

AGENDA



**JOINT WORK SESSION
with the
MAYOR and COMMON COUNCIL
and Planning & Zoning Commission
of the
TOWN OF CAMP VERDE
COUNCIL CHAMBERS
473 S. Main Street, Room #106
WEDNESDAY, APRIL 12, 2006
6:30 P.M.**

1. **Call to Order**
2. **Roll Call**
3. **Pledge of Allegiance**
4. **Monthly financial update by Finance Director Dane Bullard.**

Discussion of the following with Casa Verde Consulting:

5. **Review of the results from the visual survey conducted at the Work Session on March 8, 2006 and discussion and formulation of general design review concepts.**
6. **Adjournment**

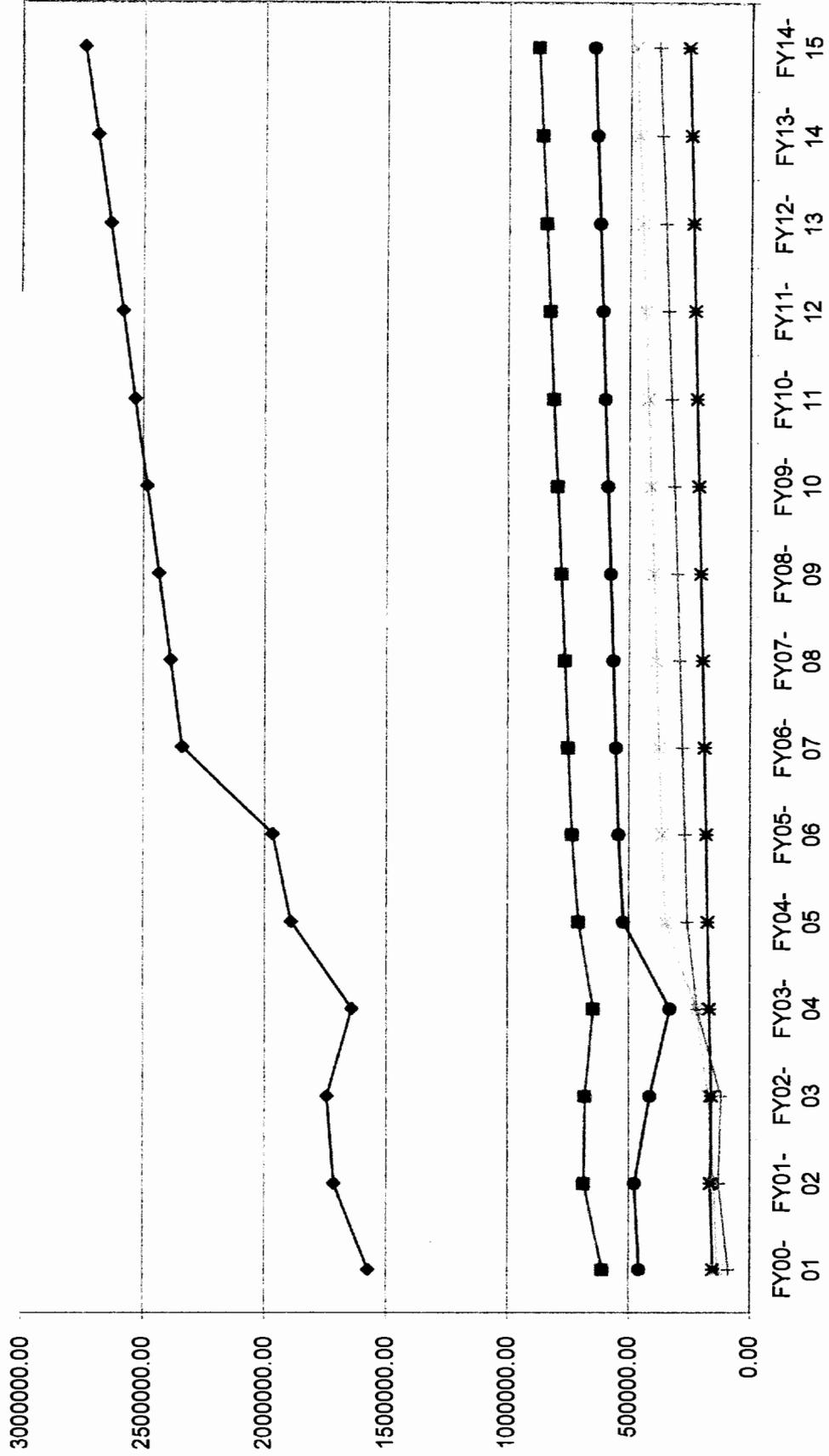
Posted by: *D Jones*

Date/Time: 4-7-06 8:30 a.m.

Note: Pursuant to A.R.S. §38-431.03.A.3, the Council may vote to go into Executive Session for purposes of consultation for legal advice with the Town Attorney on any matter listed on the Agenda, or discussion of records exempt by law from public inspection associated with an agenda item.

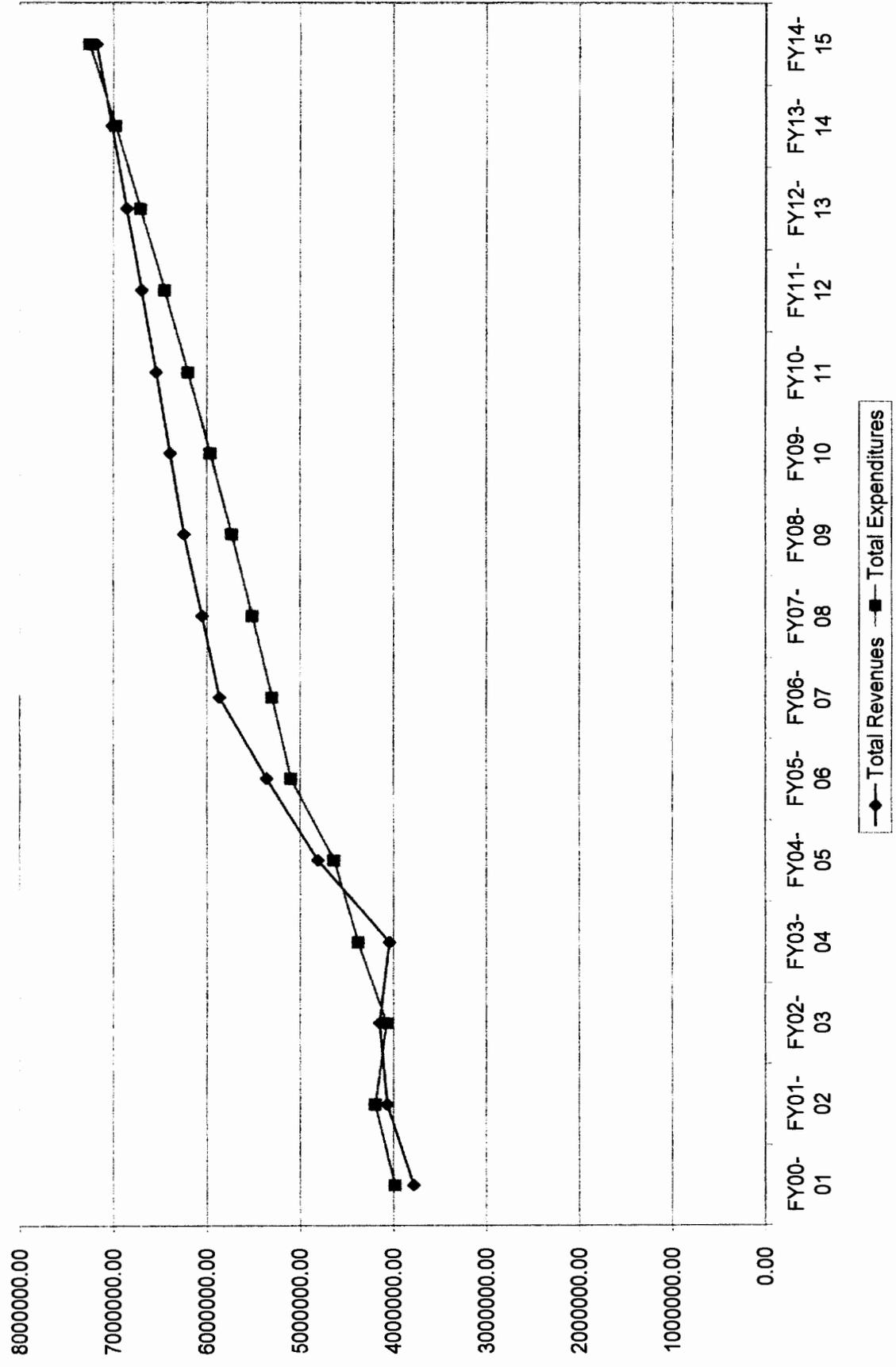
The Town of Camp Verde Council Chambers is accessible to the handicapped. Those with special accessibility or accommodation needs, such as large typeface print, may request these at the Office of the Town Clerk.

Projected General Fund Revenues by Category



- ◆ State Revenue
- County Revenue
- Other Revenues
- * Franchise Fees
- + Parks & Recreation Program Revenues
- + Community Development Revenues
- + Town Sales Tax

Projected General Fund Revenues & Expenditures





TOWN of CAMP VERDE - DESIGN REVIEW

Joint Council/P&Z Work Session – April 12, 2006

MEETING OVERVIEW

The purpose of the joint work session is to review results from visual survey conducted at prior work session on March 8th, and to discuss and formulate general design review concepts.

MEETING OUTLINE

1) Work Session 2 Review.

Presentation of Visual Survey Results.

2) Draft Historical Overview & Visual Library Presentation

During the work session, we encourage your suggestions for content to be included in the Historical Overview. Prior to the meeting please consider possible developments, past or present, to be included in the Historical Overview or Visual Library. The Visual Library may include current development within the Verde Valley, which demonstrates both desirable and undesirable design attributes. Please bring images of sample developments, in electronic form or hard copies, or a list of potential developments to be photographed. Ultimately, the images will be used to help shape Camp Verde's Design Review Ordinance.

Please forward images to Casa Verde Consulting
849 South Cove Parkway,
Cottonwood, Arizona 86326

Or email images to: mm_casa_verde@commspeed.net

3) Discussion – “DRO Scope & Reach” Handout

Discussion will be based on “D.R.O. Scope and Reach” handout. Please review **prior to work session** and be prepared to discuss each topic in detail. General desirable design review concepts and preferences will be identified and discussed in preparation of drafting the Camp Verde Design Review Ordinance.

Visual Survey - Camp Verde Joint Work Session - March 8th 2006

Sheet #	Surveyor #	Scene #	Question #1	Question #2	Question #3	Question #4	Question #5	Question #7	Question #8	Question #9	Question #10	Question #11	Question #13	Question #14
1	1	1	purple	color	blank	blank	blank	pleasant	blank	blank	blank	blank	blank	blank
2	2	1	boring, plain strip mallish	looks non descriptive, low cost, contemporary	blank	looks like so many others	blank	low status, boring, sleepy	blank	blank	blank	blank	no	blank
3	3	1	business	parking and signage	good design and landscaping	blank	blank	pleasant, safe, calming, rural, good materials	blank	blank	as shown in scene	color scheme and profile	blank	easy to read address
4	4	1	building in small town setting	looks familiar	it makes me feel like this was a nice planned building for a small town	by design it is pleasant	ample parking, landscaping, healthy	pleasant, safe, calming, rural, good materials	by listing the attributes of the building and urging new development to qualify	be specific by listing design elements of materials used, design and landscaping	blank	blank	yes	blank
5	5	1	small, rural	only one building and narrow road	like it	very I was raised	blank	calming, vegetative	better access and parking	after access, better parking, safety	blank	open space	blank	blank
6	6	1	commercial	a lot of metal	it is a place of business	n/a	n/a	pleasant	more inviting, less stark	under specified lot usage for appropriate parking and safety, use more gables and/or break up the long roof lines	as shown in scene	yes, rock and moss	board and "barn"	more gables
7	7	1	pleasant	does not stand out	I like the building	it's just plain looking	blank	calming, good materials	pedestrian and house friendly	building must be pedestrian friendly	middle/side	the rock, metal roof	have access for houses	the building is not accessible by foot
8	8	1	mix of modern and old style materials	rock facing and the metal roof	like it	blank	landscaping	pleasant, calming, good materials	more curb side landscaping but generally good	blank	as shown in scene	rock facing, metal roof	blank	blank
9	9	1	commercial building	it's look	negative	too city like	dumpy	low status, deterring, boring, unpleasant, unsafe, sleepy, out of place	new development	remove	back	no	totally redesign it	blank

