


Plan Camp Verde

ARIZONA

Tuesday, September 10, 2024

General Plan 2026 TAG Meeting #2

In Attendance: Consultant Jason Sanks, Ed Mezulis, Cris McPhail, Tanner Bryson, Tony Gioia, Economic Development Specialist Crissi Clark, Town Manager Miranda Fisher, Utility Director Jeff Low, Planner Cory Mulcaire, 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 3:30 PM.

The meeting started with an update on the website and email for the General Plan.

Mr. Sanks presented the agenda for today's meeting and the core discussion on the Land Use element, including review of the Land Use Map, new community character area draft content review.

Mr. Gioia stated that he would like page numbers added to the packets.

Word on the Street

Mrs. Escoffier's comments were read to the group. (Attachment A)

Mr. Gioia echoed the above comments and discussed some of the comments from September 24. (Attachment B)

Mr. Bryson asked about architectural parameters for the Down Town Character Area.

Survey Results:

Town Manager Fisher discussed the survey results of the TAG (Attachment B)

Mr. Scantlebury shared his findings from the survey results:

1. Land Use and Development
- 2/3/4. Natural Resources, Community Character and Economic Development
5. Parks and Recreation
7. Housing
- 8/9. Historic Preservation and Transportation



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He also mentioned that he would like to have the group to meet to explain where they evaluate each individual item.

Town Manager Fisher recommended that the individual group members can set up meetings amongst themselves to discuss 1:1 but that is not something we need a form TAG Meeting for.

Mr. Goia wanted to know what natural resources mean to each TAG member.

Review of reformatted Land Use Element with re-introduction of new draft Land Use Map and Land Use Designations (Town currently defers to 2004 map).

Mr. Sanks did a presentation on what the Land Use Map is and how it guides decisions on Zoning Map Changes and Development. He also stated that the Land Use Map does not replace character areas or modify existing land use designations. Although it can help guide how we plan for residential densities in certain areas.

Mr. Scantlebury read the definition of Open Space from A.R.S. and wants a definition of Open Space. He also asked for clarification on the character areas.

Mrs. McPhail asked about land use and where we are proposing RV Parks, adult themed services, grow facilities, and marijuana sales. Additionally, she asked the Tribal Land be identified on the Land Use Map.

She would like to preserve our rural character by preserving lot sizes, an upland trail plan.

She also felt that lots should not cross-over into two different character areas.

Finally, Mrs. McPhail requested that we move institutional uses off Main Street.

Mr. Grondin was looking for clarification on land use distribution, for example:

5.7% Open Space, 1% Mixed Use/Industrial

And what is the average of each land use.

Mr. Tippett asked what the typical driver is for a major amendment.

Mr. Sanks informed him that is usually based upon a critical mass of acreage.

Mr. Goia would like to see the reintroduction of Major and Minor Amendments for development.

Mr. Sanks asked that all goals be submitted to the staff in writing.

Town Manager Fisher, appreciated all of the input and reminded the group that a lot of what they were mentioning pertained more to the Planning and Zoning Ordinance, than to the Land Use Map.



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New Community Character Area draft content review.

Mr. Sanks informed the group that this is the section of the General Plan where we can tell the story of Camp Verde.

Mr. Scantlebury agrees.

Mr. Goia likes the rural and western description but does not think the term agritainment covers the character of Camp Verde.

Economic Development Director, Ms. Davies shared some of the language used for Select Camp Verde.

Town Manager, Fisher discussed that we want this information to resonate with the TAG, so what doesn't land for you.

Mr. Tippettt stated that it is important to him that we differentiate from the wine and lean more towards a rugged vs. refined character.

Mr. Bryson wants more focus on equestrian events and their economic impact.

Mr. Mezulis agreed.

Ms. Davies called out the fact that we have more youth, therefore a broader demographic than other areas.

Public Works Director, Mr. Krebs agreed that youth sports are growing rapidly.

Vice Mayor Morre, stated that there are underlying issues that need to be addressed.

Mr. Grondin wants to remind the group that Camp Verde also has a Tree City designation and Dark Sky designation.

Mr. Mezulis felt it was important to remember recreation and tourism in the discussion. The Equestrian Center could be its own character area, and all recreation amenities should be included in the Town.

