



PLANNING & ZONING COMMISSION WORKSHOP A G E N D A

**PLANNING & ZONING COMMISSION
WORKSHOP AGENDA
THURSDAY, OCTOBER 16, 2014
9:00 AM**

**DOWNSTAIRS CONFERENCE ROOM
CITY HALL
201 S. CORTEZ STREET
PRESCOTT, ARIZONA
(928) 777-1207**

The following agenda will be considered by the **PLANNING & ZONING COMMISSION** at its **WORKSHOP** to be held on **THURSDAY, OCTOBER 16, 2014, at 9:00 AM in the DOWNSTAIRS CONFERENCE ROOM, CITY HALL**, located at **201 S. CORTEZ STREET**. Notice of this meeting is given pursuant to *Arizona Revised Statutes*, Section 38-431.02.

- I. CALL TO ORDER**
- II. ATTENDANCE**

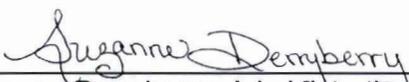
MEMBERS	
Tom Menser, Chairman	George Sheats
Ken Mabarak, Vice-Chairman	Terry Marshall
Joe Gardner	David Stringer
Len Scamardo	

- III. REGULAR ACTION ITEMS**
 - 1. Discussion of the 2014 General Plan Draft.
 - 2. Call to the public.
- IV. 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 October 13, 2014 at 1:00 p.m. in accordance with the statement filed with the City Clerk's Office.


Suzanne Derryberry, Administrative Specialist
Community Development Department



THE STATE OF ARIZONA
GAME AND FISH DEPARTMENT

5000 W. CAREFREE HIGHWAY
PHOENIX, AZ 85086-5000
(602) 942-3000 • WWW.AZGFD.GOV

REGION III, 5325 N. STOCKTON HILL ROAD, KINGMAN, AZ 86409

GOVERNOR

JANICE K. BREWER

COMMISSIONERS

CHAIRMAN, ROBERT E. MANSELL, WINSLOW

KURT R. DAVIS, PHOENIX

EDWARD "PAT" MADDEN, FLAGSTAFF

JAMES R. AMMONS, YUMA

J.W. HARRIS, TUCSON

DIRECTOR

LARRY D. VOYLES

DEPUTY DIRECTOR

TY E. GRAY



October 8, 2014

Mr. Tom Guice
City of Prescott
201 South Cortez Street
Prescott, Arizona 86303

Dear Mr. Guice and Members of the City of Prescott Planning and Zoning Commission,

My name is Trevor Buhr. I am the Habitat Program Manager for Region III of the Arizona Game and Fish Department (Department). On behalf of the Department, I have reviewed the 2014 City of Prescott Draft General Plan (Plan) and have provided comments verbally while in attendance at the September 25, 2014 Prescott Planning and Zoning Commission meeting. Of particular importance to the Department at this meeting was the agenda item entitled "*Discussion of the 2014 Draft General Plan.*" The written comments which follow embody the verbal comments I provided at the above-mentioned meeting. The Department requests that these comments be considered, and incorporated as appropriate into the final draft of the Plan, which will ultimately be forwarded to the Board of Supervisors for approval.

