

Executive Summary
Green Valley Redevelopment Area 1999 – 2010
June 17, 2010

Description of Summary Report

Accomplishments and successes within the Green Valley Redevelopment Area over the ten years of its official designation can best be described and appreciated as “cumulative and incremental.” Taken together the list is impressive, and in its totality the efforts of the GVRA Commission’s citizen volunteers can be appreciated and celebrated.

While this executive summary may be convenient for the reader, it is a distillation of the huge amount of effort, activity, results, and milestones that are listed in the attached materials and PowerPoint. It is for the purpose of brevity that you have this two page summary. This document is derived from historical records of the Commission’s activities that fill at least five large three-ring binders. This massive amount of information was reduced to a historical time-line of thirty some pages, which serve as an index. The index was reduced again to those efforts, events and milestones felt to be the most important by each current member of the GVRA Commission, which is attached.

Present Circumstances of Green Valley Redevelopment Area and Commission

Language written in the 1999/2000, "Green Valley Redevelopment Plan" may provide the best summation of where this effort has come and why it may have fallen short of its full potential.

From the original Plan written in 1999/2000:

"While the land use situation within the Green Valley Redevelopment Area is far less than ideal and detracts from the social and economic well being of the Town of Payson as a whole, there still remains considerable potential for change and improvement...In order for effective changes to be made, there must be consensus regarding the future vision of the area and strong community support for redevelopment."

GVRA’s inability to achieve its full potential is characterized by the same "systemic" challenge of the Town and its changing leadership. GVRA, like other long-term visions requiring sustained focus and continued support, was subject to changes in leadership every two to four years. Support over this time ranged from “hot to warm to lukewarm to cold.” This lack of continuity prevented the accomplishment of a vision as encompassing as GVRA. The authors of the original Plan were very prophetic!

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As it turns out, GVRA was never intended to be a true "redevelopment" effort in its strictest interpretation. This would have required very difficult political decisions with the inevitable political fall-out, and would have required a revenue source not available to the Town. These decisions and the required actions would use special powers/authority given as part of the redevelopment designation, to allow the Town use of "eminent domain," "condemnation" and "acquisition" (at fair market value) of blighted properties for redevelopment. The assembled parcels would be sold off to qualified investors/developers at reduced rates to enable the desired development, and make the notion of redevelopment economically viable.

However the "Main Street" approach, which was applied to the area as early as 2001, has a different focus. The "Main Street approach" is a grassroots envisioning redevelopment process, driven by the stakeholders themselves, and as such does not develop a "systematic" process, but rather takes doable "chunks" and develops those. It is only over time that sustainable change is manifested.

Some Examples:

- The original GVRA mandate listed as one of the goals to be addressed as the "crime" in the area. The percent of calls for service for the police department in 1998 was 47.5% (in only 5 percent of the Payson land area); in 2009 the percent of calls for service in the same area were .08%, a 47.4% decline!
- The AZ. Main Street Program has documented the fact that over 53 million dollars have been spent during the period by public and private entities within the GVRA area. The PowerPoint presentation gives us a graphic representation of that investment. The GVRA did not invest that money, but the stakeholders did as a result of individual decisions.
- The formation of the Historic Preservation and Conservation Commission, (HPCC) and the subsequent designation of the Ox-Bow saloon as a registered National Historic Landmark, making the probability of a historic district more achievable
- While there are no specific decisions about overall use of the area; the venue for "festivals" has become apparent, with the development of the "Department of Tourism", the locating of new or re-created events in the redevelopment area, and the approval by council of Ryden and A Dye Design "Streetscape" reports.
- The formation of the town Design Review Board which is a direct outgrowth of the Main Street Program design review committee.

Conclusion

What we have is an area that through efforts of numerous people and entities has continued to improve in subtle and not so subtle ways. While much of this can be considered the result of "gentrification," (people taking advantage of cheaper land prices and improving the properties on an individual basis). Some of the improvement is the on-going Main Street Program and investment on Historic Main Street. Finally improvements came about as a result of the Green Valley Park and its amenities.

