**AGENDA - AMENDED**
**WORK SESSION – GENERAL PLAN UPDATE**
**THE PLANNING AND ZONING COMMISSION**
**COUNCIL CHAMBERS STE. 106 – 473 S. Main Street**
**THURSDAY AUGUST 28, 2014**
**6:00 PM**

***Because All Commission meetings will end at 9 PM, any remaining agenda items will be heard at the next Commission meeting.***

1. **Call to Order**
2. **Roll Call**
3. **Pledge of Allegiance**
4. **Consent Agenda** - All those items listed below may be enacted upon by one motion and approved as Consent Agenda Items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Commission so requests.
   a. **Approval of Minutes:**
      June 12, 2014 General Plan Work Session
      June 26, 2014 General Plan Work Session
   b. **Set Next Meeting, Date and Time:**
      September 11, 2014 General Plan Work Session
      September 25, 2014 General Plan Work Session

5. **Call to the Public for Items not on the Agenda**
   *(Residents are encouraged to comment about any matter not included on the agenda. State law prevents the Commission from taking any action on items not on the agenda, except to set them for consideration at a future date.)*

6. **Welcome new Commission member Mr. Bob Burnside.**

7. **Review and Discussion regarding the joint Work Session with Council which was held on August 13, 2014.**
   a. **Direction to proceed with the Character Areas.**
   b. **Direction to set aside the current Land Use map.**
   c. **Discussion and possible consensus on the proposed meeting schedule for ratification of the General Plan by the public in November 2016.**

8. **Character Area Recommendations as submitted by ReSEED Advisors for informational purposes only to be discussed at a future date.**

9. **Overview of Chapter 3 Land Use Element draft language including discussion of Goals and Implementation Strategies.**

**There will be no Public input on the following items:**

10. **Commission Informational Reports**: Individual members of the Commission may provide brief summaries of current events and activities. These summaries are strictly for the purpose of informing the public of such events and activities. The Commission will take no discussion, consideration, or action on any such item, except that an individual Commission member may request an item be placed on a future agenda.

11. **Staff Comments**
12. **Adjournment**

**Please note:** The Planning and Zoning Staff makes every attempt to provide a complete agenda packet for public review. However, it is not always possible to include all information in the packet. You are encouraged to check with The Community Development Department prior to a meeting for copies of supporting documentation, if any that were unavailable at the time agenda packets were prepared.

Posted by: K Welch Date/Time: 8/25/14 3:00pm

Note: *Pursuant to A.R.S.§38-431.03A.2 and A.3, the Planning & Zoning Commission 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.

# MINUTES DRAFT

## AGENDA WORK SESSION – GENERAL PLAN UPDATE
## PLANNING & ZONING COMMISSION
## COUNCIL CHAMBERS · 473 S. Main Street, Room #106
## THURSDAY, JUNE 12, 2014 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.

1. **Call to Order**
   Chairman Davis called the meeting to order at 6:00 pm.

2. **Roll Call –**
   Chairman Davis, Commissioners Blue, Freeman, Hisrich, Norton and Parrish were present;
   Absent: Commissioner Hough.

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

3. **Pledge of Allegiance**

   Commissioner Blue led the pledge.

4. **Approval of Minutes:**
   **May 22, 2014 – General Plan Work Session**

   On a motion by Norton, seconded by Hisrich, the commission unanimously approved the May 22, 2014 Minutes.

5. **Discussion, Public Input & Commission Consensus on questions raised during the May 22nd P&Z General Plan Work Session concerning the McCracken Character Area.**

   - Mining Operations at the end of McCracken Lane
   - Trust Land in McCracken Character Area

   The public is encouraged to give input. Staff: Michael Jenkins

   Jenkins informed the Commission that he had researched and gathered information regarding the concern of residents in the McCracken Character Area in reference to the amount of commercial trucks going back and forth with material onto the property located at the end of McCracken Lane. Jenkins reported that the son in law of the property owner operates a construction company on the property and is storing materials for projects there. Chairman Davis inquired if the materials were being stored legally. Jenkins indicated that the current use of the property has been in place since 1971 and to date there has been no formal complaints received. Davis stated he felt the Commission needed to report an answer back to the concerned citizen. Jenkins confirmed that the Town would follow up with the citizen and inform her there is no mining taking place on the property or river. Jenkins also confirmed that the property does not currently have a use permit for mining on that property, and is private property therefore the Town cannot enter onto the property without a search warrant.

Norton inquired about the length in time that the construction activity has taken place on the property which predates to 1971. Jenkins conferred with the statement and indicated that they would be "grandfathered" but there is no record that the property owner has applied for those rights with the Town.

After further discussion, the Commission agreed that the Community Development Department should handle the matter within its proper protocol and inform the concerned citizen of the status of the property.

6. **Discussion, Public Input & Commission Consensus for proposed residential densities & land uses other than residential for the 260 Corridor Character Area.**
The public is encouraged to give input. Staff: Michael Jenkins

**Unanimous consensus of the Commission was made to approve the proposed residential densities & land uses other than residential for the 260 Corridor Character Area.**

Jenkins presented an aerial photograph of the State Route 260 project he received from the Public Works Department for the Commissions reference regarding the proposed round-about intersections and recommended proposed commercial areas should be based on the new round-about access points. Jenkins indicated that staff created the language regarding the expansion of commercial usage in the Density and Non-Residential Districts column for the 260 Corridor Character Area under the direction of the subcommittee

Hisirich stated he would like the proposed round-a-bouts included in the major intersections portion of the Circulation column of the Character Area chart and felt it is important to include them because that is where development is more likely to occur. Jenkins clarified that the proposed round-a-bouts could shift in position until more finalized plans are released for the State Route 260 project. Norton stated that the character area chart could be changed during the final edit if needed.

No changes to the boundary line for the 260 Corridor Character Area were heard.

**Physical Description:** Hisrich requests proposed round-a-bout locations be added or mentioned in the physical description of the character area chart.

**Built Environment**: No changes are made.

**Circulation**: Jenna Owens stated that the street name of "Cherry Lane" going east from the traffic light at the intersection of N. Cherry Creek Road and State Route 260 was recently changed. It previously was known as "Quath Qua Ota" and is part of the Yavapai-Apache Nation. Owens stated that she would need to research the matter more due to the fact that there is possibly already a road off of Middle Verde that is also named Cherry Lane. Hisrich added the proposed locations of round-a-bouts.

**Points of Interest**: Davis indicated his concern regarding areas that were included that are proposed but not currently in existence. Kendall Welch suggested the Commission could always choose to strike the proposed items from the character area chart and add it to the visions and goals component of the character areas.
Norton requested the name of the Woods Ditch be checked to verify consistent formatting throughout the entire document.

**Density and Non-Residential Districts:** Welch specified that the M2 designation needed to be added to item 2 and item 4 under Preferred Non-Residential Zoning Districts following the M1 notation.

Council Member Brad Gordon inquired if the Commission was aware of any future plans that Out of Africa may have and if Column 5 on the character area chart coincides with their plans. Davis conferred that he felt the description does coincide with Out of Africa's future plans.
Hisrich questioned the first two bullet points and the last sentence regarding commercial use and the verbiage "heavier". Welch explained that it was worded that way in an effort to establish heavier commercial

growth closer to State Route 260 and away from current residential areas which was the direction given to staff by the subcommittee.
Norton stated it implies all commercial use which is not the intention.
Hisrich requested the word "heavier" be stricken from the verbiage because that is not the intentions. Davis and Norton concur to strike the word "heavier".

7. **Discussion, consideration, and possible direction to staff relative to any Character Areas and the General Plan.**

Chairman Davis suggested a meeting be held with the subcommittee to review all the Character Areas and strongly suggests the attempt to involve the public more.. Davis would like to start the meetings after the summer when the public might be done with their summer vacations. Davis recommended reporting back to Council after the next meeting and to schedule a joint work-session with Council.

Blue voiced his concern regarding the time spent already and delaying the process any more. Jenkins stated there are still two matters to address involving Finnie Flat Road and the land near Tony Gioia's property.

Hisrich inquired as to how they will get more public interaction than they have previously seen. Davis stated that he did understand there have been several notifications but he feels in the end there should be one meeting per Character Area within that character area for finalization. Norton reminded the Commission that once the final version is approved by Council it would still need to go out to the public to be ratified. Jenkins and Davis discussed the next available election/voting process in which this matter would not go before public until 2016. Norton voiced his concern about the length of time in between finishing the General Plan and when it is out for vote. Blue requested direction from Council and stated he did not wish to re-do any portion of the General Plan once finalized.

Jenkins requested the use of the consultant for the finalization and did explain he would need the public's input. Blue inquired who was directing the Commission to use a consultant. Jenkins explained that the Town Manager had given the direction to use a consultant who is available for direction to the Commission. Blue questioned why the Commission had not previously known about the consultant. Jenkins stated that it had been discussed in the past briefly.

Council Member Brad Gordon indicated that Council decided they did not want an "outsider" to write the General Plan but did feel it was beneficial to have someone in an advisory role.
Blue indicated his disapproval of a consultant and spoke of past experiences.

8. **Adjournment**

On a motion by Norton, seconded by Hisrich, the meeting adjourned at 7:30 pm.

_____
Chairman B.J. Davis

_____
Michael F. Jenkins Planning & Zoning

**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 12th day of June, 2014. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this _____ of _____, 2014.

_____
Marie Moore, Recording Secretary

# MINUTES DRAFT
## WORK SESSION – GENERAL PLAN UPDATE
## PLANNING & ZONING COMMISSION
## COUNCIL CHAMBERS · 473 S. Main Street, Room #106
## THURSDAY, JUNE 26, 2014 at 6:00 P.M.

1. **Call to Order**
   Chairmen Davis called the meeting to order at 6:00 P.M.

2. **Roll Call**
   Chairman Davis, Commissioners Norton, Blue, and Hisrich present;
   Absent: Commissioners Freeman, Hough and Parrish.

3. **Pledge of Allegiance**
   Chairmen Davis led the pledge.

4. **Approval of Minutes:**
   **June 5, 2014 – Planning and Zoning Commission Special Session**
   On a Motion by Blue, seconded by Norton, the Commission unanimously voted to approve the June 5, 2014 Planning and Zoning Commission Special Session Minutes.

5. **Discussion, Public Input & Commission Consensus on the Land Use Element of the General Plan:**

   - Character Area Maps and Character Area Charts.
   - General Plan, Chapter 3 – Land Use Document.

Page 3.1
Kathy Davis inquired about the accuracy of the acreage amount listed in the last paragraph and indicated the percentages on the Land Ownership chart add up to over 100%.

Page 3.2
Chairman Davis indicated the 3rd paragraph was stricken by the subcommittee because the information was based upon old data. Davis suggested keeping the sentence "Historically, the largest land use for the Town has been low density residential with residential agricultural in the form of family gardens and orchards, lending to the Town's rural atmosphere."
Davis questioned the accuracy in the number of agricultural acreage represented in the Land Use Chart. Jenkins explained the numbers are based on the land use map not actual usage. Norton indicated he felt the number it was accurate.

Page 3.4
Davis inquired about the first paragraph that had been added, Jenkins indicated that the first paragraph outlined the new ARS requirements regarding aggregates. Resident Tony Gioia questioned when those requirements went into effect, Jenkins specified approximately 2 years ago.

Gioia questioned why the verbiage "Land Use Districts" and "Land Use Map" were replaced with Character Area, as the verbiage is not seen in other places prior to this page. Davis agreed with Gioia that the verbiage used did need to remain consistent and the decision to replace those terms were suggested by the subcommittee. Davis recommended leaving the verbiage as is at this time until the document has final review.

Kathy Davis suggested the Character Area's be defined.

Page 3.5
Kathy Davis inquired if there is a comparison to the existing and proposed land use changes and used the example regarding a request for commercial use on Hwy 260 that doesn't currently exist. Davis suggested a comparison chart be included.
Brad Gordon suggested including a description for reference with the verbiage referring to zoning ordinances because those change. Chairman Davis suggested a general statement rather than the actual description. Ayres stated his concern in regards to the public's lack of background with the General Plan and suggested adding an appendix for reference. Owens indicated there is a brief description of each zoning ordinance at the beginning of Chapter 2 and full detail can be read in each zoning ordinance. Jenkins indicated that attaching an appendix would make the General Plan a very large document.
After further discussion from the Commission, Chairman Davis suggested and the consensus followed that there be a 1 page appendix included in the General Plan describing the 11 zoning ordinances and links for reference to the entire definitions.
Norton indicated that the paragraph referencing the Yavapai-Apache Nation refers to 3 special planning districts but lists 4. Ayers indicated that the Spur Land and Cattle Co. needed to be stricken as the property was recently purchased by Hauser & Hauser Farms.
Gioia suggested the Yavapai Apache Nation paragraph be split into 2 separate paragraphs.

Page 3.6

Ayers inquired about the goals listed and the point that the Character Area's defined those goals which would eliminate the verbiage. Ayers also felt the goals listed were restricting.
Blue indicated that the verbiage "western" was offensive to some and suggested it be stricken. Davis stated that "western" part is included elsewhere in the General Plan. Hisrich indicated he had no preference and Norton supported striking the term "western".
Norton spoke about the Character Area's and spending the past year creating them with the understanding that there are statutes that indicate what must be covered and suggested the Town attorney be consulted. Jenkins confirmed the General Plan will be reviewed by the Town attorney.
Kathy Davis suggested there be discussion on how the goals are created.
Rob Whitt indicated that if the goals are development and revenue driven then the current goals would need to be rewritten to indicate that.
Jenkins and Kendall Welch explained how each Character Area will be presented. Gioia stated he felt each element should include goals. Chairman Davis asked if specific goals in each Character Area will satisfy the statue requirement, Jenkins stated it would.
Kathy Davis stated that cultural resources, points of interest and water are not included and if each element should have their own goals then how would there be management of goals overlapping.
Kendall Welch informed the Commission that the goals and objections are not finished at this time and Jenkins clarified that they are reviewing the current General Plan, in which the goals they are discussing do not exist.
Rob Whitt indicated he would like to see them included.
After further discussion of the Commission, it was the consensus to strike the goals written at this time.

