

APPENDIX

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I. Comments from Community Visioning Workshops: Fall 2012

The following comments were compiled from a series of public visioning workshops held in October and November 2012. Participants were asked to provide comments regarding Treasures, Challenges and Visions for Cottonwood. The comments were then organized under a number of categories. Similar comments are grouped together and range from short phrases to longer statements.

Community and Quality of Life - Treasures

Quality of Life.

"Safe" place.

Safety of small town. Small town setting. Small town events.

I like the community.

Home town feel.

Small town environment - not rigid with enforcement and requirements.

Retire in a small quality community in beautiful area.

Small town friendly atmosphere. Small town character.

Small friendly community. Small town community. Small quality community. Small town quality of life.

Small town feel (Community). Small Community. Small town atmosphere

Area/people.

People. Friendly people. Friendly citizens. Friendliness.

Personable people. Community. Opportunities.

Friendly/kind officials and neighbors.

Social and cultural diversity. Quality of life - Community Values.

Re-do structure of community garden.

Rural feel w/ Metro Services.

Low crime.

Inexpensive/Free community events.

All the City does to get community involved.

Community and Quality of Life - Challenges

Connecting diverse and segmented populations.

Lack of cohesive community.

Community Involvement.

Community not outside directed development.

Overbearing laws. Possible over regulation. Individual needs deemed unimportant.

Infringements upon personal use & enjoyment of private property.

Agricultural markets and gardening.

Arts and entertainment as a critical factor for economic and cultural growth.

Improve river access.

Preservation of quality of life.

Community and Quality of Life - Visions

More events.

Diverse, well-connected and supportive community

Maintain small town feel. Continued small town feel. Smart growth - stop sprawl

A place where the rural lifestyle is encouraged. A small, easy to live in, city.

A town without "chain" development

Transportation and Connectivity - Treasures

*Base of Transportation.
Population - Low Traffic.*

Transportation and Connectivity - Challenges

*Traffic congestion. Increasing traffic. Traffic. Traffic Congestion.
More bike lanes
Transportation
Adequate public transportation. Public transportation.
Scarce sidewalks and bike paths that are appealing
"City" traffic feel - everyday at noon and 5pm.
Better streets*

Transportation and Connectivity - Visions

*A bike friendly town. A planned and map ready bike "scenic" route around town.
A navigable community through bike paths, sidewalks and public transportation
Continued mass transportation
Roadways that encourage bikes and scooters.
A separate bike trail to Sedona & Camp Verde
Lots of Bike Friendly Roads.
Pedestrian and bicycle friendly community.
More bike friendly lanes on the roads.
Focus on walkable/livable community.
Connected walking/biking trails.
Connected public trails linking Cottonwood to Sedona to Camp Verde.
Urban trail system.
Improve streets and road system.
Increased arterial road structure.*

Education and Economy - Treasures

*Walmart.
Economy.
Moved here for job.
Primed for growth.
Attractive shopping centers.*

Education and Economy - Challenges

*Financial Resilience
Good, high paying jobs, Good jobs
Provide high quality job opportunities - more than retail and real estate
Growth, Economic growth, Business growth
Economic development while keeping small town feel
Retaining position as retail center
We need key industry base
Attracting knowledge based jobs
Develop and grow tourist attractions
New people do not identify Cottonwood as home
High poverty / lack of employment opportunity
Maintain economic viability without losing natural assets and small town charm
Vibrant economy without increasing water use
Education, Quality education
Support local community college. Increase higher education profile and campuses.*

Better early childhood education and care
Continue to grow- job creation - encourage more residential/commercial growth to increase sales tax revenues to provide services to our citizens
Be creative about generating economic opportunities. The "grow or die" paradigm, reliant on new construction, has proven to not work and negatively affects current residents!
Develop "cultural heritage" tourism.
Diversify from real estate and retail.
More high quality career-type opportunities, not just low-paying retail. Diversify from real estate
Lacks good shopping malls. Lack of retail/commercial. Lack of industry/low wages.
More shopping

Education and Economy - Visions

Use quality of life assets to attract high quality employers.
Small town is key to attracting high quality employers.
Develop this feature in commercial sectors beyond Old Town such as 89 Ext and Main, 260 & 89A, 6th & 89A, etc.
Target technology training and business to improve the number of jobs with livable income/wages
Sustainable tourism: Heritage tourism; Wine Trail; Agriculture products; develop more scenic attractions; jail trail.
Educational opportunities that accommodate high paying jobs
Develop cultural tourism
Bring in clean business for more employment opportunities
More and better paying jobs. Good jobs / Good pay. Economy based on better, not more
Annexation of state trust lands is important to our future economic viability.
Industry to help families afford the basics.
Vibrant public markets.
Better shopping opportunities (shop local not Prescott)
Grocery store near 89A and Groseta Ranch Rd.
Market Cottonwood as a destination.
Tourist destination.
Continue being the hub for the Verde Valley.
Clean industry to keep our best educated here.
Major shopping center.
Secondary and Primary education.
Good schools.

Recreation - Treasures

Climate good year round for recreation. Pleasant weather, Weather, Great Climate, Ambient weather.
Recreational opportunities. Recreation Center
Parks/Recreation/Trails/River, Parks and open space. Baseball fields. Hiking.
Children's sports.
Dead Horse Ranch State Park and Greenway
Overall cleanliness of streets, parks, etc.
Verde River, The river and nature areas in their NATURAL state, Verde River & Other water ways
Scenic Verde Valley. Nicely manicured parks Proximity to Sedona. Geographic Location.

Recreation - Challenges

Additional recreation amenities -parks/open space
More recreation programs - Maybe a sprint triathlon

Recreation - Visions

Better river access for walking; Preserve river access.
A vital and boatable Verde River as the heart and soul of the City and economic engine.
Expand Riverfront park to the Verde River.

*More public spaces connected by non-motor pathways
Extensive trail network from the west end of Mingus Ave. Extensive trail system
Increased access to a swimming pool designed for fitness/lap swim and classes. Current indoor pool is too small.
Golf cart trail from Pine Shadows into Old Town.
Family oriented outdoor recreation expanded.
Multi-generational exercise-based outdoor park to also accommodate the elderly.
More open space / parks / rec areas. A park near Quail Canyon.*

Environment and Water - Treasures

*Unparalleled access to natural areas, recreation, scenic beauty
Open space all around.
Beauty of the environment and natural terrain.
Clean environment. Clean air. Clean air
Smoke free environment.*

Environment and Water - Challenges

*Rainwater harvesting.
Zero net increase in water use into perpetuity. Growth with zero increase in water pumped from watershed
Adequate water resources for future growth.
Use matching funds from state to buy 10 mile block of state land to use as watershed for future.
Maintain flow in Verde River. More river access and maintain river flows. The Verde River protected. Maintain
its flow. Maintaining the river and natural environment. Sustainable water supply without depleting the Verde
river. Damage to the Verde River.
Outgrowing our water resources. Pollution of air and water
Water. Water quality. Water rights. Improve water quality. Adequate water.
Loss of nature in its pristine state.*

Environment and Water - Visions

*Conservation / Verde River / Open Space
Retain the beauty of open space.
A city that values a safe, clean environment.
Cottonwood kept "green" with water availability.
A City where nature has a valued position over development. Embrace and celebrate abundant natural resources.
Clean environment. Healthy watershed
Protecting water resources while ensuring quality growth and economy.
We have more than adequate water resources to meet future growth needs. We need to use our water resources
as an asset to encourage future growth
High water quality.*

Old Town - Treasures

*Picture perfect Main Street.
The quaint "Bohemian" atmosphere.
Old Town finding its "niche"/becoming mass visited place.
Old Town is a Treasure and getting better.*

Old Town - Visions

Old Town being more accessible with more parking.

Planning and Development - Treasures

*Agricultural advantages.
Local food.*

Planning and Development - Challenges

Over development.

Towns expanding around the City of Cottonwood

Keeping it small - prevent sprawl. Avoid sprawl. Keep development compact and livable.

Let Cottonwood be known as the town that chose to remain small.

Population density.

Need more knowledge about the costs/benefits of growth

Infrastructure. Street improvements. Keeping up with current technology.

Excessive costs of basic utilities.

Affordable housing, Quality affordable housing.

Design for people, not cars.

Restrain the housing developers.

Increase maximum building height to increase the potential for mixed-use.

Involve Cottonwood citizens in future annexations.

Mixed-use - Everything you need or want should be in walking distance.

Continue to include sidewalks when improving roadways.

Clean up the yards of rental properties. Neighborhood clean-up more frequently.

Commercial buildings and balance with residential. Better defined commercial area with shops/restaurants.

More green planting and grass in public areas.

Planning and Development - Visions

Use irrigation to grow food instead of grass.

Greenhouses like in Wilcox. Agricultural based community. Community Garden - Agricultural bread basket.

Locally produced food encouraged.

Successful wine growing community.

Centralized government services; public access improvement for those who don't drive.

New land use category for high density, urban mixed-use. Development boundary: Main, 89A, Willard & Mingus.

Keep urban separators between Verde Valley communities to avoid sprawl strip.

Cooperate and collaborate with regional partners.

More encouragement to landscape and make areas more attractive away from Old Town. Attractive roadways.

More trees and keep the sidewalks and streets clean. Trees in parking areas.

Sustainability has 3 legs - Economy, environment, & social. Sustainable economy, environment, society.

Creation of one community.

Adequate planning for growth

Ideal community: One that values quality of life over commercialism.

City of Cottonwood management needs to be more involved with citizens and listen and respond to concerns.

Develop a process for more involvement of city employees.

Annexation to increase community cohesiveness.

People who are less divided and territorial (i.e. annexations - we in the upper Verde are one community)

Improved infrastructure. Bringing technology to the community. Better roads.

Human Services - Treasures

Excellent medical facilities.

Medical is top notch.

Human Services - Challenges

More activities for the youth. Things for the youth to do. Appealing to younger demographic.

Activities for juveniles. Child care.

Care for elderly and disabled.

More awareness and prevention of the financial and physical exploitation of the elderly

Disability access to services.

Prioritizing spending considering varying needs/desires of community members.

*Affordable housing. Quality affordable housing. Homeless housing.
Doctors for new front hip work to come down to us from Flagstaff. Doctors here do the old one.
Homeless and Drugs*

Human Services - Visions

*New Boys & Girls club (state of the art).
More youth involvement in the community.
Making Cottonwood a successful place where our children would like to stay and raise their families.
Coordinated services for seniors.
Equal access for all.
Better housing for the poor and homeless.
Opportunities for an aging active population*

History - Treasures

*Historical architecture and ruins.
Historic Old Town buildings and environment.
Cottonwood commercial historic district.
Preserving the national register historic designation.
Civic center.
Cottonwood historic homes.
Cultural heritage.
"Picture Perfect" with integrity to 1925-1935 time period.*

History - Challenges

*Maintain historic integrity and uniqueness of place.
Historic integrity.
Losing national register listing of Cottonwood Historic District.
Retain the history of the historical buildings.*

History - Visions

*Return to the historic 1925-35 feel in Old Town and more contemporary in outlying areas.
A city where the old buildings and past are valued and preserved.
Historical preservation encouraged in land use and activities.*

Safety and Crime/Drug Prevention - Treasures

Low Crime.

