

**MINUTES**  
**WORK SESSION – GENERAL PLAN UPDATE**  
**PLANNING & ZONING COMMISSION**  
**COUNCIL CHAMBERS · 473 S. Main Street, Room #106**  
**WEDNESDAY, SEPTEMBER 12, 2013 at 6:00 P.M.**

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

1. **Call to Order**

Chair Norton called the meeting to order at 6:04 P.M.

2. **Roll Call**

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

**Also Present**

Town Manager Russ Martin, Community Development Director Michael Jenkins, Assistant Planner Jenna Owens and Permit Technician Kendall Welch

3. **Pledge of Allegiance**

The Pledge was led by Commissioner Davis

4. **Approval of Minutes:**

**June 06, 2013 – Regular Session**

**August 15, 2013 – Work Session**

On a motion by Commissioner Hough, seconded by Commissioner Blue, the Commission voted unanimously to approve the minutes of June 06, 2013 and August 15, 2013 as submitted.

5. **Discussion & Public involvement regarding volunteer participation by serving on Element Committees on the General Plan.**

Community Development Director Michael Jenkins approached the Commission with a proposal that could help with the time constraints on the Commission for the General Plan. This proposal would be a call for citizen's involvement to meet and discuss the elements within the General Plan. The citizen groups would be able to:

- a. Take a more detailed look at each element or element group and make a recommendation to the Commission.
  1. The meeting schedule would be every two weeks before each P&Z Work Session.
  2. The meetings would be in two hour blocks.
  3. There would be a total of four different citizen groups to accommodate all ten elements which have been combined with other like elements.
  4. The Commissioners would be welcome to attend any of these citizen group meetings.
- b. Jenkins gave a brief overview on how the staff determined which elements to pair up.
  1. Land Use, Growth Areas, Open Space and Recreation, Transportation and Circulation: The largest concern to consider here would be the Growth Areas and how the Open Space and Recreation elements would be incorporated into the Growth Areas.
  2. Environmental Planning and Water Resources: This would encompass the Dark Skies Ordinance along with the water and air quality.
  3. Economic Development, History and Culture: The current Economic Development Director, Steve Ayers is also known as Camp Verde's historian giving him a large knowledge of each element in this group. Ron Long the town's Public Works Director will

also be available for these discussions to help recognize any type of overlaps with Transportation and Circulation.

4. Cost of Development and Housing: Because the Building Official will be working on both of these elements as a staff committee member.

#### Commissioners Discussion

Commissioner Hough expressed a concern, which was how would involvement of a citizen group make the process work better. His understanding was the Commission would be editing and updating the General Plan. In the past a consultant was hired and despite that effort it still took several times for the Town's citizens to adopt the plan. He didn't want to stray too far from the original vision and task that was given to the Commission.

Commissioner Davis felt this was a good opportunity for the citizens to get involved in the process as long as they were aware of the time that they would be asked to invest.

After the discussion Jenna Owens the Town's Assistant Planner circulated a signup sheet to the audience to begin the process of building citizen groups.

#### 6. **Presentation from staff on "visioning tools" to help in developing goals and implementation strategies for the General Plan.**

Jenkins presented a power point to the Commissioners. The power point was to help the thinking process for the General Plan and to give an overview of the process, such as the ten year regulation from the State to update the General Plan. Jenkins said the plan in place is a good plan and the updates will honor existing uses. The power point addressed the following:

- a. Staff is the facilitator of the General Plan, they uphold and ensure the General Plan is used and enforced when needed.
- b. Staff ensures that minor and major amendments are carried out in the proper processes and tracking of these amendments for the next update to the General Plan.
- c. Staff along with the P&Z Commission encourages all opinions, in person, telephone or email, all citizen input is considered.
- d. Proactive vs Reactive; Department Heads use the General Plan to mimic the wants of the public whom had voted to adopt the General Plan.
- e. Staff reminds public bodies such as Council and P&Z the goals and strategies identified in the General Plan.

The power point was a hand out to the citizens and Jenkins encouraged everyone to read the additional information that he didn't take the time to go over, which was informational and helpful hints to keep in mind when reading and updating the current General Plan.

#### 6:39 Chair Norton opened the floor for public comment.

Tony Gioia, gave a little bit of history regarding the study along the 260 corridor, he told the Commission that a sewer study was done and with cooperation from ADOT a back road study was completed to address traffic congestion. Also at that time they identified that these types of improvements would be paid through the development of the area by the developer.

#### 6:41 Chair Norton closed public comment.

#### 7. **Discussion, consideration, and possible direction to staff relative to the Land Use Element of the General Plan, to include review of prior suggested changes made during the August 15, 2013 work session and to take any public input for consideration.**

Town Manager Martin introduced a tool that could be used during the editing of the current General Plan. This tool could help the Commissioners in areas that would need better defining. This concept would help define unique characters of an area, which would add vision to the General Plan. Character Areas would:

- a. Help an area to keep its character instead of development driving it.
- b. Would help future development enhance the character.
- c. Land use alone wouldn't protect an area's character.

