

**MINUTES  
GENERAL PLAN UPDATE  
PLANNING & ZONING COMMISSION  
COUNCIL CHAMBERS · 473 S. Main Street, Room #106  
THURSDAY, SEPTEMBER 11, 2014 at 6:00 P.M.**

1. **Call to Order**

Chairman Davis called the meeting to order at 6:00 pm.

2. **Roll Call**

Chairman Davis, Commissioners Blue, Burnside and Parrish present.  
Absent: Commissioners Freeman, Hisrich and Norton.

Also Present: Community Development Director Mike Jenkins, Assistant Planner Jenna Owens, Permit Technician Kendall Welch and Recording Secretary Marie Moore.

3. **Pledge of Allegiance**

Pledge led by Commissioner Blue.

4. **Approval of Minutes:**

- a. **June 12, 2014 – General Plan Work Session**  
**June 26, 2014 – General Plan Work Session**
- b. **August 28, 2014 – General Plan Work Session**

On a Motion by Burnside, seconded by Blue, the minutes for August 28, 2014 were approved unanimously by the Commission. Subsequently, there was not a quorum present to approve June 12<sup>th</sup> and 26<sup>th</sup> minutes which will be presented for approval at the September 25<sup>th</sup> meeting.

5. **Discussion, Public Input & Commission Consensus on Proposed Goals and Implementation Strategies for the 260 Corridor Character Area.**

6.

Burnside questioned who the sub-committee consists of, if there are minutes taken of their meetings and why there are not minutes for the commission to review.

Chairman Davis listed a few members that have consistently attended and explained that it was his choice to not record actual minutes at the sub-committee meeting. Davis did indicate that Permit Technician Kendall Welch appears at the meetings and takes notes and reports back to the commission. The consensus of the sub-committee is reported back to the Commission.

Jenkins read the visions/goals document for the 260 corridor character area detail.

**Goal A: Promote Regional Commercial and Employment Opportunities.**

**Implementation Strategy**

#1. Encourage regional commercial and employment centers to support the region's needs.

No changes requested.

#2. Promote the commerce corridor as a place for new business by partnering with other regional economic development agencies.

No changes requested.

# 3. Facilitate the development of a corridor overlay plan to coordinate access, design, circulation and utilities.

Commissioner Burnside requested the sentence be reworded.

Cat Davis inquired about internet access, Jenkins explained he thought that it was existing by Industrial Drive, but understood it to be very expensive to expand.

Tony Gioia questioned clarification on Burnside's request to reword # 3.

It was consensus of the Commission to revise #3 to read: "Facilitate the development of a corridor overlay plan to coordinate access design circulation and utilities."

Brad Gordon commented that Economic Development Steve Ayers is working with Sudden Link regarding fiber optics.

Tom Pitts clarified that the "fiber optics" is actually co-ax cable and it will need to be upgraded, which is what is currently being discussed.

# 4. Promote commercial and mixed use development adjacent to State Route 260 and Interstate I-17.

Chairman Davis questioned the wording and the specific area discussed regarding 260. Jenkins explained that the residential area was the reason for limiting the northeast side.

Davis indicated he felt a large part of 260 is left out for commercial development and request that it be researched why this decision was made to reflect as it does and questioned if the matter was thoroughly discussed.

Commissioner Blue indicated that he remembered Commissioner Hisrich lives in that area and felt strongly that industrial development should not be near the residential. Davis agreed with that statement but indicated that from Newton Lane and west it should be commercial and requested the matter be discussed when more commission members are present.

Tony Gioia showed the land use map which shows where the industrial zoning already exists.

Commissioner Burnside questioned the wording usage. Tom Pitts indicated that he felt this was encouragement and felt that either the word encourage or promote are acceptable verbiage.

Chairman Davis requested that the words promote vs. encourage be discussed when a larger quorum is present as well as the actual process of implementation.

Cat Davis expressed how she felt the discussion tied into a much larger issue and although it is being discussed, the actual encouragement or promotion is not followed through with when developers inquire about the area of a lack of communication.

Tom Pitts agreed with Davis and feels this is a pertinent discussion regarding encouragement.

Chairman Davis request that #4 be reworded and remove "and Interstate 17" from the sentence.

