

The background features a stylized sun with a scalloped edge at the top, transitioning into a red mountain silhouette. Below the mountain is a large, faint sunburst or gear-like pattern. The text is centered over the red mountain area.

CITY_{OF} PRESCOTT
ARIZONA
2027 GENERAL PLAN

PREFACE

Prescott voters adopted the last General Plan in 2015. Since then, the City has kept growing through new neighborhoods, new businesses along its corridors, and a continuation of the same downtown gatherings and community events. In 2022, the City started listening again. Residents turned out to surveys, open houses, and public meetings to share what they loved about Prescott and what they hoped might change. City Council appointed a Subcommittee for General Plan Review to guide an inclusive process, and its members spent years working through drafts, sitting with public comment, and asking hard questions about what the Plan should say and how it should say it.

Partway through that work, the City also recognized that Prescott's approach toward 50,000 residents meant meeting additional requirements under state law, so the Plan was reorganized to meet them plainly and without confusion. Every one of those meetings, comments, and revisions shaped the Plan that is presented in this document.

This Plan speaks to who Prescott is today and who the community hopes to become. It covers the ground Prescott is built on, the roads that carry people across it, and the neighborhoods, businesses, parks, and open land that give Prescott its own sense of place. It carries forward the values residents continue to affirm: providing care for this place, supporting a shared sense of what makes it feel like Prescott, desiring to keep growing without losing that feeling, and welcoming every resident, family, and business who calls this community home. Where state law required something specific, the Plan says so plainly, so residents can always tell what the law demands and what reflects Prescott's own choices.

On November ____, 2027, Prescott voters ratified this Plan. It now stands as a living document, carried forward by the people who helped write it, guiding this community through its next decade.

A General Plan tells the story of a community choosing its own future.
This Plan tells Prescott's future.

ACKNOWLEDGEMENTS

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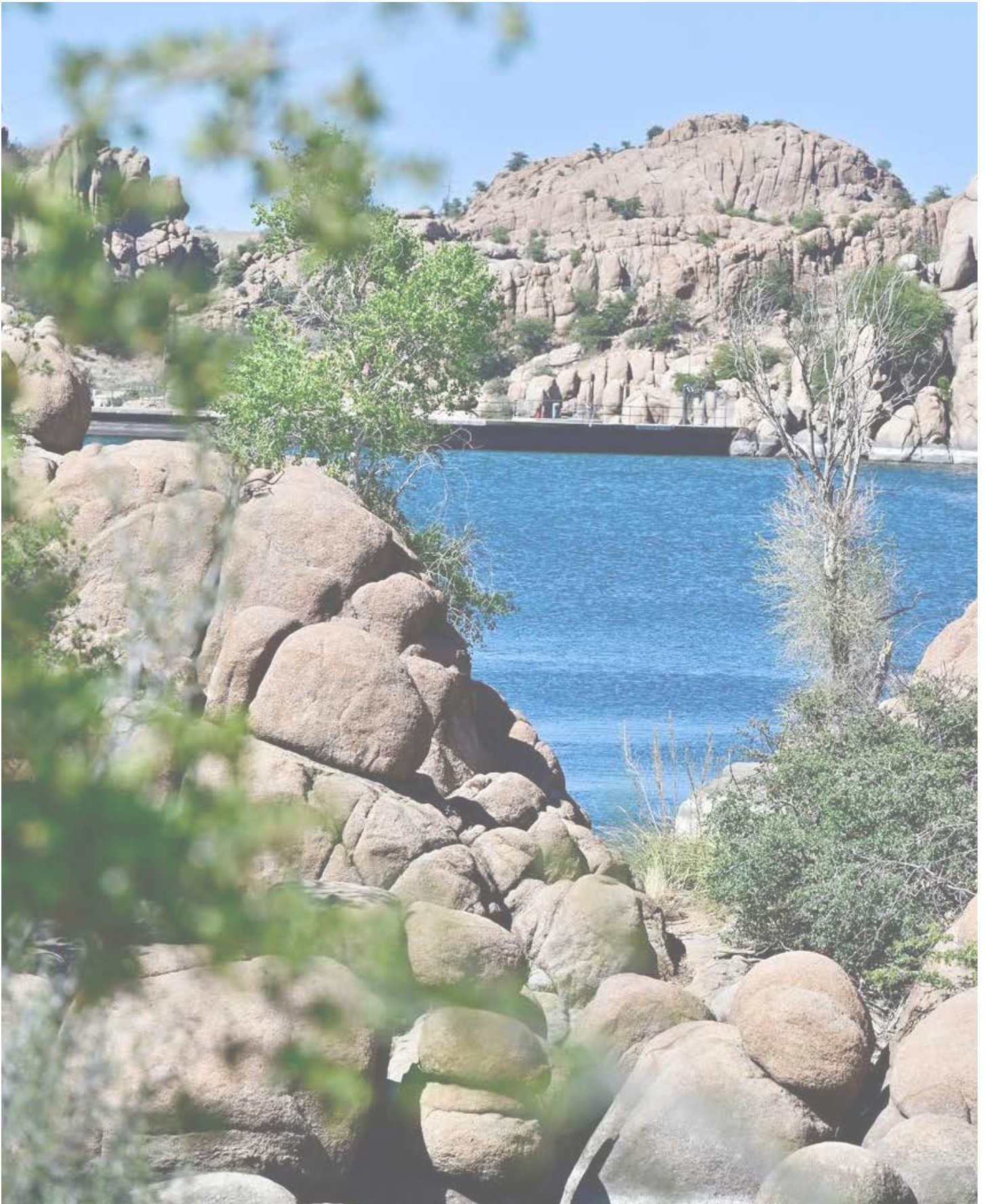
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CHAPTER 1

Plan Overview

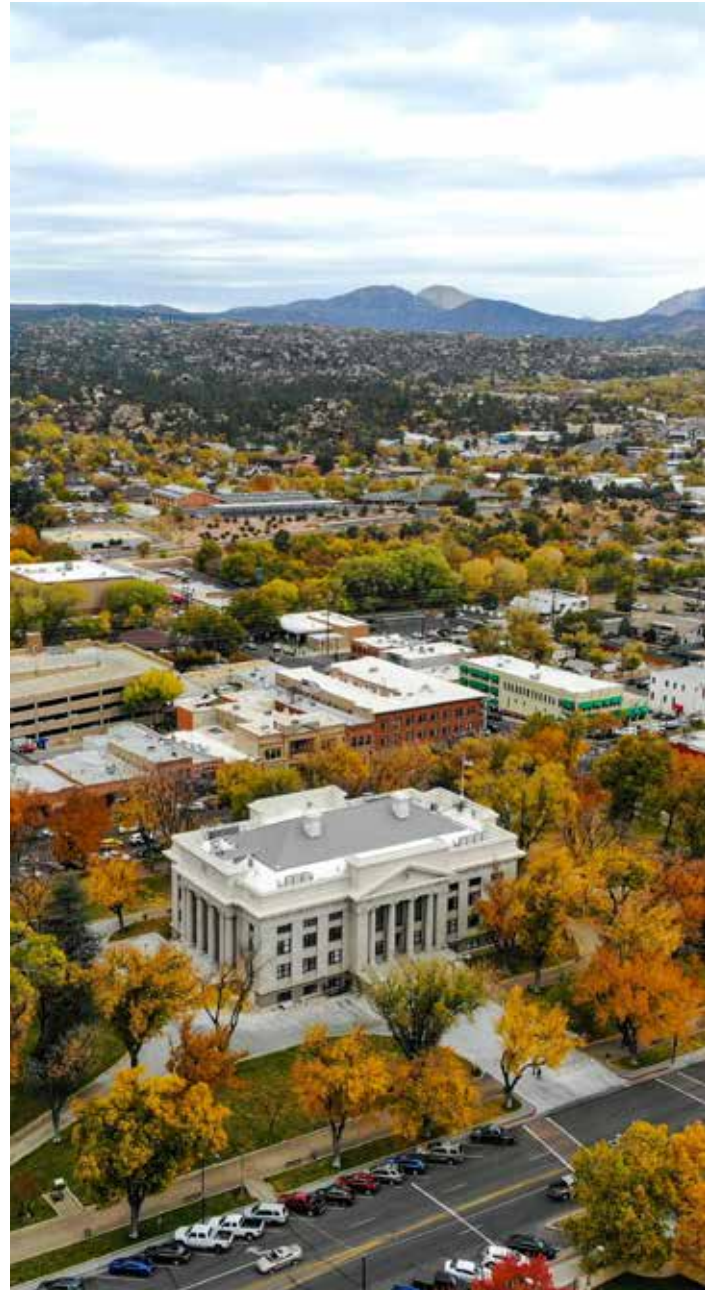
INTRODUCTION

A General Plan is an expression of a community's preferred future. It is a roadmap describing the destination and the paths to reach it.

WHAT IS THIS GENERAL PLAN, AND WHAT IS ITS STATUTORY AUTHORITY?

The City of Prescott General Plan (Plan) is the primary guide for land use decisions in Prescott. Rezoning and development proposals, public infrastructure investments, transportation corridor plans, annexations, and economic development initiatives must all conform to and align with the adopted Plan.

