2011 GENERAL PLAN COMMITTEE

Community Development Department

Agenda

2011 General Plan Committee
Regular Meeting
Wednesday, May 18, 2011
6:00 PM to 8:00 PM

Downstairs Conference Room, City Hall
201 S. Cortez Street
Prescott, Arizona
928-777-1207

The following agenda will be considered by the PRESCOTT GENERAL PLAN COMMITTEE at its REGULAR MEETING on WEDNESDAY, MAY 18, 2011, in the DOWNSTAIRS CONFERENCE ROOM, CITY HALL, 201 S. CORTEZ STREET, PRESCOTT, ARIZONA. Notice of this meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02.

1. Call to Order: 6:00 PM
   - Attendance

MEMBERS

Miriam Haubrich, Co-Chair	Elisabeth Ruffner
Terry Marshall, Co-Chair	George Sheats
Brad Devries	Gary Worob
Dave Fisher	
Glenn Gooding	*EX OFFICIO*
Zena Mitchell	Steve Blair, Councilman
Roxanne Nielsen	John Hanna, Councilman
David Quinn	

2. Committee Tasks:
   - Member Introductions
   - Structure -- Co-chairs
   - Expectations

3. General Plan Update - Introduction:
   - Description of Required Elements
   - Timeline
   - Process

THE CITY OF PRESCOTT ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. WITH 48 HOURS ADVANCE NOTICE, SPECIAL ASSISTANCE CAN BE PROVIDED FOR SIGHT AND/OR HEARING IMPAIRED PERSONS AT PUBLIC MEETINGS. PLEASE CALL 777-1272 OR 777-1100 (TDD) TO REQUEST AN ACCOMMODATION TO PARTICIPATE IN THIS MEETING.

4. ARS Growing Smarter Statutes Requirements:
   - Review and Adopt Public Participation Plan for Approval by Council.

5. Regularly Scheduled Committee Meetings: 1st and 3rd Wednesday of the month suggested initially, then once a month thereafter. (Group Discussion)

6. Suggested Topics for the Next Agenda:
   - 2003 General Plan -- What Works
   - Optional Elements Discussion
   - 2050 Vision and Other Long-Range Plans

7. Adjournment: 8:00 PM

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall and on the City's website on May 12, 2011 at 4:00 PM in accordance with the statement filed with the City Clerk's Office.

Kathy Dudek

Kathy Dudek, Administrative Assistant
Community Development Department

2011 General Plan Committee

Community Development

Date: Wednesday, May 18, 2011

To: Councilman Steve Blair, Brad Devries, Dave Fisher, Glenn Gooding, Councilman John Hanna, Miriam Haubrich, Terry Marshall, Zena Mitchell, Roxanne Nielsen, David Quinn, Elisabeth Ruffner, George Sheats and Gary Worob

From: Tom Guice, Community Development Director
George Worley, Planning Manager
Ryan Smith, Community Planner

Staff Memo for Agenda Item #2
Committee Structure and Expectations

BACKGROUND AND STRUCTURE:
To begin the General Plan revision process, a committee of 11 persons plus 2 Council members, was selected and approved by Council on April 26, 2011. The committee consists of interested citizens and two council members who will provide review, prioritization, clarification, assistance and guidance through the development of the Plan. The Committee will be the primary sponsor of public meetings throughout the process and will generally meet once or twice monthly. Quarterly progress reports will be made to the P&Z Commission and Council. By statute, the Planning & Zoning Commission is the primary planning body. Therefore, the Commission is charged with making recommendations to Council regarding the adoption of new General Plans and General Plan updates. The Committee membership is as follows:

1. BRAD DEVRIES
2. DAVE FISHER
3. GLENN GOODING
4. MIRIAM HAUBRICH (co-chair)
5. TERRY MARSHALL (co-chair)
6. ZENA MITCHELL
7. ROXANNE NIELSEN
8. DAVID QUINN
9. ELISABETH RUFFNER
10. GEORGE SHEATS
11. GARY WOROB

COUNCILMAN STEVE BLAIR (ex-officio)
COUNCILMAN JOHN HANNA (ex-officio)

Council has structured the Committee with two co-chairmen rather than the traditional chair and vice-chair. The co-chairs will officiate each meeting and may take turns leading each discussion. The chair will be responsible for guiding each discussion, keeping order and will direct staff in the creation of the Plan.