Safety and Crime/Drug Prevention - Challenges

*Crime prevention.
Drug abuse control.
Homeless and Drugs.*

Safety and Crime/Drug Prevention - Visions

*Relaxed, safe neighborhoods.
Public safety.
Speed limit on West Mesquite.
Drug free.*

II. Comments: Draft General Plan Review.

A. Comments received through Draft General Plan Review: January – May 2014:

The following comments were received for the review of the Draft General Plan from January through May 2014. Comments include written comments, e-mails and verbal conversations.

COMMENTS	ACKNOWLEDGEMENT
<p>In the section on protecting our natural resources, it talked about recycling, but made no mention of hazardous waste, such as cleaning supplies, paint, batteries and CFL light-bulbs. A long time ago Cottonwood did have a recycling event for these, but since then, nothing has been done (except Sedona Recycling will accept batteries, but that is inconvenient.)</p>	<p><i>The City is looking for ways to provide an affordable ongoing option for disposing of household hazardous waste. An objective in Chapter 7, Environmental Planning Element, is directed to continuing efforts to reduce household hazardous waste from the municipal waste stream and local environment.</i></p>
<p>I also did not notice anything about protecting possible archaeological discoveries. Maybe I missed it, but I do think this potential issue should be addressed.</p>	<p><i>Archeological Preservation is indicated as a Key Issue in Chapter 11, Historic Preservation Element. Also an Objective indicating support for appropriate treatment of archeological resources discovered is included. State and Federal laws also apply to this issue as well.</i></p>
<p>3-16-14 Looking at the Cottonwood General plan from a big picture perspective, I have a couple of observations.</p> <p>First, I appreciate the extent to which the issue of water was addressed, but I would like to have seen equal consideration to the important natural resource of breathable air. Although it is important to have walkable neighborhoods, compact development, good public transportation, and efficient cars, it is unrealistic to think that people will give up their cars. Given our geography where air is trapped in the valley, the large number of new houses (and cars) envisioned is of concern. If Verde Valley develops its own “brown cloud” and reverts to the air quality of smelter days, other plans for economic development (tourism and agriculture) and for quality of life will be moot.</p> <p>This leads to the broader impression that the focus of the plan is managed growth, rather than sustainable growth. Frequent reference was made to sustainability in sections on vision and environmental planning, but it is as if these sections are totally unrelated to the sections on growth and development. In the discussions on growth and development, the general impression given was that there were no sustainability limitations. All growth needs to be tied to this sustainability issue, not treated in isolation.</p>	<p><i>Chapter 7 includes a sub-section dedicated to the topic of air quality. Goal F-2 addresses the topic of maintaining and improving air quality.</i></p>
<p>I would like to know when 12th Street will be finished. It is getting worse.</p>	<p><i>Work should be underway by the summer 2014.</i></p>

B. Comments received through Open House Public Events: February 20, 2014 & March 26, 2014:

The following comments were compiled the public open house events held in February and March 2014. The public was given an opportunity to provide comments on any aspect of the Draft General Plan.

COMMENTS	ACKNOWLEDGEMENT
<p><u>Housing Element & Land Use:</u> Keep new housing compatible with adjacent neighborhoods. In other words, no apartments in areas of predominating 1 level houses.</p>	<p>Details go beyond scope of general plan. Compatibility of uses is determined through zoning review, which provides appropriate process for consideration of design transition, scale and buffering.</p>
<p><u>Parks & Open Space:</u> Are neighborhood parks more or less what I call "Pocket parks" that are placed in a PAD to meet open space needs? If so, I would prefer "community parks" that are at least the size of the park in Cottonwood Ranch. Neighborhood (pocket parks) have little utilization.</p>	<p>Chapter 5, Open Space & Parks indicates that proposed "Neighborhood Parks" could be between ½ acre and 5 acres in size, as appropriate to meet the needs of new developments or the interests of existing neighborhoods. The size is only a guideline. The General Plan proposes the concept of a tiered system of parks.</p>
<p><u>Open Space & Parks:</u> Need a map in the General Plan of the trails that (city staff) has been working on. Also, need a map identifying the washes or gullies.</p>	<p>As described in Chapter 5, State Statute prohibits General Plans from indicating open space, recreation, conservation or agriculture use designations, including trail systems, without specific written permission of any private property owner. The City is primarily participating in regional efforts to promote trail access on lands outside and around the city on State and Federal lands. Flood map overlay can be provided as a reference.</p>
<p><u>Circulation Element:</u> General Plan document indicates a road just to the east of 260 between Fir & Rodeo but not shown on map. I would like to see a road behind McDonalds and CVS connecting between Fir & 89A in general region of UVX road.</p> <p><u>Traffic Counts:</u> None noted from Fir to 89A via 12th or 6th streets.</p>	<p>Proposed circulation projects described in the Plan have been discussed through the regional transportation planning process or as part of major development proposals. There are no plans to develop a major by-pass road from SR 260 to SR 89A across private property through adjacent County areas.</p> <p>Additional traffic counts will be updated for the final draft of the Plan.</p>
<p><u>Vision:</u> The General Plan in many locations refers to a "small town quality." Cottonwood is not a small town. It may soon be a small city with Bella Montana , big box stores, etc.</p> <p>Clarkdale with a central core area and a central park could be defined as having small town qualities but not Cottonwood.</p>	<p>The purpose of the "Vision" section is to identify a shared vision that helps to frame future goals and objectives. The vision of friendly neighborhoods, local parks, and attractive, pedestrian-friendly streets and shopping areas, which is otherwise widely understood as "small town qualities," is strongly supported and will remain in the plan as a guiding part of that shared vision for this growing small city.</p>

MARCH 26, 2014

COMMENTS	ACKNOWLEDGEMENT
<p><u>Open Space:</u> 10 square mile annexation requires greater attention in this plan. Annexation is likely to occur within the scope of this plan. Some greater attention to its potential for development <u>and</u> conservation is necessary.</p>	<p><i>The Growth Area Element includes a section describing the proposed conceptual land use plan that was developed for the State Trust Land block located to the northeast of the City of Cottonwood. The public input process provided an innovative preliminary outline for future potential use of the adjacent State Lands that includes a series of planned villages tied together by extensive open space and trail networks. The future use and any timeframe is based on decisions by the Arizona State Land Department.</i></p>
<p><u>Water Resources:</u> 1. Develop water budget forecasting zero net increase in use. 2. Clustered development as a strategy to water conservation. 3. Require rainwater harvesting in new developments.</p>	<p><i>Comments noted. The City Natural Resources Department is working on a comprehensive water conservation plan that will provide an expanded opportunity to address these goals.</i></p>
<p><u>Water:</u> Adopting demand reduction strategy as an ongoing conservation program is inadequate. Drought plans address short-term supply & peak demand issues, do not adequately address long term conservation. Example: outdoor watering schedules based on day of week do not save water. These only reduce daily peak demand (a drought strategy.)</p>	<p><i>Comments noted. Details regarding the adopted Drought Plan program should be addressed through a separate process, which will provide greater opportunity to define the implementation plans.</i></p>

III. City of Cottonwood Projects and Accomplishments 2003-2013

- 2012 Excellence in Economic Development Award from Governor Jan Brewer for outstanding innovations and achievements that have helped place Arizona at the forefront of economic development. The City of Cottonwood received the Innovative Economic Development Award for our five year economic development strategy with an emphasis on the Arizona wine industry and Old Town Cottonwood.
- City receives the Distinguished Budget Presentation Award for FY 2011-12 from the Government Finance Officers Association (GFOA).
- Collaborating with Local First Arizona, Old Town Merchants and Cottonwood Chamber of Commerce, City is awarded the Governor's Tourism Award for Creative Collaborative Marketing program to bring tourism to Old Town.
- Cottonwood and the Verde Valley are selected by Lonely Planet as one of the Top 10 U.S. travel destinations for 2013.
- Developed a procurement office.
- Reorganized staff positions and departments for a more economic and organized team.
- Promoted and instructed the "What You Do Matters: Lessons from the Holocaust" training for all law enforcement officers in Yavapai County.
- Provide employees with annual compensation sheet.
- Developed the Business Assistance Center.
- Historic Preservation Commission created.
- Contracted with new Fixed Base Operator for the airport.
- Encouraged participation in the 2010 census.
- Reviewed airport land leases to ensure performance requirements were met.
- Developed a Revolving Loan Fund.
- Developed Focus on Success program.
- Adopted landscaping code encouraging use of low water use products.
- Completed purchases of Spring Creek and Quail Canyon wells and water systems.
- Created the Lynx Route to connect Cottonwood and Sedona.
- Completed Mingus Avenue reconstruction Willard to SR89A including new potable and reclaimed water lines.
- Completed design and construction of Willard Street extension included a new 10" waterline to interconnect the pressure and gravity water systems.
- Organized Arizona 100-Year Anniversary celebrations.
- Organized Cottonwood 50-Year Anniversary of Incorporation celebrations.
- The Multigenerational Recreation Center was finished in February 2010 and opened May 1, 2010.
- Completed renovations of existing (outdoor) pool .
- Obtained Safer Grant: Staffing for Adequate for Fire and Emergency Response, increasing number of fire personnel and adding second engine company to provide services to the community.
- Completed remodel of Aspen Shadow wall to improve safety and flood protection.
- Obtained APS, Uni-Source and Cable-One franchise renewals.
- First in State to adopt ordinance to control sales of epiphedrine, a prime ingredient in the construction of Methamphetamines thereby reducing crimes involving meth by 40%
- Initiated the ban of sales of Spice and Bath Salts in Yavapai County.
- Televised all regular council meetings and *Inside Cottonwood* programs.
- Assumed hosting of Thunder Valley Rally.
- Designed, rehabilitated and relocated Municipal Court to new a new facility.
- Designed, rehabilitated and relocated Community Development and Utilities to a new building.
- Completed design and construction of new police evidence building.

