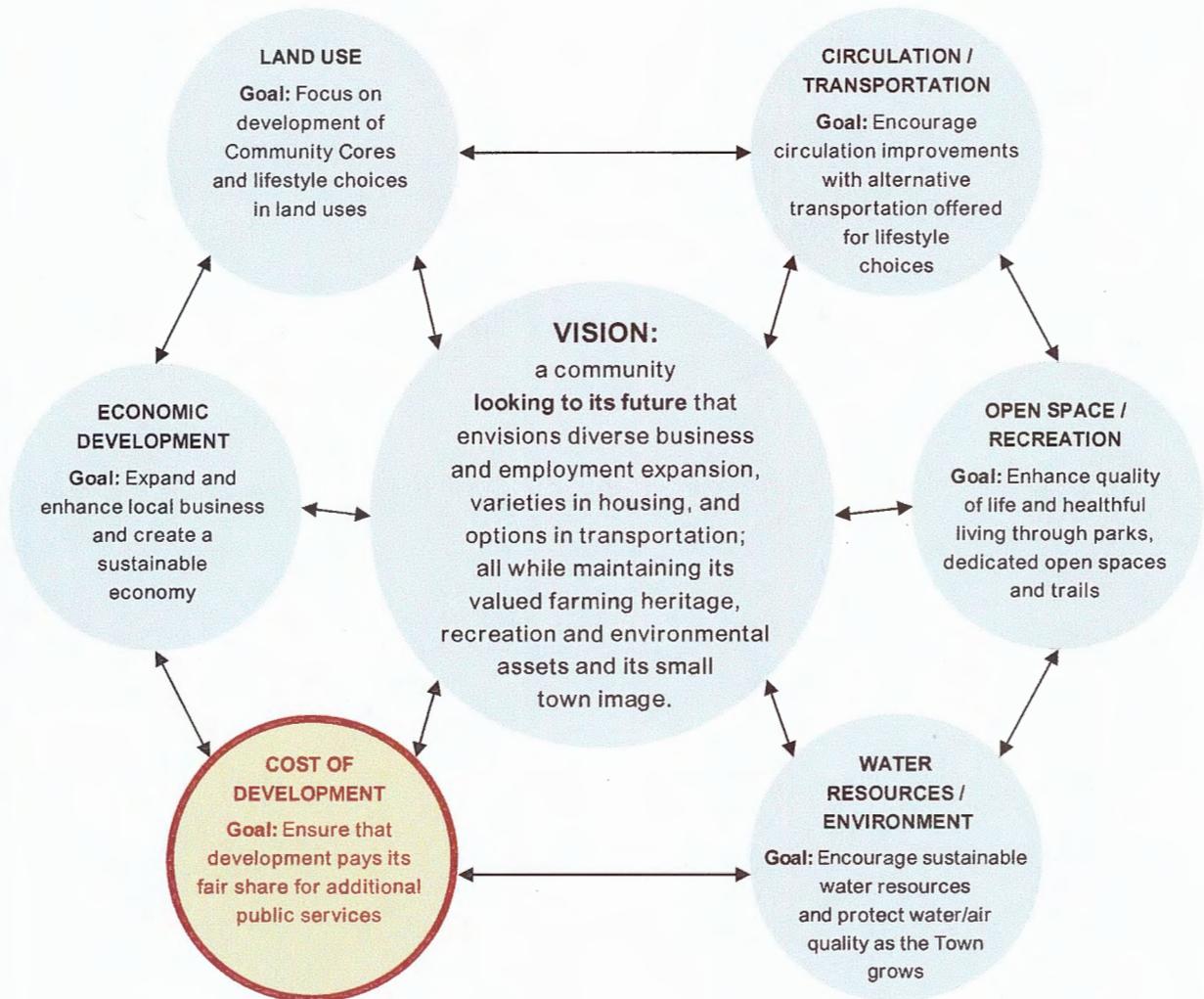
Getting It Done!