No date	GVRA History	Photos of GVRA, issues, investment comparison, commercial and residential construction valuation 1994-1998
05/21/91	Community Cultural Assessment for Payson, AZ	The Arts Extension Service Report regarding potential historic district – "...The potential of linking the historic district with the Green Valley Park reinforces the importance of this central area."
10/08/98	Res. 1325	Approving an intergovernmental agreement between the Arizona Dept. of Environmental Quality and the Town of Payson and authorizing the Mayor to execute the same, relative to the remediation of contaminated groundwater within the Town of Payson.
12/10/98	Res. 1333	Finding and declaring the existence within the corporate limits of the Town of Payson of a redevelopment area, as defined by Arizona Revised Statutes, Title 36, Chapter 12, Article 3 and declaring the boundaries of said redevelopment area. (Includes Findings of Necessity and building conditions inventory)
9/23/99	Res. 1393	Finding and declaring the existence within the corporate limits of the Town of Payson a redevelopment area, as defined by Arizona Revised Statutes, Title 36, Chapter 12, Article 3 and declaring the boundaries of said redevelopment area
9/23/99	Res. 1394	Approving and adopting the Green Valley Redevelopment Area Plan
9/23/99	GVRA Plan	Adopted by council
3/13/00	Res. 1422	Accepting title to certain real property described in the Quit Claim Deed attached hereto as Exhibit "A" and accepting the slope and drainage easement attached hereto as exhibit "B" pertaining to the south McLane Road project, all subject to certain contingencies. (Shows "pulled"
06/22/00	Res. 1442	Approving and authorizing the Mayor to execute

		an application for participation in the Arizona Main Street Program – (includes application)
01/11/01	Ord. 577	Adding Article 2-8 to the code of the Town of Payson to establish a Green Valley Redevelopment Area Committee.
06/05/01	AZ Main Street Program Resource Team Report June 5-8, 2001	Summary outline of observations and recommendations during visit by AZ Main Street Program Resource Team- (Recommended that GVRA was too large an area to focus so Main Street Program should focus only on Main Street and Frontier Street corridors.)
09/25/01	GVRA Minutes	Resource Team Report recommended, “While the Board realizes that the Main Street Program is part of the Green Valley Redevelopment Area Program there has been a concern that this is just too large an area to focus. <u>The recommendation for the Main Street Board is to focus only on the Main Street and Frontier Street corridors.</u> The Main Board of Directors should discuss the boundary issue in detail, vote on what they would recommend and then take this recommendation to the Town Council.
05/09/02	Res. 1662	Authorizing the submission of an application for fiscal year 2002 state community development block grant funds, certifying that said application meets the Town of Payson’s previously identified housing and community development needs and the requirements of the state community development block grant program, and authorizing all actions necessary to implement and complete the activities outlined in said application.
11/07/02	Res. 1738	Approving the development of the Green Valley Apartments, an affordable housing project, within the Green Valley Infill Incentive District, authorizing deferred payment of a portion of development impact fees for such project, and relinquishing any interest in certain real property designated for the Green Valley Apartments.
02/2/04	Ord. 645	Adopting amendments to subsection 15-02-

		013(F) of the Payson Unified Development Code, Relating to Design Review Guidelines in the Green Valley Redevelopment Area.
12/15/04	Res. 2015	Approving a promissory note and deed of trust, and approving and authorizing the Mayor to execute an agreement to defer water development fees with Englewood Development Company, Inc. and Canal Senior Apartments, L.P. to facilitate development of an affordable housing project in the Town of Payson
01/18/05	Tischler & Associates	Summary findings of American Gulch Feasibility Analysis
02/03/05	GVRA Minutes	Motion: A motion was made by Committee Member Herb Weissenfels, seconded by Committee Member Judy Miller, to proceed with a Council Decision Request (CDR) adding more language to clarify the responsibilities of GVRA in regard to the Main Street Program and giving the Main Street Program more authority and recognition than it had before. Motion carried 6-0.
02/24/05	Council Minutes	Motion: Approve the Council Decision Request filed by Bob Gould, Community Development Director, to authorize the GVRA committee to assume and carry out the functions of the Main Street Board, under the National and State Main Street Program guidelines. Moved by Tim Fruth, seconded by John Wilson. Motion carried by unanimous roll call vote.
05/26/05	Res. 2074	Approving and authorizing the Mayor to execute a real estate purchase agreement and a lease of real property with Mary and Leonard Little for the purchase of certain real property in the vicinity of Main Street and McLane Road in the TOP.
06/09/05	Council Minutes	Creating Design Review overlay district.
06/23/05	Res. 2065	Adding section 15-02-014 to Chapter 154 (The Unified Development Code) of the TOP, creating a Design Review overlay district, and

		declaring such amendments to be a public record.
09/15/05	Res. 2104	Resolution providing for the issuance and sale of the TOP, Westerly Drive Improvement District Improvement Bonds; approving the sale of the bonds to the underwriter; and prescribing terms and provisions of the bonds; appointing a registrar, transfer agent and paying agent with respect to the bonds; approving the form of contract for such registrar, transfer agent and paying agent; making certain tax covenants; preparation and dissemination of an offering statement; delegating the authority to approve and deem final the preliminary and final offering statements for the bonds; authorizing the Mayor to execute the final offering statement; and authorizing circulation of the offering statement.
09/26/05	Res. 2106	Authorizing an exchange of rights-of-way to facilitate the Westerly Drive Improvement Project and authorizing the Mayor to sign the appropriate deeds for such purpose.
12/08/05	Council Minutes	Comment on good Electric Light Parade American Gulch GVRA member reappointments
02/9/06	Res. 2144	Approving and authorizing the Mayor to execute a development agreement between the TOP and Hurlburt Development, Inc. (Chilson Ranch)
06/08/06	RBF Main Street Streetscape Recommendations	Summary of findings and recommendations for Main Street including overview of project, scope and background; recommendations and related assumptions for the streetscape; and, concluding comments by RBF Consulting.
09/26/06	Council Minutes	Community Development Director Jerry Owen recommended relocating Main Street staff to Community Development implement a Main Street enhancement grant and empower a merchant's committee to take over the Main Street Program management.
04/19/07	Ord. 713	Creating Payson's Design Review Board and