City Projects and Accomplishments 2003-2013

- Old Court Offices Asbestos Abatement, Demolition and Remodel into new City Clerk's office.
- Restoring City Hall.
- Created VVTV video link on COC website.
- Now include all City Council agenda back-up material on website to better educate our citizens..
- Now include information on all city commissions and boards on website to include roles and qualifications to serve along with meeting minutes.
- Created COC Airport webpage.
- Relocated Gardner's recycling from Old Town to a more compatible site.
- Sun Dial Motel improvements initiated with sale to new owner.
- Initiated Electronic Christmas tree and décor at Civic Center.
- Expanded automated holiday lighting to include more city offices and is accompanied by music.
- Resolved Green-Gardner Easement Access.
- Created RFP to bring wine tasting rooms to Old Town.
- Installed wayfinding directional signage to Old Town Cottonwood.
- Developed Verde Valley Wine Consortium.
- Coordinated with Chamber of Commerce to develop the Verde Valley Wine Trail and Painted Barrel programs.
- City Manager awarded the Gabe Zimmerman Award.
- Conducted two Citizen Surveys with high satisfaction registered by citizens.
- Banned wood burning fire places in new developments. Set new standards for wood burning stoves compatible with state-wide air quality objectives.
- Collaborated with citizens to construct a dog park.
- Collaborated with citizens to construct a community garden.
- Adopted a Residential Rental Maintenance Code
- Completed Library additions.
- Adopted a new Graffiti Ordinance.
- Revised Noise Ordinance.
- Constructed a new transit facility.
- Developed tourist bus parking in Old Town.
- Changed to Vote-By-Mail.
- Improved/Increased the release of marketing information to the media.
- Developed a bi-annual citizen newsletter "Just the Facts."
- Annexed Quail Canyon development into the City.
- Created storm drain signage.
- Paula Street Rebuild and dedication as Mickelsen Parkway.
- Civic Center ADA Review.
- Old Town Jail Asbestos Abatement and Remodel..
- Police dispatch center HVAC upgrades.
- Library roof leak repair and restroom rehabilitation.
- Library canopy design and bid.
- Library parking lot and drainage reconstruction.
- Library HVAC units replacement.
- Council Chambers structural review, demolition and remodel design and bid.
- Reconstruction of 12th Street, Birch to Mingus Ave. including a new waterline and fire hydrants.
- Constructed a disc golf course and hosted two Professional Disc Golf Association tournaments.
- Secured/verified the ownership of the Old Town Jail.

City Projects and Accomplishments 2003-2013

- Demolished the dilapidated Bux Building in Old Town and constructed a public parking lot at the corner of Pinal and 1st Street.
- Roof Projects –Recoat Library Flat Roofs
 - Recoat Old Community Development Building’s Roof
 - Recoat City Hall Roof
 - Recoat Public Safety Building Roof
 - Recoat Utilities Flat Roof
 - Replace Public Works Roof
 - Replace Lift Station 4 Roof
 - Replace Airport Electrical Vault Building Roof
 - Replace Utilities Building Shingled Roof
- Mold Abatement Projects
 - Public Works Building
 - Public Safety Building
 - City Hall
 - Fire Department Kitchen
- Formed the Bicycle Advisory committee and were awarded a Bike Friendly Community Bronze award.
- Completed Community Bicycle Plan.
- Assisted in hosting Bike MS annual events in Cottonwood.
- Bicycle Project on Cove Parkway.
- Participated in Mayor's Bike to Work Day with Council, Staff and Community Participation.
- Formed Safe Routes to School (SRTS) Committee and received federal grant for SRTS.
- Cottonwood Portal Signs Improvement Project.
- Traffic study at 6th Street and 89A for left turn phase.
- Traffic study on 89A and Camino Real to determine results of No-Left turn device.
- Construction of softball field 4 at Riverfront park.
- Construction of little league ball field complex at Riverfront park.
- Construction of new sidewalk on Main Street in front of Woody’s Gas/Veretto Plaza.
- Replacement of sidewalk on 1st street/Pima in Old Town.
- Soccer Field Construction at Riverfront Park.
- Pima Bridge Foundation and slope protection.
- Ocotillo Street drainage improvements.
- 6th Street and Municipal Court drainage improvements.
- Pima/Main Street parking lot reconstruction.
- Council Chambers parking lot reconstruction.
- Finance Department parking lot reconstruction.
- 16th Street Reconstruction.
- Skyline Drive and Skyline Way Reconstruction.
- Transfer station and humane society drive reconstruction.
- Took over the operation of the solid waste transfer station.
- Reclaimed water fill station pavement construction.
- Mickelsen marathon course design.
- Participated in the VVTPO and NACOG transportation committees and planning
- Chip seal streets projects list.
- Electrical reconstruction of all airport lighting.
- Began operating airport fuel tanks.
- Phase 1 and Phase 2 of the Wastewater Collections System Cleaning and Televising Project completed.

City Projects and Accomplishments 2003-2013

- 925 sanitary sewer manholes were inspected including GPS coordinates.
- Upgraded the obsolete Wastewater Supervisory Control and Data Acquisition (SCADA) system and installed upgraded telemetry units at the five lift stations.
- Created first complete map of wastewater collections system.
- Completed Phase 1 of the Ultra-Violet disinfection lamp and sleeve replacement project.
- Completed Phase 1 of sand filter replacement.
- Installed new reclaimed water line to serve NAIPTA (CAT) Building .
- Diffuser sock replacement for both WWTP aeration basins completed.
- Completed Phase 2 sand filter replacement.
- Completed Phase 2 of the Ultraviolet disinfection lamp and sleeve replacement.
- Purchased and installed two Moyno pumps for sludge feed system.
- Installed new Manual Transfer Switch for Lift Station 4.
- Repaired roof at Lift Station 4 .
- Completed Phase 3 of the Ultraviolet disinfection lamp and sleeve replacement.
- Installation of new alarm dialing software for WWTP and lift station.s
- Installation of Epoxy lining in both clarifiers at WWTP.
- Installation and purchase of new laboratory software for WWTP.
- Replaced RAS/WAS Pinch valves at WWTP.
- Installed new emergency generator at Lift Station 4.
- Installed new 200 amp electrical service at Lift Station 1 .
- Installed new Dissolved Oxygen Probes at WWTP.
- New reclaimed water tank installed, repaired and recoated along with Grundfoss Boosterpaq installation to improve reclaimed water pumping capacity and efficiency.
- Headworks building rehabilitation and new influent flow screen and compactor installed.
- System wide arsenic remediation program. Installation complete and ADEQ/EPA compliance achieved and maintained at 20 sites in Cottonwood, Verde Villages, and Verde Santa Fe. 23 concrete pads, 3 chemical injection buildings, 20 treatment trains from 2 to 20 vessels. All associated underground infrastructure, raw water in, treated water out, sewer discharge extensions where applicable, electrical power upgrades where required.
- Fir Street interconnect water main. Improves system reliability by allowing transfer of water between areas of low production high usage and areas of high production, low usage.
- Installed Pine Shadows waterline which included about 7000' of new 12" waterline and numerous fire hydrants along with a new meter and vault.
- Combined water/sewer billing in progress.
- Wellsite 8/9 480,000 gallon reservoir installation complete.
- Mesquite Hills reservoir altitude valve installation which allows for auto filling.
- Clemenceau pressure water system decommission, reservoirs moved to Wastewater Plant for reclaimed water system use.
- Verde Village well 6-1 Decommission (reservoir moving to wellsite 4-2, Jan 2013.)
- Verde Village well 8-1 Decommission (reservoir moving to wellsite 2-1 Jan. 2013.)
- Riverfront WRF two feasibility studies complete and currently in preconstruction design phase.
- Quail Canyon Well conversion to variable frequency drive to allow direct pumping into Verde Village units 6 & 7.
- System wide well site electrical upgrades enhance reliability, reduce energy demand and improve system performance.
- Cactus Well raw water transmission line construction to Well 1 for combined arsenic treatment.
- Underground realignment of piping at Well 5 gravity system and Lower 5 booster station.

City Projects and Accomplishments 2003-2013

- Supervisory Control And Data Acquisition (SCADA) installation at 18 water sites which allows remote monitoring of reservoir levels, flow rates and system pressure. Real time alarm transmission improves response time and situational awareness.
- Security upgrades at all well sites which includes changeable combination locks, improved perimeter fencing, security doors, motion activated lighting and secure chemical storage.
- 6th and Mingus waterline extension which increased fire flows on 6th Street by 300%.
- 6th Street crossing Well 4 to well 7 which allows combined arsenic treatment.
- Hwy 89A and Candy and Hwy 89A and Willard crossings which allowed for conversion of the Clemenceau pressurized water system to gravity feed and allowed VVMC to connect to the city system for both potable and fire flow needs.
- Irrigation line installation to Community Garden with associated piping within the garden.
- Lower 5 booster station electrical upgrades to improve reliability/redundancy.
- Hwy. 89/ Blackhills Dr. 12" waterline realignment as requested by ADOT for Hwy 89A improvement project
- System-wide replacement, repair and/or installation of pressure reducing valves to improve system performance and reduce main line breaks.
- Hwy. 260 at Western waterline crossing provides system redundancy, improves fire flows and allows water transfer between Verde Villages 2, 3 and 4.
- Creation of dedicated utility leak repair van using military surplus vehicle and staff labor.
- Pavement and drainage improvements to Hwy. 260 well site access road.
- Installation of ten pressurized fire hydrants in Verde Villages which previously had no pressurized hydrants.
- Installation of new water main and fire hydrants behind Goodwill store.
- Installation of sand removal filters at Wells 4 & 7.
- Purchase and integration of TRACEDTECT analyzer for arsenic treatment process control which dramatically reduces outside laboratory costs.
- Rehabilitation of all potable water wells which includes more efficient pumps and updated electrical controls to dramatically improve water production capability and reliability.
- Installation of a five pump variable drive booster pump system at the Yuma reservoir site.
- Utility staff assumed operation of the Deadhorse Ranch water and wastewater systems.
- Hwy 260 well was deepened and yield increased to 450 gallons per minute.
- Partnered with MATForce to hold the first dump the drugs day in the Verde Valley as part of Verde River Days.
- Worked with ADOT to secure a Federal grant for installation of sidewalks on both sides of Hwy 89A from Blackhills Drive to Cement Plant Road.
- Water rate study and adoption of new water rate structure.
- Physical separation of City of Cottonwood and Town of Clarkdale water systems.
- Partnered with ADEQ to sponsor a record setting electronics waste collection day.
- Obtained an ADEQ Brownsfield Grant to test the former Gardner recycle yard.
- Developed and adopted a potable water backflow ordinance.
- Designed and constructed a CATS bus transfer station along with assembly and numerous bus shelters.
- Obtained a grant and installed a solar PV system at the airport.
- Obtained a CDBG grant for reconstruction of 10th Street from Mingus to Main.
- Sponsored an EPA funded water and wastewater Emergency Preparedness for Senior Officials training seminar.
- Sponsored and EPA funded two day Emergency Response to Domestic Biological Incidents training seminar

