



Planning and Zoning Commission Work-Study Session

Monday, October 11, 2021

6:05 PM

Library Auditorium

7401 E. Civic Circle

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I. Call to Order

II. Roll Call

Chairperson Zurcher asked for roll call attendance to be taken. Members present: Chairperson Zurcher, Vice-Chairperson Renken, Commissioner Roberts, Commissioner Laney, Commissioner Griffis and Commissioner Rutherford. Staff Present: Wayne Balmer, Interim General Plan Consultant, Mark Trinidad, Planner, Vikie Anderson, Administrative Supervisor and Kristi Jones, Administrative Support II.

III. Discussion Items (NO ACTION TAKEN)

1. Wayne Balmer, Interim General Plan Consultant, will provide discussion on the development of the Prescott Valley *General Plan 2035* update and review materials related to the project.

Mr. Balmer stated that the goal of the work-study is to provide an update as to where we stand in the process, obtain input from the Commission, and set direction for the future.

Mr. Balmer gave a brief synopsis on the process of updating General Plans and emphasized the overall goal of having the General Plan ready for voters in November of 2022.

Mr. Balmer reported that the current General Plan has twelve chapters and the Mayor requested two additional chapters: one on education and one on public safety. He noted that the Commission had already been provided nine chapters to review for discussion tonight. Mr. Balmer stated that at the September Work-Study Session, Chairperson Zurcher suggested a joint session with the Town Council, which is tentatively scheduled for Thursday, November 4. He indicated that prior to November 4, they will receive a complete updated draft that includes changes to the first nine chapters as well as the draft for the remaining chapters.

Mr. Balmer explained that the original schedule proposed a tentative date of December 13, 2021, to adopt the final draft. He recommended the possibility of

adopting the final draft at the November 8, 2021, Planning Commission meeting. Mr. Balmer highlighted the various timelines that need to be met to have it on the November 2022 ballot.

Mr. Balmer provided a brief overview of the first nine chapters. He noted that it is shorter, easier to read, contains more pictures, graphics, maps, and is more goal oriented. Mr. Balmer indicated that there will be some additional goals provided for the Commission's consideration.

Mr. Balmer handed out an example of the formatting for the General Plan that is color coded by chapter incorporating the colors of the Town logo to provide a clean, modern, updated look.

Mr. Balmer explained that he has received some feedback from citizens concerning public meetings due to Covid. He noted that they created two surveys that citizens can fill out electronically and the response to date has been good and briefly explained the results thus far and how it would be incorporated into the citizen comments for the General Plan.

Vice-Chairperson Renken asked if the Commission approves it prior to Council approval.

Mr. Balmer explained that the Commission approves the final draft; then it goes out to the reviewing agencies for their input. In the spring, there will be two public meetings and that is when the Commission approves it and forwards to the Town Council with a recommendation of approval.

Commissioner Rutherford asked if the Commission would receive an updated draft prior to the joint meeting with the Town Council on November 4, 2021.

Mr. Balmer stated that the plan is to have the five remaining chapters and any updates from the meeting tonight completed by early next week and distributed to the Commission and Council by the end of next week.

Feedback received from the Commission included:

- Consistency with using the name "Town of Prescott Valley" vs "Prescott Valley" throughout the draft.
- Design suggestions on how to reference material on a different page.
- Change verbiage to third person as opposed to "we" and "our." (Mr. Balmer explained that this language was taken directly from the Town website.)
- Consistency in the size of maps – would prefer oversized pullout maps (11" x 17") or all full-page maps (8 ½" x 11".) Perhaps use grid sections on the maps for easier reference.
- Some of the referenced features are hard to read. Shouldn't have logos of businesses. (Mr. Balmer noted that not all the maps were generated by the Town of Prescott Valley. Some were borrowed from other agencies.)

- Make sure the maps and referenced features have the most recent, updated information.
- Have the main thoroughfares named on the maps.
- Education chapter – include equal focus on public, charter, and private schools.
- A better way to designate the “sphere of influence” on the Land Ownership Map.

Areas of concern included:

- Feasibility of reducing automobile usage/dependency
- Electric bikes should be taken into consideration
- Are the Focus Revitalization Areas still applicable?
- Housing affordability
- Disagreement with the sentence “Affordability of housing directly affects housing availability.” There is not a lack of available housing – there is a lack of affordable options.
- Are there any sites within the Town of Prescott Valley that falls into the “resort” category?
- Is there a need for housing for “seasonal workers”?
- How will the police response time be monitored?
- How will all the goals listed within the various chapters be monitored?

Mr. Balmer explained and/or addressed the concerns that were mentioned.

Chairperson Zurcher asked when the results from the 2020 census would be available.

Mr. Balmer reported that they were originally supposed to be available in September; however, they are now told it will be December.

Mr. Balmer asked for overall feedback on the draft.

Chairperson Zurcher stated that is very similar to the current General Plan. Several Commissioners were very impressed with how much has been accomplished in a short amount of time. Vice-Chairperson Renken commented that the average person will only read the chapters of interest to them as opposed to reading the entire General Plan. Commissioner Rutherford concurred. The Commission feels the General Plan is on track to meet the proposed timelines. Mr. Balmer emphasized that if we don’t make the November 2022 ballot; the General Plan will expire before the next opportunity in November 2024.

Discussion ensued between the Commission and Mr. Balmer regarding the surveys currently available on the Town’s website as well as the Next-Door app. Mr. Balmer stated that residents need to trust that their opinions matter and noted that the results of the surveys will be included in the General Plan. Vice-Chairperson Renken commented that many new residents live in the newer subdivisions and may not be familiar with the older areas within Prescott Valley; therefore, questions regarding

revitalization may be a challenge. Commissioner Laney asked if there was a way to incentivize residents within the older areas to complete the survey. Commissioner Rutherford suggested that the Commission act as ambassadors and share the information about the surveys with everyone. Mr. Balmer mentioned that they may take hard copies of the surveys out into the community in the spring to places such as the CASA Senior Center.

NOTE: The work-study meeting was video recorded and can be viewed on the Town of Prescott Valley's webpage at <http://pvaz.net>.

IV. Adjournment

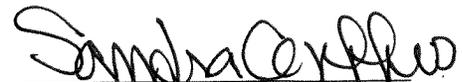
Chairperson Zurcher called for a motion for adjournment.

Commissioner Roberts made the MOTION, seconded by Commissioner Rutherford to adjourn by voice call vote.

Commission members voted as follows: Chairperson Zurcher YES, Vice-Chairperson Renken YES, Commissioner Roberts YES, Commissioner Rutherford YES, Commissioner Griffis YES and Commissioner Laney YES.

MOTION carried with 6 ayes and 0 nays.

The October 11, 2021, work-study meeting of the Planning and Zoning Commission adjourned at 7:19 p.m.


Acting Chairperson Griffis