City of Prescott
Planning & Zoning Commission

January 9, 2025 | 9:00 AM
201 N. Montezuma Street
Council Chambers, 3rd Floor
Prescott, AZ 86301

AGENDA

The following Agenda will be considered by the **Planning & Zoning Commission** at their meeting to be held **January 9, 2025**. Notice of this meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02.

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **DISCUSSION & ACTION ITEMS**
   - A. Approval of the December 12, 2024 Planning & Zoning Commission Meeting Minutes.
     Recommended Action: MOVE to approve the minutes as presented
   - B. **REZ24-003 & GPA24-001:** A Request for a Rezoning from SF-9 (Single-Family) to MF-H (Multi-Family- High Density) and a Minor General Plan Amendment from Low-Medium Residential to Medium-High Residential on a Total of 0.6 Acres. The Overall Project Area is 3.279 Acres for a Proposed 106-unit Apartment Project. Location: APN 109-13-002E, G, and J, 500 S Marina Street. Owner: YH Development Properties LLC. Applicant: Michael Taylor Architects Inc.
     Recommended Action: 1) MOVE to recommend approval of GPA24-001; and 2) MOVE to recommend approval of REZ24-003 subject to substantial compliance with the site plan
   - C. **GPA22-001:** Presentation & Discussion Regarding the Updated City of Prescott General Plan. Applicant: City of Prescott; Community Development.
     Recommended Action: This item is for discussion only. No formal action will be taken, and the Commission will provide input and ask questions of staff
4. **STAFF UPDATES**
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 1/2/25 at 12:00 p.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

Sarah M. Siep

Sarah M. Siep, City Clerk

TO:	MAYOR AND CITY COUNCIL
AGENDA:	January 9 Planning & Zoning Commission Meeting
DATE:	January 9, 2025
DEPT:	Community Development
ITEM #:	3.A
SUBJECT:	Approval of the December 12, 2024 Planning & Zoning Commission Meeting Minutes.

ITEM SUMMARY

This item is for approval of the November 14, 2024 Planning & Zoning Commission meeting minutes. Staff recommends approval of the minutes as presented.

BACKGROUND

None

FINANCIAL IMPACT

There is no fiscal impact at this time.

RECOMMENDED ACTION

MOVE to approve the minutes as presented

ATTACHMENTS

1. December 12, 2024 P&Z Minutes

CITY OF PRESCOTT
December 12, 2024 | 9:00 AM

201 N Montezuma Street
Council Chambers, 3rd Floor
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

Chairman Michelman called the meeting to order at 9:00 a.m.

2. ROLL CALL

Don Michelman, Chair
Thomas Reilly, Vice Chair
Thomas Davis, Member
Susan Graham, Member
Thomas Hutchison, Member
James Kleczewski, Member
James Whiting, Member

3. DISCUSSION & ACTION ITEMS

A. Approval of the November 14, 2024 Planning and Zoning Commission Meeting Minutes.

MOTION BY COMMISSIONER REILLY TO APPROVE THE NOVEMBER 14, 2024 MEETING MINUTES; SECONDED BY COMMISSIONER GRAHAM; PASSED (7-0)

B. **CSP24-001:** Proposed Comprehensive Sign Plan for the New Findlay Hyundai Dealership for Two (2) Monument Signs. Location: 1315 Auto Park Drive, APN: 102-05-032T. Property Owner: Cedarwood Ranch LLC. Applicant: Grace Signs Arizona LLC.

Community Planner Tammy Dewitt gave a presentation explaining the proposal. She provided maps showing the locations of the proposed signs and referenced the Land Development Code Section 6.12.5.A.1.D and the allowable height is 12 feet. Additionally, she added that the applicants have received approval from the Federal Aviation Administration (FAA) and is in compliance with the Deep Well Ranch Master Plan. Staff recommends approval of CSP24-001 with the condition of the sign to be turned off one-hour after closing of business or by 10pm, whichever is later.

Chair Michelman asked how tall the Deep Well Ranch development's monument sign is.

Ms. Dewitt stated that she does not know the exact height.

Applicant Michael Donada Signs Plus stated the signs were designed to have the color match surrounding landscape and the heights were proposed to enhance visibility.

Vice Chair Reilly asked how the applicant determined the height needed for the proposed signs.

Mr. Donada said it was based on the speed limit along Willow Creek Road, the ability to be seen from both directions of the intersection at Willow Creek Road and Pioneer Parkway, and to allow space for other businesses in the future.

Vice Chair Reilly asked if additional dealerships go into this location would this be their sign as well.

Ben Hollibaugh General Manager Findlay Hyundai said it depends on what other franchises come to the area, but it could be used for directional signs. Additionally, he stated that the signs will provide more visibility to Findlay Hyundai with the goal of keeping customers local.

Commissioner Davis asked what time they will close.

Mr. Hollibaugh stated they open at 7am for service and close at 6pm and sales close at 7pm.

Commissioner Hutchison asked for additional information why a 38-foot sign is needed.

Mr. Hollibaugh responded the sign was designed based on the height of the Deep Well Ranch monument sign and the speed limit on Willow Creek Road. He believes the sign height will help the business stand out.

Commissioner Hutchison stated it sounds like the applicant wants 38 feet but does not need this height.

Mr. Hollibaugh said that is correct.

Chair Michelman does not have a problem with the 21-foot sign but does have issues with the 38-foot sign.

Commissioner Kleczewski stated that he does not believe that a 38-foot sign will enhance the business' success. Additionally, he stated the proposed sign is much taller than all other dealerships in the Prescott area.

Commissioner Graham also has an issue with the height of the sign.

Commissioner Hutchison stated there are no obstructions in the area and the need for a 38-foot sign is not essential.

Commissioner Whiting would like to see the sign height reduced and believes 21 feet is reasonable.

Vice Chair Reilly said he does not like the height of the sign but does like Hyundai increasing sales for economic development. Additionally, he asked if the applicants could reduce the height.

Mr. Donada stated that the sign is designed to allow additional dealerships to be added to the sign and if the panels are removed new dealers will want their own signs.

Vice Chair Reilly asked if there is a way that staff could enforce no additional signs in this area.

Ms. Dewitt responded that staff were told this was the only business going in the proposed location and without knowing the other business' one monument sign for all business' could not be enforced.

Mr. Hollibaugh stated that they want to be a partner with the City of Prescott and are open to compromise on the height of the sign.

Chair Michelman asked if the applicants would like to resubmit the application.

Ms. Dewitt stated the commissioners can recommend different heights as part of their approval recommendation.

Chair Michelman recommended both signs should be 21 feet.

Mr. Donada said that they would like a recommendation for approval with recommendations of a height that could be approved.

Commissioner Kleczewski recommended both signs be 22 feet to be consistent with other dealerships in the area.

Matt Podracky Deputy City Attorney asked the applicant to verify the width of the sign will stay the same with the reduced height.

Mr. Hollibaugh stated the width will remain the same.

Commissioner Hutchison recommended a motion for the signs to be 21 feet in height.

MOTION BY COMMISSIONER REILLY TO RECOMMEND APPROVAL WITH THE CONDITIONS; (1) SIGNS TO BE TURNED OFF 1 HOUR AFTER CLOSING OR 10PM WHICHEVER IS LATER; (2) HEIGHT OF BOTH SIGNS DOES NOT EXCEED 22 FEET; SECONDED BY COMMISSIONER HUTCHISON: (PASSED 7-0).

4. UPDATES

Ms. Dewitt provided information on the next Planning and Zoning Commission meeting on January 9th, 2025. The two topics will be an introduction to the 2025 General Plan and a rezoning of 500 Marina Street.

5. ADJOURNMENT

There being no further business to discuss, Chairman Michelman adjourned the meeting at 9:30 a.m.

_____

DON MICHELMAN, Chairman

ATTEST:

_____

Recording Secretary

TO:	MAYOR AND CITY COUNCIL
AGENDA:	January 9 Planning & Zoning Commission Meeting
DATE:	January 9, 2025
DEPT:	Community Development
ITEM #:	3.B
SUBJECT:	**REZ24-003 & GPA24-001:** A Request for a Rezoning from SF-9 (Single-Family) to MF-H (Multi-Family- High Density) and a Minor General Plan Amendment from Low-Medium Residential to Medium-High Residential on a Total of 0.6 Acres. The Overall Project Area is 3.279 Acres for a Proposed 106-unit Apartment Project. Location: APN 109-13-002E, G, and J, 500 S Marina Street. Owner: YH Development Properties LLC. Applicant: Michael Taylor Architects Inc.

ITEM SUMMARY

The subject project area is currently zoned residential Single-family 9 (SF-9) and Multifamily-High Density (MF-H) located at the end of South Marina Street and totals 3.279 acres. The three small parcels zoned SF-9 is approximately 0.6 acres of the project area. The properties around the subject site are (Multifamily- High Density) to the north, west, and south; and Single Family (SF-9) to the east. It is the request of the property owner to rezone the 0.6-acre portion to Multifamily-High Density (MF-H) to be the same as the rest of the project area and to allow the proposed 106-unit apartment project.

The rezoning request was heard at the May 9, 2024, Planning and Zoning Commission meeting and then both the rezoning and General Plan Amendment were heard at the May 30, 2024, meeting for a proposed 90-unit apartment complex. Both requests passed 4-0. Since the meeting, the applicant has redesigned the site and added 16-units to its proposed development for a total of 106-units.

BACKGROUND

The property has a lot of history. It was a former children's hospital, a mental hospital, and the last use was Yavapai County Development Services offices until 2012. The building has been vacant since. A demo permit was issued in November of 2023.

Proposed Project

The proposed project includes the creation of a 106-unit apartment complex with a revised site plan. The buildings vary from 2-3 stories consisting of one- and two-bedroom units.

This would be considered an infill development due to sewer and water are in the area to provide the required infrastructure for this project. Only a small portion needs to be rezoned due to the rest of the project area already having the zoning needed for the proposed project.

Code Compliance

City staff from various departments have reviewed the conceptual project and found that it appears to meet City Code requirements. These are preliminary determinations based upon the limited information available at this time. If the rezoning is approved, much more detailed plans will be required and a more detailed examination by staff will occur.

Compatibility

This property is bound by residential and office type uses. Compatibility is achieved because of the diverse uses in the area and being located close to downtown.

Issues for Consideration (LDC 9.15.5)

A. Consistency (or lack thereof) with the Prescott General Plan, and other adopted plans.
B. Compatibility with the present zoning and conforming uses of nearby property and with the character of the neighborhood
C. Suitability of the subject property for uses permitted by the proposed zoning district
D. Suitability of the subject property for the uses permitted by the existing district; and
E. Availability of sewer, water, and stormwater facilities

Minor General Plan Map Amendment
The 2015 General Plan designated this area for Low-Medium Residential Density (1-7 DU/acre) due to the historic use of the property as a parking area for the uses in the main building next door. Adjacent designation to the north, south, and west is for Med-High Residential Density (8-32 DU/acre). This application requires a Minor General Plan Map amendment to allow for the proposed zoning and density proposed.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

1) MOVE to recommend approval of GPA24-001; and 2) MOVE to recommend approval of REZ24-003 subject to substantial compliance with the site plan

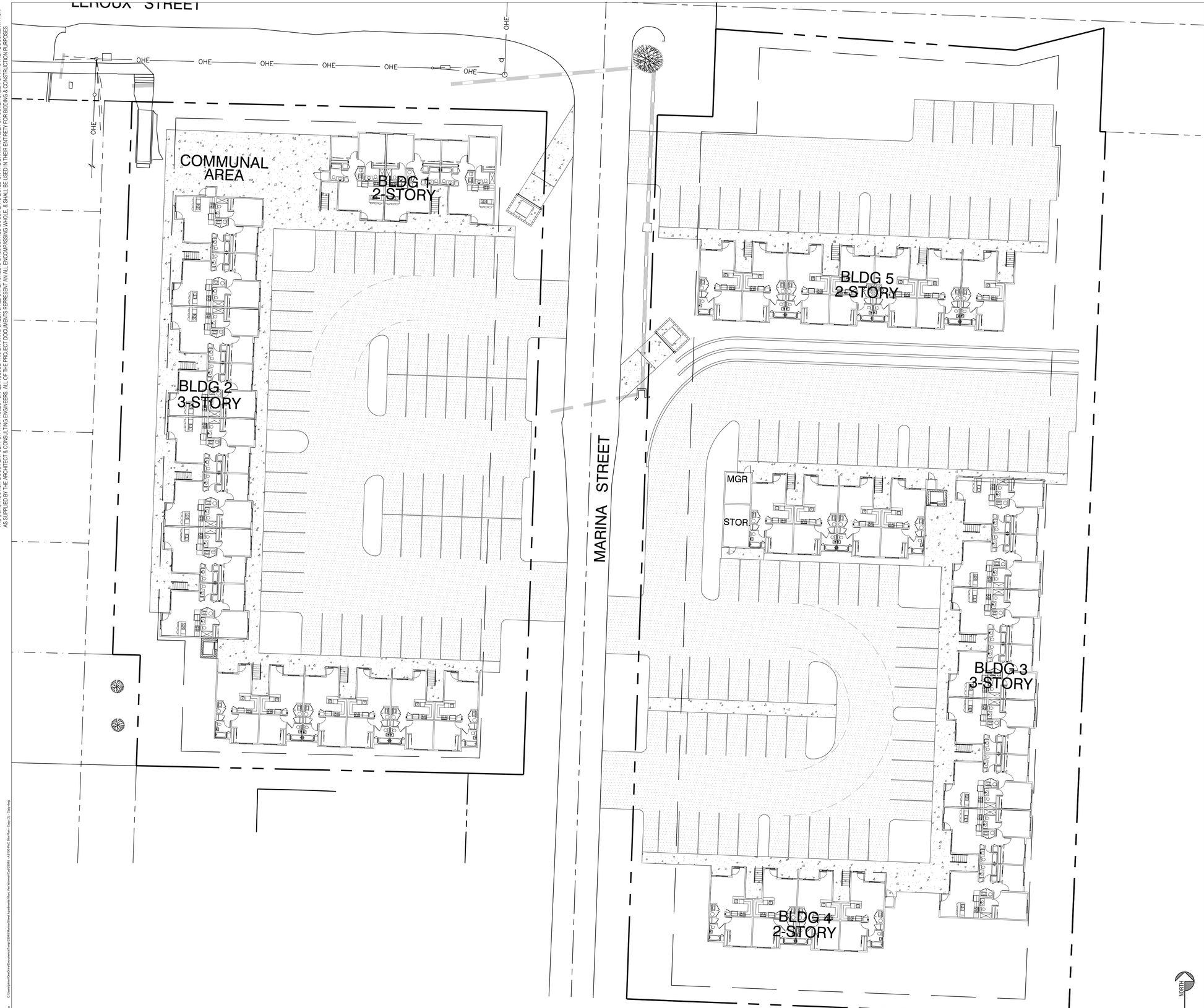
ATTACHMENTS

1. Narrative
2. New Site Plan
3. Support Letter
4. Presentation

Project Narrative

This project will consist of developing the combined parcels at 500 S Marina Street into a (5) building apartment complex. The buildings will vary from 2 to 3 stories and will have a total of 106 one- and two-bedroom units. The combined total 3.5 acres at 3 units for the first 7,500 square feet and 1 unit per additional 1,400 square feet will support the 106 units. Utilzing the allowed parking reduction of including senior apartment units, a total of 153 parking spaces will be built for this site. This differs from the original submittal by increasing the unit count from 90 units to 106 with additional site parking and a slightly altered site layout.

THE CONSTRUCTION DOCUMENT SET FOR THIS PROJECT SHALL INCLUDE THIS DRAWING SHEET, & ALL OTHER SHEETS & ASSOCIATED DOCUMENTS LISTED ON THE DRAWING INDEX ON COVER SHEET, & ANY OTHER DOCUMENTATION AS SUPPLIED BY THE ARCHITECT & CONSULTING ENGINEERS. ALL OF THE PROJECT DOCUMENTS REPRESENT AN ALL ENCOMPASSING WHOLE, & SHALL BE USED IN THEIR ENTIRETY FOR BIDDING & CONSTRUCTION PURPOSES



1 SITE PLAN

NORTH

SCALE: 1" = 20'-0"

OWNER
YH DEVELOPMENT PROPERTIES LLC
1645 WEST MOORE ROAD
TUCSON, ARIZONA 87555
(928) 237-7154

ARCHITECT
MICHAEL TAYLOR ARCHITECTS, INC.
118 SOUTH PLEASANT STREET
PRESCOTT, ARIZONA 86303
(928) 445-0626

PROJECT TEAM

PARCEL #:	109-13-001D
SUBDIVISION & LOT #:	PRESCOTT ORIGINAL TOWNSITE
JURISDICTION:	CITY OF PRESCOTT
ZONING:	MULTI-FAMILY HIGH DENSITY (MF-H) ZONING
SETBACKS:	20'-0" FRONT / REAR 7'-0" SIDES
ASSESSOR ACRES:	3.5 ACRES
PROJECT ADDRESS:	500 SOUTH MARINA STREET
PARKING REQUIRED: PER COP LDC TABLE 6.2.3:	1-BEDROOM: 52 UNITS = 52 SPACES 2-BEDROOM: 27 UNITS = 54 SPACES 2-BED SENIOR: 27 UNITS = 27 SPACES GUEST SPACES: = 20 SPACES TOTAL PARKING REQUIRED = 153 SPACES
PARKING PROVIDED:	153 PARKING SPACES
ALLOWABLE UNITS:	3 UNITS PER FIRST 7,500 SF = 3 UNITS 1 UNIT PER ADDITIONAL 1,400 SF = 103 UNITS TOTAL UNITS = 106 UNITS [(152,460 SF - 7,500 SF) / 1,400 SF = 103.54]

PROJECT DATA

GOVERNING BUILDING CODES

ALL CONSTRUCTION SHALL COMPLY WITH THE FOLLOWING CODES AND AMENDMENTS PER THEIR ADOPTING ORDINANCES:

2018 INTERNATIONAL BUILDING CODE
2018 INTERNATIONAL MECHANICAL CODE
2018 INTERNATIONAL PLUMBING CODE
2017 NATIONAL ELECTRICAL CODE
2010 ADA STANDARDS FOR ACCESSIBLE DESIGN
2012 INTERNATIONAL ENERGY CONSERVATION CODE

ALL PRODUCTS LISTED BY I.C.B.O./N.E.R. NUMBER(S) SHALL BE INSTALLED PER THE REPORT AND MANUFACTURER'S WRITTEN INSTRUCTIONS. PRODUCT SUBSTITUTION(S) FOR PRODUCT(S) LISTED SHALL ALSO HAVE I.C.B.O. APPROVED EVALUATION REPORT(S) OR BE APPROVED AND LISTED BY OTHER NATIONALLY RECOGNIZED TESTING AGENCIES.

APPLICABLE CODES

1. CODES AND AMENDMENTS PER THEIR ADOPTING ORDINANCES.

GOVERNING CODES



MICHAEL TAYLOR ARCHITECTS, INC.
118 SOUTH PLEASANT STREET PRESCOTT, ARIZONA 86303
PHONE 928 . 445 . 0626 WWW . MTAI . NET

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A NEW APARTMENT COMPLEX FOR

MARINA STREET APARTMENTS

500 SOUTH MARINA STREET PRESCOTT, ARIZONA 86303

PRESCOTT ORIGINAL TOWNSITE
APN: 109-13-001D
SW-11 SW-R02W
MF-H ZONING

MTAI PROJECT NUMBER: 23045 PLOT DATE: 10.23.23

DATE: DESCRIPTION:

SITE PLAN

AS101

MEDINA HOSPITALITY

January 2, 2025

Planning & Zoning Commission City of Prescott 201 S. Cortez St. Prescott, AZ 86303

Subject: Support for the Rezoning and General Plan Amendment for Marina Street Apartments (REZ24-003 and GPA24-001)

Dear Members of the Planning & Zoning Commission,

I am writing in support of the proposed rezoning from SF-9 (Single-Family) to MF-H (Multi-Family-High Density) and the Minor General Plan Amendment for the Marina Street Apartments project. The development of this 106-unit apartment complex addresses a critical need for increased housing availability in Prescott, and I urge the Commission to approve the requested changes.

Prescott faces a growing housing challenge as demand outpaces supply. The benefits of additional local housing, particularly multi-family units, are numerous and align with the city's long-term growth and sustainability goals:

1. Addressing Housing Affordability

- The lack of available housing in Prescott has driven up costs, making it difficult for many residents, including young professionals, families, and retirees, to find affordable options.
- Multi-family developments like the Marina Street Apartments increase the housing supply, helping to stabilize or reduce rents and home prices in the area.

2. Supporting Local Economic Growth

- Prescott's economy relies on a diverse workforce, including healthcare workers, educators, service industry employees, and more. Providing housing within city limits ensures these workers can live near their jobs, reducing commuting burdens and fostering community engagement.
- Increased housing availability attracts businesses and investors who see the city as a vibrant and livable place.

3. Promoting Smart Growth and Sustainability

- Developing higher-density housing within the city reduces urban sprawl, preserves open spaces, and minimizes the environmental impact of growth.

- The proposed location on Marina Street is ideal for multi-family housing, offering proximity to city amenities, public transportation, and employment centers, which encourages reduced car dependency and supports walkability.

4. Enhancing Community Diversity

- A mix of housing types, including multi-family units, fosters a diverse community where people of all income levels, ages, and backgrounds can live and thrive.
- The Marina Street Apartments contribute to a balanced housing portfolio that meets the needs of both current and future residents.

5. Meeting State and Regional Housing Goals

- Like many areas in Arizona, Prescott has been tasked with addressing a statewide housing shortage. Projects like this align with state and regional objectives to expand housing options and accommodate population growth.

Conclusion

The Marina Street Apartments project is a vital step toward meeting Prescott's pressing housing needs while supporting its economic and social well-being. I respectfully request that the Planning & Zoning Commission approve the rezoning and general plan amendment to facilitate this much-needed development.

Thank you for considering my comments. Should you have any questions or need additional insights, I would be happy to provide further input.

Sincerely,

Nick Medina
CEO
Medina Hospitality
Em: nick@medinahospitality.com
Ph: 602-751-1486

cc: Tammy DeWitt, Community Planner

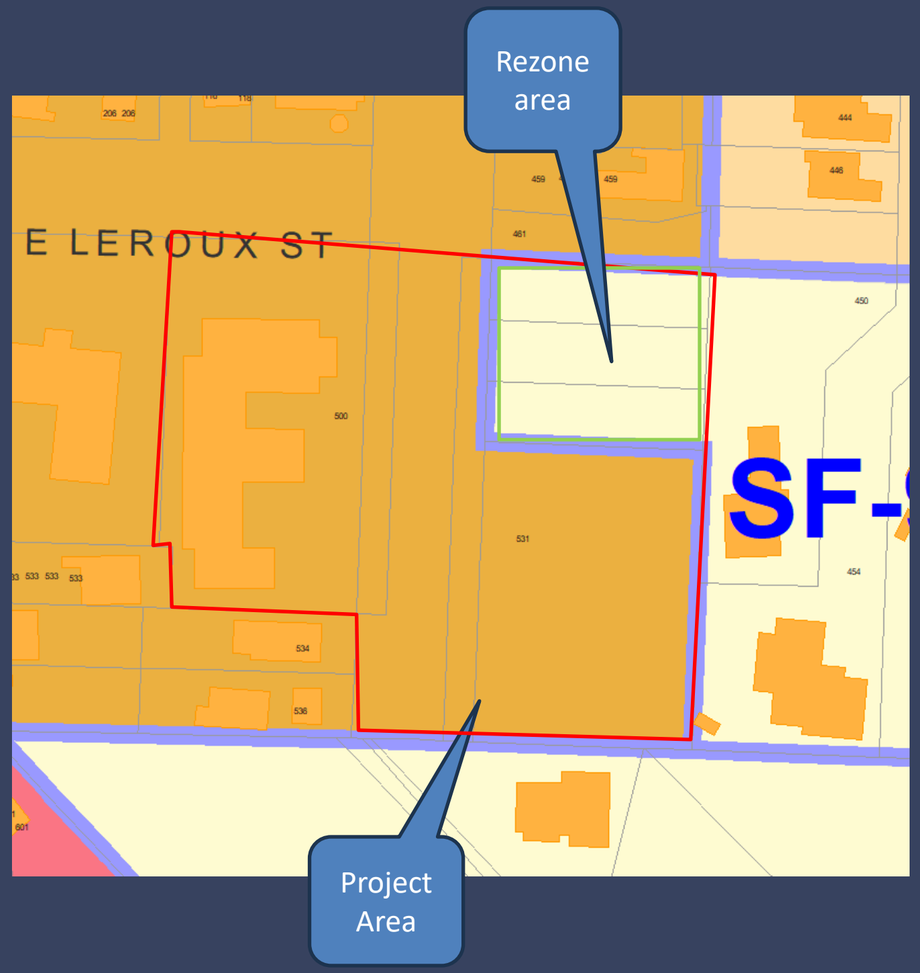
REZ24-003 and GPA 24-001 500 S Marina Street Rezoning

January 9, 2025
PZ Meeting

TAMMY DEWITT



Request



- Rezoning area is 0.6 acre portion of a 3.279 acre project area
- Current Zoning is SF-9 (Single Family
- Proposed Zoning is MF-H (MultiFamily- High Density)
- Proposed Use for overall project is 106 apartment unit infill development
- Minor General Plan Map Amendment from Low-Medium Density to Med-High Density

CITY OF PRESCOTT
ARIZONA

Background

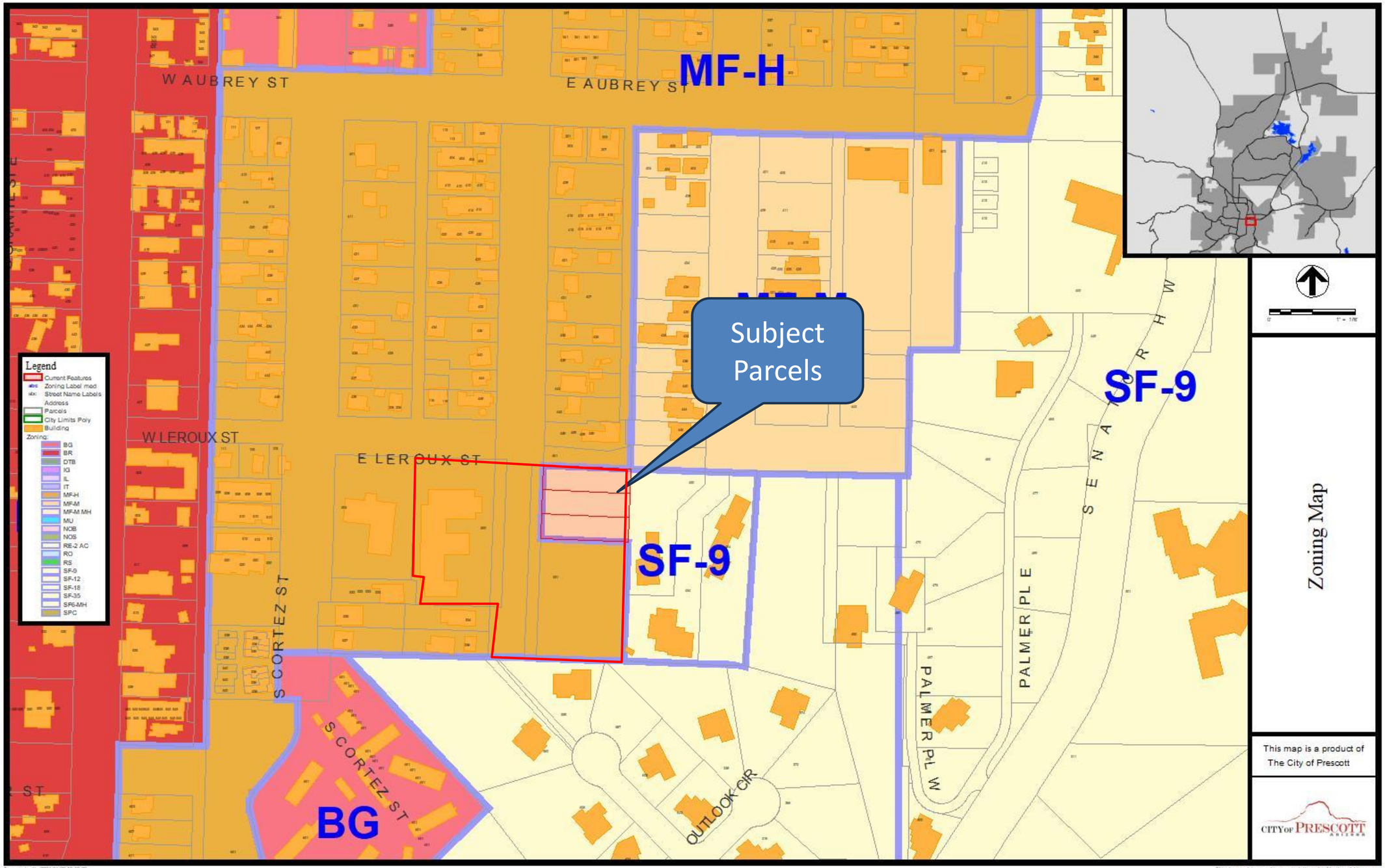


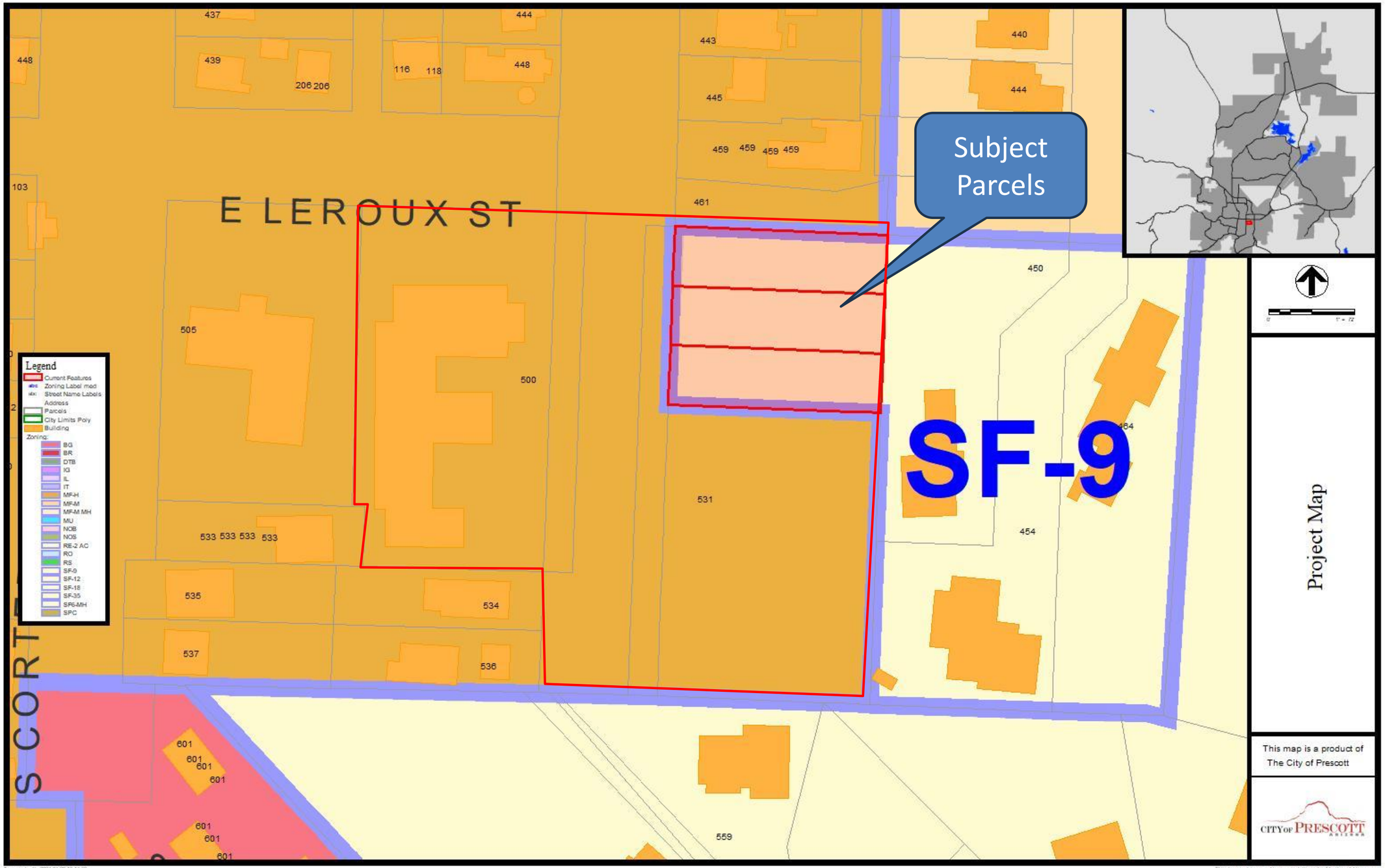
Past Uses of Building

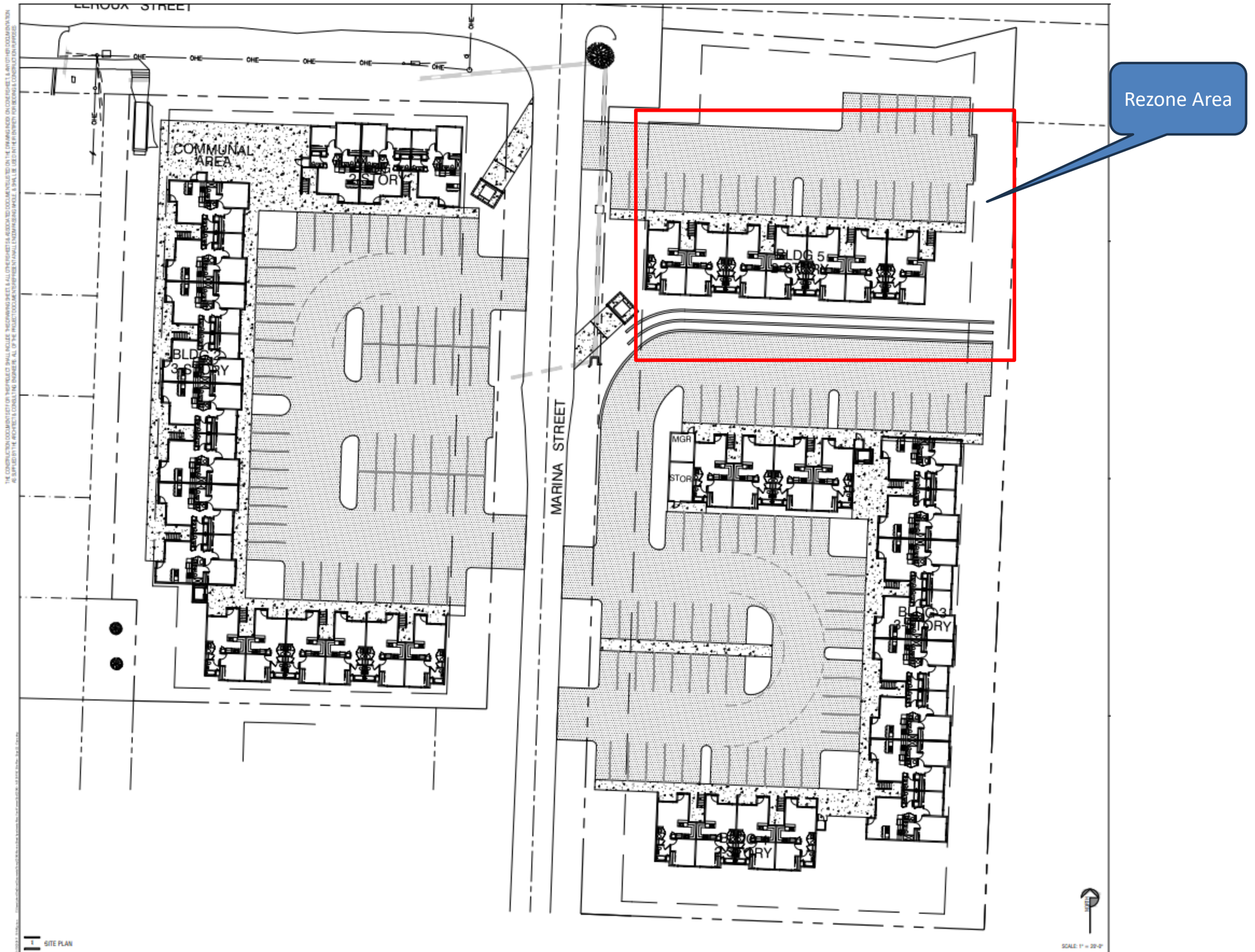
- Children's Hospital
- Mental Hospital
- Yavapai County Development Services
- Vacant since September of 2012

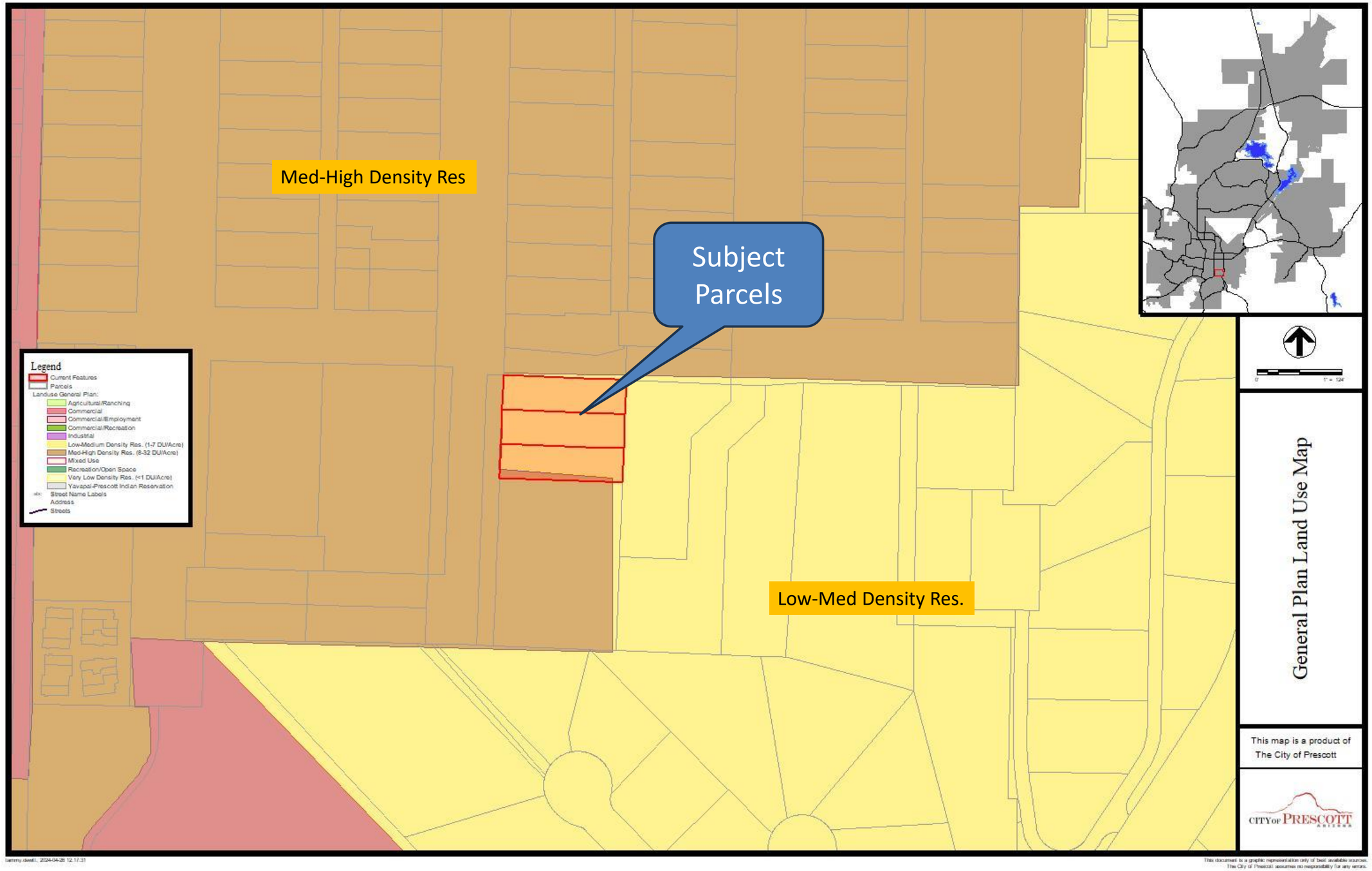
CITY OF PRESCOTT
ARIZONA


Subject Parcels
Legend
Current Features
Street Name Labels
Address
Streets
Parcels
Property Imagery
This map is a product of
The City of Prescott
CITY OF PRESCOTT
CORTEZ ST


MF-H
W AUBREY ST
E AUBREY ST
Subject Parcels
SF-9
W LEROUX ST
E LEROUX ST
S CORTEZ ST
SF-9
BG
S CORTEZ ST
OUTLOOK CIR
PALMER PL W
PALMER PL
SENATOR HWY
Legend
Current Features
Zoning Label mod
Street Name Labels
Address
Parcels
City Limits Poly
Building
Zoning:
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IG
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MF-M
MF-M MH
MU
NOB
NOS
RE-2 AC
RO
RS
SF-9
SF-12
SF-18
SF-35
SF6-MH
SPC
Zoning Map
This map is a product of The City of Prescott
CITY OF PRESCOTT ARIZONA


Subject Parcels
E LEROUX ST
SCORT
SF-9
Legend
Current Features
Zoning Label med
Street Name Labels
Address
Parcels
City Limits Poly
Building
Zoning:
BG
BR
DTB
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IT
MF-H
MF-M
MF-M MH
MU
NOB
NOS
RE-2 AC
RO
RS
SF-9
SF-12
SF-18
SF-35
SF6-MH
SPC
Project Map
This map is a product of The City of Prescott
CITY OF PRESCOTT ARIZONA


LEROUX STREET
COMMUNAL AREA
2 STORY
BLDG 2
3 STORY
MARINA STREET
BLDG 5
MGR
STOR
BLDG 3
3 STORY
Rezone Area
SITE PLAN


Med-High Density Res
Subject Parcels
Low-Med Density Res.
Legend
Current Features
Parcels
Landuse General Plan:
Agricultural/Ranching
Commercial
Commercial/Employment
Commercial/Recreation
Industrial
Low-Medium Density Res. (1-7 DU/Acre)
Med-High Density Res. (8-32 DU/Acre)
Mixed Use
Recreation/Open Space
Very Low Density Res. (<1 DU/Acre)
Yavapai-Prescott Indian Reservation
Street Name Labels
Address
Streets
General Plan Land Use Map
This map is a product of
The City of Prescott
CITY OF PRESCOTT


Area to be Rezoned



Old Yavapai County Development Services Building

Issues for Consideration for Rezoning Requests

A. Consistency (or lack thereof) with the Prescott General Plan, and other adopted plans.
B. Compatibility with the present zoning and conforming uses of nearby property and with the character of the neighborhood
C. Suitability of the subject property for uses permitted by the proposed zoning district
D. Suitability of the subject property for the uses permitted by the existing district; and
E. Availability of sewer, water, and stormwater facilities

CITY OF PRESCOTT
ARIZONA

CODE COMPLIANCE

City staff from various departments have reviewed the conceptual project and found that it appears to meet City Code requirements. These are preliminary determinations based upon the limited information available at this time. If the rezoning is approved, much more detailed plans will be required and a more detailed examination by staff will occur.

CITY OF PRESCOTT
ARIZONA



CITY OF PRESCOTT
ARIZONA

COMPATIBILITY

This property is bound by residential and office type uses. Compatibility is achieved because of the diverse uses in the area and being located close to downtown.

Compliance with General Plan

The 2015 General Plan designated this area for Low-Medium Residential Density (1-7 DU/acre) due to the historic use of the property as a parking area for the uses in the main building next door. Adjacent designation to the north, south, and west is for Med-High Residential Density (8-32 DU/acre). This application requires a Minor General Plan Map amendment to allow for the proposed zoning and density proposed.



Recommended Action

1. Move to recommend approval of GPA24-001
2. Move to recommend approval of REZ24-003 subject to substantial conformance with the Site Plan



TO:	MAYOR AND CITY COUNCIL
AGENDA:	January 9 Planning & Zoning Commission Meeting
DATE:	January 9, 2025
DEPT:	Community Development
ITEM #:	3.C
SUBJECT:	**GPA22-001:** Presentation & Discussion Regarding the Updated City of Prescott General Plan. Applicant: City of Prescott; Community Development.

ITEM SUMMARY

The General Plan is the public document that guides future land use decisions. Zoning, re-zoning and new developments must be consistent with, and conform to, the City's adopted General Plan. The General Plan must be re-adopted or amended at least once every ten years. The Growing Smarter/Growing Smarter Plus legislation, adopted in 1998 and amended in 2000, created a change in the depth of comprehensive planning to be done at the local level.

BACKGROUND

The process for the update of the City of Prescott's General Plan started in 2022. Staff created a 4-phase process to complete the update and have it on the August 2025 ballot.
Phase1 2022: This was the preparation and gearing up phase. We began collecting data and ideas for the update. This stage also helped us determine the scope of the project to update the plan. We:

- Reviewed census data
- Staff reviewed other plans recently updated for ideas and other information being provided.
- City Council appointed an 11-member General Plan Review Committee to help staff with public outreach and to review the updated plan for comments and suggestions.
- Staff created website, www.planprescott.com, to provide information, updates, and other news throughout the process.
- Created handouts about the process.
- Committee members reached out through radio and articles in the paper.

Phase 2 2023: This was the start of the educational process to assure the committee members had a good base of knowledge to delve into the planning process. In this stage we:

- Website launched
- Survey created
- Reviewed existing elements/chapters with Committee for updates and what new information we should review for updates or new elements.
- City Departments began doing presentations to provide information about department and futures goals for plan.
- August 30, 2023, Open House held with over 200 residents
- Went over possible new format of plan to implement with updates.

Phase 3 2024: This phase was the writing, review, and revise phase of the process. Once the General Plan Committee and staff felt it was far enough along, we put it out for the required 60-day public comment period.

- Finished department presentations
- Began update of new draft in new format.
- Committee and City Leadership reviewed draft to provide input and updates.
- August 28th- General Plan Committee voted to move draft forward to 60-day public comment period.
- 60-day public comment period was from September 23rd through November 21st.
- Comments were evaluated and presented to Committee.
- December 11th- Committee voted to move draft forward to public hearings with corrections shown on spreadsheet based on comments received.

Phase 4 2025: This is the last phase to bring the draft through the Public Hearing process to keep it moving forward to be on August 2025 ballot.

Future Land Use Map and Major Plan Amendments

The Land Use Map is used to assist in guiding growth and development consistent with the community's vision and used to determine if a proposed project will require an amendment to the General Plan. The proportion of city land uses dedicated to open space has increased significantly in recent years. Residential land uses often require more in services than they contribute to revenues and commercial/industrial properties contribute more in revenue than they require in services. Therefore, the mix of land uses must be given serious consideration in future area plans, development agreements and annexations. Providing areas for commercial and industrial uses is especially important to not only provide a revenue stream to support services, but to also attract additional employers with competitive compensation.

The challenge for the community is: to ensure the continued vitality and longevity of existing commercial and industrial areas; to create additional sites suitable for business, commercial and industrial development; and to do so without sacrificing the historic and cultural resources and open space valued by the community or cause undue negative impacts on existing neighborhoods. Currently, undeveloped areas represent the best opportunities to improve and maintain a sustainable balance between these types of land uses.

Attached is the updated Future Land Use Map with changes made by staff to verify compliance with Arizona Revised Statute 9-461.06. N which states that private land or Arizona State Land may not be designated as open space, recreational, or ranching without the owner's permission and must allow at least 1 unit per acre. In the slides attached, the changes are shown and explained to meet this requirement.

Major Plan Amendments are a "substantial alteration of the municipality's land use mixture or balance as established in the municipality's existing general plan land use element". ARS Section 9-461.06. H. The City's general Plan is required to define the criteria for determining whether a proposed plan amendment is a "major amendment". The table in chapter 6 delineates the criteria for a Major Plan Amendment when a rezoning in requested.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken, and the Commission will provide input and ask questions of staff

ATTACHMENTS

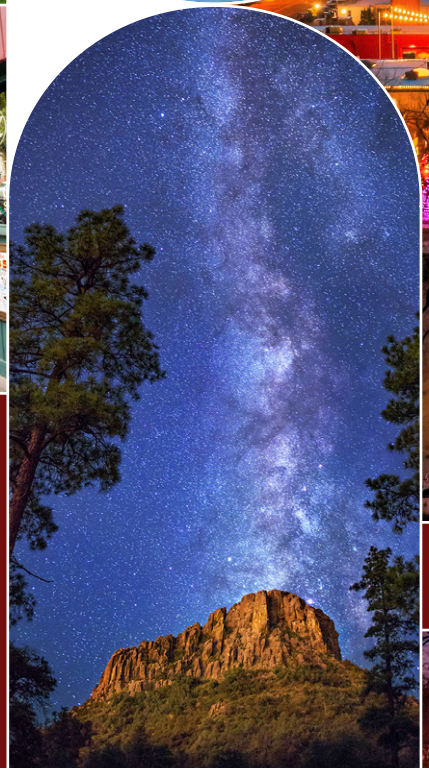
1. Draft_PrescottGeneralPlan_V15
2. Required Elements Information
3. Future Land Use Map
4. 60-Day Public Comment Period Comments
5. Non-Discrimination Paragraph Comments
6. 1.9.25 P&Z GP Presentation
7. State Land Dept Review Comments
8. Deep Well Ranch Comments











PLAN PRESCOTT

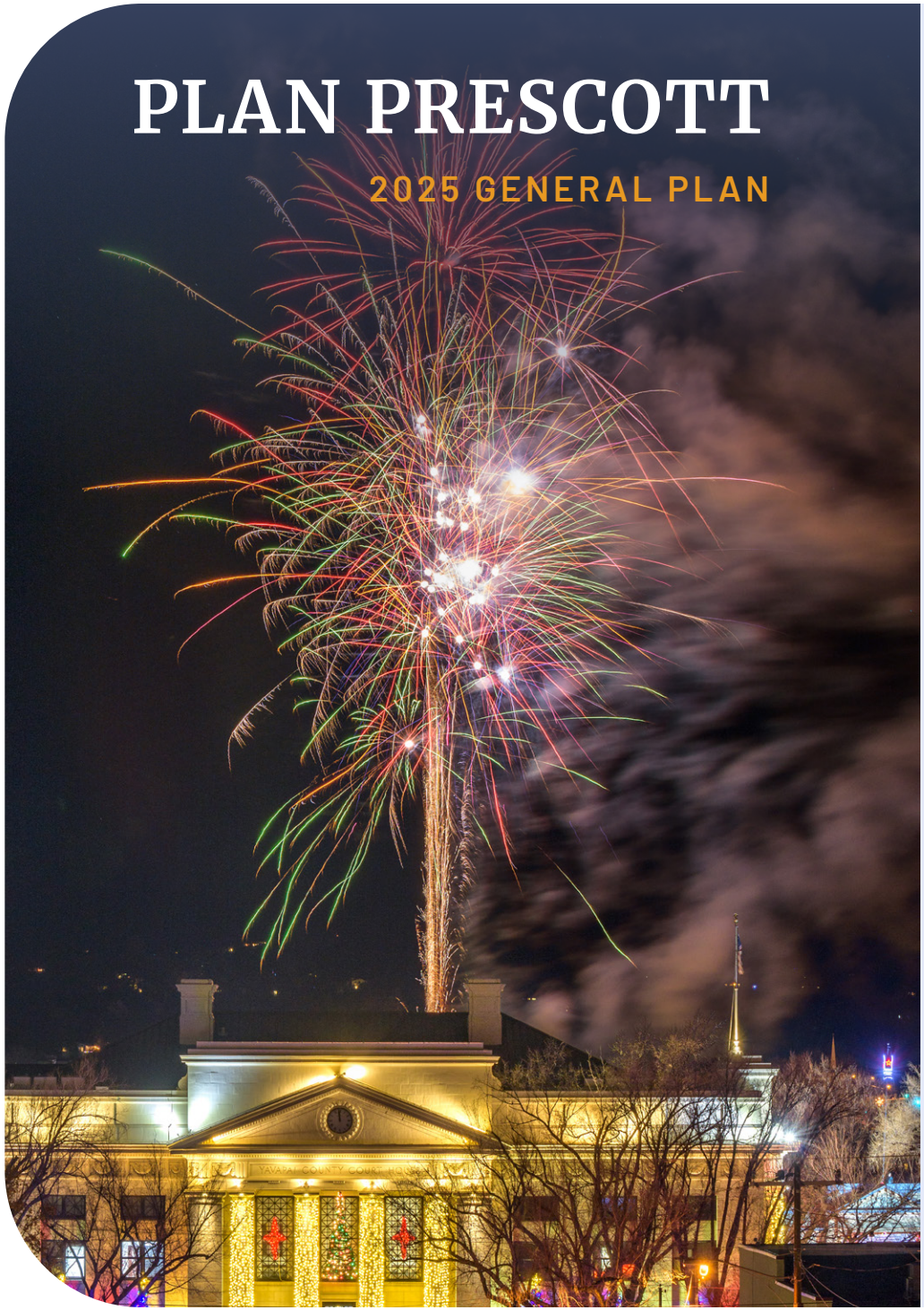
2025 GENERAL PLAN



CITY OF PRESCOTT
ARIZONA

PLANNING THE FUTURE, PRESERVING THE PAST

DRAFT | DECEMBER 2024



CITY OF PRESCOTT

Acknowledgements

The City of Prescott thanks the following individuals for their valuable contributions to the development and realization of the 2025 General Plan:

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PLAN PRESCOTT

2025 GENERAL PLAN



INTRODUCTION

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

What is a General Plan?

In simple terms, the **City of Prescott General Plan** (General Plan) is the guide for land use decisions in Prescott, AZ.

HOW IS THE GENERAL PLAN USED?

Rezoning and new development proposals involving use permits, as well as decisions about public infrastructure, transportation corridors, annexations, and economic development, must be consistent with and conform to the adopted General Plan.

WHY DO WE NEED A GENERAL PLAN?

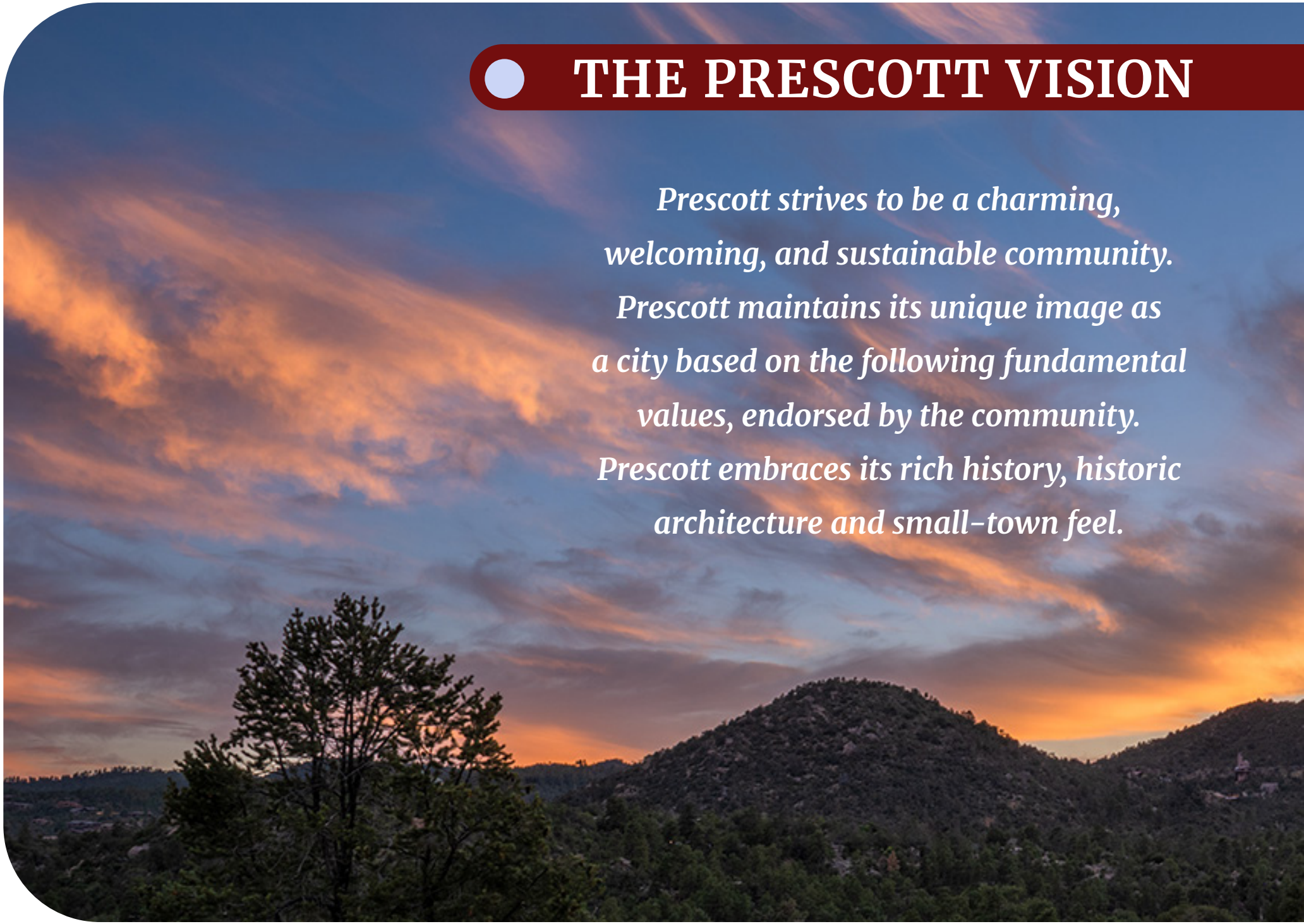
Arizona State Statute (A.R.S.) (§9-461.05) requires that all municipalities must prepare and adopt a comprehensive general plan for the physical development of land within its jurisdiction. It also must be re-adopted or amended at least once every 10 years. The City's General Plan is up for readoption, as the plan was last adopted by voters in 2015. Specific requirements for content are based on the total population of a community. Based on the City of Prescott's (City's) current population, A.R.S. requires the City General Plan to address specific elements. These elements are described and addressed in Chapters 1-5.

Prescott's Vision

The City of Prescott (City) is a city that values the quality of life for all its inhabitants. Prescott is home to people of varying backgrounds, cultures, and perspectives. This cultural diversity keeps the city vibrant and is an asset we should all embrace. The City hopes that all people within its limits feels welcome. As such, the city does not condone discrimination or harassment of individuals based on the identifying characteristics such as race, sex, ethnicity, sexual orientation, gender expression or identity, religious practice, spiritual practice, age, or mental/physical ability.

The Prescott Downtown and Neighborhoods are intertwined in a variety of housing and people-gathering places and activities. The diversity of employment opportunities enable young and working families, as well as retirees, to live in Prescott where they work, shop, worship, attend school, enjoy cultural and recreational activities, and interact in civic forums.

The General Plan complies with the "Growing Smarter/Growing Smarter Plus" legislation adopted by the state in 1998 and amended in 2000 and 2002 (A.R.S. 9-461.05-.07). All sections of this plan, required and voluntary, interact and relate to each other to comprehensively address the challenges Prescott faces.



THE PRESCOTT VISION

Prescott strives to be a charming, welcoming, and sustainable community. Prescott maintains its unique image as a city based on the following fundamental values, endorsed by the community. Prescott embraces its rich history, historic architecture and small-town feel.


Citizen empowerment and involvement in government and community activities
Balance between developed and undeveloped areas, providing diverse housing options among private property, neighborhoods, and communities.
Preservation of community character including environmental, economic, cultural, and historic community assets
Sustainability of economic foundations, neighborhood and community infrastructure, government services at acceptable levels, and water supplies and natural resources
Moderate growth and quality development
Ethic of equality and respect for all community members



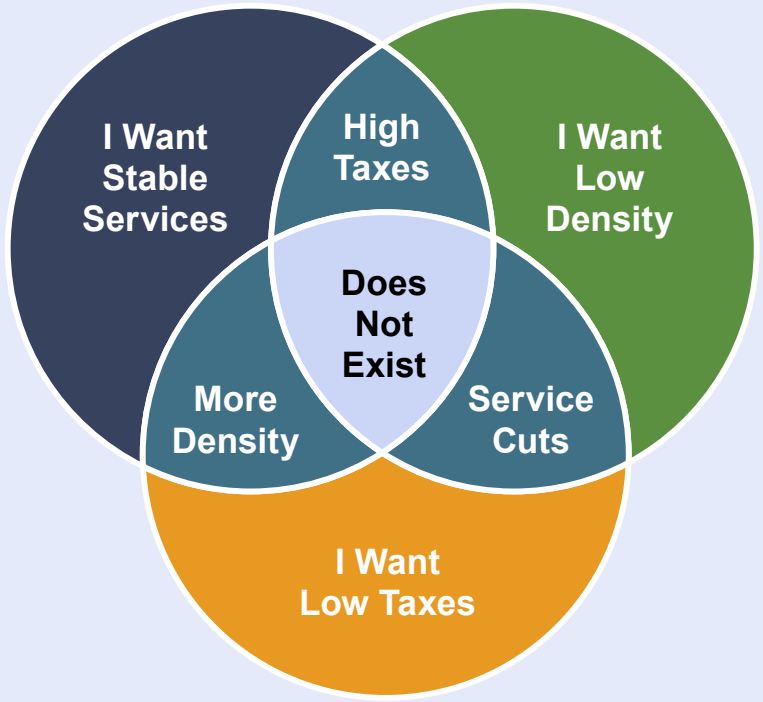
The Challenge for the Community:

Ensure the continued vitality and longevity of existing commercial and industrial areas and create additional sites suitable for business, commercial, and industrial development. Also, to do so without sacrificing the historic and cultural resources and open space valued by the community, without undue negative impacts on existing neighborhoods, and without degrading environmental resources, for example water, which contributes to our quality of life.

Currently undeveloped areas represent the best opportunities to improve and maintain a sustainable balance among these types of land uses and water resources.

FINDING A BALANCE

It is important to remember, that while we all want to do everything we can to make Prescott the best it can be, no one municipality is able to “have it all.” The City is constantly working to find the best balance between providing stable services to its residents, maintaining low taxes, and sustaining a low-density community. Unfortunately, as shown in the Venn diagram, all three are not possible at once. Because this is true, the City has prioritized public outreach to identify what two out of the three options the majority of residents value the most, so that plans for the future of Prescott can be tailored accordingly.



Our Approach

This General Plan organizes the required and volunteer elements under the following chapters based on the City's Livability Goals.

Resiliency and Sustainability
Fire, Environmental Planning, Water Resources, Climate, and Energy

A Community Connected
Circulation, Open Space, Wildlife Corridors, and Digital Connectivity

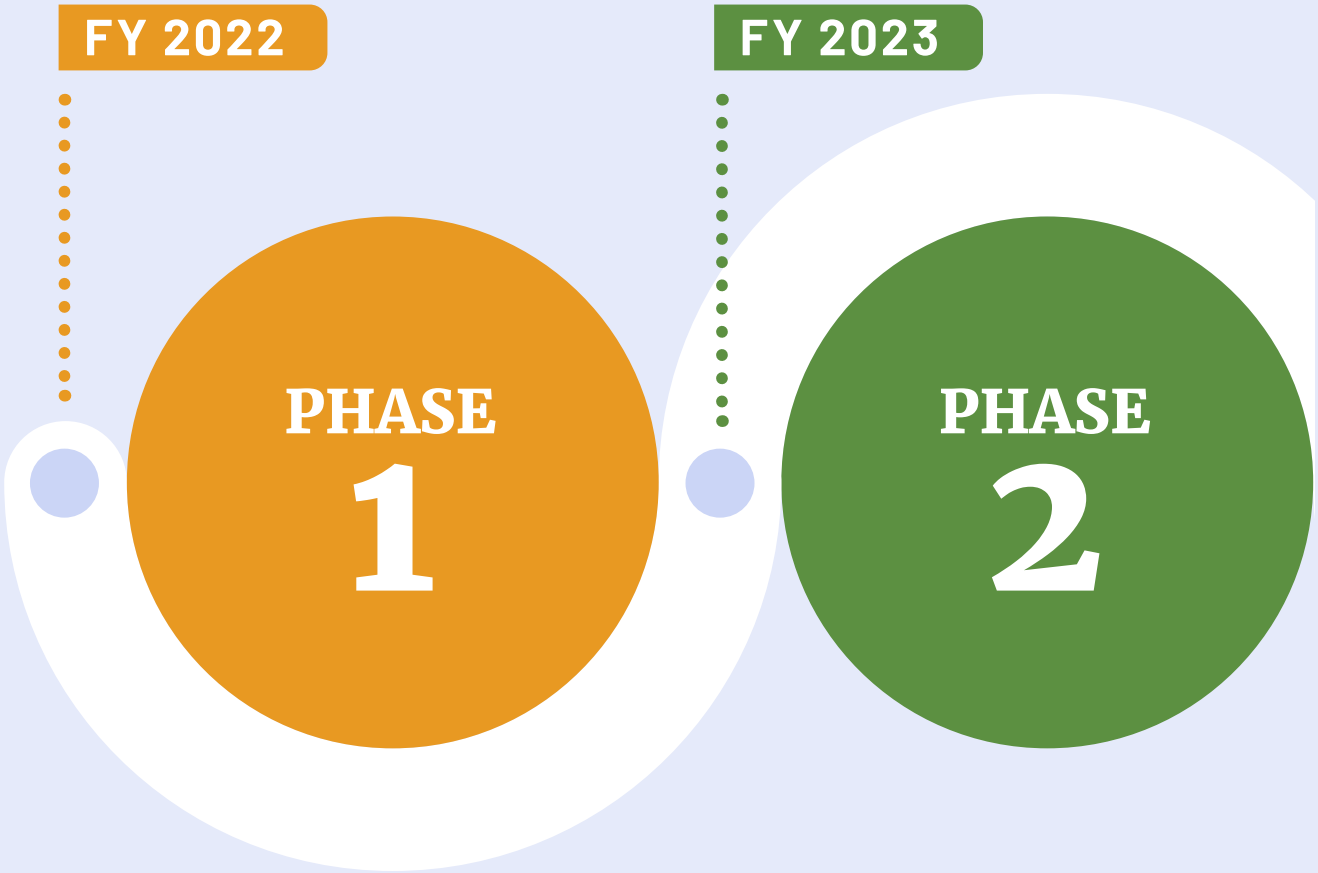
Great Places and Neighborhoods
Land Use and Growth Areas, Historic Preservation, Recreation, Dark Skies, Tree City USA, and Bike and Pedestrian Paths

Economic Competitiveness and Prosperity
Economic Development and Tourism, Growth and Cost of Development, Housing, and the Prescott Regional Airport (PRC)

Community Quality
Police, Educational Assets, Library, Community Center, Healthcare Assets and Ambulance Coverage, and Arts and Culture



The General Plan Process



PHASE 1 – FY 2022

The initial phase of the General 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 Citizen Review Committee, and started creating the Plan Prescott website and informational handouts.

PHASE 2 – FY 2023

The following year, the City prioritized engaging the public to gather ideas and information, which will continue for the duration of the General Plan process. The Plan Prescott website was launched, and various forms of public outreach also began. Events like open houses, workshops, etc. were held and multiple surveys were conducted.



FY 2024

FY 2025

PHASE 3

PHASE 4

PHASE 3 – FY 2024

In 2024, all the research and preplanning efforts were compiled into a draft of the General Plan document. There were reviews by the General Plan Committee, the City's legal team, the Planning and Zoning Commission, City Council, and more. Revisions were incorporated, and a more final draft was brought forward to the public for the 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 able to provide feedback either in-person or virtually.

PHASE 4 – FY 2025

The final phase of the project involved addressing and incorporating the public's comments into the General Plan draft. The final product was taken to City Council for approval. Once the final draft was approved, an alternate interactive version of the draft was finalized, so that the General Plan could be viewed online with clickable links, animated graphics, etc. The General Plan was then put on the primary election ballot to be passed.

Public Participation Process

The planning process for the 2025 General Plan, *Plan Prescott*, starts and ends with public engagement. In the years leading up to the General Plan being placed on the 2025 ballot, the City employed various methodologies to gather input, increase awareness, and communicate updates.

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 General Plan Review Committee to help staff with public outreach and to review the updated plan for comments and suggestions.

To engage the public, the first step involved creating a website, distributing flyers/handouts, publishing newsletter articles, and airing 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. The City also held an Open House on August 30, 2023, in order to obtain public input on challenges and opportunities with 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 General Plan Review Committee gathered the information collected and began updating the General 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 population age

These themes, along with the specific focus areas previously mentioned, are addressed in the General Plan, accompanied by goals and strategies to achieve them.

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

Afterward, the City will incorporate the latest public comments and send the General Plan to the City Council for final approval. Once approved, the General Plan will be placed on the 2025 ballot.



To promote the passing and official adoption of the 2025 General Plan, the City will engage the public through social media and an election ambassador program, among other methods.

Navigating the General Plan

Readers can navigate to specific chapters/topics in the document by navigating to the table of contents at the start of the document and clicking on a preferred chapter, or by using the map below. There are clickable elements related to each of the chapters in the map below.

Each chapter has also been given a specific color and symbol, so it is easy to recognize the topic and focus, no matter what page you are on.

Click the symbols to jump to different chapters

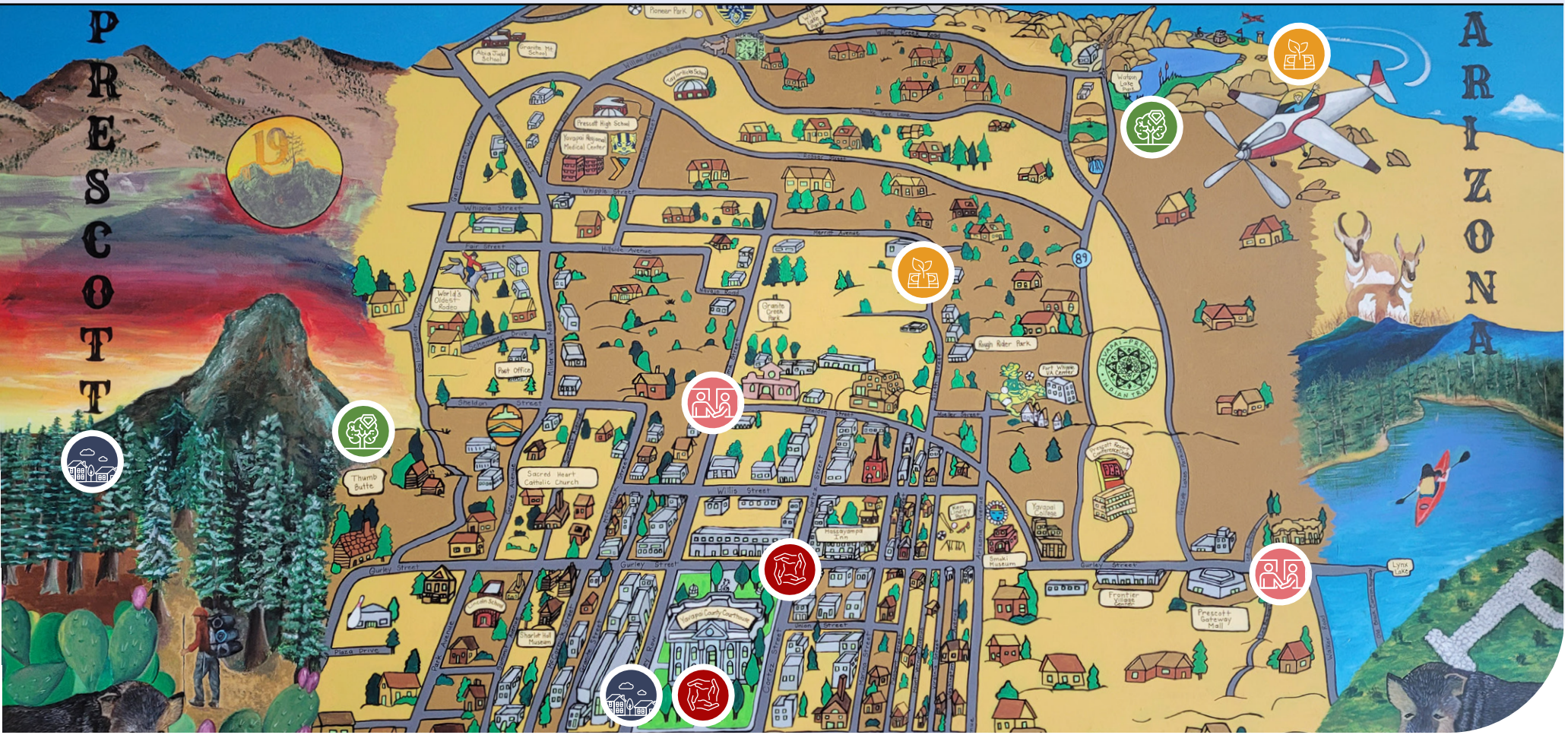
Chapter 1. Resilience and Sustainability

Chapter 2. A Community Connected

Chapter 3. Great Places and Neighborhoods

Chapter 4. Economic Competitiveness and Prosperity

Chapter 5. Community Quality



This unique mural was created by Prescott High School art students.

General Plan Structure

INTRODUCTION	This section in the document serves as an orientation to the General Plan. It provides: • The General Plan's purpose and need • Definition of the City's five livability goals that serve to organize the General Plan • Guidance on how to navigate the document
CHAPTERS 1-5: LIVABILITY GOALS 	Each City Livability Goal has its own chapter. Each chapter opens with an overview which describes the importance of this topic. This is followed by in-depth research and analysis to illustrate trends and influences related to each theme. Context from the trends and influences analysis is then used, along with ongoing community input obtained throughout the planning process, as a foundation for setting the listed goals and policies.
CHAPTER 6: IMPLEMENTATION	This chapter conveys a plan of action. It includes implementation actions and assigns responsibility and a timeline to each goal. Some action statements represent efforts that the City may already be working on and should continue or expand. Others propose new actions to address challenges the City is facing. This will reinforce accountability and ensure the City's goals are met.

Transportation Goals and Strategies

ARTERIALS

Arterials, *in principal, are for longer distance travel between two points, and direct access to property is a subordinate function. In order to maximize a satisfactory operating level of service without requiring additional lanes, traffic management must concentrate on moving traffic quickly through controlled intersections.*

Goal 1: Establish and maintain a system of arterial streets to provide a satisfactory level of service at level "C" or better according to the American Association of State Highway and Transportation Officials (AASHTO). During morning and evening peak hours, support alternative transportation such as walking and bicycling, which are compatible with land use, grading, slope stabilization, drainage, and environmental goals.

Strategy 1.1 Complete the 2024 update of the Central Yavapai County Regional Transportation Study by coordinating with ADOT and regional stakeholders to guide the future planning efforts of the CYMPO.

Strategy 1.2 Develop a City Transportation Plan by 2030 for adoption and implementation of recommended goals and strategies to improve arterial traffic movement and safety.

Strategy 1.3 Support improvements of arterial streets by maintaining pavement quality.

Strategy 1.4 Continue to participate in CYMPO discussions and studies addressing public transit (https://www.cympo.org/studies/).

DEFINITIONS

Unique words are also defined throughout the document to help the reader fully understand the topic at hand.

GOAL STATEMENT

Each goal is numbered and has and introductory statement to identify the broad goal.

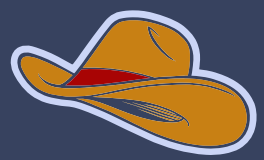
STRATEGY STATEMENTS

Each **goal statement** is followed by multiple **strategy statements**, which outline the steps needed to achieve the goal statement.

LINKS

Links to external websites are underlined and colored green. Readers can click these links at any time to find additional relevant information outside of the General Plan.

Fun Bonus: Hidden Object Scavenger Hunt!



Keep an eye out for a small cowboy hat icon hidden in each chapter to help draw your attention to key points in the General Plan. **Can you find all six cowboy hats?**





Physical Setting and History

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. Rainfall continues to be below average, with drought conditions reported by various scientific institutions. Average annual precipitation is 16 inches of rain and 13 inches of snow.

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 people as early as AD 700. Documentation of prehistoric excavations around Willow and Watson Lakes continues with the artifacts related to the Prescott Culture AD 700 – 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-indigenous residents. These objects and interpretation of the locations where they were found will also be available for public display at Sharlot Hall museum, interpreting The Central Arizona Highlands.

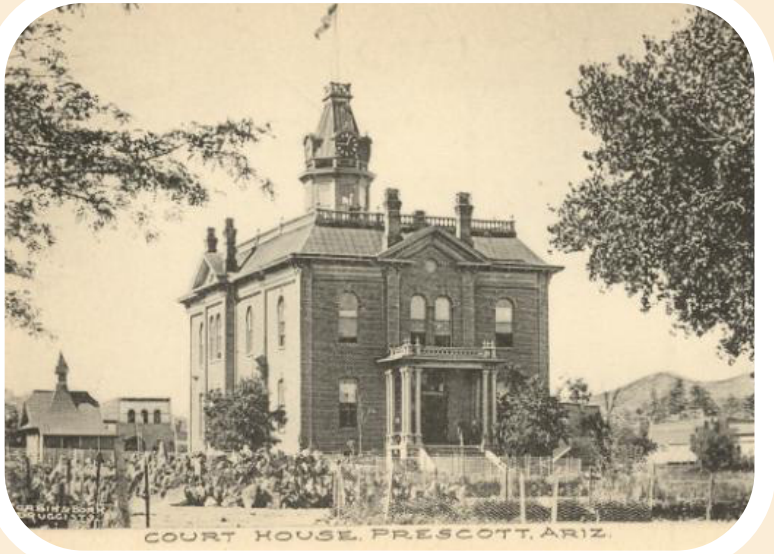
The region was once part of a vast area occupied by hunting and gathering American Indian people. This group was one of three geographically divided

Yavapai groups and later became known as the Yavapai-Prescott Indian Tribe. They were allocated approximately 1,400 acres of land by the federal government, forming the Yavapai-Prescott Indian Reservation which is now encompassed by 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 permanently settling the Prescott area. 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. The capital was moved briefly to Tucson and eventually to Phoenix, but during the late 1800s, Prescott again served as the state's 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 of brick and masonry, providing today's rich architectural heritage. Some 800 City structures are listed in the National Register of Historic Places as part of 13 local districts and/or 13 National historic districts. One archaeological district on City-owned land is included in the register of 13 city (local) designated historic preservation districts.



Prescott Courthouse, 1878
Photos courtesy of CourthouseHistory.com





Historic Post Office

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 Northern Arizona Veteran's Administration Health Care Center.

Also during the 20th century, the arts, cultural, and educational assets of Prescott have flourished along with healthcare. Sharlot Hall Museum was founded in 1929 by state 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 (now Elks Theater) has welcomed audiences to performances since 1905. Performing arts theaters are owned and operated by the Prescott Center for the Arts, Yavapai College, and the Prescott Unified School District. The Phippen Museum of Western Art and the Museum of Indigenous People: American Indian Art and Culture also contribute to the current cultural scene.

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 Community 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.

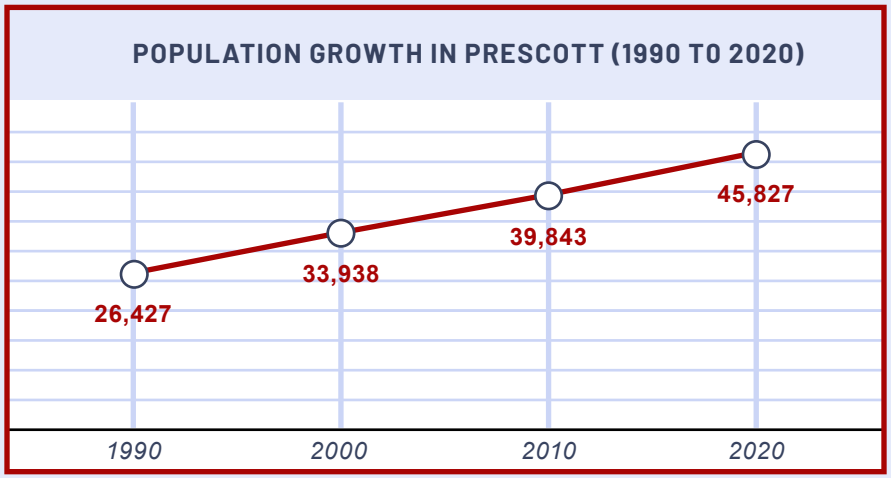

Embry Riddle Aeronautical University

Existing Conditions and Trends

POPULATION FORECAST

From 1960 to 1990, the City's population grew at an average annual rate of 3.9% per year, inclusive of annexations. Since 1990, the growth rate has slowed. From 1990 to 1995, the population grew at an average annual rate of slightly below 3% per year, without any major annexations of existing residential areas, and inclusive of a growth spurt in 1993. Beginning in 1995 and continuing through 2010, the population growth slowed to below 2%. Prescott's population growth rate decreased further since 2010 to an average of 1.5% per year. The 2020 U.S. Census reported Prescott's population to be 45,827. This total population reported falls below the 2015 General Plan's population estimates for 2020 by 2,673 people, which had assumed and a total population of 48,500 by 2020.

The most current population estimates (U.S. Census Bureau, July 2023) present a total population of **47,757**. That said, Prescott's daily population including visitors is approximately **100,000**.



It is important to note, according to the updated classification of urban-rural areas published by the U.S. Census Bureau, the Prescott-Prescott Valley areas are categorized as 'urban clusters'. Planning approaches differ between urban and rural communities. Throughout the General Plan, the urban planning focus is clear on its goals concerning growth management and organizing locations and densities of population clusters to employ smart growth.

POPULATION FORECAST SNIP

When projecting growth rates, especially when those projections will be used for planning and infrastructure projects, it is better to conservatively project higher rather than lower. For this reason, we have assumed a 2% growth rate. It should be noted that unexpected changes to the economy and the potential for Prescott to reach external growth boundaries by annexations may alter this estimate.

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 236,218, with a 2.1% growth rate.** Using a growth rate of 2.1%, the region's total population could reach 300,000 by the year 2030. Prescott Valley has been growing at a greater rate than Prescott and Yavapai County. The 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 demands for emergency services on the periphery of Prescott's city limits.

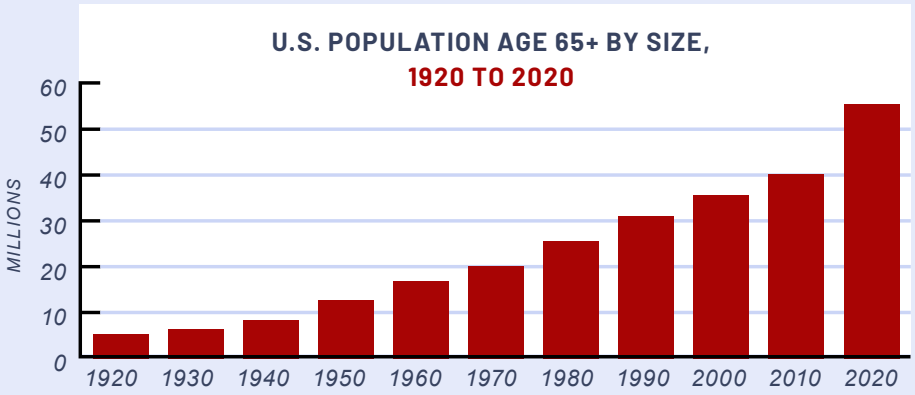
For the purpose of this 10-year General Plan, we use the 2020 Census and assume a moderate growth rate of 2% resulting in a population of approximately 61,500 by the year 2035. Changes in economic conditions and annexation of significant tracts of flat, more easily developed ranch land could drive that number higher. However, other factors such as availability of water, market trends toward large lot, low density development, and finite growth boundaries can be expected to play a role in limiting growth over the next 10 years.

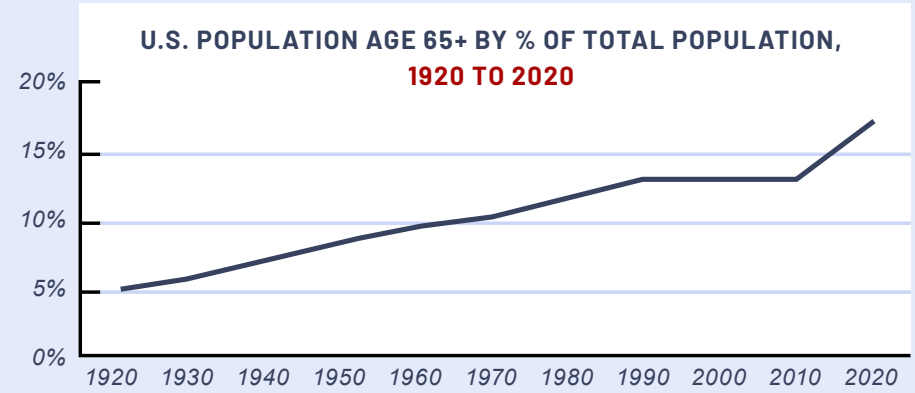
Consistent with articulated community values, Prescott seeks to maintain sustainable, moderate growth to accommodate residents of all ages and economic status, while preserving the community's character now and into the future.

Changing Demographics

AGING POPULATION

Census data from 1980, 1990, 1995, 2000, 2010, and 2020 show minimal changes in the percentage of individuals between the ages of 20 and 64 that make up Prescott's population. The more dramatic shifts have occurred at the two ends of the population age range. Youth aged 0 to 19 declined as a percentage of total population from 26.1% in 1980 to 16.8% by 2010, while adults aged 65 and over increased from 21.4% to 30.8%. These changes have significant impacts on local school district enrollment, the labor force, and the balance of family types and sizes in the area. The 2020 Census shows youth aged 0 to 19 dropped to 14.1% while adults aged 65 and over increased to 41.1% of the total population.





Source: U.S. Census Bureau, Decennial Census of Population, 1900 to 2000; 2010 Census Summary File 1, and 2020 Census Demographic and Housing Characteristics File (DHC)

Prescott's median age increased to 54.1 years of age in 2010, accompanied by an increase in households with one or more persons aged 65 and over (from 34.8% in 1980 to 44.8% in 2010). Prescott's median age increased to 60.2 according to the 2020 Census. With the aging of Baby Boomers (those born in the high birth rate years of the 1950s and 1960s), an increase in older populations is a national trend, as is an overall reduction in birth rates. Prescott follows this trend, but is different from many

other communities in that Prescott also have a continuing in-migration of seniors approaching retirement or already retired. Prescott is, and will continue to be a retirement destination because of its natural environment and cultural amenities. The out-migration of young people at the upper end of the 0-19 age range for educational or employment opportunities elsewhere is also a contributing factor in this trend. Telecommunication based on improved internet connectivity affect demographics as younger families seeking Prescott's quality of life are able to bring their jobs with them. The graphs on the previous page show the national trend of an aging population:

HOUSEHOLD SIZE

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

DIVERSITY

Prescott's population was 95% Caucasian in 1980. By 2010, Caucasians accounted for 92.1% of the population and Hispanics/Latino constituted 8.6% (note: there were changes in the way race was defined by the Census). The percentage of African-American residents in Prescott remained the same at 0.7% in both 1980 and in 2010. The percentage of American Indian residents dropped 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.

FAMILY TYPES

Just as significant in terms of changing diversity are the trends in family types: the proportion of households with a wage earner (working families) compared to retiree households; and the proportion of families actively raising children to "empty nesters" are decreasing. Based on the 2010 Census, among City residents there are 16,891 persons age 16 and older who are employed, or put another way, approximately 42% of the total population participated in the workforce. This has dropped to 40.3% in 2020 Census. In 2010, families made up 56% of Prescott's households compared to 59% in 2000. In 2010, households with a member aged 65 or older comprise 44.8% in Prescott compared to 39.4% in 2000, an increase of 5.4%. Also of note are trends for working families with younger children. In 1990, 50% of families with children under 6 years of age had both parents in the household working. By 2010, that number rose to 64%. **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.**

These trends suggest that the median age will continue to rise, Prescott's youth population percentage will continue to decline, and similar to national trends, seniors and elderly will make up an increasing proportion of the total Prescott population.

All of these demographic trends, if unchanged, will further alter the community balance in terms of age groups, family types, household sizes, and ratios of retirees to working residents.



