



2024 COTTONWOOD GENERAL PLAN

Amended March 27, 2025

THE CITY OF



COTTONWOOD

2024 COTTONWOOD GENERAL PLAN

Adopted June 4, 2024, Resolution No. 3302

Ratified by Cottonwood voters November 5, 2024

Amended March 27, 2025, Resolution No. 3335

City of Cottonwood
Community Development
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THE CITY OF



COTTONWOOD

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INTRODUCTION

The City of Cottonwood General Plan is intended to guide the development of the community over the next decade and beyond. It is not a law or an ordinance, but a policy document that influences future City actions on a variety of topics, including land development, transportation, housing, and more.

Arizona state law requires cities to “adopt a comprehensive, long-range general plan for the development of the municipality.” The law requires the plan to “consist of a statement of community goals and development policies ...[and] shall include maps, any necessary diagrams and text setting forth objectives, principles, standards, and plan proposals.” The plan may be amended from year to year, but state law requires an update at least every ten years (ARS 9-461.05, 9-461.06).

In this edition of the General Plan, the City’s Vision statement and a series of Values statements establish overall principles upon which the plan is based. The Values statements, compiled in 2023 following a series of public meetings and a community survey, are very broad, and guide the more detailed policies listed in the plan’s Elements. Each Element contains one overall Goal, followed by several Objectives intended to achieve that goal.

These Goals and Objectives are the policies the City will consult when taking specific actions, enacting new programs and regulations, or developing more specific plans focused on particular issues. Each Element includes an Objective that lists ways the City can invite and encourage Community Engagement on the Element topic. At the end of each Element, there is a list of Performance Measures that can be used to track the progress of the plan’s implementation.

To make the General Plan as concise and user-friendly as possible, background information such as data, charts, and maps are contained in the plan’s companion document, the [Cottonwood City Atlas](#). The data in the City Atlas can be used to measure progress in implementing the General Plan.



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*Topics required by state law to be included in the General Plan (ARS 9-461.05.C and D)

VISION

The City of Cottonwood strives to maintain a uniquely desirable and sustainable community. We are unique because of our people, our grand natural resources, public amenities, leadership, diversity, and home town atmosphere.

We will continue to conserve, preserve and manage our precious resources, including the Verde River and its unique riparian habitat. We will enhance our position as the economic center for the Verde Valley, providing retail, medical, education, transportation, recreation, and tourism.

The City of Cottonwood provides leadership and solutions to ensure a safe and prosperous community where a diversity of people and nature thrive.



VALUES

Economic Development

- Cottonwood should maintain a diversified economy to provide a range of employment and shopping options, and to be resilient during economic fluctuations.
- Cottonwood's small-town atmosphere is an important asset enjoyed by residents and visitors, and should be preserved and enhanced.
- Tourism should continue to be an important part of the local economy, but Cottonwood should strike a balance that maintains a high quality of life, while avoiding impacts of "over-tourism."
- Cottonwood welcomes national chain retailers and restaurants, as well as the small locally-owned businesses that help define the unique character of the community.

Land Use

- Cottonwood should plan for a wide variety of land uses, allowing for a diverse economy and varied housing options.
- The location of land uses should promote a high quality of life.
- Development and redevelopment should take place in economically productive patterns.
- Old Town is central to Cottonwood's history and identity. Its unique character should be preserved and enhanced.
- Cottonwood's setting within its environment is an important part of its unique character. Resources such as the Verde River and natural open space should be protected to maintain Cottonwood's connection with its environment.

Housing

- Ample housing should be available within Cottonwood to accommodate the current population and anticipated growth.
- New housing should include a wide range of types, sizes, and price points, to accommodate the diversity in Cottonwood residents' age, income, and household size.
- Cottonwood's housing stock, both new and existing, should be safe and healthy for its residents.
- Cottonwood's residential areas should be well maintained to preserve their visual appeal and economic value.
- The City should keep development fees and review times as small as possible, while ensuring that required development standards are met and appropriate public participation opportunities are provided for.

Transportation

- People using all modes of transportation, including driving, bicycling, walking, or using transit should be able to circulate safely and freely within Cottonwood.
- Cottonwood's arterial roadway corridors are the community's most used and most visible public spaces. They should be designed to maximize safety, efficiency, visual appeal, and economic productivity.
- Roadways should be designed to prioritize the safety of pedestrians, bicyclists, and drivers. Roadway design should be consistent with the context of adjacent land uses and the planned function of the roadway, keeping vehicular speeds lower where more pedestrians, bicyclists, and driveway entrances are present.
- While occasional minor traffic congestion is expected in a vibrant, prosperous community, frequent and severe vehicular congestion diminishes the small-town quality of life, and should be managed to reduce delays wherever possible.

- Cottonwood's network of pedestrian, bicycle, and vehicular routes should be interconnected to the greatest extent possible. Increased connectivity can improve circulation within the community, and reduce the funneling of vehicular traffic onto arterial and collector roadways, where congestion might occur.
- Cottonwood's airport should be planned and operated to prioritize safety, and to serve an important function in the community and the regional economy.

Public Services

- Cottonwood will continue to prioritize providing a secure, reliable supply of safe drinking water for its current and future population.
- Existing public facilities, including City roadways, parks, and buildings, should be clean and well-maintained. Proper maintenance ensures public safety and protects the City's investment, reducing long-term maintenance and replacement costs.
- Cottonwood's library and park facilities should remain vital gathering places and points of pride for the community.
- The City will promote and protect public health, safety, and security, through preparedness, response, and recovery, to address all forms of natural and man-made emergencies.
- The City should coordinate with various community organizations to help maximize the quality of community services, including education and healthcare.
- Citizens should have ample opportunity to participate in decisions that affect the community.

1. LAND USE

Goal 1: Plan for a variety of land uses in optimal quantities and locations.

The General Plan's land use designations assure there is sufficient land available for residential, commercial, and industrial development and redevelopment in the coming decades. The State Demographer projects Cottonwood's population to grow from 12,296 in 2022 to 13,818 in 2040. The different land use designations are, to the greatest extent possible, located to maximize convenience and economic productivity, and to minimize negative impacts between different uses. Cottonwood's development regulations, including the Zoning Ordinance and Zoning Map, must be consistent with these land use designations.

Objective 1-1 **Land Supply and Projected Population Growth.** Ensure that under this General Plan and the development regulations that implement it, a sufficient supply of land for is available for an appropriate mix of residential, commercial, and industrial development to accommodate a projected net population growth of more than 1,600 persons by 2040.

Objective 1-2 **Land Use and Zoning.** Designate areas within Cottonwood for a full range of land uses, to provide for a wide diversity of residential, commercial, and industrial uses. Land Use Designation boundaries should be drawn to ensure that types of land uses are located appropriately in relation to each other, as shown on the **Land Use Plan**. Use corresponding zoning regulations to implement the planned land use designations, as described in the following table.

Land Use Designations

Land Use Designations	Description	See Objective	Corresponding Zoning Districts
OS	Open Space. Natural conservation areas, which may include trails, trailheads, and utility or drainage facilities.	1-3	OS, NF
CF	Community Facility. Facilities owned by public agencies and community nonprofits, including government offices and operations, developed parks, fairgrounds, and schools.	1-9	CF

VLR	Residential / Very Low Density. Large-lot residential areas, primarily for areas where natural features such as floodplains or topography limit development, or where large-lot residential/ agricultural uses have been established. Maximum net densities (excluding infrastructure and open space) are between 5 acres per dwelling unit and 20,000 square feet per dwelling unit, depending on zoning.	1-4	GA, AR-87, AR-70, AR-43, AR-20
LR	Residential / Low Density. Areas where single-family residential neighborhoods have been established. Maximum net density is 7,500 square feet per dwelling unit.	1-4	R-1, MH
MR	Residential / Medium Density. Residential areas with one or more unit per lot, including duplexes and triplexes. Maximum net density is 2,500 square feet per dwelling unit.	1-4	R-2
HR	Residential / High Density. Residential areas with higher density multi-family development. Maximum net density is 1,500 square feet per dwelling unit.	1-5	R-3 or R-4
NC	Neighborhood Commercial. Areas with light commercial uses, mixed with multi-family residential, located adjacent to residential areas. Maximum net density is 1,500 square feet per dwelling unit.	1-5	CR, C-1
HC	Highway Commercial. Areas with heavier commercial uses, located primarily within highway and hybrid corridors (see Objective 6-6 and the Corridors map).	1-6	C-2, C-1
PLD	Planned Development. Areas where commercial uses, residential uses, or a mix of the two, can be planned with a master development plan under the Planned Area Development (PAD) zoning process.	1-8	PAD
PCI	Performance Commercial/ Industrial. Areas where mixed commercial, industrial, and residential developments can be planned with a master development plan under the Planned Area Development (PAD) zoning process.	1-7	PAD, C-2, or I-1

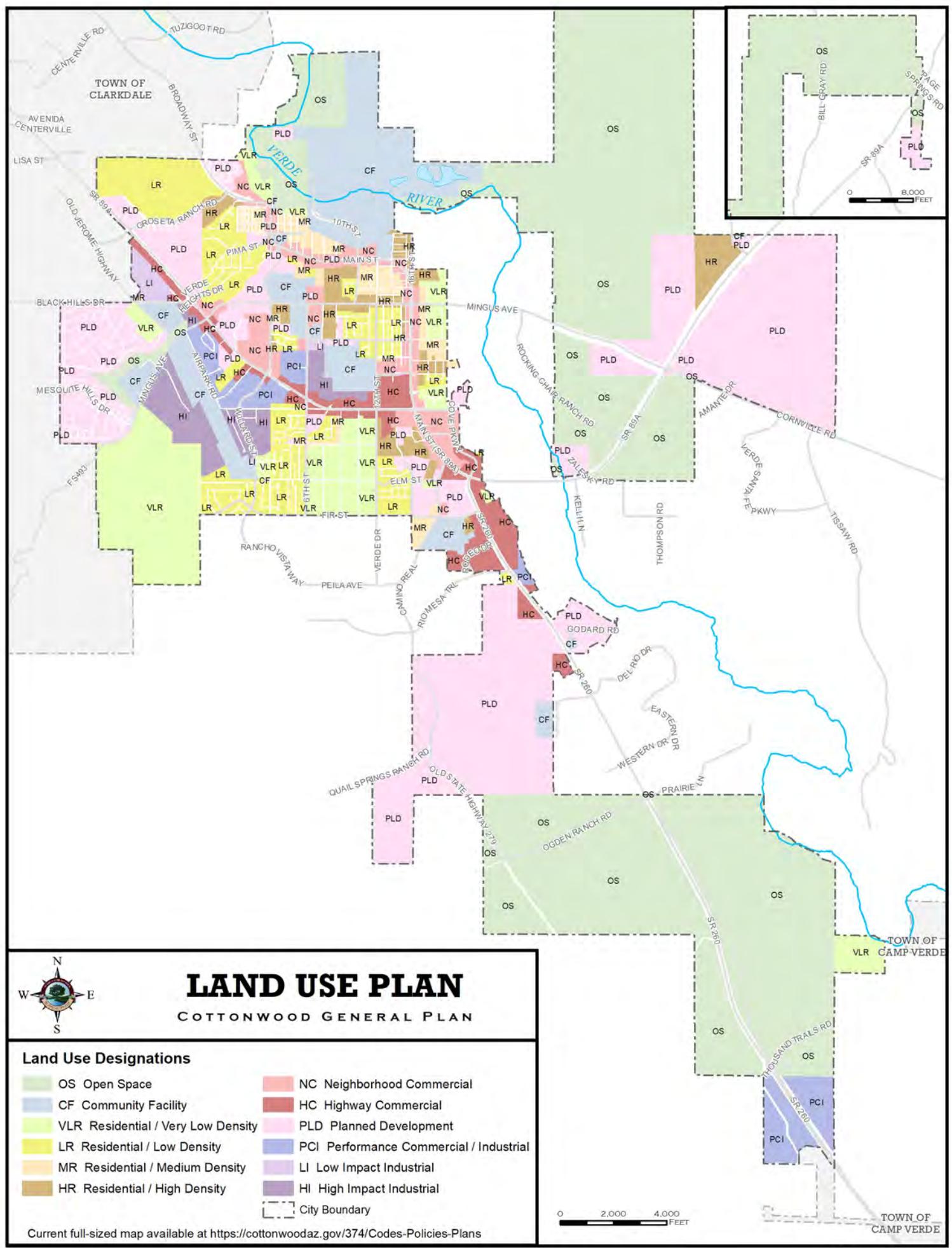
LI	Low Impact Industrial. Areas where uses such as light manufacturing, equipment yards, or storage facilities may be located without having significant impacts on nearby uses.	1-7	I-1
HI	High Impact Industrial. Areas for manufacturing or processing uses that may have significant impacts on nearby land uses, to be located away from residential uses and outside high-visibility commercial corridors.	1-7	I-2

