



Town of Camp Verde Vision Statement

"Camp Verde is welcoming, a safe community, a vibrant economy, thoughtfully growing, and offering an exceptional quality of life."

**AGENDA
TOWN OF CAMP VERDE
REGULAR SESSION
PARKS & RECREATION COMMISSION
473 S. MAIN STREET, SUITE 106
MONDAY, OCTOBER 6, 2025 at 6:00 P.M.**

ZOOM MEETING LINK:

<https://us02web.zoom.us/j/85896893275?pwd=NxKYT34M7vXHaJ2xbIJQHDxXcjcUA7.1>

one Tap Mobile: 1-253-215-8782 or 1-346-248-7799

Meeting ID: 858 9689 3275

Passcode: 110538

Note: Commission member(s) may attend Regular Sessions either in person, by telephone, or internet/video conferencing.

- 1) **Call to Order**
- 2) **Roll Call.** Chairperson Dave Grondin, Vice Chairperson Candra Faulkner, Commissioner Glenda Duncan, Commissioner Mary Hughes, Commissioner Victoria O'Malley, Commissioner Zach McKay.
- 3) **Pledge of Allegiance**
- 4) **Consent Agenda** - All those items listed below may be approved by one motion as consent agenda items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Commission requests.
 - a) **Approval of Minutes:**
 - 1) Regular Session – September 8, 2025 Pg. 3
 - b) **Set Next Meeting Date and Time:**
 - 1) Monday, November 3, 2025 at 6:00 p.m.
 - 2) Monday, December 1, 2025 at 6:00 p.m.
- 5) **Call to the Public for items not on the Agenda. (Please complete Request to Speak Card and turn in to Town Staff).** 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. At the conclusion of an open call to the public, individual members of the public body may respond to criticism made by those who have addressed the public body, may ask staff to review a matter or may ask that a matter be put on a future agenda. However, members of the public body shall not discuss or take legal action on matters raised during an open call to the public unless the matters are properly noticed for discussion and legal action.
(Pursuant to ARS §38-431.01(H))

- 6) **Update on ActiveNET, the new facility and registration software.** Staff Resource: Parks & Recreation Manager Shawna Figy. Pg. 7
- 7) **Update on the Heritage Pool Renovations.** Staff Resource: Town Manager Miranda Fisher. Pg. 11
- 8) **Update on the Parks & Recreation Master Plan.** Staff Resource: Parks & Recreation Manager Shawna Figy. Pg. 13
- 9) **Presentation of the FY26 Strategic Plan Action Plan Quarterly Update.** Staff Resource: Town Manager Miranda Fisher. Pg. 15
- 10) **Presentation of the Draft 2026 General Plan.** Staff Resource: Town Manager Miranda Fisher. Pg. 57
- 11) **Commission Informational Reports.** These reports are relative to the committee meetings or events that Commission members attended.
- 12) **Update on Parks & Recreation current programming and events.** Staff Resource: Parks & Recreation Manager Shawna Figy. Pg. 237
- 13) **Adjournment**

Note: Pursuant to A.R.S. §38-431.03A.2 and A.3, the Parks and Recreation 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.

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at the Town of Camp Verde and Bashas on October 1, 2025 at 5:00 p.m. in accordance with the statement filed by the Camp Verde Town Council with the Town Clerk

_____

Laura Keesler, Deputy Town Clerk



DRAFT MINUTES
TOWN OF CAMP VERDE
REGULAR SESSION
PARKS & RECREATION COMMISSION
473 S. MAIN STREET, SUITE 106
MONDAY, SEPTEMBER 8, 2025 at 6:00 P.M.

Note: Commission member(s) may attend Regular Sessions either in person, by telephone, or internet/video conferencing.

- 1) **Call to Order**
Chairman Grondin called the meeting to order at 6:00 p.m.
- 2) **Roll Call.** Chairperson Dave Grondin, Vice Chairperson Candra Faulkner, Commissioner Glenda Duncan, Commissioner Mary Hughes, Commissioner Victoria O'Malley, Commissioner Zach McKay (Absent), and Commissioner Charlotte Salsman.

Also Present
Town Manager Miranda Fisher, Parks and Recreation Manager Shawna Figy and Administrative Clerk Laura Keesler.
- 3) **Pledge of Allegiance**
Chairman Grondin led the Pledge
- 4) **Consent Agenda** - All those items listed below may be approved by one motion as consent agenda items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Commission requests.
 - a) **Approval of Minutes:**
 - 1) Regular Session – July 7, 2025
 - b) **Set Next Meeting Date and Time:**
 - 1) Monday, October 6, 2025 at 6:00 p.m.
 - 2) Monday, November 3, 2025 at 6:00 p.m.

Motion was made by Commissioner Hughes to approve the next meeting dates, times, and approve the meeting minutes. Second was made by Vice Chair Faulkner

Roll Call:

Commissioner Hughes: Aye
Commissioner Duncan: Aye
Commissioner Salsman: Aye
Commissioner O'Malley: Aye
Vice Chair Faulkner: Aye

- 5) **Call to the Public for items not on the Agenda. (Please complete Request to Speak Card and turn in to Town Staff).** 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. At the conclusion of an open call to the public, individual members of the public body may respond to criticism made by those who have addressed the public body, may ask staff to review a matter or may ask that a matter be put on a future agenda. However, members of the public body shall not discuss or take legal action on matters raised during an open call to the public unless the matters are properly noticed for discussion and legal action. (Pursuant to ARS §38-431.01(H))

- 6) **Update on the Sports Complex.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks & Recreation Manager Figy provided an update on the parking lot and sidewalk lighting at the Sports Complex.

Parks & Recreation Manager Figy responded to questions from the Commission.

- 7) **Update on the Heritage Pool Renovations.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Town Manager Fisher provided an update on the Camp Verde Unified School District Board meeting that was held on August 28, 2025.

Town Manager Fisher will provide the Commission a copy of the Letter that the Town aims to send to the District regarding the desire to acquire the land the pool sits on.

Town Manager Fisher answered questions from the Commission.

- 8) **Update on the Parks & Recreation Master Plan.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks and Recreation Manager Figy distributed business cards with a QR code that directs people to a survey for feedback on the master plan.

The Parks and Recreation Team held a meeting on September 8, 2025, with Kimley - Horn to discuss the kick-off meeting scheduled for September 18, 2025.

Parks and Recreation Manager Figy provided an update on the stakeholders list and the timeline for reaching out to them with Town Manager Fisher. **Presentation of General Plan Draft Elements: Open Space, Outdoor Recreation, Trails, Environment & Land Use, Water Element and Historical.** Staff Resource: Town Manager Miranda Fisher

Town Manager Fisher reviewed the General Plan elements with the Commission. Fisher explained that the complete draft of the General Plan will be finalized by the end of this month to begin circulating it for public feedback.

Town Manager Fisher answered questions from the Commission.

- 9) **Q2 2025 Parks & Recreation Update before Council.** Staff Resource: Town Manager Miranda Fisher.

Town Manager Fisher announced that Chairman Grondin will present the Q2 2025 Parks & Recreation update to Council.

Chairman Grondin asked for feedback on his statement to Council regarding the Commission's Q2 2025 accomplishments and activities.

- 10) **Commission Informational Reports.** These reports are relative to the committee meetings or events that Commission members attended.

The Commission reported on current events they attended.

Vice Chair Faulkner voiced concern about the turnout of the Dive-In Movie at the Heritage Pool.

Commissioner Duncan voiced concern regarding Corn Fest, noting the car dealership closed early and patrons could not do a test drive.

Commissioner Salsman announced her resignation from the Parks and Recreation Commission Board and read a letter addressed to Chairman Grondin and Town Manager Fisher.

- 11) **Update on Parks & Recreation current programming and events.** Staff Resource: Parks & Recreation Manager Shawna Figy.

Parks and Recreation Manager Figy reported on current and past events as well as responded to questions from the Commission.

Parks and Recreation Manager Figy provided the Commission with a handout of the Parks & Recreation Monthly Report for August.

Commissioner Hughes voiced concern of the Petticoats contest dates for Fort Verde Days.

Parks and Recreation Manager Figy answered questions from the Commission.

- 12) **Adjournment**

Motion made by Vice Chair Faulkner second by Commissioner Duncan

Roll Call:

Commissioner Hughes: Aye

Commissioner Duncan: Aye

Commissioner Salsman: Aye

Commissioner O'Malley: Aye

Vice Chair Faulkner: Aye

Chair Grondin: Aye

Commissioner McKay: Absent

Motion Passed: 6-0

Chairman Grondin adjourned the meeting at 6:36 p.m.

Chair Dave Grondin

Administrative Clerk Laura Keesler

CERTIFICATION

I hereby certify that the foregoing minutes are a true and accurate accounting of the actions of the Parks & Rec Commission of the Town of Camp Verde, Arizona during the Regular Session held on the 8th day of September, 2025. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this _____ day of _____, 2025.

Laura Keesler, Administrative Clerk



Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: October 6, 2025

Agenda Item Type:

- | | | |
|---|--|---|
| ☐ Consent Agenda | ☒ Informational Presentation | ☒ Discussion Item |
| ☐ Action/Decision Item | ☐ Executive Session Request | ☐ Other: |

Requesting Department: Parks & Recreation

Staff Resource: Shawna Figy, Parks & Recreation Manager

Agenda Title: Update on ActiveNET, the new facility and registration software.

Attached Documents: CIP Project Sheet

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 5 minutes

Reviewed By:

- | | | | | |
|--|--------------------------------|--|----------------------------------|---------------------------------|
| ☒ Town Manager | ☐ Legal | ☐ Risk Management | ☐ Finance | ☐ Other: |
|--|--------------------------------|--|----------------------------------|---------------------------------|

Financial Review (if applicable):

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☒ Yes ☐ No ☐ N/A ☐ Other:
- Is this an approved CIP Project? ☒ Yes ☐ No ☐ N/A ☐ Other:

Background Information:

As part of the CIP and Budget process, Council approved the purchase of new facility registration software during this fiscal year. After much research and many demonstrations, staff proceeded with ActiveNET. This software will allow online registration for our facilities, as well as replace our current program registration software, Sportsites. The process is quite intensive. Staff will be attending 4 hour trainings with ActiveNET staff each week and have homework to complete prior to the next meeting. We are in week 3 of this process. Our goal is to go live with 2 programs by the end of October as their registration normally opens in November and carries on into January. The complete go live date is anticipated in February. Sarah Woodson, our Recreation Coordinator, has taken the lead on this project with support from the rest of the team. Once all of the back end is setup properly and the site is live, we are confident that this will be great for staff and the community alike.

Connection to the [FY25-FY30 Strategic Plan](#)

This connects to the Strategic Plan increasing public engagement and citizen satisfaction.

Question(s) before the Commission:

- Do you have any questions about this software?

TOWN OF CAMP VERDE

FY26 Capital Improvement Project

Project Title: *Facility Reservation Software*

FY26 Impact: \$7,000

5-Yr Project Cost: \$7,000

New Project or Rollover: *New Project*

Dept/Div: *Parks & Recreation*

Contact: *S. Figy*

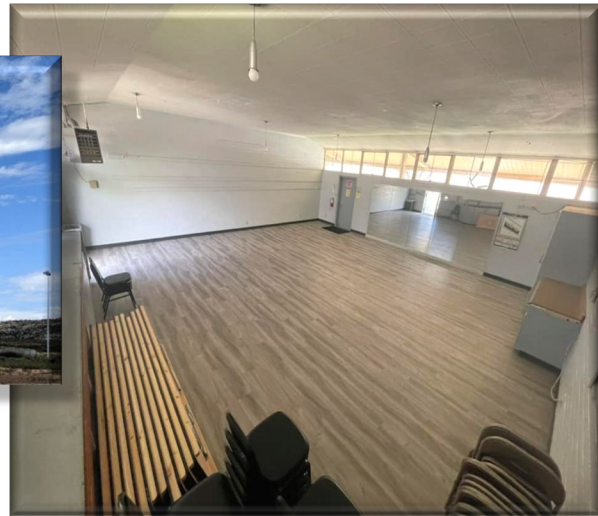
Requested by: *S. Figy*

Date Completed: *2/6/25*

Project Summary:

Facility Reservation Software Program is needed to increase our efficiency and manage the increase in facility use.

Location: Parks & Recreation



Community Impact:

Parks & Recreation is currently using Google Calendar to manage all our facility and field reservations. The process must be handled with paper reservation forms and in-person payment. We do not have a software that can handle these reservations online, which causes inefficiency for staff and inconvenience for the public. The addition of this software would allow the public to see the facility calendar for availability and make reservations and payments online. The refund process would also be improved as most software can process the refund with the click of a button. In our current system, processing a refund includes several departments, which causes a delay in the refund process.

Project Title: *Facility Reservation Software*

Operational Impact:

Impact on Staffing: Increased efficiency.

Impact on operational costs: There will be an increased cost for purchase, set-up, and training initially, but with increased efficiency, staff will have additional time to allocate to other responsibilities. There will be an impact annually of approximately \$8,000 to our operational budget for this software.

Project Budget:

Fiscal	Activity / Segment	Timeline	Cost
FY26	Reservation Software and Setup	Variable	\$ 7,000
	Total		\$ 7,000

Estimated Annual Operational Impact – Cost/(Savings):

Starting Year	Category	Cost
FY26	Annual Licensing	\$8,000
	Total	\$ 0

Project Funding:

Tracking Fund: CIP Fund

Funding Source: Operating Transfer from the General Fund.

Staff Rating Score:

Need	Cost/ Efficiency	Safety	Strategic Plan	Total Points
3.7	4.1	1.1	1.7	10.6

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Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: October 6, 2025

Agenda Item Type:

- | | | |
|---|--|--|
| ☐ Consent Agenda | ☒ Informational Presentation | ☐ Discussion Item |
| ☐ Action/Decision Item | ☐ Executive Session Request | ☐ Other: |

Requesting Department: Parks & Recreation

Staff Resource: Miranda Fisher, Town Manager

Agenda Title: Update on the Heritage Pool Renovations

Attached Documents:

- Copy of the letter for CVUSD will be provided to the Council separate from the agenda packet but prior to the October 6th meeting.
- September 11th Work Session Packet:
<https://www.campverde.az.gov/Documents/Government/Town%20Council/Agenda%20and%20Minutes/2025/Packet/09112025%20Special%20Session%20Meeting%20Packet.pdf?t=202509130231530>

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 5 minutes

Reviewed By:

- | | | | | |
|--|--------------------------------|--|----------------------------------|---------------------------------|
| ☒ Town Manager | ☐ Legal | ☐ Risk Management | ☐ Finance | ☐ Other: |
|--|--------------------------------|--|----------------------------------|---------------------------------|

Financial Review (if applicable):

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☒ Yes ☐ No ☐ N/A ☐ Other:
- Is this an approved CIP Project? ☒ Yes ☐ No ☐ N/A ☐ Other:

Background Information:

On April 16, 2025, Landmark Aquatic and Town staff presented conceptual plans for a remodel of the Heritage Pool. During that discussion, Town Council expressed concern about making a significant investment in a facility the Town does not own and directed staff to begin discussions with CVUSD regarding the possible acquisition of the land occupied by the pool and adjacent skate park.

Town staff first met with CVUSD Superintendent Steve Hicks on June 18, 2025. At that meeting, Mr. Hicks advised that the Town should present its request directly to the CVUSD Governing Board. That presentation occurred on July 8, 2025. Following the Town's presentation, the CVUSD Governing Board stated that it wished to hold an internal work session before scheduling a joint work session with the Town.

CVUSD held its internal work session on August 28, 2025, during which the attached questions were discussed. The Board concluded the meeting by requesting that the Town submit an official proposal



Parks and Recreation Commission Agenda Information Memorandum

outlining its position and commitments regarding the Heritage Pool and Skate Park. The minutes from their meeting outline the specific areas they were seeking more information.

At the September 11, 2025 meeting, the Town Council reviewed the draft letter prepared in response to CVUSD's request. The purpose of the review was to ensure that the draft letter fully reflects Council's priorities and intent. Council provided feedback to staff on the letter. Key points from the discussion included Council's strong preference to own the land outright, while remaining open to a long-term lease agreement if necessary to ensure the pool remains available to the community. Both the Council and School Board agreed on the need to establish a new, updated Intergovernmental Agreement.

Council also directed staff to provide more precise information on the Town's financial investment in the pool since its construction, as well as cost estimates for potential interim repairs. This will help ensure that when the pool reopens next summer, it can remain fully operational throughout the season. Staff are currently working on obtaining the necessary information to amend the letter.

In addition, Council directed staff to compile a survey to obtain more information from the community regarding where they'd like to see a pool (ie: Sports Complex vs. Heritage Pool site).

At the October 6, 2025 meeting, the Commission will be provided a copy of the letter that will be sent to the CVUSD Board for review prior to transmittal.

Connection to the [FY25-FY30 Strategic Plan](#)

This connects to the strategic plan relating to transparency.

Question(s) before the Commission:

- Do you have any questions about the pool update?



Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: October 6, 2025

Agenda Item Type:

- | | | |
|---|--|--|
| ☐ Consent Agenda | ☒ Informational Presentation | ☐ Discussion Item |
| ☐ Action/Decision Item | ☐ Executive Session Request | ☐ Other: |

Requesting Department: Parks & Recreation

Staff Resource: Shawna Figy, Parks & Recreation Manager

Agenda Title: Update on the Parks & Recreation Master Plan

Attached Documents: N/A

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 5 minutes

Reviewed By:

- | | | | | |
|--|--------------------------------|--|----------------------------------|---------------------------------|
| ☒ Town Manager | ☐ Legal | ☐ Risk Management | ☐ Finance | ☐ Other: |
|--|--------------------------------|--|----------------------------------|---------------------------------|

Financial Review (if applicable):

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☒ Yes ☐ No ☒ N/A ☐ Other:
- Is this an approved CIP Project? ☒ Yes ☐ No ☒ N/A ☐ Other:

Background Information:

A core team of Staff meet bi-weekly with Kimley-Horn to keep the process moving forward. The website, [Envision Camp Verde](#) is now live and open for public input.

The kick-off for the Master Plan was held on Thursday, September 18th in Redinger Ramada in conjunction with our last Food Truck Night. Kimley-Horn was present, along with Staff, to answer questions and assist the public with access to the website and gather feedback at stations during the event. Kimley-Horn was pleased with the turnout especially for the initial kick-off with about 45 people signing in and providing feedback.

Kimley-Horn has also made plans for future pop-ups to be held during other Town activities like Fort Verde Days, Christmas Magic on Main, and Touch A Truck. As part of the marketing and quest to gather public input, business cards have been developed with a QR that guides people to the website. These can be passed out by Town staff at a number of locations.

Historical Information:

The Parks & Recreation Master Plan Request for Proposal was put out to bid in January. Parks & Recreation staff and Martin Smith, the Town's Project Manager, held a pre-bid meeting on January 22 with 12 participants on the virtual call. There was a question period where potential bidders could ask questions to clarify anything within the Request for Proposal. The question period ended February 12 and all interested parties were provided with an addendum that included all the questions that had been



Parks and Recreation Commission Agenda Information Memorandum

submitted with answers. All bids were to be submitted February 19. A review committee was established and scored the submitted proposals on March 5, 2025. The highest scoring proposal was submitted by Kimley-Horn. This proposal was taken to Council and the bid was awarded to Kimley-Horn on March 19.

Kimley-Horn completed the development of a logo and color palette for the Master Plan documents. Staff appreciated the Commissions input on the options presented. Staff took the feedback from the Commission back to Kimley-Horn and the logo has been decided. Staff has completed a majority of the Data Request for Kimley-Horn which includes facilities, assets, financials, workflows, and policy and procedure information.

Connection to the [FY25-FY30 Strategic Plan](#)

This connects to the Strategic Plan through increasing civic engagement and public participation. The completion of the Master Plan is also a goal of Town Council.

Question(s) before the Commission:

- Do you have any questions about this update on the Master Plan?



Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: October 6, 2025

Agenda Item Type:

- | | | |
|---|--|--|
| ☐ Consent Agenda | ☒ Informational Presentation | ☐ Discussion Item |
| ☐ Action/Decision Item | ☐ Executive Session Request | ☐ Other: |

Requesting Department: Town Manager

Staff Resource: Town Manager Miranda Fisher

Agenda Title: Presentation of the FY26 Strategic Plan Action Plan Quarterly Update.

Attached Documents:

- FY25-30 Strategic Plan & FY25 Action Plan
- Quarterly Update Presentation

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 10 minutes

Reviewed By:

- | | | | | |
|--|--------------------------------|--|----------------------------------|---------------------------------|
| ☒ Town Manager | ☐ Legal | ☐ Risk Management | ☐ Finance | ☐ Other: |
|--|--------------------------------|--|----------------------------------|---------------------------------|

Financial Review (if applicable):

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☒ Yes ☐ No ☐ N/A ☐ Other:
- Is this an approved CIP Project? ☐ Yes ☒ No ☐ N/A ☐ Other:

Background Information:

At the October 6th Commission meeting, Town Manager Miranda Fisher will provide an update on progress made for each of the “Year Two (FY26) Action Plan” goals and priorities.

Question(s) before the Commission:

- Does the Commission have any questions about the progress made on the “Year Two (FY26) Action Plan”?



FY25-30 Strategic Plan Update for Year Two

Core Elements



Vision

Camp Verde is welcoming; a safe community, a vibrant economy, thoughtfully growing, and offering an exceptional quality of life.



Mission

We serve by honoring our past and embracing our future.



Values

Respect
Sustainability
Accountability
Collaboration
Leadership
Integrity
Excellence
Diversity



Focus Areas

Resilient Economy

A diversified economy that supports the community's ability to grow, thrive, and adapt.

Recreation & Activities

Enhancing our unique location and historic culture through building, maintaining, and marketing amenities and events while engaging the community.

Community Infrastructure

The public structures and facilities that support community and economic development. Infrastructure expansion and maintenance is planned through fiscally responsible policies.

Effective Government

An awareness of citizen needs and providing necessary services through fiscal responsibility, transparency, innovative business practices, use of new technology, investing in employees, and leveraging Town partnerships.

Economic Resiliency

Increase tourism and retail-related revenue by 2027.

Year 2 Action Items	Responsible Party(ies)	Status Update
Launch tourism marketing strategy to increase tourism revenue and visitation and leverage the expertise of the Tourism Working and Engagement Group.	Economic Development	The Town Council adopted the Tourism Marketing Plan on September 3, 2025. The Tourism Working and Engagement Group (TWEG) will continue to meet monthly to work on advancing some of the goals and objectives set out in the plan.
Implement marketing campaigns to stimulate local resident and visitor spending. Explore how to further promote local businesses. Leverage partnerships such as the Greater Verde Valley Chamber of Commerce.	Economic Development	A Request for Proposal (RFP) for Marketing Services was released on September 4, 2025, with a due date of October 2, 2025. A contract was signed with the Greater Verde Valley Chamber of Commerce on July 5, 2025, which outlines the partnership expectations between both parties.
Continue proactive outreach to retail developers and boost retail and business recruitment by increasing Town participation/representation at retail development events (e.g. ICSC).	Economic Development	The Town contracted with Retail Coach on June 5, 2025, to assist with the recruitment of retail vendors to Camp Verde. Staff will be attending ICSC at the end of September to promote Camp Verde for retail development.
Expand efforts through social media campaigns, potential influencer partnerships, regional partnerships, and the Arizona Office of Tourism (AOT) rural cooperative initiatives.	Economic Development	The vendor selected under the RFP for Marketing Services will assist with enhancing the Town's social media campaigns through the Visit Camp Verde channel. Town was awarded AOT rural cooperative funding for this current fiscal year to further promote tourism.

Economic Resiliency

Increase tourism and retail-related revenue by 2027.

Year 2 Action Items	Responsible Party(ies)	Status Update
Continue to track and monitor relevant sales tax data.	-Finance -Economic Development	This is an ongoing effort that is monitored and reported to Town Council and Department Directors by Finance monthly.
Explore merchandising opportunities at the Visitor Center and Town events as well as credit card payment capability.	-Finance -Economic Development -Parks & Recreation	A contract to work with a credit card processing vendor was signed on August 27, 2025. The Economic Development/Visitors Center team have been evaluating possible designs and merchandise options to sell at the Visitors Center.
Utilize Technical Review Committee Meetings for developers which provides an opportunity to review the concept at a very general level and discuss how the proposal may align with existing development codes and policies.	-Community Development -Economic Development	Technical Review Committee Meetings (TRCMs) are scheduled bi-weekly for key Town staff and are held as needed. Feedback received from contractors/developers are that these are helpful meetings because there is an early discussion about all building/development considerations before a project is started.
Enhance digital presence with business success stories.	Economic Development	Add that the SelectCampVerde.com website has been updated to include more business information.

Economic Resiliency

Increase tourism and retail-related revenue by 2027.

Year 2 Action Items	Responsible Party(ies)	Status Update
Increase education and training for businesses at the BRIC.	Economic Development	The BRIC has hosted six events (e.g. lunch-n-learns, classes, trainings). Additionally, the small meeting rooms are often used by small businesses to host meetings and learn. Staff continues to partner with the Greater Verde Valley Chamber of Commerce, Small Business Development Center, and other partners to host learning and networking events at the BRIC.
Streamline business licensing process to include online application and payment.	-Town Clerk -Finance	Business licenses are now being processed online through GovWell.
Recommend a comprehensive zoning code update to limit RV stays to less than 30 days.	-Community Development	The comprehensive zoning code update will resume in January 2026 with a goal of adoption of a new code by end of year 2026. The new zoning code will include a section dedicated to RVs and Mobile Home Parks that will take into consideration the possibility of limiting stays to less than 30 days.
Encourage the continuation of the Opportunity Zone benefits beyond its expiration date of 2026.	-Economic Development -Community Development	The Opportunity Zone will likely be eligible for renewal; however, a new application will need to be filed with no guarantee the Town will be awarded. Town staff have been in communication with the Arizona Department of Commerce to make sure the Town is aware of the eligibility criteria once released.

Economic Resiliency

Create a vibrant and active downtown heritage area through collaborative partnerships.

Year 2 Action Items	Responsible Party(ies)	Status Update
Promote the downtown heritage area of Camp Verde as a destination for tourists and a source of community pride.	Economic Development	The vendor selected under the RFP for Marketing Services will assist with promoting visitation to the downtown Heritage Area. Staff is exploring how Brownfield grant funds may be used to create an area wide plan for potential clean-up and redevelopment of the downtown.
Facilitate a dedicated local coalition to champion downtown heritage area promotion.	Economic Development	<i>Outstanding goal.</i>
Identify organizations and/or individuals interested in hosting events in the downtown heritage area.	-Economic Development -Parks & Recreation	Town staff have been working with many different organizations to host events in the downtown Heritage Area, including but not limited to a car show, arts exhibit, and kids' art show.
Explore and implement initiatives to increase sales revenue for downtown heritage area businesses.	Economic Development	Economic Development has been working with local developers and contractors to assess more retail opportunities for the downtown Heritage Area.

Recreation & Activities

Adopt a Parks and Recreation Master Plan with 50% funding for priority #1 projects incorporated into the CIP by June 30, 2026.

Year 2 Action Items	Responsible Party(ies)	Status Update
Start Master Plan execution in accordance with funding prioritization.	Public Works Parks & Recreation	The Town issued an RFP for the Parks & Recreation Master Plan in January 2025. Council awarded Kimley-Horn the contract on March 19, 2025. A kickoff meeting with Kimley-Horn was held April 30, 2025. The Parks & Recreation Master Plan Kick-Off Event is set for Thursday, , September 18, 2025 between 4:00 PM - 8:00 PM at the Ramada by the Community Center Field

Help us Envision Camp Verde Parks and Recreation!

The Town of Camp Verde is planning the future of its Parks and Recreation system over the next 10 years. Your participation is critical to the success of the Parks, Recreation, Trails, and Open Space Master Plan.

Please attend our upcoming public meeting to provide your input!

Redinger Ramada - 75 E Hollamon Street
September 18, 2025 | 4 P.M. - 8 P.M.



Recreation & Activities

Retain and promote Dark Sky designation.

Year 2 Action Items	Responsible Party(ies)	Status Update
Re-engage with the local Dark Sky Chapter to help with education and engagement.	-Parks and Recreation -Economic Development	Town staff as well as representative(s) from Town Council and Parks & Recreation Commission have been actively attending the Dark Sky Verde Valley chapter meetings and have participated in some of their outreach events. The year-end report will be submitted in January.
Identify liaisons for Dark Sky Chapter to include at least one Town Council member, one Town staff member and one member from the Parks and Recreation Commission.	-Town Manager -Parks and Recreation	Councilor Robin Godwin from Town Council, Commissioner Victoria O'Malley from Parks & Recreation Commission, and Town Manager Miranda Fisher all serve as liaisons to the Dark Sky Verde Valley chapter. The Dark Sky Verde Valley chapter was meeting monthly but have changed meeting frequency to quarterly with the next meeting set for October 7, 2025.
Collaborate with the local Dark Sky Chapter to host and leverage Dark Sky events.	-Library -Parks and Recreation	In September 2025, Parks & Recreation will be hosting a community outing to the Lowell Observatory. The Library has been in communication with the Verde Valley Astronomy Society about hosting an event in winter 2026.

Recreation & Activities

Retain and promote Dark Sky designation.

Year 2 Action Items	Responsible Party(ies)	Status Update
Identify and execute citizen and business education about Dark Sky initiatives and regulations (e.g. Lumens)	-Community Development -Library -Parks and Recreation	Internal education has been occurring: • Code enforcement staff with Camp Verde and Flagstaff met to discuss best practices for enforcement related to dark sky code complaints. • Community Development staff attended a Yavapai County Lunch and Learn on dark sky. <i>External education is outstanding.</i>
Identify funding to acquire telescopes for additional community education and engagement.	-Library	APS funded two telescopes for the Library, which were put into circulation on September 8, 2025.

Recreation & Activities

Increase total number of events through partnerships.

Year 2 Action Items	Responsible Party(ies)	Status Update
Identify partner groups to hold events that attract and serve desired demographics.	Parks and Recreation	Town staff have been working with many different organizations to host events in Town, including but not limited to a car show, arts exhibit, kids are show, and Girls on the Run.
Promote the use of the Sports Complex. Identify possible events to serve the residents and to attract visitors to the site. Create an information campaign to promote the Sports Complex as a tourism asset.	Parks and Recreation Economic Development	CIP Manager Martin Smith presented to the Parks & Recreation Commission in July 2025 and Town Council in August 2025 an update about what's been occurring at the Sports Complex regarding construction under the Arizona State Parks grant. Promotion of the Sports Complex has been limited given that it is still under construction
Create and implement a special event application packet. Ensure it is simple, user-friendly, easily available, and includes clear timelines.	Town Clerk Parks and Recreation	<i>Outstanding goal.</i>
Create an open-container permit.	Town Clerk Parks and Recreation	The Town has established and published an open-container permit, which is actively being pursued by applicants seeking authorization to host events involving alcohol on Town-owned property.
Secure and implement a facility-reservation system.	Parks and Recreation	Town staff are coordinating with the vendor to implement the Facility Reservation System, with an anticipated launch in February 2026.

Community Infrastructure

Quantify the impact of future development on water, sewer and electric infrastructure to assess system capacities, identify constraints and support sustainable growth planning by June 30, 2027.

Year 2 Action Items	Responsible Party(ies)	Status Update
Collaborate and start a regional groundwater model.	Utilities Community Development	Town staff have been working with The Nature Conservancy and Yavapai-Apache Nation on developing a groundwater model for the Town’s assured water supply designation.
Execute the Growing Water Smart Action Plan.	Utilities Community Development Economic Development	The Rural Water Management Town Manager Working Group has been formed with the kick-off meeting occurring on September 15, 2025. Stormwater Specialist Patty Mancini continues to support the Town’s water conservation efforts and recently secured a no-match grant to upgrade Town facility fixtures with low-flow, conservation-focused alternatives.
Draft the Town’s buildout plan, which will include quantifying potential development and related infrastructure needs.	Utilities Public Works Community Development Economic Development	<i>Outstanding goal.</i>

Community Infrastructure

Adopt a Facilities Master Plan with identified funding structure by June 30, 2026.

Year 2 Action Items	Responsible Party(ies)	Status Update
Select a consultant to complete the Town’s Facilities Master Plan.	Town Manager Public Works	Matrix Design Group, LLC was selected as the vendor to complete the Facilities Master Plan. Contract with Matrix was executed on August 12, 2025. Kick-off meeting with Matrix occurred on August 27, 2025. Matrix will be on site completing their analysis the week of September 22, 2025.
Complete development of the Facilities Master Plan.	All Departments	It is anticipated that the Facilities Master Plan will be completed in 9-12 months.

Effective Governance

Increase citizen satisfaction each year for five years.

Year 2 Action Items	Responsible Party(ies)	Status Update
Update and educate the community on the completion of projects and the related public benefits.	All Departments	The Town Manager's Weekly Update provides a status update on projects happening in Town.
Expand social media efforts by incorporating more human-interest stories and leveraging a personal angle. Provide a recap of Council, Board and Commission meetings.	Town Manager Marshal's Office Economic Development Library Parks and Recreation	The Town has increased posting across its social media channels, with a stronger focus on human-interest stories, such as recordings of new staff taking their oaths and celebrating Council Members receiving awards at the League of Arizona Cities and Towns, alongside educational content. <i>Recap of Council, Board and Commission meetings is an outstanding goal.</i>
Invest in a new website that prioritizes community engagement, accessible information, and ease of use.	Town Manager Town Clerk	Town has contracted with Revize for the new website. It is anticipated that the new website will be live in Spring 2026. However, it should be noted that during the transition, the Town will have to move to a modified temporary website that will only have essential documents on it, such as ARS required agenda, minutes and videos.

Effective Governance

Increase citizen satisfaction each year for five years.

Year 2 Action Items	Responsible Party(ies)	Status Update
Create opportunities for Town Staff, Boards, and Commissions to interact more with the public (e.g. info booths and integration into current events).	Town Manager Community Development Parks and Recreation	Community Development and the Library have had their own booths at recent Town events. Council, Board and Commission members are all encouraged to participate in Town events by volunteering as gatekeepers, where they can engage with community members and visitors alike.
Explore additional community outreach opportunities such as "Town Talk" articles, and intentional news releases and educational pieces.	Town Manager All Departments	<i>Outstanding goal.</i> Town staff have improved the use of press releases; however, there is still more that can be done on this goal.
Continue the annual satisfaction survey and compare it year over year.	Town Manager	The annual satisfaction survey will be released in November/December 2025.
Conduct customer service training for all staff. Ensure that citizen complaints are acknowledged promptly.	All Departments	All staff received Customer Service training in April-May 2025.

Effective Governance

Increase citizen satisfaction each year for five years.

Year 2 Action Items	Responsible Party(ies)	Status Update
Prioritize high-quality Weekly Town Manager Updates.	Town Manager	The Town Manager's Weekly Update continues to be published on the Town's website and social media each week, and once posted, it is frequently shared across other Camp Verde-related social media pages.
Encourage more community engagement by celebrating departments, providing tours, and hosting open houses.	All Departments	<i>Outstanding goal.</i>
Educate the community (e.g. videos, write op-eds, etc.) on Town finances, particularly on Town revenue and expenses.	Finance	Town staff are working through the Thriving Communities grant to launch a budget simulator tool, which will allow the community to build their own municipal budget for the Town. Feedback from this tool could assist with future budgeting.
Create an internal, coordinated communications taskforce.	Town Manager	<i>Outstanding goal.</i>

Effective Governance

Cultivate a community-driven culture of civic engagement and public participation.

Year 2 Action Items	Responsible Party(ies)	Status Update
Conduct robust engagement on the draft General Plan.	Town Manager Community Development	The General Plan Technical Advisory Group will be launching a robust community engagement strategy to solicit feedback on the draft plan starting October 2025.
Hold Citizen's Academy bi-annually. Explore how to include tours.	Town Manager	The second Citizen's Academy will be launching at the end of September 2025. However, due to the academy occurring at night, there will be no tours.
Utilize Town Manager working groups more for key community issues and Town priorities.	Town Manager	There are currently three Town Manager working groups: • General Plan Technical Advisory Group • Tourism Working and Engagement Group • Rural Water Management Working Group

Effective Governance

Cultivate a community-driven culture of civic engagement and public participation.

Year 2 Action Items	Responsible Party(ies)	Status Update
Develop a more robust recruitment process for Town Board and Commission vacancies.	Town Manager Town Clerk	Interest in serving on Town boards and commissions remains strong, as reflected in the number of applications received for vacancies. However, applications for the Planning & Zoning Commission have declined, likely due to the repeated recruitment efforts required following the annual appointments held each December.
Highlight and market Town volunteer opportunities.	Human Resources	<i>Outstanding goal.</i>
Work with the High Schools to reactivate the youth/teen council.	Town Manager	<i>Outstanding goal.</i>
Launch the “Tell-a-Librarian” Program to get public input and feedback on issues.	Library	<i>Outstanding goal.</i>

Effective Governance

Retain, develop, and engage a highly effective workforce.

Year 2 Action Items	Responsible Party(ies)	Status Update
Provide regular statistics on turnover rates to Town Department Directors and Town Council.	Human Resources	Statistics are typically provided to Town Council in October each year.
Execute the Core Values Action Plan.	All Departments	Department Directors continue to work on executing the goals outlined in the Core Values Action Plan. However, some deadlines need to be reassessed since they have been missed. Directors are set to review the Core Values Action Plan to make necessary changes at their September 2025 meeting.
Incorporate interdepartmental interaction complete with site visits into the Core Values Action Plan.	All Departments	Town staff continue to engage in quarterly Meet & Mingle events, which provide an opportunity for staff from different departments to engage, learn more about one another, and assess how different departments can support each other.
Create an action plan in response to the annual employee engagement survey.	Town Manager Human Resources	<i>Outstanding goal.</i>

Effective Governance

Retain, develop, and engage a highly effective workforce.

Year 2 Action Items	Responsible Party(ies)	Status Update
Continue to evaluate COLA & merit-based pay adjustments.	Town Manager Human Resources	HR provided data to Finance on COLA and merit-based pay considerations for the FY26 budget, including what surrounding jurisdictions were budgeting for.
Create a policy to address certifications and raises.	Town Manager Human Resources	A policy was developed and added to the Town's Personnel Manual.
Create a pay step program that will include additional classifications and a career ladder.	Town Manager Human Resources	A step program was developed for Courts, HR, and Public Works under the FY26 budget. Town staff are still assessing a financially viable step program for CVMO.
Annually track market wage evaluations and share with Town Council.	Town Manager Human Resources	Market wage evaluations are typically provided to Town Council in spring each year.



Thank You!

Thank you to the incredible Town staff for your hard work, dedication, and perseverance in achieving our goals!



Questions?

Parks & Recreation Commission Regular Session

October 6, 2025

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Camp Verde

ARIZONA



Town of Camp Verde Strategic Plan

FY25-FY30 (Updated April 2025)

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Parks & Recreation Commission Regular Session



October 6, 2025

Strategic Plan

This strategic plan was initially created by the Town of Camp Verde Council and Staff in January 2024. In February 2025, the Council and Staff reconvened for a two-day work session to build upon the foundation laid the previous year. During the work session, the Council reaffirmed and updated its priorities for the FY25–30 Strategic Plan and staff developed a “FY2026 Action Plan”, aligning specific and measurable goals with the updated direction.

The strategic plan is intended to highlight issues and areas of effort requiring strategic investment for a 3-5 year period. Strategic plans intentionally do not capture the full scope of operations for an organization, but rather they focus on key areas that require strategic efforts. This plan is meant to be a living document that evolves over time to meet the changing needs of the community. Action items will change annually. Focus areas or goals will evolve over the longer term as items get completed and new opportunities and needs become apparent.

Community vision, organizational mission and core values are essential elements that we've embedded in our Strategic Plan to ensure success in Camp Verde. Our Vision reflects our ambition for Camp Verde in 20 years. It describes our long-term goals, dreams and aspirations for the community. Our Mission shows the actions our municipal organization will take in support of realizing that vision. Our Core Values are the essential and enduring principles that guide our individual actions, our interactions and our decision-making in support of our organization's mission and the achievement of our community's vision.

The relationship between community vision, organizational mission, focus areas, goals and objectives, core values and operational decisions and actions are central to Camp Verde's success moving forward.



Vision

Camp Verde is welcoming; a safe community, a vibrant economy, thoughtfully growing, and offering an exceptional quality of life.

Mission

We serve by honoring our past and embracing our future.

Core Values

Respect, Sustainability, Accountability, Collaboration, Leadership, Integrity, Excellence, and Diversity.



Core Value Definitions



Accountability

We take responsibility for our actions. We value open and candid communication, access to information, and honesty and consistency between our words and actions. We take our role as stewards of public funds and resources seriously and manage them with transparency.



Collaboration

We work with individuals, teams and organizations to share knowledge and use our collective expertise to foster deeper engagement and shared responsibility. We value and promote civil discourse and focus on possibilities instead of problems. We create a culture that encourages teamwork, sharing of resources, and partnerships.



Diversity

We value the strengths that result from inclusion, respect, and tolerance for different perspectives, experiences, and identities. We expect a culture of humility and continuous learning where we reflect on lessons learned, question the status quo, and create an inclusive community where all feel supported and heard.



Excellence

We are dedicated to excellence and innovation. We set strategic and ambitious goals and approach every challenge with a determination to succeed. We embrace creativity and seek traditional and nontraditional solutions. We strive to improve every day.



Integrity

We align our values, work, and actions. We are honorable, trustworthy, reliable, responsive and transparent. We do what is right and strive for the highest moral and ethical behavior.



Leadership

We step forward, both as an organization and as individuals, to make a positive difference for our community. We exhibit professionalism, humility, and compassion. By collaborating with others, we move toward our goals.



Respect

We conduct Town business with courtesy and civility to create an environment of trust and safety. We are responsive and work actively to eliminate barriers, ensuring full participation in organizational and community life. We treat people as we would like to be treated.



Sustainability

We meet the economic, environmental, and social needs of the present without compromising the ability of future generations to meet their own needs. We measure progress through improvement to the health and well-being of our residents, environment, and economy.

Focus Areas



Resilient Economy

A diversified economy that supports the community’s ability to grow, thrive, and adapt.



Recreation & Activities

Enhancing our unique location and historic culture through building, maintaining, and marketing amenities and events while engaging the community.



Community Infrastructure

The public structures and facilities that support community and economic development. Infrastructure expansion and maintenance is planned through fiscally responsible policies.



Effective Government

An awareness of citizen needs and providing necessary services through fiscal responsibility, transparency, innovative business practices, use of new technology, investing in employees, and leveraging Town partnerships.





Resilient Economy

A diversified economy that supports the community's ability to grow, thrive, and adapt.

Goal #1: Increase tourism and retail-related revenue by 2027.

Goal #2: Create a vibrant and active downtown through collaborative partnerships.



Recreation and Activities

Enhancing our unique location and historic culture through building, maintaining, and marketing amenities and events while engaging the community.

Goal #1: Adopt a Parks and Recreation Master Plan with 50% funding for priority #1 projects incorporated into the CIP by June 30, 2026.

Goal #2: Retain and promote Dark Sky designation.

Goal #3: Increase total number of events through partnerships.





Community Infrastructure

The public structures and facilities that support community and economic development. Infrastructure expansion and maintenance is planned through fiscally responsible policies.

Goal #1: Quantify the impact of future development on water, sewer and electric infrastructure to assess system capacities, identify constraints and support sustainable growth planning by June 30, 2027.

Goal #2: Adopt a Facilities Master Plan with identified funding structure by June 30, 2026.



Effective Government

An awareness of citizen needs and providing necessary services through fiscal responsibility, transparency, innovative business practices, use of new technology, investing in employees, and leveraging Town partnerships.

Goal #1: Increase citizen satisfaction and trust each year for five years.

Goal #2: Cultivate a community-driven culture of civic engagement and public participation.

Goal #3: Retain, develop, and engage a highly effective workforce.



Moving Forward with the Plan

- Town Manager to present quarterly progress reports on the Action Plans.
- Annually revisit the Action Plan with the Town Council.
- Connect items in Agenda Information Memorandums to the Strategic Plan Focus Areas & Goals.
- Communicate the Strategic Plan to the community.

New Ideas or Opportunities

As Camp Verde progresses through the years working with the Strategic Plan priorities and the additional operational workload of Staff, it's common for additional ideas or desired initiatives to be proposed. In order to help the Camp Verde team stay on track towards strategic priorities, the Council and Staff team discussed how they want to work with the plan moving forward to ensure everyone is on the same page for what to expect in terms of reporting and what to do when new ideas or opportunities arise.

How we'll Evaluate Ideas not in the Plan

- How does this idea fit within our existing plan?
- How does this new idea rank among the existing strategic priorities?
- What will NOT get done in order to accommodate the new priority?
- Is this idea attainable with given available resources?



CAMP VERDE

THE OLDEST SETTLEMENT IN THE VERDE VALLEY. SITE OF HISTORIC FORT VERDE. THE FIRST SETTLERS CAME INTO THE VALLEY IN FEBRUARY, 1865. FOLLOWED BY THE MILITARY IN AUGUST, 1865. ORIGINAL MILITARY AND HISTORIC BUILDINGS STILL STAND.

Town of Camp Verde
CampVerde.az.gov

Camp Verde

ARIZONA



Town of Camp Verde Strategic Plan Supplemental Documents - FY 2026 Action Plan -



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Resilient Economy

Goal #1: Increase tourism and retail-related revenue by 2027

FY 2026 Action Items	Responsible Party(ies)
Launch tourism marketing strategy to increase tourism revenue and visitation and leverage the expertise of the Tourism Working and Engagement Group.	Economic Development
Implement marketing campaigns to stimulate local resident and visitor spending. Explore how to further promote local businesses. Leverage partnerships such as the Greater Verde Valley Chamber of Commerce.	Economic Development
Continue proactive outreach to retail developers and boost retail and business recruitment by increasing Town participation/representation at retail development events (e.g. ICSC).	Economic Development
Expand efforts through social media campaigns, potential influencer partnerships, regional partnerships, and the Arizona Office of Tourism (AOT) rural cooperative initiatives.	Economic Development
Continue to track and monitor relevant sales tax data.	Finance Economic Development
Explore merchandising opportunities at the Visitor Center and Town events as well as credit card payment capability.	Finance Economic Development Parks & Recreation
Utilize Technical Review Committee Meetings for developers which provides an opportunity to review the concept at a very general level and discuss how the proposal may align with existing development codes and policies.	Community Development Economic Development
Enhance digital presence with business success stories.	Economic Development
Increase education and training for businesses at the BRIC.	Economic Development
Streamline business licensing process to include online application and payment.	Town Clerk Finance
Recommend a comprehensive zoning code update to limit RV stays to less than 30 days.	Community Development
Encourage the continuation of the Opportunity Zone benefits beyond its expiration date of 2026.	Economic Development Community Development



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Resilient Economy

Goal #2: Create a vibrant and active downtown heritage area through collaborative partnerships.

FY 2026 Action Items	Responsible Party(ies)
Promote the downtown heritage area of Camp Verde as a destination for tourists and a source of community pride.	Economic Development
Facilitate a dedicated local coalition to champion downtown heritage area promotion.	Economic Development
Identify organizations and/or individuals interested in hosting events in the downtown heritage area.	Economic Development Parks & Recreation
Explore and implement initiatives to increase sales revenue for downtown heritage area businesses.	Economic Development



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Recreation and Activities

Goal #1: Adopt a Parks and Recreation Master Plan with 50% funding for priority #1 projects incorporated into the CIP by June 30, 2026.

