

Shaping Our Future Together



Planning for a better tomorrow

Sierra Vista General Plan Update: VISTA 2040



Public Hearing Agenda



Opening
Remarks



Staff
Overview



Breakout
Sessions



Public
Comment

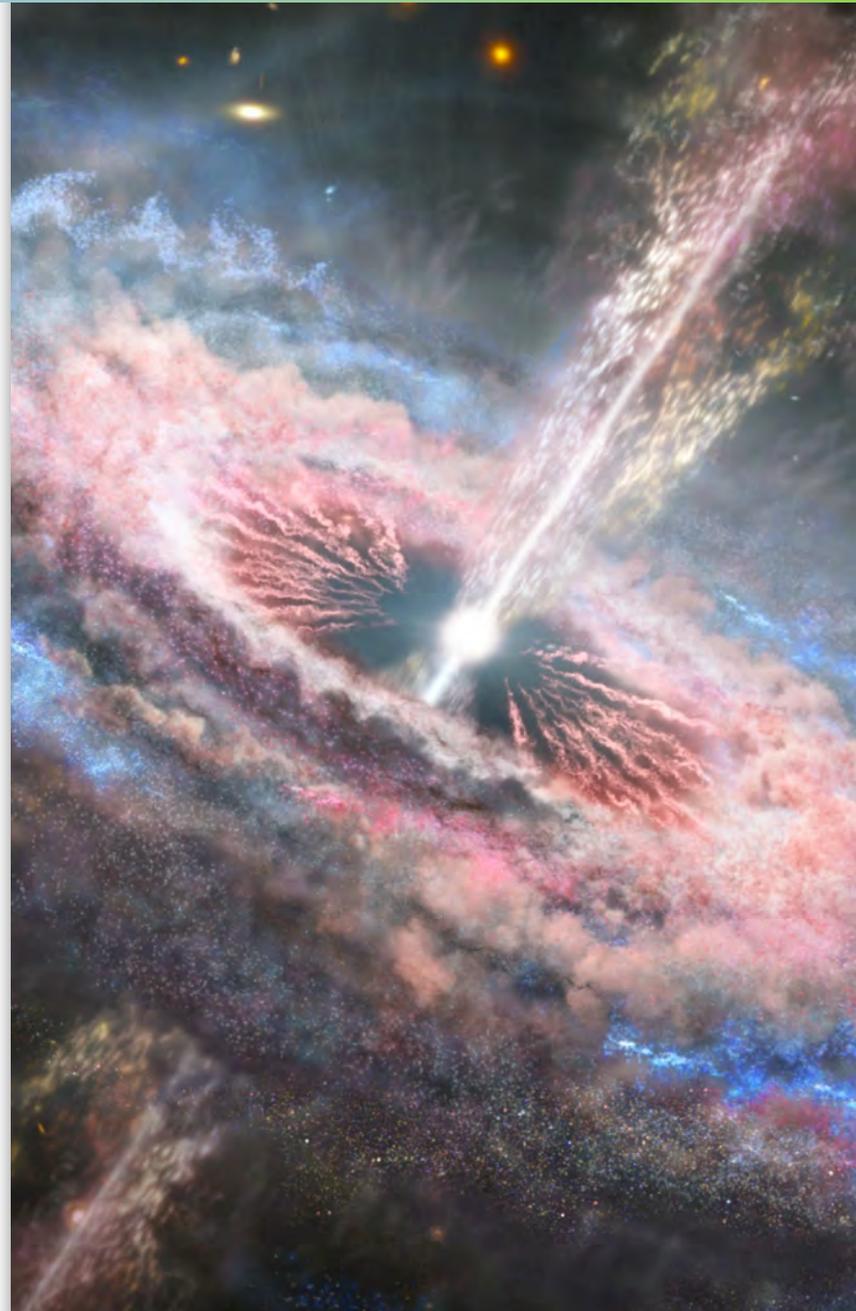
Overview

City Planning History

Growing Smart Act

Components

- Background Studies
- Community Vision
- Goals and Strategies
- Outside Plans





Legal Significance

- A General Plan is **not a land use regulation**, nor is it an ordinance of law. The General Plan serves as an **official policy guide** for the city. Any ordinance pertaining to the use of land, or the growth and redevelopment of the city should conform to the goals and strategies of the plan.
- A carefully designed land use plan for the community serves as the **policy basis for the City's land use regulations**.



COMMISSION FOCUS AREAS



| COMMISSION | THEME | GENERAL PLAN ELEMENTS |
|---------------------------|---|---|
| Transportation | Connectivity | Transportation & Circulation |
| Neighborhoods | Community Preservation & Revitalization | Redevelopment & Infill Development |
| | | Housing and Neighborhoods |
| Environmental Stewardship | Environmental Sustainability | Conservation of Resources |
| | | Water Resources |
| | | Environmental Planning |
| Parks & Recreation | Public Facilities & Services | Public Facilities, Services & Buildings |
| | | Open Space |
| | | Parks & Recreation |
| | | Safety |
| Planning & Zoning | Growth Management | Land Use |
| | | Growth Areas |
| Economic Development | Community Prosperity | Economic Vitality |

PROCESS



June 01 → December 31 2023

Public Outreach/City Commission Engagement

February → April 2024

Draft Review of Proposed General Plan Amendments City commissions.

May/June 2024

Public Hearings Before Planning & Zoning Commission

June 2024

Adoption Hearing Before City Council

November 05 2024

Ratification by Voters (General Election)





COMMUNITY SURVEY

COMMUNITY SURVEY

The public was invited to participate in an online community survey that was advertised through:

- *Social media ads and organic posts;*
- *YouTube video series;*
- *Cover story in Vistas;*
- *Multiple features in City emailed newsletter;*
- *Radio ads;*
- *Newspaper Ads (print and digital); and*
- *Outreach at meetings and events.*

The survey included a questionnaire, an opportunity to provide general comments, and a mapping tool for input on community infrastructure.



Vista 2040 General Plan

Please offer your input to inform the development of the City's next General Plan, Vista 2040....

[View Project](#)

The community survey opened on June 2nd and closed on **December 31, 2023**

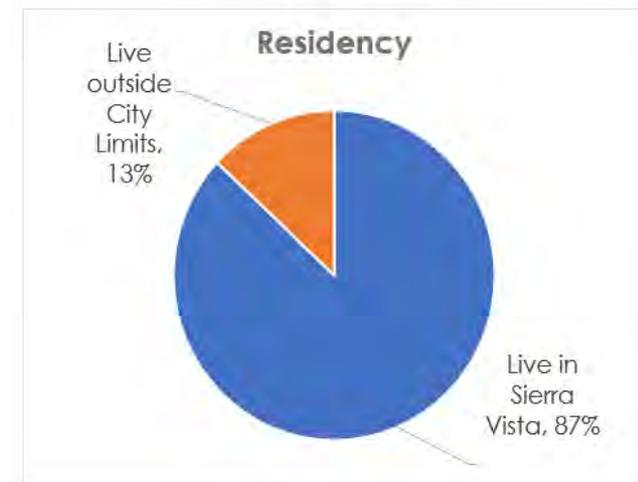
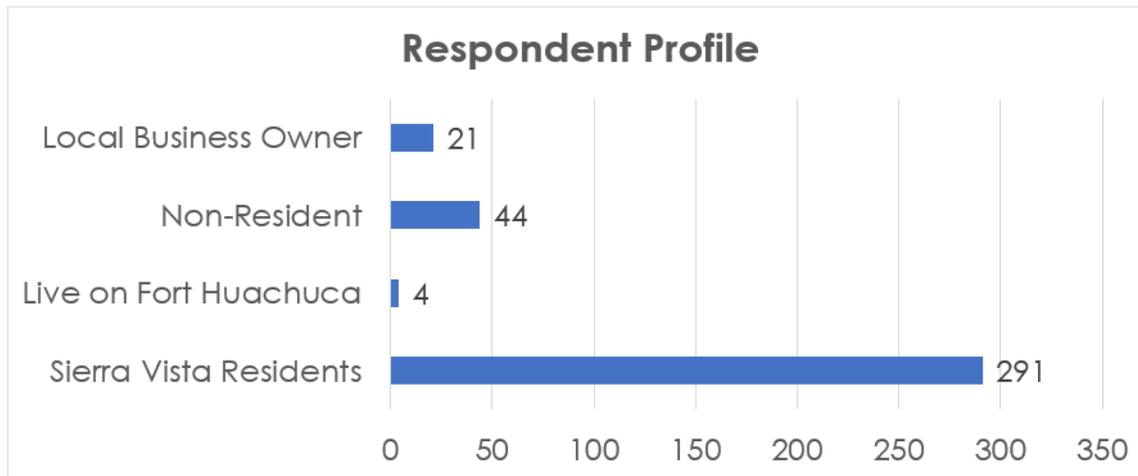


Sierra Vista

COMMUNITY SURVEY

Engagement

- **1,616** visitors / **335** submissions





WHAT WE'VE HEARD SO FAR...

Community Growth & Development

- Suburban-style neighborhoods consisting of **single-family homes** is favored above all other types of housing.
- Sierra Vista's distinctive "**small town feel**" consistently stands out as one of the City's most attractive attributes.



Public Facilities & Services

WHAT WE'VE
HEARD SO FAR...

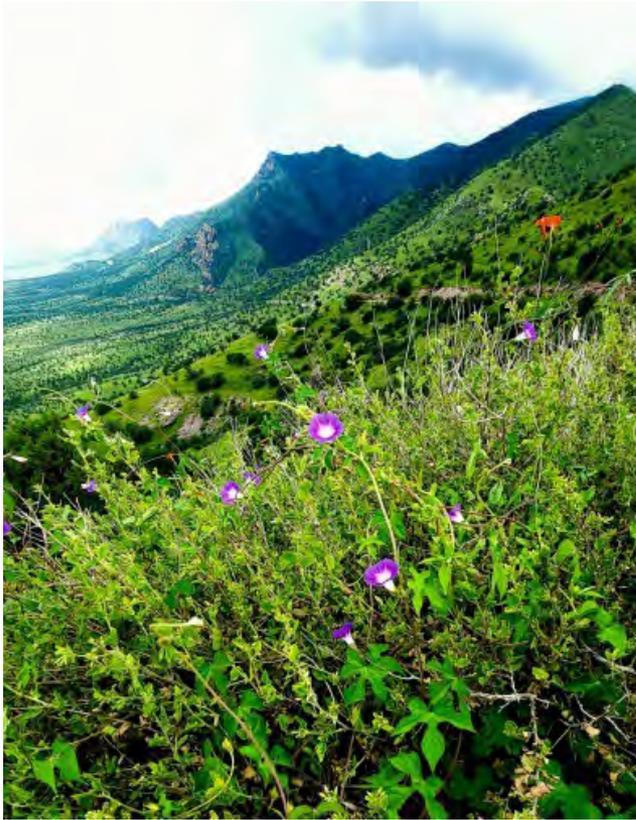
- *Safety and security* are Sierra Vista's most important community values.
- A *new indoor recreation facility* is the most desired public facility/service.



