

**Guice, Tom**

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**From:** Lindsay Bell [m-lbell@msn.com]  
**Sent:** Monday, August 04, 2014 4:33 PM  
**To:** Guice, Tom; Worley, George  
**Cc:** elisabethf19@cableone.net  
**Subject:** General Plan Infor  
**Attachments:** EXEC SUMMARY 2014 PRESCOTT GENERAL PLAN.doc; Cover Memo for 2014 Gen Plan Docs.docx

Dear Tom and George,

Please find enclosed an electronic copy of the Executive Summary I have drafted for the Draft 2014 Prescott General Plan. I have also included a cover memo for your use in sending out this document along with the two documents (comments summary with suggested language and the revised chapter 3 created from the previous chapters 3 & 4) I previously submitted. I can re-send the two previous documents if needed.

Let me know if you have any questions, or need additional info on any of these items.

Lindsay

DATE: August 4, 2014

TO: Members of Prescott General Plan Committee  
Members of the Prescott Planning and Zoning Commission

FROM: Lindsay Bell

RE: 2014 Draft General Plan

It is my understanding that three documents which I have submitted to the City of Prescott regarding the 2014 draft General Plan will be forwarded to you in preparation for the August 28, 2014 meeting of the Prescott P & Z Commission. The agenda for this meeting includes further discussion on the draft Plan.

The first of these documents is a memo which summarizes the comments I made before the P & Z Commission at the Public Hearing on the General Plan in April. At the request of Elisabeth Ruffner, a member of the General Plan Committee, I later amended my original memo to include suggested actual language that might be included into the draft plan. I attended a subsequent meeting of the General Plan committee to discuss these suggested changes. Unfortunately time constraints prevented the group from reviewing all the suggested changes. However, as a result of the discussion, the general plan committee requested that I revisit some of my comments, especially those regarding chapter 4 (then titled "General Plan Summary"). I had initially suggested that some language from Chapter 4 should be moved to Chapter 3 since (in my opinion) it was a better fit for the section on Existing Conditions and Trends. At the conclusion of the meeting, members of the Committee asked if I could rework the language to come up with a more cohesive General Plan Summary, and I agreed to make an attempt to do that.

I met with George Worley and Elisabeth Ruffner in early July to discuss the remaining review process for the General Plan draft, and how I might approach the task of re-working the General Plan Summary in Chapter 4. After that meeting, and after re-reading the draft plan, I decided that combining chapters 3 and 4 and producing a separate Executive Summary of the plan was the best alternative. These two documents: a new chapter 3, *Existing Conditions, Emerging Trends and Next Steps* created by merging the previous Chapters 3 and 4; and the *2014 General Plan Executive Summary* I drafted, are provided in your meeting packet. In all three documents (the comments summary memo, the "new" Chapter 3, and the draft executive summary) I have used the same formatting conventions. Any notations or explanations, for example a note to update the numbers in a table or figure, are listed in green font. Any editing or new language specifically from me is written in a purple font with a strikethrough for language that I suggest be deleted, and underlining for new language that I am recommending be included.

As you are aware, various circumstances including availability of staff time and an extended public comment period have contributed to delays in completing work on the 2014 draft General Plan. Several members of the General Plan committee advised me that the timing as well as the extent and volume of my comments have significantly contributed to the delays. I am sorry for that outcome, but I believe that the community deserves the best possible General Plan to guide our development and land use over the next 10 years and that is the motivation behind my continued participation in this process. To help with the staff availability issue, I have offered to work as a volunteer under the direction of City staff in providing additional staff support to complete work on the 2014 General Plan. I am still available in this capacity if needed.

I look forward to attending the meeting on August 28<sup>th</sup>, and continuing this important discussion.

**DRAFT EXECUTIVE SUMMARY**  
**2014 PRESCOTT GENERAL PLAN: A COMMUNITY VISION**  
Prepared by Lindsay Bell

**1.0 INTRODUCTION AND VISION**

Arizona law requires communities to undertake a general plan which constitutes an official public statement of the community's goals and objectives regarding land use and development. Prescott's General Plan is an expression of the community's preferred future. It is a road map describing the destination and the paths to be taken to reach that destination. All rezoning and new development proposals must be consistent with and conform to the adopted General Plan.

The 2014 City of Prescott General Plan was drafted pursuant to the "Growing Smarter/ Growing Smarter Plus" legislation adopted by the state in 1998 and amended in 2000 and 2002 (ARS 9-461.05 *et sequentia*). The following specific elements were required by the Growing Smarter legislation:

- A Land Use Element
- A Circulation Element
- An Open Space Element
- A Growth Areas Element
- A Cost of Development Element (has been combined with Growth Areas Element)
- An Environmental Planning Element; and
- A Water Resource Element

Based on community preferences, the 2014 Prescott General Plan also includes the following voluntary elements:

- An Economic Development Element
- A Community Quality Element

All elements of the plan, required and voluntary, interact and relate to each other to comprehensively address the challenges and opportunities that Prescott anticipates facing over the next ten years.

Prescott's plan was drafted by a citizen's committee, appointed by the City Council, and made up of twelve interested and active local residents. To ensure maximum public involvement in the writing of the plan, verbal and written comments were accepted throughout the plan drafting process, and all meetings of the committee were open to the public and conducted in accordance with the open meeting law.

