

**AGENDA**  
**WORK SESSION – GENERAL PLAN UPDATE**  
**THE PLANNING AND ZONING COMMISSION**  
**COUNCIL CHAMBERS STE. 106 – 473 S. Main Street**  
**THURSDAY APRIL 23, 2015**  
**6:00PM**

**Note:** Work Sessions are being held over the next 12 months to update the General Plan. Public participation and participation and input is encouraged during this process. Work Sessions will end no later than 8:30 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**
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:**  
April 09, 2015 – General Plan Work Session
  - b. **Set Next Meeting, Date and Time:**  
May 14, 2015 - General Plan Work Session
5. **Update on Chapter 3 Land Use table calculations on pages 3.1 and 3.2 & 3.3.**  
Note: Tables not included in packet, verbal update.
6. **Discussion, Public Input and Commission Consensus on the introduction for the 260 West Character Area language.**
7. **Discussion, Public Input and Commission Consensus for Chapter 5 Growth Area.**  
Note: Version one with strikeouts and Version two without strikeouts provided.
8. **Adjournment**

**Next Sub-Committee Meetings**  
**May 6, 2015**

**Next General Plan Work Sessions**  
**May 14, 2015**

**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: J. Jenkins Date/Time: 4/21/15 By: 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 Community Development.

**DRAFT MINUTES  
WORK SESSION – GENERAL PLAN UPDATE  
THE PLANNING AND ZONING COMMISSION  
COUNCIL CHAMBERS STE. 106 – 473 S. Main Street  
THURSDAY APRIL 09, 2015  
6:30PM**

**1. Call to Order**

Chairman Davis called the meeting to order at 6:30 pm.

**2. Roll Call**

Chairman Davis, Commissioners Blue, Burnside, Norton and Parrish.

Absent: Vice Chairman Freeman and Commissioner Hisrich.

Also present: Community Development Director Mike Jenkins, Asst. Planner Jenna Owens and Recording Secretary Marie Moore.

**4. Pledge of Allegiance**

Commissioner Blue led the pledge.

**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:**

March 12, 2015 – General Plan Work Session

March 26, 2015 – General Plan Work Session

April 02, 2015 – Special Session

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

April 23, 2015 - General Plan Work Session

**On a motion by Burnside, seconded by Parrish, Commission unanimously passed the consent agenda.**

**5. Discussion, Public Input and Commission Consensus on Chapter 3,**

- **Update on State Route 260 proposed project.**
- **Land Use table calculations on pages 3.1 and 3.2 & 3.3.**
- **Under ‘Major Amendments’ the second and third bullet points on page 3.5.**

**It was the consensus of the Commission to approve the updates and amendments on Chapter 3 as follows:**

**State Route 260**

Community Development Director Mike Jenkins informed Commission that the plans are 30% complete and are estimated to be 80% complete by July 2, 2015.

Chairman Davis inquired about the number of roundabouts included in the project. Jenkins indicated there are currently 6 with potential to change.

**Land Use Table Calculation:**

Jenkins indicated that when the process started a year ago there was an update done, prior to character area introduction. In the interim, the Yavapai County GIS provided a current land area calculation and Jenkins recommended utilizing it as it would be the best approximate estimate to refer too. There is no community in AZ that have survey accurate GIS systems other than Scottsdale, all GIS land area calculations are based off

of aerial photographs which is why an approximate disclaimer is included. Commissioner Burnside questioned how the numbers were calculated. Jenkins explained that the numbers were provided by Yavapai County and if a discrepancy is detected, it could be brought back for review. Burnside indicated his question was specific to a discrepancy in State Land Use numbers and felt it was important to be as close an accurate as possible.

Commissioner Norton indicated he felt State Trust Land should be separated in its own category.

Cathy Davis indicated that it might not be just state trust land included and that could also be a discrepancy.

Commission directed staff to get clarification regarding the discrepancy.

Commissioner Burnside also suggested a change in verbiage to match the table regarding forest service land.

