



City of Prescott

Workforce Housing Subcommittee

November 30, 2023 | 1:00 PM
201 S. Cortez Street
Community Development Conference Room
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

Vice Chair Rocha called the meeting to order at 12:58pm.

2. ROLL CALL

Jon Rocha - Vice Chair
Anthony Teeters - Member
Nicole Kennedy - Member

3. DISCUSSION & ACTION ITEMS

- A. Presentation & Discussion Regarding the Housing Element for the General Plan.
Recommended Action: This item is for discussion only. No formal action will be taken.

Staff Liaison Walton reviewed the draft General Plan Housing Element with the subcommittee.

Community Development Planner Tammy Dewitt reviewed where the information came from in the previous general plan.

Vice Chair Rocha asked who wrote the draft.

Staff Liaison Walton stated that she and Ms. Dewitt took the original data from the 2015 general plan and updated the data within.

Member Kennedy asked about the format and whether there should be a call to action.

Ms. Dewitt stated that each element will be combined with other elements to create livability goals and each element will fit under the main section of the plan. Ms. Dewitt stated that an introductory paragraph would be appropriate. She stated the elements won't be in their own chapters but will be under larger goals and subcategories.

Staff Liaison Walton asked if the goals should be first or an introduction and history first.

Ms. Dewitt stated that introductions and histories would be separate from the goals.

Staff Liaison Walton restated that the general flow of the draft will not be the final

version, but the general plan will take the sections and put them where appropriate in the general plan.

Vice Chair Rocha stated that the general plan is a higher view and does not always include the steps to get there.

Ms. Dewitt stated the goals would be in the implementation section.

Staff Liaison Walton stated that they should show the large goals to achieve and mention ideas, so they need to be broad enough to be applied later as the markets will change.

Vice Chair Rocha stated that the goals will be finalized by the committee.

Staff Liaison Walton stated that the draft is to explain the situation and some possible solutions.

Ms. Dewitt said that the subcommittee doesn't have to use the old data from the previous plan.

Council Liaison Cantelme stated that it is supposed to be a higher, simpler view. She stated that it needed to be a simple and suggestive document.

Member Kennedy stated it could be challenging to create the draft not knowing how exactly it would fit into the plan.

Staff Liaison Walton asked if there were any updates.

Member Kennedy stated she did make some adjustments in the online document.

Vice Chair Rocha stated they should talk through the purpose of each header prior to getting into the text.

Staff Liaison Walton stated that a good, high-level introduction is important and it should state that workforce housing is a concern in Prescott.

Vice Chair Rocha stated it should be more balanced.

Member Kennedy stated it's important to mention that this has been an ongoing issue.

Staff Liaison McInnes asked if they would be discussing housing stock or affordability.

Staff Liaison Walton stated that all are touched including zoning. She reviewed a draft introduction and the neighborhoods and housing balance section.

Vice Chair Rocha stated that it feels like a redundant section. He asked about inputting the stakes of what it would look like if housing isn't addressed.

Staff Liaison Walton stated that they could put in a statement about recognizing the risk.

Ms. Dewitt said that they want to make sure the goals are attainable.

Vice Chair Rocha stated that it's important to paint the picture.

Council Liaison Cantelme stated that they could put in who would require or use the document.

Vice Chair Rocha stated that they could mention that the goals are important for economic development.

Ms. Dewitt stated that housing is part of economic development.

Vice Chair Rocha stated that it should be included in the introduction.

Member Kennedy asked if they wanted to discuss how Prescott is supposed to be "Everybody's Hometown", but we don't have housing for everyone.

Staff Liaison Walton stated that they will remove the neighborhood and housing balance section. She also stated that it should be kept in mind that this is an overall housing element, not just for workforce. She continued reviewing.

Vice Chair Rocha stated that the generational and lifestyle diversity section has phrasing that makes it seem like the community has chosen to move away from the diversity. He said it shouldn't seem intentional. He said this section wasn't discussing housing. He stated that it should say Prescott is striving to have diversity.

Council Liaison Cantelme agreed that they should put striving.

Vice Chair Rocha stated that it should say the trends pose a challenge to meet the goal.

Staff Liaison McInnes asked if the goal was to not be a retirement community.

Vice Chair Rocha stated that Prescott wants to be home for everyone.

Staff Liaison McInnes stated that the goal should be clear.

Vice Chair Rocha stated that this is an opportunity to mention that Prescott wants to move away from the trend of being a retirement community.

Staff Liaison Walton rewrote the section with input.

Vice Chair Rocha asked if they could put in that they don't feel that a retirement community is sustainable.

Ms. Dewitt stated that the subcommittee should put in all of the information they want and it will get clarified through the process.

Staff Liaison Walton continued to revise the section.

Member Teeters mentioned the median age.

Vice Chair Rocha stated that the median age should include the challenges that can come with it. He stated that the more the median age increases, the more there will be a need for service jobs, healthcare jobs, and first responder jobs. He asked if transportation is included in this section.

Ms. Dewitt stated no but it does affect commuting.

