



# 2011 GENERAL PLAN COMMITTEE

## Community Development Department

### Agenda

2011 General Plan Committee  
Regular Meeting  
Wednesday, August 24, 2011  
4:00 PM to 6:00 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, AUGUST 24, 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.

- I. Call to Order
- II. Attendance

#### MEMBERS

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

#### III. Announcements

#### IV. Regular Items

1. Consider approval of the minutes of the August 10, 2011 meeting.
2. Vision Statement update
3. Consider topic(s) for the next meeting.
4. Call to the Public

#### V. Adjournment

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.

#### 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 August 17, 2011 at 4:00 PM in accordance with the statement filed with the City Clerk's Office.

Kathy Dudek, Administrative Assistant  
Community Development Department

2011 GENERAL PLAN COMMITTEE  
 REGULAR MEETING  
 AUGUST 10, 2011  
 PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE 2011 GENERAL PLAN COMMITTEE HELD ON AUGUST 10, 2011 AT 4:00 PM IN THE DOWNSTAIRS CONFERENCE ROOM, CITY HALL, 201 S. CORTEZ STREET, PRESCOTT ARIZONA. *Notice of this meeting was given pursuant to Arizona Revised Statutes, Section 38-431.02.*

I. Call to Order

Co-chairman Marshall called the meeting to order at 4:00 PM.

II. Attendance

<i>MEMBERS PRESENT</i>	<i>EX OFFICIO MEMBERS</i>
Miriam Haubrich, Co-Chair	John Hanna, Councilman
Terry Marshall, Co-Chair	
Brad Devries	<i>EX OFFICIO MEMBERS ABSENT</i>
Glenn Gooding	Steve Blair, Councilman
Zena Mitchell	
Roxane Nielsen	<i>STAFF MEMBERS PRESENT</i>
David Quinn	Tom Guice, Community Development Director
Elisabeth Ruffner	George Worley, Planning Manager
George Sheats	Ryan Smith, Community Planner & Committee Liaison
Gary Worob	Kathy Dudek, Administrative Assistant & Recording/Transcribing Secretary to the Committee
<i>MEMBERS ABSENT</i>	
Dave Fisher	

III. Announcements

None

IV. Regular Items

1. Consider approval of the minutes of the July 27, 2011 meeting.

Mr. Worob, **MOTION: to approve the minutes** of the July 27, 2011 meeting. Mr. Sheats, 2<sup>nd</sup>. **Vote: 8-0 (unanimous).**

2. Discussion: Future Challenges to the Community (5 years, 10 years)

Mr. Smith noted that after hearing six hours of background on finance, water and infrastructure, this meeting would focus on identifying challenges facing the City in relation to the General Plan (GP) as well as areas of study needed by the committee. The committee and staff identified the following:

Future Challenges to the City:

- Infrastructure
- Water needs including watershed, conservation
- Energy needs
- Population projection, including changes and character
- Changing demographics, including 2010 Census
- Annexations
- Economy
- Public transportation
- Jobs, job training, services offered, proximity of workforce, affordable workforce housing, enticements or lack thereof
- Recreation needs, including funding and kiosks
- Tourism, including sales and bed tax
- Stimulus money and how it affects the City
- Deficiencies occurring in Prescott, including workforce, air connections, broadband width, lack of movie theater, etc.
- Enticements, or lack thereof, to locate in Prescott
- Technology
- ECOSA
- Redevelopment
- Barriers to living in Prescott, including fees, ordinances, paperwork necessary, speed of permitting process, etc.
- Enterprise, making it “friendly”
- Communication quality to citizens with a plan needed
- More “Trader Joe’s type development” or not – determine whether an asset or detriment

Areas of Study Identified:

- 2010 Census
- Economic Development
- Technology
- *Land Development Code & City Code (fees)*
- Public Transportation
- CYMPO (roads)
- Energy (APS)
- Streetscapes (ECOSA plan) including, rain catchment, run-off, rodeo grounds
- 2050 Vision Plan
- “The Prescott We Want”

After the public spoke, the following topics were mentioned:

- Vision Statement
- Strategic Plan
- LISC / ECOSA / Habitat for Humanity

3. Call to the Public

Mr. Bill Kendig, 4866 Commanche Trail, noted that people are confused about the General Plan. They need to be made aware of the fact that they are voting for a “plan” alone and not a “plan with all expenditures”. The success of the plan requires that the public know that they are not voting for the costs.