Page 3.7

Jenkins suggests Revitalization be moved or stricken because it is already included in a Character Area.
It was the consensus of the Commission to strike the Revitalization paragraph.

Jenkins stated that he does not completely understand the Implementation Guidelines paragraph. Gioia explained that a previous Council had placed the paragraph there as a disclaimer.

Rob Whitt stated the verbiage "target" is not used elsewhere and questioned what exactly it referred to, also indicating it could be clearer.

Chairman Davis questioned why the statement is even needed and Jenkins indicated that previously someone could apply for a density change rather than a zoning change. Norton suggested checking with the Town attorney on the matter before striking the paragraph.

Jenkins stated the water indications are not accurate per the current usage statistics. Chairman Davis indicated he would like to see the asterisk statement stricken. Gioia stated the idea was to building more with less water and conservation. Davis requested to have the statement highlighted for review at a later time. Rob Whitt suggested the encouragement of water conservation be included. Kathy Davis requested a requirement for developers regarding water conservation. Gioia indicated that if you were to give a specific number, developers are entitled to it and favored keeping the 15 acre statement. Jenkins inquired what the penalty would be if the 15 acre requirement isn't met. Ayers stated there is a water element to be added and a lot has changed in the past ten years. Ayers favored keeping the statement for now and discussing with the water element. Norton agreed with Ayers. Chairman Davis felt the entire statement was problematic and should be readdressed.

Chairman Davis requested discussion regarding the Vision Statement upon the request from the subcommittee for revision. In addition, Rob Whitt has requested there be encouragement toward appropriate development included.

Norton stated the longest a vision statement should be is a few sentences that are concise and gives the sense of where the community is with the details placed elsewhere. Hisrich agreed with Norton. Ayers agreed as well and stated the General Plan gives plenty of room for further definition elsewhere. Kathy Davis stated there should be 1 vision statement and not one for each element. Chairman Davis indicated he felt that each element should have a specific statement. Jenkins stated that there is an introduction to the General Plan in place. Gioia suggested the State Land and Open Space statement be 2 items rather than 1.

Current Boundaries.

Gioia stated the reasoning for his request for the change of boundary and shows that his proposal is in sync with the Character Area.

Brad Gordon stated that this proposal would put this in the Salt Mine Area which would change the property and commercial property would not be allowed. Ayers inquired what the original zoning is and Gioia clarified it is residential. Ayers stated he felt the protection for the properties lies in the zoning ordinances already in place.

Rob Whitt indicated that commercial land should be near the Highway as residential would not want to build close to it. He feels it would be a mistake by making this a Character Area that does not include commercial zoning. Gioia stated that the residents don't want to see parking lot lights and buildings near their houses and felt this described the true Character Area. Norton indicated he was fine moving the line up to Highway 260. Hisrich indicated that the land is undevelopable and the current zoning doesn't allow for development. Blue suggested following Highway 260 as well. Brad Gordon indicated that the only parcel that could be used as commercial is the parcel owned by the Town on the corner of Oasis and Highway 260.
Blue stated that if the line followed Highway 260 and included the Town property, the property would not be able to develop as commercial retail but could be geared toward a church and that there is interest for development.

It is the consensus of the Commission to follow Highway 260 to Oasis Road.

The Finnie Flat proposal map was discussed, Chairman Davis indicated he didn't feel that commercial development past Finnie Flat was a high priority for the Town.
Ayers stated that the whole idea was to protect the view in the area and the property is landlocked by ADOT. Ayers indicated his support to follow the solid green line. Gioia agreed with Ayers stated and also supported the solid green line.
Brad Gordon, Kathy Davis and Commissioner Blue all indicated their support to follow the solid green line.

It is the Consensus of the Commission to use the solid green line indicated on the Finnie Flat proposal map.

6. **Discussion, consideration, and possible direction to staff relative to a joint Work Session between the Planning and Zoning Commission and Town Council.**

Commission agreed unanimously to cancel all July meetings and set a Joint Work Session with the Town Council on July 30 2014 which is the 5th Wednesday of the month

7. **Adjournment**

On a Motion by Norton, seconded by Blue, Commission adjourned at 8:04 p.m.

_____

Chairman B.J. Davis

_____

Michael Jenkins – Community Development Director

**CERTIFICATION**

I hereby certify that the foregoing Minutes are a true and accurate accounting of the actions of the Chairman and Planning and Zoning Commission of the Town of Camp held on June 26, 2014. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this _____ day of _____, 2014.

_____

Marie Moore, Recording Secretary

# August 2014

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | | 10 | 11 | 15 | 16 |
| 17 | 18 | 19 | 20<br>Sub-Committee Meeting - General Land Use Element Goals and Implementation | 21 | 22 | 23 |
| 24 | 25 | | 24 | 25<br>P & Z - General Land Use Element Goals and Implementation | 29<br>Staff to isssue Documents for review at next P & Z Meeting (260 | 30 |
| 31 | | Notes: | | | | |

# September 2014

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3<br>Sub-Committee Meeting - Character Area 1 (260 Corridor) Goals and | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11<br>P & Z - Character Area 1 (260 Corridor) Goals and | 12<br>Staff to isssue Documents for review at next P & Z Meeting (Finnie | 13 |
| 14 | 15 | 16 | 17<br>Sub-Committee Meeting - Character Area 2 (Finnie Flat) Goals and | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25<br>P & Z - Character Area 2 (Finnie Flat) Goals and Implementation | 26<br>Staff to isssue Documents for review at next P & Z Meeting | 27 |
| 28 | 29 | 30 | | | | |
| | Notes: | | | | | |

# October 2014

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | 1 Sub-Committee Meeting - Character area 3 (Downtown) Goals and | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 P & Z - Character area 3 (Downtown) Goals and Implementation | 10 Staff to isssue Documents for review at next P & Z Meeting (260 | 11 |
| 12 | 13 | 14 | 15 Sub-Committee Meeting - Character area 4 (260 East) Goals and | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 P & Z - Character area 4 (260 East) Goals and Implementation | 24 Staff to isssue Documents for review at next P & Z Meeting (Middle Verde) | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

Notes:

# November 2014

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | | | | 1 |
| 2 | 3 | 4 | 5<br>Sub-Committee Meeting - Character area 5 (Middle Verde) Goals and | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13<br>P & Z - Character area 5 (Middle Verde) Goals and Implementation | 14<br>Staff to isssue Documents for review at next P & Z Meeting (Pecan Lane) | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27<br>**Thanksgiving** | 28 | 29 |
| 30 | Notes: | | | | | |

# December 2014

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 Sub-Committee Meeting - Character area 6 (Pecan Lane) Goals and | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 P & Z - Character area 6 (Pecan Lane) Goals and Implementation | 12 Staff to isssue Documents for review at next P & Z Meeting | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 Christmas | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

Notes:

# January 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | | 1 | 2 | 3 |
| Sample text | | | | **New Year's Day** | | |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | Sub-Committee Meeting - Character area 7 (McCraken) Goals and | | | |
| 11 | 12 | 13 | 8 | 9 | 16 | 17 |
| | | | | P & Z - Character area 7 (McCraken) Goals and Implementation | Staff to isssue Documents for review at next P & Z Meeting (Salt Mine & | |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| | | | Sub-Committee Meeting - Character area 8 & 9 (Salt Mine & Quarterhorse) Goals and | | | |
| 25 | 26 | 27 | 10 | 11 | 30 | 31 |
| | | | | P & Z - Character area 8 & 9 (Salt Mine & Quarterhorse) Goals and Implementation | | |
| | | Notes: | | | | |

# February 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 Sub-Committee Meeting - Character area 10 (Clear Creek) Goals and | 5 | 6 | 7 |
| 8 | 9 | 10 | 8 | 9 P & Z - Character area 10 (Clear Creek) Goals and Implementation | 13 | 14 |
| 15 | 10 | 11 | 18 Sub-Committee Meeting - Overall Land Use/Character | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 P & Z - Overall Land Use/Character Area Coordination | 27 | 28 |

Notes:

# March 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4<br>Staff to isssue Documents for review at next P & Z Meeting (Growth Area Element) | 5 | 6 | 7 |
| 8 | 9 | 10 | 25 | 26<br>P & Z - Growth Area | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26<br>P & Z - Growth Area | 27 | 28 |
| 29 | 30 | 31 | | | | |

Notes:

# April 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | 1<br>Staff to isssue Documents for review at next P & Z Meeting (Environmental Planning Element) | 2 | 3 | 4 |
| 5 | 6 | 7 | 22 | 23<br>P & Z - Environmental Planning | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23<br>P & Z - Environmental Planning | 24 | 25 |
| 26 | 27 | 28 | | | | |

Notes

# May 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6<br>Staff to isssue Documents for review at next P & Z Meeting (Cost of Development Element) | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14<br>P & Z - Cost of Development | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28<br>P & Z - Cost of Development | 29 | 30 |
| 31 | | Notes: | | | | |

# June 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3<br>Staff to isssue Documents for review at next P & Z Meeting (Transportation and Circulation | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11<br>P & Z - Transportation and Circulation | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25<br>P & Z - Transportation and Circulation | 26 | 27 |
| 28 | 29 | 30 | | | | |
| | Notes: | | | | | |

# July 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 |
| | | | Staff to isssue Documents for review at next P & Z Meeting (Open Space Element) | | | |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| | | | | P & Z - Open Space | | |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| | | | | | | |
| 19 | 20 | 21 | 14 | 15 | 24 | 25 |
| | | | | P & Z - Open Space | | |
| 26 | 27 | 28 | 29 | 30 | 31 | |
| | | | | | | |
| | | Notes: | | | | |

# August 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | | | | 1 |
| 2 | 3 | 4 | 5<br>Staff to isssue Documents for review at next P & Z Meeting (Water Resources Element) | 6 | 7 | 8 |
| 9 | 10 | 11 | 28 | 29<br>P & Z - Water Resources | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 11 | 12<br>P & Z - Water Resources | 28 | 29 |
| 30 | 31 | Notes: | | | | |

# September 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| | | | Staff to isssue Documents for review at next P & Z Meeting (History & Culture Element) | | | |
| 6 | 7 | 8 | 25 | 26 | 11 | 12 |
| | | | | P & Z - History & Culture | | |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| | | | | | | |
| 20 | 21 | 22 | 11 | 12 | 25 | 26 |
| | | | | P & Z - History & Culture | | |
| 27 | 28 | 29 | 18 | 19 | | |
| | | | Staff to isssue Documents for review at next P & Z Meeting (Housing Element) | | | |
| | Notes: | | | | | |

# October 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | P & Z - Housing | | |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 8 | 9 | 23 | 24 |
| | | | | P & Z - Housing | | |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

Notes:

# November 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4<br>Staff to isssue Documents for review at next P & Z Meeting (Economic Development Element) | 5 | 6 | 7 |
| 8 | 9 | 10 | 27 | 28<br>P & Z - Economic Development | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26<br>Thanksgiving | 27 | 28 |
| 29 | 30 | | | | | |

Notes:

# December 2015

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| | | | | P & Z - Economic Development | | |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| | | | | | Christmas | |
| 27 | 28 | 29 | 30 | 31 | | |

Notes:

# January 2016

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | | | 1 | 2 |
| Sample text | | | | | | |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| | | | | P & Z - Session for General Plan overview & Final Modifications | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | | 29 | 30 |
| | | | | P & Z - Session for General Plan overview & Final Modifications | | |
| 31 | | Notes: | | | | |

# February 2016

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3<br>Town Coucil Discussion of / Comment on General Plan | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17<br>Town Coucil Final Discussion of General Plan - Direction to Proceed with 60 | 18 | 19 | 20 |
| 21 | 22<br>Start 60 day **Review of Proposed General Plan** | 23 | 24<br>1st Public Town Hall Meeting on General Plan | 25 | 26 | 27 |
| 28 | 29 | | | | | |

Notes:

# March 2016

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9<br>2nd Public Town Hall Meeting on General Plan | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23<br>3rd Public Town Hall Meeting on General Plan | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

Notes:

# April 2016

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13<br>4th Public Town Hall Meeting on General Plan | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22<br>**End of 60 Day Review Period of Proposed General Plan** | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

Notes

# May 2016

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12<br>P & Z - Modifications in response to 60 Day Review Comments and Public | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26<br>P & Z - Final Modifications in response to 60 Day Review and Refer to Council | 27 | 28 |
| 29 | 30 | 31 | | | | |

Notes:

# June 2016

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | 1<br>Town Coucil Discussion of and Referral of General Plan to Public Vote | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15<br>Town Coucil - Further Discussion of and Referral of General Plan to Public Vote (if | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |
| | Notes: | | | | | |

# July 2016

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11<br>Issue Publicity Pamphlet to Voters (120 days before Election Day) | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | Notes: | | | | |

# August 2016

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

Notes:

# September 2016

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |

Notes:

# October 2016

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | Notes: | | | | |

# November 2016

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| | | Election to Ratify General Plan by Public | | | | |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |

Notes:

# Camp Verde

## Character Area Recommendations

ReSEED Advisors

ReSEED Advisors

420 W. Roosevelt, Ste. 107
Phoenix, Arizona 85003
www.reseedllc.com

August 7, 2014

**VIA E-MAIL**
Michael Jenkins
Community Development Director
Town of Camp Verde
473 S. Main St. Ste. 109
Camp Verde, AZ 86322
mike.jenkins@campverde.az.gov

**RE:** Town of Camp Verde General Plan Update Recommendations
Character Area Goals and Public Outreach

Dear Mike:

I would like to congratulate you and the General Plan review committee for a very fine and thorough job on your initial work for the General Plan Land Use Element. I am happy to see that the Town has decided to take the character area approach as this approach offers a community a better way to guide future growth while protecting its unique character.