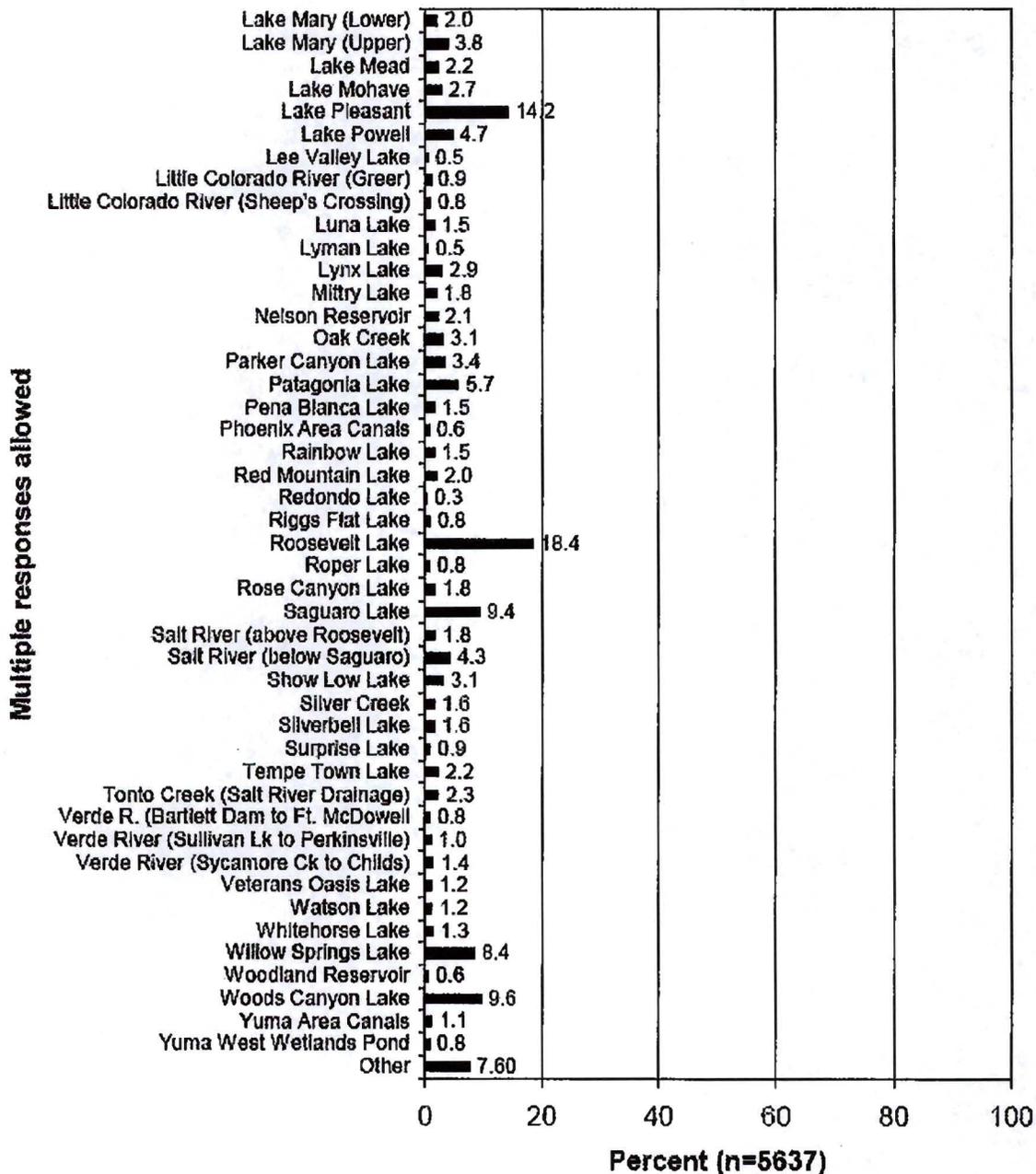
On the pages which follow, are excerpts from three documents which demonstrate the magnitude of the economic impact tied to hunting, angling, and wildlife-related recreation nationally, as well as in Arizona and the City of Prescott. These excerpts highlight the importance of working cooperatively with the Department in the review of development proposals; the development and implementation of Recreational Plans for Watson, Willow and Goldwater Lakes; in identifying, protecting and preserving the wildlife corridors in and proximate to the City of Prescott; and in working collaboratively in the crafting and implementation of Prescott's proposed Open Space Policy.

1. ARIZONA ANGLERS' OPINIONS, ATTITUDES, AND EXPENDITURES IN THE STATE
 (Conducted for the Arizona Game and Fish Department by Responsive Management, 2014)

Q117-Q141. Percent of active anglers who fished in each of the following locations. (Asked of those who personally fished in Arizona in 2013.) (Part 3, alphabetically.)

Bodies of Water	Mohave	Navajo	Pima	Pinal	Santa Cruz	Yavapai	Yuma	Out-of-State
Silver Creek	0.3	14.6	1.5	1.5	0.0	0.9	0.5	0.8
Silverbell Lake	0.0	0.0	14.2	0.7	0.0	0.2	0.0	0.5
Surprise Lake	0.0	0.7	0.2	0.5	0.0	0.2	0.0	0.7
Tempe Town Lake	0.0	0.0	0.0	3.4	0.0	0.2	0.0	0.7
Tonto Creek (Salt River Drainage)	0.5	0.3	0.7	0.7	0.0	1.3	0.2	0.8
Verde River (Bartlett Dam to Fort McDowell Indian Reservation)	0.0	1.0	0.2	1.0	0.0	2.0	0.0	1.0
Verde River (Sullivan Lake to Perkinsville)	0.3	0.3	0.2	0.2	0.0	9.8	0.0	0.5
Verde River (Sycamore Ck to Childs)	0.0	0.0	0.3	0.0	0.0	11.1	0.0	0.7
Veterans Oasis Lake	0.0	0.0	0.0	3.2	0.0	0.2	0.0	0.3
Watson Lake	0.0	0.0	0.3	0.5	0.0	13.8	0.0	0.2
Whitehorse Lake	2.7	0.3	0.2	0.5	0.0	7.0	0.7	0.2
Willow Springs Lake	1.1	14.8	1.3	8.6	0.0	5.9	1.2	0.8
Woodland Reservoir	0.0	7.3	0.7	0.2	0.0	0.0	0.0	0.2
Woods Canyon Lake	0.5	12.8	2.3	14.2	0.0	3.3	1.2	0.5
Yuma Area Canals	0.3	0.0	0.5	0.2	1.4	0.2	28.3	0.8
Yuma West Wetlands Pond	0.3	0.0	0.2	0.0	1.4	0.2	17.2	0.3
Other	3.2	10.6	7.4	8.8	5.6	10.3	8.3	4.4

**Q117-Q141. Percent of active anglers who fished in each of the following locations. (Asked of those who personally fished in Arizona in 2013.)
(Part 2, alphabetically.)**



ARIZONA ANGLER EXPENDITURE DATA

- The expenditure data are shown in the tabulations that follow. In total, it is estimated that Arizona anglers spent a little over \$1 billion on fishing trips and fishing-related equipment in Arizona in 2013. This is an estimated \$3,130.18 per angler annually, based on approximately 350,000 licensed anglers who may make fishing-related purchases in the state. (Even those licensed anglers who did not fish in the state in 2013 were included in the calculations because some of them had made fishing-related purchases, even though they did not subsequently fish in 2013.)