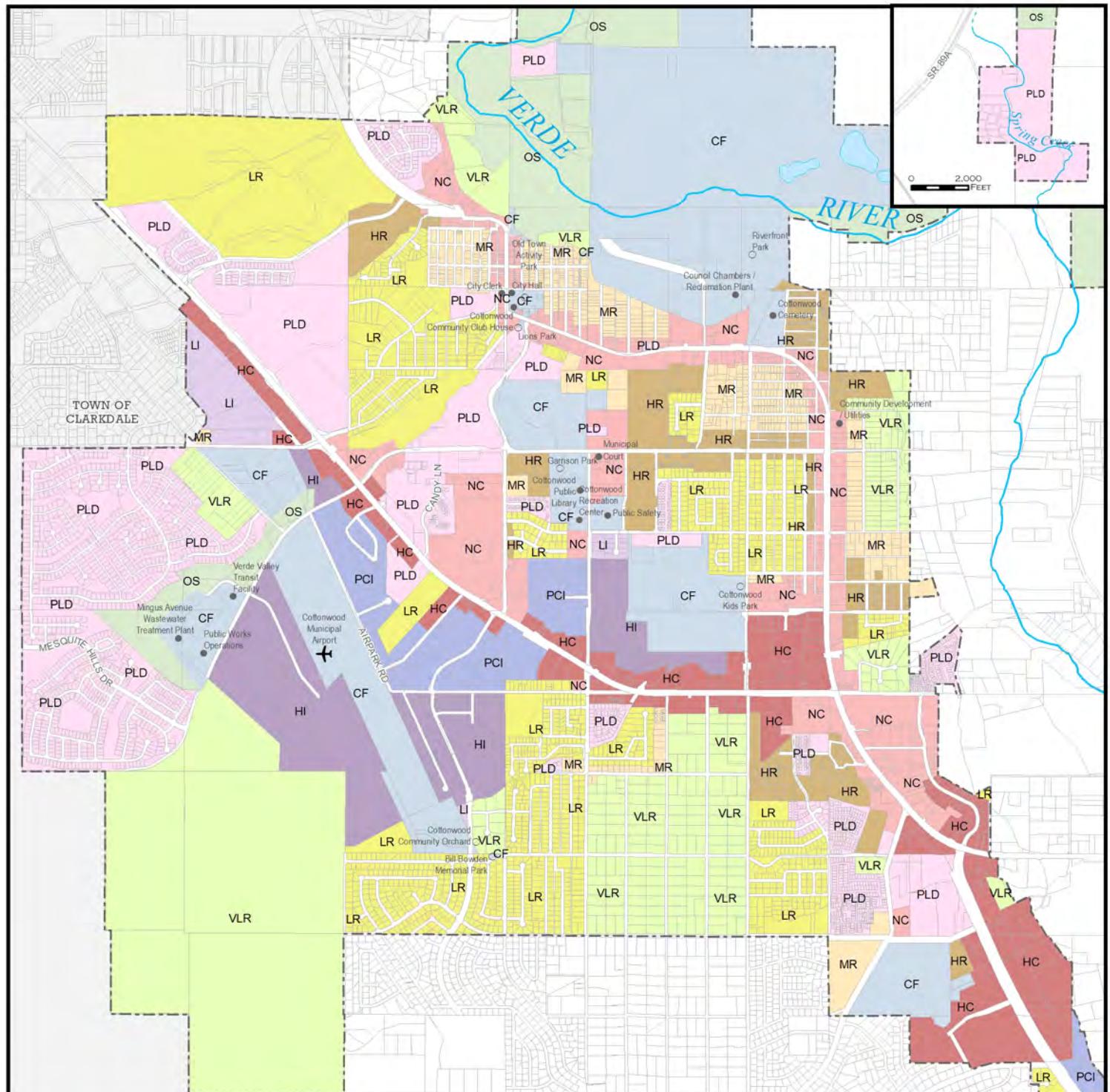
Objective 1-3 **Open Space Designation.** Preserve natural open space within the OS land use designation by prohibiting grading or removal of native vegetation, except the minimum disturbance necessary to develop trails, trailheads, or needed drainage or utility facilities.

Objective 1-4 **Residential Designations.** Place established large-lot residential/agricultural uses in the VLR land use designation, and established single-family residential areas in the LR designation. Designate vacant developable land with development challenges such as floodplains and steep slopes VLR or PLD (Planned Development). Consider allowing limited accessory dwelling units in VLR and LR land use designations.

Objective 1-5 **Mixed Use: Medium and High Density Residential and Neighborhood Commercial Designations.** Locate multi-family residential uses and light commercial uses together in the NC land use designation, to promote bicycle and foot traffic for the commercial uses, convenience for the residential uses, easy access to transit, and shared parking opportunities. Neighborhood commercial uses include small-scale retail, service, restaurant, and office uses. While adequate on- or off-street parking is required, features such as highly visible parking lots and drive-through facilities are not appropriate in these designations. Locate multi-family residential uses in MR and HR designations adjacent to NC designations, in areas served by transit, bicycle, and pedestrian facilities.

Objective 1-6 **Highway Commercial Designation.** Locate heavy commercial uses in high-visibility highway commercial corridors in the HC land use designations, away from residential areas that can be impacted by noise, dust, and emissions. Heavy commercial uses include fueling, repair, rental, and sales of motor vehicles, and sales of heavy goods such as building materials. Large retailers and





LAND USE PLAN (DETAIL)

COTTONWOOD GENERAL PLAN

Land Use Designations

OS Open Space	NC Neighborhood Commercial
CF Community Facility	HC Highway Commercial
VLR Residential / Very Low Density	PLD Planned Development
LR Residential / Low Density	PCI Performance Commercial / Industrial
MR Residential / Medium Density	LI Low Impact Industrial
HR Residential / High Density	HI High Impact Industrial
	City Boundary

Current full-sized map available at <https://cottonwoodaz.gov/374/Codes-Policies-Plans>



MARCH 27, 2025

drive-through businesses, along with smaller, light commercial uses, may also be located in the Highway Commercial designation.

Objective 1-7 **Industrial Designations.** Locate heavy industrial uses such as manufacturing and processing in the HI land use designation, away from residential and neighborhood commercial areas. Locate light industrial uses such as light assembly, equipment yards, and storage facilities in the LI designation, which may be adjacent to residential and commercial land use designations.

Objective 1-8 **Planned Development Designation.** Locate planned developments in the PLD and PCI designations, with planned uses and site configurations subject to master development plans approved as part of a PAD (Planned Area Development) zone change.

Objective 1-9 **Community Facility Designation.** Locate land used for public buildings and facilities in a CF designation. Limit development to City and County offices and operations, public school district facilities, fairgrounds, and developed parks. Public land planned to remain undeveloped except for trail facilities should be designated as Open Space.

Objective 1-10 **Air Quality and Solar Energy.** For all land use designations, ensure that City codes and ordinances limit air pollution through dust or emissions, and allow all lots reasonable access to incident solar energy.

Objective 1-11 **Aggregate Materials.** Ensure that development regulations permit extraction and processing of aggregate materials in High Impact Industrial land use designations, as a conditional use in the corresponding I-2 zoning district, with effective buffering from new and existing residential development. Comply with state law obligation to protect existing aggregate mining operations, recognizing that no such operations currently exist within the City boundary. Consult with the Arizona Geological Survey on geologic resources and location of existing mines.

Objective 1-12 **Gated Communities.** Discourage gated access to new residential developments, as gates can hinder connectivity, and are not consistent with the open and inclusive character of the community.

Objective 1-13 **Infill Development.** Consider incentive programs to encourage infill development, as described in the **Growth Areas** and **Cost of Development** elements of this plan.

Objective 1-14 **Major Amendments.** Consider applications for major and minor General Plan amendments in accordance with the requirements of the Zoning Ordinance and state law. Major amendments, defined by state law as substantial alterations of

the municipality's land use mixture or balance as established in the General Plan's land use element, are those that would:

- Change the land use designation on more than 40 acres to an HR, NC, HC, PCI, LI, HI, or PLD designation,
- Change the land use designation on more than 100 acres to a VLR, LR, MR, CF, or OS land use designation, or
- Change the land use designation on more than 5 acres in a historic district to any other designation.

The above criteria would also apply to establishment of new land use designations on annexed land.

Objective 1-15 Community Engagement:

- Provide citizens with ample opportunity to review and comment on proposed land use actions considered by the Planning and Zoning Commission and City Council, including variances, conditional use permits, and amendments to the Zoning Ordinance, the Zoning Map, and the General Plan, in accordance with state law and the procedures established in the Zoning Ordinance.
- Meet or exceed state law's additional requirements for notification and approval of decennial General Plan updates and major amendments to the General Plan, including adoption of written procedures to provide effective, early, and continuous public participation.

Performance Measures:

- *State Demographer's annual population estimates and projections*
- *Capacity for new dwelling units and population growth on developable land inside the City boundary*

2. GROWTH AREAS

Goal 2: Manage sustainable growth by ensuring needed housing and commercial uses can be built on Cottonwood's remaining developable land.

A large supply of developable land exists in the form of large and small tracts of land, near the center of Cottonwood and on its fringes. The **Growth Areas** element outlines planned uses for the larger developable areas and incentives for infill development of smaller lots in the core of the city. Developable residential land within the infill area can accommodate all of Cottonwood's projected growth to 2040 and beyond (see Section 2 of the City Atlas).

Objective 2-1 **Growth Areas.** Plan the general character of future development on large tracts of developable land designated as Growth Areas, as described in the **Growth Areas** table and shown on the **Infill and Growth Areas** map. Incentivize infill development in Growth Areas where wastewater service is already available, as shown on the same map. To facilitate infill development, the City may abandon or vacate unneeded rights-of-way to adjacent property owners to create parcels that are more developable.

Growth Areas

Infill Growth Areas	Description and Planned Uses	Land Use Designation
GR-1	Old Town West Growth Area. Approximately 50 acres on the east and west sides of Main Street north and west of the developed part of Old Town, to be developed with mixed-use single- or multi-family residential and light commercial uses. Pedestrian and bicycle connections to Old Town should be emphasized. The portion of this growth area in the Willard Addition subdivision can be consolidated into larger, more developable parcels through abandonment of unused rights-of-way.	MR, HR, NC
GR-2	Vineyards Growth Area. 73 acres on the northeast side of SR 89A, between Groseta Ranch Road and Verde Heights Drive, to be developed with mixed-use single- or multi-family residential and light commercial uses. Residential uses along the east lot line should be compatible in character and size with the adjacent residential areas, and there should be limited vehicular access to SR 89A. Internal local roadways will be privately owned and	PLD

	<p>maintained. Bicycle and pedestrian connections with neighborhoods to the north and east should be emphasized. The first three phases of single-family residential uses have been platted as of 2024. Further development could occur under two existing PAD zoning approvals (Ordinances 408 and 622), though modifications to the approved master development plans may be required.</p>	
GR-3	<p>Clemenceau Growth Area. 39 acres west of Willard Street, on the north and south sides of Mingus Avenue, to be developed with multi-family residential uses. Light commercial uses may be mixed with the residential. Internal local roadways will be privately owned and maintained. Emphasize bicycle and pedestrian connections to Old Town and to nearby schools and employment centers. Steep hillsides should be reserved as open space. Existing single-family properties may be included in a planned development or remain in place, with legal access granted through the development. Candy Lane would be a permanent access easement, or improved to City standards and dedicated as right-of-way. A zone change from the current R-1 to PAD or R-3 would be required.</p>	PLD
GR-4	<p>Candy Lane Growth Area. 14 acres on the east and west side of Candy Lane, north of SR 89A, to be developed with professional offices, medium or high density residential uses, or a mixture of both. Primary vehicular access would be from Candy Lane and from a shared access at an existing retail driveway on SR 89A. Wastewater service is currently available adjacent to the site. A modified PAD zoning approval would be required.</p>	PLD
GR-5	<p>Mingus Foothills Growth Area. 470 acres on the south side of Mingus Avenue, southeast of the Mesquite Hills neighborhood, to be developed with very low density residential uses. Vehicular access would be entirely from Mingus Avenue, and the planned very low density development would limit the traffic impacts on that street and its intersection with SR 89A. No collector roadways are required in the development, and internal local roadways will be privately owned and maintained. Cluster development is encouraged to create reserve tracts for steep slopes and washes. Public trails and shared use paths will connect the development with the National Forest land to the south and west, and with the existing Verde Village neighborhood to the east (see Circulation Plan). No zone change would be required for development under the current zoning districts. If greater roadway capacity becomes available through the addition of new connecting roadways, consider changing the land use designation to PLD to allow for planned development at higher densities.</p>	VLR

