

# City of Prescott

## General Plan Review Committee



November 29, 2023 | 2:00 PM  
201 N. Montezuma Street  
Council Chambers, 3rd Floor  
Prescott, AZ 86301

### AGENDA

The following Agenda will be considered by the **General Plan Review Committee** at their meeting to be held **November 29, 2023**. Notice of this meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02.

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. OPEN CALL TO THE PUBLIC**

The City of Prescott welcomes public engagement and residents may comment & address the Committee on matters NOT included on the Agenda during the Call to the Public. Please complete a speaker card and submit it to the City Staff prior to the meeting being convened. Speakers are limited to four (4) minutes, and the Call to the Public will be limited to forty (40) minutes in total. Citizens are limited to addressing the Committee four (4) times regarding the same topic.

Please Note: Pursuant to A.R.S. §38-431.01(H), members of the Committee may NOT discuss items that are not specifically identified on the Agenda and, therefore, interaction will be limited to the following:

- 1) Responding to criticism
- 2) Requests to staff to investigate & report on the matter
- 3) Request that the matter be scheduled on a future agenda

**4. DISCUSSION & ACTION ITEMS**

- A. Approval of the October 25, 2023 General Plan Committee Meeting Minutes.  
**Recommended Action: MOVE to approve meeting minutes as presented**
- B. Presentation of a Work Session from the City Planning Department Regarding a Review of the Community Vision in the General Plan.  
**Recommended Action: This item is for discussion only. No formal action will be taken.**

**5. ADJOURNMENT**

Upon a public majority vote of a quorum of the Board, the Board may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:

- (1) Discussion or consideration of personnel matters (A.R.S. §38-431.03(A)(1));
- (2) Discussion or consideration of records exempt by law (A.R.S. §38-431.03(A)(2));
- (3) Discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03(A)(3));
- (4) Discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid litigation (A.R.S. § 38-431.03(A)(4));
- (5) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03(A)(5));
- (6) Discussion, consultation or consideration for negotiations by the city or its designated representatives with members of a tribal council, or its designated representatives, of an Indian reservation located within or adjacent to the city (A.R.S. §38-431.03(A)(6));
- (7) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03(A)(7)).

#### **CERTIFICATION OF POSTING OF NOTICE**

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall on 11/22/23 at 10:00 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

*Sarah M. Siep*

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Sarah M. Siep, City Clerk



TO: MAYOR AND CITY COUNCIL  
AGENDA: General Plan Committee  
DATE: November 29, 2023  
DEPT: Community Development  
ITEM #: 4.A  
SUBJECT: Approval of the October 25, 2023 General Plan Committee Meeting Minutes.

## ITEM SUMMARY

Approved for approval are the General Plan Committee minutes for the October 25, 2023 meeting.

## BACKGROUND

None.

## FINANCIAL IMPACT

There is no financial impact at this time.

## RECOMMENDED ACTION

MOVE to approve meeting minutes as presented

## ATTACHMENTS

1. 10.25.23 GP Minutes



# City of Prescott

## General Plan Committee

October 25, 2023 | 2:00 PM  
201 N. Montezuma Street  
Council Chambers, 3rd Floor  
Prescott, AZ 86301

### MINUTES

#### 1. CALL TO ORDER

Chair Gambogi called the meeting to order at 2:01 p.m.

#### 2. ROLL CALL

Ted Gambogi, Chair  
Terry Sapio, Vice-Chair  
Andre Carman - Absent  
Mary Frederickson  
Ralph Hess - Excused  
Jim Huffman  
James McCarver - Absent  
Don Michelman  
Rod Moyer  
Deborah Thalasis - Absent  
Gary Worob

#### 3. OPEN CALL TO THE PUBLIC

A. Member of the public, Mike Parrish, speaking as a member of the Sundog DISConnect group, commented that the group does not want the Sundog Connector Road to be included in the 2025 General Plan.

#### 4. DISCUSSION & ACTION ITEMS

A. Approval of September 27, 2023 General Plan Committee Meeting Minutes.  
**MOTION BY MEMBER WOROB TO APPROVE THE SEPTEMBER 27, 2023 GENERAL PLAN COMMITTEE MEETING MINUTES; SECONDED BY MEMBER MOYER: PASSED (7 - 0)**

B. Nomination and Selection of New General Plan Committee Vice Chair.  
**MOTION BY MEMBER MICHELMAN TO DEFER THE NOMINATION AND SELECTION OF VICE CHAIR TO THE NEXT GENERAL PLAN MEETING; SECONDED BY MOYER: (7 - 0)**

Deputy City Attorney Matt Podracky advised that the City Council appoint the next Chair and Vice Chair for the General Plan Committee.

