

City of Prescott

Council Subcommittee on General Plan Review



July 8, 2026 | 3:00 PM
201 N Montezuma Street
Council Chambers, 1st Floor
Prescott, AZ 86301

AGENDA

The following Agenda will be considered by the **Prescott Council Subcommittee on General Plan Review at a Regular Subcommittee Meeting** pursuant to the Prescott City Charter, Article II, Section 13. Notice of the meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02. One or more members of the Council may be attending the meeting through the use of a technological device.

Viewing & Participation

This meeting may be viewed on Channel 64, Facebook Live or on the City's website: [City of Prescott Live Meeting Feed](#)

Public comments for Council may be submitted through the City website: [Public Comment Form](#)

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **DISCUSSION & ACTION ITEMS**
 - A. Approval of the May 27, 2026 Subcommittee for General Plan Review Minutes.
Recommended Action: MOVE to approve the minutes as presented
 - B. Presentation & Discussion Regarding Review and Acceptance of the Draft Public Participation Plan.
Recommended Action: MOVE to approve, with or without modification, the draft public participation plan
 - C. Presentation & Discussion Regarding Subcommittee Approval of the Table of Contents.
Recommended Action: Move to approve, with or without modifications, the Table of Contents
 - D. Presentation & Discussion Regarding Review of the First Three Reorganized General Plan Chapters as Follows: 1) Chapter 1 (Plan Overview); 2) Chapter 2 (Community Profile); and 3) Chapter 3 (Land Use and Growth Areas).
Recommended Action: This item is for discussion only. No formal action will be taken.
 - E. Presentation & Discussion Regarding a Review of the Reorganized Plan Template and Design.

Recommended Action: MOVE to approve, with or without changes, reorganized plan template and design

- F. Presentation & Discussion Regarding a Review of the Plan Administration Content, Focusing on the Major and Minor Plan Amendment Decision Table and the Effect of House Bill 2447.

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

4. ADJOURNMENT

Upon a public majority vote of a quorum of the City Council, the Council 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 7/2/26 at 11:00 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

Sarah M. Thornhill

Sarah M. Thornhill, City Clerk



TO: MAYOR AND CITY COUNCIL
AGENDA: July 8 General Plan Subcommittee
DATE: July 8, 2026
DEPT: Community Development
ITEM #: 3.A
SUBJECT: Approval of the May 27, 2026 Subcommittee for General Plan Review Minutes.

ITEM SUMMARY

This item is for the approval of the May 27, 2026 Subcommittee for General Plan Review meeting minutes. Staff recommends approval of the minutes as presented.

BACKGROUND

None.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

MOVE to approve the minutes as presented

ATTACHMENTS

1. May 27, 2026 General Plan Subcommittee Minutes



City of Prescott

Council Subcommittee on General Plan Review

May 27, 2026, | 3:00 PM
201 N. Montezuma Street
Council Chambers, 1st Floor
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

Chair Rusing called the meeting to order at 3:02 p.m.

2. ROLL CALL

Cathey Rusing – Chair
Patrick Grady – Vice Chair
Mary Frederickson –Member

3. DISCUSSION & ACTION ITEMS

A. Approval of the April 8, 2026, and April 22, 2026, Subcommittee for General Plan Review Minutes.

SUBCOMMITTEE MEMBER FREDERICKSON MOVED TO APPROVE THE MINUTES AS PRESENTED; SECONDED BY VICE CHAIR GRADY. (PASSED 3-0)

B. Presentation & Discussion from HR Green to Review and Provide Guidance Regarding the Draft General Plan Outline, Document Design Considerations, Project Schedule and Milestones.

HR Green Project Manager Edward Boik provided a presentation to the Subcommittee and began with emphasizing the primary objectives of establishing a clear direction for the structure of the General Plan and discussing whether a name change is appropriate during the modification phase. Mr. Boik provided an overview of the General Plan update process and discussed statutory requirements under the Arizona Revised Statutes for communities exceeding 50,000 population. He explained that Prescott is planning for eleven elements, exceeding the seven elements currently required for communities of its size in preparation for future population growth and upcoming census.

The Subcommittee discussed two organizational approaches: Option A, which would hold one chapter per General Plan elements, and Chapter B, Grouping related elements into broader thematic chapters, referenced to the Chino Valley General Plan. They also discussed the advantages and disadvantages of each approach expressing their support for Option B with modifications including the addition of the following items: 1) a dedicated Economic Development Chapter; 2) formation of a crosswalk

linking plan sections to applicable Arizona statutes; and 3) inclusion of implementation with amendment sections.

Subcommittee consensus in support of Option B, while ensuring transparency and readability moving forward.

C. Public Participation and Outreach

Vice Chair Grady expressed that while the current plan includes optional elements, it lacks a standalone housing element, which is currently integrated across other sections. He requested proposals on how to collaborate with the Planning and Development Department to establish goals and strategies for elements, specifically rehanging, redevelopment and housing too which have not yet been presented for public comment.

Mr. Boik recommended an additional public outreach effort before the formal 60-day review period through citizen participation to make sure the public is engaged and aware of the changes that will occur in the plan.

This item was for discussion only, no formal action was taken.

D. Naming and Branding

Mr. Boik provided alternative options for the Plan naming keeping the existing thematic name for the plan in place, members supported naming the document the “2027 General Plan” to reflect its anticipated execution year.

Chair Rusing expressed concerns regarding design preferences which included improving map clarity and legibility and a color palette emphasizing blues and greens while maintaining Prescott’s historic character.

Member Frederickson agreed with map clarity and legibility.

Mr. Boik stated his team will be working together to include maps that are legible and thematically consistent for the document

Continuing with comments referring to design, Ms. Bramlette stated a prospect is set to configuring Prescott’s website ADA-compliant in regard to fonts and formatting.

Chair Rusing provided comments regarding the James Family and advised letters from attorney to be included including general plan comments.

Mr. Boik confirmed the option to work with staff or provide individual stakeholder outreach.

Chair Rusing highlighted her focus towards the major plan amendments to confirm and establish them in a format that will be easier to comprehend and initiate public comment.

Mr. Boik acknowledged and stated staff and legal counsel will collaborate to ensure all proposed plan elements are following the adopted laws. In addition, Mr. Boik assured with plan process emphasizing communities over 25,000, ARS is straightforward with what is required- at least two public hearings at different locations within the city to promote citizen participation. In continuation of public hearing, the Planning and Zoning Commission forwards its recommendations to City Council. Concluding with at least one public hearing before adoption, affirmative vote of at least two-thirds of the Council required for adoption-positive vote and voter ratification can be scheduled within 120 days.

This item was for discussion only, no formal action was taken.

E. Project Schedule

Mr. Boik reviewed the project timeline, confirming a series of Subcommittee meeting reviews of revised chapters incrementally to achieve a complete document in January, February that will be an opportunity to be viewed internally and with selected stakeholders as part of the administrative draft. Additionally, Mr. Boik, oriented with the integration of comments from the January review, a 60-day review period will be initiated, with final draft adjustments occurring between February through April. This draft would have to be submitted to statutory agencies as legally required and suggested that discretionary notifications also be sent to external stakeholders, including utilities and governing bodies.

Vice Chair Grady asked whether the 60-day statutory review period simultaneously serves as the public comment window for the general citizenry or if it is restricted strictly to external stakeholders and agencies.

Mr. Boik confirmed that the 60-day review window is when the municipality typically hosts a public open house to introduce the document and gather community-wide feedback. Following the closing of the comment period, the project will transition to formal public hearing, deploying its own commission hearing City Council from May into early July. This schedule targets a final Council vote by early July to satisfy all statutory deadlines for placing the measure on the November 2027 ballot.

Chair Rusing expressed support for the revised timeline, given that the revised period avoids the holiday season yielding a significant community turnout and engagement.

Member Frederickson questioned if the presented chapters would be reviewed in person or virtually.

Mr. Boik concurred the next steps with Subcommittee were intended to bring a package enticing several chapters at a time to discuss and review throughout the upcoming months and the leading to the final draft.

Vice Chair Grady wants to know when the additional Subcommittee meetings will be slated.

The overall project timeline was revised by the Subcommittee to include mapping out key milestones leading up to the public vote. Under the updated schedule, the Subcommittee will conduct detailed chapter reviews throughout the remainder of 2026, targeting the completion of the full administrative draft in early 2027. This will be followed by that statutory public review period and formal public hearings later in 2027, ultimately aligning the process for voter ratification on the November 2027 ballot.

Future Land Use Map

Members discussed maintaining consistency with the 2015 land use framework while incorporating required statutory updates.

This item was for discussion only, no formal action was taken.

4. GENERAL ANNOUNCEMENTS FROM STAFF

Staff announced that the next meeting of the Subcommittee is scheduled for July 8, 2026.

5. ADJOURNMENT

There being no further business to discuss, Chair Rusing adjourned the meeting at 4:16pm.

CATHEY RUSING, Chair

Alex Bramlette, Planning Manager



TO: MAYOR AND CITY COUNCIL
AGENDA: July 8 General Plan Subcommittee
DATE: July 8, 2026
DEPT: Community Development
ITEM #: 3.B
SUBJECT: Presentation & Discussion Regarding Review and Acceptance of the Draft Public Participation Plan.

ITEM SUMMARY

This item presents the draft Public Participation Plan for Subcommittee review and acceptance. The plan fulfills the citizen-participation requirement that must be in place before formal public review and documents how the City will keep residents, agencies, and stakeholders informed and engaged through adoption and voter ratification.

BACKGROUND

Consistent with the May 27 direction, the plan builds on the extensive engagement Prescott completed between 2022 and 2025 (a project website, online surveys, a citizen review committee, and an open house attended by more than 200 residents).

Because that input shaped the existing draft, the plan concentrates on informing residents and inviting comments, while adding targeted engagement on the eleven newly added statutory elements rather than reopening broad idea gathering.