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10	10	1	commercial building	signage, parking lot	clean, neat in appearance, scale appropriate	no litter, building in good repair, clean lines, landscaped maintained, sign simple, easy to read	building material, design compatible	pleasant, safe, calming, good materials	use of natural material lends itself to the western character	blank	blank	the materials used metal roof, rock trim	poor	blank
11	11	1	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
12	12	1	"mundane" but nice roof and rock work, however, the parking lot is near the gesture of the scene, unattractive sign however it is at a good height	visual impact	can be improved, move parking	visual impact	landscape	western rural, good materials, vegetative	placement of parking lot, curb appeal, more added to signage	all parking aspects of development will be unobtrusive	middle/side	somewhat	see above	blank
13	13	1	Dooder office	cold look	ok	modern look	new, modern	pleasant, good materials, vegetative	overhangs with vertical columns, small movement sign	western porch with columns, with small movement sign	front	metal roof	yes, river rock, lime stone	lower vegetation
14	14	1	pleasant city building, is open, not crowded	open, has space	good	space	na	pleasant, good materials, vegetative	rice to not have malls and congested	blank	as shown in scene	would fit in, could be found anywhere in the west	use of more wood perhaps to convey a "rustic" look	blank
15	15	1	business a bank with decent landscaping	blank	looks good	blank	blank	safe, calming, good materials	better landscaping, column	landscaping should be "zeroed" and sidewalk parking areas	middle/side	no	blank	blank
16	16	1	blank	blank	looks good	blank	rock work, looks good	safe, calming, good materials	blank	blank	as shown in scene	yes, it blends in with the surroundings	blank	blank
17	17	1	slippery roof bank, roof, too much	that's what I like the rock see roof	work	personal	good plant and shrubs	pleasant, safe, high estab, good materials, vegetative	more vegetation by road	all buildings in design "vertical" will have vegetation	blank	blank	blank	blank
18	18	1	blank	blank	too much	blank	hide the roof	out of place	rock wall all the way across	blank	front	the rock is western	all rock front	blank

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19	19	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
20	20	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
21	21	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
22	22	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
23	23	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
24	24	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
25	25	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2

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26	3	2	land mark, famous	lived here a while	okay for our area	blank	maybe front needs to be improved	low status, distracting, unpleasant, western rural	blank	blank	back sidewalk, posts, railing	Do you consider this scene to be Western Rural? What are the Western Rural attributes from this scene?	better color pattern	Bolet's bar is famous and well known, but outside appearances need to be brought into city plan.
27	4	2	dilapidated	old paint, roof bad	unhappy	because being a historic building it should have better upkeep	no landscaping, no inviting street view	western rural	remove, but keep original style	repair roof, paint, redo porch for safety plus	as shown in scene, to be in keeping historically	yes, but pretty rough	blank	blank
28	5	2	old town, dilapidated building	visual	possibility for improvement	can see the potential	does the town and people that live here care	safe, low status, western rural	bring up to current building codes	blank	back	yes	exterior facing of building needs repair, add a western flair for an old time saloon	blank
29	6	2	rural, rough	new roof and paint	fine	new roof and paint needed	horse friendly	western rural	paint, upgrade sign and downward facing lights	different building materials for less maintenance	back	yes, board and "bark" high facades, wood shingles, hitching post	it is fine	blank
30	7	2	run down, looks boarded up	looks like it belongs in a ghost town	has a western look but it needs cleaned up	roof needs repair and a new paint job is needed	needs a place to be your horse up	distracting, boring, sleepy, western rural	paint, color, signage windows	blank	as shown in scene	building looks western	blank	blank
31	8	2	hide cheap looking	roof, fencing	just ok	blank	blank	unsafe, sleepy, western rural	improve exterior or condition of exterior material (roof is shoddy) wood exterior looks cheap with old style railing improve fencing and vegetation	1	back	it's a little too western rural, would like more modern/cleaner materials used for outside materials	if a little too western rural, would like more modern/cleaner materials used for outside materials	more vegetation
32	9	2	need a face lift	out of place in today's world	negative	looks like it's falling apart	a good practice building for the fire department	low status, distracting, boring, unpleasant, western rural	removed	blank	blank	too rural	blank	blank

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			When you look at this image, what is the first thing that comes to mind?	Why did you think of that?	How do you feel about it?	What makes you think or feel that way?	What other things come to mind?	Check those adjectives that fit your feelings about the scene.	If the scene can be improved, how can the Design Review Ordinance improve it or if the scene is highly desirable (little room for improvement), then how could the ordinance encourage new development to be of equal or better than quality?	Please write a Design Review Ordinance policy specific to your answer in question number 8 (above).	Please circle the preferred building location for this scene and context.	Do you consider this scene to be Western Rural? What are the Western Rural attributes from this scene?	How could the development in this scene be modified to be more Western Rural?	Please list any other comments that you would like to make about the scene.
33	16	2	western bar/saloon in old west town	building appearance, use of covered walk, building material, type board, but metal roof	quiet	simple construction	where's the hitching post and water trough?	pleasant, safe, western rural, boring, western rural	point color/combination toward down, signage simplified, more native vegetation	point colors will be complementary to each other one building sign per business, scale is important to building size	as shown in scene	yes	blank	blank
34	11	2	old times, rustic color, historic, rural western, needs work	visual input roof looks bad	?	?	potential	low status, exciting, unsafe, western rural	parking is better than image, covered porch is great, and milk	pertains to signage	as shown in scene	yes, old building used for original purpose	have drunk cowboy on sidewalk	blank
35	12	2	needs remodel	dated, needs paint, roof needs help	dated, signs are temporary	blank	too close to street	exciting, boring, unsafe, sleepy, out of place, good materials	new colors, windows, landscaping unattractive	o	front	yes, but doesn't complete the scene	set back, too close to street, better use of landscaping, windows	blank
36	13	2	can imagine cowboy living up, guns shooting	it's what it looks like in the movie	ok, no strong feelings	?	low Camp Verde was in the latter 1980's, early 1990's	pleasant, safe, western rural, good materials	looks wonderful compared to the Chinese, beige area	Blank	as shown in scene	yes, looks rustic	n/a	it was a great place later 1980's early 1990's, could sit on balcony, beer in hand and watch Fort Verde days parade for one instance
37	14	2	good times, Camp Verde's past/present	a great, good feeling	great!	the history of the town and the family who began this business	Fort Verde Days, family all the things above	pleasant, safe, high status, exciting, western rural	this is one of Camp Verde's historic and loved locations don't know how to address anything like i	some structures/businesses will remain "semifair" one of a kind locations	blank	yes	n/a	blank
38	15	2	a long time business in town	it's been here for years	blank	blank	blank	western rural	blank	it is too close to the road	blank	it reminds you of days gone by	blank	blank
39	16	2	very historic	it was a place of my past	good	history	Camp Verde	safe, sleepy, western rural	better parking	there should be more vegetation, parking should have asphalt	blank	blank	blank	blank
40	17	2												

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48	2	3	suburbia, typical tract home	all look's same, all houses on small lots	okay for its central location but would not fit in other areas as would be out of design and with rest of neighborhood	outer areas of development on 1-2 acre's to 1 home. This image is high density (4-6/acre)	adequate for high density tract homes	pleasant, safe, out of place	blank	blank	blank	no	larger lots more vegetation	hard to really grasp picture
49	3	3	nice streets and homes appearance	see more of this in a good development	nice for car area	nice in comparison	the influx of people need to have a direction for use in this growth	pleasant, safe, catching, western rural, good materials	off street parking	blank	blank	yes, color schemes	maybe some split rail fencing	blank
50	4	3	growth and traffic	new homes and cars and trucks	ok	the area is experiencing growth	safe, low status, rural, good materials	it looks like both road and homes have had good planning	allow for good size lots, access in and around homes, nice to utilize	blank	as shown in scene	the colors are desert colors, stucco is like adobe, old western	desert landscaping	blank
51	5	3	mountains in background give appearance of openness, seems is not cluttered with roof tops, so it looks rural	this picture raised in open desert; show the massive roof tops in this area, so I like development	Arizona native raised in open sparsely populated areas, so I like it	Arizona native raised in open sparsely populated areas, so I like it	pleasant, safe, catching, western rural	not sure	blank	blank	back	no because of all the roof tops in background	blank	blank
52	6	3	planned progress	cookie cutter homes	it is needed in all communities	experience and knowing the market	low status	for the type of subdivision it is it looks as though they tried with natural colors	general plan	blank	as shown in scene	yes, mountains in the back drop	same fe, western fusion	n/a
53	7	3	no where to walk	no sidewalks	unsafe for children	no sidewalks	houses too close together	pleasant, unsafe, good materials	require sidewalk on both sides of road	sidewalk are rezoned on both "sides" of a road	as shown in scene	no, mountains in background it to be attractive	front porches	blank
54	8	3	new but unfinished	lots of dirt without landscaping	a lot of sameness	blank	blank	safe, good materials	more vegetation but so new will come with time, alternate setbacks of houses	staggered setbacks	blank	not really western	blank	blank
55	9	3			ok	blank	blank	blank	blank	blank	blank	blank	blank	blank

61	15	3	urban	Question #1	Question #2	Question #3	Question #4	Question #5	Question #7	Question #8	Question #9	Question #10	Question #11	Question #13	Question #14
				When you look at this image, what is the first thing that comes to mind?	Why did you think of that?	How do you feel about it?	What makes you think or feel that way?	What other things come to mind?	Check those adjectives that fit your feelings about the scene.	If the scene can be improved, how can the Design Review Ordinance improve it or if the scene is highly desirable (little room for improvement), then how could the ordinance encourage new development to be of equal or better than quality?	Please write a Design Review Ordinance policy specific to your answer in question number 8 (above).	Please circle the preferred building location for this scene and context.	Do you consider this scene to be Western Rural? What are the Western Rural attributes from this scene?	How could the development in this scene be modified to be more Western Rural?	Please list any other comments that you would like to make about the scene.
56	10	3	urban development	cookie cutter houses, a lot of cement, no views	all alike, very sterile, piled up on top of each other	there is a need for this type of residential in center of town	higher density, more affordable, infrastructure available	houses too close together, same model over and over, one dog can keep the entire neighborhood awake	boring	very placement of homes on lots, add some 2 story homes for variety, it needs sidewalks to encourage pedestrian activity	blank	blank	no	use of materials, building design to reflect that character	blank
57	11	3				not interesting, could be in the republic of California, same thing over and over	been there, seen that	low status, boring, sleepy, out of place	low status, depressing, boring, unpleasant, out of place	landscaping, more interesting and elevations	blank	blank	yes	blank	blank
58	12	3	Phoenix			dislike it	no individuality, no space between buildings, absolute uniformity	why?	low status, depressing, boring, unpleasant, out of place	I hope we encourage much better	blank	blank	no	lot of work	blank
59	13	3	high density			needed, affordable	experience	glad they are different enough	safe, boring, sleepy, good materials	landscaping, more interesting and elevations	more "V.R." elevations, landscaping	front	no, none	porches, some metal roofs, old setbacks	density need but needs to be more interesting
60	14	3	going in around any newer big city, not too jammed			great	open area, not jammed	sky is clear, wonderful	pleasant, safe, high status	blank	no high rises, lots of vegetation, wide roads	as shown in scene	open spacing, it's not Los Angeles, Phoenix, Sedona, lets keep open spacing	open spacing, it's not Los Angeles, Phoenix, Sedona, lets keep open spacing	blank
61	15	3	urban			diversity can be good for community	"infill" is good, conserve water and other resources	neighborhood safe for young families and also older adults who need less property outdoors to maintain	safe, good materials	addressing infill	where possible, new development	as shown in scene	no, don't see any western rural	more use of wood, front porches	blank

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62	16	3	not enough trees	blanks	blanks	blanks	blanks	blanks	blanks	blanks	blanks	blanks	blanks	blanks
63	17	3	affordable	land is expensive	good	Camp Verde has been slow so many years and it is nice to see something happening	rabbits I use to shoot there	pleasant, safe, good materials	more vegetation	blanks	blanks	blanks	blanks	blanks
64	18	3	looks like any down town	houses too close together	not for western rural	it is not Camp Verde	street needs to be wider	safe, low status, depressing, boring, out of place	houses further apart	bigger lots	as shown in scene	no	different style houses	blanks
65	19	3	"sprawl" congestion, bland colors	lack of creativity	don't want to live there	lack of creativity	boring, bland	unpleasant, out of place, vegetative	intermix home designs to colors	landscape and color schemes should reflect building individuality	back	name - "sprawl"	D-9 CAT	blanks
66	20	3	Phoenix, Las Vegas, housing boom	it looks like every other Phoenix development	hate it	developers building as many houses as they can in a given space for profit not desirability	I would never live there	low status, distressing, boring, unpleasant, out of place	not much you can do now, bigger lots with actual back yards	houses more than ten feet apart, larger back yards, different house designs, they all look the same	as shown in scene	not at all	I can't see what you could do to change it	blanks
67	21	3	Phoenix copy cat	cookie cutter house styles	unhappy	no western rural feel	no room to spread out, you'd be able to hear your neighbor conversations, kids screaming, dogs barking	detracting, boring, unpleasant, out of place, good materials	if it too late now, more vegetation would help	less dense is more desirable in a western rural atmosphere	back	no colors, stecco	too late now	it looks like Phoenix developments are invading our sleepy town
68	22	3	physical subdivision	looks like all others	unfortunate but probably necessary	like to see individually but better nice point	no vegetation, unimaginative design	safe, boring, sleepy	sidewalks to make it a neighborhood	requires sidewalks	blanks	no, change setbacks	blanks	blanks