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 income in 2020 Census is $61,090.*

REGIONAL POPULATION TRENDS

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, the County, and neighboring communities are shown in the table below. If the rates of growth in the region continue, Prescott's proportion 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	2010		2020	
	Population	% Portion of County Population	Population	% Portion of County Population
City of Prescott	39,843	18.90%	45,827	19.40%
Town of Prescott Valley	38,822	18.40%	46,761	19.80%
Town of Chino Valley	10,817	5.10%	13,020	5.51%
Yavapai County	211,033	-	236,209	-

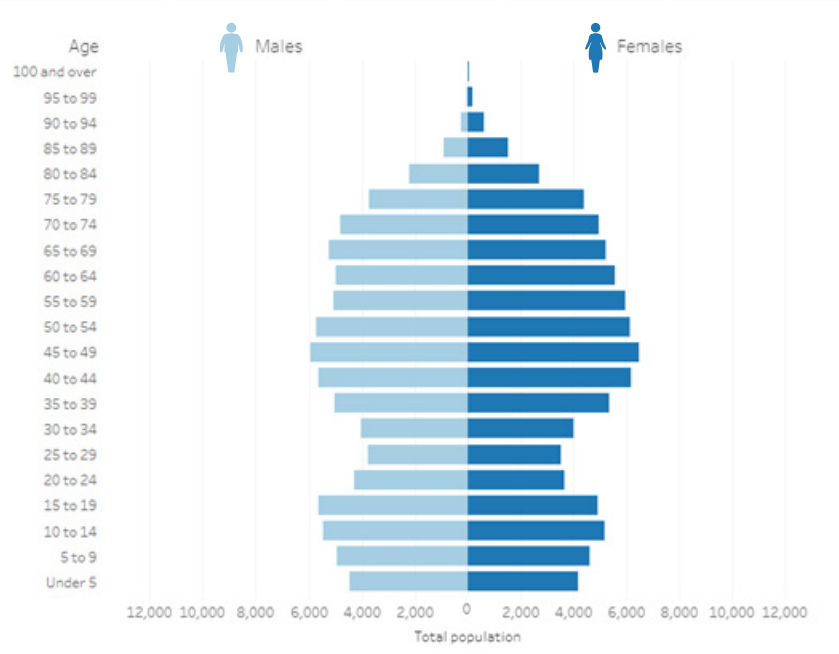
* figures may not reflect incomes not tracked by HUD

Regional Population Changes (Yavapai County)

(2022 American Community Survey 5-year Estimates)

2000 YAVAPAI COUNTY CENSUS DATA

POPULATION	MEDIAN AGE	% UNDER 18 YEARS	% 65 YEARS AND OVER	% FEMALE
167,517	44.5	21.1%	20%	51%

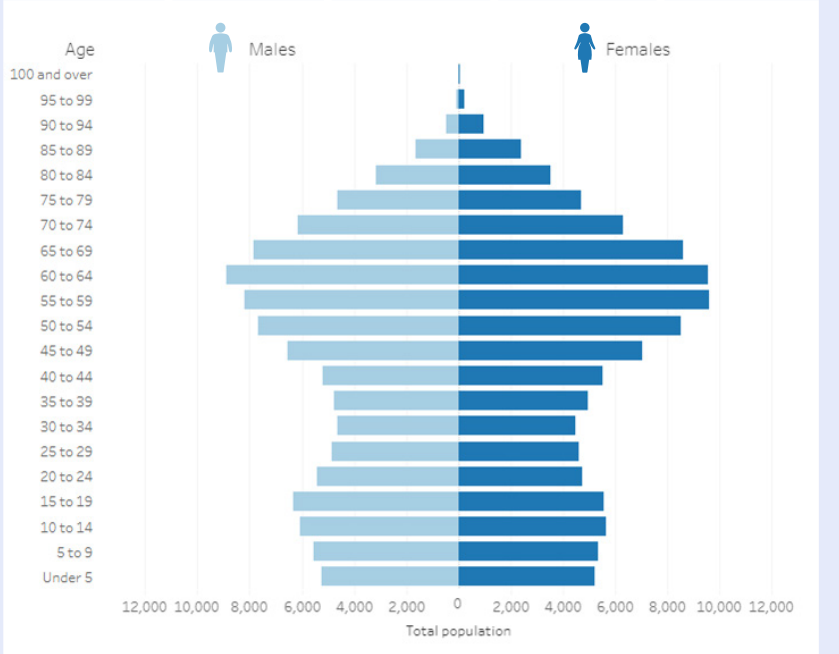


United States Census Bureau | U.S. Department of Commerce U.S. CENSUS BUREAU census.gov

2000

2010 YAVAPAI COUNTY CENSUS DATA

POPULATION	MEDIAN AGE	% UNDER 18 YEARS	% 65 YEARS AND OVER	% FEMALE
211,033	49.2	19.1%	24.1%	51%

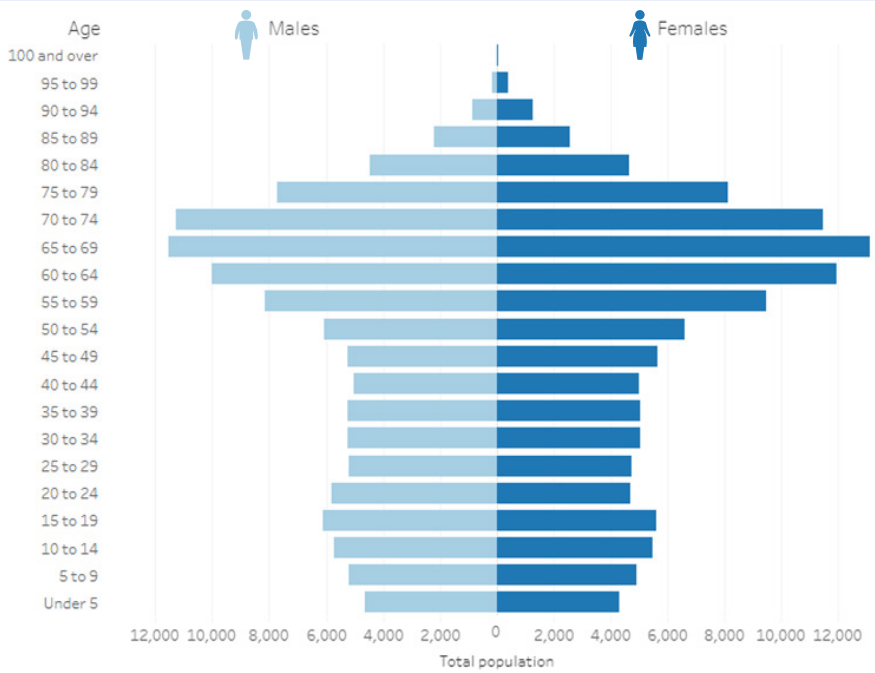


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2010

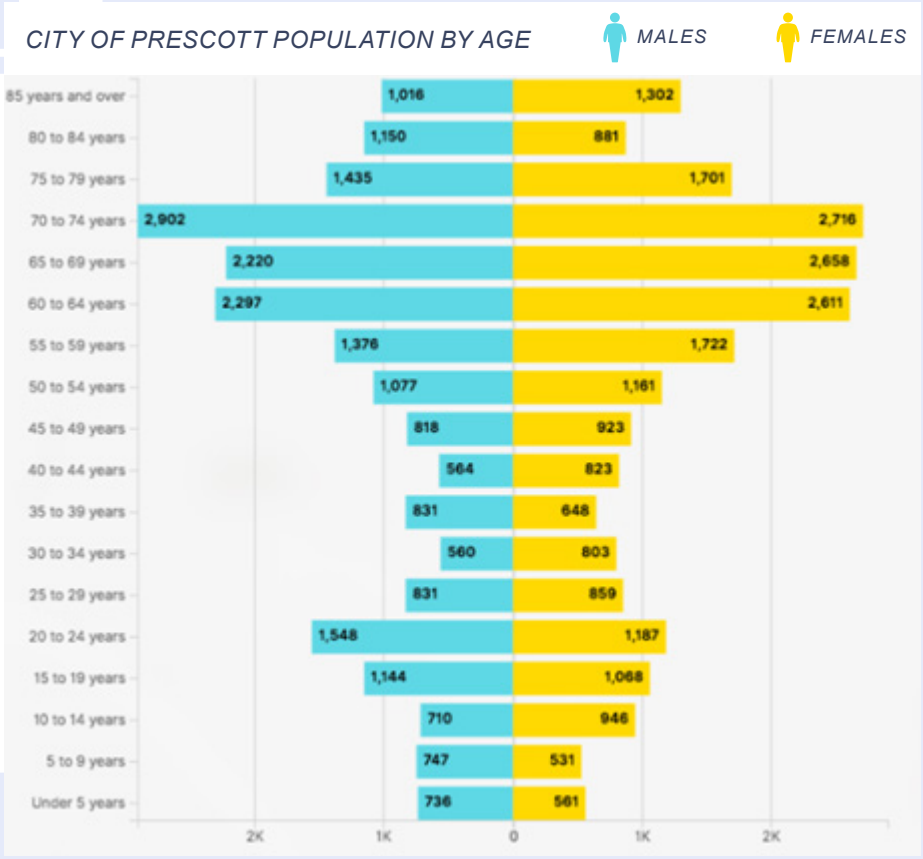
2020 YAVAPAI COUNTY CENSUS DATA

POPULATION	MEDIAN AGE	% UNDER 18 YEARS	% 65 YEARS AND OVER	% FEMALE
236,209	55.5	15.7%	33.8%	50.9%



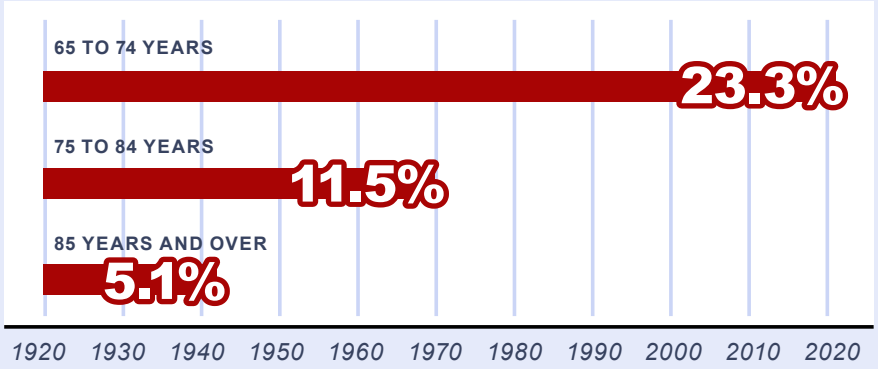
United States Census Bureau | U.S. Department of Commerce, U.S. CENSUS BUREAU, census.gov

2020

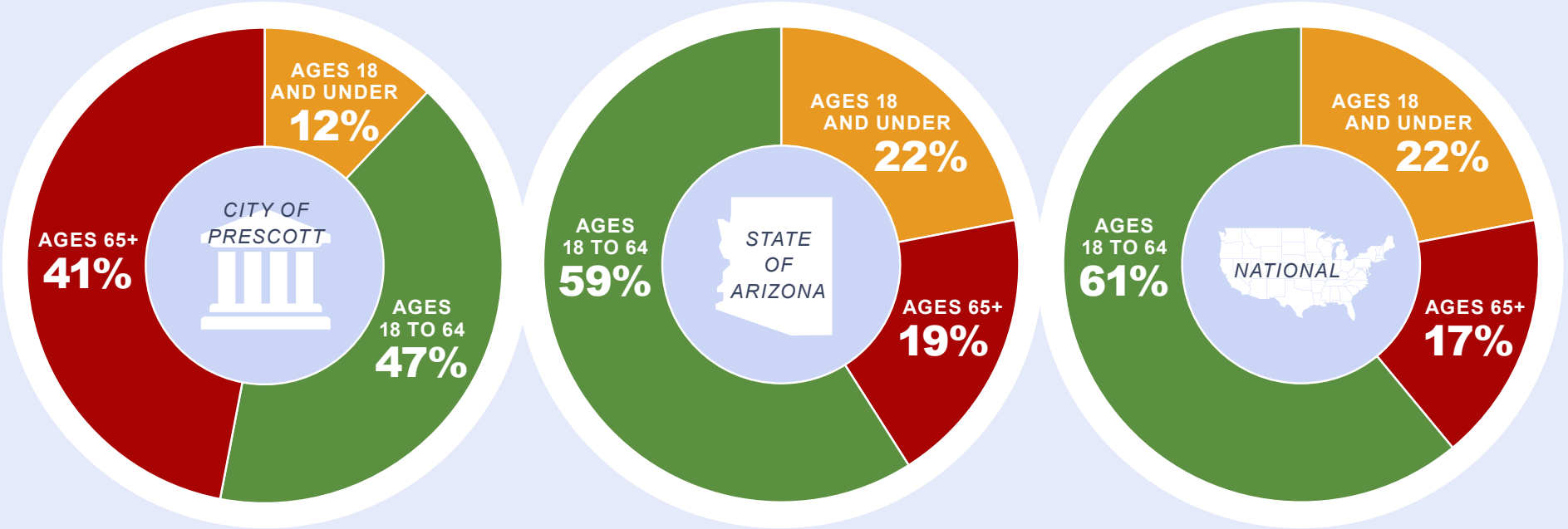


Working age individuals makes up 47% of Prescott's total population. A small and shrinking working-age population can have a significant impact on Prescott's labor market and economy, including a potential increase in cost of labor, increasing wage premiums for skilled labor due to demand, and fewer workers to pay taxes and provide vital services in the public sector.

OLDER POPULATION BY AGE



AGE GROUPS BY % OF POPULATION





CHAPTER 1

RESILIENCY AND SUSTAINABILITY

With the increased impacts of climate disruption, it is becoming more and more obvious that we need to cultivate **resilience.** Becoming more resilient and sustainable means that we are better able to prepare, adapt, and get stronger in response to internal and external pressures and stresses. This not only allows people, businesses, neighborhoods, and the whole community to maintain essential functions and bounce back relatively quickly, but also bounce forward toward improved environmental, social, and economic health and well-being. This focus allows us to simultaneously promote economic vitality, environmental integrity, and healthy communities.

Resiliency and sustainability involve many considerations, including wildfire risks, environmental planning, water availability, climate, and energy. Balancing land uses within a community is essential to providing residents with a full range of services, employment opportunities, and housing choices. This balance is vital for maintaining a resilient community. Currently, housing affordability for essential workers is a high priority, as the lack of affordable housing negatively impacts employee recruitment for local governments and private industries. This issue continues to hinder the hiring of qualified staff for essential services in government, healthcare, education, and other sectors. Consequently, Prescott faces higher service costs, fewer service options, and unbalanced community diversity. All stakeholders must take action to prevent the degradation of services for Prescott residents.

Maintaining a balance, especially with workforce housing, has been an ongoing concern for Prescott, as noted in the 1990, 1997, 2003, and 2015 General Plans. Providing for the housing needs of a balanced community has been and remains a challenge in Prescott due to the growing percentage of retired residents, many of whom are able to afford higher-priced housing, thus incentivizing the market to produce housing out of the reach of working families. In addition, the steady increase in land costs further drives up the cost of housing. In the last decade, market-based housing development in Prescott consistently favored (and continues to favor) larger single-family homes in large and smaller lot mass-graded subdivisions. However, with Prescott remaining a retirement destination, smaller houses on smaller lots and multifamily rental housing options may occupy a greater market share in the next decade.

Beyond the question of housing balance, it is important to consider the availability of commercial and industrial land in the city. Prescott is comprised of approximately 68% residential property, 10% commercial property, and 9% industrial property. The remainder is comprised of open space and master planned development properties. There is no “ideal” balance among these land use components. The key is to maintain sufficient undeveloped commercial and industrial lands to provide the necessary expansion of services to support anticipated residential growth. Approximately half of all commercial and industrial zoned land within the city remains vacant at the time of this writing.



Resiliency Land Use Goals and Strategies

Goal 1: Promote a balanced community with a diversity of residential types and prices by encouraging in fill development of higher-density development single-family and multifamily homes.

Strategy 1.1 Seek out developers and not-for-profit organizations specializing in producing attainable housing for the workforce, and assist them in locating and obtaining zoning entitlements for housing development to address the deficit in affordable housing for key workforce sectors.

Strategy 1.2 Assist in creating a Community Development Corporation and Community Housing Development Organizations to open opportunities for development of single-family and multifamily housing for key workforce sectors.

Goal 2: Prepare a conceptual housing plan for the City and partners that includes a full needs assessment and addresses, at minimum, housing availability and variety, housing quality, affordability, and partners.

Strategy 2.1 Conduct a new Prescott Housing Needs Assessment (previously conducted in 2017) to accurately inventory housing needs and availability by unit price and income level affordability.

Strategy 2.2 Work with non-profits, builders, and property owners to proactively identify and plan sites suitable for affordable housing development.

Strategy 2.3 Promote preservation, restoration, and rehabilitation of existing housing stock by providing incentives. Existing housing contributes to a greater diversity of housing options (including price ranges) and maximizes existing infrastructure investment.

Strategy 2.4 Provide regulatory incentives (such as streamlining the plan review and permitting process) to reduce production costs and promote the production of workforce housing, creating density bonuses, greater flexibility in placing manufactured housing throughout the city, and reductions in parking requirements for highly attainable housing types, where appropriate. In addition, City contributions to off-site improvements will benefit the development of workforce affordable housing.

Strategy 2.5 Provide a water allocation priority for developments that create (and will maintain) 50% or more of the units at a workforce affordable level or below. Make allocation an administrative process at up to 2 acre-feet (or otherwise double the allowance for market-rate development) for workforce housing projects.

The Prescott Fire Department

The Prescott Fire Department is the oldest in Arizona. It was established in 1885 and today is a modern and highly professional career fire department. The Department has a wonderful history of firefighting traditions and values a creative and proactive workplace. It is involved in numerous joint partnerships, including automatic aid with the Central Arizona Fire and Medical Authority, United States Forest Service, and Yavapai-Prescott Indian Tribe.

The Prescott Fire Department provides all risk services to our community. Fire personnel are the first responders to deal with

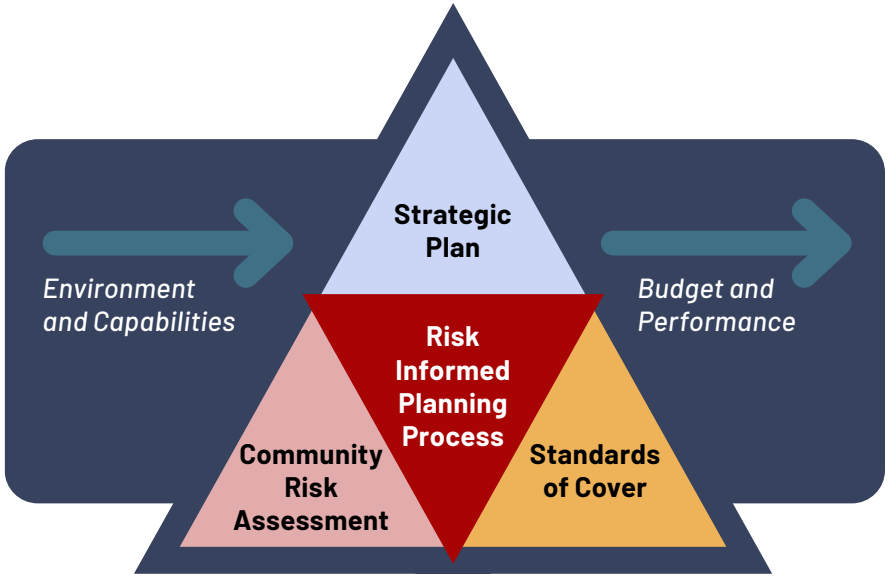
epidemic disease, bio-terrorism, hazardous materials, and other threats to safety. They are trained in emergency medical response, structural and wildland fire fighting tactics, confined space and high angle rescue, hazardous material mitigation, fire prevention techniques, and involved in large-scale incident management at the local, county, and state levels.

The City was the first community in Arizona to adopt the Wildland Urban Interface Code with local amendments. Prescott Fire Department leadership is committed to aggressively addressing the threat of wildfire to our community and promotes fire-adapted community strategies. This proactive approach to fuel mitigation and educating our citizens regarding wildfires has placed the City in a leadership role locally and nationally.

The current question is not "if" a fire will occur but "when."

In 2019, the Department completed a comprehensive community risk assessment that is the foundation for assessing the risks faced by the community. This integrated living document will be updated along with the Standards of Cover annually.





A major update is expected in 2024, as the Department's initial five-year accreditation cycle is nearing an end, and the assumptions utilized in this document need updating to prepare for reaccreditation.

In 2023, the Department established a 5-year strategic plan (https://prescottfire.org/wp-content/uploads/2024/03/01-Prescott-Fire-Department-Strategic-Plan-2024-Update.pdf) that is updated annually to establish a redefined organizational identity and update its mission, vision, and values based on stakeholder comments. It was determined there needed to be a shift in mindset to "adaptation" rather than "prevention" to address community issues.

Seven strategic issues were identified that the Department must address to serve the community effectively. These challenges are all equally important and relate to the following:

1. **Staffing and Infrastructure** – There is a need for increased capital infrastructure and associated staffing to meet growth in the City.
2. **Occupational Safety** – Existing station infrastructure and policies need to incorporate current evidence-based research related to the fire service that influences the well-being of personnel.
3. **Data Collection and Analysis** – The department must improve the utilization of data collection and analyze it to drive organizational performance management.
4. **Community Growth** – Public safety resource allocation has not substantially increased, while the demand for services in the community has doubled.
5. **Sustainable Funding** – The general fund for the City has experienced increased demands, creating the opportunity for solutions that more effectively align service demand with public safety resource allocation while accomplishing overall City priorities.
6. **Resource Viability** – The current resources allocated to the Department are insufficient to effectively manage its current responsibility. Therefore, they must be addressed before meeting the demand for expanding capabilities. The City may consider co-locating new Fire and Police structures to minimize cost.
7. **Workforce Development** – Significant changes in the workforce and the community, coupled with an evolution of the profession's demands, require a dedicated focus on investing in the current workforce and being proactive about recruiting new public safety professionals.



Fire Station

FIRE-ADAPTED COMMUNITY FRAMEWORK

Prescott is in an environment susceptible to wildfire. Some neighborhoods, especially those along the south and west boundaries of the city, are even more prone to wildfires. At-risk neighborhoods and other new construction are required by the adopted City Urban/Wildland Interface Code to implement vegetation management plans and to use more fire-resistant building materials. This code implements much-needed safety measures within the most at-risk areas. Because wildfire is the most significant natural threat to Prescott, it will remain an important factor in all aspects of planning for the City.

Prescott Fire Department leadership is committed to aggressively addressing the threat of wildfire to our community and promoting fire-adapted community principles. This proactive approach to fuel mitigation and educating our citizens regarding wildfires has promoted effective public/private partnerships in fire management.

FIRE DEPARTMENT GOALS AND STRATEGIES

Goal 1: Facilitate and promote the Prescott Fire Department as a vital component of Emergency Services.

Strategy 1.1 Continue to promote fire-adapted community principles and encourage local neighborhoods to achieve Firewise designation.

Strategy 1.2 Consistently assess the Department's strategic goals and objectives (https://prescottfire.org/wp-content/uploads/2024/03/01-Prescott-Fire-Department-Strategic-Plan-2024-Update.pdf).

Strategy 1.3 Reduce the negative consequences of life threatening emergencies experienced by the community through effective response and mitigation solutions.

Strategy 1.4 Enhance Emergency service delivery through strategic positioning of public safety infrastructure.

Strategy 1.5 Establish a performance management system to base organizational decisions on cross disciplinary databases.

Environmental Planning

AIR QUALITY

During the early 20th century, Prescott's clean air and temperate climate drew many respiratory patients to the area for treatment. Today, air quality remains an asset of the community, helping to draw tourists and those seeking lifestyles away from large urban areas with poor air quality. Continued urbanization, with its associated increase in traffic, may degrade Prescott's air quality in the future, potentially hurting tourism, growth, and the quality of life for residents.

CHALLENGES

Although natural air movements bring some air pollution into the area, the community can improve air quality most effectively by discouraging local pollution. The Circulation Element addresses reducing automobile dependence through alternative transportation; however, the overall environment in Prescott is affected by individual auto use.

Dust, smoke, proliferation of plant pollens, and automobile emissions are sources of urban air pollution. Smoke is a problem during winter months because of wood-burning fireplaces and stoves, and at other times, seasonal prescribed burns affect air quality. In the warmer, dry months, dust from dirt roads and construction activities affects air quality. A continuing drought exacerbates poor air quality conditions.

GOALS AND IMPLEMENTATION STRATEGIES

Goal 1: Maintain Prescott's good air quality by protecting it from degradation.

Strategy 1.1 Incentivize the upgrade to EPA-approved wood burning stoves and fireplaces.

Strategy 1.2 Continue the program of paving unpaved roads within the City. Apply new technologies and methods where appropriate.

Strategy 1.3 Maintain road sweeping with water-filled street sweeping machines to reduce dust particulate air pollution, especially during dry periods.

Strategy 1.4 Increase the number of air quality monitors across town to identify trends and issues and participate in the ADEQ Air Quality Flag Program (https://azdeq.gov/FlagProgram).

Goal 2: Identify and promote alternative transportation strategies to reduce vehicle emissions.

Strategy 2.1 Partner with Central Yavapai Metropolitan Planning Organization (CYMPO) and private industry to develop a transit system. Seek funding and initiate service where feasible.

Strategy 2.2 Expand the scope and connectivity of the City's bicycle, pedestrian, and trail circulation systems by linking existing networks. Prioritize schools as hubs in the network to reduce vehicular pick-up/drop-off lines and their associated idling.

WATER QUALITY

Prescott enjoys drinking water of good quality from deep wells. The City is a water service provider operating a water supply, treatment, distribution system, wastewater collection, and effluent distribution system. These systems are operated in compliance with federal and state water quality regulations.

Prescott is committed to maintaining a sustainable balance in water management, encompassing water quality, use, conservation, importation, and groundwater recharge. Our city plans, water policies, and adopted codes are designed to address these crucial issues. Regular reevaluation and revision of these plans, policies, and codes are essential to ensure we meet our water management goals (the state regulates surface water).

WATER QUALITY GOALS AND IMPLEMENTATION STRATEGIES

Goal 1: Protect surface waters and groundwater recharge areas to maintain the high quality of Prescott's water.

Strategy 1.1 Strengthen requirements for building sites to prevent erosion and pollution from stormwater runoff.

Strategy 1.2 Identify and evaluate any stormwater and other discharges that have the potential to pollute the Little Chino aquifer, other aquifers, or surface waters and report them to ADEQ.

Strategy 1.3 Update Prescott City Code's Stormwater sections 16-4, 16-5, and 16-6 every five years to reflect the most recent Clean Water Act Requirements, Waters of the U.S. designations, and the Arizona State Protected Waters program.

Strategy 1.4 Revise the First Flush (the initial surface runoff of a storm) requirement as defined in the General Engineering Standards.

Strategy 1.5 Require (re)development projects to retrofit existing stormwater infrastructure to meet current first flush requirements.

GREEN STORMWATER INFRASTRUCTURE (GSI)

The goal of GSI is to "slow it down, spread it out, and soak it in" and is an integrated solution to stormwater management with numerous benefits:

- Reduces stormwater pollutants and localized flooding.
- Conserves water by directing rainwater to streetside landscapes and parks.
- Supports riparian vegetation and wildlife while replenishing local groundwater aquifers.
- Enhance traffic calming efforts and pedestrian/bike safety features.
- Grows an urban/neighborhood forest with the benefits of mitigating extreme temperatures and heat island effects.

Green Infrastructure, or Low-Impact Development (LID), is a comprehensive environmental conservation and sustainable development approach. It directly applies to local water concerns, stormwater management, and watershed health. GSI integrates natural ecological and engineered systems for managing stormwater, harvesting rainwater, and recharging aquifers. These design and management protocols reduce flooding events, prevent contamination of surface waters with pollutants from the built environment, and conserve groundwater. Additionally, they provide aesthetic, recreational, and wildlife habitat benefits and lead to reductions in water treatment costs and infrastructure burden. The use of GSI features and management practices could significantly contribute to a sustainable water supply, considering that about 30% of water use in the City is for landscaping.

Goal 1: Enhance stormwater use and management for aquifer recharge and optimization of water treatment infrastructure.

Strategy 1.1 Investigate the creation of a low-impact development ordinance for infiltration and reuse of stormwater for all new residential, commercial, and industrial developments.

Strategy 1.2 Develop incentives for new development applicants to use pervious pavements and other LID techniques to manage site stormwater runoff.



Strategy 1.3 Develop a process for identifying potential neighborhood projects and grant funding sources, such as the Community Development Block Grant (CDBG), for green stormwater infrastructure and integrate it into the City's Capital Improvement 5-year project list.

Strategy 1.4 Work with adjacent jurisdictions to integrate and align stormwater standards, policies, and practices across the region and to create a tool-kit to support local governments in adopting and implementing stormwater standards, policies, and practices.

Goal 2: Green Stormwater Infrastructure (GSI)

Strategy 2.1 Create a GSI program to identify, construct and maintain GSI. Where feasible integrate GSI into City street reconstruction projects.

Strategy 2.2 Incorporate GSI into all municipal facilities and parks where feasible.

LAKES

The City owns or leases land associated with four bodies of surface water:

1. **Upper Goldwater Lake**
2. **Lower Goldwater Lake**
3. **Watson Lake**
4. **Willow Lake**

All four water bodies are man-made reservoirs that have historically served as community water supplies for City water customers or the agricultural industry in the region. **Lynx Lake** is owned and managed by the Prescott National Forest.

Upper and Lower Goldwater lakes are the smallest of the four, with historic legal documents stating the combined capacity to be 620 acre-feet. Lower Goldwater Lake was used to supply water to the City by supplementing the water pumped from Del Rio Springs. Neither Upper nor Lower Goldwater Lake is used for the City's water supply. Goldwater Lakes are now public recreation amenities maintained by the City's General Fund. These lakes are upstream of the community, reducing the population center's effects; however, it is subject to natural processes such as siltation.

Watson and Willow lakes also have an extensive history. They were originally built to store and release water from annual precipitation for the downstream agricultural industry. The most current document (Sever and Transfer 98-001) for Watson and Willow lakes state their legally claimed storage capacities to be 4,600 and 5,980 acre-feet, respectively, with the right to continuous fills and refills. Unlike the Goldwater Lakes, Watson Lake and Willow Lake

are subject to natural processes and the effects of the upstream population center. It was not until 1998 that the City purchased these lakes from the Chino Valley Irrigation District following a voter-approved bond measure for $15M. The official ballot language associated with City Resolution 3033 describes property and water rights for water resources and recreational purposes. Since purchase, reservoir operation has had a complete shift in their operation. Water is now stored from year to year for water supply, recreation, and fish spawning needs. Releases still occur pursuant to requirements regarding surface water right holders and for the storage and recovery of supplies to support City water customers. Due to the water storage and recreation uses of these lakes, they currently require both City General Fund and Enterprise Fund expenditures.

It is recognized that surface water bodies in the City's jurisdiction require continued operation and maintenance at federal, state, or locally imposed standards. Each reservoir is subject to varying influences from outside agencies, nature, and the effects of the nearby population. Since both Watson and Willow lakes have no continuous flow-through and are not drained annually, siltation and accumulated contaminants present challenges to their vitality. In 2004, the Environmental Protection Agency designated the Watson Lake reservoir as impaired because of high levels of nitrogen, low dissolved oxygen, and high pH.

As part of the Watson Lake Water Enhancement Project, City Council approved a proposal to install four floating, solar-powered aerators at their November 28, 2023, meeting. The floating circulators are designed to circulate the water to prevent and control water quality problems in lakes and were installed in February of 2024.

LAKES GOALS AND IMPLEMENTATION STRATEGIES

Goal 1: Improve the water quality of publicly owned reservoirs to Arizona's surface water quality standard for full body contact so that recreational swimming can be considered.

Strategy 1.1 Protect the lakes and their watersheds from sources of pollution. To reduce pollution, implement solutions using natural processes, such as green stormwater infrastructure.

Strategy 1.2 Provide community education to inform the population on ways to protect local surface waters.

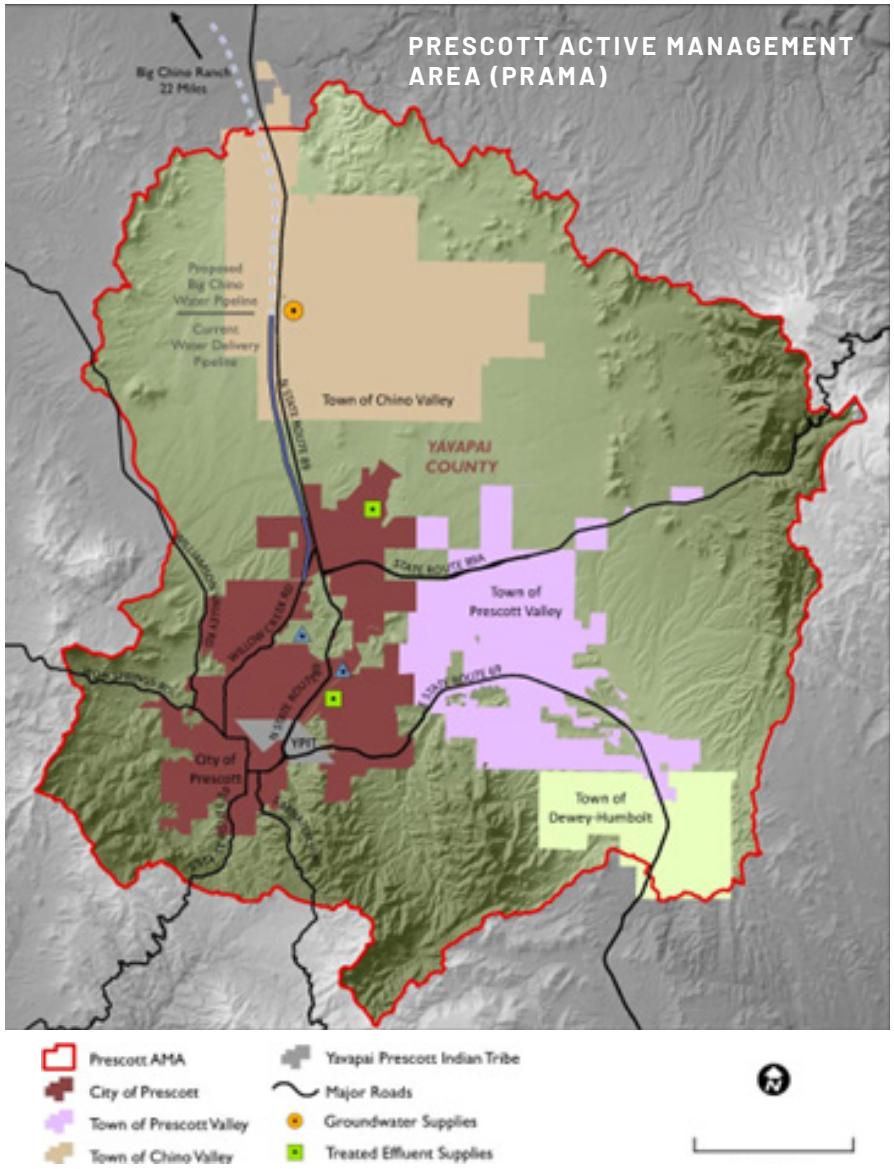
Strategy 1.3 Maintain and preserve open space areas that complement the lakes and the surrounding environment, wherever possible, through zoning procedures, negotiations, and the creation of codes for new and existing development.

Strategy 1.4 Develop recreational trails and park settings to promote low-impact uses that will not negatively affect water quality.

Goal 2: Develop an up-to-date Lake Management Plan for Watson, Goldwater, and Willow lakes. These plans should be updated and/or amended as needed.

Strategy 2.1 Engage U.S. Fish & Wildlife Service in a dialogue regarding the applicability of a Safe Harbor Agreement(s) for the management of City properties with Threatened and Endangered species.

Strategy 2.2 Explore the feasibility and applicability of Natural Infrastructure in Dryland Streams in ephemeral washes to address water quality and nuisance flooding issues impacting City waterbodies.



Strategy 2.3 Implement measures to achieve the prescribed federal Clean Water Act (https://www.epa.gov/laws-regulations/summary-clean-water-act) and Arizona State Protected Waters Program water quality requirements, including watershed management best practices.

WATER RESOURCES

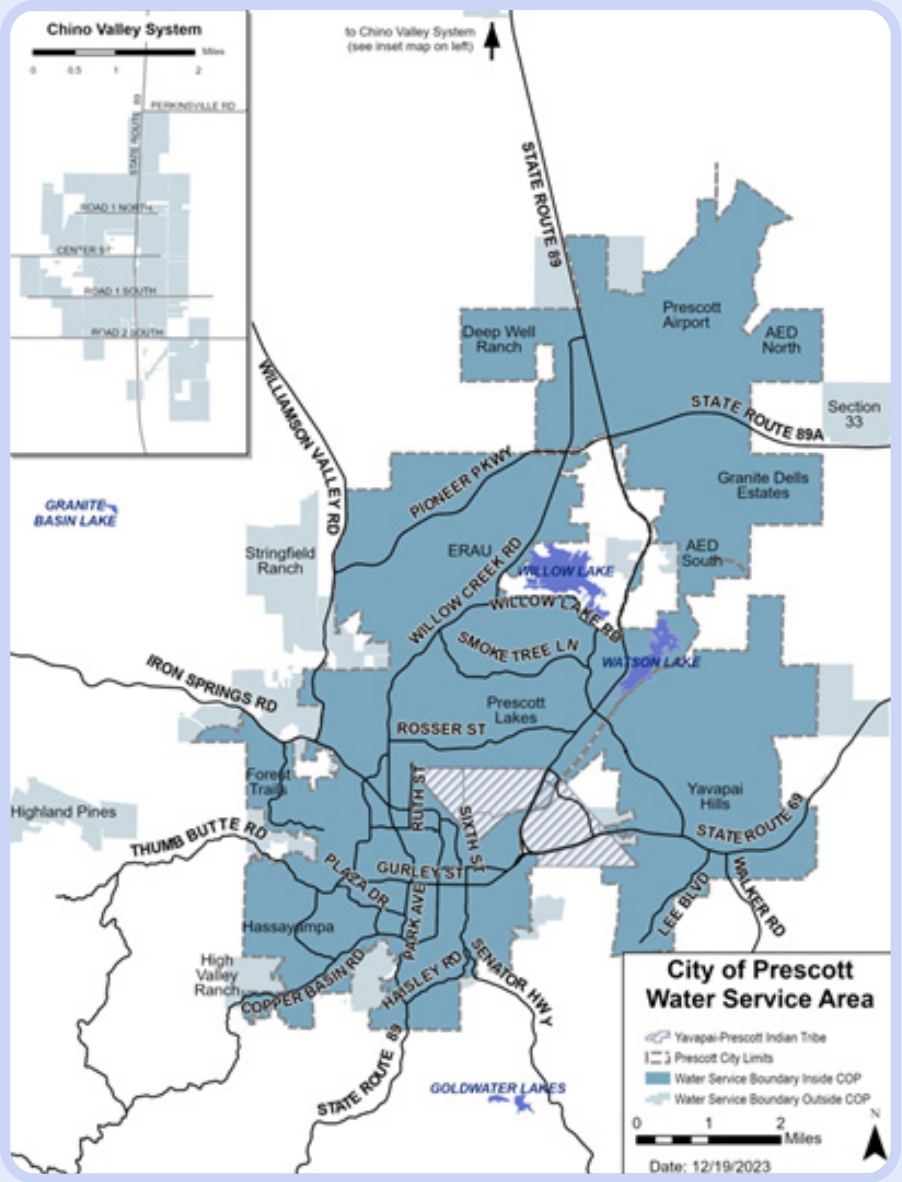
Water availability is crucial to maintaining a high quality of life with a healthy economy. Water supplies are regulated by the Arizona Department of Water Resources (ADWR) and situated within the Prescott Active Management Area (PrAMA). The PrAMA also includes the Towns of Prescott Valley, Chino Valley, and Dewey-Humboldt, portions of unincorporated Yavapai County, and the Yavapai-Prescott Indian Tribe Reservation, as shown on the map to the left.

Communities within the PrAMA withdraw groundwater based on Arizona Revised Statutes and Arizona Administrative Code. Further, ADWR Management Plans establish water management strategies emphasizing conservation, replacement of existing groundwater use with renewable supplies, recharge, and water quality management by all identified water use sectors including municipalities.

Two key historic actions that affect the PrAMA are the statewide 1980 Groundwater Management Code and the 1998 PrAMA Declaration of Groundwater Mining (being out of safe yield). The latter instituted the Assured Water Supply rules. For more information on ADWR statutory authorities, visit www.azwater.gov.

Since 1999, the City has maintained a Designation of Assured Water Supply (DAWS). The legal document issued by ADWR, a Decision and Order of Assured Water Supply, is also commonly referred to as a “D&O”. A D&O sets forth current, committed, and projected

WATER SERVICE AREA



demands, and the water supplies to meet those demands. In the City's case, this document relates to the water service area shown on the map to the left.

The City's current D&O was issued in 2009. In December 2021, the City filed a required update which is currently under review. The map to the left shows the anticipated water demands included in the 2021 D&O application as of June 2024.

2021 D&O DEMANDS

Water Resource Management Model Demands

AFY quantities are provisional based on ADWR review of City's 2021 Decision and Order application.

Current Demand	9,328 AFY
Committed Demand	3,534 AFY
Projected Demand	1,667 AFY
Total Demand Estimate	14,529 AFY

Current Demand means the 100-year water demand for existing uses within the service area of a designation applicant or designated provider, based on the annual report for the previous calendar year.

Committed Demand means the 100-year water demand at build-out of all recorded lots that are not yet served water within the service area of a designation applicant or a designated provider.

Projected Demand means the 100-year water demand at build-out, not including committed or current demand, of customers reasonably projected to be added and plats reasonably projected to be approved within the designated provider's service area and reasonably anticipated expansions of the designated provider's service area.

Source: WRMM 2020

ADWR requires that water supplies are shown as continuously and legally available for 100-years to be included in the D&O. Per the 2021 D&O application, the City is currently anticipating 17,544.93 AFY, a combination of groundwater, and stored and recovered (surface water and treated effluent) supplies.

Approval of the D&O will set the legal water supply for the City and establish the demands for the set period, typically 10-20 years. With this information, the City can evaluate potential

growth as established in the General Plan and create a long-term water management plan to support that growth. This is why it is vital for the City to complete the D&O process.

There are a number of subdivisions that the City has contracted water to, either through a Water Service Agreement or a Development Agreement. These commitments fall in either the committed or projected demand category, depending on whether each development has obtained a plat or not. The table below shows several of the recent, larger subdivisions and master plan areas that are in various stages of construction, and their water account/meter status. Commercial and other "non-residential" uses such as schools and hospitals will also be needed in these areas to meet future population growth not accounted for.

The anticipated numbers shown in both 2021 D&O Demands on the previous page and the Future Development table to the left are based on the City's Water Resource Management Model (WRMM) (**https://www.azwater.gov/hydrology/groundwater-modeling/prescott-regional-model**). The WRMM is discussed more in the Planning for the Future section on page 37. Although the WRMM tracks actual and estimated demands, the City will need to plan carefully to ensure that future annexations and large projects are accounted for and that supplies will meet the needs of future projects. A clear understanding of the development strategies within this General Plan will need to be communicated with the Water Resources Management group to ensure adequate existing water supplies or to start planning efforts for additional water for future development.

Goal 1: Maintain the highest Arizona standing for water providers – Designation of Assured Water Supply (DAWS)

Strategy 1.1 Complete renewal of and maintain D&O No. 86-401501.

Strategy 1.2 Meet ADWR regulatory requirements for permits and plans held by the City as an entity within the Prescott AMA.

LOCAL SUPPLIES AND INFRASTRUCTURE

Water supplies recognized in the City's 2009 D&O include groundwater (currently from the Little Chino Sub-basin aquifer and transportation water from the Big Chino Sub-basin aquifer with conditions), surface water, and treated effluent supplies used for recharge and recovery. Groundwater is the largest water supply within the City's water portfolio, and it is currently pumped from two well fields operated by the City's Public Works Water Operations Division.

The Intermediate Pump Station and Chino Valley Water Production Facility improvements are scheduled for completion in the first quarter of 2025. The addition of these facilities will constitute a major capacity increase to the City's pumping and water storage capacities while also reducing water pressures by approximately half for over 75,000 feet of transmission mains.

The City has surface water supplies through its water rights associated with the Watson Lake and Willow Lake reservoirs. The City has a legal entitlement to discharge up to 3,861.26 acre-feet per year (AFY), plus 965 AFY for Transportation Losses (not to exceed 4,826.26 AFY) from the reservoirs for municipal use. The City implements this water right by routing surface water from the Watson Lake and Willow Lake reservoirs to the recharge basin facility near the Airport Water Reclamation Facility (WRF). Since surface water supplies are subject to variation in precipitation

each year, the City's recognized water volume in the D&O is lower than the City's water right. This provides a buffer for years of low precipitation where the City chooses to recharge lower amounts to maintain a recreational and environmental pool in the reservoirs.

Treated wastewater (effluent) or reclaimed water, like surface water supplies, is used for reducing demand on the groundwater supplies. The City provides reclaimed water to golf courses, and for construction and industrial uses. Like surface water supplies, reclaimed water that is not contracted for direct use is sent to the recharge facility for underground storage and replenishment of the aquifer.

The City has operated the Sundog Wastewater Treatment Plant (WWTP) since 1934 and the Airport WRF since 1988. Combined, these facilities are permitted to treat up to 10.75 million gallons per day (MGD) of domestic and industrial wastewater. Between 2000 and 2022, the City has delivered an average of 3,759 AFY of effluent. Proposition 400, approved by Prescott voters in 2005, requires all effluent generated by development in newly annexed areas equal to or exceeding 250 acres to be used for permanent recharge. For more information on the City's wastewater operation please visit the City website at: **www. prescott-az.gov/sewer-and-wastewater/wastewater-operations/**.

Related to the infrastructure, the maintenance cost of keeping aging systems functioning, both potable and non-potable will be a challenge that the City will continue to face in the coming years. To ensure all newly constructed pipelines will have the longest service life possible, Ordinance No. 2021-1743 was passed requiring the use of ductile iron pipe (DIP) for all water main installation and prohibiting the use of Polyvinyl Chloride (PVC) pipe.

The challenges of aging infrastructure and establishment of new infrastructure will require effective coordination of water operations and water resource management to establish forward planning and integrate policies that ensure the sustainable and equitable distribution of water resources. This coordination is essential to address the needs of all existing and future water users while considering environmental, social, and economic factors.

BIG CHINO WATER RANCH (BCWR)

In 1991, Arizona Legislature authorized the importation of groundwater into the PrAMA from the Big Chino Sub-basin as a substitute for Central Arizona Project water that had been allocated to Prescott, but could not physically be brought north for use. In 2004, the City and the Town of Prescott Valley entered into an Intergovernmental Agreement (IGA) for the purchase of BCWR located approximately 18 miles northwest of Paulden. The project consists of 11 wells, a pump station, and 30 miles of pipeline for the transportation of water from BCWR to the Water Production Facility in Chino Valley. A summary of project highlights is included below.

- In the City's 2009 D&O, a portion of the City's water portfolio has the legal right to import up to 8,067.4 AFY from the Big Chino Sub-basin (ARS §45-555E and F).
- Proposition 401 known as the Prescott Tax Payer Protection Act, was voted on and passed in 2009. This requires the voter approval of certain high-value projects set at $40 million in 2011, but this number is adjusted every year based on the Bureau of Labor Statistics Consumer Price Index (CPI). The CPI was adjusted to $56 million as of December 2023.
- By 2010, construction plans were prepared and partial easements for pipelines were obtained. The project was put on hold because of ongoing legal action regarding the Verde River and changes in the City's strategy for water supplies.

- In 2010, an Agreement in Principle (AIP) was signed by City, the Town of Prescott Valley, and the Salt River Valley Water Users' Association and Agricultural Improvement and Power District (SRP). This effectively stopped legal proceedings and shifted emphasis toward the scientific study of the Big Chino Sub-basin and the Upper Verde River.
- In September 2012, the City, Town of Prescott Valley, and SRP entered into Comprehensive Agreement No. 1. This agreement allowed for the construction of monitoring equipment and preparation of a hydraulic model for the Big Chino Sub-basin and Upper Verde River.

Future efforts include completion of the hydraulic modeling with Comprehensive Agreement No. 1, preparation of pumping scenarios to determine the source of any impacts to the Verde River, and evaluation of mitigation measures, if any, required to mitigate impacts to the Upper Verde River.

REGIONAL WATER SUPPLY PLANNING

Population growth and development anywhere within the PrAMA will affect the aquifers and the PrAMA goal of reaching safe-yield. Development patterns and policies in other jurisdictions within the PrAMA differ from those of the City. The City anticipates the need to continue to work regionally to achieve and implement a successful management strategy. This should include continued partnering with Yavapai County, Town of Prescott Valley, Town of Chino Valley, Yavapai Prescott Indian Tribe, and other recognized entities, such as SRP. It is also important that the City clearly communicates with the public over water planning efforts. To achieve or even approach safe-yield, regional efforts in conservation and water planning from all water users within the PrAMA including Regional Master Water Planning and Regional Storm Water Recharge strategies will be necessary.

Goal 2: Protect local supplies, potable and non-potable, and their delivery infrastructure.

Strategy 2.1 Increase cooperation between City Water and Wastewater Operations with the use of the Water Resources Management Policy.

Strategy 2.2 Seek partnerships and opportunities for collaboration on regional water issues such as stormwater recharge and water conservation efforts

Strategy 2.3 Continue to develop a comprehensive study for the BCWR including economic, social, and environmental impacts of adding this water supply to the City's portfolio. This will be evaluated against other supply types considered in Strategy 3.2, preparation of a long-term water management plan.

PLANNING FOR THE FUTURE

Water planning is ongoing and requires significant time horizons for both physical supplies and their associated infrastructure. Below are several examples of the City's planned efforts in two categories: **data systems** and **management**.

Data Systems

To meet the intent of the adopted 2025 General Plan, the City and its consultants continue to work toward long-term water resource management and updating to more current tools and approaches. The first step was building a data repository that links land and water demands and running various scenarios (e.g. changes in either customer demands or available supplies, policy implications,

etc.) to assess various possible futures. The Water Resource Management Model (WRMM) was created for this purpose.

The initial version of the WRMM was based on the City's water service area boundary. Next, a version which incorporated the 2025 General Plan boundary was created. The final version was created to handle the data as required by state statute and rules for updating the City's DAWS. The WRMM is updated annually to include the previous year's billing data. Currently, the WRMM is used to provide City Council with information to understand supply and demand (data for) the determination of water budgets. In the future, when more detailed procedures are developed for uses of the WRMM, it will become a more useful tool for setting water budgets, complying with DAWS regulations, and meeting the objectives of the General Plan.

Other critical tools the City utilizes for water resource management include:

- **Water and Wastewater (Infrastructure) Models**
  The City will continue to regularly update its infrastructure model.
- **Big Chino Groundwater Flow Model**
  In partnership with the Town of Prescott Valley and SRP (Comprehensive Agreement No. 1), a model will be completed in late 2024. This model will advance a needed future water supply while also working to protect Upper Verde River flows. See the Big Chino Water Ranch section for additional information.

Management

City Codes and Water Policy: On April 26, 2022, City Council approved a new water management policy as a guide for new developments and how water is allocated to them. The intent is to support responsible growth, development, and ADWR's goals and management strategies to work towards safe-yield. On March 26, 2024, the Amended 2022 Water Management Policy was adopted by City Council based on recommendations from the Mayor's Commission for Water Policy Review and Monitoring and City staff to bridge the City until completion of the next D&O and provide efficiencies in the processing of Water Service Applications. For more information on the water policy and to view current water budgets visit: **https://prescott-az.gov/water-resource-mgmt/water-policy/**.



Watson Lake



Water Conservation (Demand Management): The City's existing water conservation program encourages Water Smart practices. Conservation measures presently yielding water savings include tiered water billing rates, direct use of treated wastewater effluent, maintaining financial incentives for conservation, and furthering public education. For more information, visit https://prescottwater.com/.

Advanced Metering Infrastructure (AMI): The City has begun to update the water system to incorporate smart water metering technology known as AMI. This technology is an integrated system of water meters, communication networks, and data management systems that enable two-way communication between meter endpoints and utilities. AMI features a network of smart water meters and intelligent infrastructure that provides continuous and historical data to improve system intelligence, visibility, automation, and control. These systems increase water conservation by enhancing meter reading efficiency, assuring long-term meter accuracy, improving customer service processes, and supporting security to deter tampering. In 2023, the City was awarded a $3 million Water Infrastructure Finance Authority (WIFA) grant for the implementation of AMI throughout the City's Water Service Area. City Water Operations is continuing to pursue additional WIFA grant opportunities.

PFAS: Since the Environmental Protection Agency (EPA) has released the final rules and Maximum Contaminant Levels (MCLs) for chemicals known as PFAS, City Utilities staff have been evaluating the impact these rules will have on City Water Operations. For more information see epa.gov/pfas/pfas-explained. Current treatment strategies being considered include ion exchange resin, granular activated carbon, nanofiltration, and reverse osmosis.

Water Resources Long-Term Management Plan: On November 21, 2023, the Mayor's Commission for Water Policy Review and Monitoring finalized a companion recommendation to the amended 2022 Water Management Policy as listed below.

It is recommended the City begin the process to develop a long-term water management plan, incorporating the water resource management model and appropriate legal documents.

With the Commission identifying disconnects in the 2022 policy, i.e. recommendations for or concerns with 16 of 22 policies within the document's text (pages 1-15 and attachments), as well as other comments, it is evident the City is lacking a long-range water management plan to carry the City's water health and safety when there are changes from one elected and leadership body to another. The 2022 policy may bridge the City, while a long-term plan is developed and aligns with its pending DAWS, which is currently under review with ADWR.

Alignment with the City's General Plan will also be important. Note that the City's service area extends outside of its General Plan area. The Commission requested a date for this recommendation, so City staff assessed related work items and proposed a plan outline by July 31, 2024.

This recommendation was approved by City Council on March 26, 2024. The development of a long-term water management plan will need to consider many aspects including water supplies, demands, management strategies and goals, conservation, climate change, emerging contaminants, and implementation and monitoring. Many of the aspects discussed in this General Plan will need to be included when planning and partnering with PrAMA members.

Goal 3: Continue planning to serve existing and future demand with available or to be acquired supply types.

Strategy 3.1 Exercise and improve the City's WRMM data repository and analysis tool on a yearly basis.

Strategy 3.2 Develop a long-term water management plan that will include demand management strategies that look at various code updates to address uses as discussed here.

Strategy 3.3 Investigate and commence planning of supply types such as stormwater (see Strategy 2.2) and maximizing use of treated effluent for direct use, indirect use, and evaluation of the potential for advanced water purification.

Strategy 3.4 Continue to develop the Water Conservation program to lower outdoor water use, identify grant opportunities for conservation programs, and develop additional metrics to measure results. See www.prescottwater.com about Prescott water conservation program.

CLIMATE AND ENERGY

CLIMATE

In February 2023, a collaborative research team from the University of Arizona and New Mexico State University created a Climate Profile for the Quad Cities Region which was released and can be viewed at: https://qcclimatecollaborative.org/climate-action-hub.

TEMPERATURE PROJECTIONS

Global average temperatures have risen for decades, and our city is no different. Although year-to-year variation is natural and expected, our region's average annual temperature has increased by about 2.25°F since 1985. The best available climate models project annual average temperatures to climb 4-5°F over the long-term average by 2050 and 6-11°F by 2100. Without global access to moderate climate change, our region's annual average temperatures will likely approximate Albuquerque by 2050 and Tucson by 2100.

Of course, extreme temperatures are also likely to become far more frequent. On average, there were eight days above 95°F between 1961 and 1990, but our region has experienced about 20 days over 95°F annually for the last few years. Climate models project up to 40 days above 95°F by 2050 and over 95 days above 95°F by the end of the century. The number of days over 100°F (currently five days) could increase to 10-12 days by 2050 and potentially rise to as many as 55 days by 2100.

PRECIPITATION

The total annual precipitation projections anticipate little to no change in the Quad Cities area, but an increased likelihood of larger, more intense storms that concentrate more of our annual rainfall into shorter periods. Even with no change in total precipitation, the Quad Cities' warming climate is projected to make conditions drier, because higher temperatures will increase evaporation from soil and bodies of water, and increase transpiration of water by plants into the air. Therefore, drought conditions will worsen even if total precipitation does not change.

CLIMATE IMPACTS

The Climate Profile highlights several areas where these climate projections will impact the region in general:

- Children, older adults, and people with pre-existing conditions will be increasingly vulnerable to adverse health consequences of extreme temperatures, along with those who work outdoors or who are socially isolated.
- Increasing temperatures will likely increase ground-level ozone pollution and wildfire frequency and intensity. This will also increase exposure to the fine particulates (PM2.5) which are known for their adverse effects on respiratory and cardiovascular health.
- Mental health issues linked to climate-related disasters such as flooding, heat, and wildfires are likely to increase.
- The region's ecosystems will be impacted. For example, direct stress from heat and lack of moisture will negatively impact forest health, reducing tree growth and increasing tree mortality.

- Warming is already driving an increase in the area burned by wildfires and an overall longer fire season. Substantial increases in the number of wildfires and the area burned are projected to increase, with particular risk to the wildland-urban interface.
- With larger storm events, areas in the Quad Cities area may become more flood-prone. The combination of more frequent, larger forest fires and more extreme precipitation can lead to an increase in post-fire flood events.
- Rising temperatures will likely impact streamflow levels and soil moisture, which are key drought indicators. Global climate trends, if not abated, could lead to mega-droughts.
- Indications for the Western U.S. are that aquifer recharge rates are falling in the Western U.S. because of warming temperatures and changes in the character and pattern of precipitation. It is likely aquifers in the Quad Cities area will be similarly affected.
- The projected climate trends can impact water quality in the Quad Cities area. For example, increased runoff from areas burned by wildfires increases sedimentation in lakes and rivers; increased nutrients in drought-affected surface waters may result in algal blooms; and runoff from extreme precipitation events is likely to increase non-point source pollution.
- The report concludes no single factor affects water availability and quality in the Quad Cities area. Population growth, water demand and use, changing climate, and water rights will all need to be considered by regional decision-makers.
- The agriculture sector, including farming and ranching, will be impacted. Rangelands are vulnerable as forage quality and quantity are likely to suffer. Hotter temperatures can also increase heat stress on livestock and contribute to disease proliferation.

THE IMPORTANCE OF ONGOING CLIMATE CHANGE ADAPTATION PLANNING

Climate change adaptation planning is planning to adjust to new or changing environments in ways that take advantage of opportunities and reduce negative effects. The Climate Assessment For The Southwest (CLIMAS) Climate Profile emphasizes the importance of continuously identifying risks and vulnerabilities, assessing and selecting action options, implementing short- and long-term strategies, and monitoring and evaluating the local outcomes of each strategy.

Planning for climate change adaptation has already begun in many places across the country. Thirty-three states and over 600 local governments have climate change adaptation plans. The Quad Cities Climate Collaborative released a companion report to CLIMAS's Climate Profile for the Quad Cities Region of Arizona in early 2023, Local Climate Action Options for the Quad Cities Region (https://qcclimatecollaborative.org/climate-action-hub).

That report was written to help members of the community translate the CLIMAS report findings and suggestions into action at the local level. It is intended to be a "living document" in the sense that it can change over time as solutions are implemented and new information becomes available. A broad-based working group of local stakeholders representing community organizations and local governmental agencies contributed to the compilation and final production of the document. As the Climate Profile makes clear, climate change is already upon us, and it presents our region with important challenges. Our economy, public health, infrastructure, and the natural systems where our communities are embedded are interdependent. To sustain even one of these critical elements, we must sustain them all. The suggestions in the Climate Profile and the

2023 CHARGE POINTS BY CITY PER U.S. DEPARTMENT OF ENERGY ALTERNATIVE FUELS DATA

City	Level 2	Level 2 TESLA	DC Fast	DC Fast TESLA	DS Fast RIVIAN	TOTAL	City Population	Stations per 1,000 People
Sedona	32	32	4	14	6	88	9,896	8.89
Williams	6	3	5	0	0	14	3,365	4.16
Dewey/Mayer	4	0	0	8	0	12	4,639	2.59
Flagstaff	64	13	5	36	0	118	77,047	1.53
Cottonwwood/Clarkdale	9	1	0	0	0	10	17,926	0.56
Prescott	16	1	4	0	0	21	48,946	0.43
Prescott Valley	9	0	0	0	0	9	50,687	0.18
Camp Verde	1	0	0	0	0	1	12,481	0.08

Source 2023 Water Resource Management Model | Note: List shows the largest potential future demand areas but is not comprehensive of all future development

"Local Climate Action Options" report are offered from a framework of sustainability—i.e., solutions that simultaneously maintain environmental integrity and economic vitality.

ENERGY

Increasing the use of renewable energy and promoting energy efficiency will provide economic benefits and environmental resiliency, preserving our natural resources in alignment with the General Plan vision of a sustainable community that preserves our environmental, cultural, and historic character. The combination of transportation and building energy consumption accounts for significant greenhouse gas emissions; therefore, our community needs to focus on the built environment: man-made structures, roads, and the infrastructure that supports them.

Electric vehicle ownership is expected to grow, with manufacturers planning to spend $1.2 trillion through 2030 to develop and produce electric cars. Multiple manufacturers are planning to produce and sell only electric cars by 2030 or 2035.

The U.S. Department of Energy offers an open-source tool for quickly estimating the economic impacts associated with the development, construction, and operation of electric vehicle charging stations, including the necessary data to help communities apply for federal funding. The economic benefits of installing charge points go beyond tourism. For example, businesses or governments hosting charging stations can earn up to $23,000 annually, depending on location, while increasing foot traffic to local businesses. According to research from the Department of Energy, installing one EV charging station creates four jobs, compared to less than one job created when installing one gasoline dispenser.

CLIMATE AND ENERGY GOALS AND STRATEGIES

Goal 1: Empower community members to make smarter energy choices through education

Strategy 1.1 Partner with local organizations, community groups, and businesses to invest in and create youth employment training and professional development in the environmental and climate sectors.

Strategy 1.2 Engage local higher education institutions to encourage workforce training for installing and maintaining energy-efficient technologies.

Strategy 1.3 Create development and financial planning toolkits that include information on the benefits of energy-efficient buildings and vehicle electrification, including available incentives from utility, state, and federal agencies.

Strategy 1.4 Develop a toolkit designed to provide building and property owners with training, guidance, and resources to improve energy efficiency and reduce carbon emissions from buildings.

Goal 2: Promote energy efficiency for new design and retrofit of public, commercial, and residential buildings

Strategy 2.1 Implement ongoing weatherization and building energy optimization programs in City-owned facilities.

Strategy 2.2 Encourage office and commercial projects to include Leadership in Energy and Environmental Design (LEED) or similar certification elements in project design and construction.

Strategy 2.3 Develop a net zero building framework for City-owned buildings and facilities, including but not limited to energy efficiency, electrification, and renewables.

Strategy 2.4 Evaluate possible changes to the International Residential Code and International Building Code used by the City to address energy conservation and renewable energy systems, including but not limited to rooftop solar, wiring for EV charging, and ground-source heat pumps for HVAC.

Strategy 2.5 Promote land use patterns that increase energy efficiency, including but not limited to higher density affordable housing development along transit corridors and code changes to encourage walkability and reduce dependency on cars.

Goal 3: Create and utilize business models that reduce the cost of retrofitting energy efficiency into existing buildings

Strategy 3.1 Evaluate process and implementation municipal energy audits to measure and identify areas with energy-saving opportunities.

Strategy 3.2 Investigate public-private partnerships such as Performance Based Contracts with energy services providers to implement energy-efficient measures and to supply equipment in City-owned buildings.

Strategy 3.3 Evaluate partnerships with the private sector to implement a home energy audit and retrofit program for Prescott residents, prioritizing low-income families and homeowners.

Strategy 3.4 Promote co-op models, like Solar United Neighbors, to work with Prescott homeowners and small businesses to provide lower-cost solar options.

Strategy 3.5 Develop incentives and reduce permitting fees for residents and businesses to install solar and energy storage systems.

Goal 4: Leverage the natural environment to reduce heating and cooling energy needs

Strategy 4.1 Develop incentives for the use of site-specific building design elements to help address environmental issues, including building orientation enabling passive heating, cooling, lighting, window and door placement, landscaping design, window screening, shade structures, and other similar features.

Strategy 4.2 Provide educational tools, including landscaping guidelines for energy reduction, such as from the American Society of Landscape Architects, the Department of Energy, Utah State University's Forestry Extension site, for example.

Strategy 4.3 Consider strategic tree planting to reduce HVAC needs in residential and commercial settings.

Goal 5: Accommodate electric vehicle (EV) users to reduce vehicle emissions while promoting Prescott as an EV tourist destination through accessible charging infrastructure.

Strategy 5.1 Evaluate and keep track of how other Northern Arizona communities support EV-enabled tourism to ensure Prescott remains competitive in attracting these valuable tourists.

Strategy 5.2 Work with CYMPO to study a regional EV infrastructure plan to connect major traffic destinations such as the town square, city buildings, educational facilities, shopping destinations, and outdoor attractions. Potential to use open-source economic impact tools such as DOE JOBS EVSE.

Strategy 5.3 Encourage the use of federal funding and public private partnerships to fund installation and management costs of EV charging stations.


YAVAPAI COUNTY
WELCOME TO COURTHOUSE PLAZA
PLEASE OBSERVE ALL PARK RULES
COUNTY ORDINANCE #1993-1
NO ALCOHOL NO CAMPING
NO SKATING, SKATEBOARDING
OR BICYCLING
NO ORGANIZED GATHERING
WITHOUT PERMIT
CITY CURFEW FOR MINORS IN EFFECT
LEASH LAW IN EFFECT
OWNERS MUST CLEAN UP
AFTER THEIR PETS

CHAPTER 2



A COMMUNITY CONNECTED

A regional approach to growth management, wildlife corridors, open space, recreation, transportation, and land planning is important to the protection of natural resources, water, and effective, sustainable use of the land.

Regional coordination and cooperation can reduce incompatible land uses at jurisdictional and planning boundaries and may also reduce infrastructure demands upon individual jurisdictions by allowing adjacent communities to provide complementary services. Providing complementary services rather than duplicated or competing services is more practical and cost effective. For example, one community may develop a park near a common planning boundary, while the adjacent community creates a hiking trail.

For regional roadway coordination, the Central Yavapai Metropolitan Planning Organization (CYMPO) is the principal forum for local government cooperation. Managing and improving the regional roadway network is important to all jurisdictions in the area. Prescott, as a primary economic driver in the region, must maintain an active role in CYMPO and should promote regional land use planning as an integral part of regional transportation planning.

Keeping our neighborhoods and businesses connected is multifaceted. It consists of the following:

- Maintaining appropriate street connectivity
- Ensuring adequate cellular communications coverage throughout the community
- Establishing widely available access to the internet
- Open space, trails, and wildlife corridors, which provide meaningful connections within our natural environment

Street connectivity disperses traffic to reduce congestion and provides vital travel routes in case of emergencies like wildfires. It is important to require new developments to include extensive roadway connections to counter the market pressures to create exclusive, limited access communities. While these communities seemingly offer security in normal times, they can become traps in an emergency. Street connectivity also encourages and facilitates commercial activity by providing easier access to open space and trails from residential neighborhoods to businesses.

It is common belief that close proximity of cellular facilities to residencies negatively impacts property values. Yet, recent studies identified good cellular connectivity provides access to public safety services and facilitates home-based work and entertainment, which positively impacts property values. The Federal Communications Commission has identified cellular communications as vital “backbone” infrastructure for the country. More efforts are needed to balance resident concerns and engage the public in decisions regarding construction of cellular facilities.

One of the most identified attractions for new and existing residents is our surrounding natural environment. Providing widely available access to open space areas, wildlife corridors, and trail systems creates a sense of shared values in Prescott’s natural character and provides meaningful connections to our natural environment.

Transportation Planning

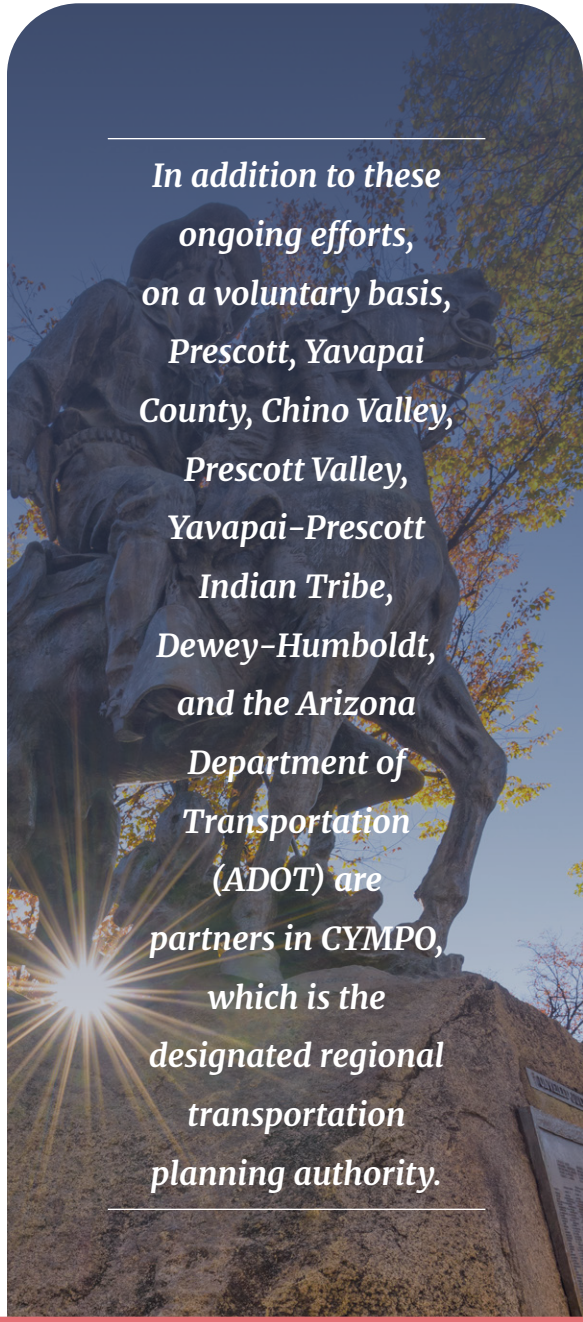
Transportation planning within Prescott is integrated into the City's capital improvement budget and is coordinated with both land use planning and development review. Transportation needs are a required component in Specific Area Plans (SAPs) where Transportation Services and the Police Department examine traffic calming approaches to provide neighborhood safety and emphasize traffic enforcement. Further, the City's Pedestrian Bicycle and Traffic Advisory Committee (PBTAC) is often a first step to review community transportation and safety issues. PBTAC is an active participant in traffic, including pedestrian and bicycle infrastructure, as well as a stakeholder in cooperative efforts with other entities.

Retrofitting existing roadways with improvements is an important part of transportation planning, requiring careful consideration of the potential impacts on neighborhoods and linkages to wildlife corridors. Large future development plans are also reviewed to ensure the roadway network and proposed connections are considered in the Regional Transportation Plan (RTP) and other planning studies. The RTP and other development plans are included in this section.

CENTRAL YAVAPAI METROPOLITAN PLANNING ORGANIZATION (CYMPO)

With the 2000 Census, the combined population of the Prescott/Prescott Valley area reached more than 50,000, a population threshold which triggered the establishment of a metropolitan planning organization to coordinate regional transportation planning and administer federal and state transportation funding. CYMPO is the designated regional transportation planning authority with Prescott as an active participant.

CYMPO's mission is to provide leadership in planning and promoting a comprehensive multimodal transportation system that will provide for regional mobility and connectivity that also encourages a positive investment climate and fosters development sensitive to the environment. CYMPO provides a forum for local elected officials and transportation experts to plan multimodal infrastructure within the CYMPO Planning Boundary and to make use of and prioritize federal funding opportunities to deliver valuable transportation-related projects to the region. Without the formation of an MPO, the region would be ineligible to obtain and use any federal funding within the urbanized boundary.



CYMPO regularly conducts studies and develops comprehensive regional multimodal transportation plans which include and affect the City. In April 2020, CYMPO adopted the 2045 RTP, which contains the most recent traffic analysis and management planning information for the major roads in Prescott and the surrounding Central Yavapai County area.
A copy of this plan, as well as additional information regarding transportation planning in the Prescott area, can be found on the CYMPO website at **https://www.cympo.org.** RTPs are updated every five years.

The RTP establishes that growth within Prescott and throughout the region will create long-term traffic management challenges. The study, updated approximately every five years, is the blueprint for long term regional transportation planning and improvements. Many of the study's regional improvement recommendations over the last 20 years have been achieved, including the widening of State Route (SR) 89 for 14.5 of the 17 miles between north Chino Valley and Prescott, Side Road improvements, Williamson Valley Road widening, Yavpe Connector, Fain Road widening, and SR 89 interchanges.

The study also recommends alternative transportation components (public transit, carpooling, bikeways, trails, etc.) and forecasts that an investment in these systems could reduce projected traffic counts throughout the CYMPO planning area.

REGIONAL COOPERATION IMPLEMENTATION STRATEGIES

Goal 1: Coordinate with other regional entities to provide recreational, open space, wildlife corridors, and transportation opportunities to the residents of Prescott.

Strategy 1.1 Actively participate in regional organizations to assure that the interests of the City are appropriately communicated and protected.

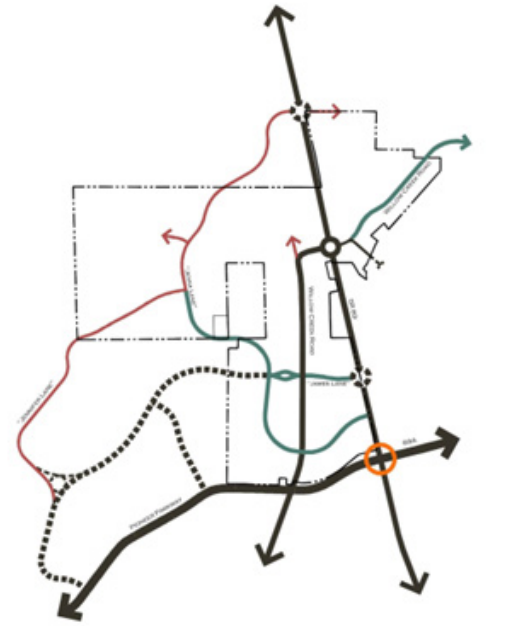
Strategy 1.2 Meet with each of the City's regional neighbors to coordinate projects having regional implications and to avoid duplication of services and amenities such as parks, trails, cellular, internet, and library facilities and enhance wildlife corridor connectivity.

CITY OF PRESCOTT APPROVED MASTER PLANS WITH CONNECTIVITY

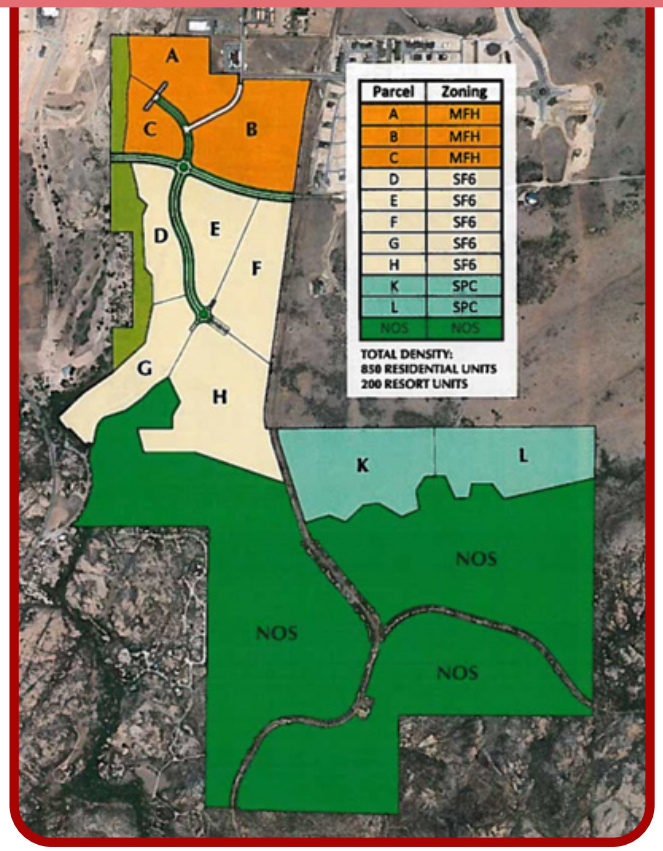
Over the last 10 years, master plan developments were approved within the City that would create new connections once they are completed. Here are examples:

Deep Well Ranch Master Plan

The Deep Well Ranch Master Plan was adopted to create a 1,620-acre Specially Planned Community (SPC) in the vicinity of PRC, north and west of SR 89 and SR 89A in Prescott.



Note: Roadway locations shown are conceptual. Final locations may vary



AED SOUTH DEVELOPMENT ROADWAY LAYOUT



A circulation plan was included and provides the general alignment of several arterial and collector roadways that will connect SR 89 with Pioneer Parkway and Willow Creek Road. These roadways will be constructed by the Deep Well Ranch as development in the area occurs. In addition to the roadway system, intersection spacing and access has been planned at specific locations in the southeast portion of the Deep Well Master Plan.

Arizona Eco Development (AED)

The City approved an agreement with AED to create a Development Agreement (DA). This DA lays out the specific terms and conditions for the annexation and development of residential and commercial properties along SR 89, in areas north and south of SR 89A as well as north and within the Granite Dells. Only the preliminary layout of the roadway system has been provided; however, the DA does include obligations that provide for the extension of Phippen Trail across Granite Creek between SR 89 and Granite Dells Parkway. The other arterial and collector roadways will be constructed by AED as development in the area occurs.

Granite Dells Estates (GDE)

GDE, a developing master planned community comprised of residential dwelling units, general business parcels, open space, and a large unsubdivided tract is located about 1.5 miles south of SR 89A near the Granite Dells Parkway and Dells Ranch Road roundabout in Prescott. Primary access is provided from the north at the interchange of SR 89A at Granite Dells Parkway. Granite Dells Parkway is a planned ultimate six-lane arterial roadway that will extend north into section 33 and southwest across Granite Creek connecting to Phippen Trail and SR 89. Dells Ranch Road is a four-lane arterial planned to connect east to Prescott Valley. This connection will be made once the Jasper Development in Prescott Valley completes its connection north to SR 89A at the future Great Western Corridor.

EXISTING VEHICULAR TRANSPORTATION SYSTEM

The roadway network in and through the city consists of highways and arterials carrying regional traffic, as well as arterial, collector, and local streets carrying traffic. SR 69 is a four-to-six-lane arterial highway and provides regional access to the city. Traffic is controlled through signalized intersections. SR 89A, located to the north of the city, provides access at the SR 89 and Willow Creek Road intersections. SR 89 travels through Prescott and continues north providing access to communities such as Chino Valley, Williams, and Flagstaff. The local and arterial street system was established as development occurred and is primarily aligned based on existing topography. The designation of a truck route system using the existing system set the expectation for residents related to commercial vehicle travel patterns.

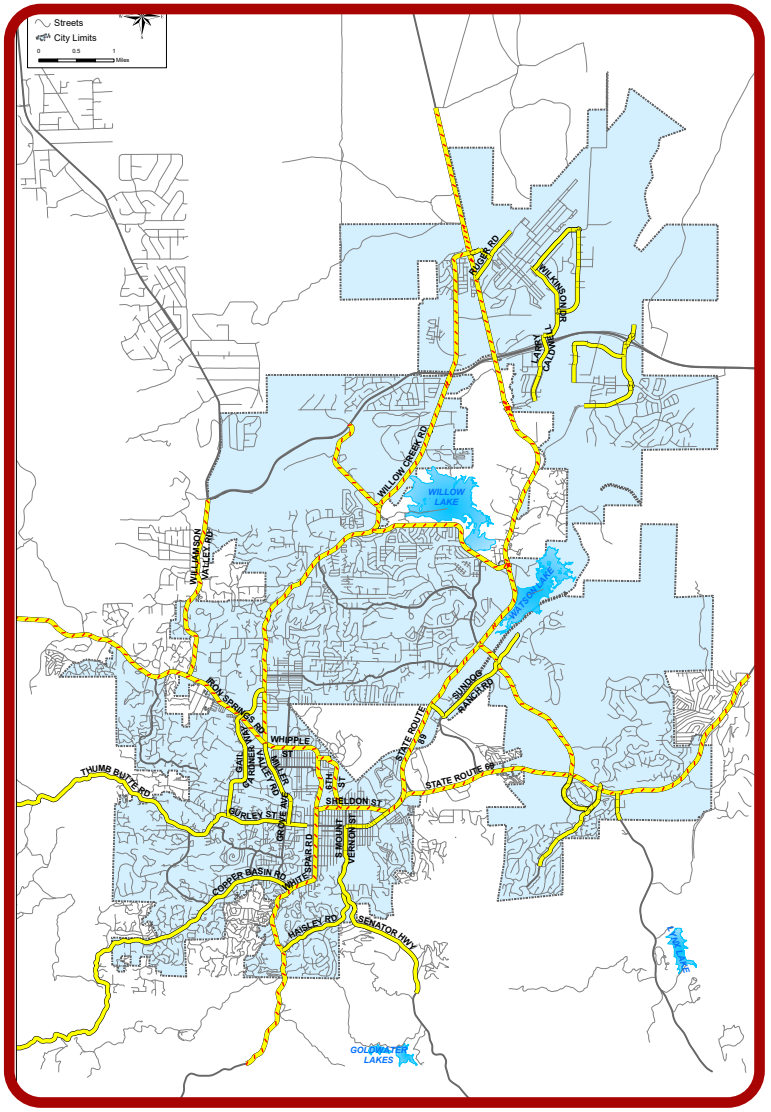
Truck Route System

The designation of truck routes is intended to route truck traffic to streets where they would cause the least amount of neighborhood intrusion and where noise and other impacts would not be considered nuisances. Roadways providing access to freeways are the most likely candidates for truck route designation. The designation of truck routes is not intended to prevent trucks from using other roads or streets to make deliveries. The designated truck routes, both through and local, are shown on the map to the right.

TRANSPORTATION SYSTEM IMPROVEMENTS

Streets Infrastructure Improvement Plan (IIP)

To meet the future demands generated by city and regional growth, the City has developed a Streets IIP (https://prescott-az.gov/capital-improvement-projects/capital-improvement-program/) to identify needed capacity improvements on select roadways and intersections. These are funded through development impact fees dedicated for these improvements and placed in the City's Capital Improvement Program during the annual budget process. For more information on these projects, view the IIP linked above.



PRESCOTT TRUCK ROUTE SYSTEM MAP

TRANSPORTATION GOALS AND STRATEGIES

Arterials

Arterials, *in principal, are for longer distance travel between two points, and direct access to property is a subordinate function. In order to maximize a satisfactory operating level of service without requiring additional lanes, traffic management must concentrate on moving traffic quickly through controlled intersections.*

Goal 1: Establish and maintain a system of arterial streets to provide a satisfactory level of service at level "C" or better according to the American Association of State Highway and Transportation Officials (AASHTO). During morning and evening peak hours, support alternative transportation such as walking and bicycling, which are compatible with land use, grading, slope stabilization, drainage, and environmental goals.

Strategy 1.1 Complete the 2024 update of the Central Yavapai County Regional Transportation Study by coordinating with ADOT and regional stakeholders to guide the future planning efforts of the CYMPO.

Strategy 1.2 Develop a City Transportation Plan by 2030 for adoption and implementation of recommended goals and strategies to improve arterial traffic movement and safety.

Strategy 1.3 Support improvements of arterial streets by maintaining pavement quality.

Strategy 1.4 Apply traditional and emerging technologies to extend the physical and operational service life of the roadway networks through the use of innovative design, maintenance practices, efficient signal timing, and planning for improvement in levels of service.

Strategy 1.5 Balance the needs of pedestrian, bicycle, and future public transit modes when expanding intersections.

Strategy 1.6 Enhance the aesthetics of street corridors.

Strategy 1.7 Promote interconnectivity of transportation networks to improve circulation efficiency, disperse traffic, and reduce impacts on individual streets.

Strategy 1.8 Minimize and reduce, where feasible, direct driveway access to arterials.

Collectors

Collectors *generally serve a dual purpose of moving vehicles and individuals from place to place and accessing fronting property. Commercial collector streets facilitate travel between high-traffic generators. Access locations are often controlled or shared.*

Goal 1: Adapt, design, or retrofit residential collector streets to facilitate travel from local streets to parks, schools, and arterial streets while maintaining a safe and attractive neighborhood environment.

Strategy 1.1 Implement strategies to prevent local streets from becoming de facto collectors where pursuit of a connectivity goal may negatively impact the quality of life for the residents on the local street, and increase demands for police enforcement and traffic calming.

Strategy 1.2 Minimize direct access to collectors for new residential lots.

Strategy 1.3 Design residential collectors to facilitate efficient circulation within the neighborhood while discouraging through or speeding traffic, especially from arterial to arterial.

Strategy 1.4 Design collector streets and adjacent sidewalks to facilitate use by low-speed traffic, bicycles, pedestrians, and to include trails and wildlife corridor consideration, as shown in adopted plans.

Goal 2: Require adequate vehicular and pedestrian access and connectivity within and between residential neighborhoods and adjoining commercial areas by promoting street interconnectivity and identifying minor collector streets.

Strategy 2.1 Design streets to meet the needs of emergency vehicles in a neighborhood-friendly way while allowing safe pedestrian access and safe on-street parking when provided.

Strategy 2.2 Locate new connector road alignments to facilitate access for business and commercial purposes in a cost-effective manner.



Locals

Locals *comprise the highest total mileage of city streets and have the primary purpose of providing direct access to adjoining properties. These streets range from short cul-de-sacs to the traditional grid system downtown. Most residential lots will have at least one entrance onto the local street.*

Goal 1: Local street designs should provide access for residential and commercial properties as well as emergency vehicles. Safety should be maintained for wildlife, residents, pedestrians, and bicyclists while enhancing the neighborhood environment.

Strategy 1.1 Develop a Traffic Calming Design Guide to be applied to new residential street construction.

Strategy 1.2 Continue to utilize the adopted policy for traffic calming to retrofit residential streets.

Strategy 1.3 Create and allow the use of a variety of local street cross sections. This will provide flexibility during design and promote diversity of design and neighborhood character.

Strategy 1.4 Encourage the retrofit of existing local streets to enhance safety, consider the character of the neighborhoods, and reduce four-way intersections.

PUBLIC TRANSIT

Effective transit systems rely, in part, on clustered development, where higher densities contribute to a larger population base. There is a focus on creating more opportunities for compact development in this General Plan. The aging population in Prescott, coupled with the increasing trend of developing higher density senior housing, emphasizes the need for transit to serve the population that no longer drives.

The City has actively engaged in various public transit planning efforts over the years, including the 2007 Regional Transit Needs Study, the 2009 Transit Implementation Plan, and the 2017 Yavapai County Regional Mobility Management Implementation Plan. In 2019, the City participated in the development of the Central Yavapai Transit Implementation Plan Update (TrIP Study) as a member of CYMPO. The study recommended the initiation of a public transportation demonstration program for the Central Yavapai region. This program would incorporate on-demand response (microtransit), fixed-route (fixed schedule), and deviated fixed-route (hybrid) transportation modes for a three-year period, as illustrated in the TrIp Study Service Recommendation figure on the following page.

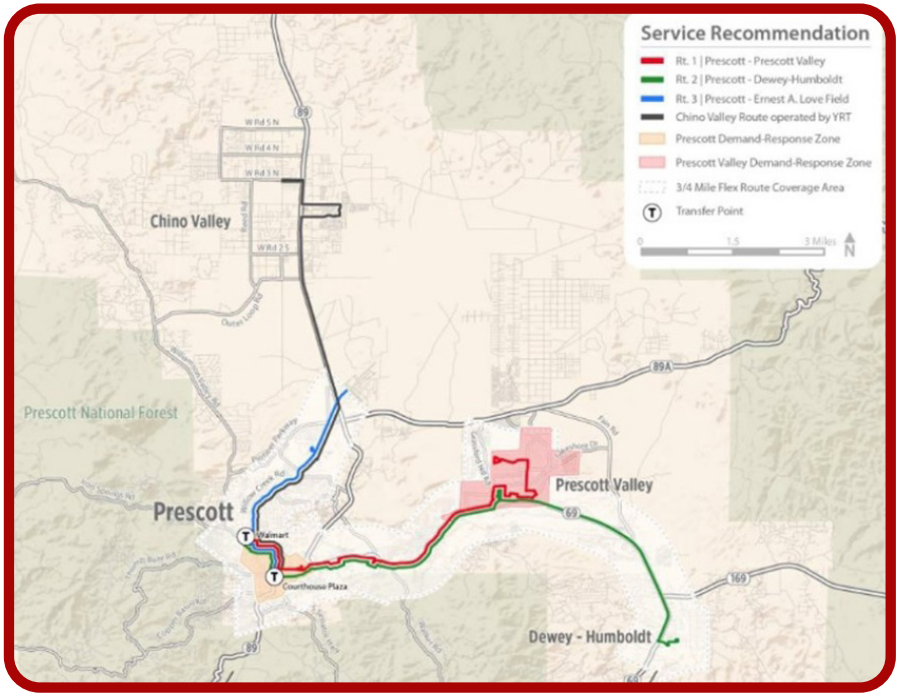
CYMPO is responsible for developing and implementing a regional transit system. CYMPO's mission is to provide leadership in planning and promoting a comprehensive multimodal transportation system for regional mobility and connectivity, fostering development sensitive to the environment, and encouraging a positive investment climate.

CYMPO has conducted studies on the feasibility of a regional public transit system. The Regional Transit Needs Study and the Transit Implementation Plan suggest a combination of basic fixed and flexible route transit services, including a park-and-ride component. The Yavapai Regional Transit Authority, a local nonprofit organization, currently provides limited transit service between Prescott and Chino Valley. If the Yavapai Regional Transit Authority expands its services, it could potentially address a portion of the regional transit needs.

CYMPO is seeking state and federal funding to implement a public transit system. Limited funding from the county for transit in other jurisdictions has been provided. While services may be contracted out to private providers, adherence to state and federal guidelines for publicly funded transit is essential. Exploring additional funding sources for public entities or nonprofit organizations providing transit services is crucial. This is especially true in an uncertain economy where finding a capable provider and securing assured funding are significant challenges.

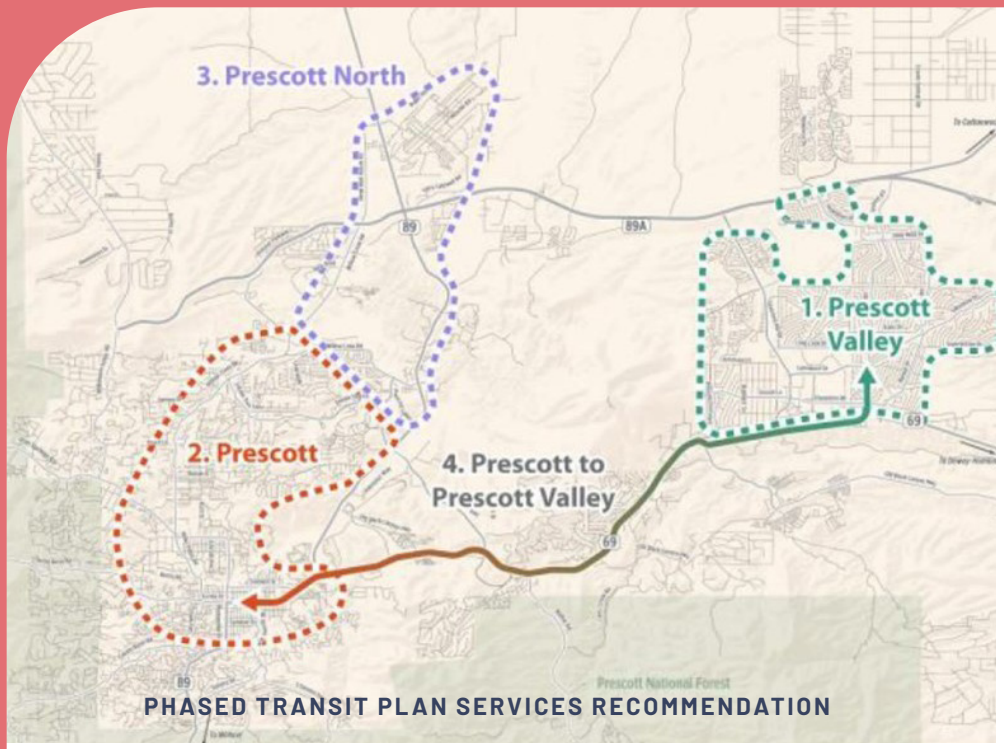
Shortly after completion of the TrIP Study, CYMPO completed an update in the spring of 2020 using CARES Act federal funding. This was to allow the City or Town of Prescott Valley to lead the Central Yavapai Phased Transit Plan (https://www.cympo.org/studies/). Based on a desire by the Town of Prescott Valley to fill this role, the City did not implement a system at that time. The Phased Transit Plan may be implemented as shown on the Phased Transit Plan Services Recommendation figure on the following page if the City determines the community's desires for this expanded service and funding is available.

TRIP STUDY SERVICE RECOMMENDATION



Phased Transit Plan Service Recommendation

1. **Implement a Shared-Ride Public Transportation Network in Prescott Valley only via microtransit.**
2. **Implement a Shared-Ride Public Transportation Network in Prescott via microtransit.**
3. **Monitor and manage existing service and/or make small expansions in the region.**
4. **Add a connecting service, potentially a fixed route, for trips between Prescott Valley and Prescott.**



PHASED TRANSIT PLAN SERVICES RECOMMENDATION

Transit Goals and Strategies

Goal 1: Support and participate in regional public transportation when financially feasible.

Strategy 1.1 Identify and seek fair share funding.

Strategy 1.2 Develop ancillary facilities such as park-and-ride lots and bus turn- outs. An example location would be the airport road entrance. Circulation may most beneficially serve the airport community needs in accordance with current industry standards and practices.

Strategy 1.3 Create safe multimodal and alternative transportation connections.



OPEN SPACE

The City and the immediate surroundings are rich in scenic and recreational assets enjoyed and valued by generations of our citizens and visitors. This section embraces current and future efforts to protect and enhance open space; conserve the natural beauty of our terrain and vegetation; and provide wildlife corridors for the benefit of both people and wildlife. Past favorable economic circumstances allowed a significant focus upon direct purchase land acquisitions. This was combined with donated parcels and easements, all of which are worthy of perpetual protection. Some of these conservation efforts date to the 1980s and were then known as natural parkland conservation. As past, present, and future lands come into City oversight, they provide opportunities to expand recreational destinations to complement the City's lakes, greenways, diverse park system, extensive recreational trails, and a nature center.

Goal 1: Use tools to maximize the benefits nature affords us.

Strategy 1.1 Utilize long term leases, easements, licensing agreements, developer agreements, private donations, land exchanges, intergovernmental cooperation, and public/private partnerships in securing targeted land use, in addition to the purchase of property by the City.

Strategy 1.2 Integrate existing and desired recreational assets into a network physically connected and functionally related, rather than simply adding stand-alone parcels to our inventory.

Strategy 1.3 Identify and prioritize open space efforts based upon the prehistoric, historic, ecological, cultural, recreational, scenic, and economic values to be derived and balance with other community needs.

Strategy 1.4 Plan, manage, and expand the recreational assets of our community to attract visitors, boost our economy, and improve the quality of life for our residents. This will be a cooperative and partnering endeavor between the City, non-profit organizations, and other government entities.

The vast majority of undeveloped land, whether publicly or privately owned, is not officially designated as open space. These areas may be developed in the future. To conserve open space, Prescott encourages property owners, if they wish, to rezone these areas to a Natural Open Space district, which restricts uses and encourages landowners to maintain their land in a natural state. Other means of conserving open space exist through easements, deed restrictions, and development agreements, which are recorded legal documents used to manage the use of a property. Several parks, lakes, trails, and facilities have legal restrictions to conserve open space.

PUBLIC AND PRIVATE OPEN SPACE

The term Open Space is used in many forms and has different meanings in common usage. Typically, open space is used to describe undeveloped land with distinctions between public and private open space. From a regulatory point of view, cities are composed of only two types of property, public and private. This critical distinction between public and private property has been the basis of urban design since land ownership emerged. In early cities, public streets gave access to private property.

Public Open Space

City-owned public lands include lakes, streams, undeveloped natural areas, parks, trails, and greenways. Examples include Acker Park, portions of the Granite Dells, Downtown Prescott Greenway Trail, and the recent Glassford Dells Park and Preserve

purchase success. These areas typically protect important viewsheds, natural resources, and provide passive recreational opportunities for trails and other uses. Federally owned public open space is provided by the adjacent Prescott National Forest and the joint City-County leasing of Pioneer Park from the U.S. Department of the Interior - Bureau of Land Management.