I'm sure you have experienced the long, arduous process of meetings and consensus in order to establish the initial character areas. Let me assure you that this is common and in fact, some communities have taken as long as 18-24 months. This process, however, is well worth it since once established, the character areas provide a solid, long-term foundation by which to grow.

I have carefully reviewed the Town's initial work and I am happy to offer confirmation that your approach meets the requirements of A.R.S. §9-461.05 (General plans; authority; scope). Below, I detail the specific A.R.S. provisions and how the Town complies. I also provide some suggested guidance on how to enhance your great start.

First, subsection C.1 of A.R.S. §9-461.05 provides for the requirements by which your land use plan must conform. I have highlighted the 3 relevant provisions pertaining to specific land uses, densities and intensities below:

> *C. ... The plan shall include the following elements:*
> *1. A land use element that:*
> *(a) Designates the proposed general distribution and location and extent of such uses of the land...*
> *(b) Includes a statement of the standards of population density and building intensity*
> *(e) Includes policies that address maintaining a broad variety of land uses*

ReSEED Advisors

In my professional opinion and experience with other communities throughout Arizona, I believe your approach to character areas complies with these requirements. I have provided a table below to more clearly illustrate how your approach is in compliance.

| A.R.S. §9-461.05 | State Requirement | Camp Verde approach | Suggested Improvement |
|---|---|---|---|
| C.1(a) | *Designates the proposed general distribution and location and extent of such uses of the land* | Each character area table includes a detailed description and location of the existing and preferred locations of non-residential densities. | Add a description and location of the existing and preferred residential land uses in each character area. ALTERNATIVELY, rather than I detailed description of the uses and locations, you may want to consider describing the general location and percentage distribution of land uses across the character area. This would simplify the description and provide for flexibility in implementing the plan. |
| C.1(b) | *Includes a statement of the standards of population density and building intensity* | Each character area includes a statement that outlines the 'Potential Land Uses' for the character area. The statement describes the general allowed residential densities as well as the non-residential zoning districts that are permitted throughout the character area. | None, this approach complies with the state requirement. |
| C.1(e) | *Includes policies that address maintaining a broad variety of land uses,* | Each character is unique and offers varying opportunities for residential and non-residential development. On the whole, each character area combined provides the Town the 'broad variety of land uses' required by the statutes. | None, this approach complies with the state requirement. |

Below are further recommendations related to the Character Area Goals and Strategies as well as a description and recommendation on various public outreach strategies. Additionally, we provided some general recommendations you will find below and we drafted an example on how the character area map and table could be reformatted. These additional recommendations are offered simply as suggestions to help add to the readability of the document.

**General Recommendations**

1. The character areas begin with the 260 East Character Area. We looked for this area on the map and found that it was right in the center of planning area. The character areas that followed did not seem to follow any sequence. If the order of the character areas is not set, we would recommend an easier to follow progression of the character area descriptions, for example start with the 260 Corridor in the northwest, then progress to the southeast. You will see in the Table of Contents that our recommendations for each character area are organized in this fashion.

2. Clear Creek Character Area includes a strip identified as Old Military Reservation. This is likely still under Federal jurisdiction and undevelopable. Most of 260 East Character Area is under Federal jurisdiction, therefore we recommend combining the Old Military strip with the 260 East Character Area.

3. The value of establishing character areas is the ability to define unique characteristics for smaller parts of the Town. If possible, this uniqueness should be reflected in the name of the character area, therefore we recommend renaming the 260 East and 260 Corridor Character Areas to a name that reflects its uniqueness. You and the local residents may be better suited than I, however couple recommendations may be:
    a. 260 East – Old Military Reservation or Town Park or Parkland
    b. 260 Corridor – Cherry Creek or Commerce Corridor *('Commerce' may be most appropriate as this character area appears to be the economic foundation by which the Town will almost certainly advance. Describing this corridor as 'Commerce' has the added marketing benefit of clearly stating the Town's intent to any potential developer and also that the Town is cognizant of the potential of this corridor and receptive to future economic development)*

4. Camp Verde offers very distinct neighborhoods with a wide variety of current and future densities. With this in mind, consider categorizing character areas as rural, suburban and urban. This will help encourage and facilitate new conventional development in areas that can support it while preserving and protecting traditional rural areas.

5. Consider combining map and introduction into 1 page with pertinent photos. Reduce areas of extensive narrative in the tables and thereby enhance the readability of character area table. Clarify the title of the table. Example provided.

6. As part of Vision/Goals section of each character area, consider adding a paragraph that describes the intent of that character area. Each Goal and Implementation Strategy should then tie back to intent of the specific Character Area. This should be easy to do, however we were not involved with the initial process and we did not want to mistakenly add intent.

ReSEED Advisors

7. Establish general goals and strategies for the overall Town that applies to all the character areas. Therefore, goals and implementation strategies mentioned for the character area will be applied to that character area only. Examples provided.

8. Consider differentiating Goals and Strategies with different numbers between each character area and also for the overall town.

9. Review and integrate the character area plans with the existing Special Planning District plans.

10. Consider a "How to Use" description for Character Area section.

Moving forward, we would be happy to discuss our recommendations with you in person or over the phone. We can also be available to support you at any upcoming meetings.

I truly would like to thank you and the Town for offering us the opportunity to participate in your General Plan Update. As you know, a Town's General Plan is one of the single most important documents it prepares and it is something that our company takes pride in participating in.

Sincerely,

Felipe A. Zubia, AICP
ReSEED Advisors

# TABLE OF CONTENTS

1. Introductory Letter

2. Table of Contents

3. Character areas – Vision, Goals and Strategies
   a. General goals and strategies for the whole town
   b. 260 Corridor
   c. Middle Verde
   d. Finnie Flat
   e. Pecan Lane
   f. Downtown
   g. McCracken
   h. Salt Mine
   i. 260 East
   j. Quarter Horse/ Rancho Rio Verde
   k. Clear Creek

4. Recommended Revised Format
   a. Old Map and Table Layout
   b. New Map and Table

5. Recommended Public Input and Outreach Strategies

## GENERAL GOALS AND STRATEGIES

### OVERALL TOWN

Situated in the picturesque southern Verde Valley, Camp Verde is a vibrant dynamic community with a burgeoning diverse economy.

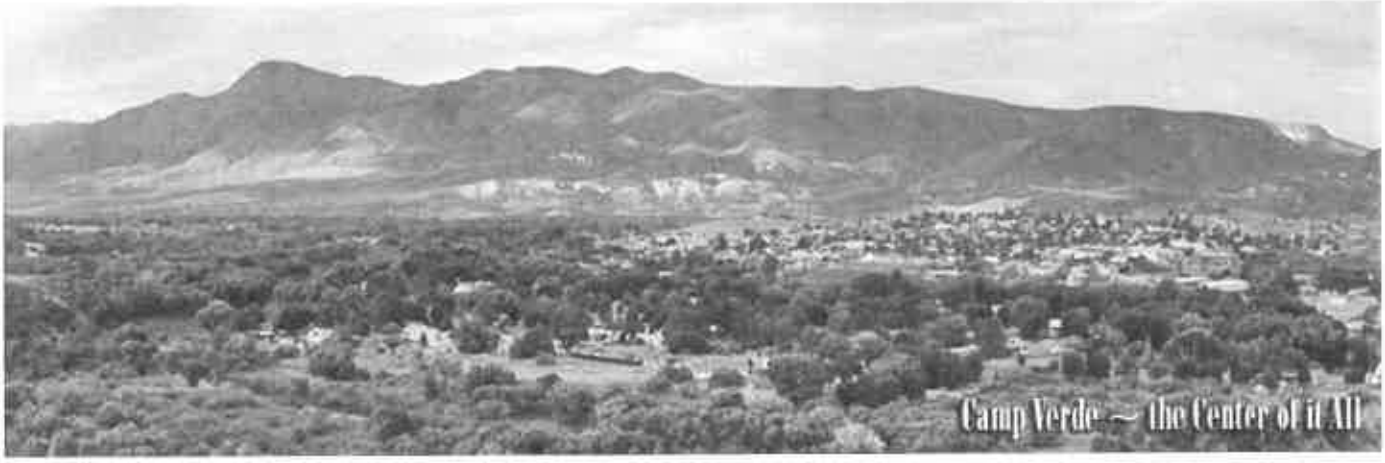



Photo: Courtesy of Visit Camp Verde (http://visitcampverde.com/)

The community has several opportunities for outdoor enthusiasts from kayaking, camping, fishing and hiking on a number of urban trails that lead to nearby bluffs and ancient pueblos. Camp Verde also offers several tourist opportunities with its developing wine industry and an outdoor wildlife park. These natural and economic assets have helped Camp Verde establish a solid foundation that is now attracting steady growth for the area.

While economic growth is welcomed, supported and encouraged, Camp Verde is mindful that it cannot come at the expense of damaging our local assets which are the foundation of our heritage and future growth. These General Plan Land Use Goals and Strategies have been developed with wide community input, to encourage healthy, compatible and sustainable growth to not only to support our local residents and businesses, but also to welcome new residents and business to ensure the long-term viability of our community for generations to come.

### Common characteristics found in the ten character areas

| | |
|---|---|
| 1. Commercial and employment opportunities | 2. Rural character |
| 3. Agriculture | 4. River Access |
| 5. Tourism | 6. Historic Preservation of sites |
| 7. Existing Neighborhoods and public facilities | 8. Forest land and open space |
| 9. Diversity of housing | |

The Land Use Goals and Strategies are organized first by general goals and strategies that are applicable to the entire planning area. These goals and strategies are then followed by specific goals and strategies for each of the ten character areas. The overall planning area goals and strategies are based on nine characteristics that are common throughout the planning area. These nine characteristics are outlined above.

## A. GOAL:

PRESERVE EXISTING NEIGHBORHOOD DENSITIES AND ENHANCE EXISTING NEIGHBORHOODS BY ENCOURAGING AND DEVELOPING APPROPRIATE AND COMPATIBLE NEIGHBORHOOD SERVICES AND PUBLIC FACILITIES.

**Implementation Strategy:**

1. Support the development of neighborhood level retail centers that provides everyday goods and services such as groceries, drug stores, dry cleaning etc.
2. Maintain a balance of residential types, promote a multitude of employment opportunities and provide easily accessible daily retail and service needs in the neighborhoods.
3. Encourage and support future uses with compatible densities and intensities.
4. Analyze existing infrastructure capacities to ensure new development can be accommodated.
5. Enhance existing neighborhoods by enhancing multi modal connectivity through new bike lanes, trails
6. Promote and require areas for all community service needs, including but not limited to sites for schools, utilities and parks, trails and open spaces within all new developments.
7. Support existing manufactured housing in existing appropriate areas.
8. Limit new or expanded manufactured housing in areas suitable is future growth centers.
9. Maintain and expand programs such as code enforcement to prevent the deterioration of existing residential and commercial areas.

## B. GOAL:

IDENTIFY AND ENCOURAGE THE DEVELOPMENT OR USE OF ACCESS POINTS ALONG THE VERDE RIVER FOR RECREATIONAL ACTIVITIES WHILE RESPECTING THE INTEGRITY OF THE RIVER CORRIDOR INCLUDING SCENIC VIEWSCAPES, WILDLIFE AND NATURAL HABITATS.

**Implementation Strategy:**

1. Identify and define the access points as major, intermediate and neighborhood access points compatible with the adjacent land use.
2. Design pedestrian and biking trail along the Verde River connecting existing and future access points
3. Develop specific locations and policies for equestrian and bicycle use along the Verde River
4. Discourage the use of privatized motorized vehicles, except the maintenance and emergency vehicles, near the river access points in order to maintain the natural habitats and protect wildlife.
5. Prohibit recreational activities along the Verde River which are hazardous and incompatible with the natural habitat and detrimental to adjacent and surrounding habitat.
6. Restrict the camping location along the Verde river
7. Provide directional and regulatory signs along the Verde River at regular intervals.
8. Create a separate River Corridor Recreation and Access Management Plan.
9. Retain natural open character of the Verde River corridor and minimize development impacts by limiting grading and minimize the removal of native trees and shrubs.

## C. GOAL:

PRESERVE AND PROMOTE THE RURAL HISTORIC LANDSCAPE.

**Implementation Strategy:**

1. Integrate new development with surrounding natural and built environment
2. Encourage new and enhanced agricultural and uses such as farming and ranching.
3. Allow local community gardens throughout the community in an effort to promote the use of local agriculture.

## D. GOAL:

ENCOURAGE THE DEVELOPMENT AND GROWTH OF THE MEDICAL, HOSPITALITY AND TOURISM INDUSTRIES.

**Implementation Strategy:**

1. Promote the expansion of the hospitality industry within key economic corridors and character areas.
2. Allow new and expanded tourism attractions and uses in key economic corridors and character areas.
3. Create proactive outreach campaigns to attract new tourism based business.
4. Coordinate with local and regional economic development organizations and chambers of commerce to identify appropriate areas for expansion of tourism related uses.
5. Support tourism related uses that complement and or expand new or existing tourism related uses and destinations.
6. Develop a community with a diverse local economy that provides an expanding tax base and employment opportunities for residents.

## E. GOAL:

SUPPORT HEALTHY RESIDENTIAL ENVIRONMENTS THAT PROVIDE SAFE AND CONVENIENT ACCESS, OPEN SPACES AND RECREATIONAL OPPORTUNITIES.

**Implementation Strategy:**

1. Develop zoning ordinance that supports development and maintenance of local community gardens.
2. Where appropriate, integrate local gardening and farming opportunities in new residential developments.
3. Encourage new developments to incorporate bike lanes, multi-use trails, trail heads, and walking paths to support healthy lifestyles.
4. Promote the interconnection of neighborhoods to enhance vehicular, bicycle, and pedestrian circulation and reduce traffic demand.
5. Encourage sustainable building development through the use of energy efficient technologies and quality building materials.

