



Development Services

520-432-9300
developmentservices@cochise.az.gov
www.cochise.az.gov
1415 Melody Ln, Bdg F
Bisbee, Arizona 85603

Rezoning Application

The purpose of zoning is to guide the development of land in accordance with the County's Comprehensive Plan, and to promote the public health, safety and general welfare of the County's residents. Zoning districts specify permitted land uses, minimum lot sizes, and certain site development standards such as setbacks and screening. Because Cochise County encompasses a large and diverse area, there are 34 individual zoning districts, ranging from rural and residential districts to business and industrial districts. When property is rezoned, all uses permitted within the new district can be permitted on the rezoned parcel.

Applicant Info

Name: Desiree & Ryan Gerth

Address: 3123 E Morris Ranch Rd., Willcox, AZ 85643

Phone: 920-850-1075

Email: dez@strivevineyards.com

Describe your relationship to this application (select one):



Property owner (skip next question)



Authorized agent

By typing their name below, the undersigned, registered property owner of the property subject to this application, hereby grants the authorized agent noted above to act on their behalf and take all actions necessary for the processing, issuance and acceptance of this permit or application. (See final page if there are multiple property owners)

Signature:

Date:

Processing Fees

\$400 rezoning to SM-174 or SM-87, \$450 + (\$2/acre (\$1,500 max.)) rezoning to RU-2, \$500 + (\$10/acre (\$3,000 max.)) rezoning to SR, R, SM-36, SM-18, SM-9, \$500 + (\$15/acre (\$4,000 max.)) rezoning to all other districts. Applicants may pay online with a credit card or mail a check to the Development Services Department at 1415 W Melody Ln, Building F, Bisbee, AZ 85603, payable to the Cochise County Treasurer.

Required Submittals

- This application
- A concept plan
- A copy of the neighborhood notification letter and any information provided to the public
- A non-refundable processing fee

Property Info

Property Owner Name(s): Ryan & Desiree Gerth

Parcel Number(s) (APN): 202-81-16908

Total Acreage: 39.27

Current Zoning Designation: SR-8

Proposed Zoning Designation: RU-10

Is the property a result of a new split or will the rezoning request result in more than one zoning district on a single tax parcel? If yes, a copy of a survey and associated legal description stamped by a surveyor or engineer licensed by the State of Arizona must be submitted with this application.

Yes

No

Is there a concurrent comprehensive plan amendment associated with this request?

Yes, state proposed category/designation

No

Project Info

Is this request consistent with all deed restrictions or private covenants in effect for this property? If applicable, please include a copy of these restrictions/covenants with this application.

Yes

N/A, no deed restrictions

Project Info Continued

Identify the utility company/service provider for each of the following services and state if additional provisions or future connections are required in the space below.

Service	Utility Company/Service Provider
Water/Well	Private Well
Sewer/Septic*	Septic- serviced by Stamback
Electricity	SSVEC
Fire Protection	Willcox Fire
Waste Disposal	Southwest Disposal

* If the property is, or will be, served by a septic system, indicate the location of the septic system and the 100% expansion area on the site plan. State whether the system is existing or proposed.

Supplemental Questions

1. State the reason for this request and why it should be supported.

See attached letter

Rural specific request- Under Arizona Department of Liquor Licenses and Control, we may NOT store our bonded wine (aka. actual wine in barrel or bottled case goods) in a residentially zoned site. We need a rural zoning status in order to make our home parcel a non-contiguous licensed storage facility for the wine we produce.

2. Describe all **existing** structures/uses present on the subject parcel. Note: Show the location and size of existing structures on the accompanying site plan.

Single Family Home, Well pump house, Shed, Septic Tank, Pole barn for vineyard/winery equipment storage.

Supplemental Questions Continued

3. Describe all **proposed** structures/uses that will be placed on the parcel. Note: Show the location and size of proposed structures on the accompanying site plan.

We intend to preserve the rural landscape, and the regional identity as a viticultural and agricultural asset.

4. Is the property adjacent to, or near, other parcels with the same zoning designation as what is being proposed? Explain.

This property is 800 ft adjacent to the next rurally zoned property

5. Is the proposed zoning district more intense than the one in place currently? Please select one of the following statements:



Not applicable, this is a request to a LESS intense zoning district.



The proposed zoning is an extension of a similar density zoning within the area.



The proposed zoning provides a transition between an existing less intense district and a more intensive district or an arterial street.



The property can provide adequate protection to the adjacent less intense development in the form of enhanced screening, landscaping, setbacks, large lot size, building orientation, or other design measures.

6. What is the existing or proposed water source? If the property is, or will be, served by a private or shared well, show the existing or proposed location on the site plan.