FY 2026 Action Items	Responsible Party(ies)
Start Master Plan execution in accordance with funding prioritization.	Parks and Recreation Public Works

Goal #2: Retain and promote Dark Sky designation

FY 2026 Action Items	Responsible Party(ies)
Re-engage with the local Dark Sky Chapter to help with education and engagement.	Parks and Recreation Economic Development
Identify liaisons for Dark Sky Chapter to include at least one Town Council member, one Town staff member and one member from the Parks and Recreation Commission.	Town Manager Parks and Recreation
Collaborate with the local Dark Sky Chapter to host and leverage Dark Sky events.	Library Parks and Recreation
Identify and execute citizen and business education about Dark Sky initiatives and regulations (e.g. Lumens)	Community Development Library Parks and Recreation
Identify funding to acquire telescopes for additional community education and engagement.	Library



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Recreation and Activities

Goal #3: Increase total number of events through partnerships.

FY 2026 Action Items	Responsible Party(ies)
Identify partner groups to hold events that attract and serve desired demographics.	Parks and Recreation
Promote the use of the Sports Complex. Identify possible events to serve the residents and to attract visitors to the site. Create an information campaign to promote the Sports Complex as a tourism asset.	Parks and Recreation Economic Development
Create and implement a special event application packet. Ensure it is simple, user-friendly, easily available, and includes clear timelines.	Town Clerk Parks and Recreation
Create an open-container permit.	Town Clerk Parks and Recreation
Secure and implement a facility-reservation system.	Parks and Recreation



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Community Infrastructure

Goal #1: Quantify the impact of future development on water, sewer and electric infrastructure to assess system capacities, identify constraints and support sustainable growth planning by June 30, 2027.

FY 2026 Action Items	Responsible Party(ies)
Collaborate and start a regional groundwater model.	Utilities Community Development
Execute the Growing Water Smart Action Plan.	Utilities Community Development Economic Development
Draft the Town's buildout plan, which will include quantifying potential development and related infrastructure needs.	Utilities Public Works Community Development Economic Development

Goal #2: Adopt a Facilities Master Plan with identified funding structure by June 30, 2026.

FY 2026 Action Items	Responsible Party(ies)
Select a consultant to complete the Town's Facilities Master Plan.	Town Manager Public Works
Complete development of the Facilities Master Plan.	All Departments



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Effective Government

Goal #1: Increase citizen satisfaction each year for five years.

FY 2026 Action Items	Responsible Party(ies)
Update and educate the community on the completion of projects and the related public benefits.	All Departments
Expand social media efforts by incorporating more human-interest stories and leveraging a personal angle. Provide a recap of Council, Board and Commission meetings.	Town Manager Marshal's Office Economic Development Library Parks and Recreation
Invest in a new website that prioritizes community engagement, accessible information, and ease of use.	Town Manager Town Clerk
Create opportunities for Town Staff, Boards, and Commissions to interact more with the public (e.g. info booths and integration into current events).	Town Manager Community Development Parks and Recreation
Explore additional community outreach opportunities such as "Town Talk" articles, and intentional news releases and educational pieces.	Town Manager All Departments
Continue the annual satisfaction survey and compare it year over year.	Town Manager
Conduct customer service training for all staff. Ensure that citizen complaints are acknowledged promptly.	All Departments
Prioritize high-quality Weekly Town Manager Updates.	Town Manager
Encourage more community engagement by celebrating departments, providing tours, and hosting open houses.	All Departments
Educate the community (e.g. videos, write op-eds, etc.) on Town finances, particularly on Town revenue and expenses.	Finance
Create an internal, coordinated communications taskforce.	Town Manager



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Effective Government

Goal #2: Cultivate a community-driven culture of civic engagement and public participation

FY 2026 Action Items	Responsible Party(ies)
Conduct robust engagement on the draft General Plan.	Town Manager Community Development
Hold Citizen's Academy bi-annually. Explore how to include tours.	Town Manager
Utilize Town Manager working groups more for key community issues and Town priorities.	Town Manager
Develop a more robust recruitment process for Town Board and Commission vacancies.	Town Manager Town Clerk
Highlight and market Town volunteer opportunities.	Human Resources
Work with the High Schools to reactivate the youth/teen council.	Town Manager
Launch the "Tell-a-Librarian" Program to get public input and feedback on issues.	Library



Town of Camp Verde Strategic Plan FY 2026 Action Plan

Effective Government

Goal #3: Retain, develop, and engage a highly effective workforce.

FY 2026 Action Items	Responsible Party(ies)
Provide regular statistics on turnover rates to Town Department Directors and Town Council.	Human Resources
Execute the Core Values Action Plan.	All Departments
Incorporate interdepartmental interaction complete with site visits into the Core Values Action Plan.	All Departments
Create an action plan in response to the annual employee engagement survey.	Town Manager Human Resources
Continue to evaluate COLA & merit-based pay adjustments.	Town Manager Human Resources
Create a policy to address certifications and raises.	Town Manager Human Resources
Create a pay step program that will include additional classifications and a career ladder.	Town Manager Human Resources
Annually track market wage evaluations and share with Town Council.	Town Manager Human Resources



Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: October 6, 2025

Agenda Item Type:

- | | | |
|---|--|--|
| ☐ Consent Agenda | ☒ Informational Presentation | ☐ Discussion Item |
| ☐ Action/Decision Item | ☐ Executive Session Request | ☐ Other: |

Requesting Department: Community Development

Staff Resource: Town Manager Miranda Fisher

Agenda Title: Presentation of the Draft 2026 General Plan

Attached Documents:

- Draft 2026 General Plan

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 10 minutes

Reviewed By:

- | | | | | |
|--|--------------------------------|--|----------------------------------|---------------------------------|
| ☒ Town Manager | ☐ Legal | ☐ Risk Management | ☐ Finance | ☐ Other: |
|--|--------------------------------|--|----------------------------------|---------------------------------|

Financial Review (if applicable): N/A

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☐ Yes ☐ No ☐ N/A ☐ Other:
- Is this an approved CIP Project? ☐ Yes ☐ No ☐ N/A ☐ Other:

Background Information:

The Technical Advisory Group (TAG) has been diligently working on the Draft 2026 General Plan since August 2026, carefully reviewing each required element, refining the Character Areas, and ensuring that the plan reflects both community values and long-term growth priorities. After months of discussion, research, and coordination with staff, the TAG is now pleased to share that the full draft plan is ready for public release.

Public engagement is a critical part of the General Plan process, and the Town is committed to gathering broad and meaningful input from residents, businesses, and community partners. Commissioners are encouraged to share the Draft 2026 General Plan widely with friends, family, and neighbors to help ensure diverse voices are heard during this review period. Feedback may be submitted electronically to GeneralPlan@campverde.az.gov.

As part of a robust outreach effort, TAG representatives will attend a variety of community meetings and local events to share information about the plan and listen to community perspectives. In addition, TAG members and staff are available to participate in neighborhood or stakeholder meetings upon request, ensuring that residents have multiple opportunities to learn about the Draft 2026 General Plan and contribute their ideas.

The success of this plan depends on community participation. Every comment, suggestion, and question helps to create a stronger, more inclusive vision for Camp Verde's future. We look forward to hearing



Parks and Recreation Commission Agenda Information Memorandum

from you and working together to shape a plan that reflects our shared values and prepares our community for the next decade and beyond.

Connection to the [FY25-FY30 Strategic Plan](#)

The General Plan serves as a policy framework for guiding key priorities identified in the Strategic Plan.

Question(s) before the Commission:

- Does the Commission have any initial questions, comments or feedback on the draft 2026 General Plan?



Town of Camp Verde

DRAFT 2026 GENERAL PLAN



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INTRODUCTION

The General Plan is our community's roadmap for the future. It is a framework that balances growth with stewardship, protects what we value most, and reflects the voices of the people who call Camp Verde home. This document builds on our heritage, identifies current opportunities, and charts a thoughtful course toward the future. It is both a plan of action and a statement of our shared priorities.

At the heart of this effort are the Town's vision, mission, and core values, which guide every decision and ensure that planning remains rooted in what makes Camp Verde unique.

TOWN COUNCIL VISION & MISSION

In 2024, the Camp Verde Town Council adopted the Town's first-ever Strategic Plan, establishing a shared vision and mission to guide how we grow and work together as a community. While created for the Strategic Plan, these statements embody the same values we carry into the General Plan by keeping our community's voice at the heart of every decision as we plan for growth, care for our resources, and shape the future of Camp Verde.

VISION

Camp Verde is welcoming; a safe community, a vibrant economy, thoughtfully growing, and offering an exceptional quality of life.

MISSION

We serve by honoring our past and embracing our future.

PURPOSE OF THE GENERAL PLAN

The purpose of the Town of Camp Verde General Plan is to provide a framework that helps Camp Verde make the most of its opportunities to cultivate a dynamic economy and improve the overall quality of life for its residents. This Plan is the result of a collaborative effort involving residents, business owners, appointed and elected officials, Town staff, and other stakeholders who contributed to developing the character areas, elements, goals and implementation strategies.

Public feedback has consistently underscored the importance of preserving Camp Verde's unique character while providing practical measures for desired growth that will preserve our cultural heritage and protect our natural environment. Residents value Camp Verde's unique, rural, hospitable, historic and independently Western

spirit. The community values the Verde River, open space, mountain scenery, and the Town's small-town lifestyle. At the same time, residents expressed a desire for more local commercial opportunities, additional employment, diverse housing choices, and expanded recreational amenities.

STATE REQUIREMENTS

Arizona Revised Statutes (ARS) Title 9 requires every municipality to adopt a general plan to guide land use and development. For towns over 2,500 in population, such as Camp Verde, seven (7) elements are required:

- Land Use and Character Areas
- Economic Development & Growth Area
- Housing & Cost of Development
- Transportation & Circulation
- Open Space, Outdoor Recreation & Trails
- Environmental Planning & Land Use
- Water Resources

The "Growing Smarter" and "Growing Smarter Plus" legislation also require that general plans be ratified by voters and remain in effect for ten years, after which they must be revised or readopted. Amendments are permitted during this time, subject to statutory requirements and community-specific criteria.

PUBLIC PARTICIPATION

Public participation is central to Camp Verde's planning process. The Town Council is committed to ensuring early and effective opportunities for residents, property owners, neighboring governments, schools, utility providers, civic groups, and economic sectors to provide input.

The purpose of public participation is to:

- Ensure applicants pursue early and meaningful engagement with neighbors and stakeholders.
- Ensure citizens have an opportunity to understand and comment on proposals that may affect them.
- Facilitate ongoing communication between applicants, residents, and the Town throughout the review process.

Public participation is not intended to guarantee consensus but to ensure transparency, informed decision-making, and higher-quality outcomes for Camp Verde.

OUR COMMITMENT

This General Plan reflects the collective vision of Camp Verde's residents, leaders, and partners. It is a tool to ensure growth that is maintainable, development that is appropriate, and a future that remains connected to the values and character of the Town.

By aligning our planning decisions with our vision, mission, and values, we will preserve what makes Camp Verde special while building a vibrant, resilient, and prosperous future for all.



HISTORY

History connects Camp Verde to its roots and reminds us that the decisions we make today will become tomorrow's legacy, reflecting our shared commitment to stewardship and care for future generations.

HISTORICAL ELEMENT

The Town of Camp Verde is dedicated to recognizing, preserving, and promoting Camp Verde's historical and cultural assets. By integrating historical awareness into its planning and development processes and collaborating with the Yavapai-Apache Nation, the Town reaffirms its commitment to honoring the community's heritage.

These guiding principles provide a foundation for integrating historical preservation into the broader goals of the General Plan, ensuring that Camp Verde's unique past continues to inform its future. They reflect the Town's dedication to protecting cultural resources, fostering a strong sense of place, and promoting community development in sync with the Town's multi-cultural heritage.

- **Preserve and Protect Cultural Resources:** Collaborate with external agencies to identify, protect, and preserve local historic sites and structures.
- **Honor Indigenous Heritage:** Recognize and respect the deep cultural roots of the Yavapai-Apache Nation and other Indigenous communities, ensuring their histories, voices, and perspectives are meaningfully included in preservation and planning efforts.
- **Foster Partnerships and Stewardship:** Collaborate with tribal governments, historical societies, local, state, and federal agencies, landowners, and local organizations to preserve and promote Camp Verde's historical resources.
- **Sustain Cultural Legacy Through Repurposing of Buildings:** Encourage the adaptive reuse of historic buildings and sites to maintain their relevance, architecture, and functionality.

HISTORICAL RESOURCES

To learn more about the Town's history and architectural information about properties that played an important role in Camp Verde's history, refer to Camp Verde Historic Resource Survey (Volumes I and II).

The following resources also provide additional information:

- A Brief History of the Yavapai-Apache Nation and Its Lands.
- Pioneer Stories of Arizona's Verde Valley
- Images of America - Camp Verde
- General George Crook: His Autobiography.

HISTORICAL GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Preserve and Protect Cultural and Historic Resources

- **Strategy 1:** Encourage and support property owners who wish to designate their property as a historical site. Support joint cultural programming with the Yavapai Apache Nation.
-

Goal #2: Foster Collaborative Stewardship

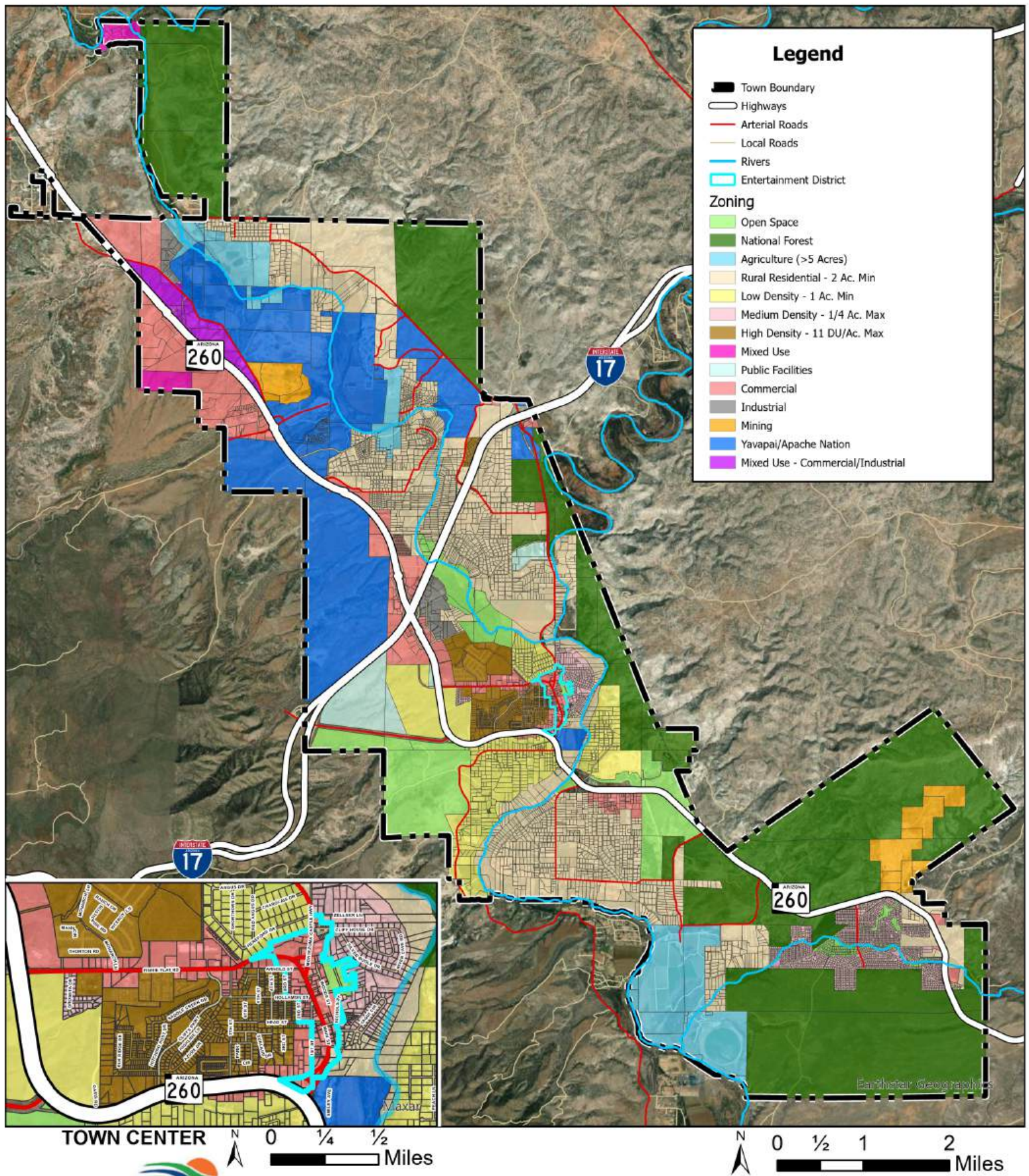
- **Strategy 1:** Partner with state and federal agencies to access funding, expertise, and technical support.
 - **Strategy 2:** Encourage volunteer programs for site maintenance, oral history collection, and archival research.
 - **Strategy 3:** Support nonprofit and academic research into local history and archaeology.
-

Goal #3: Plan with a Long-Term Vision

- **Strategy 1:** Integrate historic preservation objectives into the Town's Capital Improvement Plan, transportation planning, and park planning.
- **Strategy 2:** Encourage intergenerational knowledge-sharing through mentorship, storytelling, and youth involvement in preservation efforts.
- **Strategy 3:** Encourage sensitive infill development that complements historic buildings in scale, architecture, material, and form.
- **Strategy 4:** Consider the importance of historic sites when development of them or near them provides an opportunity to preserve, protect and/or feature their history.

LAND USE FRAMEWORK

Land use is the foundation of Camp Verde's future, shaping where we live, work, and gather, while protecting open spaces, honoring our history, and guiding growth in a way that strengthens community and preserves our unique character.



Plan Camp Verde
ARIZONA

COMMUNITY DEVELOPMENT DEPARTMENT
473 S. MAIN STREET
CAMP VERDE, ARIZONA 86322

Park & Recreation Commission Regular Session
DATE: 9/4/2025

CAMP VERDE

VISION 2050 GENERAL PLAN
LAND USE MAP

October 6, 2025

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LAND USE FRAMEWORK

Land use in Camp Verde is shaped by its adopted Planning and Zoning Code, which establishes how land may be developed or preserved based on defined zoning districts. These districts set the rules for permitted uses, building types, lot sizes, setbacks, density, and design standards. Some uses are allowed by right, while others require a Use Permit or Conditional Use Permit following public review through the Planning and Zoning Commission and Town Council.

Camp Verde's Zoning Code includes residential, commercial, industrial, agricultural, public facility, and open space designations, as well as overlay and planned area districts. Starting in 2025, the Town will complete its first comprehensive zoning code to modernize these standards, align them with this General Plan, and respond to current and future land use challenges. This update will provide clearer definitions, streamlined processes, and tools to guide appropriate growth while protecting Camp Verde's rural character and environmental resources.

Below is a summary of the current zoning districts and their general intent:

Residential Districts

- **R1L – Residential: Single-Family Limited**
Intended for large-lot, low-density single-family development. Supports a rural lifestyle with minimal infrastructure and limited non-residential activity.
- **R1 – Residential: Single-Family**
Provides for traditional single-family neighborhoods with moderate lot sizes and access to community infrastructure.
- **R2 – Residential: Multiple Dwelling Units**
Allows for higher-density residential development, including duplexes and multi-family units. Supports housing diversity while maintaining neighborhood compatibility.
- **RR – Residential: Rural**
Designed for rural living with large parcels, allowing agricultural uses, livestock, and other country-residential activities. Prioritizes open space and rural character.

Mixed Residential and Commercial District

- **RS – Residential and Services**
This district accommodates both residential units and limited service uses. It provides flexibility for live-work arrangements and community-serving businesses while maintaining residential character.

Commercial Districts

- **C1 – Commercial: Neighborhood Sales and Services**
Intended to serve nearby residential areas with small-scale retail and service businesses. May include groceries, cafes, salons, and professional offices.
- **C2 – Commercial: General Sales and Services**
Accommodates a broader range of commercial uses that serve both residents and visitors, including retail centers, restaurants, and lodging.
- **C3 – Commercial: Heavy Commercial**
Supports more intensive commercial uses that may generate higher traffic or operational impacts, such as equipment sales, vehicle services, or contractor yards. Transitional buffer between general commercial and industrial areas.

Industrial Districts

- **PM – Performance Industrial**
Focused on clean, light industrial uses such as laboratories, small-scale manufacturing, and assembly operations. Emphasizes design controls and performance standards to reduce impacts on nearby residential areas. General retail and residential uses are restricted.
- **MI – Industrial: General**
Permits a wider range of industrial activities including manufacturing and fabrication, provided they are operated in a manner that limits external nuisances.
- **M2 – Industrial: Heavy**
Intended for high-intensity industrial operations such as large-scale manufacturing, processing, or heavy equipment storage. Suitable in areas with limited residential proximity and strong infrastructure access.

Planned and Overlay Districts

- **PAD – Planned Area Development**
Allows for master-planned, mixed-use developments with flexible standards that promote innovation in design and site layout. Developers propose specific plans which are reviewed and approved by the Town.
- **IO – Interchange Overlay District**
Applies additional requirements and standards for development near freeway interchanges. Designed to ensure appropriate access, visibility, and land use compatibility in these high-profile locations.

Resource and Agricultural Districts

- **OS – Open Space: Resource Conservation Zone**
Protects lands with environmental significance such as riparian corridors, floodplains, and scenic vistas. Development is highly restricted, with a focus on preservation, passive recreation, and low-impact agriculture. Reflects the goals of the Arizona Growing Smarter legislation.
- **AG – Agricultural**
Reserved for active farming and ranching operations, including lands over five acres. Recognizes Camp Verde’s agricultural heritage and ensures that open, working landscapes remain viable. Per state law, minimum residential uses may be allowed unless waived by the property owner.

Public Use District

- **CF – Community Facilities**
Designated for public and institutional uses such as schools, libraries, parks, and government facilities. Supports the delivery of essential community services.

Through the Comprehensive Planning and Zoning Code Update, the Town will reevaluate each of these districts to ensure they align with current land use patterns, projected growth, infrastructure capacity, and community values. Special focus areas such as the Verde River corridor, will be addressed through overlay zoning tools and design standards that prioritize environmental protection, economic strength, and quality of life. The modernized Code will serve as a foundational tool for implementing the General Plan and ensuring a predictable, equitable development process.

BUILDING DENSITY

To provide clarity and consistency, the Town of Camp Verde defines what is meant by “low,” “medium,” and “high” density within this General Plan. These descriptions are intended to guide future land use decisions by illustrating the form, character, and development patterns envisioned for each category, rather than relying on strict numerical thresholds.

Building density reflects the scale and massing of structures relative to the site. Lower intensity areas are characterized by smaller buildings with generous setbacks and landscaping, medium intensity areas allow for moderate building bulk and closer spacing, and high intensity areas include larger, taller buildings with minimal setbacks, structured parking, and active street-level uses.

- **Low Density Residential:** Primarily characterized by single-family detached homes on larger lots, with significant open space between buildings. Development patterns emphasize privacy, landscaping, and a more rural or suburban character. Streets are typically local and may not connect frequently to other neighborhoods.
- **Medium Density Residential:** Includes a mix of single-family homes on smaller lots, duplexes, townhomes, and small-scale multifamily buildings. Development maintains a neighborhood character but allows for more compact housing choices. Buildings are generally 1–3 stories, with modest shared open space and a balance between private yards and community areas.
- **High Density Residential:** Characterized by multifamily housing such as apartments, condominiums, and mixed-use residential buildings. Buildings are closely spaced, often taller, and oriented toward walkability. Development supports access to transit, services, and employment, with limited private yard space and more reliance on shared open space or amenities.

VACANT PARCELS & DEVELOPMENT POTENTIAL

Camp Verde has a substantial inventory of vacant land, representing a key opportunity for thoughtful, strategic growth. These undeveloped parcels are distributed throughout the community, ranging in size, location, and zoning designation. Some are small infill lots within established neighborhoods or commercial corridors, while others are large tracts of land located near the Town's edges, adjacent to agricultural lands or environmentally sensitive areas.

An analysis of current land use and assessor parcel data reveals that a significant portion of land within the Town limits remains undeveloped, especially within agricultural and low-density residential zones. These vacant parcels provide flexibility for accommodating future population growth, economic development, and expanded public facilities without requiring annexation or major infrastructure expansion.

Vacant parcels fall into several key categories:

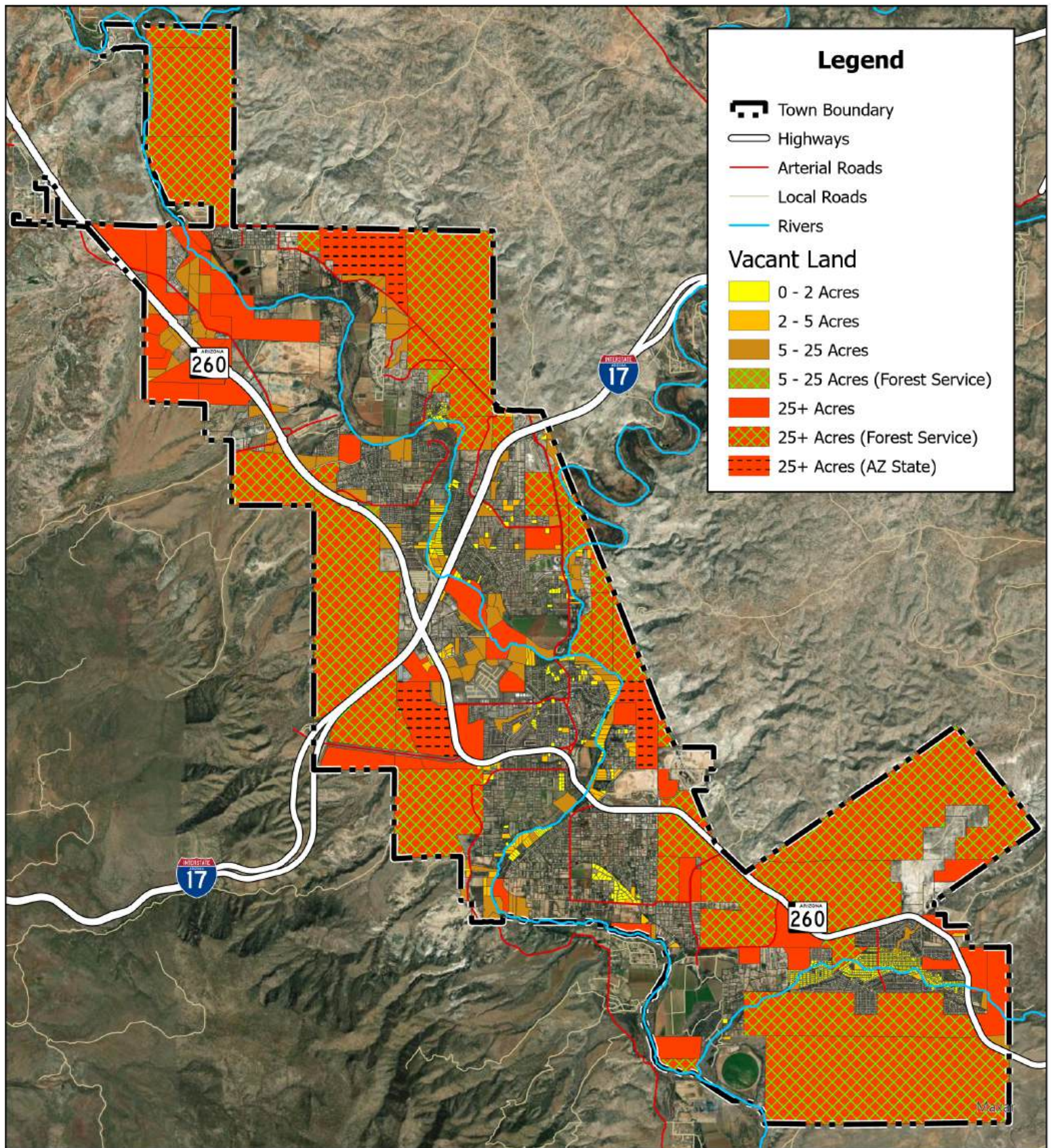
- **Infill Lots:** Smaller, undeveloped parcels within existing neighborhoods or commercial areas. These sites are ideal for compact development that leverages existing infrastructure and supports walkability.
- **Large Tracts:** Larger parcels located along transportation corridors or at the community fringe. These offer opportunities for Planned Area Development, mixed-use projects, or future employment centers.
- **Environmentally Constrained Parcels:** Vacant lands within floodplains, steep slopes, or riparian corridors. These areas may be best suited for open space, conservation easements, or limited low-impact development.

- **Agricultural and Rural Holdings:** Lands that are actively used for farming or grazing but could be zoned for potential development. These parcels require careful evaluation to balance growth and the preservation of rural character, protection of agricultural, riparian, and open lands, and water resources.

The Town intends to maintain a vacant land inventory map that will identify all undeveloped parcels by zoning district, land use designation, ownership, and environmental constraints. This tool will support land use decision-making, infrastructure planning, and the prioritization of development incentives or conservation efforts.

INFILL AND COMPACT DEVELOPMENT

The Town of Camp Verde is committed to encouraging infill development where it is both feasible and appropriate. Infill helps maximize the use of existing infrastructure, supports compact development patterns, and reduces the pressure to expand into undeveloped areas. The Town will promote infill by identifying underutilized parcels within the community and encouraging development that complement surrounding neighborhoods and aligns with adopted Character Area goals. Where appropriate, Camp Verde will also explore programs and policies that incentivize infill and redevelopment, ensuring that new growth contributes to a more connected, efficient, and sustainable community fabric.

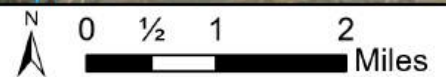


Legend

- Town Boundary
- Highways
- Arterial Roads
- Local Roads
- Rivers

Vacant Land

- 0 - 2 Acres
- 2 - 5 Acres
- 5 - 25 Acres
- 5 - 25 Acres (Forest Service)
- 25+ Acres
- 25+ Acres (Forest Service)
- 25+ Acres (AZ State)



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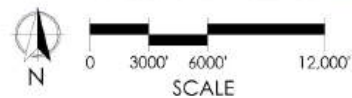
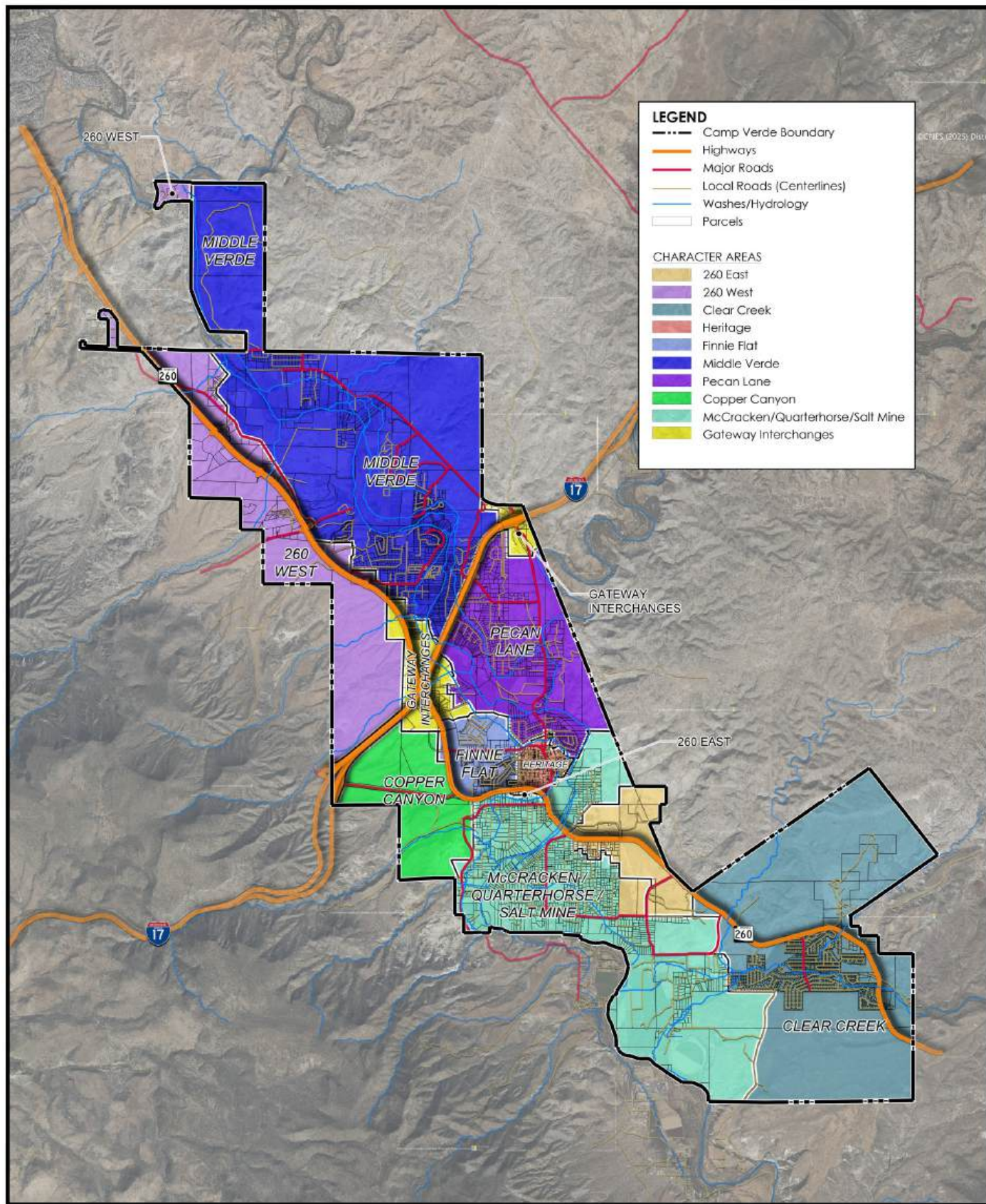
October 6, 2025

CAMP VERDE

VISION 2050 GENERAL PLAN VACANT LAND MAP

CHARACTER AREAS

Character Areas celebrate the unique identity of Camp Verde's neighborhoods, corridors, and landscapes, guiding growth in a way that reflects their distinct qualities while supporting the Town's overall vision.



CHARACTER AREAS

The Town of Camp Verde has identified ten (10) Character Areas, each defined by a common set of unifying elements such as physical features, historic uses, existing land use patterns, environmental qualities, and cultural identity. These areas represent the unique “building blocks” of the community. Land use decisions should consider how proposals uphold, strengthen, or complement the established character of each area. Approaching growth and development in this way allows Camp Verde to preserve valued elements of its past while creating a framework for appropriate and sustainable future development.

Character Areas also serve as a tool to connect land use planning with community priorities such as infrastructure capacity, transportation systems, water and environmental stewardship, and economic vitality. To remain sustainable, the Town must ensure responsible management of its land, air, and water resources while fostering opportunities for quality residential, commercial, and recreational development. The ten (10) Character Areas are:

- 260 West
- Gateway Interchanges
- Heritage (Downtown)
- Finnie Flat
- Pecan Lane
- Middle Verde
- McCracken/Quarterhorse / Salt Mine
- Copper Canyon
- 260 East
- Clear Creek

Implementation Guidelines and Disclaimer

It is important to note that Character Areas represent the desired future development patterns of Camp Verde but do not change the zoning of individual parcels. The actual density for future development will be determined based on factors such as adjacent land uses, infrastructure capacity (utilities, roads, schools, parks, and transit services), site-specific physical conditions, environmental constraints, and compatibility with the existing character of surrounding neighborhoods.

Similarly, while the General Plan may recommend higher densities or mixed-use opportunities in certain areas, each proposal will be evaluated on its merits and alignment with documented community goals. In some cases, projects may exceed stated targets if they clearly advance the community’s vision and meet established planning objectives. The purpose of the Character Areas is to guide decision-making with flexibility, ensuring Camp Verde grows in a way that is consistent, balanced, and sustainable.

260 WEST CHARACTER AREA



SCALE



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The Town of Camp Verde assumes no responsibility for any errors, omissions, and/or inaccuracies in this mapping product.

260 WEST CHARACTER AREA

The 260 West Character Area extends along State Route 260 heading west toward Cottonwood and represents one of the most strategically located corridors for Camp Verde's long-term growth. Historically, the area contained large agricultural parcels and rural residential properties, but in recent decades it has become a focal point for development interest due to its highway frontage, visibility, and inclusion in a federally designated Opportunity Zone. Today, the area is a mix of vacant land, scattered rural residential uses, and emerging commercial activity. Several properties in this corridor have direct access to major utilities, making the area highly suitable for larger-scale retail, mixed-use development, and higher-density housing projects.

Infrastructure improvements, particularly sewer and water extensions, will play a critical role in shaping the pace and scale of development here. As the community plans for future growth, 260 West is envisioned as a hub for employment and commercial opportunities, with an emphasis on attracting high-wage jobs, large retailers, and tourism-related businesses. Annexation opportunities may further expand the Town's ability to provide services and guide development patterns. Given its proximity to Yavapai-Apache Nation lands, ongoing collaboration will be essential to align planning and infrastructure priorities, support joint economic development initiatives, and strengthen cultural tourism efforts. The area's viewsheds and natural features remain an important consideration, with design and landscaping standards intended to preserve the scenic character along the highway.

260 WEST CHARACTER AREA LAND USE REFERENCE

Physical Description

- Located along State Route 260 extending west toward Cottonwood.
- Centered by SR-260 to the south; directly adjacent to Yavapai-Apache Nation land on portions.
- Large vacant parcels interspersed with rural residential and agricultural uses.
- Includes federally designated Opportunity Zone.

Built Environment

- Primarily vacant land, rural residential, and small-scale commercial.
- Future land use envisioned as higher density residential, mixed-use, and retail.
- **Businesses/Uses:** Scattered retail, agricultural parcels, and service businesses.

Circulation

- **Major Road:** State Route 260 West.
- **Interchanges:** SR-260 connections to I-17 nearby; potential future improvements for development access.

Points of Interest

- Opportunity Zone boundary.
- Yavapai-Apache Nation lands.
- Scenic viewsheds and natural ravine contours.

Density and Non-Residential Districts

- **Existing Density:** Predominantly low-density residential and vacant land.
- **Existing Non-Residential Zoning:** C2 highway commercial.
- **Preferred Zoning:** RS/C1/C2 along SR-260, mixed-use overlays, PUD, agricultural preservation.

260 WEST CHARACTER AREA GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Secure funding for extending sewer infrastructure to support development along State Route 260 West.

- **Strategy 1:** Prioritize the extension of sewer infrastructure as part of the Town's capital improvement plan to ensure it is included in long-term planning and budgeting efforts.
 - **Strategy 2:** Apply for state and federal grants, partner with regional entities, and explore loans and bonds as financial options to secure funding for the sewer extension project.
 - **Strategy 3:** Engage with developers and businesses to explore potential partnerships or development agreements that include cost-sharing arrangements to support the extension of sewer services.
-

Goal #2: Ensure sufficient water infrastructure to support business development along State Route 260 West.

- **Strategy 1:** Engage with developers and businesses to explore potential partnerships or development agreements that include cost-sharing arrangements to support sufficient water supply and access.
-

Goal #3: Promote Opportunity Zone and business development.

- **Strategy 1:** Develop strategic marketing materials, including the Opportunity Zone map, to promote the Opportunity Zone, highlight the benefits and boundaries of the zone, ensuring residents, businesses, and investors understand its potential.
 - **Strategy 2:** Partner with state and regional economic development organizations to attract investors and developers to the Opportunity Zone.
 - **Strategy 3:** Actively recruit large-scale retailers that will generate sales tax, attract high traffic and serve both travelers and residents, ensuring these businesses complement the community's needs and long-term economic growth.
 - **Strategy 4:** Actively recruit businesses offering high-wage jobs to enhance economic stability and provide sustainable employment opportunities for residents.
 - **Strategy 5:** Work with regional, state, and federal partners and entities to extend the Opportunity Zone designation and/or its related benefits beyond the current term of 2026.
-

Goal #4: Evaluate the potential for annexation to expand the Town's boundaries and services along State Route 260 West.

- **Strategy 1:** Conduct a comprehensive analysis of the feasibility and benefits of annexing the area along State Route 260 West, considering factors such as infrastructure needs, land use, additional associated costs, and potential for economic development.
 - **Strategy 2:** Engage with property owners and residents in the area to gather input on annexation, addressing concerns and providing information about the benefits and processes involved.
 - **Strategy 3:** Align with broader development goals and long-term infrastructure planning.
-

Goal #5: Design and landscape standards specific to the 260 West Character Area.

- **Strategy 1:** Establish setback requirements and protect key viewsheds by ensuring structures are placed at a sufficient distance from the road and utilizing hillside setbacks and natural ravine contours.
 - **Strategy 2:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.
 - **Strategy 3:** Utilize landscaping and other creative solutions to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.
-

Goal #6: Promote higher-density and mixed-use development.

- **Strategy 1:** Encourage mixed-use developments that combine residential units with commercial spaces to enhance livability.
 - **Strategy 2:** Conduct robust engagement with developers and landowners to communicate the Town's vision and identify opportunities for collaboration on higher-density housing.
-

Goal #7: Ensure the execution of current wayfinding efforts.

- **Strategy 1:** Finalize and implement the Town's wayfinding plan with a focus on signage placement along State Route 260 to guide visitors and residents effectively.
 - **Strategy 2:** Protect the viewshed and promote low-impact signage to preserve the natural beauty of the 260 West Character Area.
-

Goal #8: Partner with the Yavapai-Apache Nation on the planning and development of land in the 260 West Character Area.

- **Strategy 1:** Designate a Council member as a liaison to the Yavapai-Apache Nation to ensure consistent communication and collaboration on shared goals.
- **Strategy 2:** Host biannual meetings with the Yavapai-Apache Nation to discuss development progress and address emerging issues collaboratively.
- **Strategy 3:** Encourage development in alignment with the 260 West Character Area particularly commercial development.

- **Strategy 4:** Pursue joint funding opportunities and partnerships to support infrastructure, community projects, and economic development in the 260 West Character Area.
- **Strategy 5:** Collaborate with the Yavapai-Apache Nation to develop and implement tourism and marketing strategies that promote Camp Verde as a premier destination, highlighting the unique cultural and natural assets.
- **Strategy 6:** Leverage the existing Intergovernmental Agreement (IGA) between the Town of Camp Verde and the Yavapai-Apache Nation to guide development efforts and ensure mutual benefits.

GATEWAY INTERCHANGE CHARACTER AREA

LEGEND

- Camp Verde Boundary
- Gateway Interchanges Character Area
- Highways
- Major Roads
- Local Roads
- Parcels
- Hydrology

LAND USES

- Open Space
- National Forest
- Agriculture (>5 Acres)
- Rural Residential - 2 Ac. Min
- Low Density - 1 Ac. Min
- Medium Density - 1/4 Ac. Max
- High Density - 11 DU/Ac. Max
- Mixed Use
- Public Facilities
- Commercial
- Industrial
- Mining
- Yavapai/Apache Nation
- MU - Commercial/Industrial

SCALE

0 800' 1600' 3200'

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260 WEST CHARACTER AREA

MIDDLE VERDE CHARACTER AREA

PECAN LANE CHARACTER AREA

FINNIE FLAT CHARACTER AREA

HERITAGE CHARACTER AREA

QUARTERHORSE/RANCHO RIO CHARACTER AREA

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GATEWAY INTERCHANGES CHARACTER AREA

The Gateway Interchanges Character Area encompasses the primary entry points into Camp Verde from Interstate 17, State Route 260, and Middle Verde Road. As the first impression for many travelers, this area plays a vital role in shaping the identity of the Town. The corridor is currently home to a mix of traveler-oriented services including gas stations, small-scale restaurants, and convenience stores. The visibility of the interchanges makes this area highly attractive for new businesses that serve both regional travelers and local residents.

Future planning for the Gateway Interchanges emphasizes creating a safe, functional, and visually cohesive arrival experience. This includes incorporating high-quality design and landscaping standards, ensuring adequate setbacks for new construction, and developing signage and wayfinding elements that reflect the community's identity. Public art installations, developed through partnerships with local artists, schools, and organizations, are envisioned as distinctive features that celebrate Camp Verde's heritage and natural beauty. Coordination with the Arizona Department of Transportation will remain a priority to address traffic safety concerns, particularly at the I-17 exits and roundabouts, and to ensure infrastructure keeps pace with anticipated growth.

Partnerships with the Yavapai-Apache Nation will also guide development, supporting shared economic goals and cultural tourism opportunities. The long-term vision is for the Gateway Interchanges to function not only as service points for travelers but also as welcoming gateways that showcase the Town's character and set the tone for the visitor experience in Camp Verde.

GATEWAY INTERCHANGE CHARACTER AREA LAND USE REFERENCE

Physical Description

- Encompasses the I-17 and SR-260 interchange areas, plus Middle Verde Road interchange that connects to Montezuma Castle Highway.
- Serves as primary arrival points into Camp Verde.
- Flat, highway-oriented land with strong visibility.

Built Environment

- Existing uses: gas stations, convenience stores, fast-food restaurants.
- Vacant parcels suitable for service-oriented or commercial development.

Circulation

- **Major Roads:** Interstate 17, State Route 260, Middle Verde Road.
- **Interchanges:** I-17/SR-260; I-17/Middle Verde.
- **Trails:** General Crook Trail (regional link).

Points of Interest

- ADOT roundabouts and traffic infrastructure.
- Scenic corridor entrances.
- Potential public art sites.

Density and Non-Residential Districts

- **Existing Density:** Minimal residential. Primarily highway commercial.
- **Existing Non-Residential Zoning:** C2 (highway commercial), C3 (regional commercial).
- **Preferred Zoning:** C1/C2, PUD for integrated service development.

GATEWAY INTERCHANGE CHARACTER AREA GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Promote Opportunity Zone and business development.

- **Strategy 1:** Develop strategic marketing materials, including the Opportunity Zone map, to promote the Opportunity Zone, highlight the benefits and boundaries of the zone, ensuring residents, businesses, and investors understand its potential.
 - **Strategy 2:** Partner with state and regional economic development organizations to attract investors and developers to the Opportunity Zone.
 - **Strategy 3:** Identify and recruit quick-service establishments, such as convenience stores, gas stations, and small-scale dining, to generate sales tax and meet the needs of highway travelers and residents.
 - **Strategy 4:** Work with regional, state, and federal partners and entities to extend the Opportunity Zone designation and/or its related benefits beyond the current term of 2026.
-

Goal #2: Design and landscape standards specific to the Gateway Interchanges Character Area.

- **Strategy 1:** Establish comprehensive design and landscaping standards for the Gateway Interchanges, prioritizing a visually cohesive and welcoming environment.
 - **Strategy 2:** Implement setback requirements in the Town's Zoning Ordinance ensuring structures are placed a sufficient distance from the road to maintain open sightlines and improve traffic safety.
 - **Strategy 3:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.
 - **Strategy 4:** Utilize landscaping to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.
-

Goal #3: Ensure the execution of current wayfinding efforts.

- **Strategy 1:** Finalize and implement the Town's wayfinding plan with a focus on signage placement along State Route 260 to guide visitors and residents effectively.
 - **Strategy 2:** Protect the viewshed and promote low-impact signage to preserve the natural beauty of the Gateway Interchanges.
-

Goal #4: Promote public art to enhance the gateway's appeal.