## F. GOAL:

PROTECT AND PRESERVE DEDICATED OPEN SPACE AREAS AND CULTURAL RESOURCES IN THEIR NATURAL STATE AND PRESERVE SCENIC VIEWSHEDS OF THE VERDE RIVER AND PROTECTED FEDERAL LANDS.

**Implementation Strategy:**

1. Develop programs that encourage the clustering of development in exchange for preserved natural open space area.
2. Encourage creative development patterns to ensure preservation of open spaces and protect scenic viewsheds.
3. Consider allowances for higher residential densities in exchange for preservation of contiguous natural open space areas.
4. New development should limit street lighting and use low-intensity lighting appropriate for 'dark skies'

## G. GOAL:

PROVIDE APPROPRIATE SETBACKS AND BUFFERS TO MINIMIZE NEGATIVE IMPACTS FROM UNLIKE RURAL AND URBAN USES.

**Implementation Strategy:**

1. Develop a coordinated setback and buffer ordinance in order to mitigate impact between urban and rural uses.
2. Ensure transitions in building scale, intensity of use, and adequate buffering between rural, suburban and urban land by requiring adequate setbacks, screening, landscape buffers.

## CHARACTER AREA GOALS AND STRATEGIES

### 260 CORRIDOR CHARACTER AREA

**VISION/GOALS:**
In addition to the existing overall land use goals outlined in the land use element of the General Plan, the following goals have also been identified specifically for the 260 Corridor Character Area:

**Key Features:**
SR 260, Verde River, YAN, and Forest Land

**Potential Land Uses:**
Medium and high density residential, Commercial, Office, Mixed Use, and Light Industrial

**A. GOAL:**
PROMOTE REGIONAL COMMERCIAL AND EMPLOYMENT OPPORTUNITIES ADJACENT TO SR 260 AND I-17.

**Implementation Strategy:**
1. Support development in the field of medical and technology related services, corporate headquarters, tourist attractions and hotel accommodations along the commercial corridor.
2. Encourage regional commercial and employment centers support the region's needs.
3. Develop design guidelines for Town staff for review of new non-residential and commercial development proposals in order to develop an urban design that complements the town's rural heritage.
4. Promote the commerce corridor as a place for new businesses by partnering with other regional economic development agencies.

**B. GOAL:**
STRENGTHEN THE 260 CORRIDOR AS A REGIONAL EMPLOYMENT, ENTERTAINMENT AND CULTURAL DESTINATION.

**Implementation Strategy:**
1. Encourage regional-serving commercial uses in order to attract shoppers from throughout the region.
2. Provide maximum flexibility in mixing uses throughout the character area to support intensive employment, entertainment, tourism, cultural, public/quasi-public, and residential uses.
3. Develop a corridor overlay plan to facilitate development and coordinate access, design and circulation.

**C. GOAL:**
PROMOTE HIGHER DENSITY AND INTENSITY MIXED-USE DEVELOPMENT ADJACENT TO SR 260 AND I-17.

**Implementation Strategy:**
1. Adopt specific policy direction for the character area that includes medium and high density residential, office, commercial development along the corridor to support economic development.
2. Extend/expand public infrastructure to encourage higher densities and intensities for new mixed use development.
3. Encourage residential development that allows for a diversity of housing types for all age groups and is accessible to a range of income levels.
4. Integrate 'place making' design principles such as streetscape, public spaces, multi-modal transportation options, walkability, and over all community appearance in all the mixed-use developments.

## D. GOAL:

PROTECT INTEGRATE SINGLE FAMILY NEIGHBORHOODS FROM NON-RESIDENTIAL AND MIXED-USE DEVELOPMENT

**Implementation Strategy:**

1. Maximize compatibility between mixed-use developments and existing neighborhoods through building orientation, buffering, outdoor activity concentration and site access.
2. Develop guidelines for buffers, setbacks, screening and landscaping for the single family neighborhoods
3. Discourage isolated and sprawling commercial activities along SR 260 and I-17

## E. GOAL:

PROMOTE TOURIST RELATED DESTINATIONS AND USES.

**Implementation Strategy:**

1. Support tourism related uses that complement and or expand new or existing tourism related uses and destinations.
2. Prepare and adopt a corridor overlay plan that promotes a proactive commerce and tourism corridor.
3. Analyze existing infrastructure capacities to ensure new development can be accommodated.

## F. GOAL:

SUPPORT URBAN 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.
4. Discourage uses that require outdoor storage adjacent to SR 260 or I-17.

## MIDDLE VERDE CHARACTER AREA

**VISION/GOALS:**
In addition to the existing overall land use goals outlined in the land use element of the General Plan, the following goals have also been identified specifically for the Middle Verde character area:

**Key Features:**
YAN, Forest Land and State Land, Verde River

**Potential Land Uses:**
Agriculture, Rural Residential, Commercial

### A. GOAL:
PRESERVE EXISTING NEIGHBORHOOD DENSITIES AND ENHANCES EXISTING NEIGHBORHOODS BY ENCOURAGING AND DEVELOPING APPROPRIATE AND COMPATIBLE NEIGHBORHOOD SERVICES INCLUDING PUBLIC FACILITIES.

**Implementation Strategy:**
1. Support the development of neighborhood level retail centers that provides everyday goods and services such as groceries, drug stores, dry cleaning etc.
2. Maintain a balance of residential types.
3. Encourage and support future uses that are compatible densities and intensities.
4. Enhance existing NHs by enhancing multi modal connectivity through new bike lanes and trails.
5. Promote and require areas for all community service needs, including but not limited to sites for schools, utilities and parks, trails and open spaces within all new developments.
6. Maintain and expand programs to prevent the deterioration of existing residential and commercial areas.

### B. GOAL:
ENCOURAGE AGRICULTURAL LAND USES AND AGRITOURISM TO PROMOTE ECONOMIC DEVELOPMENT, DIVERSITY AND LOCAL FOOD SUSTAINABILITY THAT INCLUDES FRUITS VEGETABLES, GRAINS AND LIVESTOCK.

**Implementation Strategy:**
1. Coordinate with the agriculture industry and the Yavapai-Apache Nation to promote food safety for fields in proximity to urban development.
2. Partner with local tourism agencies and Town's Camp Verde Chamber Of Commerce to promote the character area as agritourism destination.
3. Protect and promote the unique Verde Valley character such as agricultural land and scenic landscapes.
4. Encourage the expansion of farm owners promoting their products through on-site farmer's markets and stands.
5. Enhance viability and profitability of ongoing use of agricultural and community gardens through allowance of additional ancillary commercial uses.
6. Develop a Council Policy to support urban agriculture and community gardens. The policy should include strategies to increase access to healthful foods, particularly in low income or nutritionally-deficient areas; increase sale and use of locally grown foods in local and regional restaurants.

C. GOAL:

ENCOURAGE THE DEVELOPMENT OF ACCESS POINTS ALONG THE VERDE RIVER FOR RECREATIONAL ACTIVITIES.

**Implementation Strategy:**

1. Identify and define the access points as major, intermediate and neighborhood access points compatible with the adjacent land use.
2. Design pedestrian and biking trail along the Verde River connecting existing and future access points.
3. Develop specific locations and policies for equestrian and bicycle use along the Verde River.
4. Discourage the use of privatized motorized vehicles, except the maintenance and emergency vehicles, near the river access points in order to maintain the natural habitats and protect wildlife.
5. Prohibit recreational activities along the Verde River which are hazardous and incompatible with the natural habitat and detrimental to adjacent and surrounding habitat.
6. Provide directional and regulatory signs along the Verde River at regular intervals.
7. Create a separate River Corridor Management Plan.

## PECAN LANE CHARACTER AREA DETAIL

**VISION/GOALS:**
In addition to the existing overall land use goals outlined in the land use element of the General Plan, the following goals have also been identified specifically for the Pecan Lane character area:

**Key Features:**
I-17, Verde River, Dry Beaver Creek

**Potential Land Uses:**
Rural Residential, Low Density, Medium Density, Light Commercial, Special Planning District

### A. GOAL:
PRESERVE THE SCENIC VIEWSHED OF THE U.S. FOREST SERVICE LANDS, MONTEZUMA CASTLE NATIONAL MONUMENT AND JACKSON FLATS ALONG THE EAST SIDE OF MONTEZUMA CASTLE HIGHWAY AND ENCOURAGE THE AREA TO REMAIN OPEN SPACE.

**Implementation Strategy:**
1. Develop and adopt setback and height guidelines to preserve and maintain scenic viewsheds.
2. Maintain historic rural densities and intensities.

### B. GOAL:
ENCOURAGE AGRICULTURAL LAND USES AND AGRITOURISM TO PROMOTE ECONOMIC DEVELOPMENT, DIVERSITY AND LOCAL FOOD SUSTAINABILITY THAT INCLUDES FRUITS VEGETABLES, GRAINS AND LIVESTOCK.

**Implementation Strategy:**
1. Coordinate with the agriculture industry and the Yavapai-Apache Nation to promote food safety for fields in proximity to urban development.
2. Partner with local tourism agencies and Town's Camp Verde Chamber Of Commerce to promote the character area as agritourism destination.
3. Protect and promote the unique Verde Valley character such as agricultural land and scenic landscapes.
4. Encourage the expansion of farm owners promoting their products through on-site farmer's markets and stands.
5. Enhance viability and profitability of ongoing use of agricultural and community gardens through allowance of additional ancillary commercial uses.
6. Develop a Council Policy to support urban agriculture and community gardens. The policy should include strategies to increase access to healthful foods, particularly in low income or nutritionally-deficient areas; increase sale and use of locally grown foods in local and regional restaurants.

### C. GOAL:
PRESERVE EXISTING NEIGHBORHOOD DENSITIES AND ENHANCE EXISTING NEIGHBORHOODS BY DEVELOPING APPROPRIATE AND COMPATIBLE NEIGHBORHOOD SERVICES AND PUBLIC FACILITIES.

**Implementation Strategy:**
1. Support existing manufactured housing, limit new or expanded manufactured housing.
2. Support the development of neighborhood level retail centers that provide limited goods and services
3. Maintain a balance of rural residential types.
4. Encourage and support future uses with compatible densities and intensities.
5. Encourage appropriate scale non-residential uses that provide local neighborhood retail and services to support adjacent neighborhoods.

6. Discourage higher intensity commercial uses that are intended to serve regional needs.
7. Maintain and expand programs to prevent the deterioration of existing residential and commercial areas.

## D. GOAL:

ENCOURAGE THE DEVELOPMENT OF ACCESS POINTS ALONG THE VERDE RIVER FOR RECREATIONAL ACTIVITIES.

**Implementation Strategy:**

1. Identify and define the access points as major, intermediate and neighborhood access points compatible with the adjacent land use.
2. Design pedestrian and biking trail along the Verde River connecting existing and future access points.
3. Develop specific locations and policies for equestrian and bicycle use along the Verde River.
4. Discourage the use of privatized motorized vehicles, except the maintenance and emergency vehicles, near the river access points in order to maintain the natural habitats and protect wildlife.
5. Prohibit recreational activities along the Verde River which are hazardous and incompatible with the natural habitat and detrimental to adjacent and surrounding habitat.
6. Provide directional and regulatory signs along the Verde River at regular intervals.
7. Create a separate River Corridor Management Plan.

## E. GOAL:

PROMOTE DEVELOPMENT THAT IS COMPATIBLE WITH THE YAVAPAI-APACHE NATION

**Implementation Strategy:**

1. Identify and attract uses that complement the Yavapai-Apache Nation development.
2. Identify and attract uses that nearby historic archaeological destinations.
3. Coordinate new development with the Apache-Yavapai Nation to ensure appropriate multi-modal connectivity.

# FINNIE FLAT CHARACTER AREA DETAIL

## VISION/GOALS:

In addition to the existing overall land use goals outlined in the land use element of the General Plan, the following goals have also been identified specifically for the Finnie Flat character area:

### Key Features:

Verde River, I-17

### Potential Land Uses:

Commercial, Light Industrial, High density, Open Space

### A. GOAL:

PROMOTE REGIONAL COMMERCIAL AND EMPLOYMENT OPPORTUNITIES ADJACENT TO SR 260 AND I-17.

**Implementation Strategy:**

1. Support development regional commercial as well as industrial employment uses that provide high wage jobs.
2. Promote the commerce corridor as a place for new businesses by partnering with other regional economic development agencies.

### B. GOAL:

PROMOTE HIGHER DENSITY AND INTENSITY MIXED-USE DEVELOPMENT ADJACENT TO SR 260 AND I-17.

**Implementation Strategy:**

1. Adopt specific policy direction for the character area that includes medium and high density residential, industrial, office, and commercial development along the corridor to support economic development.
2. Extend/expand public infrastructure to encourage higher densities and intensities.
3. Encourage residential development that allows for a diversity of housing types for all age groups and is accessible to a range of income levels.
4. Integrate 'place making' design principles such as streetscape, public spaces, multi-modal transportation options, walkability, and over all community appearance in all the mixed-use developments.

### C. GOAL:

PROTECT INTEGRATE SINGLE FAMILY NEIGHBORHOODS FROM NON-RESIDENTIAL AND MIXED-USE DEVELOPMENT

**Implementation Strategy:**

1. Maximize compatibility between mixed-use developments and existing neighborhoods through building orientation, buffering, outdoor activity concentration and site access.
2. Develop guidelines for buffers, setbacks, screening and landscaping for the single family neighborhoods
3. Discourage isolated and sprawling commercial activities along SR 260 and I-17

### D. GOAL:

SUPPORT URBAN AMENITIES 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.

# DOWNTOWN CHARACTER AREA DETAIL

**VISION/GOALS:**
In addition to the existing overall land use goals outlined in the land use element of the General Plan, the following goals have also been identified specifically for the Downtown Character Area:

**Key Features:**
Old Town/ Historic Site, Verde River

**Potential Land Uses:**
Commercial, Medium Density, High Density, Low Density, and Special Planning District

## A. GOAL:

CREATE SEPARATE DOWNTOWN OVERLAY ZONING DISTRICT TO PROMOTE MIXED- USE DEVELOPMENT WHILE PROTECTING THE TOWN'S HISTORIC CHARACTER.

