



# 2026 GENERAL PLAN

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PZ & TOWN COUNCIL SESSION – JUNE 26, 2026



# GENERAL PLAN – WHAT IS IT?

## What it is:

- A tool for education and communication
  - More than a land use map
  - An expression of participating citizens' preferences
  - A statement of Town growth management policy
  - A guide to public and private decision making
  - A long-term perspective for municipal progress
  - A blueprint to improve residents' quality of life
  - A legal requirement under Arizona State Law
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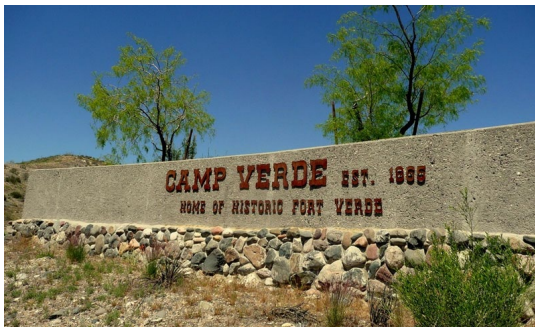
## What it is not:

- A zoning map, although it sets general land use parameters
- Not a regulatory document like a zoning or building code
- A tool to promote special interests
- An unchangeable document
- A detailed policy for specific properties or areas
- A capital improvement program



# INTRODUCTION

The Town of Camp Verde has prepared an initial draft of the 2026 General Plan rewrite update. The current 2016 General Plan was adopted and approved 10 years ago. Arizona Revised Statutes requires a new plan be voted upon every ten years. This Presentation provides an overview of the Goals and Structure of the new 2026 General Plan and well as discusses the Citizen review process is complete and the plan is progressing towards hearings for adoption.



## Overview

1. Schedule Overview
2. Review of 2026 General Plan Structure and Elements
3. What's new/changed
4. Implementation – Action Strategy Matrix

# CAMP VERDE PLANNING VISION STATEMENT

## Current Vision Statement...

### Vision Statement:

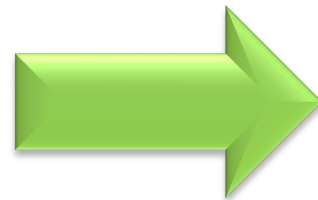
The Town of Camp Verde will maintain its rural, friendly, historic atmosphere, and natural scenic beauty while offering local shopping, employment, and diverse housing opportunities. We embrace the existing business community, welcome new businesses, and encourage appropriate development that is well balanced in its respect for our natural environment and culture. Natural resources will be a priority to preserve, including the Verde River, tributaries, and open space areas. Commercial, residential, and industrial areas will be neat and visually appealing so as to enhance existing and future neighborhoods, our cultural heritage, and the natural beauty of the mountain vista setting that is Camp Verde. The clear blue sky by day and the dark sky by night, sprinkled with stars, will lift the spirits of generations of the people yet to come.

## Refreshed Vision

Minor updates will be made to the Town's vision statement to reflect its identity in 2026 as a guiding principle for planning in the next ten years and beyond

### New Vision Elements

- Identify new Goals for Camp Verde Vision
- Incorporate points from the Strategic Plan
- Consideration of the new Yavapai Apache Nation lands (land swap)





# CITIZEN REVIEW – OPPORTUNITIES TO PARTICIPATE

## **Tentative Milestone Dates:**

- July 17, 2024 – Town Council Public Hearing - Public Participation Plan adoption by resolution
- September – November 2024 – Website Information, Facebook page notice, Stakeholder Outreach, Manager Working Group meetings and technical review
- November 27, 2024 – Council Work Session – Citizen Open House #1
- November 2024 – 60-Day Agency Review draft plan distribution
- January 29, 2025 – Council Work Session – Citizen Open House #2
- January 2025 – End of 60-Day Agency Review period
- February 27, 2025 – Planning and Zoning Commission Public Hearing
- March 19, 2025 – Town Council Hearing for prospective 2026 General Plan adoption





Spring-Summer 2024

Staff Drafting, Working/Technical Review, Development of New Exhibits, Commissions

Establish internal deadlines for content review, changes, revised exhibits and reformatting

Fall 2024

60 Day Agency Review, Citizen Review

Periodic updates on content revisions

Fall 2024 to Spring 2025

Town Council Study Sessions

TC presentations and open house-style meetings

Spring 2025

PZ & Town Council Public Hearings

TC Hearing on March 19, 2025

# SCHEDULE OUTLINE

# CAMP VERDE – IDENTIFYING STAKEHOLDERS

## What is a “Stakeholder”

**Individual, group, or organization that has an interest in or is affected by the town's planning and development decisions.**