- **Strategy 1:** Commission art installations, such as sculptures or murals, that reflect the cultural heritage and natural beauty of Camp Verde.
 - **Strategy 2:** Partner with local artists and schools to create temporary or permanent art displays within the Gateway Interchanges.
 - **Strategy 3:** Use public-private partnerships and/or funding opportunities to fund public art projects without burdening the Town's budget.
 - **Strategy 4:** Work with ADOT to obtain the necessary permits for art installations within the Gateway Interchanges Character Area to ensure compliance with state regulations.
-

Goal #5: Partner with ADOT to address safety and infrastructure challenges in the Gateway Interchanges.

- **Strategy 1:** Conduct a joint traffic study with ADOT to assess safety issues and recommend improvements for areas such as the I-17 exits and the roundabout at State Route 260 and Industrial Drive.
- **Strategy 2:** Pursue state and federal funding opportunities to implement safety enhancements such as additional signage, lighting, or road markings.
- **Strategy 3:** Collaborate with ADOT on long-term infrastructure planning to accommodate future growth and ensure the Gateway Interchanges meets regional transportation needs.

Goal #6: Partner with the Yavapai-Apache Nation on the planning and development of land in the Gateway Interchanges Character Area.

- **Strategy 1:** Designate a Council member as a liaison to the Yavapai-Apache Nation to ensure consistent communication and collaboration on shared goals.
- **Strategy 2:** Host biannual meetings with the Yavapai-Apache Nation to discuss development progress and address emerging issues collaboratively.
- **Strategy 3:** Encourage development in alignment with the Gateway Interchanges Character Area particularly commercial development.
- **Strategy 4:** Pursue joint funding opportunities and partnerships to support infrastructure, community projects, and economic development in the Gateway Interchanges Character Area.
- **Strategy 5:** Collaborate with the Yavapai-Apache Nation to develop and implement tourism and marketing strategies that promote Camp Verde as a premier destination, highlighting the unique cultural and natural assets of both communities.
- **Strategy 6:** Leverage the existing Intergovernmental Agreement (IGA) between the Town of Camp Verde and the Yavapai-Apache Nation to guide development efforts and ensure mutual benefits.

HERITAGE CHARACTER AREA

PECAN LANE
CHARACTER AREA

W. FINNIE FLAT RD

FINNIE FLAT
CHARACTER AREA

STATE HWY 260

W. SALT MINE RD

McKRACKEN
CHARACTER AREA

260 EAST
CHARACTER AREA

QUARTERHORSE/RIO RANCHO
CHARACTER AREA

LEGEND

- Camp Verde Boundary
- Downtown Character Area
- Entertainment District
- Highways
- Major Roads
- Local Roads
- Parcels
- Hydrology

LAND USES

- Open Space
- National Forest
- Agriculture (>5 Acres)
- Rural Residential - 2 Ac. Min
- Low Density - 1 Ac. Min
- Medium Density - 1/4 Ac. Max
- High Density - 11 DU/Ac. Max
- Mixed Use
- Public Facilities
- Commercial
- Industrial
- Mining
- Yavapai/Apache Nation
- MU - Commercial/Industrial



SCALE

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ARIZONA

COMMUNITY DEVELOPMENT
DEPARTMENT
473 S. MAIN STREET
CAMP VERDE, ARIZONA 86322
(928) 354-0024

HERITAGE CHARACTER AREA

The Heritage Character Area encompasses the historic downtown core of Camp Verde along Main Street and surrounding neighborhoods. This area is the cultural, civic, and historic heart of the community, containing some of the Town's oldest structures, civic facilities, and locally owned businesses. The Heritage area has long served as the center of commerce and community activity, hosting festivals, parades, and gatherings that reinforce the Town's small-town character and historic charm.

Today, the Heritage Character Area features a mix of retail shops, restaurants, professional offices, civic institutions, and historic landmarks. Its walkable layout, historic architecture, and proximity to the Verde River give it a unique identity that differentiates it from other commercial corridors in Camp Verde. Ongoing revitalization efforts focus on enhancing the pedestrian experience through improved streetscapes, expanded parking, and wayfinding signage. Business support programs, façade improvements, and public art installations further reinforce the area's role as a vibrant destination for residents and visitors.

The vision for the Heritage Character Area emphasizes economic development that strengthens its position as a downtown hub while respecting historic integrity. Future initiatives include expanding events and cultural programming, encouraging boutique lodging options, and considering the relocation of certain civic and institutional facilities to open more downtown space for retail and tourism-related businesses. Collaboration with the Yavapai-Apache Nation and local organizations will ensure that the Heritage area continues to be a dynamic place for commerce, culture, and community life.

HERITAGE CHARACTER AREA LAND USE REFERENCE

Physical Description

- Historic downtown core centered along Main Street.
- Includes Town Hall, civic facilities, retail, dining, and cultural landmarks.

Built Environment

- Historic structures, locally owned businesses, and civic buildings.
- Mix of small lots with commercial and residential uses.
- **Neighborhoods:** Historic Main Street district and adjoining subdivisions.

Circulation

- **Major Roads:** Main Street, Hollamon Street.

- **Connectivity:** Walkable grid network, pedestrian/bike linkages.

Points of Interest

- Town Hall, Fort Verde State Historic Park.
- Downtown parks and public spaces.
- Historic buildings and sites.

Density and Non-Residential Districts

- **Existing Density:** Mixed densities, small-lot residential, downtown commercial.
- **Existing Non-Residential Zoning:** C1 (central commercial), C2 (general commercial), PF (public facilities).
- **Preferred Zoning:** Historic overlay, mixed-use, downtown revitalization standards.

HERITAGE CHARACTER AREA GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Cultivate a vibrant and dynamic downtown Heritage Character Area built for our community, shared with visitors and resulting in increased Town revenue

- **Strategy 1:** Establish a unique brand that highlights the Heritage area, specifically the cultural, historical, and community assets.
- **Strategy 2:** Launch a comprehensive marketing campaign to attract new businesses promote existing ones and generate more retail and restaurant spending in the Heritage Character Area.
- **Strategy 3:** Encourage locally owned and independent small business development and expansion in the Heritage Character Area. .
- **Strategy 4:** Encourage the development of short-term lodging options, such as boutique hotels in the Heritage Character Area to accommodate tourists and encourage overnight stays.
- **Strategy 5:** Host regular community events such as farmers' markets, art walks, and music festivals to increase foot traffic, promote local businesses, and create a lively atmosphere.
- **Strategy 6:** Collaborate with local artists and organizations to install public art, street murals, and other creative enhancements that make the Heritage Character Area visually appealing and a destination for visitors.
- **Strategy 7:** Provide grants or low-interest loans to encourage entrepreneurship, small business development, renovations to properties, and the revitalization of

vacant or underused properties, prioritizing businesses that enhance the entertainment and cultural offerings of the Heritage Character Area.

Goal #2: Design and landscape standards specific to the Heritage Character Area.

- **Strategy 1:** Create and implement a downtown beautification, streetscaping, façade, and landscaping plan to enhance the area's visual appeal and ensure cohesive design standards, focusing on maintaining architectural consistency, preserving historical elements, and promoting walkability and greenery.
 - **Strategy 2:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.
 - **Strategy 3:** Utilize landscaping to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.
 - **Strategy 4:** Explore the potential for creating a Historic District with enhanced preservation guidelines to maintain the authenticity of historic buildings and strengthen the Heritage Character Area's unique identity.
-

Goal #3: Encourage the development of a Heritage Character Area association.

- **Strategy 1:** Support key Heritage Character Area stakeholders, including business owners, residents, and organizations, in organizing a meeting to establish an association and define its goals and priorities.
 - **Strategy 2:** Collaborate with the community organizations and partners to provide resources and guidance that can assist the Heritage Character Area association in driving economic growth and supporting downtown businesses.
 - **Strategy 3:** Encourage the downtown association to promote the Heritage Character Area as a vibrant place to work, develop, and visit, showcasing its unique attributes and fostering community pride.
-

Goal #4: Secure additional Main Street funding to work on the roadway and infrastructure.

- **Security 1:** Secure additional funding for infrastructure improvements, such as streetscape improvements, enhanced dark sky compliant lighting, pedestrian walkways, and public gathering spaces, to create an inviting environment for events, businesses, and entertainment.

- **Strategy 2:** Submit funding requests to state and federal funding sources that focus on revitalization, transportation, infrastructure, and development.
 - **Strategy 3:** Collaborate with regional organizations and entities to identify additional funding opportunities and form partnerships that can pool resources for infrastructure improvements.
-

Goal #5: Town of Camp Verde to complete a facility study to assess moving Town and other non-related commercial facilities off Main Street and opening those spaces for retail.

- **Strategy 1:** Conduct a comprehensive facility study that evaluates the potential benefits and challenges of relocating Town facilities off Main Street and the impact on revitalization of the Heritage Character Area.
 - **Strategy 2:** Collaborate with Copper Canyon Fire and Medical Department and religious institutions to assess the feasibility and benefits of relocating their facility off Main Street, aligning their transition with the broader revitalization efforts.
 - **Strategy 3:** Engage the public and businesses in the planning process by collecting feedback on how moving Town facilities could benefit the Heritage Character Area .
 - **Strategy 4:** Partner with developers, businesses, and property owners to explore potential retail and commercial uses for the available spaces, ensuring that the transition adds value to the Heritage Character Area .
-

Goal #6: Ensure the execution of current wayfinding efforts.

- **Strategy 1:** Finalize and implement the Town's wayfinding plan with a focus on signage placement along Main Street to guide visitors and residents effectively.
-

Goal #7: Enhance the Heritage Character Area's bike and pedestrian friendliness.

- **Strategy 1:** Expand sidewalks, crosswalks, and bike lanes to ensure safe and accessible pathways for pedestrians and cyclists.
- **Strategy 2:** Install additional bike racks and pedestrian amenities, such as benches, shaded areas, and water fountains, to encourage alternative transportation and walkability.
- **Strategy 3:** Collaborate with organizations and community members to host events like walking tours to promote active transportation.

- **Strategy 4:** Implement traffic-calming measures, such as reduced speed limits, raised crosswalks, and curb extensions, to create a safer and more inviting environment for pedestrians and cyclists.
 - **Strategy 5:** Pursue grant opportunities and partnerships to fund bike and pedestrian infrastructure improvements and maintenance.
-

Goal #8: Evaluate and expand parking options.

- **Strategy 1:** Conduct a parking needs assessment to determine current and future demand for parking in the Heritage Character Area, taking into account increased tourism, events, ADA-accessible parking, and new development.
 - **Strategy 2:** Identify underutilized spaces or vacant lots that could be repurposed or developed into additional parking areas, including opportunities for multi-use parking structures.
 - **Strategy 3:** Explore partnerships with private property owners and businesses to create shared parking solutions.
 - **Strategy 4:** Secure funding for parking expansion projects through grants, public-private partnerships, or Town budget allocations.
 - **Strategy 5:** Incorporate wayfinding signage to direct visitors to available parking areas, improving accessibility and reducing congestion.
 - **Strategy 6:** Create and maintain a parking inventory.
-

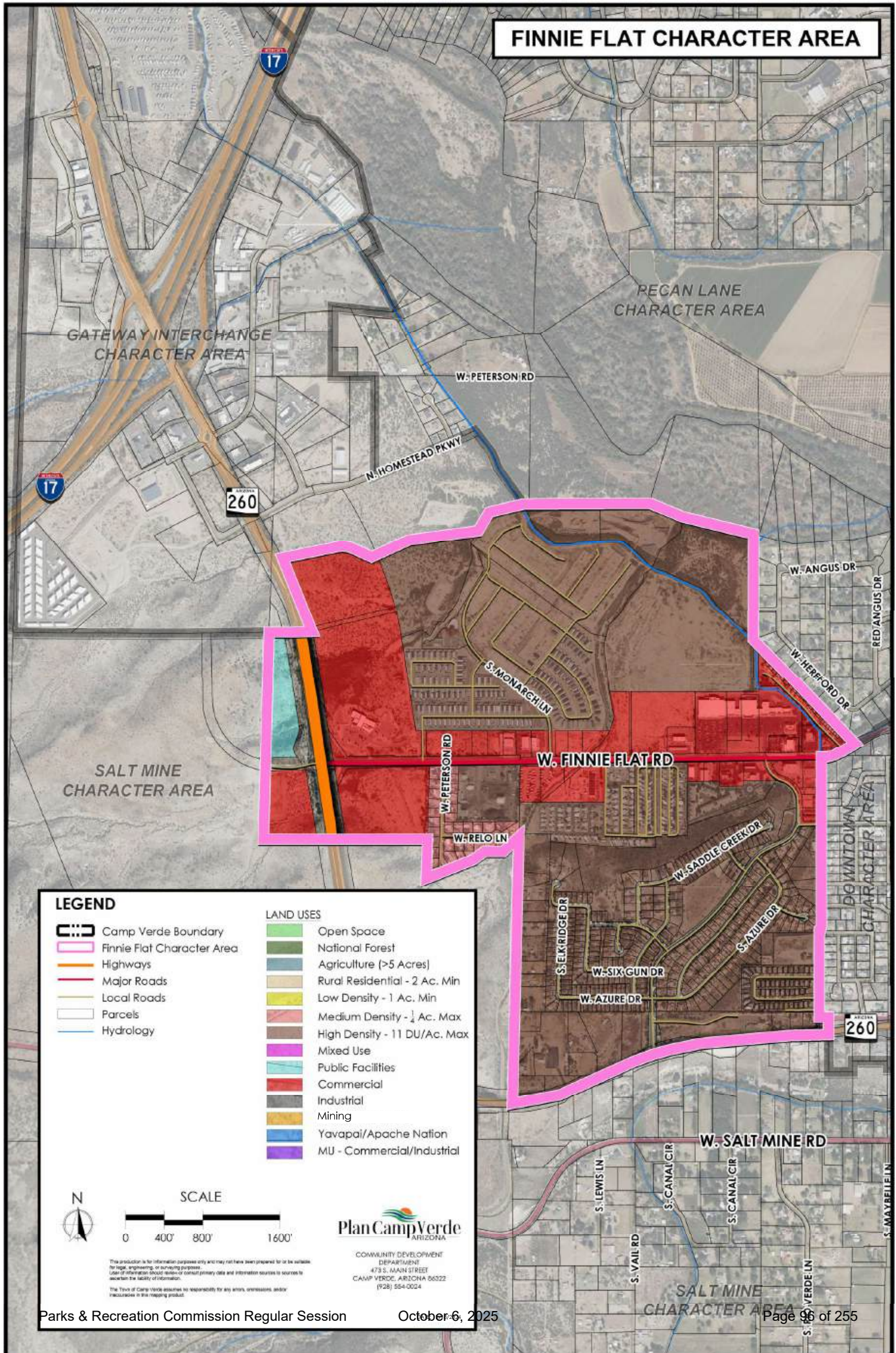
Goal #9: Increase the number and variety of events in the Heritage Character Area.

- **Strategy 1:** Develop an annual events calendar that includes diverse activities such as seasonal festivals, art shows, live music, cultural celebrations, and family-friendly gatherings to attract both residents and visitors.
 - **Strategy 2:** Partner with businesses, organizations, and the Yavapai-Apache Nation to create collaborative events that reflect the unique character and heritage of Camp Verde.
 - **Strategy 3:** Promote events through targeted marketing campaigns, including social media, publications, and partnerships with regional tourism organizations, to maximize attendance and visibility.
-

Goal #10: Partner with the Yavapai-Apache Nation on the development of land in the Heritage Character Area.

- **Strategy 1:** Designate a Council member as a liaison to the Yavapai-Apache Nation to ensure consistent communication and collaboration on shared goals.
- **Strategy 2:** Host biannual meetings with the Yavapai-Apache Nation to discuss development progress and address emerging issues collaboratively.
- **Strategy 3:** Pursue joint grant opportunities and funding sources to support infrastructure and community projects in the Heritage Character Area.
- **Strategy 4:** Collaborate with the Yavapai-Apache Nation to develop and implement tourism and marketing strategies that promote Camp Verde as a premier destination, highlighting the unique cultural and natural assets of both communities.
- **Strategy 5:** Leverage the existing Intergovernmental Agreement (IGA) between the Town of Camp Verde and the Yavapai-Apache Nation to guide development efforts and ensure mutual benefits.

FINNIE FLAT CHARACTER AREA



LEGEND

- Camp Verde Boundary
- Finnie Flat Character Area
- Highways
- Major Roads
- Local Roads
- Parcels
- Hydrology

LAND USES

- Open Space
- National Forest
- Agriculture (>5 Acres)
- Rural Residential - 2 Ac. Min
- Low Density - 1 Ac. Min
- Medium Density - 1/2 Ac. Max
- High Density - 11 DU/Ac. Max
- Mixed Use
- Public Facilities
- Commercial
- Industrial
- Mining
- Yavapai/Apache Nation
- MU - Commercial/Industrial



SCALE



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FINNIE FLAT CHARACTER AREA

Named for the Finnie family, early pioneers of Camp Verde, the Finnie Flat Character Area is one of the Town's most active and diverse corridors. Located in the southeastern portion of Camp Verde, it contains some of the community's newest residential neighborhoods, a variety of commercial centers, an industrial park, and key civic and healthcare facilities. Residential subdivisions along Finnie Flat Road, South Cliffs Parkway, and State Route 260 provide a mix of housing options, while commercial clusters and service-oriented businesses meet many of the community's daily needs.

Finnie Flat is also emerging as a hub for healthcare, anchored by Northern Arizona Healthcare's expanding presence near the State Route 260 intersection. This creates opportunities for medical partnerships, additional service providers, and workforce housing to support employees. The shopping and business centers closer to Town center serve as primary destinations for residents seeking essential goods and services.

Future planning emphasizes multimodal connectivity, with sidewalks, bike lanes, and trail linkages connecting Finnie Flat to the Heritage Character Area and surrounding neighborhoods. Wayfinding signage and pedestrian improvements will enhance safety and accessibility, making Finnie Flat more walkable and connected.

Partnerships will play a central role in shaping the future of Finnie Flat. Collaboration with developers, healthcare providers, and regional organizations will help expand services, attract small businesses, and ensure that growth complements community needs. Coordination with state and federal agencies will be key to securing funding for transportation and infrastructure improvements, while ongoing engagement with residents will guide neighborhood-scale enhancements. The long-term vision for Finnie Flat is to balance commercial expansion, healthcare growth, and residential livability in a way that supports the Town's broader economic development and community goals.

FINNIE FLAT CHARACTER AREA LAND USE REFERENCE

Physical Description

- Southeastern portion of Town; includes subdivisions, shopping centers, industrial park, and medical center.
- Borders I-17 and SR-260.

Built Environment

- **Neighborhoods:** Residential subdivisions along Finnie Flat Road, South Cliffs Parkway, South 7th Street.
- **Businesses:** Shopping centers, Northern Arizona Healthcare campus, industrial businesses near I-17.

Circulation

- **Major Roads:** Finnie Flat Road, State Route 260, I-17 access.
- **Connectivity:** Planned sidewalks, bike lanes, and trail systems.

Points of Interest

- Northern Arizona Healthcare campus.
- Shopping/business center.
- Industrial park off I-17.

Density and Non-Residential Districts

- **Existing Density:** Mix of higher-density single-family, medium density subdivisions, and commercial uses.
- **Existing Non-Residential Zoning:** C1, C2, I (industrial), PF.
- **Preferred Zoning:** C1/C2 near SR-260, mixed-use overlays, healthcare district, PUD.

FINNIE FLAT CHARACTER AREA GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Foster smaller commercial development.

- **Strategy 1:** Encourage independent businesses development and expansion that caters to residents.
- **Strategy 2:** Collaborate and engage with community stakeholders to actively promote Finnie Flat as a prime location for more localized businesses that meet the specific needs of the community.
- **Strategy 3:** Engage with regional healthcare providers and developers to discuss opportunities for expanding or establishing healthcare-related facilities in the Finnie Flat Character Area, specifically near the Northern Arizona Healthcare center on the corner of Finnie Flat and State Route 260.

Goal #2: Connect to upcoming sidewalks to ensure multi-modal connectivity on both sides of Finnie Flat.

- **Strategy 1:** Conduct a connectivity analysis to identify key gaps in the sidewalk network, prioritize projects, and evaluate opportunities to provide connectivity points to surrounding character areas.
 - **Strategy 2:** Secure funding through state and federal transportation grants, and/or partnerships with developers, to complete the sidewalk network.
 - **Strategy 3:** Work with property owners along Finnie Flat to obtain necessary easements for sidewalk development.
 - **Strategy 4:** Install pedestrian-friendly features such as crosswalks, bike lanes, and signage to improve safety and accessibility for all users.
-

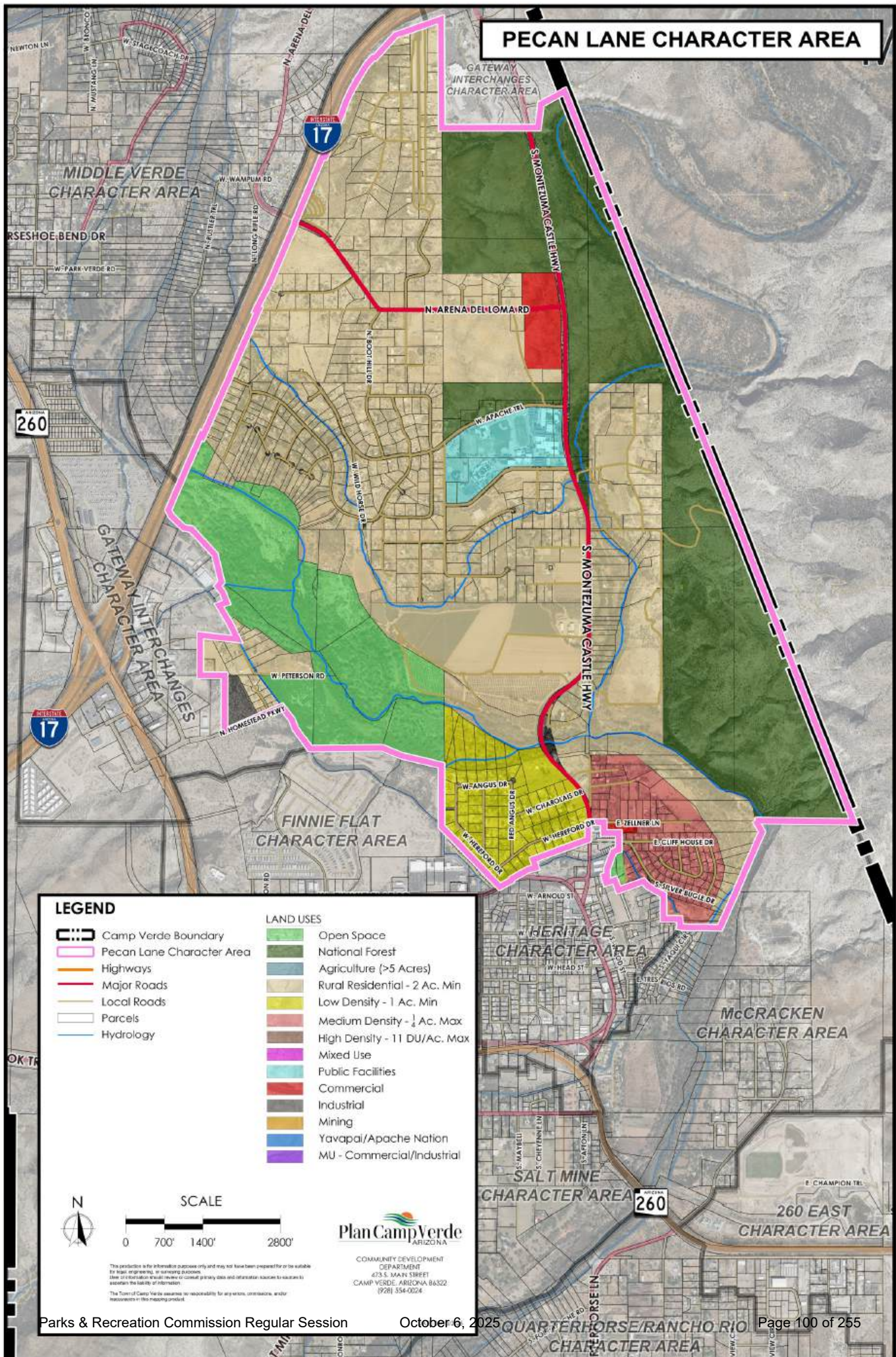
Goal #3: Ensure the execution of current wayfinding efforts.

- **Strategy 1:** Finalize and implement the Town's wayfinding plan with a focus on signage placement along Finnie Flat to guide visitors and residents effectively.
-

Goal #4: Design and landscape standards specific to the Finnie Flat character area.

- **Strategy 1:** Implement setback requirements in the Town's Zoning Ordinance ensuring structures are placed a sufficient distance from the road to maintain open sightlines, improve traffic safety, and preserve the visual integrity of the Finnie Flat Character Area.
- **Strategy 2:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.
- **Strategy 3:** Utilize landscaping to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.

PECAN LANE CHARACTER AREA



PECAN LANE CHARACTER AREA

The Pecan Lane Character Area is defined by its agricultural roots, rural neighborhoods, and proximity to the Verde River. The area is named for its historic pecan groves, which continue to serve as a visual and cultural landmark for Camp Verde. Many of the properties in Pecan Lane retain their agricultural uses, reflecting the Town's long-standing tradition of farming and ranching. The rural character is reinforced by larger residential lots, open spaces, and limited commercial activity.

Pecan Lane is highly valued for its scenic beauty, historic significance, and role in maintaining the Town's agricultural identity. Preserving farmland, supporting agri-tourism, and encouraging farm-to-table opportunities remain central to the community's vision for this area. At the same time, modest residential growth may occur, provided it is carefully managed to maintain the scale, design, and rural feel of existing neighborhoods. Infrastructure improvements, such as walk/bike lanes and safe crossings along Montezuma Castle Highway, will improve connectivity and promote multi-modal transportation.

The Verde River is one of the most significant natural assets in this area, and river conservation efforts will guide land use planning. Protecting riparian corridors, ensuring sustainable water use, and enhancing recreational access are key goals. Partnerships with the Yavapai-Apache Nation and regional organizations will help safeguard these resources while creating opportunities for cultural tourism and education. The long-term vision for Pecan Lane balances preservation with modest growth, ensuring the area remains a cornerstone of Camp Verde's rural heritage.

PECAN LANE CHARACTER AREA LAND USE REFERENCE

Physical Description

- Located along Montezuma Castle Highway near the Verde River.
- Known for historic pecan groves, farms, and rural neighborhoods.

Built Environment

- Predominantly rural residential and agricultural.
- **Neighborhoods:** Large-lot subdivisions, farm properties.
- **Businesses:** Farm stands, agri-tourism, small-scale retail.

Circulation

- **Major Roads:** Montezuma Castle Highway, Pecan Lane.
- **Connectivity:** Proposed bike/pedestrian improvements.

Points of Interest

- Camp Verde Library
- Pecan groves and farms.
- Historic and cultural ties to Camp Verde's agricultural past.

Density and Non-Residential Districts

- **Existing Density:** Low density residential and agriculture.
- **Existing Non-Residential Zoning:** AG, RR (rural residential).
- **Preferred Zoning:** Agricultural preservation, open space, PUD for compatible development.

PECAN LANE CHARACTER AREA GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Preserve the agricultural and historical significance of Pecan Lane.

- **Strategy 1:** Use the existing Visit Camp Verde website as a platform to expand content about Pecan Lane, linking it to other historic and cultural sites in the region to educate residents and visitors about its significance.
- **Strategy 2:** Identify and map all land used for agricultural purposes so future residents understand neighboring land uses.
- **Strategy 3:** Evaluate and adopt protections and incentives to promote and preserve agricultural uses.
- **Strategy 4:** Develop public education campaigns that highlight the importance of agriculture to the community's identity and economy, reinforcing its role in Camp Verde's heritage.

Goal #2: Preserve the rural residential character of the area.

- **Strategy 1:** Review and revise zoning regulations to ensure they reflect the desired rural residential character, including larger lot sizes, open spaces, and limits on urban development.

- **Strategy 2:** Encourage new housing developments to mirror the character, scale, and design of existing neighborhoods to maintain consistency and preserve the rural feel.
 - **Strategy 3:** Promote and support the establishment of farm stands to encourage local agriculture, preserve open spaces, and provide residents access to fresh, locally-grown produce.
-

Goal #3: Promote multi-modal transportation through the development of a walk/bike lane.

- **Strategy 1:** Conduct a feasibility study to identify optimal locations for walk/bike lanes, considering safety, connectivity, and access to key community areas.
 - **Strategy 2:** Secure funding through Town budgeted funds, state and federal grants, and/or public-private partnerships to build the infrastructure, with a current focus on obtaining funding for a walk/bike lane along Montezuma Castle Highway from Main Street to the schools.
 - **Strategy 3:** Install clear signage and markings for walk/bike lanes to ensure safety and usability and implement regular maintenance schedules to keep them in good condition.
 - **Strategy 4:** Design and construct a safe, well-marked crosswalk across Montezuma Castle Highway, accommodating pedestrians, cyclists, and equestrians to provide safe access to Forest Service land.
-

Goal #4: Design and landscape standards specific to the Pecan Lane Character Area.

- **Strategy 1:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.
 - **Strategy 2:** Utilize landscaping to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.
-

Goal #5: Protect the river and tributary corridors.

- **Strategy 1:** Develop a River Corridor Overlay District to encourage conservation easements for properties along the river and its tributaries, and provide resources for landowners to participate.

- **Strategy 2:** Create and implement a Rural Water Management Plan overseen by a committee appointed by the Town Manager. The committee will monitor river health and guide sustainable practices for water use.
 - **Strategy 3:** Prioritize the implementation of the 2016 Verde River Recreation Management Plan, incorporating updated goals as necessary to align with community needs.
 - **Strategy 4:** Identify and secure funding through budget allocations, grants, and/or partnerships to enhance river access points for recreation. Collaborate with organizations to design and develop safe, eco-friendly trail access systems.
 - **Strategy 5:** Promote educational workshops and partnerships with organizations to inform residents about river conservation and sustainable water management.
-

Goal #6: Partner with the Yavapai-Apache Nation on the development of land in the Pecan Lane Character Area.

- **Strategy 1:** Designate a Council member as a liaison to the Yavapai-Apache Nation to ensure consistent communication and collaboration on shared goals.
- **Strategy 2:** Host biannual meetings with the Yavapai-Apache Nation to discuss development progress and address emerging issues collaboratively.
- **Strategy 3:** Pursue joint grant opportunities and funding sources to support infrastructure and community projects in the Pecan Lane Character Area.
- **Strategy 4:** Collaborate with the Yavapai-Apache Nation to develop and implement tourism and marketing strategies that promote Camp Verde as a premier destination, highlighting the unique cultural and natural assets of both communities.
- **Strategy 5:** Leverage the existing Intergovernmental Agreement (IGA) between the Town of Camp Verde and the Yavapai-Apache Nation to guide development efforts and ensure mutual benefits.

MIDDLE VERDE CHARACTER AREA

260 WEST
CHARACTER
AREA

GATEWAY
INTERCHANGE
CHARACTER
AREA

260 WEST
CHARACTER AREA

PECAN LANE
CHARACTER
AREA

260 WEST
CHARACTER AREA

GATEWAY
INTERCHANGE
CHARACTER AREA

FINNIE FLAT
CHARACTER AREA

LEGEND

-  Camp Verde Boundary
-  Middle Verde Character Area
-  Highways
-  Major Roads
-  Local Roads
-  Parcels
-  Hydrology

LAND USES

-  Open Space
-  National Forest
-  Agriculture (>5 Acres)
-  Rural Residential - 2 Ac. Min
-  Low Density - 1 Ac. Min
-  Medium Density - 1/4 Ac. Max
-  High Density - 11 DU/Ac. Max
-  Mixed Use
-  Public Facilities
-  Commercial
-  Industrial
-  Mining
-  Yavapai/Apache Nation
-  MU - Commercial/Industrial



SCALE

0 1200' 2400' 4800'

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MIDDLE VERDE CHARACTER AREA

The Middle Verde Character Area encompasses a large swath of agricultural land, rural residential neighborhoods, and riverfront properties. Historically, Middle Verde has been one of Camp Verde's strongest agricultural regions, with farms, ranches, and irrigated fields shaping both the landscape and the community's identity. Its large-lot subdivisions, open spaces, and quiet roads reinforce the rural lifestyle highly valued by residents.

Today, Middle Verde remains defined by its agricultural character, proximity to the Verde River, and sweeping views of the White Hills. The area is lightly developed, with limited commercial uses, and is primarily accessed by Middle Verde Road and State Route 260. Its location makes it a desirable residential area for those seeking a rural setting within reach of the Town's core.

The vision for Middle Verde emphasizes preservation of farmland, protection of riparian corridors, and conservation of scenic resources. A key component of the plan includes the development of a centralized trail system with connections into the White Hills, expanding recreational opportunities while maintaining environmental stewardship. Infrastructure improvements, such as walk/bike lanes, will strengthen connectivity and improve safety. Partnerships with the Yavapai-Apache Nation and regional organizations will support water management planning, land conservation, and cultural tourism initiatives. Middle Verde's future will continue to balance careful growth with protection of its rural heritage and natural resources.

MIDDLE VERDE CHARACTER AREA LAND USE REFERENCE

Physical Description

- Large rural area northeast of Town core, adjacent to Verde River and White Hills.
- Contains extensive agricultural land and rural subdivisions.

Built Environment

- **Neighborhoods:** Scattered large-lot subdivisions, farms, ranches.
- **Businesses:** Agriculture, home occupations.

Circulation

- **Major Roads:** Middle Verde Road, SR-260.

- **Trails:** Planned White Hills trail connections.

Points of Interest

- Verde River frontage.
- Scenic White Hills landscape.

Density and Non-Residential Districts

- **Existing Density:** Rural residential (2+ acres).
- **Existing Non-Residential Zoning:** AG, RR.
- **Preferred Zoning:** Agricultural preservation, open space, PUD near trailheads.

MIDDLE VERDE CHARACTER AREA GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Maintain and protect the agricultural character of the area.

- **Strategy 1:** Identify and map all land used for agricultural purposes for future residents to understand neighboring land uses.
 - **Strategy 2:** Evaluate and adopt protections and incentives to promote and preserve agricultural uses.
 - **Strategy 3:** Develop public education campaigns highlighting the importance of agriculture to the community's identity and economy.
-

Goal #2: Preserve the rural residential character of the area.

- **Strategy 1:** Review and revise zoning regulations to ensure they reflect the desired rural residential character, including larger lot sizes, open spaces, and limits on urban development.
 - **Strategy 2:** Encourage new housing developments to mirror the character, scale, and design of existing neighborhoods to maintain consistency and preserve the rural feel.
-

Goal #3: Design and landscape standards specific to the Middle Verde Character Area.

- **Strategy 1:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.

- **Strategy 2:** Utilize landscaping to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.
-

Goal #4: Protect the river and tributary corridors.

- **Strategy 1:** Develop a River Corridor Overlay District to encourage conservation easements for properties along the river and its tributaries, and provide resources for landowners to participate.
 - **Strategy 2:** Create and implement a Rural Water Management Plan overseen by a committee appointed by the Town Manager. The committee will monitor river health and guide sustainable practices for water use.
 - **Strategy 3:** Prioritize the implementation of the 2016 Verde River Recreation Management Plan, incorporating updated goals as necessary to align with community needs.
 - **Strategy 4:** Identify and secure funding through budget allocations, grants, and/or partnerships to enhance river access points for recreation. Collaborate with Verde Front to design and develop safe, eco-friendly trail access systems.
 - **Strategy 5:** Promote educational workshops and partnerships with organizations to inform residents about river conservation and sustainable water management.
-

Goal #5: Promote multi-modal transportation through the development of a walk/bike lane.

- **Strategy 1:** Conduct a feasibility study to identify optimal locations for walk/bike lanes, considering safety, connectivity, and access to key community areas.
 - **Strategy 2:** Secure funding through Town budgeted funds, state and federal grants, and/or public-private partnerships to build the infrastructure.
 - **Strategy 3:** Install clear signage and markings for walk/bike lanes to ensure safety and usability and implement regular maintenance schedules to keep them in good condition.
-

Goal #6: Develop a centralized trail system to access the White Hills.

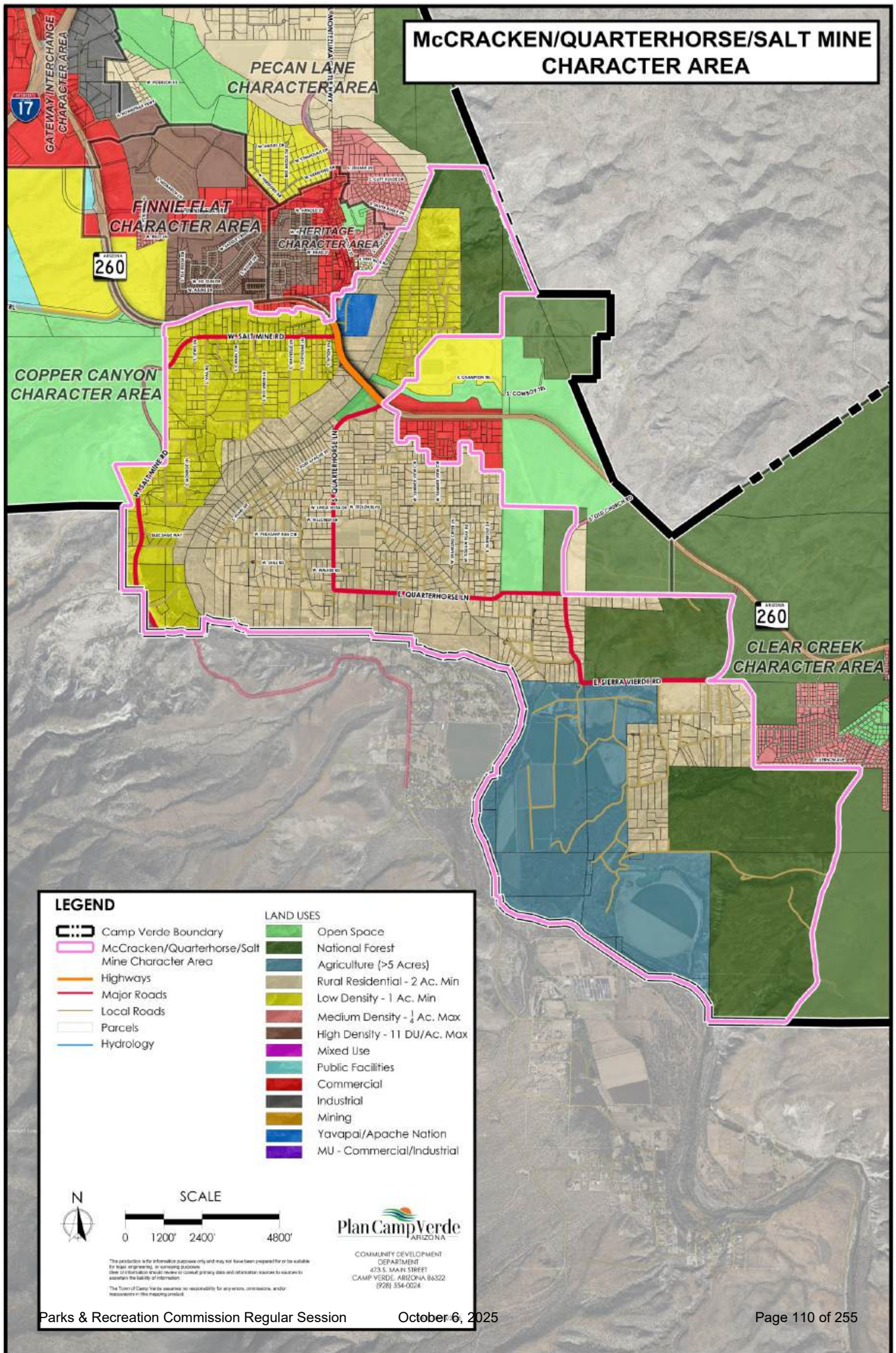
- **Strategy 1:** Collaborate with stakeholders, including Verde Front and neighboring property owners, to determine the best trail alignment and access points.

- **Strategy 2:** Secure funding through Town budgets, grants, and/or partnerships with organizations focused on outdoor recreation.
 - **Strategy 3:** Design trails that are sustainable and minimally invasive, prioritizing the preservation of natural habitats and scenic views.
 - **Strategy 4:** Create informational signage along trails to educate users about the natural history, geology, and cultural significance of the White Hills.
 - **Strategy 5:** Establish partnerships with volunteer groups for ongoing trail maintenance and improvement.
-

Goal #7: Partner with the Yavapai-Apache Nation on the development of land in the Middle Verde Character Area.

- **Strategy 1:** Designate a Council member as a liaison to the Yavapai-Apache Nation to ensure consistent communication and collaboration on shared goals.
- **Strategy 2:** Host biannual meetings with the Yavapai-Apache Nation to discuss development progress and address emerging issues collaboratively.
- **Strategy 3:** Pursue joint grant opportunities and funding sources to support infrastructure and community projects in the Middle Verde Character Area.
- **Strategy 4:** Collaborate with the Yavapai-Apache Nation to develop and implement tourism and marketing strategies that promote Camp Verde as a premier destination, highlighting the unique cultural and natural assets of both communities.
- **Strategy 5:** Leverage the existing Intergovernmental Agreement (IGA) between the Town of Camp Verde and the Yavapai-Apache Nation to guide development efforts and ensure mutual benefits.

McCRACKEN/QUARTERHORSE/SALT MINE CHARACTER AREA



LEGEND

- | | | | |
|--|---|--|-------------------------------|
| | Camp Verde Boundary | | Open Space |
| | McCracken/Quarterhorse/Salt Mine Character Area | | National Forest |
| | Highways | | Agriculture (>5 Acres) |
| | Major Roads | | Rural Residential - 2 Ac. Min |
| | Local Roads | | Low Density - 1 Ac. Min |
| | Parcels | | Medium Density - 1/4 Ac. Max |
| | Hydrology | | High Density - 11 DU/Ac. Max |
| | | | Mixed Use |
| | | | Public Facilities |
| | | | Commercial |
| | | | Industrial |
| | | | Mining |
| | | | Yavapai/Apache Nation |
| | | | MU - Commercial/Industrial |



SCALE

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MCCRACKEN / QUARTERHORSE / SALT MINE CHARACTER AREA

The McCracken, Quarterhorse, and Salt Mine Character Area is a collection of neighborhoods and agricultural lands located east of the Town core, characterized by expansive rural residential lots, irrigated fields, and views of the Verde River. Historically rooted in farming and ranching, this area has long embodied Camp Verde's agricultural heritage. While residential development has increased, the area retains a strong rural identity with low-density housing, open spaces, and limited commercial activity.

Natural features, including the Verde River and tributary corridors, are defining elements of this character area. Protecting these resources is essential for sustaining both the ecological health of the area and the lifestyle of residents who value access to open space and recreational opportunities. Current and future land use policies focus on maintaining agricultural activity, supporting small-scale farming, and encouraging development patterns that respect the rural setting.

The long-term vision for McCracken/Quarterhorse/Salt Mine is to preserve the agricultural and residential balance while enhancing recreational opportunities along the river. Walk/bike lanes, trail connections, and river access points are planned to provide safe, sustainable opportunities for residents and visitors to enjoy the area. Design standards will guide new development to ensure it complements the existing rural character. Partnerships with regional water management entities and conservation organizations will play an important role in protecting riparian corridors and sustaining agriculture.

MCCRACKEN / QUARTERHORSE / SALT MINE CHARACTER AREA LAND USE REFERENCE

Physical Description

- Rural area east of Town core, defined by agricultural land and Verde River corridors.

Built Environment

- **Neighborhoods:** McCracken and Quarterhorse subdivisions, metes-and-bounds parcels.
- **Businesses:** Agriculture, small-scale retail, home occupations.

Circulation

- **Major Roads:** Salt Mine Road, Quarterhorse Lane, McCracken Lane.
- **Trails:** River corridor access.

Points of Interest

- Agricultural fields.
- Verde River corridor.

Density and Non-Residential Districts

- **Existing Density:** Rural residential with small-scale ag.
- **Existing Non-Residential Zoning:** RR
- **Preferred Zoning:** Open space, agricultural preservation, limited PUD.

MCCRACKEN / QUARTERHORSE / SALT MINE CHARACTER AREA GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Maintain and protect the agricultural character of the area.

- **Strategy 1:** Identify and map all land used for agricultural purposes for future residents to understand neighboring land uses.
- **Strategy 2:** Evaluate and adopt protections and incentives to promote and preserve agricultural uses.
- **Strategy 3:** Develop public education campaigns highlighting the importance of agriculture to the community's identity and economy.

Goal #2: Preserve the rural residential character of the area.

- **Strategy 1:** Review and revise zoning regulations to ensure they reflect the desired rural residential character, including larger lot sizes, open spaces, and limits on urban development.
 - **Strategy 2:** Encourage new housing developments to mirror the character, scale, and design of existing neighborhoods to maintain consistency and preserve the rural feel.
-

Goal #3: Design and landscape standards specific to the McCracken / Quarterhorse / Salt Mine Character Area.

- **Strategy 1:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.
 - **Strategy 2:** Utilize landscaping to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.
-

Goal #4: Protect the river and tributary corridors.

- **Strategy 1:** Develop a River Corridor Overlay District to encourage conservation easements for properties along the river and its tributaries, and provide resources for landowners to participate.
 - **Strategy 2:** Create and implement a Rural Water Management Plan overseen by a committee appointed by the Town Manager. The committee will monitor river health and guide sustainable practices for water use.
 - **Strategy 3:** Prioritize the implementation of the 2016 Verde River Recreation Management Plan, incorporating updated goals as necessary to align with community needs.
 - **Strategy 4:** Identify and secure funding through budget allocations, grants, and/or partnerships to enhance river access points for recreation. Collaborate with Verde Front to design and develop safe, eco-friendly trail access systems.
 - **Strategy 5:** Promote educational workshops and partnerships with organizations to inform residents about river conservation and sustainable water management.
-

Goal #5: Promote multi-modal transportation through the development of a walk/bike lane.

- **Strategy 1:** Conduct a feasibility study to identify optimal locations for walk/bike lanes, considering safety, connectivity, and access to key community areas.
- **Strategy 2:** Secure funding through Town budgeted funds, state and federal grants, and/or public-private partnerships to build the infrastructure.
- **Strategy 3:** Install clear signage and markings for walk/bike lanes to ensure safety and usability and implement regular maintenance schedules to keep them in good condition.

COPPER CANYON CHARACTER AREA

260 WEST
CHARACTER AREA

GATEWAY INTERCHANGE
CHARACTER AREA

FINNIE FLAT
CHARACTER AREA

17

260

W. PETERSON RD

W. RELO LN

W. GENERAL CROOK TRL

W. SALT MINE RD

McCRAKEN/
QUARTERHORSE/
SALT MINE
CHARACTER AREA

LEGEND

- Camp Verde Boundary
- Copper Canyon Character Area
- Highways
- Major Roads
- Local Roads
- Parcels
- Hydrology

LAND USES

- Open Space
- National Forest
- Agriculture (>5 Acres)
- Rural Residential - 2 Ac. Min
- Low Density - 1 Ac. Min
- Medium Density - 1/4 Ac. Max
- High Density - 11 DU/Ac. Max
- Mixed Use
- Public Facilities
- Commercial
- Industrial
- Mining
- Yavapai/Apache Nation
- MU - Commercial/Industrial



SCALE

0 500' 1000' 2000'

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COPPER CANYON CHARACTER AREA

The Copper Canyon Character Area surrounds General Crook Trail and is closely tied to the natural landscapes and recreational opportunities surrounding Camp Verde. Known for its scenic vistas and proximity to U.S. Forest Service lands, Copper Canyon functions as a gateway to outdoor recreation in the region. The area contains open spaces, trailheads, and historic resources that reflect both Camp Verde's natural beauty and cultural history.