C. Presentation and Discussion from the Public Works Traffic Engineer Regarding the Circulation Element.

Ian Mattingly, Transportation Manager, provided a presentation on the circulation element of the general plan.

Chair Gambogi asked if there is an analysis of how much traffic is on each

roadway today and a projection for maybe 10 years into the future.

Mr. Mattingly responded that through the City's membership with CYMPO (Central Yavapai Metropolitan Planning Organization) they have access to that information with the regional transportation plan that is mandated to be done every 5 years.

Chair Gambogi asked what the Great Western Corridor is.

Mr. Mattingly stated that it is future roadway in the study stages that would run mainly north and south and begin north of Highway 89A just west of Prescott Valley and travel up to the Chino Valley Area.

Member Frederickson asked if the future Great Western Corridor would be in the airport overlay area.

Mr. Mattingly advised the possible future Great Western Corridor is a few miles east of the airport overlay area.

Member Worob commented that curb cutting can help lead to adding water to the aquifers and it should be mandated to be included in new developments along with capturing storm water.

Member Michelman asked how the city determines if intersections should be a traffic signal or a roundabout.

Mr. Mattingly responded they have engineering documents with design standards and criteria that guide a civil engineer to either a signal or a roundabout based on the needs of the intersection.

Member Michelman asked if studies have been conducted on the operating cost a signaled versus roundabout intersection.

Mr. Mattingly stated that studies have been done and generally roundabouts cost more upfront, but a signal will have more ongoing costs.

Member Frederickson asked about the relationship between CYMPO and city regarding weight given to CYMPO's recommendations.

Mr. Mattingly responded CYMPO is made up of local leaders that work together to create planning documents and then it is up to the local government to make their own decisions on those plans.

Member Moyer advised he has a concern regarding traffic counts with growth happening in North Prescott and business will also move that way so may shift some traffic that way, too.

Mr. Mattingly responded they work with the most recent data available and have a new set of data at least every 5 years, usually do not see a drastic shift in the 5-year timeframe.

D. Presentation & Discussion from the Martin Luther King Committee Regarding Adding Antidiscrimination Language to the General Plan.

Presenting Committee Member Jim Helbling provided a presentation.

Member Frederickson asked who was surveyed.

Mr. Helbling responded the Prism Network sent out the surveys to organizations they work with including local colleges and schools.

Chair Gambogi asked what areas the survey was sent to.

Survey results showed respondents lived in quad city areas and few other cities.

Member Michelman asked if he thought if the antidiscrimination wording was included in the general plan would that reduce discrimination.

Mr. Helbling advised, since the General Plan is voted on by the public, they think it is a good start.

Vice Chair Sapio asked if the city proposed an anti-discrimination ordinance, how would that look and ensure that everyone is treated fairly, and free speech rights are not violated.

Mr. Helbling responded that 11 other Arizona cities have anti-discrimination ordinances so those would be good places to start from.

Member Frederickson asked what department in the city would this element fall under.

Ms. DeWitt advised it would fall to the General Plan Committee.

E. Presentation & Discussion of Physical Setting and History Chapter of the General Plan.

Planner Ms. DeWitt provided the discussion by showing the committee what the working document of each element will look like.

Member Worob commented that he appreciates the interaction with staff.

Ms. DeWitt advised if committee members are interested in a specific element, they can get together with the applicable staff to work together on updating the specific element.

## 5. UPDATES

Next General Plan Committee meeting scheduled for November 29th.

Ms. Walton commented that a city survey went out and results are due back in December. The questions and results can be beneficial for the committee to review.

Member Worob thanked Mayor Pro Tem Montoya and Chair Gambogi for being out in the community and available to the public to speak to.

Chair Gambogi thanked the public for participating in the General Plan meetings and impressed it is important to communicate the plan to the public so they are aware their vote is needed.

**6. ADJOURNMENT**

There being no further business to discuss, Chair Gambogi adjourned the meeting at 3:31 p.m.

