

THE PRESCOTT GENERAL PLAN

1.0 INTRODUCTION

The General Plan does not have the effect of law. Simply stated, the General Plan is an expression of a community's preferred future. It is a road map describing the destination and the paths to be taken to reach it. The General Plan is made up of elements, and each element interacts with every other element. In more practical terms, the General Plan is the guide for land use decisions in the City. Rezoning and new development proposals involving use permits, as well as decisions about public infrastructure, transportation corridors, annexations, and economic development, must be consistent with and conform to the adopted General Plan.

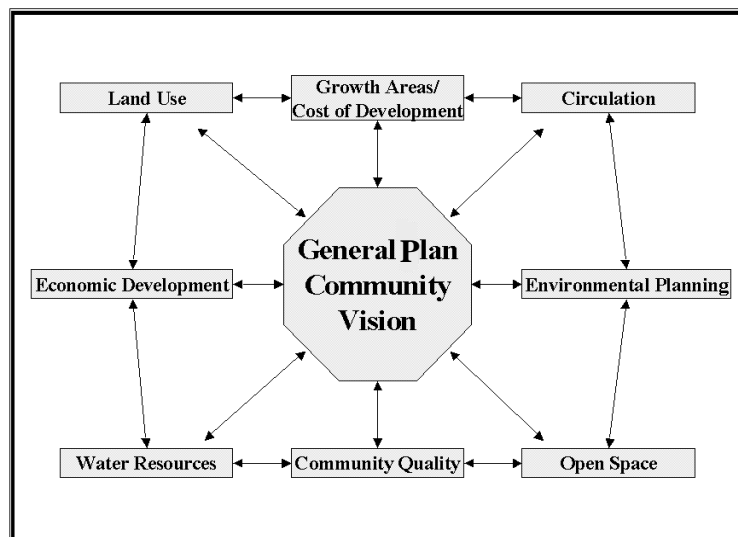
The City of Prescott General Plan complies with the "Growing Smarter/Growing Smarter Plus" legislation adopted by the state in 1998 and amended in 2000 and 2002 (A.R.S. 9-461.05 - 07). The following elements are required:

- LAND USE
- CIRCULATION
- OPEN SPACE
- GROWTH AREA
- ENVIRONMENTAL PLANNING
- COST OF DEVELOPMENT
(combined with the Growth Area Element)
- WATER RESOURCES

In addition to required elements, this General Plan includes the following voluntary elements:

- ECONOMIC DEVELOPMENT
- COMMUNITY QUALITY

All elements of this plan, required and voluntary, interact and relate to each other to comprehensively address the challenges Prescott faces.



1.1 Public Participation

The Growing Smarter legislation requires that a Public Participation Plan be created and adopted by municipalities adopting or updating their General Plans. The Prescott City Council set procedures ensuring the broad dissemination of plan element proposals and alternatives by adopting a Public Participation Plan in 2011. This effort emphasized the opportunity for the public to provide verbal and written comments and set the stage for public meetings during the process, plus the required Public Hearings during the Planning and Zoning Commission and City Council reviews. Public meetings were held during the update process, as well as TV, radio and newspaper coverage. Information was published on the City website with a public input

survey that returned more than 180 questionnaires. Questions such as overall quality of life, housing type preferences, preferred types of commercial development, shopping and services availability, transit preferences, satisfaction with type and amount of open space and similar questions were asked.

In 2011, the Prescott City Council chose not to rewrite the General Plan, but to instead update the 2003 Plan. To begin the update process, the City Council created the General Plan Update Committee. This 13 member citizen committee was made up of 11 interested and active local citizens to guide the participation process and to ensure maximum public involvement in the update of the plan. The Committee included two (2) non-voting Council members to provide background information and report on progress to the City Council. The Committee held numerous advertised public participation meetings throughout the plan drafting process. Public responses and suggestions were reviewed and considered by the Committee for integration into the draft plan.

1.2 Elements

The following is a brief discussion of each of the Elements included in the General Plan. Where possible, the 2003 General Plan elements were revised and updated with current information.