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
<i>Strategies: Encourage new residential development to install paved roads that are designed with proper construction materials and drainage features to control dust and erosion</i>										
Step: Upgrade regulations for road designs commensurate with projected traffic volumes to allow for reduced widths and types of surface materials where appropriate	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<i>Strategies: Update regulations for paving of driveways, parking areas and storm water requirements for business uses</i>										
Step: Add "green" technology, such as permeable surfaces that help control dust and storm water drainage		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Encourage bio-retention storm water areas to help with water purification and infiltration		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Decrease allowable slope percentage at standard retention/detention ponds to allow for vegetative growth at slopes (i.e., 4:1 not 2:1) and discourage rip-rap retaining solutions		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<i>Strategies: Assess new developments for potential air and water impacts</i>										
Step: Encourage only non-polluting businesses	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Step: Discourage high water consuming businesses	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

Chino Valley General Plan • 2014

Part 2: General Plan Elements

Cost of Development



Chino Valley General Plan • 2014

Cost of Development Element

What is Cost of Development about?

The Cost of Development Element is about ensuring that new development pays its fair share for public services. Arizona Revised Statutes require that the General Plan include a Cost of Development Element that *“identifies policies and strategies that the municipality will use to require development to pay its fair share toward the cost of additional public service needs generated by new development, with appropriate exceptions when in the public interest.”*

The Cost of Development Element identifies various available methods that can be used to finance additional public infrastructure and services that may be needed for a development. Also policies are identified for ensuring that the various methods adopted by the Town will *“result in a beneficial use to the development, bear a reasonable relationship to the burden imposed on the municipality to provide additional necessary public services to the development and otherwise are imposed according to law”*. The purpose of this Element is to comply with the statutes and to achieve meaningful policies for new development to pay for public services through fair cost-benefit techniques.

COST OF DEVELOPMENT identifies policies that require development to pay its fair share for additional public services generated by new development.

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.

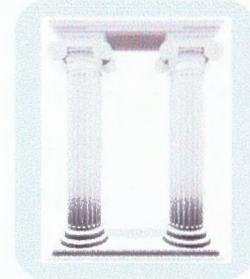
What’s been happening in Chino Valley?

Development impact fees are permitted by state statutes to offset costs to the Town *“associated with providing necessary public services to a development”*. The Town of Chino Valley put into effect a series of development impact fees in September 2002. The Chino Valley impact fees were for public services, including Police, Library, Parks and Recreation, General Government and Roads. All categories of impact fees were levied on new residential developments of all types, while fees for Library and Parks and Recreation were waived for new commercial and industrial developments. The impact fees were imposed on new development in addition to existing fees for building permits, zoning and other services.

Additionally in January 2003, the Town imposed utility fees for municipal water and sewer services including installation fees and monthly use rates.

What's it like in Chino Valley today?

In July 2011 the State Legislature enacted Senate Bill 1525, an Act that restricted or limited municipalities in the types and methods for imposing development impact fees. The new statute is more restrictive than earlier statutes in its definition of “*necessary public services*”; i.e. those items that permit development impact fees to be levied. The new law excludes general government facilities, administrative operating/maintenance costs, parks over 30 acres that do not directly benefit a new development, increases in levels of service, and it places limitations on new facilities for police, fire and library; it also regulates waivers of fees.



The new state regulations mandate that development impact fees must be reviewed, updated and adopted by August 2014 to meet the new requirements. The complex statute requirements include modifications to municipal Infrastructure Improvement Plans (IIP) by qualified professionals, updating land use assumptions, additional public hearing procedures, creating an advisory committee or providing bi-annual audits. The IIP is also required to be updated every five years. The Town is in the process of complying with the statute working with professionals to update impact fees by mid-2014.

What are the future possibilities for Chino Valley?



There are several mechanisms for financing infrastructure available, as follows, listed by category types.

Bonds

General Obligations Bonds typically for funding large public facilities that have a Town-wide benefit, such as a community park or open space; require the voters' approval at a General Election.