**Major Amendment:**

Jenkins discussed Density transfers what would require major amendments. Burnside questioned the term Land Use and if a land use permit would be required and would the applicant be exempt from a major amendment. Jenkins indicated that a use permit can be voided at any time and Land Use pertains to the general plan and what the community wants to see the land used for.

**6. Discussion, Public Input and Commission Consensus on the “Introductions” for each Character Area.**

**Downtown:**

Commissioner Norton questioned the verbiage used when referring to statements that are in planning that could potentially be completed before the General Plan is ratified. It was agreed that such comments shall be highlighted and reviewed.

Tom Pitts questioned the location of the Archeological Center and the potential of moving to a new location. It was agreed to highlight that sentence as well.

Brenda Hauser indicated that the verbiage “at this time” could be utilized.

**Clear Creek:**

No Comments from Commission.

**Quarterhorse/Rancho Rio Verde:**

Commissioner Norton pointed out a typo in the first sentence and requested to remove “the” before “Camp Verde’s agricultural...” Norton also pointed out a grammatical issue with the last sentence of the first paragraph and requested it to read “This is coupled with pasturing of cattle, horses, sheep, goats and other livestock. This area, along with a few others personifies the rural character of Camp Verde.”

**Salt Mine:**

Cathy Davis requested that consistency be used regarding the National Forest or Us Forest Service. It was determined the National Forest refers to the land and the US Forest Service refers to the agency.

Commissioner Freeman requested by note to replace the term “Rock Hounds” with amateur archeologists.

**Pecan Lane:**

The last sentence of the last paragraph shall be highlighted to review before the ratification.

**Middle Verde:**

Commissioner Norton requested a change in the sentence "The Yavapai Apache Middle Verde Reservation is the central administrative site and housing location."

Commissioner Burnside suggested combining the sentence with the following sentence which would therefore read "The Yavapai Apache Middle Verde Reservation is the central administrative site and housing location which provides services to its members including; medical, social, judicial, youth, education and fitness."

The last sentence in the last paragraph, shall change the verbiage from Forest Service to National Forest.

Staff was directed to determine if a hyphen shall be used in Yavapai Apache. Tony Gioia confirmed during the meeting that a hyphen is necessary. Staff will confirm that it is used consistently throughout the document.

**McCracken**

Commissioner Norton requested to shorten the last sentence to read "Entry to the river and hills is limited." This sentence shall be highlighted for final review.

**260 East.**

Commissioner Norton requested removing the word "mosaic" from the first sentence in the second paragraph.

Forest service lands shall be replaced with National Forest Lands in the second paragraph.

**Finnie Flat:**

Commissioner Norton indicated the first paragraph wording "Along the Verde River, a couple old farm properties..." should be replaced with better wording. Norton requested highlighting the entire paragraph and delete the term "and private owners" in the first sentence.

Burnside requested adding something to refer to the progress of planning.

It was the consensus the paragraph shall read as follows:

"A riverfront trail system is being planned along the Verde River on a combination of land owned by State Parks and Prescott National Forest. This access will be coordination with a future planned development of residential subdivisions and commercial properties that includes a new home for the Verde Valley Archaeology Center."

**260 West:**

Commissioner Norton requested highlighting the last sentence of the first paragraph.

Tom Pitts questioned the second sentence referring to the "town's largest business corridor..." because it currently is not.

Cathy Davis suggested adding the word "Road" to the last sentence.

It was determined to change "SR" to State Route" and to spell out Interstate as well throughout the document.

Commissioner Norton indicated that the last paragraph should remove "going to small neighborhoods".

Norton also felt the third to last paragraph doesn't portray a very positive outlook for the area and requested the opportunity to rewrite it and bring back to commission for review.

Commissioner Burnside requested mentioning the Yavapai-Apache lands and intersections.

Tom Pitts stated that he feels this area is a major corridor and supports a rewrite to the last paragraphs to represent a more attractive and positive area.