City Projects and Accomplishments 2003-2013

- Completed an update of the Yavapai County Hazard Mitigation Plan.
- Culminated several years of discussion with Yavapai College by formulating an agreement to supply reclaimed water for irrigation at the Verde Valley campus including the current and proposed vineyards. The proposed agreement will be presented to Council on January 8, 2013.
- Updated and increased signage in Old Town to improve access to parking lots.
- Adopted the latest International Building Codes.
- Received a rebate from APS in the amount of \$24,702 for installation of variable frequency drive (VFD) controllers at our water facilities. These controllers also reduce electrical consumption and reduce system leakage by significantly reducing water hammer.
- The city is partnering with local veterans groups and businesses to bring the Vietnam Memorial Traveling Wall to Cottonwood in March of 2013.
- Partnered with the Verde River Citizens Alliance to install a rainwater harvesting collection system demonstration system on the BAC.
- Installed a visually impaired crosswalk notification system at the intersection of Main and Mingus.
- Installed a street light at 14th and Cochise subsequent to a request from the Main/Mingus homeowners group.
- Partnered with Upper Verde River Watershed Protection Coalition on the Water Smart conservation cards program.
- Constructed two bike trails connecting 10th and 12th streets.
- A four way stop intersection was installed at Fir and Monte Tesoro.
- A trail easement was obtained from Argo Investments in the Del Monte wash near Hwy 89A.
- Cottonwood has been a leader in the Verde Front project to bring a trail system to the West Mingus area. Collaborating with Prescott National Forest, Yavapai County and Clarkdale.
- Collaborated with Yavapai County on the Centennial Cliff Rose Trail near State Trust Lands.
- A community orchard irrigated with reclaimed water has been planted on Willard Avenue near the south clear zone.
- Development Services has a Homeland Security trained Terrorism Liaison Officer on staff who is serving a dual role by providing utility system security services along with supervising the city code enforcement effort. The code enforcement hearing officer program has been re-activated and many code complaints are being solved pro-actively by the code enforcement staff working directly with residents to alleviate the violations.
- Bike “sharrows” have been painted on the roadways in numerous locations to increase awareness. This low cost method was a suggestion of the Bicycle Advisory Committee.
- Participated with Boys and Girls Club electrical project.
- Support community's elderly through the Verde Valley Senior Center meals-on-wheels program.
- City took over the management of the airport.
- City resumed the management operations of the CAT and Lynx Bus Systems.
- Regional Dispatch Center studies.
- Created Water Vision and Water Management Strategies for the future management of water.
- Co-sponsor for Toys for Tots at the Rec Center.
- Co-sponsor for Verde Valley Birding & Nature Festival using the Rec Center for events.
- Sponsor of Verde River Days.
- Sponsored the Arizona Wine Growers Association Grape Stomp.
- Fir Street resurface.
- Mayor and Council collaborated with Verde Valley Medical Center and Fit Kids Arizona to sponsor the summer Luau to promote fitness and healthy eating for children.
- Participated in the regional Yavapai County Water Advisory Commission with the Mayor serving as Co-chair in 2012.

City Projects and Accomplishments 2003-2013

- Participated in the regional Greater Arizona Mayors' Association with the Mayor serving as Chair for 2012.
- General Administrative Services Manager Rudy Rodriguez served as Chair of the AMRRP – Arizona Municipal Risk Management Pool Board.
- Chief Fanning appointed by the Governor for State Board Arizona Homeland Security Western Regional Advisory Committee.
- Created financial transparency page on the City's Web site.
- City Council Members participated on numerous boards and commissions.
- Completed citizens' survey.
- Added computers to every police vehicle for mobile data computing connectivity.
- Won State's "best dirt" designation for the Cottonwood Equestrian Center.
- Amendments and revisions to the Cottonwood Zoning Ordinance:
 - Major amendments to MH (Manufactured Home) Zone property development standards regarding Manufactured Home Parks and Subdivisions.
 - Created standards to allow A-frame signs, portable signs and walking signs.
 - Created standards to allow small electronic message display signs.
 - Replaced C-3 Zone with CR (Commercial Residential) Zone in Old Town defining various Permitted and Conditional uses and providing more detailed criteria for mixed-use district.
 - Created exception to allow front porch additions to encroach into front setback area.
 - Established separate dedicated Board of Adjustment to hear variances and appeals.
 - Created new standards to allow detached guest house use in residential zones.
 - Amend Parking Requirements adding standards for Shared Parking and Off-site parking.
 - Amend Parking Requirements so parking in Old Town historic district is exempt.
 - Created Temporary Use Permit process and added standards and procedures for various temporary uses.
 - Standards for camping within city limits, including section to allow overnight camping in parking lots with owner's permission.
 - Revised and expanded standards for Design Review and shifted DR function to Planning and Zoning Commission.
 - Created new Zoning Clearance review process.
 - Added standards for Group Homes, Halfway Houses, Boarding Houses and Bed & Breakfast Establishments.
 - Amending Height Regulations to address various structures, towers, and monuments.
 - Major revisions to Landscape Requirements regarding performance standards with updated low-water drought-tolerant Plant List for Cottonwood.
 - Major amendments to PAD (Planned Area Development) Zoning defining new requirements for Master Development Plan so as to greater consider details in preliminary review process.
 - Added new section to address Medical Marijuana Facilities, as per voter approved legislation.
 - Added standards to allow backyard chickens and poultry with simple permit.
 - Added new standards for development on steep slopes and washes.
 - Established 7-person citizen Historic Preservation Commission.
 - Established Historic Preservation (HP) Overlay Zoning District classification.
 - Added new section for Historic Preservation Ordinance establishing standards and procedures for designation of local historic landmarks and procedures for rehabilitation.

IV. General Plan Definitions

The following definitions are provided for general reference as relates to the Cottonwood General Plan 2025. No legal status is intended or implied. For additional information regarding any of these definitions, it is recommended that other standard dictionary sources be consulted.

Access Management: Access management is a set of techniques that State and local governments use to control access to highways, major arterials and other roadways. Access management is primarily used to increase the safety and the capacity of roadways.

- **Controlled Access:** The highest level of access control on a roadway. ARS §28-601 defines a controlled access highway as “a highway, street or roadway to or from which owners of occupants of abutting lands and other persons have no legal right of access except at such points only and in the manner determined by the public authority that has jurisdiction over the highway, street or roadway.” Sometimes referred to as “fully access controlled” and may only include access by way of ramps from graded separated interchanges, typically applied to freeways. These access points are defined by the original design of the roadway.
- **Limited Access:** Some sources for this definition use “limited access” and “controlled access” interchangeably which can cause confusion as to its application. For that reason, the term “partial access” can be used to help define the difference.
- **Partial Access:** Preference is given to through traffic to a degree. Access connections, “which may be at-grade or grade-separated, are provided with selected public roads, and private driveways.” Access points are limited in some way to defined locations or to some minimum interval. These access points are typically at grade and can be controlled by a center raised median. Access points are typically permitted by the local government in accordance with an adopted policy or plan for this type of roadway.
- **Full Access:** No defined access plan exists for the roadway with individual properties having single or multiple access points at any point along the roadway.

Affordable Housing: A general term that applies to a wide range of housing needs for various segments of the community indicating a level of affordability for decent housing where residents are also able to afford other basic needs and services.

Alternate Modes Transportation: Alternatives to single-occupant automobile travel are considered as alternate modes of transportation, including walking, bicycling, public transit, carpooling, and telecommuting.

Buffering: Method to provide separation or transition between different types of uses and different levels of intensity of uses by means of a strip of land or an intermediary use that may include landscaping, berms, open space and/or fencing or walls.

Capital Improvement Program: The City's annual program to plan for the long-term needs of the citizens through budgeting for infrastructure, equipment, buddings and other resources necessary for city functions.

Clustered Development: Carefully designed residential or mixed use development that occurs on smaller size lots and built closer together allowing other lands in proximity to be preserved as open space, recreational areas or undeveloped areas.

Codes, Covenants and Restrictions : CC & R's are private deed restrictions placed on properties and are typically associated with subdivisions. The City has no authority with management of these types of private contracts between property owners.

Deed Restrictions: Private regulations that are created and recorded by property' owners for their property so as to specify certain restriction associated with the use and development of that property. The City typically has no involvement or responsibilities with management of these types of private contracts between private property owners.

Density: A ratio of residential units or population to an area of land, typically measured as units per acre.

Functional Classification: Roads are classified according to their function and the type of service they provide. The functional classification system serves as both a guideline for planning as well as a means for determining funding. A hierarchy of road types includes arterials, collectors and local roadways.

Improvements: All types of construction or development regarding community infrastructure and facilities, including roadways, transportation systems, drainage features, site grading, utility lines, parks and recreation facilities, trails, and other similar features.

Infill Development: Development that occurs on vacant sites, whether residential or non-residential, in proximity to existing development and existing infrastructure so as to provide more efficient patterns of development within the City.

Infrastructure: Various physical improvements and utility systems that support and define a standard of development associated with developed populations, including roads, flood control projects, water, sewer, power, communications and other similar utility systems.

Ingress and Egress: Used to describe access to and from a site or building where ingress refers to entrance and egress refers to exit.

Intergovernmental Agreement (IGA): Specific contractual agreements between governmental entities enacted by elected officials and agency officials to address issues of common concern.

Master Development Plan: Required for proposed Planned Area Development (PAD) zoning. A comprehensive approach for planning the development of a specific site or area that considers such development in terms of an integrated program to address physical, economic, social and environmental concerns, as well as associated program management, public input and implementation techniques.

Minor Land Division: A part of the Subdivision Regulations that allows land to be split into no more than three parcels where no new roads are included and that allows a more streamlined and less restrictive approach to subdivision.

Mixed Use: Developments that include a mix of land uses, such as residential, commercial, cultural and recreational, that are developed, planned and designed in a coordinated and/or complimentary manner.

Multi-Modal Transportation: Transportation systems planned to allow more than one mode of travel in an overlapping or redundant condition throughout an area would be considered as meeting the intent of providing multiple modes of transportation so as to address issues of overall system efficiency.

NACOG: Northern Arizona Council of Governments - The regional group that assists communities, government agencies and citizens with the coordination of a number of social, environmental and economic programs.

Open Space: Undeveloped public or private lands that are designated as such to address resource protection, environmentally sensitive areas, generally less developable areas and otherwise provide a context for surrounding development. Such areas may allow certain limited activities, including passive recreational activities, ranching and agriculture, and certain public facilities, including water treatment facilities and flood control structures but would otherwise not include development of roads or buildings.

Planned Area Development: A comprehensive approach to development of a project that typically includes a mix of uses, subdivision of land, open space designation and the creation of specific zoning rules in a way that allows specific design objectives to be addressed in a unique and flexible manner that benefits the developer and the public at large.

Regional Planning: Programs in which various governmental jurisdictions and entities come together to plan for common interests, whether as physical or social programs, typically resulting in non-binding policy statements that can then be used by those jurisdictions for integration into their own policies and programs as a basis for implementation.