Non-Infill Growth Areas	Description and Planned Uses	Land Use Designation
GR-6	<p>260 Strip Growth Area. 57 acres of private land on the east side of SR 260, south of Fir Street, to be developed with commercial or industrial uses. Located at a highly visible southern entrance to Cottonwood's core, high quality project design and landscaping are critical. One of the last large strips of developable commercially zoned land, this growth area should be reserved for uses with high economic productivity in terms of sales revenue and employment. Primary vehicular access from SR 260 would be taken at existing signalized intersections.</p>	HC, PCI
GR-7	<p>State Trust SR 260 Growth Area. 742 acres of State Trust land west of SR 260 at Godard Road, and on both sides of Old Highway 279 south of Arrowhead Lane, to be developed with mixed-use single- or multi-family residential and light commercial uses. Residential uses along the north and west lot lines should be compatible in character and size with the adjacent residential areas. The development would include a new collector roadway connecting the SR 260-Godard Road intersection with Camino Real (see Circulation Plan), and right-of-way dedication for the new collector would be required. Internal local roadways will be privately owned and maintained. Several major drainageways and ravines cross the site, which should be preserved as open space. Locations of open space, trails, and shared use paths will be determined during the PAD zoning process. Wastewater service is not currently available at this location, and must be extended south from the SR-260-Rodeo Drive intersection.</p>	PLD
GR-8	<p>State Trust East Mingus Avenue Growth Area. About 260 acres of State Trust land at the intersection of SR 89A and E. Mingus Avenue/Cornville Road, to be developed with mixed-use single- or multi-family residential and light commercial uses. The development would include a new collector roadway connecting E. Mingus Avenue with Bill Gray Road via a portion of another State Trust parcel north of the Immaculate Conception Church land, just outside the Cottonwood city boundary (see Circulation Plan). Internal local roadways will be privately owned and maintained. The development should provide a sensitive transition to the open space area located to the west and south, as well as a visual buffer from SR 89A. Locations of open space, trails, and shared use paths will be determined during the PAD zoning process. Wastewater service is not available at this location.</p>	PLD
GR-9	<p>SR 89A and Cornville Road Growth Area. 675 acres of private land on the east side of SR 89A and the north side of Cornville Road, to</p>	PLD

	<p>be developed with mixed-use single- or multi-family residential and light commercial uses. The development would include collector streets connecting the SR 89A-Bill Gray Road intersection with Cornville Road (see Circulation Plan). Dedication of right-of-way for the collector roadways is required, but internal local roadways behind gated entrances will be privately owned and maintained. Public bicycle and trail connections should be provided throughout the development and provide access to the National Forest land to the east. The development will set aside open space, and will provide a visual buffer from SR 89A. Wastewater service is not available in this area. A PAD zone change was granted for a mixed-use development (Ordinance 411) and future development must adhere to the approved master development plan (MDP), or a modified MDP approved by the City.</p>	
GR-10	<p>South Gateway Growth Area. About 180 acres on both sides of SR 260 between the Thousand Trails Road and Coury Drive roundabouts, this area has potential for industrial development that contributes revenue and jobs to the local economy. Landscape buffers should be sufficient to preserve scenic views from the highway, and primary vehicular access to the highway will be limited to the existing roundabouts.</p>	PCI
GR-11	<p>Spring Creek Ranch Growth Area. 282 acres of private land east of Spring Creek Ranch Road, south of SR 89A, to be developed with very low density residential uses per the AR-87 zoning district, or hospitality uses such as a winery, bed and breakfast, or resort, compatible with Yavapai County's "Agricultural Hospitality" land use designation, which surrounds this land on three sides. Internal local roadways would be privately owned and maintained. No wastewater service is available in this area. Perennial Spring Creek, a major tributary to Oak Creek and the Verde River, emerges on this site, and its riparian area, along with the highly visible hillside to the east, should be reserved as open space. A cluster subdivision under the current AR-87 zone, or a planned development in a PAD zone, should place these features in open space reserve tracts, which can be accessed by public trails. Hospitality uses would require a zone change to PAD. Any development proposals must include measures to protect water quality, vegetation, and wildlife in the Spring Creek riparian area.</p>	VLR, PLD
GR-12	<p>State Trust East Growth Area. Approximately 6,500 acres of State Trust land on both sides of SR 89A, generally between Bill Gray Road and Spring Creek Ranch Road, outside and adjacent to the Cottonwood city boundary. This area may be considered for annexation in the distant future, when infill development within</p>	Yavapai County: Agricultural Hospitality,

	<p>the city boundary has been successfully implemented, and when there are feasible plans for water and wastewater utilities in the area. At the time of development, following annexation, provide continuous open space corridors along each side of State Route 89A, so as to maintain an attractive visual corridor and otherwise define the character of the community as balanced with the unique natural setting.</p>	Residential 0-1 DU/Acre
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Objective 2-2 **Revitalization Plan.** Encourage revitalization of Cottonwood's core residential, commercial, and industrial areas within the designated Revitalization Area (designated on the Infill and Growth Areas Map) by incentivizing and facilitating infill development and redevelopment, and by prioritizing construction and maintenance of City infrastructure, including utilities, roadways, sidewalk, trails, and bicycle facilities.

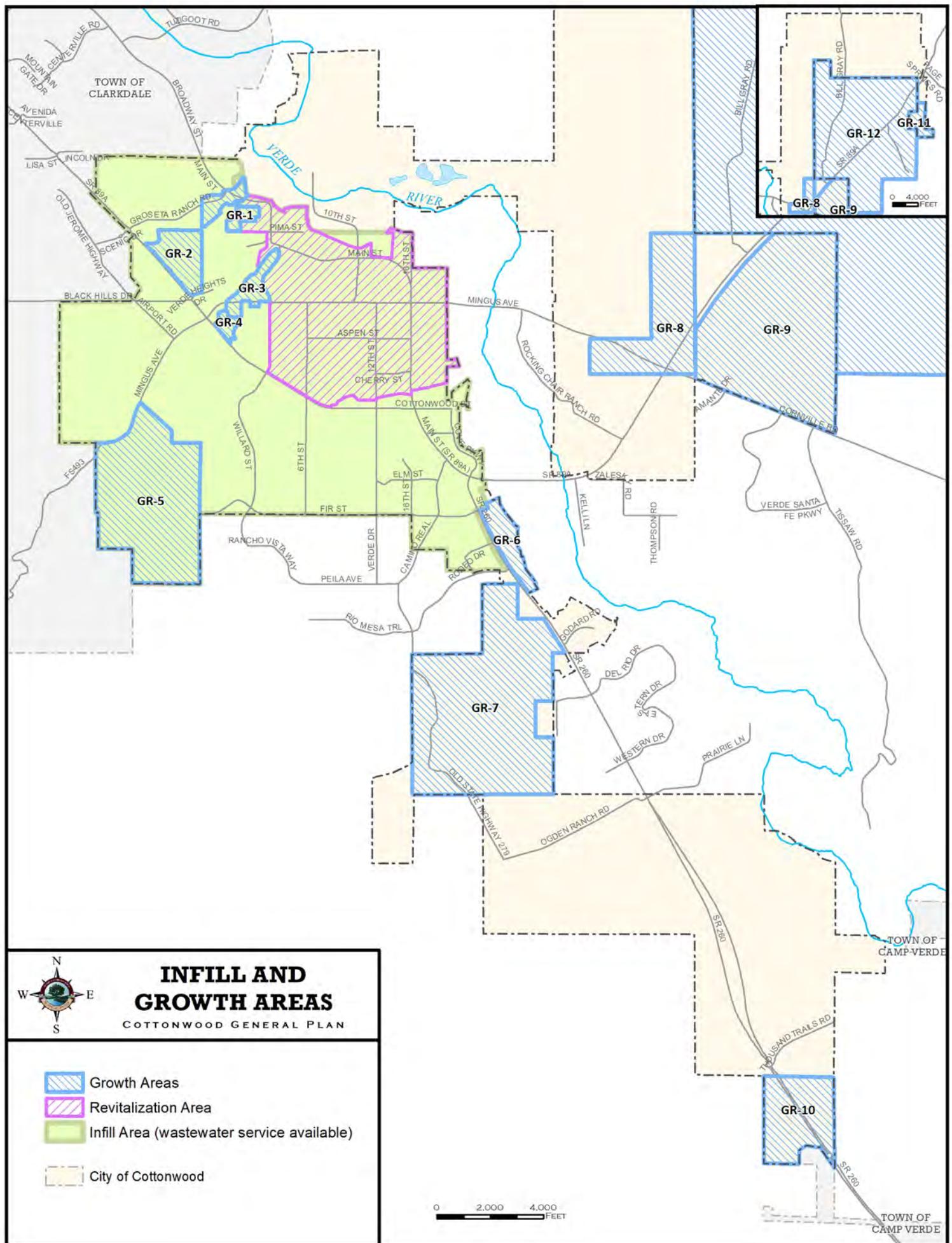
Objective 2-3 **Annexation.** Consider annexation petitions only in instances where annexation would not create a significant financial burden to the City in terms of services and infrastructure, and where a large majority of affected property owners have demonstrated support for annexation. If requested, the City will provide property owners in proposed annexation areas information on the annexation process, and the pros and cons of being annexed into the City. Because Cottonwood is surrounded primarily by undevelopable public land, developed private land, and state trust land that is not planned for annexation in the near future (**Growth Area GR-12**), this plan does not include policy objectives on land uses, densities, infrastructure, or services outside the City boundary.

Objective 2-4 **Community Engagement.**

- Provide citizens with ample opportunity to review and comment on proposed land use actions in Growth Areas.

Performance Measures:

- *State Demographer's annual population estimates and projections*
- *Number of commercial building permits by type and by year*
- *Acreage of remaining developable land*



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3. CHARACTER AND ECONOMY

Goal 3: Preserve and celebrate Cottonwood's unique character and identity while helping the economy thrive.

In Cottonwood, a high quality of life is dependent on a strong economy – and vice versa. By sustaining Cottonwood's unique character and quality of life, Cottonwood will be an increasingly desirable place for its residents as well as visitors and prospective businesses, and will continue to be the economic center of the Verde Valley. Locally-owned businesses help define our unique identity and circulate prosperity within the community. Preserving links to our rich cultural history and supporting local businesses are key to Cottonwood's identity and economy.

- Objective 3-1** **Business Attraction and Retention.** Continuously plan and implement programs to encourage existing businesses to stay and expand, and to recruit new businesses that will diversify the economy and be compatible with the environment and Cottonwood's character. Continuously plan and implement programs to develop an educated and skilled local workforce.
- Objective 3-2** **Local Business.** Help locally-owned businesses thrive by providing resources and programs that focus on small business development needs, and promotional programs to encourage residents and visitors to shop and dine in Cottonwood.
- Objective 3-3** **Wine Country.** Retain Cottonwood's branding as "The Heart of Arizona Wine Country" and collaborate with local trade organizations to support and maintain the presence of wine-related businesses.
- Objective 3-4** **Outdoor Recreation.** Promote outdoor recreation opportunities such as hiking and bicycling for use by residents and visitors through marketing and by continually improving the bicycle and trail network, as described in the **Circulation** element and the **Open Space and Recreation** element of this plan.
- Objective 3-5** **Tourism.** Promote tourism to benefit the small, locally-owned businesses that depend on visitors, but carefully strategize marketing efforts to avoid over-use and congestion that can detract from the small-town character valued by residents and visitors.
- Objective 3-6** **Old Town Character.** Retain Old Town's vitality and unique character by permitting and encouraging adaptive reuse of historic buildings, and permitting

new buildings that are compatible with existing architectural and historic context. Ensure development regulations support a wide range of retail, entertainment, office, and residential uses.

Objective 3-7 **Old Town Streetscapes.** Preserve and enhance the character of established streetscapes to promote a high-quality walkable environment in Old Town, with amenities such as street trees, on-street parking, sidewalk café space, street furniture, reduced crosswalk lengths, public restrooms, and pedestrian-scale lighting and signage. Alleviate parking shortages by increasing number of spaces and improving parking management. Consider replacing the City-owned buildings at the southeast corner of Main and Pima Streets with a revitalized Old Town Activity Park, an open street-side gathering place designed for events and daily use, with the parking area moved east and enlarged. Coordinate with Old Town business owners and residents to develop a parking plan and a streetscape master plan for implementing this objective, in accordance with current best practices.

Objective 3-8 **Historic Preservation.** Ensure City regulations and design standards encourage and enable the preservation of significant historic and contributing historic properties citywide.

Objective 3-9 **Preservation Assistance.** Assist property owners with maintenance, preservation, and rehabilitation of historic properties by making City funding available through the small grants program, and by providing information on any available state and federal grants.

Objective 3-10 **Historic Documentation and Review.** Maintain Cottonwood's status in the Certified Local Government (CLG) Program for Historic Preservation, as defined by the National Park Service and the State Historic Preservation Office (SHPO). Historic Preservation Commission activities include historic property identification and documentation, nominations for the National Register of Historic Places, review of proposed changes to historic properties and districts, and related public outreach and education programs.