WHAT WE'VE
HEARD SO FAR...

Connectivity

- *Maintaining existing roadways, sidewalks and pathways is the highest concern regarding citywide circulation.*



WHAT WE'VE HEARD SO FAR...

Environmental Sustainability

- *Sierra Vista's **natural beauty, open space, and outdoor parks** are the most cherished features in the community.*
- *Ensuring the sustainability of the City's **water supply** is the top environmental priority, well above other concerns such as light pollution, air quality, and renewable energy.*



WHAT WE'VE HEARD SO FAR...

Economic Vitality

- *Creating an environment supportive of **small businesses and facilitating a greater mix of businesses and services** should be the top economic priority of the City.*



WHAT WE'VE
HEARD SO FAR...

Economic Vitality

- Residents would also like to see a **walkable downtown**.

WHAT WE'VE HEARD SO FAR...

Economic Vitality

- *National chain stores are also strongly desired along with additional medical and health service providers.*



CONCLUSIONS

- The survey suggests that the city is on the right track with the highest ranked comments being in substantial alignment with the City's goals and strategies.
- The preference is for Sierra Vista to grow at a modest pace while continuing to improve.
- Residents love the weather, being surrounded by nature and mountain views. They appreciate low traffic, strong sense of community, and their interactions with friendly, generous people.



CONCLUSIONS

- Sierra Vista continues to be a leader in water conservation policy, continuing the data trend of reduced citywide water consumption that has been in motion for several decades.
- The City also continues to be well below the national average city crime rate, further creating an atmosphere of safety and trust.
- Grants, waivers, and other initiatives have been implemented and/or promoted to support local small businesses.



CONCLUSIONS

- The City continues to expand its multi-use path system, while placing heavy focus and funding on maintaining existing infrastructure.
- Natural park space continues to be improved with desired amenities, including an indoor recreation center (such as gymnasium facilities at the Veterans' Memorial Park Sports Complex).
- The lack of desired businesses, youth/family activities, and general entertainment options are areas suggested for improvement.



ENGAGE SIERRA VISTA



23 community members posted comments in Guest Book.

Transportation

- Explore possibility of air travel between Sierra Vista and Phoenix.
- Fix the roads on the West End and in the center of town under the city's jurisdiction.
- Become more pedestrian/bicycle friendly. Restore traffic signals on west end of Fry and install signals at the four way stops on Wilcox.
- Enforce traffic laws for all users.
- More robust public safety presence to make recreation and walking spaces more appealing.

ENGAGE SIERRA VISTA

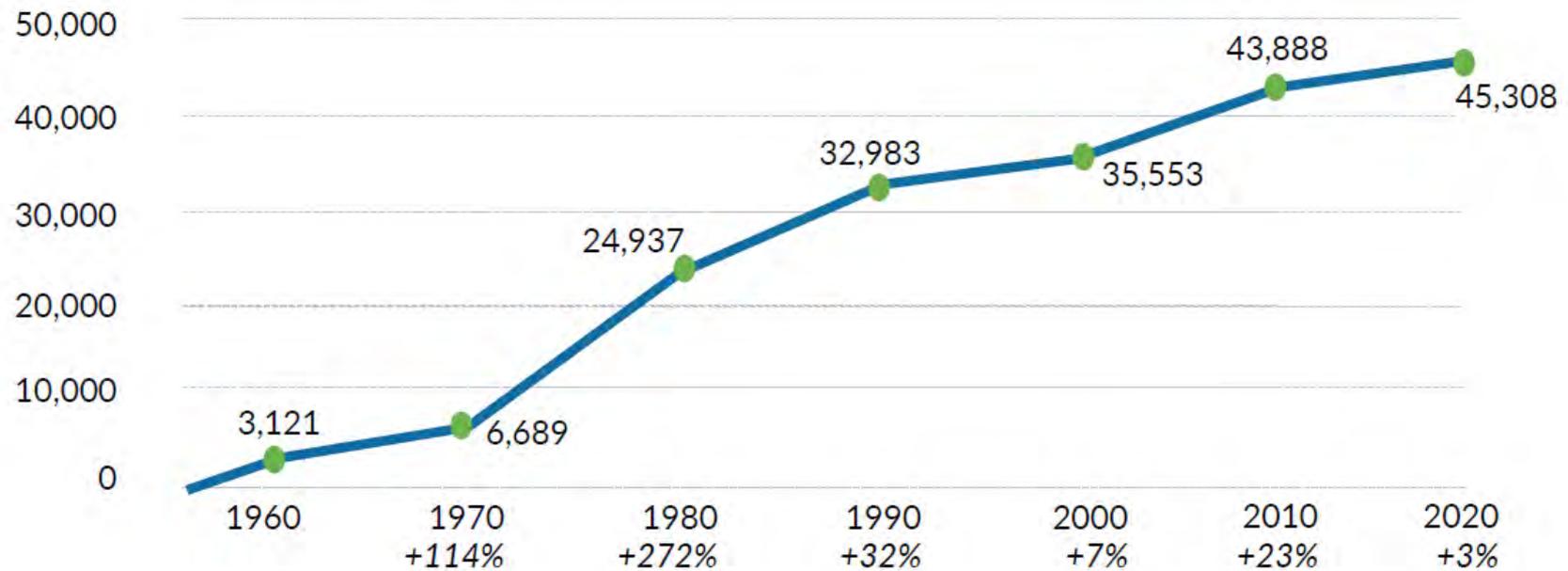
Recreation

- More affordable and fun activities for children especially during summertime.
- Rec center with gym space to hold volleyball/basketball tournaments and a city league for both sports.
- Add mountain bike pump tracks and bicycle pump features (possibly at Garden Canyon Linear Park. Add drought resistant trees along south and trails to provide shade and natural beauty.
- Build affordable stage/amphitheater that citizens can rent to host concerts. The current stage is too expensive for local bands to use.
- Keep open spaces for dog walkers. Pavement is too hot to walk on.
- Urban lake for fishing and exercise.



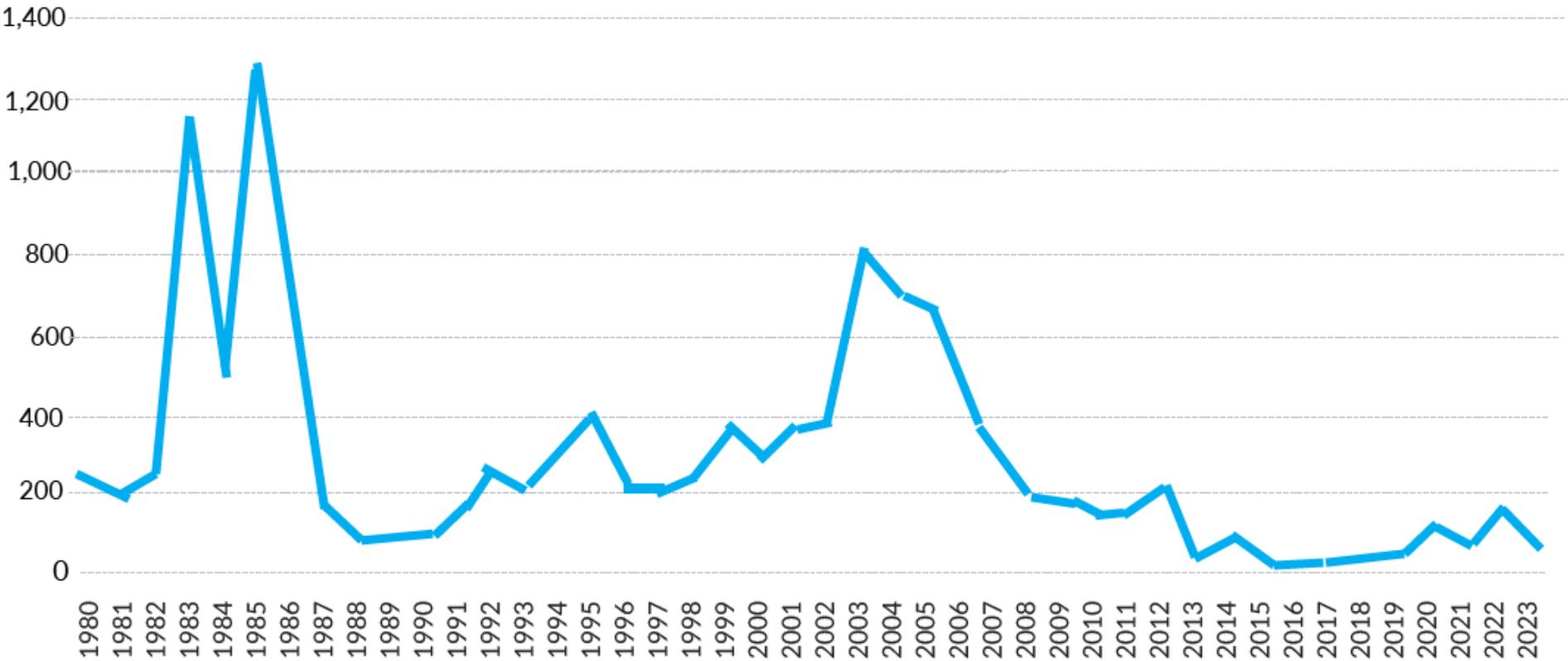
POPULATION

Table 1. Historic Population Growth



Source: US Census

ANNUAL BUILDING PERMITS FOR DWELLING UNITS



MEDIAN ANNUAL DWELLING UNIT PERMITS ISSUED 1980 = 244 UNITS

| PLACE | Census 2010 | Census 2020 | 2023 State Estimate | 2030 State Projection | 2040 State Proejction |
|----------------|-------------|-------------|---------------------|-----------------------|-----------------------|
| Sierra Vista | 43,888 | 45,308 | 46,031 | 47,264 | 48,028 |
| Cochise County | 131,346 | 125,447 | 129,781 | 127,781 | 130,670 |