Subdivision: Within incorporated municipalities the division of land into four or more lots or two or more lots if a new road is involved, or division of land within a previously recorded plat, or within projects including areas of undivided common interest.

Zoning Ordinance: The principal legal document that defines the allowable uses of land and property within the City by establishing a system of Zoning Districts and an official Zoning Map and further defining such districts by describing minimum required development standards and procedures for development of such property.

V. REFERENCES

I. LAND USE

- **Arizona Revised Statutes**
A.R.S. § 9-461.05. General plans; authority; scope
A.R.S. § 9-461.06. Adoption and amendment of general plan; expiration and readoption
- **Yavapai County**, *Verde Valley Regional Land Use Plan*, 2006.
- **Verde Valley Wine Consortium**, *The Economic Contributions of Verde Valley Winemaking*, prepared by Erik Glenn, Yavapai County Cooperative Extension (April 2011)
- **Arizona Hospitality Research & Resource Center**, *The Arizona Wine Tourism Industry*, produced for the W. A. Franke College of Business, Northern Arizona University. June 2011.

2. CIRCULATION

- **Arizona Department of Transportation**
 - *Verde Valley Multimodal Transportation Study*, 2009. ADOT Multi-Modal Planning Division, www.azbikeped.org
 - *ADOT Statewide Bicycle and Pedestrian Plan Update DRAFT*. Final Report Revision, January 2013.
 - *ADOT Bicycle Safety Action Plan* September 2012.
- **National Complete Streets Coalition**
c/o Smart Growth America, 1707 L St NW, Suite 250 Washington, DC 20036
www.smartgrowthamerica.org/complete-streets
- **Maricopa Association of Governments**; *MAG Complete Streets Guide 2011*.
- **Federal Highway Administration (FHWA)**
 - Roundabouts, <http://safety.fhwa.dot.gov/intersection/roundabouts>
 - Traffic Calming, http://safety.fhwa.dot.gov/speedmgt/traffic_calm.cfm
 - United States Department of Transportation - Federal Highway Administration
FHWA Office of Safety, 1200 New Jersey Avenue, SE, Washington DC 20590
- **Institute of Transportation Engineers**, Traffic Calming,
<http://www.ite.org/traffic>

3. OPEN SPACE

- Prescott National Forest, www.fs.usda.gov/prescott/
- Coconino National Forest, www.fs.usda.gov/coconino/
- Arizona State Parks, Verde River Greenway State Natural Area
<http://azstateparks.com/Parks/VERI/index.html>



4. GROWTH AREA

- **Arizona State Land Department (ASLD)**
1616 W Adams St Phoenix, AZ 85007
<http://www.azland.gov/>

5. ENVIRONMENTAL PLANNING

- **United States Green Building Council - LEED program**
2101 L Street, NW
Washington, D.C. 20037
1-800-795-1747 M-F

6. WATER RESOURCES

- *Water Resources Development Commission Final Report, Volumes I and II.* October 1, 2011.
- *Central Yavapai Highlands Water Resources Management Study, Phase I and II Reports,* Bureau of Reclamation, Yavapai County Technical Work Group, 2011.
- *Sustainable Water Management: Guidelines for Meeting the Needs of People and Nature in the Arid West,* Sonoran Institute. <http://sonoran.org/>
- *Regional Groundwater-Flow Model of the Redwall-Muav, Coconino, and Alluvial Basin Aquifer Systems of Northern and Central Arizona.* by D.R. Pool, Kyle W. Blasch, James B. Callegary, Stanley A. Leake, and Leslie F. Graser. United State Geological Survey (USGS) 2010.
<http://pubs.usgs.gov/sir/2010/5180/>
- *2000 Watershed Restoration Action Strategy,* Verde Watershed Association. 2000.
- *Reconnaissance Watershed Analysis on the Upper and Middle Verde Watershed*
- Loyd O. Barnett and Richard H. Hawkins, School of Renewable Natural Resources
- University of Arizona, Tucson, Arizona; funded by Arizona Rural Watershed Initiative and administered by Arizona Department of Water Resources. June 2002.
- *Arizona Water Atlas Volume 5: Central Highlands Planning Area, Section 5.5 Verde River Basin.* Arizona Department of Water Resources. June 2007.
- *Hydrogeology of the Upper and Middle Verde River Watersheds, Central Arizona.*
- USGS report by Blasch et al, 2006.
- Arizona Water Science Center, Tucson AZ USGS <http://az.water.usgs.gov/>

7. COST OF DEVELOPMENT

- **Arizona Commerce Authority**
333 N Central Ave #1900 Phoenix, AZ 85004
800.542.5684, www.azcommerce.com
- **Water Infrastructure Finance Authority of Arizona / GADA**
1110 West Washington, Suite 290, Phoenix, Arizona 85007
(877) 298-0425
- **USDA Rural Development Arizona**
230 North First Avenue, Suite 206; Phoenix, AZ 85003-1706
800-292-8295 <http://www.rurdev.usda.gov/AZHome.html>

8. HOUSING

- **Arizona Department of Housing**
1110 W. Washington Street, Suite 310 Phoenix, AZ 85007
Phone: 602- 771-1000
www.housingaz.com/

9. HISTORIC PRESERVATION

- **Arizona State Historic Preservation Office (SHPO)**
Arizona State Parks
1300 W. Washington Phoenix, Arizona 85007
Telephone: 602-542-4174
www.azstateparks.com
<http://www.pr.state.az.us/SHPO/index.html>
- **National Park Service (NPS)**
1849 C Street NW
Washington, DC 20240
Phone: (202) 208-3818

NPS, Historic Preservation Services
nps_hps-info@nps.gov

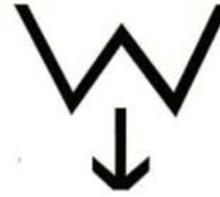
NPS, Technical Preservation Service
<http://www.nps.gov/tps/index.htm>
National Register of Historic Places
<http://www.nps.gov/history/nr/>
- **National Trust for Historic Preservation**
1785 Massachusetts Ave NW
Washington, DC
(202) 588-6000
www.preservationnation.org

VI. CORRESPONDENCE

- Letter from Mr. Andy Groseta, January 23, 2013
- Letter from Doug and Carol Hulse, November 21, 2013
- Letter from Dr. Bob Richards, December 11, 2013
- Letter from Dr. Bob Richards, March 2, 2014
- Letter from Mr. Andy Groseta, April 1, 2014
- Letter from Verde Land Preservation, Mr. Steve Estes, April 18, 2014
- Letter from Mr. Stephen Block, April 25, 2014
- Letter from Mr. Bob Rothrock, May 15, 2014

GROSETA RANCHES LLC

P.O. Box 1619
Cottonwood, Arizona 86326
(928) 634-7872 (Ranch)
(928) 634-4333 (Office)
(928) 634-2113 (Fax)
E-mail: wdartranch@qwestoffice.net



January 23, 2013

HAND DELIVERED

Charlie Scully, Planner
Community Development Department
City of Cottonwood
111 N. Main Street
Cottonwood, AZ 86326

RE: Cottonwood General Plan Update 2025

Dear Mr. Scully:

In reference to the City of Cottonwood's attempt to update its General Plan (General Plan Update 2025), I have the following comments that I wish to submit to the City of Cottonwood, to be included and considered in this update:

- 1) The City needs to be much more aggressive in recruiting and attracting new businesses, which would create new jobs to the local workforce.
- 2) The City should declare a moratorium for three (3) years on its building impact and utility hook-up fees. These fees could easily be added to the back end of any development once they are in place and generating new revenue streams to the City.
- 3) The City needs to develop programs and economic incentives to keep local businesses open in the City. So often new efforts are created to attract new businesses, but nothing is done to help ensure that existing businesses can continue to prosper in the City.
- 4) The City needs to develop incentive packages to attract major home builders and commercial/retail developers in the City. We need more rooftops/jobs to be attractive for additional commercial development. Cottonwood needs to go to the next level in commercial/retail development, i.e., Super Target, Macy's, Costco, Chilis, Arribas, Cracker Barrel, Golden Corral, Macayo's, Olive Garden, etc. Cottonwood loses substantial sales tax revenue because our citizens travel to Prescott, Prescott Valley, Flagstaff, and also Phoenix to shop and dine at those businesses that we do not have.



W Dart Ranch
Cottonwood



Charlie Scully, Planner
Community Development Department
City of Cottonwood

January 23, 2013

The Cities of Prescott and Prescott Valley have offered multimillion-dollar incentives (infrastructure development) to attract commercial/retail development along the Highway 69 corridor. You can observe, they have been very successful in doing that. We need to be doing the same to compete with our sister municipalities.

- 5) Other areas and businesses in the City need to be promoted as much as the businesses in Old Town.
- 6) The City needs to build upon its medical facilities, advocating the premier healthcare that our local hospital provides to our citizens. This is an attractive characteristic that could lure potential new businesses and people to the Valley.
- 7) Job creation should be a top priority for the City of Cottonwood. More businesses coming to Cottonwood will result in a better quality of life for its citizens and provide more sales tax revenue to the City.
- 8) The City needs to strongly support the completion of the widening of Highway 260 to four (4) lanes between Thousand Trails Road and Wilshire Blvd. in Camp Verde. Having a four-lane highway from I-17 to Cottonwood will help promote economic prosperity in the Cottonwood area.

If you have any questions, please contact me and please keep us posted regarding this process.

Sincerely,



Andy Groseta

AG:cr

cc: Mary Beth Groseta
Diane Joens, Mayor
George Gehlert, Director, Community Development
Doug Bartosh, City Manager



Doug & Carol Hulse

1047 S. Tonapah Dr.
Cottonwood, AZ 86326-6313

Phone/Fax/Voice-mail 928-649-0278

Email: dhulse1997@gmail.com

Amateur Radio (Extra Class Lic.) K7AAC

Charlie Scully, Planner
Community Development Department
City of Cottonwood
111 N. Main Street
Cottonwood, Arizona 83326

RE: Cottonwood General Plan Update 2025

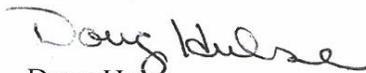
Dear Mr. Scully,

In reference to the City of Cottonwood's update of its General Plan (General Plan Update 2025), and as chairman of the Cottonwood Parks and Recreation Commission I have the following comments in regard to Chapter 5 of the Cottonwood General Plan 2025.