Key features include:

- Statutory framework. Follows the ARS § 9-461.06 adoption sequence: Transmittal to required agencies and neighboring jurisdictions, a statutory public review and comment period, Planning and Zoning Commission hearing(s), a Council adoption hearing, and voter ratification with a 60-day agency and public review period.
- Information channels. A dedicated project webpage (current draft, maps, summaries, schedule, comment link), social media, and statutory public notices through the Prescott City Page, the Courier, press releases, and displays at the Library and City facilities.
- Engagement touchpoints. An August 2026 discovery open house to gather input on the eleven additional elements (boards, handouts, comment forms), and a second public open house during the February to April 2027 statutory review.
- Schedule. An implementation schedule ties every activity to a project phase and target date, from ongoing online outreach through the November 2027 ratification election.
- Individual stakeholder outreach. Up to three one on one interviews or focus group discussions, coordinated with City staff, give key property owners, agencies, and development interests a way to provide input alongside the open houses.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

MOVE to approve, with or without modification, the draft public participation plan

ATTACHMENTS

1. Proposed Public Participation Plan 2026
2. Public Participation Plan_Presentation

Prescott 2027 General Plan: Public Participation Plan

Introduction

This Public Participation Plan describes how the City of Prescott will keep residents, agencies, and stakeholders informed and engaged during the General Plan update. It defines the engagement objectives, the audiences involved, the activities the City will use, and a schedule that ties each activity to the project timeline through adoption and voter ratification.

Prescott completed an extensive public engagement process between 2022 and 2025, including a project website, online surveys, a citizen review committee, and an open house attended by more than 200 residents that shaped the existing draft General Plan. The current effort restructures and updates that draft to meet the statutory requirements that apply to a city with a population over 50,000 under Arizona Revised Statutes (ARS) Title 9.

Building upon extensive community input for the existing draft, this update concentrates on keeping residents informed and discovering their ideas for the additional General Plan elements.

Statutory Framework

Arizona Revised Statutes § 9-461.06 governs adoption of a municipal General Plan. The process includes transmittal of the proposed plan to required agencies and neighboring jurisdictions for review, a statutory public review and comment period, Planning and Zoning Commission public hearing(s), a City Council adoption hearing, and ratification of the plan by the voters.

The project schedule provides for a 60-day agency review period and a longer state review period under ARS § 9-461.06.

Engagement Activities and Resources

Information Channels

- **Project webpage:** Maintain the dedicated General Plan page with the current draft, maps, summaries, schedule, and a comment link.
- **Social media:** Use the City's and the General Plan's existing channels to share milestones and meeting notices.
- **Public notices:** Publish statutory notices and updates through the Prescott City Page, the Courier, and press releases; post displays at the Library and City facilities as needed.

Meetings and Review Opportunities

- **Subcommittee meetings:** The Council Subcommittee serves as the public decision-making body; meetings are open to the public.
- **Public meeting/open houses:** An open-house-style meeting to gather input on the 11 additional General Plan elements, and to present the restructured plan and answer questions, with plain-language boards, handouts, and comment forms.
- **Stakeholder Interviews:** One-on-one interviews or focus group discussions to provide additional input alongside open houses.
- **Statutory review period:** Post the public review draft online, distribute to required agencies, and maintain a comment log documenting each comment and how it was addressed.
- **Public hearings:** Planning and Zoning Commission and City Council hearings, noticed per statute.

Audiences and Stakeholders



City of Prescott residents and property owners



City Council and the Council Subcommittee on General Plan Review



Planning and Zoning Commission



Neighboring jurisdictions and required review agencies (per ARS § 9-461.06)



City boards, commissions, and committees



Neighborhood and homeowners' associations, civic groups, and business organizations



Yavapai County Elections Department (for ballot coordination)

Engagement Implementation Schedule

The table on the following page is the project engagement implementation schedule. It groups every activity under its project phase, gives a target date, and states what the engagement is for.

Target Date	Engagement Activity	Purpose
Ongoing — All Phases (June 2026 – November 2027)		
Throughout	Project webpage	Keep the current draft, maps, summaries, schedule, and a comment link available online.
Throughout	Social media	Share milestones and meeting notices through the City’s and General Plan channels.
Throughout	Public notices	Publish statutory notices and updates through the Prescott City Page, the Courier, and press releases; post displays at the Library and City facilities.
Phase 1 — Restructure & Refine (Spring–Summer 2026)		
Jun–Aug 2026	Consultant coordination	HR Green restructures the existing draft, with monthly coordination with City staff.
July 8, 2026	Council Subcommittee meeting	Review the restructured draft plan structure and templates (currently in preparation).
Phase 2 — Inform the Public (Summer–Fall 2026)		
August 2026	Public meeting/open house	Gather community input on the 11 additional General Plan elements, with boards, handouts, and comment forms.
September 2026	Council Subcommittee meeting (undetermined)	Review input from the August discovery meeting and progress on the 11 additional elements.
Fall 2026	City Council work session (undetermined)	Review the results of the August public meeting on the 11 additional elements with the Council.
Fall 2026	Stakeholder Interviews	Up to three one on one interviews or focus group discussions, coordinated with City staff, give key property owners, agencies, and development interests a way to provide input alongside the open houses.

Target Date	Engagement Activity	Purpose
Phase 3 – Statutory Review (Winter–Spring 2027)		
February 2027	Council Subcommittee meeting	Review the administrative draft and finalize the 60-day public review draft for release.
Feb–Apr 2027	Statutory agency & public review (60-day)	Post the public review draft online, transmit it to required agencies and neighboring jurisdictions, and maintain a comment log.
February 2027	Public open house	Present the 60-day public review draft to the community and take comments.
Following review	Comment response	Compile comments, present recommended responses to the Subcommittee, and revise the draft.
Phase 4 – Adopt & Ratify (2027)		
May–Jun 2027	Planning & Zoning Commission hearing(s) (statutory, noticed)	Public hearing(s) on the proposed plan and P&Z recommendation to Council.
Jun–Jul 2027	City Council adoption hearing (statutory, noticed)	Council public hearing and adoption of the plan.
~120 days before election	Ballot coordination	Notify Yavapai County Elections of intent to place the plan on the ballot and provide approved ballot-question language.
November 2027	Voter ratification election	Voters ratify the adopted plan.

ITEM 1

Public Participation Plan

ITEM 1

Public Participation Plan

Key features:

- **Statutory framework** following the ARS § 9-461.06 adoption and ratification sequence
- **Engagement Methods:** Project webpage, social media, and statutory public notices
- **Engagement touchpoints:** an August 2026 discovery open house and a second open house during the 2027 statutory review
- **An implementation schedule**
- **Individual stakeholder outreach**
(up to 3 interviews/focus group discussions)

Prescott 2027 General Plan: Public Participation Plan

Introduction

This Public Participation Plan describes how the City of Prescott will keep residents, agencies, and stakeholders informed and engaged during the General Plan update. It defines the engagement objectives, the audiences involved, the activities the City will use, and a schedule that ties each activity to the project timeline through adoption and voter ratification.

Prescott completed an extensive public engagement process between 2022 and 2025, including a project website, online surveys, a citizen review committee, and an open house attended by more than 200 residents that shaped the existing draft General Plan. The current effort restructures and updates that draft to meet the statutory requirements that apply to a city with a population over 50,000 under Arizona Revised Statutes (ARS) Title 9.

Because Prescott already gathered extensive community input for the existing draft, this update concentrates on the first levels of public engagement: keeping residents informed and inviting their comment rather than re-opening broad idea-gathering.

Statutory Framework

Arizona Revised Statutes § 9-461.06 governs adoption of a municipal General Plan. The process includes transmittal of the proposed plan to required agencies and neighboring jurisdictions for review, a statutory public review and comment period, Planning and Zoning Commission public hearing(s), a City Council adoption hearing, and ratification of the plan by the voters.

The project schedule provides for a 60-day agency review period and a longer state review period under ARS § 9-461.06.

Engagement Activities and Resources

Information Channels

- **Project webpage:** Maintain the dedicated General Plan page with the current draft, maps, summaries, schedule, and a comment link.
- **Social media:** Use the City's and the General Plan's existing channels to share milestones and meeting notices.
- **Public notices:** Publish statutory notices and updates through the Prescott City Page, the Courier, and press releases; post displays at the Library and City facilities as needed.



TO: MAYOR AND CITY COUNCIL
AGENDA: July 8 General Plan Subcommittee
DATE: July 8, 2026
DEPT: Community Development
ITEM #: 3.C
SUBJECT: Presentation & Discussion Regarding Subcommittee Approval of the Table of Contents.

ITEM SUMMARY

This item asks the Subcommittee to confirm the Table of Contents and chapter sequence for the 2027 General Plan. As directed on May 27, the plan uses a grouped chapter structure, adds a standalone Economic Development chapter, and includes a statutory crosswalk so that compliance with the ARS § 9-461.05 elements remains transparent.

BACKGROUND

The grouped structure was preferred over one chapter per statutory element because it reduces repetitive narratives, avoids inconsistencies between closely related chapters, and produces a more readable document, while the crosswalk preserves clear statutory compliance. Economic development, although not a required statutory element, was retained as its own chapter because economic competitiveness has been a major theme in prior Prescott drafts and a strategic priority for the Council. With Economic Development added as Chapter 7, the plan closes with implementation, and Chapter 10, the Amendment Process, so that each is treated clearly and is easy to locate. The proposed sequence is attached.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

Move to approve, with or without modifications, the Table of Contents

ATTACHMENTS

1. Table of Contents
2. Table of Contents_Presentation

Chapter	Contents/statutory elements addressed
Front matter	Acknowledgements; optional letter from the Mayor or Chair; Table of Contents
Chapter 1 — Plan Overview	What a General Plan is and its statutory authority; Vision, Mission, and Values; public-engagement snapshot; how to use and administer the plan; statutory element crosswalk
Chapter 2 — Community Profile	Regional and historic context; existing-conditions summary
Chapter 3 — Land Use and Growth Areas	Land Use Element; Growth Areas Element; Cost of Development
Chapter 4 — Circulation and Mobility	Circulation Element; Expanded Circulation Element; Bicycling Element
Chapter 5 — Environment and Natural Resources	Environmental Planning; Open Space; Conservation; Water Resources; Energy; Recreation
Chapter 6 — Housing and Neighborhoods	Housing; Neighborhood Preservation and Revitalization; Conservation, Rehabilitation and Redevelopment
Chapter 7 — Economic Development	New, non-statutory chapter consolidating the economic narrative
Chapter 8 — Community Services and Facilities	Public Services and Facilities; Public Buildings; Safety (police & fire)
Chapter 9 — Implementation	Implementation program for the plan's goals and strategies; monitoring and reporting
Chapter 10 — The Amendment Process	Major and Minor plan amendments; HB 2447 discussion
Appendices	Public engagement summary; maps; existing conditions and background data; statutory crosswalk; other appendices as identified

ITEM 2

Updated Table of Contents

ITEM 2

Table of Contents

Confirm the grouped chapter sequence for the 2027 General Plan

Front Matter — Acknowledgements, ToC

Chapter 1 — Plan Overview

Chapter 2 — Community Profile

Chapter 3 — Land Use and Growth Areas

Chapter 4 — Circulation and Mobility

Chapter 5 — Environment and Natural Resources

Chapter 6 — Housing and Neighborhoods

Chapter 7 — Economic Development (**new**)

Chapter 8 — Community Services and Facilities

Chapter 9 — Implementation

Chapter 10 — The Amendment Process

Appendices — Engagement, maps, data, crosswalk



TO: MAYOR AND CITY COUNCIL
AGENDA: July 8 General Plan Subcommittee
DATE: July 8, 2026
DEPT: Community Development
ITEM #: 3.D
SUBJECT: Presentation & Discussion Regarding Review of the First Three Reorganized General Plan Chapters as Follows: 1) Chapter 1 (Plan Overview); 2) Chapter 2 (Community Profile); and 3) Chapter 3 (Land Use and Growth Areas).