A more specific type of public open space is known as a preserve. These are lands set aside and protected from development by purchase, covenants, City charter clauses, and/or state or federal laws. Some existing preserves include the hill, and areas east of Thumb Butte, Boyle-DeBusk Open Space Preserve, White Spar Creekside Park, Watson Woods Riparian Preserve, Glassford Dells Regional Park and Preserve, and portions of Watson Lake and Willow Lake.

Private Open Space

Some of the most scenic and unique areas within Prescott are privately owned. Many landowners recognize the natural qualities of their lands and take voluntary steps to protect and conserve open space through rezoning, conservation easements, donation, or sale of development rights. Areas set aside as privately-owned protected open space may or may not be accessible to the public depending on the specific arrangements. The City strives to provide public access to privately-held open space areas by entering into joint-use agreements with private property owners.

As privately-owned lands are developed, open space areas may be protected through the Planned Area Development (PAD) process, whereby a minimum of 25% of the PAD area is set aside as protected open space. Typically, PAD open space areas are steep slopes, ridgelines, drainages, or parks. Previous City codes allowed golf courses as open space; however, the current code states new golf courses may not be considered open space.

State Trust Lands are held in trust for 13 designated beneficiaries. The land, managed by the Arizona State Land Department, is the asset that funds the Trust. State Trust Land that is suitable for development may ultimately be sold for development and leased for grazing, agricultural and/or mineral uses as an interim revenue-generation and land management tool. While State Trust Land may be used for recreation via a Recreation Permit, it should not be considered a permanent open space asset unless acquired or leased for that purpose. Currently, these lands are temporary and unprotected viewsheds unless steps are taken toward conservation. Several state referendums have been introduced in recent years, without success, to allow state lands to be more easily preserved as open space. Citizen efforts to address open space concerns statewide affect Prescott due to the many acres of nearby Arizona State Trust Lands.

OPEN SPACE POLICY

The Recreation Services Department is is currently focused on the following geographical areas: 55-mile Prescott Circle Trail, Prescott Greenways, Prescott Peavine Trail to Chino Valley, Willow Lake to Watson Lake via Granite Dells, multiple trails to Glassford Hill with connectivity to Prescott Valley through the new Granite Dells Park and Preserve, recreation pathways City-wide, and the completion of larger interconnected trail networks in order to benefit the Mile-High Trail system. The acquisition, dedication, and stewardship of open space as a community amenity is also an economic development asset which supports the tourism industry.

The proportion of land dedicated to protect open space within the community had increased, reflecting a major shift in attitude regarding the importance of open space, essentially beginning with public and private actions regarding trails in the 1990s. As pristine areas with trails and access to the national forest began to develop, the public requested that access points remain untouched. This was accomplished through agreements made between the City, developers, and National Forest officials. Protecting significant geological prehistoric features, natural areas, and viewsheds resulted in a number of private/public partnerships.

Open space is acquired based on biologic, geologic, recreation, cultural, prehistoric, historic, scenic, and riparian characteristics of the land, as well as, tourism and economic assets for the future. Open space includes areas of scenic beauty, recreation, preserves for riparian areas, wildlife, vegetation, and cultural resources. The character and function of open space differs on a case-by-case basis depending on the individual property and the purpose of the acquisition.

Annexations should have an open space component to provide wildlife and trail connectivity and meet standards for open space as provided for in the Prescott Land Development Code. New open space assets are identified during the annexation process, and stewardship plans are adopted by the City Council. In adjoining areas, open space may be maintained through intergovernmental agreements.



OPEN SPACE POLICY GOALS AND STRATEGIES

Goal 1: Adopt a strategic approach to open space acquisition opportunities and establish funding sources.

Strategy 1.1 Place open space activities organizationally within the Recreation Services Department with participation from the outdoor recreation-related organizations interested in participating.

Strategy 1.2 Connect open space areas to provide continual wildlife and trail connectivity.

Strategy 1.3 Develop and maintain a current list of existing and potential open space properties based on strategic economic benefits to the community.

Strategy 1.4 Identify potential and probable approaches for each property (i.e., conservation easements, license agreements, leases, donations, parcel splits, outright purchases, etc).

Strategy 1.5 Strengthen partnerships with the federal government, State of Arizona, Yavapai County, and neighboring communities.

Strategy 1.6 Identify, enhance, and develop wildlife corridors and crossings.

Strategy 1.7 Create an Open Space Advisory Commission.

Goal 2: Seek collaborative ventures among private, public, and non-profit sectors for expanding, improving, maintaining, and providing stewardship for open space.

Strategy 2.1 Encourage and support the private sector and members of the public to bring forward open space ideas and proposals through the proper channels (i.e. Parks and Recreation management).

Strategy 2.2 Continue investigating potential funding mechanisms, such as general funds, taxes, sales tax, grant funding, and private donations for the purchase, improvements, and maintenance of open space that enhance trails and corridor connectivity.

Strategy 2.3 Maintain and upgrade existing open space and recreational facilities through designated use fees, tourism-related income, grants, private donations, and other methods used by the City for General Fund revenues.

Strategy 2.4 Initiate a charter amendment to protect in perpetuity City-owned open space, as it is acquired through development, purchase, or agreements.



Goal 3: Maintain the biological, cultural, visual, and recreational integrity of protected and unprotected tracts of open space.

Strategy 3.1 Continue to provide stewardship for open space by encouraging City staff and supporting organizations and volunteers.

Strategy 3.2 Maintain conservation of habitats and ecosystems within existing open space, including the lakes.

Strategy 3.3 Require new development and redevelopment to provide connectivity to existing open space and trails. Establish and maintain connectivity between newly annexed lands to provide wide and continuous corridors of natural open space.

Strategy 3.4 Require and oversee re-vegetation of disturbed areas, including removal and control of invasive and non-native vegetation.

Strategy 3.5 Work with various stakeholders to set standards to reduce damage to open space and lakes caused by soil erosion, storm water runoff, utilities, fertilizers and herbicides, and the accumulation of debris and silt.

Strategy 3.6 Ensure wildlife and desired trail corridors are conserved. Establish and maintain connectivity between newly annexed lands to provide wide and continuous corridors of natural open space.

Goal 4: Encourage the maintenance of healthy ecosystems within and outside Prescott as dependable sources of recreation, economic prosperity, biodiverse plants, and wildlife habitat.

Strategy 4.1 Create a regional watershed conservation, restoration, and management plan.

WILDLIFE CORRIDORS



The conservation of wildlife habitats and wildlife corridors will benefit indigenous wildlife and migratory species impacted by human growth and development. There is a particular need in the Prescott area for wildlife corridors to interconnect pronghorn antelope herds and other wildlife. Augmentation of wildlife habitats and wildlife corridors through acquisition and conservation of open space during the subdivision platting process is an important step.

Fragmentation of animal habitats disturbs ecosystems. This affects wildlife distribution, breeding success, predator/prey dynamics, foraging success, and seed dispersal. Development can result in environmental degradation from structures, roadways, and utility corridors, which cause increased pollution stressors to wildlife (air, water, noise, and light). Roads, freeways, transit systems, and infrastructure put in place to connect people reduce connectivity for wildlife and increase wildlife roadway mortality. Development competes with wildlife for natural resources such as water, and changes local habitat suitability by influencing noise, light, air, and temperature regimes. Habitat fragmentation leads to changes in species diversity and can lead to local, regional, or species-level extinction of native flora and fauna.

It is important to retain wildlife habitat connectivity as Prescott grows to the north in the form of protected wildlife corridors. Wildlife corridors of natural landscape also provide other ecosystem services such as urban cooling, water capture and recharge, and scenic nature viewing for residents and visitors.

CHALLENGES

Growth of new subdivisions and other developments alter wildlife habitats. An evaluation of flora and fauna within development areas is a benefit when planning appropriate corridors to provide safe migration routes. These areas should connect with other open spaces such as parks and trails and be designed so that they may be used by migrating wildlife as part of an interconnected cluster of corridors.

WILDLIFE CORRIDORS IMPLEMENTATION STRATEGIES

Goal 1: Improve protection of species through the interconnectivity of open spaces and wildlife corridors.

Strategy 1.1 Encourage developments, where appropriate, to evaluate animal species within their development sites with the Arizona Game & Fish Department and create appropriate wildlife corridors through master plans and subdivision plats adjacent to open space or public lands. Establish and maintain connectivity between newly annexed lands to provide functional and continuous corridors of natural open space.

Strategy 1.2 Work with CYMPO to create a regional environmental study and to communicate any actions to the public.

Strategy 1.3 Coordinate with federal and state agencies and adjoining jurisdictions to improve regional connectivity of open space and wildlife corridors.

Strategy 1.4 Identify funding for the creation of new wildlife corridors and crossings.

Strategy 1.5 Collaborate with the Arizona Game & Fish Department and other local and national professionals to develop and implement a best practice guide for wildlife corridors and crossings.

Strategy 1.6 Include wildlife crossing infrastructure components in new road designs that cross significant drainages and or open space areas and other known wildlife movement patterns.

Strategy 1.7 Collaborate with other governmental units and private landowners to restore natural flows to floodplains, especially where this would serve to enhance wildlife habitat, especially ensuring they have access to perennial water.

Strategy 1.8 Implement a public awareness program about respecting and protecting wildlife.

DIGITAL CONNECTIVITY

Digital connectivity plays a vital role in education, healthcare, business, civic engagement, safety, and everyday life. In 2023, the Arizona Commerce Authority conducted a year-long study to create Arizona's Digital Equity Plan. This plan attempts to act as a roadmap to address issues that face each region, making sure every individual and community is represented. To ensure universal broadband is available across Arizona, the state is committed to ensuring availability through infrastructure investments, supporting affordable broadband plans for all Arizona families, and providing inclusive digital skills training.

With Arizona's population widely distributed across rural, remote, urban, and tribal regions, our sprawling deserts and mountainous terrain create opportunities and obstacles to creating universal digital access.

Key themes from the study are:

- Affordability
- Importance of knowledge and digital literacy
- Localization of services and community engagement

Residents in Yavapai County had the highest response rate and demonstrated an interest in bringing reliable connectivity to the County. The top concern is the lack of competition in internet services. Without competition between service providers, high costs remain the main issue related to digital access and reliability of internet connections.

During the Covid-19 pandemic, the community discovered an increased need for internet access to learn and work remotely. It became clear, our digital infrastructure was lacking in many of the areas of Yavapai County. This resulted in no service or frequent disruptions or slow speeds for many people. Others tried using Wi-Fi devices that use cellular data or booster antennas, but that proved to be insufficient and unreliable due to lack of data capacity. Dead zones for Wi-Fi and cell data exists in many parts of the region. Mountainous terrain requires more towers for connectivity.

Innovations in information technology and marketing over past decades have profoundly changed commerce and business models worldwide. Technology offers new opportunities to foster home-based businesses and remote work. The global pandemic accelerated this trend exponentially and also revealed weaknesses in the broadband infrastructure. Subsequent federal and state dollars have flowed to increase broadband connectivity especially in remote rural areas. Prescott's broadband infrastructure has not benefited, even as large amounts of money are spent elsewhere.

Encouraging more robust and competitive high speed/high bandwidth internet access in Prescott will allow the City to market to technology companies while promoting the advantages of a small town, exceptional climate, and award-winning historic and natural assets available in Prescott.

DIGITAL CONNECTIVITY GOALS

Goal 1: Plan for new technology.

Strategy 1.1 Work with the Yavapai County Office of Emergency Management to develop an emergency communication plan, particularly for areas with limited or no internet access during crises like wildfires or floods.

Strategy 1.2 Explore alternative connectivity solutions, such as cellular networks or satellite internet.

Strategy 1.3 Educate residents on data privacy, terms and conditions, and the implications of online data sharing to reduce hesitancy and inform residents about online safety.

Strategy 1.4 Work with telecommunication providers to efficiently use rights-of-way when locating, installing, and maintaining facilities.

Strategy 1.5 Encourage public participation in establishing locations for new towers, streamline the approval process, and investigate alternatives to cell towers.

Strategy 1.6 Explore available funding to improve digital connectivity.

CHAPTER 3



Land Use and Growth Areas

Prescott's land use base comprises the typical residential, commercial, and industrial land use types. Prescott has a traditional downtown of mixed uses, mostly of retail commercial 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 due to new development or redevelopment of existing buildings being adapted for different uses.

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 are the characteristics which also define walkable and sustainable neighborhood design.

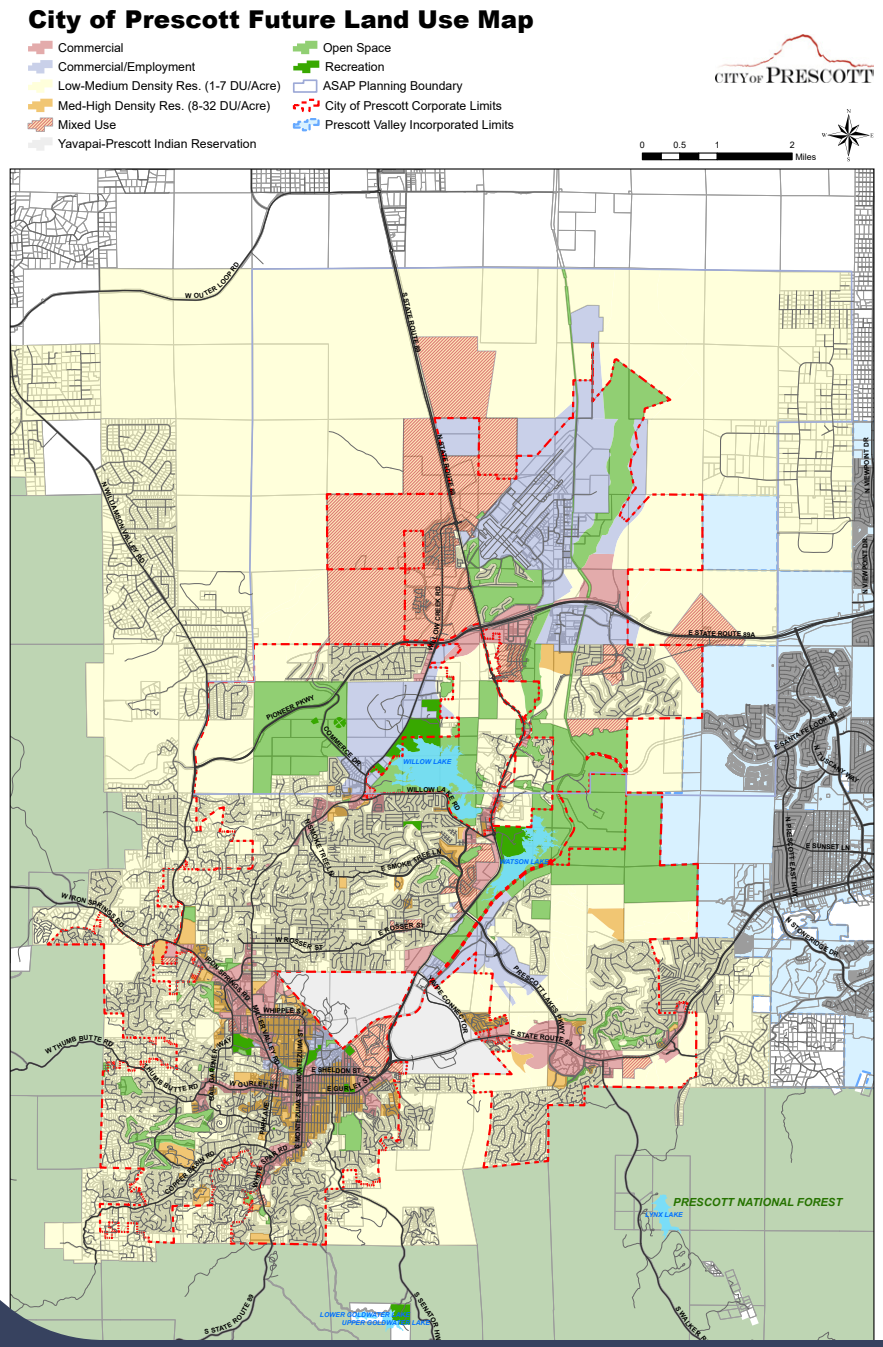
Infill construction and renovation in existing structures can provide medium density residential opportunities close to work and services in the downtown area. Later subdivisions on the fringes of the city core were also platted with small lots. In some areas, opportunities for moderately affordable housing exist in these neighborhoods and should be protected to help meet the housing needs of a balanced community.

Some transitions are from single-family residential to multi-family, while other transitions are from residential uses to commercial uses. Although much less common, it is also possible for commercial use areas to transition to residential uses.

As the community grows, land uses in some areas evolve, come under development or redevelopment pressures, and are subject to water supplies and availability. These transitioning areas are often the locations where significant land-use conflicts can occur. Internal pressures on land uses usually come in the form of new development in or near established neighborhoods.

Involving residents in decision-making processes is important to ensure all interests are considered and broad consensus can be sought.





Planning Hierarchy

Prescott's planning occurs in a hierarchy of planning layers, each with associated key planning documents controlling each level. The top layer is this General Plan. The General Plan represents 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.

Prescott also uses SAPs when closer focus is warranted for certain, more limited geographic areas experiencing change via growth, demographics, or external pressures such as development in adjacent jurisdictions. There are three SAPS, each created for different purposes.

1. The **Prescott East Area Plan** was the direct result of the annexation and development of the area the comprises Yavapai Hills, The Ranch, and the concentration of commercial development including the nearby commercial area along SR 69.
2. Later, the **Willow Lake South Area Plan** was adopted because of the development of Prescott Lakes and nearby properties.
3. The third and largest in area is the **Airport SAP** that was developed to influence land development around and near PRC. These plans need to be revisited to see if they are still needed or need to be updated.

The next layer of planning is at the neighborhood level. These plans are typically driven by redevelopment pressures or pressures from development near the neighborhood. Unlike the General and Area plans, neighborhood plans are much more focused on cultural and community cohesiveness and less about future land-use planning.

Future Land Use Designations and Map

EXPLANATION OF 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 districts designated 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. The residential land uses are characterized as a range of dwelling units per acre (DU/AC).

Please note where Specific Area Plans (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.

RECREATION

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

OPEN SPACE

Open space areas are passive recreational land that conserve natural and scenic community resources and bars 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.

MIXED-USE

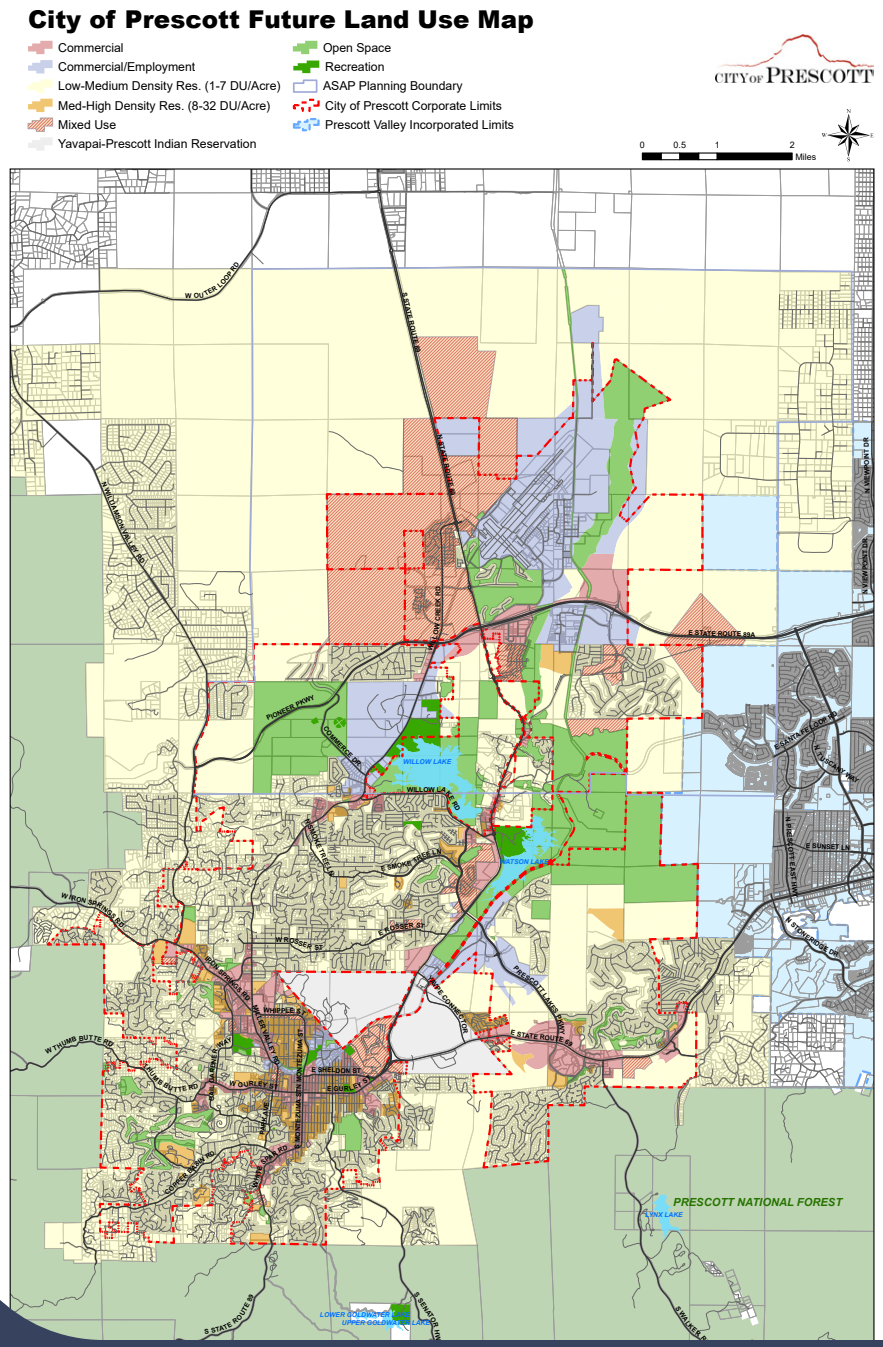
Mixed-Use areas are generally located at an existing or anticipated circulation nexus and/or placed between higher intensity uses and adjoining residential land uses. The Mixed-Use designation is intended to be compatible with the surrounding area while providing a mix of commercial, employment, public, 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.

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.

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.



LOW-MEDIUM DENSITY RESIDENTIAL (1-7 DU/AC)

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.

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

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.

Goal 1: Promote preservation and rehabilitation of historic buildings, landscapes, and neighborhoods in a manner sensitive to property owners and in accordance with the Historic Preservation Master Plan (https://prescott-az.gov/planning-and-zoning/historic-preservation/).

Strategy 1.1 The Historic Preservation Specialist will identify historic resources and promote understanding of their significance in accordance with historic preservation guidelines.

Strategy 1.2 Support through appropriate processes, minor variations from the codes which allow preservation, restoration, rehabilitation, and expansion of historic buildings and landscapes to improve their longevity and usefulness.

Strategy 1.3 Encourage adaptive re-use of historic buildings where the original use is no longer viable.

Goal 2: Assist property owners, public and private, in the use of national, state, and local regulatory mechanisms for the protection of property values and for benefits available to owners of historic properties.

Strategy 2.1 Produce and distribute information packages detailing National Register listing advantages:

- State historic property tax reductions for residential property
- State historic property tax benefits for restoration of income-producing properties
- Tax incentive programs under federal law for renovation of income-producing property

Strategy 2.2 Produce and distribute information detailing the advantages of listing in a Local Historic Preservation District:

- Protection of historic integrity of the property and/or neighborhood property values and character.
- Availability of state and federal funding under the Certified Local Government Program for improvements
- Assistance and advice on renovation and new construction per adopted guidelines to property owners

Goal 3: Involve the residents and property owners in the planning process and policy development for their area.

Strategy 3.1 Review and update existing Neighborhood Plans to get resident input on unique circumstances or challenges within developed neighborhoods, such as traffic safety or zoning incompatibility.

Strategy 3.2 Educate the public on the use of historic preservation overlay districts to protect historic buildings and features within neighborhoods.

Goal 4: 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.

Strategy 4.1 Develop incentives and modify development standards to better direct appropriate land uses in transition and special study areas while protecting nearby residential uses.

Strategy 4.2 Incentivize infill development and redevelopment at densities compatible with the established neighborhood zoning, character, and infrastructure.

Goal 5: Support flexibility in setbacks, parking requirements, site coverage, and height in return for compatible development design, which maintains the character of transitioning areas, but also furthers implementation of neighborhood and land-use plans for the area.

Strategy 5.1 Initiate rezoning, where appropriate, to support the character, goals, and uses identified in SAPs or neighborhood plans adopted for transition areas.

Strategy 5.2 Incentivize infill development while protecting the existing neighborhood housing stock and character.

Strategy 5.3 As development pressure occurs on existing neighborhoods, initiate neighborhood plans and/or special purpose plans with the involvement of residents and property owners to guide future development and redevelopment within or adjacent to those areas with neighborhood meetings.

Strategy 5.4 Define areas where zoning overlay districts, including Historic Preservation Districts, or other tools for specific neighborhood protection are appropriate.

Goal 6: Promote preservation and maintenance of existing landscaped trails and open spaces within neighborhoods to assure pedestrian circulation and access to existing open spaces.

Strategy 6.1 Identify opportunities to create new pedestrian connections from residential neighborhoods to commercial and service locations.

Strategy 6.2 Support through appropriate processes, minor variations from the codes which allow preservation, restoration, rehabilitation, and expansion of historic buildings and landscapes to improve their longevity and usefulness.

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.



Historic Preservation

PREHISTORY

Indigenous people preceded the establishment of Prescott by thousands of years. Though the Paleoindian and Archaic periods are sparsely documented, we do have evidence of peoples occupying the area in the Middle Archaic Period (5000-1500 BC) and several sites and evidence of people occupying the area in the Late Archaic Period (1500 BC-700 or 800 AD). Many of these sites are in modern day Chino Valley and along the slopes of the Black Hills. Evidence indicates that indigenous people during this time were highly mobility and depended on hunting and seasonal gathering.

The Post-Archaic Period was a formative period (200-600 AD) in which indigenous people transitioned from mobile hunter-gatherers to more permanent farming populations. The Prescott Culture resided in the area from 600-1600 AD and were located on the periphery of the Sinagua, Hohokam, and Chonina culture areas. They favored hilltop enclosures and sites and participated in limited agriculture supplemented by hunting and gathering.

Spanish explorer Antonio de Espejo passed through the area in the late 1500s in search of gold and silver, and this was when the first interactions with the Yavepe were documented. The Yavepe people, now known today as Yavapai, were mainly hunter-gatherers, moving seasonally in a large swath of area east of the Colorado River and south of Flagstaff. These are now the Quad-City and Verde Valley areas. Today, the Yavapai Prescott Indian Reservation spans 75 acres near the Ft. Whipple Military Reserve and has a population of 309 according to the U.S. Census Bureau 2017-2021 American Community Survey.

HISTORY

The founding of Prescott in 1864 as the first territorial capital of Arizona was a significant historic event. Under President Lincoln's command, eight territorial officers were sent to the West in the Fall of 1863, including John Goodwin, who was later established as the Arizona Territorial Governor. The officers soon landed in uncharted Central Arizona. Gold had recently been discovered in the area, 6 miles southwest of present-day Prescott, which put the area on the map for settlers seeking fortune. With favorable reports of the mines pouring in throughout the remainder of 1863 and early 1864 and the military presence of Ft. Whipple, Prescott was chosen as the city's official name and was established as capital on October 4, 1864. A fire destroyed much of downtown Prescott in 1900, and an exhaustive rebuilding campaign was initiated immediately thereafter. Most of Prescott's existing, significant historic buildings date from the post-fire construction period.



TODAY

Prescott's focal point, the Courthouse Plaza and surrounding downtown area, discussed in the Economic Competitiveness and Prosperity section, is not only the historic and economic center but, also the artistic and cultural center of the city. Interest in cultural activities has expanded in the past couple decades, as seen in the increasing numbers of tourists, resident artists, events, and participants. The Downtown is anchored by three outstanding historic, cultural venues: The Elks Opera House, Sharlot Hall Museum, the Museum of Indigenous People, and The Prescott Center for the Arts. The Western Heritage Center, a non-profit showcasing prehistoric and historic artifacts from a variety of local organizations, was established in 2017 in the heart of Whiskey Row along Goodwin Street.

To this day, over 800 National Register properties reside within the City's limits. To help protect these properties, Prescott has established 13 local districts and 13 National Historic Register Districts, which are governed by a comprehensive set of preservation guidelines. These guidelines are titled the Prescott Historic Preservation Master Plan. Preservation is critical to the character and economic vitality, protection of property values, and overall the community benefit of Prescott. Therefore, enforcement and continued development of the Historic Preservation Master Plan should be a priority for the City. Deference should be given to the Master Plan for guidance on making decisions regarding Prescott's cultural and historical assets.

Prescott's first and current Historic Preservation Master Plan was drafted and adopted in 1998. An update is currently underway, with a target completion date of 2025. In addition to creating chapters for four more recently added districts (Historic Homes at Hassayampa, Mile High, North Prescott, and Southeast Prescott), a

chapter on managing archaeological resources will also be created. The Preservation Master Plan prescribes each District specific guidelines to give property owners; contractors; designers; and City Commissioners, Council, and Staff clear direction to evaluate and protect historic resources. The Preservation Master Plan also provides recommendations for future documentation of historic resources and for the creation of additional preservation overlay districts. This should always be an objective, as the City's historic resources are continually evolving.

Historic and prehistoric preservation are organizing forces in Prescott's land use principles and are key components of the community's economic engine. The historic town square, surrounding historic neighborhoods, and prehistoric sites prepared and/or interpreted for public education are a focus of the region's tourist economy. The tourist economy is an important source of income for all of Northern Arizona.

Preservation can also play an important role in putting housing within greater reach of all residents. By rehabilitating and renovating existing structures on smaller lots, the older, designated parts of the city return to the more pedestrian friendly system of the past, making use of existing infrastructure and landscaping. Adaptive reuse, which involves repurposing historic buildings for a different use while preserving their architectural and cultural heritage, is also highly encouraged. The City should seek to educate the community on adaptive reuse projects and develop strategies to incentivize them, particularly in Historic Districts.

Prescott should place increased emphasis upon educating historic property owners as to what financial incentives are available to them in the form of multiple state and federal tax reduction and



credit programs. The State Historic Preservation Office (SHPO) (https://azstateparks.com/shpo/) is the guiding hand for these programs, so the relationship between the City and State should also continue to be strengthened to ensure information flows properly and frequently.

The City is classified as a Certified Local Government (CLG) by SHPO. A CLG designation signifies that a municipality has entered into an agreement with SHPO and the National Park Service to commit to work collaboratively to fulfill the goal of preserving, protecting, and increasing awareness of heritage resources. CLGs also maintain local preservation ordinances, a Preservation Commission, and processes to identify and designate significant historic properties worthy of preservation. CLGs must also retain professional staff to administer their program and a process of design review to ensure that designated properties are appropriately preserved and considered in planning.

HISTORIC PRESERVATION AND CULTURAL ASSETS GOALS AND STRATEGIES

Goal 1: Survey, documentation, and listing of properties eligible for the National Register of Historic Places, including the creation of new districts

Strategy 1.1 Reassess and summarize priority areas for revisions and/or additions to Prescott's Historic Districts; create a 5-year plan.

Strategy 1.2 Partner with SHPO and other preservation-related organizations and individuals to assist with inventory of properties.

Strategy 1.3 Engage with the public through public meetings and surveys to gather input as to which areas they would like to see incorporated into existing or new districts.

Goal 2: Complete the 2025 Prescott Historic Master Plan Update

Strategy 2.1 Complete Historic Master Plan Update by the end of 2025; this will make historic information more easily accessible to the public.

Strategy 2.2 Review applicable codes and consult with State staff and experts to ensure that irreplaceable prehistoric resources receive appropriate survey and mitigation procedures (see Strategy 5 for separate archaeological resources goals).

Strategy 2.3 Review applicable codes and consult with State staff to ensure the historic preservation ordinances remain in compliance with the federal CLG program of the U.S. Historic Preservation Act of 1966, as amended.

Goal 3: Citizen Education

Strategy 3.1 Educate citizens about the purpose of Prescott's Preservation Program and incentivize historic property owners to maintain and/or improve their properties.

Strategy 3.2 Create, disseminate, and promote materials for historic property owners to promote preservation, rehabilitation, and restoration and educate them on financial incentives available.

Strategy 3.3 Hold an annual "Preservation workshop" for citizens, and reinstate annual historic home tour(s).

Goal 4: Enhance Relationship with SHPO

Strategy 4.1 Strengthen the relationship between the City, SHPO, and other preservation organizations in Arizona. Further development of CLG aims to enhance and update Historic Preservation Master Plan to offer more resources and educational opportunities.

Strategy 4.2 Work with SHPO to re-index and expand National Register listings within Prescott (see Goal 2).

Strategy 4.3 Liaison with SHPO for greater understanding and access to public and private grants for preservation.

Goal 5: Enhanced Protection for Archaeological Resources

Strategy 5.1 Include an introduction and overview chapter in the Prescott Historic Master Plan, which outlines the purpose of a protection plan for prehistoric resources, goals of the plan, and an overview of Prescott area prehistory.

Strategy 5.2 Consolidate Geographic Information System (GIS) data of known archaeological sites, assess the significance of each site, and catalog by area in order to create chapters. This will take collaboration with the GIS Department, State staff, and potentially third-party contracted archaeologists/cultural experts.

Strategy 5.3 Create best management practices for sites (partner with Arizona Site Steward Program for monitoring (https://www.azsitesteward.org/index.do). Create protocol to protect known archaeological resources from development projects and how to assess newly found archaeological resources.



Recreation

PARKS AND RECREATION INVENTORY

The City's park system began with City Park, now known as Ken Lindley Field. This was a Works Progress Administration project in the early 1930s, employing local workers to combat the Great Depression. In the 1960s, the City aggressively pursued Federal Land & Water Conservation Funds for the acquisition and development of parks. The City began utilizing various State funding sources in the 1990s, including the State Lake Improvement Fund and the Heritage Fund provided for by State lottery revenues. Lands were specifically acquired for parklands or open space to be conserved in perpetuity. The Willow Lake and Watson Lake reservoirs, purchased from the Chino Valley Irrigation District in 1998 through a voter approved initiative, are dual purpose: for water supply and recreation.

PARKS AND RECREATION ACTIVITIES

A variety of recreational activities occur in areas owned and/or managed by the City (https://prescott-az.gov/rec-services/recreation-areas-prescott/), including field and court sports, kayaking, paddle boarding, skateboarding, cycling, in-line hockey, hiking, horseback riding, bocce ball, horseshoes, camping, rappelling, birding, playing on playgrounds, picnicking, dancing, living history, live music, orienteering, geocaching, yoga, races, and archery. Residents and tourists can also enjoy the zoo, dog park, nature center, performing arts, and other special events. The Recreation Services Department is has a role in providing programs, facilities, and services for these activities and features one of the highest per capita sports participation rates in Arizona.

The City maintains an ongoing dialog with the Arizona Game and Fish Department (AZGFD) regarding improving the lakes as fisheries. Discussions include slot limits for the bass population, removing crayfish to assist fish reproduction and other activities. AZGFD continues to stock trout in area lakes. The health of Prescott's lakes is a complicated and ongoing issue.



PARKS AND RECREATION GOALS AND STRATEGIES

Goal 1: Recognize greater recreation potential. Act on this potential to improve the quality of life for residents and visitors and make improvements, where needed, to current facilities.

Strategy 1.1 Seek financial support through the Capital Improvement Program and volunteers from the local community to upgrade aging facilities with outdated amenities. These upgrades should have benefits to energy conservation, safety, aesthetics, tourism, user experience, and increased function.

Strategy 1.2 Identify and evaluate appropriate available lands for acquisition, license agreements, or acquisition of easements, based upon an inventory of parklands, open space, and recreation facilities. Trail connectivity and wildlife corridors should be a high priority.

Strategy 1.3 Establish plans and timelines for the development of desired lands on a financially constrained basis.

Strategy 1.4 Update the Parks and Recreation Master Plan to recognize new opportunities, changing recreation trends, and facility needs.

Strategy 1.5 Continue and expand cooperative programs with the Prescott National Forest and all other relevant entities to enhance trail connectivity and maintenance standards and enhance wildlife corridors.

Strategy 1.6 Seek new partnerships with Yavapai County, other government entities, organizations, and individuals to serve the parks and recreation needs of Prescott and the region as a whole.

Strategy 1.7 Continue coordination with Prescott National Forest, the towns of Prescott Valley, Chino Valley and other entities to plan cross-jurisdictional trails, open space, wildlife corridor connectivity, and recreation opportunities.

Strategy 1.8 Facilitate with the Prescott Frontier Days rodeo organization, Gail Gardner Neighborhood, University of Arizona Extension, Prescott Farmers Market Compost, Prescott Antique Auto Club, and the Yavapai County Fair to determine needed improvements to the City-owned rodeo/fairgrounds.

Strategy 1.9 Review and revise the Prescott Land Development Code to distinguish open space passive recreation uses from recreation space active recreation uses.

Goal 2: Establish recreation strategies for Willow, Watson, and Goldwater lakes to continually improve and enhance these assets for both residents and visitors.

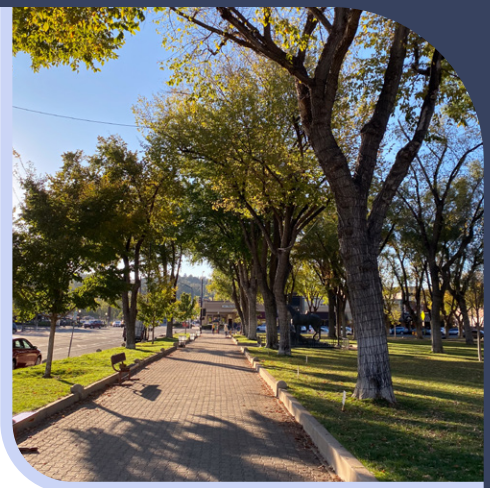
Strategy 2.1 Work with the Public Works Department to implement measures to reduce the algae and weed growth in Willow and Watson Lakes.

Strategy 2.2 Work closely with the AZGFD to continually improve the fishing conditions at Willow, Watson, and Goldwater lakes.

Strategy 2.3 Implement a forestry plan for parks and open space including invasive species removal (and vegetation control where necessary to protect water quality).

Strategy 2.4 Continue to expand recreational opportunities and facilities at upper and lower Goldwater Lakes to fully utilize the area to better accommodate current recreation demands, future recreation trends, and be compatible with wildlife.

Strategy 2.5 Work with Prescott Audubon and/or Arizona Game and Fish to enhance wildlife habitat and prevent recreation conflicts with wildlife needs.



TRAILS AND GREENWAYS

City trails and greenways currently allow for non-motorized recreation and transportation. Trails and greenways connect destinations within Prescott including schools, businesses, neighborhoods, parks, and other recreational sites. Prescott has received national recognition for the progressive approach to providing a high-quality trail system. Completion of the 56-mile Prescott Circle Trail, Prescott Greenways, and Granite Dells Trail expansion will further enhance the trail system.

Other upcoming projects:

- Complete Granite Dells Regional Park (including Glassford Hill)
- Complete the North Peavine Trail to the Headwaters of the Verde River
- Complete the Granite Dells Gateway Park
- Complete the Greater Prescott Trails Plan with Prescott National Forest
- Construct the Pioneer Parkway Trailhead with Yavapai County
- Construct the White Spar Trailhead with Prescott National Forest
- Bean Peaks flow trails with Prescott National Forest and the Prescott Mountain Bike Association
- Improve connections to the Prescott Circle Trail

TRAILS AND GREENWAYS GOALS AND STRATEGIES

Goal 1: Expand and improve the connectivity of the trails, wildlife corridors, and greenways system

Strategy 1.1 Complete high-priority trails within the following geographical priorities: 56-mile Prescott Circle Trail, Prescott's Greenways, Prescott Peavine Trail to Chino Valley, Willow Lake to Watson Lake via Granite Dells, Recreation Pathways City-Wide, and Completion of Larger Interconnected Trail Networks.

Strategy 1.2 Establish a matrix using scoring criteria for proposed trails to define priorities for trail construction.

Strategy 1.3 Implement creative right-of-way acquisition strategies for trails, such as license agreements, leasing, donation, purchase, and easements. This includes exploring the feasibility of roadways, utility, and drainage corridors.

Strategy 1.4 Make all parks and services welcoming and accessible to all level of users, i.e. adults, children, seniors, and all-abilities through ADA rated pathways, clean accessible restrooms when feasible, seating or benches, running water fountains or water stations, and park features.



Goal 2: Invite greater public participation in the planning, development, and maintenance of trails and greenways

Strategy 2.1 Continue to work with Prescott Creeks (https://prescottcreeks.org/) and other non-profit foundations to develop a community volunteer creek monitoring program to expand and support a creek watch project.

Strategy 2.2 Prepare information for the public regarding the importance of trails and greenways, detailing how they contribute to the value of developed land and the health of the community. Include information regarding state laws on landowner protection from liabilities, direct land purchases, license agreements, land donations and easement acquisitions, which also can be purchased or donated.

Strategy 2.3 Continue to support and improve the "Over the Hill Gang" trail building program, Yavapai Trails Association (YTA), and the Prescott Mountain Bike Alliance.

Strategy 2.4 Create an open space commission to solicit public comment and advise City Council.

Strategy 2.5 Work with Prescott Audubon and/or Arizona Game and Fish to enhance wildlife habitat and prevent recreation conflicts with wildlife needs.

Goal 3: Support the linkage of public and private open space and trail systems to serve the community more efficiently

Strategy 3.1 Create incentives for new developments to designate open space areas which adjoin and link to existing public or private open space areas.

Strategy 3.2 Require the creation of publicly accessible trails in new subdivisions where such trails can provide new or improved connectivity for existing trail networks and align with wildlife corridors.

Strategy 3.3 Work with CYMPO on the Active Community Transportation-Unified Plan (ACT-UP) (https://www.cympo.org/actup/).

Strategy 3.4 Work with GIS and other developments to map out and increase 10-minute walkability to Parks and open space by encouraging sidewalk or crosswalk improvements.

Goal 4: Develop and implement planning for the Glassford Dells Regional Park and Preserve

Strategy 4.1 Meet with partners, the public, and citizen groups to draft trail plans and park amenities.

Strategy 4.2 Hold multiple public meetings to gather information on what the public would like to see in park and preserve development.

Strategy 4.3 Coordinate with AZ Game and Fish Department addressing current and future wildlife corridor connectivity and mitigation.



Pedestrian and Bicycle Circulation

Many Prescott residents and visitors find our temperate climate ideal for outdoor pursuits, including walking and bicycling. The number of recreational trails in and surrounding Prescott have increased substantially since the turn of the century, yet shoehorning bicycle and pedestrian facilities into existing infrastructure constrained by historic and geographic confines remains a challenge. While considerable progress has been made connecting and improving bicycle and pedestrian facilities, many still find walking or biking to specific destinations in Prescott too difficult or dangerous to contemplate. The City's Pedestrian, Bicycle, and Traffic Advisory Committee works with City Staff to address traffic and pedestrian concerns brought forward from citizens.

The on-street system consists mainly of striped bike lanes, signed bike routes, and sidewalks. The striped bike lanes are primarily located on existing arterials and major collectors. Sidewalks are typically provided on new local, collector, and arterial streets; however, a cohesive pedestrian movement network from neighborhoods, business areas, schools, and other destinations remain to be developed. Some progress has been made through the Safe Route to Schools program and the Bicycle and Pedestrian Master Plan, which includes specific policies and locations for recommended projects while addressing related ongoing maintenance needs. Off-street multi-use paths, like our Granite Creek Greenways Trail, should be considered an integral part of the transportation system, as they can supplement our on-street provisions.

The mountain biking community embraces Prescott because of its high-quality recreational trail network. This is a reflection of the considerable volunteer efforts of groups like Yavapai Trails Association, Prescott Mountain Bike Alliance, and The Over the Hill Gang. Evidence of this enthusiasm is the annual Whiskey Off-Road Mountain Bike Event and Festival, which has been run for close to 20 years, and had 2,000 participants in 2023. The Prescott Circle trail is a 56-mile non-motorized trail that circumnavigates a good part of the city, and popular trailheads are located at almost any compass point from the downtown plaza. Some of the more popular trail areas are: Pioneer Park, Granite Dells and the Peavine Trail (including plans for a possible regional park), Lynx Lake and Badger Mountain, Senator Highway and Groom Creek, White Spar area (including the recently opened Bean Peaks trail system), Copper Basin and Mount Francis, Thumb Butte road and the White Rock trail access, Spence Basin, and Granite Mountain.

Better on-street bicycle accommodations may encourage biking tourists who stay in downtown hotels to ride their bikes to trailhead destinations rather than drive. Those same improvements may also encourage Prescott's residents to ride their bikes downtown for events like concerts on the plaza. The recent re-striping of Thumb Butte Road to shift the center line over to allow for a bike lane for slower uphill riders is one example of using paint to provide a better sense of safety for bicyclists. Shared lane signs were placed for the faster downhill traffic. While these improvements are appreciated, they stop at the City limit. Communication and cooperation with Yavapai County would be needed to continue the improvements to Thumb Butte Park.

There is a designated bicycle route between the Mike Fann Community Skate Park and the newly built Granite Creek Park Pump Track due to an increase in bicycle traffic between these two parks. Additional signage to notify motorists of bicycles on the roadway, with the addition of shared-lane markings on Pleasant Street and Willis Street, and upgrading the traffic light at the intersection of Sheldon Street and Pleasant Street to detect bicycles are examples of safety improvements which may be made to this designated bike route.

Some years ago, the Public Works Department added a budget line item for sidewalk maintenance. The effort started repairing, replacing, and grinding sidewalk panels in the downtown area, as well as connecting and improving pedestrian ramps and access. While this program has been appreciated and popular, it could be expanded to complete missing sections of sidewalk to improve pedestrian connectivity.

COMPLETE STREETS, VISION ZERO, AND TRANSPORTATION SAFETY PLANNING

Complete Streets is a nationally recognized term referencing the design and operation of highways and streets to enable all users, including bicyclists, pedestrians, transit riders, passenger vehicles, and commercial vehicles, to safely move along and across the roadway. Complete Streets is an approach to interdependent, multimodal transportation facilities planned, designed, operated, and maintained to provide safe mobility. Designing streets to the function and context of the neighborhood, whether residential or commercial, and the surrounding environment is appropriate. Each highway or street is unique and dependent upon the context of the street design and neighborhood.

A "Complete Street" is defined as a street which safely accommodates all users including vehicles, pedestrians, and

bicyclists. Basic elements of complete streets include sidewalks, bike lanes (or wide paved shoulders), pedestrian crossing opportunities, median islands, and accessible pedestrian signals. Careful planning and development of Complete Streets infrastructure offers long-term cost savings for local and state governments by reducing automotive travel.

Over 1,700 jurisdictions in the U.S., including 37 states and several cities in Arizona, have adopted Complete Streets policies. Similarly, over 50 jurisdictions have adopted Vision Zero plans (https://visionzeronetwork.org/). Vision Zero is the core of the approach to traffic safety for many cities and counties. The core principles of Vision Zero are that human life and health should be the highest priority within all aspects of transportation systems. Establishing policies that require the consideration of safety for all users of the transportation system is the best way to ensure protection for the most vulnerable of system users is not overlooked.

CYMPO is responsible for conducting a comprehensive Transportation Safety Plan: a system-wide, multimodal, proactive process that better integrates safety into surface transportation decision-making. Federal law requires that the State and metropolitan transportation planning processes be consistent with Strategic Highway Safety Plans. Transportation projects and strategies must increase the safety of the transportation system for motorized and non-motorized users. The City ought to explore opportunities to apply any proposed solutions generated by the plan to their own Transportation Planning efforts.

By designing for the safety of all users, fewer collisions occur between vehicles and other forms of transit, thereby protecting life and property, and reducing the need for emergency services. There are also benefits to public health, the environment, and financial benefits to property owners and businesses through increased foot traffic.

A committee should be formed to explore and promote appropriate Complete Streets or Vision Zero policies for adoption by City Council. Invite other civic groups to provide assistance in improving our ranking as a Bicycle-Friendly Community with the League of American Bicyclists.

Additional information regarding the off-street trail system may be found in the Open Space section.

Link to City Trails and Outdoor Recreation Map:
https://prescott-az.gov/rec-services/recreation-areas-prescott/trails/mile-high-trail/

PEDESTRIAN AND BICYCLE GOALS AND STRATEGIES

Goal 1: Ensure new pedestrian and bicycle circulation facilities are designed and constructed to improve pedestrian and bicycle visibility; user comfort; and create logical connections between residential neighborhoods and destinations such as commercial centers, employment centers, medical facilities, etc.

Strategy 1.1 Update the 2015 Bicycle and Pedestrian Master Plan to reflect current conditions and serve as a guide for future bicycle and pedestrian needs.

Strategy 1.2 Implement the Bicycle and Pedestrian Master Plan for the City through inclusion of projects in the Capital Improvements Plan with emphasis on design and development. This will increase the number of short trips connecting residential areas with recreational, educational, and business areas.

Strategy 1.3 Strengthen collaborations with a focus on enhancing pedestrian and bicycle access to local schools.

Strategy 1.4 Develop programs which educate bicyclists, pedestrians, and motorists about sharing roadways and promote walking and bicycling. Strengthen partnerships and collaborations with a focus on enhancing pedestrian and bicycle access to local schools.

Strategy 1.5 Maintain current League of American Bicyclists Bicycle-Friendly Community status while pursuing a higher ranking.

Goal 2: Accommodate multimodal transportation options in new developments and roadways

Strategy 2.1 Design pedestrian facilities to provide safe access for children, the elderly, and handicapped.

Strategy 2.2 Include bikeways, sidewalks, and on-street bicycle facilities/lanes consistent with the Pedestrian and Bicycle Master Plan in the design of all new roadways.

Strategy 2.3 Acquire and develop off-street multi-use routes along creeks, drainages, utility easements, and through recreation spaces, wildlife corridors, parks, and open spaces.

Strategy 2.4 Design new and reconstructed roadways to provide multimodal facilities using Complete Streets concepts.

DarkSky Community

Prescott's clear, dark night sky is an environmental asset the community wishes to protect. The Land Development Code primarily regulates commercial outdoor lighting by addressing light fixture types and light output. In some cases, light output is measured in lumens, such as in residential lighting, recreational lighting, and sites with internally lit signage. Parking lot lighting is required to be high-pressure sodium; however, there have been requests to allow light emitting diode (LED) lighting. New energy efficient technologies, such as high-intensity discharge (HID) and LED make it difficult to regulate light output solely by energy consumption and to require specific existing technologies in some applications.

Residential lighting may be addressed in the Land Development Code, where a balance may be met between lighting that is both adequate for residents and wildlife friendly, yet preserves the nighttime sky. Exterior lighting provides safety, security, visual enjoyment of outdoor living spaces, and requires careful consideration to not infringe upon a neighbor's enjoyment of the dark, starlit sky.

RESIDENTIAL HOME LIGHTING

Should Prescott desire to become a DarkSky community, new exterior residential lighting fixtures should match commercial lighting requirements to be DarkSky-compliant. Light sources should not be visible across property lines. Safety lighting should be allowed to illuminate vehicular and pedestrian circulation areas.

RESIDENTIAL LANDSCAPE LIGHTING

Landscape lighting or low-level path lighting should serve as the primary form of exterior lighting. Street, walkway, driveway, and

landscape lighting should be of low luminosity, low profile, and be a concealed light source meeting DarkSky requirements.

Minimal lighting within residential yards is encouraged, except in the case of up-lighting key trees and plants, down-lighting is encouraged because it has less impact on the night sky. All yard lighting should utilize low-luminosity sources. Landscape light fixtures should be non-reflective, solidly mounted into the ground, and provide indirect ambient light for visibility. Landscape and security lighting fixtures should be installed at a height not to exceed 10 feet above ground level. If wired systems are used, they may be installed on a timer to save energy and turn off when not needed for pedestrian or vehicular circulation.

DARK SKY GOALS AND IMPLEMENTATION STRATEGIES

Goal 1: Adopt a lighting code that addresses new technologies and includes residential light sources to enhance the City's existing DarkSky regulations.

Strategy 1.1 Adopt a lighting code to address lumination levels.

Strategy 1.2 Street illumination (street lights) in residential areas should occur only at intersections to illuminate signage or when unusual safety concerns are present, per criteria of DarkSky International. Review existing street lights for possible upgrades to meet DarkSky requirements.

Strategy 1.3 Adopt a residential lighting code which reduces glare to adjoining properties, preserves the nighttime sky, and is adequate for residents.

Strategy 1.4 Encourage lighting with a low-luminosity output in both commercial and residential uses to save energy, reduce glare, and reduce sky-glow.

Strategy 1.5 Consider the retrofit City facilities to DarkSky-compliant lighting as renovations occur, subject to funding availability and public safety considerations.



Tree City USA

In 1976, the Arbor Day Foundation started Tree City USA, which is one of their oldest programs. The vision was for a greener, healthier America which could inspire change on a nationwide level. Trees clean our air, filter our water, and slow storm surge and flooding.

Incentives for communities to become a Tree City USA Community (https://www.arborday.org/programs/treecityusa/):

- Trees help absorb the sounds of traffic in urban areas by 40%.
- Neighborhoods with trees are 7-9°F cooler than those without.
- Trees reduce energy costs up to 25% by shading buildings and protecting them from winter winds.
- Homes with trees have higher property values.
- Green space plays a major role in improving mental and physical health.
- Planting and maintaining trees absorbs carbon dioxide in the atmosphere, mitigating the effects of climate.

In a survey conducted in 2022, Residents were asked if Prescott should seek a Tree City designation, over 59% of the survey respondents responded affirmatively. For Arizona, the program is managed under the Arizona Department of Forestry and Fire Management (https://dffm.az.gov/forestry-community-forestry/urban-community-forestry/recognition/tree-city-usa). City staff reviewed what is required to apply, and the program provides a four-step framework to maintain and grow a program.

The framework consists of:

4. **Maintaining a tree board or department**
5. **Having a community tree ordinance**
6. **Spending at least $2 per capita on urban forestry**
7. **Celebrating Arbor Day**

TREE CITY USA GOALS AND IMPLEMENTATION STRATEGIES

Goal 1: Review framework criteria to determine what needs to be done to become a designated Tree City USA.

Strategy 1.1 Review the City framework to determine which department would oversee the program and act as the designated tree board or department.

Strategy 1.2 Create a public tree care ordinance to protect the urban forest that ensures its long-term care and maintenance.

Strategy 1.3 Review what kind of expenses apply to the $2 per capita budget requirement and how often it is paid. In-kind volunteer services and donations, as well as other investments, are eligible to count toward the budget.

Strategy 1.4 Create a program to host an annual Arbor Day event to bring people together and build support for the program.

Strategy 1.5 Request an annual mayoral proclamation for Arbor Day to promote support of the program and encourage donations.



CHAPTER 4


WILD
AT
HEART
IAN RUSSELL
PAINTINGS
SCULPTURES
JEWELRY
BRONZES
Prescott
NO
BIKING
OR
SKATING
Whiskey Row
American Jewelry

ECONOMIC COMPETITIVENESS AND PROSPERITY



Land Use

Business, commercial, and industrial development create employment opportunities and income for City residents. Successful income-producing strategies are not based only on the number of these areas, but rather on having the right size and types of business ventures, in the right locations, and with available infrastructure and energy.

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 goals and policies of the Downtown Specific Area Action Plan (adopted by the City in May 1997) are reinforced in this General Plan.

Currently, the largest areas set aside for industrial uses are in the vicinity of the airport and in the Sundog Ranch/Industrial Way area. Smaller industrial areas are located 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 in order 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.

Airport land-use protection must be addressed continue the economic vitality of the Prescott Regional Airport (PRC). Residential subdivisions are south and east of the airport. Additional subdivisions, both within the city and in unincorporated areas, are possible near PRC. Development issues raise the need for regional cooperation to address airport land use, noise, and other concerns to ensure that further residential or other incompatible land use infringements on the airport do not occur.

Land Use Goals and Strategies

Goal 1: Improve the City's revenue base by ensuring the availability of business sites and buildings.

Strategy 1.1 Ensure that the annexation of land will reinforce and support a beneficial mix of residential, commercial, and industrial development.

Strategy 1.2 Maintain policies using both incentives and flexible development standards to encourage expansion and retention of targeted businesses and industries. Establish, relocate, or expand major commercial and industrial employers.

Strategy 1.3 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 1.4 Promote use of land available adjacent to PRC.

Goal 2: Increase the ratio of land for commercial and industrial uses to protect and enhance the City's tax base.

Strategy 2.1 Encourage a higher percentage of commercial and industrial land uses within the city through the update and implementation of adopted SAPs.

Strategy 2.2 Encourage the update, creation, and implementation of SAPs to guide the development of areas where such plans do not already exist.

Goal 3: Achieve targeted City economic development goals by locating commercial development that is accessible to major road corridors while also considering historic preservation, open space requirements, environmental, and quality of life.

Strategy 3.1 Ensure appropriate access and circulation are planned for business/commercial sites.

Strategy 3.2 Verify adequate buffers and screening for adjacent existing neighborhoods when siting commercial uses, especially major commercial centers. Retain native vegetation if possible.

Strategy 3.3 Allow flexible screening and buffering options that adequately mitigate noise, light, and other negative impacts.

Goal 4: Increase available sites with appropriate commercial land uses and zoning.

Strategy 4.1 Support business development consistent with the City's adopted Economic Development Strategic Plan.

Strategy 4.2 Review the targeted industry list and the effectiveness of incentive and recruitment activities annually.

Strategy 4.3 Encourage public/private partnerships to promote business activities and economic development within the city.

Strategy 4.4 Establish partnerships for business development and retention in a manner similar to the Prescott Downtown Partnership.

Strategy 4.5 Explore partnerships with property owners to deliver shovel-ready parcels.

Strategy 4.6 Conduct a parking study of the downtown area to determine the need for additional parking areas.

Economic Development and Tourism

Prescott's economic development mission is to facilitate the establishment of a balanced local economy, create quality jobs, and enhance the local tax base. This can be achieved by supporting quality industrial and commercial development, targeted business attraction, redeveloping target areas, effecting expansion and retention efforts, and providing tourism support.

Prescott's economy includes retail sales; tourism; education, healthcare, professional services; real estate; light industrial; manufacturing; construction; and federal, state, county, and municipal government. The historic downtown, airport, industrial parks, and regional commercial developments along SR 69 Corridor are recognized as economic centers for the City.

Sales tax remains the primary source of City income. Since the 1990s, economic development has been emphasized in the City, including partnerships with the private sector to expand the availability of commercial and industrial space and fund associated infrastructure improvements. Manufacturing and industrial employment, as well as professional services, technology, warehousing, and logistics are important to the economy and aid in the retention of younger working-class families.





EXISTING CONDITIONS, TRENDS, AND CHALLENGES

Industrial, commercial, and residential development must be balanced to maintain a healthy growing economy, while avoiding undesirable impacts on nearby residential neighborhoods and the natural environment. Commercial retail development must keep pace with population growth, especially in the north Prescott area.

DOWNTOWN

A downtown SAP was adopted in 1997. It called for a partnership between the City and downtown businesses, resulting in the formation of the Prescott Downtown Partnership, Inc., which acts as an advocate for downtown merchants and also functions as a liaison between the City and the private sector. A downtown renovation project was initiated in 1998 to enhance the visitor experience by replacing sidewalks and adding pavers, landscape planters, lampposts, benches, and waste receptacles as pedestrian-friendly amenities. There is ongoing coordination with Yavapai County when scheduling events at the Yavapai County Courthouse Plaza. With the completion of the Granite Street Parking Garage in 2005, the City has invested more than $8.5 million in the downtown's infrastructure and assets. In 2018, a Granite Creek Area Master Plan was developed, addressing the revitalization of the Granite Creek Trail, and encouraging infill development along the corridor. In 2023, the Granite Creek Trail improvement was completed, but other elements of the master plan are still in progress.

Between 2019 and 2023, beautifications and improvements were made to the Whiskey Row Alley, this included adding a unique Prescott mural, string lights, new traffic striping, and updated waste receptacles.

A Historic Preservation District continues to protect the historic integrity of the buildings surrounding the Yavapai County Courthouse Plaza. Downtown Prescott remains a significant visitor attraction with its combination of historic structures, cultural amenities, community events, and a mixture of businesses. Other historic districts exist near the downtown, providing residential and commercial cultural benefits.

In 2018, the City adopted a downtown Entertainment District surrounding the Courthouse Plaza to give the City Council more flexibility when approving businesses and projects in the area.

In 2012, the City sold the Elks Opera House to the Elks Theatre and Performing Arts Center, an Arizona non-profit that also purchased the remainder of the building from a private party. As a condition of the sale, the Performing Arts Center is required to maintain the restored space and manage the property as a community asset open to the public. The Elks Opera House is listed in the National Register of Historic Places and is a City-registered historic building.

In 2000, the City purchased a portion of the Elks Building at 117 E. Gurley Street that houses the Elks Opera House, which has been the home of live performances, movies, and meetings since 1905. The City and the Elks Opera House Foundation completed the restoration of this theatre with City, State, and national grants. There were also gifts and other considerable contributions from private foundations and individuals. The restored theatre space was dedicated on July 24, 2010.

WORKFORCE DEVELOPMENT AND OPPORTUNITIES

Development has moved commercial centers and employment to major arterial corridors. Suitable sites for industrial development have been created in the PRC area with promotional efforts to attract employers. Other commercial corridors have been designated along arterial roadways within SAPs, identifying those areas for commerce and industrial growth. These areas include the North Prescott area, Granite Dells Parkway area, Commerce Drive, SR 89 and James Lane, and SR 89 south of Prescott Lakes Parkway.

To maintain a sustainable economy, a diverse retail/commercial presence is needed at locations throughout the City to provide employment, goods, and services near neighborhoods. The redevelopment of vacant sites left by the relocation of retailers, offices, and other employers, is needed to attract new businesses back into residential neighborhood areas.

Underemployment, meaning workers' education and skills are not being fully utilized, can be mitigated through business attraction, retention, and expansion, providing jobs requiring higher education and skills. Training for desirable skills can be addressed by educational institutions and employers working together to improve workforce development and providing skill preparation programs.

Educational partners, including Embry Riddle Aeronautical University, Yavapai College, and Prescott College provide employment and training. The Career and Technical Education Center (CTEC) facility at Yavapai College provides technical training, including both general curriculums and customized training for employers.

The Arizona At Work Office, operated by the Northern Arizona Council of Governments, provides basic skills training and assistance to business recruiting workers.

Sustaining a Business-Friendly Environment

COMMERCE AND INDUSTRY

Large-scale commercial development trends have resulted in the creation of regional commercial areas such as the Pine Ridge Marketplace and the SR 69 corridor. The downtown commercial area includes restaurants, banks, boutiques, professional offices, and tourist-related businesses which form the core of the city. Other commercial areas include the Depot Market Place, Lakeview Plaza, Prescott Commerce Center, Costco and Trader Joe's shopping center, Village at the Boulders, Willow Creek Shopping Center, and the Sandretto District auto dealerships.

In the past 10 years, Prescott's downtown has thrived, benefiting from a steady increase in visitation, a robust special events calendar, and support from local citizens. Pine Ridge Marketplace has new ownership, and investments in outbuildings like the former Sears (now Espire Sports) has revitalized the area with strong plans for the future.

It is important to attract, maintain, and support small businesses in neighborhood commerce areas. Smaller roadway corridors support businesses and provide interconnectivity to regional areas. The less intense, neighborhood-oriented commercial areas are a more sustainable form of development, providing goods and services to areas of the community without requiring long consumer travel

times. Redevelopment has potential in areas such as Miller Valley Road/Grove Avenue, Montezuma Street/Whipple Street, Montezuma Street/White Spar Road, and along Iron Springs Road. Area plans and the Land Development Codes support and encourage this pattern of development through the designation of smaller-scale, less intense commercial areas.

Industrially zoned land is readily available in Prescott. Prescott has sites available for the construction of industrial and business parks. The oldest industrial parks in the city are the Sundog Road Business Park off SR 89 and the 6th Street Business Park near downtown. These parks are nearly built out with little vacant land and boundaries that encroach on nearby neighborhoods. New industrial parks are located in and around PRC. In 2019, the City built the Corsair Connector in the airpark area, significantly reducing travel time from one end of the airpark to the other and encouraged more development. Since 2020, several dozen properties, mainly 1-4 acre parcels around the airpark have been acquired and developed, primarily by small and medium-sized light manufacturing companies. Existing companies are expanding in the same area as well.

Most industrial commercial opportunities require new construction, as there remains a low inventory of existing buildings for sale or lease. This has led to limited speculative development of commercial industrial buildings in the area.

Geographical groupings encourage the clustering of interdependent and/or complementary businesses within the same area. To some extent, this was the traditional commercial development style until the road and rail networks allowed the dispersion of interdependent businesses. Building upon the interdependency concept allows local communities to focus economic development efforts more efficiently by recognizing how business groupings interrelate.

PRC is both a transportation asset and an economic focal point for the City and the region. This is in part because of its close proximity to and use by Embry-Riddle Aeronautical University (ERAU) and other aviation-related businesses. As demand for new pilots continues, the City is working with ERAU to develop a new flight training facility on the northwest side of the airport, called the SAFE complex.

The importance of this economic impact to the City stems from direct airport operations, such as a large number of hangar tenants, general aviation services, flight training operations, cargo services, Forest Service fire-fighting operations, and the Federal Aviation Administration (FAA) tower. Much of the land near PRC is designated for industrial and commercial uses related to the airport and includes a significant number of the region's manufacturing and technology jobs.

COMMERCE AND INDUSTRY GOALS & STRATEGIES

Goal 1: Continue the industrial and commercial character in the airport vicinity.

Strategy 1.1 Support and maintain the land uses established in the Airport SAP, Airport Vicinity Overlay (AVO) once adopted, Land Development Code, and the Land Use Map in this General Plan, and amendments thereto, which may be adopted from time to time.

Strategy 1.2 Coordinate with adjacent jurisdictions to assist in the implementation of the Airport SAP land uses within their corporate limits or anticipated to be within their jurisdictional limits based on mutual boundary agreements.

Strategy 1.3 Actively recruit industrial, airport-related, or airport-dependent businesses to occupy available commercial and industrial space in proximity to the airport.

Strategy 1.4 Periodically review and update the Airport Business Plan and Airport SAP to ensure these plans are current and protect AVO, once adopted by City Council.

Goal 2: Encourage the development of commerce and industry sites at locations specifically targeted for commercial development, employment centers, and neighborhood-oriented businesses.

Strategy 2.1 Support appropriately sized and placed commercial and industrial development areas through the implementation of adopted SAPs and the Land Use Map in this General Plan.

Strategy 2.2 Pursue the development of more robust broadband services in partnership with service providers, the Arizona Commerce Authority, Yavapai County, and other agencies to seek and obtain funding.

Strategy 2.3 Actively market Prescott as business and technologically friendly to businesses with telecommuting components in their business models.

Goal 3: Actively recruit commerce and appropriate industry.

Strategy 3.1 Utilize state-of-the-art technology to produce data such as demographics, workforce statistics, customer patterns, and gap analyses to show businesses the positives of locating or expanding in Prescott.

Strategy 3.2 Work with existing and prospective healthcare providers to make sure they are providing consistent and quality healthcare in a robust and competitive healthcare marketplace.

Strategy 3.3 Continually refine commerce and industry targets, marketing campaigns, and economic development strategies that emphasize Prescott's quality of life and business-friendly environment.

Strategy 3.4 Encourage industrial, light manufacturing, warehousing, distribution, research and development, financial services, and other clean industries. This includes information technology, healthcare, and education, which improve the variety of employment opportunities and bring higher-paying jobs to the community.

Goal 4: Incentivize commerce and industry, including small businesses, to locate, retain, and/or expand in Prescott while remaining within the confines of the Gift Clause ruling as noted in the Arizona State Constitution, Article 9, Section 7 (https://www.azleg.gov/viewDocument/?docName=https://www.azleg.gov/const/9/7.htm).

Strategy 4.1 Eliminate unnecessary regulations, and streamline development permitting procedures without sacrificing health, safety, and welfare.

Strategy 4.2 Investigate financial and grant opportunities to assist in the relocation or start-up of commerce and industry.

Strategy 4.3 Encourage communities to form self-help economic groups such as non-profit organizations incorporated to provide programs, offer services, and engage in other activities that promote and support business development.

Strategy 4.4 Create an Economic Development Incentives policy that is in line with the Gift Clause court ruling.

Goal 5: Economic Development Strategic Plan.

Strategy 5.1 Implement the adopted elements of the Economic Development Strategic Plan, including allocation of appropriate resources (staff, contractors, and dedicated funding).

Strategy 5.2 Continue to update the Economic Development Strategic Plan with input from stakeholders, citizens, and City leadership.

ENSURING A STRONG TAX BASE

Due to State law, the City relies primarily on the transaction-privilege sales tax and state-shared revenue, with only about 4% of revenue derived from property tax to provide services such as police, fire, library, and parks and recreation. Therefore, the City must work with other Arizona municipalities to seek means of changing state laws that restrict establishing diversified taxing revenue options to meet community needs. Dependence upon transaction privilege tax revenues puts local governments at risk of being unable to meet basic community needs during economic recessions or downturns when consumers are likely to generate less sales tax revenues.

RETAIL, INDUSTRIAL, AND COMMERCIAL DEVELOPMENT

Business development in Arizona has never been stronger. Billions of dollars are being invested in major manufacturing operations, primarily in the Phoenix metropolitan area and southern Arizona. These major companies will bring hundreds of supply chain partner companies to Arizona, and Northern Arizona specifically is well-positioned to compete with these companies. As the regional business market continues to grow over the next 10 years, major business location and/or relocation decisions will be made. To maintain revenue, Prescott must position itself to strategically capture a reasonable share of future regional development. Part of the economic development strategy must include retail recruitment as part of a healthy mix of new and expanding businesses.

TOURISM PROMOTION THROUGH DESTINATION MARKETING AND MANAGEMENT

The City Tourism Office is known to visitors as “Experience Prescott” (https://www.experienceprescott.com/).

Experience Prescott’s Vision

Prescott is a welcoming and year-round destination attracting visitors seeking to experience authentic Western heritage and unparalleled natural beauty.

Mission

We attract visitors to Prescott and enhance our community’s quality of life by inspiring a love and respect for our natural beauty, rich history, and hometown atmosphere.

Tourism is an important sector of the local economy. The City Tourism Office began as a Destination Marketing Organization (DMO). DMOs are organizations charged with representing a specific destination and helping the long-term development of communities through a travel and tourism strategy. This strategy targets potential visitors with certain demographic, geographic, and sociological profiles. Tourist development and promotion is a competitive activity.

While the City’s Tourism Office began as a DMO, recent years have indicated the need to transition to a Destination Management Organization. Destination marketing will still be an approach implemented as part of the Destination Management Plan; however, the following seven guiding principles will work to promote

the destination, support the growth of the tourism industry, and enhance the quality of life for residents.

The seven guiding principles from the Experience Prescott Strategic Plan are:

1. **Engage resident and industry stakeholders.**
2. **Enhance, enrich, and simplify the visitor experience.**
3. **Emphasize the quality of visitors over the quantity of tourists.**
4. **Consider the impact of our work on existing infrastructure and community resources.**
5. **Support the responsible use of our natural resources and assets.**
6. **Seek to enhance our quality of life and increase economic opportunity.**
7. **Preserve our community's exceptional hospitality and create an environment that is welcoming to all.**

The transient occupancy (bed) tax is being used for the promotion of tourism and the development of recreational uses. Between 2017 and 2022, the economic impact of tourism visitor trends consistently and steadily increased. Travelers to Prescott spent an annual average of $205 million on lodging, food, beverage, retail, entertainment, and local transportation. The $205 million in estimated spending at local establishments created an economic impact of $300 million statewide in 2022. Tourism dollars generate $101 million in labor income or payroll at hotels, restaurants, retailers, and other service businesses in Prescott, as well as local businesses that are suppliers to the hospitality industry. These travelers generated an estimated $17 million in state and local tax revenues in 2022, including $6 million in City sales and transient occupancy taxes, and an additional $11 million in County and State sales tax.

The city's cultural heritage is an important draw for tourists, along with recreational opportunities offered by area golf courses, parks, lakes, trails, and the Prescott National Forest. Prescott is also known for its events, which are put on mainly by community groups, keeping Prescott a center for entertainment and culture in Yavapai County. Visitor attractor events include signature long-time and year-round events. Prescott offers a variety of event venues for public and private events.

HISTORIC DOWNTOWN

Through concerted efforts by the City, the Chamber of Commerce, the Prescott Downtown Partnership, and citizen historic preservation supporters, the downtown area continues to be the focal point exhibiting Prescott's character.

The Downtown Business District is a priority economic development and redevelopment area. Downtown is characterized by a traditional mixed-use development pattern typical of many small-town centers, with retail, hospitality, light industrial, professional offices, government, and residential activities. Retail in the downtown area is largely tourism-oriented. The mix also includes arts, culture, entertainment, and hospitality services.

Preservation of the downtown as a historic and economic asset requires continuous attention. The growth and diversification of Prescott's economy will continue to create competitive challenges for downtown businesses. Challenges in the coming years include responding to changes in ownership of key properties downtown,



providing adequate circulation, consistent parking management, and maintaining downtown vitality.

Efforts to enhance the character of downtown are needed to retain its historic attraction as a tourist destination and to retain the mix of businesses to support that tourism and local citizen shopping and service needs. The City's Historic Preservation Master Plan encourages and guides preservation efforts for historic sites throughout the city, many of which are located in or near downtown. These efforts have yielded good results, for example the restoration of historic buildings and a low vacancy rate downtown. This demonstrates that keeping pace with economic climate and protection of historic character are not mutually exclusive.

Preserving historic assets, identifying new business potential, adding to the arts/cultural amenities, and promoting the enhancement of buildings and streetscapes are recommended to increase the economic capacity of the downtown area.

RETAIL, TOURISM, AND DOWNTOWN DESTINATION MARKETING AND MANAGEMENT GOALS AND STRATEGIES

Goal 1: Expand Prescott's taxable sales base.

Strategy 1.1 Solicit, recruit, and encourage new regional retail/commercial development at targeted locations.

Strategy 1.2 Encourage retention and expansion of neighborhood-oriented businesses.

Goal 2: Continue to position Prescott as a year-round tourist destination.

Strategy 2.1 Using Transient Occupancy (bed tax) dollars, enhance the City's efforts through Destination Marketing and Management to advertise and promote Prescott as a tourist destination with excellent historical, cultural, recreational, and arts amenities.

Strategy 2.2 Periodically review and monitor similar communities' commitment to their own tourism and Destination Marketing and Management that are competing for the same tourist dollars with the purpose of ensuring Prescott's competitiveness for this valuable monetary resource.

Strategy 2.3 Maintain and continually develop a comprehensive tourism marketing plan directed to travel consumers, the media, and the travel trade using a mix of traditional and emerging marketing technologies supplemented by direct sales efforts.

Strategy 2.4 Promote Prescott as a desirable location for film and advertising productions.

Strategy 2.5 Develop strategies to encourage longer stays and more purchases by visitors through expanded attractions and enhanced experience.

Strategy 2.6 Encourage the development of a resort and/or conference center based on results of future feasibility studies. Market and promote a destination for weekday and mid-week travel whether for the leisure, business meeting, and/or small meeting market.

Strategy 2.7 Enhance and promote Prescott's recreational opportunities.

Goal 3: Preserve and continually revitalize the downtown business community.

Strategy 3.1 Create public/private partnerships to re-establish and sustain a mix of uses downtown, including residential, government, professional, institutions, entertainment, and retail.

Strategy 3.2 Encourage retention of current government functions (City, County, State, and federal), in the downtown vicinity, including courts and law enforcement administration agencies.

Strategy 3.3 Support and expand cultural and leisure facilities and activities within the downtown area.

Strategy 3.4 Develop and maintain a method to ascertain the status (or) inventory of the downtown business mix on an ongoing basis.

Strategy 3.5 Look into possible opportunities to create new parking areas for Downtown.

Goal 4: Enhance the character and ambiance of the downtown.

Strategy 4.1 Develop and implement additional functional and aesthetic improvements within the downtown. Such improvements should include the continuation of landscaping, streetscape improvements, and pedestrian circulation improvements.

Strategy 4.2 Encourage downtown businesses to renovate and maintain building facades to enhance the historic character of downtown structures using the Historic Preservation Master Plan as a guide.

Strategy 4.3 Apply the Downtown Specific Area Action Plan with an emphasis to on the City and downtown property owners to maintain and enhance infrastructure and preserve the downtown as a destination for tourists and residents.

Quality Jobs: Maintaining a Strong Employment Sector

Sales tax revenues support City services such as street maintenance, police, and fire protection. Growth in retail service employment should be balanced with efforts to increase higher-paying jobs in the manufacturing and professional sectors. This will provide employment opportunities for working-class individuals and assist in maintaining a suitable workforce for business attraction and retention in Prescott. Marketing to young families should include housing opportunities, excellent schools, and other inducements.

EMPLOYMENT SECTORS

The strategies in business attraction, retention, and expansion are targeted at growing the economy through the creation of well-paying jobs that provide a career track. Current areas of focus for new and expanding businesses include light manufacturing, aerospace and defense, cybersecurity, warehousing and distribution, medical, retail, and hospitality. Prescott could benefit from increased home-based employment in technical fields such as software development or other computer-based occupations.

Business recruitment in the research/development field is beneficial. This business type tends to pay higher wages with less environmental impacts than other types of businesses. Existing companies in the area, especially small businesses, generate most new jobs. Focus on retention and expansion efforts for existing businesses should be proactive, in addition to the development of new small businesses.

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)

TOP NON-GOVERNMENTAL EMPLOYMENT SECTORS

According to Northern Arizona Council of Governments 2020-2025 CEDS

- Accommodation & Hospitality
- Agriculture & Forestry
- Arts, Entertainment & Recreation
- Construction
- Education
- Finance & Insurance
- Healthcare & Social Assistance
- Information
- Manufacturing
- Mining, Quarrying & Energy Exploration
- Professional & Technical Services
- Real Estate / Rental Leasing
- Retail Trade
- Transportation & Warehousing
- Utilities
- Wholesale Trade

Source: https://nacog.org/wp-content/uploads/2021/07/2020-2025-NACOG-CEDS.pdf

WORKFORCE CHARACTERISTICS

In Prescott, 38.8% of the population is older than 65. This compares to approximately 17.6% in Arizona. The working-age population earns 52.2% of Prescott's aggregated City income, compared with 75.9% for Arizona. In 2023, the median household income (counting all sources, wages, pensions, investment income, etc.) was $66,330, compared to $72,581 for Arizona.

According to the U.S. Bureau of Labor Statistics, in November 2023, the national and state unemployment rates were 4.3%, and Prescott had an unemployment rate of 3.9%. The labor force participation rate for Prescott was 41.1%, compared with 60.5% for Arizona. Prescott has a high retirement-age population, which creates a low labor force participation rate, while also creating a demand for service-level workers who may be commuting from the surrounding area into the city. Therefore, unemployment in the surrounding area affects the available workforce within Prescott.

The latest Quad-City Arizona Area Labor Availability Report was completed in 2020 to determine the availability of workers in the area. The Quad-City area is referred to as the "labor shed" and has a total population of 154,185. The labor shed contains a civilian labor force of approximately 49,973, with a pool of about 2,000 unemployed persons who are actively seeking work. Prescott has a better educated labor force overall when compared to the state. The U.S. Census indicates that in 2020, 95.3% of persons age 25+ in the city are high school graduates, compared to 87.9% for the state. Also, 37.7% of persons age 25+ have a bachelor's degree or higher, compared to 30.3% for the state.

EMPLOYMENT SECTOR GOALS AND STRATEGIES

Goal 1: Create quality job opportunities within employment sectors that complement Prescott's demographics, labor force, available sites, and quality of life.

Strategy 1.1 Leverage federal and state economic development grants, foundation grants, low-interest loans, and job training programs to attract employers in targeted sectors.

Strategy 1.2 Facilitate industrial development authority bond financing.

Strategy 1.3 Promote relocation/expansion of businesses to create professional employment positions.

HOUSING AFFORDABILITY AND THE WORKFORCE GOALS AND POLICIES

Please refer to the housing section starting on page 109.

Regional Competition and Cooperation

Due to the Arizona tax structure and laws, sales tax, also known as the transaction privilege tax, is the primary source of revenue for counties, cities, and towns. Communities, therefore, compete with one another to attract retail and maximize revenue streams, which in turn supports City services. Tourism is an effective way to boost sales tax revenue. On a regional basis, out-of-state and foreign tourism will boost regional sales tax revenue.

Competition for retail businesses will continue; however, economic development strategies in other areas offer opportunities for cooperation among neighboring jurisdictions. Cooperation is necessary when fostering a regional transportation network, addressing workforce development, and promoting regional assets for businesses seeking to relocate.

There is growing recognition among the greater Prescott communities that we share a common economic future. While a company is located in a particular community, workers commute from throughout the region and bring income back to their place of residence.

REGIONAL COMPETITION AND COOPERATION GOALS AND POLICIES

Goal 1: Work with other jurisdictions to promote mutually-beneficial cooperation.

Strategy 1.1 Join adjacent jurisdictions to finance and promote regional tourism advertisements and other projects designed to draw in visitors to boost regional tax revenues.

Strategy 1.2 Encourage and participate in regional planning forums to address transportation and housing for regional tourists and regional projects.

Strategy 1.3 Join adjacent jurisdictions to research, finance, and promote regional economic development tactics and promotion.

Strategy 1.4 Continue to participate in CYMPO discussions and studies addressing public transit (https://www.cympo.org/studies/).

Growth and Cost of Development

GROWTH MANAGEMENT

Water

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. As discussed in the Resiliency and Sustainability Chapter, the supply of water is limited both physically and legally.

Transitional Areas

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 transition from single-family homes to multifamily homes and businesses. As listed in the Land Use section, 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.



Also presented in the Land Use section, 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.

Open Space and Wildlife

Prescott's citizens value views, greenways, trails, parks, and wildlife corridors in development designs. Growth management plans adopted by the City Council should require open space and trail components be included in 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.

GROWTH MANAGEMENT GOALS AND STRATEGIES

Goal 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 1.1 Periodically review, update, or create SAPs, Neighborhood Plans, Overlay Districts, and Redevelopment Districts as needed.

Strategy 1.2 In cooperation with property owners, preserve and connect green belts, riparian areas, multimodal trails, and wildlife corridors and continue the acquisition of targeted open space parcels.

Goal 2: Pursue strategies to preserve and enhance the unique historic and pedestrian character of downtown.

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

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

Goal 3: Promote sustainable planning concepts for growth, new development, areas transitioning to new uses and include active citizen participation.

Strategy 3.1 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. These Area Plans should be reviewed and amended periodically as changing conditions and opportunities arise.

Strategy 3.2 Encourage the use of Residential Office, Neighborhood Oriented Business, Mixed-Use and Special Planned Community zoning districts as tools to redevelop transitioning areas.

Strategy 3.3 Work with residents and businesses to produce neighborhood and/or SAPs to guide development in areas transitioning to new uses.

Goal 4: Encourage infill development on parcels with adequate infrastructure

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

Strategy 4.2 Create water allocations for new developments which that propose compact designs such as multi-family housing, clustered homes, smaller lot sizes, smaller unit sizes, shared driveways, and clustered parking.

Strategy 4.3 Create an administrative approval process for the review of new developments which maximize efficient use of existing and planned infrastructure and encourage options for all modes of transportation and Complete Streets designs.

Strategy 4.4 Encourage location and clustering of government facilities at designated urban nodes to reduce traffic impacts, support all modes of transportation with Complete Streets designs, and encourage pedestrian- friendly public spaces.

Goal 5: Promote effective management and mitigation of negative growth impacts such as light pollution, loss of landscaping, site disturbance, erosion, construction on hilltops, ridgelines, and the loss of open space and wildlife habitat.

Strategy 5.1 Encourage the development of multimodal transportation (the use of two or more modes of transport to move goods from their origin to their final destination).

Strategy 5.2 Conduct neighborhood planning processes to address the impacts of growth in development and redevelopment projects within or adjacent to existing neighborhoods.

Strategy 5.3 Encourage the donation of scenic easements by private property owners and identify scenic viewsheds worthy of protection.

Strategy 5.4 Create a Regional Water Advisory Committee.

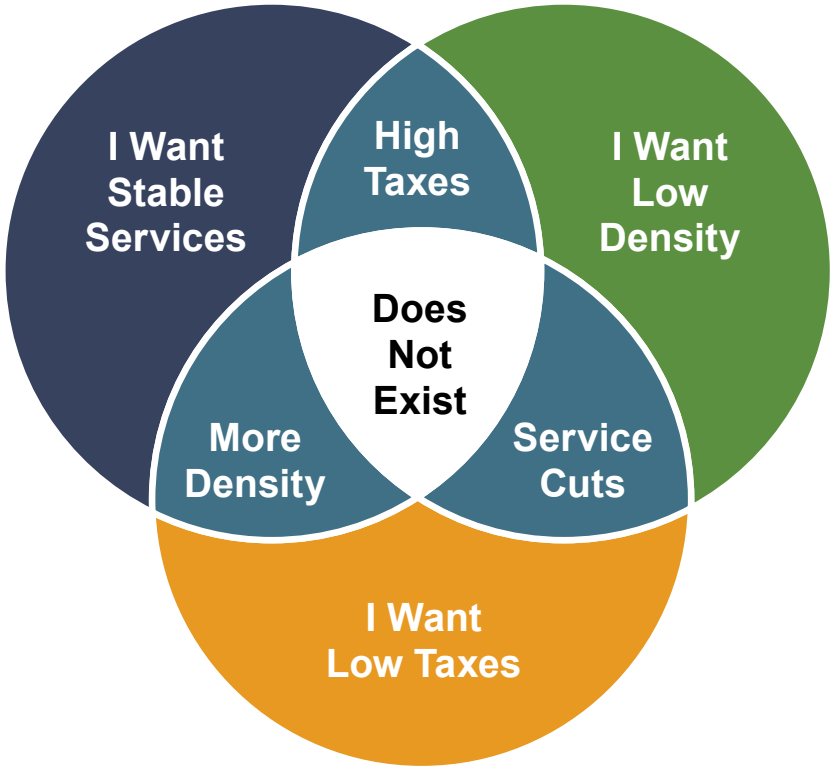
Goal 6: Develop strong community support for active growth management through sustainable development practices such as compact development and pedestrian connectivity.

Strategy 6.1 Conduct an on-going public outreach program addressing the benefits of sustainable growth practices through available media resources such as the local public television channel Access 13, the City's website, and the various local news organizations.

Strategy 6.2 Promote compact development options by adopting alternative development and subdivision code options. Promote the use of such alternatives by providing incentives in the form of density bonuses, reduced limitations on allowable uses, and reduced parking requirements.

COST OF DEVELOPMENT

The levels of service a community wants and the ability to finance those services are often out of balance. Reducing or eliminating services can risk a community's health, safety, and welfare. Cities must balance these risks against the public's desire for new or more services because of the limited ability to generate additional revenue. In Arizona, there are five primary revenue sources: sales tax, local property tax, state-shared revenue, user fees, and development impact fees.



"As we have conversations about the future, it is important to understand the relationship between our service levels and the two ways we support those services—taxes (or tax rate) and density/growth (or number of taxpayers). There's a close relationship between service levels, tax rates, and growth, illustrated fairly well with the Venn diagram. Essentially, we get to pick two and the third becomes a consequence. If we choose high service levels and low taxes, we'll need to find more taxpayers through additional density or growth. If we choose low growth and low taxes, revenues will not be sufficient and our service levels will be forced to decline.

There's something to be said for trying to balance all of these elements, and there's not necessarily a "right" answer, but as we continue to have conversations about the future it will be important to remember this connection between the services we want and the revenues needed to support them."

— Dallin Kimble; City of Prescott City Manager

SALES TAX

Sales tax, also known as a privilege tax, is usually paid by the consumer at the point of sale. It is itemized separately from the base price for certain goods and services, including all construction. The tax amount is calculated by applying a percentage rate to the taxable price of a sale. Most sales taxes are collected from the buyer by the seller, who remits the tax to the City. An advantage of sales tax over other forms of taxation is that it is simple to calculate and collect. The 2024 City sales tax rate is 2%, and the combined tax rate (State, County, and City) is 8.35%.

CITY PROPERTY TAX

Primary property tax is a tax levied on real or personal property and is not a viable long-term revenue source for the operation and maintenance of City services due to state constitutional limitations. These restrictions limit annual primary property tax levy increases to 2% plus an allowance for new construction. Without a voter-approved state constitutional amendment, the community is not able to use primary property tax to generate substantial funds which would decrease reliance on sales taxes.

Secondary property taxes must be approved by voters and are used for bonded debt on capital projects.

INTERGOVERNMENTAL REVENUES

Intergovernmental revenues are funds received from other governmental entities (state, federal, county, tribal, and other cities). They take the form of shared revenues, contributions for specific projects, grants, and funds for joint projects. Prescott has several sources of shared revenues, which are used for general operating costs, street projects, drainage projects, library services, and numerous grant projects ranging from the airport to public safety.

USER FEES

User fees are charged by enterprise funds for services such as water service, sewer service, and recreation fees. It is beneficial to regularly update and maintain user fees to accurately represent the costs of services.

DEVELOPMENT IMPACT FEES

Impact fees are intended for growth to pay its proportional share rather than placing the entire burden for infrastructure demands created by growth on existing citizens. Examples are police, fire, water, and wastewater fees. Prescott implemented residential impact fees in 1979. A review of the costs to service new residential development must be made periodically and the fees adjusted accordingly. Consideration must also be given to the potential negative effect of impact fees on development. Prescott impact fees were last reviewed and updated in 2024 (**https://prescott-az.gov/utility-billing/current-rate-study/**).

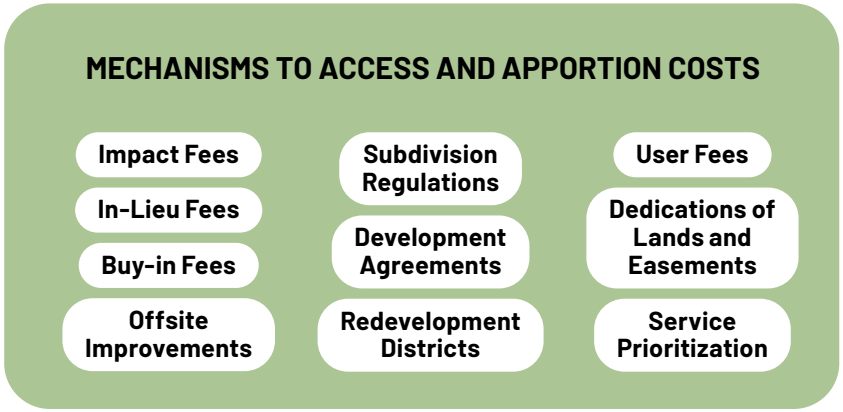
Along with impact fees, building permit fees, and planning application fees are charged to pay planning and inspection costs for the development of new buildings. Building permit fees are reviewed regularly, and the costs of new residential construction should also be reviewed periodically.

Annexations with Existing Infrastructure

Existing residential areas seeking annexation should bear the cost of bringing infrastructure, such as streets and water and sewer systems, up to City standards. This is done so that current City residents do not have to bear the cost of bringing infrastructure up to standard for areas initially developed outside of the City. The exception to this policy would be where an overriding public benefit is involved, justifying a taxpayer investment in infrastructure upgrades.

COST ALLOCATION MECHANISMS APPLIED TO NEW DEVELOPMENT

These are the mechanisms, allowed by state law, to assess and apportion the costs associated with new growth and development:



In cases of an overriding public benefit, it may be appropriate for the City to absorb some or all of the cost of new infrastructure or services necessary to accommodate new development or upgrade essential city services. An example might be to establish or extend a major transportation link considered critical to the City's strategic goals. Funding sources could be general fund revenues, primary and secondary property taxes, transaction privilege (sales) taxes, bed taxes, excise taxes, voter-approved bonds, revenue bonds, and municipal corporation bonds.

COST OF DEVELOPMENT GOALS AND STRATEGIES

Goal 1: Continue to require development to pay its fair share using impact fees, buy-in fees, off-site improvement charges, and other legal means.

Strategy 1.1 Require developed areas seeking annexation to bear the costs of bringing infrastructure up to existing city standards unless a clear public benefit is demonstrated justifying a waiver of standards.

