



2011 GENERAL PLAN COMMITTEE

Community Development Department

Agenda

2011 General Plan Committee
Regular Meeting
Wednesday, January 9, 2013
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, January 9, 2013 in the downstairs conference room, City Hall, 201 S. Cortez Street, Prescott, AZ. 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	Len Scamardo, Councilman
Roxane Nielsen	Chris Kuknyo, Councilman
David Quinn	

III. Announcements

IV. Regular Items

1. Consider approval of the minutes of the November 14 and December 12, 2012 meetings.
2. Discussion of Chapter 4.
3. 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 January 4, 2013 at 2:00 PM in accordance with the statement filed with the City Clerk's Office.

Suzanne Derryberry
Administrative Specialist



**2011 GENERAL PLAN COMMITTEE
REGULAR MEETING
NOVEMBER 14, 2012
PRESCOTT, ARIZONA**

MINUTES OF THE REGULAR MEETING OF THE 2011 GENERAL PLAN COMMITTEE HELD ON November 14, 2012 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 4:03 p.m.

II. Attendance

MEMBERS PRESENT	EX OFFICIO MEMBERS
Miriam Haubrich, Co-Chair	Chris Kuknyo, Councilman (absent)
Terry Marshall, Co-Chair	Len Scamardo, Councilman
Zena Mitchell	
Roxane Nielsen	STAFF MEMBERS PRESENT
Gary Worob	Ryan Smith, Community Planner & Committee Liaison
Brad Devries	Suzanne Derryberry, Administrative Specialist
George Sheats	George Worley, Planning Manager
MEMBERS ABSENT	
Glenn Gooding	
Dave Fisher	
David Quinn	
Elisabeth Ruffner	

III. Announcements

Mr. Smith noted that the committee draft of each of the elements had been handed out.

Mr. Worley asked the committee to provide their written comments on their draft elements and then turn them in to Mr. Smith once they have reviewed all elements.

IV. Regular Items

1. Consider approval of the minutes of the October 10th and 24th meeting.

Mr. Worob, MOTION to approve both sets of minutes. Ms. Haubrich, 2nd. VOTE 7-0

2. Revised schedule of the 2012 General Plan Committee.

Mr. Smith introduced the revised schedule to the committee and noted that there would be an election in 2013 and the goal is to get the General Plan to the voters in November of 2013. He continued by discussing the mandatory waiting periods.

Mr. Smith spoke about the Vision Statement and noted that staff strongly suggested against making any changes to the Vision Statement.

Mr. Smith discussed the early chapters and stated that the committee may want to take three meetings to review those sections.

Ms. Mitchell discussed meeting dates around Christmas.

Ms. Nielsen suggested rearranging part of the schedule.

Various members of the committee continued to discuss the meeting schedule. The general consensus was to add a meeting on December 19th and January 16th.

The committee discussed taking the elements to the Planning and Zoning Commission.

Mr. Worob requested that Mr. Smith include a reference to the 1999 Lakes Master Plan.

The committee discussed the General Plan going before the City Council as well as being voted on by the public.

3. Discussion of the Community Quality Element updates.

Mr. Smith and various members of the committee discussed the Community Quality Element. Discussions included: comments received from the Police and Fire Departments, Prescott College and Prescott Unified School District. Mr. Smith noted that the challenges had been placed after the goals and strategies by request.

The committee suggested that Mr. Smith go through the information received from the Police Department and make corrections to the verbiage to make it flow better.

Mr. Mattson suggested minor changes, mostly related to grammar and punctuation, to several areas of the Community Quality Element.

The committee re-discussed the timeline which would need to be followed in order to get the General Plan out to the voters in time for the 2013 election.

4. Call to the public.

V. Adjournment

Co-chairman Marshall adjourned the meeting at 5:27 p.m.

Terry Marshall
Co-Chairman

Miriam Haubrich
Co-Chairman

Suzanne Derryberry
Administrative Specialist



**2011 GENERAL PLAN COMMITTEE
REGULAR MEETING
DECEMBER 12, 2012
PRESCOTT, ARIZONA**

MINUTES OF THE REGULAR MEETING OF THE 2011 GENERAL PLAN COMMITTEE HELD ON December 12, 2012 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 Haubrich called the meeting to order at 4:00p.m.