ITEM SUMMARY

This item is for review and discussion of the first three reorganized chapters of the draft General Plan.

BACKGROUND

Chapter 1 (Plan Overview) consolidates orientation material: what a general plan is and its statutory authority, the Vision, Mission, and Values, a public-engagement snapshot, how to use and administer the plan, and the statutory crosswalk. Chapter 2 (Community Profile) carries the regional and historic context and the existing-conditions summary, with detailed background data relocated to the appendices. Chapter 3 (Land Use and Growth Areas) opens the content chapters by establishing how and where Prescott grows, combining the Land Use Element and the Growth Areas Element, and it carries the Cost of Development discussion that accompanied the growth area in Prescott's earlier plans.

The reorganization reflects direction from the page-by-page review and the kickoff:

- Update references to the 2025 ballot and prior participation process
- Align the Introduction to ARS § 9-461.05 by explicitly identifying the required elements
- Place the Vision, Mission, and Values clearly
- Confirm that hyperlinks and referenced external sites remain functional
- Move full-size maps to the appendices with thumbnails retained
- Base the future land use map on the June 24, 2025 draft, which restores the 2015 plan's land use extent and updates the treatment of State Trust land for current law, rather than the expanded boundary shown in the March 25, 2025 draft.
- Condense and relocate historic-background material.

Chapter 1 also presents the Vision, Mission, and Values in an original and proposed format under the theme A Welcoming Community, so members can compare the current language with the refinements side by side. The proposed Values add a welcoming community statement affirming that every resident, family, and business is treated with dignity and respect, the proposed Vision refines the hometown language to home City, and the opening narrative is rewritten in plainer language, including retitled sections on the community's quality of life and character and on finding a balance among land uses.

The existing goals-and-strategies format will be preserved rather than rewritten, and the recently adopted Council strategic plan will be reviewed for integration, so the two documents reinforce one another. Content carried from the 2015 General Plan will be reviewed for continued relevance rather than repeated verbatim.

FINANCIAL IMPACT

There is no fiscal impact associated with this item at this time.

RECOMMENDED ACTION

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

ATTACHMENTS

1. Prescott General Plan Chapter 1 Draft
2. Prescott General Plan Chapter 2 Draft
3. Prescott General Plan Chapter 3 Draft
4. Chapter 1-3 Review_Presentation

Chapter 1 | Plan Overview

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 this General Plan and What is its Statutory Authority?

The City of Prescott General Plan (Plan) is the primary guide for land use decisions in Prescott. Rezoning and new development proposals, decisions about public infrastructure, transportation corridors, annexations, and economic development must all be consistent with and conform to the adopted Plan.

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

What does a General Plan include?

Arizona Revised Statute organizes the required planning elements of a general plan into tiers based on community population.

TIER I Elements - Required of all Arizona municipalities:

- Land Use
- Circulation

TIER II Elements - Required for communities above 10,000 residents:

- Open Space
- Growth Areas
- Environmental Planning
- Cost of Development
- Water Resources

TIER III Elements - Required for communities at or above 50,000 residents:

- Conservation
- Recreation
- Housing
- Public Services and Facilities
- Public Buildings
- Safety
- Bicycling
- Energy
- Neighborhood Preservation and Revitalization
- Conservation, Rehabilitation, and Redevelopment
- Expanded Circulation

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

Beyond the elements required or authorized under ARS 9-461.05, this Plan incorporates additional topics that reflect local values, emerging priorities, and unique character of the community through tourism, healthcare access, dark skies preservation, urban forestry, climate resilience, digital connectivity, youth programs and childcare, art and culture, events and museums; all woven into the relevant statutory elements where they are most applicable.

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

[LAND USE MAP INSERT w caption "See the Prescott Land Use Map on pages 65, 67, and 132"]

THE PRESCOTT VISION

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

THE PRESCOTT MISSION

We enhance quality of life as stewards of our natural and built environment and through understanding City services that engage our community, preserve our past, and ensure a safe and vibrant future.

PRESCOTT'S VALUES

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

Our Quality of Life and Character

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

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

Finding a Balance

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

That said, our quality of life also depends on keeping City infrastructure and services, including streets, water, sewer, police, and fire, at acceptable community-wide levels so that we can sustain the things we enjoy about living in Prescott. Currently undeveloped areas represent the best opportunities to improve and maintain a sustainable balance among our mix of land uses and our cherished natural setting and resources.

The Complete Plan Process

PHASE 1 – FY 2022

The initial phase of the Plan process focused on reviewing the 2015 General Plan, and understanding current and upcoming key goals, opportunities, and challenges within the community. The City analyzed data, formed a 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 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.

PHASE 3 – FY 2024

In 2024, all the research and preplanning efforts were compiled into a draft of the Plan document. There were reviews done by the Plan Committee in public meetings and revisions were incorporated and a final draft was brought forward to the public for the 60-day public comment period. Revisions were incorporated, and a more final draft was brought forward to the public for an additional 60-day comment period. This also triggered the next round of public outreach efforts to ensure the public was aware of the 60-day comment period and 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 Plan draft. The final product was taken to the Planning and Zoning Commission for review and a recommendation to the City Council. The City Council reviewed and amended the draft prior to approving the final draft. Once the final draft was approved, an alternate interactive version of the draft was finalized, so that the Plan could be viewed online with clickable links, animated graphics, etc. Unfortunately, the Plan at that latest form was built on a structure and a compliance posture that could not carry the City to a defensible adoption. Recognizing the value of a Plan that is both broadly supported and fully aligned with Arizona law, the City chose to continue the process to strengthen the document's organization, confirm its statutory completeness, and prepare it for a later adoption date.

PHASE 5 – FY 2026

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

PHASE 6 – FY 2027

In 2027, the City carried the Plan through its formal review and adoption process. The completed administrative draft was released for a public review period of 60 days, during which residents were invited to comment in person and online, and a public open house offered an additional opportunity to learn about the Plan and share feedback. Comments were reviewed and incorporated, and the refined draft advanced to the Planning and Zoning commission for public hearings and a recommendation to the City Council. Following Council adoption, the Plan was placed on the November 2027 ballot for ratification by Prescott voters. **On November ____, 2027** Prescott voters ratified this Plan and now it serves as a viable living document to guide Prescott through its next decade.

Public Participation Process

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

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

Organization and Launch

Public engagement began in FY 2022. The City reviewed other recently updated plans for effective ideas on how to reach out to the public for comments. City Council also appointed an 11-member 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 Plan Review Committee gathered the information collected and began updating the Plan. From the many conversations and survey responses gathered, a few key themes emerged:

- A love for Prescott's "small City 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 Plan, accompanied by goals and strategies to achieve them.

Public Review

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

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

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

[INSERT PROCESS GRAPHIC IMAGE from page 7]

[Prescott High School Art Students Mural]

[Image caption –“This unique mural was created by Prescott High School art students .”]

Plan Structure and How to Use This Plan

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

The [City of Prescott 2027 General Plan](#) is structured as follows:

Chapter 1 - Plan Overview: This chapter, as read, provides the Plan overview including the community vision, a summary of the public engagement process, and guidance on how the overall Plan is organized and used.

Chapter 2 – Community Profile: More can be learned of Prescott’s regional and historical context by exploring this chapter where the existing conditions observed through the Update informed the goals and policies found in subsequent chapters.

Chapter 3 – Land Use Planning and Growth Areas: How and where Prescott grows is the bedrock purpose of the overall Plan. This chapter establishes the framework for land use decisions and future development patterns, capturing the thoughtful approach to expansion within the City’s areas identified for growth in a manner consistent with community values and fiscal responsibility.

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

Chapter 5 – Environmental and Natural Resources: Prescott is blessed with a remarkable natural setting and abundance of resources. This chapter addresses the overlapping aspects of open space, environmental planning, water resources, conservation, energy, and recreation which share interconnected qualities that define the character and long-term environmental health of the community.

Chapter 6 – Housing and Neighborhoods: Each individual citizen of Prescott experiences and contributes to the overall quality of life in the city starting with the

housing and neighborhoods they call home. This chapter discusses the full range of housing needs for Prescott, offering strategies for preserving the best of the City’s existing housing stock, investing in residential properties where years of wear and neglect have taken a toll, revitalizing whole streets and blocks or even an entire neighborhood that has experienced broad property value decline, and conserving land in new development with more efficient and attainable housing types that people actually want and that reduce the disproportionate infrastructure costs of distant low-density sprawl.

Chapter 7 - Economic Development: Focusing on Economic Development is a strategic priority of the City’s leadership, one that aligns with Prescott’s identity and reflects the community’s strong commitment to a thriving local economy. While not a statutory element, the community wants to be intentional about economic development, and it is important enough to warrant dedicated goals and strategies to guide the City’s continued prosperity.

Chapter 8 - Community Services and Facilities: It is important to Prescott’s vitality to remain safe, well served, and fiscally sound as it grows over time. This chapter addresses the public services, facilities, buildings, infrastructure, and safety systems necessary to support, sustain, and advance the daily quality of life that Prescott’s residents desire and have come to expect as contributing members of the community.