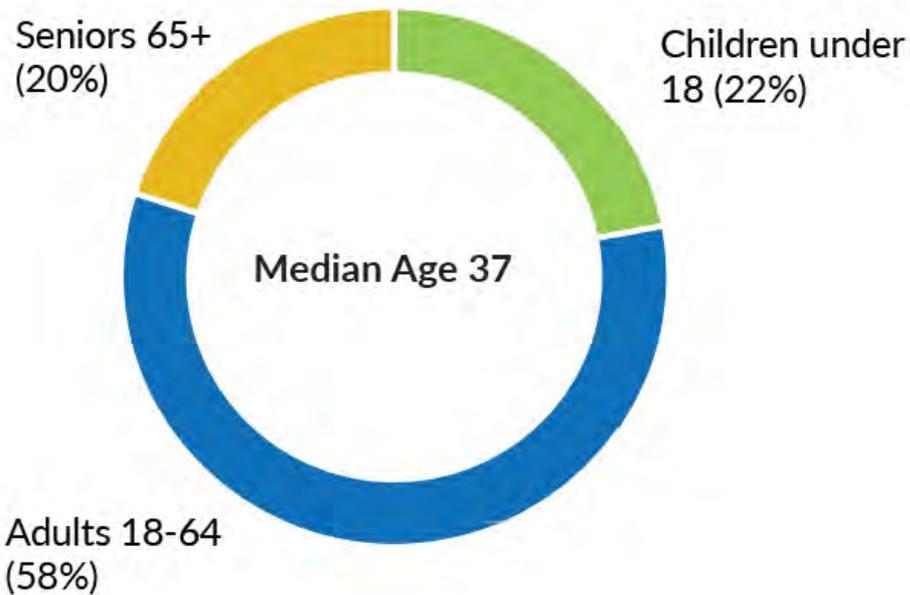
| PLACE | Change | | | | | |
|----------------|-----------|-------|-----------|------|-----------|------|
| | 2010-2020 | | 2020-2030 | | 2020-2040 | |
| | No. | % | No. | % | No. | % |
| Sierra Vista | 1,420 | 3.2% | 1,956 | 4.3% | 2,720 | 6.0% |
| Cochise County | -5,899 | -4.5% | 2,334 | 1.9% | 5,223 | 4.2% |

Table 4. Population Projections (Change)

<https://www.azcommerce.com/oeo/population/population-projections/>



One in four Sierra Vista residents have served in the military, more than double the rate in Arizona.

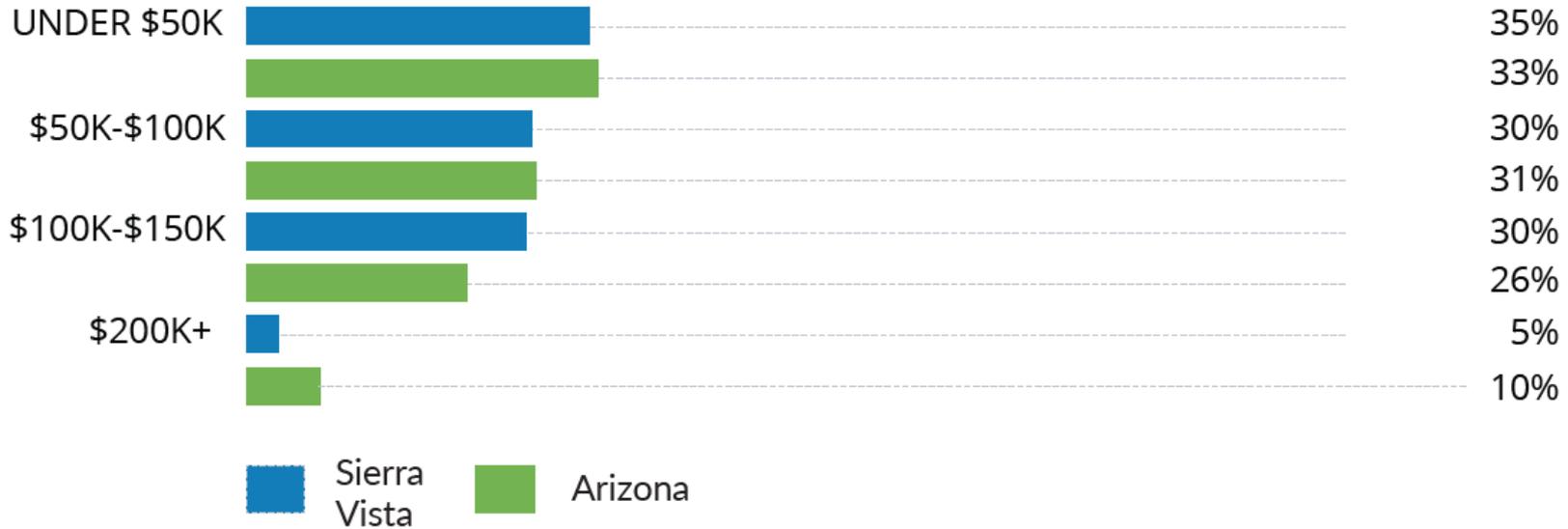


According to the 2000 U.S. Census, the median age of Sierra Vista's population was 32 years old and 26% of the population was under 18 and 12% was 65 years and over.

According to the 2022 ACS, the median age of Sierra Vista's population rose to 37 years old, which is a little less than the figure in Arizona (38.4 years of age).

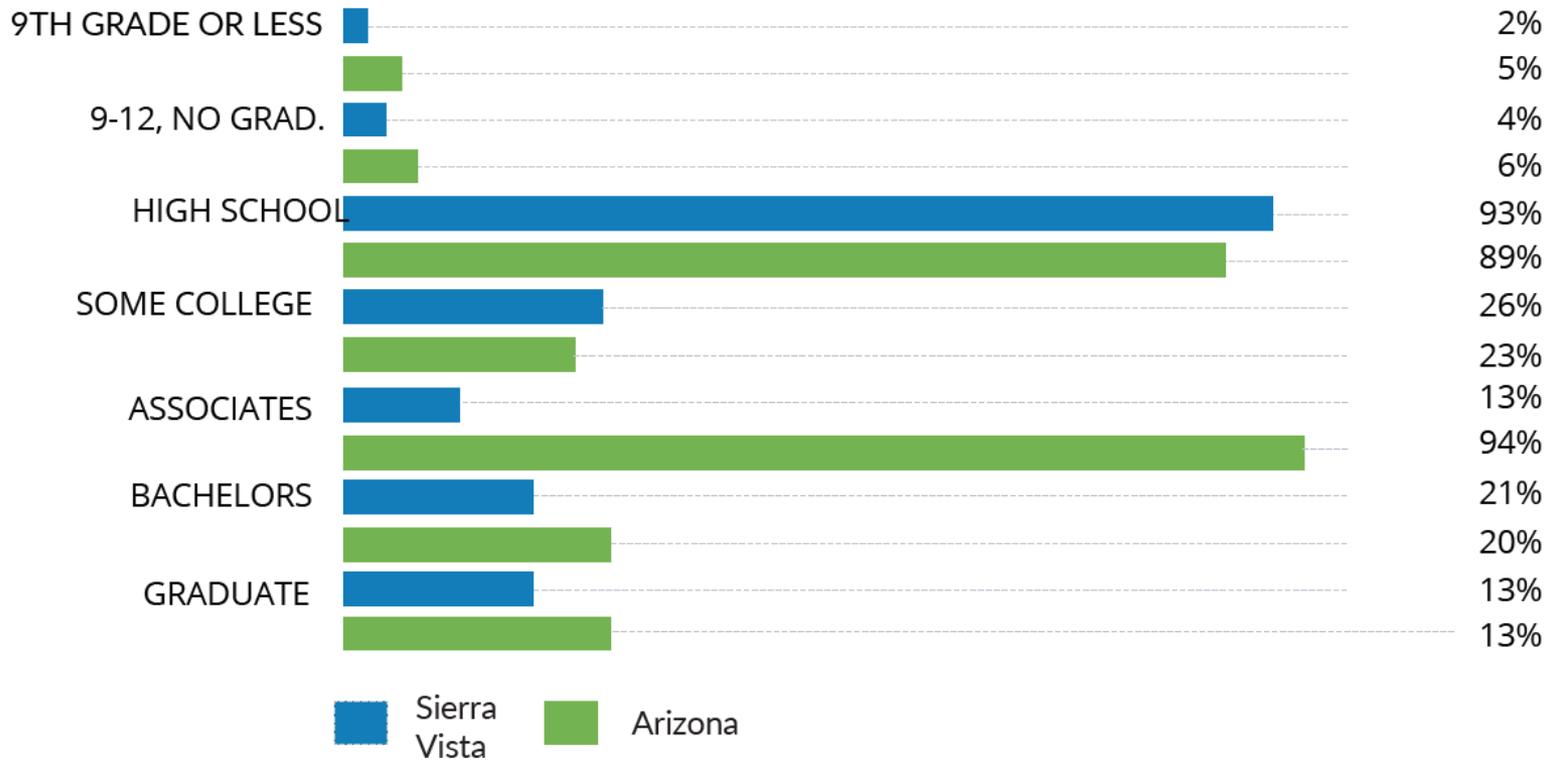
School-aged children (under 18) comprise 22% of community residents, working aged people (18-64) make up 58%, and seniors and elderly (65 and over) represent 20 of the total city population.

The estimated average household size in Sierra Vista in 2022 was 2.4 persons per household which is smaller than the household size in the state as a whole (2.6 pph).



HOUSEHOLD INCOME

According to the 2022 ACS, Sierra Vista's median household income was \$70,899 which is about 20 percent higher than the Sierra-Vista Douglas, Arizona Metro Area (\$58,421) and about the same as the amount in Arizona (\$72,581). The per capita income was reported to be \$37,671.