Typically, the chair will call the meeting to order and proceed through agenda items one by one. Staff will present agenda items by providing a brief description, additional background and new information regarding staff memos. The Committee may then ask staff questions and discuss the item. Packet information will not be reviewed other than answering specific questions. The public is invited to attend each meeting and, at the discretion of the chairman, may speak at the conclusion of each agenda item, or at the conclusion of each meeting. The chair will then adjourn the meeting. Note: P&Z Commission and Council hearings are held in this manor, however, a more informal process may be used at the discretion of the two co-chairs.

CONSIDERATION OF COMMITTEE EXPECTATIONS:
The General Plan Committee will be tasked with establishing the various elements included in the revised Plan. This will include a vision statement, background information and other data deemed necessary by the Committee. The Committee will be the primary "face" of the Plan process. Committee members will be asked to attend public meetings, hearings, radio shows and appear in Public Service Announcements. Several Committee members have previous experience in these areas.

Staff will provide information, support, draft wording (including writing and editing the various elements for approval by the Committee), suggestions and guidance regarding State Statues. During Public Participation activities, staff will provide information regarding the General Plan background and process. Although excessive amounts of information may be provided, staff will make every effort to reduce the burden into manageable segments.

Committee members will receive binders with the 2003 General Plan and other written information. Additional information will be provided as needed. Approximately one week prior to any Committee meeting, a packet of information, which will include staff memos for agenda items, will be provided by e-mail and by hardcopy for pickup at City Hall. Any hardcopy packets not picked up will be distributed at each meeting. **It is strongly recommended that all information be reviewed prior to each meeting.** This will maximize efficiency and prevent unnecessary scheduling of additional meetings to review discussion material.

2011 General Plan Committee

Community Development

Date: Wednesday, May 18, 2011

To: Councilman Steve Blair, Brad Devries, Dave Fisher, Glenn Gooding, Councilman John Hanna, Miriam Haubrich, Terry Marshall, Zena Mitchell, Roxanne Nielsen, David Quinn, Elisabeth Ruffner, George Sheats and Gary Worob

From: Tom Guice, Community Development Director TG
George Worley, Planning Manager GW
Ryan Smith, Community Planner RS

Staff Memo for Agenda Item #3
2011 General Plan Update - Introduction

INTRODUCTION:
The General Plan is a voter approved document that guides land use decisions. Per ARS, changes in zoning or changes in land use, needing Council approval, must be consistent with and conform to the adopted General Plan.

The General Plan was last updated in 2003 and must be updated every 10 years per Arizona Growing Smarter Legislation. The update requirement was recently suspended until 2015 to allow communities extra time during the current economic downturn. However, Yavapai County began their General Plan update early in 2011 and the Central Yavapai Metropolitan Planning Organization is updating their Regional Transportation Plan. Both have expressed an interest in coordinating with communities within their planning areas. Also, Chino Valley and the Town of Prescott Valley are discussing an update of their General Plans.

Since the adoption of Prescott's 2003 General Plan, better statistical data has become available regarding water, transportation needs, population and trends. The 2009 Airport Master Plan was adopted, economies are now focusing on sustainable technologies and there are national trends towards dense infill development. The Growing Smarter/Growing Smarter Plus legislation, adopted in 1998 and amended in 2000, requires seven mandatory plan elements for municipalities of less than 50,000 population. An additional 10 elements or enhanced sub-elements are optional.