It is the consensus of Commission to remove "and Interstate 17" from line 4.

# 5. Adopt specific policy direction for the character area that includes office and commercial development along the corridor to support economic development.

(Optional: received recommendation from sub-committee member(s) to delete line 5.)

Burnside agreed that the sentence could be deleted or reworded.

Kathy Davis stated that she encouraged striking the sentence due to the fact that there are other existing codes and ordinances that allowed this to happen.

Tony Gioia agreed that the sentence was stricken in subcommittee.

Commissioner Blue supported deleting line 5.

It is the consensus of the Commission to delete line 5.

#6. Extend/expand public infrastructure to encourage for new mixed use development.  
(Optional: received recommendation from sub-committee member(s) to delete line 6.)

Davis stated he felt the statement implied the offering of something the Town was not currently capable of supporting.

It is the consensus of the Commission to delete line 6.

#7. Integrate 'place making' design principles such as streetscape, public spaces, multi modal transportation options, walkability, and over all community appearance in all mixed-use developments.  
(Optional: received recommendation from sub-committee member(s) to delete line 7.)

Commissioner Blue supported striking line 7.

Tony Gioia gave an example as to why this phrase is consistent with requesting continuity and favors the sentence remaining.

Councilor Brad Gordon stated that the verbiage used indicated that there would need to be bullet points which do not exist.

Kathy Davis expressed that this statement was already covered in line 3 and although it contains good terms, it is duplication with more detail. Bruce George agreed with Kathy Davis.

Commissioner Burnside stated that there should be no policy in design making and the design review board should be removed as previously recommended by the Town attorney.

Chairman Davis expressed this is not the correct location for this statement.

Gioia suggested that the plans should be in place prior to development due to the difficulty to implement later and requested placing the wording used in line 7 in line 3.

Davis indicated that doing as Gioia requested would make the sentence too specific, as it might not cover all or could cover more information than wanted. Davis stated his preference was to leave the line out and develop a plan at a later time.

Pitts indicated that he agreed with Gioia but suggested that integration be encouraged and discussed but not defined.

Cat Davis stated that Camp Verde has not decided what it wants to be and this statement is too restrictive when the town hasn't defined itself.

Blue specified that the role of the Community Development Director, when addressing an applicant should be able to explain what we are looking toward and give suggestions within that area. Blue stated that at this time he felt there was a consensus to strike the line.

It is the consensus of the Commission to strike line 7.

#8. Promote design improvements to the Interstate 17/State Route 260 interchange on the east side of Interstate 17.

It is the consensus of the Commission to remove this line and add it to the Finnie Flat area.

## **Goal B: Promote tourist related destinations and uses.**

### **Implementation Strategy:**

1. Support tourism related uses that complement expand new or existing tourism related uses and destinations.  
Optional wording 1: Support tourism related uses that complement and/or expand new or existing tourism related uses and destinations.  
Optional wording 2: Encourage tourism-related uses, amenities and infrastructure that complement and/or expand new or existing tourism uses and destinations.

Kendall Welch explained that the difference in Option 1 from the original sentence is the addition of "and/or". Commissioner Burnside stated they are both essentially the same thing and questions implementation strategies.

After further discussion it is the consensus of the Commission to use the 2<sup>nd</sup> option listed.

## **Goal C: Support amenities, design and improvements.**

### **Implementation Strategy:**

1. Encourage new development to provide for enhanced connectivity and mobility.
2. Encourage new and extended bike routes, multi-use trails, and pedestrian pathways with all new developments.
3. Consider future multi-modal transportation improvements, such as bus pads and bus bays in new development adjacent to major and minor arterial roadways.

Gioia stated although they sound similar they are all very different.

Kathy Davis referenced the talk of a new bike path and feels that it is worth keeping here.

Burnside questioned the verbiage used and requests that something be added to the goal to make it more specific.

Pitts compares this goal to #7 in goal A, and feels this is a more practical version.

Kendall Welch indicated this might be better in the circulation element.

Chairman Davis agreed that the goal needs to be more specific.

Gioia agreed that this does mostly discuss transportation but feels it does belong in the 260 area.

Pitts stated that the development might not be possible without ADOT participation.