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Ted Gambogi, Chair

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Torey Dawson, City Clerk Specialist



TO: MAYOR AND CITY COUNCIL  
AGENDA: General Plan Committee  
DATE: November 29, 2023  
DEPT: Community Development  
ITEM #: 4.B  
SUBJECT: Presentation of a Work Session from the City Planning Department Regarding a Review of the Community Vision in the General Plan.

## ITEM SUMMARY

The City's Planning Staff will lead a discussion regarding the review of the Community Vision in the General Plan. Following discussion, the Committee may provide input and direction to Staff.

## BACKGROUND

At the August 30, 2023, Open House, one of the topics for the Public to provide comments on was "Prescott Vision". The intent of the topic was to get additional ideas about what is important for "Quality of Life". There were 5 topics to get the comments going:

- Energized Downtown
- Friendly Neighborhoods
- Employment Opportunities
- Safe and Affordable Housing
- What else is important for quality of life?

Included are the comments from the Open House.

Staff also had a survey and additional questions for the Public to provide comment on. The Survey and questionnaire has been closed and the results are on the Plan Prescott Website under Public Participation and here is the link address: [https://planprescott.com/public-participation/..](https://planprescott.com/public-participation/)

Staff is asking the Committee to review the comments received to date and to come up with other "Big Ideas" we can create for Quality of Life in Prescott. There are two other plans Staff has been reviewing for ideas and suggestions:

- Gilbert 2020 General Plan- <https://general.gilbertaz.gov/generalplan2020/index.html>
- Greensboro, NC- <https://online.encodeplus.com/regs/greensboro-nc-comp/doc-viewer.aspx?secid=28#secid-43>

## FINANCIAL IMPACT

There is no fiscal impact.

## RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

## ATTACHMENTS

1. THE PRESCOTT VISION
2. Prescott Vision comments from Open House
3. Community Vision Information



## THE PRESCOTT VISION

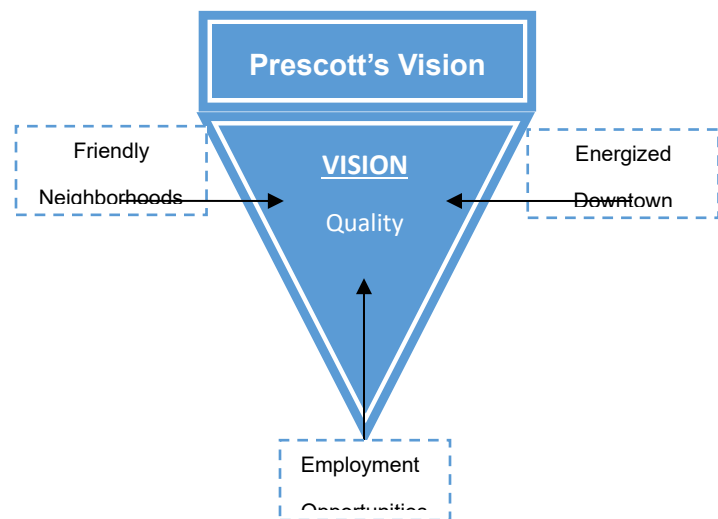
### *Living, Working and Enjoying Quality Recreation*

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.

Precott Vision

	Green Dots	Red Dots	Clarification/other comments
Energized Downtown	5	0	
Friendly Neighborhoods	5	0	
Employment Opportunities	2	2	
Safe and Affordable Housing	2	2	
<b>Public Comments</b>			
Provide subsidies for attainable housing not the housing itself	0	0	
Protect our freedoms! All of them.	0	0	
Help small unique businesses survive!	0	0	
ADA officer for city	0	0	
There is not a more valuable public expenditure than preservation and improvement of public space. Benefits everyone. Improves property values. Brings in external dollars in tourism.	0	0	
I'd rather pay more property taxes than give up our small town.	0	0	
Stop mass developments.	0	0	
Cut light pollution preserve/restore dark skies	6	0	
Don't widen 89 in the Dells!	3	2	
No sundog connector hwy	12	0	
Mixed Use: young people and apartments upper/galleries, cafes,shops, restaurants, clubs, lower level/ 3 story max	1	0	
No Section 8 housing. More commercial /less residential by airport	3	2	
More wildlife corridors!	0	0	
No rodeo expansion just redodel/ don't widen Gail Gardener Neighborhood	6	0	
Help the animals on the rodeo grounds need shade and water for horses	5	0	
Don't expand rodeo make necessary improvements only	12	0	
Porches/ safe pedestrian paths/Dark Sky city	0	0	