1. The Commission is dedicated to the expansion of the current trail systems in the Verde Valley. One of our current goals is to develop and build a trail system that will provide access to all major consumer locations within the city, and the Verde Valley. This trail system will provide all users an opportunity to travel anywhere in the Valley and have access to all of the points of interest without the necessity of driving to them.
2. The trail system would provide access for equestrian, bicyclist, hikers, handicapped, skaters, and pedestrian use.
3. The Commission is interested in working hand in hand with Planning and Zoning to accomplish this goal.
4. As Verde Santa Fe North develops its greenbelt, as indicated in its PLD, that a certain amount of acreage is deeded to the City for future development of a second recreation center that will be needed as anticipated growth occurs. This location would allow a recreation center to be built in a crossroads area that will provide a convenient location for users in the Verde Valley and is in keeping with the City's goal as the commercial hub of the Verde Valley.
5. The Commission fully supports all of the recommendations included in Chapter 5 of the Cottonwood General Plan 2025.

If you have any questions, please contact me or the Parks and Recreation Commission at our monthly meeting, which is held on the fourth Tuesday of each month at the Cottonwood Recreation Center.

Sincerely,


Doug Hulse

R. D. Richards, M.D.

*1495 E. Crestview Dr.
Cottonwood, AZ 86326
928 639-2611*

.....

*Charlie Scully
Development Services
City of Cottonwood
Cottonwood, Arizona*

Dear Mr. Scully,

GENERAL PLAN:

5. OPEN SPACES AND PARKS

As a member of the Parks and Recreational Commission I have reviewed the above section of the General Plan and have outlined recommendations I would like to see incorporated in this section of the plan.

1. More attention needs to be given to neighborhood parks similar to the park in Cottonwood Ranch. Pocket parks are part of PAD and other developments but they seem to be used only to fulfill the requirement of open space rather than recreational facilities for the development. Regional neighborhood parks with play equipment, walking paths, grassy areas, etc. allow for the neighbors and public to utilize the facility by different parties at the same time.

The City of

Cottonwood owns very little undeveloped public space. The largest area is probably the Waste Water sprinkling area between Black Hills Drive, Old Jerome highway, and Mingus avenue alongside the north side of the airport.

A funding mechanism is recommended to be established through a recreation tax, diversion of income from other revenue sources that now leave the city's treasury to be used to support the purchase of neighborhood parks. As an example, the proposed Skyline Development would have been and is an excellent location of a neighborhood park.

RECOMMENDATION: Large regional neighborhood parks outside of PADs with defined funding by the city.

2. *The City of Cottonwood needs to assign a member of the city staff to be totally focused on developing non-motorized trails within the city limits of Cottonwood along washes and other locations, developing trails in neighboring national forests and along the Verde River Greenway, and developing neighborhood parks. Such an individual would seek funding via grants and other sources, recommend taxing mechanisms for funding, and work with private landowners, national forest agencies, and others to secure funding, right of ways, and easements. In new development on a large scale such as Verde Santa Fe North (Bella Montana) the individual would work closely to make sure multiuse paved pathways are incorporated into the plan as well as pathways to access contingent forest service areas.*

The Open Space and Trails section of Section 5 of the proposed General Plan is too broad in scope, financial needs, and necessity of incorporation of other entities to delegate this division of Section 5 to a multiplicity of staff members.

RECOMMENDATION: Hire a new staff person or assign a present staff person to devote his time to trail projects as outlined in Section 5.

3. *I believe that any development of the State Trust Land north of Cottonwood needs to have low density high end housing, large amount of open space for wildlife and recreation. High density means increase land use, traffic, and air pollution. The present municipal boundary of Cottonwood is the core of the city of Cottonwood. Intense density in the State Trust Land will decrease of the air quality in "core Cottonwood" and make it a less desirable place to live. Great attention needs to be paid to the development of this area to maintain to quality of life in the core of Cottonwood.*

RECOMMENDATION: Develop State Trust Land Property as Low Density housing and commercial areas.

4. *I do not believe the General Plan needs to incorporate in this section of the plan or elsewhere the need for an additional recreational center to serve future Bella Montana residents. Verde Santa Fe as well as Cottonwood Ranch have their own recreational facilities including exercise room and swimming facilities. It should be the responsibility of new development to determine the needs of the community they will be serving as to what recreational facilities they would build.*

RECOMMENDATION: PADs and other development projects should not rely on the citizens of Cottonwood to pay for recreational facilities.

Sincerely,

Bob Richards
Bob Richards, Parks and Recreation Commissioner

R. D. Richards, M.D.

*1495 E. Crestview Dr.
Cottonwood, AZ 86326
928 639-2611*

March 2, 2014

To Charlie Scully

Development Services, City of Cottonwood

Cottonwood, Arizona, 86326

Subject: General Plan 2015-2025

Dear Mr. Scully,

I have reviewed the General Plan and would like to make some comments regarding my impressions.

- In reading the Plan there are several areas that refer to the "small town quality" of Cottonwood and the desire to maintain those qualities. I have difficulty in visualizing Cottonwood as a small town. We have two big box stores, 2 national grocery chain stores, an additional regional grocery store, a national office supply store, 2 major highways that converge in Cottonwood, 3 shopping centers, and several smaller shopping malls. To me, our commercial districts do not contribute to a definition of a small town. Cottonwood citizens tend to be organized around other members of the community who share their same interests rather than around neighborhoods.*

Cottonwood has a strong desire to grow and in the next 10 years Mesquite Hills will be filled out as well as Gray Fox. Bella Montana will be mostly developed with a commercial zone at Cornville Road and 89A. And possibly additional franchises both of large and small stores will locate in Cottonwood. If Cottonwood comprised only Old Town and surrounding neighborhoods where everyone shopped in the same area and probably 90% of the population knew

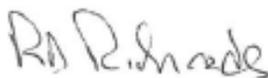
- *Within the document under Open Spaces and Parks, trails are mentioned along the washes with connections to the adjoining forest land. I had difficulty visualizing where the washes are that would be useful for a trail system and their connection to proposed forest service trails. I believe a map showing those trails would be of value to the reader.*

- *In Section 4, Circulation, there is mention of a proposed frontage road that would connect Rodeo Drive and Fir on the east side of highway 260. I request that there also be an extension of such a proposed road to continue in back of the CVS pharmacy and McDonalds to connect with 89A in the vicinity of the UVX road.*

In reviewing the traffic counts on the poster presented at the February 20th General Plan open house, I noted there were no traffic counts listed for 12th and 6th streets between 89A and Fir. The absence of these traffic counts I presume is an oversight; if so, and if they are available, they should be added.

In Section 10, Housing, I believe it is important to maintain the character of infill development with the surrounding neighborhoods in architecture, style of homes, roof lines, and outside appearances. To mix apartments with one level residential homes I believe is inappropriate and will reduce the property value of the residential home.

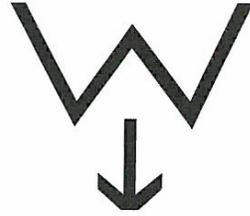
Certain size developments or PADs require a traffic and circulation study as part of the process of getting a permit from the city. However, the City should bear some responsibility for a traffic and circulation study based on not only the "new development" but potential developments in the future that will produce additional traffic and circulation problems not only to adjoining neighborhoods but also to neighborhood and arterial streets.



R. D. Richards, M.D.

GROSETA RANCHES LLC

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April 1, 2014

HAND DELIVERED

01-04-14 P03:54 IN

Mr. Charles Scully, Planner
City of Cottonwood
Community Development Department
111 N. Main Street
Cottonwood, AZ 86326

Re: Cottonwood General Plan 2025 Update – Draft

Dear Mr. Scully:

This letter is a follow-up to our discussions at the Open House Public Meeting on March 26, 2014, regarding the Cottonwood General Plan 2025 Update. As I shared with you then, I am requesting that the Plan include and emphasize the following:

- 1) **Create a separate section (in the table of contents) with a narrative section to be included in the Plan called "Economic Development – Jobs Growth".** This Updated Plan needs to emphasize and encourage economic development in directly growing our jobs base in the City.
 - A. Incentives
Incentives need to be provided to encourage local firms to expand; plus recruit new businesses to the community.
 - Incentives could include:
 - a. City to provide utility and road infrastructure development in those areas lacking utilities and adequate road
 - b. City to waive impact/hookup fees
An example where sewer hookup/assessment fees are adversely impacting property owners & stopping potential new businesses is in the Town of Camp Verde.
Waiving these fees would truly be a major incentive in recruiting new business and development.



W Dart Ranch
Cottonwood



B. Water Supply

Promoting development by informing prospective commercial/retail/ industrial/residential developers, that the City of Cottonwood has a substantial water supply to sustain future growth, both inside and outside the City limits. The City needs to provide information in the

General Plan that the City has a water portfolio that can easily provide water for new development projects in the City.

In fact, I would strongly recommend that it be stated in the General Plan 2025 Update, that the City of Cottonwood had received a Decision and Order from the Arizona Department of Water Resources (ADWR) on April 27, 2009, that states that **“Cottonwood has demonstrated that it has wells of sufficient capacity to satisfy its 2018 annual estimated water demand of 6,000 acre feet per year for at least 100 years.** This ADWR Decision and Order confirms that the City of Cottonwood has enough water to adequately serve all future growth in the City.

c. Sewer Plant Capacity

Promote development by informing prospective developers that the City has a substantial sewer plant capacity to take care of future growth needs.

d. Business/Medical Hub

Promoting the fact that the City of Cottonwood is the *“Business and Medical Hub”* of the Verde Valley.

- 2) The City should promote infill growth by completing the infrastructure needs to better serve infill properties. This would include water and sewer services available to all infill properties. Also, roads and streets should be improved to facilitate future growth in the City.
- 3) The underlying theme of the General Plan should be that Cottonwood has always been, and is, a *“business friendly”* community. The City should be advocating... ***“we want your business”***.
- 4) Section J. Open Space Funding and Implementation Strategies, No. 16 on page 5-24, in reference to Federal Land (USFS) Land Exchanges, the City needs to be careful in not encouraging major land exchanges that will adversely impact property owners within the City limits. The City should not be getting involved in controversial public policy issues regarding land tenure in those areas located outside of the City limits. Market conditions will determine the availability or the lack of availability regarding

development on State and Federal lands. The respective State and Federal agencies will assess market conditions in determining the availability of State and Federal lands located in the City limits. The City Staff and elected Leaders should be providing favorable business conditions to those who live in the City or who own businesses in the City.

I know that there are special interest groups that want to protect the view sheds and promote more open space. I wonder how much more open space do we need in the Verde Valley, when approximately 80% of all of the lands in the Verde Valley are in Federal and State ownership, plus Indian reservation lands. Private (deeded lands) are a limited resource in the Verde Valley, and they should be developed to their maximum potential in generating new sales tax revenue to the City.

If the objective of the City of Cottonwood is to promote meaningful and good quality growth, then the City needs to embrace economic development by encouraging residential, retail/commercial and industrial growth. To encourage more open space, protection of view sheds to the point of minimizing the development of private properties, is counter-productive to the idea of promoting economic growth and development and creating a new jobs base whereby citizens may become gainfully employed. New development projects will increase jobs growth, resulting in more sales tax revenues to the City. More sales tax revenue generated by new development will provide City Leaders the opportunity to provide better and higher quality services to its citizens.