Strategy 1.2 Review and update primary revenue sources and cost allocation mechanisms to assess and apportion the costs associated with new growth and development paying for itself.

Strategy 1.3 Consider the use of bonding options for major capital improvements such as the airport expansion, development of a convention center, or transportation-related improvements.

Strategy 1.4 Encourage increased research and development to promote more diverse employment opportunities and higher wages.

WORKFORCE HOUSING

Over the past decade, the City of Prescott experienced population growth, especially among the retiree demographic, as well as gradual job growth. Unfortunately, housing affordability and availability for the local workforce did not keep pace with this growth and has become an increasingly pressing issue. Though Prescott prides itself as "Everyone's Hometown," the housing supply skews heavily towards

low-density, large square footage, suburban-style single-family homes, with limited workforce housing options.

If unaddressed, lack of workforce housing could constrain future economic growth and undermine quality services as workers face rising housing costs. Recruitment and retention of a strong and stable workforce will continue to erode. Prescott residents will experience longer wait times, reduced service levels, and, in some cases, the need to go outside of the area for services. There may also be an overall increased cost of services locally. Prescott may experience less diversity in population, and service providers will be disconnected from the community.

This section of the general plan provides a high-level analysis of trends and issues in the local housing market. It sets out strategic goals to increase housing stock of all varieties, incentivize workforce housing production, provide recommendations for policies and programs promoting workforce housing, and educate the community, especially where opposition to any new development might exist. These strategies aim to facilitate mixed-income, mixed-density housing development, increase rental and ownership options, reduce cost barriers to housing, and align supply with the needs of current and future residents. Only by taking proactive steps towards a more balanced housing supply can Prescott maintain its longstanding vision as a welcoming and sustainable hometown for all.

GENERATIONAL AND LIFESTYLE DIVERSITY

To achieve a sustainable community, Prescott strives to offer a balanced mix of homes for all types of households. Our community needs residents who can support a healthy, thriving economy through service jobs, professionals of all types, as well as retirees. The median age in Prescott is now 60.5 (median age in Arizona is 38.8), and 40% of the Prescott community is above 65 years of age. That represents a significant increase from retirees making up 30% of the community in 2010 and 27% of the community in 2000.

The average number of persons per household declined from 2.11 in 2000 to 2.03 in 2010, but seems to have leveled out at 2.02 in 2020. The number of families actively raising children within Prescott is on the decline, while the percentage of people living alone is on the rise. Only 12% of the Prescott population is under 18. With the decreasing school-aged population, two elementary schools have forever closed their doors: Washington Traditional Elementary closed in 2015 and Miller Valley Elementary in 2017. These conditions are the result in part from the aging baby-boomer (post World War II era) generation, as well as from large numbers of retirees who have relocated to Prescott.

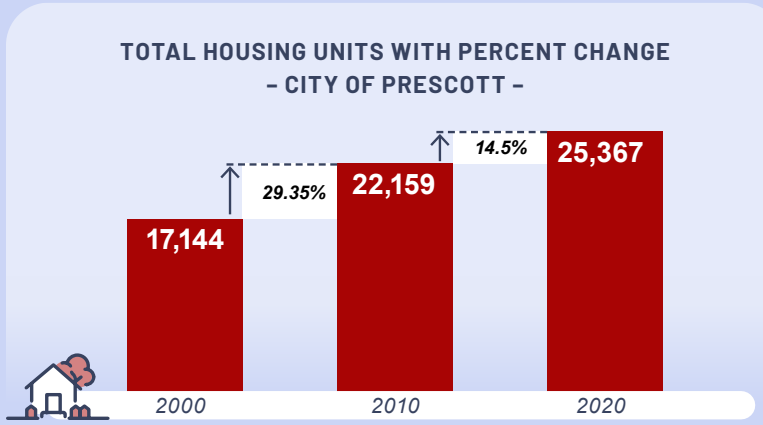
Another contributing factor to declining age diversity has been a growing lack of low to moderate-income housing options available in the community. These concerns are noted in the 1990, 1997, 2003, and 2015 General Plans. Providing for the housing needs of a balanced community has been and remains a particular challenge in Prescott due to the growing percentage of the retiree population. Balanced housing needs require the promotion and availability of a variety of housing types and encouraging sufficient numbers of housing units for all income groups. This is a direct result of the aging demographic trends.

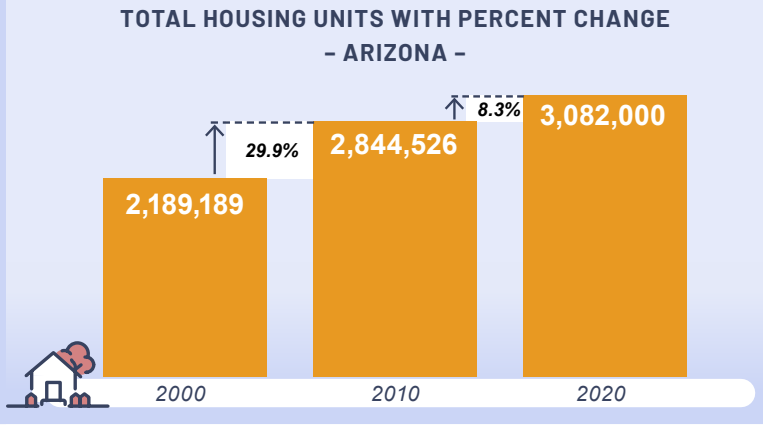
In the last decade, market-based housing development in Prescott consistently favored large single-family homes in large-lot subdivisions. However, with Prescott remaining a retirement destination, smaller houses on smaller lots may occupy a greater share of the market in the next decade. This trend has continued and must be met with strategic planning and action in order to ameliorate the impacts on the community.

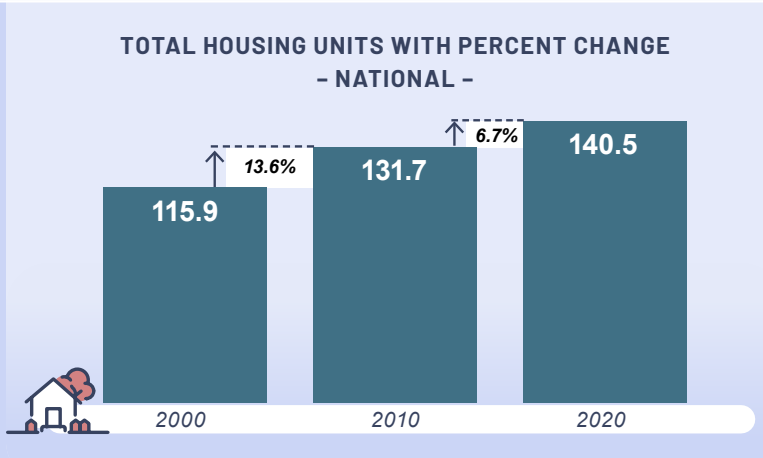
HOUSING TRENDS: VARIETY, AFFORDABILITY, AND QUALITY

Prescott's housing stock varies in price, style, and quality depending on the neighborhood's age and location within the city. The earliest neighborhoods near downtown were built on a compact grid of small lots with modest-sized homes, many with access to mixed-use corridors, a pattern still seen today in the city's core. However, starting in the late 1970s, suburban-style subdivisions on larger lots emerged on the outskirts and rapidly expanded through the 1980s/1990s economic boom, providing new single-family housing stock. This lower-density suburban growth continued until constrained by the 2007 economic downturn. According to Census data, total housing units grew from 17,144 in 2000 to 22,159 in 2010, an increase of 29.3%. Housing unit growth slowed to 14.5% between 2010 and 2020, from 22,159 units to 25,367 units.

In the early 2000s, Prescott saw record numbers of single-family housing permits, with totals peaking at 641 in 2002, 598 in 2003, and 626 in 2004. However, permits dropped dramatically during the Great Recession, hitting a bottom of just 52 single-family resident (SFR) permits issued in 2010, reflecting the housing crisis's severe impact on new construction. Though single-family permits rebounded to 233 issued by 2014 as home building resumed post-recession, they peaked again in 2019 with 440 SFR permits issued that year.

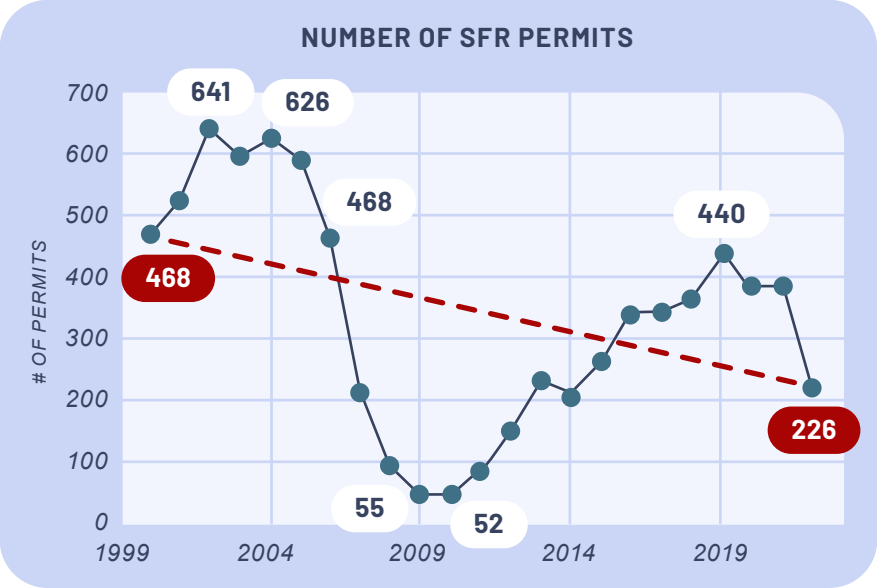






(National data from US Census)

However, most likely due to the COVID-19 pandemic, the number of housing permits issued once again dropped rapidly. In 2022, only 226 SFR permits were issued, as shown below.

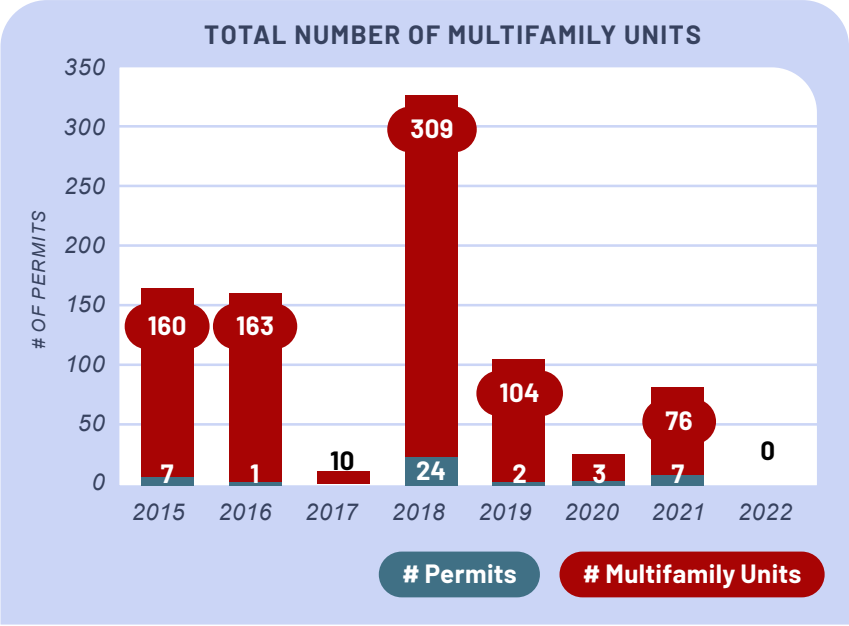


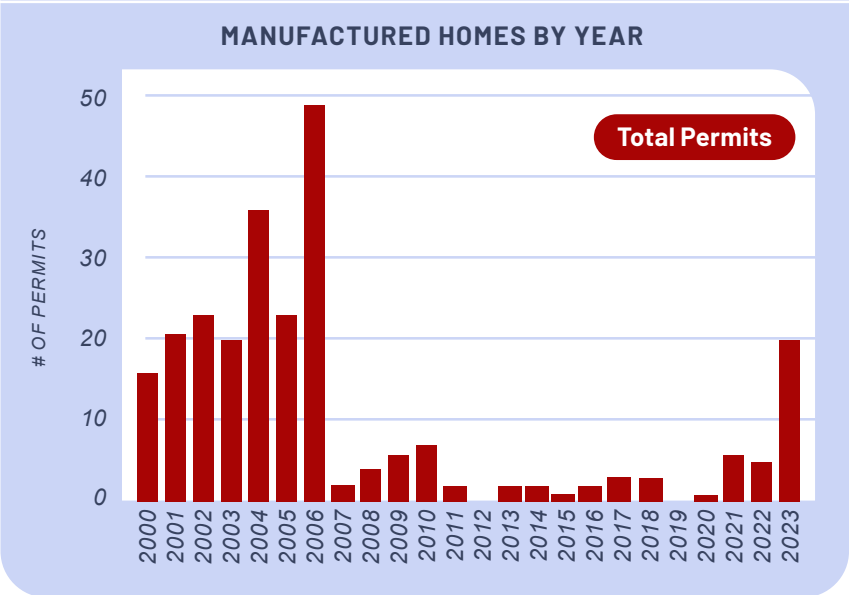
Source: City of Prescott Building Department

Compared to single family residential construction, there was limited multi-family residential development from 2000 to 2014 in Prescott. According to building permit data, many years saw zero multi-family permits issued, reflecting a lack of focus on this type of housing during this period. With so little multifamily housing construction, Prescott's housing availability was negatively impacted. There were major zoning issues, including a lack of appropriately zoned multi-family sites and difficulties rezoning to higher densities. Impact fees and other costs that substantially increased on a per-unit basis also discouraged multifamily projects. Additionally, community opposition to proposed multifamily housing was significant during this period. Of primary concern were higher densities, traffic impacts, effects on neighborhood aesthetics, property values, possible loss of open space, potential increased crime, and threats to existing neighborhood character. While these are concerns, they are not all necessarily based on fact. Education on the true impact of the development of low- and moderate-income housing should be a focus to build community consensus and steward future healthy, balanced growth.

From 2015 to 2021 there was an encouraging uptick in multifamily permits issued in Prescott; however, in 2022 no new multifamily construction permits were issued (refer to the top graph on the right). The demand for multifamily housing significantly outweighs the limited supply. There have been a few higher-end multifamily projects, senior care complexes, and built-to-rent projects constructed in recent years. A recent development in Prescott is the built-to-rent product. Currently, two built-to-rent projects are moving through the approval and construction process. These units are intentionally built as a rental product that is small and detached with a single-family, cottage-like feel. As the name implies, these built-to-rent projects are constructed on a single large parcel, and instead of being stacked vertically, the units are nestled closely together to maximize density.

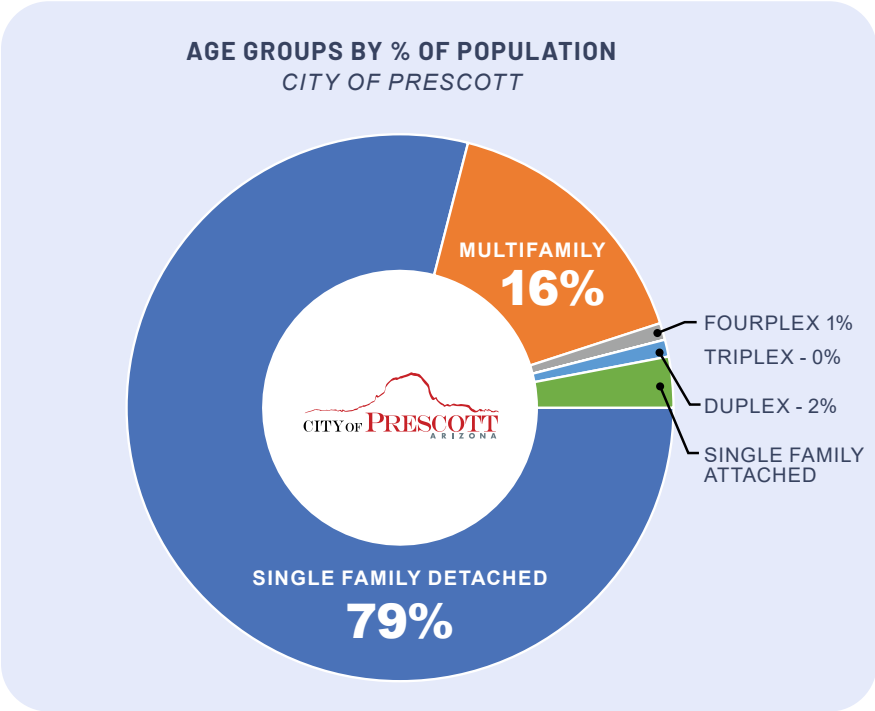
In recent years, manufactured home technology has greatly improved, resulting in high-quality, energy-efficient, and aesthetically pleasing housing options that can blend seamlessly with traditional site-built homes. Given these advancements, there is a growing need for greater flexibility in the placement of manufactured housing throughout the city. Updating zoning regulations and land-use policies to reflect these improvements could increase affordable housing options, promote mixed-income





Source: City of Prescott Building Department

communities, and reduce stigma associated with manufactured homes. This flexibility would allow the City to take advantage of infill opportunities, provide more housing choices for the local workforce, and accelerate the creation of new housing units to meet demand. By revising codes, updating design guidelines, and educating the public about modern manufactured housing, the City can leverage this improved technology to address workforce housing challenges more effectively while creating diverse, inclusive neighborhoods.



Units per Build-Type, 2000 - 2002. Source: City of Prescott Building Department

Overcoming remaining barriers such as zoning issues, extended timelines for current Water Management Policy processes, development costs, and community opposition will be key to further expanding multifamily and other housing options.

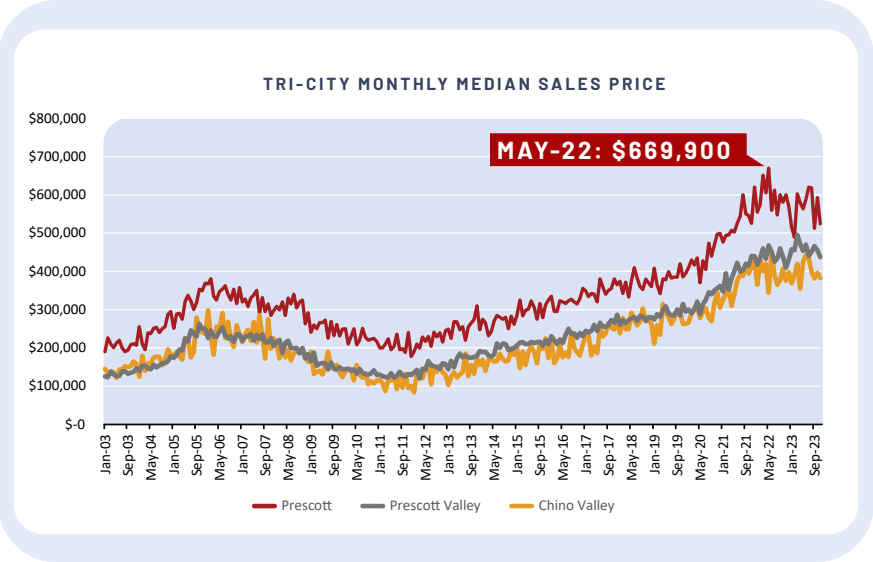
THE ISSUE OF HOUSING AFFORDABILITY IN PRESCOTT

The issue of housing affordability began decades ago, but no real sustainable solutions have been offered as many communities, including Prescott, continue to grapple with this critical use. As of December 2022, the Arizona Department of Housing estimates that Arizona alone is nearly 270,000 units short of the current demand for housing.

In the Fall of 2022, the City's Human Resources Department conducted a city employee survey focused on housing. Out of the 235 employees taking the survey, 41% stated they live in the city limits. The majority of employees living outside the city limits desired to reside in Prescott but found it impossible due to high housing costs. Of those surveyed, 76% stated difficulty finding housing. The City's Workforce Housing Committee estimates a housing deficit for workforce housing of 1,200 to 1,500 units.

According to the Prescott Area Association of Realtors (PAAR), the median price of a home sold in Prescott is **$523,000.** Prescott Valley's median sales price is **$437,000** for the same period.

According to the National Association of Realtors (NAR), the national median sales price is **$391,800**. The figure below shows the median home sales price in the Tri-City area dating back to 2003.



Homeowners and renters in Prescott are spending a greater portion of their income on housing compared to the state average. It is common knowledge that the surrounding towns of Dewey, Prescott Valley, and Chino Valley have acted as bedroom communities for the workforce that supports the services within the city. However, with high mortgage loan interest rates and high average home sales prices, even these communities have virtually no housing options to offer the average working family. Without housing to support the workforce in an area, recruiting that workforce becomes more difficult especially when potential workers are from out of the area and need to relocate. As with recruitment, retention may also become an issue that impacts service levels for all industries by the lack of a quality workforce as these workers will become displaced to areas with a lower cost of living and more housing options. Therefore, it is vitally important to establish

policies that support the construction of housing that is conducive to the workforce, reduce any regulatory hurdles that discourage the potential for workforce housing, and investigate alternative construction methods or materials that ultimately decrease the cost for the homebuyer.

FORMULATING WORKFORCE HOUSING SOLUTIONS FOR THE CITY OF PRESCOTT

This issue requires the implementation of various strategies to begin moving the needle on the workforce housing crisis. It cannot be solved by just Prescott, neighboring jurisdictions, or private developers and builders. It requires both a regional public effort and private stakeholders to come together with the community to push these types of projects forward.

The City's Workforce Housing Committee is currently working on a housing needs assessment for participating stakeholders and several specific goals and objectives related to the general strategies recommended in this section. In 2024, the City was awarded a grant from the Arizona Department of Housing (ADOH) State Housing Trust Fund (SHTF) in the amount of $200,000 to assist local jurisdictions in the development of a housing plan. This grant will be used to conduct a housing needs assessment and, using that assessment, to create a housing plan and implementation strategy for the plan. It is anticipated that many of these goals, as well as those within this General Plan, will be implemented within three years, with notable improvements to the workforce housing situation in Prescott by the next General Plan update.

Various strategies should be employed to ameliorate this issue, ranging from underlying zoning flexibility and prioritization for these projects within adopted code and policies, to site layout and design approaches, to working with builders to investigate new technologies in construction techniques and methods. Production strategies may be helpful, such as developer incentives targeted to increase the supply of housing for potential workforce households at or below the median income.

The City Council could consider a Workforce Housing Policy. This policy could propose a recommendation that new developments and commercial facilities include a percentage of workforce housing units or a fee-in-lieu of units per project. The policy could also encourage the prioritization of annexations that present higher-density workforce housing development and encourage housing products of all types, including single-family, manufactured or factory-built, townhomes, and other multifamily housing products.

To further incentivize workforce housing, the current Water Management Policy could be revised to include prioritizing workforce housing projects. Developers, builders, and lenders are hesitant to move forward on projects that do not yet have all entitlements, in this case, water. Prioritizing the approval of water for workforce housing projects will greatly encourage these developments to move forward.

The City of Prescott can improve its housing stock, which will, in turn, benefit workforce housing, in an expeditious manner by amending its code regarding accessory dwelling units (ADUs). An ADU is a smaller, independent residential dwelling unit located on the same lot as a stand-alone (i.e., detached) single-family home. Other terms for ADUs include guest quarters, granny flats, and in-law units. At this time, ADUs are prohibited from being long-term rentals in all residential zoning districts within the City of Prescott. A long-term rental is defined as a tenancy of greater than 30 days at

a time for the purpose of adhering to regulations set forth for short-term and vacation rentals by ARS 9-500.39. A recommendation is to amend the code to allow for long-term rental ADUs.

Additionally, as was stated in the 2015 General Plan, a county-wide housing authority may be an effective way to influence the balance and affordability of housing. However, other organizational frameworks could pull many regional stakeholders together, such as forming a community land trust or partnering with a housing counseling agency. Regardless of the type of organization to be formed, Prescott should support the creation of a regional housing organization.

Economic development and the creation of better-paying jobs in the community will raise the average household income and could afford families access to a greater range of housing choices. Various strategies to promote higher-density development and more compact forms may reduce housing production costs and consumer prices. The rehabilitation, restoration, and preservation of existing housing stock will support a greater diversity of housing options and price ranges, maintain the quality of housing stock, and maximize existing infrastructure investments.

Other challenges to the integrity and character of residential areas must be monitored and addressed as needed. Business uses infiltrating into established residential areas can have adverse effects on the peace and quiet of neighborhoods. Uses that operate in a manner significantly different than traditional single-family homes may require regulation and enforcement to a higher degree than typical residential uses.

URBAN DEVELOPMENT ISSUES

Until the 1980s, most residential subdivisions in Prescott were designed using a 7,500 to 9,000-square-foot lot size. A median lot size of 22,000 or more square feet has been typical in recent years. Likewise, typical dwelling size has undergone a transformation from an average of 1,760 square feet during the 1970s and early 1980s to an average of more than 2,800 square feet by 2000. In late 2007, the economic slowdown caused the construction of new housing to cease. However, new residential development appears to be resuming this pattern in Prescott of high-end single-family residential, in low-density, large-lot subdivisions located predominately away from the city center.



A lower-density form of development can also increase the community's dependence on the private automobile as a means of transportation, with the corresponding increases in traffic volumes and demand on the road network.

This continuing preference for large lots and low-density subdivisions is a pattern typical of suburban development which has been termed "sprawl." The lower density, combined with the trend to locate these neighborhoods at the urban fringe (as opposed to infill development), places greater demands on water, sewer, and road infrastructure with more mainlines, longer mainlines, and more lane miles of roads. Most of the initial costs are passed on to the home buyer and result in higher housing costs. However, all City residents inherit the costs for maintenance in perpetuity of this infrastructure.

While recent residential growth has followed this suburban pattern, new policies should aim to diversify housing options by promoting higher-density and multi-family development. As is the case with many multi-family developments, higher-density or clustered single-family developments can reduce overall infrastructure improvement costs.

Reducing impediments to infill by clustered or other compact development types can encourage a wider variety of housing types to be built and improve the balance of housing available in the community. There are many vacant lots scattered throughout Prescott that offer opportunities for smaller-scale developments. Many of these in-fill lots offer existing water, sewer, and road infrastructure that reduce the costs of development. However, there are many large parcels left vacant due to infrastructure design or construction challenges.



EFFECTS OF ZONING

Generally, zoning separates industrial, commercial, and residential uses and assumes that these use categories are incompatible with one another. Traditional zoning controls development density through parameters such as floor-area ratio, dwellings per acre, setbacks, parking ratios, and automotive traffic flow.

Rezoning applications to increase density, allowing more homes per acre, are often met with opposition from neighboring residents. Decreased density encourages sprawl and discourages sustainable compact developments such as high-density single-family subdivisions, clustered homes, manufactured or factory-built homes, or multifamily housing. There is a diminishing supply of developable land zoned for these housing types. Planned Area Development (PAD) provisions of the Land Development Code encourage the production of townhouse, clustered, and patio lot housing units. However, relatively few of these housing types are available in Prescott. Housing affordability and workforce housing will require a change in zoning in most areas to allow the addition of high-density housing choices.

WORKFORCE HOUSING GOALS AND STRATEGIES AS APPROVED BY CITY COUNCIL

Short-Term Goals (1-3 years)

1. **Pursue Match Funding for a Full-Time Workforce Housing Facilitator Position or Engage a Third Party**

   Objective 1.1 Identify funding sources (i.e. *stakeholder contributions, grants, matching City funds, etc.)

   *Community stakeholders include but are not limited to Dignity Healthcare, Yavapai College, Central Arizona Fire and Medical Authority (CAFMA), Prescott Veterans Affairs (VA), Prescott Chamber of Commerce, Yavapai County, Prescott Unified School District (PUSD), the Yavapai County Sheriff's Office (YCSO), and other regional partners.

2. **Formalize a Third-Party Stakeholder Organization Group**

   Objective 2.1 Hold a third-party stakeholder meeting with the initial attendees to include Dignity Health, Yavapai College, PUSD, CAFMA, Prescott VA, Prescott Chamber of Commerce, Yavapai County, YCSO, and other regional partners.

   Objective 2.2 Gauge interest and select organization type (i.e., Community Land Trust, Community Development Corporation, Regional Housing Authority, etc.)



3. **Create Two Separate Educational Packets**
   Objective 3.1 Meet with developers, builders, and other entities to understand best practices and incentives that encourage workforce housing development
   Objective 3.2 To help the workforce know what options (i.e., financial programs, housing programs, etc.) are available
4. **Research the Best Financial Program Solutions for the City and Stakeholders**
   Objective 4.1 Investigate financial programs including but not limited to down payment assistance, mortgage assistance, and rent-to-own options
5. **Accessory Dwelling Unit (ADU) Code Revision**
   Objective 5.1 Work with Planning Staff to Propose Code Modification that encourages and incentivizes ADU construction to increase supply for long-term rentals that can serve workforce housing
6. **Create a Workforce Housing Policy for Council Consideration**
   Objective 6.1 Research ways to prioritize workforce housing projects within current City policies (i.e., Water Management Policy), as well as in current City codes (i.e., building and wildland urban interface codes)
   Objective 6.2 Research voluntary contributions from new Commercial, residential, and other development projects (i.e., housing projects include a percentage of workforce housing, landscaping code adjustments, Hotels include housing options for employees or other contributions)
   Objective 6.3 Revitalization incentives and adaptive reuse strategy.
7. **Create a City Program similar to the Yavapai County Home of My Own Program**
   Objective 7.1 Meet with the Building Division on feasibility
   Objective 7.2 Research cost-benefit to initiating program
8. **Community Outreach** **Objective 8.1** Create a communications plan including but limited to:
   - **Task 1:** An education packet with the City Communications Office
   - **Task 2:** Engage with local groups and clubs using standardized messaging
   - **Task 3:** Maintain neighborhood integrity with consistent and compatible housing types
9. **Set Up a Fund Account for Workforce Housing**
   Objective 9.1 Explore ways to seek out funding such as donations

Long Term Goals (3-5 years)

1. **Facilitat e or Partner in Creating a Tangible Product**
   Objective 1 Identify partners and project specifics (i.e., land, product type, etc.
2. **Create a Regional Workforce Housing Strategic Plan**
   Objective 2 Using a formalized third-party stakeholder group, create a draft
3. **Identify the Number of Units Needed**
   Objective 3.1 Use data already collected to inform current needs and research future need
   Objective 3.2 Identify regional partners and solicit feedback on housing units needed now and in the future

HOUSING AFFORDABILITY AND WORKFORCE GOALS AND POLICIES FOR ECONOMIC COMPETITIVENESS AND PROSPERITY

Goal 1. Promote rehabilitation and preservation of existing housing stock to maximize the longevity of those units and encourage a diversity of housing options.

Strategy 1.1 Implement or continue, under city sponsorship or in partnership with community agencies, programs such as Community Development Block Grants (CDBG) to provide housing rehabilitation funds and grants for owner-occupied dwellings.

Strategy 1.2 Make CDBG or other appropriate funds under city control, available for direct housing assistance (either directly or through public/private partnerships).

Strategy 1.3 Investigate the feasibility of establishing (under city sponsorship or in partnership with community agencies) revolving loan funds for housing rehabilitation.

Strategy 1.4 Promote greater public understanding, through the City website and other media, of the positive aspects of higher density, more compact development forms, including mixed-use neighborhoods, multi-family housing, cluster housing, and manufactured homes.

Strategy 1.5 Provide public education to address misconceptions about the appearance and quality of more affordable housing types.

Strategy 1.6 Investigate the creation of a county-wide housing authority tasked with improving the availability of affordable housing for the regional workforce.



Prescott Regional Airport, Ernest A. Love Field

PRC Ernest A. Love Field serves the entire Northern Arizona region and is owned and managed by the City. This General Plan recognizes the airport as both a transportation asset and an economic engine for the city and the region. PRC is one of the nation's busiest airports in terms of total aircraft operations due to heavy flight training activity and is open for public use 24/7. In 2023, PRC exceeded 335,000 (918 flights per day) total operations, with increased flight operations/training expected in future years. Also in 2023, PRC was ranked the 23rd busiest U.S. airport. Future use is anticipated to exceed over 1000 flights per day.

Currently, SkyWest Airlines provides daily flights to Las Angeles (LAX) and Denver (DEN). In 2022, PRC had 24,058 total enplanements with increased boardings anticipated in the future. Cutter Aviation is PRC's Fixed Base Operator (FBO). Cutter provides charter air flight accommodations along with aircraft fueling. There are six aviation flight training schools within the airport. Embry-Riddle Aeronautical University is the nation's largest, oldest, and most comprehensive aeronautical university, with over 68 fixed-wing aircraft and is a major partner with their campus in Prescott and flight training operations at PRC. The United States Forest Service (USFS) Northern Arizona Prescott Fire Center, and the Henry Y.H. Kime Aviation Facility operations are based at the airport. Airport operations come from a large number of hangar tenants, general aviation services, flight training operations, cargo services, the forest service fire-fighting operations, and the fueling station In addition, much of the land at and near the airport is designated for industrial uses as well as other more intense commercial operations related to the airport and includes a significant number of the region's manufacturing and technology business opportunities.

The 2019 Airport Master Plan, the 1997 Airport Business Plan, and the 2001 Airport ASAP were adopted to address airport land-use protection and to assure the continued economic vitality and modernization of the airport infrastructure. The Town of Prescott Valley and Yavapai County each informally agreed to accept the Airport SAP as the basis of their future land use decisions for lands near the airport, but this has not been maintained due to changes in staffing. Regional cooperation in land use is required to maintain positive inter-jurisdictional efforts to protect regional assets and will be needed in order to update the plans.

Airport land-use protection must be addressed to ensure compatible development and the continued economic vitality of the airport. Residential subdivisions now surround PRC. 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 that further residential or other incompatible land use infringement on the airport does not occur.

PRC is a substantial transportation and economic asset to Prescott and the surrounding areas. The airport is key for economic growth and can be further developed in this regard by enhancing air transportation for the region. The 2019 Airport Master Plan, adopted by City Council in 2019, provides a 10-year plan for quality facilities and services to accommodate the needs of many different aviation interests such as Embry-Riddle Aeronautical University, flight-training schools, airlines, airport-dependent businesses, general aviation uses, repair shops, fuel services, and recreational and governmental uses.

Airport operations rely heavily on federal and state grant funding for major capital improvements and runway maintenance. Future sharing of funding, operations, oversight, and the airport's benefits with neighboring jurisdictions may achieve greater expansion and economic vitality.

This General Plan recommends that the Land Development Code and Airport SAP be amended to reflect FAA guidelines reflected in the current Airport Master Plan to ensure the future viability of the airport and surrounding airspace. Furthermore, it is recommended that the Airport Business Plan be updated to ensure the continued vitality of the airport as an economic engine.

AIRPORT GOALS AND STRATEGIES

Goal 1: Expand the regional transportation role of PRC

Strategy 1.1 Create a new Airport Business Plan to guide the operation and development of the airport

Strategy 1.2 Update the 2019 Airport Master Plan in 2029 and the 2001 Airport SAP to address airport land-use protection with cooperation from surrounding jurisdictions

Strategy 1.3 Actively pursue research, marketing, and development of the airport as a regional transportation hub

Strategy 1.4 Actively seek new airline service opportunities and destinations in cooperation with our new airline consultant and community stakeholders.

Goal 2: Apply compatible land uses within the airport impact zones and airport area which permit continued responsible development and protect the viability and operation of the airport as a public use facility

Strategy 2.1 Protect the airport from encroachment of incompatible land uses through amendments to the Land Development Code and Airport SAP to reflect FAA guidelines and enforcement of land use designations and policies, and zoning designations.

Strategy 2.2 Establish an airport area commercial/employment zoning district, which does not permit residential uses, to assure commercial land availability in close proximity to the airport.

Strategy 2.3 Create a new Airport Business Plan to inform the economic development efforts within the airport area.

Strategy 2.4 Adopt the Airport Vicinity Over District (AVO) into the Land Development Code to further protect the airport from incompatible uses.

Strategy 2.5 Acquire property at the north and south ends of Runway 3R-21L to accommodate runway extension, and protect for One Engine Inoperative aircraft operation.

Strategy 2.6 Protect the crosswind runway (12-30) with assistance from ERAU, USFS firefighting, commercial and non-commercial airport users.

Strategy 2.7 Improve airport-supporting revenue through revised airport user fees and evaluate other potential revenue sources.

Goal 3: Support existing and future employment and business centers given the need for well-paying jobs, and the area's suitable terrain and anticipated road system

Strategy 3.1 Inventory the needs and contributions of area employers to ascertain expansion opportunities, adequacy of infrastructure, and desired support services

Strategy 3.2 Evaluate airport sites and identify parcels that are suitable for new employment centers that capitalize on aeronautical access and airport proximity and that promote compatible land use and appropriate airport buffering.

Strategy 3.3 Consider and propose improved roadway access for businesses in the airport vicinity.



Goal 4: Support residential development consistent with airport overflights, terrain, and the planned road system

Strategy 4.1 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.

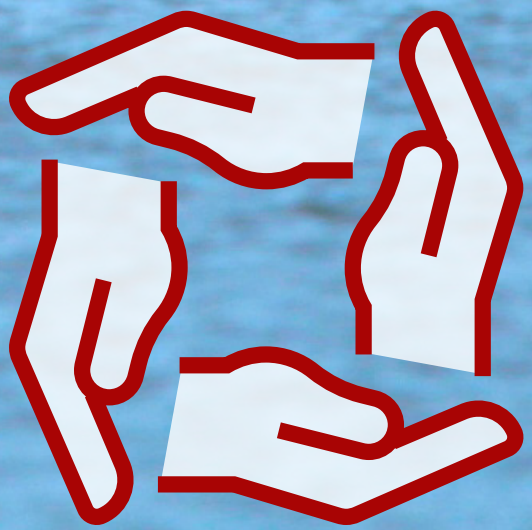
Goal 5: Expand and continue to improve airport security

Strategy 5.1 Investigate and consider all relevant Federal Aviation Administration (FAA), Department of Homeland Security (DHS) and other regulatory security requirements for airport movement and non-movement areas.

Strategy 5.2 Solicit support from all airport users for compliance with current and anticipated regulations.



CHAPTER 5



COMMUNITY QUALITY

Prescott is a desirable place for people to live, work, and play. It is an environment with reputable healthcare and education systems, unique historic character, and diverse cultural amenities, which all contribute to the overall quality of the community. This chapter addresses the importance of each of these contributing factors in keeping Prescott a place where families and neighborhoods flourish.



The Prescott Police Department

The Prescott Police Department strives to serve the citizens of Prescott with respect, fairness, and sensitivity. The Prescott Police Department provides quality police service in partnership with other members of the community through innovative police practices and proactive problem-solving techniques.

The Prescott Police Department consists of multiple bureaus and sections to include: Animal Control, Bicycle Patrol, Community Services, Communications, Investigations, K-9 Patrol, Patrol Operations, Property Evidence, Records Section, Special Operations Bureau, Support Bureau, SWAT, and Traffic Safety.

"Directed Patrol" is a police management strategy designed to increase the productivity of patrol officers through the analysis and evaluation of patrol techniques. Officers are directed to patrol targeted areas and focus on specific activities. Problem Solving Policing Strategies combines multiple strategies for a comprehensive community policing approach. Community Policing consists of two core components: community partnership and problem-solving. The Prescott Police Department is committed to providing the best service in the region.

Business and Block Watch, Shop with a Cop, The Role Model Scholarship (Prescott High School), security surveys, and crime prevention through environmental design are all Prescott Police Department-related educational opportunities for the community, which foster an exchange of information. These programs lead to partnerships, which result in a team approach to the problems that adversely affect our community.

The Community Services Section of the Prescott Police Department is a work group dedicated to community policing and actively works with community members to solve issues in our community. Through the efforts from both community members and officers, a team approach is taken to form ideas resulting in a process where both officers and community members take ownership of the problem. The Prescott Police Department will continue to build relationships and partner with its community members to fulfill its mission to protect life, property, and the rights of those in Prescott.

For more details on the services provided by the Prescott Police Department visit https://www.prescottpolice.org/.

POLICE DEPARTMENT GOALS AND STRATEGIES

Goal 1: Safe Community – Provide a superior level public safety service through data informed response to crime and community needs with a focus on quality of life, crime reduction, and enhanced traffic safety measures.

Strategy 1.1 Analyze trends in criminal activity and community needs to ensure an effective police response.

Strategy 1.2 Create and maintain recruiting and retention plans based on a three-year projection of future needs.

Goal 2: Organizational Excellence – Be an industry leader through innovation and cooperative organizational leadership.

Strategy 2.1 Obtain and maintain appropriate levels of staffing to reduce crime and provide the highest level of public safety service in our region.

Strategy 2.2 Provide high quality, contemporary, and relevant training to support employee safety, wellness, and align with departmental and community priorities.

Strategy 2.3 Provide better than industry standard safety and enforcement equipment in partnership with local, state, and federal partners through grants and general fund support. Maintain cutting edge equipment for investigations and traffic enforcement and control.

Strategy 2.4 Identify and enhance programs to support employee efficacy, wellness, and safety.

Goal 3: Communication with internal and external partners

Strategy 3.1 **Outreach programs** – Citizen Academy, Coffee with a Cop, National Night Out, and Shop with a Cop.

Strategy 3.2 **Internal Communication** – Continue quarterly supervisor meetings, bi-weekly Chief's updates, and frequent face-to-face communication with team members.

Strategy 3.3 **Online** – Maintain a robust and contemporary police department website, improve citizen reporting through the online reporting platform, provide an annual report to community, and provide methods to provide feedback online.

Strategy 3.4 Promote citizen awareness and support through Prescott Police Foundations (www.prescottpolicefoundation.org)



Goal 4: Effective Collaborations

Strategy 4.1 **Mental Health and Wellness** – Continue to provide resources for both citizen/customer mental health and wellness as well as for employees. Provide online and in-person peer and professional support for all team members.

Strategy 4.2 **Law Enforcement Partnerships** – Foster and enhance positive working relationships with neighboring law enforcement and public safety teams as well as those we partner with at the state and federal level.

Strategy 4.3 **Professional Partners** – Continue positive working relationship and open communication with professional services such as YRMC West, Prescott VA, diversion providers, probation, schools, businesses, etc.

Goal 5: Upgrade facilities, infrastructure, and technology

Strategy 5.1 Reorganize and remodel the current police facility to create new workspaces based on the need of a new station and sub-station.

Strategy 5.2 Evaluate the current RMS/CAD system and look for enhancements and/or other systems for improved efficiencies.

Strategy 5.3 Analyze how much space is needed for a new police facility; in an appropriate location and with consideration of potential partnership and regionalization opportunities.

Strategy 5.4 New substation in the north area of Prescott that is co-located with the new fire station near PRC.

Education

There are three campus-based institutions of higher learning located in Prescott: **Embry-Riddle Aeronautical University, Yavapai College**, and **Prescott College.** Local colleges can draw high-end economic development to Prescott by providing an educated workforce. In some cases, providing for the needs of a specific industry, such as Embry-Riddle's aeronautics curriculum, which is a benefit to PRC. Yavapai College provides workforce development through a trade school curriculum catered to the Prescott area and online learning options through Old Dominion University (ODU) Global. This provides a connection to Prescott's economic vitality.

Northern Arizona University (NAU) has a remote campus in Prescott Valley as well as online options that offer access to undergraduate programs.

There are currently 13 Joint Technical Education Districts (JTEDs) throughout the state of Arizona. JTED functions as an independent school district with its own elected governing board. In Prescott, our JTED is known as the Mountain Institute, which also serves the Ash Fork, Bagdad, Chino Valley, Humboldt, Mayer, Prescott Valley, and Seligman school districts.

The Mountain Institute Career Technical Education District (CTED) has access to additional funding as part of the JTED. This funding provides students access to career and technical education courses significantly greater than any individual district can provide. Charter school and home school students may also participate in JTED programs. The Mountain Institute JTED was approved by voters in the November 2008 general election and began classes in August for the 2009-2010 school year.

Yavapai College provides a hands-on environment through their School of Career and Technical Education (CTEC) under the instruction of experts before entering the workforce. See www.yc.edu/v6/campuses-and-sites/ctec for more information about programs offered.

EDUCATION GOAL AND STRATEGIES

Goal 1: Facilitate and promote the education industry as a vital component of economic development.

Strategy 1.1 Initiate a joint marketing plan with the educational institutions to prepare public relations information for distribution by various organizations such as the chamber of commerce, economic development and tourism.

Strategy 1.2 Work with the leaders of the educational institutions to create joint liaisons/committees which identify and facilitate areas of cooperation and collaboration.

Strategy 1.3 Facilitate discussions with the area's higher educational institutions to identify and pursue high wage industry/economic development opportunities.

Strategy 1.4 Recognizing that education is a critical factor in attracting and retaining quality jobs, the City will advocate on their behalf with respect to infrastructure, resources and community support.

Goal 2: Actively engage as a viable partner with the educational institution to improve the quality of life.

Strategy 2.1 The City and educational institutions will closely coordinate their planning efforts to provide additional opportunities for degree programs beyond a 2-year degree.

Strategy 2.2 The higher education institutions will provide and the City will recognize applied research and data provided in formulating policy related to education, the economy and quality of life factors such as air, water, transportation, growth, housing, and the environment.

Strategy 2.3 Work cooperatively with Yavapai College, the Prescott Unified School District and other educational institutions who have intergovernmental agreements related to infrastructure and shared recreational facilities.

Strategy 2.4 Continue as a viable partner in working with the education institutions and other organizations in providing a rich cultural environment.



Library

Mission: We connect community members with innovative, value-added services to increase the quality of life and strengthen the fabric of our community.

The Prescott Public Library (Library) serves a vital role in the community, functioning as a center for information, culture, education and recreation for the city and surrounding areas. It is a vibrant hub that provides a wide range of crucial activities and services for the community's diverse population. As one of the founding members and largest library of the Yavapai Library Network, it helps to serve more than 50 public, school, academic, and special libraries through technological connections.

Free access to print books, magazines, movies, and electronic resources ensures that patrons have a wide range of materials to choose from, including significant resources for entrepreneurs and businesses. The Library supports economic development through access to databases, market research, and professional development materials. It serves as a valuable resource for local and regional information, helping community members stay informed about local events, services, and issues. Programming is provided for all ages, ranging from storytimes for young children to educational workshops for adults and seniors. The Library is dedicated to inclusivity by providing specialized services and accommodations to individuals with disabilities and provides a Community Services Specialist who assists patrons in managing significant life changes.

Although books continue to be the core of library services, the Prescott Public Library has many other offerings that include a Library of Things, Seed Library, Culture Passes, a free video streaming platform, online books and audiobooks, a StoryWalk in

Granite Creek Park, wireless connectivity, hotspots, Chromebooks and iPad Minis. In addition, meeting and study rooms, computers, Wi-Fi, printing, scanning, faxing and copying services are provided. Staff provide programs, technology assistance, teacher and student assistance, and many more services to the public.

The Friends of the Prescott Public Library (Friends) was founded in 1968 and raised almost two million dollars to enhance the Library between 2003-2006. They continue to support the Library through the sale of used books, magazines, movies and music donations to the public through their Book Sale located at the Library and through Amazon. Their support is vital to the success of the Library as they help fund a variety of projects, programs and services for the library community.

The Library relies on the dedication of approximately 120 volunteers each year, who contribute their time in various capacities, including delivering books to homebound patrons, processing new acquisitions, and pricing items for sale. The commitment of these volunteers, along with the support of the Friends of Prescott Public Library, is essential to the Library's success and ongoing ability to serve the community effectively.

Prescott Public Library is open seven days a week and physically serves an average of over 1,000 patrons daily. Your library without walls is available 24/7 and offers eBooks, online resources like Value Line and Consumer Reports, streaming video, and six bookdrops for materials return across Prescott. The Library serves as an anchor for downtown Prescott and is a frequent stop for out-of-town visitors.

Learn more about the services and resources the Prescott Public Library has to offer at https://prescottlibrary.info.

LIBRARY GOALS AND STRATEGIES

Goal 1: Resources and Opportunities

Strategy 1.1 Diversify and strengthen program offerings to better connect with all segments of the community.

Strategy 1.2 Diversify and strengthen outreach offerings to better connect with all segments of the community.

Strategy 1.3 Reassess and build collections and online resources to better meet community needs.

Strategy 1.4 Maximize library technology by utilizing the FCC's E-rate funding to expand the use of Hotspots available for patrons to check out to help minimize the digital divide.

Goal 2: Space and Sustainability

Strategy 2.1 Create purposeful, flexible, and accessible spaces to meet the diverse needs of our community. Increase study spaces, revamp the youth area, safe and secure bicycle parking, and add storage and parking to serve the increasing need in these areas of service. Seek financial support through the Capital Improvement Program or other community organizations to update the aging building infrastructure.

Strategy 2.2 Reimagine internal and external spaces to promote social interaction and the Library as a community hub. Work with Parks and Recreation to determine an appropriate location for a library hold locker in the community.

Strategy 2.3 Build community support for the Library through marketing and speaking engagements.

Goal 3: Service and Connections

Strategy 3.1 Communicate effectively with community members about Library programs and services. Create a campaign to "Tell Our Story" to educate stakeholders on the value the Library provides to the community.

Strategy 3.2 Increase educational opportunities for staff and maximize staff time and expertise to better serve patrons.

Strategy 3.3 Continue to develop community partnerships to better serve community members. Work with the Office of Tourism to explore the possibility of expanding the Library of Things collection to serve numerous visitors and Prescott area residents. Strengthen the partnership with the Friends of the Prescott Public Library to provide updates and improvements to current and future projects.

Goal 4: Expand outreach services to serve the needs of the underserved and growing areas of the city that will ultimately help reduce traffic in the downtown area.

Strategy 4.1 Partner with the Fire Department to expand services for patrons to utilize library hold lockers 24/7 in a safe, protected location.

Strategy 4.2 Build and staff a separate library branch after assessing potential locations, identifying the needs of patrons, and securing all necessary resources.



Community Center

The Rowle P. Simmons Community Center found at 1280 E. Rosser Street is owned by the City and is home to two non-profit organizations: Adult Center of Prescott, Inc. and Prescott Meals-on-Wheels. Prescott Meal-on-Wheels offers both home delivery and a community café to serve the elderly.

It is the mission of the Adult Center of Prescott, Inc. to provide opportunities and facilities for social interaction, recreation, education, information, and entertainment to the adult population of the greater Prescott area. Services are delivered by staff and volunteers under the direction of an executive director.

The programs offered are varied and change from time to time. Activities and classes include bingo, card games, dance, exercise, billiards and fitness rooms, arts and crafts, computers, cooking, free concerts, seminars, and a thrift store. The Adult Center also offers rental spaces including a ballroom and meeting rooms for weddings, receptions, celebrations, parties, conferences, workshops, and vendor expositions.





Youth Programs

The Launch Pad Teen Center facilitates confidence and empowerment by providing teens in Yavapai County with educational and social opportunities that encourage learning, active community involvement, and the development of skills to become successful, empowered, contributing members of society. https://thelaunchpadteencenter.org/

The Boys and Girls Club of Central Arizona offers a safe place for youth to go to after the school bell rings and helps foster self-confidence and positive relationships with others. https://bgccaz.org/

Nature Niños Prescott is a free nature play program for families with children ages 0-8 in the Greater Prescott Area. Park Rangers and community partners lead child-centered events at a different family friendly trail each month. Events are led by staff with a strong understanding of child development and experience leading child-centered outdoor programs. https://prescott-az.gov/rec-services/programs-sports/nature-ninos/

Teen Task Force is a free City program for teens that seeks to enhance the community for current and future generations through fun and safe volunteering, peer support, and personal growth activities for local youth. https://prescott-az.gov/rec-services/programs-sports/nature-ninos/

The Prescott Junior Ranger Program teaches about following the Appreciate AZ Leave No Trace Principles and learn about our ecology, culture, history and outdoors. https://prescott-az.gov/rec-services/programs-sports/junior-park-rangers/

Art, Culture, Events, and Museums

For a city our size, there is an impressive array of cultural and artistic attractions to bring visitors from near and far to visit year-round. The City is filled with talented artists, galleries, and museums. Downtown has many galleries that are part of the emerging art scene, the Granite Creek Trail mural, and four separate Arts and Craft Shows on the Courthouse Plaza.

Museums

- Sharlot Hall Museum
- Museum of Indigenous People
- The Phippen Museum – Art and Heritage of the American West

Centers

- Prescott Western Heritage Center
- Granite Mountain Interagency Hotshot Crew Learning and Tribute Center
- Natural History Institute
- Highland Center for Natural History

Performance Venues

- **Yavapai Community College Performance Hall** https://www.ycpac.com/
- **Historic Prescott Elks Theatre** https://www.prescottelkstheatre.org/
- **Hazeltine Theatre** https://www.the-hazeltine.com/



Events

- **Whiskey Off-Road Mountain Bike Race** in April https://epicrides.com/events/whiskey-off-road/event-guide/
- **Prescott Bluegrass Festival** in June http://www.prescottbluegrassfestival.com/
- **Prescott Frontier Days** and **World's Oldest Rodeo** in July https://worldsoldestrodeo.com/
- **Arizona Cowboy Poets Gathering** in August https://azcowboypoets.org/
- **Whiskey Row Marathon** in October https://whiskeyrowmarathon.com/
- **Acker Night Musical Showcase** in December https://www.ackernight.com/

Healthcare

Community Health Center of Yavapai (CHCY) is a Federally Qualified Health Center with locations in Prescott, Prescott Valley, and Cottonwood. CHCY provides primary medical care, gynecology/prenatal services, dental services, and limited mental health services. CHCY accepts patients with private insurance, Medicare, AHCCCS, and no insurance. Patients who are uninsured and low-income pay for services on a sliding fee scale based on their income. CHCY is a partnership of the Prescott Free Clinic, Inc. and Yavapai County Government.

The Yavapai Regional Medical Center Prescott Campus (YRMC West) is a 137-bed facility, which is the cornerstone of the hospital's growing healthcare presence in western Yavapai County. YRMC West provides state-of-the-art technology and offers area residents the skills of more than 265 physicians, whose practices cover multiple specialties to benefit people of all ages. Hundreds of professional nurses, therapists, technicians, support personnel, and volunteers play an equally important role in the hospital's mission to provide comprehensive, high-quality healthcare consistent with the needs of surrounding communities.

YRMC West is home to a full selection of cutting-edge services, including The James Family Heart Center and the very latest imaging technology. These services complement a full spectrum of healthcare programs ranging from preventive medicine and advanced wound care to cardiac rehabilitation, infusion therapy, and advanced respiratory care. A 24-hour Emergency Department, inpatient and outpatient surgical services, and our highly respected Pendleton Centers all contribute to YRMC West's growing reputation for excellence in healthcare.

At the forefront of every YRMC West activity is an ongoing commitment to a Total Healing Environment, defined as "an environment in which the people of YRMC West work with patients and their families to provide peace of mind and peace of heart, as well as physical cure or comfort, because we understand the indivisible relationship that exists between body, mind, and the human spirit." This commitment has repeatedly earned national recognition for YRMC West.

At the time of this writing, Exceptional Community Hospital is being constructed at the far eastern boundary of the City limits at the corner of SR 69 and Robin Drive. This is a new 20,724 square-foot specialty hospital focused on internal medicine. The hospital will include nine emergency exam rooms and nine in-patient rooms with associated support spaces.

Healthcare Existing Conditions

An important aspect of the quality of life in any community is related to the quality and the availability of healthcare services and the opportunity to maintain good health. In the Prescott area, healthcare encompasses a wide range of services and options, beginning with acute-care hospital services and experienced and capable physicians. Healthcare services also encompass rehabilitation and recovery services. They are a part of the overall healthcare system, just as nursing homes and assisted living facilities are.

The many healthcare services and options offered through YRMC West and its medical staff are complemented by the programs and services offered by the Northern Arizona VA Health Care System, which is headquartered in Prescott. The VA provides a continuum of primary and secondary level medical, behavioral health/ domiciliary, rehabilitative, and long-term care to veterans residing throughout northern Arizona.

Healthcare in the Prescott area also encompasses a wide range of other specialties and services, including optometrists, dentists, natural medicine practitioners, and outpatient testing and treatment at every level of need. There is a strong selection of mental health services—both private and government-funded—along with programs and services to benefit addiction services, developmentally disabled, and physically challenged citizens of every age group and ability.

Prescott is home to a growing number of retirees and senior citizens, and it supports this segment of the population with a comprehensive selection of services specifically tailored to senior needs. Exercise and wellness programs keep the elder population mentally and physically fit. A variety of assisted living facilities offer housing and lifestyle choices to meet a wide range of financial and personal preferences. Nursing home care is readily available to seniors who require specialized and/or around-the-clock medical attention.

For the younger and middle-aged generations, Prescott healthcare provides outreach services and programs that focus on everything from parenting skills and osteoporosis prevention, to anger management and diabetes care and prevention. Prevention, in fact, is taking on new meaning as healthcare costs continue to rise across the board. Prescott is a leader in the prevention arena by virtue of offering comprehensive options. This is allowing individuals to play a key role in managing their own health and the health of their family.

Prescott's healthcare providers provide an extremely strong foundation for Prescott's economy. Given the overall aging of America, healthcare dollars will continue to play an important role in the local economy for years to come, just as Prescott's high-quality healthcare providers and the high level of healthcare services will play a crucial role in the community's continued prosperity and well-being.

Healthcare Concerns

With about 50% of Prescott's population being over 60 years old, the need for healthcare is a concern for many residents in the community. In doing outreach and communicating with current residents, the ability to get into specialty doctors is becoming more difficult. Many residents stated they have to go out of town in order to get a visit with a specialty doctor within a reasonable timeframe.

With the cost of housing in Prescott and the lack of transit to bring employees into Prescott from the surrounding areas, there has been little incentive for perspective nurses and doctors to come to the area. Prescott's Workforce Housing Committee has met with the healthcare industry in regard to housing and the ability to bring nurses and doctors to the area to fill the needs of the residents.



Ambulance Services

For emergency medical transportation services, the City contracts with Lifeline Ambulance and partners with Priority Ambulance Yavapai. Both work with the local fire departments and respond to emergency and non-emergency medical care calls.

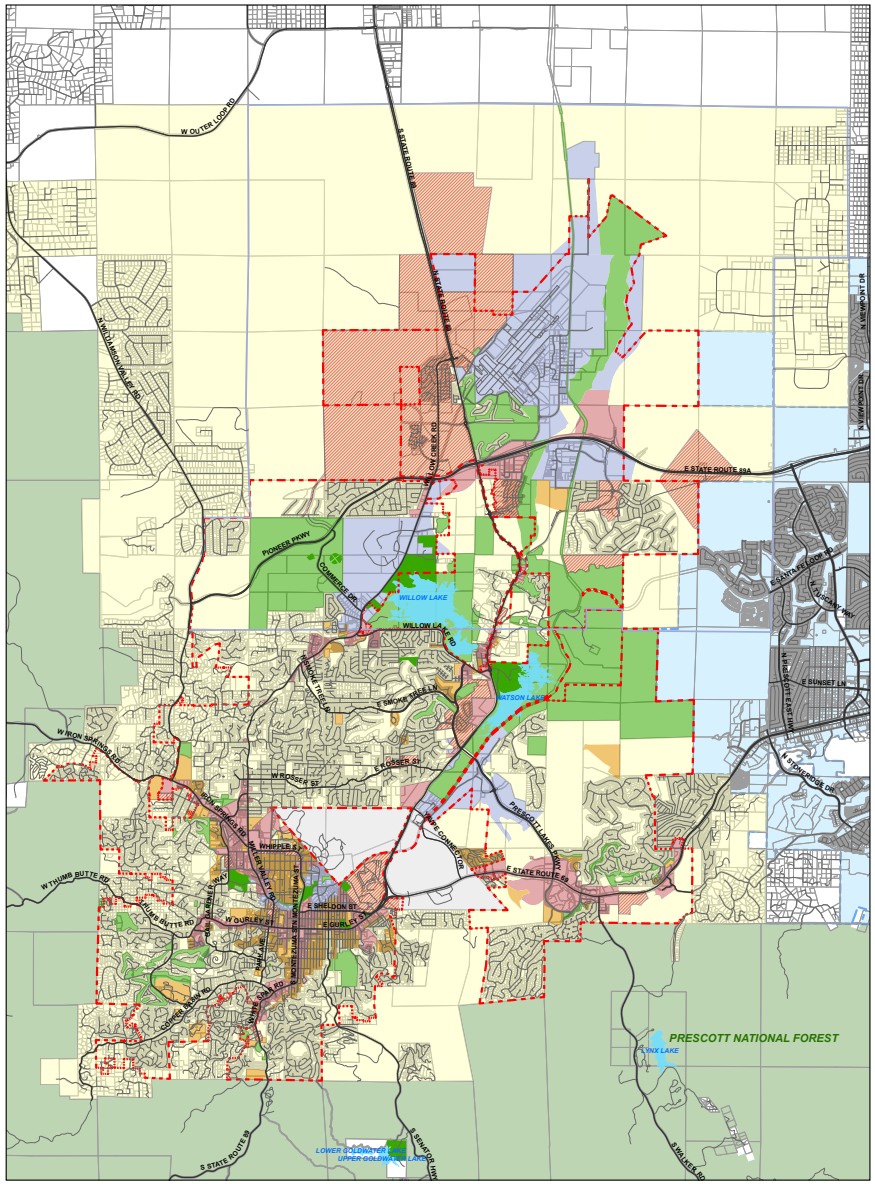
CHAPTER 6

City of Prescott Future Land Use Map

- Commercial
- Commercial/Employment
- Low-Medium Density Res. (1-7 DU/Acre)
- Med-High Density Res. (8-32 DU/Acre)
- Mixed Use
- Yavapai-Prescott Indian Reservation
- Open Space
- Recreation
- ASAP Planning Boundary
- City of Prescott Corporate Limits
- Prescott Valley Incorporated Limits

CITY OF PRESCOTT

0 0.5 1 2 Miles



MAJOR PLAN AMENDMENTS

A major plan amendment *"means a substantial alteration of the municipality's land use mixture or balance as established in the municipality's existing general plan land use element."* ARS Section 9-461.06.H. The City's general plan is required to define the criteria for determining whether a proposed plan amendment is a "major amendment."

A. The following table delineates the criteria for a Major Plan Amendment:

(From: Across To: Down)	**Open Space/ Recreation**	**Low – Medium Density**	**Medium – High Density**	**Mixed Use**	**Commercial**	**Commercial/ Employment**
Open Space/ Recreation		*Minor*	*Minor*	*Minor*	*Minor*	*Minor*
Low- Medium Density	*Major*		*Minor*	*Minor*	*Minor*	*Minor*
Medium - High Density	*Major*	*Major: 20 AC+ Minor: < 20 AC*		*Minor*	*Minor*	*Minor*
Mixed Use	*Major*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*		*Minor*	*Minor*
Commercial	*Major*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*		*Minor*
Commercial/ Employment	*Major*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 20 AC+ Minor: < 20 AC*	

B. General Plan text amendments that change existing guiding principles or goals or strategies shall constitute a "major plan amendment". Text amendments that are simply complimentary, illustrative or otherwise compatible with the existing goals, objectives and policies shall not be deemed to be a major plan amendment.

C. Inclusion of additional territory into the City limits by annexation and the initial zoning thereof, as required by ARS 9-471 (M), shall not constitute a Plan Amendment. If the subsequent rezoning of said additional territory comes within the criteria as set forth in Paragraph A above, it shall constitute a Major Plan Amendment.


CHAPTER 7

IMPLEMENTATION

The intent of this General Plan revision is to create a usable document and not another plan on the shelf. It is the General Plan Committee's goal to create a way of tracking goals and strategies to review accomplishments over the next 10 years. As departments gave presentations of the obstacles and goals they each have, it was also noted that many of the goals mentioned in the previous General Plan were accomplished, but never noted or tracked. Plans have little value without a plan to implement and track their accomplishments.

This section creates a format to outline the implementation actions included in this General Plan. Community Development Staff will provide a yearly update to City Council regarding the implementation progress as they are beginning their yearly strategic plan discussions. This annual review is critical to ensure the goals and strategies of the General Plan are being pursued, and that the General Plan is recognized for responding to the needs of the community.

The table on the following pages is intended to be used as a tool that assigns stakeholders, timeframes, and a comment section to each goal and strategy. The timeframes column is divided into short, medium, and long-term categories, subject to vary depending on available funds and staff time. Short-term timeframes are targeted for completion within 5 years, medium-term is within the 10-year horizon of the General Plan adoption, and long-term timeframes will be completed as funding and time allows and may extend beyond the scope of this General Plan.



Resiliency and Sustainability

Goals	Actions	Responsibility	Timeline	Complete Date
	CATEGORY			

In progress - TBD

Resiliency and Sustainability

Goals	Actions	Responsibility	Timeline	Complete Date
	CATEGORY			

In progress - TBD

A Community Connected

Goals	Actions	Responsibility	Timeline	Complete Date
	CATEGORY			

In progress - TBD

A Community Connected

Goals	Actions	Responsibility	Timeline	Complete Date
	CATEGORY			

In progress - TBD

Great Places and Neighborhoods

Goals	Actions	Responsibility	Timeline	Complete Date
	CATEGORY			

In progress - TBD

Great Places and Neighborhoods

Goals	Actions	Responsibility	Timeline	Complete Date
	CATEGORY			

In progress - TBD

Economic Competitiveness

Goals	Actions	Responsibility	Timeline	Complete Date
	CATEGORY			

In progress - TBD

Economic Competitiveness

Goals	Actions	Responsibility	Timeline	Complete Date
	CATEGORY			

In progress - TBD

Community Quality

Goals	Actions	Responsibility	Timeline	Complete Date
	CATEGORY			

In progress - TBD

Community Quality

Goals	Actions	Responsibility	Timeline	Complete Date
	CATEGORY			

In progress - TBD


CITY OF PRESCOTT
ARIZONA

Required Elements per ARS 9-461.05.C

1. A **land use element** that:

(a) Designates the proposed general distribution and location and extent of such uses of the land for housing, business, industry, agriculture, recreation, education, public buildings and grounds, open space and other categories of public and private uses of land as may be appropriate to the municipality.

(b) Includes a statement of the standards of population density and building intensity recommended for the various land use categories covered by the plan.

(c) Identifies specific programs and policies that the municipality may use to promote infill or compact form development activity and locations where those development patterns should be encouraged.

(d) Includes consideration of air quality and access to incident solar energy for all general categories of land use.

(e) Includes policies that address maintaining a broad variety of land uses, including the range of uses existing in the municipality when the plan is adopted, readopted or amended.

2. A **circulation element** consisting of the general location and extent of existing and proposed freeways, arterial and collector streets, bicycle routes and any other modes of transportation as may be appropriate, all correlated with the land use element of the plan.

3. An **open space element** that includes:

(a) A comprehensive inventory of open space areas, recreational resources and designations of access points to open space areas and resources.

(b) An analysis of forecasted needs, policies for managing and protecting open space areas and resources and implementation strategies to acquire additional open space areas and further establish recreational resources.

(c) Policies and implementation strategies designed to promote a regional system of integrated open space and recreational resources and a consideration of any existing regional open space plans.

4. A **growth area element**, specifically identifying those areas, if any, that are particularly suitable for planned multimodal transportation and infrastructure expansion and improvements designed to support a planned concentration of a variety of uses, such as residential, office, commercial, tourism and industrial uses. This element shall include policies and implementation strategies that are designed to:

(a) Make automobile, transit and other multimodal circulation more efficient, make infrastructure expansion more economical and provide for a rational pattern of land development.

(b) Conserve significant natural resources and open space areas in the growth area and coordinate their location to similar areas outside the growth area's boundaries.

(c) Promote the public and private construction of timely and financially sound infrastructure expansion through the use of infrastructure funding and financing planning that is coordinated with development activity.

5. An **environmental planning element** that contains analyses, policies and strategies to address anticipated effects, if any, of plan elements on air quality, water quality and natural resources associated with proposed development under the general plan. The policies and strategies to be developed under this element shall be designed to have community-wide applicability and shall not require the production of an additional environmental impact statement or similar analysis beyond the requirements of state and federal law.

6. A **cost of development element** that identifies policies and strategies that the municipality will use to require development to pay its fair share toward the cost of additional public service needs generated by new development, with appropriate exceptions when in the public interest. This element shall include:

(a) A component that identifies various mechanisms that are allowed by law and that can be used to fund and finance additional public services necessary to serve the development, including bonding, special taxing districts, development fees, in lieu fees, facility construction, dedications and service privatization.

(b) A component that identifies policies to ensure that any mechanisms that are adopted by the municipality under this element result in a beneficial use to the development, bear a reasonable relationship to the burden imposed on the municipality to provide additional necessary public services to the development and otherwise are imposed according to law.

7. A **water resources element** that addresses:

(a) The known legally and physically available surface water, groundwater and effluent supplies.

(b) The demand for water that will result from future growth projected in the general plan, added to existing uses.

(c) An analysis of how the demand for water that will result from future growth projected in the general plan will be served by the water supplies identified in subdivision (a) of this paragraph or a plan to obtain additional necessary water supplies.

Required Once Population of 50,000

1. A **conservation element** for the conservation, development and utilization of natural resources, including forests, soils, rivers and other waters, harbors, fisheries, wildlife, minerals and other natural resources. The conservation element may also cover:

(a) The reclamation of land.

(b) Flood control.

(c) Prevention and control of the pollution of streams and other waters.

(d) Regulation of the use of land in stream channels and other areas required for the accomplishment of the conservation plan.

(e) Prevention, control and correction of the erosion of soils, beaches and shores.

(f) Protection of watersheds.

2. A **recreation element** showing a comprehensive system of areas and public sites for recreation, including the following and, if practicable, their locations and proposed development:

(a) Natural reservations.

(b) Parks.

(c) Parkways and scenic drives.

(d) Beaches.

(e) Playgrounds and playfields.

(f) Open space.

(g) Bicycle routes.

(h) Other recreation areas.

3. The **circulation element** may also include:

(a) A transportation element showing a comprehensive transportation system, including locations of rights-of-way, terminals, viaducts and grade separations. This element of the plan may also include port, harbor, aviation and related facilities.

(b) A transit element showing a proposed system of rail or transit lines or other mode of transportation as may be appropriate.

4. A **public services and facilities element** showing general plans for police, fire, emergency services, sewage, refuse disposal, drainage, local utilities, rights-of-way, easements and facilities for them.

5. A **public buildings element** showing locations of civic and community centers, public schools, libraries, police and fire stations and other public buildings.

6. A **housing element** consisting of standards and programs for the elimination of substandard dwelling conditions, for the improvement of housing quality, variety and affordability and for provision of adequate sites for housing. This element shall contain an identification and analysis of existing and forecasted housing needs. This element shall be designed to make equal provision for the housing needs of all segments of the community regardless of race, color, creed or economic level.

7. A **conservation, rehabilitation and redevelopment element** consisting of plans and programs for:

(a) The elimination of slums and blighted areas.

(b) Community redevelopment, including housing sites, business and industrial sites and public building sites.

(c) Other purposes authorized by law.

8. A **safety element** for the protection of the community from natural and artificial hazards, including features necessary for such protection as evacuation routes, peak load water supply requirements, minimum road widths according to function, clearances around structures and geologic hazard mapping in areas of known geologic hazards.

9. A **bicycling element** consisting of proposed bicycle facilities such as bicycle routes, bicycle parking areas and designated bicycle street crossing areas.

10. An **energy element** that includes:

(a) A component that identifies policies that encourage and provide incentives for efficient use of energy.

(b) An assessment that identifies policies and practices that provide for greater uses of renewable energy sources.

11. A **neighborhood preservation and revitalization element**, including:

(a) A component that identifies city programs that promote home ownership, that provide assistance for improving the appearance of neighborhoods and that promote maintenance of both commercial and residential buildings in neighborhoods.

(b) A component that identifies city programs that provide for the safety and security of neighborhoods.

City of Prescott Future Land Use Map

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CITY OF PRESCOTT

0 0.5 1 2 Miles

N W E S

W OUTER LOOP RD
S STATE ROUTE 89
N STATE ROUTE 89
N WILLIAMSON VALLEY RD
WILLOW CREEK RD
N VIEWPOINT DR
E STATE ROUTE 89A
PIONEER PKWY
COMMERCE DR
WILLOW LAKE
WILLOW LAKE RD
E SANTA FE LOOP RD
N TUSCANY WAY
N SMOKE TREE LN
E SMOKE TREE LN
WATSON LAKE
N PRESCOTT EAST HWY
E SUNSET LN
W IRON SPRINGS RD
W ROSSER ST
E ROSSER ST
N STONERIDGE DR
IRON SPRINGS RD
MILLER VALLEY RD
WHIPPLE ST
YAVAPE CONNECTOR
PRESCOTT LAKES PKWY
E STATE ROUTE 69
W THUMB BUTTE RD
THUMB BUTTE RD
GAIL GARDNER WAY
W GURLEY ST
E GURLEY ST
E SHELDON ST
S MONTEZUMA ST
N MONTEZUMA ST
PARK AVE
WHITE SPAR RD
COPPER BASIN RD
PRESCOTT NATIONAL FOREST
LYNX LAKE
S STATE ROUTE 89
S SENATOR HWY
S WALKER RD
LOWER GOLDWATER LAKE
UPPER GOLDWATER LAKE

Introduction

1	Prescott Vision: Include a thriving and forward looking community with a strong fiscal responsibility in the management of its assets.	GPC decided not to include.
2	INTRODUCTION: It would be helpful to estimate how many people come into Prescott each day, by the day of week so we recognize that the census mumbers do not represent the total sistuation. This is particularly true for the transportation issues.	Planning: Will reach out to tourism for up to date numbers of daily population to add in to intro under existing trends and conditions
3	I want stable services and Low density.	Nothing to update
4	AARP commends Prescott for recognizing the need to look beyond its borders when it comes to workforce development. The draft 2025 plan appropriately notes the high retirement-age population in Prescott and the demand it creates for service-level workers who may be commuting from surrounding areas.	Nothing to update
5	AARP believes that livable and sustainable communities are safe and healthy, offering residents choices in where to live and how to get around. To AARP, livable and sustainable communities equitably serve residents of all ages, ability levels, incomes, races, ethnicities, and other backgrounds. Housing, transportation, land use and zoning, and the environment all contribute to livability.	Nothing to update
6	AARP appreciates the opportunity to comment on the draft 2025 Prescott General Plan. The AARP Livable Communities initiative supports the efforts of neighborhoods, towns, cities, counties and entire states to become more livable and age-friendly for all ages. A livable community is safe and secure, contains housing that's affordable and appropriate, features transportation options, access to needed services, and opportunities for residents to engage and participate in community life.	Nothing to update
7	Thank you for commenting. You have expressed ideas that I share completely but you just conveyed them better than I could have. Thanks for representing my views so consistently and so well.	Nothing to update
8	Page 4: For this Venn diagram, the "does not exist" section should be changed. This area is supposed to represent the commonality among the three large circles, or sets. In this case it would represent an acceptable compromise between services, taxes, and density. It is the City's job to find this sweet spot, NOT to give up and deny that an acceptable compromise exists	See page 101 for explanation of diagram
9	Quality of life: P. 12 mentions as a theme "A love for Prescott's "small town feel," historic downtown area, and natural environment. In my 11 years of living here, I have sensed a diminishment of that "small town feel" as the city has grown. Even with 1.5% annual compound growth the population will double in less than 47 years. This growth leads to greater pollution, roadways becoming more crowded and people becoming less friendly.	Nothing to update

10	I have read the statements by the Citizens Water Advocacy Group and I concur with them. I also ask that the city prioritize in-fill development as mentioned in goal 1 on p. 17 "Promote a balanced community with a diversity of residential types and prices by encouraging in-fill development of higher density development single-family and multifamily homes." Please emphasize in-fill rather than tearing up remaining natural areas for new developments.	Nothing to update. Addressed under Chapter 3 Great Places and Neighborhoods
11	Page 16 – AGING POPULATION - "an increase in older populations is a national trend, as is an overall reduction in birth rates. Prescott follows this Trend." While reading this section, I felt that our Aging Population as described in this Prescott General Plan draft is very one sided and presents the older Prescott residents as a problem to be solved, rather than as the foundation of Prescott, residents who have built Prescott into the stable low crime welcoming city that it currently is. Prescott is a retirement community, an aspect I believe is a positive rather than the Plan negative: "All of these demographic trends, if unchanged, will further alter the community balance in terms of age groups, family types, household sizes, and ratios of retirees to working residents." This trend is a national trend, not local to Prescott. I find no General Plan strategy to address the aging population "problem" in Prescott as described in the Plan.	Discussed under Workforce Housing Pgs. 103-114
16	**Chpt. 1 Resiliency and Sustainability**	
17	The Prescott Active Management Area has been the worst performing AMA in the whole state. Prescott AMA has been in significant overdraft since the Management Area was formed. There needs to be consequences for the continuing growing overdraft. There needs to be long term management goals with prescribed interventions when those goals are not met. Conservation will only take us so far. There needs to be interventions such limiting days of outdoor water use; putting caps on new development,	WRM: Addressed on page 39, Goal 3, Stategy 3.2 creation of a long-term water management plan that links both ADWR requirements and City needs to secure, sustainable, and sufficient water supplies.
18	The City is not addressing the water overdraft or where new water is coming from yet approving more projects? When it runs out then what that should be in the plan. Az is in total denial and not properly managing the resources, the City should have is own realistic plan there is not enough water obviously look at your own data. Thank you	WRM: Addressed on page 39, Goal 3, Stategy 3.2 creation of a long-term water management plan that links both ADWR requirements and City needs to secure, sustainable, and sufficient water supplies.

19	Prescott need to require metered water for all industrial users and large wells in the county that are within the Prescott Active Management Area. IF the Yavapai County Supervisors doesn't require compliance there should be a moratorium on new building. Prescott should require ADWR provide me of aquifer every other year. Prescott should petition the Governor's Water Use Committee to develop and implement water management goals throughout the state unregulated aquifers.	WRM: The City has no regelatory authority over wells which are permitted through Yavapai County and ADWR. No change made to plan.
20	All wells within City limits should have meters installed & owners need to fairly pay for the water they use. This is nit uncommon in the older neighborhoods in town.	WRM: The City has no regelatory authority over wells which are permitted through Yavapai County and ADWR. No change made to plan.
21	Due to Water Theft, a common problem in US, like other cities, all Developments must have Water Meters installed on Fire Hydrants.	Steve Olfers: At this time, there are no meters on fire hydrants, except on those used for construction which can be rented, with a backflow assembly. Loss from fire hydrants is calculated as non-revenue unless metered as construction water.
22	I recognize intention here ("This model will advance a needed future water supply while also working to protect Upper Verde River flows"), but "working to" is pretty weak; we need to assure protection of the Upper Verde. We have been "working toward achieving safe yield" on paper for years, but the water table continues to decline rapidly. We cannot have hollow promises like "working toward"; we need to achieve the desired results, so stronger language is important.	Discussed on page 38: Water Resources Long-Term Management Plan and under Strategy 3.2 on page 39
23	We must develop along-term water management plan focusing on supply and demand aspects. This would include the water resource management model and all appropriate legal documents. This plan shoulaspire to cover the next 100 years and should incorprate the development and start up of the Big Chino Reservoir pipeline. Local and County partners should be involved and collaborate with our plans.	Discussed on page 38: Water Resources Long-Term Management Plan and under Strategy 3.2 on page 39
24	Water Resources Section words everything about the Big Chino Pipeline as if it is a done deal and plans are moving forward. Need to soften the language. If we behave and have sensible growth, won't be needed.	WRM: The Arizona Rivised Statues recongnizes the City's legal right to import water from the Big Chino Water Ranch in order to offset pumping in the Prescott AMA. The Little Chino Aquifer from which the City's production wells are located is a declining aquifier and the supplmenting of pumping within the aquifer from the Big Chino has long been recognized as a way to reduce the decline of the Little Chino aquifer. Page 39, Goal 3: Continue planning to servie existing and future demand with available or to be acquired supply types, contains the statagy of developing a long-term water management plan. This plan will specifically evaluate the need for future alternative supply types including the Big Chino Water Ranch, advanced water purification, and storm water harvesting. This will be done in conjunction with demand management statgies to determine need and timing of future supplies. No changes made to plan.

25	Work more closely with Forest Service to ban campfires in the National Forest, especially in times of high risk and serious drought. There is self-contained camping equipment for light heat/cooking. Campers are careless. Need more surveyance and major fines.	**Fire:** The Prescott National Forest takes a proactive approach to issuing fire restrictions. Fire departments throughout the Prescott area monitor fire conditions year-round. While local fire departments have influence, they do not have the authority to make fire restriction decisions. The Prescott Fire Department issues its own fire restrictions that align with those of the Prescott National Forest (PNF) to ensure consistent communication and public awareness. Additionally, we enforce no-burn days through a permitting system that prohibits burns within the city limits, regardless of National Forest guidelines. It's important to note that fines and enforcement in the National Forest are the responsibility of federal authorities. The City of Prescott and the Prescott National Forest do not have the independent authority to impose higher fines, as these fall under nationwide federal regulations. Despite this limitation, PNF staff diligently increase patrols and educational efforts not only when restrictions are implemented, but throughout the entire year.
26	p.39 In the first sentence at the top of the page, "containments" should be "contaminants." I'm sorry for taking up so much space on this site with what are mostly copy edits, but I was told this was the only way to submit them. Thank you to the General Plan Committee members and city staff for all your hard work to get the plan to this stage! And thanks also to all the citizens who are submitting comments!	Planning: Will change in draft. PW: suggests "emerging contaminants"
27	DATA SYSTEMS, p.37 The second sentence in the first paragraph should read, "The first step was building a data repository that links land and water demands and running [instead of "run"] various . . . The fifth sentence in the second paragraph should read, "Currently, the WRMM is used to provide City Council with information to understand supply and demand data for the determination of water budgets."	Planning: Will change in draft.
28	LOCAL SUPPLIES AND INFRASTRUCTURE, p.35 I suggest rewriting the the third sentence in paragraph 5 to say, "Proposition 400, approved by Prescott voters in 2005, requires all effluent generated by development . . . LOCAL SUPPLIES AND INFRASTRUCTURE, p.36 The first complete sentence at the top of the page should read, "A summary of project highlights is [instead of "are"]	Planning: Will change in draft.
29	WATER RESOURCES, p.33 The # of acre-feet is missing in the next to the last paragraph on the page. Will this number be filled in before the General Plan goes to the voters? LOCAL SUPPLIES AND INFRASTRUCTURE, p.35 The first sentence in paragraph 4 should read, "Treated wastewater (effluent) or reclaimed water, like surface water supplies, is [instead of "are"] . . . The second sentence in paragraph 5 should read, "Combined, these facilities [instead of "facility"] . . .	Water Resources Question: Should we change it due to we have not received the information from ADWR? ; Planning will correct typos - WRM: The value on page 33 should be 17,544.93 AFY.

30	GREEN STORMWATER INFRASTRUCTURE (GSI), p.29 Strategy 1.1 I suggest deleting the "developments" at the end of the sentence. LAKES, p. 31 Change the last sentence in paragraph 3 to read, "These lakes are upstream of the community, reducing the population center's effects; however, they are [instead of "it is"] subject to natural processes such as siltation.	Planning: Will change in draft. PW: "Investigate the creation of a low-impact development ordinance for infiltration and reuse of stormwater for all new residential, commercial, and industrial developments." Concur with Pg31, paragraph 3 edits
31	WATER QUALITY GOALS AND IMPLEMENTATION STRATEGIES, p.29 Strategy 1.4 should read "Revise" (instead of "Review") the First Flush . . . Strategy 1.5 I suggest rewriting this strategy to read, "Consider requiring redevelopment to retrofit . . . GREEN STORMWATER INFRASTRUCTURE (GSI), p.29 I suggest rewriting the first sentence to read, "The goal of Green Infrastructure is to "slow it down, spread it out and soak it in." GSI is an integrated solution . . .	Planning: Will change in draft based on corrections from Public Works PW: Revise is better than Review. "Require redevelopment projects to retrofit existing stormwater infrastructure to meet current first flush requirements." GSI agree with comments but that sentence should start, "The goal of Green Stormwater Infrastructure..."
32	THANK YOU for including a detailed discussion of the ways in which climate change is likely to impact our area, and how Prescott can become more resilient to those challenges. Thanks for providing guidance on how Prescott can encourage smarter energy use policies for transportation, building design, HVAC, etc. These policies will save the city and its residents money as well as position it to attract tourists and even new residents who want to live in an efficient, forward-thinking community.	Nothing to address
33	Given that it's in the title, “sustainability” should be defined explicitly. In the context of planning, it is usually defined in terms of “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” Recognizing that those needs depend upon intact ecosystems, a healthy human population, and a vibrant economy, “sustainable” policies are those that simultaneously promote economic vitality, environmental integrity, and healthy communities.	Planning: Add sustainable after resiliency in first paragraph
34	I am pleased to see some detailed concerns about climate change adaptation, and I hope this is prioritized as soon as possible.	Nothing to address

35	Pages 41/42 on Climate Change: This segment IMHO over stresses Electric Vehicles. Yes they are an important class of vehicles but this segment should be tempered. The diversityof fuel sources should be recognised; the full cycle economics of each fuel type and application needs to at least be mentioned. In particular it should worry us all that 1 EV station creates 4 jobs.....the basic economic model with this type of assumption should be checked.	Nothing to update
36	Resiliency and Land Use (pg 24): Need to explain strategy 2.3	Strategy 2.3 Promote preservation, restoration, and rehabilitation of existing housing stock by providing educational incentives. Existing housing contributes to a greater diversity of housing options (including price ranges) and maximizes existing infrastructure investment.
37	I love the focus on Green Stormwater Infrastructure in Chapter 1, but there is more potential for using stormwater to benefit wildlife than is highlighted in the current draft. Since Granite Creek had water for much or most of the year all the way to Paulden before the construction of Watson Dam, could we use runoff from along rte. 89 and the Walden Farms development (and others) to better augment the flow in Granite Creek and ephemeral pools used by amphibians for breeding?	PW: without specifying that portion of Granite Creek referenced I think it the GSI segment of the Plan provides the tools to more effectively and beneficially (for amphibians or otherwise) manage stormwater as a resource and not a nuisance.
38	I urge the city to make developers financially responsible for water features, sidewalks, landscaping, etc. They make profits by drawing on our resources- especially water.	WRM: Page 39, Stategy 3.2 Develop a long-term water management plan will include demand management statgies that will look at various code updates to address water features as discussed here.
39	A smart city planning in the arid SW must consider the availability of resources that support life in the region. Water conservation is essential. Mandate xeric landscaping, increase water use fees, incentivize rainwater harvesting, increase green infrastructure and decrease grey infrastructure, promote natural habitat restoration, limit development growth, promote sustainable businesses.	Nothing to update
40	Important comment! We can look to our neighbors (e.g., Tucson) for ideas. Bring up Brad Lancaster to advise us at the city level. If we can't afford him, we have in-house talents that can pitch in.	Nothing to update
41	To plan for continued expansion of development when the essential baseline resource (water) is decreasing is bound to fail. It is a fact that the available water supply in this region is insufficient to meet the needs of the increasing population; this will inevitably lead to water scarcity issues (as some neighborhoods are already experiencing with wells going dry) and challenges in managing water resources within the urban area.	Addressed under Water Resourcs Pgs. 32-39

42	True. We have set ourselves irrevocably on a path of stressing our water sources. It's hard to back peddle from that previous overzealous (poorly informed) planning ambitions. At this point, all we can do is pause further expansion AND work just as zealously at water conservation strategies. When supply is essentially fixed, demand-side strategies are the path forward. Green Codes, water harvesting, grey-water and reclamation, etc.... can right our ship and improve quality of life.	Addressed under Water Resourcs Pgs. 32-39
43	Kudos for including the climate and energy section in the 1st chapter of "Resiliency and Sustainability". The introduction to that chapter should include some level of definition of what "sustainability" means. This was the overriding theme of the 2015 General Plan! Strategy 3.1 of that chapter speaks to a municipal energy audit. It should be more specific - "Undertake a municipal energy audit to identify and measure areas of cost savings options within City facilities and operatiions.	Too specific for a general plan.
44	yes, i too was impressed. A lot of deep thinkers were involved in this plan. When I began to read, I was prepared to be disappointed. But, I found the plan to be enlightened (and I never use that word in such situations). I found the plan to be visionary... so, YES... KUDOS!!!	Nothing to update
45	Strategy 4.3 Consider strategic low water use, native tree planting and shifting public from zeroscaping to xeriscaping to reduce HVAC needs in residential and commercial settings. (Note-remember, Tree plantings directly adjacent to buildings can be considered a fire hazard in this region. Trees can contribute to overall heat island reduction, but may not be an appropriate strategy for direct shade of buildings. Shaded parking lots can also reduce heat island effect.	The City of Prescott Land Development Code Section 6.5.3.A.8 lists the website for commercial landscaping plant palette reflecting low-water use plants from the ADWR Prescott Active Management Area Plant list. We do not regulate what residents plant in their own yard, but there are incentives that can be viewed at www.prescottwater.com.
46	3.4 Continue to develop the Water Conservation program to lower outdoor AND INDOOR water use BY ALL COMMUNITY SECTORS, Identify PARTNERSHIP AND FUNDING OPPORTUNITIES TO EXPAND conservation programs AND EVALUATE THEIR EFFECTIVENESS, The implementation of these conservation measures should reduce per capita water use and have the potential to defer the need for further costly infrastructure expansion.	See www.prescottwater.com about Prescott water conservation program.