Total Arizona Angler Expenditures in 2013 (Except Large Items)

Expenditure Category	Mean Dollar Amount Spent in 2013	Total Dollar Amount Spent in 2013
Food, groceries, drink, restaurant, and dining	411.53	144,035,011
Lodging at hotels, motels, cabins, lodges, and campgrounds	148.68	52,038,421
Equipment rental, such as boats, fishing, and camping equipment	103.89	36,361,010
Gas and fuel for cars and other land vehicles (NOT including boat fuel)	360.95	126,333,525
Boat fuel	110.13	38,545,764
Boat launch fees	23.90	8,365,287
Fishing guide fees	15.73	5,506,823
Rods, reels, poles, lines, and leaders (including fly fishing gear)	172.78	60,474,320
Live bait	29.98	10,494,150
Artificial baits, lures, and flies	72.98	25,544,549
Hooks, sinkers, and swivels	25.02	8,756,865
Tackle boxes	8.21	2,872,203
Creels, stingers, and fish bags	3.73	1,306,257
Depth finders, fish finders, and other electronic fishing devices	52.73	18,456,842
Other fishing equipment, such as knives, hook removers, and fly fishing accessories	15.43	5,400,476
Clothing, such as foul weather gear, waders, and boots	28.76	10,064,564
PFDs / life jackets	10.61	3,714,224
First aid supplies and medical treatment related to fishing trips	11.22	3,926,257
Camping equipment (NOT including camping vehicles), such as tents, tarps, backpacks, sleeping bags, stoves, coolers, and lanterns	63.10	22,083,350
Boat equipment (NOT including a boat or boat trailer/hitch), such as a new boat motor and other boat parts or accessories	119.71	41,899,226
Motor boat maintenance and insurance	91.44	32,004,864
Canoe maintenance and insurance	2.25	787,429
Fishing licenses, stamps, tags, and permits	59.37	20,780,058
Fishing club or association dues and fees	3.09	1,081,513
Fishing club, association, or other fisheries-related donations	3.78	1,322,760
Fish processing, mounting, and taxidermy	2.44	853,112
Gifts and souvenirs	9.78	3,422,342
Total except large items		686,431,200

2. THE ECONOMIC IMPORTANCE OF FISHING AND HUNTING IN AZ BY COUNTY
 (A study conducted on behalf of the Department by ASU's John Silberman, Ph.D., 2002)

TABLE 2: 2001 ECONOMIC IMPORTANCE

	(IN MILLIONS)				
	Full-time and Part-time Jobs	Fishing & Hunting Expenditures	Total Multiplier Effect	Salaries and Wages	State Tax Revenues
ARIZONA	17,190	\$958.5	\$1,340.0	\$314.0	\$58.2
APACHE	1,010	\$62.7	\$72.0	\$8.9	\$3.4
COCHISE	194	\$12.7	\$15.2	\$2.4	\$0.7
COCONINO	1,860	\$101.2	\$124.9	\$22.3	\$6.0
GILA	769	\$39.4	\$46.8	\$7.5	\$1.8
GRAHAM	124	\$7.3	\$8.7	\$1.4	\$0.4
GREENLEE	20	\$2.5	\$2.7	\$0.3	\$0.04
LA PAZ	232	\$17.8	\$20.9	\$4.1	\$0.8
MARICOPA	5,382	\$409.1	\$515.0	\$103.0	\$21.1
MOHAVE	1,682	\$79.9	\$99.0	\$17.7	\$3.9
NAVAJO	543	\$33.3	\$38.3	\$5.0	\$1.3
PIMA	1,187	\$84.5	\$105.0	\$18.3	\$5.4
PINAL	296	\$20.0	\$22.9	\$3.8	\$0.9
SANTA CRUZ	216	\$13.9	\$16.7	\$2.7	\$0.9
YAVAPAI	811	\$40.0	\$49.9	\$9.8	\$2.3
YUMA	689	\$34.2	\$42.0	\$7.8	\$1.8