Ms. Davies stated that there is value in guiding principles being more robust.

Town Manager Fisher asked if there was a sentiment from the TAG on RV Parks.

- Mrs. McPhail would like the Land Use Map to have a designation of commercial RV Parks.
- Mr. Bryson would like to see RV Spaces at the Equestrian Center.

A decision was made by a majority of the TAG that they would like the Sports Complex/Equestrian Center and surrounding area to be its own character area.



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Consideration of how to make the Character Areas more focused and useful for making land use decisions that reinforce their respective identities through well-established Goals and Objectives.

The group as a whole agreed that enhancing the Downtown Area was a priority.

Mrs. McPhail wanted to consider a facade program as well as a Downtown Alliance.

Vice Mayor Moore agreed that we need a Downtown Alliance, but we also need businesses.

Ms. Davies stated that a unified vision for the Downtown Area was part of the Strategic Plan as well.

Mr. Scantlebury agrees and thinks that Downtown should be walkable and desirable.

Ms. Davies thinks that we need to have less government offices downtown.

Mr. Bryson asked about liquor laws and being able to walk downtown with an alcoholic beverage.

Ms. Davies replied that special events call for pull walking permits.

Mr. Scantlebury discussed conservation easements and preservation of the “river corridor.”

Mr. Mezulis asked for clarification of the Downtown Area.

Mr. Bryson stated that revitalizing downtown will allow capitalism to take over and businesses that don't belong will change locations.

Mrs. McPhail stated that a retail area and residential area should not be the same, that we need more parking in downtown as well.

Mr. Goia would like to see a Design Review Board reinstated.

Town Manager Fisher gave the group homework to submit in writing goals and objectives for the Land Use Map and Character Areas.

Closing:

Town Manager Fisher closed the meeting at 5:30 PM

ATTACHMENT A

Wendy Escoffier's comments for the 9/10/24 General Plan TAG Meeting

3) Word on the Street:

The Historic Downtown Character Area should stop at the car wash and Ace. Extending that character area to the library doesn't make sense.

5) Reformatted Land Use Element and draft Land Use Map

Land Ownership Table, Land Use Distribution Table and Land Use Map doesn't reflect the impending land swap between the FS and YAN. I don't know the status of the trade, but should it be mentioned that the amount of FS land which we have designated as Natural Resources could change significantly once Congress approves the exchange?

The Land Use Map does not reflect the Camp Verde Unified School District's 2006 purchase of Forest Service land on both sides of Old Church Road. I couldn't tell if it is included in the Land Ownership Table and Land Use Distribution Table.

Land Use Designation Descriptions do not match the land use descriptions on the draft Land Use Map. The descriptions to consider show an increase in housing density from the previous general plans. I could not find the residential land use definitions/descriptions in the 2016 general plan.

For comparison – rural residential went from the 2004 description of a minimum of 2 acres with one single-family residence and a mix of livestock and agriculture to a max of 1 DU per acre.

Low density residential is going from 1 acre minimum per single-family residence to 1-3 DU per acre – up to a third of an acre density. For comparison, Verde Lakes are quarter-acre lots.

Medium density residential is going from quarter acre lots to 3-8 DU per acre, or a maximum of twice as dense as Verde Lakes for comparison.

High Density Residential is going from 11 single family or multi-family dwellings per acre to 8+ DU per acre.

I am just making the observation that the densities in many previously considered rural areas of town would be able to double in density. Is that the message we want to send to potential developers who review our general plan? Is that the vision we have for our community? Smaller lots, such as doubling the density in Verde Lakes could help with affordable housing, however, that area uses individual septic systems. I personally favor keeping our rural residential areas at a minimum of 2 acres for 1 single-family DU.

6) New Community Character Area draft content review

Section 3.1 Guiding Principle

I have concern with the sentence “It is perhaps best seen in Camp Verde’s equestrian, wine country, and other agritainment-themed events.”