Objective 3-11 **Archaeological Resources.** Enact and enforce development regulations that meet or exceed state and federal law regarding the treatment of pre-historic and historic archaeological resources. Ensure resources are treated according to the highest standards of respect and current best practices, and assist land management agencies in preserving archaeological resources on public lands.

Objective 3-12 **Recognition.** Reinforce pride in community and exemplary property maintenance by recognizing property owners through programs such as the Beautification Recognition awards.

Objective 3-13 **Community Events.** Hold annual festivals and public events that celebrate aspects of the community, and appeal to both residents and visitors.

Objective 3-14 **Community Participation.** Strengthen the sense of small-town community character and cohesiveness by encouraging a culture of active and civil participation in City government. Provide clear and timely information on upcoming topics to be discussed, and meet or exceed state law requirements for notification and access to public meetings of the City Council and the City's boards and commissions. Provide information on how to fill volunteer roles, serve on boards and commissions, apply for City employment, or run for elected office.

Objective 3-15 **Telecommunications.** Maximize citizen access to the internet and City government by pursuing options to increase broadband and wi-fi availability in Cottonwood, and continually improving the functionality of the City's website.

Objective 3-16 **Community Engagement.**

- *Promote public awareness of Cottonwood's history and historic assets through various activities, including walking tours, property tour events, signage, interpretive displays, marketing, and recognition of National Historic Preservation Month in May of each year.*
- *Produce and widely distribute promotional materials include brochures, videos, events calendars, and newsletters.*
- *Share resources with the business community through various programs and publications, and coordinate tourism activities with the Tourism Advisory Committee.*
- *Schedule and publicize periodic open houses where citizens can meet with Council members and other City officials to discuss budget priorities and other topics of interest.*
- *Hold workshops where citizens can receive information on volunteer opportunities and the Mayor and Council election process.*

Performance Measures:

- *Amount of small grant funds awarded annually for rehabilitation of historic properties*
- *Number of identified historic and contributing properties*
- *Total sales revenue by year*
- *Lodging occupancy by year*
- *Community events attendance and proceeds by year*

4. HOUSING

Goal 4: Work towards making housing available and affordable for all who wish to live in Cottonwood.

In the Verde Valley housing market, demand frequently exceeds supply, leading to escalating costs and limited availability for many types of housing. While Cottonwood cannot control demand, the City can enact policies and development regulations aimed at helping the market do a better job of supplying housing in a variety of types and price levels.

Objective 4-1 **Housing Availability.** Improve the economic viability of potential housing developments to help the housing supply keep pace with demand, especially multi-family and smaller single-family units, which are in short supply. Options include:

- Allowing flexibility in development standards such as building setbacks and parking requirements to increase the potential number of units on a parcel within the permitted density of the zoning, and to encourage creativity in project design and neighborhood compatibility,
- Reducing development fees for multi-family and smaller single-family units in infill areas, and
- Coordinating with nonprofits or governmental agencies that supplement rents, providing affordable rents for tenants while providing adequate income to property owners.

Objective 4-2 **Housing Affordability.** Incentivize development of dwelling units that are affordable to households with low or moderate incomes. Potential affordable housing incentives include modification of development standards and fees for developments in which a specified proportion of affordable units is guaranteed through a development agreement. Publish a written policy that describes the available incentives, and ensure the Zoning Ordinance allows for implementation of those incentives.

Objective 4-3 **Housing Continuum Partnerships.** Coordinate with nonprofit organizations and other government agencies in the region in establishing a continuum of housing opportunities that provides a path from homelessness to permanent housing. This continuum includes emergency shelters, transitional housing, permanent

supportive housing, and permanent affordable rental and ownership opportunities.

Objective 4-4 **Special Needs Housing.** Ensure special needs housing is permitted within residential neighborhoods, including housing for people with physical and developmental disabilities, and senior independent living and assisted care, provided the character and scale of the housing is compatible with its surroundings.

Objective 4-5 **Accessory Dwellings.** Consider adding flexibility to the development regulations to allow additional housing units in single-family residential areas in a way that is consistent with the neighborhood's established character.

Objective 4-6 **Neighborhood Preservation.** Maintain and enhance the vitality of established neighborhoods by preserving the supply of older housing stock in those neighborhoods, which tends to be the most affordable. Potential actions include home maintenance assistance for income-qualified households, and activities to encourage neighborhood cohesiveness, such as Neighborhood Watch.

Objective 4-7 **Manufactured Homes and Recreational Vehicles.** Ensure that housing in manufactured home parks and recreational vehicle parks is safe and well-maintained housing by enforcing development standards and property maintenance codes. Incentivize existing nonconforming parks to bring themselves into compliance with current standards.

Objective 4-8 **Short Term Rentals.** Discourage the proliferation of short-term (vacation) rentals (STR's), which can reduce the supply of housing units and have negative impacts on neighborhoods. Potential actions include encouraging private restrictions on STR's, lobbying state lawmakers to reverse state pre-emption of cities' restriction of STR uses, informing property owners about the responsibilities of operating STR's under City regulations, and ensuring that those regulations are effectively enforced.

Objective 4-9 **Community Engagement.**

- Provide information to people looking for housing on how to find housing that is affordable to them
- Recruit builders and nonprofits who might provide housing on a smaller scale than larger developers

Performance Measures:

- *Number of building permits for completed residential units of varying types and sizes by year*
- *Completed studies on the financial and regulatory conditions that inhibit development of smaller, more affordable dwelling units, and possible ways to change those conditions by increasing potential number of units, reducing costs, and supplementing rents*
- *Number of building permits for completed residential units with and without affordability thresholds*
- *Number of units/beds available for each step in the housing continuum*
- *Estimated number of housing units affordable to low-income households*
- *Estimated number of unhoused people in Cottonwood*
- *Number of spaces in manufactured home and recreational vehicle parks*
- *Number of permits for manufactured home and RV park renovations*
- *Number of occupied and unoccupied housing units, by age (year built)*
- *Number and locations of registered short-term rental units*



5. COST OF DEVELOPMENT

Goal 5: Keep development costs appropriate to fund services.

High development costs can be a barrier to economic development and to adding new housing. This is especially true for small local entrepreneurs who must compete with larger companies that enjoy the advantage of economy of scale. New development should pay its fair share toward the cost of additional public service needs it will generate, but Cottonwood strives to avoid imposing unnecessary costs on development. Costs to developers, residents, and the City budget can be controlled by encouraging infill development in close-in areas where developers, buyers, tenants, and City taxpayers will not be burdened with the costs of new infrastructure.

Objective 5-1 **Funding.** Use various mechanisms to fund and finance public services necessary to serve new development, in accordance with state law. It is the City's policy that all funding mechanisms adopted by the City to pay for the costs of development result in a beneficial use to the development, bear a reasonable relationship to the burden imposed on the City to provide additional necessary public services to the development, and otherwise are imposed according to law. Potential funding mechanisms include:

- General fund (e.g. cash match for grants)
- Permit fee revenue
- User fee revenue
- Development fees (capacity fees)
- Dedications (land or rights-of-way)
- Community Development Block Grants
- Franchise tax
- Bonding
- Special improvement districts (where approved by a majority of property owners)
- Enterprise fund (water and wastewater)
- Developer-constructed facilities

Objective 5-2 **Infill Incentives.** Consider tools such as Infill Incentive Districts to reduce development fees and allow greater flexibility in development standards for infill projects in areas where public roadways and City utilities (water and wastewater) are available (see **Infill and Growth Areas** map).

Objective 5-3 **Development Standards.** Explore options for reducing the amount of lot area that must be set aside for on-site parking, building setbacks, and open space to make more land available for dwelling units or commercial space.

Objective 5-4 **Property Rights.** Continue to implement land use regulations in a manner that respects constitutional private property rights, and does not impose costs to property owners in the form of diminished property values or inappropriate fees.

Objective 5-5 **Community Engagement.**

- Provide clear information on City development fees and any available incentives for infill development
- Encourage public participation in the City's budget adoption process

Performance Measures:

- *Number of building permits for completed residential units inside and outside infill areas*
- *Progress in revising development fees to encourage infill development and keep development costs reasonable*



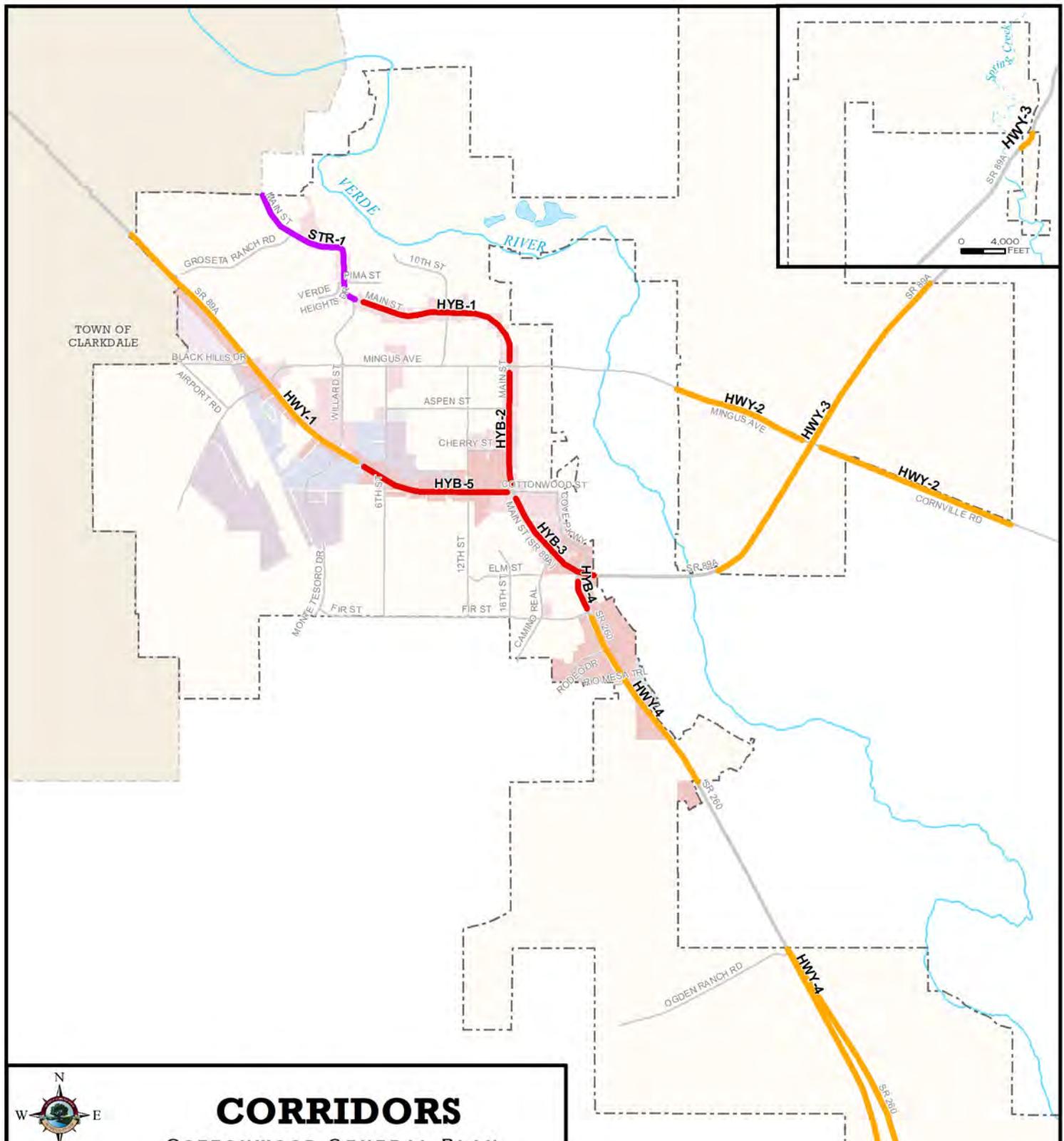
6. CORRIDORS

Goal 6: Make Cottonwood's corridors great public spaces that are safe, attractive, and economically productive.

Corridors along Cottonwood's major roadways are the City's most used and most visible public spaces, consisting of adjacent land uses, landscaping, bicycle and pedestrian facilities, parking areas, and the roadway itself. Access to adjacent businesses is the primary function of the roadways in some corridors, while in other corridors, mobility – the ability to travel rapidly between destinations – is the roadway's primary function. When all of a corridor's elements are planned in harmony with each other, and in accordance with the roadway's function, a corridor can be vibrant and safe place that is a source of pride in the community. The **Corridors** map designates the different corridor types in Cottonwood, based on existing speeds and roadway complexity (density of access points such as driveways).