Currently, development in Copper Canyon is limited, with most land consisting of open space, forested areas, and scattered residential uses. Its future is envisioned as a hub for recreation and environmental stewardship, with emphasis on expanding sustainable trail systems, preserving open space, and strengthening connections to regional recreation networks. Wayfinding signage and interpretive features will help guide visitors while protecting viewsheds and the natural environment.

Collaboration with the U.S. Forest Service, the Yavapai-Apache Nation, and local organizations will be central to planning and managing recreation in Copper Canyon. Public-private partnerships may support the development of trail amenities, interpretive signage, and educational programming that highlights the area's cultural and ecological significance. The long-term goal is to enhance access to outdoor recreation while preserving the integrity of the landscape that makes Copper Canyon a unique and treasured part of Camp Verde.

COPPER CANYON CHARACTER AREA LAND USE REFERENCE

Physical Description

- Located southwest of Town; gateway to U.S. Forest Service lands.
- Defined by natural open space, canyons, and scenic landscapes.

Built Environment

- Minimal built environment; scattered residences.
- **Businesses:** Outdoor recreation uses, trailheads.

Circulation

- **Major Roads:** State Route 260 (access corridor).
- **Trails:** Looped trail system, USFS trails.

Points of Interest

- Copper Canyon Trailhead.
- Forest Service lands.

Density and Non-Residential Districts

- **Existing Density:** Very low, scattered rural residential.
- **Existing Non-Residential Zoning:** OS (open space)
- **Preferred Zoning:** Open space, public facilities for recreation, PUD for eco-tourism.

COPPER CANYON CHARACTER AREA GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Promote outdoor recreation through collaboration with the Forest Service and other stakeholders to enhance and develop recreational assets.

- **Strategy 1:** Work with the Forest Service and other stakeholders to assess existing recreational facilities and identify opportunities for new development, ensuring public access while preserving natural resources.
- **Strategy 2:** Explore opportunities for joint grant applications and funding sources to enhance recreational infrastructure.

Goal #2: Ensure the execution of current wayfinding efforts to enhance accessibility and navigation.

- **Strategy 1:** Finalize and implement the Town's wayfinding plan, focusing on strategic signage placement along State Route 260 to guide visitors and residents to the Copper Canyon area.
- **Strategy 2:** Protect the viewshed by using low-impact signage that blends with the natural surroundings, maintaining the scenic integrity of the area.
- **Strategy 3:** Install directional signage within the character area to guide people to different recreational assets, including trails and key historical landmarks.

Goal #3: Preserve open space and educate the community on environmental stewardship

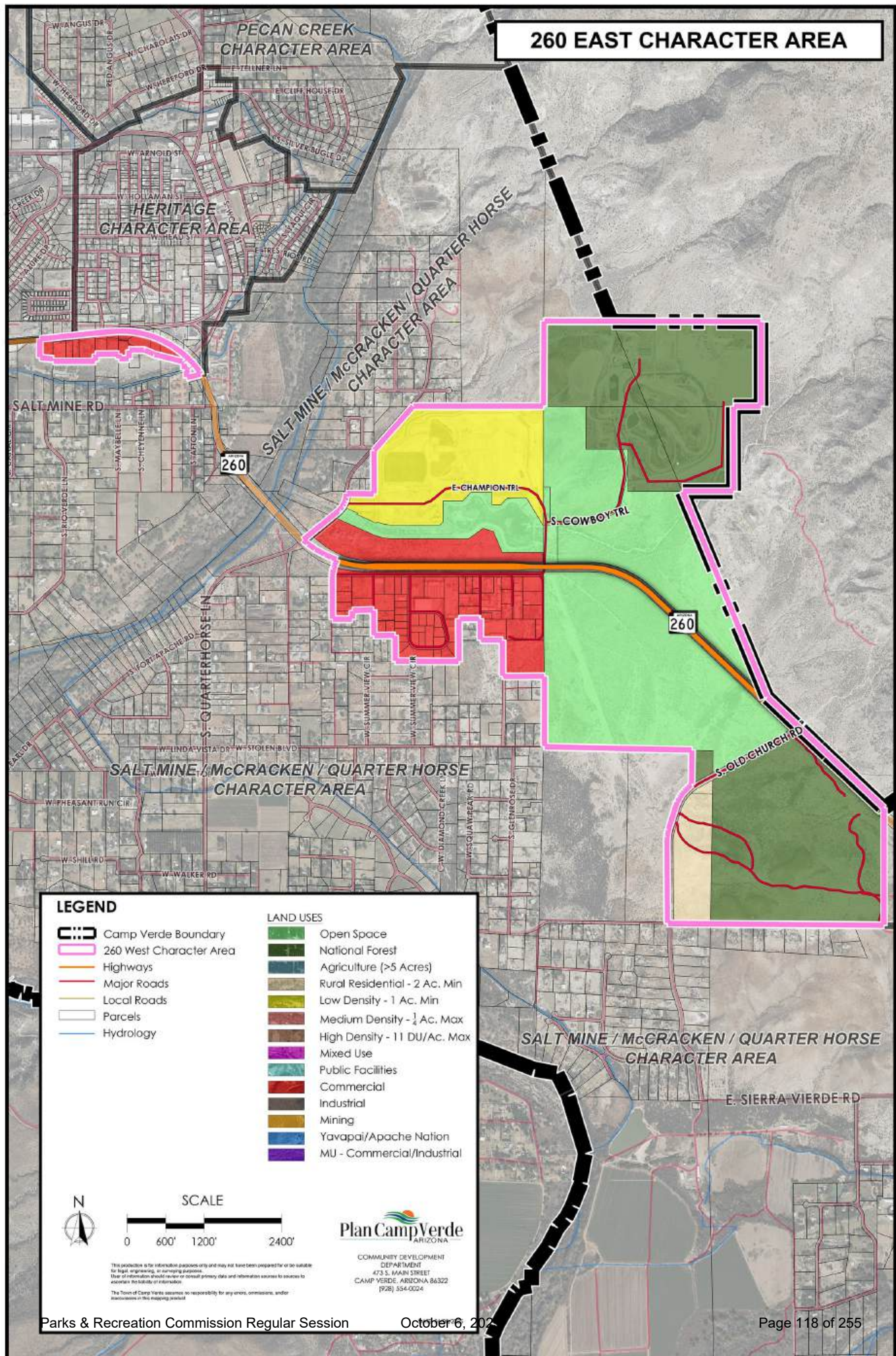
- **Strategy 1:** Develop educational programs and workshops on topics such as responsible recreation, Leave No Trace principles, and habitat conservation.

- **Strategy 2:** Install interpretive signage along trails to inform visitors about local ecosystems, wildlife, and historical significance.
 - **Strategy 3:** Collaborate with municipalities, state agencies, the U.S. Forest Service, and the Yavapai-Apache Nation to enhance public access to historical and cultural information, improve educational outreach, and highlight current amenities throughout the Verde Valley.
-

Goal #4: Continue to develop the looped trail system.

- **Strategy 1:** Identify and prioritize key trail connections that improve accessibility and enhance the overall user experience.
- **Strategy 2:** Ensure new and existing trails meet sustainable design standards, minimizing environmental impact while maximizing durability and usability.
- **Strategy 3:** Integrate multi-use trails that accommodate hikers, cyclists, and equestrian users while maintaining safe and designated areas for each.

260 EAST CHARACTER AREA



260 EAST CHARACTER AREA

The 260 East Character Area is a growing focal point for recreation, tourism, and mixed-use development. Anchored by the Town's Sports Complex, this area is envisioned as a premier recreational hub in the Verde Valley, offering opportunities for youth sports, regional tournaments, equestrian activities, biking, hiking, and off-highway vehicle use. Its location along State Route 260 provides excellent visibility and access, making it an attractive site for both community-serving amenities and tourism-oriented businesses.

Current land use in the area includes Town-owned recreational facilities, scattered commercial parcels, and residential neighborhoods. The corridor has ample undeveloped land that provides opportunities for strategic growth aligned with recreation and tourism. Planned overlay districts will help guide this growth by prioritizing outdoor recreation uses, protecting open space, and accommodating RV parks and visitor services.

The vision for 260 East includes a mix of public facilities, retail and service businesses, workforce housing, and tourism amenities that support the area's recreational identity. Infrastructure improvements, including wayfinding signage, walk/bike lanes, and traffic safety enhancements, will ensure the area is accessible and connected to other parts of the Town. Partnerships with regional sports organizations, sponsors, and event promoters will help establish Camp Verde as a destination for recreation and sports tourism.

260 EAST CHARACTER AREA LAND USE REFERENCE

Physical Description

- Corridor along SR-260 east of Downtown.
- Includes Town's Sports Complex and surrounding undeveloped parcels.

Built Environment

- **Businesses:** Recreational facilities, sports amenities, RV parks, potential retail.
- **Neighborhoods:** Residential subdivisions nearby, workforce housing potential.

Circulation

- **Major Roads:** State Route 260 East.
- **Trails:** Planned connections to Sports Complex, downtown, Finnie Flat.

Points of Interest

- Camp Verde Sports Complex.

- Recreational facilities and trails.

Density and Non-Residential Districts

- **Existing Density:** Low to medium density residential, recreational zoning.
- **Existing Non-Residential Zoning:** PF (public facilities), C1, AG.
- **Preferred Zoning:** Recreation Overlay, RV Park Overlay, Mixed-Use.

260 EAST CHARACTER AREA GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Develop the character area into a premier recreational hub, offering diverse outdoor activities such as sports, biking, hiking, equestrian trails, and off-highway vehicle recreation.

- **Strategy 1:** Expand and enhance multi-use sports facilities to accommodate a variety of recreational activities and tournaments.
- **Strategy 2:** Develop and maintain equestrian and off-highway vehicle friendly trails, ensuring accessibility while minimizing environmental impact.
- **Strategy 3:** Encourage local, regional, and other sports organizations to host tournaments and events in Camp Verde to increase visibility and tourism.
- **Strategy 4:** Partner with businesses and sponsors to support recreational programming, facility improvements, and community engagement.

Goal #2: Ensure the execution of current wayfinding efforts to enhance accessibility and navigation.

- **Strategy 1:** Finalize and implement the Town's wayfinding plan, focusing on strategic signage placement along State Route 260 to guide visitors and residents effectively.
 - **Strategy 2:** Protect the viewshed by using low-impact signage that blends with the natural surroundings, maintaining the scenic integrity of the area.
 - **Strategy 3:** Install directional signage within the character area to guide people to different recreational assets, including trails, sports fields, and key landmarks.
-

Goal #3: Rezone all town-owned public facilities as designated public-use parcels.

- **Strategy 1:** Establish a clear definition of “public facilities” in the zoning ordinance to determine allowable uses and ensure consistency in land use regulations.
 - **Strategy 2:** Identify and rezone all town-owned parcels designated for public use to ensure long-term protection and appropriate development.
-

Goal #4: Establish overlay districts to guide future development.

- **Strategy 1:** Create a Recreation Overlay District to prioritize outdoor and sports-related development while protecting natural resources.
 - **Strategy 2:** Establish an Overlay Recreational Vehicle Park District to accommodate RV travelers and enhance tourism opportunities.
-

Goal #5: Promote business development to support economic growth and community needs.

- **Strategy 1:** Attract and support businesses that complement the recreational and tourism-focused character of the area.
 - **Strategy 2:** Support mixed-use development that integrates retail, dining, and service businesses with recreational amenities.
-

Goal #6: Encourage mixed-use residential and workforce housing to support sustainable growth.

- **Strategy 1:** Promote zoning policies that allow for a mix of residential and commercial uses to create a balanced and vibrant community.
 - **Strategy 2:** Support workforce housing initiatives that provide affordable living options for residents and employees in the area.
 - **Strategy 3:** Ensure that new housing developments align with infrastructure capacity and community needs.
-

Goal #7: Promote multi-modal transportation by developing safe and accessible walk/bike lanes.

- **Strategy 1:** Conduct a feasibility study to identify optimal locations for walk/bike lanes, particularly connecting the Downtown and Finnie Flat areas.

- **Strategy 2:** Secure funding through town budget allocations, state and federal grants, and public-private partnerships for infrastructure improvements.
- **Strategy 3:** Install clear signage and pavement markings to ensure safety and usability of walk/bike lanes, with regular maintenance schedules.
- **Strategy 4:** Establish safe crossing points along State Route 260 to improve pedestrian and cyclist accessibility.
- **Strategy 5:** Work with ADOT to develop a dedicated turn lane into the Sports Complex, improving traffic flow and safety.

CLEAR CREEK CHARACTER AREA

LEGEND

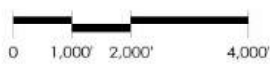
- Camp Verde Boundary
- Clear Creek Character Area
- Highways
- Major Roads
- Local Roads
- Parcels
- Hydrology

LAND USES

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- National Forest
- Agriculture (>5 Acres)
- Rural Residential - 2 Ac. Min
- Low Density - 1 Ac. Min
- Medium Density - 1/4 Ac. Max
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- Commercial
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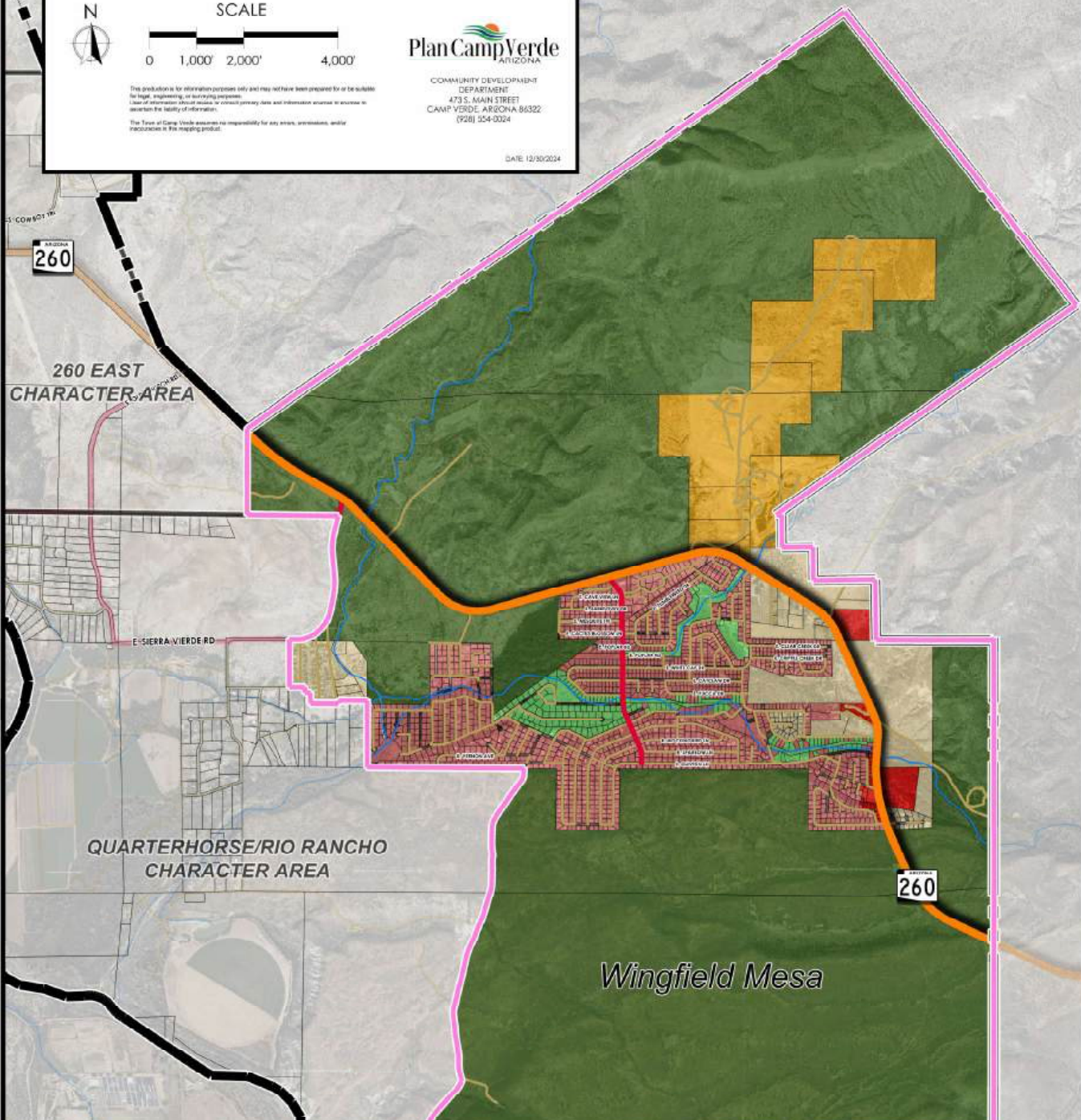
SCALE



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DATE: 12/30/2024

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CLEAR CREEK CHARACTER AREA

The Clear Creek Character Area lies east of Downtown and south of State Route 260, encompassing a mix of neighborhoods, agricultural lands, riparian corridors, and the Verde Lakes subdivision. Historically, this area has been shaped by its blend of rural residential development and farmland, with the Verde River and Clear Creek providing both natural beauty and recreational opportunities. The presence of petroglyphs and cultural sites further ties the area to Camp Verde's deep history of settlement and stewardship of the land.

Verde Lakes, one of the Town's largest subdivisions, is a defining feature of this character area. Originally developed to provide affordable housing with access to nearby natural amenities, Verde Lakes today includes a network of ponds and open spaces that continue to contribute to community identity and offer recreational potential.

Overall, the Clear Creek Character Area retains a predominantly rural character, balancing agricultural operations, single-family homes, and open spaces. Looking forward, planning efforts will focus on preserving floodplains and riparian corridors, protecting agricultural uses, and sustaining the area's rural lifestyle.

The vision for Clear Creek is to reinforce its role as a residential and agricultural community while elevating its recreational and cultural assets. Partnerships with the Verde Lakes Recreation Corporation, local landowners, the Yavapai-Apache Nation, and conservation organizations will be essential to improving trail connections, preserving open spaces, and expanding educational opportunities around river and creek stewardship. By balancing preservation with thoughtful enhancements, Clear Creek will remain a place where residents enjoy a high quality of rural life while benefiting from access to some of Camp Verde's most unique natural and cultural resources.

CLEAR CREEK CHARACTER AREA LAND USE REFERENCES

Physical Description

- About 9 square miles.
- Boundaries generally follow Town limits; western edge near Arizona Avenue and Sierra Verde Road.
- Includes portions of West Clear Creek and surrounding riparian corridors.

Built Environment

- Primarily Medium Density Residential with some Rural Residential.
- Key neighborhoods include Cave View Estates, Clear Creek West, Preserve at Clear Creek, and Verde Lakes.
- Limited non-residential uses such as agriculture, RV parks, and small-scale businesses.

Circulation

- Served by State Route 260 and connecting local roads.
- Trail access points include Bull Pen Loop Trailhead and General Crook Trail.

Points of Interest

- Clear Creek Ruins and Wingfield Mesa (historic resources).
- Clear Creek Campground and Verde Lakes ponds (recreation).
- Irrigation features such as Pioneer and Wingfield ditches.

Density and Non-Residential Districts

- Residential densities generally range from 0-4 units per acre, with some higher density in mobile home areas.
- Non-residential zoning limited to small commercial, agricultural, and open space uses.

CLEAR CREEK CHARACTER AREA GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Expand trail systems to showcase the area's natural beauty and improve access to existing hiking trails.

- **Strategy 1:** Establish public-private partnerships to provide responsible public access to petroglyph sites while ensuring their protection and preservation.
- **Strategy 2:** Develop and enhance trails that connect to existing regional hiking networks, ensuring sustainable and environmentally sensitive design.

Goal #2: Maintain and protect the residential and agricultural character of the area.

- **Strategy 1:** Encourage single-family residential development while promoting higher-density housing closer to State Route 260 East and lower-density housing further into the character area.

- **Strategy 2:** Identify and map all land used for agricultural purposes for future residents to understand neighboring land uses.
 - **Strategy 3:** Evaluate and adopt protections and incentives to promote and preserve agricultural uses.
 - **Strategy 4:** Develop public education campaigns highlighting the importance of agriculture to the community's identity and economy.
-

Goal #3: Protect the river and tributary corridors.

- **Strategy 1:** Develop a River Corridor Overlay District to encourage conservation easements for properties along the river and its tributaries, and provide resources for landowners to participate.
 - **Strategy 2:** Create and implement a Rural Water Management Plan overseen by a committee appointed by the Town Manager. The committee will monitor river health and guide sustainable practices for water use.
 - **Strategy 3:** Prioritize the implementation of the 2016 Verde River Recreation Management Plan, incorporating updated goals as necessary to align with community needs.
 - **Strategy 4:** Identify and secure funding through budget allocations, grants, and/or partnerships to enhance river access points for recreation. Collaborate with Verde Front to design and develop safe, eco-friendly trail access systems.
 - **Strategy 5:** Promote educational workshops and partnerships with organizations to inform residents about river conservation and sustainable water management.
-

Goal #4: Design and landscape standards specific to the Clear Creek Character Area.

- **Strategy 1:** Incorporate sustainable landscape practices, such as drought-resistant plants and water-efficient irrigation systems, to enhance the environmental appeal of the area while maintaining aesthetic consistency.
 - **Strategy 2:** Utilize landscaping to create buffers between different development and use types, providing separation and protection for sensitive land uses while promoting appropriate transitions.
-

Goal #5: Protect the floodway.

- **Strategy 1:** The Town will continue to accept gifted parcels within the floodway to ensure their long-term protection and prevent inappropriate development.

- **Strategy 2:** Provide educational resources and outreach programs to inform property owners about building restrictions, flood mitigation strategies, and the environmental importance of floodplain areas.
 - **Strategy 3:** Collaborate with regional and state agencies to enhance flood protection measures and promote sustainable land use practices.
-

Goal #6: Rezone town-owned parcels for open space preservation.

- **Strategy 1:** Identify and rezone appropriate town-owned parcels, specifically in the floodway, to ensure their long-term conservation as open space.
 - **Strategy 2:** Develop management plans for designated open space areas that balance recreation, conservation, and community needs.
-

Goal #7: Promote multi-modal transportation through the development of a walk/bike lane.

- **Strategy 1:** Conduct a feasibility study to identify optimal locations for walk/bike lanes considering safety, connectivity, and access to key community areas.
 - **Strategy 2:** Secure funding through Town budgeted funds, state and federal grants, and/or public-private partnerships to build the infrastructure.
 - **Strategy 3:** Install clear signage and markings for walk/bike lanes to ensure safety and usability and implement regular maintenance schedules to keep them in good condition.
-

Goal #8: Support the Verde Lakes Recreation Corporations development and use of the Verde Lakes Ponds.

- **Strategy 1:** Execute the objectives outlined in the Verde Lakes Strategic Plan.
- **Strategy 1:** Partner with community organizations and event planners to facilitate outdoor recreational and educational events at Verde Lakes.

ECONOMIC DEVELOPMENT & GROWTH AREAS

Economic vitality in Camp Verde means more than growth. It is about creating opportunity, supporting local businesses, and guiding development to places that strengthen our community while protecting the land and heritage that define us.

ECONOMIC DEVELOPMENT & GROWTH AREAS ELEMENT

The purpose of this Element is to provide guidance to the Town, developers, local businesses, and the community as Camp Verde continues to grow into a diversified and resilient community. Fostering thoughtful business and tourism development is essential to expanding Camp Verde's tax base while preserving the community's core values and unique quality of life. By strengthening the foundation of a resilient local economy, we create opportunities for meaningful employment, enable future generations to live and thrive here, and ensure the Town has the resources to invest in the priorities that matter most to its residents.

By attracting new businesses, supporting existing enterprises, and promoting tourism, the Town can strengthen its economic base and enhance the quality of life for residents. These efforts generate critical revenue (primarily through sales taxes), that support essential services and infrastructure. New business activity increases sales tax through customer spending, while tourism brings visitors who contribute directly to the Town's economy by staying in local accommodations, dining at local restaurants, and shopping in local stores. Growth in residential and commercial development fuels construction activity, which adds to the Town's construction sales tax revenues.

Just as important is the focus on retaining and expanding local businesses and creating opportunities for higher-wage employment. These efforts help keep spending and investment circulating within the community, building long-term economic resilience.

The revenues generated through a thoughtful approach to economic development are reinvested into Camp Verde, such as maintaining roads, extending water and wastewater, supporting public safety, and enhancing amenities that benefit everyone. This cycle of growth and reinvestment strengthens the Town's ability to meet today's needs while preparing for tomorrow's opportunities.

GUIDING PRINCIPLES

Guiding principles are high-level statements that reflect the Town of Camp Verde's core values and long-term vision for economic development. They serve as a foundation for decision-making, policy direction, and the prioritization of resources. These principles help ensure that future economic activities align with the community's identity, goals, and quality-of-life expectations.

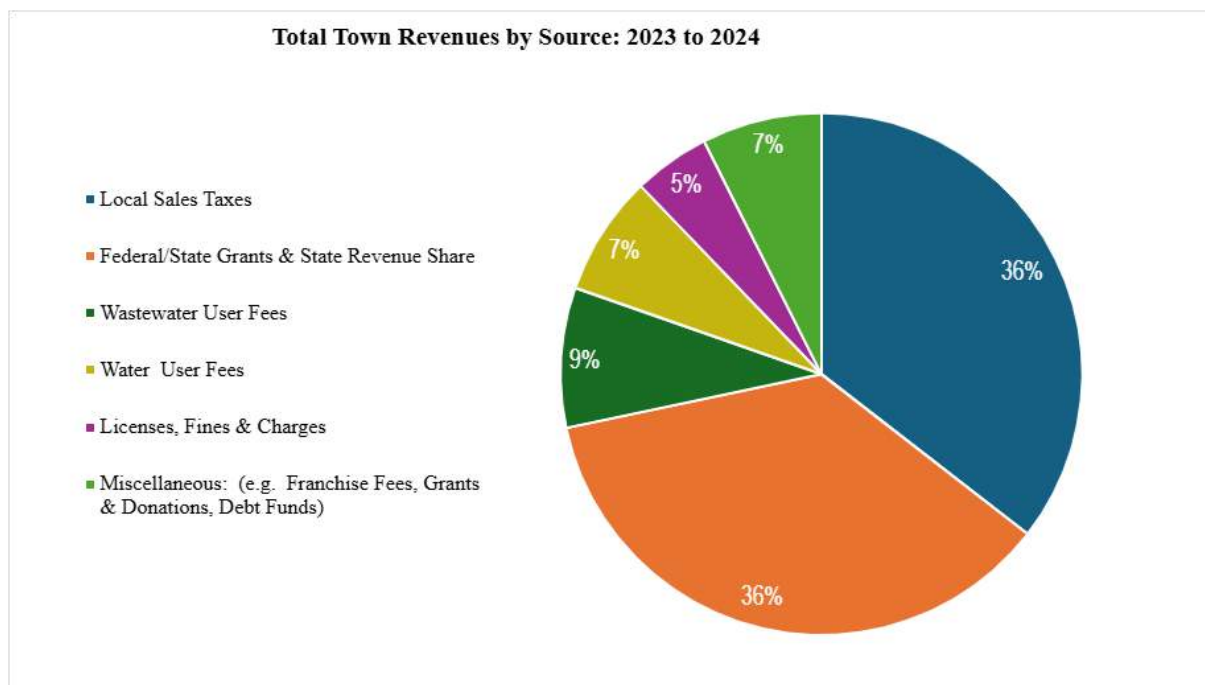
- Advance sustainable economic growth that benefits residents, businesses, and the long-term prosperity of the Town.
- Align economic development strategies with the Town's General Plan vision and core community values.

- Facilitate business retention, expansion, and investment attraction to strengthen the local economy.
- Foster economic resilience by encouraging a diverse, balanced, and adaptable economy.
- Encourage local job creation, with a focus on higher-wage employment opportunities and workforce development
- Bolster tourism as a driver of economic activity and community identity.
- Preserve natural resources, including the Verde River, as vital assets that support community quality of life and sustainable economic growth.
- Invest public revenues and alternative funding in the Town's quality-of-life improvements, infrastructure, and essential services.
- Ensure new development contributes equitably to infrastructure and service costs, easing the burden on current taxpayers.

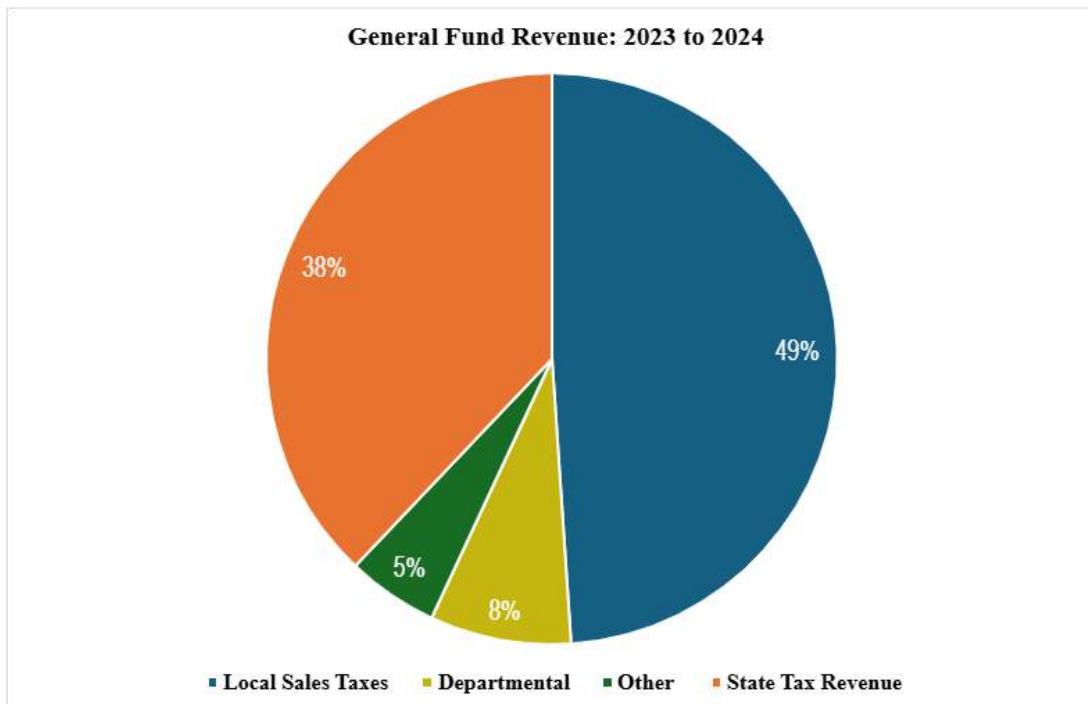
BACKGROUND & DISCUSSION

Revenue Data Information: This data is provided by the Town of Camp Verde's Finance Department.

Town's Total Revenue: The Town of Camp Verde receives revenue from a variety of sources to support operations, services, and infrastructure. Revenue includes federal and state grants, water and wastewater user fees, licenses, permits, fines, and debt service funds. The Town also receives a proportionate amount of state shared revenues, such as income tax, sales tax and vehicle license tax, along with local franchise fees paid by private utility providers. Notably, local sales tax is the single largest revenue source, contributing 36% of the Town's total revenue for fiscal year 2023-2024.



General Fund Revenue from 2023-2024: General Fund Revenues represent the primary operating fund of a municipality, used to support core services that benefit the general public. In Camp Verde, the General Fund is where most Town services are budgeted, including public safety, administration, parks, and planning. Revenue sources for the General Fund include local sales tax, state-shared tax revenues, departmental revenues (such as permits, licenses, and fines), and other sources like franchise fees, enterprise administrative fees, and interest. For the fiscal year 2023-2024, local sales tax accounts for 49% of the Town's total General Fund revenue, making it a critical component of the Town's financial health and service delivery capacity.



Local Sales Tax Revenue: The following table shows sales tax revenue received by the Town for the past 10 years for the categories of accommodation, restaurant/bar, retail, and construction.

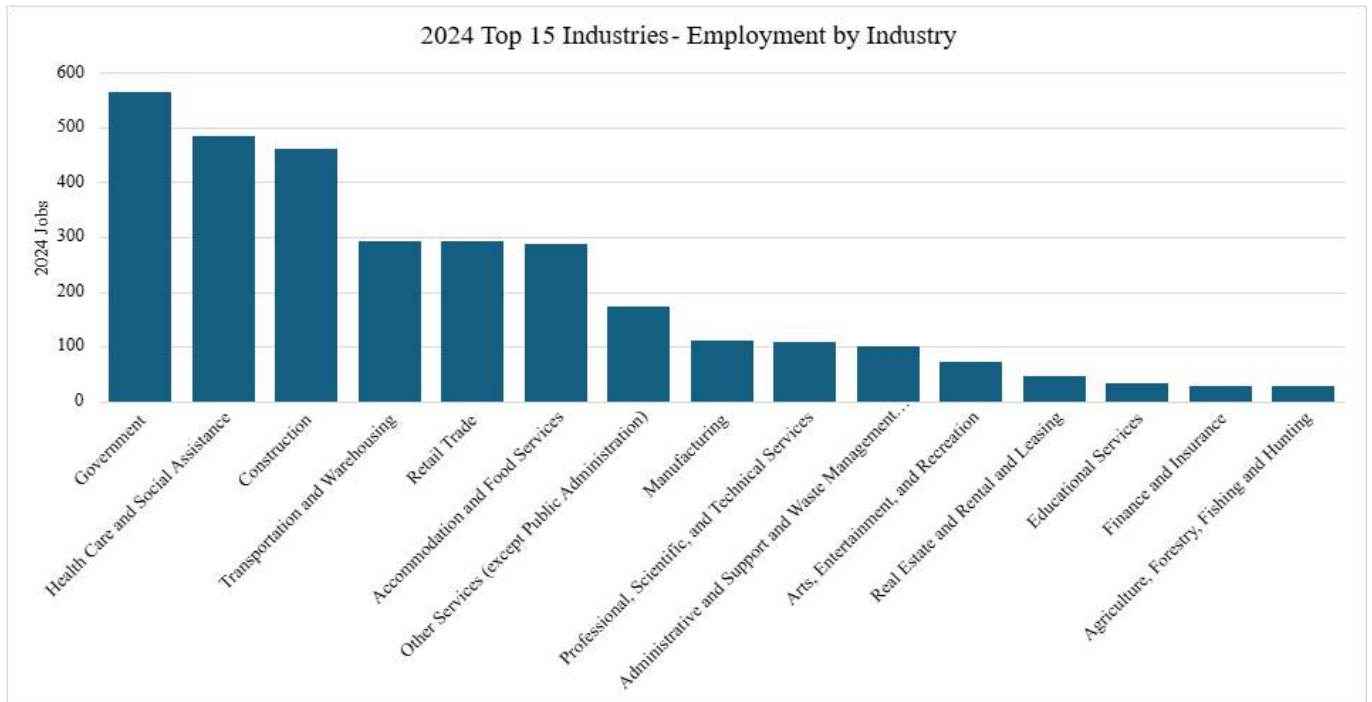
Sales Tax Revenue Table						
Year	Accommodation	Restaurant/Bar	Retail	Construction	Total	% Change
2016	\$ 239,218	\$ 708,520	\$ 1,569,254	\$ 366,968	\$ 2,883,960	-
2017	\$ 294,627	\$ 659,258	\$ 1,596,344	\$ 320,451	\$ 2,870,680	-0.46%
2018	\$ 291,545	\$ 713,275	\$ 1,805,886	\$ 882,868	\$ 3,693,574	28.67%
2019	\$ 277,882	\$ 737,234	\$ 1,843,283	\$ 494,937	\$ 3,353,336	-9.21%
2020	\$ 265,804	\$ 758,279	\$ 2,205,958	\$ 369,451	\$ 3,599,492	7.34%
2021	\$ 440,814	\$ 1,004,271	\$ 3,090,788	\$ 729,200	\$ 5,265,073	46.27%
2022	\$ 606,186	\$ 1,030,485	\$ 3,737,385	\$ 323,234	\$ 5,697,290	8.21%
2023	\$ 608,683	\$ 1,085,287	\$ 4,081,747	\$ 397,930	\$ 6,173,647	8.36%
2024	\$ 552,816	\$ 1,072,047	\$ 4,250,542	\$ 679,519	\$ 6,554,924	6.18%

Demographic Overview

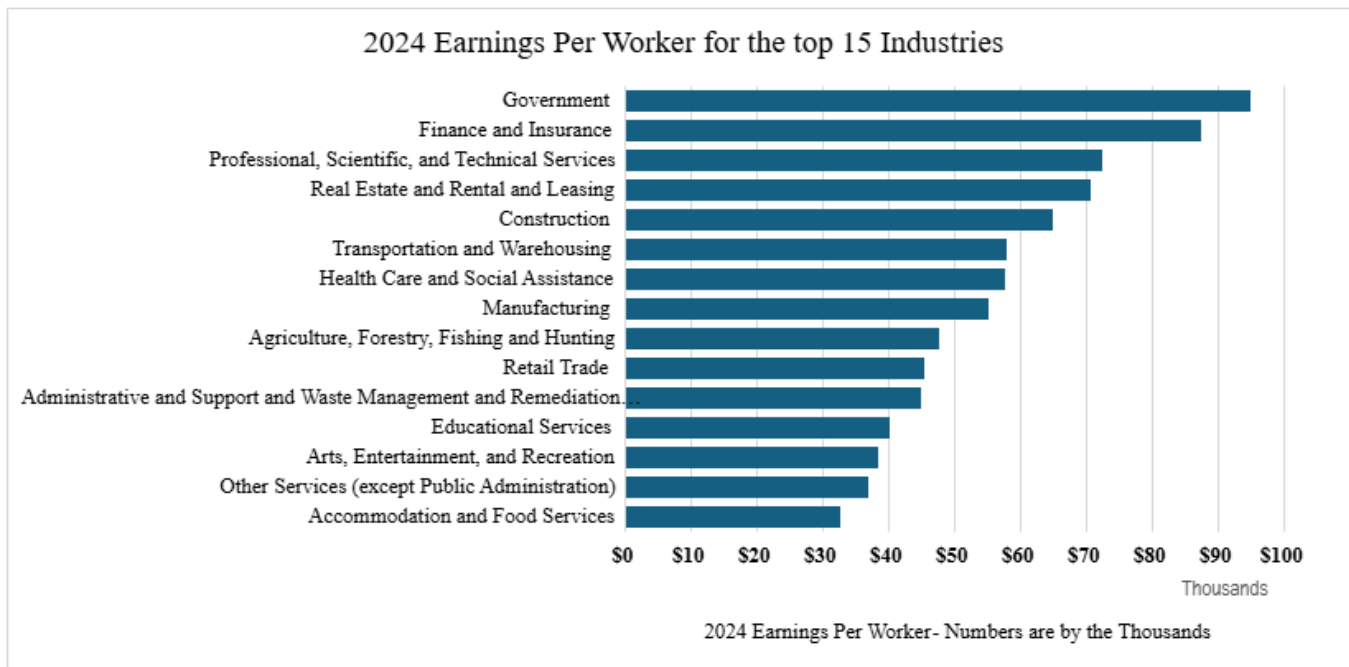
U.S. Census Bureau 2023 Demographic Comparisons				
Social Characteristic	Camp Verde	Yavapai County	Arizona	United States
High School Graduates/Equivalency, 25 Years of Age or Older	26.90%	21.30%	23.40%	25.90%
Bachelor's Degree or Higher, 25 Years of Age or Older	20.40%	32.00%	33.50%	36.20%
Persons Per Household	2.51	2.15	2.5	2.49
Median Household Income	\$58,383	\$67,245	\$77,315	\$77,719
Persons Below Poverty	21.70%	13.00%	12.40%	12.50%
Persons Under 19 Years Old	22%	18%	24%	24%
Persons 20 - 64 Years Old	50%	48%	57%	58%
Persons 65 Years Old +	28%	35%	19%	18%

Please note: Figures in this table have been provided by the U.S. Census Bureau. Data.Census.gov

Employment by Industry (top 15 industries): Top employment industries are Government, Healthcare, Construction, and Accommodation & Food Service. ("Government" refers to local residents employed by municipal, county, state, and federal entities such as the Town, neighboring cities, Yavapai County, Yavapai-Apache Nation, Forest Service, and fire districts.) While the agriculture industry is a part of Camp Verde's culture history, fewer than 30 people are employed in this sector. The following is provided by Lightcast data for Camp Verde's zip code (86322).



Earning Per Worker by Industry: Average annual earnings per worker for the four top employment industries of Government, Healthcare, Construction, and Accommodation & Food Service are \$94,900, \$58,317, \$68,400, and \$32,600 respectively. The following is provided by Lightcast data for Camp Verde's zip code (86322).



Labor Force and Unemployment Trends: Labor force is a good indicator of economic opportunity in a community. Since 2016, the civilian labor force that is employed has increased while the unemployment rate has decreased.

Labor Force Information						
	Camp Verde		Yavapai County		Arizona	
Year	2016	2023	2016	2023	2016	2023
Civilian Labor Force	4,394	5,087	90,656	103,487	3,242,632	3,648,728
Employed	3,963	4,861	85,812	99,157	3,031,781	3,493,543
Unemployed	431	226	4,844	4,330	210,851	155,185
Unemployment %	4.80%	2.20%	2.50%	2.00%	3.80%	2.60%
Civilian Emp. To Population Ratio	48.70%	49.40%	47.20%	47.60%	59.10%	60.30%

Source: US Census Bureau, American Community Survey

Retail Leakage, and Retail Demand: Retail leakage occurs when residents of a community shop outside their local area (spending their money in neighboring towns or online) because the goods or services they need aren't available locally. This results in lost sales tax revenue and missed opportunities for local business growth. The following Retail Leakage table shows leakage by retail category which illustrates the types of goods and services Town residents are purchasing outside of Camp Verde. For example, under the Dining category, data indicates that 12,770 Camp Verde area residents left town over 600,000 times a year to dine at restaurants elsewhere.

Retail Leakage		
Leakage Group Category	Visits by Residents	Residents
Shopping Centers	624,335	12,839
Dining	604,595	12,770
Shops & Services	590,217	12,657
Superstores	362,730	12,588
Groceries	187,686	10,370
Home Improvements & Furnishings	162,771	10,015
Apparel	112,811	9,643
Medical & Health	107,042	9,062
Leisure	42,351	7,001
Hotels & Casinos	29,329	3,649
Source: Placer.ai		

The following table shows Retail Demand. Demand, Supply, and Unmet Need are determined by analyzing local retail sales, consumer expenditures, and the presence of retail offerings. Instances labeled as "Limited Data" typically indicate insufficient information or a lack of available retailers in that category to provide meaningful analysis. For example, there is demand of \$12.1M for full-service restaurant revenue, and only \$1.6M of supply. That means there is an unmet market need for \$10.53M of full-service restaurant sales in Camp Verde.

Retail Demand			
Category	Demand	Supply	Unmet Need
Electronic Shopping & Mail-Order	\$52,260,547	Limited Data	Limited Data
Automobile Dealers	\$45,125,582	Limited Data	Limited Data
Other General Merchandise Stores	\$30,208,227	\$12.6M	\$17.55M
Grocery Stores	\$26,193,404	Limited Data	Limited Data
Gasoline Stations	\$24,993,949	\$12.8M	\$12.18M
Building Material & Supplies Dealers	\$19,790,115	\$8.81M	\$10.97M
Limited-Service Eating Places	\$12,512,188	\$3.35M	\$9.15M
Full-Service Restaurants	\$12,137,974	\$1.60M	\$10.53M
Health & Personal Care Stores	\$12,125,654	\$3.69M	\$8.42M
Automotive Parts, Accessories, & Tire Stores	\$5,020,785	\$1.21M	\$3.80M

Business Growth: Below is an overview of the community's growth rate, projected housing development, traffic, and local businesses.



Select Camp Verde

BUSINESS GROWTH INFO

15% POPULATION GROWTH RATE

2016 - 2026 experienced a 19% increase
2025 - 2035 is projected to have a 15% increase



1000+ NEW ROOFTOPS



As of May 2025, there are over 1000 units in proposed and in various stages of development including apartments and single family homes.

58,290 CARS PER DAY

This is the 2026 projected traffic count for I-17 and SR 260 combined.



412 BUSINESSES



This is based on the Town's active business licenses as of May 2025.

*Sources for "Business Growth Info" include annual population estimates and projects from the US Census Bureau; birth and mortality rates from the US Health Department; Town of Camp Verde's Town Clerk, Community Development, Economic Development Departments, and Placer.ai.

Updated 5.7.25

Visitation and Related Spending:



Visitation and Related Spending Info

63,100

2023 Total Visitors

This is an 8.6% decrease from 2022 visitation and a 13% increase from 2021 visitation.



122,100

2023 Total Overnight Trips

Includes Hotel, Motel, Short Term Vacation Rental, RV Resort, Camping, and Seasonal Home (2nd home)

352,000

2023 Total Overnight Stays

Includes Hotel, Motel, Short Term Vacation Rental, RV Resort, Camping, and Seasonal Home (2nd home)



\$89.3 MILLION

2023 Total Overnight Stays

2019 - 2023 saw a 33.2% increase in visitor spending.

*Information from the Dean Runyan and Associates "The Economic Impact of Travel: Camp Verde 2023 Preliminary Estimates report completed in January 2025.

** Approximately 25% of the data is attributable to Cliff Castle Casino, one of the area's largest employers and visitor attractions.

Updated 5.7.25

Economic Development Strengths

Camp Verde's economic development efforts are grounded in a strong foundation of natural assets, community character, and strategic location. These strengths position the Town to attract investment, support small business development, and grow a diversified and resilient economy, even as it works to address common rural challenges. The following are key economic strengths that give Camp Verde a competitive advantage:



- **Strategic Geographic Location:** Located along the I-17 corridor between Phoenix and Flagstaff, Camp Verde offers excellent regional access for commerce, tourism, and logistics. Proximity to major transportation routes and regional population centers enhances the Town's connectivity and potential for economic expansion.
- **Scenic and Cultural Assets:** The Verde River, nearby national forests, agricultural lands, and rich archaeological and historic resources make Camp Verde a unique destination for outdoor recreation, heritage tourism, and agritourism. These scenic and natural assets support both economic development and community quality of life. Camp Verde also benefits from its connection with the Yavapai-Apache Nation, whose deep cultural roots and stewardship of the land enrich the community's identity and offer opportunities for shared cultural tourism, education, and economic initiatives.
- **Diverse Business Base:** While small, Camp Verde's economy includes a mix of tourism, agriculture, small-scale manufacturing, retail, and services. This diversity provides a foundation to build resilience and adapt to market shifts, especially as the community continues to foster entrepreneurship and local investment.
- **Strong Community Identity and Support for Local Business:** Camp Verde's rural character, family-friendly environment, and collaborative community culture make it a desirable place to live and do business. The Town has a strong track record of supporting locally owned businesses and events that strengthen civic pride and drive local spending.
- **Available Land and Opportunity Areas:** Camp Verde has significant undeveloped and underutilized land within town boundaries, including areas identified for future economic growth. With strategic planning and investment in infrastructure, these lands represent long-term opportunities for commercial, industrial, and mixed-use development.
- **Motivated Work Force:** Camp Verde has a trainable and eager workforce willing to commit to the right opportunities. Our multigenerational families have a strong desire to remain in Camp Verde, they wish to build wealth and stay here.