### List of Prospective Stakeholders

1. Copper Canyon Fire & Medical
2. Patriot Disposal / Waste Management
3. Arizona Rangers
4. US Forest Service/Verde Ranger Station
5. Sonoran Desert Network
6. ADOT
7. Camp Verde Unified School District
8. National Park Service (Parks and Shuttle Transportation)
9. Camp Verde Chamber of Commerce
10. Out of Africa Wildlife Park
11. Yavapai County Flood Control District
12. Yavapai County Community Development
13. Camp Verde Business Resource and Innovation Center
14. Camp Verde Water Systems
15. Verde Lakes Water Co.
16. Arizona Public Service
17. Yavapai County Sheriff’s Office
18. Northern Arizona Healthcare Medical Group
19. Century Link
20. All Boards and Commissions



# CITIZEN REVIEW – OPPORTUNITIES TO PARTICIPATE

**Our goal is to maximize the visibility of this process to the residents of the Town:**

## **Public Outreach Plan:**

- *Update the Town Website with the 2026 General Plan Draft and prospective meeting schedule*
- *Update the Citizen Input Form on the Town website for comment (phone and email also available).*
- *Hearing notices to citizen and stakeholders using the Town’s Utility Bills*
- *Town Council Study Session presentations and two Open House style work shops completed prior to PZ Hearing*
- *Following PZ Hearing, all comments need to be received by February 25<sup>th</sup> to make it into the draft going to TC on March 19, 2025*





# REVIEW OF GENERAL PLAN COMPONENTS, NEW STRUCTURE:

## INTRODUCTION



*Current General Plan is comprised of eleven (11) Chapters and has a total page count of 182 pages. The 2026 General Plan will propose four (4) main chapters entailing the following subsections:*

- Establishes the goals of the General Plan.
- Examines the history and cultural themes



## AMENDMENTS AND PROCESS

Explains the process of making amendments to the General Plan as well as zoning ordinances

## ELEMENTS



- **Community Character (new)**
  - Land Use
  - Character Areas
- Circulation, Trails & Transportation
- Open Space & Recreation
- Growth Area & Economic Development
- Environmental Planning
- Water Resources
- Cost of Development



## IMPLEMENTATION AND ACTION STRATEGIES

Describes the Implementation and Action Strategies to see how the Town's Goals and Objectives can be met

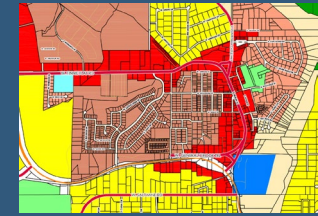
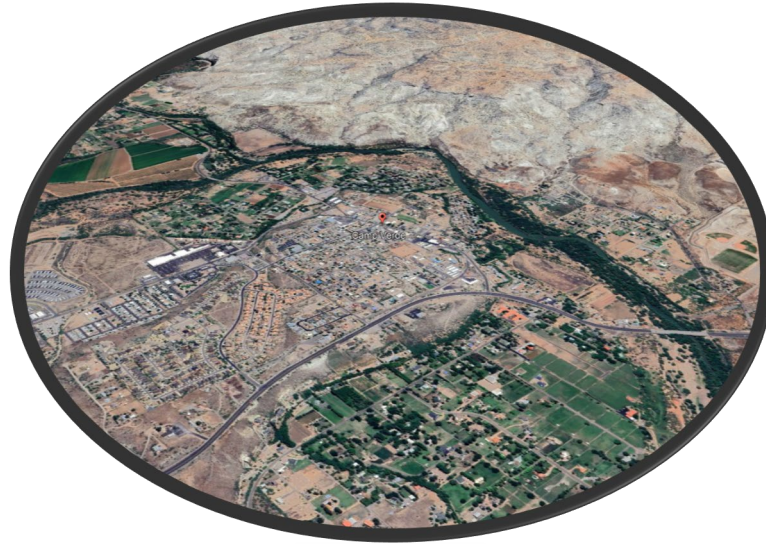


# ELEMENTS OF THE GENERAL PLAN, CHANGES



## COMMUNITY CHARACTER

Pull historical information from Introduction and Land Use Element and create a more holistic new Community Character Element that ties the Special Character Areas with new land use and historical elements



## LAND USE

Remove most historical information from the land use element and focus on existing and proposed land uses, prospective specific or area plans