Objective 6-1 **Highway Corridors.** Prioritize mobility over access on arterial roadways whose primarily function is to allow high-speed vehicular traffic between destinations. The number of driveway entrances to businesses from the roadway should be limited to create the fewest conflict points possible, with preference given to driveways onto intersecting side roads. Shared driveways and cross-access between businesses should be encouraged to reduce conflict points. Businesses may be set back from the roadway to allow for parking in front. Large private driveway and parking areas are typical, but should be kept to only what is required, so that valuable commercial acreage is not unnecessarily kept out of productive use. While fewer pedestrians and bicyclists are typically present in a highway corridor, safe and accessible accommodation will be provided. Bicycle facilities should be separated from through lanes by physical barriers, and pedestrians should be separated from high-speed vehicular traffic by use of wide sidewalks or landscape strips separating the sidewalk from the curb.

Objective 6-2 **Street Corridors.** Prioritize access over mobility on arterial roadways serving dense commercial land uses in a complex environment with a high density of pedestrians, bicyclists, driveways, or on-street parking (such as the portion of Main Street in Old Town). Buildings are adjacent to the street, providing a comfortable and interesting pedestrian experience, and making businesses easily visible and accessible to foot traffic. Sidewalks are wide to accommodate



CORRIDORS

COTTONWOOD GENERAL PLAN

Corridor Types

- Street Corridors
- Highway Corridors
- Hybrid Corridors

Existing State Highways (ADOT)

Existing City Arterials and Collectors

City of Cottonwood

Planned Land Use

NC Neighborhood Commercial
HC Highway Commercial
PCI Performance Commercial / Industrial
LI Light Impact Industrial
HI High Impact Industrial

0 2,000 4,000 FEET

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high pedestrian volume, and on-street parking may be present to help buffer pedestrians and sidewalk cafés from through traffic. Intersections may feature sidewalk bulb-outs to reduce the length of crosswalks and improve pedestrian safety where on-street parking exists.

Objective 6-3 **Hybrid Corridors.** Prioritize improved safety on arterial roadways in corridors that have characteristics of both Highway and Street corridors, where the combination of high-speed vehicular traffic and frequent conflict points lead to a relatively high rate of injury crashes. Using the comprehensive design process (described in **Objective 7-2**), and considering the land use context, determine whether mobility or access is the primary purpose of the roadway, and plan changes that would make the corridor safer, functioning as either a Highway or Street corridor.

Objective 6-4 **Collector Corridors.** For collector roadways in commercial and residential areas, prioritize access over speed and mobility, similar to arterial Street corridors, as described in **Objective 6-2**.

Objective 6-5 **Corridor Aesthetics.** Ensure that development standards require all corridors feature landscaping consisting of low-water-use plant materials, either within City rights-of-way or on adjacent private property. Public and private signage should be designed to be functional without creating visual clutter or driver visibility hazards.

Objective 6-6 **Corridor Planning.** In each corridor, plan the ongoing development and redevelopment of roadways and bicycle/pedestrian facilities in harmony with the planned land uses, as described in the table below. For development in Highway corridors where the right-of-way and roadway is owned by the Arizona Department of Transportation (ADOT), coordinate with ADOT to ensure City policy is consistent with their access requirements.

Corridors

Street Corridors	Description	Planned Land Use
STR-1	Old Town. North Main Street in the Old Town Commercial Historic District will retain its primary function of providing access to the small businesses in Cottonwood's historic core that rely on foot traffic. The district will remain exempt from off-street parking requirements, and public on-street parking will continue to provide much of the needed parking, and buffer sidewalks from through traffic. Occasional minor traffic congestion and parking shortages	Neighborhood Commercial, Residential / Low Density, Residential / High Density, and Planned Development

	<p>are normal and expected in a vibrant commercial area like Old Town. If parking availability problems worsen, consider adding public off-street lots, or a parking payment system to better distribute parking among on-street and off-street spaces. Consider enhancements to pedestrian facilities to make the corridor safer and more enjoyable, including intersection treatments that shorten crossing length. Retain shared bicycle access in the posted 15-MPH through lanes with enhanced “sharrow” markings and signage. Consider a traffic circle or miniature roundabout at the Main Street /Willard Street intersection to allow free-flowing vehicular traffic, with well-defined crosswalks and improved lighting for pedestrian safety. Provide public restrooms in convenient locations throughout Old Town.</p>	(see Objectives 1-4, 1-5, 1-8)
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Highway Corridors	Description	Planned Land Use
HWY-1	<p>SR 89A Bypass. Limit the number of driveway accesses onto the posted 45-MPH roadway and require raised curb “pork chops” to ensure right-out access only. Retain the raised median to prevent left turns across through traffic. Where possible, improve pedestrian separation from through traffic by considering painted buffers along the roadway gutters, widening sidewalks, or separating sidewalks from the roadway with landscape strips. Separate bicyclists from through traffic as well, either with separated bicycle facilities or by encouraging alternative routes such as Airpark Road, Airport Road, and Old Jerome Highway.</p>	Highway Commercial, Neighborhood Commercial, Planned Development, Performance Commercial/Industrial (see Objectives 1-5, 1-6, 1-7, 1-8)
HWY-2	<p>Cornville Road/East Mingus Avenue. Maintain the rural character of the corridor and scenic views by requiring wide natural landscape buffers along both sides of the roadway. Coordinate with Yavapai County to consider roundabouts at the Amante, Verde Santa Fe, and Tissaw intersections. Consider a roundabout west of SR 89A to serve future development of State Trust land (Growth Area GR-8). Provide a safe driveway entrance to Cliffrose Trailhead parking, and provide a safe pedestrian and bicycle crossing for the regional trail.</p>	Open Space, Planned Development (see Objectives 1-3, 1-8)
HWY-3	<p>SR 89A East. Maintain the rural character of the corridor and scenic views by requiring wide natural landscape buffers along both sides of the roadway. Limit the number of access points onto the posted 55 and 65-MPH roadway and require raised curb “pork chops” to ensure right-in,</p>	Open Space, Planned Development (see Objectives 1-3, 1-8)

	<p>right-out access only. Retain the landscaped median to prevent left turns across through traffic. Coordinate with ADOT to require construction of a signal or roundabout at Bill Gray Road as part of the development of Growth Area GR-7, and to study ways to reduce crashes at the intersection with Cornville Road.</p>	
HWY-4	<p>SR 260 South of Fir Street. Maintain the rural character of the corridor and scenic views by requiring wide natural landscape buffers along both sides of the roadway. New development should have vehicular access to the highway only at the existing signalized intersections at Fir Street and Rodeo Drive. Where such access is not possible, coordinate with ADOT to require a limited number of driveways onto the posted 45-MPH roadway and require raised curb islands to ensure right-out access only. Coordinate with ADOT to consider the addition of a raised median to prevent left turns across through traffic. Coordinate with ADOT to require construction of a signal or roundabout at the Godard Road intersection as part of the development of State Trust land (Growth Area GR-7). Coordinate with ADOT to add pedestrian and bicycle facilities that are separated from the through vehicular traffic.</p>	<p>Highway Commercial, Planned Development, Performance Commercial/ Industrial, Open Space (see Objectives 1-3, 1- 6, 1-7, 1-8)</p>

Hybrid Corridors	Description	Planned Land Use
HYB-1	<p>Main Street Central. Between the Old Town Commercial Historic District and Mingus Avenue, North Main Street provides access to a mix of residential and commercial uses. Most of the lots are small, and off-street parking requirements limit the amount of commercial space or number of dwelling units. Involve property owners and residents in a comprehensive corridor planning process to design Main Street and side streets for vehicular, bicycle, and pedestrian use, and potentially on-street parking.</p>	<p>Neighborhood Commercial, Community Facility (see Objectives 1-5, 1- 9)</p>
HYB-2	<p>Main Street South. Originally built as a segment of pre-bypass Highway 89A, South Main Street between Mingus Avenue and Cottonwood Street provides access to a series of commercial uses served by individual driveways. Though commercial lots are not as small as those north of Mingus Avenue, off-street parking requirements limit the amount of land that can be dedicated to commercial space, and have pushed businesses away from the roadway. Involve corridor business and property owners in a comprehensive</p>	<p>Neighborhood Commercial, Highway Commercial (see Objectives 1-5, 1- 6)</p>

	corridor planning process to determine whether the corridor should function more as a highway or street corridor, and design accordingly.	
HYB-3, HYB-4, HYB-5	SR 89A/Main, SR 260 North of Fir Street, SR 89A West of Main. These corridors are state highways, owned and operated by ADOT, and have the highest vehicular traffic volumes in the City. Development patterns and land uses are generally automobile-oriented. For new development and redevelopment, limit driveway accesses to the minimum needed, and encourage shared-access agreements where multiple businesses can be served by a shared driveway. Bicycle and pedestrian facilities should be separated from the high-speed vehicular traffic by barriers or landscaping areas, and intersections designed to allow safe bicycle and pedestrian crossings.	Neighborhood Commercial, Highway Commercial, Planned Development (see Objectives 1-5, 1-6, 1-8)
Other Corridors	On arterials and collectors with 25 MPH speed limits, such as Mingus Avenue, Willard Street, and S. 6 th Street, ensure development standards limit driveway access points to the minimum number necessary, and prohibit driveways and parking areas that require vehicles to back into the roadway. Ensure roadways are designed to encourage adherence to the 25 MHP speed limit to improve safety for drivers, bicyclists and pedestrians.	Various residential, commercial, and industrial land use designations

Objective 6-7 Community Engagement.

- Notify and invite participation from interested residents, property owners, and community groups in developing detailed plans for any corridor

Performance Measures:

- *Vehicular traffic volume and speed data by year*
- *Proportion of private land used for parking*
- *Vehicular traffic volume and speed data by year*

7. CIRCULATION

Goal 7: Design, build, and operate Cottonwood's transportation system to allow safe and efficient circulation for all modes of travel.

Increasing connectivity in the transportation system provides more travel choices for drivers, bicyclists, transit passengers, and pedestrians. Designing roadway segments and intersections according to current best practices can improve safety and alleviate severe congestion. The **Circulation Plan** in this element shows existing and planned vehicular, bicycle, and pedestrian routes, and the **Circulation and Land Use** map shows the circulation system in relation to planned land uses.

Objective 7-1 **Connectivity.** Plan for a well-connected system of roadways, bicycle facilities, and sidewalks that provides safe and efficient circulation among existing and planned land uses. Ensure the roadway system makes connections that provide additional route choices, to prevent severe congestion at critical intersections. New highway connections would be owned and maintained by ADOT. New collector roads will be designed and built by developers per City standards, and dedicated to the City of Cottonwood for ongoing maintenance. New local roads that do not provide connectivity (i.e. cul-de-sac and internal loop roads) will be privately owned and maintained, will feature pedestrian connections where vehicular connections are lacking, and will be designed and maintained to accommodate emergency response. Along existing and new roadways, add bicycle facilities and sidewalks to close gaps in the existing multimodal system (see the **Connectivity Plan** table below, and the **Circulation Plan** map). Add trails to close gaps in the trail system and to provide pedestrian connections where roadways and sidewalks do not exist (see **Circulation Plan** and the **Open Space and Recreation Plan**). Dedication of needed rights-of-way for planned roadways, and easements for planned bicycle, pedestrian, and transit facilities may be required as part of development approval process. Development should be planned so that public roadway access is available to adjacent developable land. All conceptual roadways, shared use paths, and trails shown on the Circulation Plan are intended to plan for potential future connectivity, not to set final alignments, and they are subject to change. More specific planned alignments will be determined during the land use and transportation planning process in coordination with property owners, ADOT, the U.S. Forest Service, Arizona State Parks, Arizona State Land Department, and the City.

Connectivity Plan

Planned Roadways

SR 260 – Camino Real Connection. This two-lane collector would be required as part of the future development of the large tract of State Trust Land west of SR 260 (**Growth Area GR-7**). Built by the developer to City standards, and accepted as City right-of-way, it would connect the SR 260/Godard Road intersection with Camino Real, providing an additional route from SR 260 to the Cottonwood's south side and its neighboring unincorporated residential areas. An additional collector may be required connecting with Del Rio Drive at Mountain View Preparatory Academy. An ADOT roundabout or signal would be required at the SR 260/Godard Road intersection, as determined during the PAD zoning process.

SR 89A – Cornville Road Connection. This two-lane collector would be required with the future development of the private land east of SR 89A and North of Cornville Road (**Growth Area GR-9**). Built by the developer to standards acceptable to the City, and accepted as City right-of-way, it would connect the SR 89A/Bill Gray Road intersection with Cornville Road at Tissaw Road and/or Verde Santa Fe Parkway. A roundabout or signal is required in the ADOT right-of-way at the SR 89A/Bill Gray Road intersection, and in Yavapai County right-of way where the collector(s) intersect Cornville Road. The alignment and roadway design should focus on slowing vehicular traffic, and discouraging cut-through traffic between Cornville Road and SR 89A.

Bill Gray Road – Mingus Avenue Connection. This collector would be built with the future development of the State Trust Land near SR 89A and East Mingus Avenue/Cornville Road (**Growth Area GR-8**). Built by the developer to City standards, and accepted as City right-of-way, it would connect Bill Gray Road with E. Mingus Avenue, and provide access to SR 89A at its intersection with Bill Gray Road. The collector may include improvements to Bill Gray Road and require a roundabout on East Mingus Avenue, west of SR 89A, as determined during the PAD zoning process.