Revenue Bonds can be issued for public utilities such as sewers and water mains, recreational facilities, such as swimming pools, or ball fields; do not require voters' approval.

Improvement Districts created through the agreement to be assessed for improvements by at least 50% of property owners where a special tax is levied to provide capital facilities specifically for that area.

Community Facilities Districts usually best for large specific developments where a special tax is established to fund capital improvements through assessments to property owners of the development.

Taxes

Transaction Privilege (Sales) Tax a sales tax within a municipal's jurisdictional boundaries to fund public services and capital facilities; rates vary throughout Arizona.

Franchise Tax gross sales tax generated by sales from all public utility providers within a municipality's jurisdiction.

Industry Tax taxes that are assessed to a specific industry such as hotel bed taxes.

Local Property Tax a municipality may levy a property tax on real property within its jurisdictional boundaries; this tax may not provide substantial revenue source.

Fees

Development Impact Fees as previously discussed, statute regulations found in A.R.S. §9-463.05 allows municipalities to impose development fees to offset costs to a municipality for public services needed for a development.

Permit Fees commonly imposed for public services such as zoning fees, building permits, subdivision fees and other programs.

User Fees for the use of a public facility, such as a pool or park, paid by those wishing to use it.

Other Development Mechanisms

Dedications a municipality may require a developer to dedicate and construct capital facilities, such as roads, water and sewer lines as needed to serve a particular development with the approval of requested zoning or subdivision.

Development Agreements a developer may enter into an agreement to provide for, or to construct, the capital facilities to serve the new development as a condition of development approval.

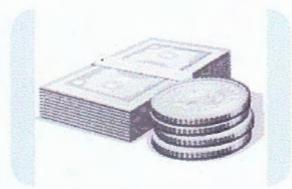
Exactions a promised payment or dedication for something directly related to the need created by the development, such as a dedication and construction of a half-street adjacent to a development, in return for the right to proceed with a project requiring approval by the Town.



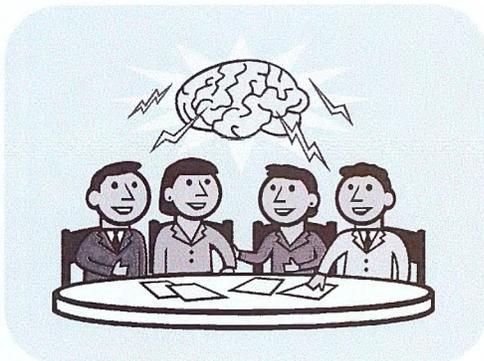
Revenues from the State

State-Shared Revenues the State provides a share of the State sales taxes collected to cities and towns based on the municipality's population, as a percentage of the total State population.

Income Tax Revenues cities and towns do not have authority to assess income tax; the State distributes a percentage of the collected State income tax to municipalities based on the municipality's population as a percentage of total State population.



Transportation Revenues highway user revenue funds (HURF), local transportation assistance funds (LTAF) from the State gas tax, State lottery and vehicle license fees are provided by the State exclusively for street and highway funding.



How will fair share costs for development happen?

Chino Valley residents appreciate good development and they expect it to provide for its impacts on existing public infrastructure and resources. The General Plan Committee considered this sentiment in the following Goal statement, along with supporting Strategies and Steps.

GOAL: Ensure that Development Pays Its Fair Share for Additional Public Services

The following Strategies are ideas that may help to accomplish the Cost of Development Goal; suggested Steps following the Targeted Strategies support the implementation of the Goal and Strategies.