The previous general plans cite the public’s desire to maintain the mountain vistas and open views. Previously the term agrarian was used in its contemporary definition to mean fertile fields and farming. I think we are doing a disservice to the town by omitting mention of the large amounts of land being farmed; Hauser’s, pecan trees, the 3 wineries, the various roadside farm stands, fields of alpha, etc. The views of verdant fields, representing the Town’s agrarian history and current state, from the Hwy. 260 bypass as you look down upon the Salt Mine Road area,

To me, agritainment-themed events describe the Blazing M Ranch and Rawhide. The cornfest and pecan and wine festival, to me, don’t fit the description of agritainment. They are festivals with craft and novelty booths, some related to corn, pecan and wine, some not. I would not consider the cornhole competition agritainment. I also don’t consider wine tasting agritainment. These are my opinions, and I am curious what other members of the TAG think.

Section 3.101 – Discussion

I regret that I cannot attend the meeting. My husband’s back surgery was scheduled after this meeting was set.

Camp Verde General Plan Update: Technical Advisory Group Survey Results

Name: Tanner Bryson

Please rank the following elements of the General Plan in order of your interest

(1 = Most Interested, 9 = Least Interested)

- 1 Land Use & Development
- 2 Natural Resources & Environment
- 3 Public Safety
- 4 Community Character & Design
- 5 Economic Development
- 6 Historic Preservation
- 7 Parks, Recreation & Open Space
- 8 Public Services & Facilities
- 9 Transportation & Mobility
- 10 Housing

Please share any areas where you consider yourself a subject matter expert or have significant knowledge/experience.

Animal husbandry, agriculture/crop production, recreation and economic development strategy, marketing.

Name: Wendy Escoffier

Please rank the following elements of the General Plan in order of your interest

(1 = Most Interested, 9 = Least Interested)

- 1 Land Use & Development
- 2 Housing
- 3 Historic Preservation
- 4 Transportation & Mobility
- 5 Community Character & Design
- 6 Economic Development
- 7 Natural Resources & Environment
- 8 Parks, Recreation & Open Space
- 9 Public Safety
- 10 Public Services & Facilities

Please share any areas where you consider yourself a subject matter expert or have significant knowledge/experience.

Housing, land use, community character and design

Name: Tony Gioia

Please rank the following elements of the General Plan in order of your interest

(1 = Most Interested, 9 = Least Interested)

- 1 Land Use & Development
- 2 Community Character & Design
- 3 Natural Resources & Environment
- 4 Public Services & Facilities
- 5 Public Safety
- 6 Parks, Recreation & Open Space
- 7 Economic Development
- 8 Housing
- 9 Historic Preservation
- 10 Transportation & Mobility

Please share any areas where you consider yourself a subject matter expert or have significant knowledge/experience.

Due to my past involvement in Town Government I have extensive experience in all of the details involved in the elements. I went through an education process (with some help from the state) in planning and in working , with others, to understand what the majority of our residents wished to see in Camp Verdes future and develop a plan to progress there.

Planning, land use, development, natural resources and certainly water are things I have actively remained involved in.

I have to say it was very difficult to prioritize the 10 items above as they are so interrelated.

Name: Dave Grondin

Please rank the following elements of the General Plan in order of your interest

(1 = Most Interested, 9 = Least Interested)

- 1 Natural Resources & Environment
- 2 Land Use & Development
- 3 Parks, Recreation & Open Space
- 4 Economic Development
- 5 Housing
- 6 Community Character & Design
- 7 Transportation & Mobility
- 8 Historic Preservation
- 9 Public Services & Facilities
- 10 Public Safety

Please share any areas where you consider yourself a subject matter expert or have significant knowledge/experience.

“Expert” at nothing, familiar with most.

Name: Cristine McPhail

Please rank the following elements of the General Plan in order of your interest

(1 = Most Interested, 9 = Least Interested)

- 1 Land Use & Development
- 2 Community Character & Design
- 3 Parks, Recreation & Open Space
- 4 Natural Resources & Environment
- 5 Housing
- 6 Historic Preservation
- 7 Economic Development
- 8 Public Services & Facilities
- 9 Public Safety
- 10 Transportation & Mobility

Please share any areas where you consider yourself a subject matter expert or have significant knowledge/experience.

Parks and Open Space, Natural Resources and Land Use Planning

Name: Ed Mezulis

Please rank the following elements of the General Plan in order of your interest

(1 = Most Interested, 9 = Least Interested)

- 1 Public Safety
- 2 Land Use & Development
- 3 Natural Resources & Environment
- 4 Community Character & Design
- 5 Parks, Recreation & Open Space
- 6 Economic Development
- 7 Public Services & Facilities
- 8 Housing
- 9 Historic Preservation
- 10 Transportation & Mobility

Please share any areas where you consider yourself a subject matter expert or have significant knowledge/experience.