Fir Street Extension. ADOT's 2016 Verde Valley Master Transportation Plan proposes a highway spur, extending Fir Street east of SR 260 to connect with SR 89A. This four-lane roadway would redirect traffic away from the SR 260/ SR 89A intersection, the most heavily used intersection in the area. This connecting arterial would be built and owned by ADOT, and would require acquisition of private land within both the City of Cottonwood and unincorporated Yavapai County. A roundabout or signalized intersection would be built at its intersection with SR 89A, and adequate intersections would have to be provided to local streets Oasis Drive and UVX Road.

Willard Street Extension. Consider extending two-lane collector Willard Street north from its intersection with N. Main Street to Pima Street, to create direct access to Old Town parking areas and reduce vehicular traffic congestion on Main Street in Old Town. This extension would require reconfiguration of Old Town Activity Park (see **Objective 11-8**), a revised Main/Willard intersection, and a new bridge across Blowout Wash.

Planned Bicycle Facilities

Bike Lanes. Add 5½ to 6-foot wide striped bike lanes (measured from face of curb) to medium-to-low speed roadways as shown on the **Circulation Plan**, as part of road construction projects and periodic restriping. Bike lanes may include signage and bicycle symbol pavement markings. Bike lanes are not desirable on roadways with speed limits greater than 35 miles per hour.

Bike Routes. Designate connecting low-speed, low-traffic volume roadways as bike routes with signage and optional pavement markings, but no striped lanes, as shown on the **Circulation Plan**. These roadways typically do not have sufficient width for striped bike lanes. Bike routes are not desirable for roadways with speed limits greater than 25 miles per hour.

Shared Lanes. Where there is insufficient width for striped bike lanes in one or both directions on low-speed, higher volume roadways (such as Main Street in Old Town), lanes that are shared by vehicles and bicycles will be marked with signage and shared use “sharrow” pavement markings.

Planned Sidewalks

Sidewalks: 6-foot wide concrete walkways can be located adjacent to roadway curbs, or separated from curbs by landscaped parkway strips. Wider sidewalks, or those separated from the curb are preferred along higher-speed roadways. Higher priority sidewalks, including those shown on the **Circulation Plan**, are those that would close a gap in pedestrian connectivity and remove barriers for pedestrians with disabilities.

Planned Trails

Shared-Use Paths: 8 to 12-foot wide concrete or compacted granite surface pathways, separated from roadways by landscaping or barriers, are suitable for a wide variety of users, including bicyclists and pedestrians. Shared use paths can be built as trails in the interim until funding is available for surfacing. Extend Riverfront Park Loop Trail between 10th Street and the park’s playground. Add shared-use paths along high-speed roadways such as SR 89A, SR 260, and Mingus Avenue/Cornville Road. Plan shared-use paths in new developments as recreational facilities, and to make bicycle and pedestrian connections where roadway connections are not planned, such as the west end of Fir Street and Del Rio Drive. Shared use paths along state highways require coordination with ADOT.

Trails: Natural earth surface trails are generally located in open space areas, and are suitable for hiking and, where appropriate, mountain biking and horseback riding. Add planned trails as shown on the **Circulation Plan** and the **Open Space and Recreation Plan**. Trail alignments labeled as conceptual are representations of possible future trails, which will require coordination with developers, State Parks, or one of the U.S. Forest Service.

Objective 7-2 **Comprehensive Roadway Design.** Design all City or state roadway projects, including pavement construction, sidewalk construction, or restriping, to be appropriate to the context of the corridor, and in accordance with current best practices. The design process will involve interested citizens, multiple City departments, and, when appropriate, ADOT or other jurisdictions. All project designs will consider and include multiple elements of the roadway, including through lanes, bicycle lanes, crosswalks, sidewalks, lighting, landscaping, wayfinding signage, posted speed limits, and accessibility for those with disabilities. To assure adherence with current best practices, hire consulting firms with experience in designing for safety, accessibility, and multimodal use in the applicable corridor type. The design can be implemented throughout an entire corridor, or parcel-by-parcel, with required off-site improvements for individual developments.

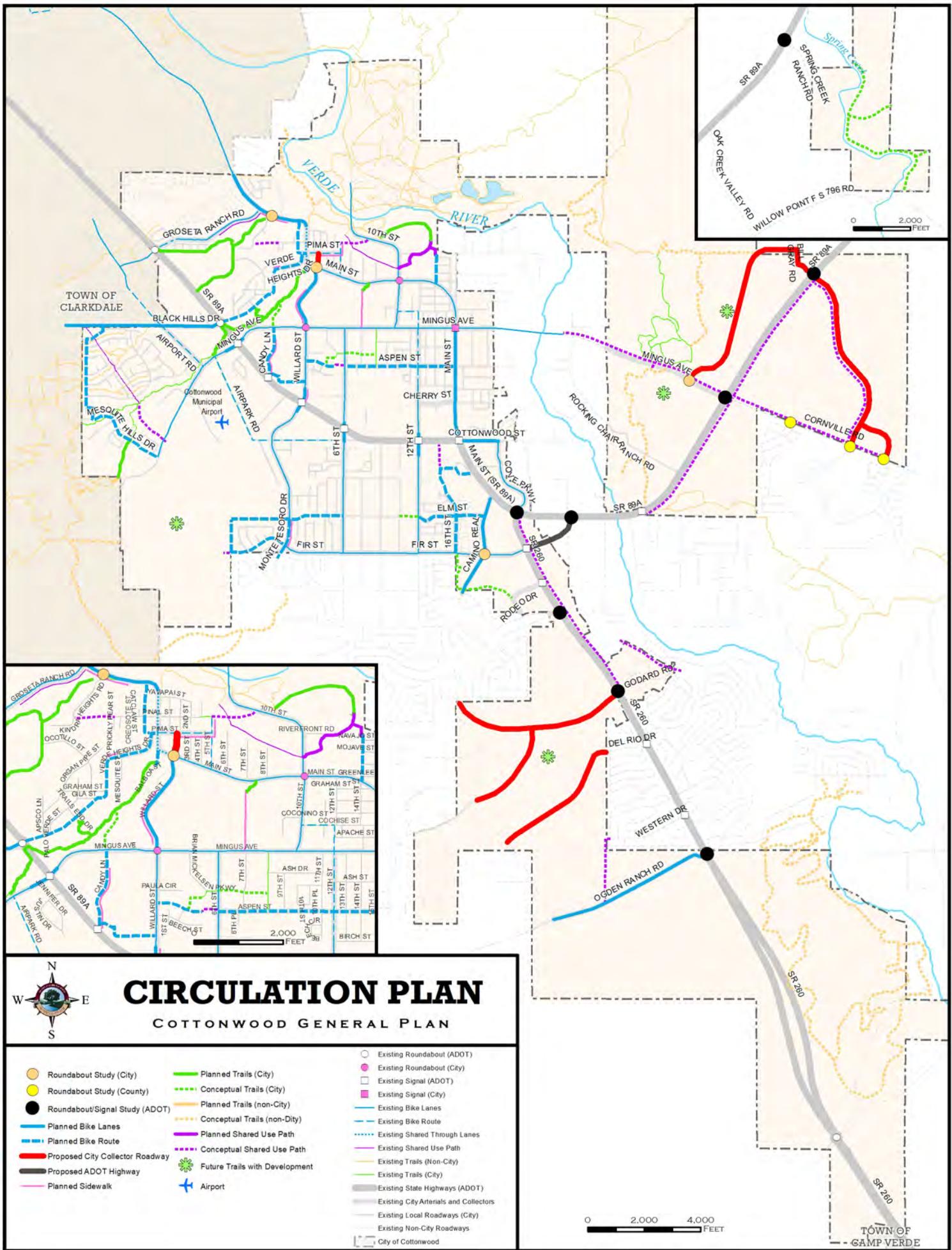
Objective 7-3 **Safety-Oriented Design.** Comprehensive roadway design (per **Objective 7-2**) will prioritize the safety of drivers, bicyclists, transit passengers, and pedestrians, by designing for vehicular speeds that are appropriate to the corridor and consistent with the planned posted speed limit.

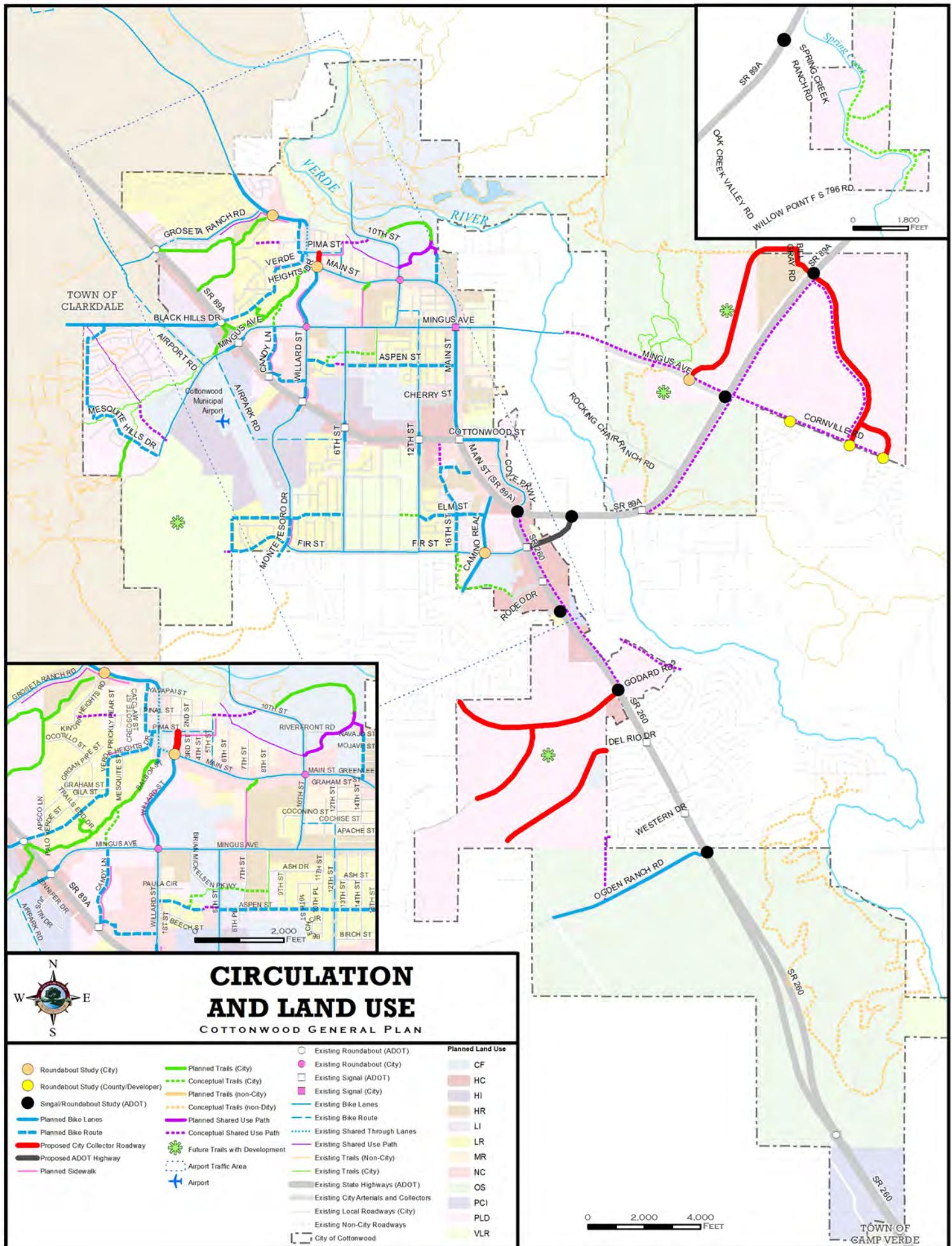
Objective 7-4 **Signalized Intersections and Roundabouts.** Coordinate with ADOT to identify measures to reduce crash rates and vehicular congestion at signalized intersections on state highways, while making them safe and accessible for bicyclists and pedestrians. Measures may include adjusting signal timing, changing signal or lane configuration, or conversion to roundabouts. On City-owned roadways, study potential locations for roundabouts where current or future safety or congestion problems may occur, in coordination with adjacent property owners and other stakeholders. Intersections where signalization or roundabout studies may be needed are shown on the **Circulation Plan**.

Objective 7-5 **West Loop Road.** Participate in a regional study with Yavapai County, the Town of Clarkdale, Prescott National Forest, Arizona State Land Department, ADOT, and any other affected jurisdictions, to evaluate the potential benefits, costs, and alignment options for a connector road between Ogden Ranch Road and West Mingus Avenue. Add the conceptual road alignment to the **Circulation Plan** if all affected parties concur the road project is needed, and are willing to participate in design and construction.