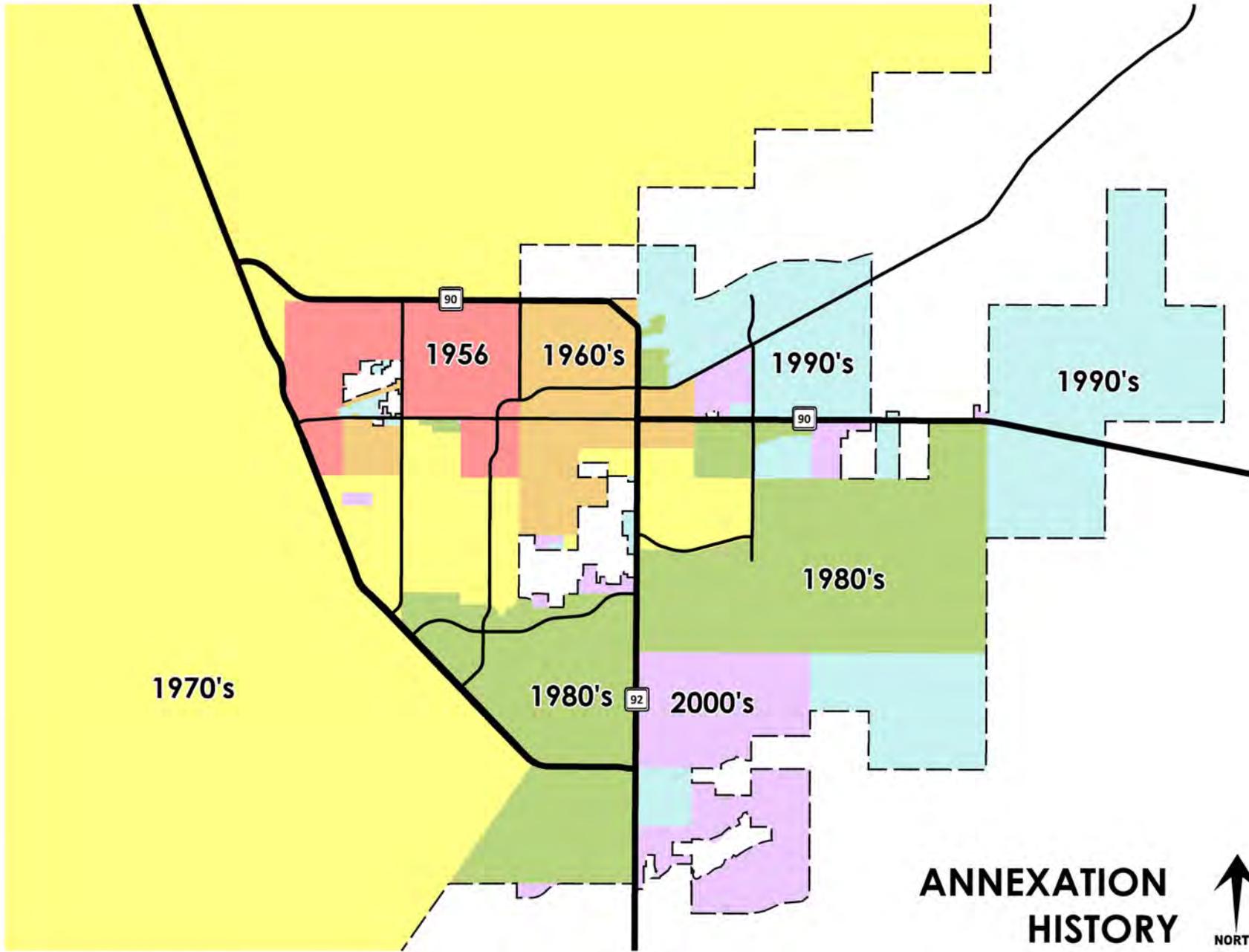


EDUCATIONAL ATTAINMENT

Sierra Vista is a highly educated community with 93% of the population aged 25 and over having attained high school graduation or higher, compared to 89% in Arizona. More than one-third (34%) of all city residents above 25 years of age hold a bachelor's degree or higher.

An aerial photograph of a suburban town with a mix of residential housing, green spaces, and a golf course. In the background, there are rolling green hills and a range of blue mountains under a bright blue sky with scattered white clouds. The image is framed by a blue-to-green gradient bar at the top and a blue-to-green gradient bar at the bottom, with a solid orange bar at the bottom left.