Cathy Davis indicated that the last sentence of the Yavapai-Apache Nation paragraph does not pertain to the Nation and should be moved or removed entirely.

Chairman Davis commended Cathy Davis for all of her time, effort and work toward the document.

**7. Adjournment**

**On a motion by Parrish, seconded by Blue, the meeting adjourned at 7:42 pm.**

\_\_\_\_\_  
Chairman B.J. Davis

\_\_\_\_\_  
Michael F. Jenkins Community Development Director

CERTIFICATION I hereby certify that the foregoing Minutes are a true and accurate accounting of the actions of the Planning & Zoning Commission of the Town of Camp Verde during the Special Session of the Planning & Zoning Commission of the Town of Camp Verde, Arizona, held on the 9th day of April, 2015. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this \_\_\_\_\_ of \_\_\_\_\_, 2015.

\_\_\_\_\_  
Marie Moore, Recording Secretary

Much of the McCracken area is comprised of National Forest lands on the White Hills and a small section of the Verde River. Entry to the river and hills is limited.

### **260 East**

260 East is a focal industrial area on the east side of Camp Verde. There is a commercially zoned area on the both sides of State Route 260 with a developed business park and numerous available commercial lots on the south. The area offers ideal business locations that are near town and on busy State Route 260 for easy access. South of this commercial development, a small medium density residential neighborhood exists.

In addition to commercial properties, it consists of an 80 acre tract owned by the Camp Verde Unified School District, Town of Camp Verde's wastewater treatment plant, and National Forest lands including the Verde Ranger District Office for the Prescott National Forest. There is also the 118-acre parcel the Town of Camp Verde has designated for a future community park. It has a good deal of potential as a future recreational facility that proposes soccer-football fields, baseball fields, trails, equestrian facilities and other outdoor recreational amenities. Views consist of the White Hills to the north and the Verde River's tree-lined canopy to the west and south.

### **Finnie Flat**

Named for the Finnie family, early pioneers to the Camp Verde community, this area contains some of the community's newest and largest residential subdivisions in the southeastern portion. Distinct neighborhoods are found along Finnie Flat Road, South Cliffs Parkway, South 7<sup>th</sup> Street, and State Route 260 with mostly high densities dwellings including two planned developments. Along the Verde River, some old farm properties are found. At the center of the Finnie Flat area is an available housing development property with nearby infrastructure. A small section of Arizona state land is in the southwest corner, which has livestock grazing.

Finnie Flat is a diverse area. This area is ideally positioned for both commercial and high density residential growth for the town. It encompasses busy shopping locations, an industrial park, a medical center, and residential neighborhoods. The junction of State Route 260 and Interstate 17 is an active 24-hour intersection that attracts many visitors coming to Verde Valley/Sedona or passing through. The industrial section is home to several heavy commercial businesses and has the advantage of being located directly off Interstate 17. A new campus for Northern Arizona Healthcare will improve medical services to the community and visitors. Closer to town center is a shopping and business center, which is the primary location for residents to obtain essential services.

A riverfront trail system is being planned along the Verde River on a combination of land owned by, Arizona State Parks and Prescott National Forest. This access will be coordinated with any future planned development of residential subdivisions and commercial properties that includes a new home for the Verde Valley Archaeology Center.

### **260 West**

State Route 260 west of Interstate 17 is a modern divided highway providing access to approximately 2,000 acres of commercial and industrial property on both sides of the highway. This area, located next to one of Arizona's main transportation corridors, is perfectly situated for commercial, industrial, and tourism growth.

The southwest side of State Route 260 currently provides many services. A busy travel center is conveniently located at the intersection of State Route 260 and Interstate 17. Further northwest is the Yavapai County complex, which includes the county road department and justice facility. The justice facility is comprised of a sheriff substation, county courts, and a jail complex. A business park is located adjacent to the justice facility. South of these facilities, a popular wildlife park draws visitors from throughout the country.

On the east side of State Route 260, the Yavapai-Apache Nation Middle Verde Tribal Community maintains diverse commercial enterprises and a residential community. The Yavapai-Apache Nation is the largest employer in Camp Verde, and continues to seek economic opportunities for tribal members and the greater community in this area.