After reading the General Plan Draft, I strongly recommend that a more “business friendly” and encouragement of economic growth be the theme of the Plan. It does not reflect this idea as currently written and presented. By adding an Economic Development Section to the Plan, will address this issue.

5) Table 3.1 Land Resources by Zoning Districts

I suggest that the State Trust and Forest lands not be included in the amount of acreage that is vacant, and is available for development in the City limits. Only fee (private-deeded) lands should be included to reflect a more accurate assessment of land status in the City limits.

- A. Case and point is there are only 85.24 acres (vacant) of AR-43 zoned deeded land available for development (Vacant). The chart shows 223.36 acres which includes State Trust Lands.
- B. In Reference to AR-70 zoned lands, there are only 1,034.67 acres of deeded lands that are vacant and are eligible for development. The chart shows 2,208.55 acres, which includes State Trust Lands.

- C. **In reality, there are only 3,825.17 acres (47% of total) of deeded lands that are vacant and eligible for development in the City and not 8,091.31 (as Table 3.1 indicates) acres which includes State and Forest lands.**

The data identified in the chart is not a fair and accurate assessment of the vacant and undeveloped land located in the City limits. Both State and Federal lands (which consist of 53% of the total in Table 3.1-Land Resources by Zoning Districts) are not eligible for development purposes, until those lands are either sold (to private interests) or exchanged, which may or may not happen.

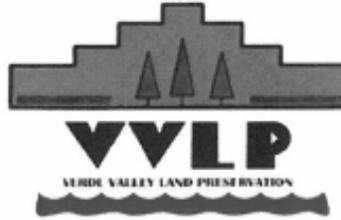
I would be pleased to answer any questions that you and other City Staffers and elected Leaders may have. Thanks for the opportunity of allowing me to provide written comments to the Cottonwood General Plan – 2025 Update. Please keep me updated regarding the time and location on upcoming meetings regarding the General Plan Update - 2025

Sincerely,



Andy Groseta

CC: Diane Joens, Mayor
Doug Bartosh, City Manager
Dan Lueder, Mgr. Development Services



April 18, 2014

Charles Scully, Long Range Planner
City of Cottonwood
Community Development Department
111 N. Main Street
Cottonwood, AZ 86326

Re: Cottonwood General Plan 2025 Update

Dear Mr. Scully:

I am writing in reference to matters concerning water management in the present draft of the Cottonwood General Plan 2025 Update. Overall, Verde Valley Land Preservation and our constituents do appreciate the work and quality of product your department and committee have created.

There are, however, some areas in which we wish to see greater emphasis. In the interest of brevity and clarity, we offer the following points and recommend their re-visiting prior to placing the document on the ballot:

- Within the next 10 years, develop a water budget that projects into perpetuity a zero net increase in water use.
- A reasonably, responsibly calculated fee structure should include a financial incentive to the end user to conserve water. Rate structures are one of the most cost-effective means to reduce water use.
- Establish ordinances that will respond to (i.e., prohibit) the waste of water.
- Minimize or prohibit certain outdoor water uses such as water features, ponds, pools, fountains, misters.
- Establish zoning and land use plans that promote compact new development with clustered, smaller lots located near existing infrastructure. These result in less exterior use, reduced infrastructure costs, less water loss and less wastewater treatment.
- Require designs in new development that harvest rainwater and direct storm water runoff toward planted areas.



- Residential and commercial ordinances, incentives or rebate programs that promote high efficiency plumbing retrofit, high water use landscape replacement, and rain water harvesting and gray water use for irrigation.
- Establish a Retrofit-on Resale ordinance (or adjust the existing permitting process) to replace old inefficient plumbing fixtures.
- Require or incentivize minimizing indoor demand through installation of WaterSense products (faucets, urinals, toilets, irrigation materials, showerheads, on demand water heaters, etc.) which are certified to perform at least 20% more efficiently than their standard counterparts.
- Require or incentivize permeable parking bays and porous parking lots with bermed storage areas for rainwater detention.
- Adopting Demand Reduction Strategy 1 as an ongoing conservation program is inadequate. Drought Plan Strategies are intended to address short-term supply shortages and peak demand issues that are not necessarily appropriate for long-term water conservation. **Example:** Outdoor watering schedules based on day of the week do not save water. These only reduce daily peak demand (a drought strategy).
- 8. C, 4: A comprehensive conservation program that consists of education and outreach programs, incentivized rebates and new policies and ordinance has been drafted and is expected to be formally adopted by Council in 2014. As this is a 10-year plan other wording is needed.

Thank you for all your hard work on this important project. Thank you, too, for giving these recommendations your deepest consideration.

Sincerely,

Steven R. Estes
Community Outreach Director
Verde Valley Land Preservation
P.O. Box 3356
Cottonwood, AZ 86326

April 25, 2014

To: Charlie Scully, Long-Range Planner

cc: Doug Bartosh, Cottonwood City Manager

cc: Diane Joens, Cottonwood Mayor

cc: Terence Pratt, Councilmember

cc: Tim Elinski, Councilmember

From: Steve Block

RE: Comments, Cottonwood General Plan 2025, 2nd Draft

Thank you for the opportunity to provide input on the draft. As a former Cottonwood Planning and Zoning Commissioner, I was deeply involved in the 1995 and 2003 plans, and now would like to offer several comments on the 2025 Plan for your consideration.

1. On the meaning of "Small Town".

As someone involved with Cottonwood planning issues for several decades now, it is striking to me how consistent the people are in their shared vision for the city's future. The consensus can be described in two simple words: small town.

We found this while systematically canvassing Cottonwood residents in the early 1990s in preparation for the '95 General Plan. Small Town was again confirmed in the '03 Plan, and is now strongly reconfirmed by the public again for this Plan.

All of this amply demonstrates the people of Cottonwood like living in a small town. They want city leaders to protect small town character and quality of life, and this Plan, as an expression of the shared vision of the people, should clearly carry that out.

On page 2-7, in the discussion of small town characteristics, the statement claiming small town is "less about size" and more about other characteristics diminishes the concerns citizens have expressed about protecting small town.

In particular, size, as measured in area or square miles, is arguably one of the most important defining characteristics of a small town. Although most people view this as self-evident, there are many real world examples that show size matters.

Consider Tucson, as one. With very well defined neighborhoods, excellent biking, well developed pedestrian paths and other multi-modal transportation options, a system of parks, diversity in housing, public transit, interconnectivity between

neighborhoods, small neighborhood scale with a sense of place, and more, Tucson possesses many of the characteristics the Plan identifies as belonging to the idea of small town. But because of size, no one would confuse Tucson with a small town.

The reality is size matters. Size matters a lot, and the Plan will be strengthened by acknowledging this objectively. Doing so will help identify and clarify the issues involved with legitimate citizen concerns about future annexations, and more accurately capture the consensus view citizens have about what the idea of small town really means.

Suggestion: consider rewording this to better recognize the inherent social and environmental impacts of greater size as it relates small town character and quality of life.

2. 80 acre private parcel within the PNF between Cottonwood and Camp Verde.

On page 3-22, this relates to the discussion about the 80 acre parcel of private land surrounded by Prescott National Forest land between Cottonwood and Camp Verde. The City as well as Cottonwood's regional neighbors have previously recognized the critical importance of the PNF land functioning as an urban separator and wildlife corridor between Cottonwood and Camp Verde.

Yet the Draft suggests annexing the private parcel if it is developed into something like a "resort or lodging" facility. This rationale is contradicted later in the Draft, specifically on page 5-9, item (b), which recognizes the environmental importance of the Black Canyon corridor.

The 2003 Cottonwood Plan recognized this private parcel as desirable for open space protection, and existing regional planning work, including Yavapai County's Regional Land Use Plan, also recognizes this. The Prescott National Forest draft Forest Plan recognizes the regional consensus for this parcel, and the PNF could potentially acquire this private land through a beneficial land exchange.

Suggestion: specifically identify this entire parcel as one the city would support for PNF acquisition as part of a regional consensus.

3. Add a "social and environmental analysis" to future proposed annexations.

On page 3-27, the Plan suggests a "fiscal impact analysis" for future annexation proposals, which is an excellent idea. In addition, consider adding a "social and environmental impact analysis" to gauge and understand how the annexation proposal

would affect small town character and quality of life. Such an analysis would directly address citizen concerns about protecting Cottonwood as a small town.

Suggestion: ensure this analysis includes transparent information and ample opportunities for public input to help guide the annexation decision.

4. Propose multi-use trail on 758 acre parcel of Trust land along Camino Real.

On page 5-28, goal 5-6 discusses the 758 acres of State Trust land along Camino Real. This land is prime for a connecting trail from Verde Village to the PNF lands to the south.

Currently, residents walk, jog, ride bikes, walk dogs, push baby strollers, and so forth right on Camino Real, which is a relatively narrow roadway located within the Cottonwood city limits. The road has no bike lane or shoulder so pedestrians are dangerously exposed to the flow of vehicular traffic, which is inherently unsafe.

Suggestion: add language in the Plan to provide guidance for future Cottonwood planning staff and Trust land planners to consider a multi-use non-motorized trail along or near Camino Real connecting north-south from Verde Village to forest land south. The trail would need to cross existing private property south of the Trust land, but could utilize ROW extended south along Camino Real to connect to PNF land.

5. Recognize and address relationship between groundwater and surface water.

In the Water element, there is no recognition of the relationship between groundwater pumping and surface flows like the Verde River, as is clearly shown by the preponderance of scientific evidence, including the USGS predictive numerical model.

Suggestion: The Plan will be strengthened by addressing this issue and formulating a strategy to protect surface water resources, especially since projections now used by the City show significant additional groundwater will need to be pumped in the future, notwithstanding strong conservation and reuse efforts

Suggestion: Add a goal or objective that the city will use the “best available science” to inform water policy.

6. Recommend active involvement in Verde River Basin Partnership and other regional water planning groups.

Conspicuous by its absence in the Water element is any mention of the city's involvement, or current lack thereof, in the Verde River Basin Partnership. Arguably, the city hamstrings itself by choosing to constrict the free exchange of ideas with this congressionally-authorized group. Not participating also contradicts the city's stated goal of working cooperatively with its neighbors. There should be a reasonably high level of confidence that the shared vision of the people is for Cottonwood to be actively involved with regional water planning groups including the VRBP.

Suggestion: The Plan should take a long view perspective, and objectively recognize these issues, including the likelihood the consensus of Cottonwood citizens is for the city to fulfill its responsibility to be properly represented and take a leadership role on the VRBP.

