

**MINUTES**  
**WORK SESSION – GENERAL PLAN UPDATE**  
**PLANNING & ZONING COMMISSION**  
**COUNCIL CHAMBERS · 473 S. Main Street, Room #106**  
**WEDNESDAY, SEPTEMBER 26, 2013 at 6:00 P.M.**

**Note:** Work Sessions are being held over the next 12 months to update the General Plan. Public participation and input is encouraged during this process. Work Sessions will end no later than 8:00 p.m., and it is possible that some items will be carried over to a subsequent meeting. In addition, a majority of Council members may be present at these meetings. It is important to note that the voters will ultimately approve the General Plan in an election. If you have questions regarding these work sessions, elements of the General Plan, public participation, etc. please contact Community Development Director Mike Jenkins at 928-554-0051 or visit our website at [www.campverde.az.gov](http://www.campverde.az.gov).

1. **Call to Order**

Chair Norton called the meeting to order at 6:00 P.M.

2. **Roll Call**

Chair Norton, Vice Chair Blue, Commissioner Parrish, Commissioner Freeman, Commissioner Hough, Commissioner Hisrich and Commissioner Davis were present.

**Also Present**

Mayor German, Town Manager Russ Martin, Community Development Director Michael Jenkins, Economic Development Director Steve Ayers, Building Official Robert Foreman, Assistant Planner Jenna Owens and Permit Technician Kendall Welch

3. **Pledge of Allegiance**

The Pledge was led by Commissioner Freeman

4. **Approval of Minutes:**

**September 12, 2013 – Work Session**

On a motion by Commissioner Blue, seconded by Commissioner Freeman, the Commission voted unanimously to approve the minutes of September 12, 2013 as submitted.

5. **Discussion, consideration and possible direction to staff relative to the Land Use Element of the General Plan, to include review of prior suggested changes made during the August 15, 2013 work session, remaining Land use Element items or any new element items and to take any public input for consideration.**

Community Development Director Michael Jenkins began this item by introducing Steve Ayers the Towns Economic Development Director. Ayers wanted some time to address the idea of "Character Areas" and how they could affect the General Plan. Ayers told the Commission that with "Character Areas" it would widen the types or styles of development. At this time the General Plan only has one set of language for the entire town, which is "Rural." Ayers said this can be very restrictive to some development especially big box stores. By breaking the town into different character type areas would help bring in more development without causing a major amendment to the General Plan. "Character Areas" designates a certain flavor in different areas while keeping other areas in the "Rural" form such as the downtown area. "Character Areas" bring a more specific type or flavor for a developer to identify. Ayers gave a few examples of areas that could benefit from "Character Areas."

1. 260 Corridor (Cash Register)
2. Finnie Flat and Main Street
3. Verde lakes
4. Salt Mine Road
5. Montezuma Castle Area

Ayers presented to the Commission the City of Globe's General Plan where they have adopted "Character Areas"; each "Character Area" includes a goal, policy and implantation strategy which gives more flexibility to growth and development. Ayers told the Commission that he does support "Character Areas or Districts" and by adding these they would help him achieve the goals of the Economic Development Department.

The current General Plan creates major land use amendments for a developer to proceed and major amendments are only allowed once a year. Ayers also told the Commission that he would like to have some developers attend a P&Z work session so they could also share the advantages of "Character Areas."

Commissioners Discussion

Commissioner Hough wanted to be insured that these "Character Areas" wouldn't change the hard zoning, Ayers responded; It does not change the zoning.

Commissioner Hisrich referred to the Walmart on Cave Creek Road and Carefree Highway, this Walmart was developed in a way to blend with the Town of Cave Creek and is a prime example to protect an area from commercial big box look. Ayers responded to this comparison, "Character Areas respect and area and the surrounding landscaping. "Character Areas" will help build a town to be proud of and to also be profitable. Currently the town is identified as one large "Character Area" which may not fit all areas of the town. Breaking it down into several "Character Areas" would become more welcoming for growth and development. In turn this helps the developers to know up front what the Town of Camp Verde wants in development.

6:34 Chair Norton opened the floor for public comment.

Kathy Davis, a retired Park Service employee told the Commission that the Parks Service has been doing these type areas for the last 40 years. In the Park Service they are called "Character Districts" and each district allows different types of activities and each has a variety of different rules. Ms Davis supports "Character Areas or Districts."

6:37 Chair Norton closed public comment.

At this time Chair Norton addressed the audience informing them that on October 10<sup>th</sup> there will be a joint work session that will involve the Town Council. The discussion will be the direction of the General Plan and the desires of the Council to see "Character Areas" included into the General Plan. He also told everyone that there were refreshments available and to feel free to speak up on any discussion item. He also reminded everyone of the public groups that they can get involved with to review the elements in the General Plan, which in turn will make recommendations to this body.

Jenkins began with some follow up from the previous meeting on September 12<sup>th</sup> on items that the Commission asked staff to bring back with more clarification.

1. The exact location of Wingfield Mesa, Jenkins pointed this area out on a color map supplied in the meetings packet. Wingfield Mesa is located just south of Verde Lakes and does overlap both sides of 260. Wingfield Mesa also contains some historical ruins.
2. Pg 3.2 there was a rewrite of first and second paragraph.