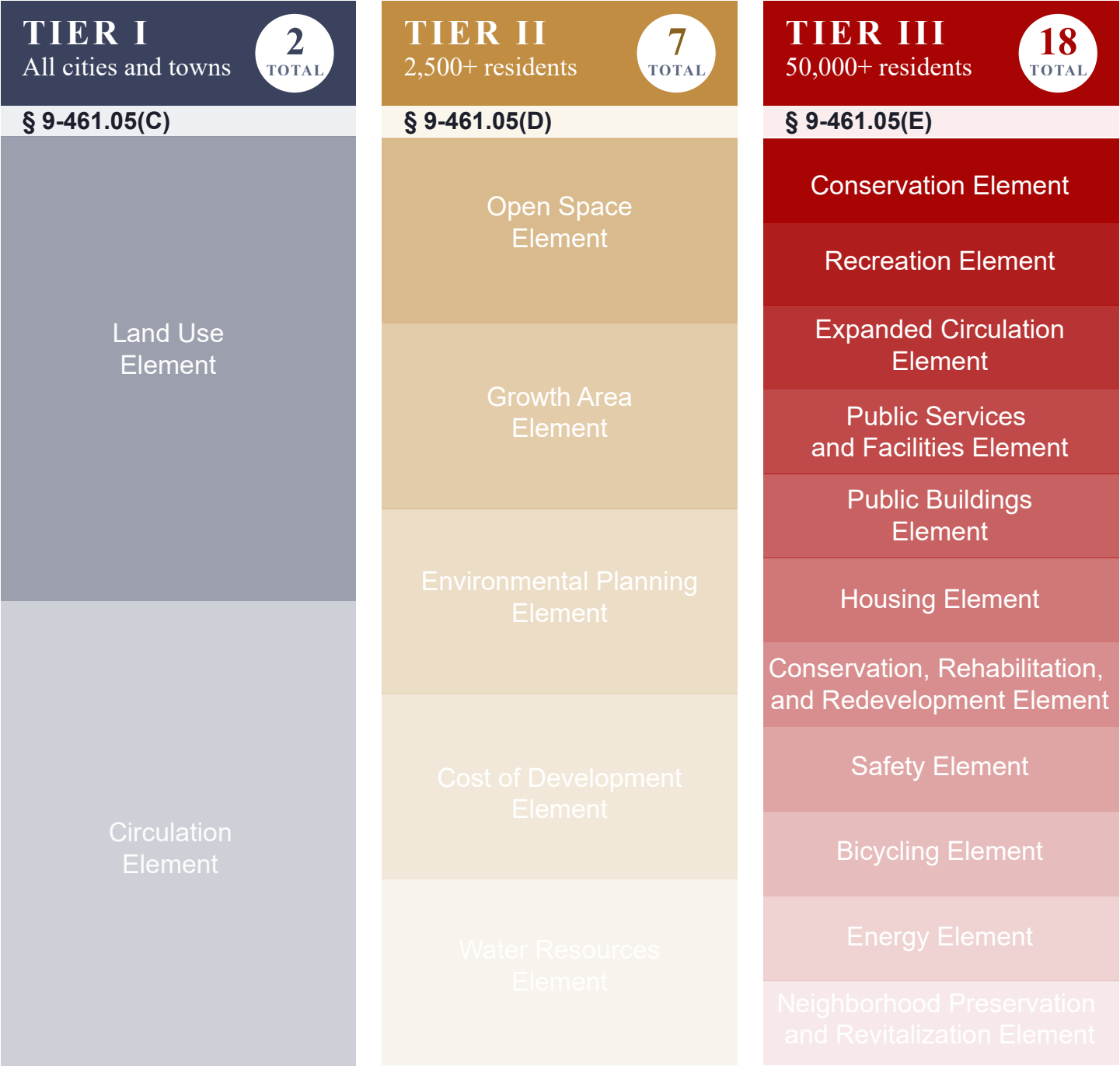
The authority and requirements for this Plan are established under Arizona Revised Statutes (A.R.S.) Section § 9-461.05, which requires every municipality to prepare and adopt a comprehensive, long-term general plan for the physical development of land within its jurisdiction, and to readopt or amend that plan at least once every ten years. Prescott's last General Plan was adopted by voters in 2015, making this update both timely and necessary.



Prescott was founded in 1864 as Arizona's first territorial capital.

WHAT DOES A GENERAL PLAN INCLUDE?

A.R.S. § 9-461.05 organizes the required planning elements of a general plan into tiers based on community population.



ADDRESSING STATE LAW AND PRESCOTT'S PRIORITIES TOGETHER

Because Prescott is approaching a population of 50,000, this Plan has been structured to fully address all three tiers. Citing the statute throughout this Plan is also intentional. It helps residents understand that certain content is legally required rather than a matter of preference or ideology.

Beyond the elements required or authorized under A.R.S. § 9-461.05, this Plan incorporates additional topics that reflect local values, emerging priorities, and unique character of the community through topics such as tourism, healthcare access, dark sky preservation, urban forestry, climate resilience, digital connectivity, youth programs, and arts and culture. All topics are woven directly into the statutory elements where they are most applicable.

Economic Development is uniquely addressed as a standalone chapter to reflect the community's recognition of it as a foundational priority warranting dedicated policy direction. A complete statutory crosswalk table is also provided in the Appendices, identifying each required element and its location within this Plan.



Protected since 1998 as a Historic Preservation District, Courthouse Plaza reflects the local values woven throughout this Plan.

THE PRESCOTT VISION

“

Prescott is a thriving and scenic community in the Heart of Arizona, rooted in western heritage and strong hometown values, where individuals, families, and businesses enjoy outdoor adventures, vibrant cultural events, a prosperous economy, and the promise of a bold tomorrow.

”

THE PRESCOTT MISSION

We enhance quality of life as stewards of our natural and built environment through understanding City services that

Engage

our community,

Preserve

our past, and

Ensure

a safe, vibrant future.

PRESCOTT'S VALUES

- ★ Citizen empowerment and involvement in government and community activities
- ★ Preservation of community character, including environmental, economic, cultural, and historic community assets
- ★ Moderate growth and quality development
- ★ Balance between developed and undeveloped areas, providing diverse housing options among private property, neighborhoods, and communities
- ★ Sustainability of economic foundations, neighborhoods, and community infrastructure; government services at acceptable levels; and water supplies and natural resources
- ★ Welcoming community where every resident, family, and business is treated with dignity and respect

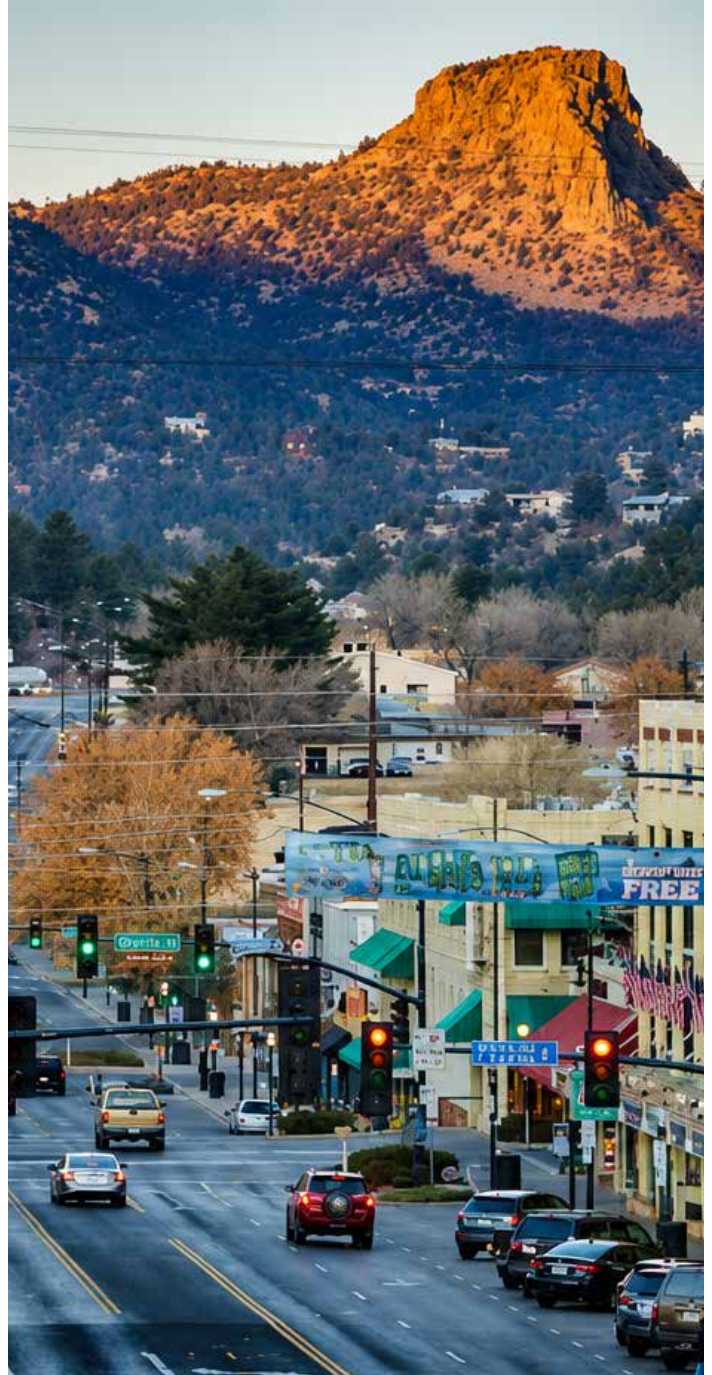
[LAND USE MAP INSERT w caption “See the full-size Prescott Land Use Map in Appendix X, page X”]

Chapter Map Under Development

OUR QUALITY OF LIFE AND CHARACTER

The Prescott community values the shared quality of life among all its inhabitants. The City is home to people of many backgrounds, perspectives, cultures, and walks of life, and that variety of experience strengthens the community and enriches daily life for everyone who calls Prescott home. This Plan carries that tradition forward, affirming that Prescott's land, amenities, and opportunities are open to all who live, work, and invest here.

The experiential quality and character of Prescott's Downtown and Neighborhoods are intertwined with a variety of places where our people experience life. Housing, employment, and activity-based opportunities abound for the young, working families, and seniors. In Prescott, our quality of life is rich, where people work, shop, worship, attend school, enjoy cultural and recreational activities, and happily interact with each other out in public. These topics share one purpose: preserving Prescott's placeness as a pedestrian-scaled town in a natural setting.



Prescott sits in a mountain basin at an average elevation of 5,400 feet, bordered on the south and west by the Prescott National Forest.

FINDING A BALANCE

It is in Prescott's best interest to ensure the continued vitality and longevity of existing residential, commercial, and industrial areas, and to create additional sites suitable for residential, business, commercial, and industrial development. It is also important not to sacrifice Prescott's historic and cultural resources or open space valued by the community, or allow undue negative impacts to hinder existing neighborhoods, or make compromises that would degrade our water and air quality and environmental resources.



New neighborhoods meet Prescott's natural setting. Balance means weighing growth against the land around it.

The most immediate opportunities to achieve that balance lie within the areas Prescott has already built. Infill at densities that fit established neighborhoods, along with the reuse and rehabilitation of existing buildings, draws on existing development. Balance also depends on keeping City infrastructure and services, including streets, water, sewer, police, and fire, at acceptable community-wide levels as the community grows. Where development does extend onto currently undeveloped land, it is weighed against Prescott's cherished natural setting and resources.



Reusing and rehabilitating historic buildings draws on what Prescott has already built, and more than 800 National Register properties lie within the city limits.

THE COMPLETE PLAN PROCESS

PHASE 1 | FY 2022

Review and Organize

The initial phase of the Plan process focused on reviewing the 2015 General Plan, and understanding current and upcoming key goals, opportunities, and challenges within the community. The City analyzed data, formed a Subcommittee for General Plan Review, and started creating the Plan Prescott website and informational handouts

PHASE 2 | FY 2023

Engage the Public

The following year, the City prioritized engaging the public to gather ideas and information, a practice that will continue throughout the Plan process. The Plan Prescott website was launched, and various forms of public outreach also began. Events such as open houses and workshops were held, and multiple surveys were conducted.