47	3.4 Continue to develop the Water Conservation program to lower outdoor water use, identify grant opportunities for conservation programs, and develop additional metrics to measure results. Recognize water conservation as a source supply. Incorporate assessment and strategy building into conservation efforts to ensure that programs provide return on investment and coverage of all sectors of the community. Combine new initiatives with existing programs as part of a comprehensive strategy.	See www.prescottwater.com about Prescott water conservation program.
48	Goal 1: Enhance stormwater use and management for aquifer recharge and optimization of water treatment infrastructure. Determine customer understanding of household/business activities that negatively impact stormwater and implement a visible public awareness campaign (ie clean up after your pet, only water in the stormdrain, LID demo education signs) . Develop/seek funding opportunities for homeowners and existing businesses to reduce stormwater runnoff issues.	Pg 29 under Green Stormwater Infrastructure (GSI)
49	Strategy 1.2 Identify and evaluate any stormwater and other discharges that have the potential to pollute the Little Chino aquifer, other aquifers, or surface waters and report them to ADEQ Strategy 1.2 Identify, evaluate and ELIMINATE any stormwater and other discharges that have the potential to pollute the Little Chino aquifer, other aquifers, or surface waters and report them to ADEQ	Pg 29 under Green Stormwater Infrastructure (GSI)
50	In the “Energy” section of this “Resiliency and Sustainability” chapter add the following goal: “Promote the energy and cost savings associated with building / installing / utilizing affordable tiny homes, and discourage the proliferation of expensive, energy-wasting large single family residences.”	Planning: The types of homes that are constructed must meet basic life-safety requirements, as well as height and setback requirements. As long as the construction type and methods meet these codes, the home can be permitted.
51	The “Resiliency and Sustainability” chapter should begin with definitions of these terms. And spell out this goal: "It is our hope that the quality of life embodied by Livability Goals we’ve presented is sustainable so that future generations—their children, grand children, and so on—can likewise expect to have it. "	This is more addressed under the Introduction
52	People in many states have Community Choice Energy (CCE) programs and utility energy options that Arizonans do not have. To promote competition and reduce costs to ratepayers, Arizona needs such programs. Accordingly, in the “Energy” section of this “Resiliency and Sustainability” chapter add the following goal: "The City of Prescott needs to both help promote and be ready to take advantage of steps the Arizona Legislature takes to study first, then implement Community Choice Energy (CCE)."	Nothing to update

53	To enhance wildlife abundance and diversity in the lakes, active vegetation management of the floodplains of Willow and Granite Creeks should be undertaken and listed in the plan. Non-native trees (Siberian Elm, Tree-of-heaven, and Tamarisk) should be prioritized for removal.	Pg 32 Strategy 2.3 Implement measures to achieve the prescribed federal Clean Water Act (https://www.epa.gov/laws-regulations/summary-clean-water-act) and Arizona State Protected Waters Program water quality requirements, including watershed management best practices.
54	Native riparian vegetation should be managed for sensitive species as part of the application for Safe Harbor. However, here are likely places where some native trees, especially where they encroach on Willow Lake, could be removed to reduce evapotranspiration losses of water that otherwise could help maintain lake levels and reduce water heating.	Pg 32 Strategy 2.3 Implement measures to achieve the prescribed federal Clean Water Act (https://www.epa.gov/laws-regulations/summary-clean-water-act) and Arizona State Protected Waters Program water quality requirements, including watershed management best practices.
55	Siltation is mentioned but not in implementation strategies. As sediment accumulates, water becomes shallower, which exacerbates heating of the water and growth of aquatic plants and algae. There are ways to reduce sediment inputs and reduce accumulation, so the plan should refer to taking actions for lake rehabilitation as good opportunities arise. Aerators may not be sufficient to assure high water quality.	Pg 31 Goal 2: Develop an up-to-date Lake Management Plan for Watson, Goldwater, and Willow lakes. These plans should be updated and/or amended as needed.
56	I agree with the general goals and implementation strategies for air and water quality. It might be worth mentioning that the urban part of Prescott sits in a topographic bowl such that cool-air drainage in winter concentrates air pollutants in the city. The keys to success will be to have attractive incentives, consistent monitoring and enforcement, and upgrading infrastructure.	Under Environmental Planning Pgs. 27-29
57	After page 43 add two more EV goals: •Strategy 5.2: Work with CYMPO to develop a regional EV infrastructure plan to connect major traffic destinations such as the town square, city buildings, educational facilities, shopping destinations, and outdoor attractions. Potential to use open-source economic impact tools such as DOE JOBS EVSE. •Strategy 5.3: Encourage the use of federal funding and public private partnerships to fund installation and management costs of EV charging stations	Will update in draft
58	After page 43, add Goal 5: Accommodate electric vehicle (EV) users to reduce vehicle emissions while promoting Prescott as an EV tourist destination through accessible charging infrastructure. •Strategy 5.1: Review and monitor other Northern Arizona communities' commitment to EV-enabled tourism with the purpose of ensuring Prescott's competitiveness for these valuable tourist resources.	Will update in draft

59	Add prior to the Table on page 42: According to the US Department of Energy Alternative Fuels Data Center, Arizona has the seventh highest number of electric cars in the nation. The average income of EV owners is above $100,000, and in-state tourism generates significant income to the Prescott economy yet we lag behind other northern Arizona cities in providing charging infrastructure for these high quality tourists.	Nothing to update
60	We support the stated goal of working towards a “Safe Harbor” agreement for the management of the natural area along the inlet corridor of Willow Lake (Plan page 31). This southwest corner of the lake has habitat and wildlife that is unique in an urban environment and must be responsibly managed to avoid fines under the Endangered Species Act.	Nothing to address. Pg 31 Strategy 2.1 Engage U.S. Fish & Wildlife Service in a dialogue regarding the applicability of a Safe Harbor Agreement(s) for the management of City properties with Threatened and Endangered species.
61	We ask that the Plan add a goal to consider the needs of wintering waterfowl when managing the water levels in Willow and Watson Lakes. These wintering waterfowl need the lakes for survival. It is these waterfowl who elevate these lakes to IBA, “Important Bird Area” status, an internationally-recognized honor and draw for passive recreation.	Pg 31 Goal 2: Develop an up-to-date Lake Management Plan for Watson, Goldwater, and Willow lakes. These plans should be updated and/or amended as needed.
62	Chpt. 1: The Lakes section mentions “fish-spawning habitat” but completely ignores one of the most important wildlife and recreational resources we have in the city: Watson and Willow Ecosystems Important Bird Area (IBA). Recreation is more than boating and fishing. Birding should be recognized as a powerful economic engine and quality-of-life amenity for city residents and visitors.	Pg 31 Goal 2: Develop an up-to-date Lake Management Plan for Watson, Goldwater, and Willow lakes. These plans should be updated and/or amended as needed.
63	Chpt. 1: For both human recreation and wildlife habitat, active management to assure a full range of habitats (e.g., deep water, shoreline, riparian) must be addressed. Implementation may need to recognize the possibilities of zoning uses to prevent disturbance of rare species or nesting eagles.	Pg 31 Goal 2: Develop an up-to-date Lake Management Plan for Watson, Goldwater, and Willow lakes. These plans should be updated and/or amended as needed.
64	Chpt. 1: Siltation is mentioned but not in implementation strategies. As sediment accumulates, water becomes shallower, which exacerbates heating of the water and growth of aquatic plants and algae. There are ways to reduce sediment inputs and reduce accumulation, so the plan should refer to taking actions for lake rehabilitation as good opportunities arise. Aerators may not be sufficient to assure high water quality.	Pg 31 Goal 2: Develop an up-to-date Lake Management Plan for Watson, Goldwater, and Willow lakes. These plans should be updated and/or amended as needed.
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66	Chpt. 1: Native riparian vegetation should be managed for sensitive species as part of the application for Safe Harbor. However, here are likely places where some native trees, especially where they encroach on Willow Lake, could be removed to reduce evapotranspiration losses of water that otherwise could help maintain lake levels and reduce water heating.	Pg 31 Goal 2: Develop an up-to-date Lake Management Plan for Watson, Goldwater, and Willow lakes. These plans should be updated and/or amended as needed.
67	Chpt.1: When water levels are low, even native trees and shrubs encroach on the lake, and rapidly accumulating biomass can create huge problems when lake levels rise and the plants are killed and decay, greatly reducing dissolved oxygen levels. Judicious mowing of seedlings and removal of biomass should be a means of preventing water-quality problems and reduction of shoreline habitats for birds.	Pg 31 Goal 2: Develop an up-to-date Lake Management Plan for Watson, Goldwater, and Willow lakes. These plans should be updated and/or amended as needed.
68	Page 23: This section mentions climate change, balanced housing, and land use. “Workforce" is used here and throughout the draft plan as referring to two different things: workers and housing; this should be clarified	Workforce Housing is under Chpt. 4 on pg 103

69	Page 23: The major problem with this section is that water is not addressed. This section needs to recognize that we are 100% dependent on groundwater, that our groundwater aquifer is seriously overdrafted, that the overdraft cannot continue indefinitely, and that this is not sustainable. Citizens know this and are concerned about it. Already we see domestic wells on the edges of the aquifer drying up due to groundwater pumping mainly by Prescott and Prescott Valley. The currently unsustainable water supply must be acknowledged and vigorously addressed in this plan - you can't ignore this!	Will add something in the introduction to chapter. Water Resources section starts on PG 32 and is a new section in the chapter. Will be updated in draft moving forward.
70	Page 24: The terms "workforce housing" and "affordable housing" are not defined. Strategy 2.1 should identify what workers (grouped by industry, eg services, construction, hospitality, etc) could reasonably afford for housing, then d fine a rental or purchase price that that worker group could afford. This price range can be used to identify "workforce housing." Otherwise these terms are bandied about whenever someone senses it is advantageous, so they become essentially meaningless	Workforce Housing is under Chpt. 4 on pg 103 which has definitions
71	Page 24: Strategy 2.4 & 2.5 should require, for a water allocation or other incentive, aggressive water conservation and strict limits on groundwater use outdoors	Pg 34 Local Supplies and Infrastructure. Pg. 36 discusses the need for Regional Water Supply Planning. Needs to be a regional effort. Pg. 37 discusses the Council approved Water Management Policy.
72	Formation of a Long Term Regional Water Management Policy	Pg 34 Local Supplies and Infrastructure. Pg. 36 discusses the need for Regional Water Supply Planning. Needs to be a regional effort. Pg. 37 discusses the Council approved Water Management Policy.
73	Chpt. 1: I recognize intention here ("This model will advance a needed future water supply while also working to protect Upper Verde River flows"), but "working to" is pretty weak; we need to assure protection of the Upper Verde. We have been "working toward achieving safe yield" on paper for years, but the water table continues to decline rapidly. We cannot have hollow promises like "working toward"; we need to achieve the desired results, so stronger language is important.	Pg 34 Local Supplies and Infrastructure. Pg. 36 discusses the need for Regional Water Supply Planning. Needs to be a regional effort. Pg. 37 discusses the Council approved Water Management Policy.
74	Page 28. Last line of second paragraph under Water Quality: Delete the concluding parenthetical statement,"the state regulates surface water." The state also regulates groundwater and municipal water quality. This section ignores the fact that groundwater recharge areas have already contaminated our aquifer and production wells with PFAS; this needs to be added.	Water Resources Question: The context of the parenthetical statement is within the water quality section under the environmental planning which is specifically addressing surface water sources. In this context the statement is correct. Groundwater, municipal water and PFAS are covered in the water resources section. No changes made.
75	Page 29: Goal 1 The plan needs to add strategies to a) improve PFAS monitoring, b) remove PFAS from treated wastewater, and c) remove PFAS from wells that supply potable water. See comment re page 39, below.	Would be part of a City Long -Term Water Management Plan.
76	Page 29: Strategy 1.2: Pervious pavements are the darling solution of the LID movement, but there are many other strategies. The problem is that pervious pavements get clogged, maintenance is required, and recharge is insignificant. They are useful in specific situations, for instance to reduce polluted runoff into a neighboring stream - if they are maintained. The strategy shoul not specify the pervious pavement solution but instead require the developer to prove tha their project design meets standards for runoff quality and quantity. We suggest rewording "Develop incentives for new development applicants to use LID techniques to manage site stormwater runoff and quality."	PW (MKilleen) The strategy, as I read it does not exclusively prescribe pervious pavement as the only LID technique but rather mentions it as an example. I would agree that it is not applicable in all settings but is a valuable tool, among many, in the LID toolbox. Furthermore, all LID approaches have a maintenance requirement. The City actively inspects these sites annually to make sure that the stormwater quality features remain functional years after installation. Existing codes, regulations, and practices DO require a developer to meet standards for runoff quality and quantity. Specific to stormwater quality see PCC 16-6 and GES Chapter 3. With all that being said I think the original wording is not substantively different than the suggested wording.
77	Page 30, Strategy 1.4: Change "Review" to "Revise." Add "Participate in regional water management to investigate possible large-scale stormwater recovery projects." These projects are regional in scope and may benefit Prescott.	Review is not in this Strategy. Not sure what strategy was being refernced. *Strategy 1.4 Work with adjacent jurisdictions to integrate and align stormwater standards, policies, and practices across the region and to create a tool-kit to support local governments in adopting and implementing stormwater standards, policies, and practice* s.

78	Page 32: Using “D&O” is inaccurate in that it refers to a court order on many other issues. The correct term here is “Designated Assured Water Supply” or DAWS. That is consistent with water law terminology.	????? DAWS is used in the same paragraph.
79	Page 34: Strategy 1.1 should define DAWS.	Defined on PG. 32, but can add to the strategy.
80	Page 36: Strengthen Strategy 2.2: Reword to: "Actively participate with Yavapai County and the Towns of Prescott Valley and Chino Valley to create a regional plan for water resource management.” Note that on Nov. 12, 2024 the Town of Chino Valley passed a resolution calling for the formation of a regional steering committee charged with designing a regional organization to improve water security. This is an element in Chino Valley's General Plan and in Yavapai County’s Comprehensive Plan.	The City will actively seek out oppertunities to collaborate with Regional Water Resource planning. However, before any regional planning effort can sucessfully be implemeted, the City must first complete it own water resources planning that includes through evaluation of all exisitng and future demand, supplies, including existing contractural commitments to water and completion of the modification of Assurred Water Supply through ADWR. It is understood that regional collaboration is important but the City's first priority is completion of modification of assurred water supply and implentation of a long -term water management plan based on supply and demand within the designation. This will ensure that the City can meet all required service area demands and is ready to move forward wtih addtional regional collaborations. However, certain aspects such as regional stormwater harvesting and water conservation stategies could be investigated. Suggest changing wording to "Seek partnerships and oppertunities for collaboration on regional water issues such as storm water recharge and water conservation efforts".
81	Page 36: Replace strategy 2.3: “Prepare a comprehensive study evaluating the economic, social, and environmental impacts of all potential solutions to achieve a sustainable water supply."	WRM: Comprehensive evaluation of supplies is covered in stategy 3.2, preperation of a long-term water management plan. BCWR constitutes a significant investment made by the City in terms of land purchase price and legal representation required to amend state law to allow the Prescott AMA to have the ability to transport water from an adjacent basin. Due to the large investments the City has made in the BCWR and the fact that this supply is much further along than any other alternative supply the City may consider such as Advanced Water Purification, it deserves consideration in an independent stategy. Suggest changing the wording to " Continue to develope a comprehensive study for the BCWR inlcuding economic, social, and environmental impacts of adding this water supply to the City's water portfolio. This will be evaluated against other supply types considered in Stategy 3.2, preperation of a long-term water management plan."
82	Water resource management plans should be based on a scientific evaluation and a rational comparison of all available alternatives in order to assure an economical and sustainable water supply. Neither ADWR nor the Cities have conducted a comprehensive study to evaluate and compare potential new water sources. In particular, the Big Chino pipeline was authorized by the legislature without any consideration for Paulden residents, the upper Verde River, or other environmental impacts and costs.	WRM: The long-term water management plan proposed in Strategy 3.2 will evaluate all alternative supplies, including BCWR, to determine the most viable supplies need to serve the future of the City and the Prescott AMA.
83	The City's proposed long-range water management plan does not include a comprehensive study and comparison that covers the Upper Verde Watershed. Prescott’s water plans depend on and affect the entire watershed.	WRM: See comment response to item 80.
84	Some prior studies have focused on a single centralized infrastructure solution (e.g. pipelines) while ignoring distributed solutions (e.g. conservation or on-site rainwater harvesting) and failing to evaluate other potential alternative sources. A comprehensive study can help identify the optimal combination of solutions.	WRM: Conservation efforts and storm water harvesting/aquifer recharge is addressed in various parts of the Water Resources section and in the comment responses provided in this document. The long-term management plan being proposed in this general plan will provide the comprehensive study being requested.

		All issues that could be addressed in City Water resources Long-Term Manangement Plan and review of ARS for any limitations.
85	The following alternatives deserve rigorous analysis and comparison of all economic, ecological, social, and legal issues: • **Aggressive Water Conservation**: including a) performance goals and milestones, b) mandatory requirements for new construction, c) substantial incentives to upgrade existing buildings, d) landscape water ordinances for new construction. • **Reuse**: graywater and advanced water purification technology (direct potable reuse). • **Augmentation**: a) capture and use of rainwater on-site, b) stormwater recovery for recharge or treatment for reuse. • **Domestic Well Conservation**: domestic well water conservation programs. • **Alternative water for new development**: a) offset programs that require developers to finance water conservation in exchange for an assured water supply certificate, or b) construction of homes with net-zero groundwater use, c) regional water bank to efficiently allocate existing unused water rights to productive uses • **Regulatory Barriers**: identify and correct regulatory barriers to more efficient water use. • **Septic Effluent Recovery**: improved recovery of wastewater from septic systems. • **Land Use**: a) conservation zoning overlay in areas with sensitive water resources, b)strengthening ordinances and building code requirements for indoor and outdoor water use. • **Importing Water**: Possible sources include Colorado River, Big Chino, and desalination of ocean water or brackish groundwater, and rivers in other states.	
86	Page 38: The PFAS paragraph says "staff have been evaluating the impact…" The plan should describe what the City intends to do, not give a passive description of previous activity. This section should be greatly expanded to explain the City's strategy going forward by adding goals and strategies. Perhaps this would fit better on page 29 under "Water Quality Goals and Implementation Strategies."	Steven Olfers: The City is currently in compliance with the new PFAS standard for drinking water. All sources in use supply water that is below the 4ppt MCL level. On the wastewater side, there are no regulations or guidance at this time in relation to PFAS. Over all our goal is to be below the MCL set by EPA and ADEQ. The City has issued a RFQ to hire a vendor that will assist us in the development of goals and strategies for drinking water.
87	Page 39: Strategy 3.2: The description is inadequate. Include the following requirements for the Long term Management Plan • Include the watershed. Prescott will not have a sustainable supply by planning only for the city limits! • Public transparency: Citizens and stakeholders should have a role in the planning. • The plan should include short, medium and long-term goals with metrics and a schedule to review progress. • The plan should use adaptive management principles: if a milestone is not met, tactics and regulations should be modified to attain the next milestone.	Too specific for a General Plan. This is input that can be provided when the Long-Term Manangement Plan process is created.
88	Page 39: Strategy 3.3: Clarify that stormwater recovery will be a regional effort covering the aquifer, not just the Prescott city limits. "Reclaimed reuse" is not defined; it could mean direct reuse, or indirect reuse after recharge, or direct potable reuse after advanced purification. All these should be studied and compared.	WRM: See response to item 80 with suggested wording on regional efforts to inlcude storm water recharge. Suggest changing wording on 3.3 to " Investigate and commence planning of supply types such as stormwater (refer to Stategy 2.2) and maximizing use of treated effluent for direct use, indirect use and evaluation of the potential for advanced water purfication.
89	**Water policy**: I am very concerned that Prescott's water policy is not sustainable. This is vividly demonstrated by our declining water table and by failing family wells on the edges of the aquifer, such as in western Chino Valley, along Williamson Valley Rd. and Coyote Springs.	This is input that can be provided when the Long-Term Manangement Plan process is created.
90	I am troubled by the proposed Big Chino Pipeline, which if built and operated, will dewater and destroy the upper Verde River. I am also concerned about the costs of this project, which should be borne by the wealthy landowners and developers who will benefit from growth.	Nothing to update

91	Will the city respect its citizens by holding the referendum required by Proposition 401 as approved by the voters in 2009? Any such project requires a public vote if it has an estimated cost of over $40 million (adjusted via the Consumer Price Index)? And if the citizens vote against this project, will their judgement be respected? If the Town of Prescott Valley initiates a lawsuit demanding that the city approve the construction of the pipeline despite a negative citizen vote, will the city vigorously defend the will of the voters?	Nothing to update
92	Water saving techniques to pursue include requiring hot water recirculation systems and encouraging low-flow shower heads or flow restrictors and continuing the current conservation measures.	Nothing to update
93	**Energy use and conservation**: I am glad to see (pp. 42-43) "CLIMATE AND ENERGY GOALS AND STRATEGIES". Prescott has a very favorable climate for solar power, yet only a small minority of houses in the city have rooftop solar panels. The city should strongly encourage such panels and act to remove disincentives. Also, city-owned buildings should, where feasible, be equipped with solar panels.	Nothing to update
94	Chpt. 1: I agree with the general goals and implementation strategies for air and water quality. It might be worth mentioning that the urban part of Prescott sits in a topographic bowl such that cool-air drainage in winter concentrates air pollutants in the city. The keys to success will be to have attractive incentives, consistent monitoring and enforcement, and upgrading infrastructure.	Nothing to update
95	Chpt.1: I am pleased to see some detailed concerns about climate change adaptation, and I hope this is prioritized as soon as possible.	Nothing to update
96	Pg 39 – Climate and Energy – "On average, there were eight days above 95°F between 1961 and 1990, but our region has experienced about 20 days over 95°F annually for the last few years. Climate models project up to 40 days above 95°F by 2050 and over 95 days above 95°F by the end of the century. The number of days over 100°F (currently five days) could increase to 10-12 days by 2050 and potentially rise to as many as 55 days by 2100." Climate science is defined as the scientific study of Earth's climate, typically defined as weather conditions averaged over a period of at least 30 years.[1Besides being an unsettled science, comparing the city of Prescott's weather to "our region" weather, presumably includes the Phoenix area, making the Prescott predictions very unreliable. While warming climate is deleterious in many respects, there are also benefits to it such as a longer crop growing season and decreased mortality from cold waves. As one of the many older Prescott residents, I can remember the similar prediction just 50 years ago of an imminent global ice age made back in the 1970's which never materialized.	Nothing to update

97	Pg 41 – Energy – “Electric vehicle ownership is expected to grow, with manufacturers planning to spend $1.2 trillion through 2030 to develop and produce electric cars. Multiple manufacturers are planning to produce and sell only electric cars by 2030 or 2035.”...“According to research from the Department of Energy, installing one EV charging station creates four jobs, compared to less than one job created when installing one gasoline dispenser.” The planned federal installation of tens of thousands of EV charging stations never materialized. With the incoming new 2025 Federal Administration, this is highly unlikely to occur in the future. The sizable federal funding for electric vehicle development is likely to disappear in the new federal administration. Recently Ford Motors discontinued the manufacture of their Ford F-150 Lightening electric truck causing major employee layoffs. The proposed EV mandates of the outgoing Federal Administration have suddenly become backwards looking. the unrealistic EV mandates of the outgoing administration will be rejected. EV vehicles being much heavier in weight tear up the roadway infrastructure and require expensive roadway repair at a much more frequent rate than gasoline powered vehicles.	Nothing to update
98	P24 Strat.2.4 I am not sure if this comment should go here, or in the workforce housing section, but: It should be noted that the extreme times required for plan approval and permitting drive up the cost of all building projects (including workforce housing), **and a goal should be to streamline the plan review and permitting process.**	Planning: Will review for location to add this.
107		
108	**Chpt. 2 A Community Connected**	
109	“Typically, PAD open space areas are steep slopes, ridgelines, drainages, or parks.” That has been historic practice, but recent efforts have been to create functional open space, even in PAD’s. This can include larger interconnected areas that can provide for wildlife habitat and movements. The General Plan should explicitly strive for functional open space. It’s also consistent with what is later said in Open Space Policy: “Annexations should have an open space component	Planning: In the Land Development Code Section 9.5.8.C Open Space for Planned Area Developments, a minimun of 25% of the entire PAD property shall be dedicated or reserved as private common or public open space. List what qualifies as Open Space and what does not.
110	Res and Sust: The commonly accepted wisdom in Prescott seems to be that open land should be 25% of all land. Why? Why shouldn't it be 35%? Why should it not be 15%? We need a rationale for this choice. The rationale should be based on chosen best practices from advanced cities in addition to the economics of running the City for the long run with respect to tax revenues for balancing with the services provided.	Planning: In the Land Development Code Section 9.5.8.C Open Space for Planned Area Developments, a minimun of 25% of the entire PAD property shall be dedicated or reserved as private common or public open space. Comment was put under Connumity Connected due to this is where we discuss Private Open Space.

111	Transportation projects are planned decades before implementation, e.g., the "Great Western Corridor." Once on the books, they become "self-fulfilling prophecies" because property owners and developers base their plans for the future on the expectation that those road projects will become reality. Because planning for wildlife habitat and corridor conservation is an afterthought, it becomes prohibitively in the face of inflated land prices. CYMPO needs to put conservation planning FIRST!	Planning: CYMPO has started the new Regional Transportation Plan and will be the oppotunity to add more language for wildlife habitat and corridoe conservation. With the start of the Regional Environmental Study, updated inforamtion will be obtained to help when projects come forward.
112	Chpt. 2: The Regional Transportation Plan should be proactive in identifying important remaining wildlife corridors first, then developing transportation infrastructure to conform to land protection for wildlife corridors; once corridors are severed, mitigation becomes very expensive or prohibitive, and animal populations may decline below viability. Successful planning is likely going to require coordination with the State Land Department and may involve land exchanges to reduce fragmentation created by the checkerboard of land ownership.	Planning: CYMPO has started the new Regional Transportation Plan and will be the oppotunity to add more language for wildlife habitat and corridoe conservation. With the start of the Regional Environmental Study, updated inforamtion will be obtained to help when projects come forward.
113	P47 CYMPO RTP “The study also recommends alternative transportation components (public transit, carpooling, bikeways, trails, etc.) and forecasts that an investment in these systems could reduce projected traffic counts throughout the CYMPO planning area.”	Planning: CYMPO has started the new Regional Transportation Plan and this is what they are now charged to plan for regionally.
114	Regarding Transportation Goals/Alterials/Goal 1: "Establish..and maintain a system of alterial streets to provide a level of service of "C" or better..." "Level of Service" is a term subject to widely different definitions and measurements (e.g. level for 24-hour, for the peak hour, for the peak 15 minute, City definition, CYMPO definition????). Suggest a technical reference to the Highway Capacity Manual.	Planning: CYMPO has started the new Regional Transportation Plan and is the planning authority for regional transportation planning. Will make sure CYMPO is defined on PG. 46.
115	If we can successfully implement reliable public transportation, we can reduce traffic on Highway 69. Public transportation is MUCH cheaper than building the $140M Sundog Connector.	Planning: Addressed on page 52 under "Public Transit"
116	Yes to public transportation. We need at least one bus route.	Planning: Addressed on page 52 under "Public Transit"
117	Pg 53: We seem to be ambivalent on the Public Transportation plan. In view of our growth, and also the age profile within the City we need to take this area more seriously. The options include a non-profit approach such as that offered by the Yavapai Regional Transit Authority. However we need to recognize that grants and state funding sources need to be vigorously tapped for this to make economic sense.It seems to me that CYMPO should be providing options for Prescott and the business model.	Planning: In Chappter 2: A Community Connected, Public Transportation is on pg. 52-53. CYMPO has taken the lead in developing and implmenting a regional transit system.

118	I see some platitudes about "future public transportation" planning when the time is now to develop comprehensive ways for people to be moved with ease. The extensive elder population (and all of those on the road) would be better-served to have means to be mobile beyond their capability to safely drive. Those who cannot afford cars have an especially challenging time and this would give them and consequently the community a more healthy future of consequential economic mobility.	Planning: In Chappter 2: A Community Connected, Public Transportation is on pg. 52-53. CYMPO has taken the lead in developing and implmenting a regional transit system.
119	Transportation options also ensure that everyone can continue to live in their communities as they get older, particularly if they do not drive. AARP encourages City of Prescott officials to continue dialogue with CYMPO and the Yavapai Regional Transit Authority to ensure Prescottonians have access to reliable transportation options.	Planning: In Chappter 2: A Community Connected, Public Transportation is on pg. 52-53. CYMPO has taken the lead in developing and implmenting a regional transit system.
120	P54 Transit Goals and Strategies: **A strategy should be added to anticipate and provide for transit accommodation in road project designs and redesigns (Future bus stops, etc.)**	Planning: In Chappter 2: A Community Connected, Public Transportation is on pg. 52-53. CYMPO has taken the lead in developing and implmenting a regional transit system.
121	Inadequate public transportation should be emphasized in General Plan and promoted for remedy.	Public Transportation is on pg. 52-53. CYMPO has taken the lead in developing and implmenting a regional transit system.
122	I like the open space, trails and wildlife corridors. Also, we don't need worse internet.	Nothing to address
123	We MUST protect the 1.5 miles through the narrows on Highway 89. We have to recognize that this stretch through the Granite Dells is our grand entrance into Prescott. The bottlenecks are occurring at the roundabout at Watson Lake to the south and at the Phippen Museum roundabout to the north. The three lanes operate smoothly through the narrows. Widening it will increase speed and decrease safety. Preserve this beautiful stretch of highway as it is. Do not widen it.	Nothing to address
124	Save and coordinate our wildlife corridors while we still have them.	Planning: Addressed on page 59 under "Wildlife Corridors"
125	Prescott really needs a permanent open space commission to advise council and staff about maintaining connectivity between open spaces in other jurisdictions, about the scientific basis for corridor design, and to coordinate with non-profits and government programs that provide expertise (and funding) for enhancing ecological connectivity. Let's leverage the time and expertise of our own citizens, without significant cost or the need for additional staff resources.	Planning: There are strategies to create an Open Space Advisory Commision: pg 76 Strategy 2.4 and pg. 57 Strategy 1.7

126	**Open Space and Wildlife**: The extensive network of hiking and single-track trails is a real asset for Prescott. I strongly urge that the city establish and maintain a Permanent Open Space advisory Commission to provide connected open space for both citizens and wildlife. Wildlife should be provided migration corridors and overpasses over roadways. Please permanently delete the ill-advised proposal for widening SR 89 through the Dells.	Planning: There are strategies to create an Open Space Advisory Commision: pg 76 Strategy 2.4 and pg. 57 Strategy 1.8
127	"Strategy 1.7 Create an Open Space Advisory Committee." Change this to Commission, as committees are appointed by and can be dissolved by a mayor, while a commission is under city council mandate. The Open Space Master Plan explicitly states Commission.	Planning: There are strategies to create an Open Space Advisory Commision: pg 76 Strategy 2.4 and pg. 57 Strategy 1.7
128	Chapter 2, Strategy 1.7 Create an Open Space Committee. This should be an Open Space COMMISSION because committees can be dismissed by a mayor since committees are appointed by a mayor. A commission is under city council mandate. Strategy 2.4, Initiate a charter amendment to protect in perpetuity City-owned open space, as it is acquired through development, purchase or agreements.	Planning: There are strategies to create an Open Space Advisory Commision: pg 76 Strategy 2.4 and pg. 57 Strategy 1.7
129	There needs to be an Open Space Committee. There is no open space oversight voicing community needs, demands, etc. What open space choices impact people, animals, plants, water, etc.	Planning: There are strategies to create an Open Space Advisory Commision: pg 76 Strategy 2.4 and pg. 57 Strategy 1.7
130	Chpt. 2: "Strategy 1.7 Create an Open Space Advisory Committee." Change this to Commission, as committees are appointed by and can be dissolved by a mayor, while a commission is under city council mandate. The Open Space Master Plan explicitly states Commission.	Planning: There are strategies to create an Open Space Advisory Commision: pg 76 Strategy 2.4 and pg. 57 Strategy 1.8
131	Also note P56 Open Space Policy Is a listing of major Prescott trail facilities, and not really concerned with policies for managing open space. (Also Note: I believe there are at least three different recommendations spread out in the plan to create an open space advisory committee, it should be an action item added to the strategic plan.)	Planning: There are strategies to create an Open Space Advisory Commision: pg 76 Strategy 2.4 and pg. 57 Strategy 1.9
132	P57 OPEN SPACE POLICY GOALS AND STRATEGIES Strategy 1 .1 Place open space activities organizationally within the Recreation Services Department with participation from the outdoor recreation-related non-profits and other groups and individuals interested in participating. ..Putting open space under the jurisdiction of recreation services is unfortunate, as there are several strategies to create an Open Space Advisory Committee, and this body should oversee open space management. "With participation from the outdoor recreation-related non-profits. **This is exclusionary and could be more inclusive of other community organizations concerned with open space and trails - Prescott Creeks, Prescott Alternative Transportation, Audubon Society, Granite Dells Preservation Association, et al. I think "recreation" should be stricken. Public Works Transportation Planners should also be considered stakeholders and included.**	Planning: There are strategies to create an Open Space Advisory Commision: pg 76 Strategy 2.4 and pg. 57 Strategy 1.10. Groups can apply once created.
133	For both human recreation and wildlife habitat, active management to assure a full range of habitats (e.g., deep water, shoreline, riparian) must be addressed. Implementation may need to recognize the possibilities of zoning uses to prevent disturbance of rare species or nesting eagles.	Planning: There are strategies to create an Open Space Advisory Commision: pg 76 Strategy 2.4 and pg. 57 Strategy 1.7. An Open Space Advisory Commission can work with property owners.

134	Pg61: Digital connectivity is vital today for all communities. On pg 60 we have a very nebulous set of goals that appear to place the leadership with Yavapai County especially for emergency communications. Further we have recently rejected cell tower ay Pioneer Parkway and WV Road. While this would facilitate digital connectivity apparently its position next to a water tank aggravated local citizens and public safety was deprioritized.	Planning: Can clarify under Strategy 1.1 on page 61 to work with Yavapai County Office of Emergency Management to create an emergency communication plan.
135	Should open space include public and/or private golf courses? I think it should fit under the connectivity banner, but earlier in the plan I am advised it is not. If it is not why are we showing a picture of Antelope Hills on Pg 57?	Planning: In Chapter 3: Great Places and Neighborhoods under Recreation (pg. 73) we only mention the City owned Antelope Hills Golf Course since in is a Special Use Park. The City has no imput on exisitng private golf courses and new golf courses are allowed with approval of a Special Use Permit.
136	What are the model communities that we should be considering to emulate for our public and private open space? Do we consider the proximity and usability of our adjacent forests as adjunct to City properties?	Planning: Open Space that is approved as part of a Planned Area Development (PAD) approval must comply with the uses allowed under LDC 9.5.9.C.
137	Chpt. 2: “Typically, PAD open space areas are steep slopes, ridgelines, drainages, or parks.” That has been historic practice, but recent efforts have been to create functional open space, even in PAD’s. This can include larger interconnected areas that can provide for wildlife habitat and movements. The General Plan should explicitly strive for functional open space, as Goal 3 later states. It’s also consistent with what is later said in Open Space Policy: “Annexations should have an open space component and are required to meet standards for open space as provided for in the Prescott Land Development Code.”	Planning: Open Space that is approved as part of a Planned Area Development (PAD) approval must comply with the uses allowed under LDC 9.5.9.C.
138	Pg 50: This plan should contain the actual (todays) quality index for each major arterial and the expected quality to be reached within the next 5 years. Capital required for such improvements should be tabulated.	Planning: This is addressed under Stratefy 1.2 in developing a City Transportation Plan on pg. 50. We can remove the map since we do not have another one with updated information.
139	Regarding Transportation Goals/Arterials/Goal 1: "Establish and maintain a system of arterial streets to provide a ... level of service "C" or better....." This Goal needs to be tempered with additional language that reflects Prescott's scenic, historic, cultural priorities, and public support for those priorities. Does anyone think that the destruction of Montezuma (Hwy 89) thru downtown to upgrade the traffic capacity is consistent with this Goal?	Planning: This is addressed under Stratefy 1.2 in developing a City Transportation Plan on pg. 50.
140	Support the IIP and crtique the major points in this paln.	Nothing to update

141	CYMPO's narrow focus on transportation has been destructive to wildlife and the region's rural heritage. Projects like the "Great Western Corridor" are planned for decades (since 1995) and developers like Granite Dells Estates Properties Inc. are participants. This focus on future highways drives up land prices and actually facilitates runaway development! The needs of wildlife are always just an unafordable afterthought. Planning needs to consider the needs of wildlife AT THE VERY BEGINNING!	CYMPO has expanded their mission statement ot include wildlife corridor and open space planning.
142	I strongly support the General Plan's focus on developing wildlife corridors to ensure safe movement and better viability of wildlife within the city of Prescott and surrounding areas. I am encouraged to hear that this plan is under consideration. Wildlife corridors and bridges crossing roads will conserve our wildlife populations. I encourage the city to coordinate this with the AZFGD and other wildlife agencies and local conservation groups. I also recommend that this strategy be coupled in, as much as possible, with the goal of maintaining and increasing pedestrian access trail within neighborhoods and maintaining and developing open spaces within our city and surrounding local area.	CYMPO has expanded their mission statement ot include wildlife corridor and open space planning.
143	The Central Yavapai Metropolitan Planning Organization (CYMPO) plans to be the facilitator for Wildlife Corridors / Migration Open Space, Trails, and Air Quality, so CYMPO should be referenced in the 2025 Plan in these areas. Stated as, for example "CYMPO's mission is to provide leadership … that fosters development sensitive to the environment and for a conservation plan including wildlife corridors/migration, open space, trails, and air quality." (P. 46) And a	Will review Mission Statement of CYMPO and update appropriately in the areas discussing wildlife corridors and open space.
144	The Regional Transportation Plan should be proactive in identifying important remaining wildlife corridors first, then developing transportation infrastructure to conform to land protection for wildlife corridors; once corridors are severed, mitigation becomes very expensive or prohibitive, and animal populations may decline below viability. Successful planning is likely going to require coordination with the State Land Department and may involve land exchanges to reduce fragmentation created by	Will review Mission Statement of CYMPO and update appropriately in the areas discussing wildlife corridors and open space.
145	Chpt. 2: CYMPO's mission has been expanded to coordinate and plan for "Wildlife Corridors / Migration Open Space, Trails, and Air Quality." The description of CYMPO doesn't clarify that and simply emphasizes transportation. These responsibilities should be both in the description and implementation sections and should be emphasized more forcefully.	Will review Mission Statement of CYMPO and update appropriately in the areas discussing wildlife corridors and open space.
146	Chpt. 2: I agree with the recommendations for wildlife habitat connectivity and corridors, but it should probably mention CYMPO taking responsibility for coordinating efforts; it's now in their mission.	Will review Mission Statement of CYMPO and update appropriately in the areas discussing wildlife corridors and open space.

147	Pg 45 We have done a very good job in developing/maintaining our natural environment, and of course we have exceptional access to adjacent public forest areas. This plan must be careful to recommend an investment in a balanced approach between running the business of the City with tax revenues; having efficient operations and connectivity including transportation and cell facilities; and having compatible growth within reasonable available funding. Our funding is limited and must be prioritized.	Nothing to address
148	The entry paragraph to "A community connected" should be reconsidered. The regional approach is well positioned and then followed by a number of disconnected/random thoughts. A connected community for me, as a citizen, means that it serves all the needs of all the citizens. This plan statement has huge emphasis on the environment and very little on how citizens, industies, work places, commercial businesses can efficiently and effectively conduct their way of life and their business endeavors.	Planning: This is more addressed under Chapter 4: Economic Competitiveness ans Prosperity.
149	Put the land where the Sundog Connector road was going to scar as open space in perpetuity; create a commission (not a committee) to maintain and increase contiguous open space that would NOT be for recreation; zone to slow down if not stop "development"; zone for no buildings on ridge lines; create wildlife corridors and other protections for our wildlife; show people what Prescott used to be like as a standard, like a tomato from one's garden as opposed to store bought tomatoes .	Per ARS 9-461.06 N. In applying an open space element or a growth element of a general plan, a municipality shall not designate private land or state trust land as open space, recreation, conservation or agriculture unless the municipality receives the written consent of the landowner or provides an alternative, economically viable designation in the general plan or zoning ordinance, allowing at least one residential dwelling per acre. If the landowner is the prevailing party in any action brought to enforce this subsection, a court shall award fees and other expenses to the landowner. A municipality may designate land as open space without complying with the requirements of this subsection if the land was zoned as open space and used as a golf course pursuant to a zoning ordinance adopted pursuant to article 6.1 of this chapter before May 1, 2000 and the designation does not impose additional conditions, limitations or restrictions on the golf course, unless the land is state trust land that was not planned and zoned as open space pursuant to title 37, chapter 2, article 5.1.
150	I think that dropping the Sundog Connector from the plan, primarily due to a very small, very vocal group of Yavapai Hills residents, is a mistake that the entire community will suffer because of in the long run. That group lobbied for the most expensive routing and add-ins to make the project economically undesirable. This is a common tactic among NIMBYers. Please don't fall for it. Our community is choking on the number of cars, and alternative routes are the only way to keep Prescott from	Planning: The General Plan Committee reviewed the inclusion of the regional roads in the plan. Due to regional roads being included in the Regional transportation Plan doen by CYMPO and updated every 5 years, it was voted by the Committee to just reference this is done by CYMPO and include the link to their website.

151	Sundog is still needed.	Planning: The General Plan Committee reviewed the inclusion of the regional roads in the plan. Due to regional roads being included in the Regional transportation Plan done by CYMPO and updated every 5 years, it was voted by the Committee to just reference this is done by CYMPO and include the link to their website.
152	Please ensure that the Sundog connector is included in the overall plan. Whenever accidents occur on Highway 69, Prescott Lake Parkway becomes heavily congested. In the event of major accidents on Highway 69, if the police decide to close it down, there should be an alternative route around Highway 69, perhaps not immediately, but certainly in the future. Removing it from the General Plan now would be a significant mistake. I have lived in Prescott for over 20 years, frequently travel on Prescott Lake Parkway, and have witnessed issues on the highway. While cost is a consideration, safety should also be a priority. The concerns of the people in Yavapai Hills should not compromise our safety.	Planning: The General Plan Committee reviewed the inclusion of the regional roads in the plan. Due to regional roads being included in the Regional transportation Plan done by CYMPO and updated every 5 years, it was voted by the Committee to just reference this is done by CYMPO and include the link to their website.
153	No health harming 5G in residential neighborhoods! Research shows it causes gene changes, infertility, fetal damage, cancers, migraines, sleep disruption, alsoretards brain development, interrupts healing processes, & is linked to Alzheimers & Dementia.	Regulated by FCC
154	Time spent in nature is fundamental for humans' well-being, especially for children. Prescott planning should increase green spaces and improve access to the existing green spaces.	See Open Space Section pgs. 55-58
155	Very important that we save our open spaces, rocky areas, riparian places and grasslands included. Neighborhoods should be designed with safe and spacious wildlife corridors. Roads should be built with under or over passes to allow for safe passage of both people and animals. All development should require rooftop solar and xeroscaping landscape.	See Open Space Section pgs. 55-59
156	For people 50-plus, high-speed internet access is essential. It enables older adults to benefit fully from technologies that improve their quality of life and allow them to age in place. Online applications enable people to receive telehealth services. The technology also permits them to connect with friends and family, shop for groceries and other items, work from home, stream entertainment options, and engage in lifelong learning activities.	Pg 60 Digital Connectivity
157	Older Adults Technology Services (OATS) from AARP offers the Senior Planet program to communities across the country. OATS helps older adults navigate new technologies, ensuring they can remain connected to necessary services and engaged citizens. AARP encourages the addition of specific digital literacy objectives in the Digital Connectivity Goals. Specifically, Strategy 1.3 could be expanded beyond privacy and safety to include digital literacy and technology skills.	Pg 60 Digital Connectivity

158	AARP believes that transportation is a vital link that connects people to their communities. Older adults need a variety of convenient and safe transportation options. These options provide access to jobs, social activities, medical appointments, and community services that support their independence. These transportation options include walking, cycling, using micromobility devices, taking public transportation, ride-sharing, and driving. Having alternatives is key to creating mobility.	Nothing to update
159	89 EXPANSION - avoid PUB TRANSIT - expand for tourism (strategic stops) and outlying residents; make it unique (e.g., stagecoach) OPEN SPACE - protect/expand (it's why we are here) Private --> open space: incentivize WILDLIFE CORRIDORS: create/expand (pronghorn: strategic fencing) SHOWCASE URBAN CREEKS for greenway, wildlife, tourism, local businesses niche marketing, (previously dumping grounds). GRANITE DELLS REGIONAL PARK - Spare NO expense to create / expand - huge tourism boon.	Public Transportation is on pg. 52-53. CYMPO has taken the lead in developing and implmenting a regional transit system.
160	DIGITAL CONNECTIVITY GOALS: Goal 1: Strategy 1.3 needs to be expanded to include “Reduction and Prevention of Harm”. More and more Prescott residents are having their personal information compromised and funds stolen through hacks, leaks and predation. Senior citizens and citizens with low technology knowledge or understanding are particularly vulnerable to monetary theft and identify theft.	Pg 61 Strategy 13 Educate residents on data privacy, terms and conditions, and the implications of online data sharing to reduce hesitancy and inform residents about online safety.
161	“Strategy 2.4 Initiate a charter amendment to protect in perpetuity City-owned open space, as it is acquired through development, purchase, or agreements.” Yes, this is an important action!	Pg 58- Nothing to address
162	I agree with the recommendations for wildlife habitat connectivity and corridors, but it should probably mention CYMPO taking responsibility for coordinating efforts; it’s now in their mission.	Pg 60 Strategy 1.2 ork with CYMPO to create a regional environmental study and to communicate any actions to the public.
163	CYMPO’s mission has been expanded to coordinate and plan for “Wildlife Corridors / Migration Open Space, Trails, and Air Quality.” The description of CYMPO doesn’t clarify that and simply emphasizes transportation. These responsibilities should be both in the description and implementation sections and should be emphasized more forcefully.	Pg 60 Strategy 1.2 ork with CYMPO to create a regional environmental study and to communicate any actions to the public.
164	We urge you to include a goal to complete the conservation easement for the Watson Woods Riparian Area. This property has become an outstanding recreational and economic asset of which the City should be proud. There is general language about protecting natural areas by conservation easements in the plan, but no specific statement about Watson Woods’s potential conservation easement.	See PG 56 under Public Open Space. Would be part of an updated Open Space Plan.
165	Page 57: Open Space Policy: Strategy 1.1: Change the term “outdoor-recreation-related” to “All NGO’s involved in outdoor activities, both passive and recreational…”	Will update the draft to change to "outdoor recreation related organizations"

166	Page 57: Open Space Policy: Strategy 1.6: Developing wildlife corridors and crossings: With the assistance of the AZGFD, the City will develop a wildlife corridors map on City properties. Currently, the Plan has general language recognizing wildlife corridors, but no coherent map of functional wildlife corridors and no statement of how to design them.	Addressed under Wildlife Corridors starting on PG 59-60
167	Page 57: Open Space Policy: NEW Strategy 1.8: New private-area-developments need coordination with the AZGFD to ensure that the 25% open space requirement is meaningful and aligns with existing wildlife corridors when possible. Medians and decorative edging on roads should not qualify as part of the 25% open space requirement because they do not accomplish the intent of the 25% stipulation.	Planning: Open Space that is approved as part of a Planned Area Development (PAD) approval must comply with the uses allowed under LDC 9.5.9.C. Once CYMPO creates the wildlife study with the corridors mapped out, staff can use it when discussing projects at the preliminary stage in regard to creating/preserving wildlife corridors.
168	Page 65: Land Use: Open Space: Add “birding” to this sentence: “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).”	Will add to plan
169	Chpt. 2: “Strategy 2.4 Initiate a charter amendment to protect in perpetuity City-owned open space, as it is acquired through development, purchase, or agreements.” Yes, this is an important action!	Nothing to address
170	Pg 45 Misrepresentation of negative impact of cell towers on existing properties i.e. External Obsolescence: From the General Plan Draft:"It is common belief that close proximity of cellular facilities to residencies negatively impacts property values. Yet, recent studies identified good cellular connectivity provides access to public safety services and facilitates home-based work and entertainment, which positively impacts property values. The Federal Communications Commission has identified cellular communications as vital “backbone” infrastructure for the country. More efforts are needed to balance resident concerns and engage the public in decisions regarding construction of cellular facilities." This is not “a common belief” as stated in the General Plan on Pg 45, but a factual condition. Judd Simmons, Yavapai County Assessor has made it clear in written letters that the External Obsolescence created by cell tower construction in established neighborhoods is taken into account by the county property assessment process and can reduce the value of a residential property by up to 20%. Since the 2025 General Plan is a forward looking guide to the next 10 years, any discussion in the General Plan of improved cellular connectivity should take into account the in progress deployment of Starlink satellites to provide direct connection to cell phones, the use of individual booster boxes, Over The Air Reception Devices (OTARD), and the connectivity of a particular cellular provider in the Neighborhood deemed to be deficient. Not all cell carrier companies provide equitable connectivity. Pick the cell company that best serves your residential need. The newly elected 2025 federal administration will be prioritizing the launch of Starlink satellites to improve cellular reception for all users, new developments, and rural residents alike. The idea of building more cell towers to cover cellular gaps is retrospective thinking. This was dramatically demonstrated when the recent Hurricane Helene took out up to 75% of North Carolina cell towers and their equipment, leaving those areas without communication. The future holds better ways than proliferating cell towers to achieve connectivity and should incorporate those into the General Plan. A creative way to improve cellular connectivity in new under served residential developments is to require the developer to set aside a parcel upon which to construct a new cell tower to serve the new development, rather than constructing them in existing residential neighborhoods where they will negatively impact those property values by up to 20%	*Pg. 45 It is common belief that close proximity of cellular facilities to residencies negatively impacts property values. Yet, recent studies identified good cellular connectivity provides access to public safety services and facilitates home-based work and entertainment, which positively impacts property values. The Federal Communications Commission has identified cellular communications as vital “backbone” infrastructure for the country. More efforts are needed to balance resident concerns and engage the public in decisions regarding construction of cellular facilities..* Since there are also studies that show that lack of adequate cell service devalues property values, staff will update this sentence.

171	Chapter 1 Air Quality Challenges (P28) states: The Circulation Element addresses reducing automobile dependence through alternative transportation; Strategy 2 .2 Expand the scope and connectivity of the City's bicycle, pedestrian, and trail circulation systems by linking existing networks. Prioritize schools as hubs in the network to reduce vehicular pick-up/drop-off lines and their associated idling.	Will add under Pedestrian and bike circulation and mention the ACT-UP program with CYMPO
172	P45. Keeping our neighborhoods and businesses connected is multifaceted. It consists of the following:Open space, trails, and wildlife corridors, which provide meaningful connections within our natural environment	Nothing to address
173	P50 Goal 1: support alternative transportation such as walking and bicycling, which are compatible with land use, grading, slope stabilization, drainage, and environmental goals. Strategy 1 .5 Balance the needs of pedestrian, bicycle, and future public transit modes when expanding intersections.	Nothing to address
174	P51 Collectors Strategy 1 .4 Design collector streets and adjacent sidewalks to facilitate use by low-speed traffic, bicycles, pedestrians, and to include trails and wildlife corridor consideration, as shown in adopted plans. Goal 2: Require adequate vehicular and pedestrian access and connectivity within and between residential neighborhoods and adjoining commercial areas by promoting street interconnectivity and identifying minor collector streets.	Nothing to address
175	P52 Goal 1: Local street designs should provide access for residential and commercial properties as well as emergency vehicles. Safety should be maintained for wildlife, residents, pedestrians, and bicyclists while enhancing the neighborhood environment.	Nothing to address
176	P46 Transportation Planning, **This section recognizes CYMPO, but not the Pedestrian Bicycle and Traffic Advisory Committee which is often a first step to review community transportation and safety issues. PBTAC should be recognized as an active participant in traffic, including pedestrian and bicycle infrastructure, and should be considered a stakeholder in cooperative efforts with other entities.**	Will add the Pedestrian, Bicycle and Traffic Advisory Committee under Ch. 3 in Pedestrain and Bicycle Circulation. Will also review Chpt. 2 to see where they can be added.
177	P55 Open space, Public Open Space, sentence should read Prescott's Downtown Greenways Trail, not Downtown Prescott's Greenway Trail	Will verify and update in plan
178	P56 OPEN SPACE POLICY, this has section has little to do with a policy for managing open space… **such a policy is definitely needed, but maybe this sub header should be Trails and Open Space policy**	Nothing to address. This section is specisfic to Open Space.
179	P58 Goal 2: Seek collaborative ventures among private, public, and non-profit sectors for expanding, improving, maintaining, and providing stewardship for open space.Strategy 2 .4 Initiate a charter amendment to protect in perpetuity City-owned open space, as it is acquired through development, purchase, or agreements… While this is a worthy goal, interim steps/ measures should be taken to ensure open space is protected.	Nothing to address
180	P61 Digital Connectivity Goals: Wording should be added to emphasize the importance of our schools, institutions of higher education, and health care industry in assessing needs and evaluating options and targets for digital connectivity goals. Perhaps a strategy could be added to consider free internet opportunity zones.	The City of Prescott offers free internet in the library and City Hall.
182		
183	**Chpt. 3 Great Places and Neighborhoods**	

184	Yes to recreational swimming in our lakes.	Addressed in plan PW: MK did not find specific swimming reference, as previously noted Lake Health on Pg 31 and indirect swimming reference on Pg75.
185	Encourage clean up of the lakes, i.e. Watson and Willow to allow more use of lakes for swimmers and more lake recreation through through efforts of groups like Prescott Creeks- support of more riparian areas.	Planning: Addressed on PG 31 Goal 1 PW: while swimming use of lakes not specifically addressed lake health is on pg31. Swimming indirectly alluded to on pg 75, strategy 2.4
186	Acronym alert.....what is an SAP - define it it first time you use it.	Will update in plan
187	wheredo restaurants fall in the land use designations (pg 65)	Chpt. 3 pg. 65. Commercial, Commercial Employment, and mixed-use.
188	I strongly support infill development!	Nothing to address
189	Encourage better, safer bike paths. I come from Traverse City, MI where there's a whole system of beautiful paved trails separate from roadways.	Planning: Addressed on pages 77-79 under "Pedestrian and Bicycle Circulation"
190	Pg 78 references Complete Streets and Vision Zero. I think it would also be beneficial to refer to AARP Livability/Walkability especially since the demographic of Prescott has median age of around 60 years old. There are also ways that the city can submit projects and possibly get grant funding for some of the goal/strategy items around walkability and such.	Nothing to update
191	COMMUNITY CONNECTED GOALS FALL SHORT of addressing action items. 'Support', 'maintain', 'coordinate'; all of these 'tag words' do not show Prescott's intent to create meaningful infrastructure that isn't auto-centric. Create measurable GOALS that are attainable. "CREATE 50 MILES OF GREENWAY" so that communities and neighborhoods are connected by ped/bike and people don't have to rely on vehicles. "RETURN ROADS TO BIKE FRIENDLY ARTERIAL" by continued 'road diets'.	Planning: Addressed under Chapter 3: Great Places and Neighborhoods: Recreation and Trails and Greenways pgs. 73-76
192	Protect our urban asset, the West Granite Creek Park, from vehicle parking within the park.	Pag 74 Goal 1: Recognize greater recreation potential. Act on this potential to improve the the quality of life for residents and visitors and make improvement, where needed, to current facilities.
193	Not reversing riparian areas already established, as in Granite Creek Park being paved over in part.	Pag 74 Goal 1: Recognize greater recreation potential. Act on this potential to improve the the quality of life for residents and visitors and make improvement, where needed, to current facilities.
194	Pg 74 Parks and Recreation – within this section's goals and strategies, it would be good to see push for more dog parks (I am planning to submit a request for consideration of the East side of Granite Creek Park as possible one) as well as a goal to have swimming areas at Willow/Watson lakes. (it is mentioned as something to strive for in the water quality section Pg 31 Goal 1, but seems it should also be reflected here as well and could be a huge benefit to the city and visitors)	Pag 74 Goal 1: Recognize greater recreation potential. Act on this potential to improve the the quality of life for residents and visitors and make improvement, where needed, to current facilities.
195	The historic preservation goals are wonderful and this charm is part of what makes Prescott so special. I do hope that the city is able to continue to work to preserve the historical areas as well as help transform some that have slipped away back to a more historic rendition.	Planning: Historic Master Plan to continue to protect historic downtown
196	Historic Downtown/Whiskey Row Preservation is great economic development- do not lose it!	Planning: Historic Master Plan to continue to protect historic downtown

197	Pg 72 Historic preservation. I like the focus on historic preservation as this one of the big draws for our moving to Prescott.	Nothing to update
198	Recreation Portfolio needs some correction (reference image). Add future Granite Dells Gateway Park, Regional Park should be "Granite" not "Glassford." Separate Upper and Lower Goldwater Lakes, Add Roughrider Park and properly spell Bill Vallely. Add West Granite Creek Park Splash Pad. Add Riparian Preserve to Watson Woods and add additional Open Space areas (Community Nature Center, Boyle-Debusk, White Spar, Trails). Remove Boys and Girls Club as it is not a city run Rec. Center.	Planning: Waiting for the offical name of the regional park to be approved; Will look into the other comments to include into update.
199	The contents of the Recreation Master plan should mirror that of Prescott Valley's (created by $100K private consultant). Including Economic impacts, Community profile, Community needs assessment, Program and service assessment, Facility assessments and service levels analysis, 10-year capital improvement plan funding, Parks maintenance assessment, Strategic implementation, Recreation program standards. Include visual charts, graphs and GIS projection maps.	Nothing to update
200	Suggested Recreation Goal: Improve operations and staffing by empowering and training current department employees while growing staff to meet the emerging needs of the community. Ensure job descriptions are reviewed and updated and keep salaries competitive. Seek to achieve Gold Medal Certification within the next 5 years and CAPRA (Commission for Accreditation of Park and Recreation Agencies) accreditation within the next 10 years. Create a succession plan for the department.	This is not something that is addressed in a General Plan.
201	Trails & Greenways Goal 1 Strategy 1.2 add that proposed trail construction should prioritize ADA accessibility throughout the trail, at the trailhead and to any adjoining restrooms. This would enhance equitable access for mobility limited individuals along with stroller and bicycle use. The city has very little ADA compliant pathways (less than 1%), and setting this as a priority would make the city more welcoming to residents and visitors.	Will add to draft.

202	Additional strategies for Recreation Goal 1: Make all parks and services welcoming and accessible to all level of users, i.e., adults, children, seniors, and all-abilities through ADA rated pathways, clean accessible restrooms when feasible, seating or benches, running water fountains or water stations, and park features. Work with GIS and other departments to map out and increase 10-minute walkability to Parks and Open Space by encouraging sidewalk and crosswalk improvements.	Will review for updates in draft
203	Added Recreation Goal Strategy: Increase Parks and Open Space equitable access and stewardship through outdoor environmental education programs that improve the health and well-being of all participants. Continue to invest in the City Park Ranger program for free Community Outreach programs such as Nature Niños, Junior Rangers, and the Prescott Unified School District Outdoor Learning Initiative that supports classroom, Community Nature Center and Prescott Creeks & Watershed programs.	This is not something that is addressed in a General Plan.
204	Reference to Parks and Recreation should be labelled as Recreation Services or the Recreation Services Department to reflect that current designation, unless plans are in place to change the department name back to Parks & Recreation. PARKS AND RECREATION GOALS AND STRATEGIES Strategy 1.4 Updating the Recreation Master Plan should include making the plan publicly accessible with the incorporation of GIS created projections for equitable park improvements.	Planning: Check for consistency
205	Yes, let's have dark nights. I moved here to see the stars like Milky Way. So many of my neighbors added night landscape lights that shine ALL night	Planning: Dark Skies is discussed in Chapter 3: Great Places and Neighborhoods with goal to become a Dark Sky Community.
206	I wholeheartedly support pursuing the Dark Skies Certification for Prescott. This would protect and preserve our night skies for residents and visitors. It would also lower the cost of nighttime lighting by directing light only where it is needed. The Lamb dealerships on Prescott Lakes Parkway installed Dark Sky compliant lighting and it reduced the day to day costs as well as allowing their cars to be more visible because glare from inefficient and unshielded lighting was gone. Lower cost, higher sales, safer lots. We need this for all of Prescott.	Nothing to address in plan

207	Pg 80/81 Dark Sky. It seems this area could use more content and mainly seems to focus on residential home and landscape lighting, but it seems a huge gain could be made with commercial/business and even city/state goals. •One such strategy that I would love to see is one where the streetlights are shielded to direct light downward and not out laterally or up into the sky. •Also, businesses that leave on bright signage and property lighting even after they close for the day could be greatly reduced with some guidance and maybe even financial incentives.	Nothing to address in plan
208	I recommend the city support as many strategies as they are able to for supporting the dark sky goals. There are few locations within any developed areas of the US that meet the requirements of a dark skies condition and it would be a terrific outcome for us to have that here. We are fortunate to have good air quality, high altitude viewing and spectacular dark skies in many areas, such as my own neighborhood near the Thumb Butte locale. This is an exceptional goal to strive for and will put Prescott on the astronomical map where few others are.	Nothing to address in plan
209	In the interest of promoting dark skies, street lamps in areas where they are not needed should be dimmed or turned off. One example is on Larry Caldwell Drive in Walden Farms. Two of those lights have been turned on recently, but there is no pedestrian traffic there at night and the lights are unneeded.	Can add a strategy to review City lights for possible upgrades to meet Dark Sky Requirments.
210	Set Light Pollution Codes w Penalties-Outdoor spotlights, should be motion activated, rather than left on, unless residents are outdoors. They must be lowered so as not to shine off their property. Doorway lighting, must face down & not to front & sides. Interior window coverings at night, to also prevent light shinning into other properties. Fed PD findings are that it reduces crime (perp cant see way, no to k lock). Dark Sky Intl, Tuscon helps cities achieve goals. Implemented in Sedona.	Planning: Dark Skies is discussed in Chapter 3: Great Places and Neighborhoods with goal to become a Dark Sky Community.
211	Pg 80/81 Dark Sky. It would be great to push for a dark sky designation. I believe this section is too heavily focused on residential home/landscape lighting and only lightly touches on commercial/business/government players. The city should have a strategy to put shields on street lights that help keep light from going outward and upward. Commercial/business doesn't need to light up their properties like an airport after closing time either. I'd love to see a strategy for financial incentives	Planning: Dark Skies is discussed in Chapter 3: Great Places and Neighborhoods with goal to become a Dark Sky Community. The cities Land Development Code already requires dark sky compliance for multi-family, commercial and industrial uses. It will need to be amended to include residential and educate the public on what will be required to become a designated Dark Sky Community.
212	I agree, Prescott would benefit from an official Dark Sky Designation as Flagstaff and other surrounding Cities have done. This would assist our Tourism and Wildlife. It would keep us in line with the Yavapai County Comprehensive Plan. In order to achieve the Designation, we would need to include commercial areas along with residential.	Planning: Dark Skies is discussed in Chapter 3: Great Places and Neighborhoods with goal to become a Dark Sky Community. The cities Land Development Code already requires dark sky compliance for multi-family, commercial and industrial uses. It will need to be amended to include residential and educate the public on what will be required to become a designated Dark Sky Community.

213	Pg 78 reference Complete Streets and Vision Zero, which are great standards to be working toward. I think it would also be beneficial to reference the AARP Livability/Walkability standards as we have a high number of retired citizens and these improvements will help everyone. There are also grant opportunities that the city should take advantage of for some of the traffic safety/pedestrian/bicycling improvements that we desire. If we don't get selected, no loss, if we do, money may be involved	Nothing to update
214	Pg 74 Parks and Recreation. It seems that there should be a goal/strategy in this section to get to a point where the lakes can be swimmable as this would be a big boost for not just the locals but tourists/visitors. This is mentioned as something to strive for in the Water Quality section (Pg 31 Goal 1) but seems it should be reiterated to an extent here as well.	PW: broadening recreation opportunities is mentioned on pg. 75 S2.4,but swimming is not explicitly mentioned
215	I am concerned that the Granite Creek Trail located between Gurley and Willis Streets, completed in December of 2023 is not among the important recreational sites listed anywhere. Nor any plan for diverse outdoor art. These are significant omissions with major impact not only in livability but also on economics. People visit locales that are art destinations. Let's make Prescott one. Let's invite folks to turn onto Highway 69 from 17 rather than continuing north.	PW: The use of the term Greenways (pg65-66) would include Granite Creek Trail, among others.
216	Pg 74 - Parks and Recreation goals and strategies. It would be good to see the push for more dog parks in the city. There used to be 2 but now just one (Beneful). I would love to see the area on the East side of Granite Creek Park that isn't used as frequently, turned into 2 small dog park areas (one for bigger dogs, another for littles, and kept as grass not the artificial turf that gets too hot for a good portion of the year.	Broadening recreation opportunities is mentioned on pg. 75 S2.4,but no specific uses are mentioned. This would be an item to add to an updated Recreation Plan.
217	Pg 63: Avoid the use of condescending comments (" Involving residents in decision-making processes to ensure all interests are considered and broad consensus can be sought"). Consider all stakeholders.....and that all opinions can be considered, as practically "broad consensus" may take an awful long time.	Planning: Arizona Revised Statutes and the City Land Development Code requires citizen outreach for certain applications. Public input is always appreciated and considered by decision makers.
218	Pg 88: I strongly agree that Ind, Comm and residential must be balanced. Now starts the hard work in the plan as to what is the right balance for us in Prescott. What do best practice cities have in their balance? Where can a citizen find this type of information in this plan?	Planning: Is addressed in Chapter 3 Great Places and neighborhoods and the Future Land Use Map

219	Land Use to include a mix of commercial, industrial, and economic development zones that take advantage of Regional, State, and Federal funding. If services and tourism are driving forces behind Prescott's economy- affordable housing and adequate employment must be dealt with.	Planning: Is addressed in Chapter 3 Great Places and neighborhoods and the Future Land Use Map
220	It is important to zone downtown so that on its main shopping/entertainment street small businesses thrive. Realty offices and banks can both function on side streets. If they proliferate in the retail spaces in the downtown it will dilute and weaken the appeal to town visitors and the experience for shoppers, etc.	Too specific for a General Plan. The zoning in the downtown area is DTB (Downtown Business) which would need to be amended to remove those uses. Historically, realty offices and banks are located in downtown areas.
221	I have always found it bizarre that Prescott doesn't have either a public pool or a lake we can freely swim in. That is a major tourism attraction and a major service for locals. Whatever we invest in these efforts will be ROI'd in short order with quality of life improvements all around. Kids need to be outdoors and more community programs for kids (outdoors) in and out of water would make growing up here even better. (speaking as one with two teens)	Pg 74 See Goal 1Recognize greater recreation potential. Act on this potential to improve the quality of life for residents and visitors and make improvements, where needed, to current facilities. Can also be part of the update of the Parks and Recreation Master Plan.
222	Proponents of max growth argue the increased tax base but most of those taxes are consumed by supplying the basics to the bigger population (more roads, hospitals, services, emergency, etc) and so the growth = greater tax revenue is both true (literally) and a fallacy (operationally). We grew too much too fast. We need a hard pause... to see what it is we've done for/to ourselves. Assess, and then strategically proceed into a future we choose and not just one we bungle into blindly.	See ARS 12-1134 Private Property Rights Protection Act approved by the voters in 2006
223	Excellent comment. AND IF all future builds are efficiently built, then affordable housing can be also livable housing in that people will be able to be comfortable for modest utility expenses as waste is designed out of future construction options.	See ARS 12-1134 Private Property Rights Protection Act approved by the voters in 2006
224	Affordable low-income housing: Prescott needs a specific strategy to address the needs of its low-come citizens, whether working poor, disabled or seniors on small fixed incomes . Many Prescott residents are facing current and very vulnerable future housing due to a shortage of low-income housing stock, the rising cost of housing and lack of community leadership interest. Increased homelessness and related problems will only increase if this vital need remains unaddressed.	See Workforce Housing Section Pg 103-114

225	Prescott should strive to create age-friendly communities that consider the needs of people at all life stages. Such communities are well-designed and livable. They promote health and sustain economic growth for residents of all ages and ability levels. Land-use patterns, housing, and transportation systems influence public health and environmental quality. Failure to adequately plan land use and infrastructure can mean that residents must spend hours traveling long distances.	Pg. 63 Land Use and Growth Areas
226	AARP also supports options in transportation – walking, biking, public transportation, and roadways. To this end, AARP offers a Bike Audit Tool Kit and a Walk Audit Tool Kit to assist local policy-makers in ensuring communities are safe for walkers and bikers. Both Tool Kits will assist Prescott as you work towards Strategy 2.2 under Goals and Implementation Strategies.	Nothing to update
227	AARP is pleased to see a detailed section of the draft 2025 General Plan on Pedestrian and Bicycle Goals and Strategies. As mentioned previously, AARP has produced both a Walk Audit and Bike Audit tool kit which may be helpful as Prescott works to implement these goals.	Nothing to update
228	AARP commends Prescott for including Strategy 6.1 under Goal 6. Identifying opportunities to create new pedestrian connections between residential neighborhoods and commercial and service locations will enhance the walkability of Prescott and bring an additional transportation choice to these residential communities.	Nothing to update
229	AARP also commends the inclusion of Parks and Recreation Goals and Strategies in the draft 2025 General Plan. Lakes, open spaces, parks, trails and greenways are vital parts of a livable community.	Nothing to update
230	I suspect that individual who "dislikes" the AARP comments is someone who feels that AARP is an "outsider" and, thus, not welcome to comment. Be that as it may, I can't otherwise imagine that the disliking individual actually doesn't support our lakes, open spaces, parks, trails, and greenways (as part of a livable community). Those are precisely the natural reasons many of us live here! Those elements (e.g., the unique granite dells) and the lovely downtown are our bread and butter.	Nothing to update
231	AARP finds that communities with robust public spaces—such as parks, community centers, and public libraries—are the most livable. These spaces bring a sense of community and social belonging. They belong to everyone, regardless of age, income, and background. Parks, in particular, can improve community members' mental and physical health. They can also enhance the environmental quality of a community. AARP commends the inclusion of robust parks, lake access and open spaces in the 2025 Plan.	Nothing to update

232	GREEN HOUSING CODE IMPROVEMENTS - for more efficient, more comfortable homes. Demand-side improvements. GREEN RETROFITS - I can help families with workshops and walkthroughs. ROOFTOP SOLAR incentives and ease of permitting (moderate demand on grid) Supply-side improvements. TOURISM - Pedestrian Sundays (weekends?): Goodwin, Gurley, Cortez. GRANITE DELLS REGIONAL PARK - place Prescott on national tourism map. CREEK-SIDE BUSINESSES - cafes, eateries, etc. all alongside urban creeks (restored)	Nothing to update
233	TREE CITY USA - I run Tree Campus at PC. I proposed T-City; I can help. DARK SKY - yes! PEDESTRIAN SUNDAYS - Gurley, Cortez, Goodwin (close off to traffic) - watch local businesses on square flourish! Watch community come together. RESTORE URBAN CREEKS - Prescott College is restoring our creek - a demonstration project. We can teach others and help. Restored creeks mean stormH20 mitigation, reduced pollution, wildlife habitat, reduced erosion, wildfire mitigation, beauty, enhanced tourism.	Nothing to update
234	A bit more about Pedestrian Sundays. Many major cities around the world have fought deeply entrenched business concerns about creating pedestrian byways in town center. Visionary leaders (famously Curitiba, Brazil) created them anyway. Now, all businesses are clamoring for pedestrian throughways to pass their businesses too. There's nothing more valuable to a business than a slow-moving pedestrian with a wallet. Zooming-by cars are not their customers. Our downtown can get on the national map.	Nothing to update
235	Great Places and Neighborhoods: Separate foot paths from bicycle paths---heavy use mountain-type bicycle riding seems to be eroding footpaths making them less safe and less enjoyable.	Nothing to update
236	Page 81: Dark Sky Goals & Implementation: We proudly support this concept but feel the City needs to be more specific. Consider the language requiring downward-facing lighting in Yavapai County's lighting code. Reducing nighttime lighting, at least during spring and fall bird migration periods, has become a national standard. Look at the "Light Out Program" from Cornell University. (In particular, we could better manage the ball field lights in the City parks.)	In order to become a designated Dark Sky Committee, an update to the Land Development Code would be required and lots of education to residents, especially residential areas as to what needs to be done to be designated.
237	**Dark Skies**: I urge the city to pursue Dark Skies Certification and to act to protect and enhance our nighttime skies as mentioned on pp. 80-81. Regarding security lights (more accurately, insecurity lights), inappropriate lighting produces glare in addition to light pollution. Glare diminishes both safety and appreciation of our wonderful universe. Outdoor lights should shine on the ground, not upwards or horizontally. From my personal observations, the worst lighting offenders are city and school recreation facilities, which generally have unshielded lights. From my backyard, I can see the glare of the lights for the fields next to the dog park and at Heritage Park. I also hope the city educates residents about the pitfalls of inappropriate lighting.	Nothing to update

238	I am in favor of Dark Sky designation and actions, though the plan should mention the negative effects of bright lights on wildlife (e.g., migratory birds, moths, etc.). Bright lights contribute to disorientation and mortality of many animals.	In order to become a designated Dark Sky Committee, an update to the Land Development Code would be required and lots of education to residents, especially residential areas as to what needs to be done to be designated.
239	Regarding lighting: I think one important aspect that should be added is that park and stadium lights should have shields that direct their light downward where it will actually be beneficial. Many park and stadium lights in the area let half their light go out to the sides and up where it degrades our night sky and fails to contribute to where it is wanted. I hope this addition can be considered, but in general I support what is in the plan.	In order to become a designated Dark Sky Committee, an update to the Land Development Code would be required and lots of education to residents, especially residential areas as to what needs to be done to be designated.
240	1. Add the following wording in the section on Dark Sky, Glare and Lighting- "The city council will begin serious discussion regarding moving Prescott to become a Dark Sky Community. Direct staff to prepare a presentation to the city council on what obtaining this designation would entail."	In order to become a designated Dark Sky Committee, an update to the Land Development Code would be required and lots of education to residents, especially residential areas as to what needs to be done to be designated.
241	Chpt. 3: I am in favor of Dark Sky designation and actions, though the plan should mention the negative effects of bright lights on wildlife (e.g., migratory birds, moths, etc.). Bright lights contribute to disorientation and mortality of many animals.	Will update in plan
242	The land at the end of the airport runway must be classified as an Airport Impact Zone or something similar. It is NOT functional natural open space.	Planning: In Chapter 4 under airport, Strategy 2.4 (pg 116) is to adopt the proposed Airport Vicinity Overlay District (AVO) into the Land Development Code to protect the airport from incompatible uses per impact zones and noise contours.
243	Page 116: “Strategy 2.5 Acquire property at the north and south ends of Runway 3R-21L to accommodate runway extension, and protect for One Engine Inoperative aircraft operation.” Good objective, but after it’s done, don’t call it Natural Open Space. These are safety or crash zones.	Planning: In Chapter 4 under airport, Strategy 2.4 (pg 116) is to adopt the proposed Airport Vicinity Overlay District (AVO) into the Land Development Code to protect the airport from incompatible uses per impact zones and noise contours.
244	“Page 75, Goal 2: Establish recreation strategies for Willow, Watson, and Goldwater lakes to continually improve and enhance these assets for both residents and visitors.” Add a strategy to work with Prescott Audubon and/or Arizona Game and Fish to enhance wildlife habitat and prevent recreation conflicts with wildlife needs.	Can add to plan
245	Page 65. Commendable wording: “Open space areas are passive recreational land that conserve natural and scenic community resources and bars 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. . . ." All good!	Nothing to address

246	The Lakes section mentions “fish-spawning habitat” but completely ignores one of the most important wildlife and recreational resources we have in the city: Watson and Willow Ecosystems Important Bird Area (IBA). Recreation is more than boating and fishing. Birding should be recognized as a powerful economic engine and quality-of-life amenity for city residents and visitors.	Can add under Recreation on Pg. 73-74
247	Page 76: Trails & Greenways Goals: Strategy 2.3 needs to be broadened. In the past, trail design disregarded any consideration for wildlife. After trails were added, high-value bird species such as the Zone-tailed Hawk and Common Black Hawk abandoned nest sites due to the stress of additional human activity on trails near those nests. This is an issue beyond just the YTA and Bike Alliance and should include bringing passive-activity values and wildlife concerns to the planning of trails.	This is an issue that could be part of an Open Space Commission
248	More striped, dedicated bike lanes. Increase the connections and breadth of trails around the granite creek greenway, the eventual goal to have it as the hub for multiple corridors to the circle trail and lakes esp. White Spar and Watson Lake. Include edible plants/bushes/fruit trees in city parks/corridors with less chemical intense maintenance. Adopt more mechanical invasive species removal and native habitat restoration. Expand, trail connect and preserve Dells for nature tourism.	This is an issue that could be part of an Open Space Commission
249	**Bicycling safety problems**: As a former bicycling safety instructor, I am concerned that bicycle infrastructure very often introduces unrecognized hazards. For example, (a) bike lanes on steep downhill sections of roads, where bicycle traffic should not be restricted to a narrow strip at the edge of the roadway; (b) "coffin corner" intersections, where straight through bicycle traffic is directed to the edge of the road and right-turning traffic is encouraged to stay left until the turn is made, which results in their paths crossing dangerously; and (c) "door zone" hazards (fortunately rare in Prescott), where cyclists are encouraged to ride within the area that can suddenly be blocked by an opened door of a parked vehicle.	Should be brought to City's Pedestrian, Bicycle, and Traffic Advisory Committee's attention
250	The city should stop encouraging cyclists to ride too close to the edge of the road but instead should inform them about assertive safety practices. Education of cyclists, motorists and police officers is a critical need. Unfortunately, inappropriate infrastructure encourages less-safe habits and serves as "anti-education."	Should be brought to City's Pedestrian, Bicycle, and Traffic Advisory Committee's attention
251	Create an affordable recreation facility that provides activities for older adults and for families - an indoor aquatic center and rec center. Cottonwood has a great example of one that isn't overpriced.	Would be part of a City Recreation Plan

252	Chpt. 3: Page 65. Commendable wording: “Open space areas are passive recreational land that conserve natural and scenic community resources and bars 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, 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.”	Nothing to address
253	Chpt. 3: “Page 75, Goal 2: Establish recreation strategies for Willow, Watson, and Goldwater lakes to continually improve and enhance these assets for both residents and visitors.” Add a strategy to work with Prescott Audubon and/or Arizona Game and Fish to enhance wildlife habitat and prevent recreation conflicts with wildlife needs.	See PG 60 under Strategies for Wildlife Corridors
254	Chpt. 3: “Strategy 2.3 Implement a forestry plan for parks and open space including invasive species removal **and vegetation control where necessary to protect water quality.”** Add the 9 words in bold. This is consistent with my previous recommendation to control plant regeneration when lake levels are low so that rising lake levels later don’t kill all that biomass and create anoxic conditions in the lakes.	Will update in plan
255	I think the Pedestrian and Bicycle Circulation section(P77), including goals and strategies should be moved to Chapter 2: A Community Connected. Specifically, I think the Pedestrian and Bicycle Circulation section(P77), including goals and strategies should be moved to Chapter 2: A Community Connected. Pedestrian and Bicycle facilities are integral parts of our transportation system, they are contemplated and provided for in roadway design and other aspects of transportation planning.Having them listed below recreation in Chapter 3: Great Places and Neighborhoods trivializes their importance to our transportation system, and does not recognize how vitally important they are to other goals of improving air and water quality, reducing congestion, and improving quality of life.	Will add some information in Chpt 2
256	It seems like a goal of the plan was to have five balanced chapters, but A Community Connected started getting too big, so pedestrian and bicycle circulation was randomly plucked out and moved to Chapter 3. I think it would make more sense to move “Open Space” from Chapter 2 to chapter three “Great Places” P65 LAND USE already has a section about open space	Making neighborhoods more accessible for bicycled and walking do create great places and neighborhoods.
257	P74 PARKS AND RECREATION GOALS AND STRATEGIES **Strategy1.4 should have more detail on when and how often the park master plan gets updated**	Not information that would be in a General Plan.
258	P75 Strategy 1.9 needs detail on who should work together to do this,and how to get it done, back to the issue of needing to form an open space advisory committee. TRAILS AND GREENWAYS another bulleted point / priority should be completing the connection between the Downtown Greenways trails and the Peavine / Dells trails	Not information that would be in a General Plan. Too specific.
259	P76 Trails and Greenways Strategies **Strategy 2.1a Continue to work with Prescott Alternative Transportation and other non profits to secure funding for trails that contribute to Prescott’s off street transportation system.** Note Strategy 2.4 is another place where it is suggested to create an open space commission.	Nothing to update

260	P77 Pedestrian and Bicycle Circulation: **The second paragraph also suggests this section should be in chapter 2 "A Community Connected" when it states " Offstreet multi-use paths, like our Granite Creek Greenways Trail, should be considered an integral part of the transportation system, as they can supplement our onstreet provisions."** The third paragraph says: "The Prescott Circle trail is a 56-mile non-motorized trail that circumnavigates a good part of the city, BUT popular trailheads are located at almost any compass point from the downtown plaza.**" … The BUT should probably be changed to "and"**	Will review for any needed updates.
261	P79 Goal 2 Goal 2: "Accommodate multimodal transportation options in new development" **add "and roadways".** Strategy 2 .2 Include bikeways, sidewalks, and on-street bicycle facilities/lanes consistent with the Pedestrian and Bicycle Master Plan in the design of all new roadways**, where feasible. Strike the "where feasible", it is inconceivable that bicycle and pedestrian facilities could not be included in new roadway construction.**	PW to respond to: IM Comment: I agree with these changes, the text should read. "Goal 2: Accommodate multimodal transportation options in new development and roadways." "Strategy 2.2 Include bikeways, sidewalks, and on-street bicycle facilities/lanes consistent with the Pedestrian and Bicycle Master Plan in the design of all new roadways."
262	P81 Dark Sky Strategy 1 .5 Consider the retrofit City facilities to DarkSkycompliant lighting as renovations occur, subject to funding availability and public safety considerations. Note the vintage streetlights in the downtown area could be retrofitted as simply as painting the tops of the light globes, experimentation with innovative low cost solutions should be added as a strategy.	Nothing to update. All lights will be reviewed when being considered becoming a Dark Sky Community.
263	P100 Strategy 4 .3 Create an administrative approval process for the review of new developments which maximize efficient use of existing and planned infrastructure and **encourage options for all modes of transportation and Complete Streets designs**. Strategy 4 .4 Encourage location and clustering of government facilities at designated urban nodes to reduce traffic impacts, **support all modes of transportation with Complete Streets designs, and encourage pedestrian- friendly public spaces. There should be a goal / strategy somewhere for the City of Prescott to adopt a complete streets policy, and stop tip-toeing around the concept.**	Complete Streets is in Chpt. 3 Pg 78. Pg 79 Goal 2 Strategy 2.4
265		
266	**Chpt. 4 Economic Competitiveness and Prosperity**	
267	Great introduction page on Land Use to start the section on Economic Competitivenes - well done. On page 86 there should be a statement that we must develop a tax revenue model for the land and the uses projected for the City. We are a bounded City on 3 sides and have limited land without annexation. The model should be completed without annexation and produce a greater understanding of the revenues available for funding the City.today and into the future. The plan should answer the questions..	Too specific for a General Plan. Would be more appropriate for the Economic Development Strategic Plan

268	Present City Council has made great progress in slowing previous unabated & unsustainable growth. City Code should be ratified to prevent the possibility of any future administration from returning to Big Developer biases & increased growth rate, as well as to increase the term of developer responsibility for infrastructure upkeep & repairs, from 2 to 10 or 15 years. Thus City is relieved of the of the unusual short term responsibility & citizens are not unduly taxed by developer 'short cuts'.	Planning: Public Works typically requires Financial Assurances for public infrastructure components. These monies are usually held for the period of 2-years.
269	pg 67: Develop a public private partnership for the purpose of addressing deferred maintenance for buildings in and around Courthouse Sq. Develop a process for awarding grants to building owners to arrest the decay of downtown.	This would probably be more under Economic Development and Competitivness. The Chamber of Commerce or Prescott Downtown Partnership would be a good pass through for grants or other montary help due to gifting clauses in State Statutes.
270	Incentives to commercial and industry (lower rent or sales costs) to occupy vacant land within the city to expand services, increase employment, and utilize land more strategically.	See Pg 91 Strategy 4.4 *Create an Economic Development Incentives policy that is in line with the Gift Clause court ruling.*
271	The Tourism Advisory Council (TAC) MUST have EXPLICIT requirements for all events requesting funds, including financial statements and marketing plans from applicants. The purpose of the grants and contracts for bed tax distributions is that the majority of funds be used for marketing to markets 90 miles outside the Prescott area. If TAC isn't seeing the marketing plans how do they know the funds are used as intended? Audits of all these funds should be mandatory to ensure proper use.	Not something to be addressed in General Plan.
272	ECONOMIC COMPETITIVENESS SHOULD NOT MEAN attract strip malls and anchor stores. DO NOT PRESCOTT VALLEY MY PRESCOTT! We don't need big business to support small businesses. Become creative, rather than waiting for big business to bring in smaller business. We should be self sufficient and support all businesses, regardless.	See Pg 91 Goal 3: *Actively recruit commerce and appropriate industry.*
273	This comment is for the land use map. On the City of Prescott Land Use General Plan, in addition to "Open Space" and "Recreation" an "Aircraft Impact Zone (AIZ) designation should be added to help the public understand the special purpose for the open land adjacent to the airport.	Planning: In Chapter 4 under airport, Strategy 2.4 (pg 116) is to adopt the proposed Airport Vicinity Overlay District (AVO) into the Land Development Code to protect the airport from incompatible uses per impact zones and noise contours.

274	There is a clear distinction between acquiring land for airport protection and expansion and acquiring land for open space and recreational activities. As a tool to determine the appropriate land use around the airport, the use of specific Airport Impact Zones is introduced. The Airport Impact Zones (AIZ) are widely adopted and recommended by the FAA to protect airports from encroaching non-compatible land uses. Please add Airport Impact Zones to the Land Use category of the General Plan.	Planning: In Chapter 4 under airport, Strategy 2.4 (pg 116) is to adopt the proposed Airport Vicinity Overlay District (AVO) into the Land Development Code to protect the airport from incompatible uses per impact zones and noise contours.
275	Chpt. 2: The land at the end of the airport runway must be classified as an Airport Impact Zone or something similar. It is NOT functional natural open space.	Planning: In Chapter 4 under airport, Strategy 2.4 (pg 116) is to adopt the proposed Airport Vicinity Overlay District (AVO) into the Land Development Code to protect the airport from incompatible uses per impact zones and noise contours.
276	Increase short term rental (Airbnb etc) sales surcharge. Put those monies towards help fund housing for PD, so we get needed police recruits.	TPT taxes are collected by the State.
277	Let's get flights to Phoenix from our Airport	Nothing to address
278	Develop a public private partnership to actively recruit businesses to Prescott. Prioritize the industries that we would like to have as community partners. Appoint a task force to raise the energy around economic development and incentivize the task force.	See Pg 91 Goal 4: *Incentivize commerce and industry, including small businesses, to locate, retain, and/or expand in Prescott while remaining within the confines of the Gift Clause ruling as noted in the Arizona State Constitution, Article 9, Section 7*
279	People rightly speak about unaffordable housing but much of the expense results from inefficient design and high utilities. Creating Green building codes will save resources AND allow people to better afford to live here (while being more comfortable). AND, YES YES to the safe and spacious wildlife corridors. The wildlife and open space is WHY WE ARE HERE!! wonderful comment.	Nothing to update
280	Long commutes, in turn, result in less access to high-quality jobs and workers. They also reduce time for leisure, family, and civic activities. People who must drive long distances for work, food, or health care can suffer the health consequences of being more sedentary or isolated. These consequences can include depression, dementia, heart disease, obesity, and diabetes. And the financial cost of long commutes can effectively add to the cost of housing.	See Workforce Housing Pg 103-114

281	Pg 108 – Housing Affordability in Prescott – Comparing Prescott housing to that in Prescott Valley, Dewey, and Chino Valley is apples to oranges. Prescott has a more challenging hillside geography, homes and lot sizes are larger, and residents have higher income levels. The relatively flat rural lands of the Town of Prescott Valley, Dewey, and Chino Valley are less expensive to purchase, cheaper to build upon, and more financially available to young homeowners esp those with children. Do I want Prescott to look like Prescott Valley? No, if I had desired to live in Prescott Valley that is where I would have made my purchase. We are returning to the supply and demand market, not the policy driven market forcing communities to look like planners think they should look like. The current Prescott plan to develop affordable housing using federal funding grants may soon not be available as subsidies with the new administration immediately planning to reduce the national budget by two trillion dollars. Recognition should be given in the General Plan of the limitations that HOA's may have placed on the use of planned communities for affordable housing such as increased density and ADU's. I find no mention of the Homeowners Associations that control the use and development of the planned communities through CCR contracts with their members.	Nothing to address
282	Pg. 108 Also not mentioned are the negative impacts of the proliferation of Air BNB's on the availability of affordable housing and on reducing the long term rental housing inventory. The General Plan should note the need for future attention to this developing problem.	This needs to be addressed at the state level and needs changes in Arizina Revised Statutes. Not anything we can address in a General Plan.
283	AARP supports mixed land use to ensure a broad range of housing types in the community. AARP has produced a Missing Middle Housing guidebook. We encourage the Council and any Community Housing Development Organization (as noted in Strategy 1.2, Resiliency Land Use Goals and Strategies) to incorporate recommendations from the guidebook as Prescott seeks to increase the number of affordable homes for people of all ages.	See Workforce Housing Pg 103-114
284	Pg 92: We are in the time of competing visions and missions within the City. Here we Tourism's Vision and Mission, which might be subordinate to the General Plans Vision (and Mission), that might itself be subordinate to the City Strategy and its vision/mission. Basic rule of planning is that there is one vision and mission, and all subdivisions/departments/initiative will be subordinate and contribute to the lead plan. Council/staff need to clarify the planning heirarchy!!	Most of the Visions, Goals and Strategies are from the departments Strategic Plans. The General Plan and Strategic Plans are different documents. General Plans is the 30,000 ft. view, approved by the voters, and updated every 10 yrs. Strategic Plans are the "boots on the ground" documents provided by different department, approved by City Council, and reviewed every 1-3 yrs.
285	Pg 90. Lets get real and answer the question as to what commercial and industrial businesses that we specifically want to encourage coming to Prescott. Build on the strengths we have.....aeronautical technologies; natural environment; xeriscape technologies; cybersecurity; agriculture in high desert areas; etc. This part of the chapter needs to dovetail with the emergent economic development plan and this action should be taken over the next few weeks so that we have integrated/cohesive approach	Too specific for a General Plan.