Staff Liaison Walton reviewed the revision. She updated a section with how the trend has continued and that these issues have been ongoing. She stated that this information would show that something needs to be done.

Vice Chair Rocha stated that this is a 10-year document, and it should be more specific about how the growing median age affects the community and the workforce housing needs.

Member Kennedy stated that there should be data describing the age demographics of people moving here and how it's pushing out affordability for younger families and workforce.

Vice Chair Rocha stated it's important to draw the correlation between the aging demographics and how they need the workforce to service them.

Staff Liaison Walton reviewed the revised section.

Vice Chair Rocha stated that this is a byproduct.

Member Teeters said it was a byproduct of demographic trends.

Vice Chair Rocha asked if that could be expounded on.

Staff Liaison McInnes stated he would like to show the housing demand trends as well.

Staff Liaison Walton stated that they are currently discussing the diversity of the households.

Staff Liaison McInnes stated that he can get older versions of the graphs as well.

Vice Chair Rocha stated that older graphs will show the trend.

Ms. Dewitt stated that history will be shown in different sections of the plan.

Member Kennedy asked about doing a pie chart.

Staff Liaison Fraser stated that there are pie graphs that APS does regarding age ranges.

Vice Chair Rocha stated that the charts paint the picture. He asked if a chart could be made to correlate the demand for jobs to the age increase. He mentioned that it would be beneficial to show the need.

Ms. Dewitt stated that a goal could say that a percentage of new developments need to have workforce housing.

Vice Chair Rocha stated that a policy addressing that would give it teeth.

Staff Liaison McInnes discussed one of the general plan topics and where people want the workforce to live.

Council Liaison Cantelme stated that Prescott Valley is considered a bedroom community for Prescott.

Member Kennedy stated that, historically, people have gone to surrounding communities, but now those aren't affordable now either.

Staff Liaison Walton included a portion for possible policies regarding percentages of housing units.

Vice Chair Rocha stated that the water policy should be reviewed in the short term to see if incentives could be provided for workforce housing.

Council Liaison Cantelme stated that water is Prescott's currency and bargaining tool.

Staff Liaison Walton revised the section on formulating affordable workforce housing solutions. She discussed doing a summary of the goals at the end.

Vice Chair Rocha stated that would help them to stand out.

Ms. Dewitt stated that every section would have a goals and strategy section.

Member Kennedy asked if they needed to be broad.

Ms. Dewitt said it could be, but there will be an implementation section to hold Council accountable for.

Council Liaison Cantelme stated that the City would be incentivizing. She stated that there are things the City can and cannot do.

Staff Liaison Walton reviewed the previously revised sections.

Member Kennedy asked for a pie chart of national averages to show how Prescott is different.

Vice Chair Rocha asked Ms. Dewitt for a goal example.

Ms. Dewitt stated that the goals are still with each department and she hasn't reviewed them yet.

Staff Liaison Walton stated that one of the previous recommendations in the 2015 plan was to work with Yavapai County to create a housing authority. She stated that goals can be specific. She reviewed the housing trends section.

Vice Chair Rocha stated that the decline in permits could also be attributed to land.

Staff Liaison Walton stated that annexations happen often and that the permit chart was just due to economic issues. She reviewed the construction aspect of the permit section.

Member Kennedy suggested writing that the concerns are not always based on facts.

Staff Liaison Walton stated they could discuss community education and add in a goal for education.

Staff Liaison McInnes asked whose responsibility it is to reach out for education.

Member Teeters stated that it should be everyone's.

Council Liaison Cantelme stated that for too long no one has taken responsibility.

Staff Liaison Walton stated that with this committee, many different entities are being engaged.

Vice Chair Rocha stated that no one has been held accountable and that builders and developers have stated that they will try, but it depends on the market.

Staff Liaison Walton asked if there were any other comments on that section.

Vice Chair Rocha asked what the projects are that were mentioned in the draft.

Staff Liaison Walton stated that there is one in Granite Dells Estates and in South Ranch. She stated that it is one large parcel with rentals.

Vice Chair Rocha stated that they are build-to-rent products.

Member Kennedy asked if the project in Prescott Valley was manufactured homes or trailers.

Vice Chair Rocha explained the process.

Staff Liaison Walton stated that they can rephrase horizontal project.

Vice Chair Rocha stated that the plan should mention what the most affordable housing options are. He stated that density is addressed through zoning codes and that this draft should be educational.

Staff Liaison Walton asked where the product should be discussed in the plan.

Member Teeters said it's good where it is.

Staff Liaison Walton reviewed the paragraph regarding zoning and water management policy.

Member Kennedy asked if the data for the American Community Survey could be updated as it has changed.

Vice Chair Rocha stated they do more metro statistics information rather than small town.

Staff Liaison McInnes asked where they would like the data from.

Council Liaison Cantelme and Member Kennedy stated that Zillow would be fine.

Staff Liaison Walton stated that PAAR would be a good resource.

Vice Chair Rocha stated that there isn't a lot of specified data for Prescott. He asked if there was a mention of the WHC specifically and could the data the committee has collected be used in the draft.