PHASE 3 | FY 2024

Draft and Comment

In 2024, all research and preplanning efforts were compiled into a draft of the Plan. The Plan Committee held public meetings to review the Plan, incorporated revisions, and brought forward a final draft for the 60-day public comment period. Revisions were incorporated, and a final draft was brought forward to the public for an additional 60-day comment period. This also triggered the next round of public outreach efforts to ensure the public was aware of the 60-day comment period and could provide feedback either in person or virtually.

THE COMPLETE PLAN PROCESS (CONTINUED)

PHASE 4 | FY 2025

Refine and Approve

The next phase of the project involved addressing and incorporating the public's comments into the Plan draft, which then went to the Planning and Zoning Commission for review and a recommendation to the City Council. The Council reviewed and amended the draft before approving the final version. However, an internal legal and structural review revealed that the draft required reorganization to establish a fully defensible compliance posture under Arizona law. Recognizing the importance of a Plan that is both supported by the community and legally robust, the City elected to extend the timeline to restructure the document.

PHASE 5 | FY 2026

Restructure for State Law

In 2026, the City built on the strong foundation of community input and earlier drafts by engaging a planning consultant to restructure the Plan and incorporate the elements required by ARS for communities with populations greater than 50,000. The work focused on aligning the document with Arizona law, strengthening internal consistency, and adding new content where the community and the Council saw opportunity. A Council Subcommittee guided the effort through regular working sessions, and an additional round of public engagement gathered resident input.

PHASE 6 | FY 2027

Review, Adopt, and Ratify

In 2027, the City carried the Plan through formal review and adoption, releasing the completed administrative draft for a public review period of 60 days during which residents could comment in person and online and attend a public open house. Comments were reviewed and incorporated, and the refined draft advanced to the Planning and Zoning Commission for public hearings and a recommendation to the City Council. Following Council adoption, the Plan was placed on the November 2027 ballot, and on November ____, 2027, Prescott voters ratified it as a living document guiding the community through its next decade.

PUBLIC PARTICIPATION

The planning process for the Plan starts and ends with public engagement. In the years leading up to the Plan’s placement on the 2025 ballot, the City employed various methods to gather input, raise awareness, and communicate updates.

ORGANIZATION AND LAUNCH

Public engagement began in FY 2022. The City reviewed other recently updated plans for effective ideas on how to reach out to the public for comments. City Council also appointed an 11-member Subcommittee for General Plan Review to help staff with public outreach and to review the updated plan for comments and suggestions.

To engage the public, the first step was to create a website, distribute flyers/handouts, publish newsletter articles, and air radio advertisements. Following this, an online public survey was created, with input from all departments and the citizen review committee. The survey’s goal was to learn what residents love about Prescott and where they want to see improvements.

[This portion of the document to be updated following the final 60-day review in early 2027.]

The City also held an Open House on August 30, 2023, to obtain public input on challenges and opportunities related to the following topics: circulation, economic development, housing, land use, and public facilities and services. Over 200 residents attended and provided feedback on all the topics.

The Plan Review Committee gathered the information collected and began updating the Plan. From the many conversations and survey responses gathered, a few key themes emerged:

- A love for Prescott’s “small town feel,” historic downtown area, and natural environment
- Hope for improvements to traffic, healthcare, and water accessibility, quality, and conservation
- Concerns about growth, affordability, and lack of diversity in the population age
- These themes, along with the previously mentioned focus areas, are addressed in the Plan, accompanied by goals and strategies to achieve them.

PUBLIC REVIEW

The updated Plan document was reviewed by the public during the 60-day comment period, and additional input was gathered through an online virtual meeting room, online surveys, and additional in-person public meetings.

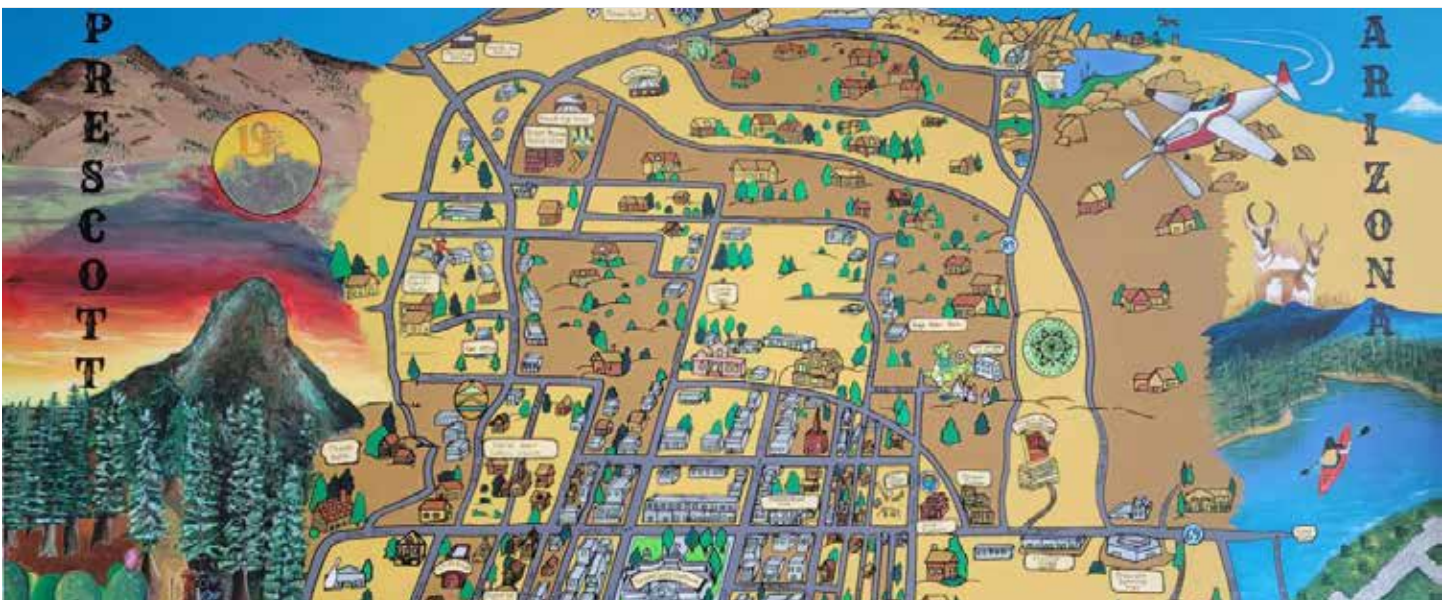
Afterward, the City incorporated the latest public comments and sent the Plan to the City Council for final approval. If approved, the Plan would have been placed on the 2025 ballot.

As part of promoting and passing an official adoption of the Plan, the City engaged the public through social media and an election ambassador program, among other methods.

CONTINUED ENGAGEMENT

In 2026, the City opened a further round of engagement, narrower than the rounds before it and focused on the plan topics that Arizona law adds as Prescott approaches 50,000 residents.

The Subcommittee for General Plan Review guided the work through regular public meetings, all open to the public. The website was reestablished as the place to follow the updates and to submit comments at any point in the process.



This unique mural was created by Prescott High School art students



PLAN STRUCTURE AND HOW TO USE THIS PLAN

This Plan is organized for clarity in accordance with Arizona’s statutory requirements. The Plan’s structure is intended to be transparent and easy to use, and each chapter addresses one or more statutory elements as defined under A.R.S. § 9-461.05. Chapters are identified by their corresponding statutory citation subheading to ensure that ARS compliance is visible throughout the document and that the Plan’s goals and policies are easy to locate by element topic.





1

Plan Overview

This chapter, as read, provides the Plan overview including the community vision, a summary of the public engagement process, and guidance on how the overall Plan is organized and used.

Community Profile

More can be learned of Prescott's regional and historical context by exploring this chapter where the existing conditions observed through the Update informed the goals and policies found in subsequent chapters.



2



3

Land Use Planning and Growth Areas

How and where Prescott grows is the bedrock purpose of the overall Plan. This chapter establishes the framework for land use decisions and future development patterns, capturing the thoughtful approach to expansion within the City's areas identified for growth in a manner consistent with community values and fiscal responsibility.

Circulation and Mobility

It is essential for the commerce and health of Prescott to thrive throughout the City by provision of a full-range transportation network comprised of roads, transit, bicycling, walking, and parking to support a well-connected and accessible community. Chapter 4 addresses the issues and opportunities to improving Prescott's transportation infrastructure.



4

Environmental and Natural Resources

Prescott's remarkable natural setting defines its character. This chapter addresses open space, environmental planning, water, conservation, energy, and recreation to sustain the community's environmental health for years to come.



Housing and Neighborhoods

Housing is the foundation of Prescott's quality of life. This chapter addresses the full spectrum of housing needs, with policies to preserve existing housing, revitalize neighborhoods, and encourage strategic infill.

Economic Development

Though not a statutory element, economic development is a strategic priority that reflects the community's commitment to a thriving local economy. This chapter sets dedicated goals to guide the City's continued prosperity.



Community Services and Facilities

A safe, well served, and fiscally sound community is vital to Prescott's future. This chapter addresses the public services, facilities, buildings, infrastructure, and safety systems that sustain residents' daily quality of life.

9

Implementation

Here lie the action steps of the Plan, helping to bring the goals, strategies, and initiatives, voiced by the community, to fruition through City programs, capital investments, regulatory tools, and coordination with partner agencies.

10

The Amendment Process

The Plan is a living document intended to reflect the Prescott community. As people grow and change with aspirations to be the next best version of themselves, so will Prescott, and so should the Plan. If or when the Plan should pivot to realign with its community, this chapter provides the process to allow the people of Prescott to legally update the Plan in accordance with Arizona state law.

A

Appendices

The Appendices catalog the supporting documents including the public engagement summary, existing conditions data, the statutory crosswalk, and other reference materials that inform the Plan.

GOALS AND STRATEGIES PAGE STRUCTURE

The goals, strategies, and initiatives are presented at the end of each chapter in the Plan in a consistent format to make them easy to read and use.

LAND USE ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(C)(1)

ELEMENT HEADINGS name each statutory element addressed within a chapter and include its A.R.S. citation, such as Land Use Element, ARS § 9-461.05(C)(1). Readers can see where the Plan addresses each state requirement.



GOAL STATEMENTS introduce the broad outcome the City is working toward within each element addressed in its chapter. Goals are numbered by element with a two letter prefix, as in LU-1.



STRATEGY STATEMENTS follow each goal and outline the specific steps, actions, and mechanisms the City will employ to achieve it. Each strategy adds a decimal to its goal number, as in LU-1.1, so readers can trace any strategy back to the goal and element it serves.

POTENTIAL INITIATIVES follow selected strategies and identify additional actions the City may explore, evaluate, or pursue as funding, resources, and community priorities allow. These initiatives are offered for Council consideration and do not represent an adopted commitment.

