

**MINUTES**  
**WORK SESSION – GENERAL PLAN UPDATE**  
**THE PLANNING AND ZONING COMMISSION**  
**COUNCIL CHAMBERS STE. 106 – 473 S. Main Street**  
**THURSDAY OCTOBER 23, 2014**  
**6:00 PM**

**1. Call to Order**

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

**2. Roll Call**

Chairman Davis, Vice Chairman Norton, Commissioners Blue, Freeman and Parrish. Commissioner Burnside and Commissioner Hisrich are absent.

Also present is Community Development Director Michael Jenkins, Assistant Planner Jenna Owens, and Recording Secretary Kendall Welch.

**3. Pledge of Allegiance**

The pledge was led by Chairman Davis.

**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:**

No minutes for approval

**b. Set Next Meeting, Date and Time:**

November 06, 2014 Regular Session

There were no actions taken on this item.

**5. Discussion, Public Input and Commission Consensus on proposed Goals and Implementation Strategies for the Downtown Character Area.**

Chairman Davis asked Community Development Director Michael Jenkins to read the draft Goals and Implementation Strategies for the Downtown Character Area as proposed by the General Plan Update Land Use Sub-Committee.

**Goal A:**

Chairman Davis recommended the third implementation strategy under Goal A be revised to read: 3. Encourage small town village uses to provide local services and products such as small markets, dry cleaners, bakeries, florists, coffee shops, or sit down restaurants.

Commissioner Freeman asked for clarification on implementation strategies numbers two and five, questioning the similarities and asking if both items were needed. Community Development Director Michael Jenkins clarified that implementation strategy number two was geared toward encouraging multi-modal connections between individual subdivisions, while implementation strategy five was more of a bigger picture, general recommendation. Land Use Sub-Committee member Kathy Davis agreed with Jenkins. Chairman Davis clarified that the term walkability takes things such as existing trails into account as a transportation option. Vice Chairman Norton also agreed with Jenkins and Davis stating that one is for development and the other covers everything else in broad general terms.

Council Member Brad Gordon asked how implementation strategy number six would be handled, for example retroactively. Community Development Director Michael Jenkins clarified that this implementation strategy would be applied by discouraging the use of outdoor storage when an applicant applied for items such as a zone change, etc. Commissioner Blue reminded the Commission that the current Planning and Zoning

Ordinance already contains screening requirements for outdoor storage and cautioned against adding additional language that could potentially cause a conflict. Land Use Sub-Committee member Tony Gioia stated he felt the proposed wording in the implementation strategy aligns with the ordinance, and did not feel it undermined the current Planning and Zoning Ordinance in any way. Chairman Davis recommended implementation strategy number six be revised to read: 6. Discourage the use of unscreened outdoor storage.

Hearing no objections to the recommendations suggested for Goal A the Commission had a consensus and moved on Goal B:

**Goal B:**

Vice Chairman Norton asked for clarification on the word "apps" as used in implementation strategy one, and questioned if that fell under the Town's jurisdiction. Council Member Bruce George added that Town Council has been looking into QR Codes for the Town as a means to identify important/historical features within the Town. George also added there had been some concern expressed that the addition of QR Codes might interfere with existing IT infrastructure and that the idea is still in a very rough draft stage.

Land Use Sub-Committee Member Kathy Davis recommended implementation one read: 1. Develop information sources such as visitor centers, signs, kiosks and apps to promote recreational activities, agri-tourism and historic sites in the Downtown Character Area and Town wide. Davis also suggested this implementation strategy could be used in all Character Areas. Chairman Davis asked staff to also look into and perhaps suggest better terminology to replace the word "apps".

Chairman Davis recommended implementation strategy number two read: 2. Encourage the design of pedestrian and biking trail system connecting all historic sites including those in the Downtown Character Area.

Commissioner Freeman recommended implementation strategy number three read: 3. Encourage and support open space along with developing trails and recreational access points between Downtown and Verde River. Land Use Sub-Committee Member Tony Gioia disagreed with the recommendation and suggested encourage and support be replaced with encourage and maintain. Commissioner Blue recommended encourage and support be changed to just read encourage. Vice Chairman Norton agreed with Commissioner Blue. Implementation strategy number three should be revised to read: 3. Encourage open space along with developing trails and recreational access points between Downtown and the Verde River.

Commissioner Freeman recommended implementation strategy number four read: 4. Promote outdoor public areas to support community and cultural activities such as open air plazas for public events such as: farmer's markets, craft fairs, and outdoor performances. Land Use Sub-Committee Member Tony Gioia disagreed. Commissioner Blue agreed with Commissioner Freeman's original recommendation. Land Use Sub-Committee Member Kathy Davis suggested to use the words, maintain and promote. Chairman Davis questioned if the Commission really needed to use the word maintain, or if the Commission considered maintaining to mean continuing on. Commissioner Freeman voiced concerns over nitpicking terminology on a wish list item.

Hearing no objections to the recommendations suggested for Goal B the Commission moved on to Goal C.

**Goal C:**

Chairman Davis clarified the main goal had been based on discussion of differences between Character Areas.

Land Use Sub-Committee Member Kathy Davis recommended implementation strategy

number two read: 2. Encourage all new development to provide pedestrian and multi-modal pathways within the development with connectivity to Downtown and open space. Davis also added that encouraging this will help match existing trail systems with future systems in order to connect different Character Areas across Town, for future use, expansion and continuity.

Hearing no objections to the recommendations for Goal C the Commission had a consensus.

**6. Discussion, Public Input and Commission Consensus on proposed Goals and Implementation Strategies for Gateway entrances into Town.**

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

Chairman Davis requested this item be continued at the next meeting where he hopes all Commission members will be present for the discussion. Commissioners are all in favor of this request.

**7. Adjournment**

Assistant Planner Jenna Owens reminded the Commission that there will be a regular P&Z Commission meeting on November 6<sup>th</sup>, 2014.

A motion to adjourn the meeting was made by Commissioner Blue and seconded by Chairman Davis. The meeting was adjourned at 6:33pm.

  
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Chairman BJ Davis

  
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Community Development Director Michael Jenkins

**CERTIFICATION**

I hereby certify that the foregoing minutes are a true and accurate accounting of the actions of the Planning and Zoning Commission of the Town of Camp Verde during the General Plan Update Work Session of the Planning and Zoning Commission of the Town of Camp Verde, Arizona, held on October 23<sup>rd</sup>, 2014. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 14<sup>th</sup> day of November, 2014.

  
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Kendall Welch, Recording Secretary