CONSIDERATION OF APPROPRIATE GENERAL PLAN ELEMENTS AND TIMELINE:
The seven elements required as part of Growing Smarter legislation are Land Use, Circulation, Open Space, Growth Area, Environmental Planning, Cost of Development and Water. Along with the required elements, other elements may be added, such as Economic Development, Community Quality, Sustainability, Energy, Housing and others.

The P&Z Commission will be asked to review various aspects of the plan such as the Public Participation Plan. Discussions will include all aspects of the General Plan process. Public comment will be accepted during each of the public hearings.

The controlling statutes relating to the update, adoption or on-going management of General Plans are ARS 9-461.05 through 9-461.07. At this time, the proposed completion date for this process is Fall 2012 and the updated Plan will be presented to the City Council for adoption. The plan will then be placed on the ballot for voter ratification at the next regularly scheduled election. The existing General Plan will remain in effect until such ratification, as provided for by ARS 9-461.06 L.

REQUIRED ELEMENT DETAILS:
Following is a brief discussion of each of the required elements. These elements, will be drafted following the public input at the various Public Meetings. The existing General Plan elements will also be revised based upon public and outside agency comments. In addition to free-form public comments, staff will prepare questionnaires to solicit more specific comments based upon technical issues and required element content.

Land Use. This element must explain the general distribution and extent of residential, business, industrial, recreation, open spaces and other appropriate categories of land uses. A map indicating the general locations of established uses must accompany this element. Allowable population densities and building intensities must be included for each general land use category. This element must set out goals and policies for promoting in-fill development and other compact development patterns. This element must address air quality issues and access to solar incident energy attendant with the general land use categories. This element must also contain goals and policies maintaining a broad variety of land uses in the municipality.

Circulation. This element must address traffic circulation routes. It must indicate the location and extent of existing and proposed streets and highways, as well as bicycle routes, pedestrian ways and mass transit. This element will have a map displaying existing and proposed streets and may incorporate previous traffic or transportation studies. This element will also include information from other agencies, such as CYMPO and ADOT, relating to their planned transportation projects.

Open Space. This element must include an inventory of open space and recreation resources in the city. It must contain an analysis of the future needs for such resources and goals and policies for managing and protecting these resources. It must contain strategies for additional open space acquisition and for establishing new recreational resources. It must promote the integration of open spaces and recreational resources with regional systems, both in-place and proposed.

Growth Areas. This element must identify areas suitable for infrastructure expansion, multi-modal transportation and other improvements intended to support a variety of land uses, including tourism. This element must contain goals and policies to make circulation more efficient and economical in these growth areas, conserve natural resources and to require the coordination of development activity with the construction of appropriate public and private infrastructure. Specific Area Plans can and should be integrated within this element to provide more specific controls over development in the targeted areas.

Environmental Planning. This element must address the impacts of the other plan elements on air and water quality and natural resources. Demands placed on these resources by new development, new infrastructure and new circulation patterns must be identified. Where adverse impacts occur, alternative strategies should be offered. This element also serves as a check and balance opportunity prior to adoption of the final General Plan allowing the city to address any recognized adverse impacts by modification of the various elements, if possible.

Cost of Development. This element must address the strategies and policies that the city has or will need to assure that development pays its fair share of public service and infrastructure needs. This element must identify the mechanisms established or to be established to collect these fees, including impact fees, special taxing districts, development fees, etc. and installation and dedication of required infrastructure improvements. Policies must be included to ensure that such fees reasonably allocate the costs of services to the development.

Water Resources. This element must address the current availability of surface, ground and effluent water supplies. It must include an analysis of how the anticipated growth of the various land uses will be adequately served by the available water supply or it must identify the means by which any additional water supply can be obtained. This will be a significant Element for the City of Prescott.

ADOPTION AND RATIFICATION:

The voters must ratify major amendments to the General Plan, including updates and mandatory revisions. The ratification follows the same process as that of a referendum. Following ratification of the plan it will become the controlling force in future zoning and rezoning cases. Any zoning change that does not meet the General Plan must be preceded by a General Plan amendment.