**Implementation Strategy:**

1. Review and update the Zoning Code to allow opportunities for mixed-use development at varying levels of intensities in the Downtown area.
2. Prohibit industrial and regional commercial uses in the Downtown Character area.
3. Encourage horizontal and vertical mixed-use development with multi-modal connections.
4. Encourage small town village uses such as retail shops providing local services and products such as small market, drycleaners, bakery, florist, coffee shop, or sit-down restaurant.
5. Promote office type employment along with local and neighborhood retail in the Downtown character area.
6. Promote and integrate 'place making' design principles such as walkability, multi-modal transportation options and trails connectivity, public spaces, streetscape to enhance overall appearance of the Downtown.
7. Develop design guidelines specific for the Downtown character area to maintain the western/rural character of the Town.
8. Encourage shared parking in order to reduce curb cuts and enhance the pedestrian environment.
9. Discourage uses that require outdoor storage.

## B. GOAL:

PROMOTE RECREATIONAL, COMMUNITY AND CULTURAL ACTIVITIES THAT ENHANCE TOURISM AND ADVANCE SUSTAINABLE PRINCIPLES IN THE DOWNTOWN CHARACTER AREA.

**Implementation Strategy:**

1. Develop information center to promote agritourism, recreational activities and historic sites in the Downtown and Town wide.
2. Design a pedestrian and biking trail in the Downtown connecting all the Historic sites to enhance the tourism in the Downtown.
3. Encourage tourist and pedestrian based uses by protecting Town's cultural identity.
4. Maintain minimum open space along with developing trails and recreational access points between Downtown and Verde River.
5. Provide for outdoor public areas to support community and cultural activities such as an open-air plaza for public farmer's market, equestrian shows, craft fairs and outdoor performances.

## C. GOAL:

SUPPORT HEALTHY RESIDENTIAL ENVIRONMENTS THAT PROVIDE SAFE AND CONVENIENT ACCESS, OPEN SPACES AND RECREATIONAL OPPORTUNITIES AND PROTECTION FROM INCOMPATIBLE LAND USES.

**Implementation Strategy:**

1. Provide a diversity of housing types to meet the needs of persona of all income levels and ages.
2. Encourage and require new medium and high density residential development to have minimum density of 4-5+ du/ac to promote more population in downtown and make downtown more vibrant.
3. Require all new development to provide pedestrian connectivity to Downtown and adequate open space.
4. Prohibit manufactured housing land use in the Downtown area.

## D. GOAL:

PROVIDE PROGRAM TO ENHANCE FACADES AND UPGRADE THE PUBLIC INFRASTRUCTURE SERVING THE DOWNTOWN CHARACTER AREA

**Implementation Strategy:**

1. Develop a roadway network adequate to accommodate the Town's existing and projected traffic needs as expeditiously as possible and in partnership with the private sector.
2. Provide incentives for improvements to existing private properties. This may include developing a façade improvement matching grant program.

## MCCRACKEN CHARACTER AREA

**VISION/GOALS:**
In addition to the existing overall land use goals outlined in the land use element of the General Plan, the following goals have also been identified specifically for the McCracken Character Area:

**Key Features:**
Verde River, Forest Land

**Potential Land Uses:**
Commercial, Low Density

### A. GOAL:
RETAIN THE RURAL AND AGRICULTURAL CHARACTER OF THE AREA.

**Implementation Strategy:**
1. Maintain low density rural development with the support of small commercial and business opportunities.
2. Promote urban agriculture.
3. Allow community gardens and ancillary limited commercial activities such as farm stands and farmers markets.

### B. GOAL:
PROMOTE A SUBURBAN LAND USE PATTERN THAT LIMITS MANUFACTURED HOUSING AND ENCOURAGE OTHER SINGLE-FAMILY HOUSING TYPES

**Implementation Strategy:**
1. Ensure Zoning Code limits use of manufactured housing.
2. Maintain Suburban character with open space.
3. Limit non-residential neighborhood uses to within ¼ mile of SR 260

### C. GOAL:
PRESERVE THE VALUABLE NATURAL RESOURCES OF THE HILLSIDES, AND PROTECT THEIR AESTHETIC AND HABITAT AMENITIES TO ENHANCE THE RURAL CHARACTER OF THE AREA.

**Implementation Strategy:**
1. Protect and preserve dedicated open space areas in their natural state
2. Preserve scenic view corridors.
3. Develop and adopt setback and height guidelines to preserve and maintain scenic viewsheds.
4. Discourage development that encroaches upon non-private property.

### D. GOAL:
PROVIDE A TRANSITION FROM THE RURAL AREA APPROPRIATE SETBACKS AND BUFFERS TO MINIMIZE NEGATIVE IMPACTS FROM UNLIKE RURAL AND URBAN USES.

**Implementation Strategy:**
1. Develop a coordinated setback and buffer ordinance in order to mitigate impact between urban and rural uses.
2. Ensure transitions in building scale, intensity of use, and adequate buffering between rural, suburban and urban land by requiring adequate setbacks, screening, landscape buffers.
3. Provide buffers for uses and/or properties that utilize outdoor storage or create other visual impact.

# 260 EAST VERDE CHARACTER AREA

**VISION/GOALS:**
In addition to the existing overall land use goals outlined in the land use element of the General Plan, the following goals have also been identified specifically for the 260 East Character Area:

**Key Features:**
260 Route, Forest Land

**Potential Land Uses:**
Commercial, National Forest, Open Space

## A. GOAL:

PRESERVE THE VALUABLE NATURAL RESOURCES OF THE HILLSIDES, AND PROTECT THEIR AESTHETIC AND HABITAT AMENITIES TO ENHANCE THE RURAL CHARACTER OF THE AREA.

**Implementation Strategy:**

1. Protect and preserve dedicated open space areas in their natural state
2. Preserve scenic view corridors.
3. Develop and adopt setback and height guidelines to preserve and maintain scenic viewsheds.
4. Discourage development that encroaches upon non-private property.

## B. GOAL:

RETAIN NATURAL OPEN CHARACTER OF THE AREA.

**Implementation Strategy:**

1. Minimize grading on hillsides and design any necessary grading or recontouring to preserve the natural character of the hills and minimize the removal of significant vegetation, especially native trees and shrubs.
2. Limit residential development to low density rural development.

## C. GOAL:

RETAIN RURAL CHARACTER WITH NEW NON-RESIDENTIAL DEVELOPMENT

**Implementation Strategy:**

1. Require non-residential uses to be located adjacent to SR 260.
2. Limit non-residential uses to small neighborhood retail and service uses.
3. Prohibit higher intensity commercial uses that are intended to serve regional needs.
4. Ensure new structures are compatible and scaled to complement the character of the existing community.
5. Require a coordinated setback and buffer ordinance in order to mitigate impact between uses.

# SALT MINE CHARACTER AREA

## VISION/GOALS:

In addition to the existing overall land use goals outlined in the land use element of the General Plan, the following goals have also been identified specifically for the Salt Mine Character Area:

### Key Features:

River Verde US Forest Land, State land

### Potential Land Uses:

Open Space, Low Density, Rural Residential, Commercial

### A. GOAL:

PRESERVE THE VALUABLE NATURAL RESOURCES OF THE HILLSIDES, AND PROTECT THEIR AESTHETIC AND HABITAT AMENITIES TO ENHANCE THE RURAL CHARACTER OF THE AREA.

**Implementation Strategy:**

1. Protect and preserve scenic view corridors and dedicated open space areas in their natural state.
2. Develop and adopt setback and height guidelines to preserve and maintain scenic viewsheds.
3. Discourage development that encroaches upon non-private property.

### B. GOAL:

RETAIN SUBURBAN AND AGRICULTURAL CHARACTER.

**Implementation Strategy:**

1. Allow the use of clustering techniques for residential development.to maintain suburban densities.
2. Development should take advantage of scenic views but should be located below hilltops to protect the aesthetics and ridgeline silhouette
3. Development be located below hilltops to protect the aesthetics and ridgeline silhouette.
4. Encourage preservation of existing vegetation trees, rock outcroppings and other significant features.
5. Grading or re-contouring of the terrain should preserve the natural character of the hills and blend the alterations into the natural terrain wherever possible.
6. Discourage high density subdivision of agricultural lands.

### C. GOAL:

RETAIN SUBURBAN AND RURAL CHARACTER WITH NEW NON-RESIDENTIAL DEVELOPMENT

**Implementation Strategy:**

1. Encourage the use of clustering techniques for residential development to protect the rural character and cultural resources, preserve open space, enhance agricultural/forest opportunities and reduce the loss of prime and important open space areas.
2. Limit non-residential neighborhood uses to within ¼ mile of arterials
3. Encourage appropriate scale non-residential uses that provide local neighborhood retail, service and employment scaled to support adjacent neighborhoods.
4. Discourage higher intensity commercial uses that are intended to serve regional needs.
5. Ensure new structures are compatible and scaled to complement the character of the existing community.

## QUARTERHORSE/RANCHO RIO VERDE CHARACTER AREA

**VISION/GOALS:**
In addition to the existing overall land use goals outlined in the land use element of the General Plan, the following goals have also been identified specifically for the Quarterhorse/Rancho Rio Verde Character Area:

**Key Features:**
River Verde, Ranching and Farming

**Potential Land Uses:**
Rural Residential, Agriculture, National Forest

### A. GOAL:
PRESERVE THE VALUABLE NATURAL RESOURCES OF THE HILLSIDES, AND PROTECT THEIR AESTHETIC AND HABITAT AMENITIES TO ENHANCE THE RURAL CHARACTER OF THE AREA.

**Implementation Strategy:**
1. Protect and preserve scenic view corridors and dedicated open space areas in their natural state.
2. Develop and adopt setback and height guidelines to preserve and maintain scenic viewsheds.
3. Discourage development that encroaches upon non-private property.

### B. GOAL:
RETAIN RURAL AND AGRICULTURAL CHARACTER.

**Implementation Strategy:**
1. Protect the rural character and cultural resources, preserve open space, enhance agricultural/forest opportunities and reduce the loss of prime and important open space areas.
2. Promote the use of large lot sizes and varying setbacks in order to respect and preserve natural features of the land.
3. Allow the use of clustering techniques for residential development.to maintain overall suburban densities.
4. Development be located below hilltops to protect the aesthetics and ridgeline silhouette.
5. Encourage preservation of existing vegetation trees, rock outcroppings and other significant features.
6. Grading or re-contouring of the terrain should preserve the natural character of the hills and blend the alterations into the natural terrain wherever possible.
7. Limit residential uses in agricultural areas to those which are incidental to agriculture.
8. Discourage high density subdivisions.

### C. GOAL:
RETAIN RURAL CHARACTER WITH NEW NON-RESIDENTIAL DEVELOPMENT

**Implementation Strategy:**
1. Limit non-residential neighborhood uses to within ¼ mile of arterials
2. Encourage appropriate scale non-residential uses that provide local neighborhood retail, service and employment scaled to support adjacent neighborhoods.
3. Discourage higher intensity commercial uses that are intended to serve regional needs.
4. Ensure new structures are compatible and scaled to complement the character of the existing community.

## CLEAR CREEK CHARACTER AREA

**VISION/GOALS:**
In addition to the existing overall land use goals outlined in the land use element of the General Plan, the following goals have also been identified specifically for the Clear Creek Character Area:

**Key Features:**
West Clear Creek, US Forest Lands

**Potential Land Uses:**
National Forest, Medium Density, Open Space, Commercial

### A. GOAL:
PRESERVE THE VALUABLE NATURAL RESOURCES OF THE HILLSIDES, AND PROTECT THEIR AESTHETIC AND HABITAT AMENITIES TO ENHANCE THE RURAL CHARACTER OF THE AREA.

**Implementation Strategy:**
1. Protect and preserve scenic view corridors and dedicated open space areas in their natural state.
2. Develop and adopt setback and height guidelines to preserve and maintain scenic viewsheds.
3. Discourage development that encroaches upon non-private property.

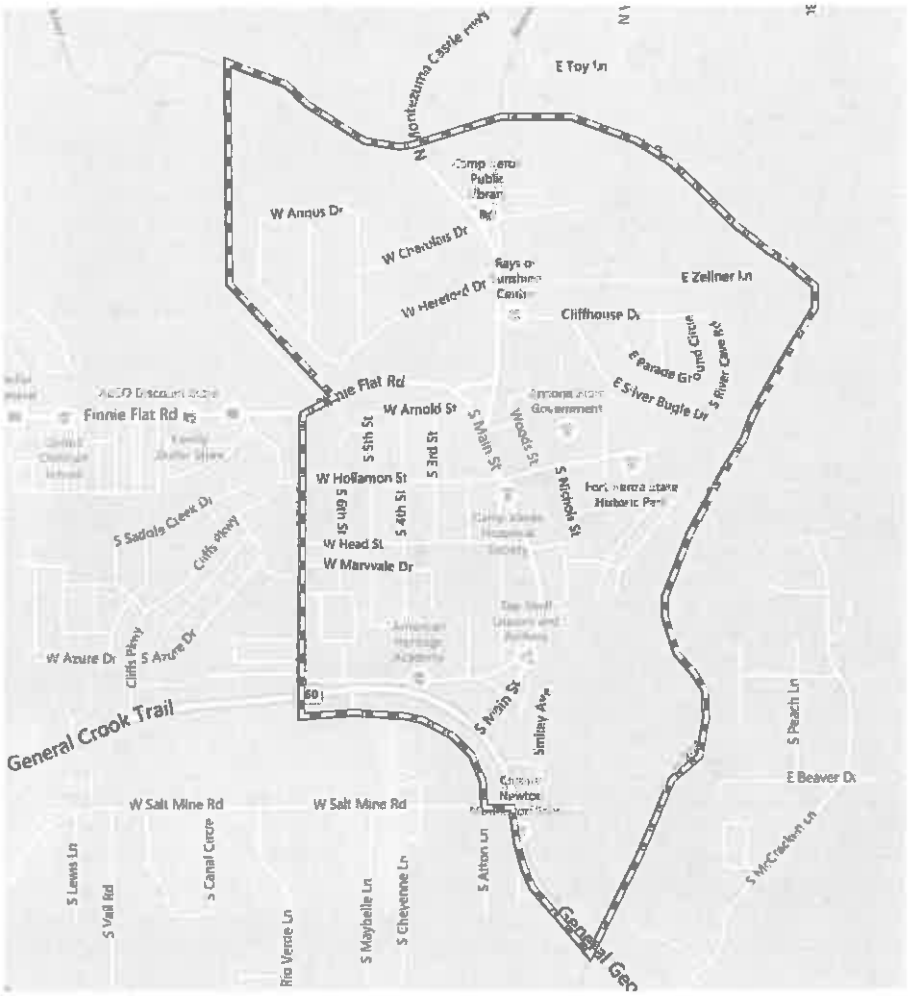
### B. GOAL:
RETAIN RURAL AND AGRICULTURAL CHARACTER.