286	The following statement should be added near the beginning of this chapter: "Prescott residents should have a range of choices with respect to meeting important economic basic needs in the areas of housing, food, health care, utilities, transportation, education, and internet access."	Addressed in Introduction to document.
287	Page 103. I think Affordable or Available Housing is a better term than Workforce Housing.	It was named Workforce Housing since it was the City of Prescott Workforce Housing Committee that created the language and is the committee created to work on this issue.
288	Page 100: Goal 5: Promote effective management and mitigation of negative growth impacts such as light pollution, loss of landscaping, site disturbance, erosion, construction on hilltops, ridgelines, and the loss of open space. Add “and wildlife habitat.”	Can add to plan
289	Don’t limit “economic development” to downtown commercial development! Remember and acknowledge nature-based tourism.	Reached out to Tourism if "Nature-Based Tourism" is being used more often in the industry. Noted that Eco-tourism is the Goal of the City. Ecotourism places a strong emphasis on conservation and sustainability, aiming to minimize the negative impacts on the environment and support local communities. It often involves educational and informative activities, such as guided tours and wildlife observation, with the goal of raising awareness and promoting responsible travel.
290	Economic Development and Tourism misses a key aspect that must be added to the plan: nature-based tourism. Use that term rather than “ecotourism,” which is a subset of nature-based tourism but does not include mountain biking, boating, sailing, cross-country running, etc.). Nature-based tourism, including hiking and birding, can be a huge economic driver, and it fits in beautifully with the quality-of-life amenities, like open space, that are mentioned elsewhere.	Reached out to Tourism if "Nature-Based Tourism" is being used more often in the industry. Noted that Eco-tourism is the Goal of the City. Ecotourism places a strong emphasis on conservation and sustainability, aiming to minimize the negative impacts on the environment and support local communities. It often involves educational and informative activities, such as guided tours and wildlife observation, with the goal of raising awareness and promoting responsible travel.
291	We support your concept of infill housing and higher-density housing. Large lots with individual homes take land away from open space and replaces wildlife with pets. In addition, we would like to see language in building codes requiring retention of native vegetation and minimizing the stripping of lots down to bare soil.	Nothing to address
292	Chpt. 4: Economic Development and Tourism misses a key aspect that must be added to the plan: **nature-based tourism. Use that term rather than “ecotourism** ,” which is a subset of nature-based tourism but does not include mountain biking, boating, sailing, cross-country running, etc.). Nature-based tourism, including hiking and birding, can be a huge economic driver, and it fits in beautifully with the quality-of-life amenities, like open space, that are mentioned elsewhere. Don’t limit “economic development” to downtown commercial development!	Ecotourism and nature tourism are both forms of tourism that focus on experiencing and appreciating the natural environment. However, there are some key differences between the two. Ecotourism places a strong emphasis on conservation and sustainability, aiming to minimize the negative impacts on the environment and support local communities. It often involves educational and informative activities, such as guided tours and wildlife observation, with the goal of raising awareness and promoting responsible travel. On the other hand, nature tourism is a broader term that encompasses any form of tourism that involves visiting natural areas. While it also involves appreciating and enjoying nature, it may not necessarily prioritize conservation or have a strong educational component. Overall, ecotourism can be seen as a more responsible and conscious form of nature tourism. https://thisvsthat.io/ecotourism-vs-nature-tourism
293	Chpt. 4: Page 100: Goal 5: Promote effective management and mitigation of negative growth impacts such as light pollution, loss of landscaping, site disturbance, erosion, construction on hilltops, ridgelines, and the loss of open space. **Add “and wildlife habitat.”**	Planning: Will add to plan

294	P91 Strategy 2.2 Pursue the development of more robust broadband service… **I Strongly support this, and think greater emphasis should be placed on expanding the scope of "other agencies" should be expanded to foundations, grants, government programs, etc.**	Nothing to address
295	P95 Goal 4: Enhance the character and ambiance of the downtown. Strategy 4 .1 Develop and implement additional functional and aesthetic improvements within the downtown. Such improvements should include the continuation of landscaping, streetscape improvements, and **pedestrian circulation improvement**s. **Strongly agree.**	Nothing to address
296	P99 GROWTH MANAGEMENT GOALS AND STRATEGIES Strategy 1 .2 In cooperation with property owners, preserve and connect green belts, riparian areas, and wildlife corridors and continue the acquisition of targeted open space parcels. **There should also be a strategy to preserve and connect multi modal trails that contribute to our transportation system.**	Will update in plan
297	Pg. 99 Goal 2: Pursue strategies to preserve and enhance the unique historic and pedestrian character of downtown. Strategy 2 .1 Promote higher density, mixed uses, multi-modal connectivity, and pedestrian amenities in the downtown and surrounding areas. Strategy 2 .2 Revise traffic circulation patterns, on-street parking, pedestrian paths, landscaping, and outdoor commercial areas to enhance the visitor experience. Strongly agree	Nothing to address
304		
305	**Chpt. 5 Community Quality**	
306	BECOME REGION THAT REQUIRES EMISSIONS TESTING - too many Diesel Dans and Dually Debbies in the area coal rolling and spewing particulates that are worse than forest fire smoke	Planning: ADEQ is resposible for the emissions testing program and laws.
307	Pg 70 and a few other places reference Prescott Center for the Arts as one of the great things in our community. Unfortunately, unless it is saved, it will be gone before this plan is final approved. I do hope the city along with some philanthropists can save this arts center in some form at its current location.	Planning: Property is for sale and can address if sold and use changes before adoption.
308	Lack of Healthcare Services should be addressed in General Plan.	Planning: Healthcare is discussed under Chapter 5: Community Quaility on page 128
309	Yes, we do have a hospital, but healthcare is notoriously difficult to get here- I mean QUALITY healthcare. I hear often from people who cannot get an appointment with a physician or wait as much as a year to get an appointment. The city needs more family partitioners and ones that take Medicare. If we want families here, we need to provide accessible, affordable healthcare.	
310	Ensure adequate oversight of healthcare providers by ensuring full board participation, meeting all Federal Qualified Health Center Standards.	Nothing to address in General Plan

311	Pay our Public Safety personnel living wages! No more hiring from N. Phoenix.	Fire: We appreciate the support of our dedicated public safety employees. The City of Prescott aims to offer market-competitive wages that align with the Consumer Price Index and wages of comparable departments across the state. This goal is challenging due to the difficulties and costs associated with securing workforce housing. Most of our public safety employees reside in Yavapai County and, in many cases, have grown up in this area. Fire agencies in the Phoenix metro area generally offer slightly higher average salaries, largely due to their larger populations and the size of their departments. We are actively working with the council to ensure that our wages remain competitive, our standards remain high, and that firefighters can afford to live in the community they serve. While wages are essential, we are also committed to fostering a positive employee culture and exploring adjustments to work schedules to help attract and retain the high-quality workforce that our residents expect.
312	Library is excellent- welcoming and busy.	Nothing to address
313	The library offers wonderful services to our community. Thank you!	Nothing to address
314	Youth Programs should only list those provided by the City of Prescott. (Launch Pad and Boys & Girls Club are not City run). Also consider listing Adult programs, "Citizen Participation Programs." Some to consider are Library programs for all ages, Recreation Services Nature Niños, Junior Rangers, Teen Task Force, SNAP Special Needs Activity Program, Sports programs, Trekabout Hiking Club, and the City Manager's Citizen's Academy. Check with other departments for their outreach.	Planning: Will review the groups and add to updated draft
315	Teen Task Force is a free City of Prescott program that should be added under the Youth Programs Section along with Nature Ninos and Junior Rangers. Teen Task Force is a free teen program that seeks to enhance the community for current and future generations through fun and safe volunteering, peer support, and personal growth activities for local youth.	Planning: We will add the Teen Task Force in updated draft
316	The FREE Prescott Junior Ranger Program should be added under Nature Ninos in the Youth Programs section. Junior Rangers help protect Prescott by following the Appreciate AZ Leave No Trace Principles, and learning about our ecology, culture, history, and outdoors. Download your FREE Junior Ranger Guidebook and City Passport. Visit at least 7 of the passport sites, then return to the Prescott Visitor Center or Recreation Services to earn your own Junior Ranger Badge.	Planning: We will update the list in the draft

317	As the Prescott population ages, the costs of providing care and services to individuals with cognitive decline, related dementia, or both will likely increase. This significantly impacts the health and quality of life of individuals and their families. And it strains health resources. A functioning public health system and infrastructure are vital in promoting and maintaining health.	Nothing to address.
318	There is and has been a Caregiving Crisis in America & The World happening and building up for a long time now. Prescott has priced out anyone who isn't rich or isn't living with their parents. The elderly could care less and they are causing their own problems when it comes to having caregivers as they don't want to pay livingwages or vote to help the people who provide these needed services. Prescott & surrounding areas are Not friendly or inclusive to those who don't look like the majority	Nothing to address.
319	Page 131: This page is missing our latest scenic wonder: the Granite Creek Trail Mural right downtown. At 410 feet, it is the longest single contiguous mural by one artist in the state. Presenting renderings of local scenes and over 51 local wildlife species, it is free and accessible to all, and of interest to hikers, bikers, artists, muralists, and educators, residents and visitors alike. Aesthetically and economically beneficial, it behooves us to make sure it is prominently in our Plan.	Will see how to add it on Pg 127 under Art, Culture, Events and Museums
320	Pg 70 and other pages with references to Prescott Center for the Arts (PCA). With it going through closure, not sure if it will be relevant in the plan once ready to be approved. I do hope that the city or other entities can find a way to save it and the location in some form for use in the Arts or other cultural aspects to ensure the integrity of the buildings and use of such in the area are maintained to support the historic preservation aspects where possible.	Will verify, but paper stated new name is "Hazeltine Theatre" and update.
321	P122 EDUCATION GOAL AND STRATEGIES Goal 1: Facilitate and promote the education industry as a vital component of economic development. **Strongly Agree**	Nothing to address
322	P124 LIBRARY GOALS AND STRATEGIES: **a strategy or goal should be added to increase safe, secure, and protected bicycle parking**	Can add to Pg 124 Strategy 2.1
323	P127 should add Whiskey Off-road to events https://epicrides.com/events/whiskey-off-road/event-guide/	Will add to plan
325		
326	**Chpt 6 Major Plan Amendments**	
327	I suggest replacing what I believe to be the unnecessary draft paragraph B with the following slightly modified provision from the 2015 General Plan: “B. General Plan text amendments that change existing guiding principles or goals or strategies shall constitute a “major plan amendment.” Text amendments that are simply complementary, illustrative or otherwise compatible with the existing goals, objectives and policies shall be deemed to not be Major Plan Amendments.”	Planning: Will update in draft

328	I suggest modifying paragraph C to read as follows: C. Inclusion of additional territory into the City limits by annexation with the initial zoning thereof as required by ARS Section 9-471.M.* shall not constitute a Plan Amendment. Subsequent rezoning of said additional territory shall be subject to the criteria set forth in Paragraph A above in determining whether such rezoning constitutes a Major Plan Amendment. *Note that the relevant ARS section changed subsequent to 2015	Planning: Will update in draft
329	The current major plan amendment is an improvement over what is in the 2015 plan. However, I would amend this so that any residential category can become another residential category without a major plan amendment. This facilitates work force housing.	Planning: If they want to rezone to allow an increase in density, there are acreage triggers in the Major Plan Amendment chart to determine if it would be a minor or major plan amendment. The acreage was discussed with the GPC based on possible impacts to surrounding areas.
330	Please consider adding the following to the Major Plan Amendment section: D. Major Plan Amendments shall become effective upon ratification by a majority vote of city voters at the next regularly scheduled municipal election or at a special election scheduled at least one hundred twenty days after the City Council adopted the major plan amendment. [This is offered in lieu of the proposed charter amendment the committee recommended last year to the since suspended Charter Review Committee.]	Per ARS 9-461.06. H. The adoption or readoption of the general plan or any amendment to such plan shall be by resolution of the governing body of the municipality, after notice as provided for in subsection E of this section. The adoption or readoption of or a major amendment to the general plan shall be approved by affirmative vote of at least two-thirds of the members of the governing body of the municipality. All major amendments to the general plan proposed for adoption by the governing body of a municipality shall be presented at a public hearing held within twelve months after the proposal is made. The general plan, or any amendment to the plan, shall be endorsed in the manner provided by the governing body to show that it has been adopted by the governing body.
336		
337	**Chpt. 7 Implementation**	
338	Pg 53: I strongly support the Transit Goals and Strategies and we need to have more punchy strategies and measures of success as well as accountability.	Planning: With the new Implmentation Section, all goals and strategies are listed as short, mid-term, and long term timelines, who is responsible, and when it is completed. This will be updated continuously and located on the website.
339	So glad to see attention paid to Implementation of the plan with timeframes! Let's not have another plan just stuck on the shelf.	Nothing to address
340	The goal of tracking plan implementation is great, however the method remains unclear. It seems the burden of accountability will be entirely on the busy Community Development Staff. And scheduling only one review per year makes it unlikely that sufficient detail will be captured on the tables designed for that purpose. Although staff will “assign stakeholders…” it’s unclear that citizen help will be made use of as has been done to this point.	City Departments communicate regularly and will work together to track projects and how certain parts of the plan are beinf implmented. It will continuously be reviewed and updated.
341	Please insert what follows in the Implementation section of the General Plan: "In a world increasingly awash in misinformation, we will take steps to insure that decisions City of Prescott planners and leaders make are not only consistent with this General Plan, but are based on facts and the best available information.	It is all the Goals and Strategies in the plan stating who is responsible; if it is a short-medium- or long-term goal; and when it is complete. This will be reviewed quarterly with Department Heads to keep track and remind departments about these goals and strategies.

348		
349	**Other**	
350	We ask the City to include a statement of support for Wild & Scenic River designation for the Upper Verde River.	Nothing to update
351	When birds hit windows, they die. Both commercial and residential windows cause more bird deaths than any other factor, including feral cats and wind and solar projects. Designing glass to reduce reflection is not only possible but becoming mainstream. Consider this from the National Glass Association : Bird-friendly Glass . We support a new building code policy to require bird-friendly glass in all new development and retrofitting of certain City property windows known to incurr bird strikes.	Nothing to update
352	The 5 segments of Livability allow for a good discussion on each and make the plan somewhat comprehensive. However, It is absolutely incredible that this plan is taking 3 years to complete.	Planning: on the planprescott.com website under "Where we are in the process" has a chart showing the process and explained below the graph.
353	Rodeo Grounds shown as Recreation on future Land Use Map and should be "yellow" as is the existing zoning.	Planning: The Land Use Map is for future planning and is not a zoning map. The General Plan Committee discussed whether it should be designated as High Denisity Residenatil or as Recreation for future rezoning requests. It was agreed to keep it as Recreation so any changes in the zoning will require it to be
354	Future use of the Prescott Fairgrounds aka Rodeo Grounds, this looks like a major plan amendment, considering the Prescott Frontier Days proposed Master Plan. Neighbouring property owners submitted the 'Gail Gardner Neighbourhood Group, Position Statement on Fairgrounds Property' to the City Council. This position statement should be part of the General Plan document. The Land Use map incorrectly shows 'Recreation' yet the land is zoned residential. Should be a proposed major plan amendment?	Planning: The Land Use Map is for future planning and is not a zoning map. The General Plan Committee discussed whether it should be designated as High Denisity Residenatil or as Recreation for future rezoning requests. It was agreed to keep it as Recreation so any changes in the zoning will require it to be a Major Plan Amendment.
355	The Prescott Frontier Days, proposed Fairgrounds Master Plan, is a disaster for the quality of life for the adjacent residential neighbourhoods. Increased noise, traffic, air, waste, etc. as stated in the 'Gail Gardner Neighbourhood Position Statement' provided to the Council. This should be a part of the General Plan and the future use of the Fairgrounds. The Land Use Map indicates Recreation for the property yet the zoning is residential, this is misleading.	Planning: The Land Use Map is for future planning and is not a zoning map. The General Plan Committee discussed whether it should be designated as High Denisity Residenatil or as Recreation for future rezoning requests. It was agreed to keep it as Recreation so any changes in the zoning will require it to be a Major Plan Amendment.
356	The plan document is not arranged to be easy to view the page and then to provide a focused comment on the page. The only easy way I can find is to use 2 computer screens.	Nothing to address

357	How can a Community be Connected when Prescott Frontier Days (PFD) the City's exclusive tenant for the majority of the Fairgrounds is allowed to operate without transparency? No requirement for financial audits, no available business plan, etc? The proposed PFD Master Plan will require millions to achieve, where is the money coming from? The Community cannot be Connected when there is no information available to the public on the current and financial history, of the exclusive tenant?	Planning: Does not seem to be something we can address in General Plan.
358	The key word here is TENANT. PFD, like many other organizations, are tenants of the City. Just like the Boys and Girls Club, they provide something of value to our local families (and quite an economic benefit on top of this!). These are examples of private public partnerships that benefit the community as a whole.	Planning: Does not seem to be something we can address in General Plan.
359	Add language to have planning and policy meetings at hours accessible to working people (i.e. after 5pm)	Planning: This is something that would need to be considered by the City Council to change Commission/Board meeting times.
360	There is no transparency around Deep Well Ranch community plans. It's impossible to find the plans and when you do, they are outdated and do not match what is being done.	Planning: Deep Well Ranch has an approved Master Plan that projects have to comply with.
361	Create direct hyperlinks to neighborhood plans. Make a folder on the city website where folks can find latest approved versions.	Planning: This is planned to be done after the General Plan is prepared for the 2025 ballot. Staff will review and create a list of plans to add to document for reference. General Plan text will be updated to reference a few of the other plans and direct the public to the future document.
362	Pg 64 – Planning Hierarchy – Three SAPs are identified as being of great importance for the future guidance of budgeting for infrastructure, the PEAP, Willow Lake South, and the Airport. No working report links are provided to allow the General Plan reader to understand the SAPs. Working links should be provided in the General Plan document to allow the public access to the information.	Planning: This is planned to be done after the General Plan is prepared for the 2025 ballot. Staff will review and create a list of plans to add to document for reference. General Plan text will be updated to reference a few of the other plans and direct the public to the future document.
363	Study designs for a pedestrian bridge linking YRMC to SWC of 4 points intersections for safety of healthcare workers going to the parking lot.	Nothing for the General Plan to address
364	If possible, could PD or Citizen Patrol, keep an eye on Flinn Park for 2 hours from dusk, especially on Fri & Sat nights, due to drug dealer use... park at main gate. Or even just leave a patrol car there... to deter perps.	Planning: Provided this comment to Police Chief for them to look in to.

365	DEVELOPERS NEED TO ACCOMMODATE THE WISHES OF THE PUBLIC as the City Council is not standing up for us and sways to developer in fear of pushback from Developer. It is completely obvious, this City favors the developer over citizen concern and will always be swayed by new development. We Citizens need to make sure our voices and wishes be heard. Prop 478 is prime example, as is raising impact fees for new development. It's all too little, too late and the citizens are footing the brunt of it.	Nothing for the General Plan to address
366	Ensuring ADA compliance with all new construction and renovations within city properties.	Planning: This is addressed with the Building Codes and federal ADA requirements.
367	Stop allowing buildings on our ridge lines. Other communities in Arizona keep ridge lines as open space.	PW: The City's General Engineering Standards are currently undergoing revisions.
368	Revise and update the City's grading regulations to not allow mass grading. Also, grading should not destroy the natural hillsides. No hilltop grading.	PW: The City's General Engineering Standards are currently undergoing revisions.
369	Future use of the Prescott Fairgrounds aka Rodeo Grounds, considering the Prescott Frontier Days proposed Master Plan. Neighbouring property owners submitted the 'Gail Gardner Neighbourhood Group, Position Statement on Fairgrounds Property' to the City Council. This position statement should be part of the General Plan document. The Land Use Map incorrectly shows 'Recreation' yet the land is zoned residential. This issue should be part of the General Plan and Planned for.	Planning: This was reviewed with the GPC. Land Use Map is not a zoning map but future uses of land to compare with any rezoning requests.
370	Pg 63, the text graphic on the right is too big and covers some of the text in the left text column.	Planning: Will have fixed in update
371	Considering the affluent over 60 majority in Prescott, I strongly support high taxes with money going to build more affordable housing so the city can retain and house younger people, including service workers.	Nothing to update
372	The Prescott Frontier Days proposed Master Plan is anti-competitive. How is one group designated to receive a FREE EXCLUSIVE LEASE for use of the majority of the City owned Fairgrounds property? Future uses of the property should be opened to competitive proposals from the community for shared uses. The Land Use Map shows the property as Recreation, that is incorrect the property is zoned residential.	Not something to be addressed in General Plan.

373	The existing lease with Prescott Frontier Days (PFD) MUST be enforced and when violations occur, there must be consequences and/or termination of the lease, re-negotiation or eviction. The president of PFD as of October 18, 2024 opened a for-profit private business on city-owned property without permission from the city. This is violation of the existing lease which forbids subleases and/or other businesses from operating without explicit written approval by city council.	Not something to be addressed in General Plan.
374	I attended the October 16th Tourism Advisory Council meeting prepared to make a statement about an agenda item but staff prohibited me from doing so. I was told that this particular committee's by-laws didn't allow public comment. All boards, commissions and committees should allow public comment. I stated my concerns and asked that the staff member convey my concerns, he assured me he would do so, but he didn't. Public comment should be allowed in all meetings.	Not something to be addressed in General Plan.
375	**Noise concerns**: Having a quiet environment is an important quality of life issue. Some inconsiderate citizens claim they have a right to use noisy machines. But this tramples on the rights of people who want a peaceful environment.	Planning: Chapter 5-4 of the City Code Addresses Noise.
376	Set & Implement City wide Noise Ordinance Codes with Penalties, for both property & vehicles. Outlaw (w severe penalty) vehicle noise amplifier Growlers. 9pm-8am Quiet Hours, as Sedona successfully & favorably implemented.	Planning: Chapter 5-4 of the City Code Addresses Noise.
377	This would be great. The current noise ordinance is not very good and lacks much compared to other cities.	Planning: Chapter 5-4 of the City Code Addresses Noise.
378	Please install traffic calming Speed Humps, & SLOW SPEED signs on each block/side of Oregon Ave. Daily, habitual speeders endanger resident pedestrians & bycyclists. Speeding drivers bypass Gurley/GG lights & cut thru. Westside residents make great use of Flynn park & Oregon for daily outdoor activities & socializing. We have a high number of young families with babies, preschool & school age children & regularly visiting grandchildren (16 on 1st block alone!), who need this further protection.	Not something to be addressed in General Plan.

379	Community Quality. Please institute Noise Abatment standards for the entire City of Prescott & for all vehicles. All vehicle 'Growlers' devices, which serve no function other than to unecessarily amplify vehicle engine noise (& can be plainly heard over half mile away), adds stress to resident & tourist - interupts work, study, meetings, meals, quality outdoor time (garden, city parks & trails) & disrupts sleep patterns. They are a blight to the community & should be made illegal & disabled.	Planning: Chapter 5-4 of the City Code Addresses Noise.
380	CONTINUE TO SUBSIDIZE COMMUNITY EVENTS that attract and give back meaningful results to community members and tourists alike. Progressive cities are areas that both party affiliations benefit from. Conservative cities are boring and don't have much to offer. Continue progress in community events, and support the arts and the culture. We're nothing without them and will soon become the forgotten nobody's hometown.	Not something to be addressed in General Plan.
381	Citizen Participation Programs: list all City Volunteer Opportunities. Library (Check-in, Shelving, Book Sale, Books on Wheels, Program Docent, Technical Services, Rock Garden), Recreation Services (Dog Park, Park Ranger, Over the Hill Gang Trails Crew), Police (Citizens on Patrol, Investigations Section, Records, Cold Case, Victim Assistance), AmeriCorps, etc. Designate a Volunteer Coordinator or invest in an online App to track all volunteer time.	Planning: Not something that would be in a General Plan. As page on the City Website would be a better location for citizens to see how they can Volunteer and what departments have volunteer opportunities.
382	The future of the Fairgrounds should be a major plan amendment.	Planning: With the property being designated as Recreation on the Land Use Map, any rezoning requests will require it to be a major plan amendment.
383	The change to the Fairgrounds Property (840 Rodeo Drive) done by staff AFTER the General Plan Committee approved a different land use needs to be removed and should revert back to the current land use in place today. Any change in the land use to the Fairgrounds property should be done as a major plan amendment IF and when the zoning is changed. The staff's clandestine approach to making this change without any public input is not unexpected, but hugely disappointing.	Planning: The Land Use Map is for future planning and is not a zoning map. The General Plan Committee discussed whether it should be designated as High Denisity Residential or as Recreation for future rezoning requests. It was agreed to keep it as Recreation so any changes in the zoning will require it to be a Major Plan Amendment.
384	I completely agree with the comments below. Keep the city-owned fairgrounds current land use in place. And, with the intention of the GP committee any change MUST be a major plan amendment. The citizens are watching!	Planning: The Land Use Map is for future planning and is not a zoning map. The General Plan Committee discussed whether it should be designated as High Denisity Residenatil or as Recreation for future rezoning requests. It was agreed to keep it as Recreation so any changes in the zoning will require it to be a Major Plan Amendment.
385	I strongly suggest that you develop a 4 page Executive Summary.....the document as is will not be read by many, if any.	Once the plan is complete, a condensed version will be created.

386	What are the key 5 to 10 questions/issues that this plan is intended to address. The plan is so voluminous that these have become non-obvious.	The General Plan is the public document that guides future land use decisions. Zoning, re-zoning and new developments must be consistent with, and conform to, the City's adopted General Plan. In 1998, the Governor signed into law the Growing Smarter Act and the Growing Smarter Plus Act became law in 2000. Combined, these Acts were the first significant state-level planning legislation in Arizona over 20 years. The Act requires cities and counties to address the issues associated with urban growth and development. It was intended to strengthen the ability of communities in Arizona to plan for growth and to acquire and preserve open space. It is very broad in scope, and it requires communities to address growth and growth-related pressures by requiring new General Plan elements that: -Identify growth areas, establish policies and strategies for new growth to pay its fair share of the new public facilities required to serve it; -Identify open space needs and regionally plan for interconnected open space; and -Analyze the environmental impacts of the development anticipated by the General Plan.
387	Contiued concern of current traffic voulmn on Willow Creek Road the first approximate 900 feet south of Pioneer Parkway to the entrance of Pinon Oak Drive, currentl around 16,000 to 17,500 and the traffic hazard if commercial business are allowed on the empty land parcels boardering WCR , north and south of Pinon Oak Dr.. Request consideration to rezone these two parcels to Natural Open Space in perpetuity. This will action signifcantly reduce future congestion & potential traffic accidents.	Per ARS 9-461.06.N- In applying an open space element or a growth element of a general plan, a municipality shall not designate private land or state trust land as open space, recreation, conservation or agriculture unless the municipality receives the written consent of the landowner or provides an alternative, economically viable designation in the general plan or zoning ordinance, allowing at least one residential dwelling per acre.
388	2025 Strategy 5.1 Initiate rezoning, where appropriate, to support the character, goals, and uses identified in SAPs or neighborhood plans adopted for transition areas. Add Goal 5 strategy from the 2015 General Plan, Growth Management "Promote effective management and mitigation of negative growth impacts such as light pollution, loss of landscaping, site disturbance [mass-grading], erosion, construction on hilltops, ridgelines, and the lothe loss of open space."	See ARS 12-1134 (Private Property Rights Protection Act voter approved in 2006)- A. If the existing rights to use, divide, sell or possess private real property are reduced by the enactment or applicability of any land use law enacted after the date the property is transferred to the owner and such action reduces the fair market value of the property the owner is entitled to just compensation from this state or the political subdivision of this state that enacted the land use law. See Goals and Strategies on pages 67-68 in regard to Growth Management.
389	Side streets need speed signs, such as Jack Drive.	Too specific for a General Plan. Need to contact Pedestrian, Bicycle & Traffic Advisory Committee for specific areas.
390	Intersection of Pleasant Valley and Willow Creek Streets needs a light.	Too specific for a General Plan. Need to contact Pedestrian, Bicycle & Traffic Advisory Committee for specific areas.
391	Consider the water availability, access to green space and nature, wildlife preservation within planned development.	No specific comments to address. Covered in each chapter of plan.
392	Prescott is to expensive for anyone regular person to afford to live or stay & their kids have nothing to do or look forward to for their futures ~ unless they are from rich families. Most kids there end up on drugs and the old rich and the ones "running" the city could care less that they don't invest in their community to make it affordable and safe for All ages. I met a city council member at the PV SwapMeet years ago that Happily told me he & they Over Sold Prescott and it's still happening	Nothing to address

393	It is disappointing to see organizations like AARP commenting on the General Plan. While citizens who are members of organizations like AARP may want to reflect based on what they draw from associations and organizations, it is not in my opinion, appropriate for the organization to weigh in officially as is being done here.	Nothing to address
394	I presume the AARP individual is also a member of our community. But even if not... great ideas come in all shapes and sizes and the AARP ideas, to my mind, are spot on.	Nothing to address
395	AARP knows that remaining healthy is a top concern for many older adults. Of particular interest is staying mentally sharp and physically fit. There is emerging evidence that certain lifestyle choices can improve cognition. These include physical exercise, good nutrition, social interaction, stress reduction, healthy sleep habits, and mental engagement. They can also potentially reduce the risk of cognitive impairment and related forms of dementia.	Nothing to update
396	GREAT PLAN - amazing really (speaking as one who studies / teaches urban planning). I CAN HELP in the following areas: - URBAN CREEK RESTORATION projects (P-College Demo Project) - TREE CITY USA designation (I proposed this to city council) - SUSTAINABILITY ADVISORY COMMITTEE creation (i proposed this to city council) - RESIDENTIAL GREEN RETROFIT WORKSHOPS/TOURS - WILDLIFE HABITAT RESTORATION / CORRIDOR CREATION GREAT WORK. IMPRESSIVE.	Nothing to update
397	SAFER BIKING OPPS - GREENWAY PATHS - seriously, Prescott is the only town i won't bike. Too dangerous (sun, texting, big trucks, etc.) ACKER NIGHT SUMMER VERSION - Best night of the year; repeat in summer! SWIMMABLE LAKES/COMMUNITY POOL KEEP SQUARE LOCAL - keep brand names out of downtown DIAGONAL DOWNTOWN PARKING - enforce only smaller vehicles please. PAUSE MORE GROWTH-let's grow slowly into what we are becoming and then re-evaluate. EVERYBODY'S HOMETOWN-do all we can to make that true.	Nothing to update
398	More on creek restoration. Please contact us at Prescott College. We have 1/4m of lower butte creek that was an active road 3 decades ago. We have received $50+k in grants to restore it and we are creating a showcase demonstration project for the city to enjoy (all welcome) and study. All this was done with volunteer effort. If you contact me, we can tour you around and show you what is possible. We can run workshops to inform others with similar ambitions. Please exploit our experience.	Nothing to update

399	AIR: a few poorly maintained/intentionally rigged trucks spew a big percentage of our regional smog. Regulate to reduce the emissions from those few vehicles and with minimal effort, make much progress. H2O (rainwater) incentives / training workshops for residential water harvesting. Will mitigate flooding and reduce city / groundwater use. H2O (Creeks): volunteer creek restoration work - training and demo project currently avail through / at Prescott College. NRG: Rooftop solar incentives.	Planning: ADEQ is resposible for the emissions testing program and laws.
400	Chapter 4 is the General Plan. It is to the point and focuses on what must be our highest priorities. It is disturbing that we have to wait until Chapter 4 until we address the reason for doing the General Plan.	ARS 9-461.05 spells out what is required to be in a General Plan. See pg 1
401	It might help to emphasize proper disposal of animal waste, which can be a source of pollution and a health hazard.	Addressed under Prescott City Code Ch. 5-3 Animals and Fowl; 5-3-4 Sanitary Regulations
402	Chpt. 1: It might help to emphasize proper disposal of animal waste, which can be a source of pollution and a health hazard.	Addressed under Prescott City Code Ch. 5-3 Animals and Fowl; 5-3-4 Sanitary Regulations
403	1. Require developments to include 25% of the development as quality, connected, natural public open space. 2. Develop codes or ordinances that protect hilltops and hillsides from inappropriate and unsightly development. This could be in the form of greater setbacks and height restrictions on hilltops. Prohibit destruction of hillsides by not allowing dirt to be pushed over the side down the hillside. Other communities are addressing these issues more effectively.	Open Space is PAD developments is addressed under Section 9.5 in the Land Development Code. General Engineering standards for grading is in the beginning srages of being updated through PW.
404	1. Prohibit the use of mass grading in developments. Limit clearing to a building envelope or disturbable space. This protects the native vegetation and habitat. It stabilizes the soil, is better for the environment and looks better.	PW updating General Engineering Standards

Emailed Comments

As Cathy stated the document is forwarded thinking. Forward thinking includes everyone even the folks not included in everyone's Hometown The non- discrimination language needs to remain in the General Plan Part of being forwarded thinking is to be pro-active and not live in the fear of what could happen. As a member of the other group I strongly disagree with opinions of Cathy Russing and

I strongly support the addition of the non-discrimination statement to Prescott's 2025 General Plan. Safety comes from respecting the value in diverse leadership and accepting the diversity inherent in each individual (ancestral, spiritual, cultural, mental, physical, etc.). We are stronger when we listen to everyone for their knowledge and experience.

I support the MLK statement. It is humane and perfect. We need it.

I am in support of including the MLK committee statement on non-discrimination in the Prescott 2025 General Plan. Expressing basic values of dignity and respect are a good and beneficial stance for the city. It's inclusion in the plan would make me very proud of the city I live in.

There was healthy deliberation about the statement, some members of the community shared personal experiences of discrimination to help shed a light on the power and value of such a statement in the General Plan and the overall outcome of the meeting was to include a statement to demonstrate respect, appreciation, and support of all community members in Prescott, AZ. I am extremely disappointed to learn that Coucnilmembers Cathey Rusing and Lois Furiwirth have requested not to include the statement because they fear it will be too divisive. I strongly disagree with their opinions and have found that the lack of support for diversity from our leadership has been far more divisive in the 24 years I have lived and served our community in Prescott. It is our leadership that sheds a light on our community values, sets an example, and paves the way for the public to do the same. Recently, the Prescott Veteran's Day parade was tarnished by some parade marchers wearing White Power shirts, and by the local chapter of the "Sons of the Confederacy" with an official parade slot. While I understand that Confederate Soldiers are technically Veterans and their family members may want to represent them, I would argue there is a classier less racist way to do that. The participation of these people in the Veteran's Day Parade gives a loud message that our community is not in support of diversity, that our city, in fact, does not care to be a safe place for all people. While I do not believe a diversity statement will magically erase bigotry and racism in our community, I do think it serves as a clear opportunity to remind people, with transparency, that we are indeed a place where all walks of life are welcome. As the Executive Director of The Launch Pad Teen Center, a place where some of the very children we serve have been attacked for the color of their skin, the way they dress, or for their sexuality, I believe that including a statement that clearly states The City does not condone discrimination and in fact values diversity would be one way to set an example for our young people and to let them know they are welcome in their own hometown.

I am sending you this email in support of the current verbiage being considered for the non-discrimination statement. As a member of this community who values all people -- regardless of identifying characteristics such as race, sex, ethnicity, sexual orientation, gender expression or identity, religious practice, spiritual practice, age, or mental/physical ability -- these different values should be spelled out. That way, there is no ambiguity about who or what parties this statement included.

After listening to the discussion at the last master plan meeting, my opinion on the controversial introduction paragraph would be to retain the first 4 sentences and remove the rest as a compromise.
I support the statement on inclusivity and nondiscrimintion.
Please include the non-discrimination statement in the Prescott City Plan. The reasons that Councilwoman Russo gives for not including it make me think we need the non-discrimination statement more than ever.
I support the statement inclusion to the City's General Plan, as Long time resident (48 years) I've long disliked the hypocrisy of "Everybody's Hometown" because in practice it is increasingly 'Every White Christian Nationalist's Hometown'.Some years ago while delivering mail here in Prescott, I was chatting with a new arrival on the street and he informed me that one of the things he liked best about Prescott was that we don't have any Niggers here 🤦 Not much has changed 🤔
It has come to my attention that certain factions within Prescott are attenpting to bully City Council and it's members with regard to the inclusion of diversity, equity and inclusive DEI language in the 2025 business plan. Meritocracy is the workhorse of our community, and the City of Prescott stands on the foundations our predecessors struggled to build. Oandering and notoriety to the limitless supply of today's "disadvantaged groups" is nothing more than empty gestures and virtue signaling. If discrimination has or is taking place, our citizens have equal rights under the law. Despite loud voices, Council members can rest assured that no liability exists, and grandstanding by a few does not merit the downward trending DEI "vision".
Please include the non-discrimination statement in Prescott City general plan. It is a simple statement of basic American values of equality. Most people think Prescott is an open and welcoming place to live and work, but they may not realize that is not the case for many minority groups. If we are to evolve as a community we need to be a good place for all Americans, and a non-discrimination statement can promote that intention.
I am writing to you to ask you to keep the nondiscrimination statement in the general city plan as it is currently written. First, the committee has already approved this language at its July meeting. Second, and more importantly, Prescott's moniker is "Everyone's Hometown". I have friends specifically in the groups listed in the nondiscrimination statement who have experienced harassment and/or discrimination. They do not currently feel like Prescott is "Everyone's Hometown" since there are times they do not feel welcome. The city's general plan is a vision for the future, what the city hopes to be. The nondiscrimination statement, as written, creates a clear vision for Prescott to live into the "Everyone's Hometown" by working to reduce and eliminate the harassment and discriminatory behaviors that exist in this community. Diversity makes us a better community. Let's work to actively live into making Prescott truly "Everyone's Hometown" where ALL people feel welcomed and valued.
Introduction Comment: . I love that the Prescott Vision subsection plan includes the statement: "the city does not condone discrimination or harassment of individuals based on the identifying characteristics such as race, sex, ethnicity, sexual orientation, gender expression or identity, religious practice, spiritual practice, age, or mental/physical ability."
The best way to make everyone welcome and feel included is to spell it out in writing. The statement should stay the way it is now because it is very clearly focused on inclusivity.
As a long-time Prescott resident, I STRONGLY support the inclusion, sentiment and language of the non-discrimination clause in the General Plan.

The Statement at the beginning of the General Plan is only divisive if you believe that Prescott does NOT hope that all people within its limits feel welcome,and that Prescott DOES condone harassment or discrimination of individuals. Which, by the way, happens often in Prescott.
It's important to recognize and support the diversity in our community. Include the non-discrimination statement in the General Plan to support cultural diversity.
I am in support of the Committee Statement regarding Prescott's 2025 General Plan.
Keep the non-discrimination clause in the new plan. Live up to our slogan of being welcoming to all!
I am a Prescott resident and support the inclusion of the non-discrimination statement in Prescott's 2025 General Plan
I agree with the statement as revised.
The statement proposed by the Yavapai Democrat Party should not be included in the City's General Plan. On the surface it appears to be a harmless anti-discrimination measure, but it is actually is an attempt to inject partisan politics into our city planning efforts. The proposed statement, particularly the bit on "gender expression", is an attempt to shoehorn the cultural leftists agenda into our civic discussions. The Democrat Party is free to openly discuss and advocate their views, but they should not be free to inject them in this manner into our city planning. Prescott already is a welcoming, non-discriminatory city. Let's not make it less so by politicizing our fundamental vision for the future.
My husband and I both support keeping the added MLK Committee statement that was approved at the July 2024 public meeting by the City's Committee for the Prescott's 2025 General Plan. We agree with everything within the statement, and do not agree with Cathy Rusing (or other council members) that it is "divisive" in any way. We very much want the statement to remain in Prescott's 2025 General Plan.
Hello I agree with everything in statement except I would omit "expression or" . I think it reads too verbose. Keep gender identity, it flows better.
It is important to keep the inclusivity statement included in the General Plan. This is everybody's hometown. The general plan is for the entire community and all must feel welcome.
I believe you are right in your assertainment that this is an unneeded statement in a land use document. Especially in light of Prescott already following federal and state civil liberties laws. If it is retained, I would reorder the characteristics as follows: age, religious or spiritual practices, mental or physical abilities, ethnicity, race, sex or sexual orientation including gender expression or identity. WHY? Because it puts the more common discriminatory traits first in the list. (My opinion.)
As a native Arizonan that grew up in Prescott and Yavapai County, I am writing to support the statement developed by the MLK Committee in Prescott, and adopted by the committee working on Prescott's general plan last July. We want Prescott to be seen as a city that accepts and supports all of its citizens.
As a Democrat, a Jew living in Prescott, I am very concerned about my safety after the 2024 election. I grew up in Washington, DC area and lived in Minneapolis, MN for 40 years. Never in my life have I been concerned about my safety.
and should not be included in the Prescott General Plan. Both are correct when they point out the Plan is just a land-use and land-planning document. Including language that is unrelated to its actual purpose is inappropriate and unnecessary "virtue signaling". As Sapio is quoted as saying "Scratch the entire paragraph".
We are in favor of retaining anti-discrimination statement in proposed city plan

will not tolerate discrimination or harassment of any persons individuals based on identifying characteristics of all kinds. This is the very opposite of divisive. Discrimination is divisive and it is happening in our town today. I expect our community representatives to stand up to developers and others who would undermine the spirit of friendliness and inclusion Prescott has become known for. We are “Everybody’s Hometown” and it is time to live up to that motto again.
Please do not renege on the agreed revised Non-discrimination statement that was agreed to at a public General Plan meeting. Removing this statement will be an extremely divisive act. If this statement is removed from the General Plan, the many people who worked to get the statement revised and agreed upon will now be under the impression that the General Plan process is not a fair one. It would be difficult to support a General Plan that does not have such a statement which is a goal that is clearly needed.
In regards to the wording of the Prescott General Plan, as a licensed clinical social worker, I feel it is imperative that we keep the non-discrimination language in the General Plan. Especially NOW, when hate and division are making a comeback in our country from the top down. As a community, let us continue to work to be better, kinder, more accepting, and less divisive. Prescott prides itself on being Everybody's Hometown. This is only possible when we welcome ALL, include ALL, and celebrate ALL. I have called Prescott "home" since 1991. In recent years I have felt so happy to see more people of color, more trans folks, and more openly gay people in my beloved hometown. Having a child of color myself, I long for even more diversity in our town so that my child (and all of our local kids) can experience and grow from the diversity of America a bit more. There are so many different expressions of humanity to enjoy and learn from! PLEASE do not let one member of the City Council change the wording that was previously agreed upon by the Prescott City Council and is in everybody's best interest. Let's continue to make Prescott a wonderful place to live by welcoming all, and living and working in harmony with one another.
I wish to agree strongly with Councilman Rusing about the controversial language in the plan draft. It represents an attempt at social engineering and is not good planning. In fact in all likelihood a majority of Prescott citizens do not find that particular paradigm as representative of their views.
I find it inconceivable that at this late date a member of the Council will suggest a change in the language of referenced document. Language which was approved months ago. The argument that this is a land use document is irrelevant. Actually, the contrary. Just as many jurisdictions, as well as the federal government, include anti discrimination clauses in their documents to protect renters, borrowers, etc., this language would provide a clear message that all city's planning decisions will be based on merit alone, without any sort of bias, real or perceived. It is something "Everybody's Hometown" should be proud to promulgate. The language is quite the opposite of divisive; actually what it seeks, and what is says, is quite inclusive. At this time of uber polarization in our country, what we need is commUnity in our city!!!

discriminatory protected groups of people supported in the introduction to the plan. This is even more necessary now that our federal government has become more hostile to diversity groups from transgenders to immigrants. Prescott has a few reputations in the state. One is that it is "Everybody's Hometown" and the other is that there is much scary discrimination present as we saw during the Black Lives Matter and the unfortunate events where guns and violence threatened the peace demonstrations. To this day, the rumor amongst Black people in Phoenix is that Prescott is hostile to the Black community...stay away. We need to do whatever we can to discourage this thinking that still stems from Prescott's "Sundown laws" of the past. Many experience recism daily in stores and buisinesses in Prescott. We learned this about Prescott recently in the survey taken of hundreds of people by the Launch Pad, one of our wonderful community groups of youth. The LGBTQIA+ community and immigrants also experiences high rates of discrimination in this area. I was fired 3 times for being gay over the 4 decades I've lived and worked in Prescott and Prescott Valley. So, "Kudos" to your list of those we do not want to discriminate against as a city. It shows support for those who may need protection and even litigation (not through the city) but through workplaces, businesses, hospitals, schools, etc. If our city stands behnd it's citizens, then other organizations can more easily be held accountable to keep Prescott living up to the motto, "Everybody's Hometown". Should the non-discriminatory language list be deemed unnecessary for this particular document in the end, at least the city will have a responsibility, if accountable, to include such a list in other documents showing the city's support of all it's citizens with protections expected.
FUNDAMENTAL VALUE - Pg 3 – "Ethic of equity and respect for all community members." I question why the use of Equity – resulting in proportional fairness, rather than Equality – sameness of treatment. I find no Implementation or plan of action to achieve equity in the General Plan for all Prescott residents which is not even possible in my opinion. Sameness vs. Fairness The idea that sometimes sameness of treatment (equality) does not result in proportional fairness (equity) is one way that these words are distinguished from each other, even in similar contexts. Sometimes this distinction is explained with an illustration showing people of different heights using boxes to stand on in order to see over a fence; equality is if all the boxes are identical, but equity is if the boxes are different sizes to permit the people, regardless of their height, the ability to see over the fence. Equality means each individual or group of people is given the same resources or opportunities. Equity recognizes that each person has different circumstances and allocates the exact resources and opportunities needed to reach an equal outcome. Ensure that an Agency Equity Team is in place within their respective agencies to coordinate the implementation of equity initiatives and ensure that their respective agencies are delivering equitable outcomes for the American people. Equal protection of the laws under the Clause of the 14th Amendment of the US constitution is already the law of the land.
Hello! I am definitely in support of the language proposed by the MLK committee to address concerns over diversity, non-judgment, and acceptance in our community. My hope is that this wording stands “as is.” I recently was called a “commie” while walking around the courthouse! (This in response to not partaking of a rally on the opposite corner on Gurley.) I have witnessed rampant language & disrespect in many areas since moving here from Montana. A friend’s car was “keyed” b/c of language (bumper sticker) in support of diversity! If someone were to ask me if they should move here, at this point I would say “no!’ Let us be known as a caring community that respects everyone, regardless!
I support adding the non-discrimination to the 2025 city plan. !

This statement MUST be included in the Prescott 2025 General Plan: Prescott is a city that values the quality of life for all its inhabitants. Prescott is home to people of varying backgrounds, cultures, and perspectives. This cultural diversity keeps the city vibrant and is an asset we should all embrace. The City of Prescott (City) hopes that all people within its limits feel welcome. As such, the city does not condone discrimination or harassment of individuals based on identifying characteristics such as race, sex, ethnicity, sexual orientation, gender expression or identity, religious practice, spiritual practice, age, or mental/physical ability.
I am writing in support of keeping the anti-discrimination statement in the General Plan as it is written. I was encouraged to see that it had already been accepted by the General Plan Committee. To Ms. Rusing's point that this is a land use planning document, it is a land use plan for the people who live and work in Prescott and as such, it is very appropriate to include this language in the vision for the people who live, work and visit here. Commentary summarized by Ms. Rusing regarding her text with the city attorney indicated an opinion was shared, not indication of actual legal violation. Reference to its inclusion that it would be "hard to pass" is not a sound reason to delete it. It is very strange that welcoming all people would be considered a challenge, but the point here is that items considered challenging are not eliminated from the plan. City council members and members of the public recognize that there are many aspects of the plan that come with their own implementation challenges and of course they are still included in the plan because they are the goals for the city; they're aspirational. The anti-discrimination statement is not a singular, standout statement. It is nicely nested on the introduction page as part of a vision for Prescott and contains a clear description of EVERYBODY'S hometown.
I have been a Prescott resident since 1996 and I am a registered Republican voter. I am writing to emphatically support the inclusion of the MLK Committee Statement into Prescott's General Plan 2025. The plan is about respect and the recognition that all peoples are welcomed here in our community. This statement is reflective of what Arizona's "Christmas City" spirit should truly be about. It is unclear why Ms. Rusing and others on the City Council would oppose the statement. There is nothing divisive, derogatory, demeaning or disrespectful. What exactly is the objection? Her opposition is disturbing and confusing.This statement goes a long way to heal the divisiveness and make a bold statement regarding Prescott's respect for human rights and the inclusion of all in our wonderful city.
I strongly support the nondiscrimination statement for Prescott. Prescott should be a town that welcomes EVERYONE. That is the kind if place where I want to continue to live!
What is the problem? Are you fearful that some members of the community would be offended to read that this city does not find discrimination and hate to be acceptable?
I am confused how a statement promoting inclusivity could in any way be seen as "unnecessary and divisive." The General Plan is for the entire community. I would like to see the anti-discrimination statement remain in the introduction and added throughout the General plan. It comes down to the question of leadership for some - or leadership for all. The Prescott community deserves equitable leadership in every way.

I strongly am in favor of keeping the current non-discrimination language in the Introduction of the General Plan. It lets residents and visitors know that we will not tolerate "discrimination or harassment of individuals based on identifying characteristics such as race, sex, ethnicity, sexual orientation, gender expression or identity, religious practice, spiritual practice, age, or mental/physical ability." This discrimination IS happening in Prescott whether people choose to believe it or not. It is important to state clearly on the first page in the Introduction what Prescott truly stands for. I believe if there were African-Americans, Latinos, LGBTQ, and other discriminated against representatives on the committee, the discussion would show a very different perspective. Prescott hangs the "Everybody's Hometown" banners all over the town as well as advertises it. This truly is NOT the case for many people who live or visit here. Cathey Rusing stated, "This (language) may cause divisiveness". There is already a great deal of divisiveness in Prescott and most people realize it. I hope the planning committee will stand strong on what they voted on before at the July meeting and keep this language in the general plan.
“I think that we have a land-use, land-planning document, and this does not belong,” Rusing said, adding, “It will open us up to lawsuits and will become a flashpoint when we sell this to the voters.” The anti-discrimination language proposed for the Prescott draft General Plan should remain. Since when does such a commitment become a burdensome controversy?
Please do not remove the non-discrimination statement from the General Plan. Need protections from incoming President. May need to form resistance.
It has come to my attention that one or more city council members may be advocating for the removal of a portion or the entirety of Prescott's Vision in the Introduction section to the Prescott General Plan for 2025.I strongly urge all council members to insist Prescott's Vision remain in the 2025 final plan as written . It codifies Prescott’s motto of “Everybody’s Hometown.” And, in a time of great political and social unrest, the 2025 Prescott’s Vision could not be more important or relevant!
Why would you want to take out the non discrimination language for the city of Prescott. This is for everyone that lives, moves to Prescott. Helps and protects everyone in Prescott women included. Prescott is a good place to live and would even be better with a non discrimination clause in the city of Prescott general plan
As a Prescott resident for over 20 years, I strongly support the inclusion of the following statement in the introduction to the 2025 General Plan draft under Prescott's Vision.
I strongly support the nondiscrimination language in the introduction of the proposed 2025 General Plan. Councilwoman Rusing gave two reasons for striking the nondiscrimination language from the 2025 General Plan: 1. The non-discrimination statement is not appropriate in a land use document. Councilwoman Rusing’s (and the City Attorney’s) argument that this language is inappropriate in a “land use document” is misleading. In my reading and research, General Plans are land use documents, but they are developed through a visioning process that involves the community, city staff, and the city elected officials. The nondiscrimination statement is part of the vision for Prescott - a place where all people will feel welcome and safe - making this statement an entirely appropriate addition to the General Plan. 2. The nondiscrimination statement would be divisive for the community. The intent of the non-discrimination statement is to be unifying and welcoming, not divisive. I would suggest that the real intent to strike the language is politically motivated, pandering to a segment of the population, and not with the best interest of all Prescott residents in mind. Finally, the City Council and community members have already spent considerable time and effort in crafting this language in an admirable display of collaboration. To undermine this effort at this late date is disheartening and for any citizen who took part in the process and calls into question how seriously Council considers public input.

I hear you are changing your mind on the "non-discrimination language into Prescott's 2025 General Plan". Why?? I hear you think it will cause divisiveness. You are completely wrong with this thinking. By adding this "non-discrimination language into Prescott's 2025 General Plan", you are creating Inclusiveness. We want people to be a part of Prescott - not hide because of fear from narrow-minded people. Let everyone know with your vote that they do not need to be afraid and that even in Prescott's Gerneral Plan they are welcome here!
Please include in Prescott's 2025 General Plan the non-discrimination language that was agreed upon by the General Plan Committee in July 2024 for inclusion in Prescott's Vision statement, as follows: "Prescott is a city that values the quality of life for all its inhabitants. Prescott is home to people of varying backgrounds, cultures, and perspectives. This cultural diversity keeps the city vibrant and is an asset we should all embrace. The City of Prescott (City) hopes that all people within its limits feel welcome. As such, the city does not condone discrimination or harassment of individuals based on identifying characteristics such as race, sex, ethnicity, sexual orientation, gender expression or identity, religious practice, spiritual practice, age, or mental/physical ability." It is important to include this statement in the 2025 General Plan as an inspiration and reminder to City Council and City staff of their responsibilities to embrace the philosophy of this carefully considered statement. I believe that including it in the 2025 General Plan will help attract the younger, more diverse workforce that our city so badly needs.
I grew up in Prescott. After leaving for college and career opportunities, I returned in 2019 with my small family. I love my hometown; however, it faces several challenges, as do many small communities. It was recently brought to my attention that Councilwoman Rusing would like to remove the anti-discriminatory working from the City's General Plan because she thinks it is "divisive". I believe that simply calling language that strives to include all people of all backgrounds "divisive" is the problem. It saddens me that our council members think that being inclusive is divisive, especially as we are living in a time of regression regarding antidiscrimination and downright hate towards LGBTQ, trans people, and migrants. I can tell you, albeit anecdotally, that minority folks often do not feel welcome here. I cannot tell you how many conversations I have had with people outside of the area that say, "I don't feel welcome or comfortable in Prescott". It makes me feel embarrassed and sad for our community. We all want strong schools/colleges, good quality healthcare, retail, restaurants, and entrepreneurship. In that case, we must be inclusive and welcoming to all people even if saying so upsets people who expect our elected officials to move around their discomfort. If being inclusive and saying so is uncomfortable, then I think a reevaluation of one's values is in order. According to the General Plan FAQ website "The City's compliance with Growing Smarter requirements includes an extensive public participation program. Meeting Growing Smarter requirements presents another opportunity to reflect on current and future issues and to ensure that the General Plan is aligned with the needs of the community." It is more than just a "land" document; it is a plan for our community's future. I urge the City Council to include extensive public participation in this process and keep the anti-discriminatory language. Please use the data from your survey completed by your constituents: We can and should do better than 51% and 45%. We owe it to our children and future generations.
I am writing to support the MLK Committee's wording for a more inclusive Prescott. Please include the wording that was approved this summer for the General Plan! Prescott must send the right message that we are Everybody's Hometown!

I am writing to express my full support of the non-discrimination statement proposed by the Martin Luther King Jr. Committee for the City of Prescott's General Plan. I am writing as a Prescott Native and as someone who cares deeply about the Prescott community. If Prescott wants to live up to its motto of being "Everybody's Hometown," it must implement policies and take action against discrimination. This starts by simply putting forward the goal and intention to combat discrimination and harassment. I have many friends and family members that have experienced discrimination in Prescott for their race, gender, identity, age, beliefs. I have personally experienced forms of discrimination myself. There should be no debate about whether to adopt a non-discrimination statement in Prescott's General Plan. Cultural diversity is what makes communities strong. This is an opportunity for the City of Prescott to show its citizens that it cares about their wellbeing and welcomes them in the community. I urge you to implement the full non-discrimination statement into the City of Prescott's General Plan.
I strongly support the revised statement to the general plan offered by the Marthin Luther King Jr. committee. I do not see anything divisive about this statement and in fact, it’s a minimum goal for a healthy and inviting place to live. Please let the council know my feelings.

arrival, we found out how wonderful free concerts on the plaza were and attended events at the art galleries, Elks Theater, Yavapai College and more. In downtown I noticed the advertisements for Prescott: "Everyone's Hometown." That seemed odd to me for I have lived in many places in this country and Prescott did not strike me as having "everyone" in its midst. Indeed, it's one of the least demographically diverse places I've lived since childhood in Upstate New York. Is everyone truly welcome in Prescott? My experience does not speak volumes to this question as I'm a retired White woman so blend in easily. My belonging is not questioned. However... My husband and quite a few of my friends who are darker skinned Latinos. They report very different experiences, a few of which I summarize here. They agreed to share their stories but did not want their identities revealed for fear of a backlash. All of these stories come from the 2nd half of 2024: The first story comes from an 18 year-old recent high school graduate. She was born in Prescott but her parents are from Mexico. She has several young nephews and a niece who are cared for by her mother. When they go shopping in Prescott, she says that her family gets “dirty” looks all the time when they speak Spanish. To not embarrass her younger family members, she switches to English but feels badly for her mother who cannot understand what she is saying. Another story comes from a close friend who volunteers for Meals on Wheels in Prescott. This friend is U.S. born as are her parents, but her ancestry is Mexican. During the summer of 2024, she went to Goodwill to purchase a blender for a woman she delivers meals to who has no teeth and needs her food liquified. My friend found a blender and took it to the back of the store to test it. There was an older Anglo-appearing man at the table where the surge protector outlet was located. He was working on something so my friend said in unaccented English, “I’m sorry to bother you. I need to test this blender.” He took one look at her and then said, “Sorry? You don’t need to be sorry to try the outlet, but you should apologize for all the government programs you’ve been using!” Neither my friend nor her family have ever received welfare. As she told me later, “I’ve done everything right. I served in the military, I went to college, got a good job and supported my family but I’m still just a wetback to some.” And this is only one of many racially motivated incidents she’s experienced in the three years she’s lived here. In July, my husband was at his golf club in Prescott going to visit his son and son’s family who were swimming in the pool. My husband is Cuban and has a dark complexion but has been a member of the club for more than a year and is quite well known. Still, he was stopped at the entrance and asked who he was. He responded that he was a member, gave his name and continued walking inside. A few moments later two staff members approached him and proceeded to question his membership again. Irate, he demanded to speak with the manager and later received an apology. He told me, "They only saw my skin color and decided I was cheating about being a member." In August, I was in charge of getting the roof replaced on the community center in my central Prescott neighborhood – a community that prides itself on being very welcoming. A day after they left, one of my neighbors sent an email out to residents accusing the roofers of stealing two nursery plants. Why accuse the roofers of taking two potted plants that were not even located at the community center? Turns out I was the culprit – I had moved the plants to water them. But the roofers were the prime suspects because they are Mexicans. Unfortunately, this was not the first time Mexican laborers in our community were falsely suspected of stealing. My hope is that by conveying these recent experiences, those reading them will understand better why there is a need in our General Plan to state publicly that we aspire to not discriminate, to truly be "Everyone's Hometown."

Online Comments from Virtual Meeting Room **(some may be duplicates of emailed comments)**

The General Plan should include the non-discrimination language agreed upon by the General Plan Committee in July 2024. This would help City Council and staff focus on attracting the younger workforce that our city needs. The median age in Prescott is a whopping 60.5 years and workforce participation is very low. At 86% "white alone", Prescott is missing out on close to half of the prime working age population. A history of unwelcoming attitudes and actions of city leaders has contributed.

I suggest that we stipulate that Prescott wants to include non-discrimination language in the plan as a basic human decency. With this regrettable distraction removed, we can instead refocus the precious few hours and the remainder of our comments on the more nuanced content covered elsewhere in the plan.
Diversity, equity & inclusion DEI language has no place in a City business plan. Public and private institutions that have tried this are now dismantling and removing the decisive, punishing “protective “ mandates and departments due to reverse discrimination lawfare. Don’t be fooled or intimidated by the loud marxist tactics of a small Prescott faction. They only seek to divide us.
As with so many things that start well-intentioned, good ideas can become politicized and regrettably derail. The foundational concepts of DEI are born from compassion and can strengthen our society through inclusion of diverse thought. But, as the author implies, politicization degrades even the best ideas. Please engage DEI proudly and properly so as to foster greater inclusion & cohesion to best access the diverse talents our community has to offer.
Everybody's Home Town is a LIE. Unless your rich and white. Prescott has been vastly Oversold and it it will implode under the weight of the aging population, no water and beyond extreme cost of living prices and extremely low wages for the common person. Blame the rich and city admin who add to all the cost increases and traffic/no planning or work went into preparing or keeping up with all the influx of Mass Overgrowth. Prescott deserves what's coming...it's killing itself Gleefully.
I lived in Prescott 20 years,until I was forced out years of greedy slumlords and crazy Doubling of my rent with no running Septic sewer or Windows, illegally built Apts. Was Always good ol boy gal/racists running&owning everything. Never felt accepted, was the target of racists as was my child by their racist offspring. I miss the Animals, Landscape and few people. I worked in Elder Care and racism is Rampant in this sector from the entitled gross mean elderly, Prescott is a dump of old rich
independently reported to me being screamed at (as they walked to the store by people leaning out of passing cars) racist hatred (too ugly to share). Anything we can do to open our arms in authentic kind welcoming to all will help us to be what we (most of us) aspire to be. I'm sorry you have felt unwelcome. I understand.
"Everybody's Hometown" should actually mean EVERYBODY! Is Ms. Rusing afraid of people who may have, beliefs or life style choices that are different from hers? Stating that the "... City does not condone discrimination or harassment of individuals based on identifying characteristics such as race, sex, ethnicity, sexual orientation, gender expression or identity, religious practice, spiritual practice, age, or mental/physical ability,” Is not divisive, it respects EVERYONE. Leave it in!
I fully support the inclusion of the MLK recommendations in the General Plan. I do not understand what is "divisive" and I am extremely disappointed in Kathy Rusing as I thought she would be in favor of inclusivity. it’s a minimum goal for a healthy and inviting place to live. Thank you.
Please, include the non-discrimination statement in the introduction to the 2025 General Plan draft under Prescott's Vision. The non-discrimination statement is unifying, welcoming, and reflects beautifully on our town, as well as echoing the values of our national Constitution.
A non-discrimination statement should be included in all public documents; it's not really a debate about land and beings ... it's about common decency.
Here Here! Hear Hear! Removing a non-discrimination clause is rediculous!
As a resident of Prescott for over 20 years, I strongly support the inclusion of the non-discrimination statement in the introduction to the 2025 General Plan draft under Prescott's Vision. After all, are we not Everybody's Hometown, or purport to be?
I agree with including such language. Even if the language remains aspirational (as the other commenter asserts), it's better to aspire than to capitulate. Everywhere we can express the more/ most welcoming sides of ourselves to the world (and to our citizens) we should jump at the chance.

It's just a Marketing ploy...Prescott does Not live up yo Everyone's Home Town...it is not a friendly inviting community unless you look like the majority. No matter what a piece of paper or billboard says. The truth is in the community and community only applies to whites or of your rich. It's a cesspool of entitled rude old and rich and the rest are there to cater to their needs. Prescott has no interest in young or working class, both of which they Need and they happily &greedily distroy.
I strongly approve leaving the anti-discrimination statement IN the planning document. The City of Prescott aspires to welcome all. Is it "Everybody's Home Town or not?"
Everybody's Hometown is the long held motto of Prescott that we can be proud of. If the General Plan Committee deletes the anti-discrimination statement, then it must also stop the use of Everybody's Hometown to describe our community. Please keep the anti-discrimination statement, already accepted by the General Plan Committee, in the GP as it is written.
As a disabled Lesbian living in this area, with a partner that is a WOC, I believe the non-discrimination language Should Be Left Out Completely. It's simply not true. This area does support discrimination. Those that are vulnerable to it shouldn't be given false hope that this is a safe place where we can live in peace -- We cannot.
I am so sorry for your pain, but I hope you won't surrender to those who are inflicting it. You are worth fighting for
Please keep the anti-discrimination statement, already accepted by the General Plan Committee, in the GP as it is written. As Ms. Rusing stated, this is a land use plan - for the people who live and work here- so the statement is indeed appropriate. The text with the city attorney Ms. Rusing referenced was an opinion shared, not indication of legal violation. The statement is nicely nested on the introduction page and aptly describes EVERYBODY'S hometown.
First of all, you probably want to "hear" from the community. My main comment is to keep the full anti-discriminatory language in the document. To take it out is to deny that Prescott is a welcoming community to ALL, and not "Everybody's Hometown".
I strongly support the nondiscrimination statement for Prescott. I believe Prescott should be welcoming to ALL people!
I emphatically support the inclusion of the full statement of the MLK committee recommendation into the Prescott General Plan. "Everybody's Hometown" not the "sundowner town" of the 19th century. Bold leadership for the 21st century, brave enough to encode our commitment to all peoples who want to share in what makes Prescott an amazing place to live and work is what we need. What exactly is "divisive" or objectionable in this statement of respect, recognition of human rights and welcoming?
This is a land use document and not a policy statement. "Prescott is home to people of varying backgrounds, cultures, and perspectives." is sufficient.
If we are going to be everyone's hometown we need to be inclusive or it is just a slogan with no meaning.
I cannot imagine why there would be discussion regarding a non-discrimination statement in any Prescott City documents. As the spiritual leader of a minority religious organization in Prescott, I am disturbed to discover that there are those in City government who might condone discrimination based on based on race, sex, ethnicity, sexual orientation, gender expression or identity, religious practice, spiritual practice, age, or mental/physical ability. Watching with great interest and concern.
I support inclusion of the entirety of the non-discrimination statement. I value diversity in our city.
"Everybody's Hometown." Is it a marketing slogan, or do you, our representatives on the City Council, really mean it? Keep the non-discrimination statement in the General Plan.

As I understand it, the sentence that the Council is considering removing in the General Plan is: "...T]he city does not condone discrimination or harassment of individuals based on identifying characteristics such as race, sex, ethnicity, sexual orientation, gender expression or identity, religious practice, spiritual practice, age, or mental/physical ability." I find it curious and disheartening that such an appropriate statement would be removed. Do we stand for nondiscrimination or not?
This paragraph must be included in the Prescott 2025 General Plan: Prescott is a city that values the quality of life for all its inhabitants. Prescott is home to people of varying backgrounds, cultures, and perspectives. This cultural diversity keeps the city vibrant and is an asset we should all embrace. The City of Prescott (City) hopes that all people within its limits feel welcome. As such, the city does not condone discrimination or harassment of individuals based on identifying characteri
I recommend this paragraph remain in the General Plan: Prescott's Vision - Prescott is a city that values the quality of life for all its inhabitants. Prescott is home to people of varying backgrounds, cultures, and perspectives. This cultural diversity keeps the city vibrant and is an asset we should all embrace. The City of Prescott (City) hopes that all people within its limits feels welcome.
In the General Plan draft under Prescott's Vision. I support the inclusion of the complete paragraph to include the last sentence "As such, the city does not condone discrimination or harassment of individuals based on identifying characteristics such as race, sex, ethnicity, sexual orientation, gender expression or identity, religious practice, spiritual practice, age, or mental/physical ability." Let us be inclusive and clear that we are truly "Everybody's Hometown"
My husband and I have spent most of 2024 participating in the Democratic campaign (since 2021), we also are participating in the local environmental movement that focuses primarily on sustainability - of water, land, and natural resources, including human justice. Now that Republicans have won the presidential election, we find ourselves disappointed and frustrated that all our efforts could be undone!
I fully support the inclusion of non-discrimination language in Prescott's 2025 General Plan to ensure our city is welcoming and equitable to all, regardless of race, gender, sexual orientation, religion, or ability. Being explicit about this is critical.....leaves no doubt as to where We in "Everybody's Hometown" stand!
Our family supports the inclusion paragraph in the 2025 Prescott general plan . This wording is clear , nonambiguous and conveys a welcoming attitude for persons who may consider moving to Prescott to buy property and start businesses .
I fully support the inclusion of non-discrimination language in Prescott's 2025 General Plan to ensure our city is welcoming and equitable for all, regardless of race, gender, sexual orientation, religion, or ability. We are a welcoming community, and we want to make this
The United States of America was found on principles that underlay the concepts expressed in the non-exclusion statement. It is important that equality and inclusion be stated as regularly and adamantly as possible. There is no question that the statement should remain in the general plan.
I can not fathom why a statement of inclusiveness would be considered for deletion from the City Plan/Vision. WITH the statement your vision is clear. Perhaps rather than deletion, the Councilwoman would consider in the 3rd Sentence "This cultural diversity keeps the city vibrant and is an asset we should "all" (DELETE) embrace." 4th Sentence "The city hopes that ALL LAW ABIDING (ADD) people within its city limits feel welcome."
I am in support of including the MLK committee statement on non-discrimination in the Prescott 2025 General Plan. Expressing basic values of dignity and respect are a good and beneficial stance for the city. It's inclusion in the plan would make me very proud of the city I live in. Sent from my iPad
The greatest commandment is to love one another Loving start with respecting those who are different This language starts the loving and should be in the Planning Document

To the dissenters of the nondiscrimination statement. Wikipedia: The paradox of tolerance is a philosophical concept suggesting that if a society extends tolerance to those who are intolerant, it risks enabling the eventual dominance of intolerance, thereby undermining the very principle of tolerance. This paradox was articulated by philosopher Karl Popper. I have witnessed assault rifles brandished at an MLK gathering at the courthouse a few years ago, that still haunts me. We need this added
I agree that the non-discrimination language should be included in the plan. By not calling out the various ways people can be different, you leave a loophole out there to be used later FOR DIVISIVENESS. It's just common sense to leave the statement in!
The Veteran's Day parade was tarnished by marchers wearing White Power shirts and the participation of the "Sons of the Confederacy". I understand that Confederate Soldiers are Veterans and their family members want to represent them. However, their participation in the Veteran's Day Parade gives a loud message that our community isn't in support of diversity. The Diversity Statement should be left in the General Plan, it is one way of informing all community members they belong and are welcome
I support the non discrimination policy be included in the Prescott General Plan. Most organizations have such a policy in place that supports the evolution of our communities, promotes safety, and widens the circle of belonging.
I support retaining the anti-discrimination language set forth in the draft General Plan. City Council Member Rusing says the language is "devisive." I carefully reviewed each sentence of the statement, it is clear that it speaks directly to inclusion, not to divisiveness. Perhaps it would be helpful for Ms Rusing to explain exactly how the language is devisive. Are there parts of our city's population who's rights ought not be considered as decisions implementing the General Plan are made?
By not including the non-discrimination clause in the General Plan, the City Council is clearly saying that it condones "...discrimination or harassment of individuals based on identifying characteristics such as race, sex, ethnicity, sexual orientation, gender expression or identity, religious practice, spiritual practice, age, or mental/physical ability.” Why would this clause be divisive?? I think it's only common sense that a decent place to live strives to be respectful to all.
Please include the non-discrimination statement in the Prescott city Plan. It is surprising that anyone could disagree with it. Apparently we need this wording in this plan and in our City.
Please include the non-discrimination statement in Prescott City general plan. It is a simple statement of basic American values of equality. Most people think Prescott is an open and welcoming place to live and work, but they may not realize that is not the case for many minority groups. If we are to evolve as a community we need to be a good place for all Americans, and a non-discrimination statement can promote that intention
The disputed language in the General Plan is unnecessary and also has a Personnel Department nails-on-the-blackboard quality. All it says is, "We have all sorts of people here, and we downtown will disapprove if you are not nice to each other." Everyone in Prescott is protected by the civil rights laws of the United States and the State of Arizona. How about, "We officially welcome everyone from anywhere to help us make Prescott 'Everybody's Home Town.' "
The intention and the effect of the statement on no discrimination is inclusivity. To eliminate it is divisive.
The best way to make everyone welcome and feel included is to spell it out in writing. The statement should stay the way it is now because it is very clearly focused on inclusivity.

Please keep the nondiscrimination statement, as written, in the general plan. The city's general plan is a vision for the future, what the city hopes to be. The nondiscrimination statement creates a clear vision for Prescott to become Everyone's Hometown by working to reduce and eliminate the harassment and discriminatory behaviors that exist in this community. Diversity makes us a better community. Let's actively live into making Prescott a place where ALL people feel welcomed and valued
Please keep the anti-discrimination statement. It is a statement of inclusion - not divisive in any way. Our community had a moment of national infamy after its hateful reaction to the local BLM protest a few years ago. We have a long way to go to live up to our motto of “everybody’s home town.”
Why does this inclusive language frighten you? Are you afraid that some of the areas residents or businesses will be offended to learn that "Everbody's Home Town" is open to "everybody"? That an individuals ethnicity, color, gender, religion or political affiliations are not acceptable here? Put the language of nondiscrimination in the plan.
Members of the 2025 General Plan Review Committee stated that the City of Prescott does not have a history of discrimination and that they do not see discrimination in Prescott currently. The house and land I purchased in Prescott has documents attached to it stating that it cannot be sold to non-whites. Based on this history, it seems very pertinent to include a nondiscrimination statement in the land use planning document for the future.
People are being harassed and discriminated against already. We need to acknowledge it and resist it.
I agree!
Our motto is “Everybody’s Hometown”. It is important to keep the non-discrimination clause (as revised) in the new plan. We need to be welcoming to all in our town and assure folks that they will not experience discrimination here, as our slogan implies.
There is no better justification for the inclusion of a nondiscrimination statement than Councilwoman Rusing's expressed concern that the public will not pass the plan because of it. In objecting to the statement, she has revealed the very reason it is necessary.
I disagree with the five committee members and Cathey Rusing's remarks that the Gen Plan is about only Land Use. It is about community and the people here- all of us. We are everybody's hometown. KEEP the nondiscrimination language.
I agree, KEEP the non-discriminating statement approved in July 2024!
Please keep the non-discriminatory statement.
I am confused how a statement promoting inclusivity could in any way be seen as "unnecessary and divisive." The General Plan is for the entire community. I would like to see the anti-discrimination statement remain in the introduction and added throughout the General plan. It comes down to the question of leadership for SOME - or leadership for ALL. The Prescott community deserves equitable leadership in every way.
Please keep the anti-discrimination language in the plan. Being "Everybody's Hometown" means EVERYBODY's hometown. With so much division and discrimination in today's world, if we want the city of Prescott to be welcoming and inclusive to new and existing residents alike, we need to show it in our planning and development.
I respectfully disagree with Cathey Rusing's view that the nondiscrimination statement in the Introduction is divisive and unnecessary. A statement promoting inclusivity should not be seen as “divisive.” It may seem “unnecessary” to those not affected by discrimination. Additionally, concerns about public rejection due to this statement emphasize its importance.

Follow the process. The anti-discrimination language needs to stay in the General Plan since it was approved in a 6-2 vote by the appointed General Plan committee members. In addition, it should stay in through the Planning & Zoning Commission review. If the language is, as council member Rusing states, “divisive,” then our elected officials MUST be the body to make the determination NOT appointed. The public deserves transparency.
General plan committee: Please keep the anti discrimination statement in the intro of the General plan. We need to protect all the people of Prescott. Future Leaders may argue that this statement does not apply to their decision making and this will be an important "Red Flag" for the Citizens of Prescott. Let's make leaders accountable and then truly we can become " Everybody's Home town".
I strongly support taking care to use non-discriminatory language in the General Plan. In these times of fracturing communities, it is vital that the City of Prescott support inclusion as an important component of our future. In nature, the most resilient areas are the ones with the highest diversity. With gratitude for the tremendous effort that has gone into this work,
I would like to see the anti- discrimination statement remain in the introduction and added through out the General plan.This is about protecting people in " everybody's home town.
I wish to agree strongly with Councilman Rusing about the controversial language in the plan draft. It represents an attempt at social engineering and is not good planning. In fact in all likelihood a majority of Prescott citizens do not find that particular paradigm as representative of their views.
I would like to see the anti-discriminatory language in the Introduction remain in the General Plan. It is needed to be repeated as widely as possible. In response to the comment that Councilwoman Rusing made that it does not belong in this land-use document, prospective residents and businesses of Prescott will be looking at this to assess the community. It is important that they get the feel for the City. Our commitment to anti-discrimination is indeed an integral part of who we are.
I disagree with the five committee members and Cathey Rusing's remarks that the Gen Plan is about only Land Use. Check how many times "community" is used throughout the headings and document. Great Places and Neighborhoods include the people who live here - "contributing factors in keeping Prescott a place where families and neighborhoods flourish " isn't about Land Use, it's about people - all of us. In order to maintain its "Everybody's Hometown" tagline, KEEP the nondiscrimination language.
I am strongly in favor of including the non-discrimination section in the introduction. If we hang banners and advertise that Prescott is "Everybody's Hometown" then we need to put these words into actions. I feel if the General Planning Committee had members who were African-American, Latino, LGBTQ, and others included in this paragraph, there would be a completely different discussion and perspective. We need to openly put into words for residents and visitors what we believe.
Please keep the introduction's nondiscrimination statement. It was discussed and revised and agreed to by all parties during a public general plan meeting. If you change your mind and it is excluded, please also agree to remove our city's logo, "Everyone's home town" and replace it with nothing because it is clear that if we can't even begin to have a GOAL of nondiscrimination, it would be clear that the majority of the council does not believe in treating all people with dignity and respect.
We agree with Cathey Rusing that the discrimination section is unnecessary and divisive. Don’t believe it is needed in a land use plan guiding our future development.

I strongly disagree with Cathey Rusing's opinion that the Introduction's nondiscrimination statement is divisive and unnecessary. I fail to see how a statement which discourages discriminatory behavior can be considered ‘divisive’ when it is intended to be inclusive. And it is easy to see such a statement as ‘unnecessary’ when you are not impacted by discrimination. The fact that you have a concern that the public will not pass the plan because of the statement justifies its inclusion.
I hear the council woman saying that legal liability could attach to the non-discrimination statement on page 1 of the introduction. There would be no legal liability if there were no discrimination of the types described. Even without such language in a planning document, if one were to experience discrimination from the City of Prescott in any of these areas, the City could be sued. The City of Prescott needs thoughtful planning to include all types of residents.

GPA22-001 General Plan Update

Planning and Zoning Commission
January 9, 2025

TAMMY DEWITT



General Plan 2025 Update Process

FY22

- Get Organized
- Analyze Data
- Create Citizen Review Committee
- Create Website
- Create Handouts

1

FY23

- Launch Website
- Year of Public input
  - Surveys
  - Open houses
  - Workshops
  - Events
- Review Existing Elements
- Update as we go

2

FY24

- Check our work
- Review Draft
- Legal Review
- Revise
- 60 day Comment Period
- Start Public Hearing Process

3

FY25

- Council Adoption
- City Ballot Initiative

4

www.planprescott.com

www.planprescott.com website



Phase 1

- Summer 2022
  - Staff downloaded census data
  - Reviewed other recent updated plans for design options, element ideas, and other ways to reach out to the public for comment.
  - City Council appointed an 11-member General Plan Review Committee to help staff with public outreach and to review the updated plan for comments and suggestions.
- Fall 2022
  - Staff started creating a website to provide information, updates, and other news throughout out the process.
  - Staff started getting handouts together to get out to the public to inform about process.
  - Committee members started getting the word out about the update process and getting input through the radio and articles in the paper.

Phase 2 (2023)

- Website created to provide a venue to provide information and get public input.
- Created public survey with input from all departments and citizen review committee.
- Planning open houses to get public input and answer questions for the Summer of 2023.
- Working with General Plan Review Committee to review existing elements for updates and what new information we should review for updates or new elements.
- On August 30, 2023, the City of Prescott held an Open House to get public requesting input on challenges and opportunities on the following topics: Circulation (movement of people, goods, and services), Economic Development, types of Housing, Land Use, and Public Facilities and Services. Over 200 residents signed in and participated.



Idea for New Format



Greensboro, NC Comprehensive Plan Won National Planning Association Award for Comprehensive Plan. Realized State Law states what you need in a plan, but not how you need to do it.

Our New Format



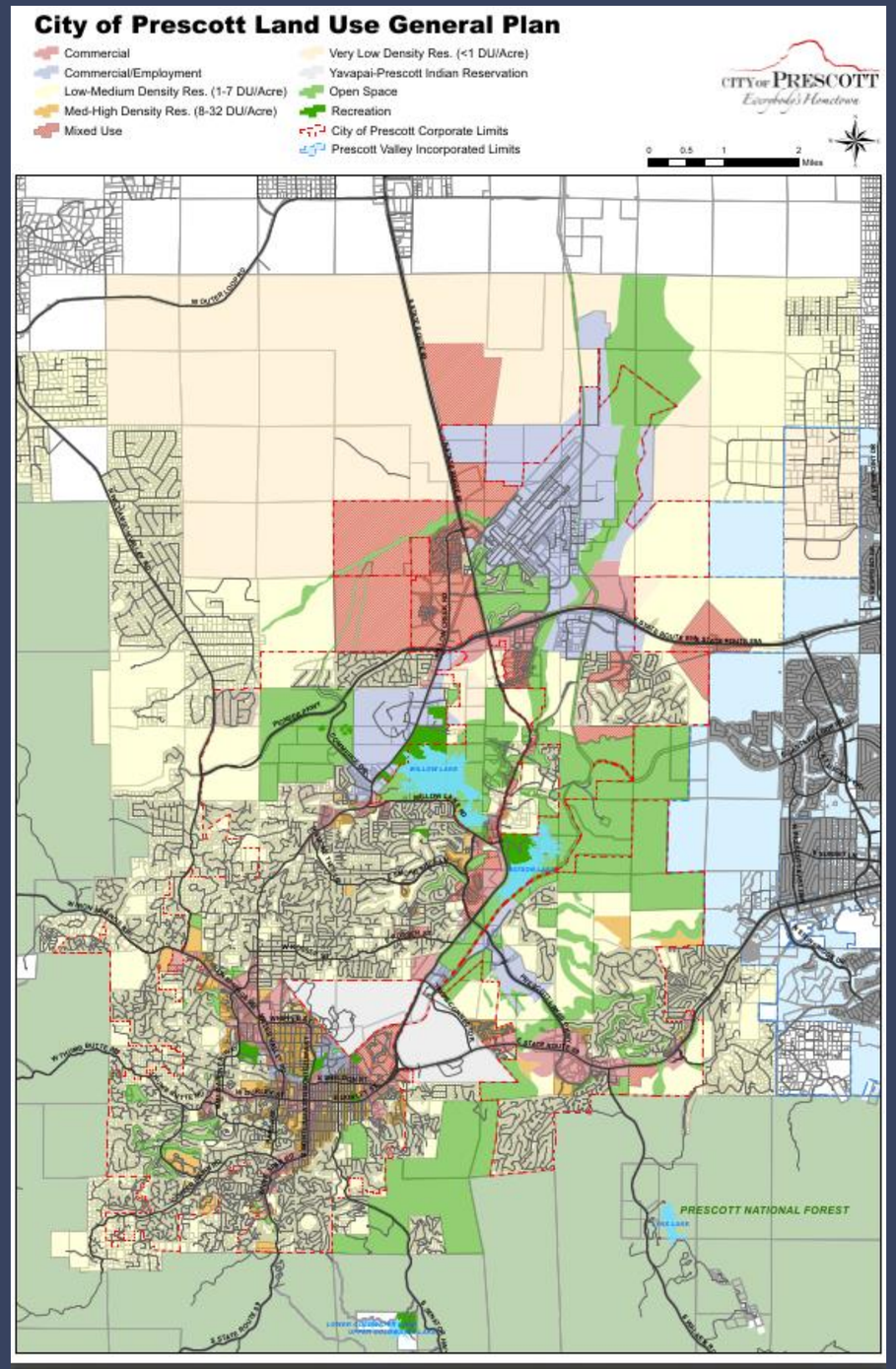
Phase 3 (2024)

- Finishing Department presentations to Committee.
- New format approved by Committee and updated document being created.
- New Chapters will start being reviewed by the Committee in March.
- Committee and City Leadership reviewed draft to provide input.
- At their August 28th meeting, the General Plan Committee voted to move the draft forward to the 60-day public comment period.
- 60-Day Public Comment Period begins on September 23rd and ends on November 21st
- 2 Open Houses have been Scheduled: September 30th at the Rowle Simmons Adult Center 3-6 pm and October 24th at the Prescott Library in Founder's Room from 3-6 pm
- The 60-day public comment period ended on November 21st. Thank you to everyone who participated and provided comments.
- Comments were evaluated and presented to the General Plan Committee.
- At the December 11th, 2024, General Plan Committee meeting, the Committee voted to move the draft plan forward to the public hearings with the proposed changes discussed and shown on the spreadsheet based on comments received during public comment period.

ARS 9-461.06 regarding Land Use Map

N. In applying an open space element or a growth element of a general plan, a municipality shall not designate private land or state trust land as open space, recreation, conservation or agriculture unless the municipality receives the written consent of the landowner or provides an alternative, economically viable designation in the general plan or zoning ordinance, allowing at least one residential dwelling per acre. If the landowner is the prevailing party in any action brought to enforce this subsection, a court shall award fees and other expenses to the landowner. A municipality may designate land as open space without complying with the requirements of this subsection if the land was zoned as open space and used as a golf course pursuant to a zoning ordinance adopted pursuant to article 6.1 of this chapter before May 1, 2000 and the designation does not impose additional conditions, limitations or restrictions on the golf course, unless the land is state trust land that was not planned and zoned as open space pursuant to title 37, chapter 2, article 5.1.

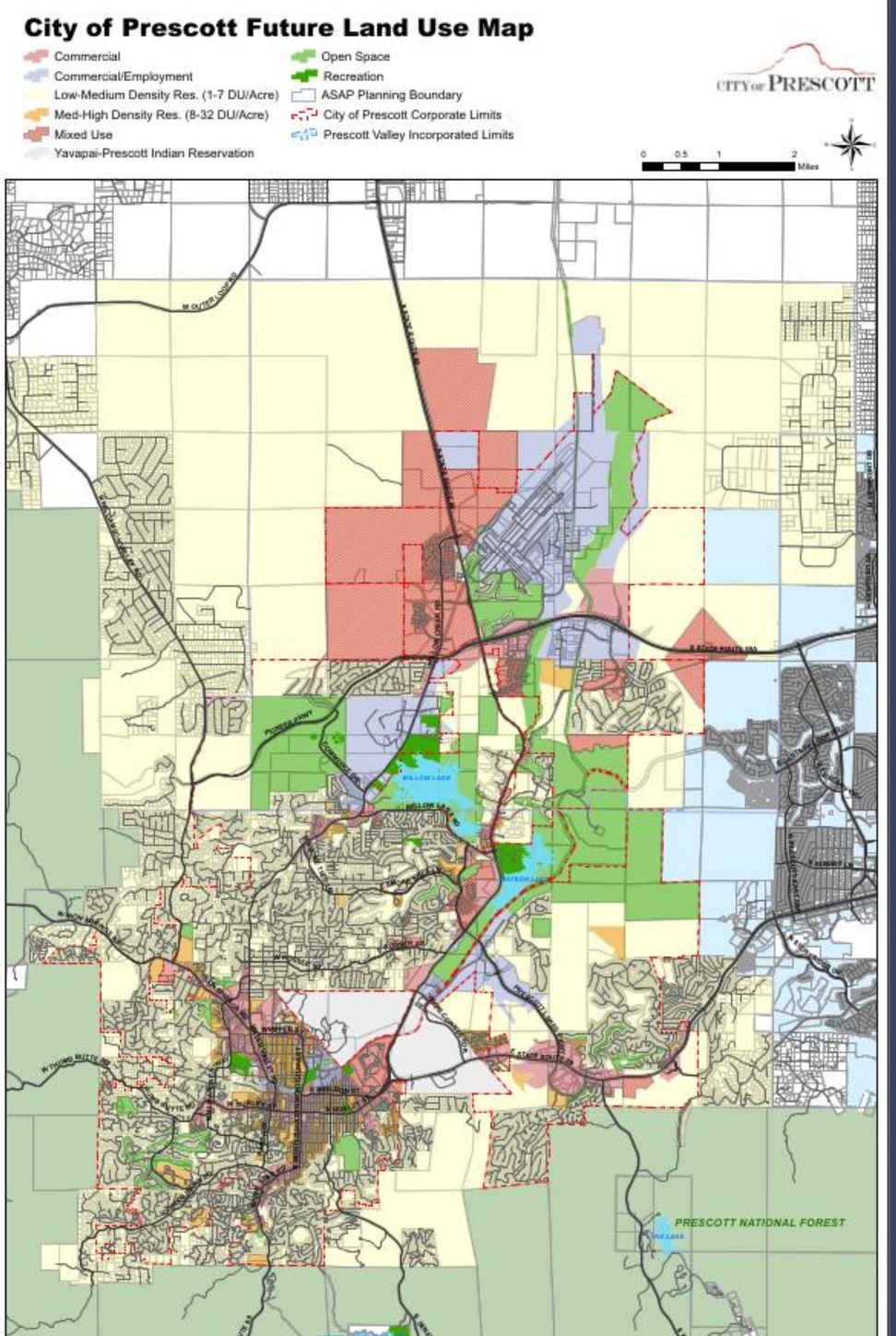
CITY OF PRESCOTT
ARIZONA



Original Land Use Map

City of Prescott Land Use General Plan

- Commercial
- Commercial/Employment
- Low-Medium Density Res. (1-7 DU/Acre)
- Med-High Density Res. (8-32 DU/Acre)
- Mixed Use
- Very Low Density Res. (<1 DU/Acre)
- Yavapai-Prescott Indian Reservation
- Open Space
- Recreation
- City of Prescott Corporate Limits
- Prescott Valley Incorporated Limits

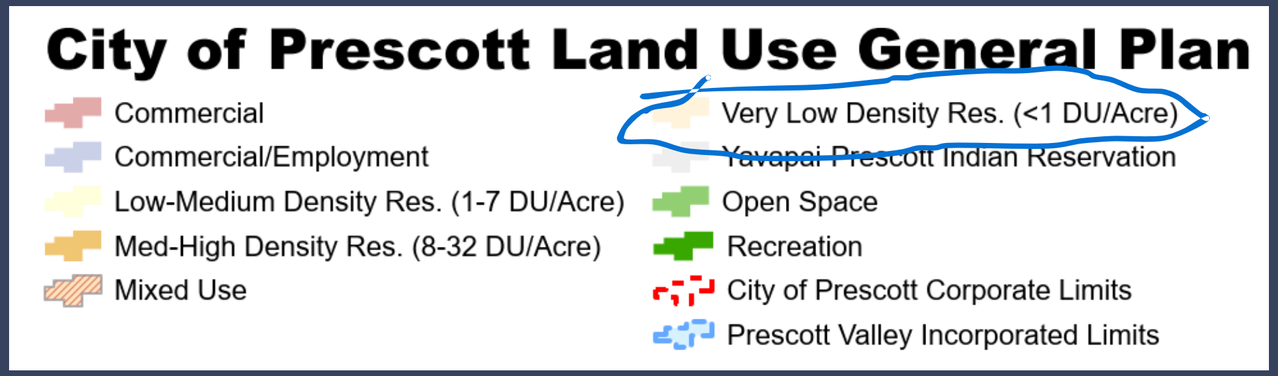


Updated Land Use Map

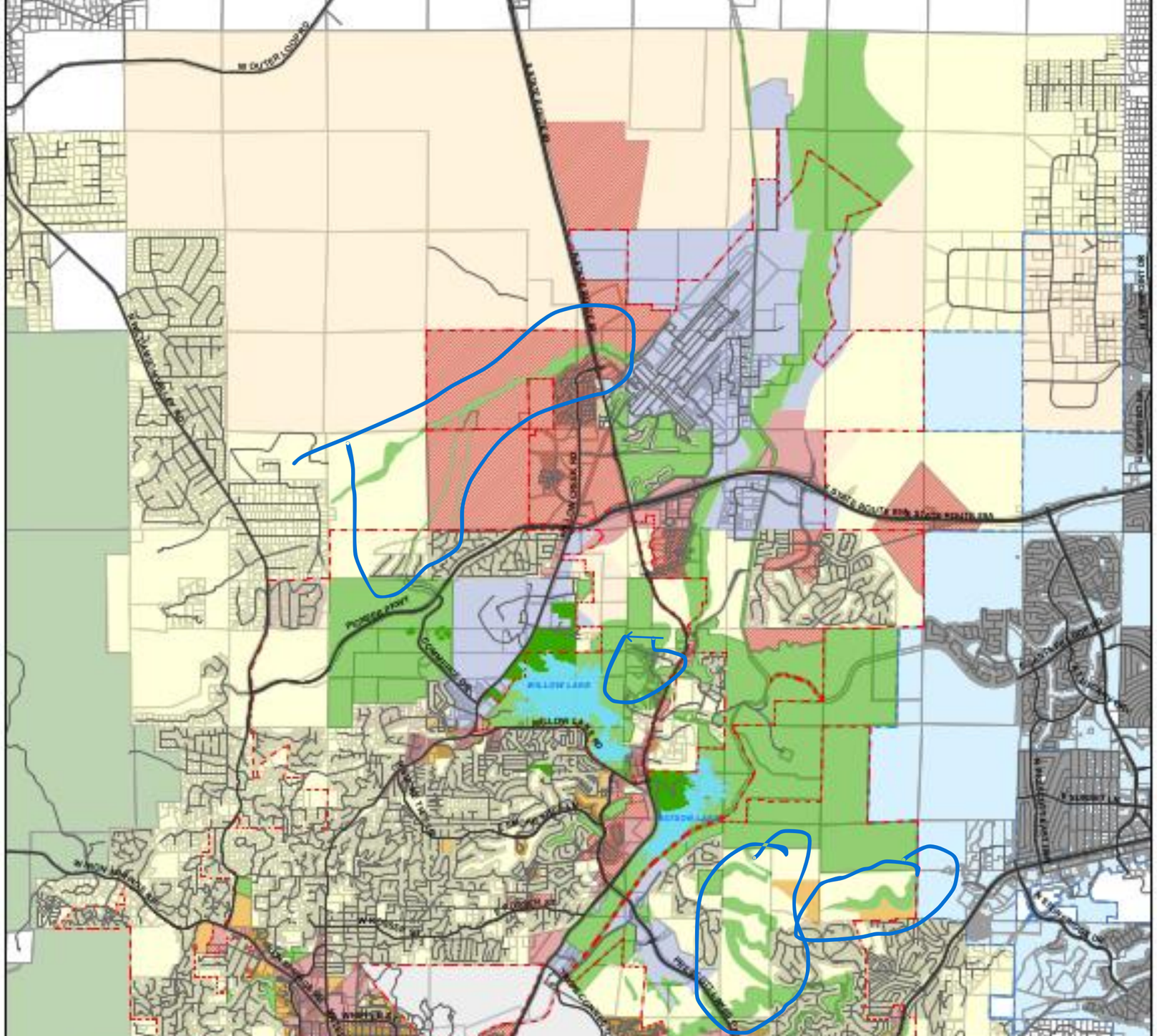
City of Prescott Future Land Use Map

- Commercial
- Commercial/Employment
- Low-Medium Density Res. (1-7 DU/Acre)
- Med-High Density Res. (8-32 DU/Acre)
- Mixed Use
- Yavapai-Prescott Indian Reservation
- Open Space
- Recreation
- ASAP Planning Boundary
- City of Prescott Corporate Limits
- Prescott Valley Incorporated Limits

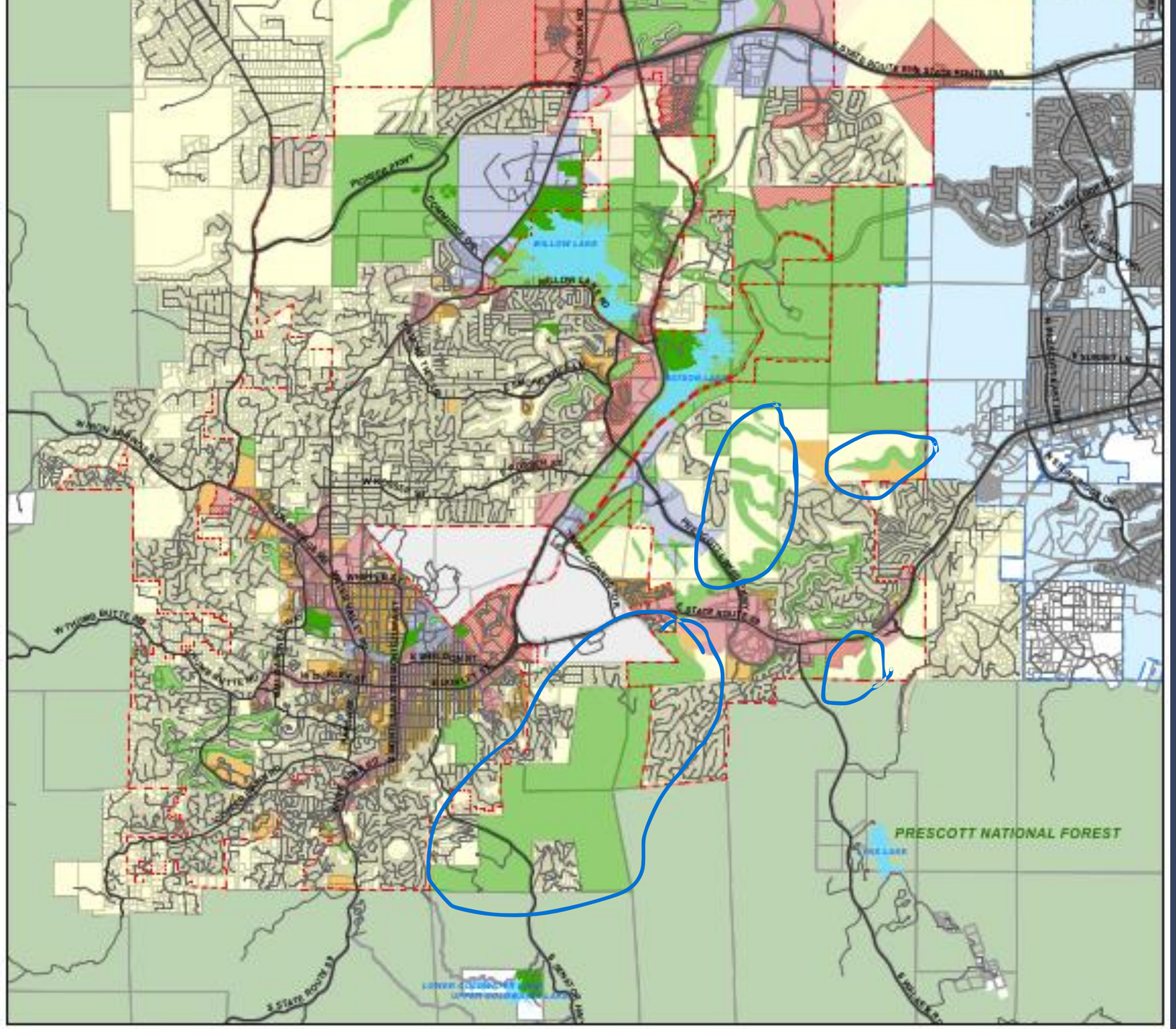
Change Made to Categories



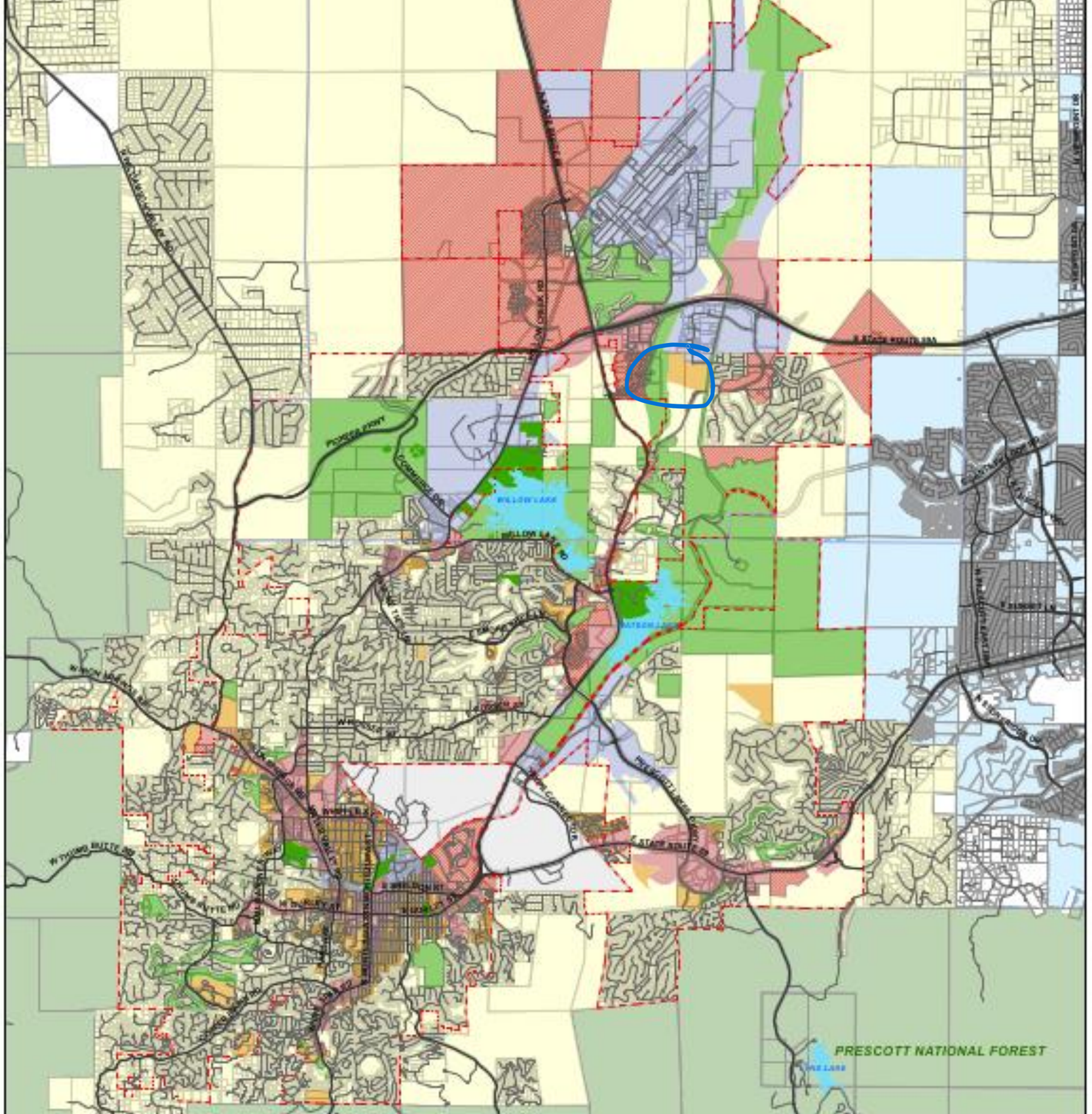
Removed Very Low Density to comply with ARS 9-461.06 N which states we cannot designate private or State Trust Land as Open Space/Recreation or allowing at least 1 dwelling unit per acre. Changed the areas that were under Very Low Density to Low-Medium Density (1-7 DU/Acre)



Removed areas designated as open space on private and AZSLD



Removed areas designated as open space on private and AZSLD



Updated Land Use Map

Added Medium-High Density area that was part of AED Master Plan

Major Plan Amendments

Remove Very Low Density from Chart

A. The following table delineates the criteria for a Major Plan Amendment:

(From: Across To: Down)	**Open Space/ Recreation**	**Very Low Density**	**Low – Medium Density**	**Medium – High Density**	**Mixed Use**	**Commercial**	**Commercial/ Employment**
Open Space/ Recreation		*Minor*	*Minor*	*Minor*	*Minor*	*Minor*	*Minor*
Very Low Density	*Major*		*Minor*	*Minor*	*Minor*	*Minor*	*Minor*
Low- Medium Density	*Major*	*Minor*		*Minor*	*Minor*	*Minor*	*Minor*
Medium - High Density	*Major*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 20 AC+ Minor: < 20 AC*		*Minor*	*Minor*	*Minor*
Mixed Use	*Major*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*		*Minor*	*Minor*
Commercial	*Major*	*Major: 5 AC+ Minor: < 5 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*		*Minor*
Commercial/ Employment	*Major*	*Major: 5 AC+ Minor: < 5 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 20 AC+ Minor: < 20 AC*	

Updated Major Plan Amendment Chart

A. The following table delineates the criteria for a Major Plan Amendment:

(From: Across To: Down)	**Open Space/ Recreation**	**Low – Medium Density**	**Medium – High Density**	**Mixed Use**	**Commercial**	**Commercial/ Employment**
Open Space/ Recreation		*Minor*	*Minor*	*Minor*	*Minor*	*Minor*
Low- Medium Density	*Major*		*Minor*	*Minor*	*Minor*	*Minor*
Medium - High Density	*Major*	*Major: 20 AC+ Minor: < 20 AC*		*Minor*	*Minor*	*Minor*
Mixed Use	*Major*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*		*Minor*	*Minor*
Commercial	*Major*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*		*Minor*
Commercial/ Employment	*Major*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 20 AC+ Minor: < 20 AC*	

Summary

Next Meeting: January 30th

9 am at the Prescott Centennial Center;
1989 Clubhouse Drive

CITY OF PRESCOTT
ARIZONA

Go over any questions sent to staff. Will have other Departments on hand, if requested, to answer specific questions.