COMMUNITY GROWTH & REDEVELOPMENT

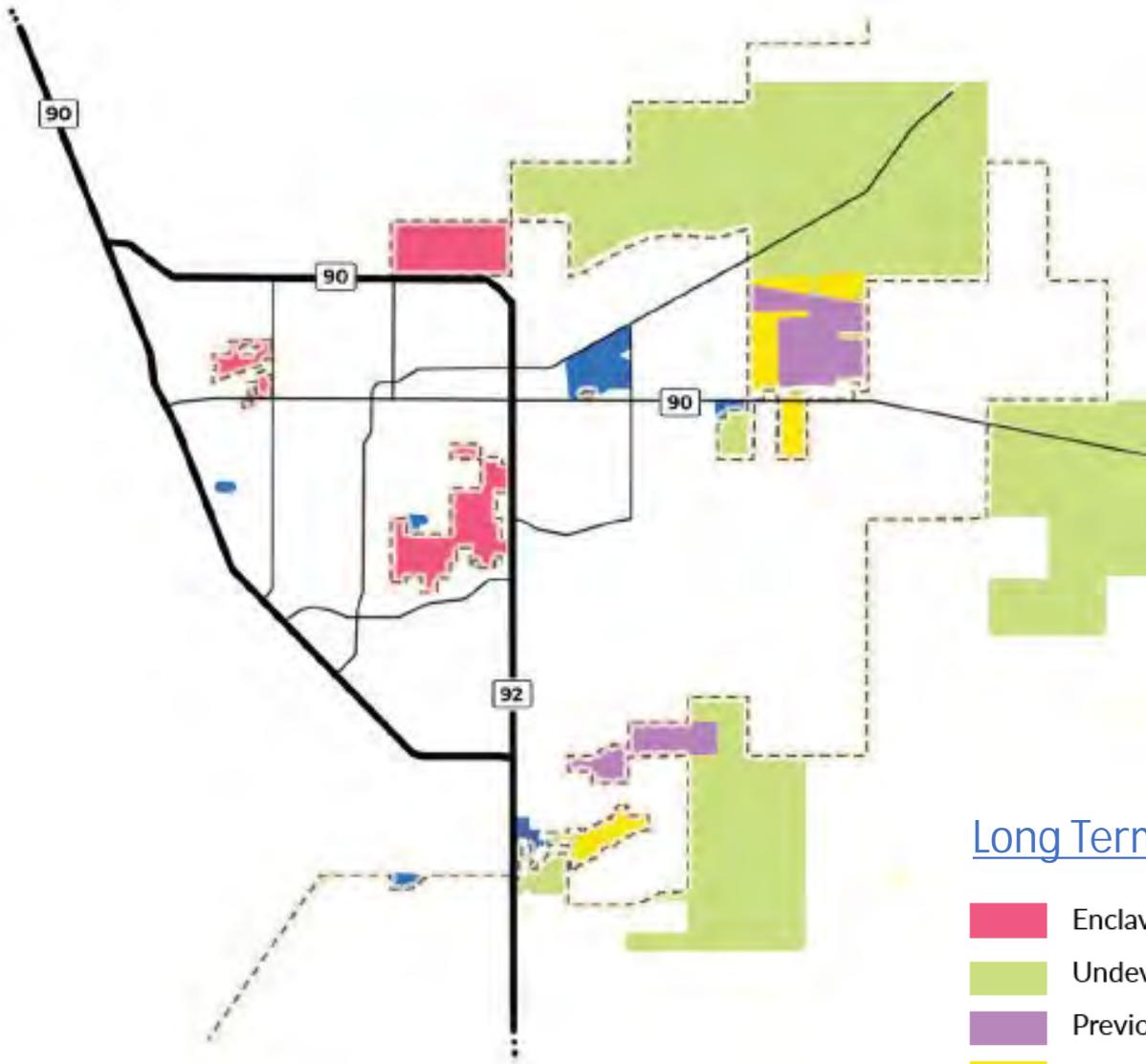


**ANNEXATION
HISTORY**



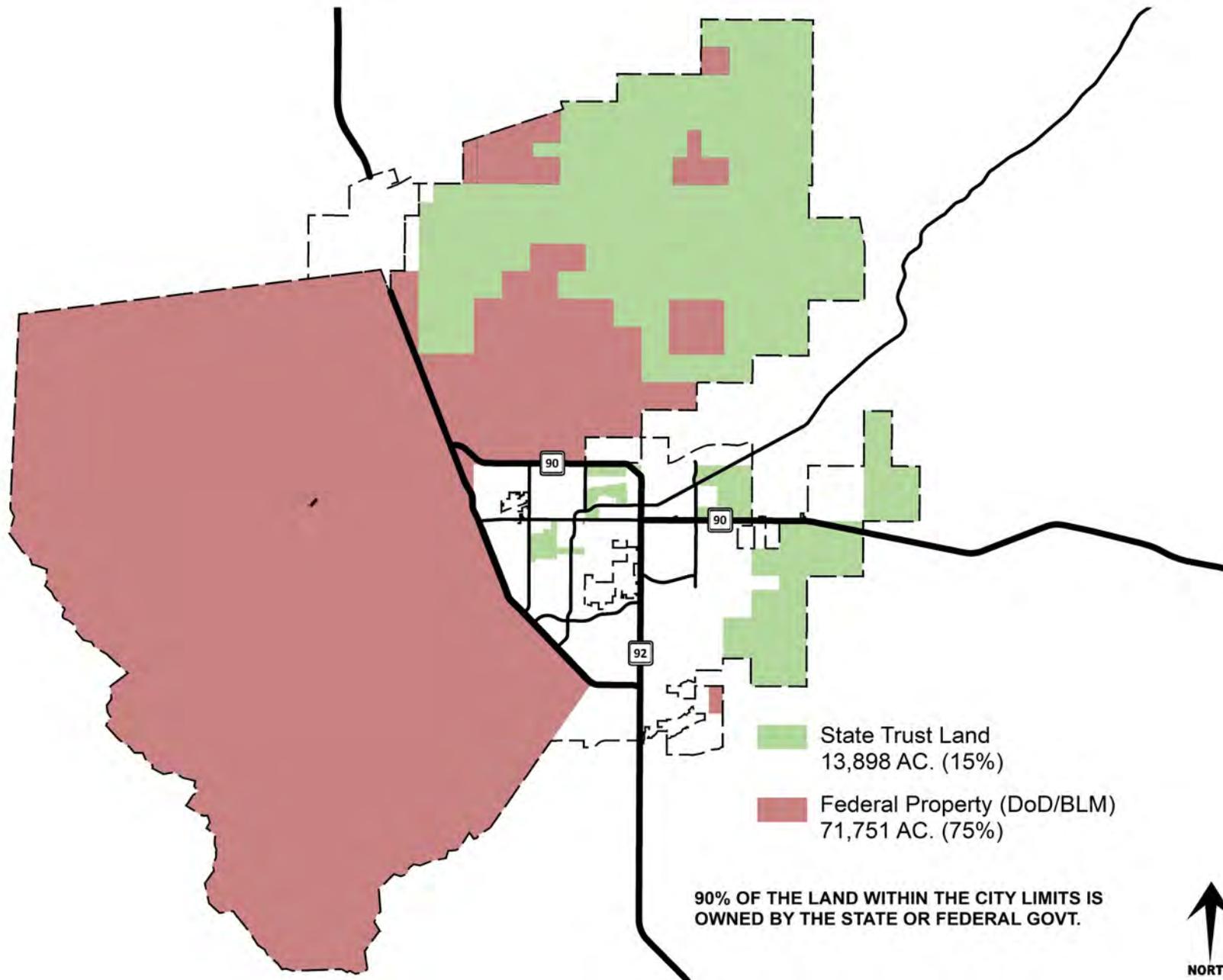


Sierra Vista



Long Term Annexation Map

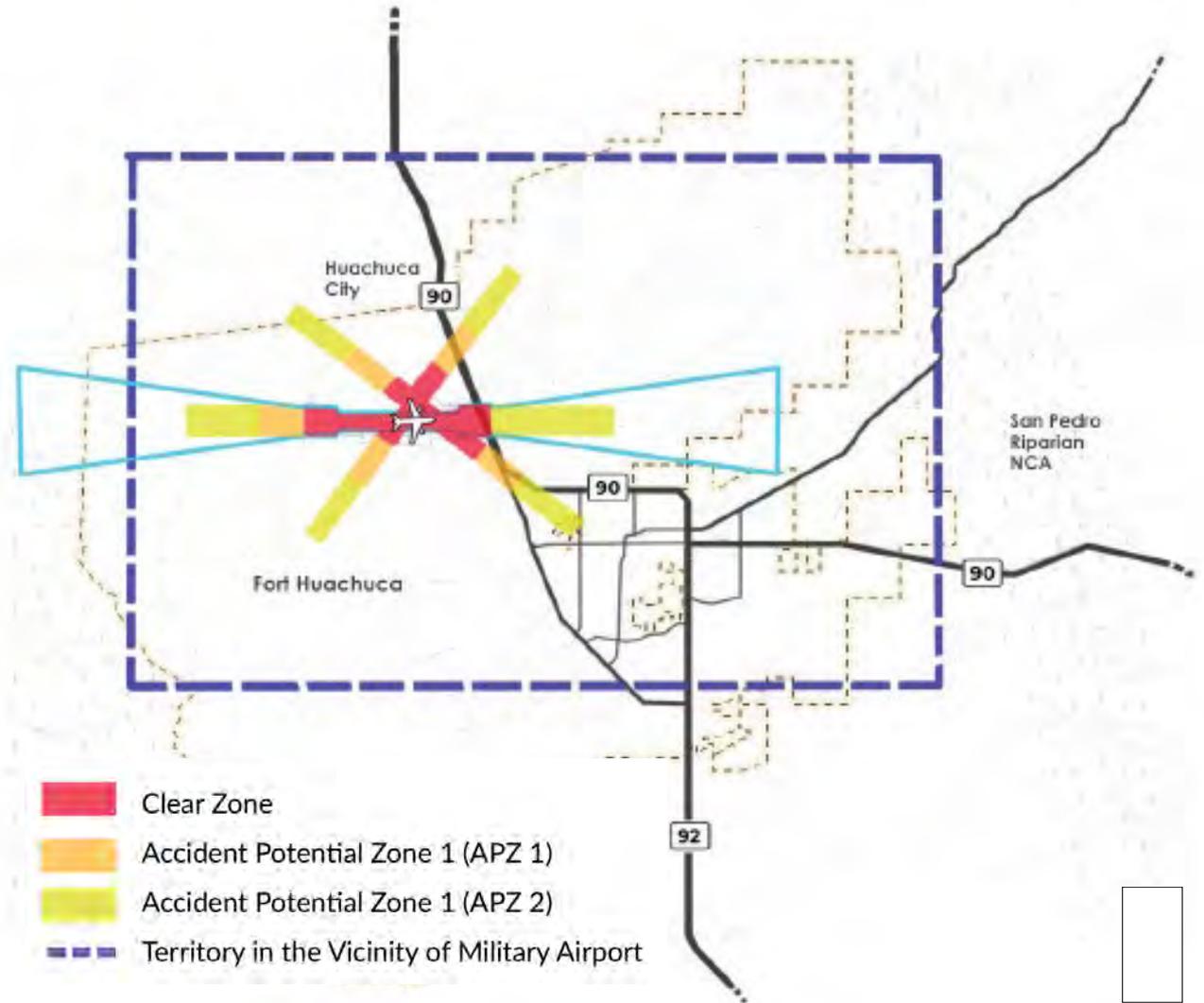
-  Enclave Area
-  Undeveloped Area
-  Previously Developed Commercial/Industrial Area
-  Previously Developed Residential Area
-  Area Annexed 2008-2024



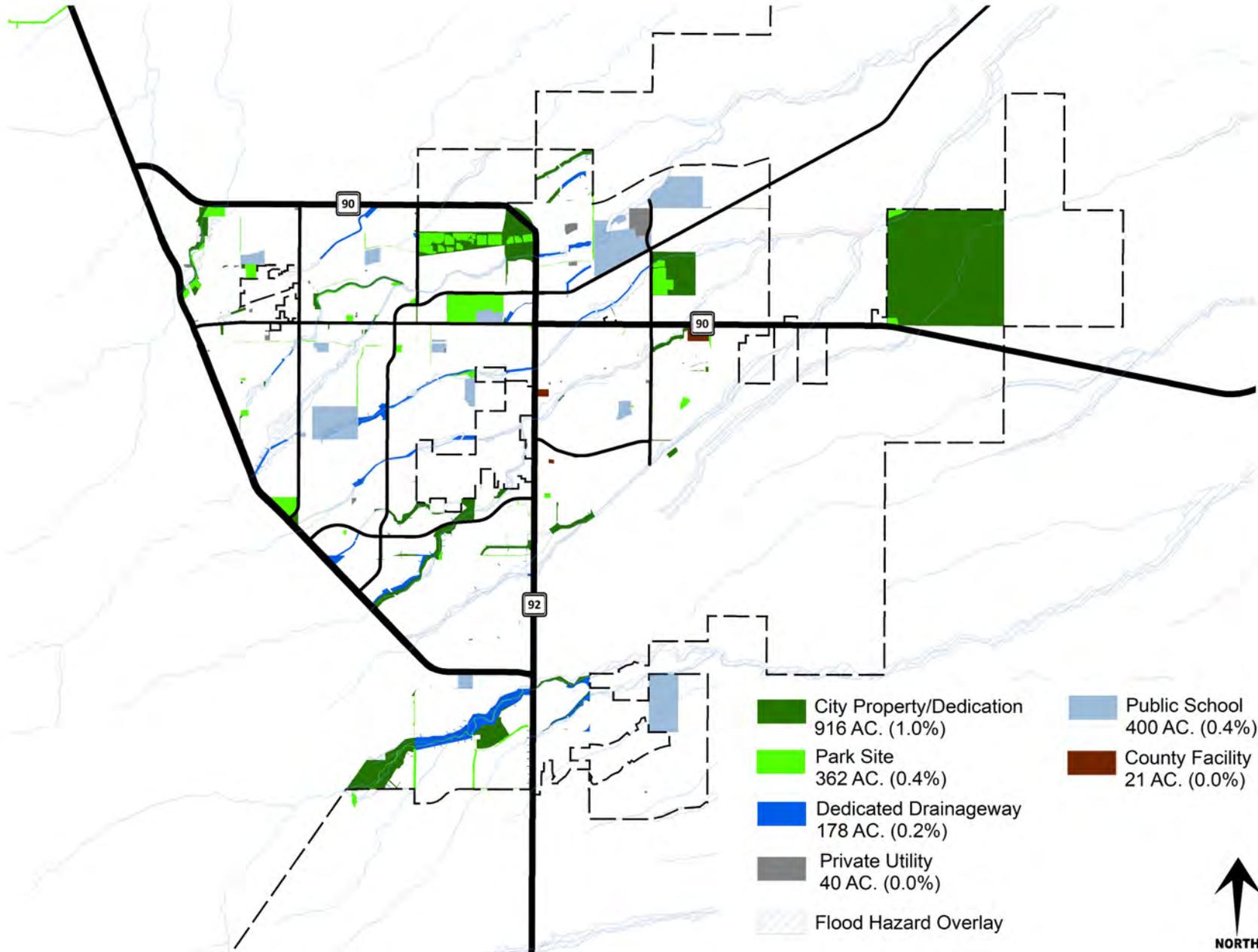
90% OF THE LAND WITHIN THE CITY LIMITS IS OWNED BY THE STATE OR FEDERAL GOVT.