Mr. Kendig also offered that the opportunity exists for developing a 3-day Halloween event in Prescott, similar to what he experienced in Pennsylvania, where parades, activities, etc, occur. This would bring tourism dollars to Prescott. He added that he has talked with the City's tourism director.

Mr. Daniel Mattson, 148 E. Merritt Avenue, noted that the build out of Prescott depends on water availability and that attention should be paid to the cost of the system. There is a need for affordable housing for the workforce, i.e., janitors and others with low incomes. High density should be encouraged, placing persons and build out where transportation routes are available to industry.

## **V. Adjournment**

Co-chairman Marshall adjourned the meeting at 5:48 PM.

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**Terry Marshall, Co-Chairman**

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**Miriam Haubrich, Co-Chairman**

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**Kathy Dudek, Administrative Assistant  
& Recording/Transcribing Secretary to  
the Committee**



## 2011 General Plan Committee

### Community Development

**Date:** Wednesday, August 24, 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

#### Vision Statement Update

#### **PURPOSE:**

The Committee is tasked with updating the General Plan Vision Statement. The statement should embody the purpose of the Plan and describe the preferred future of Prescott during and after the 10 year life of the Plan.

In our previous discussion the Committee identified areas of concern that will affect Prescott over the next 10 years. The Committee has also heard information regarding our complicated & aging City infrastructure (water delivery system, sewer system and roadways), reduced City income, and limited water resources. These things affect the City's ability to maintain the public health, safety, welfare and the City's ability to grow. The above will be useful in writing effective goals. However, the Vision Statement is an expression of the community's preferred future and the legacy we are leaving for the next generation.

The General Plan provides local governments with a document to direct growth and development in a manner consistent with the community vision. With our end goal of voter ratification, the Vision Statement is an opportunity to engage community pride in Prescott and describe the benefit of life here. The text of the plan should be thought of as a guide, the Vision Statement may be more subjective.

#### **BACKGROUND:**

As with any General Plan, the balance between subjective content and a useful document is a challenge. The 2003 General Plan contains a four page Vision Statement that describes not only the community's preferred future, but also the details and meaning of the Statement. This Vision Statement has been formally recognized by the Sonoran Institute as one of the best written Vision Statements in Arizona. The Institute

is a Tucson based non-profit organization dedicated to promote better management of growth and change. The 2003 statement embodies the principals of Growing Smarter legislation while expressing Prescott's preferred future. The 2003 Vision Statement is provided for your review and for notes. Please read the Vision Statement and be prepared to describe what portions, if any, you would like to update.

## THE PRECOTT VISION

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

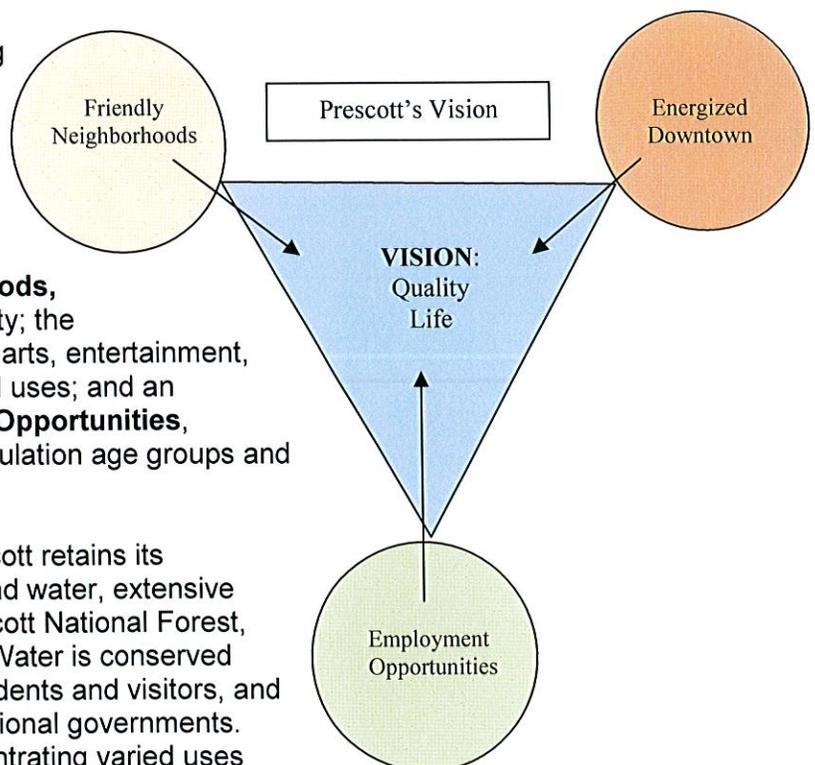
Prescott 's Vision is about the future - a future well founded on Prescott's pioneering days, historic architecture and small town qualities. Prescott's Vision maintains its unique image as a deeply rooted city, but one moving dynamically into the future.