Chapter 9 - Implementation: Here lie the action steps of the Plan, helping to bring the goals, strategies, and initiatives, voiced by the community, to fruition through City programs, capital investments, regulatory tools, and coordination with partner agencies.

Chapter 10 - The Amendment Process: The Plan is a living document intended to reflect the Prescott community. As people grow and change with aspirations to be the next best version of themselves, so will Prescott, and so should the Plan. If or when the Plan should pivot to realign with its community, this chapter provides the process to allow the people of Prescott to legally update the Plan in accordance with Arizona state law.

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

Goals, Strategies, and Initiatives Page Structure

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

GOAL STATEMENTS are numbered and introduce the broad outcome the City is working toward within each element addressed in its related chapter.

STRATEGY and INITIATIVE STATEMENTS follow each goal and outline the specific steps, actions, and mechanisms the City will employ to achieve it.

DEFINITIONS of unique or technical terms are provided throughout the document to help readers fully understand the topic at hand.

LINKS to external resources are provided for reference where relevant and are not necessarily endorsed by the City. The City will periodically review and update these links to maintain their accuracy and functionality throughout the life of this Plan.

[PLACEHOLDER: Final link formatting and color treatment are pending City branding confirmation.]

Throughout the Plan, topics naturally overlap and build upon one another. Readers are encouraged to explore each chapter as part of a larger connected story where land use, transportation, housing, community life, public services, and the environment all work together.

Chapter 2 | Community Profile

Regional Context

Located in a basin in the mountains of north central Arizona, Prescott is bordered and most influenced on the south and west by the Prescott National Forest. The natural environment is rich with rock outcroppings, unique topographical features, abundant vegetation, wildlife, riparian areas, and archaeological resources. The average elevation is 5,400 feet above sea level, and the area enjoys four seasons with few extremes of temperature or precipitation. The climate is generally temperate and mild, with average high temperatures ranging from 50°F to 90°F. Rainfall continues to be below average, with drought conditions reported by various scientific institutions. The average annual precipitation is 16 inches of rain and 13 inches of snow.

[RECOMMEND MAP: Regional Map placing Prescott within relation to adjacent land and jurisdictional boundaries, or broader to show City relative to the County and other municipalities within the County. Along with a descriptive paragraph explaining the regional map.]

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, Yavapai County, 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.

[INSERT table : POPULATION BY JURISDICTION].

Prescott's History

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

Current archaeological cultural resource investigations reveal occupation patterns of prehistoric people as early as AD 700. Documentation of prehistoric excavations around Willow Lake and Watson Lake continue 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.

Early Human Inhabitants and European Settlement

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 Arizona State 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-designated (local) historic preservation districts.

[courthouse image – caption: “Prescott Courthouse, 1878 Photos courtesy of CourthouseHistory.com”]

A Modern Era of Health, Culture, and Prestige

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

Also, during the 20th century, the arts, cultural, and educational assets of Prescott 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. The performing arts theaters are owned and operated by the Hazeltine Theatre, Yavapai College, and the Prescott Unified School District. The Phippen Museum of Western Art, the Museum of Indigenous People: American Indian Art and Culture, and the Western Heritage Center also contribute to the current cultural scene.

Today and Beyond

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

[image + caption: “Historic Post Office”]

[image + caption: “Embry Riddle Aeronautical University”]

Existing Conditions and Trends

An Accounting of Population

From 1960 to 1990, the City's population grew at an average annual rate of 3.9% 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. Prescott's growth rate from 2010 to 2020 was 1.4% per year. 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.

A Forecast of the Future

For the purpose of this 10-year General Plan, we use the 2020 Census and assume a higher than average Prescott growth rate of 2% resulting in a high side 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 of 1-2% to accommodate residents of all ages and economic status, while preserving the community's character now and in the future.

Forecasting Assumptions

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 in this plan but expect 1-2% growth. 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 total County population could reach 300,000 by the year 2030. Prescott Valley has been growing at a greater rate than Prescott and Yavapai County. The Prescott Valley 2020 Census indicated a population of 46,785, with a short-term growth rate of 2.45%.

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

[table: POPULATION GROWTH IN PRESCOTT (1990 TO 2020)]

Changing Demographics

An 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.

Prescott’s median age increased to 54.1 years of age in 2010, accompanied by an increase in households with one or more people 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 late 1940s to the early 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 there is continual inward migration of seniors approaching retirement or who are already retired. Prescott is and will continue to be a retirement destination because of its natural environment and cultural amenities. The outward 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 to this trend. Telecommunication based on improved internet connectivity affects demographics as younger families seeking Prescott’s quality of life are able to bring their jobs with them. The graphs shown highlight the national trend of an aging population.

[table/chart: U.S. POPULATION AGE 65+ BY SIZE, 1920 TO 2020]

[table/chart: U.S. POPULATION AGE 65+ BY % OF TOTAL POPULATION, 1920 TO 2020]

[caption: “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)”]

Those of Working Age

Working age individuals make 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.

[INSERT population chart : 2000 CITY OF PRESCOTT POPULATION AGE (2000)]

[INSERT population chart: 2010 CITY OF PRESCOTT POPULATION BY AGE (2010)]

[insert caption: * figures may not reflect incomes not tracked by HUD]

[INSERT Population charts: YAVAPAI COUNTY VS. CITY OF PRESCOTT CENSUS DATA]

[insert info graphic pie charts]

Household Size

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

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 slightly from 1.2% to 1.1%, and the percentage of Asian residents increased from 0.6% to 1.2% between 1990 and 2010. *According to the 2020 Census, Prescott’s population was 89.6% White, 8.6% Hispanic, 4.2% two or more races, 2.0% Asian, 0.6% Native American, and 0.4% African American.*

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 Census data, families made up 59% of Prescott’s households in 2000, which dropped to 56% in 2010.

In 2000, households with a member aged 65 or older comprised 39.4% in Prescott, increasing to 44.8% in 2010, a rise of 5.4%. Also of note are trends for working families with young children. In 1990, 50% of families with children under 6 years of age had both parents in the household working. By 2010, that number rose to 64%. Among City residents in 2010, there were 16,891 people age 16 and older who were employed, or approximately 42% of the total population participated in the workforce. This dropped to 40.3% in the 2020 Census. *This may indicate that working families with young children increasingly require more than one income to meet rising living and housing costs in the community.* This includes ordinary living costs, such as childcare, as well as housing costs, which are explored more in Chapter 5.

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.*

[Insert caption: (2022 American Community Survey 5-year Estimates)]

These trends suggest that for Prescott, the median age will continue to rise, Prescott's youth population percentage will continue to decline, and similar to national trends, 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, household incomes and ratios of retirees to working residents.

Chapter 3 | Land Use Planning and Growth Areas

Introduction

This chapter establishes the framework for how and where Prescott grows. It combines two elements required by Arizona law: the Land Use Element (ARS § 9-461.05(C)(1)) and the Growth Areas Element (ARS § 9-461.05(D)(2)). Together, these elements describe how land is used in Prescott and how the City will guide land use decisions and growth over the life of this Plan.

The Base of Land Uses

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

Neighborhood Character Preservation

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

Areas of Change

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

ensure all interests are considered and a broad consensus can be sought. (Source: Chapter 3, Great Places and Neighborhoods, page 58)

Hierarchy of Planning Tools

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

The General Plan

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

Specific Area Plans

Prescott also uses Specific Area Plans (SAPs) when closer focus is warranted for limited geographic areas experiencing change from 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** is the direct result of the annexation and development of the area that comprises Yavapai Hills, The Ranch, and the concentration of commercial development including the nearby commercial area along SR 69.
2. **The Willow Lake South Area Plan** purpose serves to guide the development of Prescott Lakes and nearby properties.
3. **The Airport SAP** addresses the third and largest area in Prescott influencing land development around and near the Prescott Regional Airport (PRC).

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

Neighborhood Plans

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

(Source: Chapter 3, page 59)

Economic Context

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

Downtown

Downtown Prescott accounts for a significant amount of the City's **sales tax base**. It remains a primary visitor attraction, supporting vibrant tourist and retail uses featuring arts, entertainment, hotels, restaurants, coffee shops, bookstores, and museums. The downtown supports an important historic residential area as well as continuing uses for Federal, County, and City government. *The vision for downtown is to preserve the physical, historic, and visitor-friendly attributes so it may continue to be a major economic force and tourist draw for the City.* **The Downtown Specific Area Action Plan** (adopted in May 1997) is reinforced in this Plan. [PLACEHOLDER: Confirm with City staff whether a more recent Downtown planning document supersedes or supplements the 1997 SAP.] This Plan also incorporates the City's ongoing Historic Preservation Master Plan update as a companion guide for development within the Downtown Specific Area Action Plan boundary.

Industrial and Employment Areas

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

(Source: Chapter 4, *Economic Competitiveness and Prosperity*, page 76)

Compatible Land Use and Safety

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

Airport Vicinity Overlay (AVO)

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

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

(Source: Chapter 4, pages 102–104)

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.

(Statutory Content per SB 1598 | Source: Chapter 3, pages 58–59)

Future Land Use Designations and Map

Explanation of the Land Use Designations

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

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

Very Low-Density Residential (1 DU/Acre)

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

Low-Medium Density Residential (2-7 DU/Acre)

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

Medium-High Density Residential (8-32 DU/Acre)

The Medium-High Density Residential category may include duplexes, manufactured and modular homes, apartments, townhomes, and other forms of attached or detached housing on smaller lots. The density range for this category is 8-32 dwelling units per acre. This category may also include supporting land uses such as neighborhood shops and services, parks and recreation areas, religious institutions, and schools. A full range of urban services and infrastructure is required. The Medium-High Density Residential category would also allow residential development as

described for the Low-Medium Density and Very Low-Density Residential categories. Manufactured and modular home communities within this designation are recognized as an important source of workforce and senior housing in Prescott.

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.

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

recreational facilities in open space areas are typically limited to trails, picnic areas, interpretive facilities, restrooms, and parking lots.

(Source: Chapter 3, pages 60–62 | The Future Land Use Map graphic appears at pages 59, 61, and elsewhere with the standard note that these are Land Use Designations and not Zoning)

Land Use Element Goals & Strategies | ARS § 9-461.05(C)(1)

Goal LU-1: Preserve or enhance a beneficial mix of open space, recreation, residential, commercial, and industrial properties.