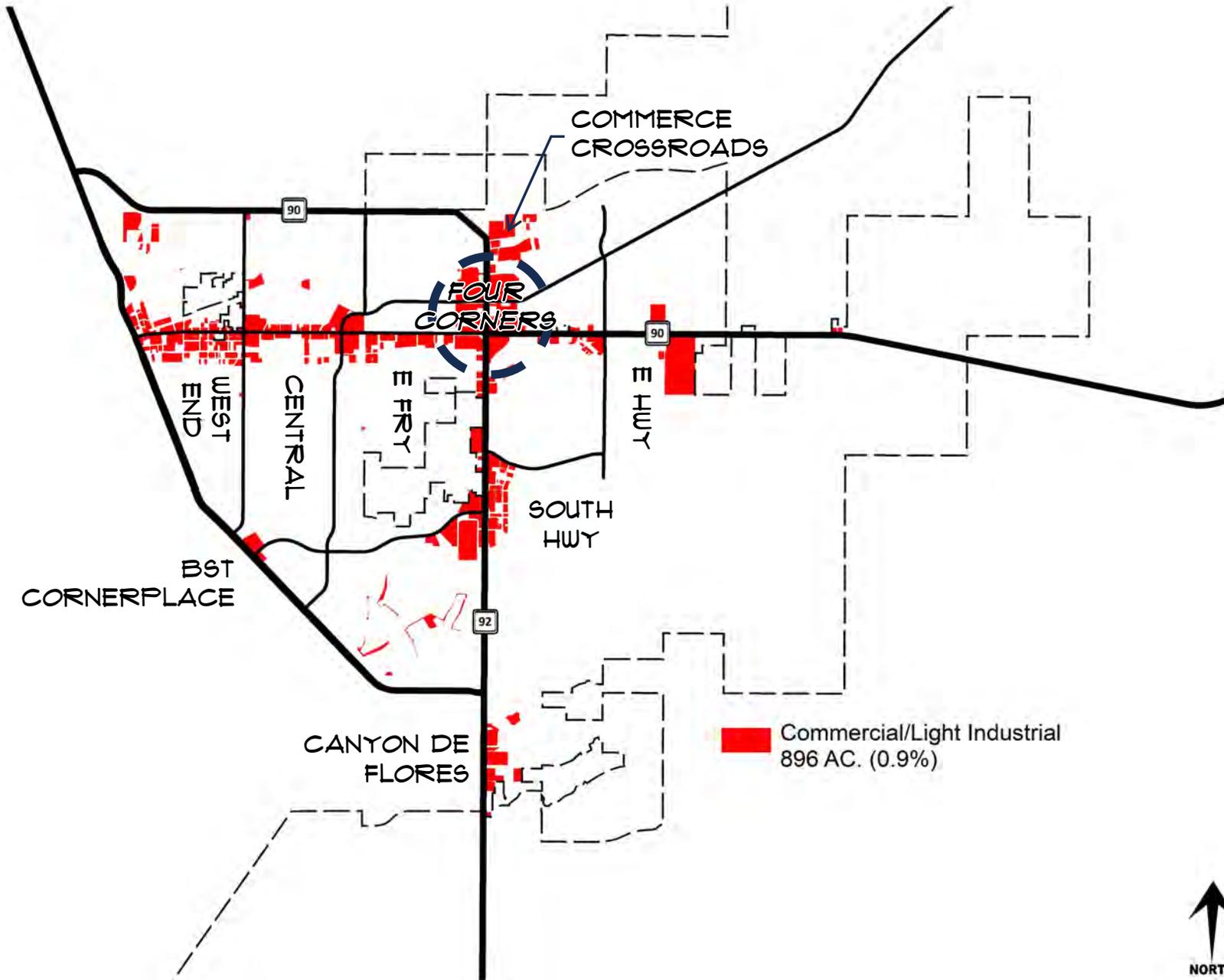


Per Arizona Revised Statutes 28.8481, "a political subdivision that has territory in the vicinity of a military airport or ancillary military facility that includes property in a high noise or accident potential zone shall adopt comprehensive and general plans, if applicable, for property in the high noise or accident potential zone to assure development compatible with the high noise and accident potential generated by military airport and ancillary military facility operations that have or may have an adverse effect on public health and safety.

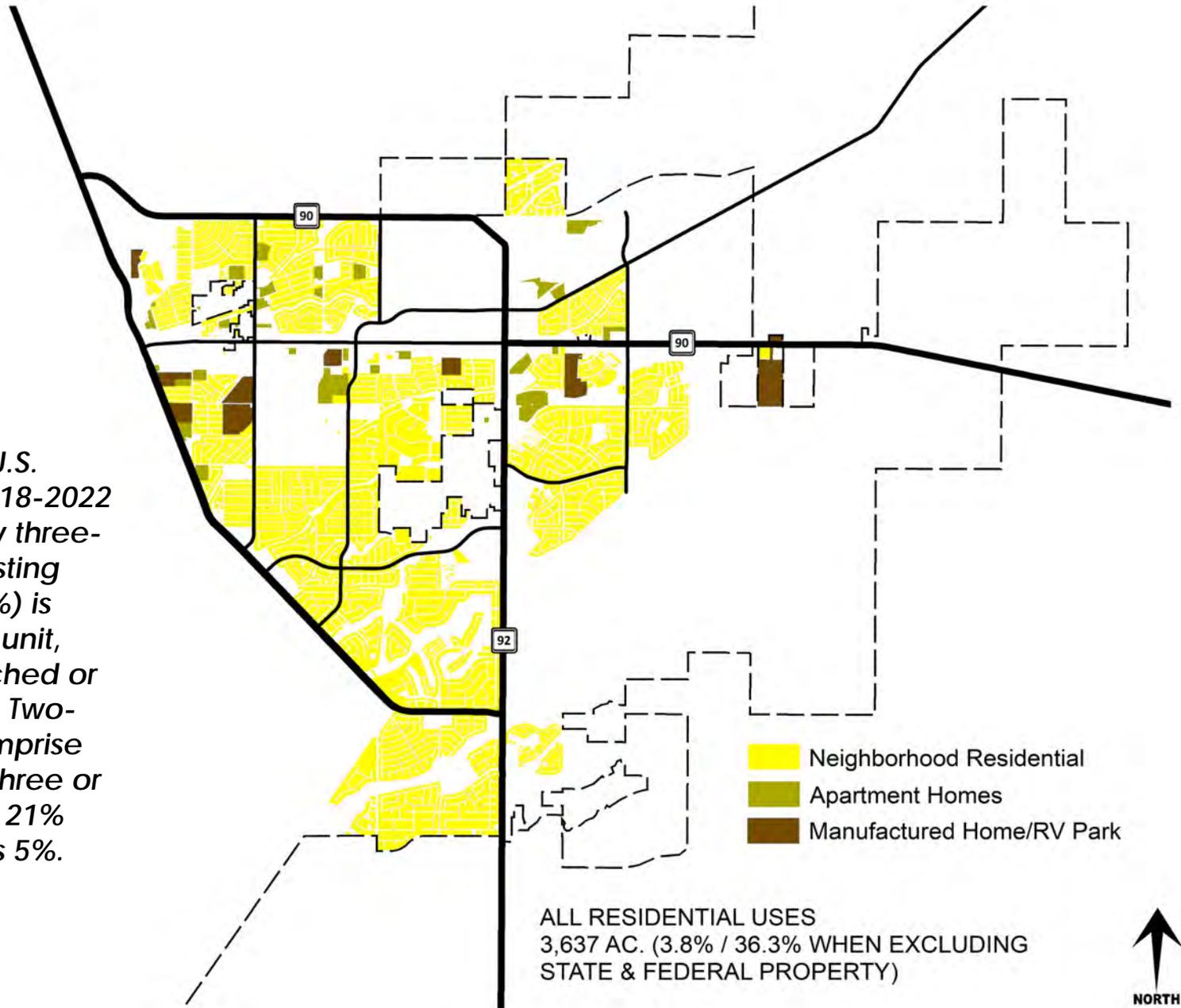


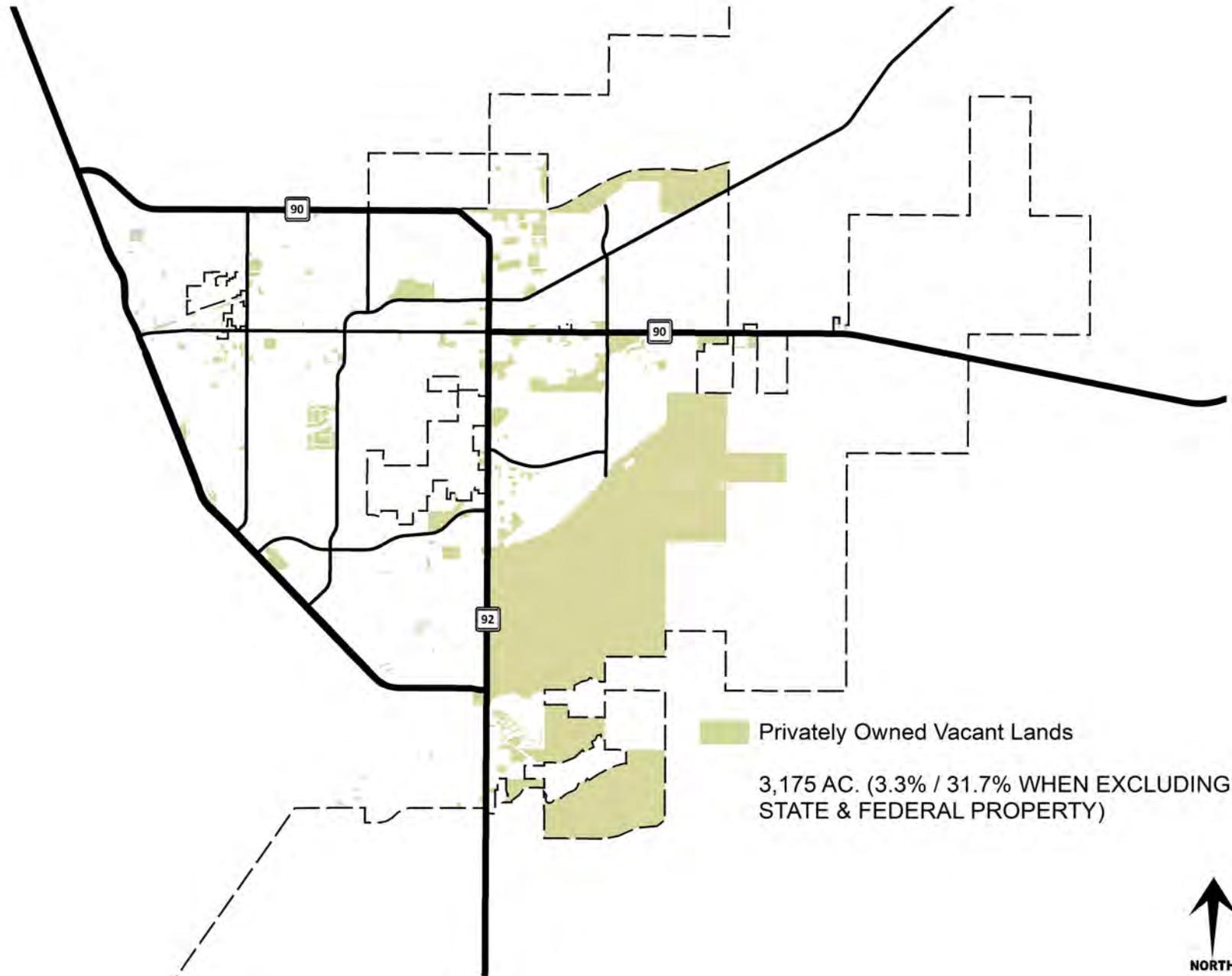
MILITARY INSTALLATION – FORT HUACHUCA COORDINATION





According to the U.S. Census Bureau, 2018-2022 ACS Survey, nearly three-quarters of the existing housing stock (73%) is comprised of one-unit, single-family attached or detached homes. Two-unit properties comprise 1%. Multi-family (three or more) account for 21% and mobile homes 5%.