# ELEMENTS OF THE GENERAL PLAN, CHANGES (CONT'D)



**ENVIRONMENTAL RESOURCES &  
WATER RESOURCES**



**PARKS, RECREATION, AND OPEN  
SPACE**



# ELEMENTS OF THE GENERAL PLAN, CHANGES (CONT'D)



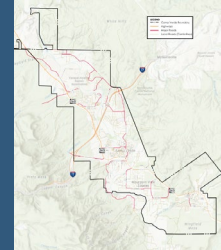
## GROWTH AND ECONOMIC DEVELOPMENT

Consider adding material related to development of the Out of Africa Park and Rimrock Airport



## COST OF DEVELOPMENT

Reconsider the overall costs of development – including those carried by the developers as well as those of the Town.



## CIRCULATION

Staff is working to create an updated Circulation Element exhibit showing the Town's street hierarchy and layout



# GENERAL PLAN – NEW COMMUNITY CHARACTER ELEMENT

## Guiding Principle:

*“The community character chapter provides a place in the Plan to offer insight on Camp Verde’s collective identity, acknowledging its diverse population, history, cultures, and interests. The influence of nearby tribal lands is distinct, and it transects the Town’s western history and nostalgia, natural outdoor attractions, and contemporary American life. The Community Character chapter will be a confluence of these factors and will be represented through the Town’s Special Character Areas and regional cultural geography that draws both locals and visitors.”*





# GENERAL PLAN – AMENDMENTS SECTIONS – ZONING ACTIONS

## **Relationship of Zoning Actions to General Plan Implementation – New Section Added:**

Effective Plan implementation is obtained through, and State law requires, zoning amendments to be in conformity with the General Plan. The Plan is a broad land use indicator. It is important to note that not every property within a designated land use area will conform with that designation. Pre-existing uses or zoning classifications encourage a mix of activities that support the main use category. Small acreage deviations from the designated classification may be justified for individual sites.



# GENERAL PLAN – FOCUS ON OBJECTIVES, GOALS, AND IMPLEMENTATION STRATEGIES

The Action Strategy Matrix has been updated in content And formatting:

## SECTION 4.4 – ACTION STRATEGY MATRIX

IMPLEMENTATION AND ACTION STRATEGY MATRIX						
ELEMENT FOCUS	TIMING				IMPLEMENTATION STRATEGIES	
COMMUNITY CHARACTER						
OBJECTIVES	Short Term	Mid-Term	Long Term	On-Going		
1	Maintain the small-town character through Council policies that protect sensitive Downtown business and neighborhoods by locating large-scale new development along the freeway or by the airport.				X	Focus revitalization investments and mixed-use development in the Downtown, direct developers of large-scale commercial projects to located near the freeway interchanges.
2	Continued support of the Historic Preservation Commission by protecting and documenting the City’s unique and distinctive history.		X			Promote Historic Preservation protections and seek grant funding for revitalization of historic sites and buildings in the Downtown area.