North of the tribal lands, Old Highway 279 parallels State Route 260. Here one can find concrete products, sand and gravel, fencing, landscaping materials, wineries, recycle locations, trucking, and other products and services. Again, easy access to major transportation corridors supports these industrial business locations.

The area also provides recreation access to National Forest lands, with many scenic trails and roads leading to and crossing the Black Hills to the west. This includes Cherry Creek Road, which passes through the historic community of Cherry and connects to State Route 169 en route to Prescott. Additional recreational opportunities exist further west on State Route 260 at the Hayfield Draw OHV area, which is administered by the Forest Service.

**CHAPTER 5  
GROWTH AREA**

**Proposed with strike outs**

**VISION STATEMENT**

The Town of Camp Verde will be a sustainable community where the type and location of commercial development and housing variety will serve the needs of the public, be conveniently located, compatible with supporting infrastructure and minimize negative impacts to the environment. Development will be balanced with open space to protect the rural character of the community, the surrounding scenic vistas, the historic setting, and natural beauty.

Camp Verde is currently underserved by commercial development. Therefore, development balance is identified as a critical consideration in the Growth Areas. Commercial development must ~~keep pace~~ **obtain equitable balance** with residential development to ensure adequate services to the population and adequate tax revenue to fund essential public services

**STATE REQUIREMENTS**

~~The Growth Area element of the Town of Camp Verde's General Plan is mandated by Arizona Revised Statute, which stipulated that communities larger than 2,500 inhabitants include a Growth Area Element. Arizona law further states that the Growth Area Element specifically identify those areas that are particularly suitable for planned multi-modal transportation and infrastructure expansion and improvements designed to support a planned concentration of a variety of uses, such as residential, office, commercial, tourism and industrial uses.~~

~~According to Arizona statutes, the Growth Area Element should include policies and implementation strategies that are designed to:~~

- ~~• Make automobile, transit and other multi-modal circulation more efficient, make infrastructure expansion more economical and provide for a rational pattern of land development.~~
- ~~• Conserve significant natural resources and open space areas in the growth area and coordinate their location to similar areas outside the growth area's boundaries.~~
- ~~• Promote the public and private construction of timely and financially sound infrastructure expansion through the use of infrastructure funding and financial planning that is coordinated with development activity.~~

**POTENTIAL GROWTH AREAS**

As required by State Statute **ARS § 9-461.05**, this plan identifies areas suitable for planned multi-modal transportation and infrastructure expansion. The suitability is based on access and planned access to water and sewer services or the ability to provide water and sewer services.

~~During several public meetings to discuss the proposed General Plan amendments, citizens have agreed that~~ **A:** ~~The 260 Corridor West~~ **west Character Area is located northeast** of

## **CHAPTER 5** **GROWTH AREA**

I-17 and State Route 260 interchange to the Town's north~~west~~ border is suitable for future development ~~and This corridor links Camp Verde to Cottonwood. Water service is available to this area from the Camp Verde Water Corporation. Sewer service from the Camp Verde Sanitary District is not yet available to this area.~~ **planned along this corridor.**

~~As a means of expanding the Town's economic base, the Town Council has directed staff to pursue extending the Town's northwest border toward Cottonwood by annexation. Private property included in the proposed annexation is designated as a growth area.~~

**B:** ~~A portion of National Forest Land next to I-17 on the west, between the I-17 and General Crook interchange and the I-17 and State Route 260 interchange is also marked as a potential growth area. The growth area should follow the natural contours of the land in the area at a depth of approximately 1,320 feet. Residents have expressed a desire to preserve the foothills west of I-17 and the view east of I-17 along General Crook Trail. The community does recognize the potential for commercial development adjacent to I-17 on the west, the proposed relocation of the interchange and site for future public facilities.~~

**C:** ~~The corridor east of I-17 along State Route 260 and Finnie Flat Road is also marked as a growth area. Currently a handful of hotels, fast-food restaurants~~ **industrial uses and a medical center** ~~and other businesses are located in this area. The Camp Verde Sanitary District is working to~~ **has** ~~extended~~ sewer service to this area and **plans to extend** beyond Interstate 17 along State Route 260.