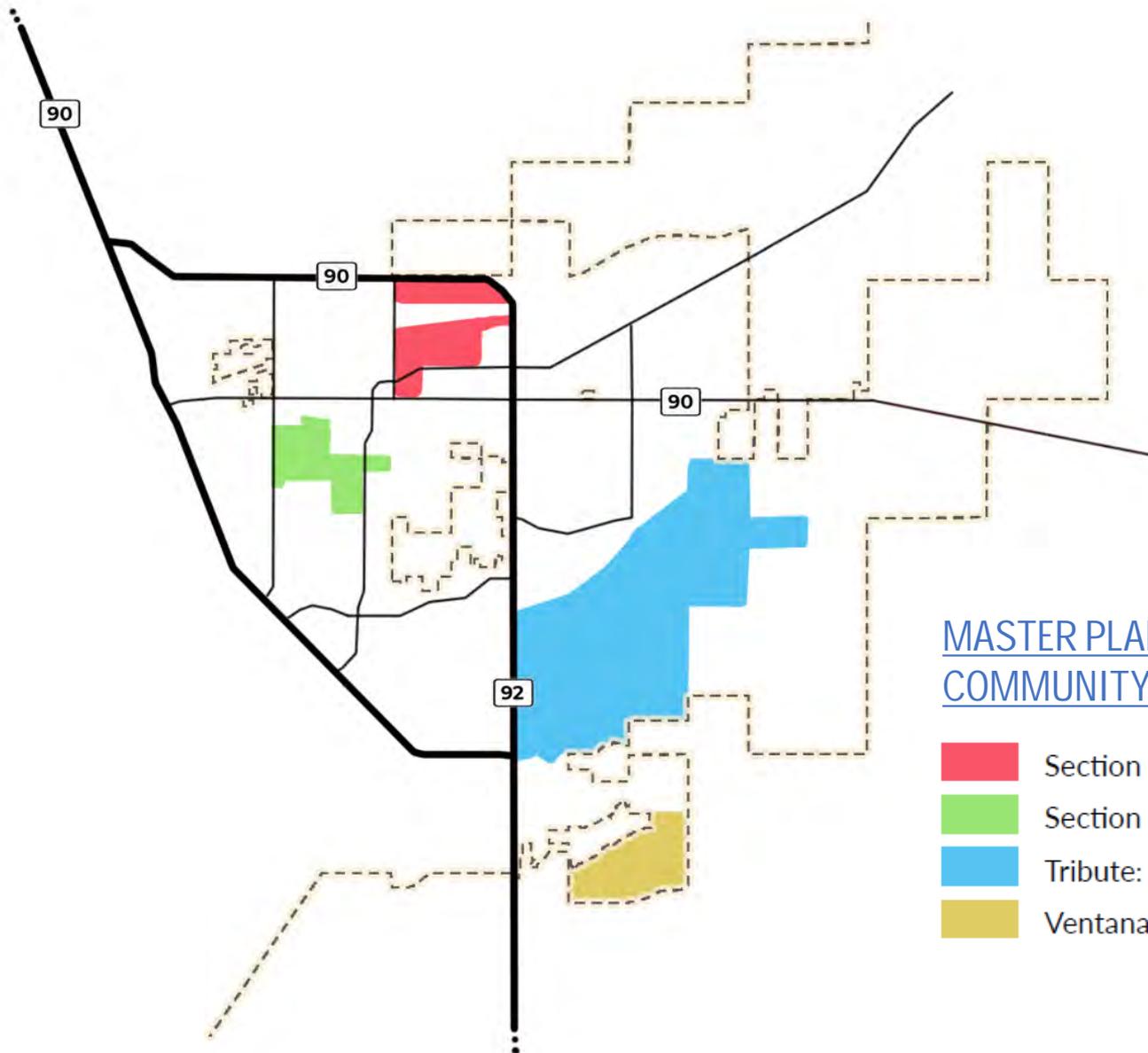
Privately Owned Vacant Lands

3,175 AC. (3.3% / 31.7% WHEN EXCLUDING STATE & FEDERAL PROPERTY)





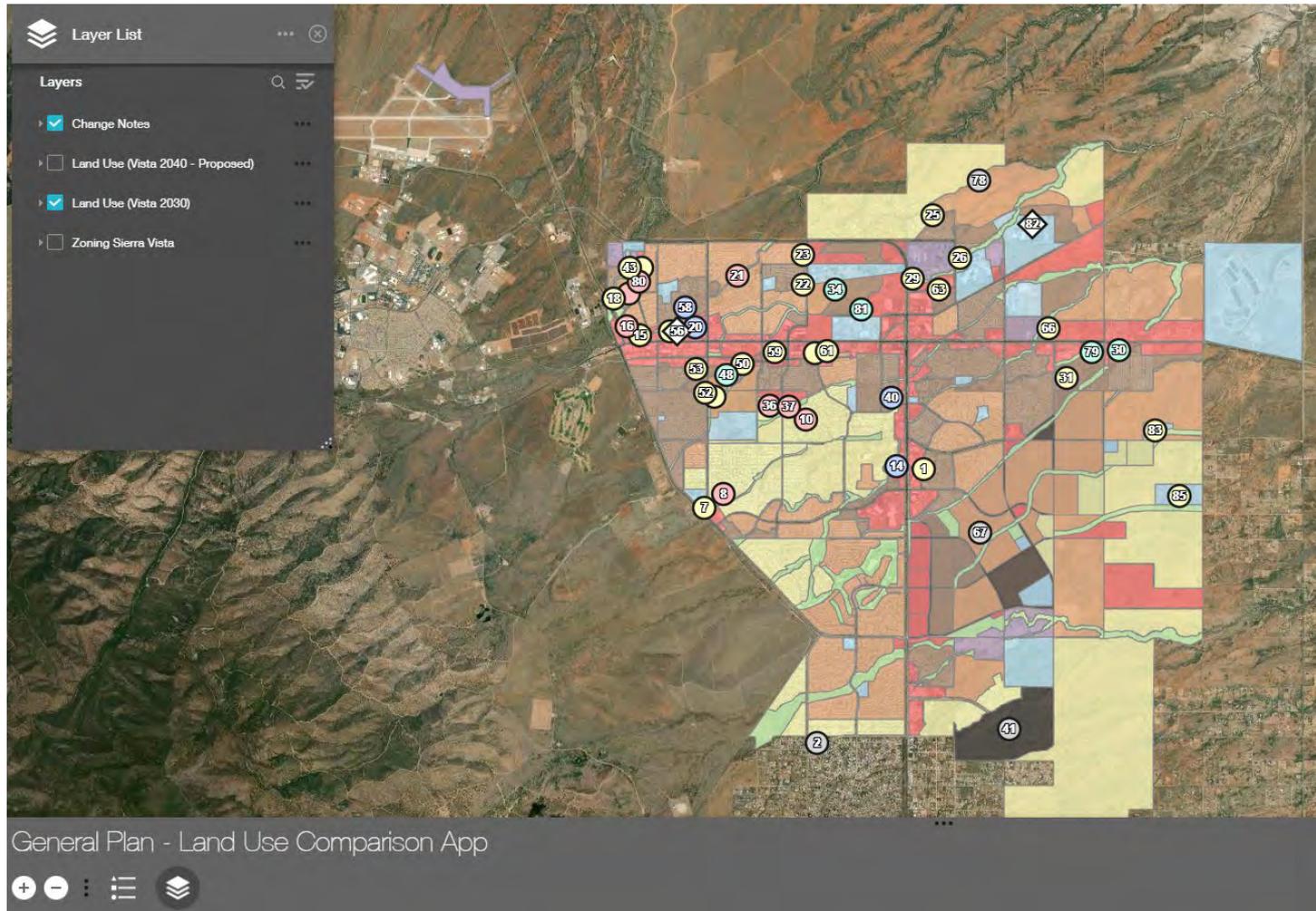
Sierra Vista



MASTER PLANNED
COMMUNITY GROWTH AREAS

- Section 36: 230 Acres
- Section 2: 180 Acres
- Tribute: 1,916 Acres
- Ventana de Flores: 335 Acres

We are adjusting the City's Future Land Use Map to be consistent with Zoning Designations...



[General Plan -
Land Use
Comparison
App
\(arcgis.com\)](#)