Precott Vision

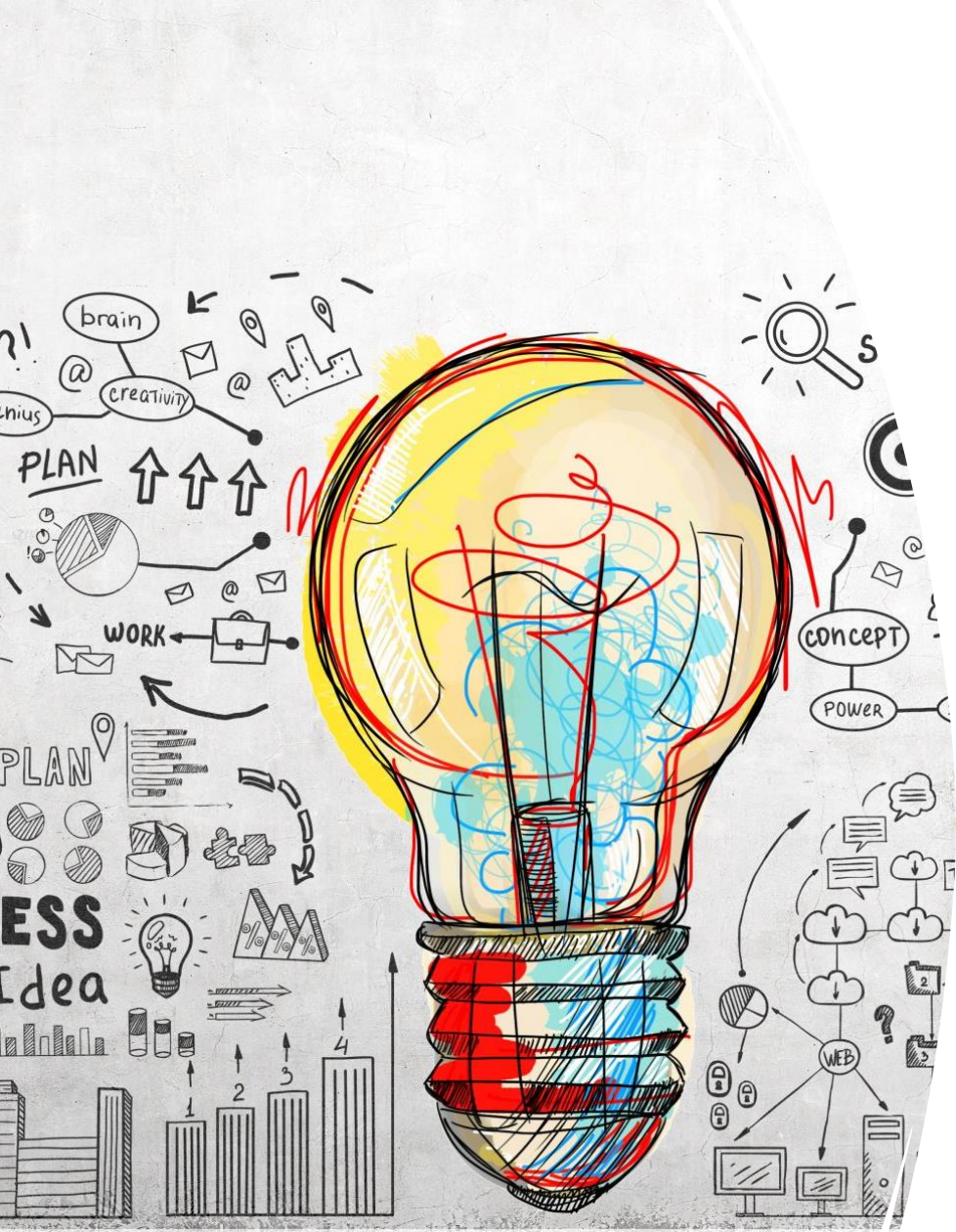
No sundog connector/ yeah stop it	7	0
5 year moritorium on new building. Water and quality are limited. Many European towns stopped growing to maintain the town.	3	0
Apartment complexes in center of town for young workers/ perks for developers/ buy large houses and turn into aptment/ also downtown buildings	2	6
Initiate public/private affordable housing before further annexation	3	0
Do not approve a 5 story hotel in the middle of historic downtown	7	0
Attract young working people w/city center affordable upper story housing and cool shops, cafes and restaurants	3	0
Quality K-12 Schools	8	2
Schools that teach about race, gender, atheism?, global economic system	0	1
Do not pave our trails! Use DG.	0	0
No more big development (Rodeo convention and Buckle Club should not be in single family streets)	8	1
No sundog connector hwy/Preserve Glassford Hill	8	0
Granite Dells Regional Park instead of the connector	7	0
Add nondiscrimination wording to the plan	4	0
More park space	0	0
Options for tiny homes	1	0
Keep 89 historic 89 in the Dells/ no widening	14	1
No building in national or state forest	6	0
Need Granite Dells Regional Park and Preserve	5	0
Stop the speeding cars- cameras? traffic/speed bumps	7	0