- **Housing Development:** As of May 2025, Camp Verde has approximately 1,000 new housing units projected for development over the next few years. This includes a mix of single-family homes, multi-family housing units, and income-restricted units.
- **Partnerships and Regional Collaboration:** The Town actively collaborates with regional organizations, the Yavapai-Apache Nation, and other public and private stakeholders. These partnerships enhance Camp Verde's capacity to access resources, share expertise, and promote workforce and economic initiatives.
- **Tourism Growth Potential:** Annual festivals, state parks, wineries, and recreational amenities continue to draw visitors. As marketing efforts and visitor amenities improve, Camp Verde is well positioned to capture more tourism revenue and increase overnight stays.

Economic Development Challenges

As Camp Verde pursues long-term economic growth, it must also navigate a range of challenges that can limit or slow progress. These barriers reflect the realities of developing in a rural community, from infrastructure gaps and workforce limitations to constrained market size and visibility. Addressing these issues strategically will be essential to unlocking Camp Verde's full potential and ensuring that future growth is aligned with community values. The following are key issues that impede the Town's economic development growth.

- **Limited Sales Tax Revenue:** The Town typically receives almost half of its General Funds Revenue from sales tax collections. Sales tax revenue is reinvested in Town services and infrastructure needs.
- **Limited Infrastructure Capacity:** Inadequate water, sewer, and transportation infrastructure in key development areas can slow or prevent investment. The upfront costs for extending the infrastructure are often too high for small businesses or developers.
- **Lack of Development-Ready Sites and Buildings:** A "business-ready site", also known as a "shovel-ready" site, refers to land that has been fully prepared for commercial, or mixed-use development, inclusive of all the necessary water, sewer, and road infrastructure required before construction can begin. Of the vacant property available for business development, Town staff estimates that less than 20% is currently shovel-ready.
- **Limited Visitor Infrastructure and Amenities:** The Town lacks sufficient lodging, dining, and entertainment options to extend visitor stays and capture tourism related revenue. Inconsistent or lack of marketing and signage can also make it harder for visitors to discover everything Camp Verde has to offer, especially for pass-through travelers.
- **Small Market Size & Limited Retail Base:** A small local population limits immediate demand, which can make it harder to attract larger retailers,

employers, or amenities. This leads to leakage of local dollars to larger nearby markets like Cottonwood or Prescott.

- **Housing Shortages:** Limited housing stock, especially workforce and attainable housing make it hard for businesses to recruit and retain employees.
- **Perception and Awareness:** Camp Verde may not be top-of-mind for investors or visitors, and outdated perceptions may persist. Lack of brand awareness or marketing reach limits the Town's visibility.
- **Funding & Incentive Constraints:** Limited local incentive tools or grant capacity to attract and assist business development. Rural communities often face a tougher time competing for major state or federal economic development resources.
- **Workforce Challenges:** Camp Verde's workforce continues to evolve, with opportunities to strengthen the alignment between available jobs and local skill sets. Like many rural communities, the Town experiences some outmigration of young adults and faces ongoing competition in attracting skilled professionals.
- **Lower Income Population:** Per the 2023 U.S. Census Bureau's American Community Survey's 5-Year Estimates, the Town of Camp Verde's poverty rate was 21.7% and 37% of the population was living under 200% of the poverty level.

Economic Development Desired Outcomes

Camp Verde seeks to thoughtfully balance economic growth with the preservation of community character and quality of life. This vision will be realized by strategically guiding development in ways that directly benefit residents and support long-term vitality. The following desired outcomes will help shape that approach.

- **Increased Sales-Tax Revenue:** More sales result in more tax revenue benefiting the businesses and the Town. Increased sales tax revenue allows the Town to strengthen core services, invest in critical infrastructure, and enhance community amenities that improve quality of life.
- **Increased Business Development and Attraction:** The Town leverages its strategic location and inventory of developable land to attract investment and guide future growth, as identified in the vacant land maps.
- **Tourism Expansion:** The Town effectively promotes its scenic beauty, cultural and historic assets, and central location resulting in increased visitation from overnight guests and day-trippers.
- **Encourage/Promote Development of the Historic Main Street in the Heritage Character Area:** Camp Verde's historic, walkable Heritage Character Area serves as a vibrant destination for residents and visitors alike, featuring unique shops, dining, arts, events, Fort Verde State Park, and the Visitor Center.

- **Workforce Development:** Residents have access to quality employment opportunities, including higher-wage jobs, and can live and work in Camp Verde with access to attainable workforce housing.

ECONOMIC DEVELOPMENT GROWTH AREAS

The intent of the Economic Development Growth Areas is to guide future growth by identifying locations well-suited for commercial and tourism-related development. These four designated growth areas are strategically selected to support Camp Verde's economic vitality. Concentrating development in these areas promotes the creation of vibrant, mixed-use districts that reflect the Town's rural charm and character. Each area is envisioned to offer a unique sense of place while supporting a resilient local economy.

**For more information including maps of the following growth areas, please refer to the chapter on Character Areas earlier in this document.*

Growth Area 1: State Route 260 West Character Area

The State Route 260 (SR 260) corridor west of the Interstate 17 (I-17) interchange is a prime location for larger-scale commercial, retail, tourism, and job-creating business development. Its strategic advantages, including excellent visibility, highway access, and traffic counts, make it ideal for both commercial and light industrial uses. The area also presents an opportunity for high-density workforce housing to support local employers and address the community's growing housing needs.

Located within Camp Verde's designated Opportunity Zone, this corridor offers added incentives for private investment, even as federal Opportunity Zone benefits may sunset in 2026. The Town encourages strategic, infrastructure-supported development in this area, emphasizing the need for coordinated planning and infrastructure improvements to enable long-term success.

Serving as a major gateway to Camp Verde, the SR-260 and I-17 corridor connects the Town to the greater Verde Valley region, which is home to more than 70,000 residents, and experiences significant visitor traffic. According to the City of the Sedona's May 2024 Visitor Study, over 3.5 million tourists travel through the area annually. It is anticipated that the corridor will experience more traffic as the Phoenix metro region expands and visitors travel to Flagstaff and/or the White Mountain region. This corridor is well-positioned to accommodate businesses that meet the community's needs, such as grocery stores, restaurants/food service, general retail, lodging, and tourism assets. Continued investment in infrastructure will be critical to unlocking the corridor's full potential.

Growth Area 2: Gateway Interchange Character Area's

The Gateway Interchange Character Areas located at Camp Verde's I-17 interchanges are high-visibility, high-traffic zones ideally positioned for service-oriented commercial development. With convenient freeway access and established infrastructure, these areas are well-suited for hotels, restaurants, fuel stations, and commodity retailers that cater to both residents and the roughly five million annual travelers passing through the region.

As major entry points to Camp Verde, these areas offer significant opportunities for businesses that support the traveling public while also meeting local needs. Larger-scale commercial and retail uses are especially encouraged here, along with light industrial or logistics operations that can create quality local jobs. Development in this area should be complementary to the nearby Heritage Character Area, offering modern services without competing with its historic character.

To ensure long-term success, growth in the interchange areas should be thoughtfully planned to include safe traffic circulation, attractive site and building designs, and compatibility with nearby residential uses. Infrastructure improvements should prioritize both economic vitality and community benefit supporting a mix of employment opportunities, essential services, and enhanced access for locals and visitors alike.

This corridor is poised to play a key role in Camp Verde's future by capturing regional commerce, expanding the local tax base, and reinforcing the Town's identity as a welcoming, service-rich destination at the heart of the Verde Valley.

Growth Area 3: Finnie Flat Character Area - Community-Serving Mixed-Use Corridor

The Finnie Flat Character area is a key growth corridor poised to become a vibrant, resident-focused area that supports Camp Verde's long-term livability and economic resilience. As one of the Town's most accessible and traveled routes, this area is ideal for commercial and mixed-use development that serves the daily needs of the community.

The corridor offers a prime opportunity for retail development such as grocery stores, clothing shops, personal care services, and food service. The Town also encourages the development of professional services such as medical offices, dental clinics, wellness providers, and personal grooming establishments that provide convenience and improve quality of life for residents.

The corridor is also well-suited for thoughtfully designed mixed-use and residential projects, including workforce and attainable housing. By encouraging a blend of commercial, service, and housing options, this area can foster a walkable, community-oriented environment that supports both economic vitality and livability.

Future development should emphasize pedestrian and bicycle connectivity between neighborhoods and businesses, context-sensitive design that enhances visual appeal, and the reuse or redevelopment of available sites to maximize existing infrastructure. As the Town plans for long-term growth, the Finnie Flat Road corridor will play a vital role in meeting resident needs, supporting local business expansion, and increasing Camp Verde's retail and service offerings in a balanced and community-centric way.

Growth Area 4: Heritage Character Area (Historic Main Street)

Camp Verde's Heritage Character Area, centered around historic Main Street, is a treasured part of the community, a place where the Town's history, charm, and small-town spirit come together. With its blend of century-old architecture, locally owned shops, and walkable streets, this area serves as both a community gathering place and a unique destination for visitors exploring the region.

The area is ideally suited for boutique retail, artisan spaces, unique lodging, and local eateries that reflect Camp Verde's identity. Rather than large-scale commercial or franchise development, the Town envisions this area growing through small-scale, experience-based businesses that create a vibrant and welcoming environment.

The Heritage Character Area should continue to evolve into a dynamic events hub, hosting more frequent and diverse activities that bring energy to the area and boost local businesses. With the right local buy-in, investment in infrastructure, and expanded programming, this area can become a lively destination that not only draws tourists and generates local revenue through sales tax and visitor spending, but also offers residents meaningful opportunities to gather, celebrate, and enjoy their community.

There is an opportunity to transition Town facilities and offices on Main Street into retail spaces that encourage reinvestment, revitalization, and enhanced business activity within the Heritage Character Area. Future improvements should prioritize pedestrian and bicycle connectivity, create attractive and functional public spaces, and incorporate signage, lighting, and artistic elements that reflect the area's historic character and rural charm.

This area is a true asset for both residents and visitors to shop, dine, stay, and connect. With intentional planning and investment, the Heritage Character Area can grow as a revenue-generating destination that celebrates Camp Verde's character and enhances the community experience.

Growth Area 5: State Route 260E – Recreational Growth

Situated along State Route 260 East, this growth area is positioned to support additional recreation-oriented and commercial development that complements Camp Verde's outdoor setting and improves access to nearby amenities. With proximity to the Camp Verde Sports Complex and Camp Verde Equestrian Center, the area

presents opportunities to build on existing assets in ways that serve both residents and visitors.

Future development in this corridor may include equestrian- and sports-related businesses, as well as supporting uses such as outfitters, hospitality, dining, lodging, dining, and event services. These uses can enhance local recreation offerings and contribute to Camp Verde's broader tourism economy. As the area grows, development should be thoughtfully designed to promote public access, preserve scenic qualities, and remain consistent with the Town's rural western character.

This is where Camp Verde plays, competes, and connects year-round. With coordinated planning and strategic investment, the State Route 260 East corridor can continue to evolve into a valued community asset that supports both recreation and long-term economic development.

ECONOMIC DEVELOPMENT GOALS & IMPLEMENTATION STRATEGIES

To achieve Camp Verde's vision of a thriving economy, key goals and strategies will guide economic development and investment over the next decade. These goals reflect the community's values, address existing challenges, and build upon Camp Verde's unique strengths and desired outcomes.

Each goal is supported by a set of actionable strategies which are also reinforced through the designated Economic Development Growth Areas and Character Area goals and strategies found throughout the General Plan, ensuring alignment between townwide objectives and place-based planning. Together, these goals and strategies provide a roadmap for Camp Verde to grow sustainably, support local prosperity, and remain a vibrant rural community for years to come.

Goal #1: Promote Business Expansion, Attraction, and Development

- **Strategy 1:** Leverage the "Select Camp Verde" brand to market the community for business development that aligns with the Town's character and community needs.
- **Strategy 2:** Actively attract businesses and encourage business expansion and entrepreneurship.
- **Strategy 3:** Maintain and promote the Town's land asset inventory to assist site selectors and developers.
- **Strategy 4:** Provide technical assistance and permitting support for businesses seeking to locate or expand in Camp Verde.

- **Strategy 5:** Leverage partnerships with regional organizations and neighboring communities for shared initiatives and resource pooling.
 - **Strategy 6:** Increase outreach to existing businesses and inform them of business assistance opportunities.
 - **Strategy 7:** Identify targeted industries and employment to further diversify the local economy.
-

Goal #2: Strengthen Camp Verde's Local Economy and Town Revenue

- **Strategy 1:** Target development that generates sustainable sales tax revenue to fund public services such as retail, services, and lodging.
 - **Strategy 2:** Foster a diverse business base that includes tourism, retail, services, light industry, logistics, technology, craft beverage, skilled trades, and agriculture.
 - **Strategy 3:** Diversify revenue sources and reduce reliance on any single economic sector.
 - **Strategy 4:** Identify and pursue ways to boost revenue via increased lodging and construction tax activity.
 - **Strategy 5:** Increase outreach to existing local businesses to increase sharing of best practices and cross training opportunities.
 - **Strategy 6:** Increase public awareness of how Town revenues are generated and reinvested to support essential services and community priorities.
 - **Strategy 7:** Maximize sales tax collection from all businesses including the out-of-town service providers and businesses.
-

Goal #3: Promote Balanced and Strategic Growth

- **Strategy 1:** Concentrate commercial and mixed-use development in designated Growth Areas to maximize infrastructure investment and preserve rural character.
 - **Strategy 2:** Encourage infill development and redevelopment of underutilized land, as identified on vacant land maps.
 - **Strategy 3:** Ensure new development contributes equitably to infrastructure and service costs.
-

Goal #4: Invest in Infrastructure that Supports Economic Development

- **Strategy 1:** Identify and prioritize infrastructure improvements (water, sewer, roads) in key commercial and mixed-use growth areas.
 - **Strategy 2:** Seek federal, state, and regional funding to support infrastructure expansion.
 - **Strategy 3:** Coordinate long-range capital planning with projected economic development needs.
 - **Strategy 4:** Explore cost-sharing strategies or incentives to make infrastructure expansion financially feasible for developers.
-

Goal #5: Promote Tourism and Visitor Spending

- **Strategy 1:** Implement a tourism marketing strategy that identifies target audiences and showcases Camp Verde's unique assets—scenic beauty, cultural and historical attractions, outdoor recreation, the Sports Complex, historic downtown, dark skies, nearby state parks, and regional proximity. Support these efforts with targeted outreach, promotional campaigns, and improved wayfinding signage.
 - **Strategy 2:** Encourage visitor-serving infrastructure such as lodging, dining, outdoor recreation, appropriate Verde River access points, and trails to support hiking, biking, equestrian, and complementary activities.
 - **Strategy 3:** Support and encourage a more robust calendar of Heritage Area events to drive foot traffic and increase visibility.
 - **Strategy 4:** Collaborate with the Arizona Office of Tourism, private developers, the Yavapai-Apache Nation, and regional partners to expand marketing efforts, enhance visitor experiences, develop shared tourism initiatives, and support tourism-related development.
-

Goal #6: Revitalize Historic Heritage Area

- **Strategy 1:** Support small-scale, experience-based retail, lodging, dining, and artisan businesses.
 - **Strategy 2:** Encourage the adaptive reuse or transition of Town- and Copper Canyon Fire and Medical District-owned properties within the Heritage Area for retail or commercial use. and bicycle infrastructure and enhance placemaking through signage, lighting, and public art.
-

Goal #7: Support Workforce Development and Higher-Wage Employment

- **Strategy 1:** Attract and encourage expansion of businesses and industries that offer quality jobs with career pathways.
 - **Strategy 2:** Collaborate with education institutions, training providers, and regional partners to align workforce skills with local employment needs. Expand this to include opportunities for Camp Verde youth.
 - **Strategy 3:** Support attainable and workforce housing development to ensure workers can live and work in Camp Verde.
-

HOUSING

Housing in Camp Verde reflects our rural character while offering diverse, affordable options that support our workforce, welcome families, and strengthen the fabric of our community.

HOUSING ELEMENT

Housing plays a vital role in shaping Camp Verde's future. As a community rooted in western rural traditions, with strong agricultural and equestrian ties Camp Verde is facing tension between the need for housing while preserving local agriculture, protecting the Town's natural resources and watershed, and its rural character. The Housing Element of the General Plan outlines how we can support thoughtful residential development that complements our open spaces and rural character.

This section also acknowledges the need for a range of housing options, ensuring that young adults, families, and working residents can live and thrive in Camp Verde. By planning for housing that meets the needs of our current and future residents, we can maintain a strong sense of community while also supporting our local economy. The goal is to grow responsibly while preserving the unique qualities that make Camp Verde home.

GUIDING PRINCIPLES

Camp Verde is committed to being a welcoming, safe, and healthy community for all. That means ensuring residents can find housing that fits their needs, lifestyle, and budget, whether they have lived here for generations or just arrived.

Our guiding principles for housing are rooted in the Town's values and our vision for thoughtful, balanced growth while maintaining our central agriculture and western fabric. These principles help shape decisions, direct resources, and guide policies that protect Camp Verde's distinct character while planning for the future. They emphasize preserving what makes our community special, including our western heritage, wide-open landscapes, and natural resources, while embracing progress that supports opportunity, long-term viability, and belonging.

The following principles reflect our commitment to housing that works for everyone:

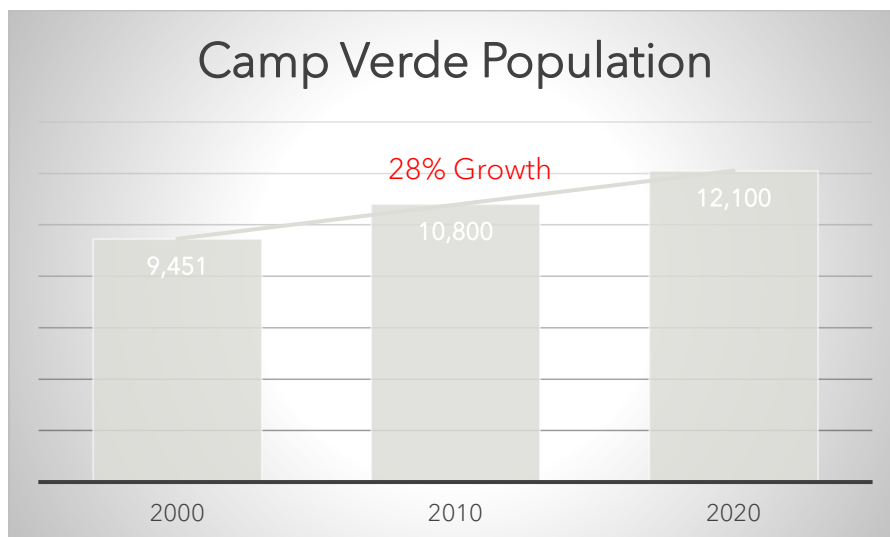
- Protect Camp Verde's natural beauty, from the Verde River to our scenic open spaces, ensuring future generations enjoy the same natural richness we do today, while working with local, regional, and state partners to remove barriers and increase funding opportunities for affordable and attainable housing that expand inclusive housing solutions.
- Encourage construction practices that conserve water, reduce long-term energy costs, and support smart and cost-effective building solutions while simplifying approval and permitting pathways to encourage a wide range of housing options that meet residents' evolving needs.
- Strengthen partnerships among government, developers, nonprofits, and the community to expand housing affordability options.

- Support the maintenance and rehabilitation of existing homes to improve safety, enhance neighborhood appeal, and preserve community assets.
- Support new development that complements and protects existing neighborhoods while honoring our Town's identity, historical significance, sense of community, inter-connectedness, and architectural traditions.

DISCUSSION

Population Growth and Development Patterns

Camp Verde's population growth over the last two decades has been steady and reflects the Town's enduring rural appeal. In 2000, the population was approximately 9,451. By 2010, it had increased to over 10,800, and by 2020, it reached more than 12,100, an overall increase of about 28% (US Census Bureau.Data.Census.gov). This moderate growth rate is lower than some neighboring communities, such as Prescott Valley and Chino Valley, which have seen population surges exceeding 50%. Yet, it underscores Camp Verde's appeal as a livable, rural community. Camp Verde remains a place where people can put down roots and feel comfortable living in a rural, agriculturally vibrant community.

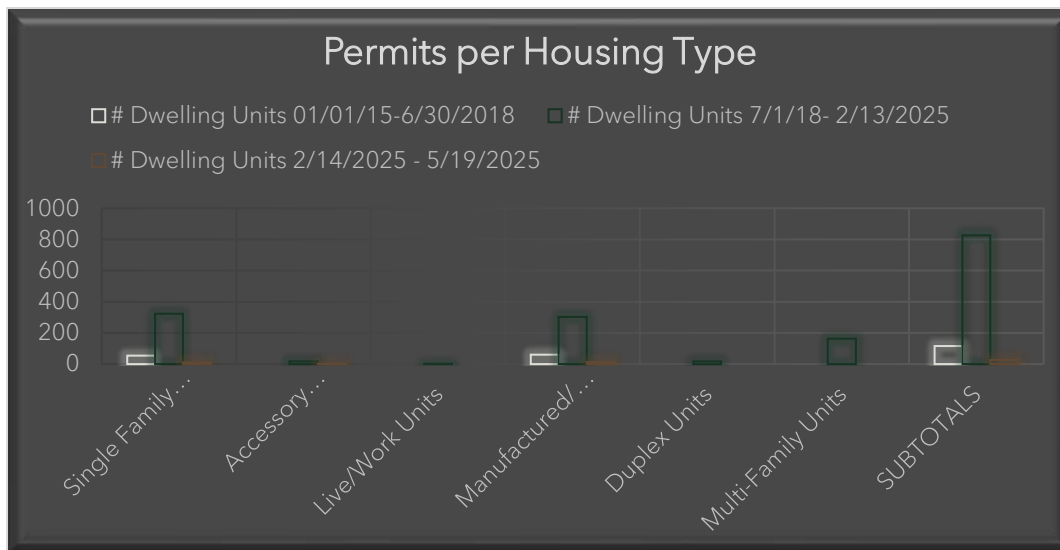


Housing Permit Activity

Between 2018 and 2023, the Town issued 469 housing-related permits (Camp Verde Community Development Department). These included approvals for single-family site-built homes, manufactured homes, modular homes, duplexes, apartment-style units, and casitas or guest houses. Permit activity peaked in 2022, with 119 permits issued, and remained strong in 2023, with 101 permits issued. Manufactured and modular home-style units gained popularity. The difference between manufactured homes and

modular homes is that manufactured homes are built to federal HUD standards while modular homes are built to the International Residential Building Code (IRC). They are considered permanent structures, at times indistinguishable from traditional homes in quality and design.

Approximately 65% of the housing permits issued between 2018-2023 were for manufactured or modular homes, reflecting a buyer choice in this type of affordable and alternative housing. The following graph shows permitting data from the Town of Camp Verde's Community Development Department by housing permitting type.



Housing Unit Growth vs. Housing Costs

According to Zillow the average new home cost in January of 2025 was approximately \$414,000, a nearly 75% increase since 2018 when the average was closer to \$237,000. But during the same timeframe, median household income increased only 22% from \$48,000 to about \$58,383. With the cost of housing significantly outpacing wage growth, particularly for lower income earners, it is harder for residents to enter the housing market. While housing stock remains diverse - from historic homes and large-lot properties to modern townhouses and neighborhoods - meeting the demand for affordable and attainable housing continues to be a challenge and goal for Camp Verde.

Encouraging missing middle housing can be a key strategy in addressing rising housing costs, while preserving the small-town feel that residents value. This type of housing refers to a range of multi-unit or clustered housing types that are compatible in scale with single-family homes but provide a more affordable and attainable living option that preserves community character, encourages local economic growth, supports walkability and connectivity within communities, and provides more flexible design that is cost-efficient. These housing options, such as duplexes, triplexes, fourplexes, cottage-style clusters, townhomes, and apartment buildings, and accessory dwelling units

(ADUs) or casitas, close the gap (“Missing Middle Housing”) between single-family homes and large apartment complexes.



Affordability and Cost Burden

Housing affordability is a growing concern in Camp Verde, reflecting broader national and regional trends. According to data from the U.S. Census Bureau and the U.S. Department of Health and Human Services, approximately 21.7% of Camp Verde residents live below the federal poverty threshold, which in 2020 was set at \$21,720 for a family of three and \$26,200 for a family of four. This segment of the population, particularly older adults, retirees, and individuals on fixed incomes, faces increasing challenges in securing stable and safe housing options.

Rental housing costs further compound this issue. As of 2024, Zillow reports the average monthly rent across all housing types in Camp Verde to be approximately \$1,765, with some units reaching upwards of \$2,100. These figures impact working families and essential employees who may not qualify for subsidized housing and cannot afford market-rate units.

Affordable Housing according to the US Department of Housing & Urban Development is housing that costs no more than 30% of a household's gross monthly income, including rent or mortgage payments, utilities, and other essential housing expenses. With Camp Verde's median household income at \$58,383, an individual's housing cost should be no more than \$1,460/month. When housing costs exceed this threshold, families are often forced to cut back on other necessities such as food, healthcare, or transportation.

In contrast, Attainable Housing refers to housing that typically serves moderate-income households who earn too much to qualify for traditional affordable housing programs but still struggle to find housing within their means. This includes a broad segment of

the workforce, such as teachers, first responders, healthcare workers, and other middle-income earners, who are often priced out of the market. Attainable housing can typically involve the development of smaller, more cost-efficient units such as compact single-family homes, townhomes, duplexes, and mid-sized apartment buildings. These housing types as previously mentioned aim to fill the "Missing Middle" in the housing market, offering financially accessible options for those caught between subsidized housing and high-cost developments.

As Camp Verde continues to grow, a comprehensive strategy that incorporates both affordable and attainable housing solutions is essential to ensure housing stability, support economic development, and maintain a diverse, inclusive community.

Zoning and Housing Diversity Constraints

Camp Verde's affordable and attainable housing shortage is also shaped by its development history. Traditional zoning has favored large-lot, low-density residential development. While this supports rural character, it limits housing diversity and prevents the development of smaller, more affordable and attainable housing units. As a result, workforce housing, especially for young families, teachers, health care workers, and public safety employees, remains in short supply.

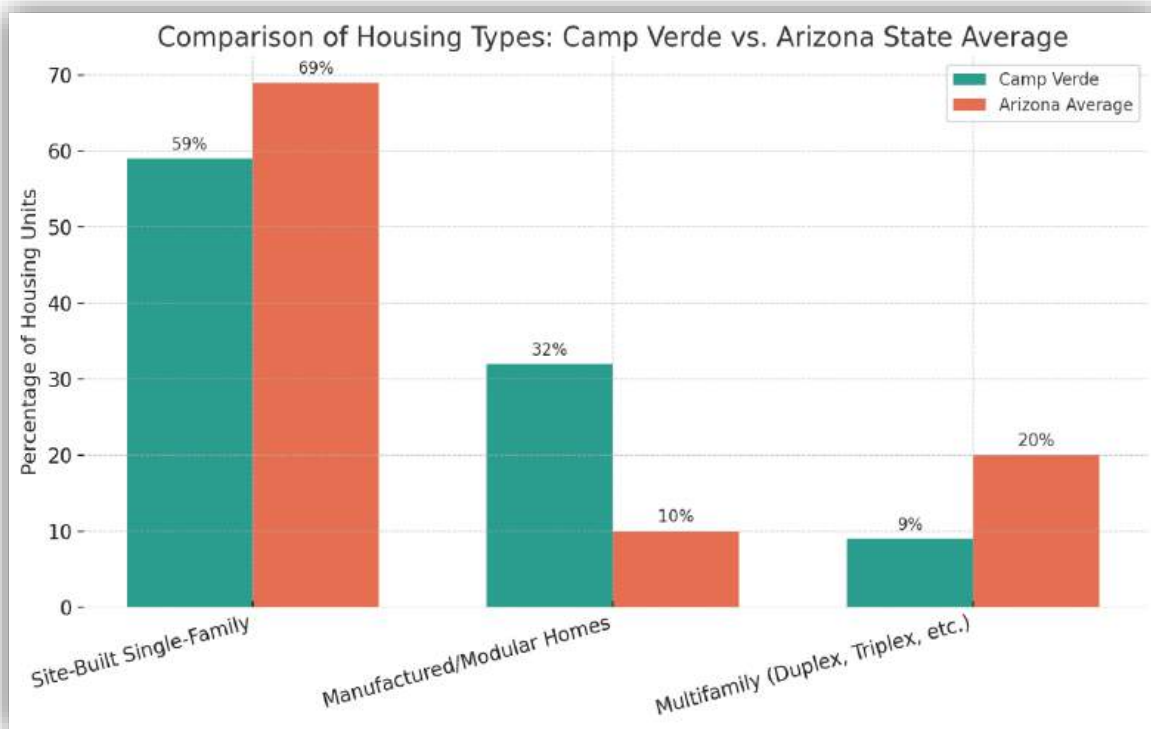
Economic Impacts of Housing Availability

Retailers and service providers often look at the number of nearby households when deciding where to open or expand. A limited number of attainable housing types can translate to fewer potential customers, making it harder to attract new businesses or support the growth of existing ones. At the same time, the shortage of affordable housing creates challenges for local employers trying to recruit and retain staff, particularly in essential service industries. When workers cannot find housing close to where they work, it affects business stability, increases commute times, and weakens the overall sense of community connection and vibrancy.

Addressing this imbalance is not just about adding homes, it is about creating the right types of homes in the right places to support Camp Verde's people, economy, and quality of life.

Composition of Camp Verde's Housing Stock

Within Camp Verde's approximately 42 square miles of land, the chart highlights the distinct composition of housing types in Camp Verde. While 59% of housing units in Camp Verde are site-built single-family homes (compared to the state average of 69%), the community has a significantly higher proportion of manufactured and modular homes at 32% versus the statewide 10%. Conversely, according to US Census Bureau, Zip Atlas, and Neighborhood Scout 2023, Camp Verde has a notably lower share of multifamily housing at 9% compared to the state average of 20%.



As demand grows, increasing the variety of housing, particularly attached and multi-unit developments, will be critical for supporting young families, seniors, and workers alike and creating a more balanced and attainable housing landscape that reflects the evolving needs of current and future residents. While a variety of different housing types is essential, it is just as important to preserve and protect Camp Verde's large agricultural residential and rural parcels that represent more than just acreage within the Middle Verde and McCracken/Quarterhorse/Salt Mine and Pecan Lane Character Areas. These large lots are the cornerstone of the rural identity and economic sustainability. These parcels typically combine family homesteads with working farmland or ranchland, contributing to the local food supply, preserving open space, and supporting generational livelihoods.

Recreation Vehicle Parks and Recreational Vehicle Living

Rising housing costs and changing lifestyle preferences have led more people to live long-term in Recreational Vehicles (RVs), increasing demand for RV park developments. Camp Verde has seen a noticeable rise in RV park applications, prompting community concern about how and where these parks should be appropriately located.

- 8 current and established RV Parks in Camp Verde.
- 4 approved or in construction RV Parks since 2021.

RV parks bring unique development impacts, such as increased large-vehicle traffic, water infrastructure and retail services demands, and potential effects on neighborhood

character. In an effort to control RV Parks, it has been a priority to encourage the development of RV Parks in the State Route 260 East Character Area, the Town's recreational growth area, supporting additional recreation-oriented and commercial developments that complement Camp Verde's outdoor setting and serve both residents and visitors.

Strategic Housing Placement and Future Development

Planning efforts will focus on strategically placing new housing within the different character areas throughout Camp Verde.

- Mid- and high-density residential units should be located near schools, shopping centers, and employment corridors to increase accessibility and reduce transportation burdens, such as in State Route 260 West and the Gateway Interchanges.
- Single-family subdivisions and missing middle housing types are preferred in the Finnie Flat, State Route 260 West, and State Route 260 East Character Areas.
- Single-family residential units and missing middle-type housing units are preferred in the Heritage, Finnie Flat, and Clear Creek Character Areas.
- Smaller-scale, large-lot development will remain appropriate in the Town's outer areas to maintain rural character, such as in the Middle Verde, McCracken/Salt-Mine/Quarterhorse, and Pecan Lane Character Areas.

Outlook for Future Housing

Camp Verde is preparing for significant growth, with over 1,000 new housing units anticipated in the next five years, more than double the pace of past development. This growth brings a real opportunity to create more affordable and attainable housing, support the needs of families, seniors, and young professionals, and strengthen the fabric of our community. But to make this vision a reality, Camp Verde must also invest in the essential services that support daily life, especially its water and wastewater systems. These systems are the backbone of a healthy, thriving city or town. By planning ahead smartly and ensuring Camp Verde's infrastructure can keep up with growth, the Town is not just building homes, Camp Verde is protecting its shared quality of life, preserving the environment, and making sure Camp Verde remains a place all are proud to call home for generations to come.

HOUSING ELEMENT

GOALS & IMPLEMENTATION STRATEGIES

Goal #1: The Town supports housing options that serve the community across all ages, abilities, and needs.

- **Strategy 1:** Encourage residential development in areas compatible with existing and planned land uses.
 - **Strategy 2:** Where zoning is appropriate, encourage a variety of housing options, including different types, sizes, lot configurations, and densities, supporting residents of all ages, family sizes, and income levels.
 - **Strategy 3:** Explore ways to expand multigenerational housing, such as accessory dwelling units and accessible homes that allow people to age in place.
 - **Strategy 4:** Support the development of senior housing and assisted living facilities near medical centers, shopping areas, and community spaces.
 - **Strategy 5:** Consider low-intensity multifamily and mixed-use housing within designated neighborhood mixed-use areas.
 - **Strategy 6:** Consider high-density residential development in conjunction with commercial and employment uses, such as the 260 West Character Area, and in areas with available infrastructure and pedestrian corridors or where infrastructure can be developed, while protecting the viewshed and open space.
-

Goal #2: The Town values attainable and affordable housing options that meet the needs of families, individuals, and working professionals.

- **Strategy 1:** Conduct a housing needs assessment annually to stay current on changing community needs and to understand who lives here as well as how they live.
 - **Strategy 2:** Explore incentive programs that support housing affordability and attainability.
 - **Strategy 3:** Maintain an up-to-date inventory of available housing by type, including single-family, multifamily, senior, student, and group housing.
 - **Strategy 4:** Assess opportunities to expand the number of affordable and attainable rental housing units in Camp Verde.
 - **Strategy 5:** Evaluate opportunities to expand the number of affordable and attainable owner-occupied housing units from those that had previously rented.
-

Goal #3: The Town encourages revitalizing older housing to enhance neighborhood character and livability.

- **Strategy 1:** Educate and guide developers and property owners about the need to redevelop and revitalize aging homes and properties while maintaining applicable design standards.
 - **Strategy 2:** Study and implement revitalization strategies that strengthen and enhance community neighborhoods.
 - **Strategy 3:** Strive to inform residents about land use changes, with opportunities to give meaningful feedback and have their input considered.
-

Goal #4: The Town seeks partnerships that encourage affordable and attainable housing while preserving Camp Verde's rural western identity.

- **Strategy 1:** Support non-profits in acquiring land and developing affordable and attainable housing options.
 - **Strategy 2:** Encourage developers to include affordable and attainable housing within their projects.
 - **Strategy 3:** Leverage available funding (federal, state, and local) to address homeowner needs and expand housing opportunities.
 - **Strategy 4:** Build partnerships with private, public, and nonprofit organizations to create diverse housing solutions.
 - **Strategy 5:** Align Town policies with long-term strategies that promote affordability, accessibility, and community resilience.
 - **Strategy 6:** Consider appropriate locations for denser development while discouraging high-impact development immediately adjacent to large-lot homes.
 - **Strategy 7:** Ensure appropriate landscape buffers are provided between dissimilar land uses and varying densities to provide protection between the two.
 - **Strategy 8:** Assess the feasibility of Housing Opportunity Zones (HOZs) increasing workforce housing options, which is beneficial to the Town and region.
-

Goal #5: The Town aligns its housing vision by enhancing the quality of housing by sound and clear provisions.

- **Strategy 1:** Amend the zoning ordinance to be consistent with the General Plan goals regarding housing choice.

- **Strategy 2:** Evaluate state statutes and best practices that promote and encourage sustainable measures that protect Camp Verde's natural resources.
- **Strategy 3:** Continue to enforce building codes to protect the health, safety, and welfare of residents.
- **Strategy 4:** Preserve Camp Verde's rural character, open space, and environmental integrity by encouraging voluntary conservation easements, especially on large parcels of land.
- **Strategy 5:** Ensure Camp Verde's water infrastructure is resilient, efficient, and ready to meet the demands of future housing while protecting the Verde River and groundwater resources.

COST OF DEVELOPMENT

Responsible growth means ensuring that new development contributes its fair share toward the cost of infrastructure, services, and facilities, protecting the Town's resources and maintaining a high quality of life for residents.

COST OF DEVELOPMENT ELEMENT

Successful communities ensure well-maintained infrastructure, quality services, and public facilities that support existing and future residents. In Camp Verde, current operations are funded through various revenue sources. To support future growth responsibly, the Town can consider additional funding strategies, such as bonds, impact fees, special improvement districts, grants, and development agreements, to make sure that new development contributes its fair share toward the cost of expanded infrastructure and services.

GUIDING PRINCIPLES

Camp Verde understands that reliable, well-maintained infrastructure is the foundation of a strong economy and a high quality of life. Roads, water systems, sewer lines, and utilities are the lifelines of our community and maintaining and improving these systems is essential to supporting the goals outlined in the Town's General Plan.

As Camp Verde grows, it is critical that new development enhances our existing infrastructure and services. In many cases, developers may enter into development agreements with the Town that go beyond standard fees. These agreements may include customized terms that ensure infrastructure improvements are built to meet the specific needs of a development and the broader community.

To support smart long-standing growth and preserve the quality-of-life Camp Verde residents value, the Town will focus on the following priorities. These actions ensure that infrastructure keeps pace with development and that growth happens in a responsible, fair, and fiscally sound way.

- **Community Service Level:** Evaluate community service level standards and determine whether existing infrastructure and public services can support those standards as the Town grows.
- **Future Investments:** Assess the financial investment required to meet and maintain those service and maintenance standards over time.
- **Fiscal Impact:** Analyze the fiscal impact of new development, including both costs and benefits, on a per capita basis, ensuring that decisions benefit both current and future residents.
- **Growth Equitably:** Ensure fairness in funding, by determining an equitable distribution of development-related costs, so that growth contributes its fair share to infrastructure and public services.

DISCUSSION

Planning for a financially healthy future is more than balancing a budget; it is about making sure Camp Verde continues to thrive. Whether it is fixing roads, building parks, maintaining public safety services, or preparing for new development, these efforts all rely on thoughtful financial planning and investment.

To make that happen, the Town must track and manage its assets, update infrastructure plans, and carefully evaluate how to pay for the services and amenities residents expect. This means having a strong toolkit of funding options, including tools that help ensure that development contributes proportionally and that current residents are not left shouldering the cost alone.

Below are some of the ways Camp Verde currently does pay for services, infrastructure, and improvements or could consider in the future:

Fees

Fees are collected when residents, developers or businesses use specific Town services. This includes business licenses, planning and zoning applications, building permits, plan reviews, and subdivision approvals. These fees help ensure that growth contributes to the development cost, rather than burdening taxpayers.

Taxes

Taxes help fund essential community services and infrastructure. Camp Verde uses several types of taxes that residents and businesses interact with regularly:

- **Transaction Privilege Tax (TPT):** Often referred to as a sales tax, this helps fund police, parks, facilities, and other public services. Camp Verde's local rate is 3.65%, which, when combined with state and county rates, brings the total to 10% within Town limits.
- **Franchise Tax:** This tax is paid by utility companies (electricity, gas, cable) in exchange for using public rights-of-way to deliver services. These revenues help fund Town operations without impacting residents directly.
- **Industry Tax (Hotel/Motel Tax):** A 3.0% tax on short-term lodging (less than 30 days), supporting tourism-related infrastructure. The total lodging tax is 13% when combined with the sales tax rate. This tax is also commonly referred to as the bed tax.
- **Property Tax:** While Camp Verde does not levy a primary property tax, residents still pay property taxes to other taxing bodies (county, schools, fire districts, etc.), which fund essential community services.
- **Construction Tax:** These are often fees related to construction work, such as an Excise Tax or Use Tax on materials used in construction or on newly built structures.

Impact Fees

When new homes or commercial buildings are built, they create demand for services, like roads, parks, water, and sewer. Impact fees make sure new development helps pay for needed infrastructure and other legal projects. This protects existing taxpayers and ensures the Town can grow responsibly.

- **Transportation Impact Fee:** Fees that fund road widening, new streets, traffic signals, intersections, sidewalks, and bike lanes.
- **School Impact Fee:** Fees that fund new school construction, classrooms, expansions, or portable classrooms.
- **Park and Recreation Fee:** Fees that fund parks, trails, playgrounds, open space, and recreational facilities.
- **Police Service Fee:** Fees that fund police stations, equipment, patrol cars, or communication systems.
- **Fire and Emergency Service Fee:** Fees that fund new fire stations, emergency vehicles, equipment, and staffing needs.

Bonds

Bonds are long-term financing tools used to pay for big community projects. Bonds allow large-scale improvements, like parks or water systems, to be built now and paid for overtime.

- **General Obligation Bonds:** Used for community-wide projects. These require voter approval.
- **Revenue Bonds:** Fund specific services (like utilities) and are repaid through the revenue they generate.
- **Improvement Districts:** Used when a group of property owners wants to fund specific improvements for their area.
- **Community Facilities Districts (CFDs):** Typically used for large developments to fund roads, water, sewer, and other public infrastructure.

Revenues Available from the State

Based on our population, Camp Verde receives a share of statewide tax revenue. These funds support roads, transportation, and basic services.

- **State-Shared Revenue:** A share of state sales and income tax.
- **Transportation Revenues:** Includes the Highway User Revenue Fund (HURF), vehicle license taxes, and local transportation grants, which help fix streets, sidewalks, and highways.

These shared revenues mean the state helps fund the services in Camp Verde, without relying solely on local taxes. The amount of state funding Camp Verde receives varies from year to year.

Grants and Loans

Grants allow Camp Verde to invest in major projects without placing the full cost on local taxpayers. Grants are awarded through a submission, review, and approval process through many federal, state, and even private entities. The grants are funded with matching or non-matching fund clauses, either requiring a local government to match the funding amount of the grant or at a certain percentage, or not to match. Some grants will also allow match funding to be in the form of in-kind costs, such as staff time spent on the grant. With the limited tax revenues, local governments such as Camp Verde rely on grants to finance projects that the general fund cannot cover.

Loans similar to grants can be another financial tool to fund various projects, but are more aligned to facilitate long-term investments and assets. Unlike grants, funds from loans have repayment requirements that stipulate a set interest rate on the loan, the amount to be paid monthly, and a term length of the loan.

Grants and loans often make large-scale community improvements possible, especially for projects that would otherwise be out of reach while enhancing the quality of life for Camp Verde's community

Development Agreements

These formal agreements ensure developers build or fund specific improvements as part of their projects. Development agreements can be valuable because they help align private development with long-term community goals, such as infrastructure improvements, affordable or attainable housing, outdoor recreation and open amenities, transportation connectivity, and other community needs that safeguard the public's interest.

Other Financing Mechanisms

Some funding tools are project-specific and help ensure new development directly contributes to the infrastructure it needs:

- **Dedications:** Developers may be required to dedicate land or install infrastructure (like roads or utilities) as part of new development.
- **Exactions:** Conditions placed on development approvals to provide land, money, or improvements to offset their impacts on public infrastructure.
- **Wastewater and Water Reimbursement:** Programs or agreements that let developers recover some costs when they build public water or sewer systems that also serve other properties beyond their own project.

COST OF DEVELOPMENT ELEMENT GOALS & IMPLEMENTATION STRATEGIES

Goal #1: The Town's revenue structure should be diverse, resilient, and adequate to support new and existing development.

- **Strategy 1:** Evaluate the use of impact fees as a potential mechanism to ensure that new development contributes equally toward necessary and planned capital improvements and infrastructure.
- **Strategy 2:** Review and adjust fees and taxes to ensure statutory compliance and support the Town's service and operational goals.
- **Strategy 3:** Assess the need for a grant coordinator to secure and manage funding for priority capital investment.
- **Strategy 4:** Ensure new development aligns with existing infrastructure capacity and supports required service levels through necessary improvements.
- **Strategy 5:** Adopt service level standards for land uses with identified costs and revenues for all Town departments.
- **Strategy 6:** Work collaboratively to integrate long-range and strategic economic planning efforts that reflect and support the Town's goals and community values.
- **Strategy 7:** Continuously examine new funding sources to support strategic infrastructure and future development investments.
- **Strategy 8:** Identify measures and opportunities that enhance taxable revenue streams for temporary short-term stays that maintain longstanding water and infrastructure usage, in accordance with state law.

Goal #2: The Town's planning should ensure sufficient infrastructure and service capacity to support growth for land use enhancement or redevelopment.

- **Strategy 1:** Require all affected departments review proposed developments that may impact the Town's budget, infrastructure, or service demands.
- **Strategy 2:** Ensure new development contributes appropriately to the costs of growth, in accordance with state law.
- **Strategy 3:** Establish a rational nexus between new development and the future capacity needed as a result of that development.
- **Strategy 4:** Encourage commercial development that accommodates residents and reduces retail sales loss to surrounding communities.
- **Strategy 5:** Adopt policies and ordinances that require new development to fund the costs associated with those developments.

- **Strategy 6:** Coordinate infrastructure extensions and expanded public services needed to support new development provide mutual benefit to both the Town and the developer.
 - **Strategy 7:** Assess and evaluate sources that fund visitor infrastructure and service impacts - water, transportation, etc. - with restaurant and retail taxes and short-term (< 30-day), hotel and RV site rental taxes.
-

Goal #3: The Town is fiscally responsible, ensuring financial stability for the future.

- **Strategy 1:** Assess the impact and benefits of attracting and retaining industries or companies to support a diverse and stable tax base.
 - **Strategy 2:** Continue updating development fee schedules to ensure a fair share of expenses are recovered.
 - **Strategy 3:** Proactively research and secure private, federal and state funding opportunities through grants.
 - **Strategy 4:** Identify fees and other revenue sources to fund operational expansion, growth-related costs, and new facilities.
 - **Strategy 5:** Utilize the Capital Improvements Plan (CIP) to prioritize services and allocate resources effectively, with annual review and updates.
 - **Strategy 6:** Monitor the costs and benefits of development projects to assess their impact on the Town's overall fiscal health.
-

Goal #4: The Town values and supports partnerships that help maintain well-funded, well-maintained infrastructure and services for all current and future property owners, users, and residents.

- **Strategy 1:** Identify opportunities to collaborate with stakeholders to provide infrastructure and services that benefit the broader community, such as parks, schools, park-and-ride facilities, and transportation.
- **Strategy 2:** Partner with private development to maximize capital projects funded through bonds or in-lieu contributions.
- **Strategy 3:** Explore regional collaboration and resource-sharing opportunities with neighboring jurisdictions and service providers to enhance efficiency, reduce costs, and improve service capabilities.
- **Strategy 4:** Promote and participate in public-public and public-private partnerships for shared-use facilities and shared-infrastructure development.