TABLE 4: 2001 HUNTING AND FISHING EXPENDITURES

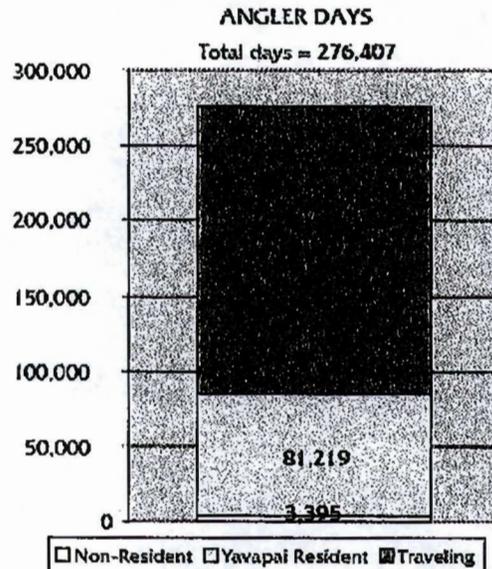
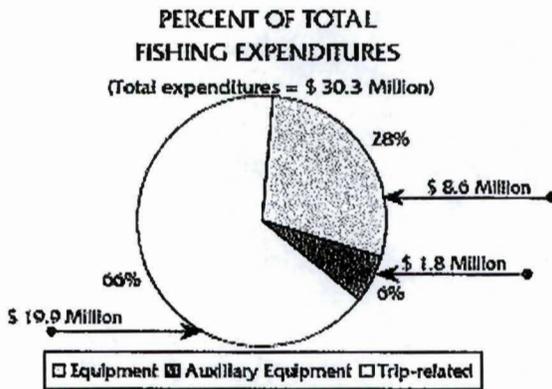
	FISHING EXPENDITURE				HUNTING EXPENDITURE			Total Expenditure
	Trip	Equipment	Auxillary Equipment	Total	Trip	Equipment	Total	
ARIZONA	\$415,980,900	\$212,819,901	\$202,692,692	\$831,493,493	\$74,282,818	\$52,346,007	\$126,628,825	\$958,122,318
APACHE	\$36,964,703	\$1,410,342	\$21,866,348	\$60,241,394	\$1,672,682	\$830,889	\$2,503,571	\$62,744,965
COCHISE	\$3,297,210	\$2,229,502	\$1,218,270	\$6,744,982	\$4,933,001	\$950,085	\$5,883,086	\$12,628,068
COCONINO	\$57,978,374	\$14,633,322	\$16,564,881	\$89,176,577	\$8,810,095	\$3,151,341	\$11,961,436	\$101,138,013
GILA	\$25,402,249	\$4,710,642	\$4,097,324	\$34,210,215	\$3,672,780	\$1,542,582	\$5,215,362	\$39,425,577
GRAHAM	\$2,507,807	\$589,258	\$778,032	\$3,875,097	\$2,608,826	\$704,712	\$3,373,538	\$7,248,635
GREENLEE	\$439,699	\$240,166	\$2,114	\$681,978	\$1,486,494	\$410,994	\$1,897,488	\$2,579,466
LA PAZ	\$15,942,820	\$465,980	\$2,470	\$16,411,270	\$1,303,077	\$106,038	\$1,409,115	\$17,820,390
MARICOPA	\$124,351,415	\$120,352,363	\$122,082,548	\$366,786,326	\$16,999,358	\$25,244,784	\$42,244,142	\$409,030,468
MOHAVE	\$57,314,447	\$14,872,041	\$2,330,019	\$74,516,507	\$3,659,723	\$1,825,479	\$5,485,202	\$80,001,709
NAVAJO	\$15,490,208	\$6,846,548	\$6,634,860	\$28,971,616	\$2,463,328	\$1,856,052	\$4,319,380	\$33,290,996
PIMA	\$22,702,699	\$24,644,546	\$19,593,827	\$66,941,072	\$9,397,938	\$8,162,991	\$17,560,929	\$84,502,001
PINAL	\$6,869,529	\$5,750,149	\$495,275	\$13,114,953	\$4,491,965	\$2,253,888	\$6,745,853	\$19,860,806
SANTA CRUZ	\$6,376,350	\$900,858	\$3,869,034	\$11,146,242	\$2,392,123	\$322,758	\$2,714,881	\$13,861,123
YAVAPAI	\$19,874,871	\$8,581,738	\$1,783,490	\$30,240,099	\$6,284,757	\$3,358,773	\$9,643,530	\$39,883,629
YUMA	\$20,468,520	\$6,592,440	\$1,374,201	\$28,435,161	\$4,106,871	\$1,564,641	\$5,671,512	\$34,106,673

From Pages 10 and 12

YAVAPAI COUNTY

ECONOMIC IMPACTS	
FISHING AND HUNTING EXPENDITURES	\$ 40.0 Million
TOTAL MULTIPLIER EFFECT	\$ 49.9 Million
SALARIES AND WAGES	\$ 9.8 Million
FULL-TIME AND PART-TIME JOBS	811
STATE TAX REVENUES	\$ 2.3 Million