Targeted Strategies

1. Evaluate the Town's existing public services and infrastructure to provide a basis for new development's impact

Step: Establish existing levels of service and anticipated levels for new development

Step: Identify costs for expansions of public services and infrastructure to accommodate new development

Step: Budget annually for needed improvements of public services and infrastructure for existing developed areas

2. Update the Town's Development Impact Fee Ordinance

Step: Revise existing Development Impact Fee Ordinance and fee structure to comply with new statutes from SB 1525 prior to August 2014

Step: Establish development impact fees ensuring that new development pays its fair share, while not exceeding its proportionate share of costs for necessary public services needed for the development

Step: Review the Development Impact Fee Ordinance on an annual basis calculating development fees based on annual infrastructure improvements plan

3. *Create methods for achieving reasonable costs in new developments to expand public services and infrastructure* 

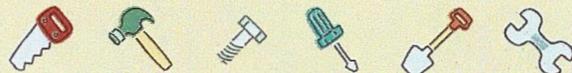
Step: Encourage infill and Community Core development to optimize use of public services and infrastructure

Step: Encourage large planned developments that provide complete infrastructure needed for development

Step: Require Development Agreements for new developments to specify improvements, funding, timelines and reversionary clauses

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, see the next section for details.



Cost of Development Element

Getting It Done!

GOAL: Ensure that Development Pays Its Fair Share for Additional Public Services

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
Strategies: Evaluate the Town's existing public services and infrastructure to provide a basis for new development's impact										
Step: Establish existing levels of service and anticipated levels for new development	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Step: Identify costs for expansions of public services and infrastructure to accommodate new development	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Step: Budget annually for needed improvements of public services and infrastructure for existing developed areas	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Strategies: Update the Town's Development Impact Fee Ordinance										
Step: Revise existing Development Impact Fee Ordinance and fee structure to comply with new statutes from SB 1525 prior to August 2014	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Establish development impact fees ensuring that new development pays its fair share, while not exceeding its proportionate share of costs for necessary public services needed for the development	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Review the Development Impact Fee Ordinance on an annual basis calculating development fees based on annual infrastructure improvements plan		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

GOAL: Ensure that Development Pays Its Fair Share for Additional Public Services

Cost of Development Element

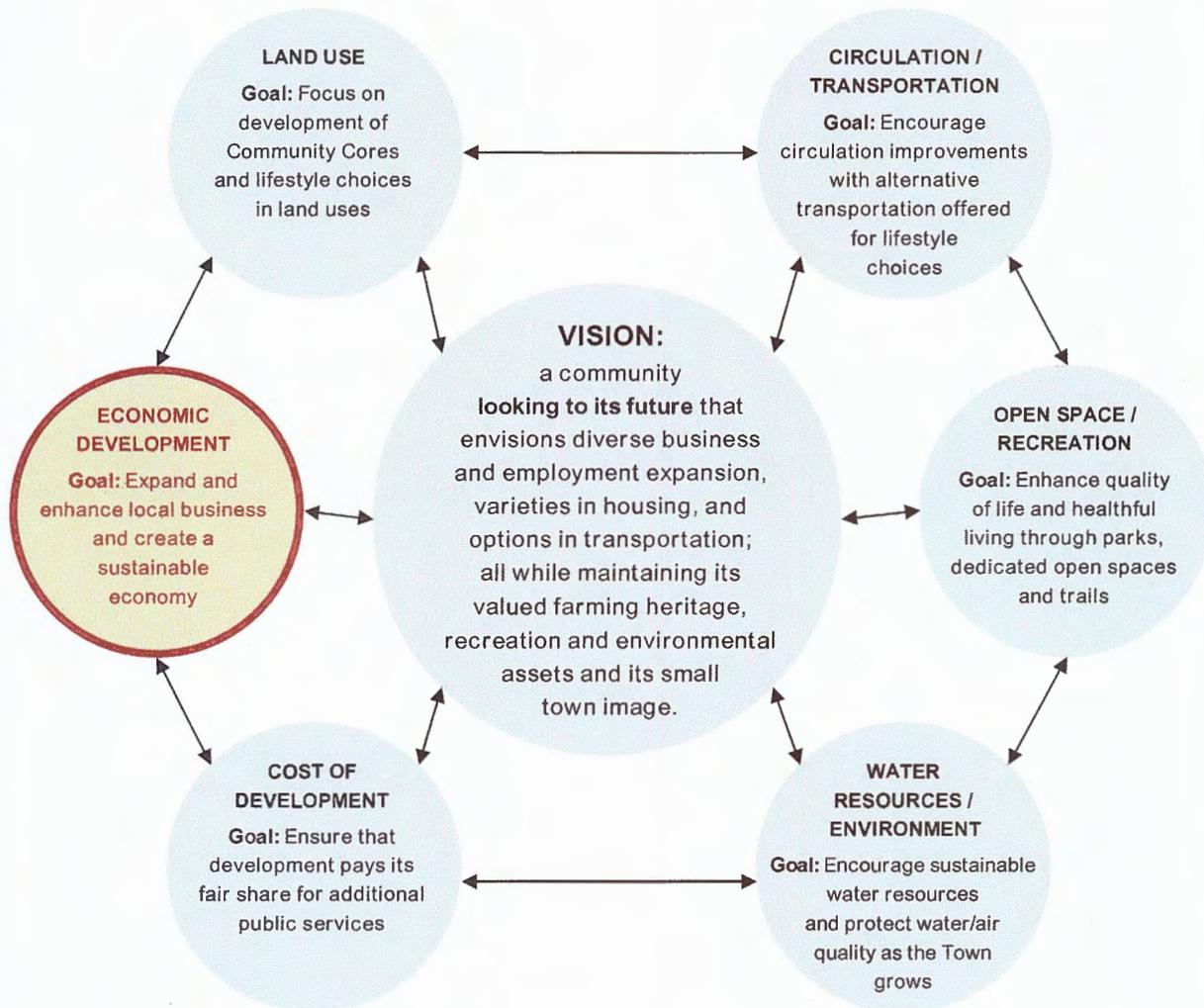
Getting It Done!