II. Attendance

MEMBERS PRESENT	EX OFFICIO MEMBERS
Miriam Haubrich, Co-Chair	Chris Kuknyo, Councilman
Terry Marshall, Co-Chair	Len Scamardo, Councilman
Zena Mitchell	
Roxane Nielsen	STAFF MEMBERS PRESENT
Gary Worob	Ryan Smith, Community Planner & Committee Liaison
Brad Devries	George Worley, Planning Manager
George Sheats	
Elisabeth Ruffner	
David Quinn	
MEMBERS ABSENT	
Dave Fisher	
Glenn Gooding	

III. Announcements

Ms. Ruffner stated that she had sent the section on Main Street to the Prescott Downtown Partnership; she provided those comments for the committee's review.

Mr. Worob noted that the final statement for the Lakes Subcommittee was complete.

IV. Regular Items

1. Consider approval of the minutes of the November 14, 2012 meeting.

Minutes will be deferred to the next meeting.

2. Reminder that the December 26 meeting has been rescheduled to December 19th.

Mr. Smith reminded the committee of the meeting schedule.

Mr. Sheats discussed meeting with the Pedestrian Bicycle Advisory Plan.

3. Discussion of the final committee edits to the General Plan Elements

Mr. Smith discussed several different aspects related to the final edits of the General Plan Elements. Some of the discussion by Mr. Smith pertained to the feedback received by staff from the different committee members which included information related to goals and text having to do with the library, Open Space text which included goals and strategies, information discussing property tax being increased and trying to decrease dependency on city sales tax. Other topics discussed included pharmaceuticals in the water supply and water policy, use of city volunteers and also first responders dealing with epidemics and bioterrorism. He noted that those items may be topics the committee or the staff may want to reexamine.

Various members of the committee discussed the idea of having an increase in primary property taxes and if it would be appropriate to include that information in the General Plan.

Mr. Smith discussed the Land Use Element and asked for any comments from the committee. Mr. Quinn discussed section 5.2, strategy 4.1 and stated he did not like the verbiage in the section and suggested rewording to make to read better.

Ms. Ruffner commented on the section on historic neighborhoods and discussed the state historic tax benefit for income production properties and stated that she didn't believe there was such a thing. Mr. Worley stated that staff would verify that information to ensure it was correct.

Mr. Smith discussed the Growth Management and Cost of Development Element and noted that they are two required elements which were combined into one section. Mr. Smith called for any comments.

Mr. Mattson discussed section 6.3.4 and stated that there should be an example to help the general public better understand user fees and enterprise funds. Mr. Worley stated that the verbiage did explain the meaning of an enterprise fund. Mr. Smith stated that he could possibly add additional wording to help explain the meaning.

Mr. Smith discussed the Circulation Element and noted that it had been somewhat controversial due to public transit and bicycles.

Various members of the committee discussed added verbiage related to public transit.

Mr. Worob discussed traffic signals. Mr. Smith stated that there was already a goal and strategy related to traffic signals. Various members of the committee discussed the verbiage related to traffic signals found throughout the General Plan.

Mr. Smith discussed the Open Space Element and called for any comments. Mr. Mattson discussed the verbiage used in the element and suggested using more layman's terms to make it easier for the general public to understand. Mr. Smith asked if there were any content changes from the committee; there were none.

Mr. Smith discussed the Environmental Planning Element. Mr. Worob discussed the lakes and the water quality in the lakes. He added that he would like the Environmental Planning Element to include a statement regarding the lakes as being declared unfit, as well as other aspects related to the lakes in Prescott. Various members of the committee discussed the proposal of added information into the plan regarding the issues related to the lakes.

Mr. Smith discussed the Water Element and noted that he was going to review information regarding pharmaceuticals found in the water and may possibly add additional information related to that topic. Mr. Smith called for any comments; there were none.