**D:** ~~The Forest Service Administration site located at State Route 260 and McCracken, east of the White Bridge, is also included in the growth area for its location near the Camp Verde Sanitary District sewer treatment plant. In addition, State Route 260 at this location was recently widened to four-lanes and the Forest Service has expressed a desire to sell the property.~~

The specific growth areas are designated on the accompanying Growth Area Map.

### **GOALS:**

- A. GOAL: **PROMOTE ENCOURAGE** BALANCED COMMERCIAL DEVELOPMENT THAT IS CONVENIENT TO RESIDENTIAL AREAS, VISITOR TRAVEL PATTERNS AND MAIN ROADS, AND IS COMPATIBLE WITH COST-EFFECTIVE CONSTRUCTION OF INFRASTRUCTURE.

**CHAPTER 5**  
**GROWTH AREA**

Implementation Strategy:

- A. 1. Direct commercial development to areas currently located on major collector roads and served by, **or soon to be served by**, water, sewer and electric.
  - A. 2. ~~Support~~ **Encourage** infill on existing commercial and industrial zoned property.
  - A. 3. ~~Encourage growth in areas where utilities currently exist, and planned or can be included in service areas.~~
- B. GOAL: ~~CREATE~~ **ENCOURAGE** SCENIC BUFFERS AND SAFE ACCESS FROM STATE ROUTE 260 IN AREAS DESIGNATED FOR DEVELOPMENT.

Implementation Strategy:

- B. 1. ~~Development a comprehensive circulation and access plan for property bordering Hwy. 260 that would include ADOT approved access points.~~ **Ensure that development in growth areas is coordinated with the Circulation & Transportation element guidelines and ADOT access plans if applicable.**
  - B. 2. ~~Develop comprehensive landscape and open space guidelines for development bordering Hwy. 260.~~
  - B. 3. 2. ~~Develop and implement trails guidelines to connect development within the designated growth areas to National Forest Land and other recreational areas.~~ **Coordinate any development with trails guidelines from the Circulation & Transportation element.**
  - (E.2)B. 3 **Encourage** Require bike/pedestrian paths within road easements linking neighborhoods and commercial areas.
  - (E.1)B.4 **Focus on** securing grants and other funding sources to pay for needed infrastructure maintenance, improvements and expansion.
  - B. 4. ~~Require Council approval of comprehensive development plans before existing land within the growth areas can be developed.~~
- C. GOAL: ~~RETAIN EXPAND AND REVITALIZXE EXISTING COMMERCIAL AREAS ALONG MAIN STREET FROM GENERAL CROOK TRAIL TO ARNOLD STREET.~~

Implementation Strategy:

- C. 1. ~~Investigate grant and foundation sources for funding to make the area pedestrian friendly.~~
- C. 2. ~~Institute design guidelines for all commercial development. Commission recommends deleting this strategy.~~
- C. 3. ~~Continue to promote tourism activities such as Fort Verde Days, Southwestern Days, the Corn Festival, Pioneer Days and the Pecan and Wine Festival along with other events that complement the Town's rich agricultural heritage and culture.~~

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~~D. GOAL: ENCOURAGE A VARIETY OF RESIDENTIAL DEVELOPMENT THAT IS CONVENIENTLY LOCATED TO SERVICES, IS COMPATIBLE WITH COST EFFECTIVE CONSTRUCTION OF INFRASTRUCTURE, IS AFFORDABLE FOR CITIZENS AND IS VISUALLY ATTRACTIVE.~~