		amending the Design Review application process
04/19/07	Res. 2258	Adding sections 33.55 through 33.59 to Chapter 33 of the Town of Payson, creating Payson's Design Review Board, amending Sections 15-02-013 (F) (5) and (6) and 15-02-014 (D) and (E) of the Unified Development Code of the Town of Payson, and declaring such amendments to be a public record.
07/11/07	Payson Goal Plan	Some items on this goal plan came from citizen input sessions from July 18, 2006
07/11/07	TC Minutes	Cathy Boone to be Project Manager with new position Tourism-Economic Vitality Mgr.
07/18/07	ADye Design	Written scope of work for visioning and schematic design of the W. Main Street corridor.
07/22/07	News Release	First Friday on Main Street Art and Antiques Walk
11/01/07	Res. 2343	Approving and authorizing the Mayor or Town Manager to execute the Payson Event Center Hotel, restaurant and conference center land and improvements lease.
01/08	Documentation and Evaluation of Historic Resources Along Main Street in the Town of Payson, Arizona	SWCA Environmental Consultants as consultants to A. Dye Design, Inc.
06/19/08	Main Street Vision and Streetscape Plan by Angela Dye	Presentation to town council
12/11/08	Res. 2410	Amending the Town's Design Review Guidelines and procedures, and declaring such amendments to be a public record.
09/04/08	Res. 2415	Authorizing the Mayor to execute escrow documents for the purchase of real property from Payson Overlook Project, LLC (Payson Event

		Center)
12/11/08	TC Agenda	Appoint Jean Ogawa to GVRA and Reappoint Minette Hart-Richardson and Ken Volz
12/11/08	Res. 2410	Amending the town's design review guidelines and procedures, and declaring such amendments to be public record.
05/19/09	TC Agenda	<p>Council Decision Request filed by LaRon Garrett, Public Works Director, and Ray Erlandsen, Acting Community Development Director to submit a formal request to ADOT to temporarily delay the (Main Street Enhancement Grant Timeline) project for further evaluation and financial analysis. OR Submit a formal request to ADOT for permission to change the scope of the (Main Street Enhancement Grant Timeline) project to better reflect the current fiscal situation. OR</p> <p>Submit a formal request to ADOT to withdraw our application and resubmit in the future when fiscal abilities allow. (Modified) Submit a formal request to ADOT to withdraw our current application and direct staff to resubmit for a modified Transportation Enhancement Grant in the 2010 grant cycle focusing on those items that are grant eligible. OR</p> <p>Proceed with the (Main Street Enhancement Grant Timeline) project as originally planned.</p>
05/19/09	Council Minutes	<p>Motion moved by Council Member Wilson, seconded by Vice-Mayor Blair to approve directing staff to move forward predicated on receiving the grant and prepare the budget for next year with grant money coming in and expense in that amount. The budget should include the 5.7% (grant matching requirement) but to not move forward unless we know that we have the funds and to include the Green Valley Redevelopment Area Committee on all negotiations.</p> <p>Motion: Moved by Council Member Wilson, seconded by Vice-Chair Blair, to substitute the previous motion to move forward predicated on</p>

		<p>receiving the grant and prepare the budget for next year with grant money coming in and expense in that amount. The budget should include the 5.7% (grant matching requirement) but to not move forward unless we know that we have the funds and to remove the requirement that Green Valley Redevelopment Area Committee be included in negotiations.</p> <p>Motion carried 5-2 YES: Mayor Evans, Vice-Mayor Blair, Council Members Connell, Croy and Wilson NO: Council Members Hughes and Vogel.</p>
08/20/09	TC Agenda	Amending Town's Design Review Guidelines by repealing the Green Valley Redevelopment Area Guidelines and adopting Historic Main Street Design Review Guidelines by Res. No. 2502
09/20/09	Ord. 769	Amending the Town's Design Review Guidelines by repealing the Green Valley Redevelopment Area Guidelines and adopting Historic Main Street Design Review Guidelines. (Main Street Design Review.)
02/04/10	TC (Consent) Agenda	Appointment of Charles Proudfoot as Chair of GVRA and Judy Pittman as Vice Chair of GVRA.