Precott Vision

No sundog connector	14	1
Stop advertising Prescott as a place to live!	0	0
Preserve Whiskey Row- only allow bars and bordellos	0	0
Prescott City Council- have night meetings		
No Section 8 Housing/ Do not blast widen hwy 89	8	5
Unpredictable water: quantity and quality	3	0
Water! No more big sprawling HOA residential development	8	0
Connect Peavine to Chino Valley	1	0
Yes Sundog	4	8
No Section 8 Housing	0	5
A Nondiscrimination ordinance	0	0
Would like to see more bike lanes downtown for safety and lifestyle	10	0
Public transportation/ eco busses	2	0
No sundog connector with exit road of sunrise- blind hills, curves, people and dog walkers. no sidewalks	1	0
Do not blast rock for Hwy 89 Dells	10	2
Traffic calming in the dells/ no widening	3	2
No H2O increase in fires. Reason for no growth	1	0
Limit Annexation	4	1
No more McMansions on ridge lines	6	0
Fund bike lanes- do not just hope to get grants	4	1
Need sundog- at least limited use	2	7
Make sure housing developments have support services and shopping nearby to cut down on traffic/ keep the cities separate so a megalopolis isn't created. Use green belts and agricultureconservation easements	1	0
Need more bike lanes/green city safety	7	1
No sundog conector/ no more growth/ we do not have H2O	4	2

Precott Vision

No more mass grading	1	0
Good schools with fewer students per classroom	2	0
Protect/enhance wildlife habitat	8	1
Paved bike trails around town	4	0
No sundog or 89A widening	10	1
No widening the dells	14	1
SAve our scenic roadway thru the dells	12	1
Ask Mangarelli to correct his 8-way conflict of interest	7	0
Provide connectivity for bicyclists, pedetrians and transit	4	1
Please don't put housing covering every hill around the area	5	0
No joy in Prescott w/out open space and wildlife	4	0
Encourage low cost mass transit (mini busses)	2	0
Remove Mangarelli from committee	9	1
No smart city	3	0
Hold businesses and institutions accountable to be inclusive of peoples race, culture, gender and sexuality	1	0
Lessen the conflicts w/ realtors, PFD, Greg Mangareli	2	0
Need more small farms and urban agriculture	5	0
Build wildlife crossings on Hwy 89 and Sr 69	4	0
Lots of wildlife corridors/plan before roads	2	0
Wildlfe Corridor and open space for all	0	0
Start regulating water- protect our future	0	0
As much public open space as possible	5	0
Wildlife consideration/ hilltop preservation/ bike pedestrian lanes	7	0