**Implementation Strategy:**
1. Protect the rural character and cultural resources, preserve open space, enhance agricultural/forest opportunities and reduce the loss of prime and important open space areas.
2. Promote the use of large lot sizes and varying setbacks in order to respect and preserve natural features of the land.
3. Allow the use of clustering techniques for residential development.to maintain overall low densities.
4. Development be located below hilltops to protect the aesthetics and ridgeline silhouette.
5. Encourage preservation of existing vegetation trees, rock outcroppings and other significant features.
6. Grading or re-contouring of the terrain should preserve the natural character of the hills and blend the alterations into the natural terrain wherever possible.
7. Limit residential uses in agricultural areas to those which are incidental to agriculture.
8. Discourage medium and high density subdivision of agricultural lands.

### C. GOAL:
RETAIN RURAL CHARACTER WITH NEW NON-RESIDENTIAL DEVELOPMENT

**Implementation Strategy:**
1. Limit non-residential neighborhood uses to within ¼ mile of arterials
2. Encourage appropriate scale non-residential uses that provide local neighborhood retail, service and employment scaled to support adjacent neighborhoods.
3. Discourage higher intensity commercial uses that are intended to serve regional needs.
4. Ensure new structures are compatible and scaled to complement the character of the existing community.

# Downtown




## Neighborhoods

- Arnold Terrace
- Camp Verde Townsite
- Camp Verde Heights
- Copper Canyon Vista
- Fort River Caves
- Loma Linda
- Military Reserve Addition Unrecorded 34
- Ranch Acres
- Townsite of Camp Verde Subdivision of Lot 7 Blk 2
- Tres Rios
- Verde Hills
- Yavapai-Apache Nation Lower Verde Reservation

## Community Facilities

- Community Library
- Fire District
- Historical Society
- Town Hall
- Marshal's Office
- Community Center Park
- Fort Verde State Historic Park
- Rezzonico Family Park

## District Description:

The Downtown character area is approximately (insert size) square miles in size. It contains many of Camp Verde's historical points of interest including the former Camp Verde Elementary School and the Fort Verde State Historic Park, which is listed on both the National and State Register of Historic Places. A portion of the Yavapai-Apache Nation Camp Verde Tribal Community is located within the Downtown character area and is approximately (insert size) square miles in size.

The Verde River plays a signficant role in defining the Downtown charcter area's boundaries. The Verde River borders this character area on the North and East for approximately (insert mileage) miles. The Southern boundary line runs South of State Route 260 from 7th Street to Salt Mine Road, the along State Route 260 until it reaches the Verde River. The West border of this character area abuts Arizona State Park Land South of the Verde River, Verde Outpost Townhouses, Verde Outpost Townhouses Amended Plat, Finnie Flat Road, and 7th Street.

## LAND USE CHARACTER AREA TABLE – DOWNTOWN

| BUSINESSES | POINTS OF INTEREST | EXISTING DENSITY AND NON-RESIDENTIAL DISTRICTS | PREFERRED NON-RESIDENTIAL ZONING DISTRICTS |
|---|---|---|---|
| **Types**<br>• Agriculture<br>• Charter Schools<br>• Churches<br>• Farmer's Market<br>• Group Care Facilities<br>• Home Occupations<br>• Medical Services<br>• Restaurants<br>• Retail Sales<br>• Service Stations<br><br>**CIRCULATION**<br><br>**Major Roads:**<br>• Finnie Flat Road/Main Street<br>• Montezuma Castle Highway/Pecan Lane<br>• General Crook Trail/State Route 260<br><br>**Major Interchanges:**<br>• None<br><br>**Major Intersections:**<br>• Tri-intersection of Main Street/Finnie Flat Road/Montezuma Castle Highway<br>• Finnie Flat Road and 7th Street<br>• Main Street and Hollamon Street<br>• Main Street and State Route 260<br>• State Route 260 and 7th Street<br><br>**Major Trails:** | **Community Services:**<br>• Camp Verde Community Library<br>• Camp Verde Fire District<br>• Camp Verde Historical Society<br>• Camp Verde Town Hall<br>• Camp Verde Marshal's Office<br><br>**General:**<br><br>**Historic Sites:**<br>• Assemblies of God Church Hall<br>• Boler's Motel<br>• Camp Verde Elementary School<br>• Camp Verde Jail<br>• Camp Verde Pumphouse<br>• Camp Verde Stage Stop & Boarding House<br>• Ice House/Milk Depot<br>• Claude & Ralph Wingfield Store/ Boler's Bar<br>• Old Camp Verde Dance Hall/ Goswick Hall/Bechetti Theatre<br>• Old Rock Church<br>• Sutler's Store, Wingfield Mercantile & Camp Verde State Bank<br>• Verde Valley Garage/ Pete Power's Garage<br>• Verde Valley Mercantile Company<br>• Watt's Shoe Repair & Justice of Peace<br><br>**Parks and Recreation:**<br>• Community Center Park<br>• Fort Verde State Historic Park<br>• Rezzonico Family Park<br><br>**Water Resources:**<br>• Verde River<br><br>**Irrigation Ditches:**<br>• Verde/Woods Ditch | **Existing Density:**<br>• Varies - Ranging from 0-11 du/ac<br><br>**Existing Non-Residential Zoning Districts:**<br>• RS – Residential and Services District<br>• C1 – Commercial: Neighborhood Sales and Services<br>• C2 – Commercial: General Sales and Services<br>• C3 – Commercial: Heavy Commercial<br>• OS – Open Space<br>• Public Facilities | **General:**<br>• Agricultural Use<br>• Open Space<br>• Public Facilities<br>• Planned Unit Development (PUD)<br><br>**Specific:**<br>• RS North of General Crook Trail between 7th Street and Park Drive.<br>• RS/C1 on the East side of the intersection of 7th Street and Finnie Flat Road.<br>• RS/C1 on the West side of the intersection of 2nd Street and Hollamon Street.<br>• RS/C1 on the South end of Woods Street near Main Street.<br>• RS/C1/C2 on the East side of Montezuma Castle Highway between Cliff House Drive and Zellner Lane.<br>• RS/C1/C2 on the North and South side of Cliff House Drive prior to the intersection of Silver Bugle Drive.<br>• RS/C1/C2 on the East and West side of Montezuma Castle Highway from Cliff House Drive South to Main Street.<br>• RS/C1/C2 on both sides of Main Street and adjacent side streets from Finnie Flat Road South to State Route 260<br>  ○ Preferred use encouraged in C1/C2 with limited definitions that encourage a small town "main street" atmosphere.<br>• RS/C1/C2/C3 on both sides of Monte Verde Lane and on the West end of General Crook Trail near the intersection of General Crook Trail and 1st Street. |

## Public Outreach Strategies

| | Strategy | Pros | Cons | ReSEED Example |
|---|---|---|---|---|
| | **Digital** | | | |
| ✓ | Online survey | • Low cost<br>• Easy to receive large amount of inputs in an organized fashion<br>• Quick analysis of responses and report generation | • Basic knowledge of the survey tool is required in order to make the process faster | Survey Monkey<br>• Queen Creek Signage Design Workshop |
| ✓ | Social Media | • Low cost<br>• Very handy and popular among young generation<br>• Easy to reach out and communicate<br>• Ability to support or like the comments<br>• Nominal cost | • A dedicated person with good tech knowledge is required to keep the updates and communicate the comments to the Town<br>• Needs a manager to oversight and eliminate inappropriate posts | Facebook<br>• City of Globe - General Plan Update<br>Twitter<br>• City of Globe - General Plan Update<br>• Zoning Ordinance Modernization Process , Town of Queen Creek<br>YouTube<br>Instagram<br>Pintrest |
| ✓ | Town's Official Email List | • Direct outreach to known interested parties | • Time consuming<br>• A lot of times disregarded | |
| | **Web Applications** | | | |
| | Interactive maps | • Good visualization helps to show how different scenario can change the neighborhood<br>• Reach a lot of people | • Time consuming<br>• Cost to prepare interactive maps | • Town of Queen Creek Specific Area Plan - Zoning interactive map |
| | Dedicated Web Page | • Reach a lot of people | • Time consuming<br>• Cost to prepare professional website | |
| ✓ | Notice on Town's Website | • Easy for people to find on the website | | |

✓ Strategy Recommended for the Town of Camp Verde

## Public Outreach Strategies

| | Strategy | Pros | Cons | ReSEED Example |
|---|---|---|---|---|
| | **Traditional Hard Copy** | | | |
| ✓ | Newspaper Advertisement | • Easy to reach out | • Time consuming<br>• Cost to prepare professional advertisement<br>• A lot of times disregarded | • Public Hearings |
| | Postcard mail | • Irrespective of the age and technology knowledge, people can send their comments and concerns | • Time consuming<br>• Cost to prepare and mail<br>• A lot of times disregarded | • Public Hearings |
| | Newsletters and flyers | • Good marketing<br>• Can contain a lot of information | • Time consuming, takes time to draft and publish<br>• A lot of times disregarded, people feel tedious to read long newsletter or flyer | • City of Globe - General Plan Update |
| | **Other** | | | |
| | Temporary banners for public outreach and notifications | • Mass notice<br>• Affordable<br>• Eye catching<br>• Placed in public location | • Can get shabby<br>• Some officials dislike banners | • Banner outside Town Hall |

✓ Strategy Recommended for the Town of Camp Verde

Thursday, August 21, 2014 11:01 PM

Dear Subcommittee Members and Commissioners,

We are now starting into meetings to finalize the Land Use Element by adding Goals and Implementation Strategies. We could really use your help, thoughts and input with these as they are as important as was defining the desired land uses for each Character Area. We will start with defining Overall Goals and Implementation Strategies for the Land Use Element and then move into defining the same items for each Character Area.

Attached you will see a version of the Land Use Element front end wording for your review and comment and for discussion at the August 28th meeting. Please remember that we have as a Commission already reviewed and approved most of this document. Therefore the red text (mainly concerning Goals and Implementation Strategies), are the areas that need your focus. If of course, you see something major that you feel strongly must be modified in the black text, we can review it, but please use your best judgment as to what is a major issue critical to the Land Use Element, as we must move things along.

Thank you for your time and thoughts,

B.J. Davis, P & Z Commission Chairman

# CHAPTER 3
## LAND USE

### VISION STATEMENT
Camp Verde will remain a community with a rural character. Land use within the Town and study area will be patterned in such a manner as to create a sustainable community while respecting the rural setting. We are a town which encourages appropriate development which is well balanced.

### INTRODUCTION
The physical characteristics in the geographic study area of the General Plan largely determine ~~land use~~ Character Areas. To remain sustainable, Camp Verde must be responsible with the use of its land, air and water resources.

The Land Use Element honors current uses with the vision expressed by the community. Within the incorporated town boundary of Camp Verde there are approximately ~~27,669~~ **27,040** acres of which the National Forest Service administers approximately ~~41%~~ **40%**. Retaining some lands as open space and public recreational use, serves the community vision of preserving the panoramic views of the mountains.

**Town of Camp Verde Land Ownership**

| LAND OWNERSHIP | APPROX. TOTAL ACRES* | PERCENTAGE OF TOTAL |
|---|---|---|
| Forest Service | ~~11,249~~ **10,918** | ~~40.6%~~ **40.37%** |
| Private | ~~13,529~~ **13,161** | ~~49%~~ **48.67%** |
| Public Facilities | ~~121~~ **289** | ~~.4%~~ **1.07%** |
| State Trust Land | 994 | ~~3.6%~~ **3.68%** |
| Yavapai-Apache Nation Reservation | ~~1,776~~ **1,678** | ~~6.4%~~ **6.21%** |
| **Approx. Total Acres** | ~~27,669**~~ **27,040**** | **100%** |

*All figures are approximate.
** Figure provided by the ~~1990 Town of Camp Verde Comprehensive Land Use & Transportation Study Final Report prepared by BRW.~~ **Yavapai County GIS Department.**

The scenic beauty of the Verde Valley is unparalleled. Camp Verde also boasts more than 18 miles of the Verde River within its town limits. Its lush riparian areas **are visually appealing and are home to** ~~serve not only the eye but also~~ the various migrating fowl and indigenous wildlife who have established their habitats there. Tourists come year round to Camp Verde not only because of this great beauty and nostalgia, but also because of the Fort Verde Historic State Park and nearby Montezuma Castle National Monument; which ~~in itself~~ brings over a million visitors every year.

The topography of the Town consists of river valleys, hills and mesas that create steep sloped areas, (ten percent plus slope), of approximately 4,400 acres within the incorporated Town boundaries. These areas, including the Black Hills, White Hills and Wingfield Mesa, are therefore recommended to remain as public lands to avoid negative environmental impacts.