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59	23	3	does not fit in with Camp Verde rural western image	looks like Phoenix	and	because we have been lax in our planning for Camp Verde's future	too many houses, not enough vegetation, not adequate	distressing, boring, unpleasant, out of place	encourage lower density with sidewalks and varying house plans	blank	blank	blank	no I think it's too late	blank
70	1	4	yellow sign	good color, well maintained. Been there as long as I have been in camp Verde	it is a positive for camp Verde	it looks good. It is western rural, it has nice courtyard.	each side has small rooms, rustic inside walls	pleasant, safe, calming, western rural, good materials	since recently remodeled, I don't see any need to improve currently	court yard is plus	as shown in scene	yes, red roof, court yard, history	blank	blank
71	2	4	historic building looks good	old building at attempt to improve	okay	blank	good parking, fairly good signage	pleasant, safe, high status, rural	adobe walls facing street, more spill rail	none	as shown in scene	yes, building shape	maybe more rural colors	blank
72	3	4	same what confusing	old building at attempt to improve	okay	blank	good parking, fairly good signage	pleasant, safe, high status, rural	adobe walls facing street, more spill rail	none	as shown in scene	yes, building shape	maybe more rural colors	blank
73	4	4	nice commercial building	signs and style	it's okay	it's neat, compact, clean	looks well cared for	pleasant, safe, high status, exciting, western rural, good materials, vegetative	suggest that new designs follow through with wall and roof and landscape in the example	use of adobe, follow original contours of historic places	as shown in scene	yes, walls, porches, landscaping	it pretty well describes to me to be western rural	blank
74	5	4	low ceilings cramped	looks congested	blank	blank	blank	low status, unsafe	blank	blank	back	no	leaning on the building needs more western flair	blank
75	6	4	homestead, updated	gabier, obnoxious, porches	implied	courtyard	history	pleasant, safe, high status, exciting, western rural, good materials, vegetative	cannot be improved	7/8 as shown in scene	7/8 as shown in scene	yes, courtyard having and welcoming like a home	7/8	very well done

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76	7	4	clean	nice look	fit into western rural	porch like entrance, look of the roof	look friendly	pleasant, safe, high status, calming, exciting, arousing, western rural, good materials, vegetative	no improvements needed	blank	as shown in scene	yes	place to tie up your horse	blank
77	8	4	blank	blank	like it	blank	blank	exciting, pleasant, rural, good materials	looks nice for commercial area (pedestrian friendly)	blank	blank	good western rural	color of signs could be less bright, don't like sandwich board on street	truck is also western rural
78	9	4	bland	not colorful	negative	flatness of buildings and colorless	signs	boring, unpleasant, out of place	paint, plants, parking in back	blank	back	no, the trees	move it somewhere else	doesn't add a thing to attract people to Camp Verde
79	10	4	adobe style building	the architecture	warm and fuzzy	inviting, cool colors, big trees in courtyard	signage appropriate	pleasant, safe, calming, western rural, good materials, vegetative	great scene, no improvement	use this scene as an example for wanted design review scenarios	as shown in scene	yes, design of building materials used	a place to load up the wagons	blank
80	11	4	in character with the town, historic building	it is	good for town image	western building and western use	historical	pleasant, safe, calming, western rural, good materials	blank	blank	as shown in scene	yes, historic building	blank	what non residents come to Camp Verde to see
81	12	4	a redeveloped historic sign history	blank	blank	blank	blank	exciting, sleep, good materials, vegetative	duplicate and add parking out of view	you write it, please	front	yes, building design and materials	hiding post	blank

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82	13	4	old historic building	I know building	good	roof style, overhangs	courtyard	pleasant, safe, high status, calming, exciting, western rural, good materials, vegetative	by using this as an example to others	blank	front	style of roof 4:12 pitch to 1:12 pitch metal roof, adobe walls, overhangs with wood support pillars	? Can't think of any?	building surrounds courtyard, good
83	14	4	a hick town in Tucson, look out in no where	looks like movie pictures of a town that's lost	right	can see ghost, scary, blowing sand, ancient walls covering it up	here	low status, decreasing, unpleasant, western rural, out of place	too rounded top	blank	back out of sight	as commented on front	blank	no
84	15	4	Camp Verde history, beauty of town	historic property, what many buildings/properties in Arizona used to look like	love the history and property	design, colors	safe streets, sidewalks, community	pleasant, safe, high status, calming, exciting, western rural, good materials	use of colors, materials, design	new and/or remodeled businesses will use materials	as shown in scene	yes, design, materials, colors	can't change a thing	wish we had more of these
85	16	4	rice truck	blank	it looks like Camp Verde of early years	blank	some place you would want to visit	pleasant, safe, western rural, vegetative	blank	blank	as shown in scene	absolutely, it has a great look to it	blank	blank
86	17	4	old	good	good	blank	vegetative or good	pleasant, safe, western rural, good materials, vegetative	I don't think it can	blank	front	yes, vegetation	?	blank
87	18	4	need a shingled roof	it is a historical building	I think the building is great	because it is	blank	pleasant, safe, western rural, food materials	change the roof	all roofs have shingled "chick" roofs	front	yes	historic building should strive to use materials of the period of their creation	blank
88	19	4	should have been done more authentic	red roof, aluminum windows	havo bell looks better	the facts, it was a historic building...lost	blank	safe, low status, distressing, boring, unpleasant, out of place, vegetative	follow through with historic colors and materials	historic building should strive to use materials of the period of their creation	as shown in scene	the body of the original structure	historic building should strive to use materials of the period of their creation	blank

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89	20	4	When you look at this image, what is the first thing that comes to mind?	Why did you think of that?	How do you feel about it?	What makes you think or feel that way?	What other things come to mind?	Check those adjectives that fit your feelings about the scene.	If the scene can be improved, how can the Design Review Ordinance improve it or if the scene is highly desirable (little room for improvement), then how could the ordinance encourage new development to be of equal or better than quality?	Please write a Design Review Ordinance policy specific to your answer in question number 8 (above).	Please circle the preferred building location for this scene and context.	Do you consider this scene to be Western Rural? What are the Western Rural attributes from this scene?	How could the development in this scene be modified to be more Western Rural?	Please list any other comments that you would like to make about the scene.	
90	21	4	It used to belong to my neighbor. It's been improved immensely.	I've been in the building before and after improvements.	I've always liked the location and the great trees and courtyard.	I've enjoyed sitting outside in the courtyard with a cool drink.	I would have loved to have been the person to buy it and fix it up.	pleasant, safe, exciting, calm, rural, good materials, vegetable	no improvement necessary	use this property as an example of what western rural design in Camp Verde should try to "emulate"	use stucco materials, pitched roof, porches, courtyard to "emulate" western rural feel	as shown in scene	yes, stucco, pitched roof, courtyard, big shade trees	look great now	I like it
91	22	4	knowing property, courtyard not shown but that adds to property, older building, pretty well restored	blank	blank	blank	sign is bad color, landscaping in front should be improved and maintained	pleasant, safe	blank	landscaping maintenance required	as shown in scene	roof lines, courtyard	blank	blank	
92	23	4	historic	it's a wonderful, old building	preserve it	because we have lost two historic buildings in recent years and I don't want that to happen to this one	the businesses that have been in this building in the past forty years	pleasant, safe, rural, good materials	preserve and maintain structure	this building should be placed on historic register and preserved	as shown in scene	yes	blank	blank	
93	1	5	lot of magazine models	10 in a row	blank	blank	I go there much less often than when I was a child	pleasant, safe, western rural, good materials	limit size of large buildings or place in newer areas for development. 200' corridor west of it	blank	as shown in scene	no	less building located away from residential areas	large commercial building should not be placed in established residential areas	
94	2	5	I like walmart but I don't like super walmart	Have to park too far away	blank	blank	walmart	pleasant, safe, western rural, good materials	blank	blank	as shown in scene	no, it is strictly commercial	blank	blank	
95	3	5	Another Wal-Mart	have dropped there	quite a bit to local small businesses	lose "spirit" in camp Verde	blank	pleasant, safe, western rural, good materials	blank	blank	as shown in scene	yes, materials	blank	blank	

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96	4	5	big box store	shopping	necessary will	I like having availability of merchandise but miss the smaller stores	less personal connection, too much distance to parking	safe, boring, unpleasant, good materials	I imagine requirements are already in place to regulate a building of this type	require the contractor to include western items in plans such as porches, lounge areas	as shown in scene	no	require the contractor to include western items in plans such as porches, lounge areas	blank
97	5	5	modern, shopping center	size and shape of building	convenient	easy access and plenty of parking	blank	pleasant, safe, good materials	little room for improvement, new development needs to have the same adequate parking, easy access, good design, pleasing colors	blank	as shown in scene	no	design of building not so modern with more of a western flair	blank
98	6	5	tax dollars	wal-mart	we need it developed like this	business, growth	progress with design	high status	very well done	n/a	as shown in scene	the mountains in the background	n/a	controlled growth means \$
99	7	5	clean	maintained	looks	doesn't fit	blank	out of place, good materials	blank	blank	as shown in scene	no, some brick	metal roof	blank
100	8	5	it's in Cottonwood	blank	like it	blank	wish we had it	pleasant, safe, good materials	better vegetation but need Verde dollar into town, good building placement	like it, generally speaking	as shown in scene	not rural more western modern	like it in western modern context	blank
101	9	5	not for Camp Verde	very negative	very negative	very negative	serious	low status, distracting, boring, unpleasant, out of place	doesn't fit western, only the colors	outlaw	blank	never	if can't	blank
102	10	5	we want one, massive building a sea of cars	good tax base, large building, square footage, many cars parked in front	color of materials good, standard design for this type of store	natural, earth tones, tone down size of building	blank	pleasant, good materials	move building to middle and park around it with pedestrian routes clearly defined	no parking lots in front of buildings	middle/side	rock trim, earth tone colors	blank	hard to camouflage an elephant in the desert
103	11	5	it is in Cottonwood, cookie cutter	it is	not for Camp Verde, let them stay in Cottonwood	blank	hurts local small business	low status, distracting, boring, unpleasant, out of place	It can be improved by building if somewhere else	blank	blank	no, not a bit western or rural	put it in Phoenix	build it somewhere else and they will go

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104	12	5	sales tax revenue	I must	jealous	need for tax base	need for better design appeal	safe, low status, distressing, boring, unpleasant	break up the face of the building more; use more rock face and natural materials, add vegetation and features, use a more	big box need to include courtyards and decks, parking, hide more	middle side	none	break up the face of the building more, use more rock face and natural materials, add vegetation and features, use a more	blank
106	14	5	clean, nice	blank	it's ok wish it were here	blank	blank	pleasant	make it more western looking	blank	as shown in scene	no, doesn't look like hotels, but far better than the Chinese place	blank	blank
107	15	5	commercial business	provides for community	good	design of building accommodated the town's visitor	desire for smaller stores and buildings to serve community	safe, boring, good materials	the design for the size of building probably is as good as can be expected	blank	as shown in scene	no	blank	blank
108	16	5	too big	it's hard to find what you want	blank	blank	blank	pleasant, good material	blank	blank	blank	no	blank	blank
109	17	5	good parking, no vegetation	what it sees	it would be good to have	\$	we would run it better	pleasant, good material	blank	blank	front	blank	blank	blank
110	18	5	too modern	it is	not western rural	look at it	blank	boring	western rural	old fashioned front	blank	no, more	change the front	blank
111	19	5	old	no warmth	colder	to ball, uninviting	bad colors	safe, low status, boring, vegetative	color should have been more compatible, too high	height restrictions	as shown in scene	no, more	add materials, stone, wood, brick	blank
112	20	5	commercial	looks like every wal-mart everywhere	don't like it	too crowded, hard to park	it's not country	low status, distressing, boring, unpleasant, out of place	change overall look	fit architecture of the town, incorporate idea of what it should be or convenient for them	as shown in scene	no, more	change overall look from the street to be architecture of the town that it's in	blank

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113	21	5	confront with all val-marks money market It's wal-mart! With all associated baggage and benefits ad distractions	brings boxes to shopping there colorwood to save money	I'm glad it's not here, but I enjoy employment It's an entrepreneur's success story	reading and enjoying Sam Weller's autobiograph Y	boating	It's consistent with val-marks plan, so it obviously works for them	consistency can create comfort	as shown in scene	no, stone, earth tone colors	front porch with a you know what to pickled food expert when you go there	blank	
114	22	5	With all associated baggage and benefits ad distractions	if it has to be I wish we had \$	contributes to working poor	low salaries, benefits part time employees	blank	distracting boating	blank	blank	as shown in scene	no	blank	blank
115	23	5	urbanized purple	no historic value	not sure	blank	blank	low income apartments, apartment server problems, traffic congestion with only 1 entrance	more landscaping, better pedestrian crossings	new large businesses should be required to have historic material included in the building with good landscaping	blank	no	blank	blank
116	1	6	purple	no historic value	not sure	blank	blank	low income apartments, apartment server problems, traffic congestion with only 1 entrance	more landscaping, better pedestrian crossings	new large businesses should be required to have historic material included in the building with good landscaping	blank	no	blank	blank
117	2	6	pleasant apt setting	looks nice	desert vegetation color of buildings and fencing same as hillside	blank	blank	pleasant, safe, calming, exciting, western rural, good materials	demand that infrastructure be more than adequate. (i.e., sewer leading for residents), question adequate parking, I believe only 1 way in and out	blank	blank	yes desert, colors of building	blank	blank
118	3	6	good arrangement	landscaping, curbs, streets	good area addition, and its needed	close in housing, good appearance	blank	pleasant, safe, calming, exciting, western rural, good materials	blank	policy should reflect situation on property, safety, sidewalks and parking availability	as shown in scene	some what, the two story does not make me think of rural	split railing	blank
119	4	6	pleasant housing	it's a picture of apartments	it's very nice	cleanliness, no crowding, parking	blank	pleasant, safe, calming, exciting, western rural, good materials, modern	to incorporate the building design and colors and safety items in their plans	policy should reflect situation on property, safety, sidewalks and parking availability	as shown in scene	not very	porches to soften front, landscaping	blank