~~Implementation Strategy:~~

- ~~D. 1. Direct high-density residential development to areas where water and sewer utilities are available, planned or can be extended conveniently and economically.~~
- ~~D. 2. Negotiate development agreements with property owners who extend existing infrastructure to their development location.~~
- ~~D. 3. Require new residential development in densities of 35,000 square feet and less to be hooked up to sewer service or provide alternate means of sewage disposal other than individual septic systems.~~
- ~~D. 4. Encourage developers to work with lending institutions and the Town to offer programs for first-time homebuyers and provide reasonably priced housing opportunities.~~

~~E. GOAL: GROWTH WILL BE COMPATIBLE WITH THE LOCATION OF COST-EFFECTIVE AND ADEQUATE INFRASTRUCTURE.~~

~~Implementation Strategy: Items E.1 to B.2 and E.2 to B.1~~

- ~~E. 1. Secure grants and other funding sources to pay for needed infrastructure maintenance, improvements and expansion.~~
- ~~E. 2. Require bike/pedestrian paths within road easements linking neighborhoods and commercial areas.~~
- ~~E. 3. Require developers to provide financial assurance that all curbs, gutter, pathways, fire hydrants and streets are installed to Town Specifications.~~
- ~~E. 4. Encourage property adjacent and contiguous to the Sanitary District to annex into the District.~~

F. GOAL: GROWTH WILL BE LOCATED IN A PATTERN MANNER THAT PROTECTS NATURAL AREAS, SCENIC VISTAS VIEW-SCAPES AND IS COMPATIBLE WITH SURROUNDING LAND USES.

Implementation Strategy:

- F. 1. Develop and implement slope, ridge, natural drainage, vegetation and wildlife corridor protection guidelines. Encourage protection of natural drainage, vegetation and wildlife corridors and riparian areas.
- F. 2. Maintain and implement building height guidelines.

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- F. 2. ~~Develop and implement~~ **Encourage the creation of** open space trails, ~~guidelines appropriate~~ for commercial and residential developments.
- ~~F. 4. Development and implement opens space buffer guidelines for all development.~~
- G. GOAL: **COORDINATE PLANNING EFFORTS APPROPRIATE WITH JURISDICTIONS AND AGENCIES. PLANNING EFFORTS WITH NEIGHBORING MUNICIPALITIES AND GOVERNMENTS**
- Implementation Strategy:
- ~~G. 1. Development intergovernmental agreements to fund infrastructure expansion and improvements such as roads, water and sewage disposal for adjacent growth areas.~~
- G. 2. ~~Work~~ **Coordinate** with neighboring jurisdictions to conserve significant natural resources and natural areas.
- G. 3. ~~Work~~ **Coordinate** with neighboring jurisdictions to develop trails and pathways that connect development areas and lead to recreation areas.
- ~~G. 4. Coordinate with Yavapai County to assure that all lot splits comply with the Town's zoning requirements for lot size.~~
- H. GOAL ~~PROVIDE AN OPPORTUNITY FOR AFFORDABLE HOUSING WHILE RETAINING OPEN SPACE BY REQUIRING DEVELOPMENT AGREEMENTS AFTER PUBLIC LANDS ARE TRADED AND REZONING IS REQUESTED.~~
- Implementation Strategy:
- ~~H. 1. Establish development agreements to provide for open space buffers and trails and affordable housing on public land that is acquired if rezoning is requested.~~

**IMPLEMENTATION GUIDELINES**

Parcels within the designated growth areas have a reasonable expectation to be rezoned subject to practical requirements to meet the intent of the Growth Area Element of the General Plan **and the needs of the Town**. Conversely, parcels outside the designated growth areas should not expect to be rezoned to a higher intensity activity.