Prescott’s story is one of connection. Land use, transportation, housing, community life, public services, and the environment build upon one another throughout this Plan, and together they shape the community’s future.

Welcome, and thank you for being part of it.



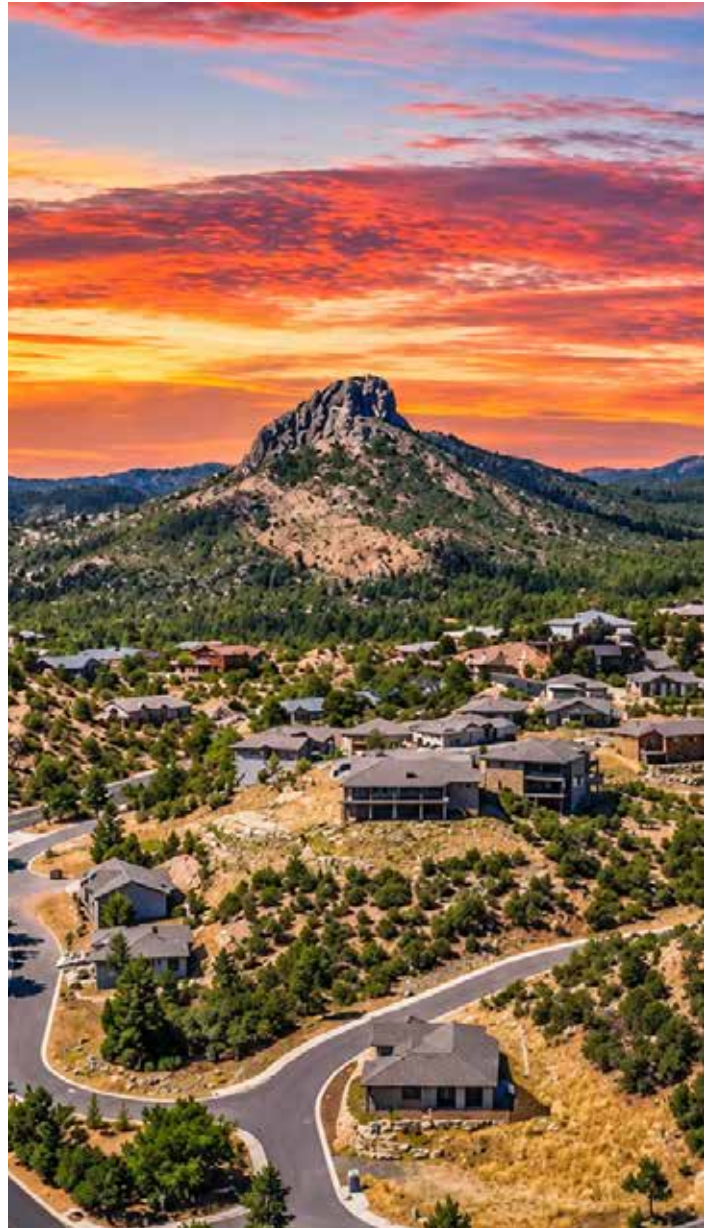
CHAPTER 2

Community Profile

REGIONAL CONTEXT

Located in a basin in the mountains of north central Arizona, Prescott is bordered and most influenced on the south and west by the Prescott National Forest. The natural environment is rich with rock outcroppings, unique topographical features, abundant vegetation, wildlife, riparian areas, and archaeological resources. The average elevation is 5,400 feet above sea level, and the area enjoys four seasons, with few extremes of temperature or precipitation.

The climate is generally temperate and mild, with average high temperatures ranging from 50°F to 90°F. According to the National Oceanic and Atmospheric Administration (NOAA) climate normals for 1991 to 2020, the Prescott area receives an average of 16.5 inches of precipitation and 10 inches of snowfall each year. Long-term drought conditions and their implications for water supply are addressed in Chapter 5.



[MAP PLACEHOLDER: Regional map showing Prescott in relation to adjacent land and jurisdictional boundaries, the County, and other municipalities within the County, with a descriptive paragraph explaining the map. Thumbnail in chapter, full size version in the appendix.]

PRESCOTT'S NATURAL SETTING

Prescott sits in a basin ringed by public land and drained by Granite Creek, which runs north through the city and into Watson Lake. The creek corridor carries much of the city's riparian habitat and links the downtown area to the Granite Dells and the lakes at the north end of the city. Watson, Willow, and Goldwater lakes are Prescott's principal surface water bodies and its most heavily used water-based recreation sites.

The Granite Dells, a formation of weathered granite outcroppings at the northeast edge of the city, is among Prescott's most recognizable landscapes and among its most constrained for development. The Prescott National Forest borders the city on the south and west, setting a fixed edge to growth in those directions and providing trail connections that reach from city neighborhoods into the surrounding uplands.

Together, these features shape where development can occur, how stormwater moves through the basin, and where wildlife moves between habitat areas. Existing conditions for open space, trails, and habitat connectivity are presented in Chapter 5.

RECENT POPULATION GROWTH

Between 1990 and 2010, the neighboring communities of Prescott Valley and Chino Valley experienced much higher rates of growth than Prescott. The unincorporated portions of Yavapai County have also grown rapidly. The population changes for Prescott, Yavapai County, and neighboring communities are shown in the table below. If the region's growth rates persist, Prescott's share of the regional population will continue to decline. Prescott Valley's population surpassed Prescott for the first time according to the 2020 Census.

Population by Jurisdiction

Jurisdiction	Population	% Portion of County Pop.
2010		
Prescott	39,843	18.9%
Prescott Valley	38,822	18.4%
Chino Valley	10,817	5.1%
Yavapai County	211,033	-
2020		
Prescott	45,827	19.4%
Prescott Valley	46,761	19.8%
Chino Valley	13,020	5.5%
Yavapai County	236,209	-



PRESCOTT'S HISTORY

The unique historic atmosphere is the essence of Prescott's character, setting it apart from other Arizona cities. Examples of Prescott's human-scale environment are found in the architecture, parking and circulation, land-use policies, and opportunities for social interaction.

Current archaeological cultural resource investigations reveal occupation patterns of prehistoric peoples dating to as early as AD 700. Documentation of prehistoric excavations around Willow Lake and Watson Lake continues with the artifacts related to the Prescott Culture AD 700 to 1100, ultimately to be preserved in place as a public viewing park and artifacts archived at Sharlot Hall Museum, a state museum on West Gurley Street near Downtown Prescott.

More urban historic archaeological sites located in the lowest elevations of Prescott Basin along Granite Creek revealed artifacts of later settlement associated with the current population of non-Native residents. These objects and interpretation of the locations where they were found will also be available for public display at the Sharlot Hall Museum, which interprets the Central Arizona Highlands.

EARLY HUMAN INHABITANTS AND EUROPEAN SETTLEMENT

The region is part of the ancestral homelands of the Yavapai peoples. Today, their descendants are recognized as the Yavapai-Prescott Indian Tribe. The federal government allocated approximately 1,400 acres to the Tribe, forming the Yavapai-Prescott Indian Reservation, whose lands are now surrounded by the City of Prescott on three sides.

Although initial European contact occurred in the late 1500s, it was not until the 1860s that significant non-Native populations began to settle the Prescott area permanently. Prescott was established as a town and became the Territorial Capital of Arizona in 1864.

Prescott was a planned community from the beginning, with the original townsite laid out in a grid pattern surrounding a central courthouse plaza. Arizona's capital was briefly moved to Tucson and eventually to Phoenix, but in the late 1800s, Prescott again served as the territorial capital. The original Governor's Mansion is preserved at its original site at the Sharlot Hall Museum.

The area's early economy centered on mining, cattle ranching, and government, making Prescott the economic and political center of north central Arizona. Support for commercial enterprises continued to expand in the late 19th century. In July of 1900, a fire destroyed much of Prescott's commercial district. Following the fire, most buildings in the downtown area were reconstructed in brick and masonry, contributing to today's rich architectural heritage. Over 800 National Register properties are located within the City's limits, and Prescott has established 13 local districts and 13 National Register Historic Districts. One archaeological district on City-owned land is included among the 13 local districts.



A MODERN ERA OF HEALTH, CULTURE, AND PRESTIGE

During the 20th century, Prescott developed as an important location for health services and facilities. For many years, Prescott's clean air and temperate climate drew tubercular and other respiratory patients to the area for treatment. Fort Whipple, originally established as a military outpost to protect the territorial capital and the many miners in the area, is today the Bob Stump VA Medical Center, part of the Northern Arizona VA Health Care System.

Also, during the 20th century, the arts, cultural, and educational assets of Prescott flourished, as did healthcare. Sharlot Hall Museum was founded in 1928 by territorial historian Sharlot M. Hall and influential Prescott businessmen to preserve and restore the territorial Governor's Mansion. The museum campus collections, exhibits, and educational and performing arts programs have been expanded over the years with a major regional archive focusing on Central Arizona material and natural history.



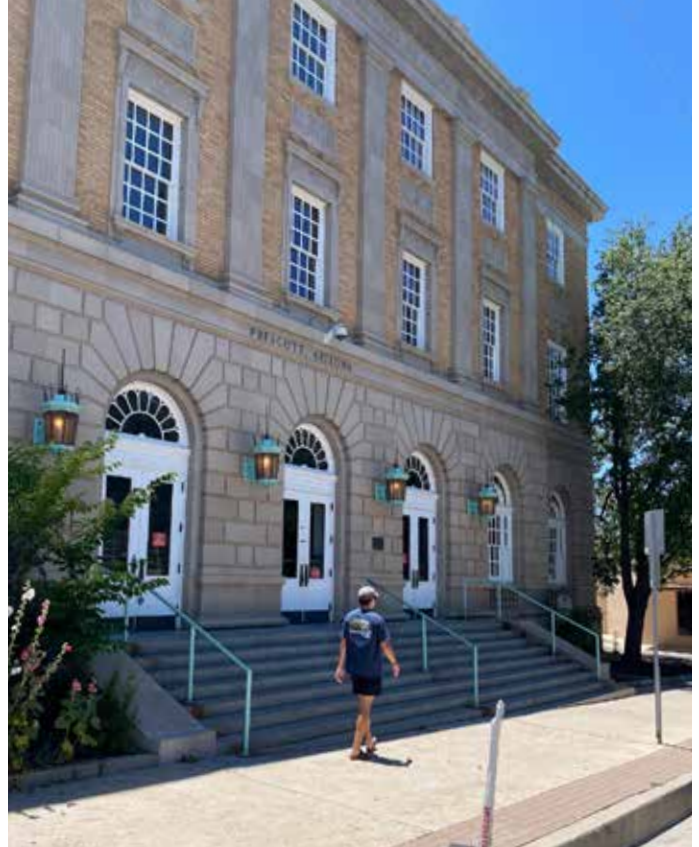
The Elks Opera House, 1910.