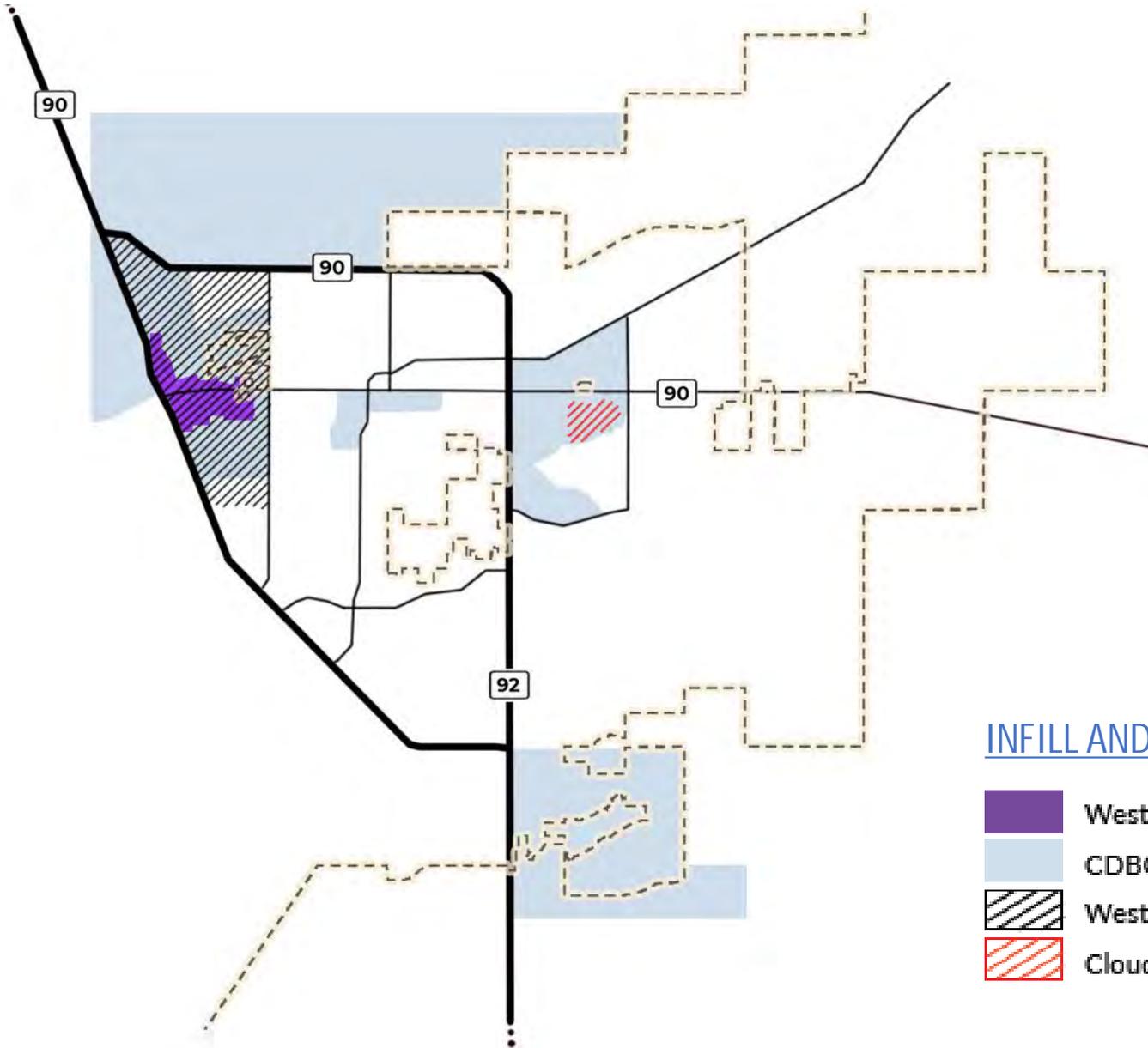


INFILL & REDEVELOPMENT

Legend
* Food Vendors



Sierra Vista



INFILL AND REDEVELOPMENT AREAS

-  West End Redevelopment Area
-  CDBG LMI Target Area
-  West End Infill Incentive District
-  Cloud 9 Infill Incentive District





HOUSING & NEIGHBORHOODS



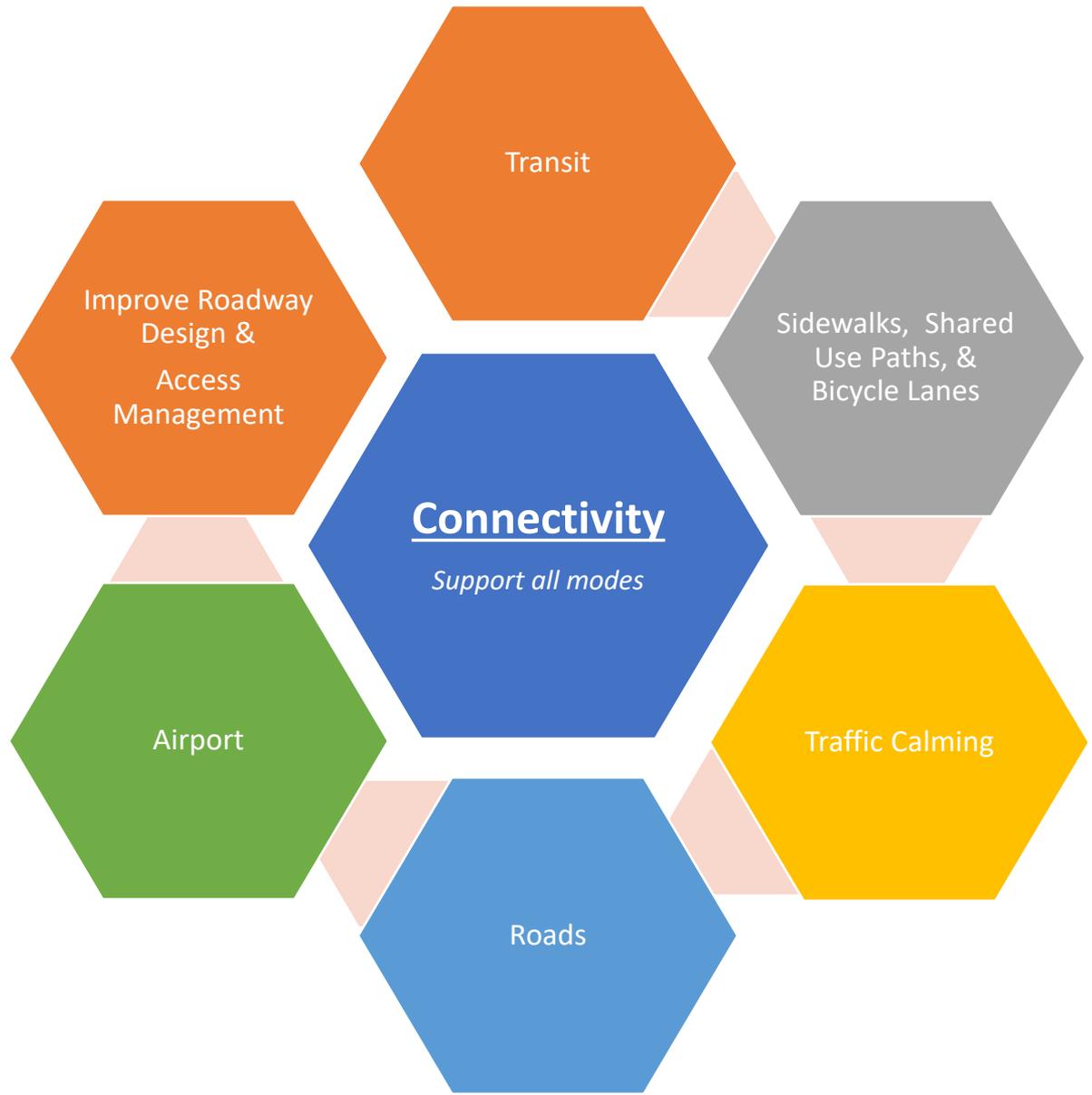


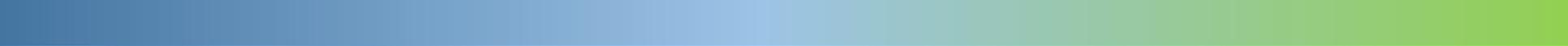
ECONOMIC VITALITY



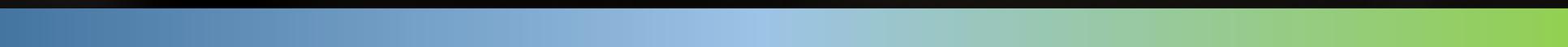


TRANSPORTATION & CIRCULATION





ENVIRONMENTAL STEWARDSHIP







PARKS & OPEN SPACE



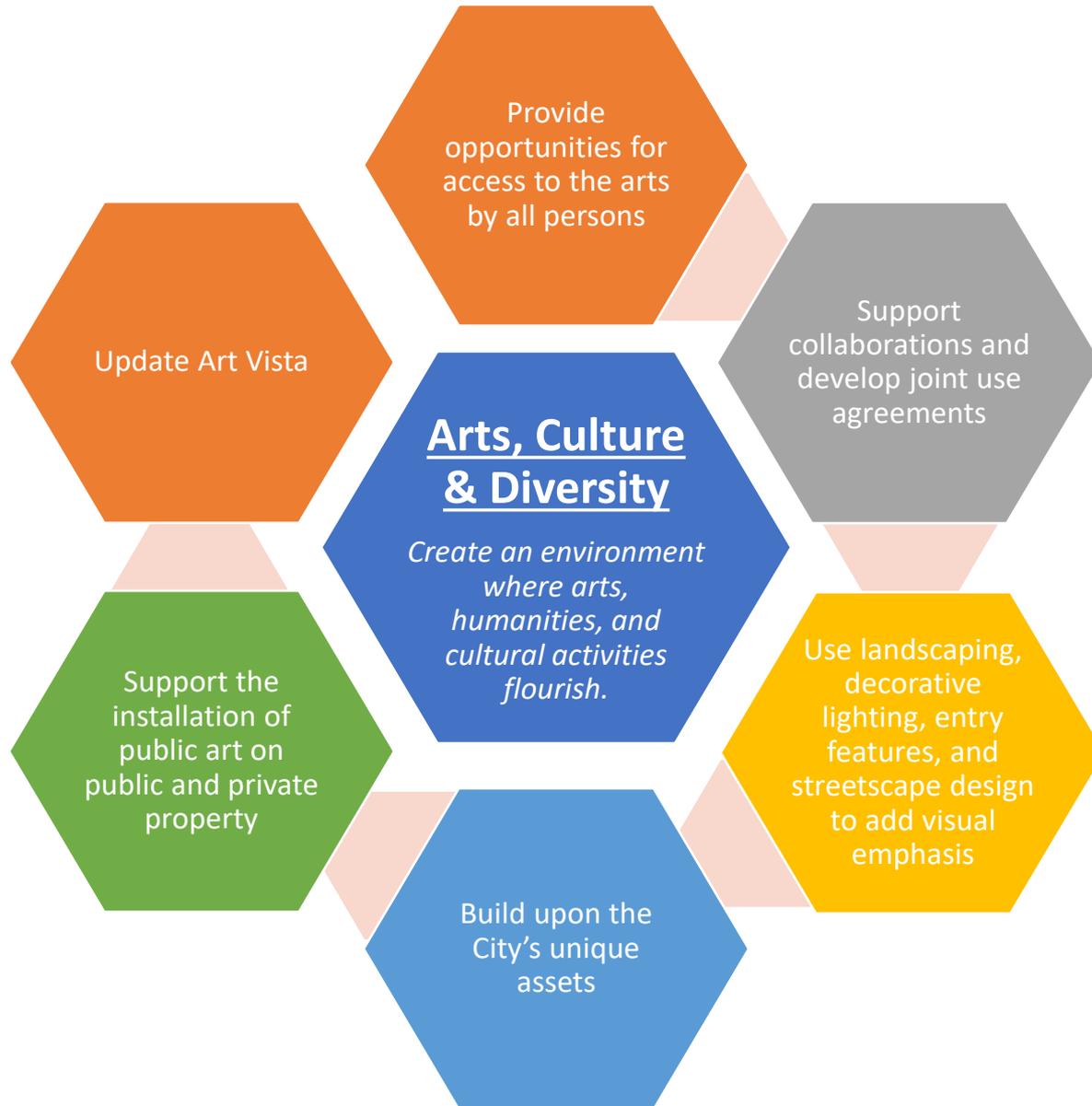


PUBLIC FACILITIES & SERVICES





ARTS, CULTURE & HUMANITIES



Shaping Our Future Together



Thank you!

For more information on the plan or how to participate, please visit [Engage Sierra Vista](#) or contact us at

Planning@SierraVistaAZ.gov (Email)
520-417-4413 (Office Phone)