

## **What is the General Plan and why are we changing it?**

The General Plan is the public document that guides future land use decisions. Property rezoning and new development must be consistent with and conform to the adopted General Plan. The Growing Smarter legislation, adopted in 1998 increased the extent of comprehensive planning to be done at the local level. Prescott City Council adopted a new General Plan in October 2003 and the voters ratified that plan in May 2004.

General Plans must be updated and readopted every ten years. Prescott has just completed an extensive update of our plan and on April 14th the City Council adopted the 2015 Prescott General Plan. Just like the 2003 plan, this plan requires voter ratification to become effective. The ratification will be on the ballot August 25, 2015.

Once the plan was adopted by the City Council, city staff can no longer advocate for the plan, but we can answer questions, provide factual information and speak to the contents of the plan. Planning staff contact information is on the back of this brochure. Staff would be happy to talk to you individually or speak to groups with an interest in the 2015 General Plan.

## **What's in the General Plan?**

The General Plan is made up of chapters called "Elements". Each element addresses a different subject of the Growing Smarter legislation. Following is a brief description of each of the required elements.

## **THE ELEMENTS:**

**Land Use.** This element explains the general distribution and types of residential, business, industrial, recreational, open space and other land uses in the city. A map indicating the locations of these uses accompanies the element. This element also sets out goals and policies for promoting in-fill development (building on vacant lots in existing subdivisions) and other compact development patterns. This element also contains goals and policies for maintaining a broad variety of land uses in the city.

**Growth Areas & Cost of Development.** This element identifies areas suitable for infrastructure expansion, multi-modal transportation and other improvements intended to support a variety of land uses and economic initiatives, such as tourism. This element also contains 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. This element also addresses 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. Policies are included to ensure that such fees reasonably allocate the costs of services to the development.

**Circulation.** This element addresses all types of transportation circulation. It indicates the location and extent of existing and proposed streets and highways, as well as bicycle routes, pedestrian walkways and future transit

options. This element includes a map displaying existing and proposed streets and references existing traffic and transportation studies.

**Open Space.** This element includes an inventory of open space and recreation resources in and around the city. It contains an analysis of the future needs for such resources and goals and policies for managing and protecting these resources. It contains strategies for open space acquisition and for establishing new recreational resources.

**Environmental Planning.** This element addresses the impacts of the other plan elements and anticipated development on air and water quality and natural resources. Demands placed on these resources by new development, new infrastructure and new circulation patterns are identified. Where negative impacts are likely to occur, alternative strategies are offered. This element also serves as a check and balance opportunity, allowing the city to address any recognized negative impacts in the various elements, if necessary.

**Water Resources.** This element addresses 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 continue to be a significant Element for the City of Prescott.

**In addition to the required elements, Prescott has included two other elements focusing on important local issues:**

**Economic Development Element.** This element addresses the economic condition and growth issues faced by Prescott. It discusses regional competition and potential cooperation opportunities which could benefit Prescott.

**Community Quality Element.** This element discusses the many aspects of Prescott the community is proud of: Educational institutions, arts and theater, public services including police and fire services, historic preservation and the importance of our downtown.



## THE PRESCOTT VISION

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.



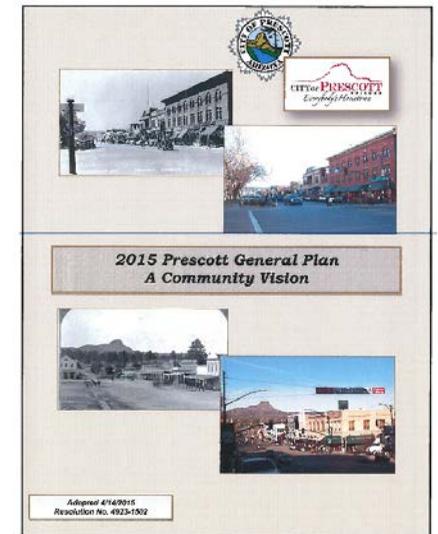
Prescott's 2015 General Plan is on the ballot for ratification **August 25, 2015**. If you desire a copy of the plan or have questions about the content of the plan, please contact the Planning Division by visiting City Hall, telephoning 777-1207 or by visiting the City of Prescott website at: [www.prescott-az.gov](http://www.prescott-az.gov)



City of Prescott  
201 S. Cortez  
Prescott, AZ 86303



## 2015 PRESCOTT GENERAL PLAN



**A COMMUNITY VISION**