- Strategy LU-1.1** Ensure that the annexation of land will reinforce and support a beneficial mix of land uses and residential support services (e.g., medical, restaurants, cleaners, childcare, etc.).
- Strategy LU-1.2** Increase available sites with commercial and/or industrial land uses and zoning.

Goal LU-2: Promote land use strategies that achieve City economic development goals while also respecting historic preservation and quality of life considerations.

- Strategy LU-2.1** Encourage the update, creation, and implementation of SAPs to guide the development of areas where needs have been identified.
- Strategy LU-2.2** Support a balanced variety of commercial centers in Prescott, both existing and new, including some sites small enough to be affordable to smaller local firms and Village Center concepts to encourage a mix of residential and light business uses.
- Strategy LU-2.3** Promote use of land available adjacent to PRC.
- Strategy LU-2.4** Explore partnerships with property owners to deliver shovel-ready parcels.
- Strategy LU-2.5** Ensure appropriate access and multimodal circulation are planned for business/commercial sites.
- Strategy LU-2.6** Verify adequate and flexible buffers and ensure screening for adjacent existing neighborhoods when siting commercial uses. This is to adequately mitigate noise, light, and other negative impacts, especially from major commercial centers. Encourage retention of native vegetation as a low-cost buffering tool that also supports wildlife habitat connectivity.

(Source: Chapter 4, page 77.)

Goal LU-3: Analyze transition and special study areas for their potential to help meet community challenges such as economic development, workforce housing needs, historic preservation and open-space conservation, and traffic connectivity.

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

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

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

Goal LU-4: Support flexibility in setbacks, parking requirements, site coverage, and height in return for compatible development design which maintains the character of transitioning areas and advances implementation of neighborhood and land-use plans for the area. Parking requirement flexibility should be accompanied by thorough evaluations and analysis of the conditions and needs of the surrounding neighborhood.

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

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

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

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

(Source: Chapter 3, Neighborhoods goals, pages 62–63. Note that in this draft these goals carry "Possible initiatives" narrative rather than numbered strategies.)

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

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

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

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

(Source: Chapter 4, pages 102–104)

Growth Areas and Management

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

Transition Zones

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

SAPs, Neighborhood Plans, and Overlay Districts.

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

New Open Space, Water Resources and Wildlife Corridors

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

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

The City's adopted Water Policy and the Land Development Code (LDC) are the tools for guiding and managing growth in Prescott. Water resource availability is administered by the Arizona Department of Water Resources. [Chapter 5: Environment

and Natural Resources] discusses the supply of water as limited both physically and legally

Growth Area Element Goals & Strategies | ARS § 9-461.05(D)(2)

Goal GA-1: Promote a balance of land uses to preserve and enhance neighborhoods, encourage compatible redevelopment, include housing that is affordable at various income levels, and to protect environmentally sensitive areas.

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

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

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

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

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

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

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

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

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

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

Goal GA-4: Encourage infill development on parcels with adequate infrastructure.

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

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

Goal GA-5: Promote effective management and mitigation of negative growth impacts.

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

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

(Source: Chapter 4, pages 88–89.)

ITEM 3

Chapters 1, 2, and 3 Preview

Chapters 1,2, and 3

ITEM 3

Chapter 1

Chapter 2

Chapter 3

Chapter 1 | Plan Overview

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 this General Plan and What is its Statutory Authority?

The City of Prescott General Plan (Plan) is the primary guide for land use decisions in Prescott. [Rezoning](#) and new development proposals, decisions about public infrastructure, transportation corridors, annexations, and economic development must all be consistent with and conform to the adopted Plan.

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

What does a General Plan include?

Arizona Revised Statute organizes the required planning elements of a general plan into tiers based on community population.

TIER I Elements - Required of all Arizona municipalities:

- Land Use
- Circulation

TIER II Elements - Required for communities above 10,000 residents:

- Open Space
- Growth Areas
- Environmental Planning
- Cost of Development
- Water Resources

TIER III Elements - Required for communities at or above 50,000 residents:

- Conservation
- Recreation
- Housing
- Public Services and Facilities
- Public Buildings
- Safety
- Bicycling
- Energy
- Neighborhood Preservation and Revitalization
- Conservation, Rehabilitation, and Redevelopment
- Expanded Circulation

Chapter 2 | Community Profile

Regional Context

Located in a basin in the mountains of north central Arizona, Prescott is bordered and most influenced on the south and west by the Prescott National Forest. The natural environment is rich with rock outcroppings, unique topographical features, abundant vegetation, wildlife, riparian areas, and archaeological resources. The average elevation is 5,400 feet above sea level, and the area enjoys four seasons with few extremes of temperature or precipitation. The climate is generally temperate and mild, with average high temperatures ranging from 50°F to 90°F. Rainfall continues to be below average, with drought conditions reported by various scientific institutions. The average annual precipitation is 16 inches of rain and 13 inches of snow.

[RECOMMEND MAP: Regional Map placing Prescott within relation to adjacent land and jurisdictional boundaries, or broader to show City relative to the County and other municipalities within the County. Along with a descriptive paragraph explaining the regional map.]

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, Yavapai County, 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.

[INSERT [table](#): POPULATION BY JURISDICTION].

Chapter 3 | Land Use and Growth Areas

Introduction

This chapter establishes the framework for how and where Prescott grows. It combines two elements required by Arizona law: the Land Use Element (ARS § 9-461.05(C)(1)) and the Growth Areas Element (ARS § 9-461.05(D)(2)). Together, these elements describe how land is used in Prescott and how the City will guide land use decisions and growth over the life of this Plan.

The Base of Land Uses

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

Neighborhood Character Preservation

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

Areas of Change

Transitions may occur from single-family to multi-family residential, from residential to commercial uses, or, less **commonly**, from commercial to residential uses. As the community grows, land uses in some areas evolve, come under development or redevelopment pressures, and are subject to adjustments in resource needs like water supply and availability. These transitioning areas are often where significant land-use conflicts occur. Internal pressures usually come from new development in or near established neighborhoods. Involving residents in decision-making helps ensure all interests are considered and a broad consensus can be sought. (Source: Chapter 3, *Great Places and Neighborhoods*, page 58)

A Welcoming Community . . .

ITEM 3

Original

THE PRESCOTT VISION

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

THE PRESCOTT MISSION

We enhance quality of life as stewards of our natural and built environment and through understanding city services that engage our community, preserve our past, and ensure a safe and vibrant future.

PRESCOTT'S VALUES

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

Proposed

THE PRESCOTT VISION

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

A Welcoming Community . . .

ITEM 3

Original

Proposed

Prescott's Road Map

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. As such, it is intended that people of all ages, races, national origins, sexual orientations, genders, religions, and disabilities can make use of Prescott's land and amenities without facing discrimination or harassment. This goal is consistent with the Prescott Vision and Mission Statements.

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 Challenge for the Community:

Ensure the continued vitality and longevity of existing residential, commercial and industrial areas and create additional sites suitable for residential, 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 our water and air quality, and environmental resources. For example, water contributes to our quality of life, and to do so while keeping City infrastructure and services (streets, water, sewer, police, and fire) at acceptable community-wide levels while keeping Prescott, Prescott. Currently undeveloped areas represent the best opportunities to improve and maintain a sustainable balance among these types of land uses and water resources.

Our Quality of Life and Character

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

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

Finding a Balance

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

That said, our quality of life also depends on keeping City infrastructure and services, including streets, water, sewer, police, and fire, at acceptable community-wide levels so that we can sustain the things we enjoy about living in Prescott. Currently undeveloped areas represent the best opportunities to improve and maintain a sustainable balance among our mix of land uses and our cherished natural setting and resources.



TO: MAYOR AND CITY COUNCIL
AGENDA: July 8 General Plan Subcommittee
DATE: July 8, 2026
DEPT: Community Development
ITEM #: 3.E
SUBJECT: Presentation & Discussion Regarding a Review of the Reorganized Plan Template and Design.

ITEM SUMMARY

This item presents the reorganized plan template and design direction for Subcommittee comment. The template includes the document cover, page layout, typography, color palette, chapter structure/style, and graphic conventions that carry from the administrative draft through the final adopted plan. A circulation-map comparison is also provided to ground the previous legibility comments in a concrete example.

BACKGROUND

For a full summary of the reorganized plan template and design, please refer to Attachment A.

FINANCIAL IMPACT

There is no fiscal impact associated with this item at this time.

RECOMMENDED ACTION

MOVE to approve, with or without changes, reorganized plan template and design

ATTACHMENTS

1. Reorganized Plan Template and Design
2. Draft Template Layout - Chapter 3_Land Use 2026 06 30 ELB
3. Plan Design_Presentation

Item 4. Reorganized Plan Template & Design

This item presents the reorganized plan template and design direction for Subcommittee comment. The template includes the document cover, page layout, typography, color palette, chapter structure/style, and graphic conventions that carry from the administrative draft through the final adopted plan. A circulation-map comparison is provided below to ground the previous legibility comments in a concrete example.

The confirmed design direction is a cleaner, more readable layout that reflects Prescott's branding guidelines and character while improving accessibility, printability, and usability.

Specific features include:

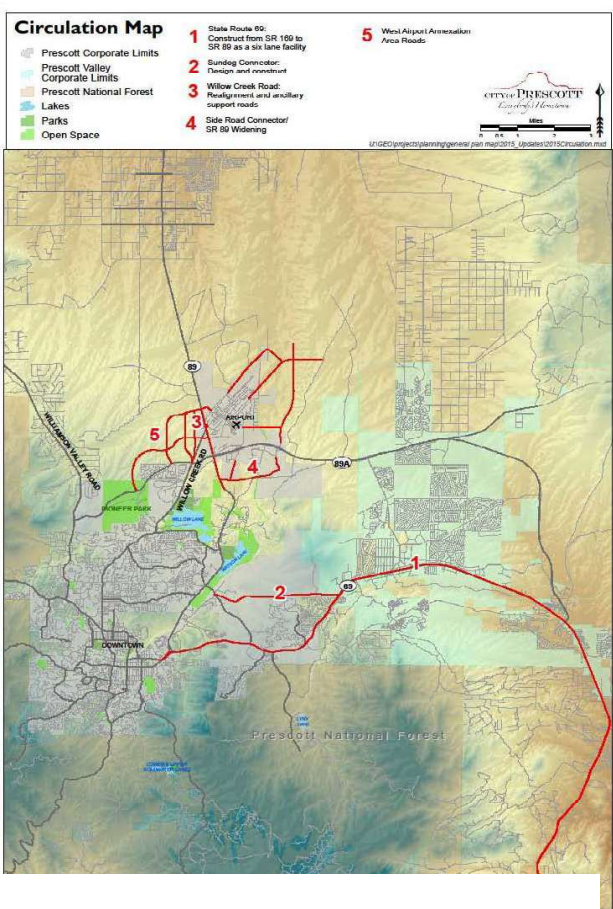
- A cleaner, more readable layout
- Reflects Prescott's character
- Improves printability and usability
- A revised color palette
- ADA compliant fonts
- Fewer, more purposeful images
- A digital first document that remains fully printable

The palette is built on the City brand kit, led by blue with gold used sparingly, and moves away from the heavy reds, oranges, and yellows of the prior draft, with red reserved for accents rather than text since red text does not meet accessibility standards. Type is set in the City's ADA compliant brand fonts, a sans serif paired with Times New Roman, in larger sizes with generous line spacing and left justified. The current City logo is used selectively, the older plan specific and seal logos are retired except that the mountain motif and elements of the old seal were utilized for design cues for the cover. The layout is portrait letter, so it prints cleanly page by page, away from the prior landscape, two page spread format.