Commissioner Hough spoke up on the process and the focus of the General Plan. He stated that he believes there are just too many different types of scenarios happening with the General Plan. Jenkins told the Commission that after the last Council meeting he was the one to suggest the joint work session between Council and the P&Z Commission. He told the Town Manager Martin that P&Z has been side tracked by the new notion of "Character Areas" and he feels the Commission needs to be focused on their task to update the General Plan. The "Character Area" has created uncomfortableness with the Commission because they may have to revisit items in the General Plan. Having the "Character Area" discussion done up front could save some time. Jenkins had asked to have the "Character Area" put on the agenda as a specific item. The Commission is trying to update and edit at this time but with the interest on "Character Areas" it may cause double the work.

Commissioner Blue said that he has heard rumor that Council may hire a consultant to get involved with the General Plan, he is not in support of this because the Commission has plenty of talent to complete this task and if a consultant is hired it would make since for them to take on the complete task of updating and editing the General Plan. Commissioner Blue also added that the Commission is here because it has a feel for the

community and they want the best for the community.

Commissioner Parrish commented that he isn't interested in the developer's side for "Character Areas", he believes they will only be interested because of the benefits it would have on their wallets.

Commissioner Hisrich also commented that working on the plan's grammar is too small of a task to be done when there are bigger items that need the Commission's attention.

Chair Norton said he wasn't feeling any negatives about the process but wanted to know if the Commission would rather wait to continue work on the General Plan until after the October's 10<sup>th</sup> work session with Council.

Commissioner Davis, yes we need to hear what Council wants.

Commissioner Hough, yes I would rather move forward with clearer direction from Council.

Commissioner Freeman, yes it should be an Agenda Item, "Character Areas" and where the Council would consider the location of "Character Areas."

Commissioner Blue, yes, the Commission has been side tracked in the last two meetings over the "Character Areas" the Commission does need time with the Council.

Commissioner Hisrich, yes.

The Planning and Zoning Commission came to the consciences not to move forward on the General Plan until after the work session with Council on October 10<sup>th</sup>. The Commission would like to hear from Council better direction and if the Council desires are to have "Character Areas" written into the General Plan.

7:15 Chair Norton opened the floor for public comment.

Mayor German told the Commission that he has a friend in Texas that is a planner for retail and shopping mall areas, he called on him for some information and how a development chooses the location to build commercial and multi use developments. He was told that a variety of large developers look at the complete area and then the goals of the General Plan, if the goals of the General Plan doesn't fit the type of development they are striving to build then they move on to another community. The Mayor added he welcomes and looks forward to the work session on October 10<sup>th</sup> and if the Commission felt that the Council was lobbying them with the "Character Areas" he apologizes because that wasn't the intent. He added that the Council has so much information coming to them at this time that they just want to be sure the Town has the needed flexibility when the development begins with the 260 corridor.

Kathy Davis said she feels that "Character Areas" would be a good foundation for the town and a clearer vision for the plan; she also reminded the Commission that the corridor on 260 overlaps Forest Service and the State Land Trust.

Robert Foreman, the Town's Building Official told the Commission that the last General Plan had "Character Areas" in mind just not that terminology, which is why the zoning is as it is today. In the last General Plan update the town was looked at in a divided fashion to keep different types of development separate or similar developments together. Foreman also told the Commission that his comments were his opinion as a citizen of Camp Verde not the Town's Building Official because he was involved with the current General Plan's update as a citizen.

Jane Whitmire told the Commission that she appreciated the Commission's time and patience with the new idea of the "Character Areas," and she does support a tool such as the "Character Areas" to help keep a coordinative plan for the Town.

7:22 Chair Norton closed public comment.

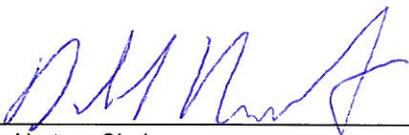
Jenkins told the Commission in his many years in Community Development he has heard all kinds of terminology from planners and most of them when boiled down seem to be very similar. He's not sure if that's the same with "Character Areas" but he does know the Town's code and General Plan and there are flexibilities in both. The General Plan does address what Ayers was speaking of earlier, but it is a big deterrent to developers when a major plan amendment is needed because of the delay it may add to their projects. Some of these things can be addressed in the criteria that are needed to determine between a minor or major plan amendments. For example Yavapai County increased the number of acres needed before a major plan amendment is needed which in turn creates only minor amendments needed which can be done anytime throughout the year and not just annually like a major amendment requires. If there is an opportunity to insert something into the General Plan to make it more flexible I believe the Commission wouldn't want to miss out on it.

Jenkins continued on to tell the Commission that he still doesn't completely understand the "Character Areas" himself, he supports the Commission's decision to set the General Plan update aside until there is a work session with the council.

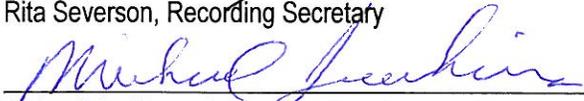
Chair Norton asked Jenkins if he feels the public comments they are receiving should first go to the subcommittee groups for their consideration as they work on the individual elements. He feels this may be a more efficient way to handle the comments. Jenkins said that would be appropriate. Jenkins was then asked by a citizen when these subcommittees are scheduled to meet, Jenkins replied the desired schedule would be the in between weeks that the P&Z Commission meets, but the day of the week hasn't yet been determined. Jenkins added that in light of this work session there wouldn't be a meeting next week.

**6. Adjournment**

On a motion by Commissioner Freeman, seconded by Commissioner Hisrich, the Commission voted unanimously to adjourn the work session at 7:36 P.M.

  
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Chip Norton, Chair

  
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Rita Severson, Recording Secretary

  
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Michael Jenkins – Community Development Director