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
<i>Strategies: Create methods for achieving reasonable costs in new developments to expand public services and infrastructure</i>										
Step: Encourage infill and Community Core development to optimize use of public services and infrastructure	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Encourage large planned developments that provide complete infrastructure needed for development	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Require Development Agreements for new developments to specify improvements, funding, timelines and reversionary clauses	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

Chino Valley General Plan • 2014

Part 2: General Plan Elements

Economic Development



Chino Valley General Plan • 2014

Economic Development Element

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

Weaknesses

- 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

- 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.

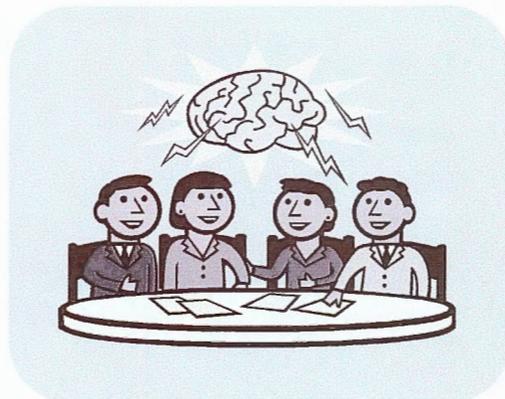
With the readily available access from SR 89, the neighborhood shops and businesses will additionally maintain customers from throughout the Town. The Core concept will also offer coordination with the routing of Yavapai Regional Transit Inc., allowing residents with or without disabilities to visit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

Following the Goal, Strategies and Steps there is a Getting It Done! section which condenses these ideas into chart form with suggested responsibilities and time frames.



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 utilities & communications 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, see the next section for details.



GOAL: Enhance Local Business and Create a Sustainable Economy

Economic Development Element

Getting It Done!