The Growing Smarter legislation has also established that major plan amendments may only be processed one time per calendar year. As a part of the Plan revision, criteria must be established to define major amendments. With such a restriction major plan amendments, and therefore zoning efforts not compliant with the adopted General Plan, will become more difficult and less frequent. This lends more stability to the new General Plan under the Growing Smarter legislation than under previous General Plan legislation.

CONCLUSION:
The Growing Smarter/Growing Smarter Plus legislation establishes seven mandatory elements that must be included in our General Plan. These elements set a standard format for the General Plan, and will leave flexibility to address unique needs and issues. The legislation will help ensure cooperation between governmental agencies at state, county and local levels to reduce dissimilar land uses at the boundaries of the various agencies. The legislation also provides a process to ensure that public participation is obtained throughout the revision process. The effort to involve the public is closely tied to the end goal of having the plan ratified by the voters. With a focus on participation and cooperation, Growing Smarter establishes a consistent and stable planning atmosphere. And, provides enforcement authority to local governments to control growth and development in a manner consistent with citizen's vision.

2011 General Plan Committee

Community Development

Date: Wednesday, May 18, 2011

To: Councilman Steve Blair, Brad Devries, Dave Fisher, Glenn Gooding, Councilman John Hanna, Miriam Haubrich, Terry Marshall, Zena Mitchell, Roxanne Nielsen, David Quinn, Elisabeth Ruffner, George Sheats and Gary Worob

From: Tom Guice, Community Development Director
George Worley, Planning Manager
Ryan Smith, Community Planner

Staff Memo for Agenda Item #4
Review & adopt a Public Participation Plan for approval by Council

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BACKGROUND:
The initial function of the Committee is to create a Public Participation Plan. Early public participation in the process is required by ARS. State statute will require that the City Council adopt a Public Participation Plan setting out the reasons and methods for obtaining public input. Focus groups, area meetings and public hearings will be outlined in the Plan. The update process will necessitate a number of public "Town Halls" or "Neighborhood Meetings" at several different locations throughout Prescott. Also, quarterly updates at regular Planning Commission and City Council meetings will be open to the public. Updates, questionnaires and reminders of events may be published in local newspapers and newsletters. This information will be generated by, gathered by, or reviewed by the General Plan Committee.

PUBLIC OUTREACH:
Written comments, phone calls, walk-in discussions and attendance at public hearings will be encouraged. Throughout this process, the public will be urged to view updated information provided on the City website under a spotlighted General Plan Update banner.

The Public Participation Plan must set the procedures for the broad dissemination of General Plan element proposals and alternatives. It must provide for the opportunity for written comments, public hearings, discussions, TV, radio, newspaper, information services (web pages), and newsletters. Most importantly, it must provide for serious consideration of public comments. As an adjunct to the Public Participation Plan, close cooperation and solicitation of comment from other agencies, such as Yavapai County, Prescott Valley, AZ Game and Fish, ADOT, etc. is required. The statutes require a 60 day review period for outside agencies to comment prior to adoption of the General Plan update by City Council.

PLAN ACTIVITY DETAILS:

With our objective of voter approval, the Public Participation Plan is our strategy to garner citizen involvement. Suggestions for Plan activities are as follows:

- **Presentational information provided on the City website under a spotlighted General Plan Update banner:** A spotlight banner is being established on the City website and will highlight a summary of the General Plan update process featuring basic information, the Council adoption of the Committee, P&Z Commission Update, and contact information. An online survey is customary, appropriate and is available through "Survey Monkey". Questions must not be biased toward any particular goal or strategy. We want to know what people in Prescott are thinking, not what we want them to think. The knowledge from a survey can be used to create an accurate citizen vision of the future. It may also be used to find issues where the citizen population may need accurate information and education.
- **Citizen outreach meetings in the community, with HOA's and other groups:** Two public meetings are required. More meetings will be preferred.
- **Public Service Announcements (PSA):** This are 30 second commercials for airtime on local access TV and radio. The cost is $300 to $400. These spots are created by the Prescott Public Affairs Director, Kim Kapin or by Cable One.
- **Press Release:** These may be described as service announcements, provided by the City, to provide information to the media regarding City business. Press Releases do not have to be reported by the media, but most are.
- **Radio show interviews:** This may be with Kim Kapin, several Council members who have radio shows and local radio personalities such as Sandy Moss, who will have us on local programming.
- **Notices mailed to homes:** Letters or post cards sent by U.S. Mail.
- **Utility bill announcements:** On the Utility Bill itself there is a small section devoted to City related business.
- **Newspaper display ads:** These may be both Public Notices published in the local newspaper and/or ¼ page commercial advertisements in the body of the paper.

- **Area postings:** Temporary signs placed on public buildings, possibly in the right-of-way and on City buildings and vehicles.
- **Public hearing notice signs posted along primary roads with large lettering readable by motorists:** Signs as large as 4'x6' posted along major roadways.
- **Written comments, phone calls and walk-in discussions will be encouraged:** Until the General is Plan is ratified by the voters, we will act as public relations specialists. Whenever an opportunity arises to get input about the Plan, we should talk to people. Comments may be taken in any form, however, throughout this process, the public will be urged to view presentational information provided on the City website under a spotlighted General Plan Update banner. There will be an online comment form available for public input.

IMPLEMENTATION SCHEDULE:

1) Appointment of General Plan Committee: **April 2011**
2) Create Web page link: **Begin May 2011**

   Important information to be included on the Web page link:

   a) Schedule of proposed Area Meetings, Public Hearings and their locations.
   b) List Ryan Smith, Community Planner as the main contact with e-mail and telephone number with Tom Guice, Community Development Director as alternate contact.
   c) Create an on-line survey asking about growth issues.
   d) Provide access to General Plan maps as they are developed.
   e) Provide access to summaries of each Element on paper and via web. Clearly note draft version #s, then final version.
3) Quarterly place a General Plan Update on the agendas of the P&Z Commission and the City Council: **Begin late July 2011**
4) Media Campaign: **Begin May 2011**
   a) Publish a series of informational articles for the City web page and for press releases.
   b) Add a notice to utility bills regarding the General Plan with a schedule of meetings and locations. Reference the web site.
   c) Prepare list of City boards, commissions and committees, stakeholders and other interested parties for mailings and individual contact.
   d) Set up static displays at Library, Community Centers and other appropriate City Buildings with information about the General Plan and update process.
   e) Identify areas that may require canvassing and solicit assistance, if possible, from local civic groups, the Boys Scouts or other neighborhood groups wanting community service projects.
5) Schedule neighborhood or area meetings:
   a) Prepare questions designed to gather citizen wants, needs, concerns and general comments.
   b) Create a survey and/or comment card to allow citizens to send comments to staff after neighborhood meetings. Place a reference on the

survey/comment card to the web site address for updates and additional information regarding the Plan elements.