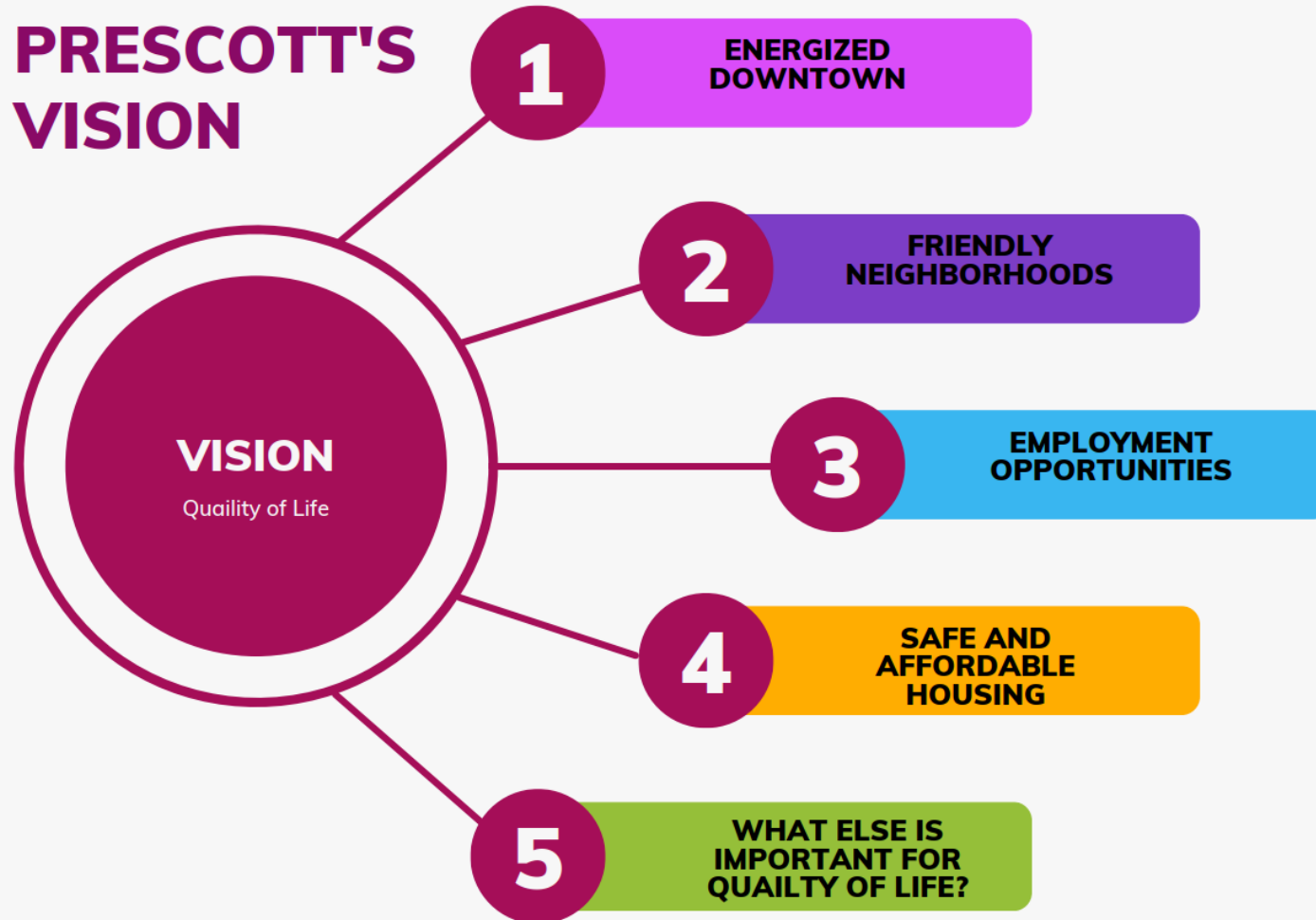


# Examples of Big Ideas

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Concepts to get conversation going

# PRESCOTT'S VISION



## What is important for Quality of Life in Prescott?

From Existing Plan and Open House

- 
- Do we want to rename these?
  - What Elements could go under each topic?
  - Should these be expanded?

# Elements that need to be in plan

- Land Use
- Circulation
- Open Space
- Growth Area
- Cost of Development
- Environmental Planning
  - Climate
  - Energy
- Water Resources
- Conservation
- Recreation
- Housing
- Other
  - Economic Development
  - Implementation
  - Community Quality (includes Public Buildings)
    - Cultural Assets and Historic Preservation
    - Police and Fire
    - Educational Assets
    - Library
    - Community Center
    - Healthcare



# Examples from other plans

Gilbert 2020 General Plan

GSP2040 Comprehensive Plan-Greensboro, NC

# 2020 Gilbert General Plan

## Community

- Land Use
- Growth Areas
- Community Areas

## Opportunity

- Parks, Open Space and Recreation
- Infrastructure and Public Services
- Community Services