This vision of Prescott is based on the following fundamental values endorsed by the community:

- Balance: between developed and undeveloped areas; between types of land uses including diversity of housing options; between young and old residents, current families and future families; between private property, neighborhood and community-wide interests.
- Sustainability: of the economic foundations of the community; of the neighborhoods within the community; of the community's infrastructure; of government services at acceptable levels; of water supplies and natural resources.
- Preservation of community character including environmental, economic, cultural and historic community assets.
- Moderate growth and quality development.
- Citizen empowerment and involvement in government and community activities.
- Ethic of equity for all community members.

**Prescott's Vision** also reflects a dynamic city. It is a place where young and old, working families and retirees find wisely managed City services and good accommodations geared to all lifestyles and levels of income. The population and business growth result in variety of housing types and prices in people-focused **Neighborhoods**, integrated with the Prescott Community; the **Downtown** energized by a mixture of arts, entertainment, government, business, and residential uses; and an abundance of different **Employment Opportunities**, encouraging a full complement of population age groups and lifestyles.

Throughout the growth periods, Prescott retains its environmental qualities of clean air and water, extensive open spaces in the surrounding Prescott National Forest, riparian areas and significant vistas. Water is conserved through widespread education of residents and visitors, and practiced and coordinated among regional governments. Clean air is preserved through concentrating varied uses within short distances, thereby encouraging walking and bicycling, and through regional planning for public transit and shared-auto usage.



The underlying theme of the Prescott Vision is similar to the words of Lewis Mumford in his essay, "The Essence of the City": "...*the greatest function of the city is to... encourage the greatest possible number of meetings, encounters, challenges, between varied persons and groups...to bring people together...till in the end all men will take part in the conversation.*"(sic)

The **Neighborhoods**, the **Downtown** and the **Economic Opportunities** are vital to provide for living, working and enjoying a quality life in the **Prescott Vision**.

**Neighborhoods** are characterized by:

- Mixtures of small to large lots, modest to expensive homes, attached, semi-attached and detached housing
- Traffic-calmed streets, shared with pedestrians, bicyclists and landscaping
- People-gathering/activity focus areas, combining recreation areas (e.g. parks, school yards); civic and public services (e.g. schools, churches, civic clubs, fire and police substations); and small business (e.g. sundries, eateries, household service shops, daycare, medical/professional offices) – oriented to low traffic and modest parking needs
- Homes and lots designed for resource efficiencies

**Prescott Downtown** is characterized by:

- Historic buildings and compatible infill
- County Courthouse Plaza; other people-gathering areas (e.g. Granite Creek Park, school activity areas; "pocket parks")
- Interwoven mixture of:
  - Government offices (local, regional, State and Federal); professional and general offices
  - Specialty shops and general retailing (including grocery, drug, clothing, variety stores)
  - Eateries, fine restaurants, bars, lounges, hotels, beds-and-breakfast and other visitor lodging
  - Theaters, galleries, museums, concert halls, amphitheaters, parks, trails
  - Residences – multi- or single-storied attached, semi-attached and detached, (e.g. apartments, condominiums, townhouses, patio homes, duplexes, tri-plexes, cottages, historic homes)
  - Live-work structures – studios, professional offices, small shops, eateries, etc. shared with residential living spaces
- Traffic-calmed streets, oriented to pedestrian and bicycle travel; clean wide sidewalks; landscaping, benches, human-scaled street lighting
- Most employment, entertainment and daily needs of Downtown residents are met within very short distances
- There's always something going on