**(Moved to under Vision Statement on page 1)**

~~Comments from the public indicate that Camp Verde is currently underserved by commercial development. Therefore, development balance is identified as a critical consideration in the Growth Area. Commercial development must keep pace ~~obtain equitable balance~~ with residential development to ensure adequate services to the population and adequate tax revenue to fund essential public services.~~

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~~At the same time, residents have expressed that the Town is lacking in housing that is reasonably priced. There is a need for reasonably priced apartments as well as single-family homes.~~

DRAFT

**CHAPTER 5  
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**Proposed without strike outs**

**VISION STATEMENT**

The Town of Camp Verde will be sustainable community where the type and location of commercial development and housing variety will serve the needs of the public, be conveniently located, compatible with supporting infrastructure and minimize negative impacts to the environment. Development will be balanced with open space to protect the rural character of the community, the surrounding scenic vistas, the historic setting, and natural beauty.

Camp Verde is currently underserved by commercial development. Therefore, development balance is identified as a critical consideration in the Growth Areas. Commercial development must obtain equitable balance with residential development to ensure adequate services to the population and adequate tax revenue to fund essential public services

**POTENTIAL GROWTH AREAS**

As required by State Statute ARS § 9-461.05, this plan identifies areas suitable for planned multi-modal transportation and infrastructure expansion. The suitability is based on access and planned access to water and sewer services or the ability to provide water and sewer services.

The 260 West Character Area is located northeast of I-17 and State Route 260 interchange to the Town's northwest border is suitable for future development and links Camp Verde to Cottonwood. Water service is available to this area from the Camp Verde Water Corporation. Sewer service from the Camp Verde Sanitary District is planned along this corridor.

The corridor east of I-17 along State Route 260 and Finnie Flat Road is also marked as a growth area. Currently hotels, restaurants, industrial uses and a medical center are located in this area. The Camp Verde Sanitary District has extended sewer service to this area and plans to extend beyond Interstate 17 along State Route 260.

The specific growth areas are designated on the accompanying Growth Area Map.

**GOALS:**

- A. GOAL: ENCOURAGE BALANCED COMMERCIAL DEVELOPMENT THAT IS CONVENIENT TO RESIDENTIAL AREAS, VISITOR TRAVEL PATTERNS AND MAIN ROADS, AND IS COMPATIBLE WITH COST-EFFECTIVE CONSTRUCTION OF INFRASTRUCTURE.

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Implementation Strategy:

- A. 1. Direct commercial development to areas currently located on major collector roads and served by, or soon to be served by, water, sewer and electric.
  - A. 2. Encourage infill on existing commercial and industrial zoned property.
- B. GOAL: ENCOURAGE SCENIC BUFFERS AND SAFE ACCESS FROM STATE ROUTE 260 IN AREAS DESIGNATED FOR DEVELOPMENT.

Implementation Strategy:

- B. 1. Ensure that development in growth areas is coordinated with the Circulation & Transportation element guidelines and ADOT access plans if applicable.
  - B. 2. Coordinate any development with trails guidelines from the Circulation & Transportation element.
  - B. 3. Encourage bike/pedestrian paths within road easements linking neighborhoods and commercial areas.
  - B. 4. Focus on securing grants and other funding sources to pay for needed infrastructure maintenance, improvements and expansion.
- C. GOAL: GROWTH WILL BE LOCATED IN A MANNER THAT PROTECTS NATURAL AREAS, SCENIC VIEW-SCAPES AND IS COMPATIBLE WITH SURROUNDING LAND USES.

Implementation Strategy:

- C. 1. Encourage protection of natural drainage, vegetation and wildlife corridors and riparian areas.
  - C. 2. Encourage the creation of open space trails, appropriate for commercial and residential developments.
- D. GOAL: COORDINATE PLANNING EFFORTS APPROPRIATE WITH JURISDICTIONS AND AGENCIES.

Implementation Strategy:

- D. 2. Coordinate with neighboring jurisdictions to conserve significant natural resources and natural areas.
- D. 3. Coordinate with neighboring jurisdictions to develop trails and pathways that connect development areas and lead to recreation areas.

**IMPLEMENTATION GUIDELINES**

Parcels within the designated growth areas have a reasonable expectation to be rezoned subject to practical requirements to meet the intent of the Growth Area Element of the General Plan and the needs of the Town. Conversely, parcels outside the designated growth areas should not expect to be rezoned to a higher intensity activity.