TRANSPORTATION & CIRCULATION

A well-planned transportation system connects people to jobs, schools, services, and recreation – strengthening community, improving safety, and supporting future growth.

TRANSPORTATION & CIRCULATION ELEMENT

Transportation and circulation in the Town of Camp Verde are critical components of the community's overall functionality, quality of life, and long-term economic vitality. Strategically located at the intersection of Interstate 17 and State Route 260, Camp Verde serves as a regional hub for both residents and visitors traveling through central Arizona. This positioning offers significant advantages for commerce, tourism, and regional access, while also placing increasing demands on the Town's transportation infrastructure.

The Town's circulation system must accommodate a diverse range of users, including local commuters, commerce traffic, tourists, bicyclists, Yavapai-Apache Nation transit riders, and pedestrians, all within a context that balances rural character with the pressures of economic development. Camp Verde's continued growth, combined with the increasing volume of regional pass-through traffic, necessitates a coordinated and forward-thinking approach to transportation planning.

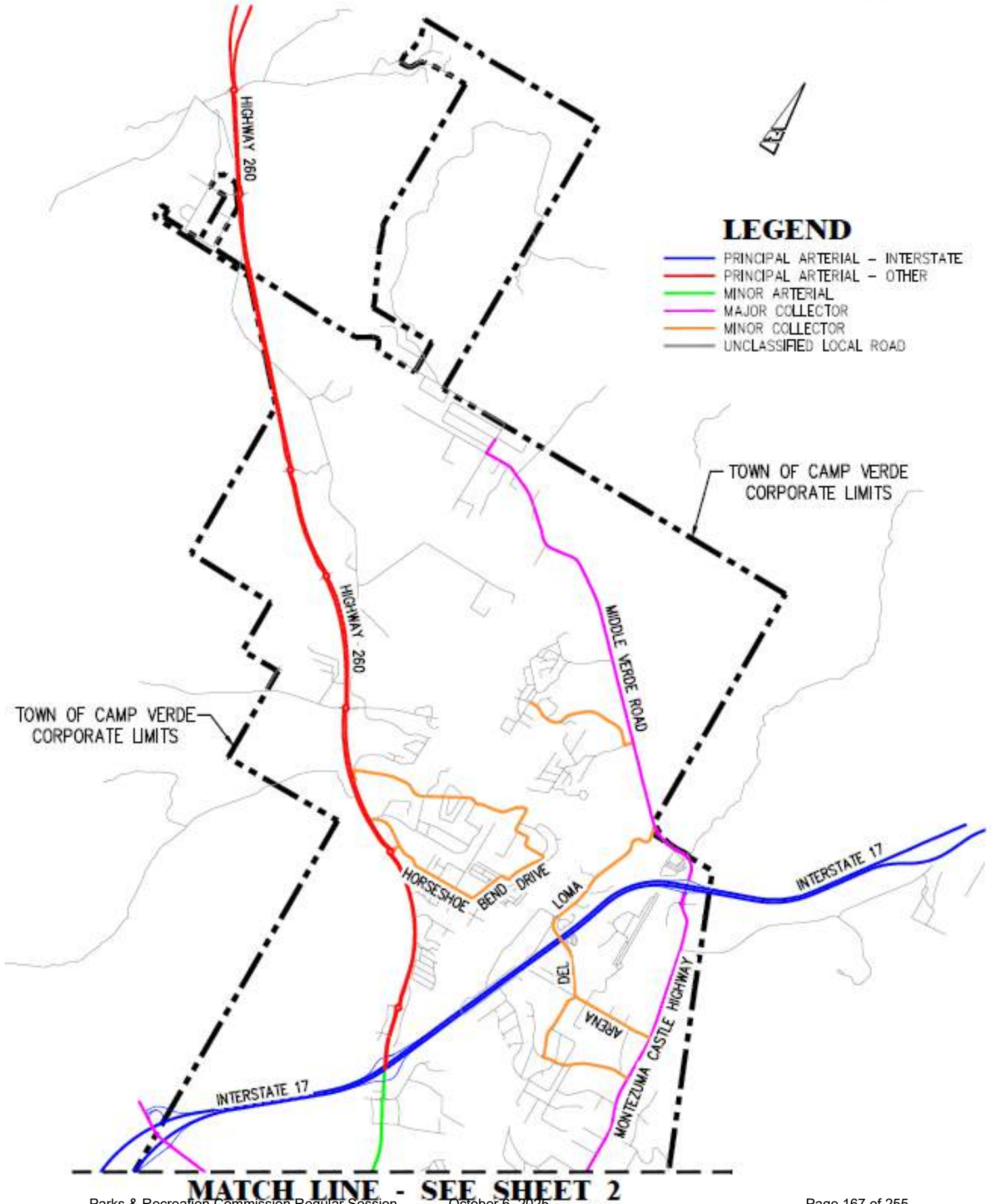
This element chapter presents a comprehensive overview of the Town's transportation infrastructure, patterns of use, planned improvements, and strategic goals for the future.

GUIDING PRINCIPLES

The Town of Camp Verde's approach to transportation is guided by core principles that prioritize safety, accessibility, efficiency and supports the General Plan. These principles reflect the community's values and serve as the foundation for transportation planning, project prioritization, and long-range visioning:

- **Connective:** Foster a transportation network that connects neighborhoods, commercial centers, schools, parks, and regional destinations efficiently and intuitively.
- **Safe:** Ensure all users, including but not limited to motorists, pedestrians, and bicyclists, can move through the community safely.
- **Accessible:** Expand transportation access to underserved populations, including low-income residents, seniors, and people with disabilities.
- **Maintained:** Protect and maintain existing infrastructure through timely maintenance and strategic capital improvements.
- **Resilient:** Invest in transportation systems that can withstand environmental stressors and adapt to future growth.
- **Collaborative:** Strengthen partnerships with regional agencies, the Yavapai-Apache Nation, and the private sector to leverage funding and expertise.

TOWN OF CAMP VERDE ROADWAY CLASSIFICATION MAP



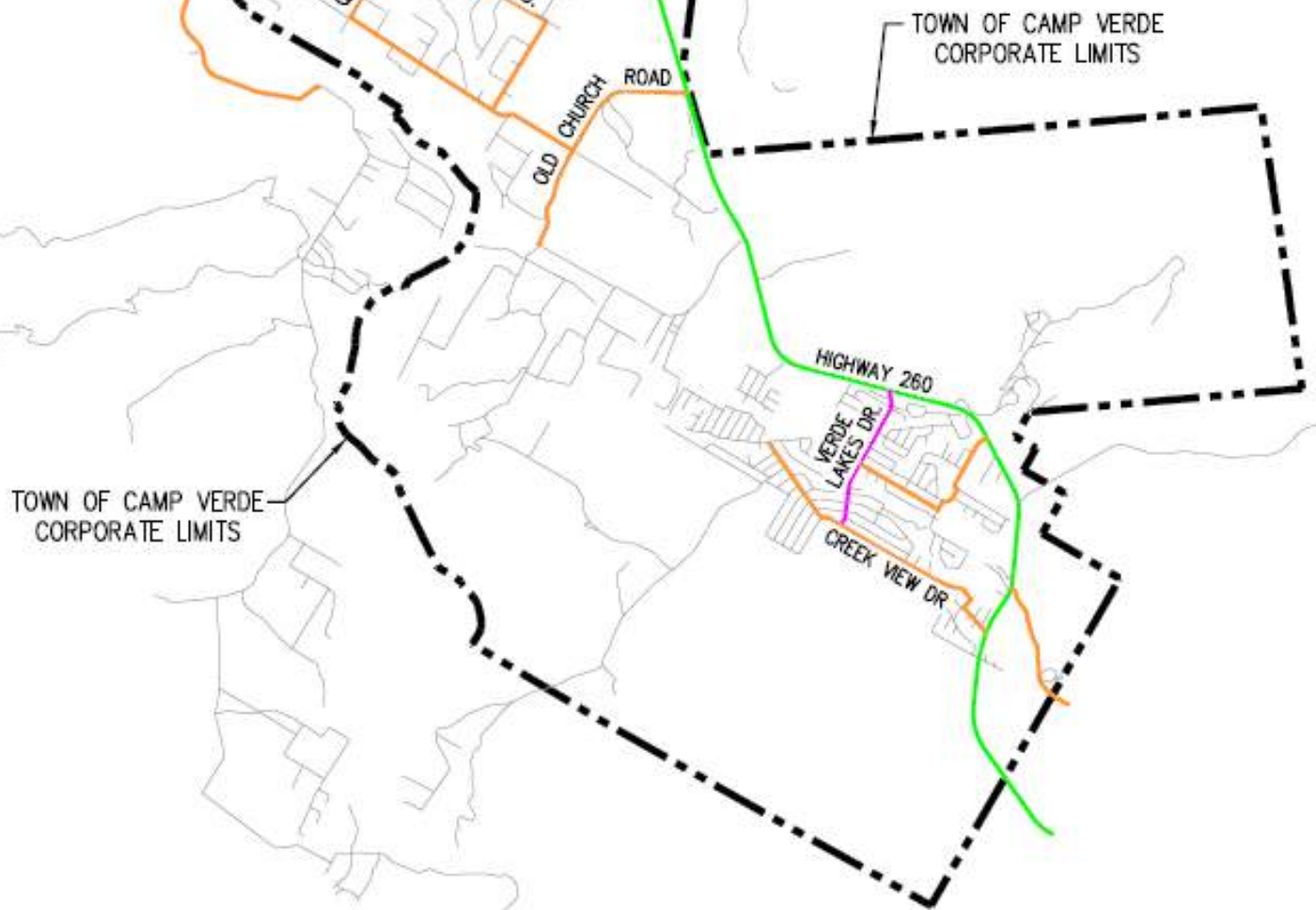
TOWN OF CAMP VERDE ROADWAY CLASSIFICATION MAP

MATCH LINE - SEE SHEET 1



LEGEND

- PRINCIPAL ARTERIAL - INTERSTATE
- PRINCIPAL ARTERIAL - OTHER
- MINOR ARTERIAL
- MAJOR COLLECTOR
- MINOR COLLECTOR
- UNCLASSIFIED LOCAL ROAD



HISTORICAL CONTEXT

Camp Verde's transportation development is deeply rooted in its history. The Town was originally established as a military fort in the 1860s to secure settlement in the Verde Valley, and over time, civilian settlers created a community grounded in agriculture, ranching, and trade. The indigenous peoples who preceded early settlers engaged in agriculture, trade, hunting, fishing, and gathering. They relied on horses and established foot trails as their primary modes of transportation, many of which later evolved into the roadways we use today. As transportation needs evolved, so did the infrastructure. Roads that once served horse-drawn wagons and military movements eventually supported trucks hauling produce, tourists visiting Montezuma Castle National Monument, and daily commuter traffic.

A key piece of Camp Verde's regional transportation evolution was the development of what is now known as State Route 260 (SR-260). The origins of this corridor trace back to the 1870s with the construction of the General Crook Trail, a military supply route connecting Fort Verde and Fort Apache. This early trail established a critical east-west connection across the central part of Arizona, laying the foundation for modern roadways in the region.

However, the most dramatic transformation occurred with the construction of Interstate 17 (I-17) in the 1970s, positioning Camp Verde as a pivotal north-south travel corridor between Phoenix and Flagstaff. This shift not only changed the physical layout of the Town but also significantly influenced patterns of growth, commerce, and accessibility, integrating Camp Verde deeper into the broader regional economy. *(Image Source: LoopNet Commercial Real Estate).*



EXISTING CONDITIONS

Roadway Network

Camp Verde's transportation system is predominantly auto-oriented, supported by a network of arterial highways, collector roads, and local streets. Spanning more than 43 square miles, the Town's expansive and varied landscape, which includes rural subdivisions, agricultural lands, and scenic natural areas, shapes both the character of the community and the complexity of its transportation needs. This geographic spread presents unique challenges and opportunities in planning and maintaining an efficient, connected roadway network that serves a dispersed population.

Interstate 17 (I-17) serves as the Town's most significant transportation asset, bisecting the community with three access points: Exits 285 (General Crook Trail), 287 (State Route 260), and 289 (Middle Verde Road). These interchanges facilitate the daily movement of residents, tourists, and commercial freight and serve as gateways into the Town's residential neighborhoods, commercial corridors, and visitor destinations. *(Image Source: AA Roads).*



Running east to west, State Route 260 (SR-260) serves as another critical link, connecting Camp Verde with jurisdictions like Cottonwood and Clarkdale to the north and Strawberry-Pine and Payson to the southeast. This corridor not only supports substantial daily commuter traffic but also acts as a primary freight and tourism route, with high volumes especially noticeable during weekends and peak seasons.

Main Street once served as the primary highway through Camp Verde before the construction of the SR-260 bypass. As the original alignment of SR260, it was the main thoroughfare for residents, travelers, and freight. With the completion of the bypass, Main Street transitioned into a local route, allowing it to evolve into a more community-focused corridor. Today, local routes such as Main Street function as the heart of the Heritage Character Area, hosting community events, small businesses, and pedestrian-oriented activity. Finnie Flat Road and Montezuma Castle Highway operate as major collector roads, bridging the gap between residential and commercial areas and guiding visitors toward natural and cultural landmarks such as Montezuma Castle National Monument.

In addition to the Town-maintained roadway system, Camp Verde also contains a number of privately owned roads within its municipal boundaries. These roads are

typically located within private developments or historically subdivided areas and are not maintained by the Town. As a result, property owners or homeowner associations are responsible for upkeep. While these roads serve local travel needs, their condition and maintenance standards can vary widely and present unique challenges in emergency response, drainage control, and integration into the broader circulation network.

Traffic Volumes

Traffic volume data from the Arizona Department of Transportation (ADOT) provides insight into how heavily Camp Verde's roads are used. Average Annual Daily Traffic (AADT) volumes for I-17 in the Camp Verde vicinity show consistently high levels of vehicle movement. Exit 285 (General Crook Trail) sees approximately 34,711 vehicles per day, while Exits 287 (SR-260) and 289 (Middle Verde Road) report daily volumes of 34,853 and 33,842 respectively. These numbers underscore the importance of I-17 as a backbone for regional mobility.

Similarly, SR-260 within Town limits sees substantial use. Between Cherry Creek Road and Exit 287, the AADT is estimated at 15,329 vehicles. Projections by ADOT estimate this number will increase to over 25,000 vehicles per day by the year 2042, reflecting anticipated population growth and commercial development across the Verde Valley.

Street Conditions

Camp Verde's road conditions are evaluated using the Pavement Condition Index (PCI), a nationwide standard for measuring road surface integrity. A recent survey revealed the Town's average PCI rating is just 36.2, with the majority of Camp Verde's roadways (approximately 90%) falling into the "Poor" to "Serious" condition categories. Such conditions demand significant rehabilitation to ensure the safety and efficiency of the transportation network.

The Public Works Department Streets Division is tasked with managing road maintenance. Historically, the Streets Division has faced financial challenges, but the Town is actively working to adjust Highway User Revenue Funds (HURF) allocations to bolster financial support and improve long-term roadway conditions. *(Image Source: City of Tempe, AZ)*

Pavement Quality Index (PQI) Defined

Excellent	Good	Fair	Poor
100 - 80	79 - 60	59 - 40	39 - 20

PQI scores take into account:

- surface distress
- ride comfort



Safety and Congestion

Although Camp Verde is not generally characterized by urban-level congestion, traffic chokepoints do exist, especially during peak tourism periods. Exits 285 (General Crook Trail) and 287 (SR-260) along I-17 are consistently busy, with Exit 287, serving the Finnie Flat commercial area, experiencing the highest levels of local congestion. The tri-intersection of Finnie Flat Road, Main Street, and Montezuma Castle Highway is also a known trouble spot for traffic flow and safety, and it has become a focal point for planned improvements. Additionally, there have been noted concerns about speeding and cut-through traffic in quieter neighborhoods, prompting the Town to consider future traffic-calming strategies in residential zones.

MULTIMODAL AND NON-MOTORIZED TRANSPORTATION

Pedestrian and Bicycle Infrastructure

Camp Verde lacks a comprehensive and connected pedestrian and bicycle network. While certain areas, such as the Heritage Character Area, have benefited from recent sidewalk improvements, many other parts of Town remain underserved in terms of non-motorized infrastructure. This limited connectivity poses challenges for residents who do not have access to a personal vehicle and restricts opportunities for alternative transportation.

Improving walkability and bike accessibility has been identified as a key priority through the Town's Character Area planning process. Strategies under consideration include expanding sidewalks and bike lanes, adding pedestrian amenities like benches and shade structures, implementing traffic-calming measures, expansion of public transit, and hosting community events that promote active transportation. Where appropriate, the Town will also prioritize the protection of bike lanes with physical barriers to improve cyclist safety and encourage broader use.

These efforts reflect a broader vision to create a safer and more accessible transportation network throughout Camp Verde. This vision is further supported by the *Urban Upland Trails* document, which outlines potential routes and design standards for enhancing non-motorized trail connectivity across the community.

Barriers to Access

Physical barriers to active transportation are evident throughout the Town. ADA-accessible sidewalks are absent in large portions of the community, and many neighborhoods lack pedestrian crossings across busy arterials like SR-260 or Montezuma Castle Highway. The disjointed nature of existing paths makes it difficult to travel safely and efficiently by foot or bicycle from residential areas to commercial or recreational destinations.

Future Vision

Long-range planning efforts currently underway, including the Verde Valley Master Transportation Plan and the Parks and Recreation Master Plan, will outline a forward-looking vision for a more connected, accessible, and equitable transportation system in Camp Verde. Conceptual proposals include the development of multi-use paths along State Route 260 and Montezuma Castle Highway, greenway trails linking neighborhoods to the Verde River, and expanded sidewalk coverage throughout key business and civic corridors. These improvements are intended to promote walkability, encourage active transportation, and ensure safer mobility options for residents and visitors alike. As the Town continues to grow, these planning documents will serve as roadmaps for creating a more sustainable and inclusive transportation network.

PUBLIC AND REGIONAL TRANSPORTATION



Public transit options in Camp Verde are limited, though efforts are underway to expand services in partnership with regional stakeholders. The Yavapai-Apache Nation operates a network of fixed-route buses that provide essential connections for both tribal and non-tribal residents, serving key destinations such as medical centers, shopping areas, and employment hubs throughout the region. Due to the Town's rural nature and low population density, rideshare services are not readily available, further limiting transportation options for those without access to a personal vehicle. *(Image Source: YAN Transit)*

In addition, intercity bus operators like Groome Transportation and Greyhound provide service to major cities including Phoenix and Flagstaff, offering viable options for residents who rely on longer-distance travel.

Looking ahead, the Town is exploring opportunities to collaborate with the Yavapai-Apache Nation on expanding local and regional transit solutions as a part of the Department of Transportation's Thriving Communities Grant. This partnership aims to improve transportation access for underserved populations, including seniors, low-income households, and those without a private vehicle.

PARKING

As Camp Verde continues to grow as a destination for tourism, commerce, and residential development, the availability and functionality of parking have become increasingly important components of the Town's overall transportation network. A well-planned parking system supports local businesses, improves access to community facilities, and reduces unnecessary congestion caused by vehicles circulating in search of parking. In areas where pedestrian activity is prioritized, such as the Heritage Character Area, parking should be located nearby but thoughtfully separated from the main corridors to minimize congestion and preserve walkability. Removing on-street parking in these zones can help reduce traffic congestion and create a more welcoming, pedestrian-focused environment.

Camp Verde's current parking inventory consists of a mix of on-street spaces, municipal lots, and informal parking areas, particularly in the Heritage Character Area and near high-traffic civic destinations. While overall demand is generally manageable, peak periods, including special events and seasonal tourism surges, highlight gaps in availability and accessibility, especially on Main Street.

INVESTMENT AND CAPITAL IMPROVEMENTS

Capital Improvement Projects

Camp Verde is making strategic investments in its transportation network through a series of capital improvement projects outlined in the five-year funding plan starting Fiscal Year 2025.

A \$896,500 grant awarded through the Arizona Statewide Mobility and Access for Reliable Transportation (SMART) program is currently funding the design phase of the

Finnie Flat Road and Montezuma Castle Highway Improvement Project. This initiative, with an anticipated total cost exceeding \$20 million, aims to enhance pedestrian accessibility, improve roadway safety, and reduce congestion along one of the Town's most heavily traveled corridors. These upgrades will also help support long-term economic growth by strengthening infrastructure in a primary commercial area.

In tandem, the Town has developed 90% design plans for the Main Street Reconstruction Project, which will address aging underground utilities, failing surface infrastructure, and persistent drainage issues. The total cost for this project is expected to exceed \$15 million. To help fund construction, the Town is pursuing a federal Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grant.

Several smaller-scale but high-impact projects are also underway. One such project is the 7th Street Sidewalk Extension, which will extend pedestrian access south toward General Crook Trail. This project is being funded through Yavapai County's Community Development Block Grant program and will serve an area designated as low-income, improving mobility and safety for nearby residents.

Additionally, the Town has initiated the Verde Lakes Drive Sidewalk Improvements Project. This project will install new curb, gutter, and sidewalk along the west side of Verde Lakes Drive between SR-260 and Catclaw Drive. The design is being completed in-house by Town staff, while construction is being funded through the Northern Arizona Council of Governments' Transportation Improvement Program. The Town is scheduled to receive \$664,780 in Fiscal Year 2026 for the construction phase of this important pedestrian improvement.

These ongoing and planned investments demonstrate Camp Verde's commitment to improving mobility, safety, and connectivity through targeted infrastructure improvements that benefit both residents and visitors.

Road Preservation Ordinance

Recognizing the importance of protecting new infrastructure investments, the Town has adopted Ordinance 24-A497 that restricts cutting or trenching into recently paved roads. Under this policy, asphalt less than seven years old and chip seal surfaces less than three years old are protected unless specific permission is granted. If granted, the utility or contractor is required to repave the full affected lane for a minimum of 25 feet in either direction of the trench to preserve the road's integrity and appearance.

Ongoing Maintenance

Routine maintenance remains a priority. The Town annually contracts street striping services to improve visibility and road safety. Camp Verde also operates an annual chip seal program, which significantly extends pavement life and reduces the need for costly reconstructions. These efforts reflect the Town's focus on preservation, even amid times where resource are limited.

FUNDING AND ADVOCACY

Camp Verde participates actively in regional advocacy efforts through organizations like the Arizona Department of Transportation (ADOT), the League of Arizona Cities and Towns (LACT), and Northern Arizona Council of Governments (NACOG). The Town has submitted both the Main Street and Montezuma Castle Highway projects for inclusion in NACOG's Regional Priority Project List (RPPL), which serves as a tool to lobby state and federal legislators for increased rural transportation funding.

As of FY2025, NACOG has \$21.9 million in available funding, prioritizing projects that improve regional access, economic resilience, and safety. Camp Verde's inclusion in these advocacy efforts ensures that its needs as a rural community are heard and considered in statewide transportation planning.

TRANSPORTATION & CIRCULAR ELEMENT GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Improve Roadway Conditions Across the Network

- **Strategy 1:** Identify and prioritize streets with the lowest Pavement Condition Index ratings for resurfacing or reconstruction.
- **Strategy 2:** Establish a formal Pavement Management Program that includes annual condition assessments and capital planning for resurfacing cycles.
- **Strategy 3:** Enforce Ordinance 24-A497, which restricts the cutting of newly paved or chip-sealed roads to preserve surface integrity. Where permitted, utility trench repairs must follow high-quality restoration standards.

Goal #2: Enhance Safety and Reduce Congestion at Key Intersections

- **Strategy 1:** Advance the design and eventual construction of the critical Finnie Flat Road, Main Street, and Montezuma Castle Highway intersection, where existing congestion and safety concerns are most acute.
- **Strategy 2:** Implement traffic-calming strategies in neighborhoods affected by excessive speeds or high levels of cut-through traffic.
- **Strategy 3:** Upgrade signage, striping, and intersection technology to modern standards that improve visibility, reduce congestion, and support smoother traffic flow.
- **Strategy 4:** Conduct a comprehensive parking study to analyze current capacity, utilization, and future needs in areas of high demand such as the Heritage Character Area.

Goal #3: Expand Multimodal Infrastructure and Accessibility

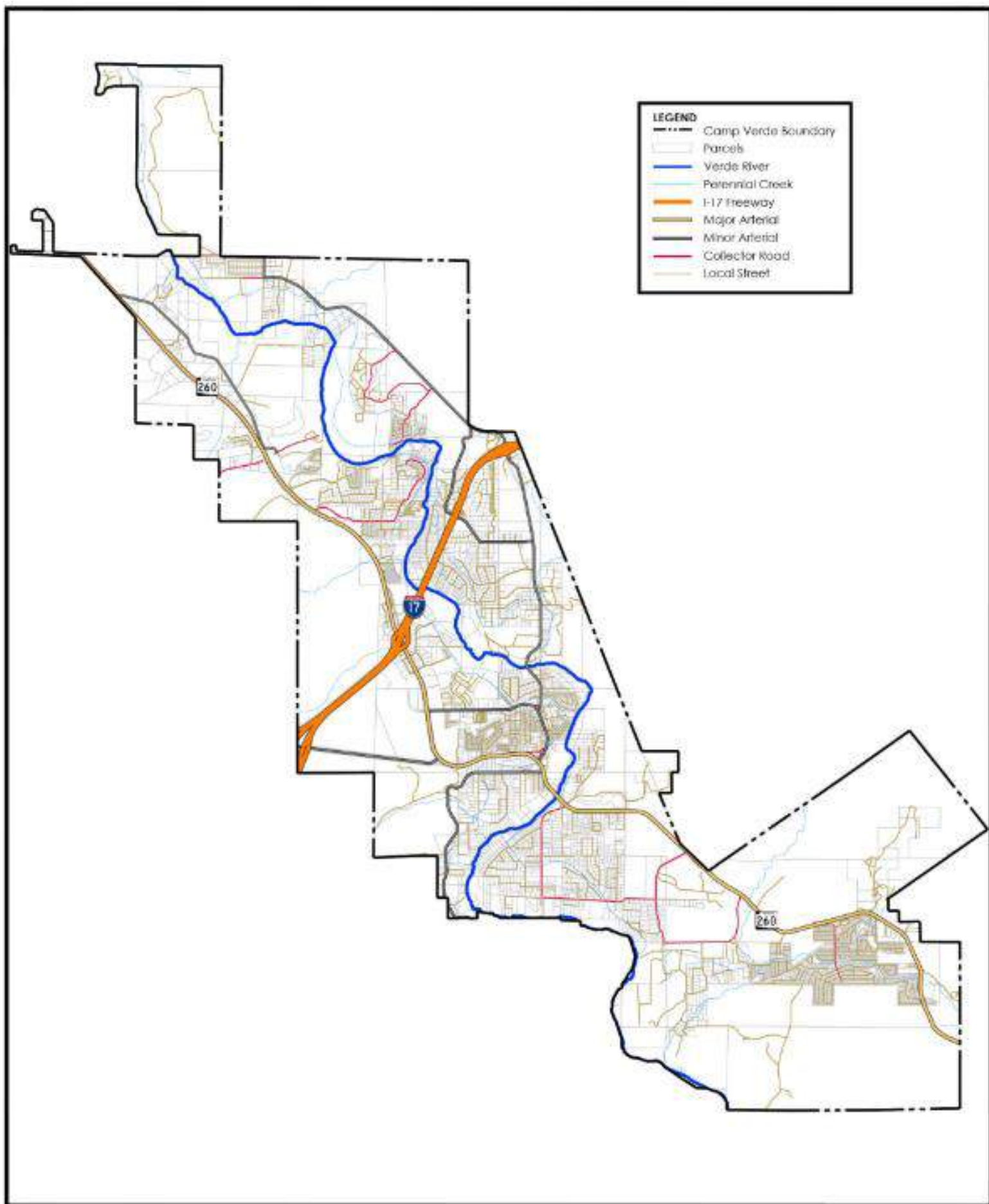
- **Strategy 1:** Develop and implement a community-wide sidewalk, trail, and pathway connectivity plan to close gaps and improve safe pedestrian circulation.
 - **Strategy 2:** Construct new multimodal paths along high-volume corridors such as State Route 260 and Montezuma Castle Highway that link residential areas with schools, parks, and commercial nodes.
 - **Strategy 3:** Develop clear wayfinding signage and public information tools to better guide residents and visitors to available parking locations.
-

Goal #4: Increase Access to Regional and Public Transit

- **Strategy 1:** Continue working in close partnership with the Yavapai-Apache Nation to expand local and regional fixed-route transit services.
 - **Strategy 2:** Formally adopt and integrate the Northern Arizona Council of Governments' Verde Valley Master Transportation Plan into Town operations to support coordinated planning and service delivery.
-

Goal #5: Secure Funding for Transportation Projects

- **Strategy 1:** Actively pursue grants such as the Rebuilding American Infrastructure with Sustainability and Equity program and Community Development Block Grants.
- **Strategy 2:** Continue submitting shovel-ready projects to the Northern Arizona Council of Governments' Regional Priority Project List to position Camp Verde for funding consideration.
- **Strategy 3:** Establish infrastructure development agreements with private developers to ensure new growth supports improvements to the public transportation system.



OPEN SPACE

*Open space is the heart of Camp Verde –
preserving our rivers, fields, and vistas,
protecting wildlife and water resources,
and ensuring that future generations can
enjoy the landscapes that define our
community.*

OPEN SPACE ELEMENT

The conservation and preservation of open space is essential to sustaining the Town of Camp Verde's natural character, cultural heritage, and long-term resilience. Historically rooted in agriculture and farming, Camp Verde has relied on its land and natural resources to shape its identity and support its local economy. The Verde River, a critical natural asset, continues to provide water for irrigation, habitat for native species, and opportunities for recreation and education. Safeguarding these open spaces and waterways honors the Town's agricultural legacy and reinforces its commitment to responsible development and land use. Through strategic planning, Camp Verde aims to protect these valuable resources for the benefit of current and future generations.

GUIDING PRINCIPLES

The Town of Camp Verde is committed to preserving its historical cultural, natural resources, and western rural character through deliberate planning and responsible land use. Open spaces, agricultural lands, and the Verde River are recognized as integral to the community's identity, cultural legacy, and economic vitality. By upholding its historical traditions and protecting its natural assets, Camp Verde seeks to ensure a high quality of life for current residents and future generations.

- **Preserve the natural landscapes.** Protect scenic vistas, native habitats, natural watercourses and open lands that define Camp Verde's western rural character.
- **Promote the agricultural heritage of the Town.** Support working lands that reflect the Town's farming and ranching traditions.
- **Support enhanced public access.** Expand and maintain open spaces for passive recreation, education, and community enjoyment.
- **Protect water resources.** Safeguard riparian areas, the Verde River and tributary corridors as critical natural, recreational and open space assets.
- **Plan for long-term stewardship.** Integrate conservation strategies into land use planning to ensure the sustainability of open space for future generations.
- **Collaborate regionally.** Work with neighboring jurisdictions and regional partners throughout the Verde Valley to protect shared natural resources and promote cohesive conservation efforts.

DISCUSSION

What is Open Space?

According to Arizona Revised Statutes, open space lands or open area is any space or area characterized by great natural beauty or whose existing openness, natural condition, or present state of use, if retained, would maintain or enhance the

conservation of natural or scenic resources, or the production of food and fiber. Open space can encompass various environments, such as the following:

- **Developed:** Areas that may include parks, schools, golf courses, horse staging areas, trails, picnicking areas, bike paths, and pathways.
- **Natural Environment:** This includes forestland, rivers, streams, grasslands, desert scrubs, riparian areas, wilderness areas, preserves, protected sites, and topographical areas that are unsuitable for development, including steep slopes and floodplain areas.
- **Limited Development:** Scenic-drive corridors, vista corridors, and public recreational amenities that minimally impact the natural environment. An example of a public recreational amenity that would minimally impact the natural environment is a natural surface trail (dirt or primitive trail) that follows existing landscape with little grading and would require minimal to no paving.
- **Agricultural Land:** Lands that are used or can be used principally for raising crops, fruits, grains and similar farm products. For purposes of the general plan, Ranch land is also included in this category. Ranch land can be described as land that is used for raising livestock such as cattle, sheep, goats, horses, and other types of livestock. This type of land includes pastures with natural vegetation and grazing areas that support agricultural and ranching activities.
- **Owned Land:** Privately owned land that may not be accessible to the public. These lands can also be federal, state, tribal and municipally owned.

The Town and Adjacent Open Space Land

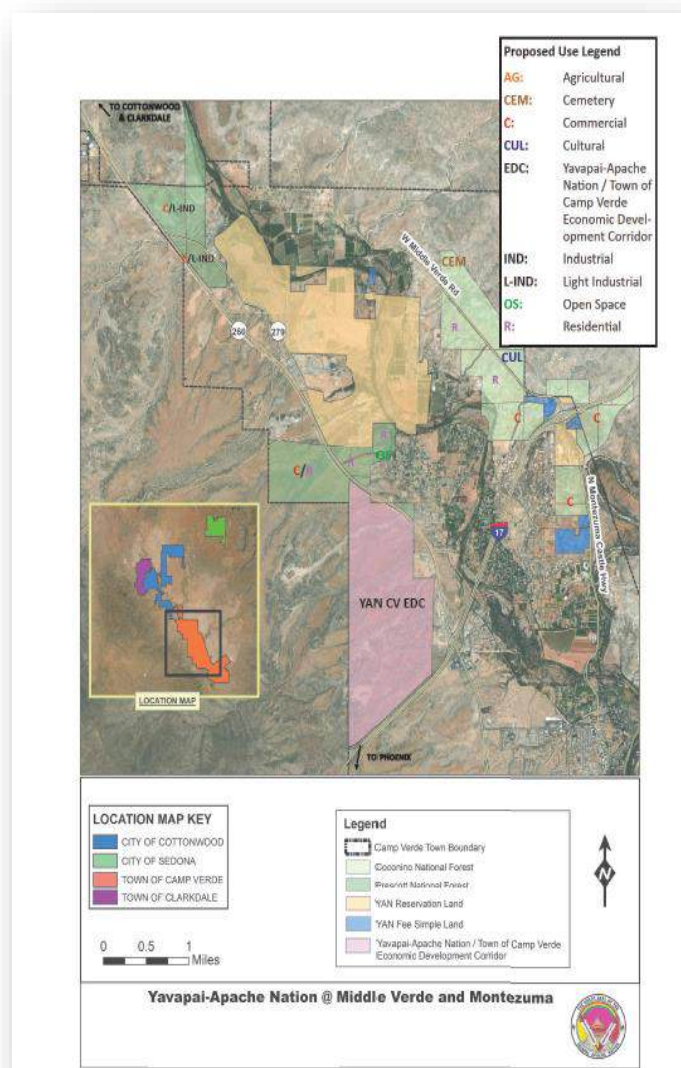
Open spaces play a critical role in preserving natural habitats, including the Verde River, West Clear Creek, Wet Beaver Creek, the confluence of Oak Creek and regional wildlife migration corridors. They help maintain both historic and active agricultural lands, provide important buffers between higher-density development and environmentally sensitive areas, support balanced economic growth, and promote access to locally grown food.

The Town of Camp Verde is uniquely positioned adjacent to significant tracts of federally managed land within the Prescott and Coconino National Forests. We are appreciative of the stewardship of the United States Forest Service, whose efforts help preserve the region's ecological integrity and provide valuable recreational and educational opportunities.

Notably, the Cedar Bench Wilderness, encompassing approximately 16,009 acres, is located within the Prescott National Forest near Camp Verde. The West Clear Creek Wilderness, spanning about 15,238 acres, lies within the Coconino National Forest to the east of Camp Verde. Additionally, the Fossil Creek Springs Wilderness sitting at 11,550 acres also within the Coconino National Forest lies east to southeast of Camp

Verde. These protected areas are vital to maintaining the biodiversity, scenic beauty, and natural resources that define the Verde Valley.

In 2024, a land exchange between the United States Forest Service (USFS) and the Yavapai-Apache Nation, a federally recognized Tribe, was finalized, involving approximately 3,207 acres of federal land spanning over four national forests, which are Apache-Sitgreaves National Forest, Coconino National Forest, Kaibab National Forest, and Prescott National Forest. With areas of the Coconino and Prescott National Forest within Camp Verde, approximately 3,083 acres (96%) of land that were exchanged to the Yavapai-Apache Nation are in three of Camp Verde's character areas, which are State Route 260 West, Middle Verde, and Pecan Lane. The land exchange aims to consolidate tribal lands, enhance opportunities for housing and economic development, while protecting habitat along the Verde River and Wet Dry Beaver Creek for cultural purposes, and maintaining the vital attributes of open space elements. While these were once public spaces, the Yavapai-Apache Nation will now become the stewards of these lands.



The Verde River is a defining natural feature of Camp Verde, shaping the Town's landscape, sustaining a diverse range of wildlife, serving as a critical water source, and valuable outdoor recreation asset. Stretching for approximately 18 miles through Camp Verde, the river corridor is surrounded by a mix of residential and agricultural lands, making its protection essential to preserving the community's natural, cultural, and economic value.

To support long-term stewardship of the river and its surrounding corridor, the Town may consider evaluating the implementation of appropriate buffer zones along residential and agricultural properties adjacent to the river. These buffers should be

tailored to the specific land use and the property's character area. For example, residential zoning ("R") along Montezuma Castle Highway within the Pecan Lane Character Area, or residential and agricultural zoning ("R" and/or "AG") in the Middle Verde Character Area, could be evaluated for compatibility with buffer requirements that preserve the health of the Verde River and protecting areas of open space while respecting property uses.

Open Space and Zoning

In some jurisdictions, open space is used as a standalone zoning district that can be applied to areas that are not suitable for development due to problems inherent to topography or other physical characteristics or important lands that need to be preserved to protect unique natural habitats. While the Town of Camp Verde does not have this designation, it is a stated desire in this General Plan to ensure open space preservation. For example, the Town of Camp Verde designated a section of land to the South of State Route 260 (SR260) near General Crook Trail as the "Copper Canyon Character Area" to preserve approximately 450 acres of open space while providing outdoor recreational opportunities at the Copper Canyon Trail Head and conceptual plans for the Oasis Trailhead located off State Route 260 (SR260) and Oasis Road.

Other Areas of Open Spaces within Camp Verde

Other areas that border Camp Verde that are designated as Open Space Areas, as indicated by the 2016 approved General Plan:

- Black Hills
- Jackson Flat
- Porcupine Mountain
- White Hills
- Wingfield Mesa

Within Camp Verde, cemeteries are also considered Open Space areas:

- Clear Creek Cemetery & Church
- Middle Verde Cemetery
- Porcupine Mountain Cemetery

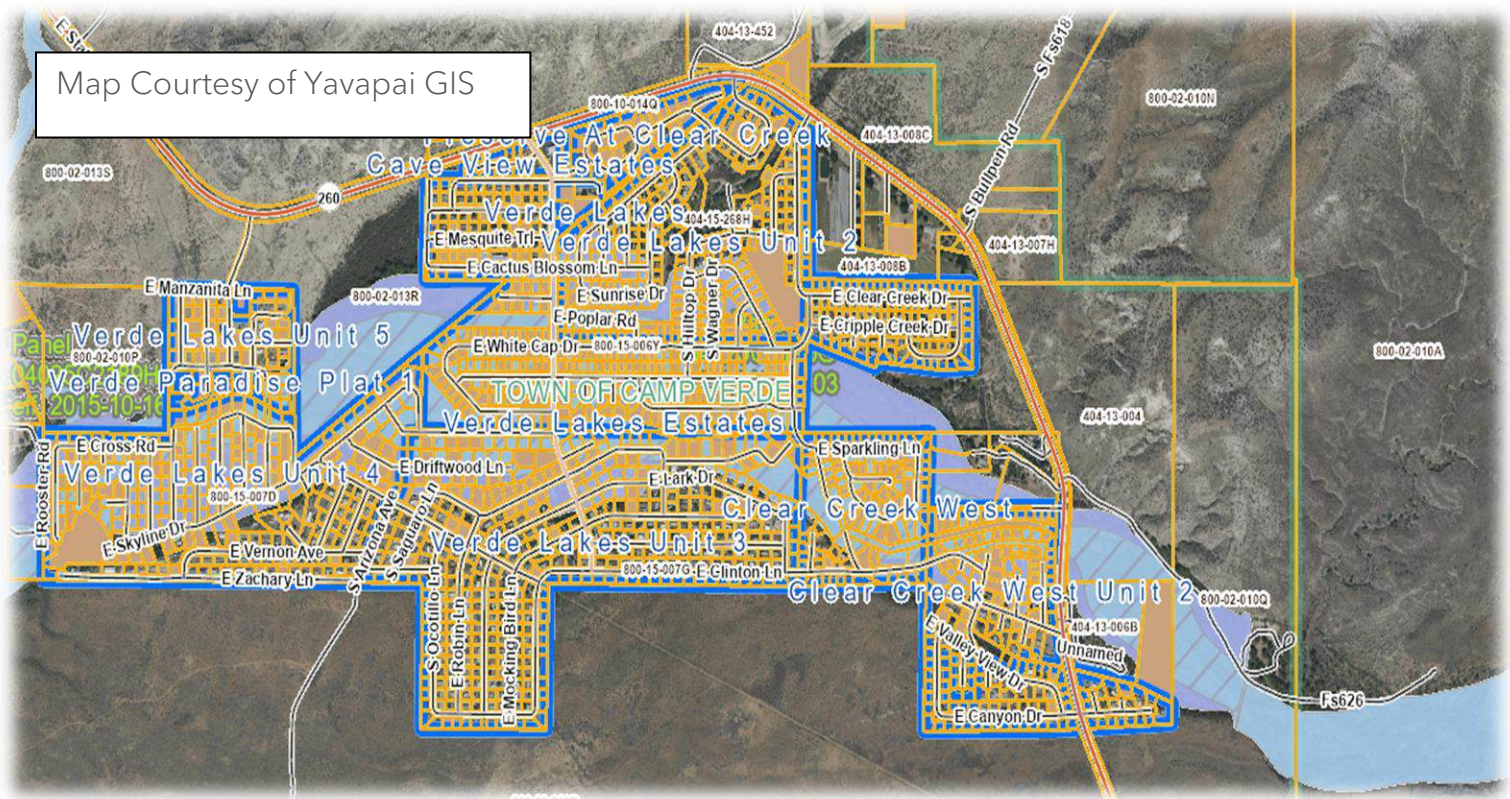
Trails, Trailheads, and Verde River access points:

- Copper Canyon Multi-Purpose Trailhead
- Grief Hill Trailhead on Cherry Road
- Trail 119A by Overlook Acres
- Hayfield Draw Day Use (OHV)
- Perimeter Trail
- Verde Vista Loop Trail
- Ryal Canyon Trail
- Box T Trail

- Verde River and Verde River Access Points
- Parson Preserves

Open Space and Flood Prone Lands

The Town of Camp Verde owns approximately 100 acres of land within the Clear Creek Character Area, much of which lies within a designated Federal Emergency Management Area (FEMA) flood zone. While flood-prone areas present certain development limitations, they are commonly and strategically used for recreation and open space in community planning. The Town partnered with the Nature Conservancy on the West Clear Creek Recreation and Restoration plan to support this strategic approach. Within the boundaries of Verde Lakes Drive and the Sierra Verde Neighborhoods in Camp Verde, West Clear Creek is prone to high flooding, causing damage to structures and roadways along the creek corridor. One of the major goals of this plan is to address restoration and recreational infrastructure to reduce the effects of flooding on the surrounding community and connect wildlife corridors vital for open space. Other flood prone areas primarily owned by private residents in the Pecan Lane and Middle Verde character area also present certain development challenges. With thoughtful design and management, these properties can offer valuable public benefits, such as flood mitigation, habitat preservation, and recreational opportunities, making them well-suited for low-impact uses that enhance quality of life while supporting natural resilience.



Open Space and Private Lands

Privately owned farm and ranch lands play a vital role in shaping Camp Verde's rural character. These open spaces have long helped buffer development, while supporting agricultural production, wildlife habitat, and natural migration corridors. In its November 15, 2023, endorsement of conservation easements and agreements, the Town affirmed its commitment to preserving these values, stating: "The Town of Camp Verde, General Plan, Planning & Zoning Ordinance and Verde River Recreation Plan recognize and support the importance and protection of our western, rural heritage, agricultural lands, open space, and the river corridor. Therefore, the Town of Camp Verde supports conservation agreements." This continued support reflects the Town's dedication to protecting the landscapes that define its identity and sustain its future.

OPEN SPACE ELEMENT GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Ensure that new developments integrate open space in their design

- **Strategy 1:** Assess opportunities to integrate parks, open space, and outdoor recreation amenities into new development projects through coordinated planning, development agreements, and land use incentives that are aligned with the strategic priorities of the Parks, Recreation, Trails and Open Space Master Plan. New development should be encouraged to include mini-parks that offer both active and passive recreational opportunities.
- **Strategy 2:** Evaluate ways to address parks and open space through impact fees.
- **Strategy 3:** Adopt and implement development standards that minimize impacts to open space and natural water courses supporting the restoration or reuse of land after mining activities have concluded while preserving environmentally sensitive lands. These standards should include approaches such as cluster development or conservation subdivisions to protect high-risk flood areas, groundwater recharge zones, hillsides, ridgelines, and archaeologically significant sites.
- **Strategy 4:** Identify, preserve, and manage a connected open space system that provides natural areas with access for residents and visitors that align with the strategic priorities of the Parks, Recreation, Trails and Open Space Master Plan.
- **Strategy 5:** Update the Town's Dark-Sky ordinance to guide dark-sky compliant outdoor lighting and street lighting to minimize light pollution and impacts to Camp Verde's rural environment and open space.

- **Strategy 6:** Rezone Town-owned property within high flood-prone areas to open space zoning.

Goal #2: Preserve and enhance riparian areas, protect natural open space, and provide trail linkages.

- **Strategy 1:** Prioritize the preservation of open space in all new developments by incorporating strategies such as conservation easements and the designation of private open lands.
- **Strategy 2:** Develop a plan to preserve the Verde River and larger tributaries, including its natural floodplains, and its natural environment as a regional recreation destination that aligns with the strategic priorities of the Parks, Recreation, Trails and Open Space Master Plan. Include regional partnerships, cooperation, and grants to create a high-quality experience for visitors.
- **Strategy 3:** Assess opportunities to preserve significant flood prone areas such as the Verde River, Wet Beaver Creek and the confluence of Oak Creek that aligns with the strategic priorities of the Parks, Recreation, Trails and Open Space Master Plan
- **Strategy 4:** Support the expansion of a trail system to attract tourism through regional cooperation and the pursuit of grants or community co-ops that promote minimal natural impact that aligns with the strategic priorities of the Parks, Recreation, Trails and Open Space Master Plan.
- **Strategy 5:** Preserve perennial and ephemeral tributaries for their environmental and recreational value, and protect historical, heritage, and archaeological sites that contribute to the cultural significance of the region.
- **Strategy 6:** Consider impacts to known wildlife habitats during development application review and adopt measures which reduce negative impacts to sensitive habitat areas that aligns with the strategic priorities of the Parks, Recreation, Trails and Open Space Master Plan.
- **Strategy 7:** Maintain local and regional partnerships to ensure that a unified, concise message about sustainable and responsible recreation is delivered to our visitors and community.
- **Strategy 8:** Support public education about riparian areas and open space.

OUTDOOR RECREATION

Outdoor recreation is central to Camp Verde's way of life by providing spaces to explore, play, and connect with the land while enriching community health, culture, and pride.