Existing private well

7. Estimate the total gallons of water needed for the existing use of the site (daily or annual usage)

Estimate 50,000 gal annual

8. Estimate the total gallons of water needed for the proposed use of the site (daily or annual usage)

Estimate 50,000 gal annual

Supplemental Questions Continued

9. List any strategies you will use, on site, to minimize water use, recycle water, and/or enhance onsite natural recharge.

Turn off the tap, short showers, efficient fixtures and appliances, etc.

10. Describe the permanent legal access to the property. State which streets or easements will be used by traffic to enter or exit the property. Specify whether the vehicular access is from a public road, private road, or easement, and label all legal access on the concept plan.

Property access from Page Ranch Rd- Silver Spur Ln - Golden Gulch (aka Morris Ranch Rd.)

11. What impact will this request have on the traffic volume of roads that serve the subject property?

None

12. How many driveway cuts are proposed along streets or easements to allow site access? State whether this is an increase/decrease and whether any existing cuts will need relocation.

None

Supplemental Questions Continued

13. Describe your citizen review process (if applicable). Specifically, state whether you received any responses to your mailed notice or public meeting. Explain how your rezoning application has incorporated the feedback you received. Submit a copy of any material provided to the public.

N/A

14. Date of mailing by applicant: N/A

15. Mailing radius: N/A

16. Indicate whether the subject property occurs within the following (select at least one):

Within the Sierra Vista Sub-Watershed Overlay Zone

Within two miles of the San Pedro Riparian National Conservation Area

Within one mile of the Babocomari River

None of the above

I'm not sure

17. If the subject property is within one of the previously mentioned zones, are you interested in a voluntary retirement of development rights in exchange for a concomitant density increases elsewhere in the County?

Yes

No

Not Applicable

Acknowledgments Continued, Prop 207 Waiver

By typing their name below, the property owner acknowledges that the approval being sought by this application may cause a reduction in the existing rights to use, divide, sell or possess the private property that is the subject of this application. The property owner further acknowledges that it is the property owner who has requested the action sought by the filing of this application. Therefore, with full knowledge of all rights granted to the property owner pursuant to A.R.S. §12-1132 through 1138, the property owner does hereby waive any and all claims for diminution in value of the property with regard to any action taken by Cochise County as result of the filing of this application.

Signature (Property Owner): Desiree A. Gerth Ryan J. Gerth Date: 7-24-2025

Ryan & Desiree Gerth
Strive Vineyards
3123 E Morris Ranch Rd
Willcox, AZ 85643
dez@strivevineyards.com

7-24-2025

Cochise County Planning & Zoning Department
1415 Melody Lane, Building G
Bisbee, AZ 85603

RE: Rezoning Request for Parcel 202-81-16908 – From SR-8 to RU-10

To Whom It May Concern:

I am writing to formally request the rezoning of our property located at **3123 E Morris Ranch Rd, Willcox, AZ 85643**, also identified as **Cochise County Parcel 202-81-16908**, from **SR-8 (Single-Household Residential – 8,000 sq. ft. minimum)** to **RU-10 (Rural – 10-acre minimum lot size)**.

This request reflects the current and intended use of the property, which functions primarily as a rural agricultural site supporting **Strive Vineyards**, a small family-owned wine operation that contributes to the local agritourism economy in Willcox.

Justification for Rezoning:

1. **Land Use Compatibility**

The existing SR-8 zoning is intended for high-density residential development, which is not suitable for the scale, layout, or infrastructure of this property. The land is currently used for vineyard cultivation and rural living—uses that are inherently agricultural and low-density in nature, and thus far more compatible with the RU-10 zoning designation.

2. **Alignment with the Cochise County Comprehensive Plan**

This rezoning request is consistent with the goals outlined in the **Cochise County Comprehensive Plan**, which supports the preservation of rural landscapes, encourages agricultural development, and seeks to maintain the character and integrity of low-density areas outside of municipal centers. The property falls within the **Willcox Bench** region—identified as a viticultural and agricultural asset—and RU-10 zoning supports its continued role in this regional identity.

3. **Support of Agritourism & Local Economy**

As the owners of Strive Vineyards, we are contributing to the rapidly growing agritourism and wine industry in the Willcox area. Rezoning will allow us the flexibility to continue developing agricultural operations and potentially host small-scale rural experiences (such as tastings or tours) in the future, while remaining well within the land use intentions of the RU-10 designation.

4. **Infrastructure Considerations**

The subject parcel does not currently have the infrastructure needed for high-density residential development, including municipal water, sewer, or road improvements. Rezoning to RU-10 is consistent with the current level of service and avoids pressure on limited county infrastructure systems.

5. **Preservation of Rural Character**

The surrounding properties are a mix of RU-4 and RU-10 zoning and other agricultural parcels. Rezoning to RU-10 would bring our parcel into greater conformity with the surrounding rural area and support the long-term character and preservation of open space and agricultural land.