Land Use. This element reflects the general distribution and extent of residential, business, industrial, recreation, open space and other land use categories. A map indicating the general locations of established uses accompanies this element. Allowable densities and intensities are described for each land use category. This element also sets out goals and strategies promoting in-fill development and other compact development patterns. In addition, this element addresses air quality issues and access to alternative energy in the general land use categories. This element also contains goals and strategies to maintain and enhance a broad variety of land uses throughout the City.

Growth Areas & Cost of Development. This element identifies the areas suitable for infrastructure expansion, multi-modal transportation and other improvements intended to support a variety of land uses including recreational opportunities and tourism. This element contains goals and strategies to make circulation more efficient and economical in growth areas to conserve natural resources and to require the sustainability of development activity with the construction of appropriate public and private infrastructure. Also addressed in this element, are Specific Area Plans which provide more specific development criteria for some areas. This element addresses the goals and strategies needed to assure that development pays its fair share of public service and infrastructure needs. A reasonable financing structure to support the provision of essential City services is fundamental. This element identifies the mechanisms established or recommended to collect fees such as development impact fees, special taxing districts, and the installation and dedication of required infrastructure improvements. Goals are included to ensure that fees reasonably allocate the costs of services to the development.

Circulation. This element addresses transportation circulation routes existing and proposed streets and highways, as well as bicycle routes, pedestrian ways and public transit issues are discussed. This element contains maps displaying existing streets, proposed circulation routes and alternative transportation routes. This element also includes information from other agencies, such as the Central Yavapai Metropolitan Planning Organization and the Arizona Department of Transportation, relating to planned transportation, rails-to-trails and other greenway projects within the region, including within Prescott.

Open Space. This element includes an inventory of open space and recreation resources in the City of Prescott. It contains an analysis of future open space goals with strategies for managing and protecting these resources, open space acquisition, and establishing new recreational opportunities. It promotes the integration of open space and recreational resources within both existing and proposed regional systems.

Environmental Planning. This element addresses the impacts of the other plan elements on air and water quality, the night sky and natural resources. Demands placed on these resources by new development, new infrastructure and new circulation patterns are identified. Where adverse impacts appear possible, alternative strategies are offered.

Water Resources. This element addresses the availability of surface, ground and effluent water supplies. It includes an analysis of how the anticipated growth of various land uses will be served by available water supplies and identifies the means by which additional water supplies may be obtained.

Economic Development. This voluntary element addresses the strong emphasis placed upon the City's economic well being by the citizens and elected officials of Prescott. The health and vitality of Prescott's economy is a key factor in sustainability and the community's quality of life.

Community Quality. This element is a voluntary element highlighting the many factors in Prescott which enhance the quality of life of our residents and visitors.

1.3 Implementation Process

The General Plan provides a long range vision for the community with goals and strategies for managing growth. The implementation of the goals and strategies contained in this Plan may be accomplished through the development of a strategic plan for the City and through the creation of Specific Area Plans for geographic areas in need of specific planning consideration.

A strategic plan is implemented through the City Council annual budget process. The General Plan's goals and strategies are used to assist the City Council in prioritizing budget and capital fund allocations and in measuring the direction of development trends in the community.