OUTDOOR RECREATION ELEMENT

Located in the heart of Arizona, along Interstate 17 and graced by 18 miles of the Verde River, Camp Verde is geographically central and naturally exceptional. The Town is surrounded by an abundance of scenic treasures, including nine federal wilderness areas, six state parks, four national monuments, two wild and scenic rivers, and the stunning landscapes that define the Verde Valley as a world-class destination.

Recreation in Camp Verde is as diverse as its setting. While many people often associate recreation with sports and physical activities, it encompasses a much broader range of experiences. Desired recreational facilities, thoughtfully managed programs, and engaging community events all contribute to the health, wellness, and social fabric of the Town.

Communities that actively recreate and welcome visitors to do the same, foster a strong sense of belonging and social cohesion. Camp Verde exemplifies this spirit by hosting popular events such as the Pecan and Wine Festival, Corn Fest, and Fort Verde Days. These celebrations foster community pride and play a vital role in supporting the local tourism economy.

The Town's parks, recreational facilities, and community spaces provide both structured and unstructured opportunities for participation and enjoyment. These amenities promote physical and mental well-being and are key elements of a thriving, connected community.

Camp Verde's natural desert setting also allows for unique partnerships with agencies such as the Prescott and Coconino National Forest Services, Arizona State Parks, Yavapai County and Yavapai-Apache Nation (YAN). The Town of Camp Verde also collaborates with non-profit organizations which have natural resources at focus. These collaborations expand and enrich the recreational offerings available to residents and visitors alike, creating a dynamic network of outdoor experiences alongside the traditional neighborhood parks and community amenities typically found in towns of its size.

GUIDING PRINCIPLES

Camp Verde acknowledges the fundamental value of spaces within the community to recreate, gather, and celebrate together. This element recognizes that well-maintained and thoughtfully designed recreational spaces are essential to the health, enjoyment, and well-being of its residents and visitors. Whether indoors or outdoors, these spaces provide vital opportunities for recreation, connection with nature, and community engagement. Camp Verde is committed to preserving the integrity and accessibility of these environments through responsible stewardship, and by valuing and enhancing

Camp Verde's recreational spaces. The Town supports a vital, active, and all-encompassing quality of life for all.

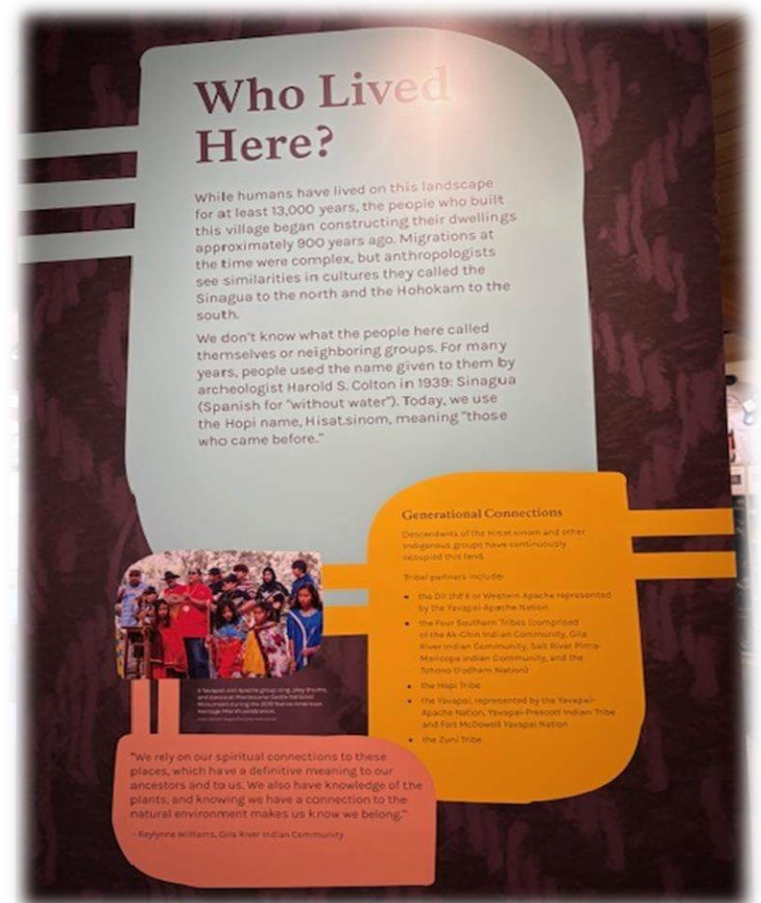
- **Promote healthy living.** Support recreational opportunities and encourage physical activity, mental wellness, and lifelong health for all ages.
- **Foster community well-being.** Develop accessible spaces for all that strengthen social connections and enhance the quality of life.
- **Celebrate our Western heritage.** Integrate Camp Verde's unique Western culture and traditions into recreational programming and facility design.
- **Champion conservation.** Protect natural landscapes and habitats to ensure responsible, recreation that sustains the area's native plants, riparian areas, wildlife, and scenic character.
- **Preserve cultural and environmental resources.** Maintain the integrity of historical, archaeological, and scenic resources as a core component of recreational planning.

DISCUSSION

History

The history of recreation in Camp Verde reflects its unique blend of natural resources, cultural heritage, and rural character. While not always formalized in the way larger municipalities develop parks and recreation departments, Camp Verde's recreational identity has evolved steadily, shaped by its geography, traditions, and community priorities.

Long before Camp Verde was formally established, the area was home to Indigenous peoples from various cultures and tribes, including the ancestors of today's Yavapai-Apache Nation. For many, the specific names used by these early inhabitants are unknown. Historians note that the term "Sinagua," meaning "without water" in Spanish, was introduced by archaeologist Harold S. Colton in 1939 to describe the ancient peoples. Today, the Hopi refer to them as *Hisat'sinom*, meaning "those who came before."



These early cultures used the land for spiritual, subsistence, and recreational purposes, maintaining a deep connection to nature.

In the late 1800s, Anglo-American settlers and the military presence at Fort Verde brought new recreational traditions to the region, including equestrian activities, informal sports, and community gatherings centered around the fort. Historically, Camp Verde's agrarian lifestyle and ranching culture laid the foundation for recreational activities. Horseback riding, rodeos, team roping and barn dances became deeply embedded in local tradition and are still celebrated today.

Recreation and Tourism

In an effort to better understand community perspectives and priorities surrounding tourism and recreation, the Town of Camp Verde partnered with Polco, a nationally recognized civic engagement and survey organization. Through this collaboration, a comprehensive survey was conducted to collect meaningful feedback from residents regarding the future of tourism in Camp Verde.

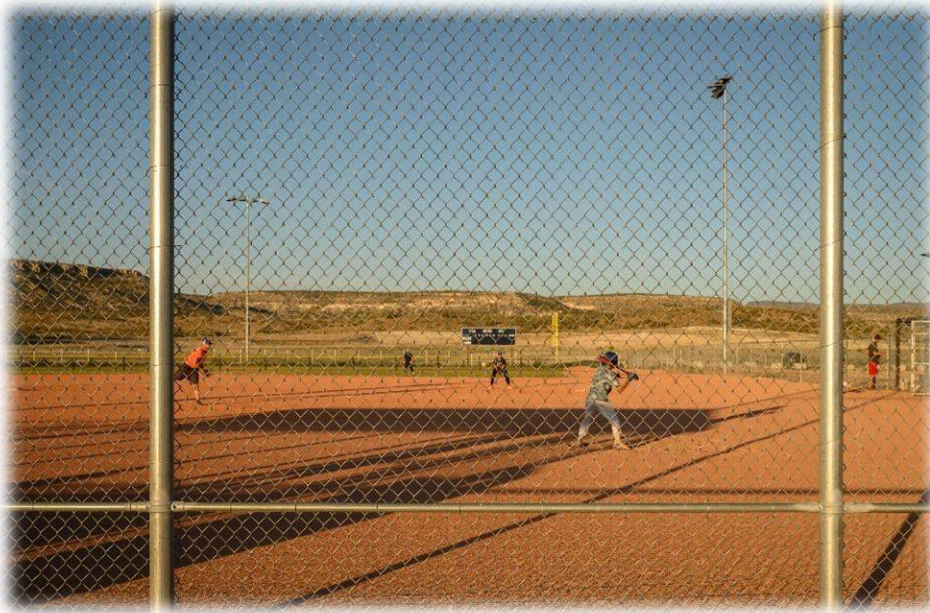
One of the key takeaways from the survey was the community's strong desire to preserve the cultural identity of Camp Verde. Nearly 47% of respondents indicated that maintaining and celebrating the Town's culture is extremely important as a core benefit of tourism. This sentiment underscores a broader community interest in aligning tourism growth with local values and heritage, rather than solely focusing on economic outcomes.

When asked what types of tourism experiences they felt should be prioritized by the Town, respondents identified the following categories with examples of current and possible new activities:

- **Outdoor Adventure** – Including hiking, biking, hunting, fishing, stargazing, kayaking, and off-road trail activities, reflecting Camp Verde's rich natural landscape and the growing demand for sustainable, nature-based recreation.
- **Cultural & Historical Tourism** – Emphasizing museums, historic sites, animal sanctuaries, festivals, and the interpretation of indigenous heritage, aligning with the community's commitment to heritage preservation.
- **Culinary & Beverage Tourism** – Encompassing restaurants, wineries, breweries, food festivals, and farm-to-table experiences, this sector highlights the growing interest in local food culture and agritourism.
- **Family-Friendly Attractions** – Including parks, wildlife parks, adventure play areas, and other forms of intergenerational entertainment that serve both residents and visiting families.
- **Western Heritage Tourism** – Featuring rodeos, horseback riding, equestrian and ranching style experiences, and other experiences that celebrate Camp Verde's frontier legacy and rural character.

- **Relaxation and Unplugging** – Emphasizing sunset and river walks, quiet retreats and cozy lodging.
- **Arts and Crafts** – Including Galleries, live music, public art, craft workshops.
- **Eco-Tourism** – Encompassing birdwatching, wildlife tours, and scenic excursions.
- **Sports and Competitions** – Includes tournaments, races and athletic events.

These responses indicate that the community values tourism strategies that are immersive, authentic, and connected to Camp Verde's environmental and cultural assets.



Community Priorities for Amenities and Infrastructure

In addition to identifying tourism priorities, survey participants also provided input on the types of amenities and infrastructure they believe Camp Verde needs to support both residents and visitors, such as the following:

- **Vibrant Downtown/Main Street (Heritage District)**
A strong majority of respondents emphasized the need for a more walkable, attractive, and engaging downtown area, anchored by diverse retail, dining, entertainment, and cultural offerings.
- **More Shopping**
The respondents expressed a desire for more boutiques, artisan markets and specialty retail options.
- **Expanded Dining and Nightlife Options -**
Community members expressed a desire for additional restaurants and late-hour venues, indicating a growing demand for social spaces that contribute to a more dynamic evening economy.
- **Enhanced Recreational Opportunities**
There was strong support for expanded trail networks, outdoor activity spaces, and increased access to nature-based amenities, reinforcing the importance of recreational infrastructure to the quality of life and tourism supported by previous general plans and the Urban Upland Trail Plan
- **More Community Events and Festivals**
Respondents noted the need for additional public events that celebrate local culture, foster community engagement, and enhance Camp Verde's attractiveness as a destination.
- **Enhanced Transportation, Signage and Lodging**
There was strong support for more transportation options like shuttles, bike rentals, and better trail markers and information centers, and more lodging options.



Residents envision strategies rooted in outdoor adventure, cultural preservation, and local flavor while also calling for investments in infrastructure and amenities that enhance daily life and support sustainable tourism growth. The feedback also emphasizes the role of recreation as a unifying theme, serving as a driver of health, economic development, and community pride.

PARKS AND RECREATIONAL SITES

Camp Verde maintains seven (7) park sites totaling over 100 acres.

1. Arturo Circle Neighborhood Park (2431 N. Arturo Park, 1.1 Acres)



2. Butler Park (1213 Garner Lane, 6.96 Acres)



3. Community Center Park (75 E. Hollman Street, 6.56 Acres)



4. Sports Complex (990 E. Champion Trail, 114.18 Acres)



5. Rezzonico Family Park/Centennial Park (33 W. Mosher Lane, 4.39 +/-)



6. Verde Lakes Community Park (3012 S. Aspen Way, 2.0 Acres +/-)



7. Parsons Riverfront Preserve (North Roundup and I17, 12 Acres +/-)



In conjunction with the above Town-owned parks, the Town also owns and/or maintains these Community Recreational Facilities:

1. Heritage Family Pool (290 Apache Trail, .50 Acres +/-)



2. Heritage Skate Park (290 Apache Trail, .25 Acres +/-)



3. Camp Verde Library (130 N. Black Bridge Road, 2.0 Acres +/-)



4. Town of Camp Verde Gym (395 S. Main Street, .25 Acres +/-)



The National Recreation and Park Association (NRPA) Park Metrics offer comprehensive benchmarks for evaluating park and recreation services across the United States. According to the 2024 NRPA Agency Performance Review, the national average is one park per 2,411 residents or 10.2 acres of parkland per 1,000 residents. Given Camp Verde's rural character and its existing network of parks and trails, the Town likely surpasses these national standards.

There are no strict rules about how close parks need to be to homes, but having parks nearby helps bring people together, builds a sense of community, and supports better health. The National Recreation and Park Association suggests that parks should be within a quarter mile of homes (about a five- to ten-minute walk). While some parts of Camp Verde meet this goal, many do not, mainly because the Town is spread out with large properties. Future developments should consider placing new parks and recreation areas closer to where people live to ensure walkability and access. These guidelines can help Camp Verde improve its parks, making Camp Verde similar to national standards.

While not operated and owned by the Town, these facilities below provide additional cultural and recreational opportunities for Camp Verde.

Camp Verde School District:

1. Owns and maintains approximately 27 acres of athletic and multi-purpose fields, including playground areas.

Two state parks are located within the area of the Camp Verde:

1. Fort Verde State Historic Park (10.87 Acres)
2. Rockin' River Ranch State Park (67.22 Acres)

Two National Monuments are adjacent to the Camp Verde:

1. Montezuma Castle
2. Montezuma Well

RECREATIONAL OPPORTUNITIES

Recreation for All: Enhancing Access and Opportunity in Camp Verde

Residents of all ages, from youth to older adults, benefit from increased access to recreational opportunities that promote physical health, social engagement, and overall well-being.

While Camp Verde has long been known for its strong equestrian tradition, the Town has also recognized and begun addressing gaps in its broader recreational landscape. Historically, facilities such as Butler Park (adjacent to Camp Verde High School) and the Community Center Park (located behind Town Hall), have offered limited athletic amenities, primarily a few fields for soccer, football, and baseball/softball. However, these facilities have not adequately met the growing needs of a diverse and active population.

To help close this gap, construction on the Town's 114-acre park, the Camp Verde Sports Complex, was started in FY18 (Fiscal Year 2018) and being constructed in phases, representing a major step forward in Camp Verde's commitment to recreation. This has been a multi-phase project creating two baseball fields, two all-purpose fields, one disc golf course, and the complete infrastructure (drainage, water, roads, etc.) for the completed Phase I of the park. Once fully built out, the complex is expected to house six baseball fields, two all-purpose fields, soccer fields, several pickleball courts, a walking trail, a disc golf course and fishing pond. In addition to accommodating a range of athletic pursuits, this facility will also create new opportunities for community-wide events and sports tourism.

Further efforts to improve recreational amenities include the replacement of aging playground equipment. In 2025, the Town completed the replacement of a 15+ year-old playground at the Community Center Park with a modern, safer, and more durable

play structure, ensuring that Camp Verde's youngest residents have a safe and engaging place to play. Continued investment in outdoor infrastructure is vital for the long-term livability and attractiveness of the community.



Equestrian Recreation: A Community Arena and Economic Asset

The 39-acre parcel owned by the Town of Camp Verde called the "Camp Verde Equestrian Center" made possible by a public and private partnership with the Camp Verde Arena Association (CVAA) serves as a key recreational and economic asset for the Town. As a hub for equine-related activities, the center has hosted numerous national roping, riding events and motorcross competitions drawing non-profit organizations, professional competitors, and seasonal visitors from across the country, many of whom seek refuge from colder climates. The Equestrian Center is also home to a small Go Cart Racetrack bringing racing enthusiasts enjoyed by the community and visitors from Spring to Fall .

While equine sports are a form of recreation for some, they represent a way of life for many, reflecting the deep-rooted heritage and identity of Camp Verde. The Camp Verde Equestrian Center not only honors Camp Verde's western cultural legacy but also supports tourism, economic development, and community pride. In addition to the public arena, numerous private arenas are located throughout the town, further reinforcing the strong equestrian traditions that remain central to Camp Verde's character.



The Verde River: A River Recreation and Camp Verde's Natural Crown Jewel

Set within the unique landscape of the Upper Sonoran Desert, Camp Verde is home to a rare perennial waterway. The Verde River and its tributaries support rich riparian ecosystems and provides an abundance of recreational opportunities. Flowing for approximately 18 miles through the Town's boundaries, the river is Camp Verde's emerald-green lifeline and a treasured resource for both residents and visitors.



From fishing and kayaking to birdwatching and swimming, the Verde River offers a wide variety of recreational activities accessible to all ages. Recognizing the river's value, the Town adopted the 2016 Verde River Recreation Master Plan, which outlines key priorities for enhancing public access, protecting natural resources, and integrating the river more fully into the community's recreational and ecological framework. The

following are the current publicly accessible river access points to the Verde River for the public:

1. Beasley Flat
2. Black Bridge
3. Bullpen
4. Clear Creek
5. Gap Creek
6. White Bridge
7. Rockin' River State Park
8. Rezzonico Park
9. Parson Riverfront Preserve

Moving forward, Camp Verde aims to explore the development of long-standing recreational opportunities along the Verde River, while simultaneously fostering environmental stewardship and long-term conservation. Education and responsible management will be essential to ensuring the river's health and accessibility for generations to come.

Trails: A Driving Force for Circulation and Well-Being

Trails, whether motorized or non-motorized, play a pivotal role in enhancing circulation and promoting well-being in Camp Verde by connecting neighborhoods, parks, and key community destinations through accessible, non-motorized or motorized pathways. These trails encourage healthy lifestyles by supporting walking, biking, races/events, equestrian and OHV (Off-highway vehicle) activities while fostering social interaction and community cohesion. As trails are an important facet of outdoor recreation, there are trails that have their own designated use and not all trails are accessible for all activities which is important for safety and trail preservation to make outdoor recreation enjoyable for all. The trails element in this General Plan provides guidance for sound trails management expansion and to ensure continued wilderness and open space access. Below is a list of designated trailheads in the Town of Camp Verde along with conceptual/future trailheads.

1. Copper Canyon
2. Grief Hill
3. Verde Vista Loop
4. Ryal Canyon
5. Box T
6. Perimeter Trail Head
7. Oasis Trailhead (Conceptual)
8. Jackson Flats (Conceptual)

OUTDOOR RECREATION GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Offer well-maintained, wide-ranging recreational facilities and programs that engage residents of all ages and abilities.

- **Strategy 1:** Support the enhancement of the existing parks by adding amenities and elements that accommodate a more diverse range of ages and abilities that are aligned with the Parks, Recreation, Trails and Open Space Master Plan.
- **Strategy 2:** Pursue the development of a multi-use community center that serves both youth and adults by providing athletic facilities, academic support, educational programming, and expanded recreational opportunities for all residents.
- **Strategy 3:** Seek public input on proposed park, recreation, open space, and trails enhancements as a part of the Parks, Recreation, Trails and Open Space Master Plan.
- **Strategy 4:** Assess the need to participate in the National Recreation and Park Association Park Metrics program, providing valuable data on park and recreation services to national standards.
- **Strategy 5:** Create an interim inventory and maintenance plan for existing parks and recreation facilities owned and operated by Camp Verde.
- **Strategy 6:** Preserve and promote western-themed attractions like rodeos, equestrian and ranch type activities, training facilities and horseback riding to celebrate Camp Verde's rural and frontier identity.
- **Strategy 7:** Protect and maintain historical, archaeological, and other critical lands within Camp Verde that support safe and accessible outdoor activities for residents and visitors that align with the strategic priorities of the Parks, Recreation, Trails and Open Space Master Plan.
- **Strategy 8:** Promote awareness about the importance of "pack it in, pack it out" practices to help keep Camp Verde's natural areas clean and well-preserved.

Goal #2: Preserve and establish appropriate recreational opportunities for the Verde River.

- **Strategy 1:** Evaluate and update the Verde River Recreation Management Plan as needed ensuring that it aligns with the strategic priorities of the Parks, Recreation, Trails and Open Space Master Plan.
- **Strategy 2:** Encourage recreation that is compatible with the natural environment and focus on the preservation of the historical sites.

- **Strategy 3:** Encourage plan features, such as parks and trail systems, that allow people to recreate at the river and connect with other points of interest that align with the strategic priorities of the Parks, Recreation, Trails and Open Space Master Plan.
- **Strategy 4:** Support educational and recreational opportunities that align with the conservation and preservation of the Verde River and its natural habitats.
- **Strategy 5:** Support efforts with governmental agencies, and public/private organizations to obtain voluntary conservation easements and development rights from landowners to secure access, protect sensitive areas from further development and provide trail corridors.

Goal #3: Address community needs at the Town's Sports Complex.

- **Strategy 1:** Implement the Parks, Recreation, Trails and Open Space Master Plan completed in 2027 to provide comprehensive park development, park management, and recreation programming to serve the population projected by the Future Land Use Map.
- **Strategy 2:** Align field and facility improvements with evolving community needs and usage trends.
- **Strategy 3:** Design and maintain sports facilities to support a broad range of age groups and skill levels.
- **Strategy 4:** Strategically plan and allocate funding for year-round recreational amenities that foster community engagement that are aligned with the strategic priorities of the Parks, Recreation, Trails and Open Space Master Plan.
- **Strategy 5:** Assess necessary enhancements to fields and facilities to accommodate traveling programs as a potential source of revenue.
- **Strategy 6:** Pursue external funding opportunities to support the development of new facilities.
- **Strategy 7:** Partner with other government and non-profit agencies to support recreational activities that enhance community pride, increase tourism, and raise awareness of the Western and rural lifestyle.
- **Strategy 8:** Assess the feasibility and development of large joint-use regional parks with other government agencies.

TRAILS

Trails weave together Camp Verde's neighborhoods, rivers, and open spaces, creating pathways for recreation, connection, and discovery across the community.

TRAILS ELEMENT

In Camp Verde, trails are more than just pathways. They are vital threads in the fabric of our community. They serve as significant economic, cultural, environmental, and social assets, connecting people to the Verde Valley's breathtaking landscapes and timeless heritage. Our trail system offers meaningful opportunities for healthy recreation, community connection, and personal discovery, enriching the quality of life for both residents and visitors. Trails serve a broad range of users who enjoy activities such as hiking, biking, horseback riding, and off-highway vehicle (OHV) recreation. As gateways to nature and history, trails inspire a shared sense of place, pride, and stewardship that reflects the spirit of Camp Verde.

The Town's trail element provides an overview of Camp Verde's trail system, existing conditions, and future opportunities serving as a guided framework for trail development and enhancement.

GUIDING PRINCIPLE

The Town of Camp Verde's trail development is guided by the following core principles:

- **Safety:** Ensure active trails are thoughtfully designed, well-maintained, and clearly marked with directional signage.
- **Connectivity:** Connect neighborhoods, schools, shopping, parks, historic sites, and public lands to establish a seamless trail network that enhances regional connectivity across the Verde Valley and surrounding jurisdictions.
- **Shared Use:** Identify designated access points for hikers, bikers, equestrians, and OHV users that are mindful and respectful of our neighborhoods.
- **Resilience:** Design, build and manage trails that can withstand environmental changes and increase usage, while investing in maintenance practices that ensure long-term durability and trail quality.
- **Education:** Promote awareness of local history, land use, and responsible trail use through interpretive signage and programs that support trail etiquette
- **Accessibility:** Ensure that trails can be accessed by people of all abilities.
- **Fun:** Encourage recreation, exploration, and well-being through diverse and engaging trail experiences.
- **Collaboration:** Foster partnerships with local organizations, residents, and land managers, and neighboring municipalities to promote shared stewardship and ensure consistent, coordinated trail usage and management across the Verde Valley.

HISTORICAL

The Town of Camp Verde's trail network has deep historical roots, with many routes, such as Copper Canyon, Grief Hill, White Hills, the Salt Mines, the Mail Trail, and General Crook Trail, originally used by Indigenous peoples and early settlers for trade and travel. Like many communities in the region, Camp Verde's trails reflect a rich cultural and historical legacy. When the Town incorporated in 1986, expanding recreational opportunities was among one of the core reasons, ensuring that these cherished paths could be preserved and enjoyed by all.



Since the adoption of Camp Verde's first General Plan in 1998, the community has shared the vision of creating a connected trail system that links routes within the Town to surrounding public lands. This vision was strengthened in both the 2004 and 2016 General Plans, which called for preserving historic trails, developing a comprehensive trail plan, and prioritizing open space preservation. These planning efforts laid the foundation for a long-term commitment to outdoor recreation and conservation.

In 2020, the Town partnered with Arizona State University's School of Geographical Sciences and Urban Planning in hosting a scoping meeting with key stakeholders, which provided a meaningful opportunity for residents and trail users to share their priorities, concerns, and ideas for an expanded trail system, playing a critical role in shaping the completion of the Urban Upland Trail Plan (UUTP) in 2020.

The UUTP builds upon decades of community input and planning, demonstrating Camp Verde's commitment to developing a multi-use trail network that reflects the town's character and values. Although trail development takes time, these investments provide lasting benefits in terms of recreation, economy, culture, and the environment. As the trail system continues to grow it not only enhances the quality of life for both residents and visitors, but also helps position Camp Verde as a premier destination for outdoor adventure.

Over the past 10 years, several successful trail and trailhead projects outlined in UUTP have come to life through strong partnerships with the Prescott and Coconino National Forests and utilizing grant funding. The partnerships and grant funding opportunities have allowed Camp Verde to develop key recreational assets including the Copper Canyon Trailhead, Ryal Canyon Trailhead, Box T Trailhead, Verde Vista Loop Trail, Perimeter Trail, and Grief Hill Trailhead. These projects reflect the Town's commitment to expanding outdoor access and enhancing the trail experience for all users.

Camp Verde's trail efforts have also been greatly enhanced through its active role in the Verde Front, a regional partnership formed in 2008, to expand outdoor recreation across the Verde Valley. This collaborative network brings together public, private, and nonprofit partners to address shared challenges and create lasting opportunities. Camp Verde plays a key role in several working groups, including Trails, Outdoor Economics, and Community Engagement. One of the partnership's most exciting initiatives is the Verde Circle Trail, which is a planned 150-mile loop connecting the Verde Valley communities through a shared vision for regional connectivity and outdoor access.

Camp Verde continues to make substantial strides toward the community's shared vision of enhancing hiking, biking, equestrian, and off-highway vehicle (OHV) trails as key elements of Camp Verde's recreational identity. These trails improve the quality of life by promoting outdoor access, fostering healthy living, and connecting people with the environment, while also boosting the local economy and elevating the Town's appeal as a vibrant destination. As Camp Verde grows, the Town will continue to invest in safe, connected, and well-maintained trails and trail systems essential in supporting both residents and visitors for years to come.

Figure 1 below is the Verde Vista Loop Trail, looking toward south Camp Verde neighborhoods, the Verde River and Blackhills atop the White Hills.



CURRENT ESTABLISHED TRAIL SYSTEM

Outdoor enthusiasts looking to experience Camp Verde's natural beauty can explore a variety of trails suited for walking, horseback riding, biking, and off-highway vehicle (OHV) use. These trails support a broader vision to connect neighborhoods, parks, and trailheads, strengthening community ties and expanding access to public lands. The

designated trail systems offer something for users of all abilities and interests, with the following primary routes available:

Note: In the following list of trails, the term “urban” refers to trails that are within the municipal boundaries of Camp Verde and the term “upland” refers to trails that extend beyond the municipal boundaries into the National Forest lands that surround the Town of Camp Verde.

- ***Perimeter Loop Trail (Urban) - Easy - Hiking:***
The Perimeter Loop Trail is a 1.6-mile loop trail along the perimeter of the new Sports Complex. Portions of this trail and the new Sports Complex were made possible by a Land and Water Conservation Fund grant that the Town pursued in partnership with the Prescott National Forest and Arizona State Parks and Trails.
- ***Ryal Canyon Trail (Upland - Prescott) - Difficult - Hiking, Biking, Equestrian, OHV:***
Ryal Canyon Trail is a 2.5-mile one-way (5-mile out-and-back) trail that gains 1,600 feet in elevation as it hugs the edge of Ryal Canyon and joins with Ryal Springs at the top of the trail. Certain sections have been deemed unsafe for equestrian use, preventing full trail access for horseback riders. As a result, these segments are being used side by sides or UTVs instead. Ryal Canyon Trailhead was made possible through a private-public land acquisition of a 4.52-acre parcel of land with the Town and a private citizen while partnering with the Prescott National Forest and obtaining an Arizona State Parks and Trails grant to fund the construction of the trailhead.



- **Verde Vista Loop Trail** (Urban – Town of Camp Verde, Coconino) – Moderate – Hiking, Biking, Equestrian:

Verde Vista Loop Trail is a 5.4-mile loop trail that extends from the Camp Verde Sports Complex into the White Hills climbing just over 500 feet in elevation. This trail was the product of a partnership between the Town and the Coconino National Forest and was



constructed using an American Conservation Experience (ACE) crew. Although this trail is a loop and designated for equestrian usage, some portions have been deemed unsafe for equestrians, preventing them from completing the entire loop.

- **Verde Valley Archaeological Center Interpretive Trail** (Urban) – Easy – Hiking:

This 0.5-mile loop trail is an easy stroll with a series of signs and exhibits that will take visitors through the history of the ancient people who traversed and lived on the land over 1,500 years ago. Sponsored and maintained by the Verde Valley Archaeological Center, this interpretive trail features the outline of an excavated pit house, replicas of Native dwellings and a heritage garden.

- **Box T Trail** (Upland – Prescott) – Difficult – Hiking, Biking, Equestrian, OHV:

Box T trail is a 10.4-mile one-way (20.8-mile out-and-back) trail with 3,087 total feet of elevation gain. The trail is rugged and steep and travels along several slabs of volcanic rock and loose boulders, but the difficult trek rewards its adventurers with stunning views of the Verde Valley. Approximately 3 miles in, the trail intersects with Ryal Canyon Trail at Ryal Springs. This trailhead was a product of a partnership between the Town, the Prescott National Forest, and a grant obtained from Arizona State Parks and Trails.

- **Copper Canyon Loop Trail** (Upland – Prescott) – Moderate – Hiking, Biking, Equestrian:

Copper Canyon Loop Trail is one of Camp Verde's most visited trails. A 3.9-mile loop trail, it is popular for hiking, horseback riding, and running. This trail has a gradual elevation gain of 387 feet, winds you back into a canyon, to a seasonal

waterfall (Copper Falls). There are several vistas that feature beautiful viewpoints of the San Francisco Peaks and the Verde Valley. This trailhead is a product of a partnership between the Town, the Prescott National Forest, and an Arizona State Parks and Trails grant.

- **Hayfield Draw Area** (Upland - Prescott) Off-Highway Vehicle (OHV)

Approximately 80 acres of motorized trails and cross-country areas for motorcycles and OHVs. Access from Hayfield Draw Day Use area located off State Route 260 with a total length of 13 miles. The area is for day use only and has seasonal closures that begins in late May and generally ends in September.

- **Camp Verde Trail #545** (Upland- Prescott) Off Highway Vehicle (OHV)

Begins near the Hayfield Draw OHV Recreation Area, just off of Grapevine Trail #543, and ends at Copper Canyon Road (also FR 136), which is popular for both ATV and motorcycle users.

- **Woodcutter Trail** (Upland - Prescott) Off-Highway Vehicle (OHV)

Motorized trail and cross-country areas for motorcycles and OHVs. Access from Hayfield Draw Day Use area located off State Route 260 with a total length of 13 miles.

- **White Hills** (Upland - Coconino) Off-Highway Vehicle (OHV)

The White Hills OHV Trail is 28 miles of motorized single-track and comprises two loops along the White Hills above the Verde River.



Within its jurisdiction, the Town of Camp Verde currently maintains only 1.6 miles of Trails, which is the "Perimeter Loop Trail," and one designated trailhead, Ryal Canyon Trailhead, which encompasses 4.62 acres. As the Town continues to grow and expand access to hiking, biking, equestrian, and OHV trails, it is essential to consider how these facilities will be maintained. Future planning should account for appropriate staffing levels and resources to ensure safe, accessible, and well-managed trail infrastructure.

SOCIAL TRAILS

While Camp Verde is home to a number of social trails used by outdoor enthusiasts, these paths are not officially designated or maintained. According to the National Park Service, social trails are informal routes created when users deviate from or connect to established trails. Although they may appear well-worn and inviting, these unofficial paths can damage sensitive natural resources, pose safety risks, and increase

maintenance demands for both local and federal land managers. Because of these concerns, the Town of Camp Verde does not encourage the use of social trails. However, the Town will continue to assess whether certain social trails can and should be developed into established trails as part of future planning efforts.

PROPOSED AND NEW TRAILS/TRAILHEADS

Trails are valuable public assets that offer a wide range of recreational opportunities, both passive and active, for residents and visitors alike. Whether paved pathways or natural dirt routes, trails help preserve vital open space and scenic corridors that might otherwise be lost to development within Camp Verde or its surrounding areas. As the Town grows, new trail concepts, trailhead improvements, and redesign efforts continue to emerge which are driven by community input, public-private partnerships, and collaborative planning efforts.

- **Greif Trailhead (New and Established)**
 - Multi-use trailhead accessible off of Cherry Creek Road which was developed through a collaboration and partnership between the Town of Camp Verde and Prescott National Forest. Construction for this trailhead began in 2021 and was completed in 2024.
- **Oasis Trailhead and Picnic Area (Proposed)**
 - Proposed trailhead accessible off of State Route 260 and Oasis Road located on Town of Camp Verde property.
- **Grief Hill Trail (New)**
 - New construction of a trail system is being developed on the Prescott National Forest accessible from the Grief Hill trailhead. This trail system aims to connect the Copper Canyon Trail and other trails within Camp Verde, thereby establishing a more regional trail network.



While not a comprehensive list, these ongoing trail sites reflect a shared commitment to expanding access to the outdoors while preserving the natural character of the Town and its adjacent lands. The Town will continue to evaluate new trail development opportunities, and once the Parks, Recreation, Trails, and Open Space Master Plan is finalized and the Urban Upland Trail Plan is revised, both will

provide clear guidance on which trail segments are best suited for future development.

HISTORICAL TRAILS

A historical trail is a path or route of significant historical importance due to its use over a prolonged period. These trails can span from ancient trackways to routes used for migration, trade, military personnel, and/or mail delivery. Historical trails can often connect to historical sites, not only providing recreational opportunities, but more importantly, providing rich historical context to how earlier people lived and traveled in the past. Camp Verde is home to significant historical trails in the area including:

- **General Crook Trail**
 - This trail was a route initially used to facilitate the movement of supplies and troops. The General Crook Trail was built by General George Crook in 1872 to connect Fort Verde to Fort Whipple and Fort Apache.
- **Grief Hill**
 - This trail was one of the earliest entry points for settlers and military personnel heading to Fort Verde from Prescott. It follows a steep and treacherous wagon route from the late 1800s.
- **Mail Trail**
 - This trail was used for mail delivery to and from Camp Verde and Payson, commemorated by bronze plaques in Camp Verde, Pine, and Payson. This Mail Trail was used as a route from Fort Verde to Camp Reno in the Tonto Basin as well. It covers a section of the path south from State Route 260 to Fossil Creek.

TRAIL CHALLENGES AND BARRIERS

Developing and enhancing hiking, biking, equestrian, and OHV trails face several interconnected challenges. Ongoing maintenance is an important consideration and challenge that must be considered. Planning will be required to maintain any additional trails with acquired investments while maintaining great relationships with the surrounding national forests for the longevity of the trails.

Funding trail development can be a real challenge, especially in a small town like Camp Verde, where many important projects compete for limited tax dollars. While the Town supports trail development and projects through general funds and capital planning, outside grants play a significant role in making trail development and projects happen. Grants from state, federal, private, and nonprofit sources can help stretch local dollars further. Even better, working with partners and using volunteer time or in-kind support can boost funding and make every dollar go further. Creative, collaborative funding is key to bringing more trails to life. As these trails and trailheads near completion and a more robust trail system begins to take shape, a marketing plan should also be

considered so the economic benefit of these efforts can be fully realized and capitalized on.

Outdoor recreation experienced a tremendous increase during and after the COVID-19 pandemic, and Camp Verde is poised to capitalize on this trend. Developing a practical and strong marketing plan that promotes and focuses on established trails and is ready to be rolled out as the new trails are completed is crucial to the forward-thinking process when considering the future of trails in Camp Verde and return on investment.

Land access is also a significant barrier, as fragmented ownership across federal, state, private, and tribal lands complicates trail continuity and requires complex coordination. Environmental concerns such as erosion, habitat disruption, and regulatory compliance further limits where and how trails can be built or expanded.

Conflicts between user groups, primarily due to differences in speed, behavior, and expectations can create safety risks, particularly on shared trails without clear signage or designations. Infrastructure gaps, such as inadequate parking, restrooms, or ADA-accessible features, also limit usability. In more remote areas, lack of emergency access and communication infrastructure further complicates safe use.

To overcome these barriers, a collaborative and strategic approach is needed that balances user needs, environmental stewardship, and long-term funding.

FUTURE TRAIL SYSTEM/FUTURE VISION

Since the Town of Camp Verde's inception, residents have understood the value of trails and have called for formalized implementation. There have been significant strides made over the past ten years to fulfill the residents' wishes. The goal remains to create outdoor recreation, such as hiking, biking, equestrian, and OHV opportunities, but it has expanded. It is not simply about outdoor recreation, but it is also about creating a more walkable community that promotes health and well-being.

The creation of trails, paths, and walkways throughout Town provides alternative methods of transportation and ways to travel, connecting parks, neighborhoods, and schools. Like other jurisdictions that have established Urban Trail System (UTS), the system of trails throughout Town is envisioned to connect to the recreational trails in the Coconino and Prescott National Forests, and eventually to the Verde Circle Trail, which will connect Town parcels as well as other communities throughout the Verde Valley.

The vision for Camp Verde's trail system has been thoughtfully shaped through community input, interagency collaboration with the Prescott and Coconino National Forests and the Verde Front, and the Urban Upland Trail Plan, which serves as a strategic blueprint, guiding the development, enhancement, and stewardship of both existing trails and future trail opportunities. With this foundation in place, Camp Verde is well-positioned to create a diverse and accessible trails network that supports hikers, bikers, equestrians, and OHV users alike, while preserving the natural beauty and character of the community.

TRAILS ELEMENT

GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Ensure that Camp Verde's established trails are well-maintained and accessible for all.

- **Strategy 1:** Expand equestrian and multi-use trails at existing and new outdoor recreational sites to meet the needs of diverse user groups and recreational interests.
- **Strategy 2:** Promote the continued development of multimodal trails that connect Town, creating a cohesive and accessible trail network for the community.
- **Strategy 3:** Prioritize safe, well-marked crossings where trails intersect roads, using design treatments that enhance visibility, comfort, and safety for all users.
- **Strategy 4:** Ensure wayfinding and interpretive signage are appropriately installed in strategic locations that provide clear guidance and direction, easily readable, and well-maintained.
- **Strategy 5:** Establish thoughtful design standards for trails that prioritize safety, comfort, and accessibility for pedestrians, cyclists, and equestrians of all abilities.
- **Strategy 6:** Identify and design trailhead locations that provide ample space for parking, including accommodations for horse trailers and multi-use access points.
- **Strategy 7:** Develop a proactive trail maintenance program that includes regular inspections and repairs.
- **Strategy 8:** Promote opportunities for volunteer involvement in trail development and maintenance to ensure long-term safety and usability.
- **Strategy 9:** Adopt universal design principles for new and existing trails, incorporating ADA-compliant features, clear signage, and shaded rest areas to enhance accessibility and user experience.
- **Strategy 10:** Assess the feasibility of developing a Pedestrian Safety Plan to provide sidewalks and multi-use trails and paths through the community.
- **Strategy 11:** Ensure that the Parks, Recreation, Trails and Open Space Master Plan is aligned with the goals and strategies of this General Plan. Update the Urban Upland Trail Plan (UUTP) to reassess and identify new trail development, ensuring that it aligns with the Parks, Recreation, Trails and Open Space Master Plan, once adopted.

- **Strategy 12:** Encourage new development master plans, Planned Area Development (PAD), and subdivisions to enact trail systems and trail connectivity to existing trails.
-

Goal #2: Foster strong partnerships that enhance trail accessibility, usage and funding.

- **Strategy 1:** Foster volunteer opportunities that support trail improvements, empowering community involvement and stewardship.
- **Strategy 2:** Encourage partnerships with agencies and private landowners to secure easements that preserve access to trailheads and key entry points.
- **Strategy 3:** Pursue external funding, including grants, to support expanding, enhancing, and maintaining Camp Verde's trails and recreational amenities.
- **Strategy 4:** Collaborate with partner agencies to evaluate trail design standards and improve safe, connected pathways between neighborhoods and key destinations.
- **Strategy 5:** Build partnerships, joint use agreements, and collaborations with organizations to enhance recreational programs, services, and facilities for the community.
- **Strategy 6:** Elevate the visibility of Camp Verde's maintained trails through consistent marketing, outreach, and social media engagement for establish trails
- **Strategy 7:** Leverage Camp Verde's expanding trail system as both a recreational amenity and a catalyst for local economic activity.

ENVIRONMENT

Protecting the environment safeguards Camp Verde's rivers, land, air, and wildlife – preserving the natural systems that sustain our community and enrich our quality of life.

ENVIRONMENT ELEMENT

Camp Verde's environmental character and land use framework are intimately linked, forming the foundation for how the Town approaches growth, conservation, and community identity. The Town's geography spans a mosaic of ecological zones from fertile riparian corridors along the Verde River to productive agricultural valleys, semi-arid upland plateaus, and rugged foothill terrain. These diverse landscapes not only define Camp Verde's visual and environmental identity but also guide planning decisions that strategically balance development with long-term sustainability. The Town's approach to land use reflects a commitment to preserving critical environmental features, protecting natural resources, and honoring the area's cultural and ecological heritage while accommodating thoughtful growth centered around the Town's unique identity.

This element outlines the Town's approach to environmental stewardship and land use management, embracing strategies to align development patterns with long-term conservation and community goals.

GUIDING PRINCIPLES

The following guiding principles establish the foundation for Camp Verde's approach to land use and environmental planning. They exemplify the Town's commitment to thoughtful growth, resource conservation, and community resilience, ensuring that development and growth align with the unique environmental context and long-term goals of the community.

- **Stewardship:** Conserve and protect Camp Verde's natural resources, including the Verde River and its tributaries, riparian corridors, native vegetation, soils, and wildlife habitat.
- **Balance:** Support land use patterns that accommodate growth while preserving environmental quality and open space.
- **Compatibility:** Ensure that land uses are context-sensitive and harmonize with the natural and built environment.
- **Consistency:** Use clear, predictable zoning and permitting processes to guide development.
- **Integration:** Align land use policy with water availability, infrastructure capacity, hazard mitigation (such as reducing risks from flooding, wildfire, and erosion), and regional environmental priorities.

ENVIRONMENTAL CONDITIONS

Ecological Diversity and Landscape Features

Camp Verde is situated within a transition zone between the Colorado Plateau and the Sonoran Desert, which contributes to its ecological richness. The community showcases multiple distinct landscape types, including:

- **Riparian Corridors:** Most notable are the Verde River and its tributaries, these green ribbons support diverse plant and animal life and provide critical ecosystem services such as groundwater recharge and flood mitigation.
- **Valley Grasslands and Agricultural Lands:** Located primarily in the Verde Valley floor, these areas support farming and ranching activities, which have historically shaped Camp Verde's land use patterns. Since the late 1800's Camp Verde farmlands have provided hay, grain, vegetables, livestock, poultry, eggs, fruits, nuts and honey. The Town of Camp Verde is dedicated to preserving its farming heritage, encouraging locally grown foods, and protecting the Verde River and its tributaries.
- **Foothills and Upland Slopes:** Found along the perimeter of the Town, these areas contain more fragile soils and steeper grades, often used for grazing livestock and preserving open space. The Town of Camp Verde is dedicated to preserving scenic hillside vistas and viewsheds.

The diversity of these ecological zones creates a natural framework that determines the suitability of land for different uses and highlights the importance of preserving sensitive areas.

Soil Types and Development Constraints

Soils in Camp Verde vary dramatically across its geography, influencing both the viability of agricultural activities and the feasibility of new development.

- **Alluvial Soils:** Predominantly found along the Verde River, these deep, fertile soils have long supported crop cultivation and irrigated agriculture. Their presence is a primary reason for the Town's rich farming history.
- **Shallow and Rocky Soils:** Located in upland and foothill areas, these soils have limited capacity for traditional development and are more vulnerable to erosion. They are better suited for low impact uses such as grazing or conservation.

Understanding the limitations and strengths of different soil types is crucial for development, particularly in areas where inappropriate construction could lead to degradation or instability.

Mining Considerations

The Town acknowledges the importance of mining and aggregate resources to the long-term growth and development of the community. Access to quality aggregates is essential for construction, infrastructure, and economic vitality. In considering future land use decisions, the Town will recognize and respect existing mining operations, preserve access to known aggregate resources sufficient to support future development needs, and avoid incompatible land uses in proximity to identified mining areas to reduce conflicts between resource extraction and surrounding neighborhoods. The Town also seeks to balance the economic value of mining with environmental protection and community health, ensuring that mining activities contribute positively to Camp Verde's long-term viability.



- Aggregate and Crushed Stone Mines
- Building Stone



Air Quality

The Town of Camp Verde is committed to maintaining and improving air quality as a key component of public health and environmental sustainability. Land use decisions will consider how development patterns influence air quality, emphasizing compact and mixed-use development that reduces reliance on automobiles and supports walking, biking, and transit. The Town will also encourage landscaping, green infrastructure, and site design practices that help minimize dust and particulate matter.

Solar Access

The Town recognizes access to solar energy as an important community resource that reduces energy costs and supports long-term sustainability. Future development should consider building orientation, site layout, and landscaping that maximize solar exposure while respecting neighborhood character. The Town encourages integration of solar energy systems in residential, commercial, and public facilities, and will continue to explore policies and partnerships that promote renewable energy use.

Climate and Water Resources

Camp Verde has a semi-arid climate, receiving an average of 14 inches of rainfall annually, primarily during Arizona's winter, early spring, and summer monsoon seasons, as noted in the Town's Stormwater Management Plan. The Town's elevation and geographic setting contribute to pronounced seasonal temperature variations, characterized by hot, dry summers and cool winters. Arizona has been in a long-term drought for more than 30 years, according to the ASU Climate Office. Between 1990 and 2020, the flow of the Verde River declined by 34% in the Upper Verde and 41% in the Lower Verde, based on data from Friends of the Verde and the United States Geological Survey.

These climatic factors affect both natural eco-systems and human land use:

- **Native Vegetation:** Adapted to low-water conditions, native species help stabilize soils, support wildlife, and reduce wildfire risk.
- **Water Supply:** Limited precipitation and increased drought frequency elevate the importance of water conservation and drought-resilient planning.
- **Development Patterns:** Heat exposure and water availability shape the design and location of buildings, landscaping choices, and public infrastructure.