The Elks Opera House (now Elks Theater) has welcomed audiences to performances since 1905. The performing arts theaters are owned and operated by the Hazeltine Theatre, Yavapai College, and the Prescott Unified School District. The Phippen Museum of Western Art, the Museum of Indigenous People: American Indian Art and Culture, and the Western Heritage Center also contribute to the current cultural scene.

TODAY AND BEYOND

The presence of public and private post-secondary education constitutes an important force in the Prescott economy and cultural surroundings. Prescott College, a private liberal arts college, was established in the 1960s. The late 1960s also brought the founding of Yavapai College. In 1978, Embry-Riddle Aeronautical University established a large campus in the community.

Northern Arizona University has a presence in Prescott, as does Old Dominion University, which is located on the Yavapai College campus. Prescott continues to be an economic, cultural, educational, and political center of Yavapai County and the seat of the county government.



Historic Post Office.



Embry Riddle Aeronautical University.

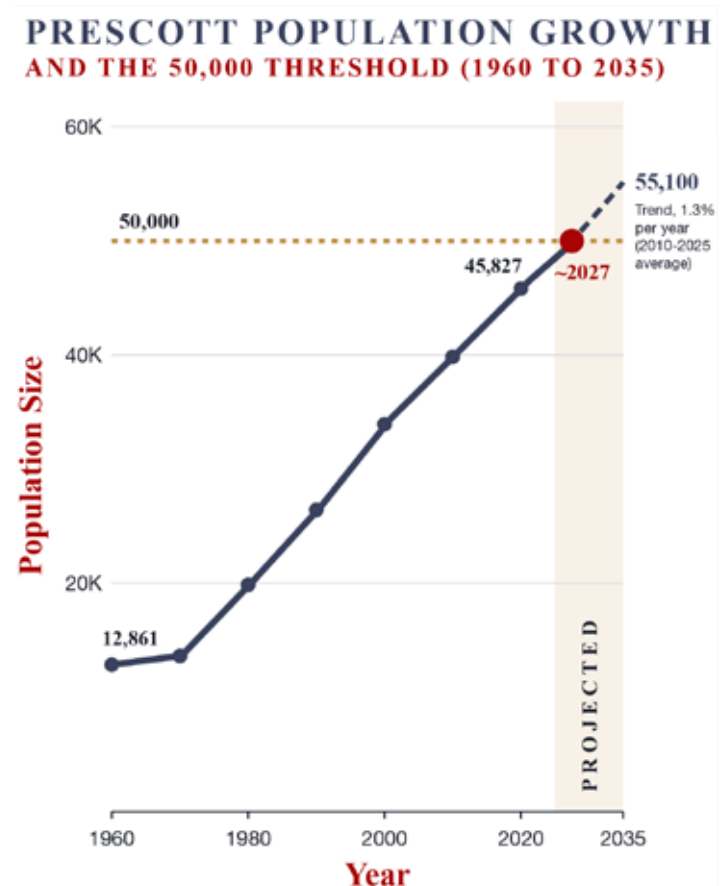
EXISTING CONDITIONS AND TRENDS

AN ACCOUNTING OF POPULATION

From 1960 to 1990, the City’s population grew at an average annual rate of 3.9%, including annexations. Since 1990, the growth rate has slowed. From 1990 to 1995, the population grew at an average annual rate slightly below 3%, with no major annexations of existing residential areas, and with a growth spurt in 1993.

Beginning in 1995 and continuing through 2010, the population growth slowed to below 2%. The 2020 U.S. Census reported Prescott’s population to be 45,827, up from 39,843 in 2010. Prescott’s growth rate decreased further over that decade, to an average of 1.4% per year. The most current population estimates (U.S. Census Bureau, July 2025) present a total population of 48,420. At the growth rates observed since 2010, the city is projected to reach 50,000 residents by about 2030. That said, Prescott’s current daily population, including visitors, is approximately 100,000.

It is important to note that, according to the U.S. Census Bureau’s updated classification of urban and rural areas, the Prescott-Prescott Valley area is classified as an “urban area.” Planning approaches differ between urban and rural communities. Throughout the General Plan, urban growth is structured around specific density targets and strategic population clusters to advance smart growth principles.



A FORECAST OF THE FUTURE

For the purpose of this 10-year General Plan, the plan uses the 2020 Census count and assumes a higher-than-average Prescott growth rate of 2%, resulting in a high-side population of approximately 61,500 by the year 2035. This projection is a planning assumption used to size infrastructure and services, not a growth target, and the rate Prescott actually experiences depends in part on the choices the community makes. Changes in economic conditions and annexation status of significant tracts of flat, more easily developed ranch land could drive that number higher or lower. However, other factors, such as the availability of water, market trends toward large lots and low-density development, and finite growth boundaries, are expected to limit growth over the next 10 years.

Consistent with articulated community values, Prescott seeks to maintain sustainable, moderate growth of 1 to 2% to accommodate residents of all ages and economic status, while preserving the community's character now and in the future.

REGIONAL GROWTH INFLUENCES

Prescott is also affected by the growth trends and development patterns of neighboring communities and the unincorporated areas of Yavapai County. The 2020 Census count for Yavapai County indicates a population of 236,209, with a 2.1% growth rate. At a growth rate of 2.1%, the County's total population could reach 291,000 by 2030. Prescott Valley has been growing at a greater rate than Prescott and Yavapai County. The Prescott Valley 2020 Census indicated a population of 46,785, with a short-term growth rate of 2.45%.

Higher growth rates for the County and Town of Prescott Valley, along with Prescott being the employment hub for the area, affect traffic congestion on City roadways and demand for emergency services on the periphery of Prescott's city limits.

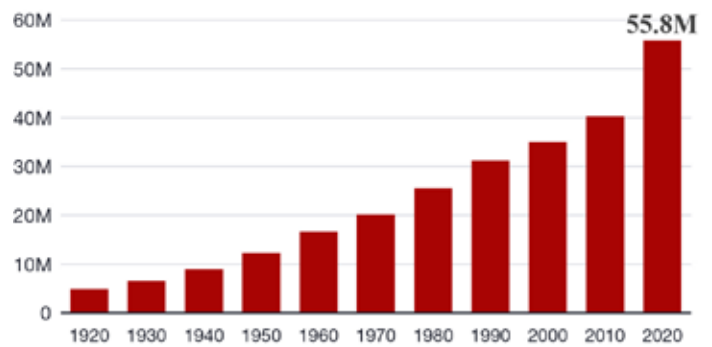
CHANGING DEMOGRAPHICS

AN AGING POPULATION

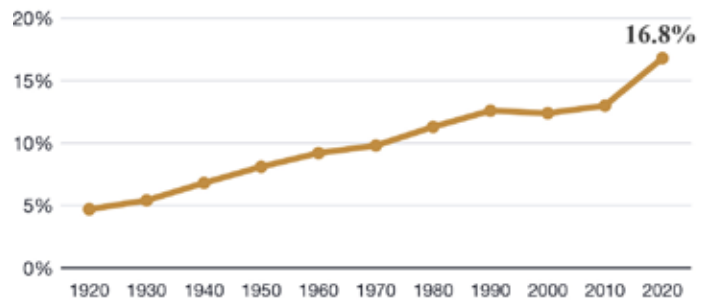
Prescott's population is markedly older than the state or the nation. The 2020 Census reported a median age of 60.2 years, and adults aged 65 and over made up 41.1% of the population. Youth aged 0 to 19 made up 14.1%. Working-age residents, those between 20 and 64, have held a relatively stable share of the total across every census since 1980.

The shift has occurred at the two ends of the age range rather than in the middle. Youth declined from 26.1% of the population in 1980 to 16.8% in 2010 and to 14.1% in 2020. Over the same period, the share of adults aged 65 and over rose from 21.4% in 1980 to 30.8% in 2010 and to 41.1% in 2020. Median age moved from 34.2 in 1980 to 54.1 in 2010 and to 60.2 in 2020. Current estimates place the median age at about 60.5 years, with adults aged 65 and over at about 40% of the population and residents under 18 at about 12%. Households with at least one person aged 65 or over rose from 34.8% in 1980 to 44.8% in 2010 and to 56.5% in 2020.

**U.S. POPULATION AGE 65+
BY SIZE, 1920 TO 2020**

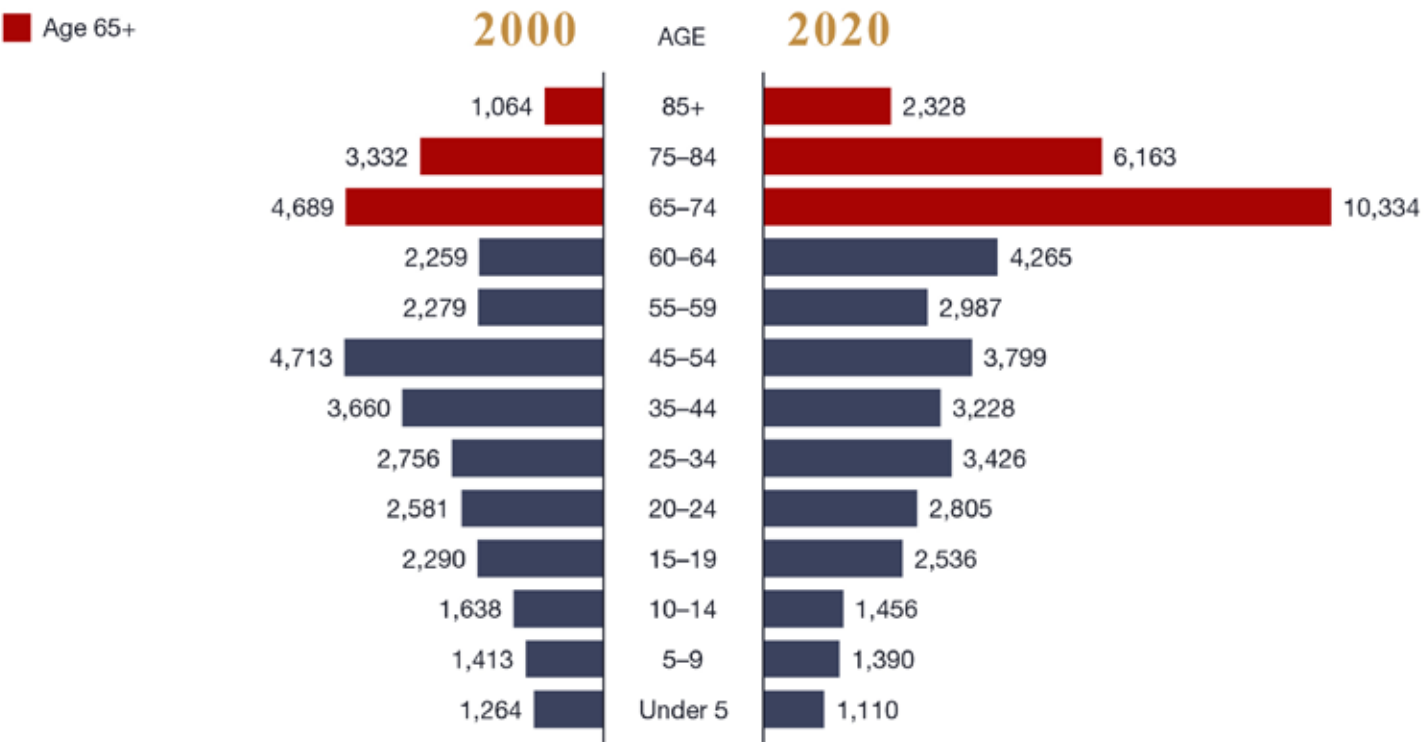


**U.S. POPULATION AGE 65+
% OF TOTAL POPULATION, 1920 TO 2020**



Two major dynamics shape this evolving community landscape. Across the country, a national shift is underway as the baby boom generation (those born between the late 1940s and early 1960s) enters retirement, paired with a general decline in birth rates. In Prescott, that broader trend meets a deep local story.