THE PRESCOTT VISION

Living, Working and Enjoying Quality Recreation

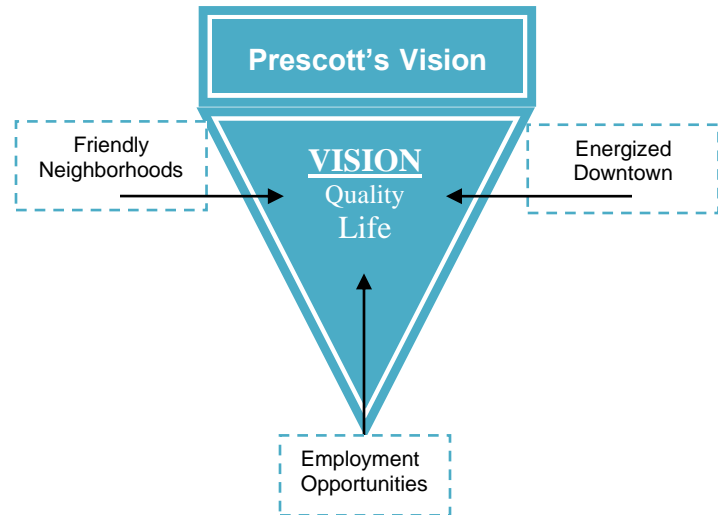
Prescott 's Vision is about the future - a future well founded on Prescott's pioneering days, historic architecture and small town qualities. Prescott's Vision maintains its unique image as a deeply rooted city, but one moving dynamically into the future.

This vision of Prescott is based on the following fundamental values endorsed by the community:

- **Balance:** between developed and undeveloped areas; between types of land uses including diversity of housing options; between young and old residents, current families and future families; between private property, neighborhood and community-wide interests.
- **Sustainability:** of the economic foundations of the community; of the neighborhoods within the community; of the community's infrastructure; of government services at acceptable levels; of water supplies and natural resources.
- **Preservation of community character** including environmental, economic, cultural and historic community assets.

- Moderate growth and quality development.
- Citizen empowerment and involvement in government and community activities.
- Ethic of equity and respect for all community members.

Prescott's Vision also reflects a dynamic city. Prescott is a place where young and old, working families and retirees find wisely managed City services and good accommodations geared to all lifestyles and levels of income. The population and business growth result in a variety of housing types and prices in people-focused **Neighborhoods**, integrated with the Prescott Community; the **Downtown** energized by a mixture of arts, entertainment, government, business, and residential uses; and an abundance of differing **Employment Opportunities**, encouraging a full complement of population age groups and lifestyles.



Throughout the growth periods, Prescott retains its environmental qualities of clean air and water, extensive open spaces and greater trail connectivity in the surrounding Prescott National Forest, riparian areas and significant vistas. Water is conserved through active education of residents and visitors, and conservation is practiced and coordinated among regional governments. Clean air is preserved through concentrating varied uses within short distances, thereby encouraging walking and bicycling, and through regional planning for public transit and shared-auto usage.

The underlying theme of the Prescott Vision is similar to the words of Lewis Mumford in his essay, *The Essence of the City*: “...the greatest function of the city is to... encourage the greatest possible number of meetings, encounters, challenges, between varied persons and groups....to bring people together...till in the end all men will take part in the conversation.”

The **Neighborhoods**, the **Downtown** and the **Employment Opportunities** are vital to provide for living, working and enjoying a quality life in the **Prescott Vision**.

Neighborhoods are characterized by:

- Mixtures of small to large lots, modest to expensive homes, attached, semi-attached and detached housing
- Streets shared by vehicular traffic, pedestrians, bicyclists and landscaping
- People-gathering/activity focus areas, combining recreation areas (e.g. parks, school yards); civic and public services (e.g. schools, churches, civic clubs, fire and police substations); and small business (e.g. sundries, eateries, household service shops, daycare, medical/professional offices) – oriented to low traffic and modest parking needs
- Homes and lots designed for resource efficiencies

Prescott Downtown is characterized by:

- Historic buildings and compatible infill
- County Courthouse Plaza; other people-gathering areas (e.g. Granite Creek Park, school activity areas; “pocket parks”)
- Interwoven mixture of:
 - Government offices (local, regional, State and Federal); professional and general offices
 - Specialty shops and general retailing (including grocery, drug, clothing, variety stores)
 - Eateries, fine restaurants, bars, lounges, hotels, beds-and-breakfast and other visitor lodging
 - Theatres, galleries, museums, concert halls, amphitheatres, parks, trails
 - Residences – multi- or single-storied attached, semi-attached and detached, (e.g. apartments, condominiums, townhouses, patio homes, duplexes, tri-plexes, cottages, historic homes)
 - Live-work structures – studios, professional offices, small shops, eateries, etc. shared with residential living spaces
- Streets accommodating pedestrian and bicycle travel; clean, wide sidewalks; landscaping, benches, human-scaled street lighting
- Most employment, entertainment and daily needs of Downtown residents are met within very short distances
- There’s always something going on