Supporting Documents (Recommended for Inclusion with Application):

- **Parcel Map & Current Zoning Map** showing subject parcel and surrounding zoning (e.g., RU-4/RU-10/SR-8 mix)
- **Land Use Map** from the Cochise County Comprehensive Plan showing regional compatibility
- **Photographs of the Property** highlighting existing vineyard/agricultural activity
- **Letter of Support** from Willcox Wine Country or other local organizations (if available)

Conclusion

Rezoning this parcel from SR-8 to RU-10 will support its actual and planned use, benefit the regional economy, and align with the Cochise County Comprehensive Plan’s vision for rural land preservation and agricultural enhancement. We are committed to responsible land use and stewardship and appreciate your consideration of this request.

Sincerely,

Ryan & Desiree Gerth
Owner, Strive Vineyards
dez@strivevineyards.com

LVER SPUR ROAD

Farming

Housing/Vineyard Operations

Vineyard Operations/Storage

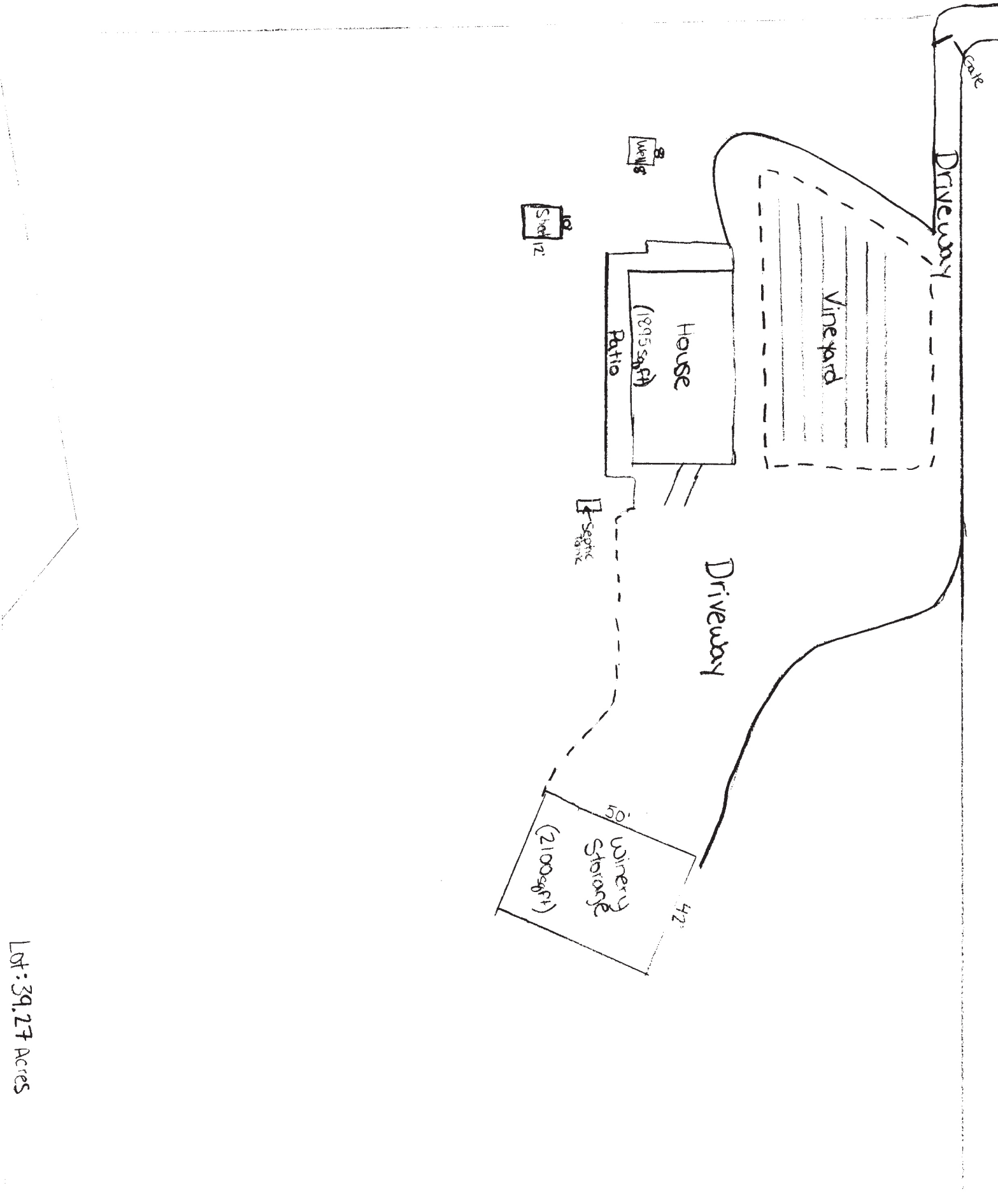
Farm Storage

Farming

EAST SECF

Maxar





Lot: 39.27 Acres