Objective 7-6 **Maintenance.** Regularly maintain and sweep roadway surfaces to prolong their lifespan and minimize hazards to drivers, bicyclists, and pedestrians.

Objective 7-7 **Large Vehicles.** Design arterial and collector roadways so that they can accommodate large vehicles, including buses, emergency vehicles, and





recreational vehicles, and include these accommodations as part of the Comprehensive Roadway Design process (**Objective 7-2**). Consider restricting through truck traffic where operation of large trucks may reduce safety.

Objective 7-8 **Regional Transportation Planning.** Help plan and maintain an effective regional transportation system for all transportation modes through ongoing coordination with the Verde Valley Transportation Planning Organization (VVTPO), ADOT, Northern Arizona Council of Governments (NACOG), the Bicycle Advisory Committee, and neighboring jurisdictions.

Objective 7-9 **Transit Service.** Provide reliable, efficient, and convenient transit service throughout the Verde Valley in partnership with neighboring jurisdictions, and promote ridership among a wide variety of potential passengers. Service will include fixed-route services as well as flexible programs such as paratransit.

Objective 7-10 **Transit Operations Planning.** Adopt and implement a Transit Development Plan that evaluates current transit service, and identifies ways to improve customer relations and to enhance service to meet the community's needs in future years.

Objective 7-11 **Transit Stops.** Build safe, comfortable, and accessible transit stops within walking distance of senior and high-density housing, and frequently visited commercial and healthcare destinations. Stops with high number of boardings, where waiting is most common, will be the priority for benches, trash receptacles, lighted shelters, and bicycle racks. Pull-out bays should be limited to locations with a high number of boardings, and where a bay would significantly help alleviate traffic blockages. Easement or right-of-way dedication for planned stops and pull-out bays will be required as part of development approval process on adjacent land.

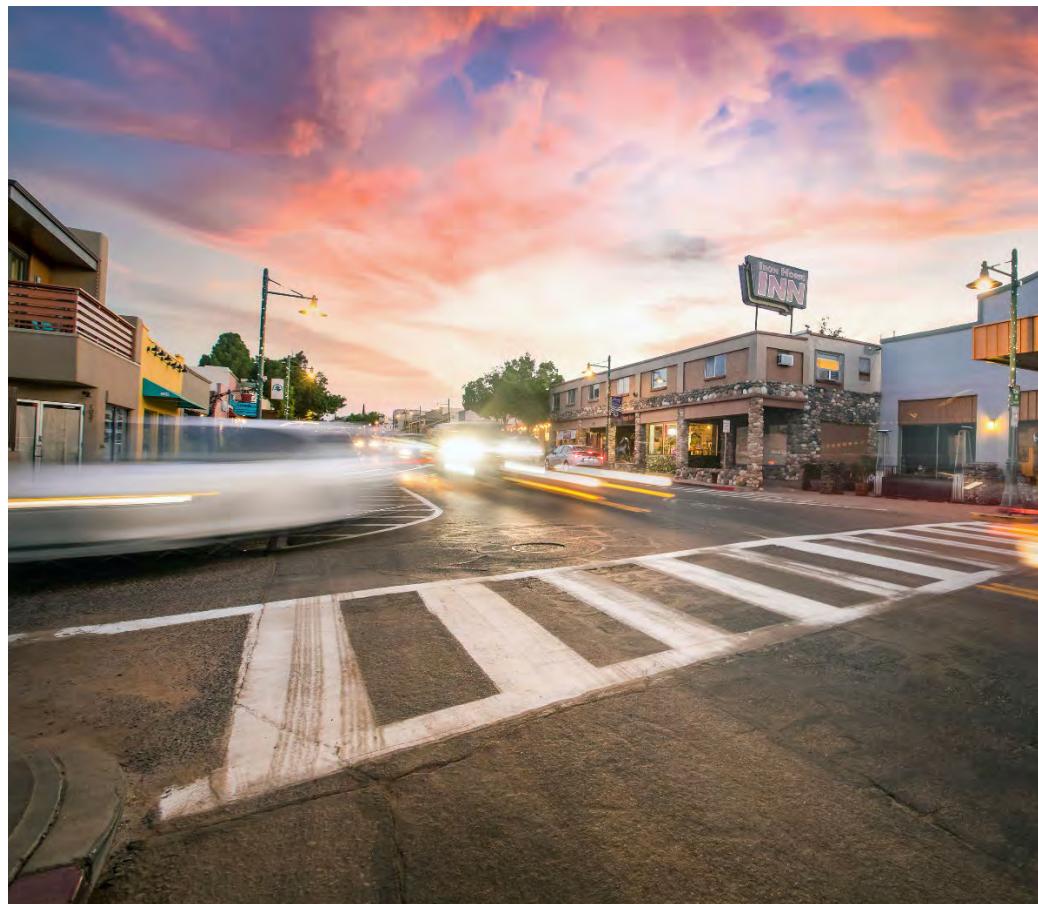
Objective 7-12 **Community Engagement:**

- Notify and invite participation from interested residents, property owners, and community groups in developing detailed plans for roadway projects
- Invite the public to participate in transit service planning, including route and schedule changes, and the drafting of the Transit Development Plan

Performance Measures:

- *List of projects designed through comprehensive process by year*
- *Estimated number of lane mile surface preserved and swept annually*
- *Miles of roadway, bicycle facilities, sidewalks, and trails*

- *Vehicular traffic volume counts by year for segments and signalized intersections*
- *Annual transit ridership counts*
- *Annual transit revenue miles*
- *Transit farebox recovery rate*
- *Number of transit stops and amenities*



8. AIRPORT

Goal 8: Operate the airport to be a beneficial community asset.

The Cottonwood Municipal Airport (CMA) is classified as a general aviation airport, and serves many important functions in the community. While the City owns, operates, and maintains the physical airport facility, the Federal Aviation Administration has sole jurisdiction over flight regulations. The City of Cottonwood does not have legal authority over aircraft in flight, or the ability to restrict who uses the airport and when (much like it has no authority to restrict use of highways in the City). The City will continue working towards reducing negative impacts by limiting land use conflicts, and working with airport users to utilize appropriate noise abatement practices consistent with safety.

- Objective 8-1** **Airport Facilities.** Periodically update the Airport Master Plan and Airport Capital Improvement Program, and program facility improvements to the airport in accordance with the plan.
- Objective 8-2** **Leased Land.** Maximize development of remaining available airport property to support aeronautical activities at fair market value rates.
- Objective 8-3** **Noise and Safety.** To the greatest extent permitted by FAA regulations, incentivize pilots to follow requested noise abatement practices to mitigate aircraft noise (consistent with safety), and seek agreements with flight schools to limit the number of aircraft using the airport at the same time, and the hours of training flights to reduce the potential negative effects of air traffic on residents.
- Objective 8-4** **User Fees.** Explore the costs and benefits of implementing a user fee system to generate landing fee revenue from transient aircraft flights (i.e. those not “based” at CMA).
- Objective 8-5** **Alternative Sites.** Work with flight schools and other jurisdictions to plan and develop alternative landing strips to direct training flights away from the CMA.
- Objective 8-6** **Avigation Easements and Disclosure Notices.** Request new developments and modifications to existing properties to enter into an avigation easement with the City. Require buyers and renters of housing units within the CMA’s air traffic area (as defined by state law; see **Circulation and Land Use map**) to be notified of proximity to the airport and possible aircraft noise.

Objective 8-7 **Land Use Conflicts.** Limit land uses and structure heights in the vicinity of the CMA, in accordance with FAA airspace requirements. Require airspace analyses (7460 process) to be completed as required during the Code Review process.

Objective 8-8 **Community Engagement.**

- The volunteer Airport Commission will continue to hold public meetings to review various aspects of airport management, and makes recommendations to City Council
- Provide citizens with the opportunity to address airport issues at Commission meetings, or by interacting with City staff

Performance Measures:

- *Annual number of takeoffs and landings*
- *Annual revenue generated by businesses on leased airport land*



9. ENVIRONMENTAL PLANNING

Goal 9: Conserve natural resources and protect environmental quality.

Because natural resources and natural landscapes are vital to the region's growth and quality of life, Cottonwood must do its part as one of the stewards of these resources.

- Objective 9-1** **Riparian buffers.** Require protective open space along the Verde River and its tributaries to retain open space and wildlife corridors, and to prevent non-point source pollution.
- Objective 9-2** **Stormwater Detention.** Require stormwater detention systems that are adequate to prevent first flush pollution from reaching the Verde River and its tributaries
- Objective 9-3** **Slopes.** Ensure that development regulations provide standards for construction on steep hillsides and flood areas that help preserve key natural resources while allowing for appropriate levels of development in these areas.
- Objective 9-4** **Trees.** Reduce ambient temperatures and enhance community aesthetics and property values by including low-water-use trees in City projects, including parks, roadway projects, and public facilities.
- Objective 9-5** **Air Quality.** Enact and enforce dust control measures during construction and grading activity, and coordinate with other jurisdictions and agencies as necessary to ensure air quality standards are met on all land uses. Make reclaimed water available for dust control use.
- Objective 9-6** **Energy Efficiency.** Adopt and enforce energy efficiency codes for all new construction and support environmentally sound building practices, including nationally recognized rating systems such as Leadership in Energy and Environmental Design (LEED).
- Objective 9-7** **Dark Sky.** Retain Cottonwood's status as an International Dark Sky Community, and ensure development regulations mitigate light pollution while allowing sufficient illumination for security.
- Objective 9-8** **Solid Waste Diversion.** Retain a recycling program along with solid waste pickup, and consider a program to collect and divert hazardous household waste.

Objective 9-9 Community Engagement.

- Support volunteer groups and individuals that adopt natural open space areas to remove trash, beautify, and monitor
- Hold periodic dark sky astronomy events

Performance Measures:

- *Total acres of natural open space*



10. WATER RESOURCES

Goal 10: Provide a secure, reliable supply of safe drinking water for Cottonwood's current and future population.

The City of Cottonwood supplies domestic water to all of the city and many of the surrounding unincorporated areas. The water is drawn from a system of wells both inside and outside the City boundary. In 2009, Cottonwood's water utility obtained a Designation of Adequate Water Supply for 6,000 acre-feet annually from the Arizona Department of Water Resources (ADWR). To obtain this designation, the City demonstrated that 6,000 acre-feet of groundwater, of adequate quality, will be continuously, legally, and physically available to meet the needs of its customers for at least 100 years without causing the groundwater table to decline below a statutorily defined depth. In 2005, the City purchased private water companies serving unincorporated areas adjacent to Cottonwood. Since then, the water utility has pumped an average of 2,842 acre-feet per year to serve its entire service area inside and outside the City boundary (see the water resources data in the City Atlas).

The State Demographer projects Cottonwood's population to grow from 12,296 in 2022 to 13,818 in 2040, an increase of 12.4%. If the population of the City water utility's entire service area grows at that rate, and the volume of water pumped per capita remains fairly constant (as it has since 2006), the annual demand for water in 2040 would be 3,195 acre-feet, which is well within the threshold set by the ADWR Designation of Adequate Water Supply.

- Objective 10-1** **Verde River Base Flows.** Protect the long-term health of the Verde River and its adjacent riparian areas by working in concert with other agencies to monitor flows and develop measures to maintain historic base flow levels.
- Objective 10-2** **Water Management.** Follow an integrated water resource management plan that provides guidance for long-term planning, quantifies the needs for water resources, and determines the necessary water, wastewater, and reclaimed water infrastructure needed over time.
- Objective 10-3** **Water Safety.** Comply with regulatory agencies' requirements for monitoring water quality in the City water utility's distribution system, and conduct quality base line studies. Regularly upgrade and maintain the water distribution system to maximize efficiency and provide a reliable water supply for all users, including fire flow.

Objective 10-4 **Water Rights.** Pursue acquisition of surface water rights from all available sources, and remain involved with the statewide water adjudication proceedings to protect and enhance Cottonwood's water resources portfolio.