Employment Opportunities are characterized by:

- Diverse Employment Types (e.g. retail, hospitality services, professional and general services, research and development, assembling and manufacturing, education, government services, arts/culture/recreation/entertainment venues)
- Employment Development Focus Areas:
 - Arts/Culture
 - Education
 - Recreation/Entertainment
 - Aviation/Aerospace Research
 - Hospitality: lodging/food and beverage
 - Specialty and Regional Retail
 - Health Care
 - Research and Development
 - Manufacturing
- Interspersed Employment Area Locations - offices and services individually or grouped throughout the City, convenient to residents of Neighborhoods and the Downtown

The Prescott Downtown and Neighborhoods are intertwined in a variety of housing and people-gathering places and activities; diversity of employment opportunities enable the young and working families, as well as the retirees, to live in Prescott where they work, shop, worship, attend school, enjoy cultural and recreational activities ; and where they interact in civic forums. All “take part in the conversation” of the Prescott Vision, enjoying quality living.

To promote Prescott’s Vision of the future and to address the various growth management challenges outlined in this General Plan, the following planning principles and values are set out as the Smart Growth philosophies held by Prescott:

- **Well planned, moderate growth rate.** Prescott desires to promote a moderate rate of growth to preserve and protect critical areas of open space, environmental assets, significant natural, prehistoric and historic resources while accommodating new growth in a manner which encourages multi-modal transportation opportunities, maximizes

existing infrastructure and creates housing and job opportunities for residents of all ages and income levels.

- **Sustainability** is an overriding theme for the General Plan and is the subject of many of the goals, objectives and implementation strategies recommended throughout the elements of the Plan.
- **Compact forms** including high density, infill development and mixed uses, where appropriate, as the preferred model for new growth maximizing use and longevity of existing infrastructure as well as encouraging multi-modal transportation opportunities.
- **Balance** is important to growth management in much the same way as it is a guiding principle for other elements of the General Plan; in growth management, we seek a balance of land uses, a balance among residential types, between residential and non-residential uses and between developed and undeveloped land uses.
- **Support for a vibrant city center.** Prescott citizens value the downtown area and desire to give preference to the redevelopment and reuse of downtown, retaining the mixed uses, business vitality, historic resources, human scale development and pedestrian friendly character of the city center. This concept includes support for other urban nodes along existing and planned transportation corridors to achieve a similar village center anchor with compact forms and mixed uses including housing and multi-modal connectivity within developing areas.
- **Integrated planning** as a method of determining land use and circulation patterns is essential. Coordinated planning for regional impacts is also practiced because the way we grow affects our neighbors and vice versa. Prescott seeks to make development decisions consistent, fair and cost effective.
- **Connectivity** of streets and neighborhoods as a basic planning principle. Interconnectivity of road corridors, bikeways and pedestrian walkways to accommodate multi-modal transportation promotes efficient, effective, and sustainable circulation options while addressing traffic impacts.
- **Development which helps pay for itself.** The City is committed to maintaining an effective impact fee system for all development consistent with state statutes. The cost to the City of monitoring and regulating residential and commercial building and development must also be addressed and recovered in a fair and equitable manner through user fees.
- **Reasonable and equitable finance structure.** The community supports the establishment and maintenance of a secure, balanced and diverse local revenue base necessary to provide a full range of municipal services and infrastructure at levels desired by the citizens. This includes strategies to maximize existing infrastructure, emphasize joint use of facilities, and encourage creative partnerships which stretch City revenues and promote good fiscal management and a highly efficient tax and revenue structure.
- **Citizen involvement and participation** as an essential element for achieving Prescott's vision and facilitating community-based decision making for the choices and trade-offs which must be made to accommodate and manage growth. Community and stakeholder collaboration is fostered in all City plans and decisions.