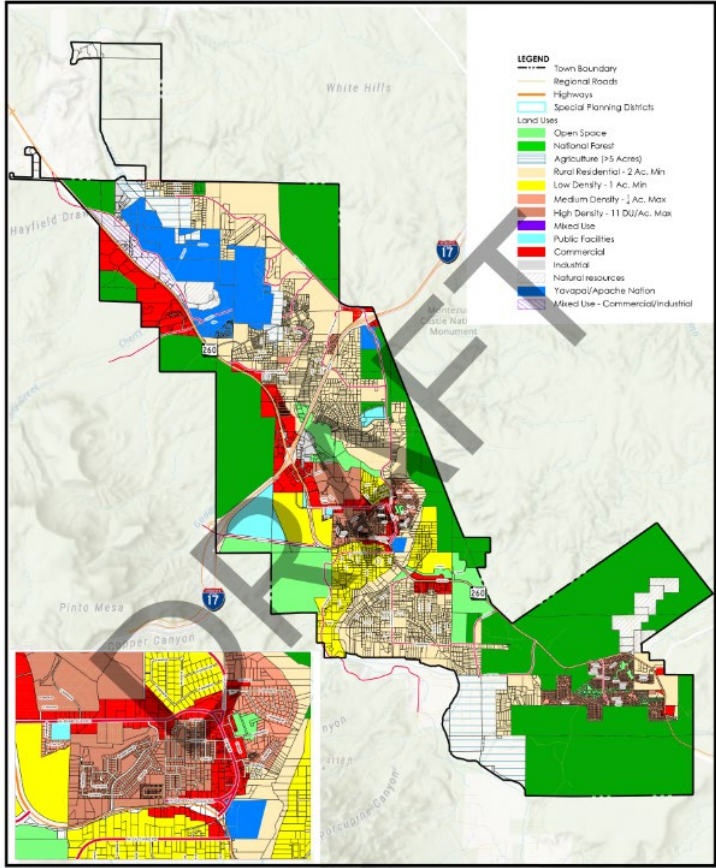
# GENERAL PLAN – FOCUS ON OBJECTIVES, GOALS, AND IMPLEMENTATION STRATEGIES

**The Action Strategy Matrix has been updated in content And formatting:**

LAND USE						
OBJECTIVES		Short Term	Mid-Term	Long Term	On-Going	IMPLEMENTATION STRATEGIES
1	Proactively partner with private developers and public agencies to develop employment opportunities that take advantage of Winslow’s unique transportation position.	X				Consider economic development incentives, development agreements, zoning action, and other strategies to secure long-term strategic growth in and around the airport and railroad for employment generating uses.
2	Proactively attract residential development through identifying locations for higher density housing and create incentives and streamlined review processes as a means of creating move-up market, workforce, and affordable housing opportunities	X				Streamline application requirements and consider expedited schedules for submittal, review, and prospective approvals for residential projects. Consider zoning tools to facilitate infill development on small lots and higher density affordable housing throughout the City.