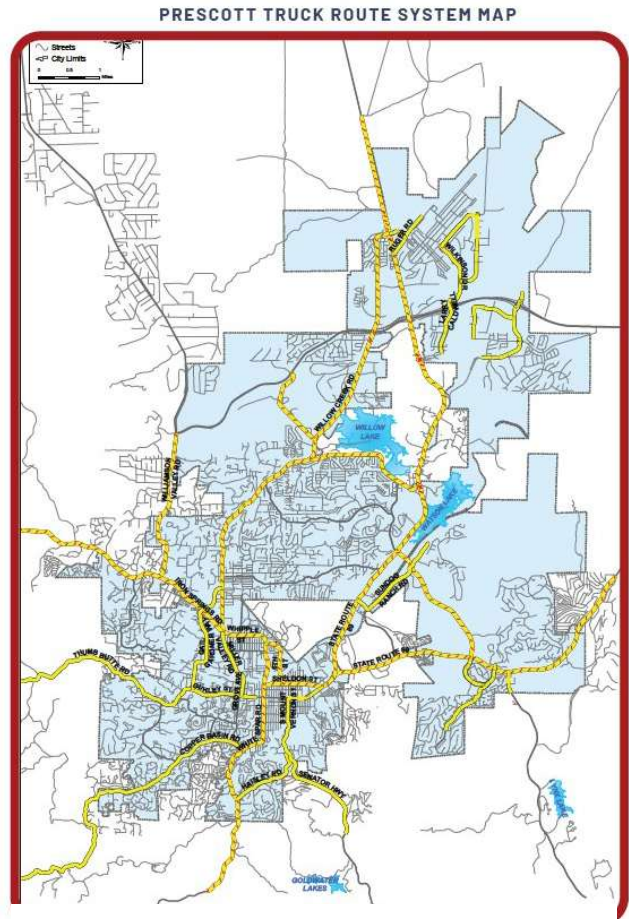
Sample chapter spreads are provided with this report so the Subcommittee can react to the layout, typography, and color treatment on paper, and so members can weigh larger type against the added length it brings to the document.

Map legibility was a consistent concern across the review and at the kickoff. It was noted that the 2015 General Plan maps were readable, well-organized, labeled, and full-size, while the 2025 draft maps were difficult to read and, in places, inaccurate. Direction for the transportation map specifically included stronger line contrast, revised truck-route legend colors, road names, thicker future-roadway lines, and labeling the industrial area southeast of the airport. HR Green will coordinate with staff and engineers to produce legible, thematically consistent maps, that can be embedded in text context, or provide full size, 11x17 reference maps in the appendix, referenced by page from the chapter text, or both. The comparison below illustrates the issue based

on existing available maps. The presentation shown in the meeting presents how a revised map could potentially live within the plan layout.



2015 Transportation Map



2025 Transportation Map

The background features a large, stylized sun with a scalloped edge, rendered in a dark blue color. In the center of the sun is a red silhouette of a mountain range, outlined in yellow. The text is overlaid on the red mountain area.

CITY OF PRESCOTT
ARIZONA
2027 GENERAL PLAN

CHAPTER 3

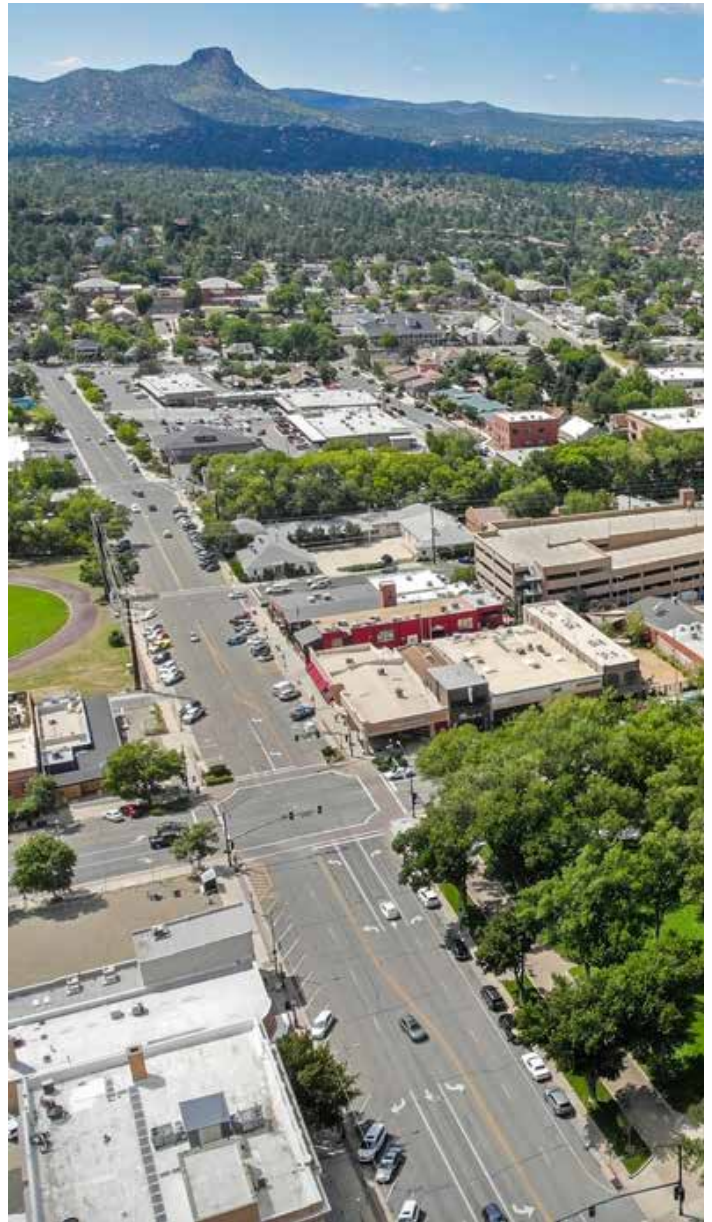
Land Use Planning and Growth Areas

INTRODUCTION

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NEIGHBORHOOD CHARACTER PRESERVATION

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

AREAS OF CHANGE

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

HIERARCHY OF PLANNING TOOLS

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

THE GENERAL PLAN

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

NEIGHBORHOOD PLANS

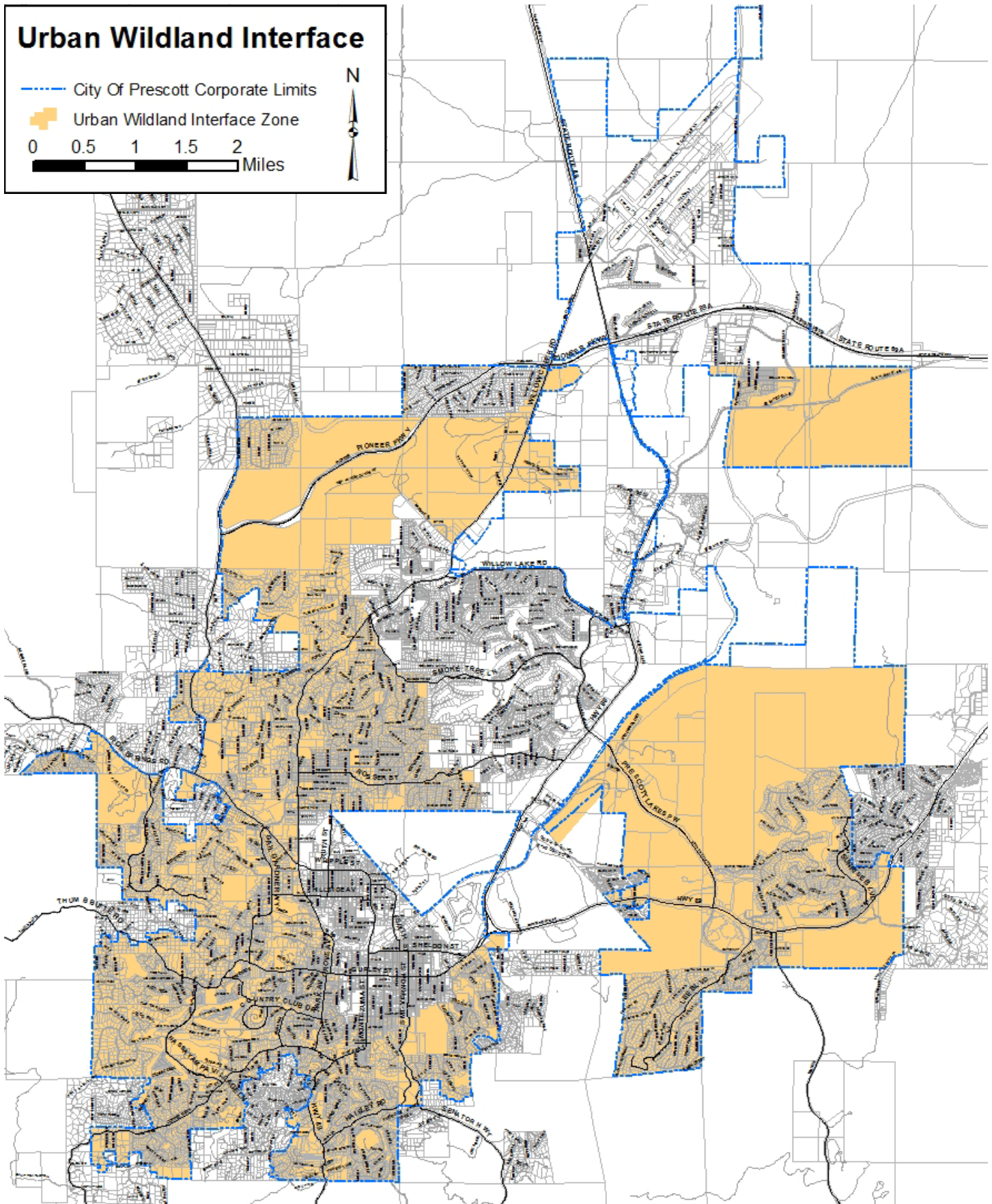
Neighborhood plans focus on a smaller local level. These plans are typically driven by redevelopment pressures or development near the neighborhood. Unlike general and area plans, neighborhood plans are much more focused on cultural and community cohesiveness and less about future land-use planning.