6) Utilize cable access channel, web site, local radio stations, HOA/POA newsletters and the Courier to advertise meeting schedules and other information.
7) Assemble all public commentary and suggestions and prepare Elements.
8) Review of Draft Plan elements by City Departments for internal consistency.
9) Submit Draft Plan elements to City Council for preliminary review.
10) Prepare first complete draft for public review and commentary.
11) Schedule two Planning & Zoning Commission Public Hearings at two separate locations:
    a) Advertise these meetings the same as the initial neighborhood/town meetings.
    b) Provide maps and summaries of each element. Indicate how earlier public commentary was integrated into the Plan. If public comments were not integrated, indicate why.
12) Submit revised draft plan to City Council as needed for review.
13) When ready, submit a draft Plan to the required agencies and interested parties for the 60-day review period.
14) Following the 60-day review period:
    a) Follow-up with all agencies and interested parties that received a copy of the draft plan and submitted comments.
    b) Revise Plan elements as needed based on other agency reviews.
    c) Revise maps and backup data for final draft.
15) Submit final draft for review and public hearing before the City Council (plan for multiple meetings if necessary.
16) Place final draft of the General Plan on a Council Agenda for approval and adoption.
17) 120 days prior to election, notify the County Elections Department of intent to place General Plan on the earliest regularly scheduled ballot and provide them the approved ballot question language.
18) Begin media campaign regarding the upcoming General Plan ratification vote. Publish notices in "Prescott City Page" encouraging voter participation, continue to reference web site for up-to-date plan information.
    a) Submit press releases notifying the public about the ratification election.
    b) Include a proposed land use map insert with the press releases and newsletter articles.
    c) Meet with stakeholders, Owners Associations, civic groups and other interested parties to answer questions about the General Plan.
    d) Place static displays at Library, Community Centers and other City Buildings notifying the public of the ratification election.
    e) Advertise General Plan Update web site at public access computers in Library.
19) Ratification Election.

RESOLUTION NO.

A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF PRESCOTT, YAVAPAI COUNTY, ARIZONA, ADOPTING A COUNCIL POLICY REGARDING A PUBLIC PARTICIPATION PLAN FOR THE ADOPTION OF THE CITY'S GENERAL PLAN.

WHEREAS the City Council of the City of Prescott wishes to adopt a policy regarding public participation for the adoption of a General Plan and major amendments thereto, as is required by the State Growing Smarter legislation.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF PRESCOTT AS FOLLOWS:

Section 1. That in considering the adoption of a new General Plan, or any major amendments thereto (hereinafter collectively referred to as the "General Plan"), at a minimum, the following efforts shall be utilized to insure the broad dissemination of proposals and alternatives, the opportunity for written comments, public hearings after effective notice, open discussions, communications programs and information services, and the consideration of public comments.

A. A steering committee has been appointed by the Prescott City Council to assist the Planning and Zoning Commission and City Staff in the creation of a proposed new General Plan.

B. City Staff shall identify stakeholders with input from the City Council, P&Z Commission, General Plan Committee and the public.

C. The City shall create a link on the City Web page dedicated to the General Plan Update.

D. General Plan Updates shall be quarterly placed on the agendas of the P&Z Commission and the City Council for discussion and public information.

E. The City shall create and promote a media campaign to disseminate General Plan information and encourage public participation in the update process. City Staff shall make use of printed and broadcast media as well as other appropriate methods.

F. The City shall schedule, with sufficient public notice, a series of neighborhood or area meetings to afford the public an opportunity to learn about the General Plan update and to make suggestions and comments.

G. City Staff shall assemble public commentary and suggestions and incorporate them into the revised General Plan Elements where appropriate.

H. The City shall schedule a minimum of two Planning & Zoning Commission

Public Hearings at two or more separate locations for public review and comment on the proposed General Plan Elements.

I. The City shall submit the draft General Plan to the required agencies and interested parties for a 60-day review period prior to a final recommendation being made by the P&Z Commission.

J. Following the 60-day review period submit the final draft General Plan shall be voted upon by the P&Z Commission.

K. After action by the P&Z Commission, the City Council shall review the General Plan, and another public hearing shall be held by the Council.

L. After the City Council has adopted a General Plan, the General Plan will then be referred to the voters of the City for ratification.

Section 2. That this Resolution shall become a part of the Council Policy Booklet.

PASSED, APPROVED AND ADOPTED by the Mayor and Council of the City of Prescott this _____ day of _____, 2011.

Marlin Kuykendall, Mayor

ATTEST:

APPROVED AS TO FORM:

_____
Elizabeth Burke
City Clerk

Gary Kidd
City Attorney