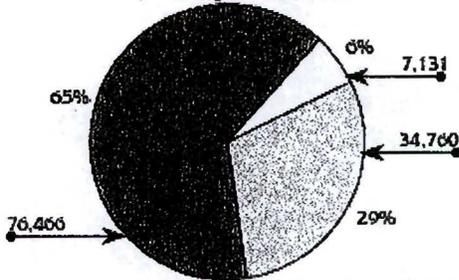
FISHING - DIRECT ECONOMIC IMPACTS	
ANGLER DAYS	
TOTAL ANGLER DAYS	276,407
Yavapai County Resident	81,219
AZ Resident Traveling to Yavapai County	191,793
Non-Resident	3,395
EXPENDITURES	
TOTAL FISHING EXPENDITURES	\$30.3 Million
TOTAL TRIP RELATED	\$19.9 Million
Food, Restaurant	\$4.9 Million
Lodging	\$2.9 Million
Transportation	\$4.4 Million
Other	\$7.7 Million
TOTAL EQUIPMENT EXPENDITURES	\$10.4 Million
Fishing Equipment	\$8.6 Million
Auxiliary Equipment	\$1.8 Million



YAVAPAI COUNTY

PERCENT OF TOTAL HUNTER DAYS

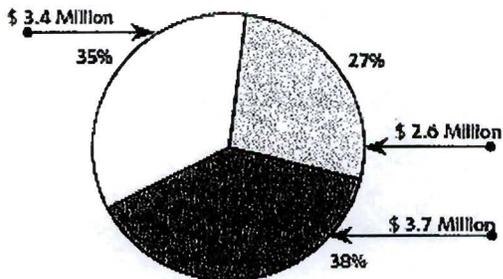
(Total days = 118,357)



□ Yavapai Resident ■ AZ Traveling □ Non-Resident

PERCENT OF TOTAL HUNTING EXPENDITURES

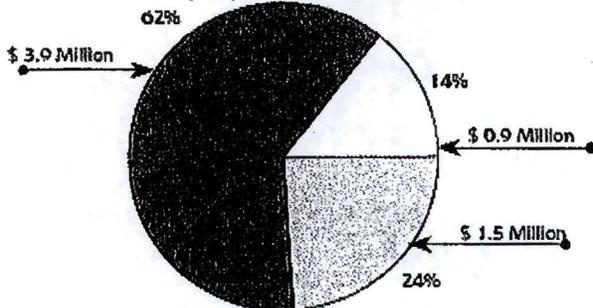
(Total expenditures = \$9.7 Million)



□ Small Game Trip ■ Big Game Trip □ Equipment

HUNTING TRIP EXPENDITURES

(Total trip expenditures = \$6.3 Million)

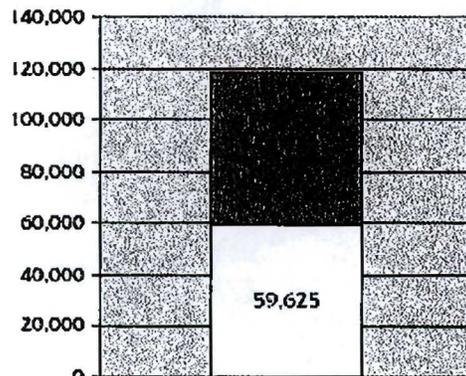


□ Yavapai Resident ■ AZ Traveling □ Non-Resident

HUNTING DIRECT ECONOMIC IMPACTS	
HUNTER DAYS	
TOTAL HUNTER DAYS	118,357
TOTAL SMALL GAME	59,625
Yavapai County Resident	18,757
AZ Resident Traveling to Yavapai County	36,598
Non-Resident	4,270
TOTAL BIG GAME	58,732
Yavapai County Resident	16,003
AZ Resident Traveling to Yavapai County	39,868
Non-Resident	2,861
EXPENDITURES	
TOTAL HUNTING EXPENDITURES	\$9.7 Million
Small Game Trip Expenditures	\$2.6 Million
Big Game Trip Expenditures	\$3.7 Million
Equipment Expenditures	\$3.4 Million

HUNTER DAYS

(Total days = 118,357)



□ Small Game ■ Big Game

3. 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation Nationally
(U.S. Fish and Wildlife Service)

Total Wildlife-Related Recreation

Participants	90.1 million
Expenditures	\$144.7 billion

Sportspersons

Total participants*	37.4 million
Anglers	33.1 million
Hunters	13.7 million

Total days	836 million
Fishing	554 million
Hunting	282 million

Total expenditures	\$89.8 billion
Fishing	41.8 billion
Hunting	33.7 billion
Unspecified	14.3 billion

Wildlife-watchers

Total participants**	71.8 million
Around the home	68.6 million
Away from home	22.5 million

Total expenditures	\$54.9 billion
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* 9.4 million both fished and hunted.

** 19.3 million wildlife watched both around the home and away from home.

Excerpt from Page 4

As you can see, based upon the excerpts provided from the sources above, hunting, fishing, and wildlife-related forms of recreation are highly valued, both nationally and locally, and provide a tremendous infusion of revenue to the economy of the State and to the economies of local communities.