Mr. Smith discussed the Economic Development Element and called for any comments related to the change of content. Mr. Mattson suggested updating the information related to the Elks Opera House. Mr. Smith stated that he would review that information and look for possible updates, one of which would include the sale of the Elks Opera House.

Mr. Quinn discussed section 11.3.2 and suggested that a goal and strategy could be included to discuss the availability of broadband internet. Various members of the committee discussed the verbiage which could be used to discuss the topic.

Mr. Smith discussed the Community Quality Element and called for any comments regarding content changes; there were no comments related to content changes.

The committee discussed the optional elements and the amount of time they would have left to discuss any other potential elements.

4. Call to the public.

V. Adjournment

Co-chairman Haubrich adjourned the meeting at 5:51p.m.

Terry Marshall
Co-Chairman

Miriam Haubrich
Co-Chairman

Suzanne Derryberry
Administrative Specialist

4.0 FUTURE CHALLENGES

4.1 POPULATION: ACHIEVING A BALANCED COMMUNITY

Achieving and maintaining a balanced community requires that we influence existing market trends, as well as sustaining and building an environment that welcomes and supports families with children. If Prescott is to be balanced demographically and remain a viable community for both young working families and retirees, it will be necessary to pursue strategies to accomplish that aim. Such strategies would include efforts to address community housing needs, expand transportation options, encourage family supporting wages for the work force, and promote youth activities and educational opportunities.

4.2 BALANCED MIX OF LAND USES

The proportion of City land uses dedicated to open space has increased significantly in recent years. Given that residential land uses require more in services than they contribute to revenues and that commercial and industrial properties contribute more in revenue than they require in services, the mix of land uses must be given serious consideration in future area plans, development agreements and annexations. It is especially important to provide areas for commercial and industrial uses that not only provide a revenue stream to support services, but can also attract employers with higher paying jobs.

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

4.3 MEETING HOUSING NEEDS

Homes tend to be more expensive in Prescott than in nearby communities. Based on the American Community Survey figures for 2010, the median housing price in Prescott remains significantly higher than prices in surrounding communities, and as compared with the state. Also, home owners and renters in Prescott are spending a greater portion of their income on housing as compared to the state average. The housing market has corrected itself in recent years, which may assist moderate and low income households in buying into housing that already exists. However, marginal income households are still not able to buy into the housing market due to a tightened credit and financing market. Production strategies may be needed such as developer incentives to increase the supply of housing affordable to households at or below the median income.

One strategy to produce varied housing types may include a different approach to general development. As an alternative to the use of current zoning districts, form-based codes may be introduced to allow for more flexibility in neighborhood design. Form-based codes do not focus on uses, but instead focus on appearance and impact. Uses may be blended together as long as the outward appearance of buildings complement one-another. Traditional neighborhood design is an example of a form where commercial and residential uses are combined to promote walkability and functionality.

Shops, offices and housing are not separated, but instead are allowed to be mixed together. Prescott's downtown and historic neighborhoods are examples of traditional designs.

A variety of land uses exist within the City of Prescott typical of most towns and cities. Community growth based on permit activity in the 10 year period between January 1, 2003, and January 1, 2013 indicates that 86% of permits issued for new buildings were residential development, mostly single-family in a subdivision. Multi-family and workforce housing permits have not kept pace with the rate of single-family development. In the last several decades, most new development occurred in the outlying areas of the City with little infill.

The General Plan survey respondents indicated support for accommodating the housing needs of all income levels and family types in the community and support for compact development types, mixed use areas and transit friendly development to accomplish this goal. However, development trends still indicate a continuing preference for low density, large lot single-family home subdivisions in Prescott. The conflict between the General Plan goals of providing housing for all incomes, ages, and special needs groups and the continuing direction of current market trends suggest that housing affordability will continue to be an issue in Prescott. Housing needs and affordability are discussed further in the Land Use, Growth Area and Economic Development elements.

4.4 BALANCING COMMUNITY VALUES

The ability to sustain municipal facilities and services is affected by both the rate of growth and the balance between residential and non-residential uses. A secure local revenue base is necessary to establish and maintain essential City services. This requires that commercial and industrial zoning be available to compliment residential zoning. Commercial and industrial areas provide a sales tax base, which in turn contribute revenue toward the City operating budget. Residential areas provide for a population base and also contribute to the operating budget through property taxes, which currently provides 4.5% of City revenues.