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120	5	6	high density housing	Why did you think of that?	How do you feel about it?	What makes you think or feel that way?	What other things come to mind?	Check those adjectives that fit your feelings about the scene.	If the scene can be improved, how can the Design Review Ordinance improve it or if the scene is highly desirable (little room for improvement), then how could the ordinance encourage new development to be of equal or better than quality?	Please write a Design Review Ordinance policy specific to your answer in question number 8 (above).	Please circle the preferred building location for this scene and context.	Do you consider this scene to be Western Rural? What are the Western Rural attributes from this scene?	How could the development in this scene be modified to be more Western Rural?	Please list any other comments that you would like to make about the scene.
121	6	6	needed housing	affordable	needed	median income	needed	low status	well designed for needed project, entrance building blend with color	n/a	as shown in scene	no	n/a	well designed safe project for designated zoning
122	7	6	plain looking	see above	don't like the roofs	reminds me of army barracks	walls are plain	unpleasant, sleepy, good materials	blank	blank	blank	no	metal tool	some pillar for the iron fence would have looked better
123	8	6	nice looking for low/moderate building	blank	like it (not western or rural) more modern	blank	blank	boiling, good materials, vegetative	offices on building to break up or office building, split facade/entrance on office building is nice	blank	as shown in scene	more modern, good low water vegetation	blank	blank
124	9	6	utilitarian	blandness	needs some color	it looks to boxy	flat	low status, boring	colors, plants	blank	back	no, none	?	blank
125	10	6	apartment thing	design of building	I feel nothing	the scene is boring	nothing to do there	boiling, good materials	needs activity space, clutter trim around windows, add some architecture	blank	blank	no	more landscaping, does not have the vegetation	blank
126	11	6	very expensive cheap houses crowded together	they are	we need some on Firme Elm Rd	it is already spoiled	too much money for too little	low status, depressing, boring, out of place	break up the face of the building more, use more rock base and natural materials, add vegetation and features, use a more	blank	as shown in scene	not a bit	can't be	blank
127	12	6	please stop it	I can't see it	I can't see it	blank	blank	low status, depressing, boring, out of place	blank	not allowed	blank	no	with lot of work	blank

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128	13	6	high density houses	apartments	ok, needed	price of single family homes	blank	pleasant, safe, boring, sleepy, good materials, vegetative	blank	blank	blank	color, roof tile	more interesting roof, possible overhangs with covered pedestrian walkways	blank
129	14	6	city life, great electric box, stuffied and no breathing ability	chastronphobic	crashed and chastronphobic	blank	no place to have fun or hide play	low status, distressing, boring, unpleasant, unsafe	Where is the decent vegetation? Where are the swimming pools?	blank	back hidden	no more	impossible	blank
130	15	6	apartments, children	Young families and also retired couples need these kind of rentals	okay	we need to provide rentals as well as homes for sale for citizens	need playgrounds, walking areas, drought resistant landscaping	pleasant, safe, low status, good materials	blank	blank	as shown in scene	no	have no real good idea when it comes to multi-family	blank
131	16	6	blank	blank	the coldest	blank	blank	good materials	blank	blank	blank	needs more vegetation	blank	blank
132	17	6	good	it looks pleasing and has vegetation	looks nice	visual	I know how feel it is	pleasant, safe	more fire protection	blank	middle/side	blank	blank	blank
133	18	6	looks nice	blank	blank	blank	blank	distressing, boring, unpleasant, out of place, vegetative	blank	blank	blank	no, nope	blank	blank
134	19	6	bland, blah	looks like a conventional facility	nothing going on	looking at the picture	want to get away from this site	low status, distressing, boring, unpleasant, out of place	contrasting colors, boring materials	blank	middle/side	no	blank	blank
135	20	6	like every other apartment in the big city	it just reminds me that this could be anywhere	don't like it	I've lived in these types of buildings	noisy, congested	distressing, boring, unpleasant, out of place	it doesn't look rural, move it to Phoenix	more open space, sidewalks, better lighting	as shown in scene	not at all, none	porches of wood, darker color	blank
136	21	6	sterile	colors bland in background with the color of the hills	depressed, somewhat	needs more vibrancy in color and vegetation	lots of asphalt	distressing, boring, unpleasant, good materials	go for more vibrant colors, more vegetation, even the walls terra cotta, darker, rich browns, a more vibrant colored rock in the plant beds	earth tone colors with a rich tone make for a pleasant feel	blank	somewhat, stucco, porch overhangs	move of an overhang on porches	blank

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137	22	6	When you look at this image, what is the first thing that comes to mind?	Why did you think of that?	How do you feel about it?	What makes you think or feel that way?	What other things come to mind?	Check those adjectives that fit your feelings about the scene.	If the scene can be improved, how can the Design Review Ordinance improve it or if the scene is highly desirable (little room for improvement), then how could the ordinance encourage new development to be of equal or better than quality?	Please write a Design Review Ordinance policy specific to your answer in question number 8 (above).	Please circle the preferred building location for this scene and context.	Do you consider this scene to be Western Rural? What are the Western Rural attributes from this scene?	How could the development in this scene be modified to be more Western Rural?	Please list any other comments that you would like to make about the scene.
			indefensible	lines of buildings	blank	blank	no imagination	distracting, boring, unsafe	blank	blank	blank	no	color schemes, change angles	lighting seems inadequate
138	23	6	apartments with no identity	boring	there should be more vegetation, park, not for or something	blank	poor planning	boring, unpleasant	could be improved with more landscaping, better placement and more user friendly	?	blank	no, terraced	?	blank
139	1	7	big "port"	blank	blank	blank	blank	blank	I like diversity of each shop within complex but with same color tones but kokopelli does not fit	blank	blank	south western	?	blank
140	2	7	Kokopelli does not go with rest of "shays"	blank	blank	blank	blank	pleasant, safe, good materials	pleasant, safe, good materials	blank	as shown in scene	colors flat roof angles	blank	blank
141	3	7	eye catching appearance	replacement	like the business appearance	convenient stop	blank	pleasant, safe, calming, exciting, western rural, good materials	okay	well done	as shown in scene	yes, building facing	blank	this is a good replacement for what was there.
142	4	7	strip malls in Phoenix	because they have this type in Phoenix or big cities	sad	because they believe that is Camp Verde	nice design	safe, distressing, good materials	since it's already there, this grouping is a nice example of businesses creating a new area to serve tourists mostly	blank	as shown in scene	yes in design, but not in business feel	blank	blank
143	5	7	large kokopelli doesn't fit	looks out of place	blank	blank	blank	blank	blank	blank	as shown in scene	some/blank	blank	blank
144	6	7	progress, revenue	it is needed	tax base	people	blank	exciting	fit with zoning and need	n/a	as shown in scene	no, southwest	n/a	blank
145	7	7	southwest	look more native American	it's ok	western I think cowboy, southwestern I think native American	no pedestrian access	pleasant, high status, good materials	blank	blank	as shown in scene	no, it's southwestern	blank	blank
146	8	7	new colorful, exciting	used offset and varying colors	like it a lot	blank	blank	pleasant, calming, exciting, western rural, good materials	blank	low vegetation	as shown in scene	modern western rural is vague	blank	blank
147	9	7	mixed feelings	the high coffee sign	not bad, other than the tall sign	distracting	blank	pleasant, calming, exciting, western rural, good materials	negative, high sign	blank	blank	yes, color and structure	blank	blank

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148	10	7	new pueblo style	look of building	pleasant	color pallet, compliments one another	pleasant, safe, high status, western rural, good materials	pleasant, safe, high status, exciting, arousing, western rural, good materials	more landscaping, sidewalks need to encourage pedestrian traffic, signage	all commercial development will provide sidewalks	middle side	pole trim, earth tone paint color architectural style	blank	blank	blank
149	11	7	typical "on the freeway" strip of shops	it is a good place for this type of building	the freeway is not in character with the town	not for the main street, can't walk to it, only for 1-17 travelers	low status, deteriorating, boring, unpleasant, out of place	pleasant, safe, high status, exciting, arousing, western rural, good materials	blank	blank	blank	blank	you can only drive to this location	not a part of the town, no pedestrian access, should not be allowed near main street	
150	12	7	town reverse	blank	municipal life	that's my position	good break in roofline, back roof, facade, covered walkway is good, need vegetation	pleasant, safe, high status, exciting, arousing, western rural, good materials	more parking, add vegetation	blank	as shown in scene	not really	blank	blank	
151	13	7	same to style	flat roof with parapet, rhomb	it looks southwest	blank	pleasant, safe, high status, exciting, arousing, western rural, good materials	pleasant, safe, high status, exciting, arousing, western rural, good materials	better landscaping, lower pole signs	blank	front	material, color, need elevations and patterns	?	?	
152	14	7	modern western town	varying depths	looks good	variation in the scene	pleasant	pleasant, safe, high status, exciting, arousing, western rural, good materials	blank	blank	front	yes	n/a	blank	
153	15	7	attractive business	design, colors	great	design, sign attract visitors, tourists to our town	pleasant, safe, exciting, western rural, good materials	pleasant, safe, exciting, arousing, western rural, good materials	ordinance	blank	as shown in scene	design/colors, popular with some, but personally I don't consider rural western	blank	blank	
154	16	7	freeway business	tall signs	necessary evil	it is a	good materials	good materials	blank	blank	blank	no	blank	blank	
155	17	7	old and new	new and old	good	I like old and new	pleasant, safe	pleasant, safe	no room	blank	front	color	blank	blank	

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156	18	7	very nice buildings	rural western design	great	it is	blank	pleasant, safe, calming, exciting, western rural, good materials	little room for improvement	blank	front	western rural	none	blank
157	19	7	kokopelli	big stables	it got my attention	a twenty foot image	busy and boring colors	low status, boring, vegetable	western theme	historic western architecture and materials are required	back	no	D9-CAT	blank
158	20	7	fast food junction	it's only for the highway traffic	high prices for the travelers	because the raise the prices	they are not concerned about the locals	low status, depressing, boring, unpleasant, out of place	more vegetation, make it western not southwestern	buildings should be western	back	no, none	change signage, more wood	add an old wagon in front
159	21	7	I was pleased to see how well this building complex turned out	I watched it going up and hoped it would be a better reflection of Camp Verde than a typical fast food franchise off the interstate	I like it	it looks more western rural than other complexes in the area, more of a pueblo, archaic style	good colors, nice walk way	pleasant, safe, calming, western rural, good materials	good pueblo style, western rural architecture, good style to copy	pueblo style architecture can be considered western rural, although not the typical vernacular style as shown in scene	blank	yes, stucco, porches, walk way?	good as is	blank
160	22	7	corporations	independents	blank	blank	coffee at \$4.50	safe, calming, boring, good materials	get rid of kokopelli	blank	blank	blank	blank	blank
161	23	7	kokopelli is out of place	disagree too big	no identity or historic value	blank	blank	blank	better parking and access from 260	blank	blank	no	blank	blank
162	1	8	lot of green	blank	blank	blank	blank	blank	blank	blank	blank	no	blank	blank
163	2	8	roof all the same, suburbs sign	similar houses on same small lots	not for camp Verde	camp Verde has traditionally had 2-3 acre custom homes	tried homes developments leave congested & inadequate roads, etc	pleasant, safe, out of place, good materials	too many homes per acre to be western rural	blank	b	no	fewer homes per acre	blank

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164	3	8	development nice	curved streets, sidewalks, like the layout	close in available housing	like the low water demand landscaping	pleasant, safe, high stairs, calming, exciting, western rural, good materials	blank	no changes	as shown in scene	some what	blank	like this development good addition to the area.	
165	4	8	top part looks open, bottom photo cluttered with too many roof tops	cookie cutter housing takes away from rural look	traffic increases increase in the crime rate	close proximity of homes	safe, distressing, good materials	use of different roof colors, fences	blank	blank	as shown in scene	somewhat, but such cookie cutter houses tend to flow together and don't give much identity	more porches, didn't see any open park areas	blank
166	5	8	needed housing	blank	not good	blank	pleasant	very well done for current zoning and commercial plan	blank	blank	blank	yes, mountains, great trees	lower density, more open space design of houses	blank
167	6	8	needed housing	home are more spread out, more vegetation, nice view	there is a difference between western and southwestern	I like the sidewalks on both sides	pleasant	roofs look the same somewhat cookie cutter	if home are to be this close the elevation need to be different	blank	as shown in scene	somewhat replace the tile roof with shingles or metal	used existing house colors, used varying oriental materials, used front porches	well designed
168	7	8	friendly	blank	don't like tile roofs	blank	blank	pleasant, safe, high stairs, calming, boring, good materials	different odor odors, sidewalks could help	use of front porches	as shown in scene	not western or rural modern	blank	blank
169	8	8	modern, good materials	blank	blank	blank	blank	pleasant, safe, high stairs, calming, boring, good materials	different odor odors, sidewalks could help	use of front porches	as shown in scene	not western or rural modern	blank	blank
170	9	8	crowded	big city atmosphere	big city atmosphere	blank	blank	blank	more space between houses	blank	blank	no more	blank	blank
171	10	8	boring	amenities	could be improved	same roof color, same stone color, same architecture for all houses	urban development	boring, sleepy, out of place	variety in residential design color, trim, stagger placement of houses on lots, front porches	all homes will have front porches close to sidewalk to encourage interaction with neighbors	front, back	no	larger lots "rancher" style homes	blank