Public safety, Natural resources, public service, parks, rec, open space

Name: Marie Moore

Please rank the following elements of the General Plan in order of your interest

(1 = Most Interested, 9 = Least Interested)

- 1 Economic Development
- 2 Public Safety
- 3 Historic Preservation
- 4 Natural Resources & Environment
- 5 Land Use & Development
- 6 Public Services & Facilities
- 7 Parks, Recreation & Open Space
- 8 Community Character & Design
- 9 Transportation & Mobility
- 10 Housing

Please share any areas where you consider yourself a subject matter expert or have significant knowledge/experience.

Jack of all trades and expert in none.

Name: Todd Scantlebury

Please rank the following elements of the General Plan in order of your interest

(1 = Most Interested, 9 = Least Interested)

- 1 Land Use & Development
- 2 Natural Resources & Environment
- 3 Economic Development
- 4 Community Character & Design
- 5 Historic Preservation
- 6 Parks, Recreation & Open Space
- 7 Transportation & Mobility
- 8 Housing
- 9 Public Services & Facilities
- 10 Public Safety

Please share any areas where you consider yourself a subject matter expert or have significant knowledge/experience.

Writing. It's what I did for a living. Group consensus building/ consultative team-building, which is also what I did for a living. Data analysis/ tech' research and analysis (biomedical engineer).

Passionate (and hopefully compassionate) - I care for the Town and its future.

Name: Bill Tippett

Please rank the following elements of the General Plan in order of your interest

(1 = Most Interested, 9 = Least Interested)

- 1 Transportation & Mobility
- 2 Community Character & Design
- 3 Land Use & Development
- 4 Housing
- 5 Economic Development
- 6 Historic Preservation
- 7 Parks, Recreation & Open Space
- 8 Natural Resources & Environment
- 9 Public Services & Facilities
- 10 Public Safety

Please share any areas where you consider yourself a subject matter expert or have significant knowledge/experience.

I have professional experience in telecommunications and utilities but I do not consider myself an expert in any of the subject matter listed.

Name: Molly Davies

Please rank the following elements of the General Plan in order of your interest

(1 = Most Interested, 9 = Least Interested)

- 1 Land Use & Development
- 2 Economic Development
- 3 Community Character & Design
- 4 Public Services & Facilities
- 5 Housing
- 6 Parks, Recreation & Open Space
- 7 Transportation & Mobility
- 8 Natural Resources & Environment
- 9 Public Safety
- 10 Historic Preservation

Please share any areas where you consider yourself a subject matter expert or have significant knowledge/experience. Required to answer. Multi Line Text.

Economic development is my area of professional expertise. I have many years of experience in working on general and strategic plans. While economic development is a priority, land use, infrastructure, community character and housing are at the root of economic development initiatives and its ability to be effective.

Name: Ken Krebbs

Please rank the following elements of the General Plan in order of your interest

(1 = Most Interested, 9 = Least Interested)

- 1 Public Services & Facilities
- 2 Public Safety
- 3 Transportation & Mobility
- 4 Economic Development
- 5 Community Character & Design
- 6 Land Use & Development
- 7 Housing
- 8 Parks, Recreation & Open Space
- 9 Natural Resources & Environment
- 10 Historic Preservation

Please share any areas where you consider yourself a subject matter expert or have significant knowledge/experience.

Public Safety, Public Services & Facilities, Transportation & Mobility

Name: Jeff Low

Please rank the following elements of the General Plan in order of your interest

(1 = Most Interested, 9 = Least Interested)

- 1 Natural Resources & Environment
- 2 Public Services & Facilities
- 3 Land Use & Development
- 4 Parks, Recreation & Open Space
- 5 Historic Preservation
- 6 Transportation & Mobility
- 7 Housing
- 8 Economic Development
- 9 Public Safety
- 10 Community Character & Design

Please share any areas where you consider yourself a subject matter expert or have significant knowledge/experience.

Stormwater, Water and Wastewater Utilities. I've also been involved in development review and creating codes to municipalities for 25 years. I have been on open space committees and various natural resource boards.