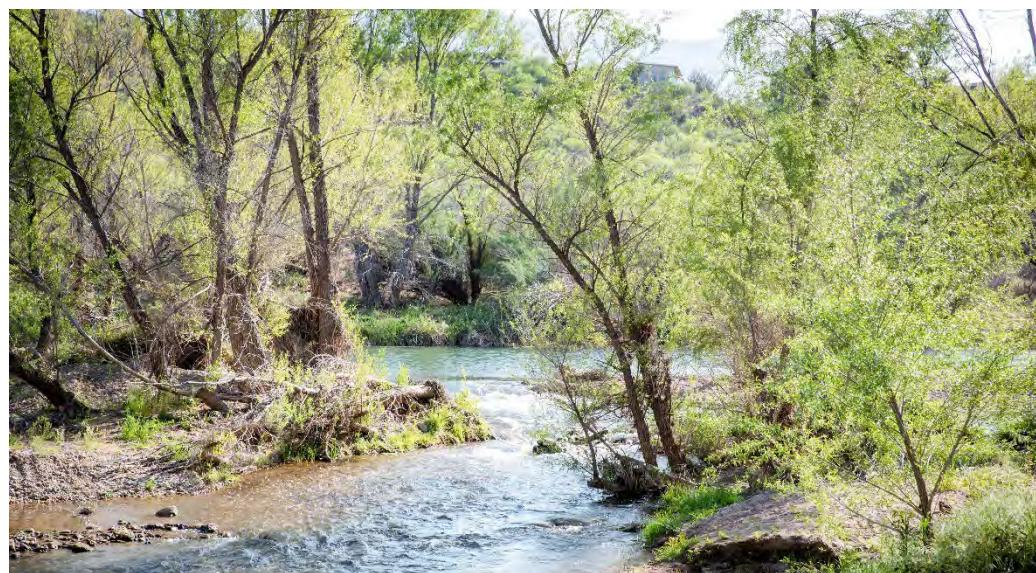
Objective 10-5 **Water Conservation.** Maintain a strong water conservation program, including public education, and recharge/reuse of reclaimed water to the greatest extent practicable. Recharge all unused reclaimed water to offset groundwater pumping and acquire long-term storage credits. Ensure development regulations require landscaping be designed per xeriscape principles, and prohibit large swaths of turf that do not use reclaimed water.

Objective 10-6 **Community Engagement.**

- Continue and expand the City's comprehensive water conservation education program
- Support educational programs such as those administered by the Verde Natural Resource Conservation District

Performance Measures:

- *Verde River annual base flow levels*
- *Total gallons per capita per day (GPCD) used by year*
- *Number of water conservation public outreach events annually*



11. OPEN SPACE AND RECREATION

Goal 11: Offer a rich variety of recreational and cultural opportunities.

Cottonwood's system of parks, trails, open space, library, and recreation facilities help define the unique character of the City, and provide places where people of all ages, both residents and visitors, can engage in enjoyable, healthful, and rewarding activities. Cottonwood seeks to ensure these facilities remain vital, and keep pace with the growing community. This element's **Open Space and Recreation Plan** shows Cottonwood's current recreation system and planned additions.

- Objective 11-1 Open Space Management.** Assist the State Parks, National Forests, and other land owners in preserving natural open space within the city boundary, including land reserved for natural open space within Planned Area Developments and cluster subdivisions. Work towards a regional network of open space, wildlife corridors, washes, and riparian corridors.
- Objective 11-2 Trails and Open Space.** Connect the developed part of Cottonwood with public open space areas such as Dead Horse Ranch State Park and the Prescott and Coconino National forests via an extensive trail system open to hikers and, where appropriate, mountain bikers and equestrians.
- Objective 11-3 Regional Outdoor Recreation Planning.** Participate in regional coordination efforts such as Verde Front on regional open space and recreational planning. Expand and improve the regional trail system in coordination with the State Park, U.S. Forest Service, neighboring jurisdictions, and property owners, per the **Open Space and Recreation Plan**.
- Objective 11-4 New Recreation Facilities and Open Space.** Ensure development regulations require a percentage of land to be reserved for parks or open space as part of large developments, including those within Growth Areas (**Objective 2-1**), and that connecting trails and bicycle facilities be provided consistent with the **Open Space and Recreation Plan** and the **Circulation Plan**.
- Objective 11-5 Trailheads and River Access.** Work collaboratively with public and private landowners to locate new trails, trailheads, and river access points, avoiding locations where there would be negative impacts to neighboring residents.

Objective 11-6 Access Easements. Coordinate with private property owners to establish public easements for trails, bicycle facilities, and river access, consistent with the **Open Space and Recreation Plan** and the **Circulation Plan**.

Objective 11-7 Parks and Recreation Facilities. Explore ways to implement higher-priority improvements proposed in the City's Parks and Recreation Master Plan, and the Riverfront Park Trails and Recreation Master Plan, using xeriscape principles and reclaimed water where possible. Update those plans as necessary.

Objective 11-8 Old Town Park Connections. Explore options for improving pedestrian and bicycle connections between Old Town and Riverfront Park, and consider reconfiguring Old Town Activity Park to become a public plaza at the southeast corner of Main and Pima Streets, with increased public parking to the east.

Objective 11-9 Library Services. Sustain and expand the variety of services available at the Cottonwood Public Library, including reading and viewing materials, technological resources, and educational programs, in a safe and pleasant community gathering space.

Objective 11-10 Facility Maintenance. Keep the Public Library, Recreation Center, and other recreation facilities clean, attractive, and safe places for the community to gather.

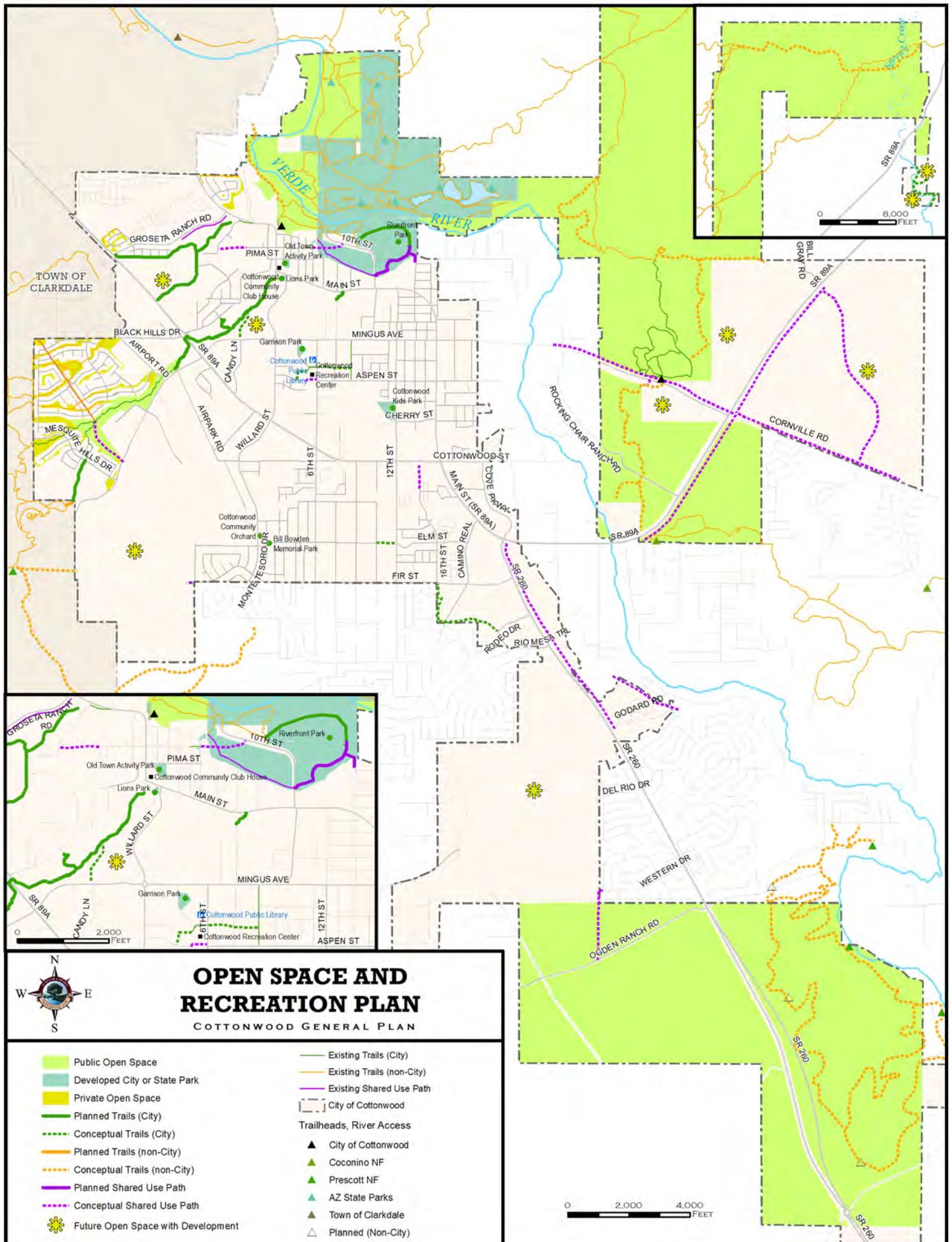
Objective 11-11 Community Engagement.

- Coordinate with the volunteer Parks and Recreation Advisory Committee to develop and prioritize recreation programs
- Coordinate with individuals and citizens groups such as the regional Bicycle Advisory Committee on bicycle facility and trail planning
- Inform and involve the general public in updates of the Parks and Recreation Master Plan and the Riverfront Park Trails and Recreation Master Plan
- Inform and involve adjacent property owners in the location of proposed recreation facilities, including trails, trailheads, and river access points
- Organize volunteer programs to monitor and maintain trails and open space
- Coordinate with schools on programs that promote bicycling and hiking skills
- Work with the volunteer Library Advisory Committee to plan and implement library programs

Performance Measures:

- *Acres of open space*
- *Miles of trail maintained by City and others within City boundary*
- *Number of trailheads and river access points within City boundary*
- *Volume of materials loaned by the library annually*
- *Participation in various library programs*





MARCH 27, 2025

12. HEALTH AND SAFETY

Goal 12: Protect community health and safety through effective education, prevention, and response.

One of the primary functions of City government is keeping people safe from a variety of threats to health and safety. Cottonwood strives to keep residents and visitors healthy and safe from hazards.

- Objective 12-1 Facilities, Equipment, and Service.** Continually improve facilities, equipment, training, and technology needed to provide high quality public safety services by the Police and Fire Departments. Study ways to keep response times low, including planning for new facilities to serve growing areas.
- Objective 12-2 Crime Prevention.** Continue to enhance programs aimed at reducing criminal activity, including Crime Free Multi-Housing, Safe Shopper/Safe Community, Neighborhood Officer, and Neighborhood Watch. Coordinate with school districts to ensure campus security by offering threat vulnerability assessments and threat liaison officers.
- Objective 12-3 Fire Prevention.** Continue to enforce fire restrictions to prevent wildfires, and provide programs that inform citizens on ways to prevent fire, including Fire Wise and Fire Corps.
- Objective 12-4 Housing Safety.** Enact and enforce current building and fire codes and property maintenance ordinances to ensure safe housing and lots, and to prevent neighborhood decline.
- Objective 12-5 Traffic Safety.** Continually explore ways to reduce the frequency and severity of roadway crashes. Actions include mapping the locations of crashes involving drivers, pedestrians, and bicyclists, and regularly analyzing recent serious injury crashes, identifying the factors that led to the crash, and what conditions could be changed to prevent similar crashes in the future. Analysis sessions should involve Police, Fire, Public Works, and Community Development staff.
- Objective 12-6 Roadway Safety and Accessibility Study.** Consider conducting a citywide study to identify needed improvements to roadways, sidewalks, and bicycle facilities, focusing primarily on facilities that are not designed per current best practices. Prioritize potential projects based on crash data, ADA compliance, proximity to

schools, and greatest improvement to connectivity. Projects can range from major construction projects to minor changes such as restriping. The study should also include any needed changes to the City's engineering design standards for roadways, bicycle facilities, and sidewalks; typical treatments for different types of roadway segments and intersections; and access management standards for adjacent driveways. Resulting projects will be designed through the Comprehensive Roadway Design process (**Objective 7-2**).

Objective 12-7 **Health and Wellness.** Encourage physical fitness by providing and promoting a range of indoor and outdoor recreation facilities and programs as outlined in the **Open Space and Recreation** element, and improving connectivity of sidewalks, trails, and bicycle facilities as planned in the **Circulation** element. Consider coordinating with local healthcare providers to create a regional health and wellness program.

Objective 12-8 **Flooding and Drainage.** Ensure that development regulations prevent construction that may create a flood hazard for homes and businesses, and that runoff to adjacent land and washes is not increased by new development. Continue to implement needed drainage improvement projects identified in the recent studies. Coordinate with the Yavapai County Flood Control District and other neighboring jurisdictions to cooperatively address regional flooding problems.

Objective 12-9 **Community Engagement:**

- Continue to facilitate and promote fire prevention citizen participation programs including: Fire Wise, Fire Corps, and American Red Cross training
- Continue to facilitate and promote crime prevention citizen participation programs including Neighborhood Watch and Citizen Police Academy
- Promote outdoor recreation and participation in events such as Bike Week

Performance Measures:

- *Crime statistics by type and year*
- *Fire/medical calls for service by type and year*
- *Property maintenance ordinance violations received and abated*
- *Crash statistics by road segment, intersection, and year*
- *Community health statistics by year*

City of Cottonwood
Community Development
111 N. Main Street
Cottonwood, AZ 86326

928-634-5505
cottonwoodaz.gov/157/Community-Development

City Atlas, current Land Use and zoning maps:
cottonwoodaz.gov/810/maps