It is for the purpose of preserving and enhancing the natural infrastructure upon which wildlife depends, and by extension - the revenue streams generated by wildlife-related recreation, that the Department advocates close partnership with the City of Prescott in the management of habitat and wildlife resources, and offers the following comments relating to the draft 2014 Plan:

Please note: Proposed changes to Plan wording are captured in red font...

(Page 46, Section 6.2.3, Open Space and Wildlife, Goal 1, Strategy 1.2):

Current wording - In cooperation with property owners, preserve and connect green belts, riparian areas, wildlife corridors and continue acquisition of targeted open space parcels.

Proposed wording - In cooperation with property owners and the Arizona Game and Fish Department, preserve and connect green belts, riparian areas, wildlife corridors and continue acquisition of targeted open space parcels. This might be facilitated by involving the Department in the planning and zoning permitting process. In so doing, the Department might review development proposals with potential significant impacts to wildlife habitat or connectivity (PADs, commercial scale energy development, new transportation alignments, annexations, etc.), and share its resources, expertise and recommendations with the City, thereby enabling decision-makers to make informed decisions – potentially avoiding, minimizing or mitigating impacts to wildlife and the natural infrastructure upon which it depends. *(Please reference wildlife linkages map/s included after the glossary at the end of the Plan...)*

(Page 65, Section 8.4, Parks and Recreation Activities):

Proposed wording – Add “Fishing” in the list of recreational opportunities.

(Page 66, Section 8.4.1, Parks and Recreation Goals and Strategies, Goal 2):

Current wording - Establish recreation strategies for Willow, Watson, and Goldwater Lakes to continually improve and enhance these assets for both residents and visitors.

Proposed wording – Recognizing the recreational and economic benefit of angling to the City of Prescott, in cooperation with the Arizona Game and Fish Department, establish recreation strategies for Willow, Watson, and Goldwater Lakes to continually improve and enhance these assets for both residents and visitors.

(Page 66, Section 8.4.1, Parks and Recreation Goals and Strategies, Goal 2 Strategy 2.3):

A suggestion has been made to remove dead and downed trees at the southern end of Watson Lake. This action may be detrimental to cavity nesting birds and other wildlife in the area. In deciding whether to include strategy 2.3 in the Plan, the Department requests that the possibly minimal risk of wildfire be balanced with consideration of the benefit this habitat provides to wildlife.

(Page 69, Section 8.6.1 Open Space Policy, Goals 3, Strategy 3.6):

Current wording - Ensure that wildlife and desired trail corridors are conserved through development agreements should State Trust Lands change ownership.

Proposed wording – In cooperation with, and making use of the data and spatial resources possessed by the Arizona Game and Fish Department (Habimap.org, wildlife telemetry data, Arizona’s Missing Linkages Document, Yavapai County Stakeholders Linkage Report, etc.) identify and prioritize important wildlife corridors, and ensure that wildlife and desired trail corridors are conserved through development agreement should State Trust Lands change ownership. *(Please reference wildlife linkages map/s included after the glossary at the end of the Plan...)*

(Page 72, Section 9.3.1, Lakes Goals and Implementation Strategies, Goal 2):

Current wording: Develop an up to date Lake Management Plan for each of Watson and Willow Lakes.

Proposed wording: In cooperation with Arizona Game and Fish Department, develop an up to date Lake Management Plan for each of Watson and Willow Lakes. *(See comments pertaining to page 66 above)*

(Page 75, Section 9.4.2, Wildlife Corridors Implementation Strategies, Goal 1):

Strategy 1.1

Current wording: Require developments to evaluate animal species within their development sites and create appropriate wildlife corridors through master plans and subdivision plats.

Proposed Change – Incorporate language in Strategy 1.1 that is consistent with the comments provided by the Department relating to page 46, Section 6.2.3 *(see above)* regarding The Department providing assistance in the review of proposed developments in the planning and zoning permitting process. *(Please reference wildlife linkages map/s included after the glossary at the end of the Plan...)*

Strategy 1.2

Current wording – Plan for connectivity of open spaces and wildlife corridors using Specific Area Plans, neighborhood plans, subdivision master plans, or other appropriate planning tools.

Proposed wording – In cooperation with Arizona Game and Fish Department, plan for connectivity of open spaces and wildlife corridors using Specific Area Plans, neighborhood plans, subdivision master plans, and other appropriate planning tools, including the data and spatial resources possessed by the Arizona Game and Fish Department such as Habimap.org, wildlife telemetry data, Arizona's Missing Linkages Document, the Yavapai County Stakeholders Linkage Report, etc.

Strategy 1.3

Current wording – Coordinate with federal and state agencies, and adjoining jurisdictions to assure regional connectivity of open space and wildlife corridors.

Proposed wording – Coordinate with, and make use of the expertise, resources and data of federal and state agencies, and adjoining jurisdictions to assure regional connectivity of open space and wildlife corridors.

Concluding Remarks:

In a correspondence which will soon follow, I will provide the Planning and Zoning Commission with a map (or maps) showing current wildlife linkages important to wildlife in or near Prescott and the surrounding areas. This map can serve as a starting point for guiding project development and siting. It is the request of the Department that wildlife linkages map/s be included along with the other maps found at the end of the General Plan, in the pages following the glossary.