**Employment Opportunities** are characterized by:

- Diverse Employment Types (e.g. retailing, hospitality services, professional and general services, research and development, assembling and manufacturing, education, government services, arts/culture/recreation/entertainment venues)
- Employment Development Focus Areas:
  - Arts/Culture
  - Education
  - Recreation/Entertainment
  - Aviation/Aerospace Research
  - Hospitality: lodging/food and beverage
  - Specialty and Regional Retail

- Health Care
- Research and Development
- Interspersed Employment Area Locations - individually or grouped throughout the City, convenient to residents of Neighborhoods and the Downtown

The Prescott Downtown and Neighborhoods are intertwined in variety of housing and people-gathering places and activities; diversity of employment opportunities enable the young and working families, as well as the retirees, to live in Prescott where they work, shop, worship, attend school, enjoy cultural and recreational activities, and where they interact in civic forums. All “take part in the conversation” of the Prescott Vision, enjoying quality living.

To promote Prescott's Vision of the future and to address the various growth management challenges outlined in this General Plan, the following planning principles and values are set out as the Smart Growth philosophies held by Prescott:

- **Well planned, moderate growth rate:** Prescott desires to promote a moderate rate of growth to preserve and protect critical areas of open space, environmental habitats, significant natural, prehistoric and historic resources while accommodating new growth in a manner which encourages multi-modal transportation opportunities, maximizes existing infrastructure and creates housing and job opportunities for residents of all ages and income levels.
- **Sustainability** is an overriding theme for the 2003 General Plan and is the subject of many of the goals, objectives and implementation strategies recommended throughout the elements of the Plan.
- **Compact forms** including high density, infill development and mixed uses, where appropriate, as the preferred model for new growth maximizing use and longevity of existing infrastructure as well as encouraging multi-modal transportation opportunities
- **Balance** is important to growth management in much the same way as it is a guiding principle for other elements of the General Plan; in growth management, we seek a balance of land uses, a balance among residential types, between residential and non-residential uses and between developed and undeveloped land uses.
- **Support for a vibrant city center.** Prescott values its downtown and desires to give preference to the redevelopment and reuse of downtown, retaining the mixed uses, business vitality, historic resources, human scale development and pedestrian friendly character of the city center. This concept includes support for other urban nodes along existing and planned transportation corridors to achieve a similar village center anchor with compact forms, mixed uses including housing and multi-modal connectivity within developing areas.
- **Integrated planning** as a method of determining land use and circulation patterns is essential. Coordinated planning for regional impacts is also practiced because the way we grow affects our neighbors and vice versa. Prescott seeks to make development decisions predictable, fair and cost effective.
- **Connectivity** of streets and neighborhoods as a basic planning principle. Interconnectivity of road corridors, bikeways and pedestrian walkways to accommodate multi-modal transportation promotes efficient, effective, sustainable circulation options while addressing traffic impacts.

- **Development which helps pay for itself:** the City is committed to maintaining an effective impact fee system for residential development and an effective water and sewer buy-in system for all new residential development. The cost to the city of monitoring and regulating residential and commercial building and development must also be addressed and recovered in a fair and equitable manner through user fees.
- **Reasonable and equitable tax and fee structure:** the community supports the establishment and maintenance of a secure, balanced and diverse local revenue base necessary to provide a full range of municipal services and infrastructure at levels desired by the citizens. This includes strategies to maximize existing infrastructure, emphasize joint use of facilities, and encourage creative partnerships which stretch city revenues and promote good fiscal management and a highly efficient tax and revenue structure.
- **Citizen involvement and participation** as an essential element for achieving Prescott's vision and facilitating community-based decision making for the choices and trade-offs which must be made to accommodate and manage growth. Community and stakeholder collaboration is fostered in all city plans and decisions.