As climate conditions continue to shift, Camp Verde's land use policies must account for water scarcity, wildfire risk, and environmental vulnerability.

Watersheds and Floodplains

The Verde River watershed is a defining hydrological feature of Camp Verde, draining much of the surrounding landscape and shaping the Town's natural and built environment. In addition to the main river channel, a network of tributaries and seasonal washes flow through the area, offering both opportunities and challenges. Riparian zones-streambanks, floodplains, wetlands and other aquatic systems along these waterways provide vital habitat corridors, recreational amenities, and natural cooling effects, enhancing ecological health and quality of life. However, flood-prone areas adjacent to these waterways pose risks that require careful planning to protect public safety and property. To mitigate these risks, the Town actively identifies and protects floodplains, promotes low intensity uses within them, and ensures infrastructure development aligns with natural drainage patterns.

Wetlands and Unique Geologic Features

Though limited in extent, small wetlands and riparian zones within Camp Verde support disproportionately high biodiversity and serve as important habitat for migratory birds and aquatic species. Additionally, Camp Verde contains areas of unique geologic interest, including volcanic rock formations and sedimentary terraces that reflect the region's dynamic geological history. These features contribute to the Town's scenic character and offer opportunities for low-impact recreation and environmental education.

Mineral Resources

Camp Verde's planning area also includes lands with extractable resources such as sand, gravel, and other aggregates. While limited mineral extraction may be appropriate in certain industrial zones, the Town must balance such activities with adjacent land uses, environmental protection, and long-term land reclamation strategies to prevent degradation.

Conservation Easements and Long-Term Stewardship

To support long-term protection of open space and agricultural lands, Camp Verde encourages the voluntary use of conservation easements, which are legal agreements that restrict development on private land, some with financial compensation. These easements are a vital tool for preserving agricultural land, floodplains, wildlife corridors, and scenic vistas; maintaining the rural character of the community; and preventing piecemeal development in environmentally sensitive areas. By expanding the use of conservation easements and aligning them with regional goals, the Town can build a connected network of protected lands that supports ecological resilience and the riparian corridor and reflects the community's appreciation for rural, agricultural, and open lands.

THE VERDE RIVER CORRIDOR

The centerpiece of Camp Verde's environmental system is the Verde River, one of the few remaining free-flowing, perennial rivers in Arizona. The river serves as a lifeline for both natural systems and the human community, providing habitat for native species, offering recreational opportunities for residents and visitors, and supplying an essential water source for downstream communities. The Verde River Corridor is home to one of the world's largest remaining stands of cottonwood-willow riparian habitat, offering critical shelter, foraging grounds, breeding areas, and migratory pathways for nearly 50 species listed as threatened, endangered, sensitive, or of special status. While riparian areas are essential because they support approximately 80% of Arizona's vertebrate species, these areas make up less than 2% of the state's total land area, according to *Understanding Arizona's Riparian Areas* by the University of Arizona's College of Agriculture and Life Sciences.

To preserve this vital resource, the Town is introducing a Verde River Overlay District as part of its Comprehensive Planning and Zoning Code Update. This overlay will apply to parcels adjacent to the river and serve as a targeted planning tool to guide appropriate land use and development in this sensitive area. For example, new construction may be designed to incorporate setbacks that preserve natural vegetation along the riverbanks, limit surface runoff, and avoid erosion-prone zones. In some areas, specific site design elements, such as clustering development away from the river or using permeable surfaces, could be encouraged to protect water quality and maintain the visual and ecological integrity of the river corridor.

Camp Verde actively participates in the National Flood Insurance Program (NFIP) and is a partner in the 2023 Yavapai County Multi-Jurisdictional Hazard Mitigation Plan, which outlines regional strategies to reduce risks associated with natural disasters. As part of this commitment, the Town is required to adhere to minimum development standards established by FEMA and the State of Arizona when building within designated floodplains. These standards ensure that all new construction and substantial improvements to existing structures are protected against damage from a 100-year flood and that any new development within the floodplain does not worsen existing flood conditions or increase the risk of damage to neighboring properties. Flood Insurance Rate Maps (FIRMs) are used to identify flood hazard areas, guide construction regulations, and determine flood insurance premiums. These maps also serve as critical tools for educating residents, decision-makers, and the private sector about the community's flood risks.

Beyond regulatory guidance, the Town is also collaborating with regional stakeholders and conservation organizations to advance best practices in river stewardship. These include promoting conservation easements, supporting low-water-use landscaping, and providing public education about the importance of protecting riparian environments. Together, these efforts reflect a comprehensive, multi-layered approach to safeguarding the Verde River and ensuring that it remains a thriving ecological and community asset for generations to come.

ENVIRONMENT ELEMENT

GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Ensure Consistency Between the General Plan and Zoning Code

- **Strategy 1:** Once the General Plan is approved by the voters, complete the Comprehensive Planning and Zoning Code Update that is in alignment with the General Plan's land use designations and guiding principles once approved by the voters.
- **Strategy 2:** Simplify zoning district definitions and clarify allowed uses.

- **Strategy 3:** Strengthen the evaluating criteria for Use Permits/Conditional Use Permits to ensure compatibility with the desires of the community and this General Plan.
 - **Strategy 4:** Incorporate character area concepts and design standards into zoning regulations.
-

Goal #2: Protect and Enhance Natural Resources through Responsible Development

- **Strategy 1:** Establish a Verde River Overlay District with appropriate setbacks, vegetation buffers, and use limitations.
 - **Strategy 2:** Encourage conservation easements through partnerships with land trusts and incentives for landowners.
 - **Strategy 3:** Promote the use of low-impact development techniques, such as permeable paving, water harvesting, rain gardens, and bioswales, especially in new subdivisions and commercial site plans.
 - **Strategy 4:** Adopt open space and resource protection standards within the Zoning Code to guide development away from environmentally sensitive lands.
 - **Strategy 5:** Support watershed-wide collaboration with regional partners to monitor water quality, manage surface and groundwater use, and implement restoration projects.
 - **Strategy 6:** Provide public education on the importance of natural resource protection, including the role of native vegetation, water harvesting, wildfire risk reduction, and stormwater.
 - **Strategy 7:** Leverage partnerships with local, regional, and state agencies, nonprofit organizations, and educational institutions to fund and implement conservation initiatives.
-

Goal #3: Guide Growth in a Sustainable, Orderly Pattern

- **Strategy 1:** Focus growth in areas with existing infrastructure capacity.
- **Strategy 2:** Identify and prioritize opportunity areas for mixed-use development and infill.
- **Strategy 3:** Use long-range capital planning to coordinate infrastructure expansion with future land use.
- **Strategy 4:** Protect scenic viewsheds and rural character through thoughtful subdivision layout and the use of buffering techniques, particularly between residential and commercial development.

WATER RESOURCES

Water is life in Camp Verde – it supports our people, drives our economy, shapes the land, and defines the future of our community.

WATER RESOURCES ELEMENT

The Water Resources element establishes a comprehensive framework for the long-term management, protection, and future planning of Camp Verde's water supplies. This element identifies existing water sources, such as surface water, groundwater, and reclaimed water, and outlines how these resources support current demand and can accommodate projected growth identified in the General Plan.

Through this element, the Town affirms its active role in addressing water resource challenges affecting Camp Verde and the broader Verde Valley region. These efforts aim to balance growth with stewardship, promote collaboration among water providers and stakeholders, and safeguard water quality and quantity for current and future generations.

This element also addresses four primary areas for consideration, especially regarding growth: (1) the availability of current water supplies, (2) the ability to meet future water demands in alignment with projected growth, (3) the identification and pursuit of additional water resources as needed, and (4) the high value of water conservation and reuse. It also highlights the need for strategic water resource planning considering several uncertainties that impact long-term water security including environment change, the pace of future development, and limited financial resources for infrastructure and acquisition.

GUIDING PRINCIPLES

Camp Verde's unique climate, geography, and Arizona's water law require a careful, proactive, and collaborative approach to managing its most precious resource. These guiding principles of the Water Resources element help ensure viable and resilient water resource management:

- **Long-Term Water Stewardship:** Promote the responsible use and conservation of Camp Verde's finite water resources to ensure availability for current residents and future generations, with attention to groundwater preservation and long-term aquifer health.
- **Water Supply Reliability and Resilience:** Plan for reliable water supply in the face of increasing drought and escalating growth. Increase water portfolio including groundwater, reclaimed water, stormwater capture, rainwater harvesting, and aquifer recharge.
- **Efficient Water Use and Conservation:** Utilize water-efficient technologies, xeriscaping, leak mitigation, rainwater harvesting and conservation measures across residential, commercial, and industrial development.

- **Integrated Water and Land Use Planning:** Coordinate water planning with land use decisions to align growth with available water supplies. Encourage development patterns that reduce water demand and protect critical recharge areas and watersheds.
- **Equity and Access:** Ensure all citizens have access to clean, safe, and affordable water. Prioritize water infrastructure improvements in the whole community.
- **Ecosystem and Watershed Health:** Protect and enhance riparian habitats, the Verde River and its tributaries, and watersheds critical to biodiversity and natural recharge.
- **Drought Preparedness:** Advance proactive drought contingency planning and adaptive infrastructure.
- **Collaboration:** Foster partnerships among the Town of Camp Verde, Yavapai County, Yavapai-Apache Nation, Verde Valley communities, flood control districts, and nonprofit organizations to enhance cooperative water sharing, basin-wide planning, and knowledge exchange.
- **Public Engagement and Education:** Empower citizens to actively participate in water planning through transparent processes, stakeholder engagement, and public education. Promote understanding of Arizona's unique water laws and challenges.

DISCUSSION

Historical Context

Camp Verde's water resources have played a vital role in the area's development for centuries. The earliest known use dates back to A.D. 600-1425, when the early indigenous people, and later the Yavapai-Apache, established sophisticated irrigation systems using water from the Verde River and local springs to support agriculture. These early practices laid the foundation for a long tradition of water use tied closely to the region's natural resources.

With the establishment of Fort Verde in 1865, settlers continued this agricultural heritage by diverting surface water from the Verde River and its tributaries. Small, locally managed irrigation districts were formed to support farming needs, some of which remain in operation today.

As Camp Verde's population grew throughout the 20th century, the absence of a centralized municipal water system led residents to rely on private groundwater wells and water providers regulated by the Arizona Corporation Commission. A significant milestone occurred in May 2022, when the Town acquired the Camp Verde Water

System, officially transitioning it into a municipally owned utility. This acquisition marked a critical step in the Town's efforts to ensure sustainable and locally controlled water resource management.

Water Resources and Water Supply

Camp Verde's future of water is shaped by its geographic location within the Verde Valley sub-basin of the Verde River Groundwater Basin, an area of ecological importance and hydrologic sensitivity. Situated in the Verde River watershed in central Arizona, Camp Verde benefits from the proximity to the Verde River, a perennial stream that provides a critical surface water resource. This river supports native riparian and aquatic ecosystems while also serving agricultural, recreational, and economic development throughout the region.

In addition to surface water, the Town relies heavily on groundwater extracted from the Verde Formation Aquifer, which underlies much of the community. This aquifer is accessed through private wells and public water utility systems, serving as the primary source of potable water for Camp Verde residents.

Camp Verde experiences a semi-arid climate, receiving an average of approximately 14.35 inches of precipitation annually (US Climate Data), primarily during the winter and Arizona's summer monsoon seasons. This limited and variable rainfall, coupled with prolonged drought conditions and the impacts of environment change, presents increasing risks to long-term groundwater recharge and surface water flows

Surface Water

Surface water refers to any water that collects above ground in rivers, lakes, streams, or wetlands (education.nationalgeographi.org). In Camp Verde, surface water primarily consists of the Verde River and its tributaries, which are essential for maintaining ecological health, irrigated agriculture, recreational opportunities, and potential municipal supply options.

Surface water in Camp Verde is delivered through a network of historic ditch systems, which diverts water from the Verde River for residential and agricultural irrigation. While these systems support traditional land uses and local food production, they are subject to legal and physical limitations related to water rights and flow variability. The larger Historic Irrigation Ditches in Camp Verde include the following:

- Diamond S Ditch
- Eureka Ditch
- OK Ditch
- Pioneer Ditch
- Verde Ditch

Smaller ditches include:

- Bullard Ditch
- Wingfield Ditch

Groundwater

As defined by Britannica, groundwater is water located beneath the Earth's surface within the pore spaces and fractures of soil, sand, and rock. These underground reservoirs, known as aquifers, provide a critical and reliable source of drinking water, especially in arid communities such as Camp Verde.

Camp Verde is situated above the Verde Formation Aquifer, a regional aquifer system that serves as the Town's primary source of potable water. This resource is accessed through individual private wells, small water providers, and municipal systems.

Groundwater and surface water can be hydrologically interconnected and is a particularly important relationship in the Verde Valley. Groundwater pumping can reduce base flows in the Verde River, which are essential for maintaining year-round streamflow and the health of aquatic and riparian ecosystems. As such, responsible management of both groundwater and surface water is necessary to ensure long-term water security and environmental sustainability.

Existing Municipal Water Facilities

The Town of Camp Verde water system supplies groundwater from three (3) active wells, Mongini 2, Mongini 3, and Verde River Estates. A single 12-inch (12") water main extends approximately nine (9) miles from the northern wellsite location to the Heritage area south of Interstate 17. Water is delivered to customers through sixty (60) miles of distribution mains. In addition to three (3) active wells, major water system components include six (6) water storage tanks, two (2) booster pump stations, three (3) hydropneumatics tanks, and six (6) pressure reducing stations. The municipal water system currently serves 2,080 homes and businesses, with the remaining development being on private wells, or within private water systems.

Existing Facilities

Facility Name	Well Capacity, gpm	Tank Size, MG	Booster Pump Station Flow, gpm	Hydroneumatic Tank	Backup Generator
Mongini Well 1	560	1.3	None	None	Existing
Mongini Well 2	575	2.7	None	None	Existing
Verde River Estates	65	0.01	20	Yes	None

Source: Town of Camp Verde Water Master Plan April, 2024

Additional water supply comes from private wells or private water systems, which many of Camp Verde’s rural residents rely on. Surface water in the Town of Camp Verde has historically been used for agricultural purposes, supporting irrigation and local farming and ranching practices.

Note: gpm: gallons per minute

MG: million gallons (storage tank capacity)

A **booster pump station** is used in water distribution systems to increase water pressure and flow to meet demand.

A **hydroneumatic tank** is a pressurized storage tank that helps regulate water pressure and flow in plumbing or water distribution systems.

Existing Water Supply Demands

The Town of Camp Verde water system provides approximately 256 million gallons (including water loss) to customers annually, or approximately 693,000 gallons per day in 2024. Approximately 16% of the water demand is due to loss in the Town of Camp Verde’s infrastructure. This is why it is so important to update and maintain the Town’s infrastructure.

Existing Metered Water Demand within the System May 2022 through Aug. 2023.

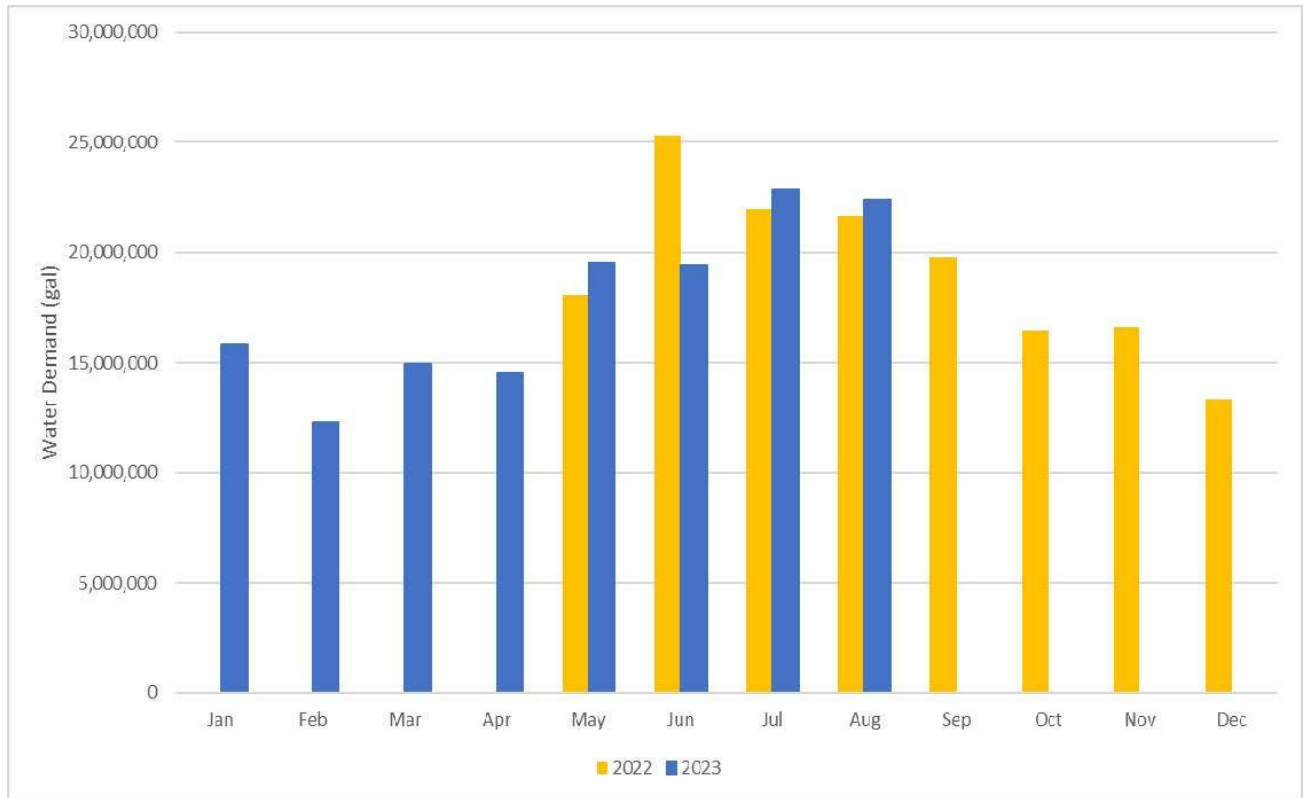
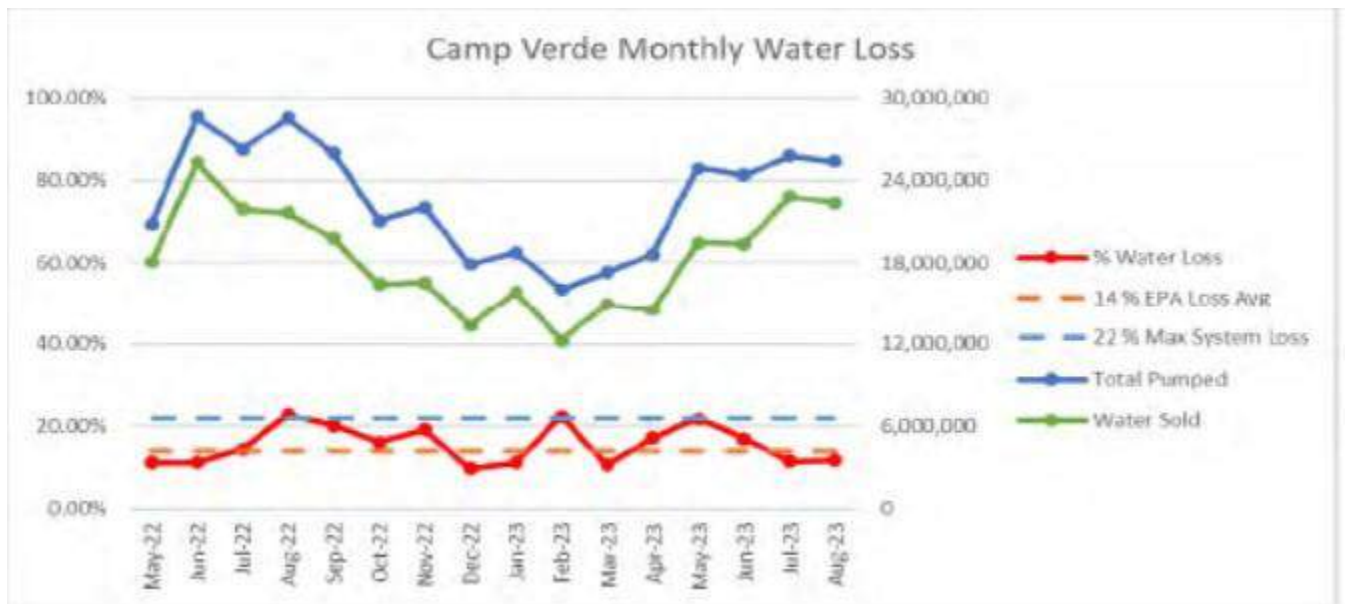


Figure C.2 TOCV Monthly Water Loss May 2022 through Aug. 2023



Source: Town of Camp Verde Water Master Plan April, 2024

2050 Water Demand Projections

The Town of Camp Verde is expected to experience continued population and development growth, with no indication of a slowdown. Accordingly, projected water demand for the year 2050 is based on anticipated population increases and the current ratio of commercial to residential water usage.

The 2050 demand projection as outlined in the Town's Water Master Plan, is based on the following key assumptions:

- All future residents with access to municipal water will be connected to the Town of Camp Verde's water system.
- Existing residents who live within the Service Area but currently have private wells may choose to be connected to the water system in the future.
- Commercial water demand will continue to grow proportionally to the future residential water demands.

Table 4-8 Projected Demand Summary

Parameter, Unit	Value
New Residential Demand, gpd	1,247,400
New Commercial Demand, gpd	883,670
Total New Demand, gpd	2,131,070
Total Existing Water Demand, gpd	684,932
Total 2050 Average Day Projected Demand 2050, gpd	2,816,002
Total Maximum Day Projected Demand 2050, gpd	5,632,004

Source: Town of Camp Verde Water Master Plan April 2024

Note: gpd: gallons per day

ASSURED WATER SUPPLY

The Town of Camp Verde recognizes the critical importance of a long-term, reliable water supply and is committed to maintaining its Assured Water Supply (AWS) Designation through the Arizona Department of Water Resources (ADWR).

An AWS Designation confirms that a municipality like the Town of Camp Verde has a legally, physically, and financially reliable water supply to meet current and future needs for at least 100 years. This includes meeting standards for water quality, infrastructure, and long-term planning.

Each year the Town submits detailed reports to ADWR outlining water demand, development projections, water quality compliance, and well-level data. Additionally, every 15 years, ADWR conducts a formal review to ensure the Town continues to meet all requirements for a secure, long-term water supply.

Maintaining a AWS Designation is essential for Camp Verde's future. It supports:

- Reliable water service for residents and businesses
- Environmental responsibility through water conservation and sustainable management.
- Long-term community and economic resilience, supporting thoughtful planning and growth

The Town will continue to prioritize sound water management practices to ensure a strong, sustainable future for generations to come.

GROWING WATER SMART

The Town of Camp Verde is dedicated to planning for a sustainable water future as a key component of its General Plan. Growing Water Smart is a strategic framework that integrates water resource management with land use and community development, ensuring that future growth aligns with the availability and conservation of water, which is a critical resource given the Town's semi-arid climate.

Growing Water Smart is a collaborative program developed through a partnership between the Sonoran Institute and the Lincoln Institute of Land Policy. It provides local governments, planners, and water managers with tools, training, and best practices to harmonize water and land use policies for long-term resilience and sustainability (*Growing Water Smart: The Water-Land Use Integration Guidebook for Arizona*).

The key elements of Growing Water Smart as applied to the Town of Camp Verde include:

- **Integrated Planning:** Facilitating coordination between water providers and land use planners to ensure that growth aligns with available water supplies.
- **Community Engagement:** Actively involving local stakeholders in water-smart decision-making to develop policies with broad support.

- **Data-Driven Decisions:** Utilizing hydrological data, water budgets, and growth scenarios to guide responsible and sustainable development.
- **Drought Preparedness & Conservation:** Implementing strategies to manage water efficiently, particularly under drought conditions, to safeguard long-term water availability.
- **Augmenting supply:** Water conservation, rainwater capture and reuse are proven methods of augmenting water supply.

The Growing Water Smart approach is vital for the Town of Camp Verde due to ongoing water scarcity concerns. It supports proactive planning to address future water challenges while promoting sustainable economic growth and maintaining a high quality of life for residents.

WATER SETTLEMENT AGREEMENT WITH THE YAVAPAI-APACHE NATION

The Town of Camp Verde and the Yavapai-Apache Nation have established a Water Settlement Agreement that provides a collaborative framework for the management and allocation of water resources within the Camp Verde area. This agreement underscores the shared commitment of both parties to promote sustainable water use, support community growth, and uphold the water rights of all citizens within the region.

Key components of the Water Settlement Agreement include:

- **Water Rights Recognition:** Formal acknowledgment and protection of the Yavapai-Apache Nation's senior water rights within the Verde River Basin.
- **Water Allocation:** Defined guidelines that equitably allocate water resources between the Town of Camp Verde and the Yavapai-Apache Nation to meet the needs of both communities.
- **Collaborative Management:** Joint efforts to monitor, manage, and conserve water resources, ensuring environmental sustainability while supporting economic development.
- **Infrastructure and Development:** Coordinated planning and implementation of water infrastructure projects aimed at enhancing service reliability and efficiency for all stakeholders.
- **Dispute Resolution:** Established procedures to address and resolve potential conflicts or issues related to water use and management in a constructive manner.

This agreement represents a significant milestone in fostering ongoing cooperation, mutual respect, and long-term water security between the Town of Camp Verde and the Yavapai-Apache Nation. It aligns closely with the Town's overarching goals of sustainable growth, environmental stewardship, and the maintenance of an assured water supply.

WATER RESOURCES GOALS & IMPLEMENTATION STRATEGIES

Goal #1: Ensure Long-Term Water Supply Sustainability

- **Strategy 1:** Develop a comprehensive water model to support the Town's application for a renewed Assured Water Supply designation to ADWR.
 - **Strategy 2:** Continue to require water adequacy reports for all residential and commercial developments as part of the permitting process.
 - **Strategy 3:** Continue to update the Water Supply Contingency Plan, including drought response triggers and tiered response measures.
-

Goal #2: Protect and Enhance Water Quality

- **Strategy 1:** Implement a septic system education and inspection program with Yavapai County, especially in areas near the Verde River and shallow aquifers.
 - **Strategy 2:** Update town codes to outline stormwater management best practices, including underground retention, vegetated swales, and permeable paving.
 - **Strategy 3:** Continue to collaborate with ADEQ, Friends of the Verde River, Verde Front – Sustaining Flows committee, the Nature Conservancy, and other watershed partners to develop a local water quality monitoring network for both surface and groundwater.
 - **Strategy 4:** Enforce zoning and land use policies that limit the use of fertilizers, pesticides, herbicides and other pollutants near waterways.
-

Goal #3: Continue to Promote Water Conservation

- **Strategy 1:** Execute the strategies outlined in the Growing Water Smart Action Plan.
- **Strategy 2:** Update the Planning and Zoning Ordinance to include low-water-use landscaping (xeriscaping), water harvesting, water recharge and efficient irrigation systems for new developments and municipal projects.

- **Strategy 3:** Launch a Water Smart Camp Verde campaign to promote residential water-saving behaviors including but not limited to rainwater harvesting systems, installation of efficient appliances and graywater reuse systems.
- **Strategy 4:** Encourage schools and community organizations to provide education programs about water resources and conservation.
- **Strategy 5:** Amend the building code to require high-efficiency fixtures and appliances in all new construction and major renovations.

GENERAL PLAN UPDATES & AMENDMENTS

Arizona law requires every municipality to keep its General Plan current. The plan must be reviewed and updated at least once every ten (10) years, then formally readopted by the Town Council and ratified by voters. This ensures that the General Plan remains relevant, reflects community priorities, and continues to serve as the legal and policy foundation for guiding growth and development.

While the ten-year update is the cornerstone of long-range planning, state law also provides for amendments to be made between formal updates. Amendments give the Town the flexibility to respond to changing conditions, new development opportunities, infrastructure needs, or evolving community values.

Amendments are classified as either major or minor, depending on their scope and potential impact on the community. Major amendments involve more significant changes and require a higher level of review, greater public participation, and a supermajority vote of the Town Council. Minor amendments typically involve smaller adjustments and can be considered through a simpler process, though they still require public notice, hearings, and Council approval.

The process for both major and minor amendments is governed by Arizona Revised Statutes and further detailed in the Town's Planning & Zoning Ordinance. This process includes opportunities for public input, review by the Planning & Zoning Commission, and final decision-making by the Town Council. These requirements ensure that any changes to the General Plan are deliberate, transparent, and consistent with the community's vision for its future.

In this way, the General Plan remains both a stable guide for long-term decision-making and a flexible tool that can adapt to new circumstances, always with the benefit of public participation and oversight.

ACKNOWLEDGEMENTS

The Town of Camp Verde extends its deepest thanks to the Technical Advisory Group (TAG) and the many community members who contributed their time, ideas, and perspectives to the development of this General Plan.

The TAG's thoughtful review, discussion, and guidance helped shape a document that reflects both professional expertise and community priorities. Their work ensured that this plan captures the vision, values, and long-term goals of Camp Verde.

We also thank the residents, business owners, and community participants who attended workshops, completed surveys, and shared feedback throughout the process. Your voices ensured this plan is rooted in the heart of Camp Verde – honoring our past, reflecting who we are today, and guiding the community into the future.

Technical Advisory Group Members

- Mayor Marie Moore
- Vice Mayor Wendy Escoffier
- Commissioner William Tippet
- Commissioner Todd Scandlebury
- Commissioner Dave Grondin
- Member Cris McPhail
- Member Tony Gioia
- Member Tanner Bryson
- Member Ed Mezulis
- Town Manager Miranda Fisher
- Acting Senior Planner Cory Mulcaire
- Special Initiatives Manager Cliff Bryson
- Utilities Director Jeff Low
- Public Works Director Ken Krebbs
- Economic Development Director Molly Davies

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Parks and Recreation Commission Agenda Information Memorandum

Meeting Date: October 6, 2025

Agenda Item Type:

- ☐ Consent Agenda ☒ Informational Presentation ☐ Discussion Item
☐ Action/Decision Item ☐ Executive Session Request ☐ Other:

Requesting Department: Parks & Recreation

Staff Resource: Shawna Figy, Parks & Recreation Manager

Agenda Title: Update on Parks and Recreation programming and events

Attached Documents:

- September Monthly Report
- Current Press Releases
- Fort Verde Days fliers
- Grasshopper flier
- Kickball flier
- Trunk or Treat Registration form
- Trunk or Treat Fliers
- Final Trip List 2025

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 5 minutes

Reviewed By:

- ☒ Town Manager ☐ Legal ☐ Risk Management ☐ Finance ☐ Other:

Financial Review (if applicable):

- Funding Source / GL Account Number:
- Approved in the FY25 Budget? ☐ Yes ☐ No ☒ N/A ☐ Other:
- Is this an approved CIP Project? ☐ Yes ☐ No ☒ N/A ☐ Other:

Background Information:

This is a standard update added to the agenda at the request of the Commission. This update will include information about upcoming events including Fort Verde Days, Grasshopper basketball, and other community events along with summaries of recently completed events and programming.

Connection to the [FY25-FY30 Strategic Plan](#)

This aligns with the Council's Strategic Plan by enhancing our location and history through amenities and events.

Question(s) before the Commission:

- Do you have any questions about our previous upcoming events or programming?



Camp Verde Parks and Recreation Division
395 South Main Street
Camp Verde, AZ 86322
parks@campverde.az.gov

For Immediate Release

Date: September 8, 2025

Contact: Tiffany Smith, Recreation Supervisor

Phone: (928)554-0828

tiffany.smith@campverde.az.gov

Camp Verde Trunk or Treat Donations Request

Camp Verde Parks and Recreation is in the early planning stages of the Main Street Trunk or Treat Halloween event on Friday, October 31st from 5:00 pm – 7:00 pm. Each year a crowd estimated at well over 5,000 kids and parents enjoy the festivities as businesses, organizations and individuals pass out candy.

Participants claim a spot along Main Street and set up with their decorated cars, trucks, tractors and booths! Six trophies will be awarded for the best decorated spaces, judged by a panel of volunteers.

It truly takes a village to meet the demands of the thousands of trick or treaters who show up for this family fun event, and while Parks and Recreation takes the lead in providing candy for this event, we are also requesting donated funds to combine with Town funds to purchase candy for distribution.

Individuals, groups, organizations or businesses that would like to participate or donate are encouraged to contact Camp Verde Parks and Recreation at (928)554-0820 opt. 3 or email at parks@campverde.az.gov .



Camp Verde Parks and Recreation Division
395 South Main Street
Camp Verde, AZ 86322
parks@campverde.az.gov

For Immediate Release

Date: September 2, 2025

Contact: Tiffany Smith, Recreation Supervisor

Phone: (928)554-0828

tiffany.smith@campverde.az.gov

VOLUNTEERS NEEDED FOR FORT VERDE DAYS!

The Town of Camp Verde's Parks and Recreation Division is pleased to announce that the 69th Annual Fort Verde Days is taking place Saturday, October 11th through Sunday, October 12th in downtown Camp Verde! This two-day event has over 90 food and craft vendors, live music, a kid's adventure zone, pony rides and ax throwing. The Little Britches contest will take place at the Redinger Ramada on Sunday at 11:00 am.

The Fort Verde Days parade starts at 10:00 am on Saturday and this year's theme is: "The Heart of Arizona" led by Grand Marshal Dr. Jim Bleak.

The Parks and Recreation Division counts on volunteers to make this event a success. "It takes many volunteers to put on an event this size and we couldn't do it without them." says Shawna Figy, Parks and Recreation Manager. "We have over 50 positions to fill and are asking the people of this great town to volunteer." Help is needed with the parade for announcers and judges, line up assistants and a parade pacer. Gatekeepers count the visitors who attend and ensure that alcoholic beverages do not leave the premises. People are needed to help set up on Saturday morning and tear down on Sunday afternoon. Most volunteer positions are set up in a two-hour increment.

If interested, please go to the Town's Parks & Recreation homepage on www.campverde.az.gov and click on the blue "Volunteer With Us" button.

For more information, contact the Camp Verde Parks & Recreation Division via email at parks@campverde.az.gov or call (928) 554-0820 Option 3.

Camp Verde Parks & Recreation

Press Release

Contact: Tiffany Smith, Recreation Supervisor

Phone: (928)554-0828

tiffany.smith@campverde.az.gov

Date: September 22, 2025

Fort Verde Days Parade Entries Sought

Camp Verde Parks & Recreation is accepting applications for the 69th annual Fort Verde Days Parade on October 11th. The parade theme is “The Heart of Arizona” and the parade Grand Marshal will be Dr. Jim Bleak.

This year’s parade theme celebrates the core of what makes Arizona special — its landscapes, its cultures, its communities, and the people who give it heart. From ranchers and riverkeepers to storytellers, teachers, and trailblazers, we want to see what YOU believe represents the true heart of our state. Camp Verde, nestled in the very center of Arizona, is proud to be a gathering place where history, heritage, and hospitality come together — and we invite you to show it off in your own unique way!

Decorate your trailer, your ATV or your horse. Gather up your sports team, corn hole league or bowling team and march through Town. The parade kicks off Saturday at 10 am from behind the Basha’s Supermarket on Finnie Flat Rd. and continues up the hill onto Main Street passing through the center of Town and then out onto General Crook Trail to finish at just over a mile. Parade registration is \$10 per entry with a deadline of October 8, so don’t delay signing up! You can register for the parade here: <https://campverde.sportsites.com/player>. Parks & Recreation Staff are always happy to help you register as well by coming to our office. Award categories for the parade entries include Individual, Community Group and Business as well as People’s Choice.

This year’s Grand Marshal – Dr. Bleak, owner of Central Arizona Equine – is an outstanding veterinarian and an even more remarkable member of the community. Each year, he generously donates his time to support the youth of the Verde Valley, and they prepare their animals for the Verde Valley Fair. Whether it’s a routine call or a last-minute need, Jim Bleak is the kind of person you can count on – always ready to help in a heartbeat. Honoring him as Grand Marshal is truly a reflection of the gratitude this community has for his years of dedication and heart.

We are also still looking for volunteers to help with the parade, as well as for the Fort Verde Days event. Those interested in volunteering can sign up here:

<https://www.volgistics.com/appform/707459110>

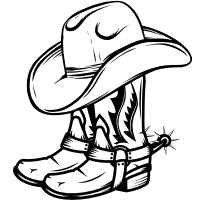
Contact Camp Verde Parks & Recreation at 395 S. Main St., parks@campverde.az.gov, or call (928)554-0820 Option 3 for more information.

69th Fort Verde Days



Downtown Camp Verde

FREE ADMISSION



Saturday, October 11 ♦ 11am - 6pm

Sunday, October 12 ♦ 11am - 4pm

U Parade on Saturday at 10:00 am U



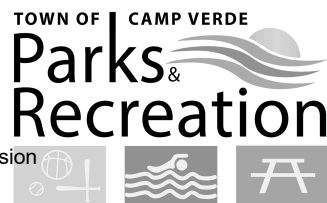
Live Music Both Days!



- ◆ Craft and Food Vendors ◆ Beer Garden ◆ Art Show
- ◆ Children's Adventure Zone ◆ Pony Rides ◆ Ax Throwing
- ◆ Kiwanis Pancake Breakfast Saturday 7:00 - 9:30
- ◆ Little Britches & Petticoat Contest Sunday @ 11:00

Yavapai
COLLEGE

Parks & Recreation Commission Regular Session



October 6, 2025

Delivering water and power®



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KIDS ADVENTURE ZONE

Bounce Houses, Slide,
JR Obstacle course,
Sandbox, & Games

2025

**Fort Verde
Days**

**SATURDAY
11AM - 5PM**

**SUNDAY
11AM - 4PM**

\$10
CASH ONLY

Pony Rides **\$4**
CASH ONLY

Fundraising Benefits





**69th 2025
Fort Verde Days
October 11th & 12th**

Axe Throwing

Saturday

11am - 6pm

Sunday

11am - 4pm

**Fundraising Benefits
Northern Arizona Hospice**

\$5 for 3 Throws

Cash Only

Little Britches & Petticoat Contest

Sunday, October 12th



New Location!

@ 11:00 am

Redinger Ramada

During
Fort Verde Days

3 Age Groups

2-3

4-6

7-12

Categories

Historic Frontier Boy

Historic Frontier Girl

Contestants can
participate in the Ft.
Verde Days Parade on
Saturday, October 11th!

2024 Contestants



Free To Register!

www.visitcampverde.com

Click on Events and go to
Fort Verde Days

For More Information

928-554-0820 (3)

parks@campverde.az.gov

Prizes for the winners
given by our

**HOMETOWN
HERO
Sponsor**

TOWN OF CAMP VERDE
Parks & Recreation



Parks & Recreation Commission Regular Session



**TRACTOR
SUPPLY CO.**

October 6, 2025



**ARIZONA
STATE PARKS & TRAILS**

Little Britches & Petticoat Contest

Sunday, October 12th



@ 11:00 am

Redinger Ramada

During
Fort Verde Days

New
Location!

Prizes donated by our
**HOMETOWN
HERO
Sponsor**

**TSC TRACTOR
SUPPLY CO.**



**ARIZONA
STATE PARKS & TRAILS**

TOWN OF CAMP VERDE



Free To Register!
www.visitcampverde.com

Click on Events and go to
Fort Verde Days
Registration Deadline:

For More Information
928-554-0820 (3)
parks@campverde.az.gov



Kiwanis®
CAMP VERDE ARIZONA

Fort Verde Days
Downtown Camp Verde

PANCAKE BREAKFAST

Includes pancakes, sausage and drink.

Saturday, October 11th

7:00 am - 9:30 am in the Community Kitchen
395 S. Main Street

\$5.00

**Suggested
Donation**



CAMP VERDE PARKS & RECREATION

GRASSHOPPER BASKETBALL

**FOR 1ST - 4TH GRADE
GIRLS AND BOYS!**



REGISTRATION OPENS AUGUST 4TH!

@ [HTTPS://CAMPVERDE.SPORTSITES.COM/PLAYER](https://campverde.sportsites.com/player)

1ST PLAYER \$45 & 2ND FAMILY MEMBER \$40

IMPORTANT DATES:

Registration Deadline: SEPT 19TH

Late Registration Deadline: OCT 3RD
\$5.00 late fee assessed

Skills Assessment & Draft: OCT 6TH

Games begin: OCTOBER 18TH

1 practice per week

Games played on Saturdays

For more information:

928-554-0820 option 3.

parks@campverde.az.gov



ADULT CO-ED KICKBALL

8 Teams

8 Games guaranteed

Max 20 players/Roster

\$225- Registration Fee

**Games at Sports Complex
Mon. and Wednesdays**

Registration Opens: Aug. 11th

Late Registration: Sept. 20- Oct. 1st

Register @

<https://campverde.sportsites.com/player>

**Season
begins
October
6th!**

**Questions? Contact Parks and Rec
at 928-554-0820 Opt. 3 or
parks@campverde.az.gov**

Parks & Recreation Commission Regular Session October 6, 2025

2025 Trunk or Treat on Main

Camp Verde Parks & Recreation is starting the planning process for this year's Halloween Trunk or Treat on Main Street! This event will be held on Friday, October 31st, from 5-7 pm. Main Street will be closed from Nichols Street to Turner Street at 4:30 pm and will open again at approximately 7:15 pm. The closure will allow families to roam safely, Trick or Treat, and have fun at this family-friendly event!

To make this another successful event, our planning needs to start early, and this information sheet will help us to do just that! Thank you for taking the time to fill out and return this form as soon as possible.

This event continues to grow each year. This is due to the participation of many of our Main Street merchants, local businesses, and community groups, as well as individuals who help pass out candy and/or donate to help with the purchase of candy. Join the fun and be part of the excitement—**last year, over 6,000 trick-or-treaters joined us**, and we want you to be part of this year's amazing turnout!

The Town will be providing supplemental candy for participating businesses & groups to hand out. Combined with candy purchased by you, this leads to full treat bags and happy kids! Last year, we purchased over \$5,000 worth of candy to be distributed to you for the kids. This comes from Town funds as well as donations from the Kiwanis Club and other groups and businesses. Any money contributed by businesses, groups, or individuals to this purchase would be appreciated and would allow for an even bigger bag of treats.

We encourage participants to go the extra mile with decorations, entertainment, and anything else that would help to improve the family-friendly Halloween experience for that night. We will also be holding our decorating contest again, giving you the chance to win bragging rights and the Ghosts, Ghouls, & Goblins Award. This year, we will again be showing a movie on the Community Field along with a couple of Food Trucks.

Parks & Recreation will be coordinating the activities. We ask that each group that has asked for supplemental candy check in with us at our office located at 395 S. Main St. to pick up your candy and get any last-minute instructions. We would like to encourage businesses and individuals to participate. Even if you do not have a business on Main Street, we will have a spot for you!

Just a reminder that our candy is to supplement yours!

Please return this form to the Parks & Recreation Division located at 395 Main Street. You may also scan and email us at Parks@campverde.az.gov. If you have any questions, please call us at (928) 554-0820 (x3).

Planning questions:

Contact Name: _____ Phone: _____

Business/Group Name: _____

Email: _____

Are you planning to participate in Trunk-or-Treat on Main Street 2025? [] Yes [] No

What type of activity/entertainment are you planning on doing? _____

Do you need other support from the Town? [] Yes [] No If yes, what? _____

Do you need candy from the town to *supplement* your own? [] Yes [] No

Are you able to donate financially to the Town toward candy purchase? \$ _____

What can we do together to make this event even better?

Please submit your idea here!

[illegible]

Trunk or Treat 2025



**Food Trucks
4pm to 8pm**

Located on the Community Field

**Friday, October 31
5:00 - 7:00 pm**

**How to Train
your Dragon**

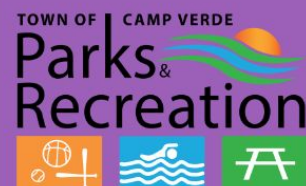
**Movie Starts
6:30pm**



Main Street - Camp Verde

A FREE EVENT

**Call Parks & Recreation
for information to participate
in handing out candy!**



928-554-0820 x3

parks@campverde.az.gov



395 MAIN STREET
CAMP VERDE, AZ 86322
928-554-0820 X 3

Dear Valued Main Street Business,

The Parks and Recreation Division is planning three major events this Fall that will attract thousands of visitors to Main Street with the hope of adding revenue for your business and promoting the town of Camp Verde.

The first is Ft. Verde Days. This event is on October 11th and 12th and kicks off with the Annual Ft. Verde Days Parade that starts at 10:00 AM. Staging begins at the Bashas Parking Lot, and the parade ends here on Main Street. Because of this, **Main Street will be closed to traffic on Saturday, October 11th, from 9:30 am to approximately 11:15 am.**

The second event, Trunk or Treat, will be held on Friday, October 31st. Last year, over 6,000 people made their way to Main Street for this fun event, with close to 60 area businesses participating in handing out candy or donating money for candy purchases. There will also be a movie and Food Trucks on the Community Field from 6:30 – 8:30 PM. Attached is the registration form to participate. **Main Street will be closed beginning at 4:30 pm and re-open at approximately 7:15 pm on Thursday, October 31.**

The third and final event of the year is our Annual Christmas Magic on Main and Parade of Lights on Saturday, December 13th. **Main Street will be closed from 5:45 pm to approximately 7:00 pm on Saturday, Dec. 13th for the Parade of Lights.**

We understand the impact that closing Main Street has on your business. The Parks and Recreation Division is committed to doing everything reasonable to help your business thrive during these times of closure.

Sincerely,

Shawna Figy
Acting Parks & Recreation Division Manager

Trunk or Treat 2025

Dinner & Movie

Friday, October 31

**How to Train
your Dragon**
6:30 - 8:00 pm

**Food Trucks
4pm to 8pm**

**Located on the
Community
Field**



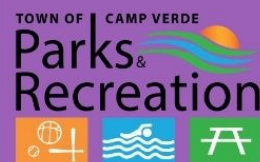
Camp Verde Community Field

A FREE EVENT

**Call Parks & Recreation
for information to participate
in handing out candy!**

Parks & Recreation Commission Regular Session

October 6, 2025



928-554-0820 x3

parks@campverde.az.gov

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FALL 2025 TRIP LIST

All trips leave at 9:00 am and returns at 4:00 pm unless otherwise stated.
Subject to the destination, choose to buy lunch on site or pack your own.
Cancellations with at least 48 hours' notice are eligible for a full refund.

SEA-Life Aquarium

November 7th

From tiny seahorses to gliding rays, SEA LIFE Arizona at Arizona Mills puts you nose-to-nose with the ocean—walk the 360° tunnel, then get hands-on at the touch tidepools. Fully indoor, it's an easy crowd-pleaser with dining and shopping just steps away.

\$47

Merchant Square

November 21st

Merchant Square Antique Marketplace in Chandler is a treasure-hunt paradise with 250+ merchants of vintage, antiques, and quirky finds under one roof. When you're ready to refuel, hit American Way Smokehouse right inside the mall for legit house-smoked brisket, pulled pork, and more—then dive back in for round two.

\$20

Desert Ridge Market

December 5th

Shop a dynamic lineup of 100+ brands at Desert Ridge Marketplace—big-name anchors, stylish boutiques, and everything in between—then cap it off with chef-driven eats and sweet stops all in one place. From tacos and sushi to sit-down steakhouses and patio bites, the dining directory covers every craving so you can browse, bite, and repeat

\$20