Development in the outlying areas and low density uses are less efficient uses of land. This causes a loss of open space as new areas are developed, and places a greater burden on water, sewer and road infrastructure. Longer utility supply lines and extended roads are more expensive to build, operate and maintain. This also increases dependence on the personal automobile for transportation and adds traffic demand on the road network. Mass transit, such as bus service, is efficient only where a dense population exists in compact clusters. Suburban development tends to isolate neighborhoods from service centers and creates the opposite of the pedestrian friendly, historic atmosphere which attracts new residents and is often used to describe the character of Prescott.

Business development, neighborhood and environmental protection efforts will at times conflict. The challenge lies in the choices and tradeoffs the community must make when values conflict. In making these conscious community choices and tradeoffs, community wide interests and benefits will be the primary criteria for resolving the conflict. When considering neighborhood conflicts not of a community wide impact, the concerns of the neighborhood will be the primary consideration.

4.5 MANAGING CURRENT AND PROJECTED TRAFFIC

The 2006 Central Yavapai Metropolitan Planning Organization (CYMPO) Regional Transportation Study establishes that growth within Prescott and throughout the region will create long term traffic management problems. The study is the blueprint for long term regional transportation planning and improvements. Addressing the negative effects of traffic congestion while also ensuring adequate circulation continues to be a challenge.

The CYMPO Study recommends alternative transportation components such as public transit, carpooling, bikeways, trails, etc. and forecasts that an investment in these systems could reduce projected traffic counts throughout the CYMPO planning area. A "Complete Street" is defined as a street that safely accommodates all users including public transit vehicles, autos, pedestrians and bicyclists. Basic elements of complete streets include sidewalks, bike lanes (or wide paved shoulders), pedestrian crossing opportunities, median islands, and accessible pedestrian signals. Careful planning and development of Complete Streets infrastructure offers long-term cost savings for local and state government by reducing automotive travel.

CYMPO is charged with the development and implementation of a regional transit system. The mission of CYMPO is to provide leadership in planning and promoting a comprehensive multi-modal transportation system that will provide for regional mobility and connectivity that encourages a positive investment climate and fosters development sensitive to the environment. The Circulation Element provides further detail on these subjects.

4.6 PRESERVING AND PROTECTING THE ENVIRONMENT

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

The acquisition, dedication and stewardship of open space as a community amenity is also an economic development asset which supports the tourism industry. Maintaining the integrity of the natural environment, conserving open space and protecting significant natural features and other public and privately owned ridges surrounding the Prescott basin from development are an ongoing challenge. Scarce resources require the community to carefully target and manage public investments in open space or natural landmarks and to search for innovative public and private preservation mechanisms. If economic, transportation or other specific needs of community-wide interest and importance necessitate impacts on natural features, the City is committed to mitigation measures as much as is feasible.

Dust, smoke, non-native plants and automobile emissions are sources of urban air pollution. Smoke is a problem during winter months from wood burning fireplaces and stoves, and at other times seasonal prescribed burns affect air quality. In the warmer dry months dust affects air quality due to dirt roads and construction activities. Air quality

conditions are exacerbated by a continuing drought. The Open Space and Environmental Planning elements address these issues in greater detail.

4.7 HISTORIC PRESERVATION

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 are important in maintaining the historic character of these resources. The first subdivisions were designed with traditional small lots in a grid pattern. These are the characteristics which also define walkable and sustainable neighborhood design.

Prescott's focal point, the Downtown is not only the historic and economic center but also, the artistic and cultural center of the city. Interest in cultural activities has been expanding in recent years as seen in the increasing numbers of tourists, resident artists, and participants.

Protecting and preserving historic and cultural resources in the form of commercial buildings, residences, neighborhoods, business districts and archeological sites is essential to maintaining and enhancing the city's character as well as sustaining tourism. Partnerships involving the City, the State of Arizona, historic preservation advocacy groups, property owners, businesses and other state and national entities will ensure that tangible reminders of the city's rich heritage will enlighten and educate future generations, as well as protect valuable business and housing stock. The Land Use and Community Quality elements discuss this topic.