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172	11	8	more boring, non western, non rural, could either houses that could be anywhere	Why did you think of that?	How do you feel about it?	What makes you think or feel that way?	What other things come to mind?	Check those adjectives that fit your feelings about the scene.	If the scene can be improved, how can the Design Review Ordinance improve it or if the scene is highly desirable (little room for improvement), then how could the ordinance encourage new development to be of equal or better than quality?	Please write a Design Review Ordinance policy specific to your answer in question number 8 (above).	Please circle the preferred building location for this scene and context.	Do you consider this scene to be Western Rural? What are the Western Rural attributes from this scene?	How could the development in this scene be modified to be more Western Rural?	Please list any other comments that you would like to make about the scene.
173	12	8	repetitive development, dream, claustrophobic	they are	it's too bad that we are bringing Los Angeles to central Arizona	when these houses could be anywhere from Los Angeles to Anthem	blank	low status, boring, out of place	break up the face of the building more, use more rock, use more natural materials, add vegetation and features, use a motif	blank	blank	not a bit and none	larger lots and western style, not west coast, western	blank
174	13	8	subdivision, each home looks alike	blank	boring ground hog day	the hill is good, water conservation is promoted, neighbors can walk easily in neighborhood	nice roofs, stucco	pleasant, safe, sleepy, good materials, vegetative	different wall colors, different roof tile colors, different setbacks	random setbacks, 5 different exterior colors, 5 corresponding roof tiles	front	roof tile, color, stucco, some porches and overhangs	setbacks, colors, tile and roof difference	2
175	14	8	wide nice street, beautiful trash cans, wonderful sky and clean clear mountains	it's what I see	wonderful, exciting	pleasant rural community	pleasant, safe, calm, good materials	pleasant, safe, calm, good materials	blank	blank	middle/side	a good western rural, not crowded	western rural in an illustration, it's whatever the dreamer dream	blank
176	15	8	urban neighborhood	okay	it's a nice panorama of Camp Verde	pleasant, safe, vegetative	pleasant, safe, calming, vegetative	can't think of anything	blank	blank	as shown in scene	blank	blank	blank
177	16	8	nice scenery	blank	pleasant, safe, vegetative	pleasant, safe, calming, vegetative	pleasant, safe, calming, vegetative	blank	blank	blank	blank	yes, nice views and the vegetation	blank	blank
178	17	8	vegetation	trees and background	alright	Camp Verde needs rooftops	blank	little room for improvement	blank	blank	front	blank	blank	blank
179	18	8	houses too close	look	I like more space	I like country living	different color houses	boring	blank	blank	blank	no	blank	blank
180	19	8	blah, blah, blah	lack of color and contrast	dont want to live there	lack of color and contrast	golf huts	low status, boring, sleepy, out of place, vegetative	pedestrians are not encouraged	walk ways should be separate from auto paths	as shown in scene	none	it's too late	blank

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181	20	8	same as #3	that's what I thought when I first saw this development when I moved here	Verde doesn't fit in Camp Verde	it sticks out rather than blends in to a western rural, territorial town	small yards, neighbors very close although better than Verde cliffs	nothing	nothing can be done now other than trying to keep so many cars parked outside the garages, why have a garage if it's not used for the intended purposes	developments should be encouraged to adhere to their CC and R rules	middle/late to back	no, stucco	don't know	cookie cutter houses
182	21	8	see into on other development, unimaginative but at least that one has a	expensive	blank	blank	backyard fences are good	deteriorating boring	blank	no more than a building with some roofing lower density, very roof colors	blank	no, should very placement	blank	blank
183	22	8	out of place, suburban	pink roots	blank	blank	blank	blank	blank	as shown in scene	blank	no	blank	blank
184	23	8	big sign	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
185	1	9	great remodel and face lift	I have wondered for years why other have not seen camp Verde for the jewel it is	we are centrally located, just off interstate 17 and 260, beautiful west rural	pleasant, safe, high status, exciting, western rural, good materials	pleasant, safe, high status, exciting, western rural, good materials	pleasant, safe, high status, exciting, western rural, good materials	require time to investigate the building and use construction ideas	nothing to add	as shown in scene	yes, building being	nothing good	blank
186	2	9	the new appearance is a good one	the old building was very historic	may be a sign, combining the history of the building	I like the changes but hate to lose the history	it's a lovely addition and remodel downtown	pleasant, safe, high status, exciting, western rural, good materials	require time to investigate the building and use construction ideas	nothing to add	as shown in scene	yes	7/4	blank
187	3	9	pleasant building	location, paint, signage	I like it	presentation of historic building re-introduced to enhance	blank	pleasant, safe, high status, exciting, western rural, good materials	require time to investigate the building and use construction ideas	nothing to add	as shown in scene	yes, historic saddle building	blank	blank
188	4	9	nice appearance	old building that has been nicely restored	good	blank	blank	pleasant, safe, high status, exciting, western rural, good materials	require time to investigate the building and use construction ideas	nothing to add	as shown in scene	yes	blank	blank
189	5	9	nice appearance	old building that has been nicely restored	good	presentation of historic building re-introduced to enhance	blank	pleasant, safe, high status, exciting, western rural, good materials	require time to investigate the building and use construction ideas	nothing to add	as shown in scene	yes, historic saddle building	blank	blank

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190	6	9	nicey done	excellent planning	great for town	blank	very planned	pleasant	n/a	blank	as shown in scene	homestead, remodeled	n/a	blank
191	7	9	beautiful	looks western but new, good color scene	like it	reminds me of an old bank on main street	blank	pleasant, safe, high status, exciting, western rural, good materials	n/a	blank	blank	yes, high walls, flat roof	leave it as is	blank
192	8	9	modern, clean	looks good	like it	blank	blank	pleasant, high status, exciting, good materials	blank	blank	as shown in scene	not really but I know it is	blank	blank
193	9	9	trying	scene designer tried but didn't quite make it or fit the scene	nothing western, rural	looks like a box	no signs	booring, out of place	?	blank	blank	no, ? Colors	?	blank
194	10	9	territorial building	fits our town, arch style	like it	color, arch style	pride in ownership	pleasant, safe, high status, exciting, western rural, good materials	it can't	use as an example	as shown in scene	yes, covered windows	appropriate for year constructed, hitching post for horses, buggy out front	blank
195	11	9	old building made today, tacky semi-western	the re-design does not work	too bad, now the building has no character	I know it when I see it	better parking, but ugly building	safe, low status, boring	blank	blank	as shown in scene	it is somewhat new, but was more western before it was improved	start over	blank
196	12	9	nice blend of remodeled historic building	blank	blend of use, a historic building in present day use, however, I have concerns about loss of authenticity	blank	nice signage	pleasant, safe, high status, exciting, western rural, good materials	add hitching post	blank	as shown in scene	yes	blank	blank
197	13	9	modern remodel	blank	blank	blank	good use of columns	pleasant, safe, high status, exciting, good materials	less modern look, more western	blank	front	maybe	use of pop outs overhangs, porches, pillars and semi roof	blank

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198	14	9	it's ok but dull	just exists	I wouldn't stop it's just there	no vegetation, lack of color and depth	blank	boring, out of place	blank	blank	stuff it	no	blank	blank
199	15	9	beautiful, also historic	it is one of Camp Verde's most historic locations	wah we had many more	love our history	the signs that careful design, colors and respect of history can preserve	pleasant, safe, high status, exciting, western rural, good materials	can't change a thing	blank	as shown in scene	yes	blank	blank
200	16	9	a nicely renovated building	blank	it looks nice	good colors and design	blank	exciting, western rural	blank	blank	blank	yes, good colors, historic building	blank	blank
201	17	9	it is changed from what it was to be	history	bird	our town has changed	\$	blank	blank	blank	blank	blank	blank	blank
202	18	9	this great	good design	great	blank	pleasant, safe, western rural	pleasant, safe, exciting, western rural	blank	blank	front	yes	none	blank
203	19	9	I want to park and go in	lots of places to park	blank	lots of parking	too small of a sign	low status, arousing	incorrect awnings	use period design for shades and awning	as shown in scene	blank	blank	blank
204	20	9	too modern for our little town	gold lettering on sign	don't like it	blank	the old building was better	safe, low status, boring, unpleasant, out of place	get rid of the awning and put shutters	wood shutters	back	no, name	add wooden porch on front with railing	blank
205	21	9	good redevelopment of this property	I know how much time and money went into this one and it turned out great	I enjoy going there and seeing all the stores	it feels welcoming when going in, especially through the center of city/wy/condo and country/val	pleasant, colorful, good lines	pleasant, safe, exciting, western rural, good materials	good design to "consider", good colors, materials	blank	as shown in scene	yes	blank	blank
206	22	9	improvement to existing property	blank	like awnings, don't like white columns	blank	blank	boring	blank	blank	blank	needs more landscaping	blank	blank
207	23	9	historical, although it has been modernized	please protect it	blank	blank	parking is adequate	pleasant, western rural	more historic facade maintained	historic preservation	as shown in scene	it was	blank	blank

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208	1	10	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
209	2	10	commercial building clear and neat	blank	blank	blank	blank	pleasant	for commercial building looks good clean porch adds to rural look, rocks in front adds to clean, pleasant appearance.	blank	blank	yes, porch rock front	blank	blank
210	3	10	"business", trees obvious	not much can be done with this type of business building	some effort is obvious to make it blend in	blank	blank	pleasant, high status, calming	maybe two entrance drives (entrance & exit)	blank	as shown in scene	could use some better building facing	better street side	blank
211	4	10	clean cut auto shop	uniform lines signage and building material	it's fine	blank	blank	pleasant, safe, nice design, western rural, good materials	like to see porches	include logs and porches in design	as shown in scene	yes, houses, auto friendly	not much	blank
212	5	10	needed for commercial	blank	ok	blank	blank	good materials	blank	blank	blank	somewhat	blank	blank
213	6	10	needed for Camp Verde	blank	blank	blank	blank	low status, boring, unpleasant, sleazy	needed for the community	alooq, rock on front	as shown in scene	no	Y/A	blank
214	7	10	plain	just a metal building	could be improved	blank	blank	low status, boring, unpleasant, sleazy	blank	blank	blank	blank	high front wall with the wall being flat on top	blank
215	8	10	commercial, utilitarian	boring	blank	blank	blank	low status, western rural, good materials	require fencing, 10' front visibility on sides	blank	blank	blank	would like consistent exterior material	blank
216	9	10	commercial	tires, etc	ok	blank	blank	low status	needs a face lift	blank	blank	no, none	a western front	blank
217	10	10	a good attempt at western rural with metal building	western rural front porch, metal roof, wood trim	ok	blue/white color is too commercial, urban	blank	safe, calming, western rural, good materials	use more earthy colors, sidewalks are needed	all commercial development is required to encourage pedestrianism	as shown in scene	yes, covered porch, wood trim	earthy colors	blue/white no rural western
218	11	10	a commercial building in a commercial area	industrial design and materials	ok for where it is and what it does	blank	blank	safe, boring, good materials	blank	blank	as shown in scene	not western or rural	change building type and material	ok for what it is and where it is

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219	12	10	metal building at least has a western porch roof with metal roof. sign is ok	When you look at this image, what is the first thing that comes to mind?	Why did you think of that?	How do you feel about it?	What makes you think or feel that way?	What other things come to mind?	Check those adjectives that fit your feelings about the scene.	If the scene can be improved, how can the Design Review Ordinance improve it or if the scene is highly desirable (little room for improvement), then how could the ordinance encourage new development to be of equal or better than quality?	Please write a Design Review Ordinance policy specific to your answer in question number 8 (above).	Please circle the preferred building location for this scene and context.	Do you consider this scene to be Western Rural? What are the Western Rural attributes from this scene?	How could the development in this scene be modified to be more Western Rural?	Please list any other comments that you would like to make about the scene.
220	13	10	an attempt to do a west rural look on a metal building	blank	falls short	blank	use of river rocks, color	blank	safe, low status, sleepy, western rural, good materials	more landscaping, colors more acceptable	blank	front	yes, but falls short porch posts, rock	color rock "corner"	blank
221	14	10	damn, da, damn, better than a plain steel building	who cares, posing writing about it	stuck out in nowhere	blank	blank	blank	blank	blank	blank	hidden somewhere	no or I hope not	blank	blank
222	15	10	old fashioned business using some new materials	metal roofed porch, wood poles	I like	blank	blank	blank	blank	don't know, this could've been in a different location perhaps	blank	as shown in scene	blank	blank	blank
223	16	10	plain looking of the ordinary	not much out of the ordinary	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
224	17	10	porch needs shingles to look western	blank	blank	blank	blank	blank	blank	more landscaping looks like a box	blank	blank	blank	blank	blank
225	18	10	covered porch too high	proportions are not right	wood posts and porch are not right	blank	not pedestrian friendly	blank	low status, boring, vegetative	lack of landscape	back	back	no	blank	blank
226	19	10	poor attempt	I don't like the metal roof	wood posts and porch are not right	blank	blank	blank	pleasant, safe, western rural	different roof material, darker color on building	back	back	no	blank	blank
227	20	10	Good design for territorial style in a business that could just settle for a plain steel building	most the businesses are needed to fit a steel building	the front porch with pitched overhang was just what it needed to fit a western style	it looks typically territorial	could be a more exciting, rich color	calming, western rural	richer, more calming colors	store fronts most provide for pedestrian movement both in and in front of businesses	back	as shown in scene	yes	blank	blank
228	21	10	necessary and efficient	blank	put trees away, we know it's a tree store	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
229	22	10	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank

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230	23	10	business, metal building	blank	blank	blank	I'm glad it has porch on	pleasant, safe, western rural, good materials	more historic materials and vegetation	blank	blank	blank	blank	blank
231	1	11	western, rural look, pleasant exterior line & textures	flat roof, block wall, angles	pleasant, inviting	blank	does not look so strip mall like as images	pleasant, safe, western rural, good materials	blank	blank	blank	blank	blank	blank
232	2	11	nice expectations, inviting	good entrance, solid, attractive building	nice place to go	like design like that	pleasant, safe, cultural, western rural, good materials	pleasant, safe, cultural, western rural, good materials	fits into the area	obey design and entrance	as shown in scene	as shown in scene	blank	looks interesting like variations of front of building
233	3	11	low profile building with vegetation	blank	blank	blank	pleasant, safe, cultural, western rural, good materials	pleasant, safe, cultural, western rural, good materials	green vegetation gives a pleasing view	n/a	as shown in scene	as shown in scene	blank	blank
234	4	11	nice neat building	good entrance, solid, attractive building	nice place to go	like design like that	pleasant, safe, cultural, western rural, good materials	pleasant, safe, cultural, western rural, good materials	speculate use of porches, landscapes	use of stucco, mexican, western motif	as shown in scene	as shown in scene	blank	blank
235	5	11	well planned	back building	blank	blank	pleasant, safe, cultural, western rural, good materials	pleasant, safe, cultural, western rural, good materials	river rock, nice contrast of colors	n/a	as shown in scene	as shown in scene	blank	blank
236	6	11	pleasant	clean, nice looking	southwestern or western	blank	pleasant, safe, cultural, western rural, good materials	pleasant, safe, cultural, western rural, good materials	does not fit	blank	as shown in scene	as shown in scene	blank	blank
237	7	11	santa fe southwestern, like use of materials, others	what it is	like it	blank	pleasant, high status, western rural, good materials	pleasant, high status, western rural, good materials	give compatible materials that could be used for exteriors	blank	as shown in scene	as shown in scene	blank	blank
238	8	11	blank	look western	structure design and color	above	pleasant, western rural	pleasant, western rural	different sign and more "worthy"	blank	blank	blank	more colors	blank
239	9	11	boxes with rock trim	booming buildings	blank	no creativity, sameness in building style	blank	pleasant, western rural	variety in building types materials used placement of building in relation to parking and sidewalks	all commercial will be placed close to sidewalks with parking to back of lot, a barrier will be constructed to separate pedestrian and cars	front	publio style is all sameness	blank	blank
240	10	11	blank	blank	blank	blank	blank	pleasant, western rural	blank	blank	blank	blank	blank	blank

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249	19	11	contemporary	modern next to suede architecture	look at the architecture	no continuity	two different style side by side	blank	clean lot next door	pleasant, western rural, good materials	pleasant, western rural, good materials	change setback	blank	middle/side	the scene is should be in scene is	blank	blank
248	18	11	nice	good design	great	blank	clean lot next door	pleasant, western rural, good materials	1	blank	front	yes	blank	blank	blank	blank	blank
247	17	11	more vegetation	viewed	good	design	not in Camp Verde, too bad	pleasant, high status, western rural, good materials, vegetation	no improvement	blank	front	rural	?	not in Camp Verde, too bad	blank	blank	not in Camp Verde, too bad
246	16	11	pleasant looking	blank	blank	blank	blank	pleasant, good materials	blank	blank	blank	yes, river rocks, trees	blank	blank	blank	blank	blank
245	15	11	commercial area	building type parking lot	it's okay	this design is clean, sharp, fits community	pleasant, good materials	pleasant, safe, high status, western rural, good materials	no change needed	blank	as shown in scene	I suppose, use of rock, stone, design	nothing	blank	blank	blank	blank
244	14	11	very pleasant	vegetation, varying depths	excited, pleasant	blank	blank	pleasant, safe, high status, calming, exciting, arousing, western rural, good materials	best scene so far	blank	front, as shown in scene	yes, inviting, has depth, variation	can't, it's wonderful, just more vegetation	blank	blank	blank	blank
243	13	11	nice looking modern scene	ok	ok	blank	landscaping	pleasant, safe, high status, calming, exciting, good materials, vegetation	good for what it is	blank	front	no, use of rock, landscaping	steel roof, more inherent roof 4:12 with use of pavers	blank	blank	blank	blank
242	12	11	santa fe modern, good breaks in line, nice materials and variations	blank	no bad however, colors make it uniformed, with surrounding buildings	knowledge of area	good use of rock faces, overhead cover vegase vegetation	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
241	11	11	it is in Cotswood, not bad type of building	more western	it is santa fe type, but better than tin siding	more in character with central Arizona	blank	pleasant, high status, calming, western rural, good materials	blank	blank	as shown in scene	yes in New Mexico, better than what many more wood siding	pitched roof, more wood siding	blank	blank	blank	blank

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250	20	11	not bad	santa fe style	it's not western, southwestern	looks like an adobe building	blank	pleasant, safe, good materials	more wood	porch with wood posts	as shown in scene	no, southwestern, home	pitched roof, southwest, rustic	blank
251	21	11	santa fe, pueblo style	looks like Santa Fe, New Mexico	like left side better than right side	calming, good lines	pleasant, safe, good materials	good style if you're going for santa fe, pueblo	good style if you're going for pueblo	as shown in scene	as shown in scene	yes, solid lines, good colors	not such a thick central wall, pillars	big trees out front would be nice
252	22	11	an improvement over what we have seen	territorial, santa fe design	blank	blank	pleasant, good materials	blank	blank	as shown in scene	as shown in scene	yes, territorial type design	blank	blank
253	23	11	business with elements of historic territorial, rural	blank	blank	blank	pleasant, good materials	pleasant, western rural, good materials	blank	ordinance required new buildings have historic materials, rock	as shown in scene	yes	blank	blank
254	1	12	break time	blank	blank	blank	blank	blank	blank	blank	as shown in scene	no	blank	blank
255	2	12	jumble up corner	blank	blank	blank	blank	low rating	blank	blank	blank	blank	blank	mess
256	3	12	a bit confusing	the different buildings designs and colors	not much could have been done	better blending of building designs	pleasant, good materials	signage is to tall, move at eye level	blank	blank	as shown in scene	no	blank	blank
257	4	12	Los Angeles	commercial property nicely landscaped	ok	progress?	safe, distressing	blank	blank	blank	as shown in scene	blank	blank	blank
258	5	12	needed for current zoning, tax based, bad	photo shows it	ok	blank	blank	newly remodeled and has pleasing colors	standardize signage to reflect western rural	blank	blank	no	blank	blank
259	6	12	blank	progress	needs work	blank	low rating	blank	blank	blank	as shown in scene	yes, mountains	blank	blank
260	7	12	clustered	many different looks	eye sore	blank	low rating, distressing, boring, unpleasant, unsafe, sleepy, out of place	blank	blank	blank	blank	no, super 8 is close, needs to be fixed up some	blank	blank

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261	8	12	too busy, not western	blank	blank	blank	too many signs	distracting, unattractive	blank	signage is overkill	back	not western rural	a lot of changes	blank
262	9	12	cluttered, too high signs	obstructive	not good	higher tall sign obstruct to landscape	better spacing	distracting, boring, unpleasant	blank	blank	blank	never, none	blank	blank
263	10	12	junk food junction, Las Vegas style	too much signage	confused	too much information	blank	low status, boring, unpleasant, unattractive, out of place	blank	blank	front	no	use of western rural trim, wood	blank
264	11	12	poor access, congested, bad signage layout	all of the buildings were designed in some corporate office	not in character with our town	all of these buildings could be and are in any state in the union	not in character with our town	low status, boring, unpleasant, out of place	blank	blank	blank	not rural or western	design changes, material changes	could be just off of any freeway anywhere
265	12	12	too many signs	blank	blank	blank	how do we do it better	distracting, boring, unpleasant, unattractive, out of place	placement of low monument signs, use of better colors, removal of temp signs	blank	back	no, red tile roof, some colors	blank	blank
266	13	12	jumbled, cluttered	blank	blank	blank	blank	distracting, boring, unpleasant, unattractive, out of place	level it and start over	blank	back	none, no	level it	blank
268	15	12	commercial property	signage, building design	okay	designs are neat, clean, serve community and visitors	change in community	low status, good materials	probably can't	blank	blank	no	different designs materials	blank
269	16	12	cluttered	typical street	signs are too big	blank	blank	unpleasant, unattractive	blank	blank	blank	no	blank	blank
270	17	12	crowded	camera post/door	\$ money to town	I know it brings	blank	vegetative	blank	blank	blank	blank	blank	blank

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271	18	12	too close	blank	blank	blank	strange too high	boiling	good question	blank	blank	no	blank	blank
272	19	12	hog poe	cluttered	I want to go faster	no interest in what's there	red to blue?	blank	integrate color to setback to add some sort of character	blank	blank	no, no, none	D9-CAT	blank
273	20	12	Kingman	it looks like Kingman	truck route building	blank	doesn't fit	low status, depressing, boiling, unpleasant, out of place	change colors, earthy colors are better	earth tone colors, no metal roofs	back	not none	don't think you can do it	blank
274	21	12	the dairy queen looks better than it did	that building needed lots of work	neutral	the colors could be deeper, richer, earth tones	this is not representative of Camp Verde	good materials	add a front porch with overhang, richer color	blank	as shown in scene	somewhat	add a front porch with overhang, richer color	blank
275	22	12	Deerway underpasses, ugly	too many signs	rather good for pedestrians or signs	blank	blank	low status, depressing, unpleasant, out of place	too late	blank	blank	no	blank	blank
276	23	12	nice flag, pretty mountains, ugly building, too many signs	looks like Los Angeles, Phoenix, Blythe, Kingman	said that better planning wasn't utilized	blank	blank	distracting, boiling, unpleasant, unsite	require better setbacks, ordinance too tall and too many signs	blank	blank	no	too late	blank
277	1	13	converting space	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
278	2	13	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
279	3	13	very plain	to plain	don't really know what could have been done, was this a remodel?	blank	blank	boiling, unpleasant, unsite, out of place	just poor design experience	blank	blank	no	blank	blank
280	4	13	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
281	5	13	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
282	6	13	needed housing for three to four families	work force housing median incomes in Camp Verde	needed	blank	blank	low status	n/a	blank	as shown in scene	n/a	fine for need	blank

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			When you look at this image, what is the first thing that comes to mind?	Why did you think of that?	How do you feel about it?	What makes you think or feel that way?	What other things come to mind?	Check those adjectives that fit your feelings about the scene.	If the scene can be improved, how can the Design Review Ordinance improve it or if the scene is highly desirable (little room for improvement), then how could the ordinance encourage new development to be of equal or better than quality?	Please write a Design Review Ordinance policy specific to your answer in question number 8 (above).	Please circle the preferred building location for this scene and context.	Do you consider this scene to be Western Rural? What are the Western Rural attributes from this scene?	How could the development in this scene be modified to be more Western Rural?	Please list any other comments that you would like to make about the scene.
283	7	13	ugly	because it is	very square	no color, plain	blank	low status, depressing, boring, unpleasant, sleepy, out of place		blank	blank	no	blank	blank
284	8	13	trashy, cluttered	blank	don't like it	blank	blank	low status, depressing, boring, unpleasant, unsafe, sleepy, out of place		blank	blank	blank	blank	blank
285	9	13	bad, bad, bad	box, glare white, gas tank	badly	box, glare white, gas tank	no color, no "scrub"	low status, boring, unpleasant	beyond improvement	blank	blank	never	blank	blank
286	10	13	uhk	no style, no color	if colors were earthy, could be western building type	because of examples of 1800' building	no landscaping	boring, sleepy, out of place, good materials	earthy colors, wood trim	blank	front	covered windows, parapet front wall	earthy colors, shutters, wood trim	blank
287	11	13	cheap California apartments	been there	worst, depends on where it is	not for downtown area	could be early made more rural and western	low status, boring, out of place	blank	blank	blank	no	building design materials	blank
288	12	13	bland! Covered parking a plus, awaiting	blank	could be improved easily	blank	blank	blank	blank	blank	blank	blank	blank	blank
289	13	13	no imagination	one color	boring	blank	no landscaping	low status, depressing, boring, unpleasant, sleepy, out of place	color, landscaping	blank	back	none	blank	blank
290	14	13	sterile, great garage cars and propane tank	blank	blah	blank	lack of vegetation	boring, out of place	vegetation, change fromage to varying	blank	blank	blank	blank	blank
291	15	13	low income apartments propane tank stands out	design, age	okay	blank	blank	low status, boring, unpleasant	we could, perhaps	blank	blank	no	blank	blank
292	16	13		blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank

Sheet #	Surveyor #	Scene #	Question #1	Question #2	Question #3	Question #4	Question #5	Question #7	Question #8	Question #9	Question #10	Question #11	Question #13	Question #14
293	17	13	When you look at this image, what is the first thing that comes to mind?	Why did you think of that?	How do you feel about it?	What makes you think or feel that way?	What other things come to mind?	Check those adjectives that fit your feelings about the scene.	If the scene can be improved, how can the Design Review Ordinance improve it or if the scene is highly desirable (little room for improvement), then how could the ordinance encourage new development to be of equal or better than quality?	Please write a Design Review Ordinance policy specific to your answer in question number 8 (above).	Please circle the preferred building location for this scene and context.	Do you consider this scene to be Western Rural? What are the Western Rural attributes from this scene?	How could the development in this scene be modified to be more Western Rural?	Please list any other comments that you would like to make about the scene.
294	18	13	plain	it looks plain	needs more elevation	needs	blank	boiling, unsafe, sleazy	color deviations	blank	front	blank	blank	blank
295	19	13	box	"designated" poor	not good	not good	not good	blank	please improve	blank	blank	blank	blank	blank
296	20	13	no character but looks western	awnings out of wood, porch with posts	Like it	simple design	blank	pleasant, safe, western rural, good materials	change idea of building, add shutters	shutters, color, garage doors	as shown in scene	sort of, awnings and posts	add shutters and garage doors	blank
297	21	13	sterile	just looks boring	neutral	it doesn't seem interesting	washed out, no vegetation	low status, boring, sleazy	garage door, deeper color, more prominent window and roof overhangs, rock around the entry arch	blank	back	it's trying to be	garage door, deeper color, more prominent window and roof overhangs, rock around the entry arch	blank
298	22	13	terrible	ethetics walk up	sorry	blank	blank	distracting	no too late	blank	blank	no	blank	blank
299	23	13	ugly, boring building	because it is	and that it was allowed	blank	poor planning, no trash cover	low status, boring, unpleasant, out of place	?	?	blank	?	?	blank
300	1	14	asphalt jungle	blank	blank	blank	blank	blank	blank	blank	blank	no	blank	blank
301	2	14	blank	businesses need to have good "preier" and "plac"	blank	blank	building are calmimg, western "vrit" good thought	pleasant, safe, rural, good materials	maybe a green "silly" over with landscaping in "exced parking "areas"	blank	blank	yes	blank	blank
302	3	14	okay for a shopping center	blank	okay	just needs to be	blank	blank	blank	blank	as shown in scene	blank	blank	blank
303	4	14	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
304	5	14	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
305	6	14	progress tax	needed for people to grow	fine, needed	blank	blank	pleasant	no great design	?	as shown in scene	yes, mountains	?	blank
306	7	14	lots of parking	long walk	nice looking building, not western	look more southwestern	blank	pleasant, safe, good materials	take off the tile, metal roof would change the look	blank	as shown in scene	no	take out the tile	blank
307	8	14	like use of various deviations	like it	padding area broken up a bit	blank	blank	pleasant, high status, good materials	blank	blank	blank	blank	blank	blank

Sheet #	Surveyor #	Scene #	Question #1	Question #2	Question #3	Question #4	Question #5	Question #7	Question #8	Question #9	Question #10	Question #11	Question #13	Question #14
208	9	14	no way	parking, parking	badly	black top!!!	none	distressing, boring	it can't	blank	blank	never	it can't	blank
209	10	14	how do I get to the store front without being hit by a car	nothing but cars	useless	I have to become a ped to get to store and compare with cars to get to store front	blank	distressing, boring, unusable	move building to middle, put parking around building	pedestrians must be separate from car traffic	middle/side	no	blank	blank
310	11	14	box store	it is	not for here	blank	wasted space and big city style	low status, boring, unpleasant, out of place	blank	blank	blank	not a bit, could be west Los Angeles	building design and materials	blank
311	12	14	checked if I remembered my credit card	cause I just spent money?	blanks	blank	blank	pleasant, safe, good materials	blank	blank	blank	blank	blank	blank
312	13	14	shopping mall	blanks	blank	blank	blank	pleasant, safe, good materials	better landscaping	blank	middle/side	yes, but modern version	saw mall square in Payson	blank
313	14	14	get out your roller blades and skate boards, mountains are relatively clean	what I see	lost in other spaces	what's the vegetation	good place for a trap	blank	vegetation	blank	as shown in scenes	blank	blank	blank
314	15	14	paved ground	huge parking lots	need to design smaller shopping area and use of new materials for parking areas	blank	blank	boring, unpleasant, safe	don't know	blank	blank	don't care	blanks	blank
315	16	14	parking lot	blanks	blank	blank	blank	blank	blank	blank	blank	blank	blanks	blank
316	17	14	\$	Camp Verde would make money	ok	\$	blank	good materials	blank	blank	blank	blank	blanks	blank
317	18	14	city open space	blanks	I don't	blanks	too many lines	blank	planters in parking lot	blank	front	no	blanks	blanks
318	19	14	do donuts	wast	open	wide open spaces	blank	boring	less parking	add calming zones	back	blank	blanks	blanks

Sheet #	Surveyor #	Scene #	Question #1	Question #2	Question #3	Question #4	Question #5	Question #7	Question #8	Question #9	Question #10	Question #11	Question #13	Question #14
319	20	14	shopping center, busy	blank	too much going on in a small area	the number of cars	blank	low satua, depressing, boring, unpleasant, out of place	change architecture to be western	no flat roofs	as shown in scene	no, none	blank	blank
320	21	14	lots of asphalt	that's all you see	get in and get out	it's not a place I would want to go for a day of leisurely shopping	needs green!	unpleasant, good materials	less asphalt, more vegetation	blank	middle/side	blank	blank	blank
321	22	14	huge parking lot	blank	unfortunate	blank	blank	boring, unpleasant	they could have more trees, bushes, etc	blank	blank	no	blank	more vegetation
322	23	14	a parking lot, buildings are low and flat in with landscape	blank	blank	blank	blank	boring	blank	blank	blank	blank	blank	blank
323	1	15	colorful	blank	blank	blank	blank	blank	blank	blank	blank	no	blank	blank
324	2	15	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
325	3	15	catches the eye	makes you wonder	ok, when you realize its for kids	blank	obey for the user	pleasant, safe, out of place	blank	blank	back	no	blank	not
326	4	15	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
327	5	15	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
328	6	15	awesome	great use	needed great advertising	blank	blank	pleasant	no, great	in the right place	as shown in scene	no, but well done	n/a	blank
329	7	15	Dr. Seuss	bright	kid friendly	blank	blank	exciting, arousing, out of place	change the colors	blank	as shown in scene	no	change the color	blank
330	8	15	blank	blank	blank	blank	blank	exciting, arousing, out of place	too bright, too busy	blank	back	no	blank	blank
331	9	15	wow!!	no idea	?	?	aboard	low satua, out of place	blank	blank	blank	never	blank	blank
332	10	15	dreamscape in McDonald's farm	color is cartoon quality, building is very western rural	great for commercial building	little signage needed	blank	pleasant, exciting, western rural, good materials	blank	blank	blank	blank	blank	blank

Sheet #	Surveyor #	Scene #	Question #1	Question #2	Question #3	Question #4	Question #5	Question #7	Question #9	Question #9	Question #10	Question #11	Question #13	Question #14
			When you look at this image, what is the first thing that comes to mind?	Why did you think of that?	How do you feel about it?	What makes you think or feel that way?	What other things come to mind?	Check those adjectives that fit your feelings about the scene.	If the scene can be improved, how can the Design Review Ordinance improve it or if the scene is highly desirable (little room for improvement), then how could the ordinance encourage new development to be of equal or better than quality?	Please write a Design Review Ordinance policy specific to your answer in question number 8 (above).	Please circle the preferred building location for this scene and context.	Do you consider this scene to be Western Rural? What are the Western Rural attributes from this scene?	How could the development in this scene be modified to be more Western Rural?	Please list any other comments that you would like to make about the scene.
333	11	15	not even good for Prescott Valley	blank	very girlish, not cute, not clever, brought paint on sale	blank	ugly	low status, depressing, unpleasant, out of place, exciting	could be improved with fire	blank	blank	ugly	blank	blank
334	12	15	wow	blank	?	blank	odor, color, color	pleasant	blank	blank	blank	blank	blank	blank
335	13	15	wow	different	out of place	blank	odor, color, color	exciting	blank	blank	blank	blank	blank	blank
336	14	15	bazaar certainly stands out, would love to poll kids and see how they feel	blank	makes me curious	blank	blank	blank	a little too much	blank	blank	blank	blank	blank
337	15	15	nightmare	nightmare should be in Disneyland	nightmare	nightmare	nightmare	nightmare	nightmare	nightmare	nightmare	nightmare	nightmare	nightmare
338	16	15	wow	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank
339	17	15	ugly	needs help	not good	vision	someone's dress	place	blank	blank	blank	blank	blank	blank
340	18	15	not in any town	blank	blank	look for yourself	blank	blank	no way	blank	blank	blank	blank	blank
341	19	15	alive	finally name color	not good color choices	youself	nice details	arousing	tone down colors	set some color ranges	as shown in scene	blank	blank	blank
342	20	15	someone is color blind	too many colors	good marketing concept	it gets attention	makes people look	pleasant, sat, exciting, good materials	it is actually western	change color	as shown in scene	yes, except for color, shutters, barn doors, hay loft	blank	blank
343	21	15	fun, happy	great colors, good lines, the elements	like getting very risky, not soothing	so much to look at and smile about	great concept kids	exciting, arousing, good materials	great concept for the business	blank	middle/side	no, but the lines of the building are	blank	blank
344	22	15	unprofessional	blank	blank	blank	blank	blank	blank	blank	blank	no	blank	blank
345	23	15	looks like Disneyland	not a good fit for Camp Verde	blank	blank	blank	blank	blank	blank	blank	blank	blank	blank

QUESTION #6

1	313	5	4.00	9.00	3.87	10.00	3.61	5.00	5.26	12.00	4.70	10.00	4.17	6.00	4.83	11.00	3.35	2.00	2.70	2.00	4.83	11.00	4.35	10.00	4.65	10.00	3.26	3.00		
2	404	8	4.17	10.00	3.70	4.00	4.61	11.00	3.74	3.00	3.61	4.00	2.26	1.00	4.26	6.00	5.39	11.00	3.87	10.00	3.65	3.00	3.91	5.00	4.70	11.00	4.70	11.00	3.61	6.00
3	417	10	3.39	7.00	4.83	6.00	4.22	8.00	4.91	10.00	5.30	14.00	5.57	14.00	4.39	8.00	4.96	7.00	4.91	15.00	3.78	5.00	3.83	3.00	4.74	13.00	4.30	5.00	4.74	15.00
4	243	2	4.74	13.00	3.83	7.00	3.09	2.00	5.30	13.00	2.74	1.00	2.91	2.00	5.96	15.00	3.30	1.00	4.04	13.00	5.09	13.00	4.74	13.00	5.17	13.00	4.61	8.00	2.96	1.00
5	439	12	3.04	3.00	4.61	13.00	4.26	9.00	4.43	8.00	4.70	11.00	5.57	13.00	4.17	5.00	5.70	15.00	2.70	4.00	4.48	8.00	4.43	11.00	4.57	7.00	4.57	7.00	4.04	4.00
6	435	11	3.04	4.00	3.26	3.00	3.35	4.00	3.96	5.00	4.00	6.00	5.26	12.00	4.78	10.00	4.96	8.00	3.52	8.00	4.52	9.00	4.00	6.00	4.00	7.00	4.00	7.00	4.00	7.00
7	274	4	4.52	11.00	4.61	13.00	3.35	4.00	4.43	7.00	4.35	8.00	3.96	5.00	4.00	4.00	3.61	3.00	3.96	12.00	4.83	12.00	4.00	8.00	4.00	8.00	5.00	12.00	4.26	4.00
8	378	6	3.39	8.00	3.87	9.00	3.91	6.00	4.43	7.00	3.13	2.00	4.78	8.00	4.00	4.00	4.78	6.00	2.70	3.00	4.74	10.00	4.00	6.00	4.00	7.00	4.65	9.00	4.26	13.00
9	265	3	4.87	15.00	4.96	15.00	3.22	3.00	5.30	14.00	3.39	3.00	3.04	7.00	5.35	14.00	4.78	6.00	2.70	3.00	4.74	10.00	4.74	10.00	4.96	14.00	5.30	14.00	3.30	5.00
10	396	7	3.30	5.00	3.87	8.00	4.09	7.00	4.57	9.00	4.91	13.00	4.26	7.00	4.39	7.00	5.39	12.00	3.26	6.00	5.13	15.00	4.70	12.00	4.70	12.00	4.04	4.00	3.70	7.00
11	230	1	4.61	12.00	4.48	12.00	3.09	1.00	5.43	15.00	3.96	5.00	3.00	3.00	5.22	12.00	3.96	4.00	3.04	5.00	5.13	14.00	5.13	14.00	5.30	15.00	5.52	15.00	3.35	1.00
12	526	15	3.00	2.00	3.13	2.00	5.00	15.00	3.43	2.00	5.30	15.00	5.96	15.00	3.48	2.00	4.65	5.00	3.70	9.00	3.35	1.00	2.43	1.00	3.74	2.00	3.35	1.00	4.22	12.00
13	513	14	2.74	1.00	2.78	1.00	4.91	14.00	3.39	1.00	4.39	9.00	5.13	11.00	3.13	1.00	5.70	14.00	3.87	11.00	3.39	2.00	3.74	2.00	3.91	3.00	3.91	3.00	4.30	14.00
14	457	13	3.30	6.00	3.78	5.00	4.43	10.00	3.91	4.00	4.83	12.00	4.78	9.00	4.52	9.00	5.17	10.00	2.48	1.00	4.09	7.00	4.26	9.00	4.26	9.00	4.43	6.00	3.78	8.00
15	413	9	4.74	14.00	4.22	11.00	4.74	13.00	4.13	6.00	4.26	7.00	5.09	10.00	3.52	3.00	5.00	9.00	4.22	14.00	3.78	4.00	3.91	6.00	3.74	2.00	3.74	2.00	4.09	11.00



Evolution of the Camp Verde Built Environment

A HISTORICAL PERSPECTIVE

Camp Verde has been variously described over the years as quiet, unpretentious, rugged, comfortable, homey, plain, sleepy, and even cute. Nevertheless, what Camp Verde has that it has always had is obvious. Camp Verde projects a simple, rural, western image of days gone by. A quiet utilitarian settlement that retains the look and feel of an earlier Arizona that so many others have lost in their rush to modernization, a look and feel that the citizens of this town have expressed a desire to retain.