Additionally, if requested for reference or inclusion in appendix form in the Plan, I would be happy to provide the Planning and Zoning Commission with the following resources above-mentioned in this letter.

- ARIZONA ANGLERS' OPINIONS, ATTITUDES, AND EXPENDITURES (2014)
- ECONOMICS OF FISHING AND HUNTING IN ARIZONA BY COUNTY (2002)
- NATIONAL SURVEY OF FISHING, HUNTING, AND WILDLIFE RECREATION (2011)
- Habimap.org GIS data layers
- Pronghorn antelope telemetry data
- Arizona's Missing Linkages document and data
- Arizona Game and Fish Department's Yavapai County Stakeholder's Linkages Report

The Department thanks the City of Prescott for the opportunity to have reviewed this draft and participate in the development of what will become the final draft of this Plan. The Department values this opportunity to partner with the City of Prescott, in constructing the guiding language of this Plan as it relates to Wildlife, Habitat and Wildlife Connectivity, and looks forward to future opportunities to cooperate, collaborate, and partner in the preservation and management of wildlife related resources in the Prescott area. It is only with this type of cooperation that the Department can fulfil its Trust Responsibility to manage wildlife and habitat on behalf of the people of Arizona.

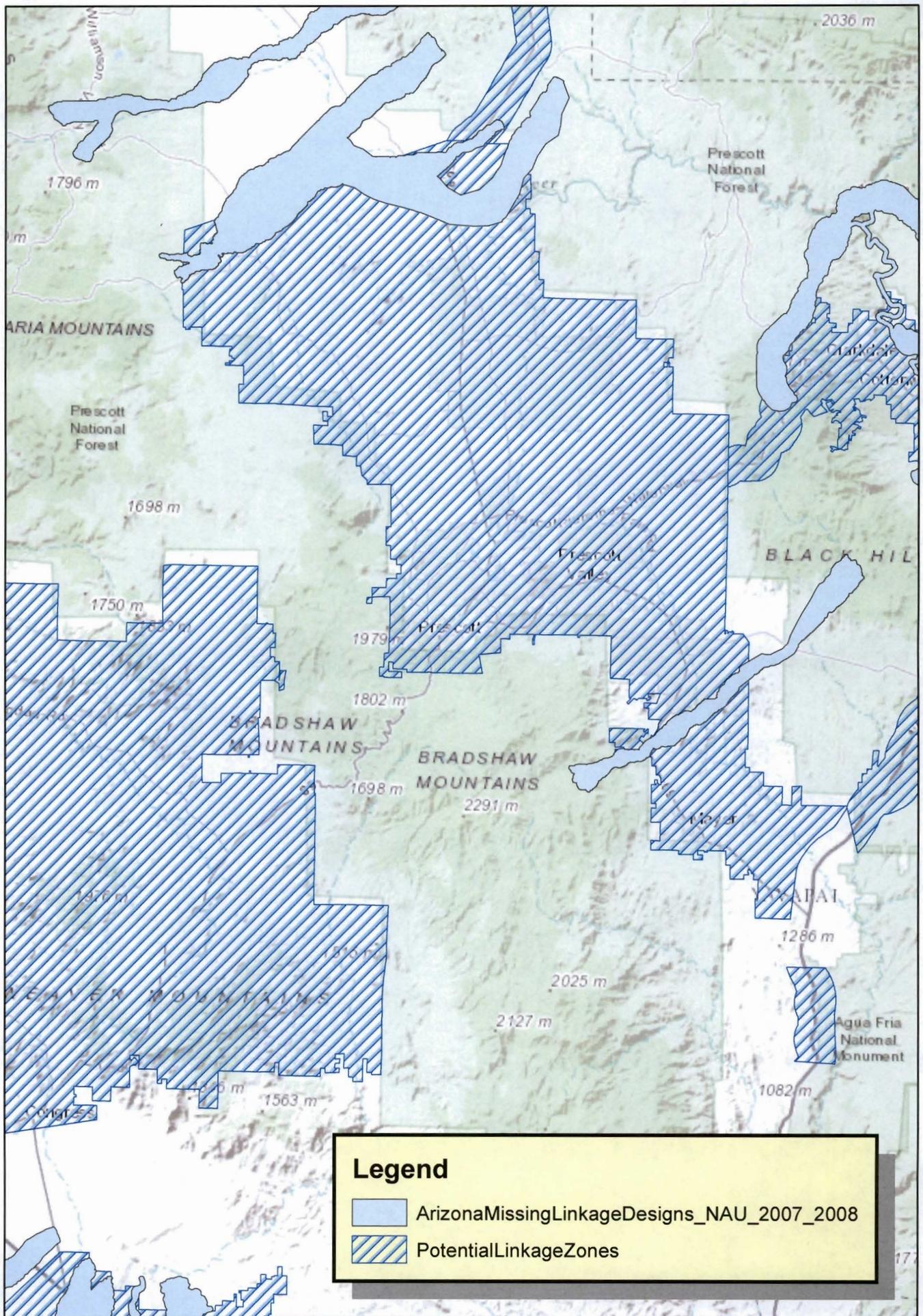
If you have any questions about these comments and or recommendations, please feel free to call me at 928-692-7700 ext. 2305, or via email at tbuhr@azgfd.gov. If it would be helpful to meet in person to discuss these recommendations, I will gladly make myself available for that purpose.