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
Strategies: 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	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Step: Encourage One-Stop centers by combining various types of shops and services in cohesive, easily accessible facilities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
Strategies: Establish an Employment / Job Base										
Step: Market appropriate locations suitable for major employment bases	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Step: Expand infrastructure as needed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Step: Recognize that local workers enhance local business	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Step: Encourage expansions of existing institutions of higher education and healthcare in support of expanded employment opportunities and training	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Strategies: Enhance the Recreation/ Agri-Tourism Base										
Step: Market sports clubs/organizations for Chino Valley's shooting range, model aviators field, ball fields, etc.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>				
Step: Coordinate with local restaurants, lodging businesses and with regional hospitality organizations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Step: Encourage expansion of agri-businesses and enhancement of winery, agri-festivals and other agri-tourism activities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

**GOAL: Enhance Local Business and
Create a Sustainable Economy**

**Economic
Development
Element**

Getting It Done!

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
Strategies: Create a researched busi- nesses 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 develop- ment, i.e. infrastructure planning, installation, and limitations	☑	☑		☑			☑	☑	☑	
Step: Study current/relevant demographics of work force and purchasing power of residents; and pref- erences, e.g. family-centered, outdoor activities, sports, media-users, etc.	☑	☑				☑	☑		☑	
Step: Research/study for grants, agencies, organi- zations available to augment Town's pursuits of economic development (e.g. NACOG, NACET, APS, Lowe 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 market- ing plan	☑	☑			☑	☑	☑		☑	☑

**GOAL: Enhance Local Business and
Create a Sustainable Economy**

**Economic
Development
Element**

Getting It Done!

	Timing		Primary Area				Responsibility			
	Near Term 1-2 years	Longer / Ongoing	UDO / Regs	Infrastruc- ture / CIP / Budget	Regional Cooperation	Plan / Research / Promote	Staff / Consultant	P&Z / Council	Chamber / Ec Dev't Assocs	Committee / Volunteers
Strategies: 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	☑	☑				☑	☑	☑		
Strategies: 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	☑	☑				☑	☑			

Postscript

Considerations for
Creating a Sense of Place
in Chino Valley

Considerations for Creating a Sense of Place in Chino Valley

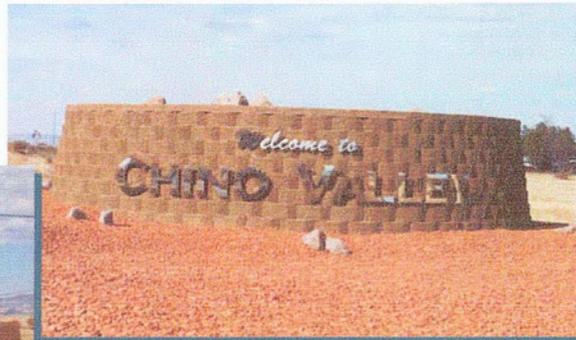
Communities incorporate into cities or towns in order to control their own destinies. Some new cities or towns possess a vision in the early years and work towards it—often achieving it; others with no clear vision often become sleepy bedroom-suburbs of another municipality. Without a vision a community may appear to be treading water, neither swimming nor sinking.

The purpose of a General Plan is to provide impetus for each town to not only create its vision, but to give voice to the community for direction in accomplishing its vision.

Some communities contain a lively downtown with a strong sense of place, perhaps evolved from a historic founding prior to the rise of automobile travel. And many towns, founded later, reflect individual separated developments along a highway. Such has been the primary development of the Town of Chino Valley since its incorporation. Chino Valley is a town stretching many miles along SR 89 without a downtown, center or focal point.

The 2013-2014 Chino Valley General Plan addresses the desire by the community to create a sense of place—the essence of a locale that attracts people by offering social interaction and enjoyable living—and it addresses the community’s desire to create functional and aesthetic focal points throughout the Town. Examples of functional focal points are public spaces or coffee shops with communications (broadband) infrastructure.

The General Plan emphasizes the creation of **Community Cores—focal areas of community gathering, such as entertainment, recreation, civic center, etc—**rather than on a continuance of stripped-out, unconnected development accessed only by the automobile. It envisions a series of active hubs with quality people-spaces. The General Plan also posits that visual appearance is part-and-parcel of community character; **the “visual” creates the sense of place.**



Visual Town character is depicted in the new “Welcome to Chino Valley” monument sign and accompanying equestrian entry sculpture. The monument sign expresses a progressive community and the horse sculptures symbolize the Town’s Western strengths and heritage.