Commission agreed to keep the goal, Chairman Davis requested rewording the goal to read "Support improvements and alternate means of transportation along State Route 260 corridor."

Gioia stated that streetscapes aren't a large ordeal and explains what they are including pathways and vegetation, and feels that most would understand the term design principle.

Commission agreed to move line 7 of goal A to Goal C.

Chairman Davis recommended rewording the line to read "Consider improvements in such aspects as streetscape through community appearance."

Commissioner Blue agreed with the modification.

Burnside indicated that if the verbiage is used, there would be a loss in the push for a four lane expansion and felt that they are missing the point of alternate means of transportation and doesn't agree that streetscape should be discussed.

Cat Davis stated that any business model created has to have attract ability and down town Camp Verde has no attract ability for coming developers. We must attract and enhance the area and there has to be a medium between the transportation routes along with attract ability.

Burnside explained that if we go back to ADOT asking for simplicity it will be given. Anything more will be denied.

Bruce George explained that a part of ADOT's requirements, a bike path will be incorporated regardless.

Gioia clarified this isn't for State Route 260 but rather for private land.

Jenkins explained that the Town has the responsibility to take care of everything not included in the ADOT right-away.

Cat Davis feels there needs to be a reasonable and realistic way to communicate to developers the design attempt so that the town does not end up looking like Prescott Valley and feels however difficult it may be, the town needs to be re-educated.

Pitts stated there needs to be reason for developers to come and easy access needs to be determined.

Kathy Davis indicated that place making belongs along 260 and Finnie Flats road.

Pitts explained there are a lot of expansion plans at Out of Africa and feels that this should reflect more tourism encouragement.

Blue stated he wants to be careful in wording and does not want to scare off a potential developers.

Burnside stated when discussing a General Plan you should never say that you don't want it to look like a certain town.

Davis disagreed with Burnside and stated there needs to be more specifics because we do not want to look as a specific place and without those specifics, it won't be conveyed to developers.

Parrish indicated his approval of a 4 lane highway but strongly discouraged the implementation of several round-a-bouts.

Tom Pitts indicated that it is his understanding that the round-a-bouts designed will be the largest in the state.

Commissioner Blue requested that the goal should remain as it is a recommendation, not a requirement.

It is the consensus of the Commission for Goal C to read "Support improvements in alternate means of transportation and amenities."

Kathy Davis indicated there was a goal discussed in sub-committee that was not listed. Goal D was to protect existing neighborhoods from non-residential development. The implementation strategy was to support and improve guidelines for buffers of landscaping.

Chairman Davis requested to change the word protect to buffer, therefore reading, Buffer existing neighborhoods from non-residential development.

Burnside indicated that this goal is already implemented in the Town Code. Jenkins agreed with Burnside's statement.

Burnside indicated that the Town has fallen in development on State Route 260 and one of the stipulations states that applicants will put a block fence up. Some have a fence some don't due to the interpretation and the fact that enforcement is not imposed.

It is the consensus of the Commission to not add the recommended Goal D.

Chairman Davis requested that Jenkins report back to commission regarding matters questioned in the previous meeting.

Jenkins indicated that the ARS statement is correct regarding aggregates. The item below it is specific to Camp Verde and will be separated for correct clarification purposes.

Jenkins also explained that the principles to creating character areas were previously approved by commission and that staff was able to go back to archives.

Burnside stated that according to ARS dated 8/12/2014 the verbiage is correct and it is paragraph G not F. Jenkins reiterated that this is being corrected. Welch also indicated that she would be correcting the entire paragraph.

It is the consensus of the Commission for the wording to be included "Refer to the current Arizona Revised Statute."

7. **Adjournment**

On a Motion by Burnside, seconded by Blue, the meeting adjourned at 8:01 pm.

  
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Chairman B.J. Davis

  
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Michael Jenkins Community Development Director

**CERTIFICATION**

I hereby certify that the foregoing Minutes are a true and accurate accounting of the actions of the Planning & Zoning Commission of the Town of Camp Verde during the Special Session of the Planning & Zoning Commission of the Town of Camp Verde, Arizona, held on the 11<sup>th</sup> day of September, 2014. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 9 of October, 2014.

  
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Marie Moore, Recording Secretary