Sincerely,



Trevor Buhr
Habitat Program Manager, Region III Kingman

CC: Tom Finley, Regional Supervisor, Kingman
Joyce Francis, Branch Chief, Wildlife Management Habitat Branch



These focus areas are important to sustaining a business-friendly environment and furthering opportunities for success in commerce and industry.

11.3.1 Commerce and Industry

Large scale commercial development trends have resulted in the creation of regional commercial areas such as the Gateway Mall and the Highway 69 corridor. The downtown commercial area includes restaurants, banks, professional offices and tourist related businesses which form the core of the City. Other commercial areas include the Village at the Boulders, Willow Creek Shopping Center and the Sandretto District auto dealerships.

It's important to attract, maintain and support small businesses in neighborhood commerce areas. Smaller roadway corridors support businesses and provide interconnectivity to regional areas. Less intense, neighborhood-oriented commercial is a more sustainable form of development, providing goods and services to areas of the community without requiring long consumer travel times. The Prescott East Area Plan and the Willow Lake South Area Plan designate areas suitable for neighborhood-oriented commercial development. Redevelopment has potential in areas such as Miller Valley/Grove, Montezuma/Whipple, Montezuma/White Spar and along Iron Springs road. Area Plans and the Land Development Code support and encourage this pattern of development through the designation of smaller scale, less intense commercial areas.

Innovations in information and marketing over the past decade have profoundly changed commerce and business models worldwide. Technology offers new opportunities to foster home-based businesses and telecommuting. Telecommuting, where a person does not physically commute to a work site, uses internet and networking technology to work from home or other convenient locations. Having high speed internet access available in Prescott will allow us to market to technology companies, while promoting the advantages of a small town, exceptional climate, and award winning historic and natural assets available to Prescott.

Industrially zoned land is readily available in Prescott, however, available industrial buildings over 20,000 sq. ft. do not currently exist. Prescott has sites available and ready for the construction of industrial and business parks. The oldest industrial parks in the city are the Sundog Road industrial park off Highway 89 and the Sixth Street industrial area near downtown. These parks are nearly built out with little vacant land and boundaries which encroach nearby neighborhoods. New industrial parks are located in and around the airport.

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

The Prescott airport is both a transportation asset and an economic focal point for the City and the region. Ernest A. Love Field is the 3rd busiest Arizona airports in tower operations after Phoenix Sky Harbor and Phoenix Deer Valley airports. It is also one of the busiest regional airports in the country: in 2012, it ranked 37 out of 513 airports with control towers. This in part because of the close proximity and use by Embry-Riddle Aeronautical University and other aviation related business. The economic importance to the City stems from direct airport operations such as the large number of hangar tenants, general aviation services, flight training operations, cargo services, the Forest Service fire-fighting operations and the FAA tower. Much of the land near the airport is designated for industrial and intense commercial uses related to the airport, and includes a significant number of the region's manufacturing and technology jobs. The 2009 Airport Master Plan, the Airport Business Plan and the Airport Specific Area Plan

(ASAP) have been adopted to address Airport land-use protection and to assure the continued economic vitality of the airport.

11.3.2 Commerce and Industry Goals & Strategies

Goal 1. Ensure the continuation of the industrial and commercial character of the airport vicinity.

Strategy 1.1 Support and maintain the land uses established in the Airport Specific Area Plan and the Land Use Element of this General Plan, and amendments thereto, which may be adopted from time to time.

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

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

Strategy 1.4 Periodically review and update the Airport Business Plan and the Airport Specific Area Plan to ensure these plans are current.

Goal 2. Encourage development of suitable sites for commerce and industry at locations specifically targeted for commercial development, employment centers and neighborhood oriented business

Strategy 2.1 Support appropriately sized and placed commercial and industrial development areas through the implementation of adopted Area Plans and the Land Use Element of this Plan.

Strategy 2.2 Should conflicts occur between residential and non-residential uses, community-wide interests should take precedence. When community wide interest is not at stake, then neighborhood interests should prevail in resolving conflicts.

Strategy 2.3 In partnership with service providers, promote the development of more robust broadband services.

Strategy 2.4 Actively market Prescott as business and technologically friendly to businesses with telecommuting components in their business models.

Goal 3. Actively recruit commerce and industry.

Strategy 3.1 Encourage business and commercial development through market research and recruitment which augments the current business mix and introduces new retail and services while continuing to retain and expand existing local business.

Strategy 3.2 Engage and support the healthcare institutions within our community to assure adequate staffing.