SPECIFIC AREA PLANS

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

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

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



LAND USE ELEMENT GOALS & STRATEGIES

ARS § 9-461.05(C)(1)

Goal
LU-1

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

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

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

Goal
LU-2

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

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

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

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

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

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

Strategy LU-2.6 Verify adequate and flexible buffers and ensure screening for adjacent existing neighborhoods when siting commercial uses. This is to adequately mitigate noise, light, and other negative impacts, especially from major commercial centers. Encourage retention of native vegetation as a low-cost buffering tool that also supports wildlife habitat connectivity..

ITEM 4

Reorganized Plan Template & Design

ITEM 4

Plan Template & Design

Specific features:

- A cleaner, more readable layout
- Reflects Prescott's branding and character
- Improves printability and useability
- A revised color palette
- ADA-compliant fonts
- Fewer, more purposeful images
- A digital-first document that remains fully printable

CHAPTER 3

Land Use and Growth Areas

INTRODUCTION

This chapter establishes the framework for how and where Prescott grows. It combines two elements required by Arizona law: the Land Use Element (ARS § 9-461.05(C)(1)) and the Growth Areas Element (ARS § 9-461.05(D)(2)). Together, these elements describe how land is used in Prescott and how the City will guide land use decisions and growth over the life of this Plan.

THE BASE OF LAND USES

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



NEIGHBORHOOD CHARACTER PRESERVATION

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

AREAS OF CHANGE

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

HIERARCHY OF PLANNING TOOLS

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

THE GENERAL PLAN

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

NEIGHBORHOOD PLANS

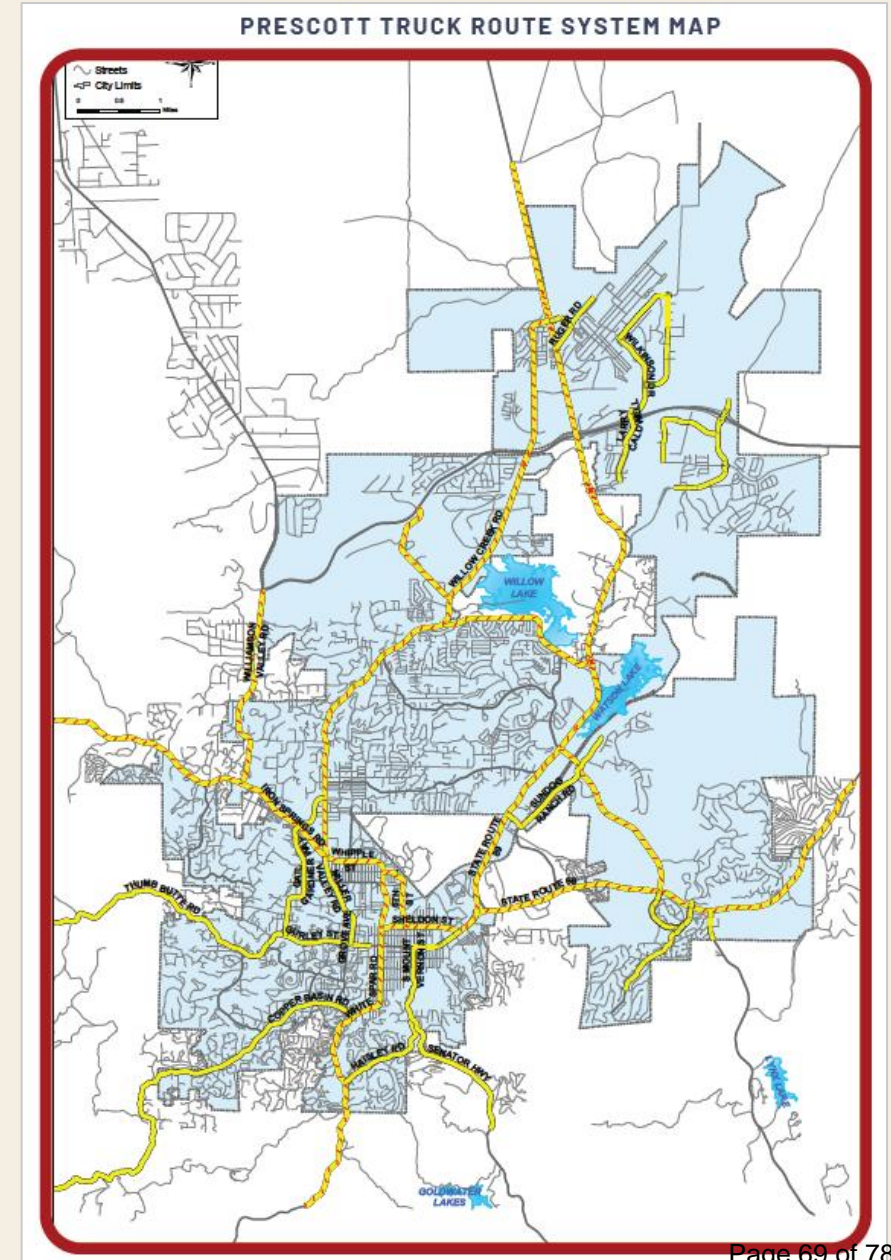
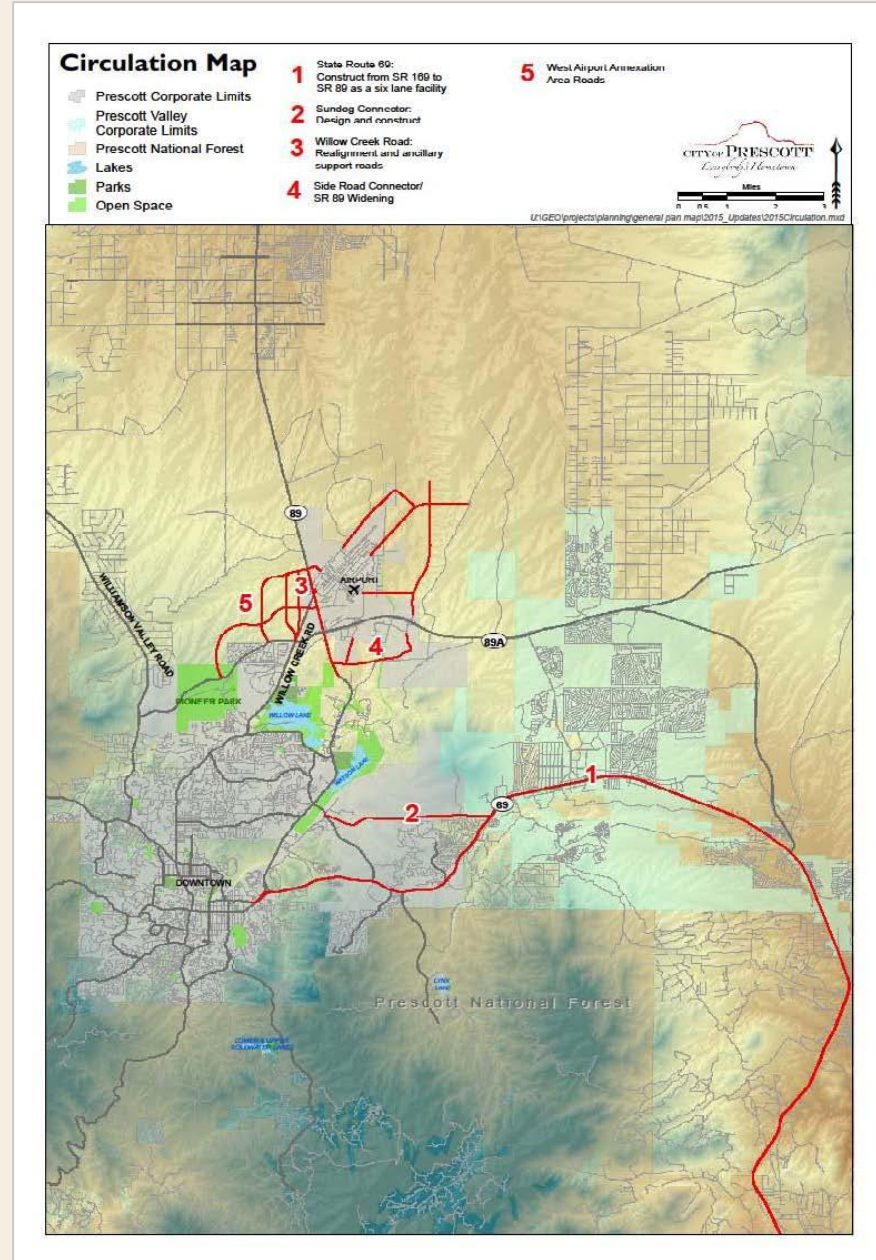
Neighborhood plans focus on a smaller local level. These plans are typically driven by redevelopment pressures or development near the neighborhood. Unlike general and area plans, neighborhood plans are much more focused on cultural and community cohesiveness and less about future land-use planning.