CHAPTER 3
LAND USE

The panoramic view of Wingfield Mesa and beyond from the valley floor holds beauty enough to justify it as a preserved area. With the added concerns of soils, transportation, water and numerous archeological sites, Wingfield Mesa is not suitable for development.

~~Another magnificent view is the entry into the Verde Valley descending from the top of the pass on Interstate 17 and the southern entrance into town General Crook Trail. Coming down the slopelooking upon the lush green of the Verde Valley and grazing livestock gives one an impression of the area~~

**Another magnificent view is from Interstate 17 going north toward Flagstaff from the top of the pass. Upon descending into the valley along Copper Canyon, one can view the panoramic view to the east. The expanse covers the Town of Camp Verde and of the lush green of the Verde Valley. With the grazing livestock and agricultural areas in view, it gives one a wonderful first impression of the area. Much of this land is National Forest and State Trust Land.**

~~Much of this land is National Forest Land and State Trust Land. A new four-lane road will allow motorists to travel from Interstate 17, through the State Trust Land, to commercially zoned property at Highway 260. The increase in traffic flow would make this property suitable for higher intensity uses.~~

**East of Interstate 17 on State Route 260 to Finnie Flat Rd., the land use is "Commercial." With State Route 260 being four lanes, there is higher traffic flows and this location is suitable for high intensity uses.**

~~The most significant issues expressed by residents during general plan public participation meetings are the lack of jobs, and shopping opportunities and a lack of reasonably priced housing. Historically, the largest land use for the Town has been low density residential with residential agricultural in the form of family gardens and orchards, lending to the Town's rural atmosphere. Most residents now accept higher density residential use in the Interstate 17 and Highway 260 area. Commercial is accepted by most residents along Interstate 17 and along Highway 260 west of Interstate 17.~~

**Historically, the largest land use for the Town has been low density residential with residential agricultural in the form of family gardens and orchards, lending to the Town's rural atmosphere.**

**Proposed Land Use – Town of Camp Verde**

| LAND USE | APPROX. TOTAL ACRES* | PERCENTAGE OF TOTAL |
|---|---|---|
| Open Space | ~~1,721~~ **1,698** | ~~6%~~ **6.3%** |
| Public Lands | ~~9,046~~ **9,058** | ~~33%~~ **33.5%** |
| Agriculture | ~~1,472~~ **1,441** | ~~5%~~ **5.3%** |
| Rural Residential | ~~5,557~~ **5,581** | ~~20%~~ **20.6%** |
| Low Density Residential | ~~1,659~~ **1,721** | ~~6%~~ **6.4%** |
| Medium Density Residential | ~~891~~ **882** | ~~3%~~ **3.3%** |
| High Density Residential | ~~498~~ **502** | ~~2%~~ **1.9%** |

| | | |
|---|---|---|
| Public Facilities | ~~288~~ **289** | ~~1%~~ **1.1%** |
| Commercial Use | ~~2,179~~ **2,236** | ~~8 %~~ **8.3%** |
| Mixed Use | ~~203~~ **201** | .7% |
| Mixed Use – Commercial/Industrial | ~~495~~ **316** | ~~2%~~ **1.2%** |
| Industrial Use | ~~246~~ **281** | ~~.8%~~ **1.0%** |
| Natural Resources | ~~389~~ **307** | ~~1.5%~~ **1.1%** |
| Yavapai-Apache Nation | ~~1,660~~ **1,678** | ~~6%~~ **6.2%** |
| Roadways | ~~1,365~~ **849** | ~~5%~~ **3.1%** |
| **Approx. Total Acres** | **27669** 27,040** | **100%** |

*All figures are approximate.
** Figure provided by the ~~1990 Town of Camp Verde Comprehensive Land Use & Transportation Study Final Report prepared by BRW~~ **Yavapai County GIS Department**.

~~While residents have expressed the need and desire for additional commercial activity and some higher density residential land designations, quality of life issues are also important. Residents expressed the desire to preserve and enhance Verde River access, assure neighborhoods are visually attractive, and neat in appearance, and maintain the rural character of the Town as important for the community's future. The success of the Land Use Element will depend on the ability of the Town to maintain a balance between meeting the material needs of the community while preserving the natural qualities that make Camp Verde unique.~~

STATE REQUIREMENTS **Per ARS§ 9-461.05**

The Land Use Element of the General Plan is mandated by Arizona Revised Statutes, which stipulates that each municipality include a land use element in its General Plan. State law further states that the land use element will:

a. Designate the proposed general distribution and location and extent of such uses of land for housing, business, industry, agriculture, recreation, education, public buildings and grounds, open space and other categories of public and private uses of land as may be appropriate to the municipality.
b. Include a statement of the standards of population density and building intensity recommended for the various land use categories covered by the plan.
c. Identify specific programs and policies that the municipality may use to promote infill or compact form development activity and locations where those development patterns should be encouraged.
d. Include consideration of air quality and access to incident solar energy for all general categories of land uses.
e. Include policies that address maintaining a broad variety of land uses including the range of uses existing in the municipality when the plan is adopted, readopted or amended.

f. **Includes sources of currently identified aggregates from maps that are available from state agencies, policies to preserve currently identified aggregates sufficient for future development and policies to avoid incompatible land uses, except that this subdivision shall not be construed to affect any permitted underground storage facility or limit any person's right to obtain a permit for an underground storage facility pursuant to title 45, chapter 3.1.**
    1. **The vast majority of Camp Verde stands as a viable source of aggregate adequate to provide for future infrastructure and development needs.**

**Character Area: Character Area Planning is the term given to an 'area-based' approach to land use planning. It is a technique that identifies and interprets the notable qualities and historic features that unite like neighborhoods and/or land areas. Recognizing these qualities and features give the present day landscape a connection to the past while defining a way forward for future development.**

Proposed Land Use Designations

To assist in guiding growth and development consistent with the community's vision, it is important to maintain a variety of land uses. Following is a description, including target densities and the intent of the different ~~land use districts~~ **Character Areas**~~.~~, designated on the Camp Verde ~~Land Use~~ **Character Areas** Map.

**Use Districts:**

A. **R1L District (Residential: Single-Family Limited)**
B. **R1 District (Residential: Single-Family)**
C. **R2 District (Residential: Multiple Dwelling Units)**
D. **R-R District (Residential-Rural), (Formerly RCU)**
E. **RS District (Residential and Services)**
F. **C1 District (Commercial: Neighborhood Sales and Services)**
G. **C2 District (Commercial: General Sales and Services)**
H. **C3 District (Commercial: Heavy Commercial)**
I. **PM District (Performance Industrial)**
J. **M1 District (Industrial: General)**
K. **M2 District (Industrial: Heavy)**
L. **PUD District (Planned Unit Development)**
M. **OS District (Open Space Resource Conservation Zone)**
N. **AG District (Agricultural)**

The following land use categories should be used when interpreting the Land Use **Character Area** Map.

**Open Space** – This designation incorporates the types of uses defined for the Open Space Designation in the AZ Growing Smarter and Growing Smarter Plus Legislation to include: undeveloped nature preserves, natural buffer zones, sensitive riparian areas, trail corridors, agriculture use of five acres or more, limited use outdoor recreation sites, multiple use recreation sites such as community parks, playgrounds and fairgrounds. Per Arizona Revised Statutes, a land use of one dwelling per acre will be allowed on properties the land owner has not granted written permission allowing the Open Space designation.

**National Forest** – This designation is for National Forest Land accessible to the public for active or passive recreational uses. The Town Council will actively work with the USFS to remain informed of which public lands will be subject to exchange in the future.

**Agricultural Use** – This designation is for lands that are used or can be used principally for raising crops, fruits, grains, livestock, and similar farm products. This land use designation will build on Camp Verde's past and present as a farming and ranching community. It includes property five acres or more in size. Per Arizona Statutes, property designated as agricultural use will be allowed a minimum use of one dwelling per acre unless the property owner has given written permission for the agricultural use land designation.

**Rural Residential** – This designation requires a minimum of two acres and allows for one single-family residence and a mix of livestock and agriculture.

**Low Density Residential** - This designation requires a minimum of one acre, allows for one single-family residence. Livestock allowed on lots of 1/2- acre or more in size.

**Medium Density Residential** –This designation requires a minimum of 1/4-acre lots, allows for single-family residence.

**High Density Residential** – This designation requires both sewer and water system service, **due to regulatory requirements,** is for single or multi-family use with a maximum of 11 dwellings per acre. Requires a Planned Unit Development (PUD) or as part of a Town approved project

**RS District (Residential and Services) – The RS District is intended to permit limited services and similar non-residential uses in addition to residential dwelling units. Manufactured, modular or site built. Mobile homes prohibited. See Part 3 Section 306 B.2.C of the Planning and Zoning Ordinance.**

**Public Facilities** – This designation may include public, semi-public, or quasi-public uses including government offices, police/fire stations and substations, schools, libraries, community centers, fairgrounds, wastewater treatment plants, etc. and can be located in any zoning district.

**Commercial** – This designation will encompass neighborhood commercial areas and areas that provide retail and services to meet the needs of the entire community.

**C1 District (Commercial: Neighborhood Sales and Services) – The C1 District is intended to permit limited business uses, as well as residential uses, to provide convenient supporting and service needs for nearby residents. Manufactured, modular or site built.**

**C2 District (Commercial: General Sales and Services) – The C2 District is intended to permit a broader range of business uses compatible with permitted residential uses in the District and surrounding vicinity.**

**C3 District (Commercial: Heavy Commercial) – The C3 District is intended to accommodate a broad range of commercial sales and service uses, excluding certain activities and operations for which Industrial District zoning (PM, M1, M2) is required.**

**Mixed Use** – This designation recognizes areas for future growth and allows a mixture of uses similar to regional commercial and services, indoor manufacturing, business parks, warehousing and distribution centers, outdoor equestrian and recreation facilities, public uses and open space. Residential development is limited to a minimum of two-acres per dwelling. Density and intensity of development in this designation will depend on available infrastructure including utilities and roadways.

**Mixed Use Commercial/Industrial** – This designation recognizes areas for future growth and allows a mixture of uses similar to regional commercial and services, indoor manufacturing, business parks, warehousing and distribution centers, outdoor equestrian and recreation facilities, public uses and open space. Residential development is prohibited.

**Industrial** – This designation allows for manufacturing and processing, wholesaling, warehousing, distribution activities, indoor/outdoor storage operations. Residential use is not permitted.

**PM District (Performance Industrial) – The PM District is intended to promote the development and operation of certain uses (such as, but not limited to, laboratories, light manufacturing and assembly) in a limited manner to foster residential compatibility in the vicinity of such industries. Restrictions on type of structures and uses, control on height and density, prohibitions against open land uses, mitigation of such nuisances as fumes, odors, noise, glare and vibration, prohibition of general retail sales and service or other uses that cater to the general public, as well as landscaping requirements, are established to protect the use and enjoyment of nearby dwelling units; however, prohibition of residential uses in the District, itself, is intended to reserve the PM zoned land for industrial development.**

**M1 District (Industrial: General) – The M1 District is intended to provide the type of industrial facilities that, while not necessarily attractive in operational appearances, are installed and operated in a manner so as not to cause inconvenience or substantial detriment to other uses in the District (or to adjacent Districts).**

**M2 District (Industrial: Heavy) – The M2 District accommodates areas of concentrated fabrication, manufacturing, and industrial uses that are suitable based upon adjacent land uses, access to transportation, and the availability of public services and facilities. It is the intent of these districts to provide an environment for industries that is unencumbered by nearby residential or commercial development.**

**Natural Resources** – This designation allows for the removing and processing of natural materials, conducted in a manner that reflects the vision of the community.

**Yavapai-Apache Nation** – This land use designates property held in trust status for the Yavapai-Apache Nation. The Town has no jurisdiction over this property. The Yavapai-Apache Nation's Council and Economic Development Authority will determine the future land use of this property.
In addition to the above listed land use designations, the community recognizes three Special Planning Districts: ~~Historic~~ **Historical** Town Site, **Entertainment District**, ~~Hwy.~~ **and the State Route** 260 Annexation~~, and Spur Land & Cattle Co. (Hauser Farm).~~

~~Historic~~ **Historical Town Site** - This recognizes the economic as well as **the** social importance of the area surrounding Main Street, including **the** Historic Fort Verde State Park. Additional Land Use information for this designation is found in the portion of this element that addresses revitalization and in the History & Culture Element.

