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# Plan Camp Verde

ARIZONA

**Tuesday, August 13, 2024**

## **General Plan 2026 TAG Meeting #1**

**In Attendance:** Consultant Jason Sanks, Ed Mezulis, Cris McPhail, Wendy Escoffier, Tanner Bryson, Tony Gioia, Economic Development Specialist Crissi Clark, Town Manager Miranda Fisher, Utility Director Jeff Low, Community Development Director John Knight, Planner Cory Mulcaire, Public Works Director Ken Krebbs, Vice Mayor Marie Moore, Parks and Recreation Commission Chairman David Grondin, Planning and Zoning Vice Chairman Todd Scantlebury, Planning and Zoning Commissioner Bill Tippet.

### **Introduction:**

Town Manager Miranda Fisher opened the meeting at 5:30 PM.

The meeting started with Ms. Fisher asking each person of the group to introduce themselves, why they are interested in working on the plan, and what they are looking forward to with the most with this General Plan Update.

There were many themes discussed by all participants including:

- Having worked on previous plans
- Business attraction
- Increase tourism
- Balance growth and stay rural
- Define the culture of Camp Verde

### **Presentation by Jason Sanks:**

Consultant Jason Sanks did a Power Point Presentation ([Attachment A](#)).

Mr. Sanks discussed what the General Plan is and is not, the process that the plan goes through for adoption, and possible elements of the general plan update.

Proposed elements of the General Plan 2026:

- Introduction
- Amendments and Process
- Elements:
  - Community Character
  - Land Use
  - Character Areas
  - Circulation, Trails, and Transportation

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- Open Space and Recreation
- Growth Area and Economic Development
- Housing
- Environmental Planning
- Water Resources
- Cost of Development
- Implementation and Action Strategies

## **TAG Roles and Responsibilities:**

Ms. Fisher discussed the TAG member roles and responsibilities from a staff/facilitator perspective and asked for input from the members on how they would like to handle such issues as:

- Conflict
- Making sure that every member is heard
- What happens if a member is unable to attend
- How they contact staff
- Will Robert's Rules of Order be followed

There was a lot of discussion among members and ultimately it was acknowledged that members will differ to staff.

At this time Mr. Grondin asked if there are statutory laws that have changed since the 2016 General Plan was release.

Mr. Sanks assured the group that he would look into this and get back to them at the next meeting.

Mr. Bryson asked when we could expect the TAG Meeting notes will be available to the public and if people could be removed from the group.

Mrs. Mulcaire responded that she would get the meetings posted as quickly as possible.

Ms. Fisher stated that members can be removed if there is a continual problem but that we do not foresee that being an issue.

## **TAG Meeting Schedule:**

Ms. Fisher asked for input on regularly scheduled TAG meetings that worked for everyone who is involved.

**Decision: Meetings will be held every other Tuesday from 3:30 to 5:30 starting September 10, 2024.**

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## **Town's Vision Statement:**

Mr. Sanks discussed what a Vision Statement is and needs to encompass what is to come in the document.

- Regional context – location
- History/arts/culture (who we are; understood collective identity)
- Vision for growth
- Conservation

He also went on to share the draft vision statement created and take discussion.

Discussion:

- Why was the statement different from that of the Strategic Plan recently created.
  - The response was because this is a much broader document.
- Missing infrastructure and open space
  - Those will be addressed in different areas of the General Plan
- There was a lot of discussion regarding viticulture and increasing it in Camp Verde
  - This can be addressed in the character areas as appropriate
- Process questions regarding editing documents are sent to the group
  - Recommended that redlines be sent to staff and Mr. Sanks so they can be reviewed, an email will be created for the TAG to reach all staff at once, along with an email for the public to email their comments on the General Plan to staff.
  - We will capture all comments and feedback, both TAG members and citizens.
- Most liked the Vision Statement as written (**Attachment B**).

## **Miscellaneous Discussion**

Mr. Bryson if the Fort is ignored and what is needed to bring it more tourism.