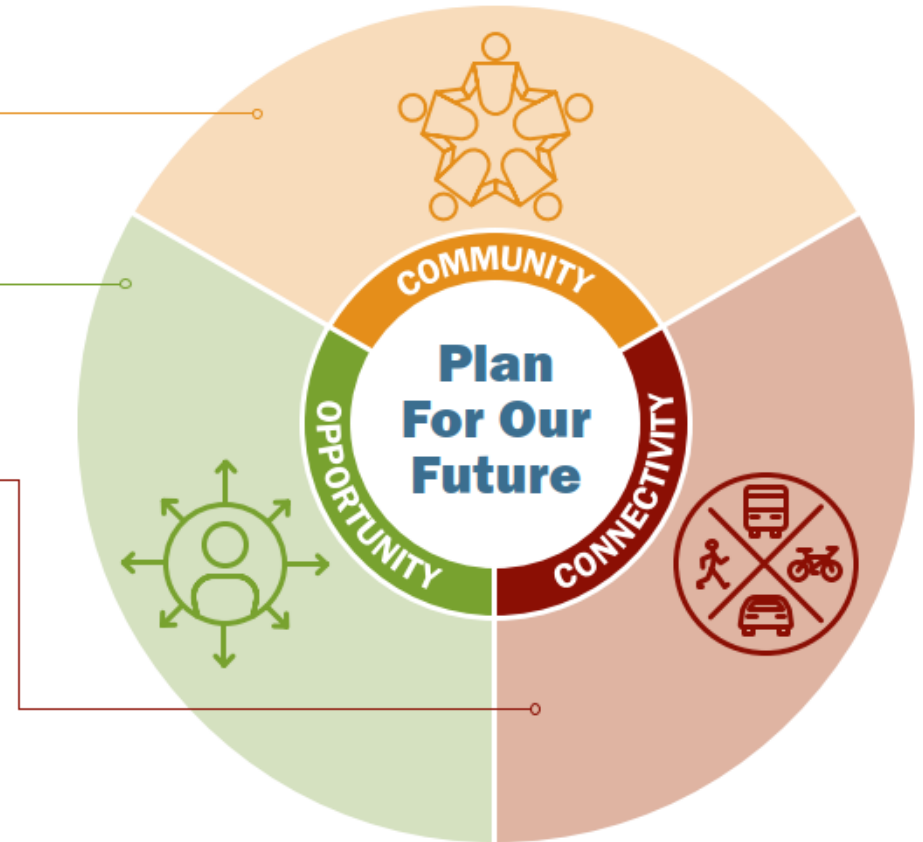
## Connectivity

- Circulation

**COMMUNITY** focuses on the livability fundamentals that create Gilbert's unique and desirable character.

**OPPORTUNITY** establishes a framework to ensure smart, fiscally-sustainable, environmentally conscious, and healthy growth into the future.

**CONNECTIVITY** addresses the safe, convenient, equitable, and efficient movement of people and goods.



# GSP2040 Comprehensive Plan- Greensboro, NC



**Filling in Our Framework** describes our land use and development: how the patterns of buildings, roads, and other manmade parts of the city can create a more vibrant and livable Greensboro. This Big Idea focuses on how we arrange our land uses for where we live, work, attend school, shop, and enjoy our free time.



**Creating Great Places** describes the creation of interesting, attractive places and vibrant public spaces in neighborhoods across Greensboro, in downtown, and with our historic resources.



**Becoming Car Optional** describes our aim to expand quality transportation options beyond cars and maintain an efficient transportation system that allows people and goods to travel throughout Greensboro. This Big Idea focuses on lessening our dependence on cars and reducing the pressure to have multiple cars per household.



**Prioritizing Sustainability** describes our leadership role in environmental stewardship, social equity, and a resilient economy. This Big Idea focuses on protecting our natural resources, ensuring that residents live in a healthy environment with equitable access to public services and a voice in governance, while also making Greensboro's economy resilient to changes at the regional, national, and global scale.