4.8 ADEQUATE WATER RESOURCES FOR FUTURE NEEDS

In Arizona's arid climate, water availability is crucial to the City's economy and quality of life. A determination was made in 1998 by the Arizona Department of Water Resources (ADWR) that the groundwater aquifers which support the tri-city area are no longer in safe-yield, which is groundwater depletion beyond the level being recharged. This declaration imposed significant constraints on the pumping of groundwater to support growth and development. Recharge measures are continuing and importation of water from the outside sources has been determined to be legal, but may not be feasible to supplement the local aquifer supply.

The City of Prescott water service area is located within the Prescott Active Management Area (AMA), along with Prescott Valley, Chino Valley, the Yavapai-Prescott Indian Tribe, Dewey-Humboldt and county areas. The City of Prescott water service area accounts for about 8.6% of the land within the Prescott AMA. The groundwater basin aquifers within the AMA are interconnected. Therefore, drawdown in other parts of the Prescott AMA can contribute toward decreased water tables in Prescott. Population growth and development anywhere within the AMA will affect the aquifers and the AMA goal of reaching safe-yield. A sustainable balance of water quality, water use, conservation, importation and groundwater recharge is desirable, but requires mitigation strategies with consensus among various water stakeholders.

The legal, physical and economic availability of water from sources which are known or can be reasonably anticipated, including the costs of water rights and infrastructure to access and deliver water, will be a limiting factor in the future development of Prescott. Other issues such as emerging contaminants and the cost of treating our water supply

for known contaminants, such as arsenic, drive up the costs for a safe water delivery system. Even with a strong market demand, the availability of water and capital will determine the long-term growth of the City. The Water Resources Element discusses these issues in detail.

4.9 STRONG ECONOMIC BASE

Demands for services grow along with population growth. Services must be provided within a reasonable revenue structure, which includes effective management of expenditures. It is a challenge to maintain current service levels and make strategic enhancements for desired future services.

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

Few of the community's goals can be achieved without a strong economic base. For the City of Prescott and other Arizona municipalities, this means recognizing sales tax as the primary source of revenue and maintaining a strong, growing sales tax base within a highly competitive regional market. In order to achieve and maintain a strong economic base, it is necessary that Prescott:

- attract and retain a reasonable share of the regional scale retail business market
- continue to promote a strong tourism industry
- attract and retain local or "neighborhood scale" business development sufficient to provide local goods and services within Prescott for City residents
- improve the quality of the regional job and employment market with an emphasis on higher wage positions such as provided by research and development
- provide housing opportunities for all segments of the community including moderate to low income residents
- promote health, education and cultural sectors as community assets which enhance quality of life as well as contribute to the viability of the economic base

Tourism is an important sector of the local economy. The 2009 Prescott Area Tourism Study, produced for the Arizona Office of Tourism by Northern Arizona University, indicated that visitors to the Prescott area spent an estimated \$196.7 million that year. The merchants and service providers then provided paychecks to employees, bought supplies and made other business related expenditures resulting in an indirect economic impact of an additional \$40 million. Indirect business taxes produced an additional \$23 million. The total economic impact supported 4,761 direct and indirect jobs.

To attract visitors, Prescott must maintain amenities and attractions with the long-term development of a travel and tourism strategy. Destination Marketing or other means of advertising may be used to promote Prescott as a specific destination with the City's cultural heritage as an important draw for tourists. The Economic Development Element further addresses these issues.

4.10 MAINTAINING COOPERATION ON REGIONAL ISSUES

Good working relationships with the other entities in the region must be maintained despite differing goals among the jurisdictions. Major challenges which demand a regional approach include coordination of regional traffic, transportation and circulation requirements, including the Prescott Airport; cooperation on water management issues; and acknowledgement of the economic competition between Prescott, Prescott Valley, Chino Valley and the Yavapai-Prescott Indian Tribe. Regional cooperation is touched upon in every element of this plan.