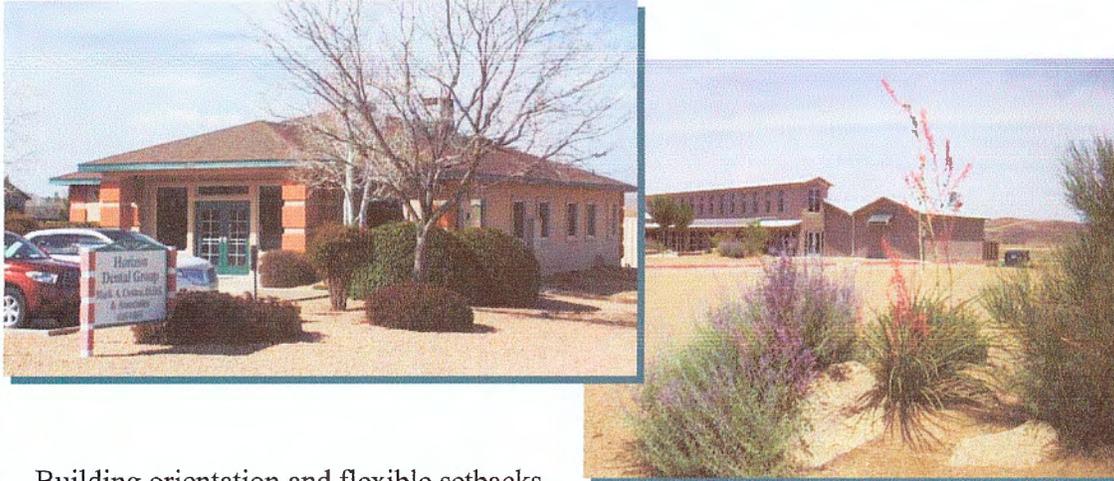
How can the community character/image be carried throughout the primary development areas of Chino Valley and enhance the economy? The General Plan Committee and Planning Commission grappled with this question during the long General Plan process.

The solution entails creating consistency and continuity without creating rigid regulations that result in cookie-cutter development. To achieve consistency without rigidity and boredom, the GPC and Commission placed importance on:

- Architectural style, e.g. a “Western Style” with flexibility to embrace both contemporary and traditional;
- A wide-ranging palette of building colors with low reflectivity;



- Landscaping features that enhance both the building and the pedestrian areas;



- Building orientation and flexible setbacks that fit the needs of both pedestrian and vehicular travel; e.g. retail areas are enhanced by placing interesting displays/features close to pedestrian pathways, especially when connecting to other pedestrian areas;



- Consistent, clear and flexible development/design standards for new construction in primary business areas where the Town's image may be enhanced, i.e. commercial and multi-family properties fronting SR 89 and properties in future Community Cores.

A sense of place can be created with community understanding of the following premises:

- That architectural style, enhanced by landscaping and other amenities are important to the Town's appearance and local economy;
- That pedestrian travel, access and people-gathering spaces encourage the interaction of community members; and offer opportunity for the environment to be felt with all of the senses;
- That flexibility offers the potential for lifestyle choices that are not available today;
- That lifestyles and the local economy are enhanced by pedestrian connections and other alternative types of transportation.

Summing It Up

The General Plan expresses the community's intent to improve local conditions, protect its attributes and provide a basis for decision-making for long range community development and identity.

The Chino Valley community has expressed its desire to create a sense of place that identifies the "Town of Chino Valley" as a unique and attractive place where people gather to enjoy community, to shop, to live, to recreate and to work.

The Goals, Strategies and Steps of the General Plan are the guidelines for community leadership to accomplish the expressed desire of creating Chino Valley's Sense of Place.