Any Chapters there are questions on

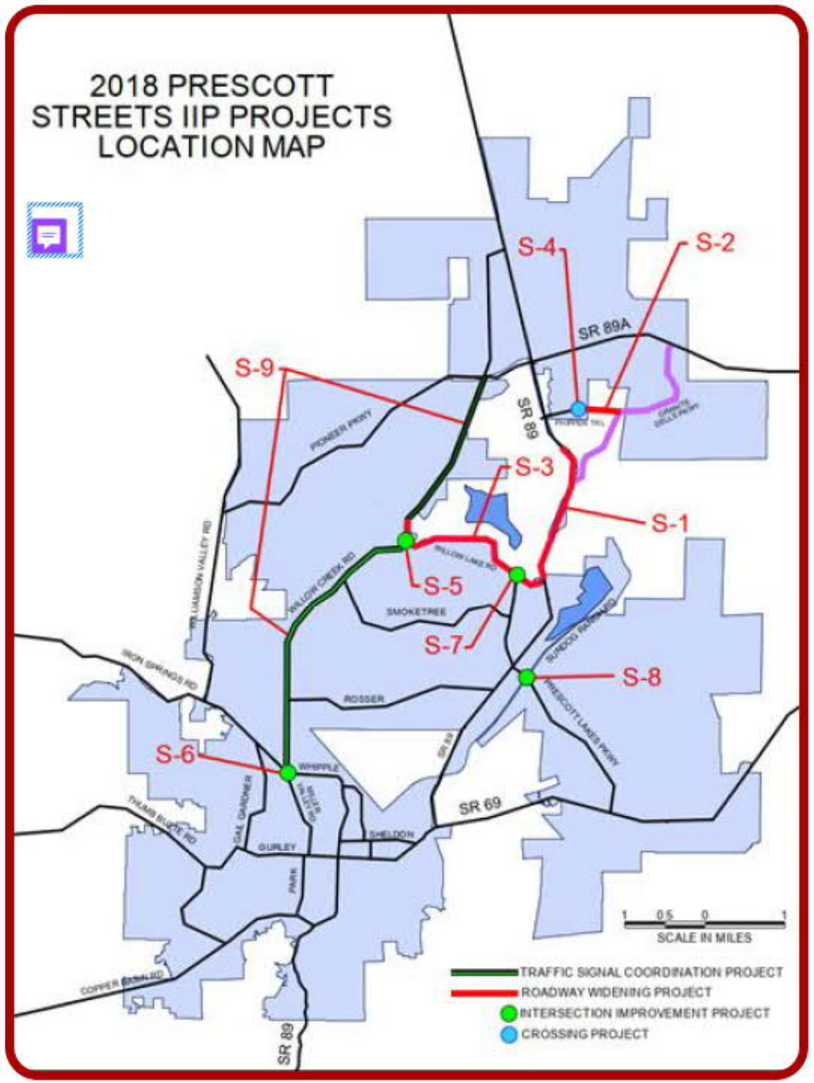
Provide Staff with any direction

Possible recommendation to City Council

Comments

- Page 1 (1)
  - Sticky Note - rbuss
    9/30/2024, 9:44:50 AM
    - Please consider expanding the roadway network to extend along State Trust Land (STL) parcel borders within the planning area limits.
- Page 2 (4)
- Page 3 (2)
- Page 4 (1)
- Page 5 (2)
- Page 6 (1)
- Page 7 (1)
- Page 8 (1)

14 items • 1 items selected



Transportation Goals and Strategies

ARTERIALS

Arterials, *in principal, are for longer distance travel between two points, and direct access to property is a subordinate function. In order to maximize a satisfactory operating level of service without requiring additional lanes, traffic management must concentrate on moving traffic quickly through controlled intersections.*

Goal 1: Establish and maintain a system of arterial streets to provide a satisfactory level of service at level "C" or better according to the American Association of State Highway and Transportation Officials (AASHTO). During morning and evening peak hours, support alternative transportation such as walking and bicycling, which are compatible with land use, grading, slope stabilization, drainage, and environmental goals.

Strategy 1.1 Complete the 2024 update of the Central Yavapai County Regional Transportation Study by coordinating with ADOT and regional stakeholders to guide the future planning efforts of the CYMPO.

Strategy 1.2 Develop a City Transportation Plan by 2030 for adoption and implementation of recommended goals and strategies to improve arterial traffic movement and safety.

Strategy 1.3 Support improvements of arterial streets by maintaining pavement quality.

Options... W: 792.0pt H: 612.0pt X: Y: 1/8 114.39%

Comments

- Page 1 (1)
- Page 2 (4)
  - Highlight - Rhonda Buss, 9/30/2024, 9:52:29 AM: Consider including discussion that specifies ASLD manages State Trust Land (STL) in accordance with State statutes in a manner that provides a benefit to 13 different public beneficiaries, the largest of which is the K-12 public schools. Perhaps indicate that STL must be sold at auction to the highest bidder.
  - Inserted Text - rbuss, 11/6/2024, 11:33:49 AM: State Trust Lands are held in trust for 13 designated beneficiaries. The land, managed by the Arizona State Land Department, is the asset that funds the Trust. State Trust Land that is suitable for development may ultimately be sold for development and leased for grazing, agricultural and/or mineral uses as an interim revenue-generation and land management tool. While State Trust Land may be used for recreation via a Recreation Permit, it should not be considered a permanent open space asset unless acquired or leased for that purpose.
  - Comment on Text - rbuss, 11/7/2024, 10:16:32 AM: ...of these lands in alignment with ASLD's directive per the State Constitution and Enabling Act.
  - Cross-Out - rbuss, 11/14/2024, 10:25:32 AM
- Page 3 (2)
- Page 4 (1)
- Page 5 (2)
- Page 6 (1)
- Page 7 (1)
- Page 8 (1)

14 items • 1 items selected

viewsheds, natural resources, and provide passive recreational opportunities for trails and other uses. Federally owned public open space is provided by the adjacent Prescott National Forest and the joint City-County leasing of Pioneer Park from the U.S. Department of the Interior - Bureau of Land Management.

A more specific type of public open space is known as a preserve. These are lands set aside and protected from development by purchase, covenants, City charter clauses, and/or state or federal laws. Some existing preserves include the hill, and areas east of Thumb Butte, Boyle-DeBusk Open Space Preserve, White Spar Creekside Park, Watson Woods Riparian Preserve, Glassford Dells Regional Park and Preserve, and portions of Watson Lake and Willow Lake.

Private Open Space

Some of the most scenic and unique areas within Prescott are privately owned. Many landowners recognize the natural qualities of their lands and take voluntary steps to protect and conserve open space through rezoning, conservation easements, donation, or sale of development rights. Areas set aside as privately-owned protected open space may or may not be accessible to the public depending on the specific arrangements. The City strives to provide public access to privately-held open space areas by entering into joint-use agreements with private property owners.

As privately-owned lands are developed, open space areas may be protected through the Planned Area Development (PAD) process, whereby a minimum of 25% of the PAD area is set aside as protected open space. Typically, PAD open space areas are steep slopes, ridgelines, drainages, or parks. Previous City codes allowed golf courses as open space; however, the current code states new golf courses may not be considered open space.

~~State Trust Lands will eventually be considered privately owned because the Arizona State Land Department is planning to maximize revenue by the sale or lease of these lands.~~ Currently, these lands are temporary and unprotected viewsheds unless steps are taken toward conservation. Several state referendums have been introduced in recent years, without success, to allow state lands to be more easily preserved as open space. Citizen efforts to address open space concerns statewide affect Prescott due to the many acres of nearby Arizona State Trust Lands.

OPEN SPACE POLICY

The Parks and Recreation Department is currently focused on the following geographical areas: 55-mile Prescott Circle Trail, Prescott Greenways, Prescott Peavine Trail to Chino Valley, Willow Lake to Watson Lake via Granite Dells, multiple trails to Glassford Hill with connectivity to Prescott Valley through the new Granite Dells Park and Preserve, recreation pathways City-wide, and the completion of larger interconnected trail networks in order to benefit the Mile-High Trail system. The acquisition, dedication, and stewardship of open space as a community amenity is also an economic development asset which supports the tourism industry.

The proportion of land dedicated to protect open space within the community had increased, reflecting a major shift in attitude regarding the importance of open space, essentially beginning with public and private actions regarding trails in the 1990s. As pristine areas with trails and access to the national forest began to develop, the public requested that access points remain untouched. This was accomplished through agreements made between the City, developers, and National Forest officials. Protecting significant

Options... W: 792.0pt H: 612.0pt X: Y: 2/8 114.39%

Comments

- Page 1 (1)
- Page 2 (4)
- Page 3 (2)
  - Highlight - Rhonda Buss
    9/30/2024, 10:20:45 AM
    - Please clarify what should be included in an annexation open space component. Annexations are required to have translational zoning.
  - Highlight - rbuss
    9/30/2024, 10:52:15 AM
    - Similar to the comment above, it seems like open space should be addressed as part of a rezoning rather than an annexation.
- Page 4 (1)
- Page 5 (2)
- Page 6 (1)
- Page 7 (1)
- Page 8 (1)

14 items • 1 items selected

geological prehistoric features, natural areas, and viewsheds resulted in a number of private/public partnerships.

Open space is acquired based on biologic, geologic, recreation, cultural, prehistoric, historic, scenic, and riparian characteristics of the land, as well as, tourism and economic assets for the future. Open space includes areas of scenic beauty, recreation, preserves for riparian areas, wildlife, vegetation, and cultural resources. The character and function of open space differs on a case-by-case basis depending on the individual property and the purpose of the acquisition.

Annexations should have an open space component and are required to meet standards for open space as provided for in the Prescott Land Development Code. New open space assets are identified during the annexation process, and stewardship plans are adopted by the City Council. In adjoining areas, open space may be maintained through intergovernmental agreements.



OPEN SPACE POLICY GOALS AND STRATEGIES

Goal 1: Adopt a strategic approach to open space acquisition opportunities and establish funding sources.

Strategy 1.1 Place open space activities organizationally within the Recreation Services Department with participation from the outdoor recreation-related non-profits and other groups and individuals interested in participating.

Strategy 1.2 Connect open space areas to provide continual wildlife and trail connectivity.

Strategy 1.3 Develop and maintain a current list of existing and potential open space properties based on strategic economic benefits to the community.

Strategy 1.4 Identify potential and probable approaches for each property (i.e., conservation easements, license agreements, leases, donations, parcel splits, outright purchases, etc).

Strategy 1.5 Strengthen partnerships with the federal government, State of Arizona, Yavapai County, and neighboring communities.

Strategy 1.6 Identify, enhance, and develop wildlife corridors and crossings.

Strategy 1.7 Create an Open Space Advisory Committee.

Options... W: 792.0pt H: 612.0pt X: Y: 3/8 114.39%

Comments

- Page 1 (1)
- Page 2 (4)
- Page 3 (2)
- Page 4 (1)
  - Sticky Note - rbuss
    10/16/2024, 8:11:14 AM
    - ASLD appreciates that the City's goals include wildlife corridor preservation. To support this goal, are density transfers allowed by right?
- Page 5 (2)
- Page 6 (1)
- Page 7 (1)
- Page 8 (1)

14 items • 1 items selected

WILDLIFE CORRIDORS IMPLEMENTATION STRATEGIES

Goal 1: Improve protection of species through the interconnectivity of open spaces and wildlife corridors.

Strategy 1.1 Encourage developments, where appropriate, to evaluate animal species within their development sites with the Arizona Game & Fish Department and create appropriate wildlife corridors through master plans and subdivision plats adjacent to open space or public lands. Establish and maintain connectivity between newly annexed lands to provide functional and continuous corridors of natural open space.

Strategy 1.2 Work with CYMPO to create a regional environmental study and to communicate any actions to the public.

Strategy 1.3 Coordinate with federal and state agencies and adjoining jurisdictions to improve regional connectivity of open space and wildlife corridors.

Strategy 1.4 Identify funding for the creation of new wildlife corridors and crossings.

Strategy 1.5 Collaborate with the Arizona Game & Fish Department and other local and national professionals to develop and implement a best practice guide for wildlife corridors and crossings.

Strategy 1.6 Include wildlife crossing infrastructure components in new road designs that cross significant drainages and or open space areas and other known wildlife movement patterns.

Strategy 1.7 Collaborate with other governmental units and private landowners to restore natural flows to floodplains, especially where this would serve to enhance wildlife habitat, especially ensuring they have access to perennial water.

Strategy 1.8 Implement a public awareness program about respecting and protecting wildlife.

DIGITAL CONNECTIVITY

Digital connectivity plays a vital role in education, healthcare, business, civic engagement, safety, and everyday life. In 2023, the Arizona Commerce Authority conducted a year-long study to create Arizona's Digital Equity Plan. This plan attempts to act as a roadmap to address issues that face each region, making sure every individual and community is represented. To ensure universal broadband is available across Arizona, the state is committed to ensuring availability through infrastructure investments, supporting affordable broadband plans for all Arizona families, and providing inclusive digital skills training.

With Arizona's population widely distributed across rural, remote, urban, and tribal regions, our sprawling deserts and mountainous terrain create opportunities and obstacles to creating universal digital access. Key themes from the study are:

- Affordability
- Importance of knowledge and digital literacy
- Localization of services and community engagement

Residents in Yavapai County had the highest response rate and demonstrated an interest in bringing reliable connectivity to the County. The top concern is the lack of competition in internet services. Without competition between service providers, high costs remain the main issue related to digital access and reliability of internet connections.

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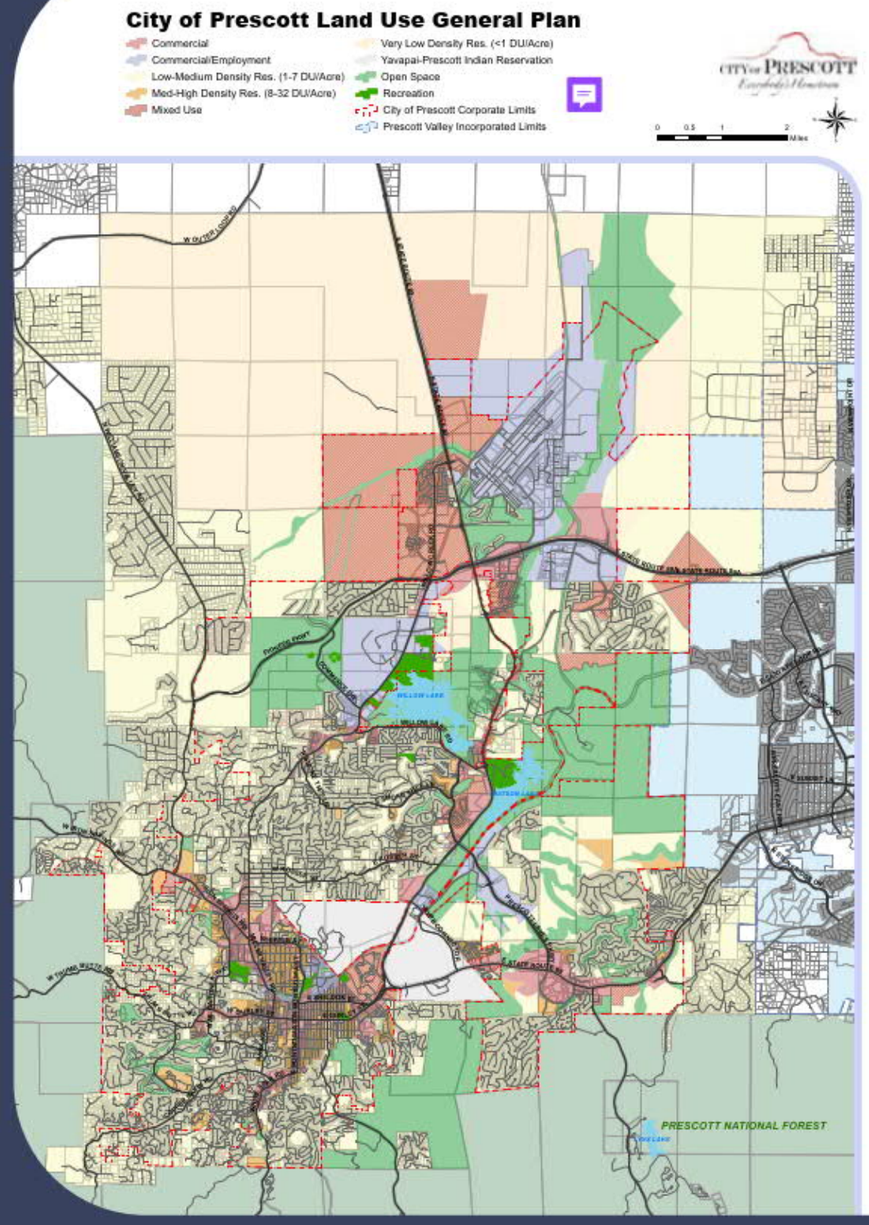
Comments

- Page 1 (1)
- Page 2 (4)
- Page 3 (2)
- Page 4 (1)
- Page 5 (2)
  - Comment on Text - Rhonda Buss
    9/30/2024, 11:13:54 AM
    - It appears that some STL is designated as Very Low Density with a density of less than one dwelling unit per acre and Recreation/Open Space. Please ensure that all STL has a designation that allows a minimum of 1 DU per acre.

      It is not appropriate to designate STL as Recreation or Open Space. It could solidify readers expectation that STL is for OS or recreation use and may encourage trespass by assigning those designations. Recreation permit applications may be found at https://land.az.gov/applications-permits if needed.

      Consider higher intensity uses along higher roadway classifications on or along STL.
  - Sticky Note - rbuss
    10/16/2024, 7:34:35 AM
    - Consider placing the Land Use Plan on it's own page for better legibility.
- Page 6 (1)
- Page 7 (1)
- Page 8 (1)

14 items • 1 items selected



Planning Hierarchy

Prescott's planning occurs in a hierarchy of planning layers, each with associated key planning documents controlling each level. The top layer is this General Plan. The General Plan represents 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.

Prescott also uses SAPs when closer focus is warranted for certain, more limited geographic areas experiencing change via growth, demographics, or external pressures such as development in adjacent jurisdictions. There are three SAPS, each created for different purposes.

1. The **Prescott East Area Plan** was the direct result of the annexation and development of the area the comprises Yavapai Hills, The Ranch, and the concentration of commercial development including the nearby commercial area along SR 69.
2. Later, the **Willow Lake South Area Plan** was adopted because of the development of Prescott Lakes and nearby properties.
3. The third and largest in area is the **Airport SAP** that was developed to influence land development around and near PRC. These plans need to be revisited to see if they are still needed or need to be updated.

The next layer of planning is at the neighborhood level. These plans are typically driven by redevelopment pressures or pressures from development near the neighborhood. Unlike the General and Area plans, neighborhood plans are much more focused on cultural and community cohesiveness and less about future land-use planning.

Options... W: 792.0pt H: 612.0pt X: Y: 5/8 114.39%

Comments

- Page 1 (1)
- Page 2 (4)
- Page 3 (2)
- Page 4 (1)
- Page 5 (2)
- Page 6 (1)
  - Sticky Note - Rhonda Buss
    10/16/2024, 8:28:06 AM
    - Perhaps include a trail map with various use types (hiking, bicycles, pedestrian, etc.)

      Any proposed trails on STL must have legal access to be included in the City's trail portfolio. Should there be any easement questions, please contact ASLD ROW at RWS@azland.gov.
- Page 7 (1)
- Page 8 (1)

14 items • 1 items selected

Strategy 1.7 Continue coordination with Prescott National Forest, the towns of Prescott Valley, Chino Valley and other entities to plan cross-jurisdictional trails, open space, wildlife corridor connectivity, and recreation opportunities.

Strategy 1.8 Facilitate with the Prescott Frontier Days rodeo organization, Gail Gardner Neighborhood, University of Arizona Extension, Prescott Farmers Market Compost, Prescott Antique Auto Club, and the Yavapai County Fair to determine needed improvements to the City-owned rodeo/fairgrounds.

Strategy 1.9 Review and revise the Prescott Land Development Code to distinguish open space passive recreation uses from recreation space active recreation uses.

Goal 2: Establish recreation strategies for Willow, Watson, and Goldwater lakes to continually improve and enhance these assets for both residents and visitors.

Strategy 2.1 Work with the Public Works Department to implement measures to reduce the algae and weed growth in Willow and Watson Lakes.

Strategy 2.2 Work closely with the AZGFD to continually improve the fishing conditions at Willow, Watson, and Goldwater lakes.

Strategy 2.3 Implement a forestry plan for parks and open space including invasive species removal.

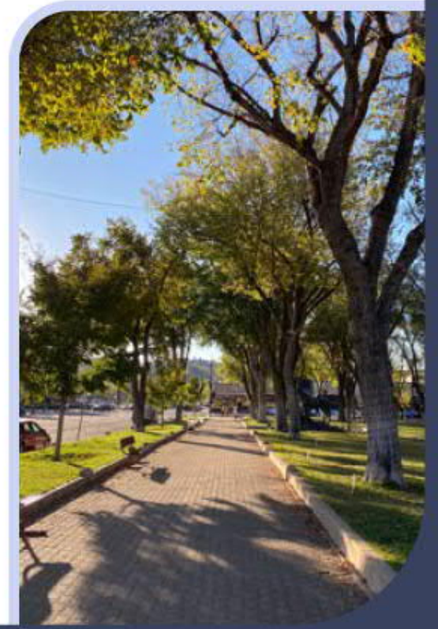
Strategy 2.4 Continue to expand recreational opportunities and facilities at upper and lower Goldwater Lakes to fully utilize the area to better accommodate current recreation demands, future recreation trends, and be compatible with wildlife.

TRAILS AND GREENWAYS

City trails and greenways currently allow for non-motorized recreation and transportation. Trails and greenways connect destinations within Prescott including schools, businesses, neighborhoods, parks, and other recreational sites. Prescott has received national recognition for the progressive approach to providing a high-quality trail system. Completion of the 56-mile Prescott Circle Trail, Prescott Greenways, and Granite Dells Trail expansion will further enhance the trail system.

Other upcoming projects:

- Complete Granite Dells Regional Park (including Glassford Hill)
- Complete the North Peavine Trail to the Headwaters of the Verde River
- Complete the Granite Dells Gateway Park
- Complete the Greater Prescott Trails Plan with Prescott National Forest
- Construct the Pioneer Parkway Trailhead with Yavapai County
- Construct the White Spar Trailhead with Prescott National Forest
- Bean Peaks flow trails with Prescott National Forest and the Prescott Mountain Bike Association
- Improve connections to the Prescott Circle Trail

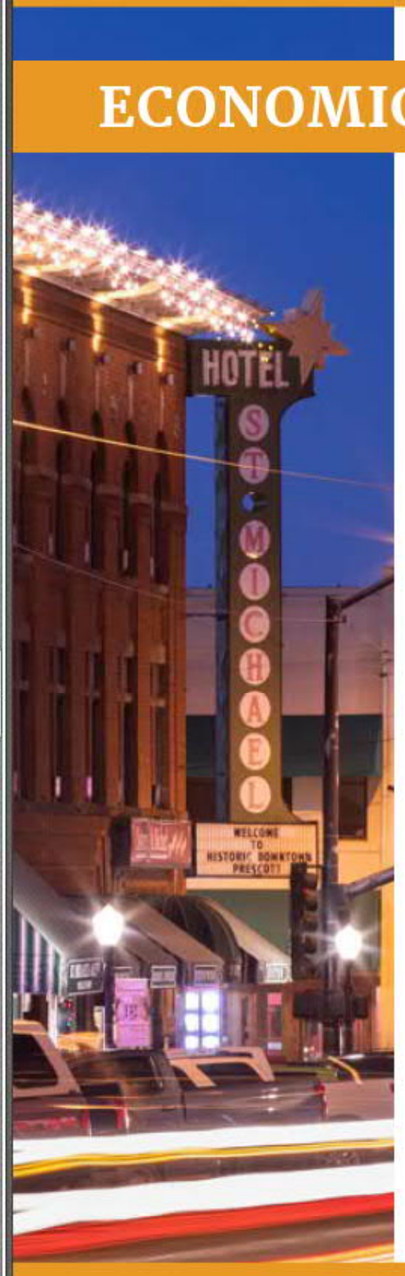


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Comments

- Page 1 (1)
- Page 2 (4)
- Page 3 (2)
- Page 4 (1)
- Page 5 (2)
- Page 6 (1)
- Page 7 (1)
  - Highlight - Rhonda Buss
    9/30/2024, 1:19:12 PM
    - Open space is typically not required for industrial and commercial land uses. How will this work with the OS component for annexations as identified on pg. 61?
- Page 8 (1)

14 items • 1 items selected



ECONOMIC COMPETITIVENESS AND PROSPERITY

Land Use

Business, commercial, and industrial development create employment opportunities and income for City residents. Successful income-producing strategies are not based only on the number of these areas, but rather on having the right size and types of business ventures, in the right locations, and with available infrastructure and energy.

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 goals and policies of the Downtown Specific Area Action Plan (adopted by the City in May 1997) are reinforced in this General Plan.

Currently, the largest areas set aside for industrial uses are in the vicinity of the airport and in the Sundog Ranch/Industrial Way area. Smaller industrial areas are located 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 in order 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.

Airport land-use protection must be addressed continue the economic vitality of the Prescott Regional Airport (PRC). Residential subdivisions are south and east of the airport. Additional subdivisions, both within the city and in unincorporated areas, are possible near PRC. Development issues raise the need for regional cooperation to address airport land use, noise, and other concerns to ensure that further residential or other incompatible land use infringements on the airport do not occur.

Options... W: 792.0pt H: 612.0pt X: Y: 7/8 114.39%

Comments

- Page 1 (1)
- Page 2 (4)
- Page 3 (2)
- Page 4 (1)
- Page 5 (2)
- Page 6 (1)
- Page 7 (1)
- Page 8 (1)
  - Sticky Note - Rhonda Buss
    9/30/2024, 2:56:34 PM
    - Can GPA's be processed concurrently with rezonings? This helps quicken the entitlement timeline if a GPA is required.

14 items • 1 items selected

MAJOR PLAN AMENDMENTS

A major plan amendment *"means a substantial alteration of the municipality's land use mixture or balance as established in the municipality's existing general plan land use element."* ARS Section 9-461.06.H. The City's general plan is required to define the criteria for determining whether a proposed plan amendment is a "major amendment."

A. The following table delineates the criteria for a Major Plan Amendment:

(From: Across To: Down)	Open Space/ Recreation	Very Low Density	Low – Medium Density	Medium – High Density	Mixed Use	Commercial	Commercial/ Employment
Open Space/ Recreation		*Minor*	*Minor*	*Minor*	*Minor*	*Minor*	*Minor*
Very Low Density	*Major*		*Minor*	*Minor*	*Minor*	*Minor*	*Minor*
Low- Medium Density	*Major*	*Minor*		*Minor*	*Minor*	*Minor*	*Minor*
Medium - High Density	*Major*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 20 AC+ Minor: < 20 AC*		*Minor*	*Minor*	*Minor*
Mixed Use	*Major*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*		*Minor*	*Minor*
Commercial	*Major*	*Major: 5 AC+ Minor: < 5 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*		*Minor*
Commercial/ Employment	*Major*	*Major: 5 AC+ Minor: < 5 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 10 AC+ Minor: < 10 AC*	*Major: 20 AC+ Minor: < 20 AC*	

B. An amendment to an Area Plan or Neighborhood Plan, which Plan has not been formally incorporated into the General Plan, shall not, in and of itself, require a General Plan amendment.

C. Inclusion of additional territory into the City limits by annexation and the initial zoning thereof, as required by ARS Section 9-471(L), shall not constitute a Plan Amendment. If the subsequent rezoning of said additional territory comes within the criteria as set forth in Paragraph A above, it shall constitute a Major Plan Amendment.

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November 8, 2024

VIA EMAIL ONLY

Tammy DeWitt
Community Planner
City of Prescott
hello@planprescott.com
tammy.dewitt@prescott-az.gov

Re: Comments on Draft 2025 General Plan - City of Prescott

Dear Ms. DeWitt,

This Law Firm represents James Deep Well Ranch ("JDWR").

We would first like to express our appreciation for the care and attention that the City of Prescott planning team and General Plan Committee have devoted to the draft 2025 General Plan. Upon review of the draft plan, we do request the following changes and corrections:

1. **Deep Well Ranch Water Allocation**. Page 38 of the 2025 draft General Plan appears to **incorrectly** state that the total number of water accounts committed to Deep Well Ranch is 10,010 dwelling units, as shown below. In fact, the number is 10,500 committed accounts.

FUTURE DEVELOPMENT

Subdivision/Master Plan	Total Potential Accounts	Number Existing Accounts	Number Future Accounts
Deep Well Ranch	10,010	502	9,508
AED	4,124	0	4,124
GraniteDells Estates	1,272	593	679
AZ State Land (Unplatted)	912	0	912
Stringfield Ranch	340	0	340

Source 2023 Water Resource Management Model
Note: List shows the largest potential future demand areas but is not comprehensive of all future development



Here is a brief history of the City's water obligations to James Deep Well Ranch. On September 29, 1967, in exchange for JDWR granting an easement to the City of Prescott for the Big Chino water transmission pipeline, the City granted to JDWR the contractual right to two (2) taps on the 18" water transmission pipeline, each with pressure reducing equipment and a 6" pipe, to deliver water to JDWR at not more than 75 psi. (Book 463 Page 31. Official Records of Yavapai County). The water rights owned by JDWR pursuant to the 1967 Easement are equivalent to between 4,400 acre-feet/year at 75 psi, to 3,600 acre-feet/year at 15 psi (Staff Report, City of Prescott Resolution No. 3996-1026).

In 2009, the City asked JDWR to annex approximately 1,800 acres of its ranch into City limits for purposes of, among other things, creating what the City saw as an "economic engine" for the City in the north Prescott region and generating additional tax revenues to the City. Under the then-existing County zoning, the 1,800-acre area under consideration for annexation was zoned for 14,500 houses, with the City obligated to release to JDWR 4,400 acre-feet of water owned by JDWR (equivalent to 25,882 houses per the City's water policy). At the City's request, JDWR agreed to give up a large portion of its water rights. Recognizing the scarcity of water in the region and the City's water portfolio, as part of the adoption of a Master Plan, JDWR voluntarily reduced its land use entitlements from 25,882 homes to 10,500 homes and transferred to the City substantial water rights associated therewith. This decreased the density of development and resulted in substantial water savings to the City of Prescott.

These agreements were codified in the November 24, 2009, procedural Pre-Annexation Agreement (City Contract No. 2010-086), and which agreement was amended on May 22, 2013, October 8, 2013, and November 5, 2020. It should be noted that the City's obligation to provide water to the 10,500 dwelling units extends to all 1800 acres of the Deep Well Ranch Master Plan, including those unannexed portions.

Therefore, please correct this to accurately reflect the 10,500 committed connections.

Future Land Use Map corrections. We have identified some areas where corrections are necessary to reflect existing contractual obligations between the City of Prescott and James Deep Well Ranch.

Specifically, the City-approved Deep Well Ranch Master Plan includes two area that have not yet been annexed into the City. Per Deep Well Ranch Development Agreement dated November 28, 2017 (City Contract No. 2018-115), Section 2.4 Additional Properties clause, upon annexation and inclusion by the City, these areas will be administratively added to the Deep Well Ranch Master Plan.

Therefore, the following changes to the 2025 Future Land Use Map are requested:

2. Mixed-Use Designation for Area "1". That portion of S23, T15N, R02W west of Highway 89 (APNs 102-01-001B 102-01-002E, and a portion of 102-01-306B) is encompassed within the City-approved Deep Well Ranch Master Plan. The James Deep

Well Ranch headquarters is located here. This area, marked as Area "1" on the attached **Exhibit A**, is encompassed within the City-approved Deep Well Ranch Master Plan, with specific allowed Land Use Groups and the master plan circulation and infrastructure plans anticipating the future inclusion and development of the property. Therefore, Area "1" should be appropriately designated as Mixed Use to reflect its likely future inclusion within the Deep Well Ranch master-planned community.

3. **Mixed-Use Designation for Area "2".** That portion of S23, T15N, R02W designated as APNs 102-02-005, 102-01-229, and 102-02-004D is encompassed within the City-approved Deep Well Ranch Master Plan, with specific allowed Land Use Groups and the master plan circulation and infrastructure plans anticipating the future inclusion and development of the property. This area, known as "North Ranch", is located east of Highway 89 and north of the airport. Therefore, Area "2" as shown on **Exhibit A** should likewise be appropriately designated as Mixed Use to reflect its likely future inclusion within the Deep Well Ranch master-planned community.

Attached as **Exhibit B** is a summary of the Land Use Groups (LUGs) approved by the City, showing the inclusion of said Areas "1" and "2" in the City's future plans.

4. **Low-Medium Density Residential Designation for Area "3".** Additionally, the area designated as "3" in **Exhibit A**, which is also unannexed acreage of Deep Well Ranch, should be designated as Low-Medium Density Residential (1-7 dwelling units per acre). This designation aligns with the existing low-medium density designations of surrounding undeveloped lands, which will promote a consistent, uniform land use pattern and avoid "spot zoning" or isolated zoning designations that can appear out of place. A cohesive density designation in this area will enhance the overall coherence of the City's general plan.

Designating JDWR's ranch land acreage as low-medium density also enables long-term flexibility in meeting future residential needs and facilitates proactive infrastructure planning. Consistency in zoning designations ensures efficient land use and complements the broader land use vision for Prescott's development.

Thank you for considering these corrections. We look forward to seeing an updated version of the 2025 General Plan that incorporates these corrections. Please do not hesitate to reach out should you have questions or require further clarification.

Sincerely,
BOYLE, PECHARICH, CLINE
WHITTINGTON & STALLINGS, P.L.L.C.

Stephen W. Polk, Esq.

Exhibit A

James Deep Well Ranch Corrective Comments

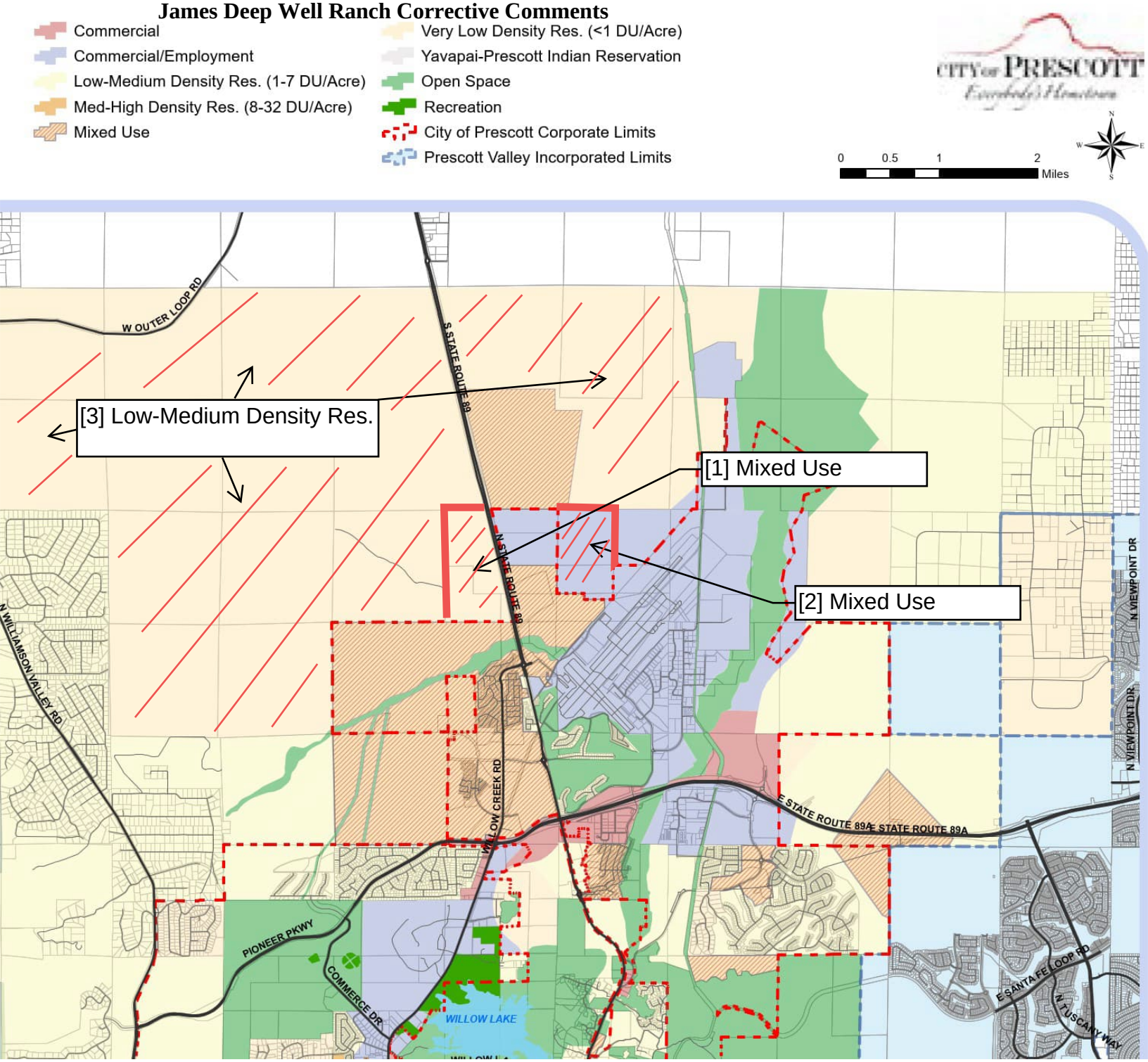
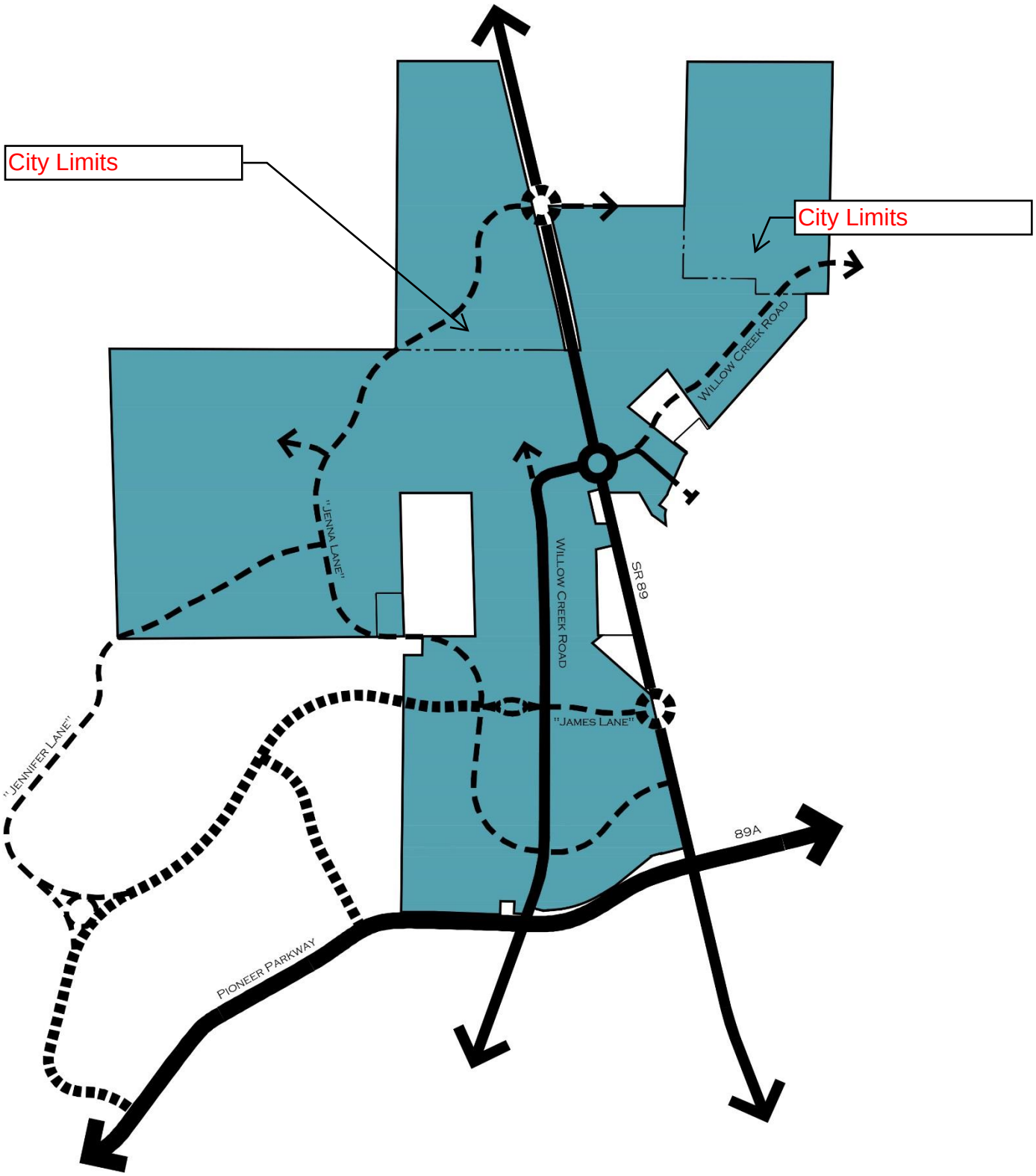


Exhibit B to 2025 General Plan Comments
Deep Well Ranch Master Plan Land Use Groups (LUGs)

This page presented to show
Prescott City Limits

Exhibit 6.6 – LUG CS – Location



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SECTION 6
LAND USE GROUPS

6.1 INTRODUCTION

As part of the Master Plan, the uses referenced on **Exhibit 6.33 – Permitted Uses** are individually listed and grouped by Land Use Groups ("LUG"s). The LUGs Transect set forth on **Exhibit 6.1 – Land Use Groups Transect** provides the general character, uses, General Development Standards and locations within the Property. As further described in Section 4.1.C, these General Development Standards apply to and control development on the Property. This section of the Master Plan describes each LUG by character and the General Development Standards specific to each LUG.

6.2 GENERAL PROVISIONS

A. The Community Development Director may modify the requirements listed in Section 6 if the Master Plan Administrator consents and the applicant provides a better design alternative to the required condition.

B. All structures encroaching into the ROW require specific City approval by the City Engineer.

6.3 CHARACTER IMAGERY

The images and depictions herein are intended to represent character and quality and are not intended to express significant design details, colors or materials.

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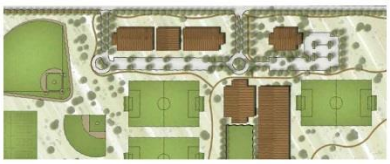
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Exhibit 6.1 - Land Use Groups Transect



LUG OS
Open Space



LUG CS
Civic Space



LUG E
Estate



LUG V
Village



LUG D
District



LUG C
Regional Center /
Campus



LUG R
Retreat



LUG GU
General Urban

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6.4 LUG OS – OPEN SPACE

Exhibit 6.2 - LUG OS - Open Space Summary

LUG OS – Open Space		
	General Character[3]	Natural environments, rolling open landscapes, small neighborhood parks and plazas, recreational fields, urban wilderness, buildings dominated by their landscape. The size of structures shall be small compared to the open space in which they reside. Refer to ***Exhibit 6.3*** – LUG OS – Location and ***Exhibit 6.4*** – LUG OS - Character for photographic examples of the overall general character of this LUG.
	Typical Uses[1, 2]	Recreational uses, natural environments, golf courses, open landscapes, neighborhood parks and plazas Service and maintenance buildings are permitted as well as accessory uses and buildings that support the enjoyment of the open space such as but not limited to restrooms, ramadas, arbors, and shade structures
	Typical Building Height	1 story
	Maximum Building Height	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Minimum Lot/Parcel Size	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Maximum Residential Density	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Floor Area Ratio (FAR) Range	0 - 5
	Minimum Lot/Parcel Width/Depth	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Building Setbacks – Street	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Building Setbacks – Rear/Side	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Building Setbacks – Service Lane	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Block Character	Buildings if present may be arranged randomly in the landscape
	Circulation Character	Organic street forms that roll with the landscape or provide connectivity to other areas or formal relating to adjacent land use groups
	Landscape Character[4]	Natural landscape, ball fields, golf recreation, open space landscape, neighborhood parks and plazas Formal and natural planting forms
	Service Areas[5]	Must be screened from public view with walls, fences, gates, landscape, structures or other devices
	Parking[5]	Shall be limited to serve the adjacent uses. Small parking areas, dominated by the landscape, are preferred. Large parking areas should only be used when required based on demand and should be broken up with abundant landscape islands and planting strips.

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	Lighting Character[6]	Varies highly from no lighting in areas with little to no active night time use to ambient lighting in quiet areas to vibrant and dynamic lighting in high energy and activity areas
	Signage Character[7]	Often found in landscaped settings, but may also be intensely bold and varied in activity centers where signs may become entertainment Enhanced pedestrian signage encouraged in urban areas with high pedestrian use

NOTES

[1] *For the specific uses permitted refer to Section 6.15 - Permitted Uses*

[2] *See Section 5 – Airport Protection / Airport Noise Overlay ("ANO") for additional use limitations*

[3] *See Section 7 – Design Guidelines for specific requirements*

[4] *See Section 10 – Landscape Standards for specific requirements*

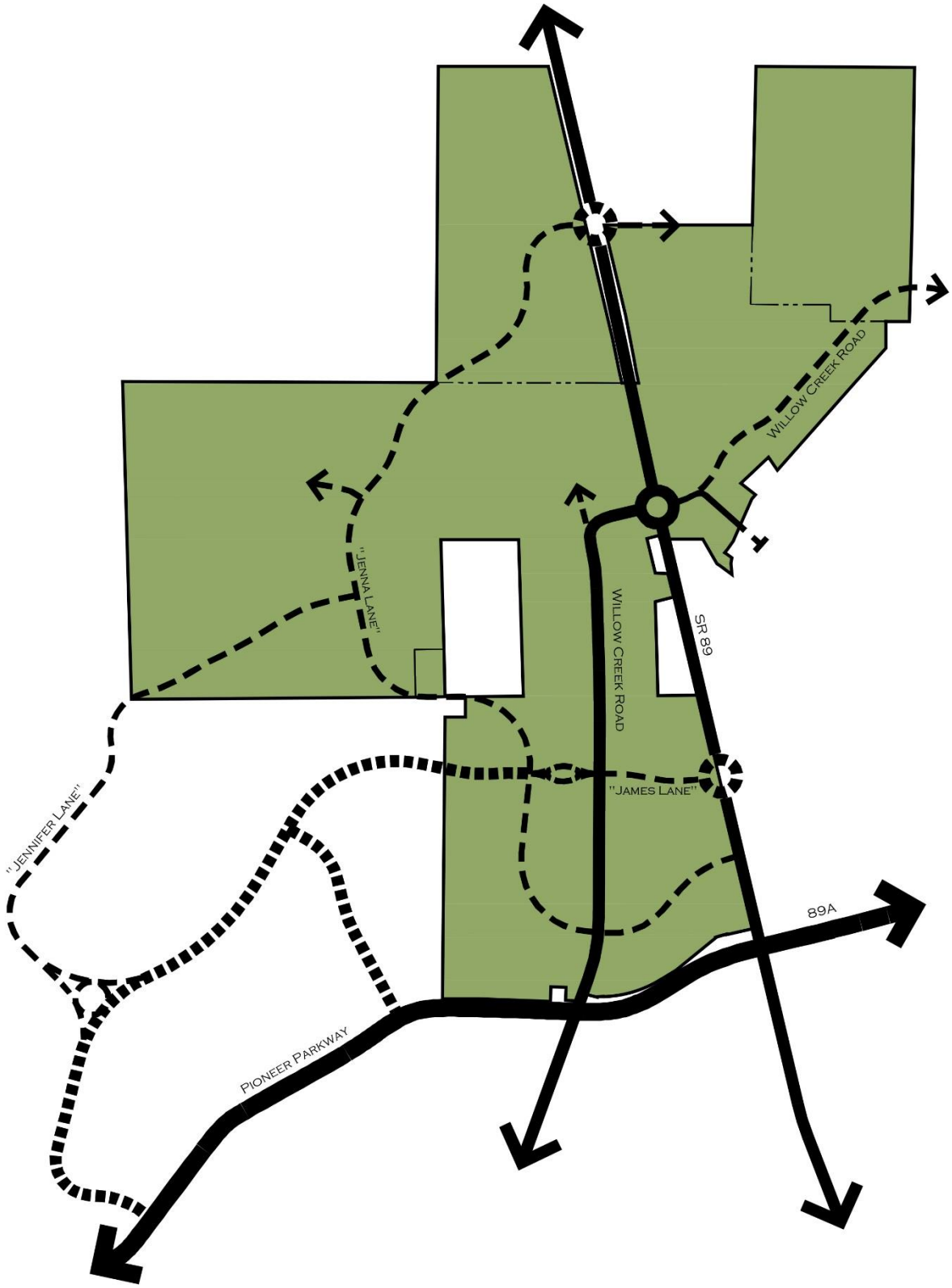
[5] *See Section 13 – Parking and Loading Standards for specific requirements*

[6] *See Section 14 – Lighting Standards for specific requirements*

[7] *See Section 15 – Signage Standards*

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Exhibit 6.3 - LUG OS - Location



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Exhibit 6.4 - LUG OS - Character



Note: Photos are intended to be representative of the character and quality of the types of development within a land use group and are not intended to express specific design details, colors or materials.

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6.5 LUG CS – CIVIC SPACE

Exhibit 6.5 - LUG CS - Civic Space Summary

LUG CS – Civic Space		
	General Character[3]	Civic and culturally important buildings typically in landscaped settings. Natural environments, rolling open landscapes, small neighborhood parks and plazas, and recreational fields which may be dominated by civic buildings. Support buildings typically visually retreat while culturally important buildings are typically iconic in their setting or architecture. Refer to *Exhibit 5.6* – LUG CS – Location and *Exhibit 5.7* – LUG CS – Character for photographic examples of the overall general character of this LUG.
	Typical Uses[1, 2]	Civic uses, recreational uses including but not limited to: government and institutional buildings, fire stations, places of worship, schools, arts and cultural facilities, museums, gardens, theaters, sports facilities, recreational facilities and amusement facilities; natural environments; open landscapes; neighborhood parks and plazas Service and maintenance buildings are permitted as well as accessory uses and buildings that support the enjoyment of the open space and civic uses such as but not limited to restrooms, ramadas, arbors, shade structures, and golf club houses
	Typical Building Height[8]	1-2 Stories
	Maximum Building Height	see *Exhibit 6.26* - Land Use Group General Development Standards
	Minimum Lot/Parcel Size	see *Exhibit 6.26* - Land Use Group General Development Standards
	Maximum Residential Density	Not Applicable
	Floor Area Ratio (FAR) Range[8]	0 – 7.5
	Minimum Lot/Parcel Width/Depth	see *Exhibit 6.26* - Land Use Group General Development Standards
	Building Setbacks – Street	see *Exhibit 6.26* - Land Use Group General Development Standards
	Building Setbacks – Rear/Side	see *Exhibit 6.26* - Land Use Group General Development Standards
	Building Setbacks – Service Lane	see *Exhibit 6.26* - Land Use Group General Development Standards
	Block Character	Buildings may be arranged randomly in the landscape or formally address adjacent streets
	Circulation Character	Organic street forms that roll with the landscape or provide connectivity to other areas Formal streets that provide connectivity to other areas or extend the urban fabric Formal streets that surround or define the plaza, park, square or civic building

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	Landscape Character[4]	Formal and natural planting forms typically to match the circulation and block character Recreation, ball fields, open space landscape, natural landscape, neighborhood parks and plazas
	Service Areas[5]	Must be screened from public view with walls, fences, gates, landscape, structures or other devices
	Parking[5]	Formal - should relate to adjacent buildings as a series of outside rooms (enclosed by planted hedges or low walls) Organic – should be designed to "disappear into the landscape" by following the terrain and incorporating abundant planting strips and/or parking islands.
	Lighting Character[6]	Varies highly from no lighting in areas with little to no active night time use to ambient lighting in quiet areas to vibrant and dynamic lighting in high energy and activity areas
	Signage Character[7]	Often found in landscaped settings, but may also be intensely bold and varied in activity centers where signs may become entertainment Enhanced pedestrian signage encouraged in urban areas with high pedestrian use

NOTES:

[1] *For the specific uses permitted refer to Section 6.15 - Permitted Uses*

[2] *See Section 5 – Airport Protection / Airport Noise Overlay ("ANO") for additional use limitations*

[3] *See Section 7 – Design Guidelines for specific requirements*

[4] *See Section 10 – Landscape Standards for specific requirements*

[5] *See Section 13 – Parking and Loading Standards for specific requirements*

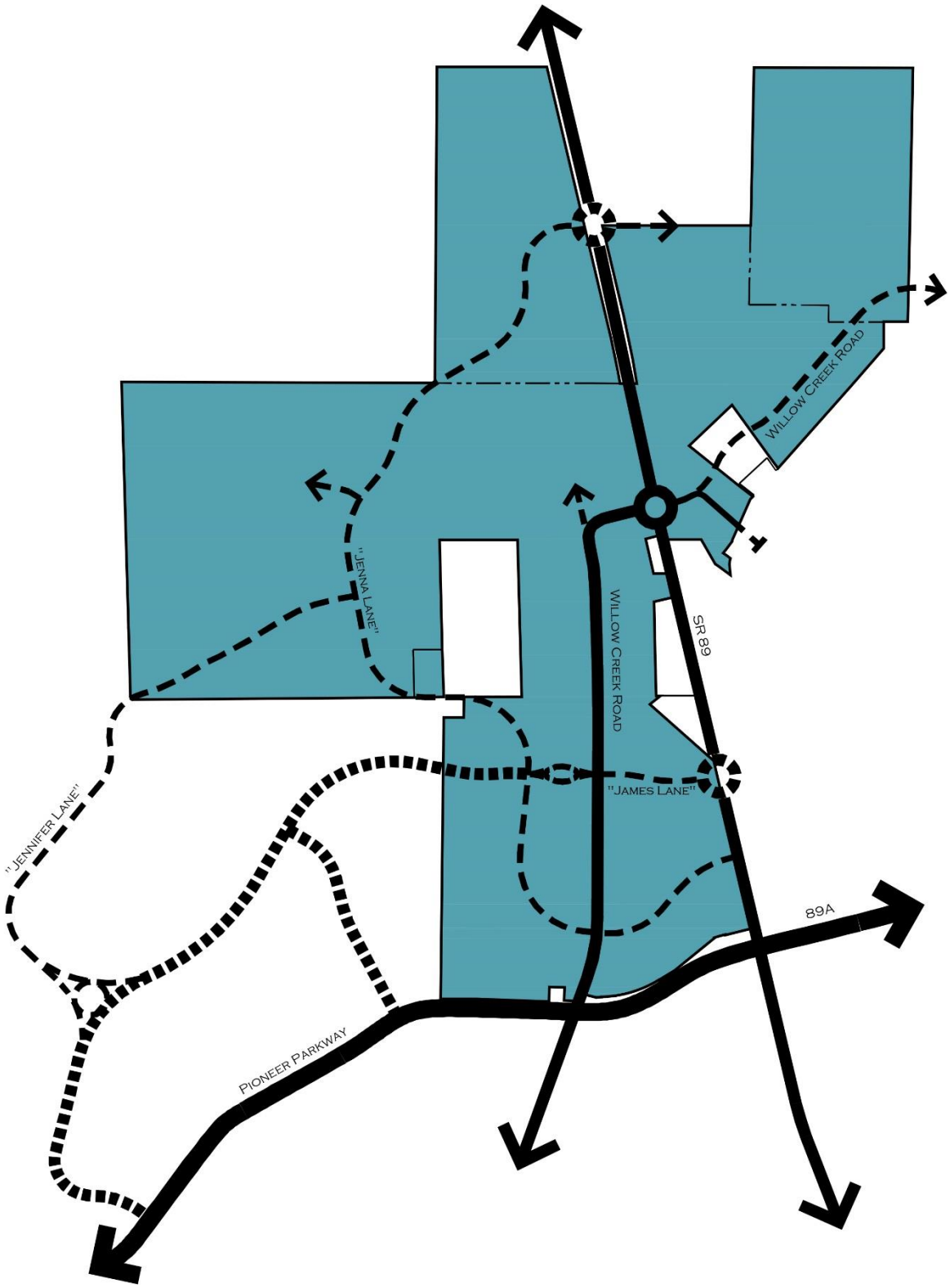
[6] *See Section 14 – Lighting Standards for specific requirements*

[7] *See Section 15 – Signage Standards*

[8] *Floor Area Ratio (FAR), number of stories, floor height, lot coverage and volume are not limited, but are provided to describe the general LUG character*

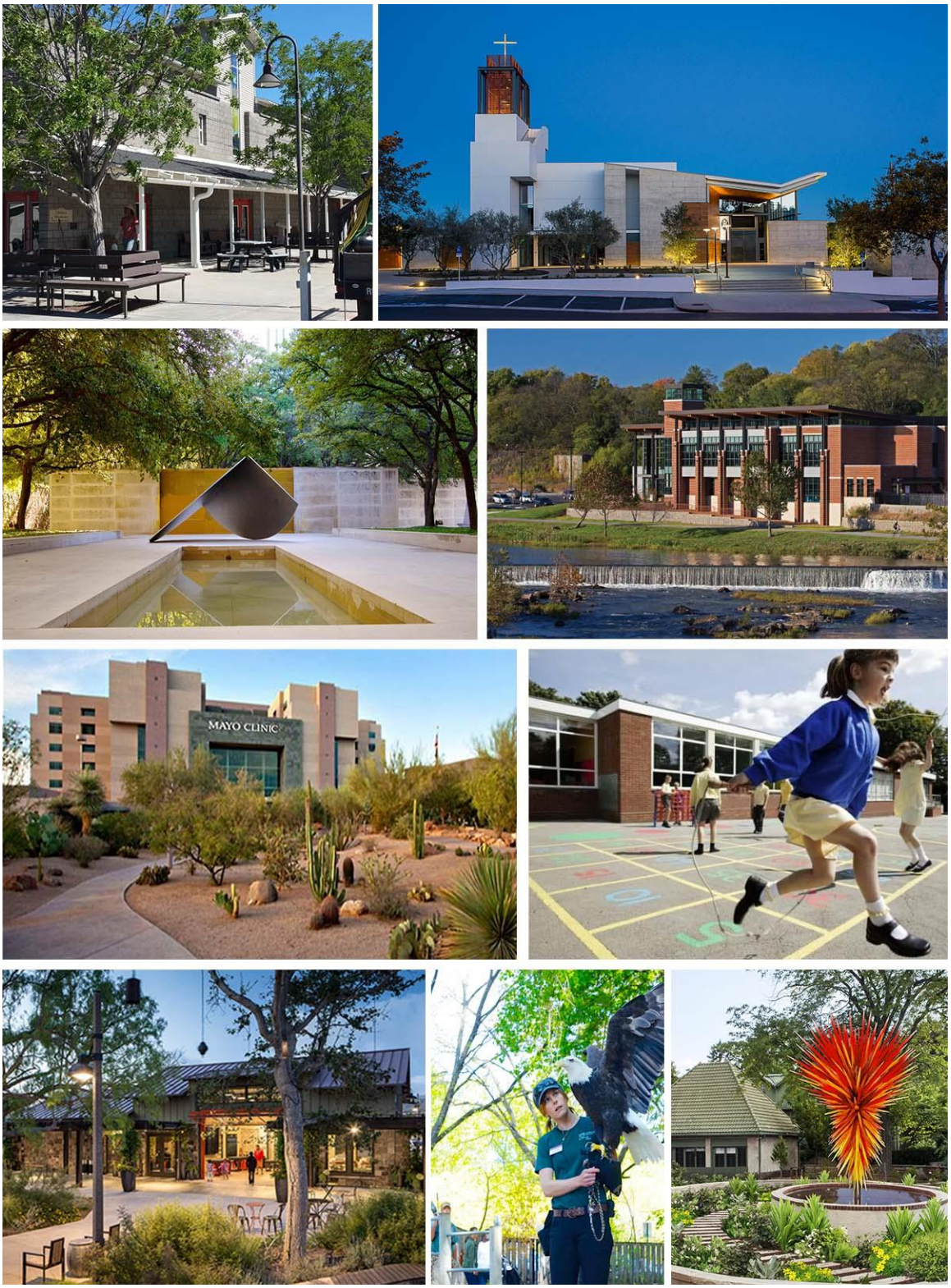
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Exhibit 6.6 – LUG CS – Location



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Exhibit 6.7 - LUG CS – Character



Note: Photos are intended to be representative of the character and quality of the types of development within a land use group and are not intended to express specific design details, colors or materials.

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6.6 LUG E – ESTATE

Exhibit 6.8 - LUG E - Estate Summary

LUG E – Estate		
	General Character[3]	Large residential home (estate) masses typically surrounded by landscaped yards. Formal and informal lawns and landscaped yards. Refer to ***Exhibit 5.9*** – LUG E – Location and ***Exhibit 5.10*** – LUG E - Character for photographic examples of the overall general character of this LUG.
	Typical Uses[1, 2]	Residential, single-family attached, detached and estate scaled multi-family. Very limited commercial uses. Home occupations, outbuildings (scale to be accessory to the structure housing the primary activity) and "granny flats" are allowed.
	Typical Building Height[8]	1 – 2 stories (some 3)
	Maximum Building Height	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Minimum Lot/Parcel Size	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Maximum Residential Density	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Floor Area Ratio (FAR) Range[8]	0 - 5
	Minimum Lot/Parcel Width/Depth	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Building Setbacks – Street	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Building Setbacks – Rear/Side	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Building Setbacks – Service Lane	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Block Character	Buildings typically formally address adjacent streets but may be arranged randomly where there are larger landscape setbacks. Setbacks may be highly varied and relatively deep. Blocks may be large and the roads irregular.
	Circulation Character	Formal or irregular streets that extend the urban fabric in formal or irregular grids. Organic cul-de-sacs of homes that roll with the terrain. Organic street forms that roll with the landscape. Gated neighborhoods may restrict vehicle access.
	Landscape Character[4]	Formal and natural planting forms typically to match the circulation and block character
	Service Areas[5]	Must be screened from public view and the view from adjacent properties with walls, fences, gates, landscape, structures or other devices
	Parking[5]	May be provided on street or in driveway settings. Should be limited and dominated (hidden) by the landscape and/or buildings.
	Lighting Character[6]	Ambient to dark

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	Signage Character[7]	Limited, residential scaled (small), exterior or halo lighted only

NOTES:[1] For the specific uses permitted refer to Section 6.15 - Permitted Uses

[2] See Section 5 – Airport Protection / Airport Noise Overlay ("ANO") for additional use limitations

[3] See Section 7 – Design Guidelines for specific requirements

[4] See Section 10 – Landscape Standards for specific requirements

[5] See Section 13 – Parking and Loading Standards for specific requirements

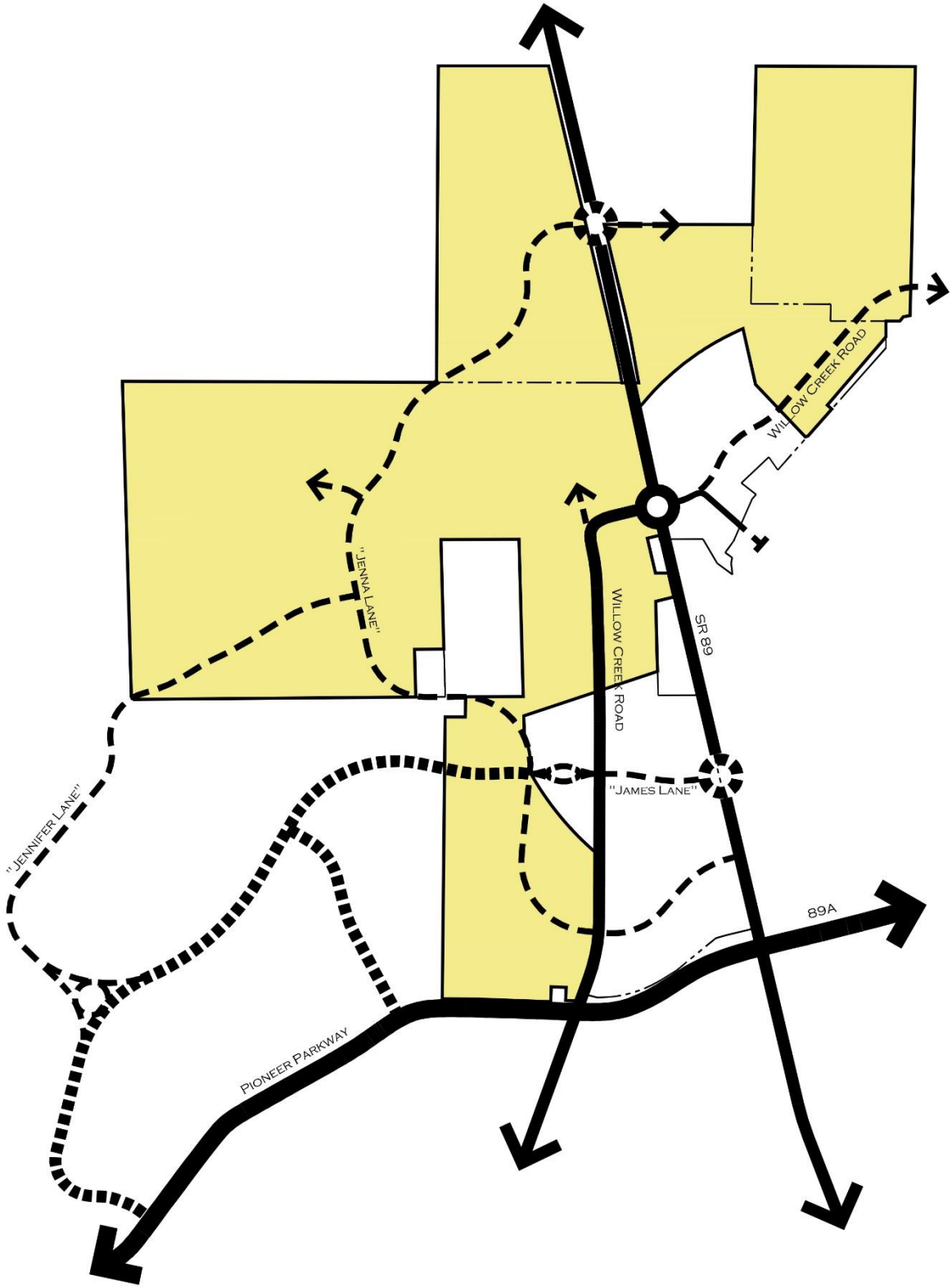
[6] See Section 14 – Lighting Standards for specific requirements

[7] See Section 15 – Signage Standards

[8] Floor Area Ratio (FAR), number of stories, floor height, lot coverage and volume are not limited, but are provided to describe the general LUG character

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Exhibit 6.9 - LUG E – Location



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Exhibit 6.1 - LUG E – Character

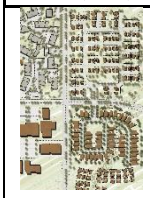


Note: Photos are intended to be representative of the character and quality of the types of development within a land use group and are not intended to express specific design details, colors or materials.

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6.7 LUG V – VILLAGE

Exhibit 6.11 - LUG V - Village Summary

LUG V – Village		
	General Character[3]	Small residentially scaled masses typically surrounded by landscaped yards or close to the street. Yards when present are typically detailed and layered. Commercial or social gathering points in parks or at the intersections of major streets. Refer to ***Exhibit 6.12*** – LUG V – Location and ***Exhibit 6.13*** – LUG V - Character for photographic examples of the overall general character of this LUG.
	Typical Uses[1, 2]	Residential, single-family attached detached, residentially scaled multi-family. Limited commercial uses, neighborhood serving and residentially scaled at the intersections of major streets - ample connectivity to the surrounding neighborhood must be provided. Uses may be mixed. Home occupations, outbuildings (scale to be accessory to the structure housing the primary activity) and "granny flats" are allowed.
	Typical Building Height[8]	1 – 3 stories (some 4)
	Maximum Building Height	see Exhibit 6.26 - Land Use Group General Development Standards
	Minimum Lot/Parcel Size	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Maximum Residential Density	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Floor Area Ratio (FAR) Range[8]	0 - 5
	Minimum Lot/Parcel Width/Depth	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Building Setbacks – Street	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Building Setbacks – Rear/Side	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Building Setbacks – Service Lane	see ***Exhibit 6.26*** - Land Use Group General Development Standards
	Block Character	Buildings typically formally address adjacent streets. Setbacks may be highly varied with buildings at the street and setback relatively deep. Ample connectivity from commercial areas / uses to the surrounding neighborhood must be provided. Blocks may be large and the roads irregular. Buildings may be clustered around cul-de-sacs. Buildings often front neighborhood parks or plazas surrounded by one-way streets.
	Circulation Character	Formal or irregular streets that extend the urban fabric in formal or irregular grids and may include cul-de-sacs Gated neighborhoods may restrict vehicle access.

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	Landscape Character[4]	Formal or natural planting forms typically to match the circulation and block character Yards when present are typically detailed and layered.
	Service Areas[5]	Must be screened from public view and the view from adjacent properties with walls, fences, landscape, structures or other devices
	Parking[5]	May be provided on street or in driveway settings. Should be limited and dominated (hidden) by the landscape and/or buildings.
	Lighting Character[6]	Ambient
	Signage Character[7]	Limited, residential scaled (small), exterior or halo lighted only

NOTES:

[1] *For the specific uses permitted refer to Section 6.15 - Permitted Uses*

[2] *See Section 5 – Airport Protection / Airport Noise Overlay ("ANO") for additional use limitations*

[3] *See Section 7 – Design Guidelines for specific requirements*

[4] *See Section 10 – Landscape Standards for specific requirements*

[5] *See Section 13 – Parking and Loading Standards for specific requirements*

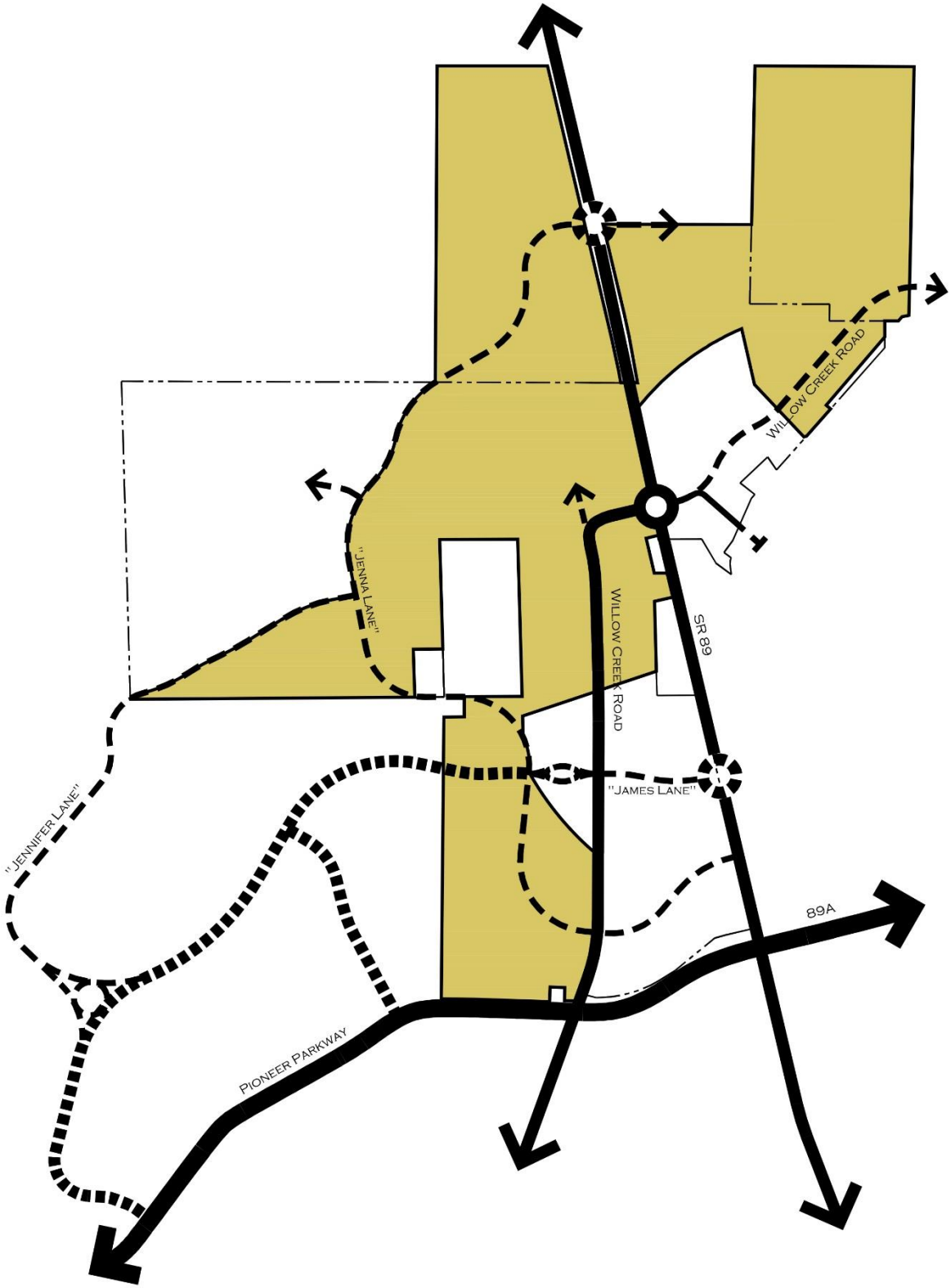
[6] *See Section 14 – Lighting Standards for specific requirements*

[7] *See Section 15 – Signage Standards*

[8] *Floor Area Ratio (FAR), number of stories, floor height, lot coverage and volume are not limited, but are provided to describe the general LUG character*

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Exhibit 6.12 – LUG V – Location



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Exhibit 6.13 - LUG V – Character

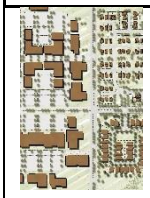


Note: Photos are intended to be representative of the character and quality of the types of development within a land use group and are not intended to express specific design details, colors or materials.

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6.8 LUG D – DISTRICT

Exhibit 6.14 - LUG D - District Summary

LUG D – District		
	General Character[3]	Large neighborhood scaled masses typically surrounded by landscaped yards or close to the street. Yards when present are typically detailed and layered. Commercial or social gathering centers in parks or along major streets. Generally a balance between landscape and structures. Refer to ***Exhibit 6.15*** – LUG D – Location and ***Exhibit 6.16a*** – LUG D - Character and ***Exhibit 6.16b*** – LUG D - Character for photographic examples of the overall general character of this LUG.
	Typical Uses[1, 2]	Residential, single-family attached & detached, residentially scaled multi-family. Live-work units; minor mixed-use neighborhoods or structures; neighborhood commercial along district or arterial streets or at intersections may include grocery, convenience retail, dining, minor medical office, general office, hospitality and other such uses with parking between the street and buildings. Uses may be mixed. Home occupations, outbuildings (scale to be accessory to the structure housing the primary activity) and "granny flats" are encouraged.
	Typical Building Height[8]	1 – 4 stories
	Maximum Building Height	see Exhibit 6.26 - Land Use Group General Development Standards
	Minimum Lot/Parcel Size	see Exhibit 6.26 - Land Use Group General Development Standards
	Maximum Residential Density	see Exhibit 6.26 - Land Use Group General Development Standards
	Floor Area Ratio (FAR) Range[8]	0 – 6.5
	Minimum Lot/Parcel Width/Depth	see Exhibit 6.26 - Land Use Group General Development Standards
	Building Setbacks – Street	see Exhibit 6.26 - Land Use Group General Development Standards
	Building Setbacks – Rear/Side	see Exhibit 6.26 - Land Use Group General Development Standards
	Building Setbacks – Service Lane	see Exhibit 6.26 - Land Use Group General Development Standards

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	Block Character	Buildings typically formally address adjacent streets. Setbacks vary; residential uses are typically close to the street while commercial uses may retreat with parking areas between the back of curb and the buildings. Connectivity between commercial areas and adjacent surrounding neighborhoods must be provided. Pedestrian routes at storefronts must be continuous so that pedestrians are not separated from storefronts by parking areas. Buildings often front neighborhood parks or plazas surrounded by one-way streets.
	Circulation Character	Formal or irregular streets that extend the urban fabric in formal or irregular grids Gated buildings or a small cluster of buildings may restrict vehicle access.
	Landscape Character[4]	Landscape planting is typically formal.
	Service Areas[5]	Must be screened from public view with walls, fences, gates, landscape, structures or other devices
	Parking[5]	Should typically relate to buildings and be broken up by building masses or landscape buffer to not appear as large parking fields
	Lighting Character[6]	Lighting varies from ambient to typical levels with adjacent intensity.
	Signage Character[7]	Varies from residential (small) scaled, exterior or halo lighted to that of typical neighborhood commercial centers with enhanced pedestrian directional and commercial signage. Minor signage for business components for live-work units Standard commercial signage (lighted) for minor mixed-use neighborhoods or structures

NOTES:

[1] *For the specific uses permitted refer to Section 6.15 - Permitted Uses*

[2] *See Section 5 – Airport Protection / Airport Noise Overlay ("ANO") for additional use limitations*

[3] *See Section 7 – Design Guidelines for specific requirements*

[4] *See Section 10 – Landscape Standards for specific requirements*

[5] *See Section 13 – Parking and Loading Standards for specific requirements*

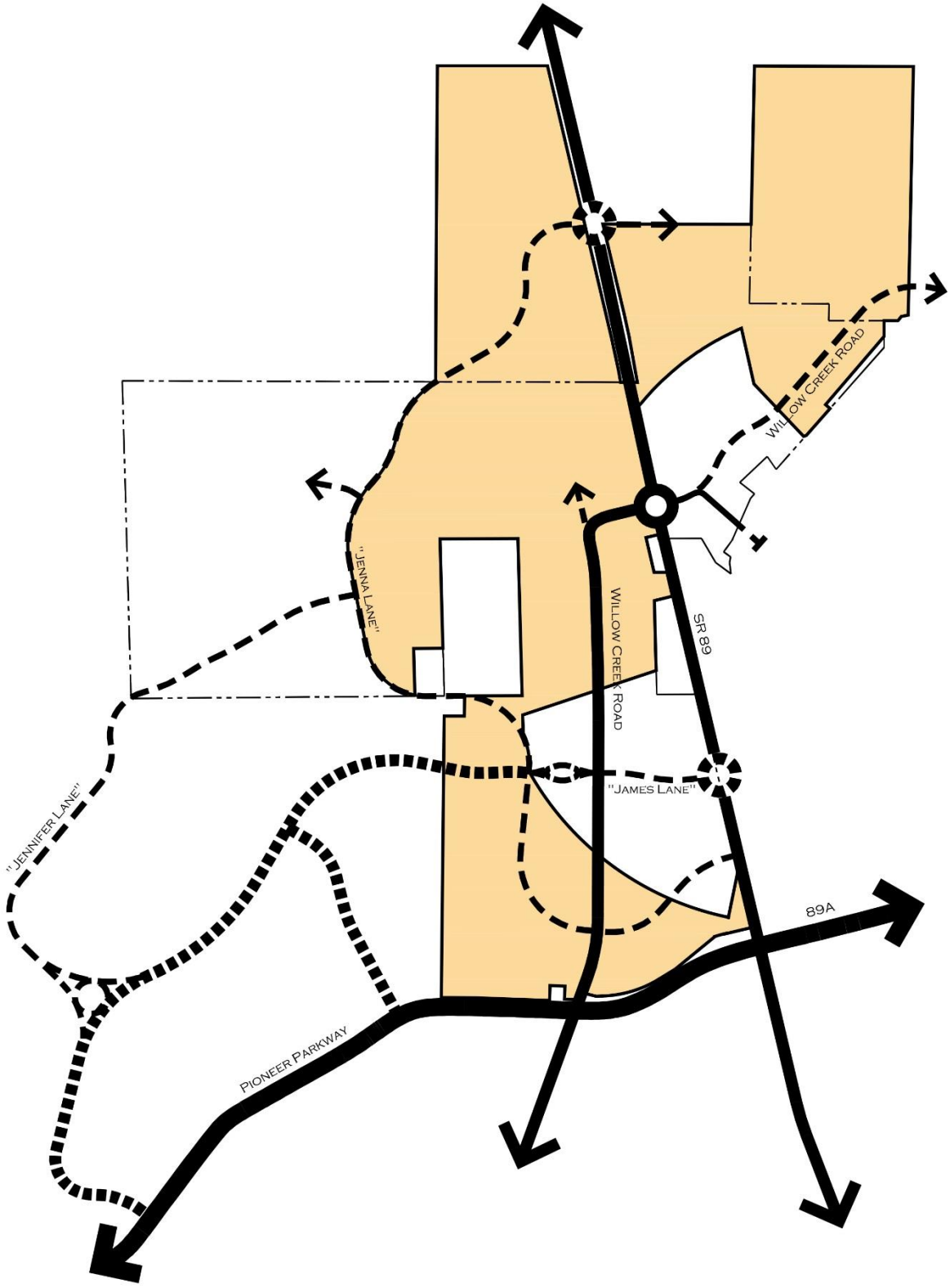
[6] *See Section 14 – Lighting Standards for specific requirements*

[7] *See Section 15 – Signage Standards*

[8] *Floor Area Ratio (FAR), number of stories, floor height, lot coverage and volume are not limited, but are provided to describe the general LUG character*

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Exhibit 6.15 - LUG D – Location



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Exhibit 6.16a - LUG D – Character



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Exhibit 6.16b – LUG D – Character

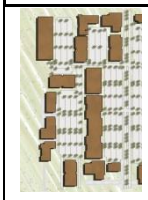


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6.9 LUG C – REGIONAL CENTER/CAMPUS

Exhibit 6.17 - LUG C - Regional Center / Campus Summary

LUG C – Regional Center / Campus		
	General Character[3]	Buildings maintain a grid like organization to the building placement. Building placement is usually formalized but often may not respond directly to the larger urban grid. Building form and mass must transition to take on characteristics of adjacent LUGs at the perimeter of the LUG, however large open areas between the buildings and adjacent uses or streets may make this difficult to accomplish in built form. Pedestrian activity may be highly varied from almost none to pedestrian only zones. Refer to ***Exhibit 6.18*** – LUG C – Location and ***Exhibit 6.19*** – LUG C - Character for photographic examples of the overall general character of this LUG.
	Typical Uses[1, 2]	Self-contained large footprint uses are permitted in this LUG. Large users vary in use and include big box retail, home and garden centers, major employer campuses, hospitals, educational campuses, universities and manufacturing including research and development, assembly, testing, storage and other such uses. This LUG is likely to include smaller buildings (Pads) at the perimeter of large user sites.
	Typical Building Height[8]	1-7 stories, but the nature of the uses may limit dramatic vertical building expressions.
	Maximum Building Height	see Exhibit 6.26 - Land Use Group General Development Standards
	Minimum Lot/Parcel Size	see Exhibit 6.26 - Land Use Group General Development Standards
	Maximum Residential Density	Not Applicable
	Floor Area Ratio (FAR) Range[8]	0 - full coverage and buildout of the site
	Minimum Lot/Parcel Width/Depth	see Exhibit 6.26 - Land Use Group General Development Standards
	Building Setbacks – Street	see Exhibit 6.26 - Land Use Group General Development Standards
	Building Setbacks – Rear/Side	see Exhibit 6.26 - Land Use Group General Development Standards
	Building Setbacks – Service Lane	see Exhibit 6.26 - Land Use Group General Development Standards
	Block Character	Buildings typically align with the grid of the adjacent streets. Setbacks may be highly varied with large open areas between the street and buildings. Blocks may be very large and may interrupt vehicular connectivity.

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	Circulation Character	Formal or irregular streets that extend the urban fabric in formal or irregular grids Gated buildings, campuses, plants or compounds may restrict vehicle and pedestrian access but, will maintain pedestrian connectivity at the edges. Located adjacent to a district or arterial street or other LUG C or GU areas which are adjacent to a district or arterial street.
	Landscape Character[4]	Landscape planting may be formal or naturalistic. Large surface parking areas will be strategically landscaped to visually reduce the overall visual size
	Service Areas[5]	Storage or service areas shall be screened from public view and from other adjacent LUGs.
	Parking[5]	Parking often occurs in large (unbroken) fields. The use of planting islands is encouraged as is the presence of pad buildings and landscaping at the perimeter to minimize the impact of the large parking fields from off-site.
	Lighting Character[6]	Lighting varies to the need of the use, however bright lighting must be shielded from adjacent LUGs
	Signage Character[7]	Signage is typically found in the landscape or is building mounted. Pedestrian signage may be present if it supports the nature of the use.