Staff Liaison Walton stated yes, and they can include data that the committee has collected.

Vice Chair Rocha discussed the teacher village.

Member Kennedy stated that they are a great piece for education.

Staff Liaison Walton reviewed the revisions.

Vice Chair Rocha stated that there seems to be a push about multifamily.

Member Teeters stated that his rentals get filled within hours of vacancy.

Member Kennedy stated the multifamily graph isn't clear.

Staff Liaison Walton and Staff Liaison McInnes stated the graph is about permits that got pulled, but they will clarify it.

Staff Liaison Walton reviewed the permit graph.

Vice Chair Rocha stated that the information gives good insight into what infill could look like.

Staff Liaison Walton wanted to make sure that the information is valuable and usable and describes the situation.

Vice Chair Rocha stated that the more graphs about multifamily show that the community wants multifamily but he wanted to make sure the goal is clear and that there should be other components.

Member Kennedy stated that the language should include a broad brush solution.

Vice Chair Rocha stated that multifamily makes more of an impact. He recommended having there be more inclusive verbiage to include other housing solutions.

Staff Liaison Walton stated she can reduce the amount of multifamily graphs. She stated that they discuss barriers and build-to-rent projects.

Vice Chair Rocha stated that in the effects of the zoning section it doesn't paint a picture for manufactured homes and single family homes.

Staff Liaison McInnes stated he can find the data for those as well.

Vice Chair Rocha stated that it would bring it all together more, and it allows for a bigger picture.

Staff Liaison Walton added in revisions and notes for revisions.

Vice Chair Rocha discussed different housing types.

Staff Liaison Walton discussed that the product is whatever the market can handle.

Member Kennedy stated that the market is greed-centric.

Vice Chair Rocha talked about the different options for cluster homes. He stated that more data and options and showing the disparity would be beneficial.

Staff Liaison McInnes stated that duplex and triplex were part of single family on the graphs.

Member Teeters stated that clarifying what single family entails would be beneficial.

Vice Chair Rocha stated that pictures would be beneficial.

Staff Liaison Walton stated that if there are projects already in Prescott it would be good to use those as examples.

Staff Liaison Fraser discussed a housing concept on Jacob Lane called Manzanita Villages where it has a more community focus that would work well for the workforce.

Staff Liaison Walton stated that there needs to be diverse options.

Staff Liaison Fraser stated there are a lot of good local examples.

Member Teeters stated people notice eyesores, not density. He discussed that the people involved in the workforce are not criminals and will likely reduce crime.

Staff Liaison Walton reviewed the revisions.

Staff Liaison McInnes asked what the timeline was to update the document.

Staff Liaison Walton stated that it is planned to be presented to the General Plan in January.

Member Teeters stated that the revised version could be sent via email for input.

Staff Liaison Walton stated that there could be an additional January meeting to do one more walk through.

Vice Chair Rocha stated that pushing for only infill would be limiting and that having options for annexing or sprawl should be included for if a project comes up that doesn't fit into infill.

Member Teeters stated that the workforce isn't coming from too far out and people will appreciate working a bit closer even if it means not infill.

Staff Liaison Walton reviewed where sprawl is mentioned in the document.

Vice Chair Rocha clarified what sprawl meant in one of the sections.

Staff Liaison Walton added in a revision to remove a section about solutions to sprawl as the draft is about housing solutions, not sprawl solutions.

Vice Chair Rocha discussed a section regarding vacant lots within the city where it seems like infill is encouraged.

Staff Liaison Walton stated that the section he is referring to is about density.

Member Teeters stated that the draft should not advocate for one type of product.

Vice Chair Rocha stated that infill makes him think of smaller lots and multifamily lots.

Member Kennedy stated that the start and the end of the document are important to tie them all together.

Staff Liaison Walton stated that in solutions they will talk about policies and encouraging annexations that present higher density workforce housing developments and encouraging a variety of products.

Vice Chair Rocha asked if the General Plan Committee should consider offsite or factory-built homes. He stated that using factory built includes manufactured homes but doesn't have the negative connotation with it.

Staff Liaison Walton stated that due to zoning they need to have manufactured homes in there but could have factory built next to it to start changing the narrative.

Staff Liaison McInnes stated that there is a large stigma locally regarding manufactured homes.

Member Teeters stated that older generations expect them to be trailers.

Member Kennedy stated there are some dilapidated trailers in town.

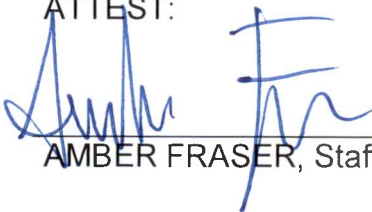
Staff Liaison Walton asked if there were any other strategies or goals the subcommittee would like to add.

Member Teeters asked that the draft be sent out to the subcommittee prior to it being sent out to the whole committee for review.

4. **ADJOURNMENT**

Adjourned at 3pm.

ATTEST:



AMBER FRASER, Staff Liaison

Jon Rocha, Vice Chair