SPECIFIC AREA PLANS

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

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

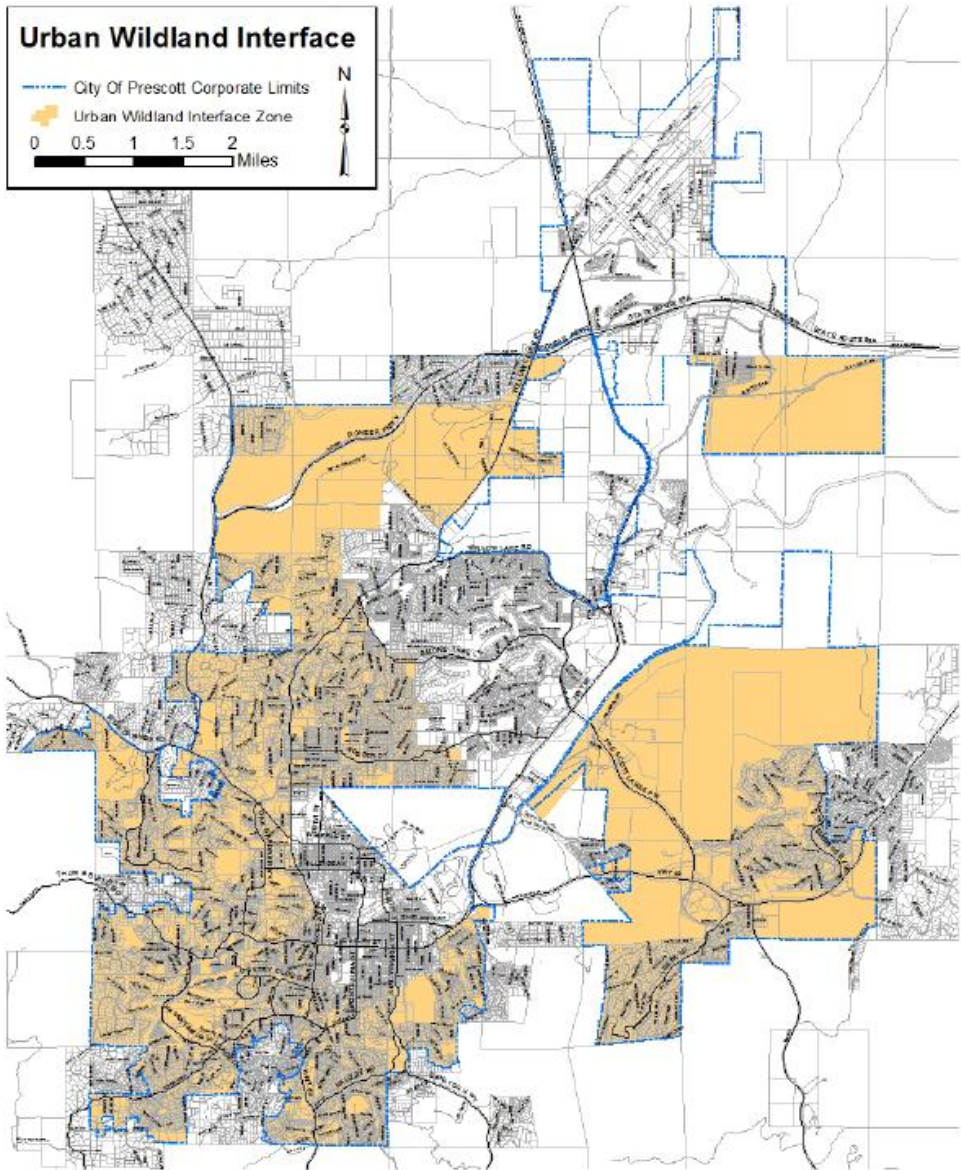
These plans should be revisited on a reoccurring basis to determine whether they remain relevant or require updating.



ITEM 4

Map Legibility

What are the strengths/weaknesses of each map?



LAND USE ELEMENT GOALS & STRATEGIES

ARS § 9-461.05(C)(1)

Goal
LU-1

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

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

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

Goal
LU-2

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

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

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

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

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

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

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



TO: MAYOR AND CITY COUNCIL
AGENDA: July 8 General Plan Subcommittee
DATE: July 8, 2026
DEPT: Community Development
ITEM #: 3.F
SUBJECT: Presentation & Discussion Regarding a Review of the Plan Administration Content, Focusing on the Major and Minor Plan Amendment Decision Table and the Effect of House Bill 2447.

ITEM SUMMARY

This item presents the plan's amendment guidance, Chapter 10, The Amendment Process, and, specifically, the decision table that classifies changes to the Future Land Use designations as major or minor plan amendments. The companion implementation guidance moves to its own chapter, Chapter 9, Implementation.

BACKGROUND

Arizona law requires the plan to define the criteria for a major amendment, a substantial alteration of the municipality's land use mixture or balance (ARS § 9-461.06). Major amendments are heard at a single public hearing during the year and require a two-thirds (five of seven) affirmative vote of the Council. The chapter will also explain the effect of House Bill 2447.

The first attachment outlines the goals of Chapter 10 as well as next steps for the consultant.

FINANCIAL IMPACT

There is no fiscal impact associated with this item at this time.

RECOMMENDED ACTION

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

ATTACHMENTS

1. Plan Administration Chapter
2. Plan Administration_Presentation

Item 5. Plan Administration Chapter

This item presents the plan's amendment guidance, Chapter 10, The Amendment Process, and, specifically, the decision table that classifies changes to the Future Land Use designations as major or minor plan amendments. The companion implementation guidance moves to its own chapter, Chapter 9, Implementation.

Arizona law requires the plan to define the criteria for a major amendment, a substantial alteration of the municipality's land use mixture or balance (ARS § 9-461.06). Major amendments are heard at a single public hearing during the year and require a two-thirds (five of seven) affirmative vote of the Council. The chapter will also explain the effect of House Bill 2447.

To preserve public-comment opportunities in light of HB 2447, HR Green will work with staff and legal counsel to evaluate whether more amendment categories should be classified as major, to present the framework in a clearer format, and to add an explanation of the plan's capabilities and the limits that HB 2447 places on local review. This may include using graphics to improve visual recognition of the amendment options.

The existing table from the June 24, 2025 draft is reproduced on the following page (read from the column heading, To the row heading). Cells are shaded for readability only; the shading is not part of the original draft.

FROM → ↓ TO	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	

Two supplemental provisions accompany the table in the existing draft:

- A text amendment that changes a guiding principle, goal, or strategy is a major amendment, while a complementary or illustrative text change is not
- Annexation and initial zoning are not, by themselves, a plan amendment, though a subsequent rezoning meeting the table criteria would be a major amendment.

Next Steps

Following this meeting, HR Green will incorporate the Subcommittee's direction on each item:

- Finalize the Public Participation Plan
- Finalize the branding and document design approach
- Continue developing the administrative-draft chapters on the confirmed grouped structure and Table of Contents, targeting a complete administrative draft in Early 2027.
- Work with staff and legal counsel on the amendment framework and HB 2447 language.

- The next Subcommittee meeting should be determined. We recommend it be held on September 23 after the community open house.

ITEM 5

Plan Administration Chapter

KEY VOTE THRESHOLD

Major amendments require a **two-thirds affirmative vote** (five of seven Council members) at a single annual public hearing.

ARS § 9-461.06

ITEM 5

Plan Administration

Specific features:

- Defines **major vs. minor** plan amendments
- Updated framework will explain how **HB 2447** limits local review while preserving public-comment opportunities.
- HR Green will coordinate with staff and legal counsel to **evaluate whether additional changes should be classified as major amendments.**

ITEM 5

Major / Minor Amendment Table

From the June 24, 2025 draft — read FROM the column heading, TO the row heading. Shading added for readability only.

<i>(From: Across To: Down)</i>	Open Space/ Recreation	Very Low Density	Low-Medium Density	Medium-High Density	Mixed Use	Commercial	Commercial/ Employment
Open Space/ Recreation		<i>Minor</i>	<i>Minor</i>	<i>Minor</i>	<i>Minor</i>	<i>Minor</i>	<i>Minor</i>
Very Low Density	<i>Major</i>		<i>Minor</i>	<i>Minor</i>	<i>Minor</i>	<i>Minor</i>	<i>Minor</i>
Low-Medium Density	<i>Major</i>	<i>Minor</i>		<i>Minor</i>	<i>Minor</i>	<i>Minor</i>	<i>Minor</i>
Medium-High Density	<i>Major</i>	<i>Major: 10 AC+ Minor: < 10 AC</i>	<i>Major: 20 AC+ Minor: < 20 AC</i>		<i>Minor</i>	<i>Minor</i>	<i>Minor</i>
Mixed Use	<i>Major</i>	<i>Major: 10 AC+ Minor: < 10 AC</i>	<i>Major: 10 AC+ Minor: < 10 AC</i>	<i>Major: 10 AC+ Minor: < 10 AC</i>		<i>Minor</i>	<i>Minor</i>
Commercial	<i>Major</i>	<i>Major: 5 AC+ Minor: < 5 AC</i>	<i>Major: 10 AC+ Minor: < 10 AC</i>	<i>Major: 10 AC+ Minor: < 10 AC</i>	<i>Major: 10 AC+ Minor: < 10 AC</i>		<i>Minor</i>
Commercial/ Employment	<i>Major</i>	<i>Major: 5 AC+ Minor: < 5 AC</i>	<i>Major: 10 AC+ Minor: < 10 AC</i>	<i>Major: 10 AC+ Minor: < 10 AC</i>	<i>Major: 10 AC+ Minor: < 10 AC</i>	<i>Major: 20 AC+ Minor: < 20 AC</i>	

ITEM 5

Major / Minor Amendment Table

From the June 24, 2025 draft — read FROM the column heading, TO the row heading. Shading added for readability only.

TO ↓ FROM →	Open Space / Rec	Very Low	Low-Med	Med-High	Mixed Use	Commercial	Comm / Empl
Open Space / Rec	—	Minor	Minor	Minor	Minor	Minor	Minor
Very Low	Major	—	Minor	Minor	Minor	Minor	Minor
Low-Med	Major	Minor	—	Minor	Minor	Minor	Minor
Med-High	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
Comm / Empl	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	—

NEXT STEPS

Next Steps

- **When should we have our next Subcommittee Meeting? September 23rd?**
- **Finalize the Public Participation Plan** for City use
- Coordinate with the marketing communications group on **branding feedback** and bring updated design options back to the Subcommittee
- **Continue developing the administrative-draft chapters** on the confirmed grouped structure and Table of Contents
- Work with staff and legal counsel on the amendment framework and **HB 2447 language**