CITY OF PRESCOTT POPULATION BY AGE



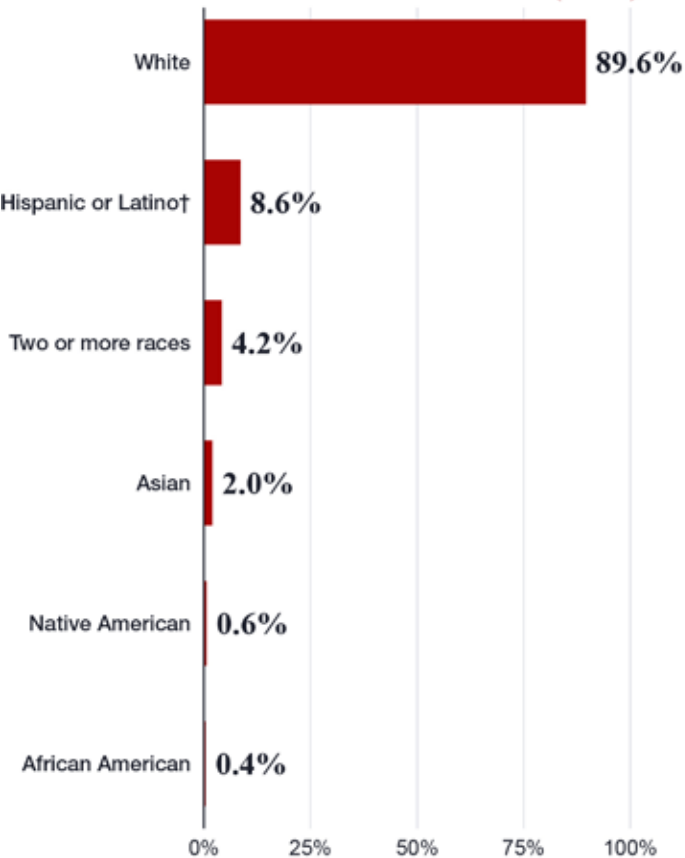
Our City continues to welcome a steady stream of new neighbors seeking a vibrant place to spend their later years, drawn by the breathtaking natural landscape, rich history, and welcoming cultural life that define the community. At the same time, many young people leave after high school to pursue higher education and early career opportunities elsewhere.

Tele-communication based on improved internet connectivity also affects demographics, as younger families seeking Prescott’s quality of life are able to bring their jobs with them. These shifts affect school enrollment, the size and composition of the labor force, the mix of housing types the community needs, and the ratio of retired to working residents. Each is addressed in the sections that follow and in Chapters 6, 7, and 8.

THOSE OF WORKING AGE

Working-age individuals (aged 18 to 64) make up 47% of Prescott’s total population, compared with 59% in Arizona and 61% nationally. A smaller working-age share presents long-term economic challenges, including labor shortages for local businesses, increased wage pressures, and a smaller tax base to support essential public services.

PRESCOTT RACE AND ETHNICITY
PERCENT OF TOTAL POPULATION (2020)



† Hispanic or Latino is an ethnicity; Hispanic residents may be of any race, so values sum to more than 100%.

DIVERSITY

Prescott’s population was 95% White in 1980. By 2010, White residents accounted for 92.1% of the population, and Hispanic or Latino residents accounted for 8.6%. The U.S. Census Bureau collects Hispanic or Latino origin as an ethnicity separate from race. Residents identifying as Hispanic may be of any race and are counted in both categories, so the percentages in this section can sum to more than 100%.

Census race categories and collection methods have also changed across decades, which limits direct comparison between years. The percentage of African-American residents in Prescott remained the same at 0.7% in both 1980 and 2010. The percentage of American Indian residents dropped slightly from 1.2% to 1.1%, and the percentage of Asian residents increased from 0.6% to 1.2% between 1990 and 2010. According to the 2020 Census, Prescott’s population was 89.6% White, 8.6% Hispanic, 4.2% two or more races, 2.0% Asian, 0.6% Native American, and 0.4% African-American.

HOUSEHOLD SIZE

There has also been a continual decline in the average number of people per household. In 1980, the City's average household size was 2.52. By 2000, the average household size had decreased to 2.11. It dropped further, to 2.03 in the 2010 Census. This is a predictable result of the aging population trend. The 2020 Census reported an average of 2.02 people per household.

FAMILY TYPES

The proportion of households with a wage earner (working families) compared to retiree households is decreasing, as is the proportion of families actively raising children, while the proportion of households with "empty nesters" is increasing. Based on Census data, families made up 59% of Prescott's households in 2000, down to 56% in 2010. The 2020 Census reported that families accounted for 56.4% of Prescott households.

In 2000, households with a member aged 65 or older comprised 39.4% of households in Prescott, increasing to 44.8% in 2010, a rise of 5.4 percentage points. Also of note are trends for working families with young children. In 1990, 50% of families with children under 6 years of age had both parents working in the household. By 2010, that number rose to 64%. Among City residents in 2010, there were 16,891 people age 16 and older who were employed, or approximately 42% of the total population participated in the workforce. This dropped to 40.3% in the 2020 Census.

This may indicate that working families with young children increasingly require more than one income to meet rising living and housing costs in the community. This includes ordinary living costs, such as childcare, as well as housing costs, which are explored more in Chapter 6.

HOUSEHOLD INCOME

The median household income for Prescott in 1990 was \$22,517, with the largest single concentration (24%) of incomes in the \$5,000 to \$15,000 range. The 2010 Census indicated that the median household income was \$44,224, with the largest concentration in the \$35,000 to \$50,000 range. While Prescott's median income remains slightly higher than Yavapai County as a whole, it continued to be below the statewide median income of \$50,448 in 2010. Median household income was \$61,090 in 2020. These trends suggest that for Prescott, the median age will continue to rise, Prescott's youth population percentage will continue to decline, and, similar to national trends, older residents will make up an increasing proportion of the total Prescott population. All of these demographic trends, if unchanged, will further alter the community balance across age groups, family types, household sizes, household incomes, and the ratio of retirees to working residents.

WHAT THESE TRENDS ASK OF THE HOUSING STOCK

The demographic pattern described above points toward demand for housing types that Prescott's current stock supplies in limited quantity. Average household size has fallen to 2.02 persons, 43.6% of households are a single person living alone, and 87.3% contain no one under 18. Approximately 68% of the housing stock is single-family detached, and the median year built is 1992.

Three groups are affected differently. Older residents seeking to remain in the community need smaller, accessible, single-level units near services. Younger households and working families face a stock dominated by larger detached homes, which are expensive relative to a median household income of \$61,090. Workers in public safety, education, and healthcare face similar pressures and are more likely to live outside the city and commute in. These are conditions rather than conclusions. The strategies available to the City, including infill at compatible densities, accessory dwelling units, workforce housing incentives, housing options for older residents, rehabilitation of existing stock, and adaptive reuse, are set out in Chapter 6.

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CHAPTER 3

Land Use and Growth Areas

INTRODUCTION

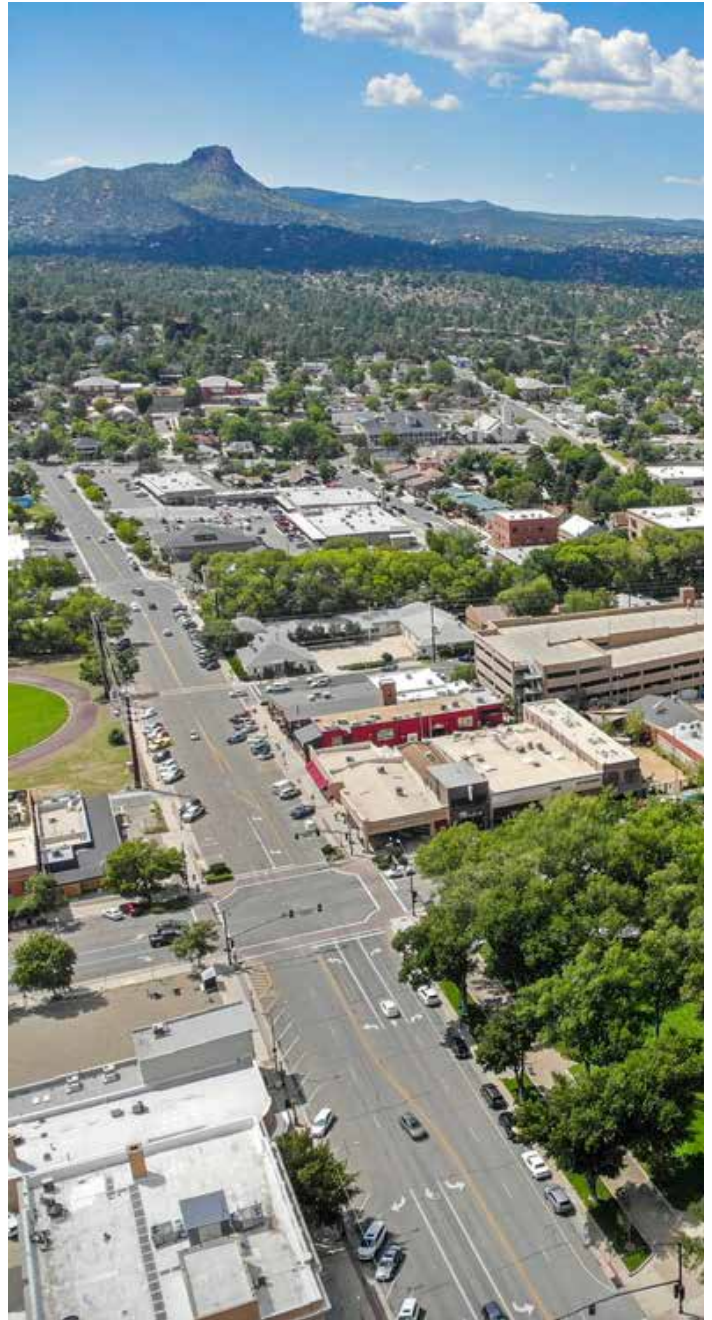
This chapter establishes the framework for how and where Prescott grows. It combines two elements required by Arizona law:

- the **Land Use Element** (ARS § 9-461.05(C)(1)), and
- the **Growth Areas Element** (ARS § 9-461.05(D)(2)).