7. Incorporate the ADWR's *Strategic Vision for Water Supply Sustainability* and address ongoing groundwater mining.

The Plan will benefit by incorporating the ADWR's *Strategic Vision for Water Supply Sustainability* released in January 2014. This report provides a comprehensive water supply and demand analysis for Arizona, and includes an entire chapter devoted to the Verde planning area. That report states:

Near Cottonwood and Clarkdale, water levels declined by 20 to 40 feet, or more, in many wells. The water level declines in this area are generally due to increased municipal and industrial pumping.

*While many municipal water providers have implemented their own water conservation programs and the City of Clarkdale has adopted an ordinance that requires new development to demonstrate a 100-year adequate water supply, **groundwater mining is occurring** in this Planning Area. (emphasis mine)*

Continued reliance on groundwater supplies, and the impacts of long-term groundwater mining, may highlight the need for State or local management of the existing supplies beyond the Prescott AMA boundaries.

While maximizing the direct and indirect use of reclaimed water will alleviate some of this pressure, if these growth projections and the demands associated with this increase are to be realized, importation of water from outside of this area is necessary.

This report therefore highlights some of the problems with the city's current water policy as described in the Plan, which is largely underpinned by its ADWR certification to pump up to 6,000 a/f/year. The Plan as of now does not specifically recognize nor adequately address the impacts of ongoing and unsustainable groundwater mining.

Suggestion: Incorporate this document, recognize the forecasted risks, and formulate specific goals and objectives to stop mining groundwater and ensure long term sustainability.

Suggestion: Set a specific goal to eliminate groundwater mining by 2025.

Suggestion: Publish on a weekly basis the average static water levels of the city's production wells, so transparency, accountability, and public awareness is increased on the issue of groundwater mining.

8. Recognize potential for conservation of all or part of the 10 square mile block of State Trust Land

On page 6-16, regarding the 10 square miles of Trust land the city has proposed annexing, there is no recognition that the land is qualified for API shared funding. This has a significant impact on future water demand and water sustainability, as well as affecting the city's small town characteristics.

According to the draft Plan, the City must by 2050 acquire an additional 3,600 acre feet/year of water beyond the 6,000 a/f it is now permitted by ADWR to pump, or a 60% increase over what is now allowable. The USGS groundwater model predicts up to a 100 foot drop in static water levels in local wells. The Verde Valley region overall is forecast to need an additional 16,000 a/f/year. Regionally, ADWR's *Strategic Vision for Water Supply Sustainability* forecasts insufficient groundwater supplies to accommodate projected buildout of our region, and the only way for future growth to be supplied is through importation.

Taken together, the evidence strongly points an unsustainable water future combined with grave risks to year round surface waters like the Verde River, Page Springs, Tavasci Marsh, and Oak Creek – and with no easy or inexpensive solutions.

Given this situation, and the city's declared intention to protect surface waters, it may be in the City's best interests, as well as the region's, to objectively recognize the potential conservation of all or a significant portion of this Trust land as watershed and a potential water production resource. This clearly contrasts with the development alternative, which will add significantly more water demand while simultaneously reducing watershed.

Working cooperatively with its regional partners, and supported by strong evidence from the USGS numerical model, the ADWR's *Strategic Vision for Water Supply Sustainability*, and other scientific analyses, the Verde Valley region can now make an excellent case to the State Land Department for conservation.

With shared funding from the State, conserving this land will no doubt be a far less expensive solution than importation to meet future water needs, which could easily cost in the billions of dollars.

Objectively recognizing these outstanding issues and considering all the potential alternatives without bias will strengthen the Plan while addressing legitimate citizen concerns.

Suggestion: Add a rationale for conserving all or part of this land as a potential alternative to development.

Suggestion: Add language to the Plan showing the availability of API funding, and consider a trigger mechanism to formulate a strategy for the acquisition of all or part of this land for conservation purposes.

9. Add discussion, rationale, and goals to specifically address the relatively high poverty rate and relatively low median household income of city residents.

The Plan recognizes the MHI on page 10-7, but does not acknowledge its citizens average income is roughly one-third less than the statewide average. The Draft states Cottonwood's MHI is comparable to other rural Arizona cities and towns, but does not acknowledge the city's MHI is significantly less than Verde Village, and significantly less than Yavapai County overall.

The current status quo should not be considered acceptable or desirable as a future condition, so the Plan will therefore be strengthened by addressing low income and poverty. The Housing Element may be one place to do this.

In the Key Issues section, under the description of "Housing for Low Income" on page 10-3, the issue could be clarified by objectively recognizing the fact that Cottonwood, unlike many other Arizona cities and towns, taxes all rental properties at 3%.

Suggestion: Set a goal or objective for a city-sponsored study to be conducted to identify potential methods for increasing the city's MHI.

Suggestion: Set a goal to study the feasibility of reducing or eliminating the rental tax for those with low income, which would have an immediate beneficial impact on disposable income for this population segment.

Suggestion: Set goals and objectives specifying the city will support policies and practices that help support increasing the MHI.

Suggestion: Set a measurable and achievable MHI increase by 2025.

Members of the Cottonwood City Council:

The General Plan 2025 is a well written document with a long term flaw.

The United States Geological Survey study released in April 2014 demonstrated that present levels of groundwater pumping are lowering the base flow of the Verde River. Objective 8-3.A states that we will "monitor and support measures that maintain historical base flow levels in the river system." Yet, in chapter 8 section C, Key Issues #2 says that with our 100 year supply designation we can develop additional groundwater up to double our present rate of pumping. Did this designation take into account the effect these withdrawals would have on the Verde River? Should our great grandchildren have to take the huge hit in property values that could occur from a dewatered river with only intermittent or seasonal flows?

The Arizona Department of Water Resources January 2014 report "Arizona's Next Century: A Strategic Vision For Water Supply Sustainability" states in its Verde chapter that the Verde Valley is mining groundwater, in other words using more than is being replaced. This is clearly not the path to long term prosperity.

This is an issue where we must be true conservatives and live within our means. Our city should take the lead in stopping water mining. Our first goal for 2025 must be sustainable yield (pumping no more than is replaced). We will continue our already successful conservation efforts and add more water saving methods. Other means could include having development pay for extending purple pipe to areas where potable water is used outdoors or installing rainwater harvesting infrastructure. In this way development could result in no net increase in ground water usage.

Meanwhile static water levels in our citizen owned wells should be published regularly. The owners deserve to know the status of this community property. We all can monitor changes over time and keep track of our progress.

Thank you for the opportunity to comment by letter. A prior commitment will prevent me from attending the hearing on the 20th.

Bob Rothrock

VII. Council Approvals

RESOLUTION NUMBER 2746

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COTTONWOOD ADOPTING THE GENERAL PLAN 2025 AS THE GENERAL PLAN FOR THE CITY OF COTTONWOOD.

WHEREAS, the Planning and Zoning Commission has reviewed the draft General Plan, suggested changes, and recommended that the City Council adopt the proposed General Plan 2025; and

WHEREAS, the General Plan Advisory Committee with the assistance of the Community Development Department of the City of Cottonwood prepared a draft of the proposed General Plan 2025; and

WHEREAS, the City Council has reviewed the recommendations of the General Plan Advisory Committee and the Planning and Zoning Commission regarding the General Plan 2025; and

WHEREAS, the City Council and Planning and Zoning Commission each held a public hearing on the proposed General Plan 2025, received public comments and provided amendments to the draft plan; and

WHEREAS, the City complied with all statutory requirements, including the notice and hearing requirements set forth in Title 9 of the Arizona Revised Statutes.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF COTTONWOOD, AS FOLLOWS:

Section 1. The General Plan 2025 is hereby adopted. The Council intends that the existing general plan shall be of no force or effect if the voters of the City ratify the adoption of the General Plan 2025. If the voters do not ratify the General Plan 2025, the existing general plan shall remain to govern the use and development of land, pursuant to Section 9-461.06 of the Arizona Revised Statutes, until such times as the Council shall adopt other provisions which may be ratified by the voters.

Section 2. The Community Development Department and the City Clerk are authorized and directed to edit and correct typographical and grammatical errors of wording and punctuation.

RESOLUTION NUMBER 2746

Page 2

PASSED AND ADOPTED BY AT LEAST TWO-THIRDS OF THE MEMBERS OF THE CITY COUNCIL AND APPROVED BY THE MAYOR OF THE CITY OF COTTONWOOD, YAVAPAI COUNTY, ARIZONA, THIS 3RD DAY OF JUNE 2014.

Diane Joens, Mayor

APPROVED AS TO FORM:

ATTEST:

Steven B. Horton, Esq.
City Attorney

Marianne Jiménez, City Clerk

RESOLUTION NUMBER 2640

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF COTTONWOOD, YAVAPAI COUNTY, ARIZONA, ADOPTING A PUBLIC PARTICIPATION PLAN FOR THE UPDATE OF THE COTTONWOOD GENERAL PLAN 2025.

WHEREAS, the governing body of each municipality shall adopt a comprehensive, long-range general plan for the development of the municipality consisting of a statement of community goals, development policies, and related maps set forth through various elements as required by state statute (A.R.S. § 9-461.05); and

WHEREAS; the existing Cottonwood General Plan 2003-2013 will expire and a new general plan must be approved by the City Council and public on or before July 1, 2015; and

WHEREAS; the city must adopt written procedures to provide effective, early and continuous public participation in the development and major amendment of general plans from all geographic, ethnic and economic areas of the municipality (A.R.S. § 9-461.06.C.); and

WHEREAS, the procedures shall provide for (a) the broad dissemination of proposals and alternatives, (b) the opportunity for written comments, (c) public hearings after effective notice, (d) open discussions, communications programs and information services, and (e) consideration of public comments; and

WHEREAS; the Planning and Zoning Commission held a public hearing on said Public Participation Plan at its regular meeting on April 16, 2012, and voted to forward the same to the City Council with a recommendation of approval; and

WHEREAS, the approval of this Public Participation Plan supports the formation of a Steering Committee, which will provide an opportunity for citizens, commissioners, community representatives, city staff and others to collaborate on the review and preparation of the updated general plan; and

WHEREAS, the City Council finds that adoption of the *Cottonwood General Plan 2025 Public Participation Plan* will encourage participation by citizens of the City of Cottonwood in the update of the General Plan.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and City Council of the City of Cottonwood, that:

A Public Participation Plan is hereby adopted in compliance with Arizona Revised Statutes to encourage public involvement in the development and preparation of the *Cottonwood General Plan 2025*.

RESOLUTION NUMBER 2640

Page 2

PASSED AND ADOPTED BY THE CITY COUNCIL AND APPROVED BY THE
MAYOR OF THE CITY OF COTTONWOOD, ARIZONA THIS 1ST DAY OF MAY 2012.

Diane Joens, Mayor

APPROVED AS TO FORM:

ATTEST:

City Attorney

Marianne Jiménez, City Clerk