This brief history seeks to examine the reasons Camp Verde looks and feels the way it does.

IN THE BEGINNING...

As the country and state have progressed, so have the ways in which we construct buildings.

From the first stone fort near Clear Creek to its newest homes and commercial centers, the appearance of today's Camp Verde has been and continues to be defined by its wide variety of buildings. One of Arizona's earliest Anglo settlements, its western/rural look is a function of materials availability, economy and necessity. Camp Verde's early buildings are remarkable in their simplicity, utility, efficiency and diversity.

Since those first bold pioneers forted up in 1865, America, Arizona and Camp Verde have seen two World Wars, 27 Presidents, and the addition of 250 million people to our country. They have watched as almost 1/3 of the country's population has "gone west", railroads have come and almost gone, man has learned to drive rather than walk, and people fly as if it were second nature. Communications has progressed from heliograph to satellite, from telegraph to cell phone.

Like most Arizona and western towns, Camp Verde has grown up from readily available and cost effective materials. In 1865, Middle Verde building materials were limited to what native materials could be reasonably gathered and transported to a building site, such as rocks and trees or whatever materials and hardware could be purchased and hauled by mule or oxen from Prescott and beyond. Adobe bricks and hand-hewn beams and lumber were the only available "manufactured" materials, and you manufactured them yourself. Even nails were often made at home that is if you were lucky enough to have nail wire and a nail header. There was certainly not a plethora of building material options for this building era.

Trade routes in Arizona did not yet exist other than the few wagon roads forged by the U.S. Army and a few crude trails built out of necessity. Difficult, sometimes treacherous terrain and the constant threat of attack by hostile natives made the hauling of any but the most necessary goods unthinkable. The railroads would not reach central Arizona for another sixteen years. Most heavy items shipped from the east had to make the arduous journey by sea around the tip of South America, up through the Sea of Cortez and up the Colorado River by steamboat to Yuma or La Paz. From the west, goods from San Francisco made a similar roundabout trip south around the Baja Peninsula to reach the Colorado.

The grueling and dangerous overland trip from these ports to places like Prescott and Wickenburg was over some of America's most forbidding mountains and deserts. If not for enterprising and tough freighters and teamsters willing to endure the heat, the cold, the Indian attacks, bandits, rattlesnakes, bad weather and just bad luck to get the goods to settlements across the territory, simple things like axes, hammers, nails, and shovels would have been hard to come by. Given the distances involved and the fact that freighters made good money for their bold efforts, it is little wonder that these heavy items were often more precious than gold in the new lands.

ENTER THE CAVALRY

With the expansion of the military presence in Arizona and the Verde Valley came the need to supply the ever-increasing number of soldiers and their stock. The military machine required constant re-supply of meat, vegetables and dry goods for its soldiers, and grain and hay for horses, mules and oxen. It needed endless wood for cooking and heating. It required wood, nails, and adobe for building; and it needed tools, hardware, boots, saddles, coffeepots and ammunition to keep it all running.

Additional demand for materials dictated the need for more freighters, many more. Increased freight accelerated the need for a superior road network and livery stables, blacksmiths and saloons, sutlers' stores and post offices and farmers and ranchers and...

Soon, as with many early western military towns, Camp Verde developed because of the military fort and its needs. In return, the military, because of its needs, helped provide the impetus and the infrastructure to begin commerce in the Verde Valley.

By 1875, as the increased military presence in the territory began to reduce the dangers to new residents, settlement in northern Arizona began to take hold and demand for building materials grew. Greater security and improved trade routes allowed for practical movement of goods including improved building materials.

MODERN TRANSPORTATION

By the 1880s, early builders and entrepreneurs were busily making shake shingles and adobe bricks, and quarrying native limestone. Others were hauling in sawmills for cutting lumber, and a lumberyard was operating in Prescott.



Wilson's Lumberyard, Prescott - 1887

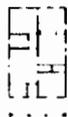
Mining, logging, ranching and other business interests were constantly improving roads and seeking enhanced transportation routes. The railroad had extended to Flagstaff, and freighters were still abundant.



Rail Depot - Flagstaff 1888

Transportation had come to Arizona Territory. Rocks and trees were being replaced more and more by bricks and boards.

THE CHANGING BUILDING MATERIALS MARKET



'872⁰⁰
 The 1872 building was built by the...
 Plans by...
 The building was built by the...
 Plans by...
 The building was built by the...
 Plans by...

By the end of the 1800's, Railroads had arrived in Prescott, lime kilns were producing lime for cement and mortar, and clay bricks were being locally made. Surfaced lumber, millwork, glass and other building products were more or less readily available. One bought nails instead of making them around the fire after dinner. However, not everyone had the means to afford these newly available materials. Therefore, rustic native materials were utilized for many years due to the ability to obtain the materials with tenacity and sweat rather than cash.

For instance, early exterior paints were comparatively expensive and of poor quality, and practically all colors were ill suited for use in Arizona's blistering sun. Almost every color faded to white anyway, so white was a prevalent color. Many buildings remained unpainted in the nineteenth century. Adobe buildings remained bare for years, and afterward covered with stucco. Some folks made their own whitewash or "lime stucco" from local limestone or gypsum.

By 1908, a person could order a complete home from Sears, Roebuck and Co. and have it delivered to their site. This transition from having to utilize virtually all local building materials to being able to use primarily imported materials was almost entirely due to organized trade and advances in transportation.

This sudden availability of imported building material can be seen by studying early buildings in Camp Verde and indeed, around Arizona. Milled lumber and machine-made sash and trim quickly replaced rougher "make do" materials. Shutters ten years before might have been two rough boards with a rawhide hinge, and were now bought ready made with brass hinges.

As availability of materials change, so do the appearances of our buildings. The influence of a lumberyard on the built environment may not be apparent, but the lumberyard has undoubtedly had an enormous influence on building appearance in the rural southwest over the decades.

Before the enormous growth of the desert southwest after WWII, the building materials market in the southwest as a percentage of the U.S. market was very small. Most of the millwork, hardware, glass, fasteners and other manufactured materials were made on the east or west coasts, so distance and cost was still a great factor. Many lumberyards and hardware stores purchased their goods through the same wholesalers, with a close eye on cost.

Common standardized materials were often obtained from a limited supply chain (again, usually as close as possible), by a limited number of merchants and many essentially identical materials show up on buildings from similar eras across Arizona. In northern Arizona for example, if Babbitt Brothers sold only brass doorknobs in 1913 then most new doorknobs installed in northern Arizona in 1913 were brass.



Babbitt's Hardware Store - Flagstaff 1890

This was true of many building materials and indeed most goods in general. Variety and selection was not Home Depot-like.

For several decades, locally available basic exterior building materials remained much the same: lumber, brick, stone, stucco, concrete, wood doors and window frames. Roofing was wood shakes, corrugated metal or occasionally clay tile. If you wanted anything fancier, it usually had to be ordered.

THE NEAR DEMISE OF NATIVE MATERIALS

Commonly used native materials from nearby sources that were available for many decades in the Verde Valley included fir, ponderosa and white pine lumber from sawmills near Stoneman Lake, and other large mills in Flagstaff and McNary. Rough-hewn piñon or juniper trunks were often used as posts and short rafters, especially in outbuildings. Native limestone and flagstone came from nearby quarries, and beautiful Verde River cobbles and stone were obtained from the river course all along its length. Dark volcanic rock (often called "malpais") was used regularly in foundations, walls and fence walls.

However, changes in building materials, methods and building safety codes over the decades have also gradually changed the way buildings look.

Today, with modern transportation and distribution systems combined with improved construction methods and materials, it is rare to see a builder actually use native local materials. Most lumber now comes from the northwest. Reinforced concrete and masonry have replaced stone in foundations. Since the EPA banned mining in the Verde River in the early 1980's, real Verde River rock was replaced with various versions of "faux stone" or rock from other river courses, none of which look quite like the real thing. Wood lap, board and batten and clapboard siding have given way to composite, vinyl and concrete siding materials.

The variety of manufactured building materials readily available today staggers the imagination with plastics, metals, concrete tiles, synthetic stucco, engineered wood products, imitation stone, and the list is endless.

THE LAST NATIVE MATERIAL

Virtually all of the materials in new construction today are produced in factories across the country and delivered by rail or truck to construction sites except for one: the one common building material that is almost always locally obtained due to availability and prohibitive shipping cost is aggregate.

The vast majority of local material in today's new Camp Verde home or commercial building consists of sand, gravel and cement in its foundations and floors. Your shingles might come from Georgia and your fireplace from Minnesota, but your dirt comes from Camp Verde.

CAMP VERDE, AN ISOLATED TOWN

Other factors that have played a part in Camp Verde's appearance are highway influences and tourism. Oddly enough, these intertwined elements and their timing, have shaped Camp Verde differently than many other Arizona small towns. During the late forties and into the fifties many towns, especially along Route 66 and its southerly sister US 60, were transformed by the country's new fascination with highway travel. Every kind of gas station, tourist attraction, lodging, and eatery sprang up along these main arteries, and seemingly every one of them were announced forty miles in advance by multiple billboards. When one came near a town it usually straddled the highway, which was lined with every manner of neon sign, each competing to be larger than the next. Even many smaller highways followed suit.

The Verde Valley, for the most part, escaped the frenzy of the baby boomer rush to see America. In 1946, the Black Canyon Highway did not exist, and the Verde Valley was a place you had to find. Even after the creation of the Black Canyon Highway in the mid-fifties, Camp Verde was off the beaten path. Until the Arizona Department of Transportation (ADOT) took over Forest Highway 8 and added it to State Route 260, Camp Verde was one of the few towns in northern Arizona that was not along a federal or state highway.

The obvious benefit for modern Camp Verde is a distinct absence of old billboards, neon monsters and building shaped like teepees or doughnuts. The town's western look is one that is natural and unadorned, rather than one invented for tourists from the eastern United States. Camp Verde has reason to be thankful to have escaped that which other towns are still trying to fix.

TODAY'S CAMP VERDE

Now, more than 140 years after the first settlers stacked boulders and logs for that first building, Camp Verde's identity is distinctly its own, having been shaped by buildings that have historically focused on utility, function, economy, and western simplicity. Whether by design or due to economics, heavy decoration, scrollwork and "gingerbread" have been historically absent in the Town's built environment, giving way to a more subtle vernacular interpretation of what belongs here.

D.R.O. Scope and Reach

Joint Council/P&Z Worksession

April 12, 2006

The following are items that need to be considered in the DRO process. We ask that you give thought to these items prior to upcoming work session, as we will be asking for Council direction in regard to these issues.

1) Powers of the Board and Support of the Council

- The Board must have broad and continuing support and trust of the Council and the public to be effective. The importance of appointing quality Board members cannot be over-stressed.
- The Board should have case-by-case authority to be more or less restrictive than the Zoning Ordinance.
- The Council or BOA should overturn Board decisions on appeal only under extraordinary circumstances. The Council should be ready to back the Board and its decisions, even in court.

2) Board Structure & Makeup (suggested)

- 7 - 9 members
- 3 - 5 design/construction/real estate/planning professionals
- 2 laypersons
- One each Council and P&Z members – rotating terms

3) What/how do we want to regulate?

- Residential – How far do we go?
- Commercial
- Industrial
- Junk Food Junction
- Main Street District
- Remodeling
- Repainting
- Colors and Materials
- Signage

4) Appeals - Council? Board of Adjustments?

5) Public's perception and support of the Board and their actions.