NOTES:

[1] For the specific uses permitted refer to Section 6.15 - Permitted Uses

[2] See Section 5 – Airport Protection / Airport Noise Overlay ("ANO") for additional use limitations

[3] See Section 7 – Design Guidelines for specific requirements

[4] See Section 10 – Landscape Standards for specific requirements

[5] See Section 13 – Parking and Loading Standards for specific requirements

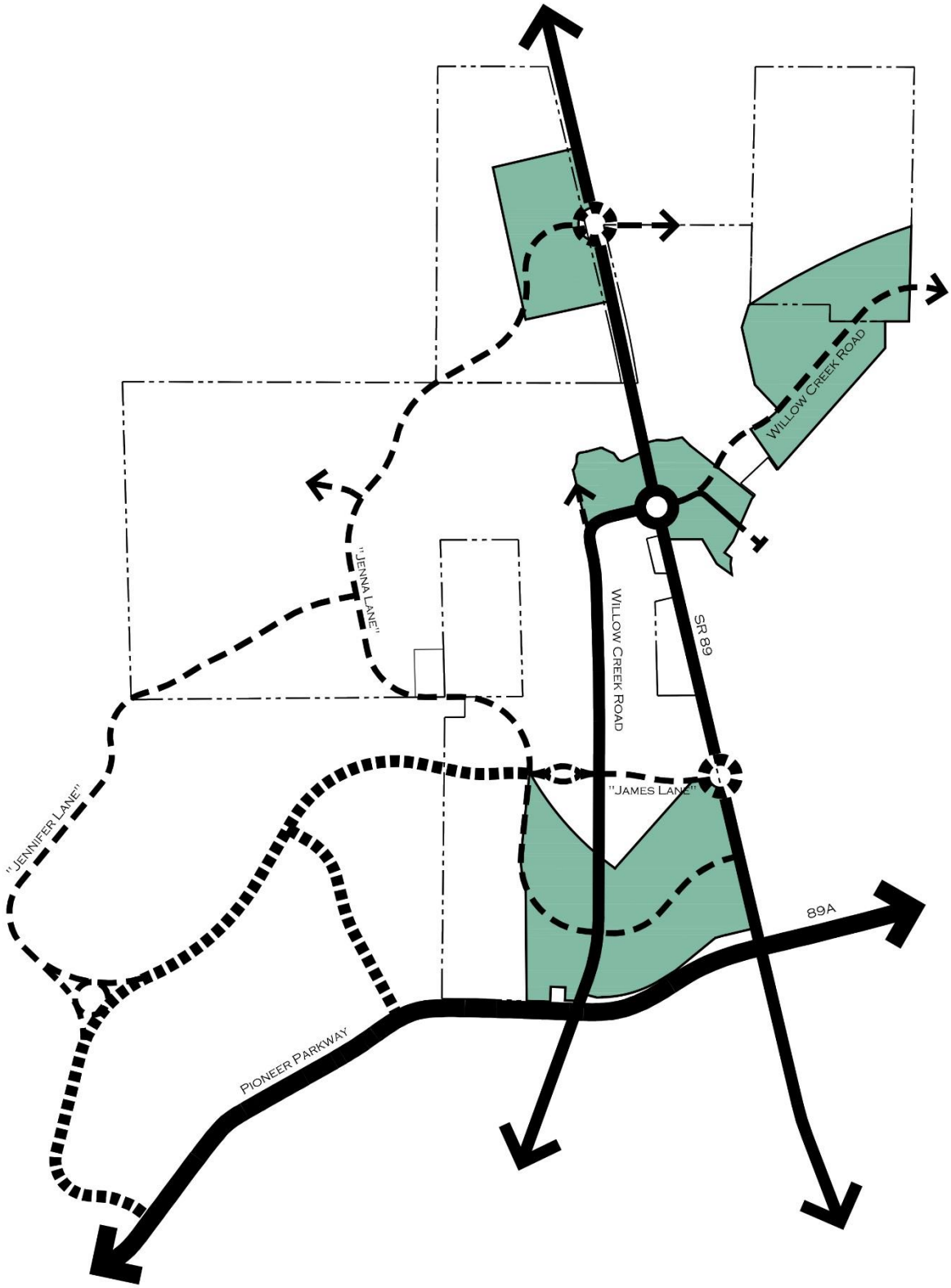
[6] See Section 14 – Lighting Standards for specific requirements

[7] See Section 15 – Signage Standards

[8] Floor Area Ratio (FAR), number of stories, floor height, lot coverage and volume are not limited, but are provided to describe the general LUG character

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Exhibit 6.18 - LUG C – Location



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Exhibit 6.19 - LUG C – Character



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6.10 LUG R – RETREAT

Exhibit 6.20 - LUG R - Retreat Summary

LUG R – Retreat		
	General Character[8]	Buildings arranged randomly in the landscape providing a retreat from the urban form. Building forms and blocks may be placed/ scattered randomly in the landscape. Building and landscape form and mass must transition to take on characteristics of adjacent LUGs at the perimeter of the LUG. High levels of pedestrian activity and pedestrian only zones are typical with accommodations for high volumes of visitor traffic. Refer to ***Exhibit 6.21*** – LUG R – Location and ***Exhibit 6.22*** – LUG R - Character for photographic examples of the overall general character of this LUG.
	Typical Uses[1, 2]	A wide variety of hospitality uses including resorts, conference hotels, hotels and inns complemented by an even wider variety of convenience and entertainment commercial uses including spas, restaurants and night clubs are permitted. Residential uses, single-family attached and detached, multi-family Garden office /employment uses. Mixed-use buildings and enclaves that take on physical characteristics of this LUG are also permitted.
	Typical Building Height[8]	Highly varied, but the landscape setting and hospitality uses suggest that many structures may be low in scale with vertical accents rising out of the landscape especially to take advantage of views.
	Maximum Building Height	see Exhibit 6.26 - Land Use Group General Development Standards
	Minimum Lot/Parcel Size	see Exhibit 6.26 - Land Use Group General Development Standards
	Maximum Residential Density	see Exhibit 6.26 - Land Use Group General Development Standards
	Floor Area Ratio (FAR) Range[8]	0 - full coverage and buildout of the site; however, buildings should be massed to provide reasonable separations and access to natural light and air. Large monolithic blocks without reasonable separations between them shall not be permitted.
	Minimum Lot/Parcel Width/Depth	see Exhibit 6.26 - Land Use Group General Development Standards
	Building Setbacks – Street	see Exhibit 6.26 - Land Use Group General Development Standards
	Building Setbacks – Rear/Side	see Exhibit 6.26 - Land Use Group General Development Standards
	Building Setbacks – Service Lane	see Exhibit 6.26 - Land Use Group General Development Standards

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	Block Character	Building forms and blocks may be placed/ scattered randomly in the landscape. Setbacks may be highly varied and random. Blocks may be very large and may interrupt vehicular connectivity.
	Circulation Character	Connectivity may be indirect or interrupted for automobile traffic. Gated entrances may restrict vehicle access. Streets may be formal or organic.
	Landscape Character[4]	Planting, walkways and landforms may be natural or formal. Large surface parking fields will be strategically landscaped to visually reduce the overall visual size
	Service Areas[5]	Storage or service areas must be screened from public view with walls, fences, gates, landscape, structures or other devices.
	Parking[5]	Parking often occurs in large (unbroken) fields. The use of planting islands is encouraged as is the presence of pad buildings and landscaping at the perimeter to minimize the impact of the large parking fields from off-site.
	Lighting Character[6]	Lighting may vary highly as well, from ambient in areas of quiet retreat to vibrant and dynamic in high energy and activity areas. Lighting may be used as entertainment in activity centers.
	Signage Character[7]	Signage is often found in landscaped settings, but may also be intensely bold and varied in activity centers where signs may compete for attention. Enhanced pedestrian signage is encouraged due to the lack of urban way-finding in landscaped settings with increased directional signage especially in areas with high visitor volumes. Signage may be used as entertainment in activity centers.

NOTES:

[1] *For the specific uses permitted refer to Section 6.15 - Permitted Uses*

[2] *See Section 5 – Airport Protection / Airport Noise Overlay ("ANO") for additional use limitations*

[3] *See Section 7 – Design Guidelines for specific requirements*

[4] *See Section 10 – Landscape Standards for specific requirements*

[5] *See Section 13 – Parking and Loading Standards for specific requirements*

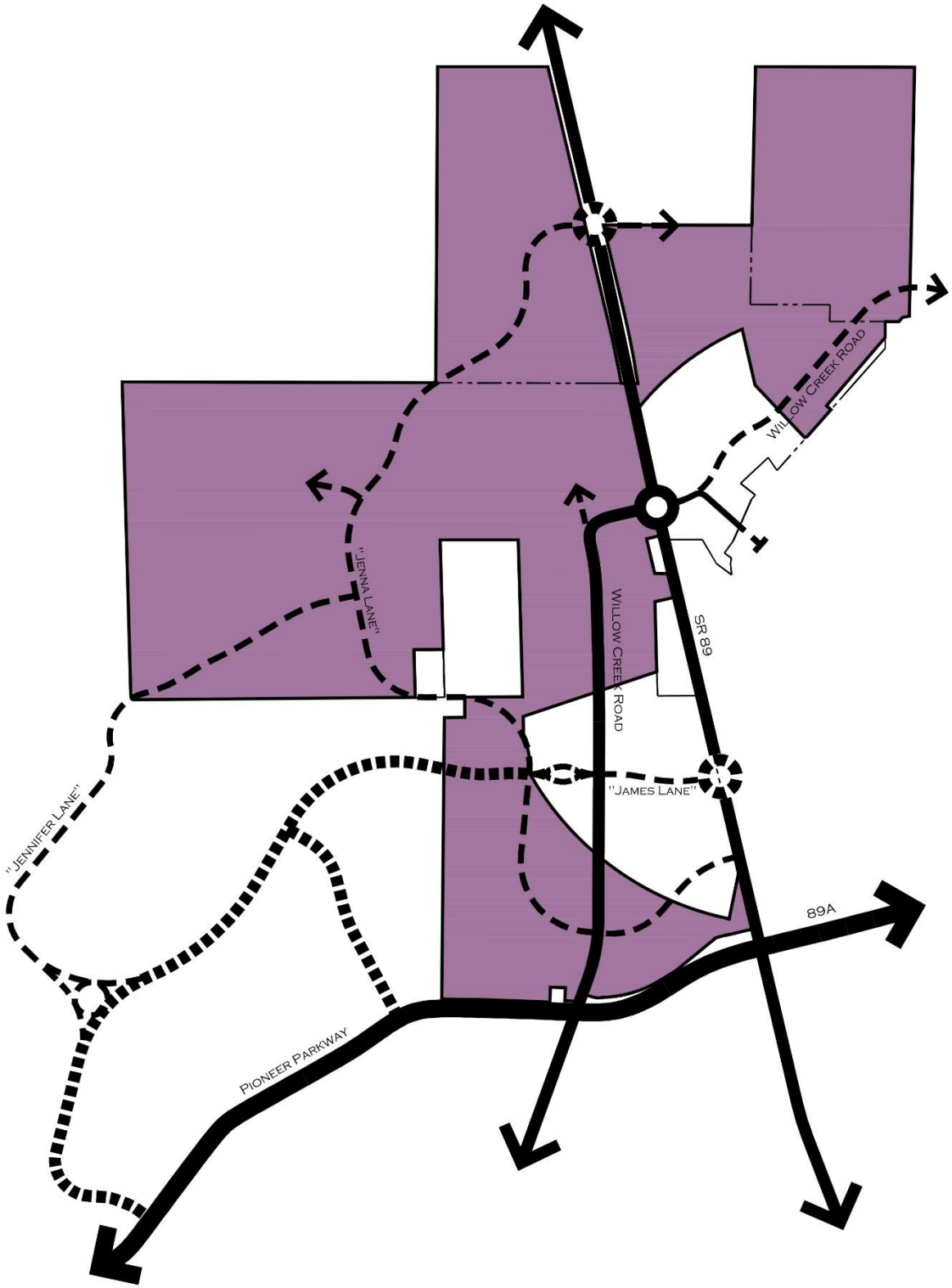
[6] *See Section 14 – Lighting Standards for specific requirements*

[7] *See Section 15 – Signage Standards*

[8] *Floor Area Ratio (FAR), number of stories, floor height, lot coverage and volume are not limited, but are provided to describe the general LUG character*

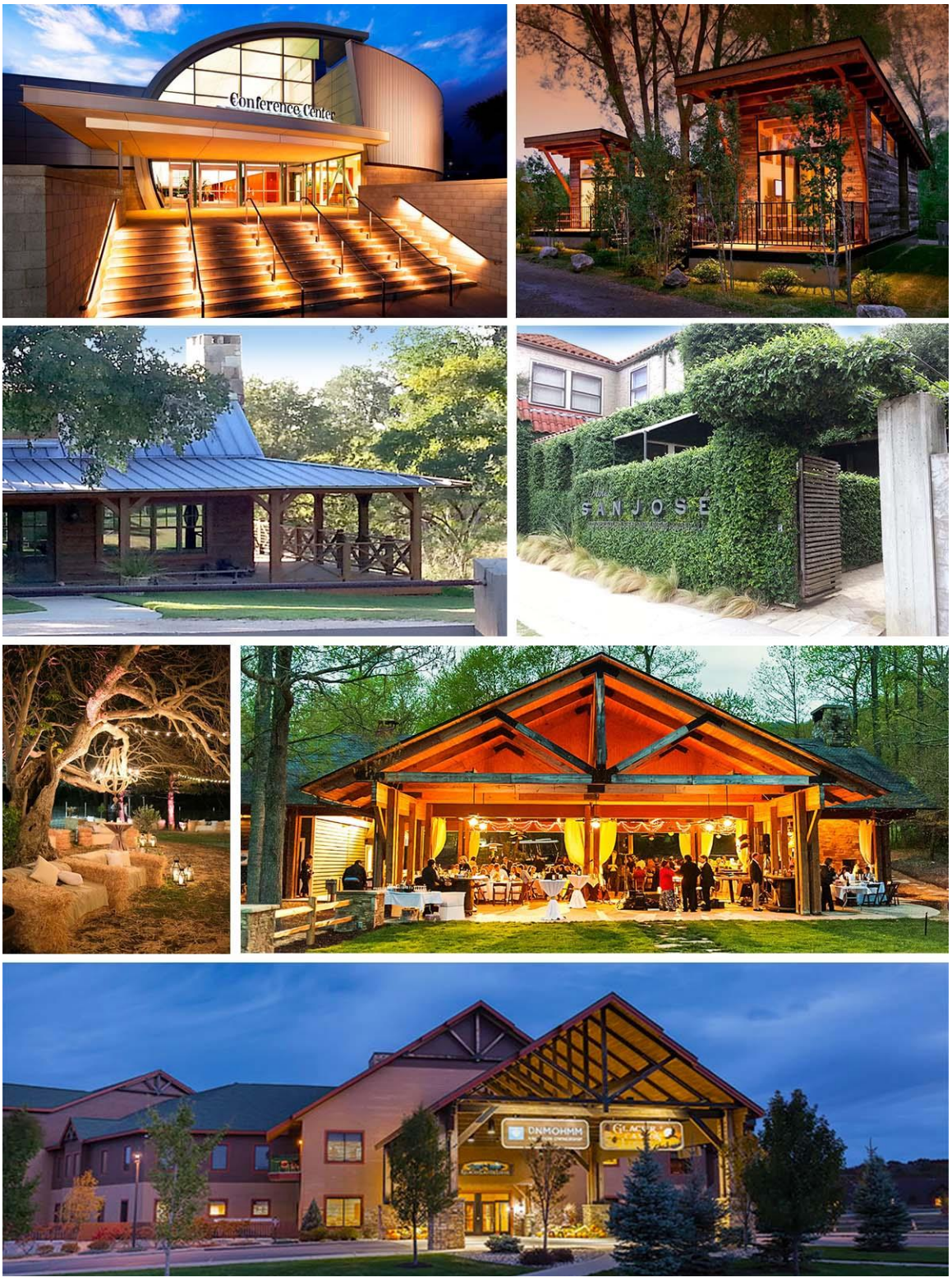
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Exhibit 6.21 - LUG R – Location



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Exhibit 6.22 - LUG R – Character

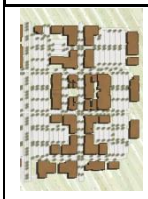


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6.11 LUG GU - GENERAL URBAN

Exhibit 6.23 - LUG GU - General Urban Summary

LUG GU – General Urban		
	General Character[8]	Structures and hardscape contain and define landscape areas. Landscape responds to the urban form. Buildings cluster along streets with the most intense uses closest to the primary streets. Buildings are close to the primary street with parking areas behind. It is anticipated that development in this LUG will begin with less intensity and become more dense and intense with the social and economic success of the neighborhood. Refer to ***Exhibit 6.24*** – LUG GU – Location and ***Exhibit 6.25*** – LUG GU - Character for photographic examples of the overall general character of this LUG.
	Typical Uses[1, 2]	Dense residential neighborhoods, leasing offices, live-work units and mixed-use buildings with commercial ground floors and stand-alone commercial and employment buildings that may include a wide variety of uses. Home occupations, outbuildings and "granny flats" are encouraged.
	Typical Building Height[8]	Generally one (1) to seven (7) stories in height. Single story buildings should be massed to appear to be a story-and-a-half to two (2) stories in height to add to the urban form.
	Maximum Building Height	see Exhibit 6.26 - Land Use Group General Development Standards
	Minimum Lot/Parcel Size	see Exhibit 6.26 - Land Use Group General Development Standards
	Maximum Residential Density	see Exhibit 6.26 - Land Use Group General Development Standards
	Floor Area Ratio (FAR) Range[8]	0 - full coverage and buildout of the site
	Minimum Lot/Parcel Width/Depth	see Exhibit 6.26 - Land Use Group General Development Standards
	Building Setbacks – Street	see Exhibit 6.26 - Land Use Group General Development Standards
	Building Setbacks – Rear/Side	see Exhibit 6.26 - Land Use Group General Development Standards
	Building Setbacks – Service Lane	see Exhibit 6.26 - Land Use Group General Development Standards
	Block Character	Setbacks are typically shallow, and the building façade must "come up to" the street edge of the primary street – large setbacks along the primary street are not permitted unless occupied by a park or plaza that engages the street. Buildings are close to the street with parking areas behind or beside. Buildings cluster along arterial and primary streets with the most intense uses closest to the primary streets.

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	Circulation Character	Streets are typically formal, forming the connected urban fabric with a grid pattern. Service streets or service lanes provide access to service and parking areas which must be screened from primary streets. Gated entrances to blocks or buildings may restrict vehicle access.
	Landscape Character[4]	Plantings are formal, respond to the urban form and are typically contained by hardscape or building structures. Large surface parking areas will be strategically landscaped to visually reduce the overall size until they are replaced with more intense uses.
	Service Areas[5]	Service streets or service lanes provide access to service and parking areas which must be screened from arterial or primary streets by walls, fences, gates, landscape or other devices to provide an edge to the urban space.
	Parking[5]	Often structured, provided on-street or in small surface lots designed to look like urban plazas. Large surface parking areas will be strategically landscaped to visually reduce the overall size until they are replaced with more intense uses.
	Lighting Character[6]	Lighting varies from softly illuminated neighborhoods to vibrant centers of activity.
	Signage Character[7]	Signage is often abundant to attract attention in intense areas, bold to attract attention, varied in placement and type and a heavy emphasis is placed on advertising to the pedestrian traffic. Enhanced pedestrian signage, directional, store front and commercial signage are anticipated.

NOTES:

[1] *For the specific uses permitted refer to Section 6.15 - Permitted Uses*

[2] *See Section 5 – Airport Protection / Airport Noise Overlay ("ANO") for additional use limitations*

[3] *See Section 7 – Design Guidelines for specific requirements*

[4] *See Section 10 – Landscape Standards for specific requirements*

[5] *See Section 13 – Parking and Loading Standards for specific requirements*

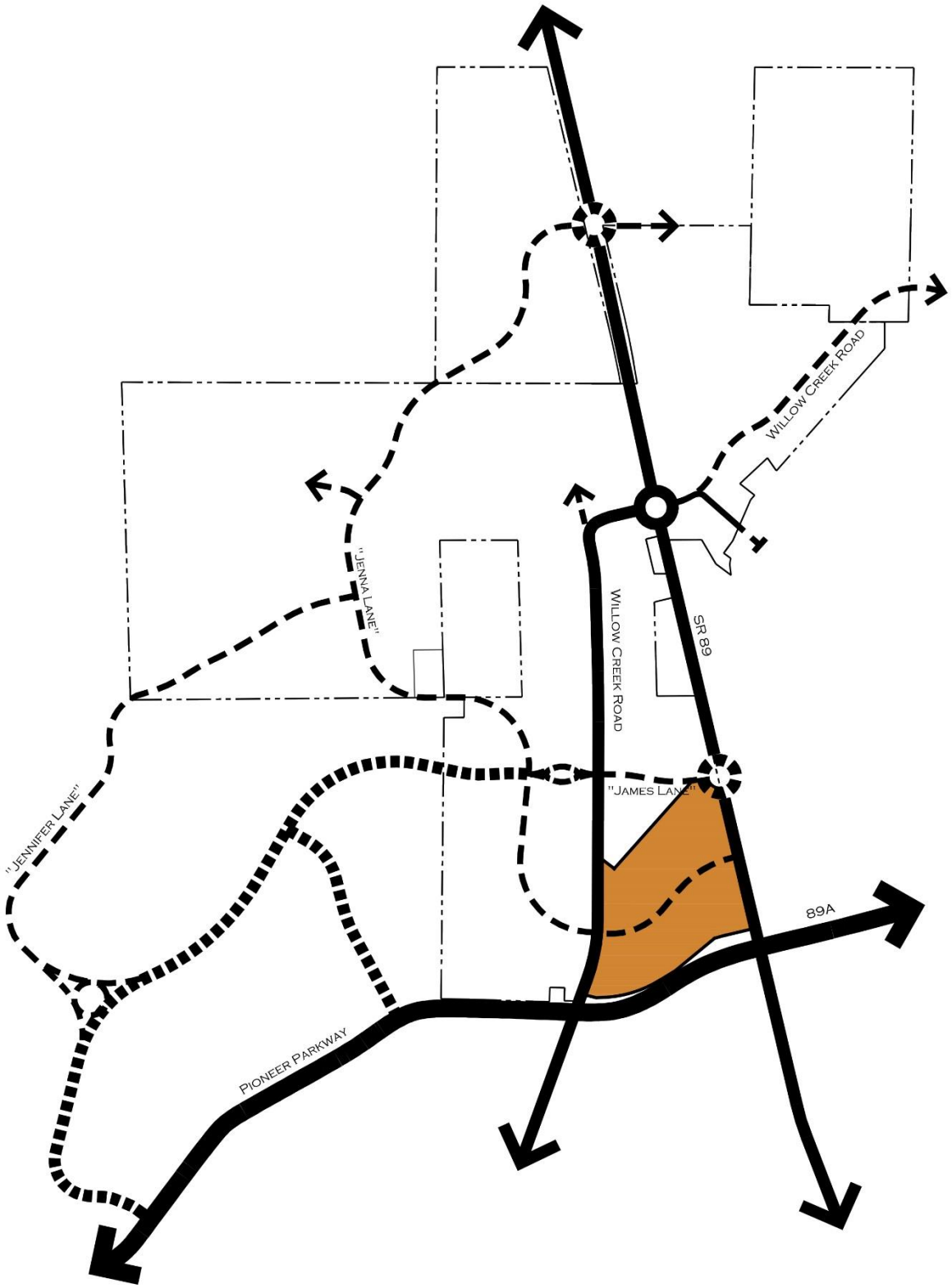
[6] *See Section 14 – Lighting Standards for specific requirements*

[7] *See Section 15 – Signage Standards*

[8] *Floor Area Ratio (FAR), number of stories, floor height, lot coverage and volume are not limited, but are provided to describe the general LUG character*

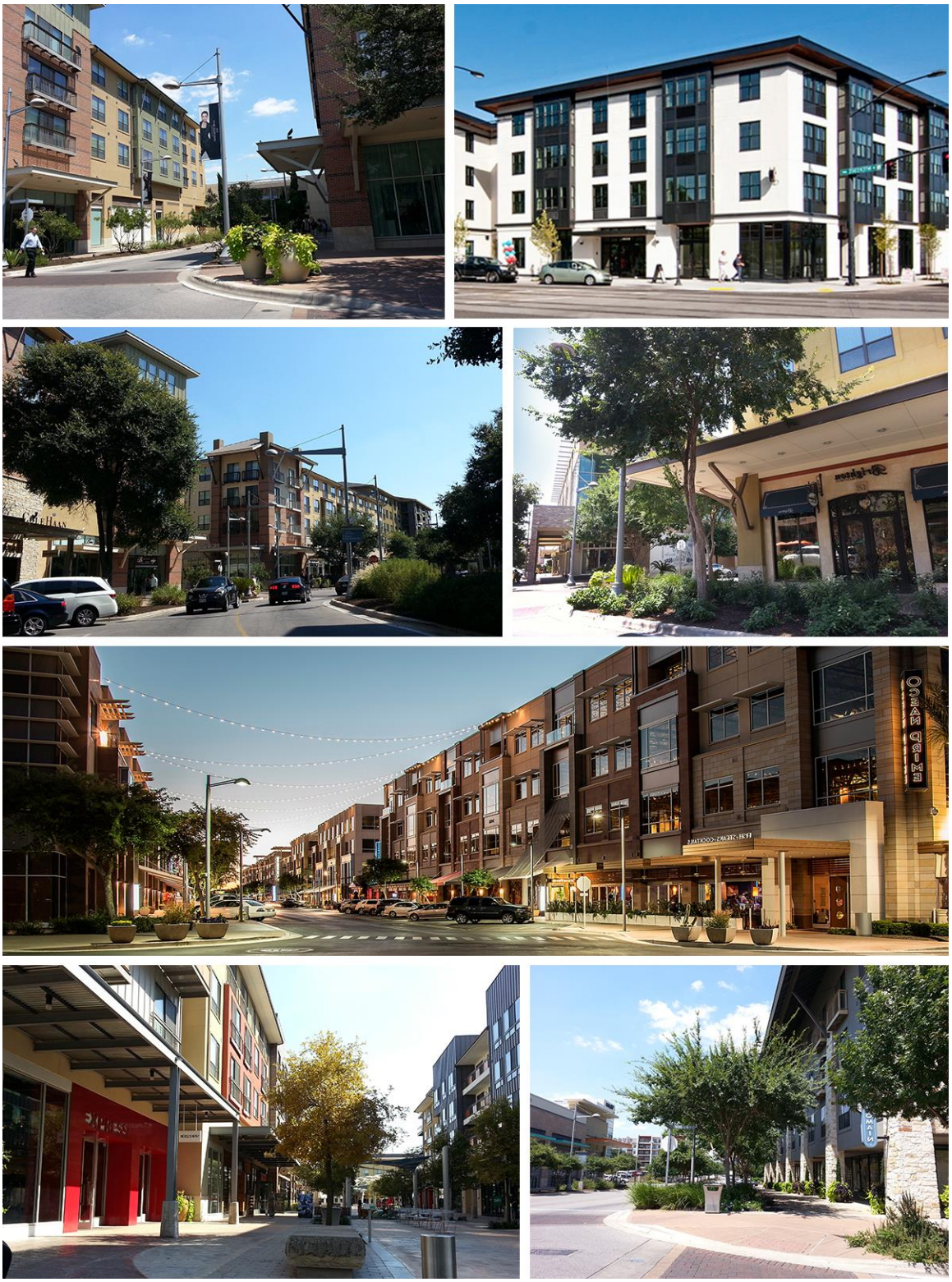
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Exhibit 6.24 - LUG GU – Location



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Exhibit 6.25 - LUG GU – Character

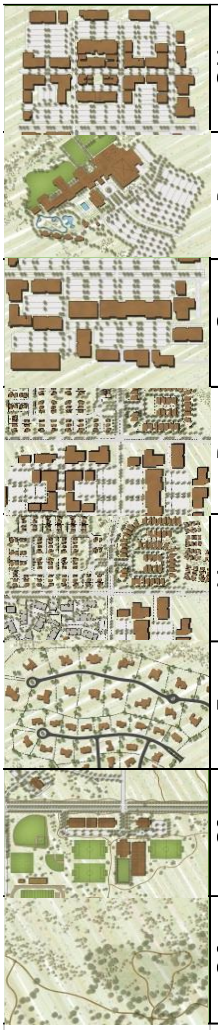


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6.12 LUG General Development Standards

Exhibit 6.26 - Land Use Group General Development Standards



	OS	CS	E	V	D	C	R	GU
	Open Space	Civic Space	Estate	Village	District	Regional Center / Campus	Retreat	General Urban
Maximium Height see Section 6.12 A. - Maximum Height	50'	50' (1) (2)	35'	50'	50' (1)	50' (1)	50' (1)	50' (1)
Maxium Density (du/ac) see Section 6.12 B. - Maximum Density	N/A	N/A	5	15	30	N/A	Not Limited	Not Limited
Minium Lot/Parcel Size (sf) see Section 6.12 C. - Minimum Lot/Parcel Size	1,000	1,000	9,000	1,500	1,000	1,000	1,000	1,000
Minimum Lot/Parcel Width/Depth (lf) see Section 6.12 D. - Minimum Lot/Parcel Width/Depth	20'	20'	70'	20'	20'	40'	20'	20'
Building Setback - Street (lf) see Section 6.12 E. - Building Setback - Street	2'	2'	20'	11'	6' / 11' (3)	6' / 11' (3)	2'	2'
Building Setback - Rear/Side (lf) see Section 6.12 F. - Building Setback - Rear/Side	0/10' Combined	0/10' Combined	20' Combined	0/10' Combined	0/10' Combined	0/10' Combined	0/10' Combined	0/10' Combined
Building Setback - Service Lane (lf) see Section 6.12 G. - Building Setback - Service Lane	2'	2'	2'	2'	2'	2'	2'	2'

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Notes:

(1) Maximum building/structure height greater than the otherwise applicable maximum height up to a 100-foot maximum may be approved subject to the approval of a Special Use Permit pursuant to Sec. 9.9 of the Land Development Code

(2) Artistic and recreational elements, as well as elements such as towers, steeples, and observation decks can exceed the maximum building height, but are limited by the FAA Height Restrictions.

(3) Six (6) feet for distances not to exceed 180 linear feet before a break to permit landscape to break up the building mass. Eleven (11) feet all other areas.

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A. Maximum Height

1. Maximum as stated or per FAA Height Restrictions, whichever is more restrictive.
2. Maximum building height is measured from the first finished floor to the top of the parapet or to the mean between the height of the plate and the peak.
3. Subterranean or partial subterranean levels do not count against maximum building height.
4. Exceptions to Height Limits
    a. The height limits specified herein do not apply to church spires, chimneys, flues, vents, flagpoles, commercial- or government-operated communication towers, water towers, architectural monument, light standards, or airway beacons; nor to any mechanical penthouse, bulkhead, elevator, solar collector, wind turbines, sustainable energy appurtenances, microwave dish, or similar building-mounted device extending above the roof and not occupying an aggregate area greater than fifty (50) percent of the roof area.
    b. In all LUGs, architectural embellishment may extend a maximum of twenty (20) percent above the height limit specified in each LUG as long as such areas do not to exceed FAA Part 77 height restrictions.
    c. The Community Development Director may approve additional exceptions to the height limits specified herein only upon a finding that:
        - Increased setbacks, enhanced landscaping, or other screening measures effectively mitigate the impact of the building height.
        - The exception is necessary to accommodate the proposed uses or activities within the building or structure.
        - The architectural style of the building or structure places the exception at a central point or in a limited area such as a dome, sphere, or other geometric solid.
        - The proposed development does not exceed the maximum number of stories or residential densities permitted in the LUG in which it is located.

B. Maximum Density

1. Maximum Residential Density shall be a measure of dwelling units per gross site area in acres.
2. Guest units or granny flats do not count as dwelling units
3. Hotel, Motel, Resort or other limited stay facilities do not count as dwelling units.
4. Floor Area Ratio (FAR), number of stories, lot coverage and volume are not limited.

C. Minimum Lot/Parcel Size

1. Lot and Parcel shall be interchangeable terms.
2. Size shall be measured in square feet of lot area.
3. Minimum parcel size (or combined parcels) for initial site plan review is one (1) gross acre.

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4. Minimum Lot / Parcel Size requirements may be reduced with the approval of the Community Development Director.
5. No Lot shall be divided in such a way that any division of such lot shall contain more dwelling units than are permitted by the LUG in which such Lot is situated.
6. Parcels of land may be subdivided into multiple lots, provided such smaller lots conform to the lot size limitations of the LUG in which the Lots are situated
7. Where two (2) or more Lots are used as a building site and where buildings cross Lot lines, the entire area shall be considered as one (1) Lot, except that the front of the parcel shall be determined to be the front of the individual Lots as originally platted or recorded.

D. Minimum Lot/Parcel Width/Depth

1. Lot and Parcel shall be interchangeable terms.
2. Width and Depth for this category shall be interchangeable terms.
3. Width/Depth shall be measured in linear feet.
4. Minimum Lot / Parcel Width/Depth requirements may be reduced with the approval of the Community Development Director.
5. Refer to Section 6.14 – Parcel/ Lot Configuration Diagrams for typical applications.
6. No Lot shall be reduced in area so as to cause any open space or yard required to be less in dimension than is required for the LUG.

E. Building Setback – Street

1. Refer to Section 6.14 – Parcel/ Lot Configuration Diagrams for typical applications.
2. Refer to Section 6.13 – Building Configuration and Vertical Setbacks for typical applications and step back requirements
3. Setbacks are measured from the right-of-way or back of curb if no right-of-way is provided to the parcel/lot.
4. Any structures that encroach (overhang) into the City's right of-way will require specific City of Prescott approval.
5. Setback to the face of garage shall be large enough to park a car on the driveway or small enough to discourage head-in or parallel parking and in either case shall not block the pedestrian walkway when provided.

F. Building Setback – Rear/Side

1. Refer to Section 6.14 – Parcel/ Lot Configuration Diagrams for typical applications.
2. Rear and side setbacks are either 0' or an aggregate setback as measured between buildings.
3. Each property shall provide an equal portion unless easements or platted setbacks permit un-equal distribution of setbacks.
4. Additional setbacks are not required where different land uses abut.

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G. Building Setback – Service Lane

1. Refer to Section 6.14 – Parcel/ Lot Configuration Diagrams for typical applications.
2. Service Lanes may extend from building to building, when this occurs, setbacks shall be measured from the back of curb location assuming the minimum allowable pavement width (about an assumed/average center line) when a curb is not present.
3. Setback to the face of garage shall be large enough to park a car on the driveway or small enough to discourage head-in or parallel parking and in either case shall not block the pedestrian walkway when provided.

H. Supplementary Provisions

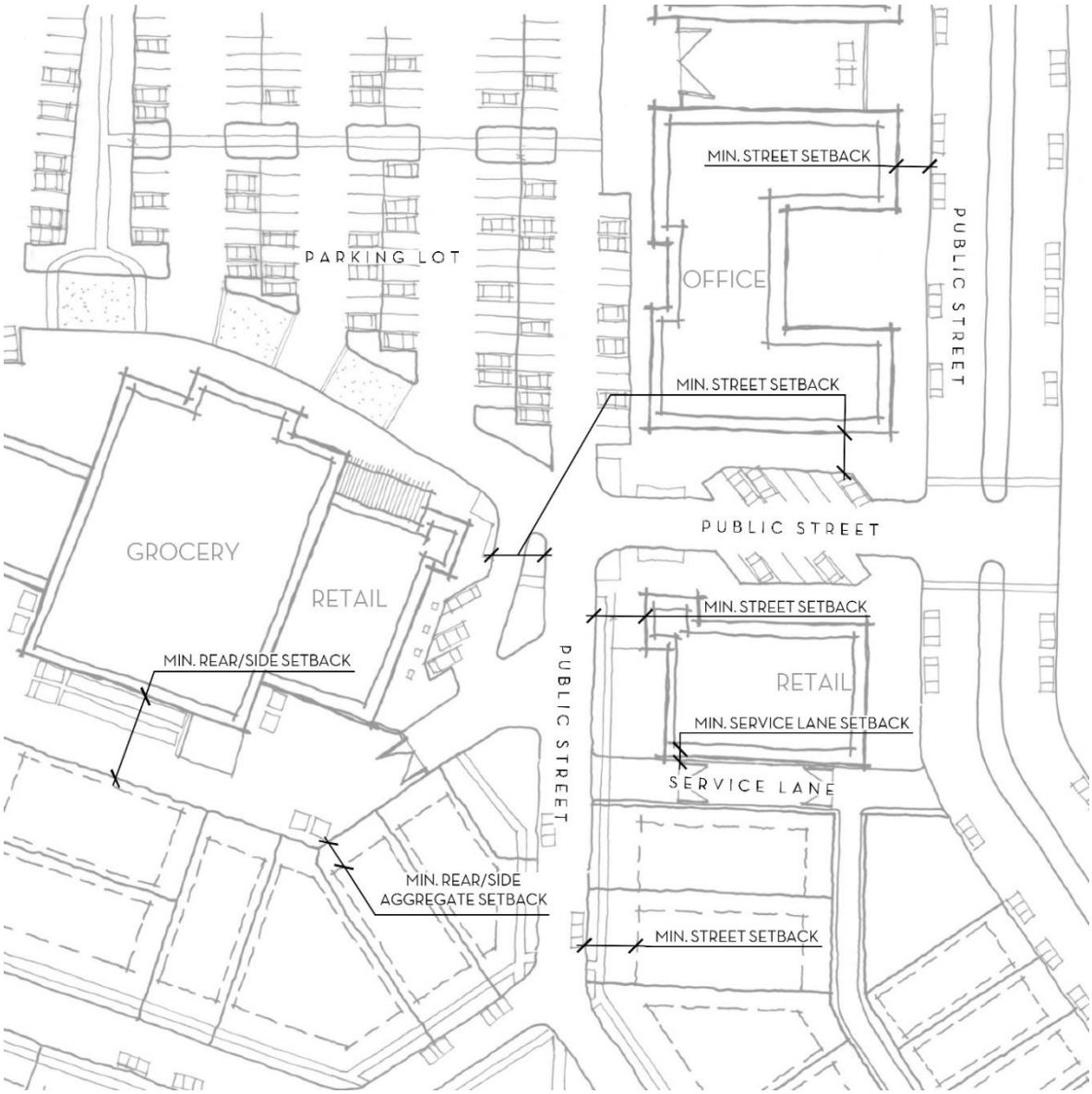
1. Yard (Setback) Encroachments
   a. Awnings, eaves, overhangs, porches, open patios, carports, open balconies or basement window wells may encroach into any required front yard setback.
   b. Awnings, canopies, and porte-cocheres may encroach beyond the front yard setback so long as they do not impede the flow of traffic. All structures encroaching into a PUE may require specific utilities approval and/or indemnification.
   c. Cantilevered second and subsequent stories may encroach into front yard setbacks so long as they do not impede the flow of pedestrian traffic.
   d. Exceptions to Building setback requirements may be granted for structures such as skybridges which cross the ROW.
   e. Awnings, eaves, overhangs, open balconies or basement window wells may encroach not more than three (3) feet into any required side or rear yard setback.
   f. Vestibules, bay windows, nooks, chimneys, or similar wall projections with or without footings may encroach not more than three (3) feet into any required front or rear yard setback, and not more than two (2) feet into any required side yard, and the length of such projections shall not comprise more than fifty (50) percent of the building length.
   g. Uncovered open decks, patios, and terraces less than forty-eight (48) inches in height may encroach into any required yard setback.
   h. Staircases may encroach up to three feet into any required yard. Steps in landscape area may encroach into any required yard setback. Staircases into a pedestrian travel-way must be protected on the sides by a planter or other device.
2. Swimming Pools and Other Bodies of Water
   a. In all LUGs, an in-ground swimming pool shall not be located closer than four (4) feet from the water's edge to any property line. Refer to Section 10.10 Pool Enclosure.

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6.13 PARCEL/LOT CONFIGURATION DIAGRAM

The Parcel/Lot Configuration Diagrams (see **Exhibit 6.29, 6.30, 6.31 and 6.32 – Parcel/Lot Configuration Diagram**) depict typical locations and scenarios for various elements of the General Development standards. The diagrams represent several potential development scenarios. Refer to **Exhibit 6.26 - Land Use Group General Development Standards**.

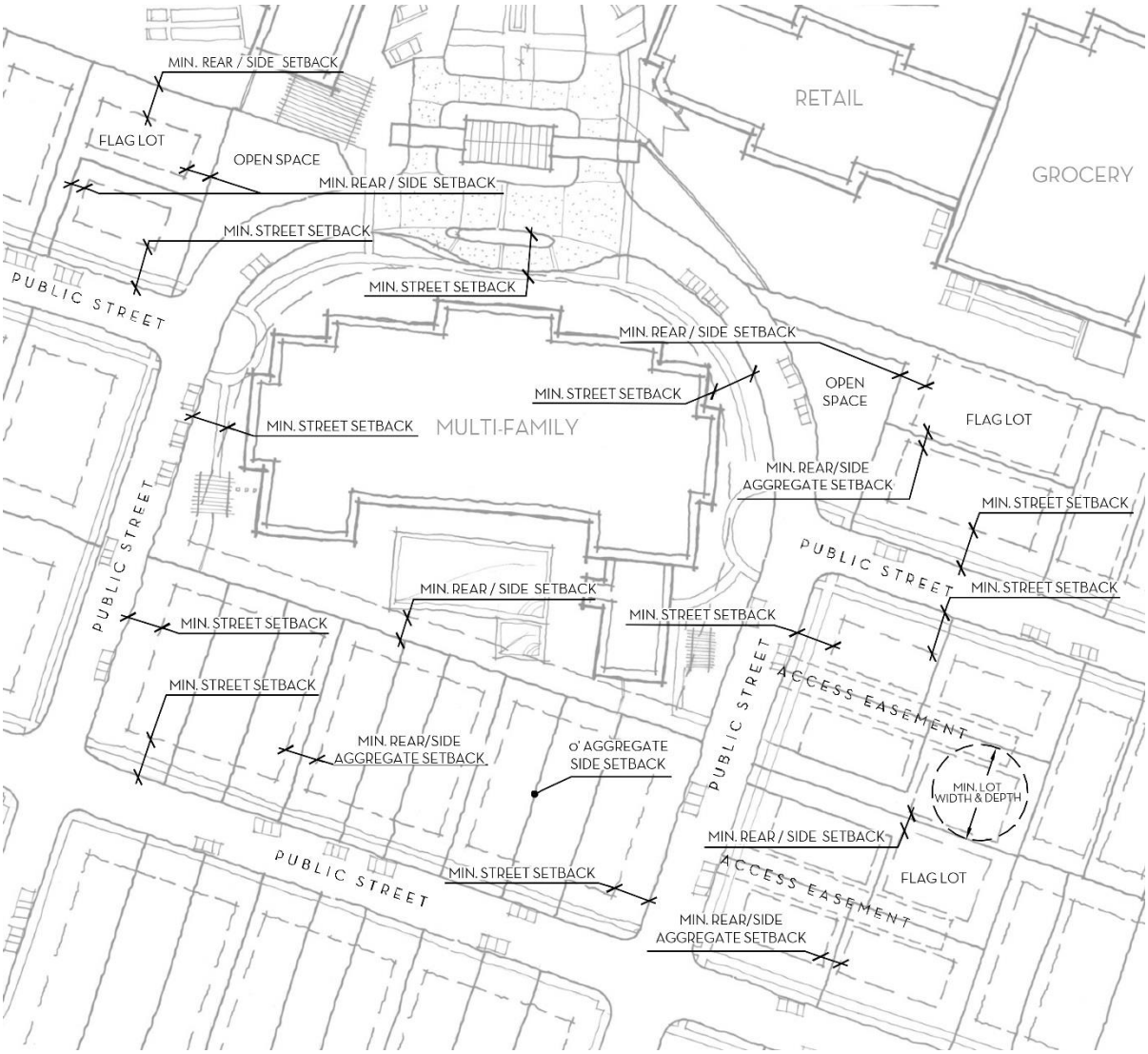
Exhibit 6.29 - Parcel/Lot Configuration Diagram



Note: Front Yard shall refer to the space between the, "Min. Street Setback," (a.k.a. Building Setback – Street) and back of curb. Rear Yard or Side Yard shall refer to the space between the, "Min. Rear/Side Aggregate Setback," or, "Min. Rear/Side Setback," (a.k.a. Building Setback – Rear/Side) and the parcel, lot or property line.

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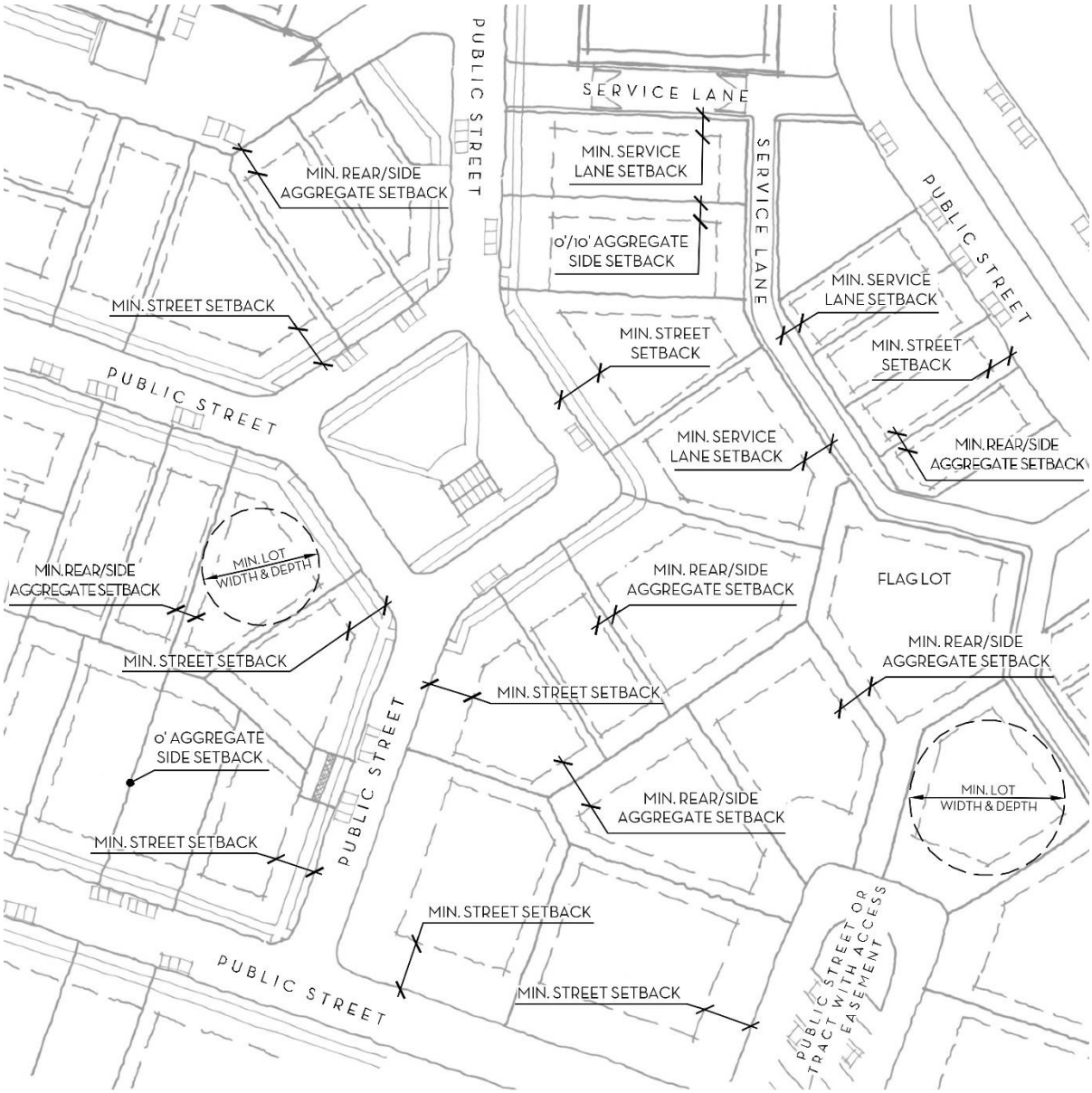
Exhibit 6.30 – Parcel/Lot Configuration Diagram



Note: Front Yard shall refer to the space between the, "Min. Street Setback," (a.k.a. Building Setback – Street) and back of curb. Rear Yard or Side Yard shall refer to the space between the, "Min. Rear/Side Aggregate Setback," or, "Min. Rear/Side Setback," (a.k.a. Building Setback – Rear/Side) and the parcel, lot or property line.

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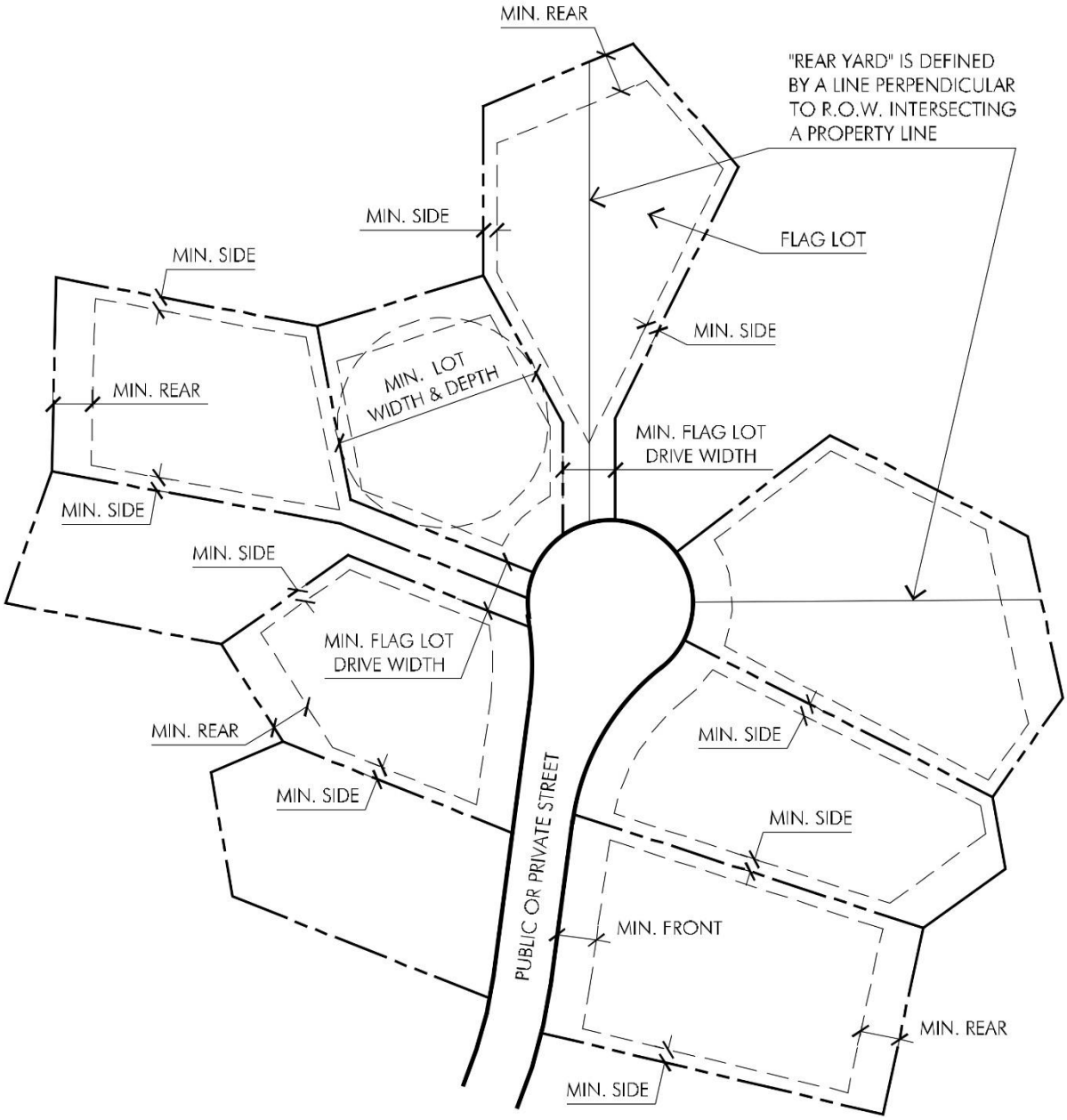
Exhibit 6.31 - Parcel/Lot Configuration Diagram



Note: Front Yard shall refer to the space between the, "Min. Street Setback," (a.k.a. Building Setback – Street) and back of curb. Rear Yard or Side Yard shall refer to the space between the, "Min. Rear/Side Aggregate Setback," or, "Min. Rear/Side Setback," (a.k.a. Building Setback – Rear/Side) and the parcel, lot or property line.

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Exhibit 6.32 - Parcel/Lot Configuration Diagram



Note: Front Yard shall refer to the space between the, "Min. Street Setback," (a.k.a. Building Setback – Street) and back of curb. Rear Yard or Side Yard shall refer to the space between the, "Min. Rear/Side Aggregate Setback," or, "Min. Rear/Side Setback," (a.k.a. Building Setback – Rear/Side) and the parcel, lot or property line.

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6.14 PERMITTED USES

A. Specific Function and Use.

The following function and use table provides for a listing of uses allowed within each LUG.

The uses are defined under major headings including, residential; public, civic and institutional; retail, service and business; industrial; agricultural; accessory; and uses. The uses are divided into five (5) main categories, permitted, permitted with conditions, conditional, special, and temporary use permit. The following describes each designation:

1. The permitted use category is designated with a "P" within **Exhibit 6.33 – Permitted Uses**. Permitted uses are allowed by right within the designated LUG and require either a site plan approval or subdivision plat approval and are not subject to the Use Standards set forth in Section 6.15. Permitted uses are subject to full compliance with other site plan requirements related to the use, such as parking, landscaping, noise attenuating construction and similar design related criteria.

2. The permitted with use standards category is designated with a "U" within **Exhibit 6.33– Permitted Uses**. Permitted with use standards uses are allowed by right within the designated LUG, require either a site plan approval or subdivision plat approval and are subject to the Use Standards set forth in Section 6.15. The required Use Standards that apply are numbered after the "U" in the table and are located in Section 6.15. Permitted with use standards uses are subject to full compliance with other site plan requirements related to the use, such as parking, landscaping, noise attenuating construction and similar design related criteria.

3. The conditional uses category is designated with a "C" on **Exhibit 6.33 – Permitted Uses**. Conditional uses shall follow the standard City of Prescott process for processing a conditional use permit (Sec. 9.3 Conditional Use Permit of the City's Land Development Code) and may require specific Use Standards in addition to the LUG development standards and the General Development Standards of the Master Plan. The required Use Standards (if any) that apply are numbered after the "C" in the table and are located in Section 6.15. Approval of conditional uses shall be based upon compliance with the stated Use Standards, subject to the site plan approval process. Conditional uses are subject to full compliance with other site plan requirements related to the use, such as parking, landscaping, noise attenuating construction and similar design related criteria.

4. The special uses category is designated with a "S" on **Exhibit 6.33 – Permitted Uses**. Special uses shall follow the standard City of Prescott process for processing a special use permit (Sec. 9.9 Special Use Permit of the City's Land Development Code) and may require specific use standards in addition to the LUG development standards and the General Development Standards of the Master Plan. The required Use Standards (if any) are numbered after the "S" in the table and are located in Section 6.15. Approval of special uses shall be based upon compliance with the stated specific Use Standards subject to the site plan approval process. Special uses are subject to full compliance with other site plan requirements related to the use, such as parking, landscaping, noise attenuating construction and similar design related criteria.

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5. The temporary use category is designated with a "T" within **Exhibit 6.33 – Permitted Uses**. Temporary uses shall be time limited at the time of site plan approval and are subject to the Use Standards are set forth in Section 6.16. The required Use Standards (if any) that apply are numbered after the "T" in the table, and are located in Section 6.15. Time limit extensions may be approved if demonstrated that the time limit extension will not be detrimental to the allowed uses of the applicable site plan or subdivision plat approvals. Temporary uses shall be considered by the Community Development Director and may have additional criteria added as deemed appropriate by the Community Development Director at the time of site plan approval.
6. Uses not allowed are designated with a blank cell (one without a "P", "U", "C", "S", or "T") within **Exhibit 6.33 – Permitted Uses,** which indicates that a use is not allowed in the respective zoning district. Uses not listed may be allowed in accordance with the City's Similar Use Interpretation provision of Sec. 11.1.2.

B. Use Standards Alternatives.

The Use Standards, listed in Section 6.15, are applicable as noted above. If a superior design alternative is proposed to any of the Use Standards, the Community Development Director may waive some or all of the Use Standards applicable to the use.

C. Approval.

All uses shall require site plan approval as designated within Section 4 of this Master Plan and/or require a subdivision plat approval depending on the specific use. The buildings and facilities for any use listed in **Exhibit 6.33 – Permitted Uses** shall be developed consistent with the design character set forth herein. The design character of the buildings and structures includes the massing, scale, height, colors and materials used on the buildings and structures. The design character shall adhere to the General Development Standards. The use must be allowed as set forth in the Budget and should take into consideration the surrounding context. If federal, state or county standards or requirements are applicable to the use, these standards should be identified on the site plan for reference.

D. Change of Use.

Once a site plan and building design are approved and constructed, and a certificate of occupancy is issued for the use of the building, the range of activities permitted within the building are limited to those land uses identified on the approved site plan, as required by Section 4.8 B.4. – Permitted uses, unless a change of use is authorized in writing by the Community Development Director. Changes of use shall be considered and authorized based upon evidence being provided that the requested change complies with all conditions applicable to that use as listed in **Exhibit 6.33 – Permitted Uses**, and in Section 6.15, The requested use shall also provide for full compliance with all parking requirements for the specific activity(ies) as listed in Section 13 – Parking and Loading Standards.

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Exhibit 6.33 - Permitted Uses



	OS	CS	E	V	D	C	R	GU
	Open Space	Civic Space	Estate	Village	District	Regional Center / Campus	Retreat	General Urban
A. Residential Use Categories								
A.1 Assisted Living								
Assisted Living					P		P	P
Nursing Home					P		P	P
A.2 Accommodations & Lodging								
Bed and Breakfast			U 14, 23, 24, 25	U 14, 23, 24, 25	P		P	P
Casitas, Cabins, or Cottages			P	P	P		P	P
Motels or Hotels				C	C	P	P	P
Vacation Rental of Single-Family Dwellings			U 14, 23, 24, 25	U 14, 23, 24, 25	U 14, 23, 24, 25			
A.3 Congregate Living								
Boarding Houses					P		P	P
Family Community Residence			C	U 15, 35, 36, 53, 62	U 15, 35, 36, 53, 62		U 62	U 62
Transitional Community Residence			C	U 15, 35, 36, 53, 62	U 15, 35, 36, 53, 62		U 62	U 62
Dormitories / Fraternities / Sororities			C	C	P	P	P	P
A.4 Household Living								
Single-Family Dwellings / Modular Homes / Factory Built (4)			P	P	P		P	C
Duplex & Single-Family Attached Dwellings			P	P	P		P	C
Multi-Family Dwellings (Apartments & MF Condos)			P	P	P		P	P
Patio Homes			P	P	P		P	C
Townhouses			P	P	P		P	C
Manufactured Housing			T	T	T	T	T	T
Manufactured Home Parks - NOT PERMITTED								
Accessory Dwelling			U 3, 4	U 3, 4	P		U 3, 4	P
A.5 Household Living and Occupation								
Live/Work Unit					P		P	P
Home Occupation			P	P	P		P	P

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		OS	CS	E	V	D	C	R	GU
		Open Space	Civic Space	Estate	Village	District	Regional Center / Campus	Retreat	General Urban
B. Public, Civic and Institutional Use Categories									
B.1 General									
	Cemeteries	P	P						
	Mausoleums		P						
	Crematoriums						U 13, 59		
	Day Care, Center (>8 persons)		P			U 34, 35	P	P	P
	Day Care, Home-based (5-8 persons)		P		U 34, 35	U 34, 35	P	P	P
	Electrical Generation Plants		S 65	S 65	S 65	S 65	S 65	S 65	S 65
	Golf Courses	P	P						
	Golf Driving Ranges	P	U 27, 59				U 27, 59		
	Libraries		P		C	C	P	P	P
	Museums		P		C	C	P	P	P
	Park / Nature Preserves / Open Spaces	P	P	P	P	P	P	P	P
	Playgrounds	P	P		P	P	P	P	P
	Private Clubs or Lodges		P	C	C	C	P	P	P
	Telecommunication Facilities	S 54, 55	S 54, 55	S 54, 55	S 54, 55	S 54, 55	S 54, 55	S 54, 55	S 54, 55
	Utilities, Major	S	S	S	S	S	S	S	S
	Utilities, Minor	U 55	U 55	U 55	U 55	U 55	U 55	U 55	U 55
	Utility Installation & Services	U 55	U 55	U 55	U 55	U 55	U 55	U 55	U 55
	Commercial Recreation		U 1, 2			P	P	P	P
	Community Center		U 1, 2		U 52	P	P	P	P
	Conference/Convention/Exhibition Center		U 1, 9				P	P	U 9, 16
	Fire Station		P			P	P	P	P
	Government Offices		U 1		U 15	U 15	P		P
	Live Theater		U 1, 9 , 13, 16, 35			U 1, 9 , 13, 16, 35	U 35	U 3	U 35
	Movie Theater		U 1, 16, 35		C 3	U 1, 16, 35	U 35	U 3	U 35
	Outdoor Auditorium		U 1, 9 , 13, 16, 35			C	U 35	U 3	U 35
	Parking Structure		U 1		P	P	P	P	P
	Passenger Terminal		U 14		C	U 14	U 14	U 3, 14	U 14
	Bus Shelter	P	P	P	P	P	P	P	P
	Police Station		P		P	P	P	P	P
	Public Maintenance Facility	U 11	U 11				P		

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		OS	CS	E	V	D	C	R	GU
		Open Space	Civic Space	Estate	Village	District	Regional Center / Campus	Retreat	General Urban
	Special Events	T 64	T 64	T 64	T 64	T 64	T 64	T 64	T 64
	Sports Stadium		U 9, 14, 17				U 35 55		
	Surface Parking Lot	U 1	U 56	U 56	U 56	U 56	U 56	U 56	U 56
B.2 Medical									
	Emergency Medical Clinics					C	P	P	P
	Hospitals & Trauma Centers					C	P	P	P
	Medical / Dental Clinics & Offices				U 14, 17	U 14, 17	P	P	P
B.3 Educational									
	Colleges or Universities		U 37			C	P	U 17, 37	P
	Schools, public or private, 9-12		U 37			C	P	U 17, 37	P
	Schools, public or private, K-8		U 37	C	C	C	P	U 17, 37	P
	Child Care Center		P		C	C	P	P	P
	Trade Schools		U 12, 38, 40, 46, 47, 48, 49, 50, 51, 61			C	U 12, 38, 40, 46, 47, 48, 49, 50, 51, 61	U 3, 17	U 12, 38, 40, 46, 47, 48, 49, 50, 51, 61
B.4 Religious									
	Convents, Monasteries			C	C	C	P	P	P
	Places of Worship / Churches / Religious Assembly		P	C	C	U 15, 35, 36, 55	P	P	P
C. Retail, Service and Business Use Categories									
C.1 General									
	Adult Bookstores and Entertainment - NOT PERMITTED								
	Amphitheaters and Arenas		C				C	C	C
	Amusement Parks		C				C	C	C
	Animal Sales					U 8, 9, 17	P	U 8, 9	U 8, 9
	Antique Shops				U 17, 60a	U 17, 60b	U 17	P	P
	Appliance Sales and Service				U 17, 60a	U 17, 60b	U 17	P	P

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		OS	CS	E	V	D	C	R	GU
		Open Space	Civic Space	Estate	Village	District	Regional Center / Campus	Retreat	General Urban
	Art Gallery		U 3		U 17, 60a	U 17, 60b	U 17	P	P
	Artisan or Photographic Studio		U 29, 30, 38, 42, 59		U 29, 30, 38, 42, 59	P	P	P	P
	Auctions, Indoor				C	U 17, 60b	U 17	P	P
	Auditoriums		U 9, 13, 14, 17, 35			C	U9, 13, 14, 35	U 9, 13, 14, 35	U 9, 13, 14, 35
	Banks / Financial Institutions					U 17, 18, 19	P	P	P
	Barber and Beauty Shops, Tanning, Masseuse					C	P	P	P
	Book Stores				U 17, 60a	U 17, 60b	U 17	P	P
	Campgrounds (more limited than RV Parks)	P	P						
	Carpet, Flooring Sales						U 9, 12, 14, 28, 29, 38, 40, 51, 53, 55, 61		U 9, 12, 14, 28, 29, 38, 40, 51, 53, 55, 61
	Cigar and Tobacco				U 17, 60a	U 17, 60b	P	P	P
	Convenience Stores				U 17, 60a	U 17, 60b	P	P	P
	Craft, Fabric Stores				U 17, 60a	U 17, 60b	P	P	P
	Department Stores						P		P
	Dressmaker or Tailor				U 29, 30, 38, 42, 59	P	P	P	P
	Drug Stores				U 17, 60a	U 17, 60b	P	P	P
	Electronic Equipment Sales				U 17, 60a	U 17, 60b	P	P	P
	Entertainment, Indoors		U 1, 9, 13, 14, 27, 35				U 9, 13, 14, 27, 35	U 9, 13, 14, 27, 35	U 9, 13, 14, 27, 35
	Entertainment, Outdoors		C				C	C	C

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		OS	CS	E	V	D	C	R	GU
		Open Space	Civic Space	Estate	Village	District	Regional Center / Campus	Retreat	General Urban
	Fairgrounds		P						
	Family Game Centers		U 1, 9, 13, 14, 27, 35				U 9, 13, 14, 27, 35	U 9, 13, 14, 27, 35	U 9, 13, 14, 35
	Feed Stores						U 9, 12, 14, 17, 28, 29, 38, 40, 51, 53, 55, 61		U 9, 12, 14, 17, 28, 29, 38, 40, 51, 53, 55, 61
	Firearms Dealers, Arms Only						P		P
	Florist Shops		U 1		U 17, 60a	U 17, 60b	P	P	P
	Funeral Homes					C	P	U 3	P
	Furniture Stores				U 17, 60a	U 17, 60b	P	C 3	P
	Greenhouses/Nursery Centers		U 1		U 12, 17, 40, 51, 55, 60a 61	U 12, 17, 40, 51, 55, 60b 61	P	C 3	P
	Hardware, Electrical Supply Stores						U 9, 12, 14, 28, 29, 38, 40, 51, 53, 55, 61		U 9, 12, 14, 28, 29, 38, 40, 51, 53, 55, 61
	Health Clubs/Spas		U 1		U 17, 60a	U 17, 60b	P	P	P
	Indoor Racquetball, Swimming, Sports Clubs		U 1		U 17, 60a	U 17, 60b	P	P	P
	Indoor Shooting Galleries		U 1, 9		U 9, 17, 60a	U 9, 17, 60b	P	U 3, 9	U 9
	Kennels, Animal Shelters				C	C	P	C	C
	Laundromats or Dry Cleaners				U 17, 60a	U 17, 60b	P	P	P
	Liquor Stores				U 17, 60a	U 17, 60b	P	P	P
	Live Entertainment	T 3	T 3 / U 3, 9, 13		U 3, 9, 13	U 9	P	P	P
	Lumber/Building Material Sales ~~(w/o Outdoor Storage)~~						U 9, 12, 14, 28, 29, 38, 40, 51, 53, 55, 61		U 9, 12, 14, 28, 29, 38, 40, 51, 53, 55, 61

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		OS	CS	E	V	D	C	R	GU
		Open Space	Civic Space	Estate	Village	District	Regional Center / Campus	Retreat	General Urban
	Open Market Building		U 1, 26, 30		C	C	U 3	U 3	P
	Outdoor Display	U 1, 28,	U 1		U 3, 17, 28, 32, 63	U 28, 63	U 28, 63	U 28, 63	U 28, 62
	Outdoor Statuary, Small Sheds, Patio Equipment				C	C	P	U 3	C
	Pack and Ship Shops				U 17, 60a	U 17, 60b	P	P	P
	Pawn Shops				C	C	P	P	P
	Personal Services				U 17, 60a	U 17, 60b	P	P	P
	Pet Grooming				U 17, 60a	U 17, 60b	P	P	P
	Pool, Billiard Rooms		U 1, 9, 13, 14, 27, 35				U 9, 13, 14, 27, 35	U 9, 13, 14, 27, 35	U 9, 13, 14, 27, 35
	Print Shops				U 17, 60a	U 17, 60b	P	P	P
	Push Cart / Kiosk	U 28	U 28		U 28	U 28	U 28	U 28	U 28
	Racetracks, Animal		C				C		
	Racetracks, Motor Vehicle						C		
	Radio or Television Broadcast Studios				U 14, 17	U 14, 17	P	P	P
	Repair Shops, Minor (small appliance, shoes, etc.)				U 14, 17	U 14, 17	P	P	P
	Resale/Consignment Shops				U 17, 60a	U 17, 60b	P	P	P
	Shooting/Archery Ranges, Outdoor		C				C		
	Skating Rinks, Swimming Pools	U 1, 9, 13, 14, 27, 35	U 1, 9, 13, 14, 27, 35				U 9, 13, 14, 27, 35	U 9, 13, 14, 27, 35	U 9, 13, 14, 27, 35
	Street Performers	P	P		T 3	T 3	P	P	P
	Studios, Dance or Music		U 1, 9, 13, 14, 27, 35				U 9, 13, 14, 27, 35	U 9, 13, 14, 27, 35	U 9, 13, 14, 27, 35
	Tarot/Palm Reader/Psychics				U 14, 17	U 14, 17	P	P	P
	Tattoo Parlor				U 14, 17	U 14, 17	P	P	P
	Theaters		U 1, 9, 13, 14, 27, 35				U 9, 13, 14, 27, 35	U 9, 13, 14, 27, 35	U 9, 13, 14, 27, 35
	Veterinary Clinic				U 8, 9, 14, 17	U 8, 9, 14, 17	P	U 8, 9	U 8, 9
	Video Rentals and Sales				U 17, 60a	U 17, 60b	P	P	P

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		OS	CS	E	V	D	C	R	GU
		Open Space	Civic Space	Estate	Village	District	Regional Center / Campus	Retreat	General Urban
C.2 Automotive									
	Auto or Vehicle Body Shops and Repair						U 38, 46, 48, 49, 50	U 38, 46, 48, 49, 50	U 38, 46, 48, 49, 50
	Auto or Vehicle Sales and Leasing					U 6, 8, 9, 14, 17, 32, 43, 53	U 17, 53	U 6, 8, 9, 14, 17, 32, 43, 53	U 9, 53, 57
	Car Detailing				C	U 46, 48, 49, 50	P	U 46, 48, 49, 50	U 46, 48, 49, 50
	Car Washes				C	U 46, 48, 49, 50	P	U 46, 48, 49, 50	U 46, 48, 49, 50
	Limo & Shuttle Services				C	C	P	P	P
	Parking Garages (commercial)		U 3			P	P	P	P
	Parking Lots, Stand Alone (commercial)		U 3	U 38, 53	U 38, 53	U 38, 53	P	U 38, 53	U 38, 53
	Recreational Vehicle (RV) Parks			C	C				
	Recreational Vehicle (RV) Storage Yard					C	U 38	U 3, 38	
	Rental Car Agencies				U 17, 38, 53, 44, 60a	U 17, 38, 44, 53, 60a	P	U 38, 44, 53	U 38, 44, 53
	Service Stations (Gas)					C	U 45, 46, 47	U 6, 43, 45, 46, 47	U 6, 43, 45, 46, 47
	Tire Sales and Mounting					U 6, 13, 43, 45, 46, 47, 48	U 45, 46, 47, 48	U 6, 43, 45, 46, 47, 48	U 6, 43, 45, 46, 47, 48
C.3 Food									
	Bakeries		U 1			P	P	P	P
	Candy and Ice Cream Stores		U 1		U 13, 17, 27	U 17	P	P	P
	Catering Associated w/Restaurant				U 13, 17, 27, 38	U 17, 38	P	P	P
	Catering, Mobile		U 1		U 13, 27, 38	U 38	P	P	P
	Delicatessens		U 1		U 13, 17, 27	C 17	P	P	P
	Grocery Stores				U 17, 30, 38, 60a	U 17, 30, 38, 60b	P	U 3	P

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		OS	CS	E	V	D	C	R	GU
		Open Space	Civic Space	Estate	Village	District	Regional Center / Campus	Retreat	General Urban
	Micro-Breweries, No Distribution		U 1		U 13, 17, 27	U 17	P	P	P
	Nightclubs, Bars (Stand Alone)				U 9, 13, 17, 27	U 9, 17	P	P	P
	Restaurants, Fast-Food w Drive-thru				U 13, 17, 18, 19, 27	U 17, 18, 19	P	U 17, 18, 19	U 17, 18, 19
	Restaurants, Outdoor Dining		U 1		U 13, 17, 27	U 17	P	P	P
	Restaurants, Standard		U 1		U 13, 17, 27	U 17	P	P	P
C.4 Office									
	Business Services				U 14, 17	U 14, 17	P	P	P
	Offices		U 3	U 3	U 14, 17	U 14, 17	P	P	P
D. Industrial Use Categories									
	Aeronautical Activities within Airport Boundaries						P		
	Airports, Heliports, Landing of Aircraft						C		
	Ambulance Services					C	P	C	C
	Auctions, Indoor (other than Livestock)					P	P	P	P
	Auctions, Livestock						P		
	Auto Impound						U 38		
	Boat Building, Repair						P		
	Batch Plants, Asphalt and Concrete - NOT PERMITTED								
	Bus Terminals		P			P	P	P	P
	Cabinet Making						P		C
	Chemical-based Manufacturing						U 8, 51		
	Clothing Manufacturing						P		
	Contractor Storage Yard						P		
	Dry Cleaning Plants						P		
	Fabrication of Materials						P		
	Film Production Studios						P		
	Freight/Truck Terminals/Depots						P		
	Hazardous Waste Facilities - NOT PERMITTED								

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		OS	CS	E	V	D	C	R	GU
		Open Space	Civic Space	Estate	Village	District	Regional Center / Campus	Retreat	General Urban
	Heavy Equipment Sales/Service						P		U 6, 43, 45
	Ice Manufacturing					P	P	P	P
	Incinerators - NOT PERMITTED								
	Junkyards - NOT PERMITTED								
	Landfills - NOT PERMITTED								
	Landscape Contractor Yards	U 3	U 3		U 3	U 3	P	U 3	
	Light Assembly, Indoor						P		P
	Light Machine Shops, Spot Welding, Indoors						P		C
	Lumber Mills						P		
	Machine Shops, Heavy Equipment, Mass Production						P		
	Meat Packing - NOT PERMITTED								
	Metal Casting/Fabrication/Foundries						P		P
	Mining and Extractive uses - NOT PERMITTED								
	Outdoor Display/Sale of Bulk Containers (large sheds, hot tubs, cargo cars, etc.)						P		
	Petroleum/Chemical Production						U 8, 51		
	Publishing and Printing					P	P		P
	Recycling Collection Facilities						U 8		
	Research/Development/Testing/Laboratory						P		P
	Self-Storage or Mini-Storage				P	P	P	P	P
	Storage, Commercial		U 1				P		P
	Taxidermy Facilities						P		
	Warehousing and Distribution						P		
	Wholesale Facilities						P		P
E. Agricultural Use Category									
	Agricultural Production, Field Crops / Orchards	P	P	P	P	P	P	P	T / U 42
	Agricultural Production, Greenhouse		P	U 3	U 3	U 3	P	U 3	U 3
	Agricultural Service	U 13	U 13	U 13	U 13	U 13	P	P	T / U 42
	Auctions, Livestock - NOT PERMITTED								
	Commercial Stables		P	P	P	P	P	P	T / U 42
	Farmers Market	P	P	P	P	P	P	P	T / U 42
	Nurseries, wholesale	P	P	P	P	P	P	P	T / U 42

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		OS	CS	E	V	D	C	R	GU
		Open Space	Civic Space	Estate	Village	District	Regional Center / Campus	Retreat	General Urban
F. Accessory Uses									
	Babysitting or (up to 4 persons)		U 3	U 3	U 3	U 3	U 3	U 3	U 3
	Caretaker Quarters		U 3	U 3	U 3	U 3	U 3	U 3	U 3
	Employer Day Care Centers/Playgrounds		U 3	U 3	U 3	U 3	U 3	U 3	U 3
	Drive-thru				C 13, 17, 18, 19, 27	C 17, 18, 19	P	C 17, 18, 19	C 17, 18, 19
	Flagpoles	U 3	U 3	U 3	U 3	U 3	U 3	U 3	U 3
	Garages		U 3	U 3	U 3	U 3	U 3	U 3	U 3
	Garage/Yard Sales		U 3	U 3	U 3	U 3	U 3	U 3	U 3
	Gazebos		U 3	U 3	U 3	U 3	U 3	U 3	U 3
	Greenhouses		P	U 3	U 3	U 3	P	U 3	U 3
	Guest Quarters		U 3	U 3	U 3	U 3	U 3	U 3	U 3
	Home Occupations			U 3	U 3	U 3	U 3	U 3	U 3
	Mobile Food Vendors		U 2, 3	U 2, 3	U 2, 3	U 2, 3	U 2, 3	U 2, 3	U 2, 3
	Professional Practice			U 3	U 3	U 3	U 3	U 3	U 3
	Recreational Vehicle (RV), Motorhomes and Similar Storage					U 3, 38	U 38	U 3, 38	
	Satellite Receivers, Ham Radio Towers, Antennas		U 3, 54	U 3, 54	U 3, 54	U 3, 54	U 3, 54	U 3, 54	U 3, 54
	Solar Collectors, Roof-Mounted		U 3	U 3	U 3	U 3	U 3	U 3	U 3
	Stables, Barns & Corrals		U 3, 8	U 3, 8	U 3, 8	U 3, 8	U 3, 8	U 3, 8	U 3, 8
	Swimming Pools	U 3	U 3	U 3	U 3	U 3	U 3	U 3	U 3
	Vehicle Display Platforms					U 33	U 33	U 33	U 33
	Wireless Communication Facilities	U 54	U 54	U 54	U 54	U 54	U 54	U 54	U 54
G. Temporary Uses									
	Batch Plants, temporary		T 41	T 41	T 41	T 41	T 41	T 41	T 41
	Bulk Containers, Storage or Sales Form, temporary		T 31	T 31	T 31	T 31	T 31	T 31	T 31
	Constriction/Storage Offices, temporary		T	T	T	T	T	T	T
	Land (Real Estate) Sales and/or Leasing Offices, temporary		T	T	T	T	T	T	T
	Nurseries, temporary	T 11	T 11	T 11	T 11	T 11	T 11	T 11	T 11
	Open Air Sales, temporary	T	T	T	T	T	T	T	T
	Parking Lots, temporary		T 58	T 58	T 58	T 58	T 58	T 58	T 58
	Shelters, temporary	T	T	T	T	T	T	T	T
	Special Events, Carnivals or Circuses, temporary	T 10	T 10	T 10	T 10	T 10	T 10	T 10	T 10

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6.15 USE STANDARDS

1. Site plan shall demonstrate interaction with the civic and open space uses.
2. Shall be located out of public ROW and must provide adequate seating, restrooms, lighting and parking
3. Shall be accessory to the primary uses.
4. Limited to twenty-five percent (25%) of ground floor area.
5. Limited to fifty percent (50%) of ground floor area.
6. Shall be limited to 6,000 square feet. Minor service repairs only.
7. Shall be limited to a maximum of 50,000 square feet for ground floor footprint.
8. An odor control and mitigation plan addressing waste handling and ventilation, which shall be designed to control discernable odors off-site, is required.
9. A noise control plan and mitigation plan documenting the noise impacts in context with surrounding property characteristics; and how those impacts are lessened on those properties. The noise control and mitigation plan shall be accompanied by either acoustical planning documentation for new development or acoustical retrofitting documentation for alteration of existing development.
10. Temporary special events, carnivals or circuses require compliance with the following:
    a. The event is licensed in accordance with the provisions of Title VIII of the City Code.
    b. The duration of the event does not exceed the time period specified in the special event license or a maximum of four (4) consecutive days.
    c. The number of events does not exceed six (6) for a calendar year unless approved by the Community Development Director
    d. The site of the event is adequately served by utilities and sanitary facilities.
    e. The event will not become a safety hazard or public disturbance and will not cause substantial adverse impacts on surrounding properties or land uses by creating excessive noise, glare, heat, dust, odors or pollutants as determined by the Community Development Director.
    f. Facilities, structures, and utilities shall be installed and maintained in conformance with all applicable building, fire, traffic and zoning regulations.
11. Temporary nurseries shall be allowed anywhere on the Property. In an attempt to accelerate the growth of trees and shrubs for the Property, nurseries may be located on-site prior to the approval of the Master Plans, site plan or subdivision plat in which they are to be planted within. The nature of this temporary use may include time periods in excess of one (1) year depending on the proposed temporary nursery function. Temporary nurseries may include boxed specimens, temporary irrigation, temporary power, gravel drive-aisles and security fencing. The plan, length of time for a temporary nursery and any other conditions shall be approved by the Community Development Director.
12. Any outdoor processing shall be 100 feet from any perimeter property line.
13. Shall be located at least 100 feet from any adjacent single-family residential use.

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14. Adequate on-site customer parking shall be provided.
15. Off-street required parking shall be provided in the rear (away from street) of the property if possible. Parking shall be accessed via limited driveways.
16. BLANK
17. Parcel must have direct access or access through other commercial or mixed-use parcels to an arterial or District Street; not through a residential neighborhood.
18. Shall not locate the drive through lane, speaker board or customer window on the side of the structure facing an existing single-family residential dwelling.
19. Shall design the drive through so as not to impede, restrict or conflict with major pedestrian areas.
20. BLANK
21. BLANK
22. BLANK
23. The number of guest rooms shall be limited to five (5) rooms.
24. The resident owner shall keep a guest register including names, permanent addresses, dates of occupancy, and motor vehicle license number of all guests.
25. May provide food and beverage service to guests and provide for gatherings such as meetings, parties, receptions, luncheons, banquets. weddings, or social events or other gatherings only to overnight guests.
26. An outdoor activity plan describing the location, use, and characteristics of all outdoor activities.
27. Shall not locate any outdoor patio or seating area adjacent to single-family residential dwellings.
28. The uses shall not impede major pedestrian routes.
29. Outdoor display shall receive approval from the Master Plan Administrator and the Community Development Director, and shall not be located in areas other than those shown on the approved site plan.
30. Outdoor storage shall be prohibited within the front yard form/setback.
31. Bulk Containers, Storage or Sales form, temporary require compliance with the following:
    a. As a temporary use during construction, remodeling, or redevelopment of permanent on-site building and facilities, subject to the approval of the Community Development Director. Such use permit shall specify and limit the number, size, location, and duration of the storage containers.
    b. As a periodic, intermittent, or isochronal use accessory to a primary permitted use, subject to the approval of the Community Development Director. In addition to specifying and limiting the number, size, location, and duration of the storage containers, the Community Development Director may require additional measures to ensure compatibility with adjacent land uses such as increased setbacks, screen walls, landscaping, exterior materials and color.

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c. In no case shall such storage containers be located in required landscape areas, open space, retention basins, required drive aisles, fire lanes, required parking spaces, loading zones, or any other location that may cause hazardous conditions, constitute a threat to public safety, or create a condition detrimental to surrounding land uses and developments.

d. The temporary placement of a portable storage container on a single-family residential lot for the purpose of loading and unloading household contents shall be permitted for a period of time not exceeding seven (7) days in a calendar year.

32. Shall allow for one (1) outdoor display in an area that does not restrict or diminish pedestrian activity.

33. Each Vehicle Display Platform requires compliance with the following:

a. Elevated platforms or other structures of devices used for the display of vehicles associated with an approved vehicle sales facility are permitted, provided such platforms, structures, or devices:

b. Shall only be located in areas currently approved or authorized for vehicle display.

c. Shall not project into or over required landscape areas, drive aisles, or fire lanes.

d. Shall not be located closer to the public street than the existing, at-grade vehicle display area.

e. Shall not exceed four (4) feet in height as measured from the mean finished grade of the display surface.

f. Only one (1) vehicle shall be displayed on each platform, structure or device.

g. The number of display platforms, structures or devices shall not exceed a ratio of one (1) per on hundred (100) feet of linear street frontage of the at-grade display area (exclusive of driveways).

h. The Community Development Director may approve modifications or variations to the above provisions when such platforms, structures, or devices are a component of a site plan reviewed and approved in accordance with this Master Plan. Such modifications or variations shall only be approved upon a finding by the Community Development Director that such platforms, structures, or devices:

- Constitute a design component, or incorporate architectural features, associated with the primary buildings or structures on the development site.
- Serve only to enhance the visibility of vehicles, and do not display or portray and advertising message, or commercial signage.
- Will not impede or obstruct the visibility of traffic maneuvering on the development site or traveling upon the public street.
- Incorporate enhanced landscaping, architectural elements or other screening measures to effectively mitigate the impact of the platforms.

34. A solid wall or fence, a minimum of six (6) feet high and a landscape buffer shall be provided around play areas abutting any single-family residential dwelling.

35. Drop off and pick up areas shall be delineated on the site plan.

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36. Appropriate screening of the playground area shall be considered for any centers adjacent to existing single-family residential dwellings.
37. The school shall be located to provide direct access and engage any existing adjacent open space areas.
38. The storage area shall be screened from public streets by an appropriate screen wall, fence or landscaping.
39. BLANK
40. Stacked materials and equipment shall not exceed a height of six (6) feet unless authorized by the site plan approval authority.
41. Temporary batch plants shall be allowed within the Property for the purpose of recycling, crushing and processing of existing pavement materials, building materials, rock and gravel on-site. The temporary batch plant plan shall be reviewed and approved by the Community Development Director, and approved subject to mandatory length of use limitations prior to the submittal of a Master Plan, site plan or subdivision plat. The following conditions shall apply:
    a. A batch plant shall be setback from any perimeter Property line a minimum of three hundred (300) feet.
    b. A batch plant shall be enclosed by a fence, wall and / or landscaping to clearly demark the area of the plant.
    c. A batch plant shall operate only between the hours of 6:30 a.m. – 9:00 p.m. if less than 1,000 feet from a residence.
    d. A batch plant may operate without any time of day restrictions if located more than 1,000 feet from any residence.
42. If conducted entirely within a building, no additional conditions are required.
43. Minor service repairs only. No auto body repair or paint shops allowed.
44. Storage of vehicles shall be located either off-site or in a space away from major pedestrian areas or activity.
45. All repair shall be performed within an enclosed building.
46. Vehicular entry to the building shall not be adjacent to single-family residential dwellings. If the entry to the building is facing a single-family residential dwelling the entry repair bays are to be screened from residence and street views by solid masonry walls and landscaping. Alternative screening methods may be proposed and approved by the site plan approval body for unassembled vehicles, auto repair activities, or auto parts.
47. All vehicles awaiting repair shall be screened from view by a masonry wall or approved landscape screen.
48. The bays for the automatic car washes shall not face or open to any single-family residential use.
49. Other than the entrance and exit bay, all automatic washing equipment shall be enclosed within a building or structure.

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50. All outdoor vacuums shall be setback a minimum of 100 feet from any single-family residential dwelling.
51. Contractor's vehicles, materials storage and parking drives shall be surfaced with a hard and durable material. Semi-pervious materials may be used.
52. Signs shall be externally illuminated only.
53. Lighting intensities to be determined at the time of site plan approval.
54. Each Wireless Communication Facility requires compliance with the following:
    a. Wireless communication facilities (WCFs) intended for noncommercial purposes are permitted, provided:
        - Such structure shall not be located in the required front yard or in front of the front line of the dwelling or principal building.
        - Such structures shall not exceed a height of ten (10) feet within a required side or rear yard.
        - Stand-alone structures shall not exceed a height of seventy (70) feet within the buildable area.
        - Such structures are a part of the architecture of a building shall be aesthetically integrated or screened and shall not exceed a height of fifteen (15) feet higher than the building.
    b. WCFs intended for commercial proposes are permitted in LUGs other than LUG V and LUG E, WCFs for commercial purposes and shall be subject to the following standards. All WCFs shall be administratively approved if they meet the following criteria:
        - The replacement of any exiting WCF, if the replacement is smaller and/or less visible than the original WCF, or there is no obvious visible change from the original WCF.
        - WCF on or within existing buildings, walls, and water tanks that provide for the antennas and equipment cabinets to be fully concealed within or behind existing buildings, existing walls, and/or buried completely underground. All wall replacements shall match the existing colors and materials. Antenna and equipment cabinet locations shall comply with the General Development Standards. All equipment cabinets that are located within the right-of-way or completely underground or are incorporated architecturally within structures are exempt from General Development Standards. Any stealth application such as a tree, flag pole, sports field light pole, or artistic sculpture shall include a landscape plan and methods for screening mechanical equipment.
        - On existing or replaced traffic signal poles with all equipment cabinets buried underground or incorporated architecturally within structures.
    c. WCFs designed and used specifically for public safety purposes are exempt from the requirements of this section. WCFs approved for public safety purposes and which are also utilized by commercial communication companies shall be considered commercial WCFs and are subject to the requirements specified within this section.

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55. Must be aesthetically designed to complement its surroundings through architecture, vegetation and artistic incorporations.
56. Surface parking shall demonstrate coordination and interaction with other uses within the LUG and/or surrounding area.
57. Vehicle storage and parking not permitted on primary or arterial streets on the ground floor level of buildings other than retail sales.
58. Temporary parking lots require conformance with the following:
    a. Overflow parking lots for stadiums, performing arts centers, competitive aquatics facilities, and similar public event facilities, with a required parking count of at least three hundred (300) spaces, are permitted subject to the approval of the Community Development Director in conformance with the General Development Standards.
    b. Such approval shall only be approved upon a finding that the temporary or overflow lot is in conformance with the following guidelines:
        - Has a dust-proofed surface consisting of a minimum three (3) inches of compacted gravel, aggregate base coarse (ABC), or crushed granite.
        - Such temporary or overflow lot shall not be subject to the site development and design standards contained in the General Development Standards, however certain provisions of the Design Guidelines may be stipulated as a condition of approval by the Community Development Director to ensure compatibility with adjacent land uses.
59. All potentially hazardous uses shall be appropriately buffered from adjacent uses.
60. Retail development with gross floor area in excess of the amounts listed in "a" or "b" below, as applicable, shall be located on a site abutting the intersection of an arterial or District Street (arterial to arterial, arterial to District, or District to District), as depicted on Exhibit 8.2 – Roadway Hierarchy of Section 8.
    a. Individual Retail use may not exceed 5,000 square feet Gross Floor Area, and Group Retail Development may not exceed 20,000 square feet.
    b. Individual Retail use may not exceed 10,000 square feet, and Group Retail Development may not exceed 50,000 square feet.
61. Sufficient perimeter landscaping shall be installed along interior property lines to visually mitigate and partially screen any service yards, loading areas, loading docks, outdoor activity and/or outdoor storage from adjacent land uses identified as primarily residential activities by the Master Plan or approved site plan.
62. Each Community Residence requires compliance with the current City of Prescott Land Development Code.
63. Outdoor display of limited scale is permitted next to the immediate entryway, and is not to be considered a primary use of that site.
64. Special Events: Time limits and numbers of events may be exceeded only as authorized by an administrative approval by the Community Development Director.
65. Use shall be limited to or individual/local district use only. Not for regional/ commercial (for sale) production.

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6.16 LAND USE BUDGET

The Budget, included at **Exhibit 6.34 – Land Use Budget**, sets forth the minimum and maximum amount of intensities and densities for the community as a whole. The intensity and density amounts are subject to designation at the time of site plan and/or subdivision plat approval and dependent on several conditions including drainage, topography, and pedestrian and vehicular circulation. The Master Plan Administrator shall have the sole right to assign/designate density and intensity requirements/allotments from the Budget to individual parcels, lots or tracts. The assignment/designation shall be tracked with a Land Use Budget Tracker ("Budget Tracker"), which shall be submitted to the City with each subdivision plat and/or site plan.

Exhibit 6.34 – Land Use Budget

Land Use	Residential	Commercial / Non-Residential	Hospitality	Open Space / Civic[5]
Unit	*dwelling units*	*gross square feet*	*keys*	*acres*
Maximum Permitted	10,500	2,900,000	900	
Minimum Required – Airport Protection				199
Minimum Required – Bottleneck Wash				54
Minimum Required - Other				181

Notes:

1. Granny flats or guest units that are subordinate to a main dwelling unit do not count against the maximum dwelling units permitted.
2. Residential uses that are subordinate to resorts / hospitality including but not limited to timeshare, interval ownership, condominium hotel units and resort residences associated with a resort or hotel use shall count against the total commercial / non-residential square feet permitted.
3. Schools, recreation facilities, congregate care facilities, churches, community centers, and similar uses in LUG OS or LUG CS shall not count against the total non-residential square feet permitted, but may be counted against the open space / civic uses required.
4. Bed and breakfast uses are subordinate to primary residential uses and do not count against the total G.F.A. of commercial / non-residential uses, the total hospitality keys, or the total number of dwelling units.
5. Open space / civic uses required to meet the minimum requirements shall be designated LUG OS or LUG CS.

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