Ms. Clark responded that Economic Development advertises a lot for the Fort.

Mr. Bryson emphasized that the Fort needs to be in the Character Elements of the General Plan.

## **Closing:**

Ms. Fisher closed the meeting at 7:30 PM

# VISION 2050 GENERAL PLAN

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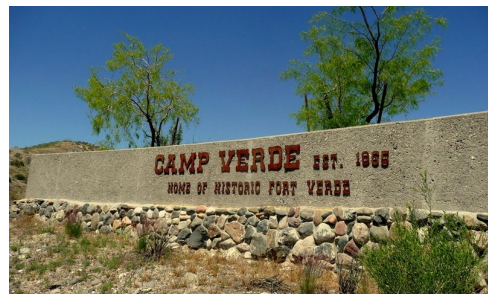
TECHNICAL ADVISORY GROUP MEETING – AUGUST 13, 2024



# VISION 2050 – INTRODUCTION

The Town of Camp Verde is preparing an initial draft of the *Vision 2050 General Plan* rewrite update:

- Adopt every 10 years
- TAG Members
- Roles and Responsibilities (presentation by Town Manager, Miranda Fisher)
- TAG Meetings Scheduling
- Discussion of Town’s draft Vision Statement



## Overview

1. TAG Role, Members and Responsibilities
2. What the General Plan is
3. Town’s Vision Statement

# VISION 2050 – TECHNICAL ADVISORY GROUP MEMBERS

## Group Members:

- Marie Moore, Vice Mayor
- Bill Tippet, Planning & Zoning Commissioner
- Todd Scantlebury, Planning & Zoning Commissioner
- Dave Grondin, Parks & Recreation Commissioner
- Cris McPhail, Community Member-at-Large, Council Member
- Wendy Escoffier, Community Member-at-Large, Council Member
- Tanner Bryson, Community Member-at-Large
- Tony Gioia, Community Member-at-Large
- Ed Mazulis, Community Member-at-Large

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## Staff Members:

- Miranda Fisher - Town Manager
- John Knight - Community Development
- Cory Mulcaire - Community Development
- Molly Davies - Economic Development
- Jeff Low - Utilities
- Ken Krebbs - Public Works
- Jason Sanks - General Plan Consultant

# VISION 2050 – WHAT IS A GENERAL PLAN?

## 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
  - Complements other plans, i.e. Town's Strategic Plan, Water Master Plan
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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
- A Town Budget

# VISION 2050 – REVIEW OF GENERAL PLAN COMPONENTS, NEW STRUCTURE:

## INTRODUCTION



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

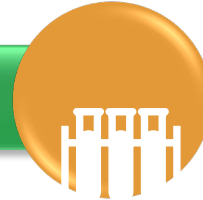
*Current General Plan is comprised of eleven (11) Chapters and has a total page count of 182 pages. The Vision 2050 General Plan will propose four (4) main chapters entailing the following subsections:*

## AMENDMENTS AND PROCESS



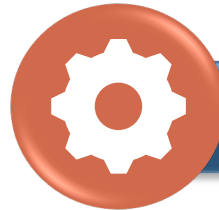
Explains the process of making amendments to the General Plan as well as zoning ordinances

## ELEMENTS



- **Community Character (new)**
- Land Use
- Character Areas
- Circulation, Trails & Transportation
- Open Space & Recreation
- Growth Area & Economic Development
- Housing
- 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



# VISION 2050 – TOWN VISION STATEMENT

## VISION STATEMENT COMPONENTS:

- Regional Context
- History/Arts/Culture
- Vision for Growth
  - Economic Development
  - Housing
  - Transportation
  - Lifestyle/Recreation
- Conservation

# VISION 2050 – TOWN VISION STATEMENT (NEW DRAFT)

*“The Town of Camp Verde is dedicated to preserving its rural, friendly, and historic atmosphere while embracing growth that aligns with its natural scenic beauty and cultural heritage. Our vision is to foster a sustainable community that offers local shopping, employment, and diverse housing opportunities while preserving the Town’s natural resources, including the Verde River, its tributaries, and open space areas. As we welcome new businesses and support existing ones, we encourage development that is well-balanced, visually appealing, and respectful of our environment and collective cultural identity.*