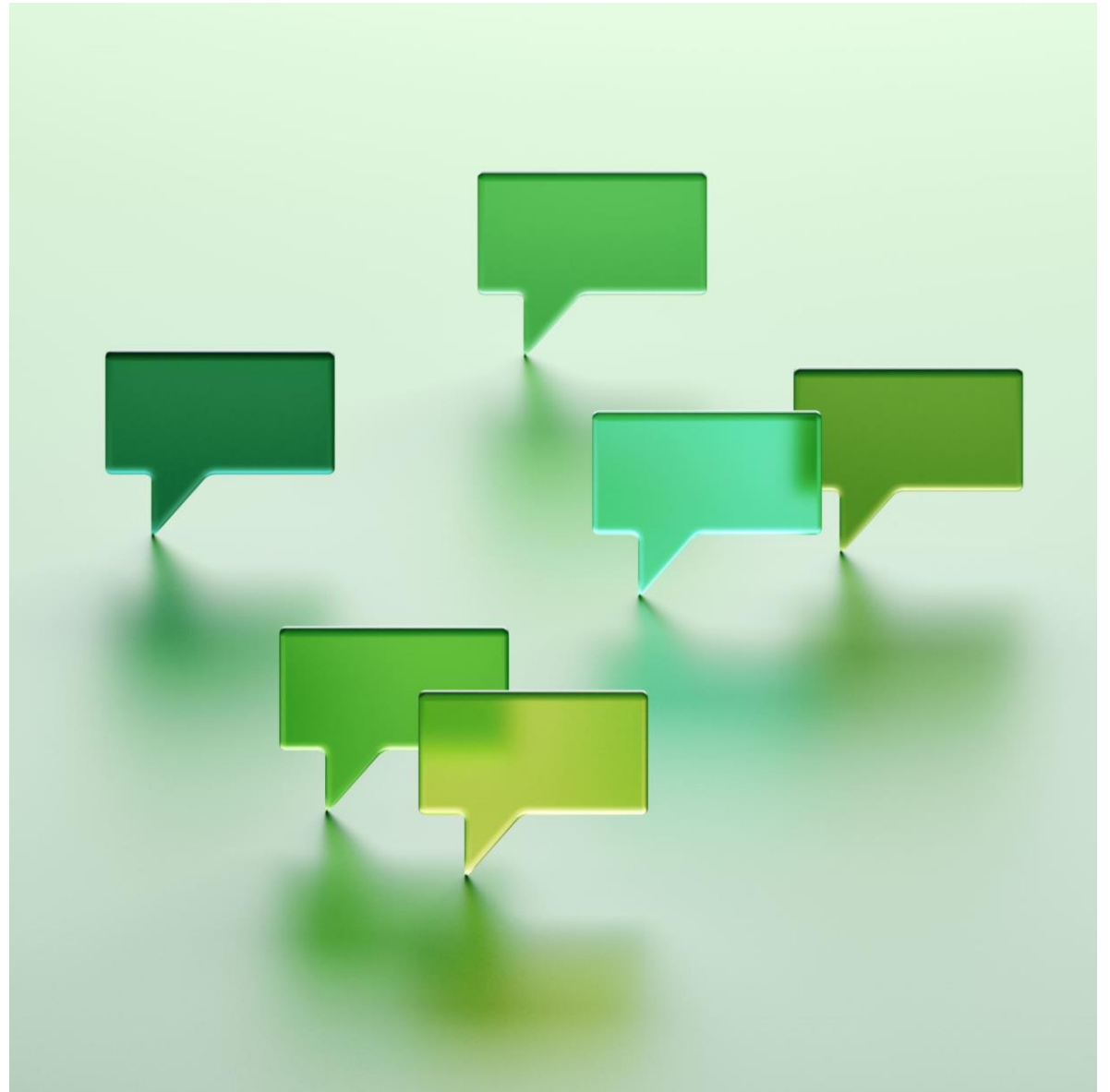
**Building Community Connections** describes our quality of life, the culture, arts, and places that make Greensboro unique and memorable, and the ties that bind us together as a community. This Big Idea includes strategies to improve livability, strengthen neighborhoods, increase our public safety, expand housing affordability, and build Greensboro's identity as a University City.



**Growing Economic Competitiveness** describes building a prosperous, resilient economy that creates equitable opportunities to succeed. This Big Idea includes strategies designed to strengthen our economy through job creation and attraction, diversification of our local economy, and building a steady and growing tax base.

# Comments from General Input Questions Online

<https://planprescott.com/public-participation/>









# What else is important for Quality of Life?

What other Big Ideas should we be considering?

- **Community Resiliency** (Housing, Fire Adaptive Community, water, circulation, Environmental, Conservation)
- **Creating Great Places** (would include Downtown, retaining residents, housing, regional parks, maintain small town feel, dark sky community, Recreation)
- **Growing Economic Competitiveness** (employment opportunities, affordable housing, Economic Development, Growth and Cost of Development)