Martin told the Commission that at last night's Council's Work Session meeting this concept was presented to Council, Council was receptive to the idea. Council did instruct staff to follow through with "Character Areas" and report back to them on the process, cost, time and better clarity for character areas within the Town.

#### Commissioners Discussion

Commissioner Hough had a concern that this would hamper free enterprise, could cause more restrictions and not encourage development. The Town taking ownership or telling someone where to build a particular development wouldn't be fair.

Commissioner Hisrich said he agreed with Hough, this may set up conditions that are unequal and could change the zoning elements.

Commissioner Blue said at this time he didn't see how anything was broken everything is dictated by zoning and this type of "Character Areas" would possibly bring back the Design Review Board.

With respect to these comments Martin referred to some areas of town which have specific characters, such as downtown. The downtown area is pedestrian and bike friendly, there are small commercial activity that allows one to park curb side and walk on developed sidewalks to a variety of shops. To the opposite of this character is the 260 corridor where the car will be king and the development would be larger commercial buildings with large parking lots. An area like downtown could be protected under this process from excessive traffic and mixed commercial properties.

#### 7:19 Chair Norton opened the floor for public comment.

Art Castro, from the Tucson area, Three Points, spoke in favor of the "Character Areas". He stated that the small town he is from had no vision for different types of development. They found themselves in nicer newer neighborhoods with large commercial storage areas pooping up next to them, which in turn caused traffic problems.

Brenda also spoke in favor, she felt it would be smart to look at "Character Areas" out of respect to the citizens already located in certain unique areas.

Sam Musser was representing Out of Africa. Sam told the Commission the General Plan now states it's theme as a "Rural Western" he would like to see more diversity and more than one character identified in the General Plan. Mr. Musser is in favor of different "Character Areas."

Tony Gioia told the Commission that when he was on the committee for the last General Plan update they spent two and a half years talking to the public. The committee asked the public what do you value the most, what would you like to see in the future. Time after time the Committee heard the public say we want to preserve the character of our neighborhoods. They wanted to keep big commercial out of town, the concept of the 260 corridor answered that concern and at all costs the citizens didn't want the Town of Camp Verde to look like Prescott Valley.

#### 7:31 Chair Norton closed public comment.

#### Commissioners Discussion

The Commission encouraged staff to pursue the "Character Areas" but to keep a good balance and not to create too many character areas and to keep in mind that the Rural Western is more of an attitude of living. They also encouraged staff to do a good study but to keep it simple and not so restrictive that it would discourage development. The Commission also wanted to be assured that with the implementation of such a "Character Area" staff is not given any type of power to direct development to an area that could possibly jeopardize the sale of a private owner's land.

Martin responded that the Council sees this study as a possible proactive step especially in areas of the 260 corridor and it could also decrease amendments to the General Plan. And to the concern of the sale of a property that isn't in a defined "Character Area" that fits the proposed development staff doesn't have any authority to direct the buyer elsewhere, the General Plan maybe amended after due process is followed.

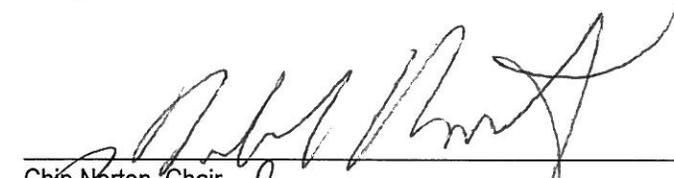
Martin also told the Commission that the next Council meeting on September 25<sup>th</sup> staff will present to them in more detail on how to determine "Character Areas." At this time Council does feel that the Commission should keep moving on with the elements in the manner as first discussed, to edit and update.

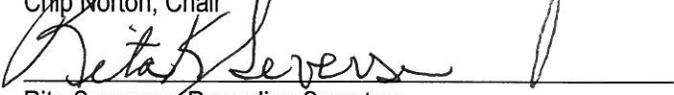
Chair Norton called on staff regarding following meetings and asked staff to insure that all comments from the public about the General Plan to be added to their complete packets before each work session.

Owens told the Chair and Commissioners that the next P&Z Work Session is tentatively scheduled for September 26<sup>th</sup> at 6:00 P.M. There will be a two week rotation for the work sessions except for November and December because of the holidays.

8. **Adjournment**

On a motion by Commissioner Blue, seconded by Commissioner Davis, the Commission voted unanimously to adjourn the work session at 8:00 P.M.

  
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Chip Norton, Chair

  
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Rita Severson, Recording Secretary

  
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Michael F. Jenkins – Community Development Director