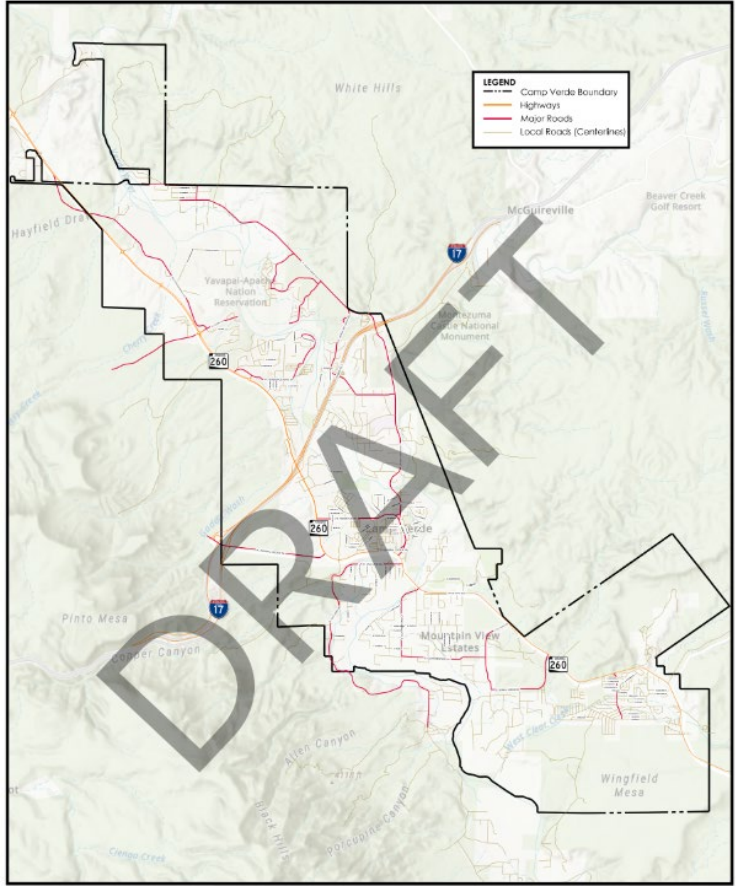
# GENERAL PLAN – MAP DRAFT SAMPLES



**TOWN CENTER**  
 SCALE 0 1000 2000  
 SCALE 0 0.5 1 2 MILES



**CAMP VERDE**  
 GENERAL PLAN 2026  
 LAND USE MAP



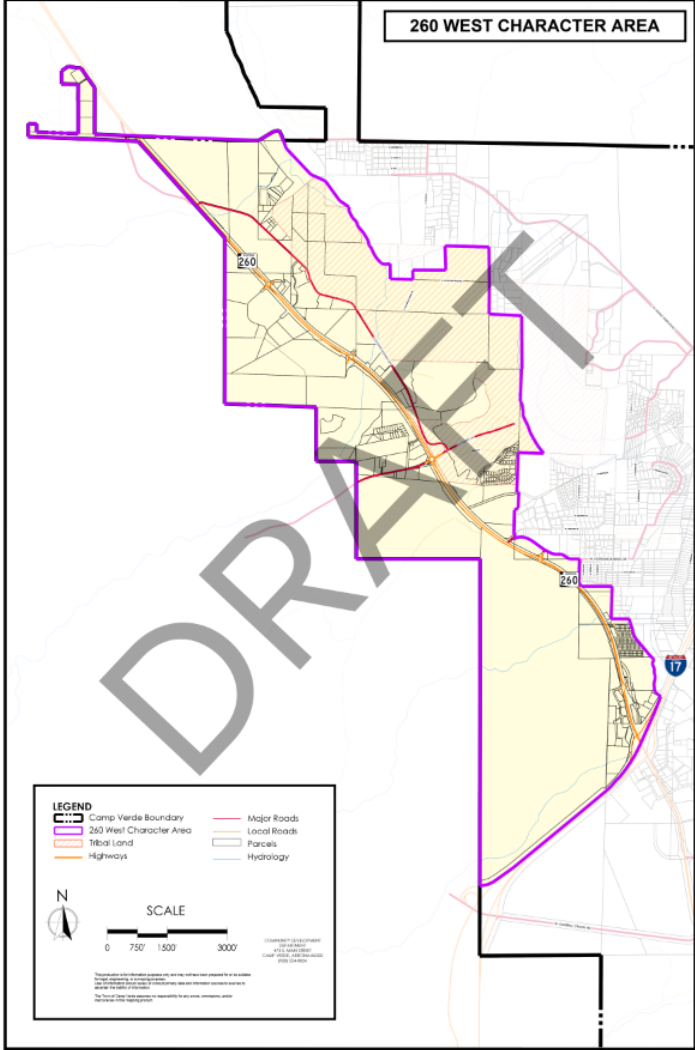
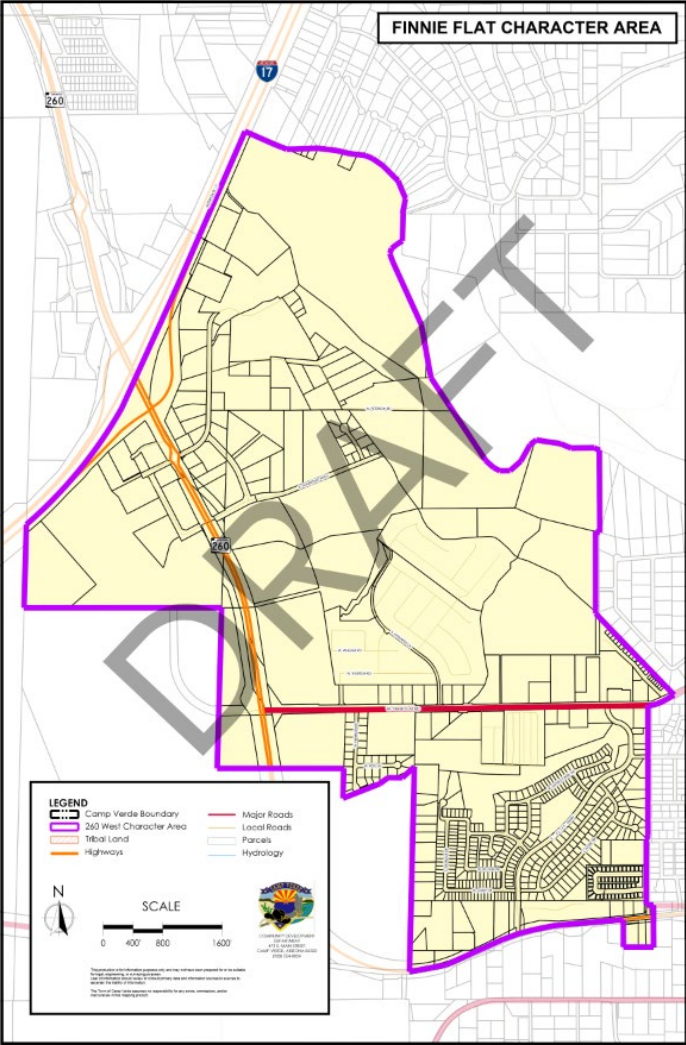
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**CAMP VERDE**  
 GENERAL PLAN 2026  
 CIRCULATION MAP



# GENERAL PLAN – MAP DRAFT SAMPLES







# STUDY SESSION COMMENTS

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