Together, these elements describe how land is used in Prescott and how the City will guide land use decisions and growth over the life of this Plan.

THE BASE OF LAND USES

Prescott's land use base comprises typical residential, commercial, and industrial uses. Prescott has a traditional downtown of mixed uses, mostly retail businesses. Other important components include 13 local and 13 National Register historic districts, creeks, trails, lakes, and an airport. Prescott's Land Development Code (LDC) encourages mixed-use areas, which combine commercial and residential uses. There are also transitional areas within the City where the land use character is changing.



NEIGHBORHOOD CHARACTER PRESERVATION

Diversity of neighborhoods is one of the many features that make Prescott a great place. Prescott's earlier neighborhoods are rich with different architectural styles, historic landscaping, and structures significant to Prescott's heritage. These attributes define neighborhood character. Preservation with sensitivity to private property rights is important in maintaining the historic character of these resources. The first subdivisions were designed with traditional small lots in a grid pattern. These characteristics define walkable and sustainable neighborhood design. Infill construction and renovation in existing structures can provide medium density residential opportunities close to work and services in the downtown area. Later subdivisions on the fringes of the city core were also platted with small lots. Opportunities for moderately affordable housing exist in some of these neighborhoods and should be protected to help meet the housing needs of a balanced community.

AREAS OF CHANGE

Transitions may occur from single-family to multi-family residential, from residential to commercial uses, or, less commonly, from commercial to residential uses. As the community grows, land uses in some areas evolve, come under development or redevelopment pressures, and are subject to adjustments in resource needs like water supply and availability. These transitioning areas are often where significant land-use conflicts occur. Internal pressures usually come from new development in or near established neighborhoods. Involving residents in decision-making helps ensure all interests are considered and a broad consensus can be sought.

HIERARCHY OF PLANNING TOOLS

Prescott's planning framework occurs in a hierarchy of layers, each guided by its own key planning documents.

THE GENERAL PLAN

The top layer is this General Plan, which provides a high-level look at the current and anticipated condition of the City over a 10-year time span. For land use purposes, this Plan should provide guidance to decision makers when budgeting for infrastructure, considering development project applications, contemplating potential annexations, and acting on rezoning requests.

NEIGHBORHOOD PLANS

Neighborhood plans focus on a smaller local level. These plans are typically driven by redevelopment pressures or development near the neighborhood. Unlike general and area plans, neighborhood plans are much more focused on cultural and community cohesiveness and less about future land-use planning.

SPECIFIC AREA PLANS

Prescott uses Specific Area Plans (SAPs) for where other special focus is warranted for limited geographic areas experiencing change from growth, demographics, or external pressures such as development in adjacent jurisdictions.





Yavapai Hills Area



Prescott Lakes Neighborhood



Prescott Regional Airport

There are three SAPs, each created for different purposes.

1. **The Prescott East Area Plan** is the direct result of the annexation and development of the area that comprises Yavapai Hills, The Ranch, and the concentration of commercial development including the nearby commercial area along SR 69.
2. **The Willow Lake South Area Plan** purpose serves to guide the development of Prescott Lakes and nearby properties.
3. **The Airport SAP** addresses the third and largest area in Prescott influencing land development around and near the Prescott Regional Airport (PRC).

These plans should be revisited on a reoccurring basis to determine whether they remain relevant or require updating.

ECONOMIC CONTEXT

Land use planning in Prescott is shaped not only by the planning framework but also by the economic life of the community. Business, commercial, and industrial development create employment opportunities and income for Prescott residents. Successful income-producing strategies depend less on the number of these development areas, and more on having the right size and types of business ventures, in the right locations, with available infrastructure, and energy to provide for enough jobs.

DOWNTOWN

Downtown Prescott accounts for a significant amount of the City's sales tax base. It remains a primary visitor attraction, supporting vibrant tourist and retail uses featuring arts, entertainment, hotels, restaurants, coffee shops, bookstores, and museums. The downtown supports an important historic residential area as well as continuing uses for Federal, County, and City government. The vision for downtown is to preserve the physical, historic, and visitor-friendly attributes so it may continue to be a major economic force and tourist draw for the City. The Downtown Specific Area Action Plan (adopted in May 1997) is reinforced in this Plan.

This Plan also incorporates the City's ongoing Historic Preservation Master Plan update as a companion guide for development within the Downtown Specific Area Action Plan boundary.

INDUSTRIAL AND EMPLOYMENT AREAS

Currently, the largest areas set aside for industrial use are in the vicinity of the Prescott Regional Industrial Airpark and in the Sundog Ranch/Industrial Way area off Highway 89. Smaller industrial areas are in Sandretto Hills, Miller Valley Road, and the Sixth Street area north of Sheldon Street. Additional commercial and industrial areas may be created through annexation. It is important to expand opportunities for commercial, industrial, and business uses to attract higher-paying jobs and to promote Prescott as competitive in the regional marketplace. A balanced income-producing area will have a mix of housing and ensure that future site development is carefully managed to avoid negative impacts.

Chapter Maps Under Development

COMPATIBLE LAND USE AND SAFETY

Airport land-use protection must be addressed to ensure compatible development and the continued economic vitality of the airport. Residential subdivisions now surround PRC to the north, south, east, and west. Additional subdivisions, both within the city and in unincorporated areas, are possible near the airport. Development issues raise the need for regional cooperation to address airport land use, airport noise, and other concerns to ensure further residential or other incompatible land use infringement on the airport does not occur.

AIRPORT VICINITY OVERLAY (AVO)

The Airport Vicinity Overlay (AVO) District adopted into the Land Development Code, provides standards for the avoidance of obstructions that may destroy or impair the airport's utility, create flight hazards, or jeopardize the public investment therein. Included in the AVO are criteria that comply with FAA standards for noise awareness and mitigation.

These standards protect airport viability in support of commercial service, general aviation, and public safety and fire management operations, supporting public health, safety and general welfare.

AGGREGATES

The City is required (per SB 1598, modifying ARS § 9-461.05) to include information in the General Plan regarding sources of currently identified aggregates, policies to preserve aggregates sufficient for future development, and policies to avoid incompatible land uses.

“Aggregate” refers to cinder, crushed rock or stone, decomposed granite, gravel, pumice, pumicite, and sand.

Currently, a single source of aggregate exists within the city limits. Sand and gravel are mined from Granite Creek on the east side of the airport north of SR 89A, for use in the manufacturing of concrete. The Land Development Code allows mining of aggregates in industrially zoned areas with an approved Special-Use Permit. Several conditions of approval must be met to protect adjacent land uses and remediate the site; however, federal and state laws allow mining of aggregates without local approvals.

EXPLANATION OF THE LAND USE DESIGNATIONS

To assist in guiding growth and development consistent with the community's vision, it is important to understand the intent of the different land use designations shown on the Land Use Map (LUM). The following definitions relate to the designations on the LUM and should be used when interpreting the map uses. Residential land uses are characterized as a range of dwelling units per acre (DU/Acre).

Please note where SAPs exist and where their land use designations differ or conflict with the land uses indicated on the LUM, the SAPs shall be deemed the more specific and shall control planning decisions. However, in no case shall the designated residential density be less than 1 DU/Acre, per A.R.S. 9-461.06.



VERY LOW-DENSITY RESIDENTIAL (1 DU/ACRE)

The Very Low-Density Residential category is intended for large-lot single-family housing in a rural setting. Development in these areas will consist mainly of detached single-family homes on 1-acre lots or larger. The basic character of development is rural, with most natural features of the land retained. Typically, keeping horses or other livestock is permitted, possibly in association with preexisting and ongoing farming or ranching. Public service demands are not as great as in higher density, more urban development. No commercial or industrial development is anticipated. Near Prescott Regional Airport, this designation also serves to limit the concentration of people and structures within the airport's noise and safety influence areas, consistent with the Airport Vicinity Overlay standards described later in this chapter.

Compatible Zoning Districts:
MU, PAD, C3



LOW-MEDIUM DENSITY RESIDENTIAL (2-7 DU/ACRE)

The Low-Medium Density Residential category is intended for predominantly single-family detached residential development. Residential densities of up to seven dwelling units per acre are typical of this category. In general, these areas are quiet, residential single-family neighborhoods, but in some areas a mix of single-family, duplexes, and townhouses would also be appropriate. This designation may also include supporting land uses such as neighborhood shops and services, parks and recreation areas, religious institutions, and schools. A full range of urban services and infrastructure is required. The Low-Medium Density Residential category would also allow residential development as described for the Very Low-Density Residential category.

Compatible Zoning Districts:
MU, PAD, C3



MEDIUM-HIGH DENSITY RESIDENTIAL (8-32 DU/ACRE)

The Medium-High Density Residential category may include duplexes, manufactured and modular homes, apartments, townhomes, and other forms of attached or detached housing on smaller lots. The density range for this category is 8-32 dwelling units per acre. This category may also include supporting land uses such as neighborhood shops and services, parks and recreation areas, religious institutions, and schools. A full range of urban services and infrastructure is required. The Medium-High Density Residential category would also allow residential development as described for the Low-Medium Density and Very Low-Density Residential categories. Manufactured and modular home communities within this designation are recognized as an important source of workforce and senior housing in Prescott.

Compatible Zoning Districts:
MU, PAD, C3



MIXED-USE

Mixed-Use areas are generally located at an existing or anticipated circulation nexus and/or placed between higher intensity uses and adjoining residential land uses. The Mixed-use designation is intended to be compatible with the surrounding area while providing a mix of commercial, employment, public, and residential uses. It is anticipated that these areas will support neighborhood-oriented commercial uses and may include master-planned and developed mixed communities intended to replicate the traditional downtown mixture of commercial and residential uses of all density categories. Residential uses are permitted, but subject to density and buffering standards set out by the overlying zoning districts.