~~Hwy.~~ **State Route 260 Annexation - The annexation was completed on March 02, 2005 which incorporated 237 acres along State Route 260 at the northwest boundary of the of the town. Approximately 189.3 acres are Prescott National Forest, 45.14 acres are privately owned and 2.56 acres belongs to the Camp Verde Water System.**

~~This is a commercial and manufacturing area at the Town's northwest boundary. In addition to existing commercial and manufacturing uses, the Camp Verde Water Company has a well and water storage tanks in the annexation area. The Town filed a petition with Yavapai County stating the Town's intent to annex this property. The proposed annexation area includes approximately 400 acres. Approximately 222 acres belongs to private individuals and the remaining 178 acres is National Forest. It is proposed to keep the National Forest property in the annexation area as Open Space.~~

~~**Spur Land & Cattle Co.** This recognizes the area on Montezuma Castle Highway occupied by Hauser and Hauser Farms. The Spur Land & Cattle Company has expressed a desire to work with the Town and other entities to conserve areas of this property that are environmentally sensitive and historically important to the character of the Town.~~

~~A. GOAL: PRESERVE AND RETAIN THE RURAL ATMOSPHERE AND CHARACTER OF THE TOWN BY PROMOTING COMPATIBLE LAND USES.~~

~~Implementation Strategy:~~
~~A. 1. Work in cooperation with all government entities to implement the General Plan as adopted by the Town of Camp Verde.~~
~~A. 2. Encourage compatible land use in areas adjacent to public lands and existing uses.~~
~~A. 3. Update and consistently apply the Town's development regulations.~~
~~A. 4. Identify and develop walkways and trails, which link neighborhoods and preserve a "sense of community" and the ability to interact with neighbors.~~
~~A. 5. Encourage neighborhood grass roots cooperative agricultural land use such as community gardens.~~
~~A. 6. Review animal privilege ordinances to ensure compatibility with the Camp Verde lifestyle.~~

~~B. GOAL: PRESERVE, DEVELOP AND ENHANCE DEVELOP, ENHANCE AND PRESERVE THE RURAL/WESTERN??? CHARACTER OF COMMERCIAL, AND NON-RESIDENTIAL, BUILDINGS AND SITES.~~

~~Implementation Strategy:~~
~~B. 1. Future commercial expansion will be encouraged in designated growth areas.~~
~~B. 2. Update and consistently apply the Town's development regulations (Town Code 10-2 Nuisance and Hazards, Section 109 Part Two, Section 203 Zoning Districts).~~
~~B. 3. Develop guidelines for Town staff for review of new commercial development proposals.~~
~~B. 4. Use criteria for commercial development plans to incorporate techniques, whereby the rural nature of Camp Verde shall not be compromised. Enhanced. Please refer to the "Visual Library"~~

~~C. GOAL: CONSERVE AND PRESERVE NATURAL RESOURCES THROUGH COMMITMENT TO RESPONSIBLE DEVELOPMENT THAT IS SENSITIVE TO ALL NATURAL RESOURCES AND COMMUNITY NEEDS.~~

~~Implementation Strategy:~~
~~C. 1. Encourage the use of solar, wind and other renewable resources.~~
~~C. 2. Encourage the use of alternative building materials and energy efficient designs.~~
~~C. 3. Enforce the use of non-polluting EPA approved heating systems in new construction.~~

~~C. 4. Follow County Flood Control guidelines for development within the floodplain to ensure the safety of townspeople, and to avoid the economic loss caused by floods.~~
~~C. 5. Review commercial projects for adequate open space, waste disposal methods and possible impact on surface or ground water, or soil.~~

**A. Goal: Preserve existing neighborhood densities and enhance existing neighborhoods by encouraging and developing appropriate and compatible neighborhood services and public facilities.**

Implementation Strategy:
1. Support the development of neighborhood level retail centers that provide everyday goods and services such as groceries, drug stores, restaurants etc.
2. Promote a multitude of employment opportunities that provides easily accessible daily retail and service needs in the neighborhoods.
3. Encourage and support future uses with compatible densities and intensities.
4. Analyze existing infrastructure capacities to ensure new development can be accommodated.
5. Enhance existing neighborhoods by enhancing multi modal connectivity through new bike lanes and trails.
6. Promote and require areas for all community service needs, including but not limited to sites for schools, utilities and parks, trails and open spaces within all new developments.
7. Support existing manufactured housing in appropriate areas to maintain a balance of residential uses.
8. Limit new or expanded manufactured housing in areas suitable for future growth centers.
9. Maintain and expand programs such as Code Enforcement to prevent the deterioration of existing residential and commercial areas.

**B. Goal: Identify and encourage the development or use of access points along the Verde River for recreational activities while respecting the integrity of the river corridor including scenic viewscapes, wildlife and natural habitats.**

Implementation Strategy:
1. Identify and define the access points as major, intermediate and neighborhood access points compatible with the adjacent land use.
2. Design pedestrian and biking trails along the Verde River to connect existing and future access points.
3. Develop specific locations and policies for pedestrian and bicycle use along the Verde River.
4. Discourage the use of privatized motorized vehicles, except for maintenance and emergency vehicles, along the river in order to protect wildlife and maintain their natural habitats.
5. Prohibit recreational activities along the Verde River which are hazardous and incompatible with the surrounding natural habitat.
6. Prohibit camping along the Verde River on Town owned properties.
7. Provide directional and regulatory signs along the Verde River at regular intervals.
8. Create a separate River Corridor Recreation and Access Management Plan.
9. Retain the natural open character of the Verde River Corridor and minimizing development impacts by limiting grading and the removal of native trees and shrubs.

**C. Goal: Preserve and promote the rural historic agricultural landscape.**

Implementation Strategy:
1. Integrate new development with the surrounding natural and built environment.
2. Encourage new and enhanced agricultural uses such as farming and ranching.
3. Encourage local community gardens throughout the Town in an effort to promote the use of local agriculture.
4. Develop Zoning Ordinances that supports of local community gardens.
5. Where appropriate, integrate local gardening and farming opportunities in new residential developments.
6.

**D. Goal: Encourage the development and growth of medical, hospitality, agri-tourism and tourism industries.**

Implementation Strategy:
1. Encourage the expansion of the hospitality industry within key economic corridors and character areas.
2. Encourage new and expanded tourism attractions and uses in key economic corridors and character areas.
3. Create proactive outreach campaigns to attract new tourism based business.
4. Coordinate with local and regional economic development organizations and local Chambers of Commerce to identify appropriate areas for expansion of tourism related uses.
5. Support tourism related uses that complement and or expand new or existing tourism related uses and destinations.
6. Develop a community with a diverse local economy that provides an expanding tax base and employment opportunities for residents.

**E. Goal: Conserve & Preserve healthy residential environments and natural resources that provide safe and convenient access, open spaces and recreational opportunities.**

Implementation Strategy:
1. Encourage new developments to incorporate bike lanes, multi-use trails, trail heads and walking paths to support healthy lifestyles.
2. Promote the interconnection of neighborhoods to enhance vehicular, bicycle and pedestrian circulation and reduce traffic demand.
3. Encourage sustainable building development through the use of energy efficient technologies and quality building materials.
4. Encourage the use of solar, wind and other renewable resources.
5. Encourage the use of alternative building materials and energy efficient designs.
6. Enforce the use of non-polluting EPA approved heating systems in new construction.
7. Follow County Flood Control guidelines for development within the floodplain to ensure the safety of townspeople, and to avoid the economic loss caused by floods.
8. Review commercial projects for adequate open space, waste disposal methods and possible impact on surface or ground water, or soil.

**F. Goal: Protect and preserve dedicated Open Space areas and cultural resources in their natural state and preserve scenic viewsheds of the Verde River and protected Federal Lands.**

Implementation Strategy:

1. Develop programs that encourage the clustering of development in exchange for preserved natural open space area.
2. Encourage creative development patterns to ensure preservation of open spaces and protect scenic viewsheds.
3. Consider allowance for higher residential densities in exchange for preservation of contiguous natural open space areas.
4. New development should limit street lighting and use low-intensity lighting where appropriate for 'dark skies' while providing for safety limits as nationally recommended by the Illuminating Engineering Society of North America IESNA.

**G. Goal: Provide appropriate setbacks and buffers to minimize negative impacts from incompatible residential and commercial uses.**

Implementation Strategy:

1. Develop a coordinated setback and buffer ordinance in order to mitigate impacts between residential and commercial uses.
2. Ensure transitions in building scale, intensity of use and adequate buffering between residential and commercial land by requiring adequate setbacks, screening and landscape buffers.

~~REVITALIZATION~~

~~Revitalization of Camp Verde's historic downtown is a major concern not only to maintain the viability of this area, but also to give residents and visitors a sense of place. It is therefore important to implement effective long range planning that ensures the economic success of this area and to avoid incompatible land uses by ensuring adjacent development is compatible and sensitive to the needs of the Main Street area, including the adjacent Fort Verde State Historic Park.~~

~~In the case of the Historic Town site, it is important to develop a sound economic market that supports quality residential and employment opportunities while maintaining the historic integrity of the area and providing a town center residents and visitors can identify with.~~

***IMPLEMENTATION GUIDELINES***

***It is important to note that the target densities are only targets or goals. Similarly, the maximum General Plan density ranges should not be viewed as entitlements or guarantees. When the General Plan designates an area as High Density Residential, it does not mean that every zoning case or proposed development should assume the upper end of that range. The appropriate density will be determined by a multitude of factors; existing and planned adjacent developments, infrastructure (including utilities, streets, parks and schools), physical topography, provision for public transit services and facilities, neighborhood interaction, and external factors (e.g. existing character of area, environment conditions, and land ownership patterns, among others). On the other hand, a target density does not mean that individual projects cannot or will not be approved at a higher density if the project complies with documented community goals and objectives.***

The Land Use Element does not reflect the intended zoning of individual parcels, but rather generalized desired future land use. ~~The boundaries between use and density designations noted on the map are not precisely fixed.~~

AMENDMENTS TO THE ~~LAND USE~~ **CHARACTER AREA** MAP

Arizona Statutes governing municipalities state that a community's general plan must be updated every 10 years and readopted by the Town Council and ratified by voters. State law does allow amendments to the general plan prior to the 10-year re-adoption date. Arizona Revised Statute gives requirements for how amendments can be made to the general plan.

**State Law Requirements for Amending the Land Use Map**

| State Law Requirement | Major Amendment | Minor Amendment |
|---|---|---|
| Public Notice in Newspaper | Yes | Yes |
| Letter to Property Owners w/in 300' | Yes | Yes |
| Property is Posted | Yes | Yes |
| P&Z Commission Public Hearing | Yes | Yes |
| Council Public Hearing | Yes | Yes |
| 2/3 Council Vote Required | Yes | No |
| Simple Majority Council Vote | No | Yes |
| Town Council Resolution Needed | Yes | Yes |
| Scheduled Once A Year for All | Yes | No |
| Scheduled Throughout the Year | No | Yes |
| Subject to Referendum | Yes | Yes |

The Community Development Director shall make the determination as to whether a proposed amendment constitutes a major or minor amendment. Appeals of such determinations shall be made to the Council. Major amendments cannot be enacted through emergency measures and could be subject to further public referendum.

Because Major amendments are considered once a year during the month of September, applications for major amendments should be submitted no later than May 31st. Fees for general plan amendments shall be set by council resolution.

Major Amendments

ARS defines major amendment as "a substantial alteration of the municipality's land use mixture or balance as established in the municipality's existing general plan land use element."

- Changes to implementation strategies that alter the timing, cost and type of programs or activities shall not be considered a major amendment.
- Request for ~~Land Use~~ **Character Area** Map changes for parcels located within designated growth areas shall not be considered a major amendment.
- Density transfers within a designated growth area shall not be considered a major amendment.

The Community Development Director will use this checklist to determine if a ~~Land Use~~ **Character Area** Map change is a major or minor amendment. A Major Amendment is any proposal that meets any one of these criteria:

| CRITERIA | MAJOR AMENDMENT |
|---|---|
| Significant change to the Circulation Element such as but not limited to:<br>• A change in the functional classification of existing or planned public roadways.<br>• The relocation or displacement of existing or planned public roadways. | X |
| Proposed development uses more than 15 acre-feet* of potable** water per year*** | X |
| Any land use amendment contiguous to property previously amended through the minor amendment process. | X |
| Contiguous to a growth area and 100 acres or greater in size | X |
| Not contiguous to a growth area and 25 acres or greater in size | X |
| Text change in conflict with approved General Plan | X |

*Acre-foot – 325,851 gallons, enough water to cover an acre to a depth of one foot.

** Potable water – water that is safe for human consumption and many other uses such as washing and cooking.

~~*** 15 acre-feet of potable water are enough for approximately 48 single-family residential units and approximately 44 multi-family residential units. The amount of commercial development that 15 acre-feet of potable water can sustain depends on the type of commercial use.~~

~~The benchmark of 15 acre-feet of potable water per year represents approximately 1.2% of the 2001-projected potable water use for Camp Verde – from Water Use Projections, Verde Valley, Arizona prepared in cooperation with the Yavapai County Water Advisory Committee and the~~

~~U.S. Bureau of Reclamation. Actual build-out for 15 acre-feet of water, based on single-family residential unit population of 2.47 people and multi-family residential unit population of 2.74 people is approximately 48 single-family residential units or approximately 44 multi-family residential units. The amount of commercial development that 15 acre-feet of potable water can sustain depends on the type of commercial use and can be figured using an assured water supply demand calculator such as provided by the Arizona Department of Water Resources.~~

***** The Benchmark of the 15 Acre Feet of Potable water per year was identified the previous 2005-2015 General Plan and was approximately 1.2% of the projected potable water use for Camp Verde.**

**A more current Build-Out Calculation was performed for this General Plan update utilizing the previous 15 Acre Feet of Potable water Benchmark and an assumed 2.15 persons per housing unit as extrapolated from the 2010 U.S. Census Data. Also, all data for this Build-Out calculation was taken from the "Water Demand and Conservation Assessment for the Town of Camp Verde" (WDCA), as prepared by Western Resource Advocates dated April, 2014.**

**Build-Out Calculation:**

- **Per capita use rates for residential uses were taken from the (WDCA), Table 2, page 9 and ranged from a low usage of 68 (gpcd) to 110 (gpcd). The average per capita residential use was averaged from all water systems within Camp Verde and was approximated at 81.5 (gpcd).**
- **One Acre Foot of Potable Water = 325,851 gallons**
- **15 Acre Feet of Potable Water = 15 x 325,851 gallons = 4,887,765 gallons**
- **Housing Unit = 2.15 persons occupancy (Estimated Average)**
- **Estimated Average gallons used per capita per day = 81.5 gallons/day**
- **Gallons used per Housing Unit / day = 2.15 persons x 81.5 gallons = 175 gallons / day**
- **Housing Unit Annual Water Usage = 175 x 365 = 63,875 gallons / year**
- **Residential Build-Out calculation per Housing Unit Water Usage as based on the 15 Acre Feet / year Benchmark: 4,887,765 gallons per year / 63,875 gallons used per housing unit per year = 76.5 Housing Units or residential lots (Single Family Residential).**

**Note: The occupancy rate of single family residences and multifamily residences was assumed as an equal of 2.15 persons per housing unit which accounts for vacancies.**