*The Town continues to value its rich history, arts, and agrarian heritage while providing an exceptional quality of life. We value preserving our environmental quality by considering the impacts of new development while promoting practices that ensure a healthy community. Our commitment to a sustainable water supply, safe and efficient transportation systems, and natural open space reflects our dedication to the long-term well-being of our Town. Through careful, responsible development choices we seek balance between growth and preservation, ensuring Camp Verde will be a unique and vibrant community for generations to come.”*



# Vision 2050: Town of Camp Verde General Plan

## Town Vision Statement

The current 2016 General Plan has a primary Vision Statement, and a series of brief Vision Statements located in select chapters of the document. Our team would like to consolidate this series of statements into a single Vision Statement that leads the document, setting the tone for all of its chapters and elements. We would also like to integrate the core of the Vision Statement from the Town's recently adopted Strategic Plan to tie the two together.

The existing 2016 General Plan Vision and FY25-FY30 Strategic Plan Vision Statements are listed below, followed by some samples of the proposed consolidated Vision Statement for the new General Plan. The TAG should evaluate all of the text and consider suggestions that best reflects the Town's collective identity.

As the TAG move through later portions of the new draft General Plan document, additional opportunities will be provided to further tie the Town's Strategic Plan goals those of the General Plan to maintain a unified, symbiotic relationship across the Town's adopted plans.

### 2016 General Plan Vision Statement(s):

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.

**The following statements come from other chapters. We should seek to integrate components of these into a single Town Mission Statement and reassign the rest of the content to better places in the document such as Element introductions or within the Goals, Policies and Objectives. The goal is that the General Plan has one Mission Statement.**

The Town of Camp Verde values and celebrates its prehistory, history, arts and culture.

The Town of Camp Verde is a community with a rural character. Land Use within the Town should be patterned in such a manner as to create a sustainable community while respecting the rural setting. Camp Verde embraces the existing business community and welcomes new businesses and the need to develop more commercial opportunities for its citizens. Therefore, we are a town that encourages appropriate development that is well balanced in its respect for our natural environment and culture. The success of the Land Use element will depend on the ability of the Town to maintain a balance between meeting the material needs of the community while preserving the natural and cultural qualities that make Camp Verde unique.

The Town of Camp Verde encourages and supports business growth and retention to give residents the ability to live, work and shop in the community. We strive to preserve our rich cultural history, agrarian heritage, and natural resources while fostering a resilient economy.

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

Development will be conveniently located to, and compatible with existing infrastructure in order to protect taxpayers and existing businesses from having to assume financial responsibility for additional infrastructure required for new development. The Town's government will equitably assess and manage the fiscal and capital impacts resulting from new development to maintain and improve the existing level of services and infrastructure.

Camp Verde provides a mix of residential densities to accommodate a variety of housing and lifestyle opportunities, while supporting the health, safety, and welfare of all residents by encouraging and actively seeking reasonably priced housing opportunities.

A variety of circulation, trails and transportation systems will be provided within the Town of Camp Verde. These systems will be designed, constructed and maintained in conjunction with the Land Use element plan in a manner that will provide convenient and safe travel.

Open space within Camp Verde will protect sensitive natural areas and scenic vistas and provide a variety of recreational opportunities. Open space will be considered in future development as a means to preserve the community's rural character by providing buffers between different types of land uses and by working with developers to designate portions of new development as natural areas.

Camp Verde will remain a community that values a high level of environmental quality. The Town will consider environmental impacts of new developments and promote practices that create and maintain a healthy, safe, and sustainable living environment.

Camp Verde will be a community that places a high value on a safe and sustainable water supply for future growth and the natural environment, while protecting the water quality and needs of the existing community through practicing wise water management and water conservation.