Compatible Zoning Districts:
MU, PAD, C3



COMMERCIAL

The Commercial designation denotes typical community or regional commercial uses. Intended uses include office, retail, service, civic, lodging, health-related, and other similar uses as permitted by the appropriate zoning designations. Residential uses of all density categories are permitted, but subject to density and buffering standards set out by the overlying zoning districts.

Compatible Zoning Districts:
MU, PAD, C3



COMMERCIAL/EMPLOYMENT

The Commercial/Employment designation refers to areas where professional offices, tourism, recreation, service uses, warehousing, and industrial uses are generally appropriate. This use requires appropriate buffering considerations from adjoining residential areas. The specific allowable uses are determined based upon the zoning of each particular site and will consider adjacent land uses, traffic impacts, and the intensity of any proposed development. Residential uses are not anticipated in this designation.

Compatible Zoning Districts:
MU, PAD, C3



AIRPORT EMPLOYMENT

This designation supports the airport and the heaviest industrial uses, such as manufacturing, processing, fabrication, and warehousing. These uses should be well buffered from residential uses to minimize light, noise, odor, vibration, traffic, water, wastewater, and other utility impacts. This designation is also tailored to support the airport's needs, including the possibility of future expansion or auxiliary complementary uses.

Compatible Zoning Districts:
MU, PAD, C3



OPEN SPACE

Open space areas conserve natural and scenic community resources and bar land uses that would obstruct those resources or jeopardize unique features of the land, such as protected plants, wildlife, and archaeology. Open space is land with conservation values that qualify it to be preserved permanently from development. In contrast to intensive recreation facilities (e.g., parks, ball fields), open space implies land that is preserved in a natural, or near-natural, condition where activity is passive and on trails (e.g., hiking, birding, running, bicycling and horseback riding). Supporting recreational facilities in open space areas are typically limited to trails, picnic areas, interpretive facilities, restrooms, and parking lots.

Compatible Zoning Districts:
MU, PAD, C3



RECREATION.

Recreation areas are designed to accommodate a wide variety of outdoor recreational improvements and related facilities used for active, outdoor recreation.

Compatible Zoning Districts:
MU, PAD, C3

GROWTH AREAS AND MANAGEMENT

The Growth Area Element complements the Land Use Element by addressing how the city manages growth, directs development to areas with adequate infrastructure, and conserves the resources that define Prescott's setting.

TRANSITION ZONES

The LDC has several zoning districts well suited to transitioning areas. Zoning districts like the residential office, neighborhood-oriented businesses, and mixed-use zoning districts will accommodate both residential and low-intensity commercial uses as an area transitions from single-family homes to multifamily homes and businesses. As described earlier in this chapter, several transitional areas are subject to commercial development or redevelopment. Effective land-use planning for these areas is a tool for mitigating potential adverse impacts, such as traffic, buffering adjacent residential land uses, and for future infrastructure needs.

SAPS, NEIGHBORHOOD PLANS, AND OVERLAY DISTRICTS.

As described earlier in this chapter, the LDC has provisions for SAPs, Neighborhood Plans, and Overlay Districts, which are also useful planning tools for transitional areas and areas with unique circumstances. The plans and districts contain recommendations regarding mitigation strategies and identify special concerns, such as airport avigation easements, which are addressed as development occurs. Neighborhood plans offer existing residents an opportunity to influence the pattern of development and redevelopment occurring in their area. These plans often go beyond land use and density consideration, also addressing issues affecting the character and quality of life in the neighborhood. The use of Overlay Districts, such as the 1997 Historic Preservation Master Plan, addresses special concerns with unique land uses and developments that span geographic areas or multiple zoning districts.

NEW OPEN SPACE, WATER RESOURCES AND WILDLIFE CORRIDORS

Prescott's citizens value views, greenways, trails, parks, and wildlife corridors in development designs. Growth management plans adopted by the City Council should require meaningful open space and trail components be included in all new development. Regional cooperation allows Prescott and its neighbors to work together to protect sensitive open space areas and to link internal trails and open spaces together to provide regional access and interconnectivity of all trail systems.

To promote and conserve wildlife corridors, greenways, and parks, growth management requires participation by both the city and developers when considering subdivision plats and Planned Area Developments. New developments that promote sustainability by discouraging urban sprawl and considering open space, wildlife corridor connectivity, and jurisdictional boundaries should be given priority.

The City's adopted Water Policy and the Land Development Code (LDC) are the tools for guiding and managing growth in Prescott. Water resource availability is administered by the Arizona Department of Water Resources. [Chapter 5: Environment and Natural Resources] discusses the supply of water as limited both physically and legally.



Thumb Butte Loop provides scenic trail routes that highlight Prescott's natural beauty and open spaces.

LAND USE ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(C)(1)

Goal LU-1

Preserve or enhance a beneficial mix of open space, recreation, residential, commercial, and industrial properties.

Strategy LU-1.1 Ensure that the annexation of land will reinforce and support a beneficial mix of land uses and residential support services (e.g., medical, restaurants, cleaners, childcare, etc.).

Strategy LU-1.2 Increase available sites with commercial and/or industrial land uses and zoning.

Goal LU-2

Promote land use strategies that achieve City economic development goals while also respecting historic preservation and quality of life considerations.

Strategy LU-2.1 Encourage the update, creation, and implementation of SAPs to guide the development of areas where needs have been identified.

Strategy LU-2.2 Support a balanced variety of commercial centers in Prescott, both existing and new, including some sites small enough to be affordable to smaller local firms and Village Center concepts to encourage a mix of residential and light business uses.

Strategy LU-2.3 Promote use of land available adjacent to PRC.

Strategy LU-2.4 Explore partnerships with property owners to deliver shovel-ready parcels.

Strategy LU-2.5 Ensure appropriate access and multimodal circulation are planned for business/commercial sites.

Strategy LU-2.6 Verify adequate and flexible buffers and ensure screening for adjacent existing neighborhoods when siting commercial uses. This is to adequately mitigate noise, light, and other negative impacts, especially from major commercial centers. Encourage retention of native vegetation.

Goal
LU-3

Analyze transition and special study areas for their potential to help meet community challenges such as economic development, workforce housing needs, historic preservation and open-space conservation, and traffic connectivity.

Possible initiatives, subject to City Council evaluation through cost-benefit analysis or other measures, could include:

Potential Initiative A Develop incentives and modify development standards to better direct appropriate land uses in transition and special study areas while protecting nearby residential uses.

Potential Initiative B Incentivize infill development and redevelopment at densities compatible with the surrounding neighborhood zoning, character, and infrastructure.

Goal
LU-4

Support flexibility in setbacks, parking, site coverage, and height in return for compatible design that maintains the character of transitioning areas and advances neighborhood and land use plans. Parking flexibility should be paired with a thorough analysis of the surrounding neighborhood's conditions and needs.

Possible initiatives, subject to City Council evaluation through cost-benefit analysis or other measures, could include:

Potential Initiative C Consider rezoning, where appropriate, to support the character, goals, and uses identified in SAPs or neighborhood plans adopted for transition areas.

Potential Initiative D Create new neighborhood plans and/or special purpose plans with the involvement of residents and property owners.

Potential Initiative E Define areas where zoning overlay districts, including Historic Preservation Districts, or other tools for specific neighborhood protection are appropriate.

**Goal
LU-5****Apply compatible land uses within the airport impact zones.**

- Strategy LU-5.1** Protect the airport from encroachment of incompatible land uses through amendments to the Land Development Code and Airport SAP, incorporating FAA guidelines and best practices, and the enforcement of land use designations, policies, and zoning designations.
- Strategy LU-5.2** Establish an airport area commercial/employment zoning district, which does not permit residential uses, to assure commercial land and compatible development in close proximity to the airport.
- Strategy LU-5.3** Protect the crosswind runway (12-30), with assistance from ERAU, USFS, commercial and non-commercial airport users.
- Strategy LU-5.4** Assess appropriate locations and densities of residential development within the greater airport influence area, taking into consideration airport activities, surrounding land uses, access, community plans, zoning, and other input from applicable surrounding jurisdictions, property owners, and other interested parties.

**Goal
LU-6****Support existing and future employment and business centers.**

- Strategy LU-6.1** Evaluate airport sites and identify parcels that are suitable for new employment centers that capitalize on aeronautical access and airport proximity.
- Strategy LU-6.2** Consider improved roadway access for businesses in the airport vicinity.

GROWTH AREA ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(D)(2)

Goal GA-1

Promote a balance of land uses to preserve and enhance neighborhoods, encourage compatible redevelopment, include housing that is affordable at various income levels, and to protect environmentally sensitive areas.

Strategy GA-1.1 Periodically review, update, or create SAPs, Neighborhood Plans, Overlay Districts, and Redevelopment Districts as conditions change or opportunities arise.

Strategy GA-1.2 Conduct neighborhood planning processes to address the impacts of growth in development and redevelopment projects within or adjacent to existing neighborhoods.

Strategy GA-1.3 Pursue annexation as a tool for sustainable growth, prioritizing areas where infrastructure and services can be extended efficiently.

Goal GA-2

Pursue strategies to preserve and enhance the unique historic and pedestrian character of downtown.

Strategy GA-2.1 Promote higher density, mixed uses, multi-modal connectivity, and pedestrian amenities in the downtown and surrounding areas.

Strategy GA-2.2 Revise traffic circulation patterns, on-street parking, pedestrian paths, landscaping, and outdoor commercial areas to enhance the resident and visitor experience.

**Goal
GA-3**

Promote sustainable planning concepts for growth, new development, areas transitioning to new uses and include active citizen participation.

Strategy GA-3.1 Evaluate growth and new development impact on existing and future water supplies using water resource plans and tools described in [Chapter 5: Environment and Natural Resources].

Strategy GA-3.2 Encourage the creation of SAPs for all large undeveloped parcels, including newly annexed areas, which are currently under development pressures or anticipated to be under development pressures in the near future.

Strategy GA-3.3 Encourage the use of Residential Office, Neighborhood Oriented Business, Mixed-Use and Special Planned Community zoning districts as tools to redevelop transitioning areas.

**Goal
GA-4**

Promote a balance of land uses to preserve and enhance Encourage infill development on parcels with adequate infrastructure.

Strategy GA-4.1 Promote compact development and higher-density development where feasible and appropriate.

Strategy GA-4.2 Encourage location and clustering of government facilities at designated urban nodes to reduce traffic impacts, support all modes of transportation, and encourage pedestrian-friendly public spaces.

**Goal
GA-5**

Pursue strategies to preserve and enhance the unique historic and pedestrian character of downtown.

Strategy GA-5.1 Encourage the donation of scenic easements by private property owners and identify scenic viewsheds worthy of protection.

Strategy GA-5.2 Consider the creation of a Regional Water Advisory Committee to support implementation of the City's long term water management plan, currently in development.