The growing smarter legislation requires that the City Council adopted General Plan be ratified by the voters. A Public Participation Plan must also be created and implemented by any municipality adopting or updating its General Plan. To this end, the General Plan Committee adopted a Public Participation Plan which stipulated that all meetings of the committee would be conducted pursuant to the open meeting law and would offer opportunities for public input at each meeting. The committee also solicited public input through a survey posted on the City's website and disseminated through City utility bills (XXX responses). In addition, the committee periodically provided information on plan progress for dissemination to the local media. The General Plan Committee concluded the bulk of their work on the draft Plan in February 2013, and forwarded that document to City department heads and City Council for review and comment. That draft was also posted on the City website. The Committee met again in October 2013 to review changes suggested by City staff. The revised draft was again posted on the City website along with an invitation for public comment.

Two rounds of public hearings and public comment were conducted on the draft plan. The first series, based on the October 2013 Draft, was conducted in Spring 2014. The second round of public hearings and public comment was held in XXXX yet to be finalized.

The plan was adopted by the Prescott City Council in XXXX, and was ratified by the voters in an election held in XXXX.

## 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
- Sustainability
- Preservation of community character
- Moderate growth and quality development
- Citizen empowerment and involvement in government
- Ethic of equity for all community members

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

- Well planned, moderate growth rate
- Sustainability
- Compact forms
- Balance
- Support for a vibrant city center
- Integrated planning
- Connectivity of streets and neighborhoods
- Development which helps pay for itself
- Reasonable and equitable tax and fee structure
- Citizen involvement and participation

## 2.0 PHYSICAL SETTING AND HISTORY

Located in a basin in the mountains of north central Arizona, the City is bordered and most influenced on the south and west by the Prescott National Forest. The natural environment is also rich with rock outcroppings, unique topographical features, abundant natural vegetation, wildlife, riparian areas and archaeological resources. The average elevation is 5,400 feet above sea level. The area enjoys four definite seasons with few extremes of temperature or precipitation. Prescott was established as a town and become the territorial capital of Arizona in 1864.

A unique historic atmosphere is the essence of Prescott's character, setting it apart from other Arizona cities of comparable size. Examples of Prescott's human-scale environment are found in the city's architecture, parking and circulation, land-use policies and opportunities for social interaction.

**3.0 EXISTING CONDITIONS, EMERGING TRENDS AND NEXT STEPS** *(Note: This draft Executive Summary assumes that the previous chapters 3.0 Existing Conditions and 3.1, 3.2, and 4.0 General Plan Summary have been merged into a single chapter. If this is not the case, the Executive Summary will need to be revised accordingly.)*

The General Plan details a number of trends and issues affecting the community in the following areas:

### 3.1 Population and Demographic Trends

The population is aging and the number of persons per household is declining, now down to 2.03 persons per unit. Households with a member aged 65 or older comprise 44.8% of Prescott households. At the same time, the proportion of households with a wage earner (i.e. working families) is decreasing. Prescott's youth population continues to decline. All of these demographic trends, if unchanged, will further alter the community balance in terms of age groups, family types, household sizes and ratios of retirees to working residents.

Based on 2010 census, median household income was \$44,278, slightly higher than Yavapai County as a whole, but below the statewide medium income of \$50,448 in 2010.

The City of Prescott is very much affected by the growth trends and development patterns of neighboring communities and the unincorporated areas of Yavapai County. While Prescott continues to grow at about 2% a year, the neighboring communities in the quad-city region have experienced much higher rates of growth. Prescott's proportion of the regional population is declining, from 25.6% in 1990 to 18.9% in 2010, and is projected to be 16% by the year 2020. *Note: need to check the pop projection for 2020!* As of 2010, Prescott is still the largest community in the region, slightly ahead of Prescott Valley. By the next census however, Prescott Valley is likely to be the largest community in the region.

### **3.2 Traffic Circulation and Management Issues**

The 1995 Central Yavapai Regional Transportation Study established that growth within Prescott and throughout the region would create long term traffic management problems. The study, updated in 1998, 2006 and 2011, and soon to be updated again (2014-15), includes traffic projections for all of the major highways and arterials throughout the region. In addition to recommendations for improvement to the regional roadway network, each study update has also consistently recommended significant alternative transportation components (bike lanes, carpooling, public transit, trails, pedestrian amenities) as a means to reduce projected automobile traffic counts thus extending the longevity of the road network and reducing the need to widen some transportation corridors. Each subsequent study update serves as the blueprint for long term regional transportation planning and improvements.

Population increases in Prescott and Prescott Valley, as measured by the 2000 census, triggered the establishment of a metropolitan planning organization to coordinate regional transportation planning and administer federal and state transportation funding. The Central Yavapai Metropolitan Planning Organization (CYMPO) is now the designated regional transportation planning authority with Prescott an active participant. Updates to the Yavapai Regional Transportation study are now conducted under the auspices of CYMPO. Members of CYMPO include City of Prescott, Yavapai County, Town of Chino Valley, Town of Prescott Valley, Town of Dewey-Humboldt and the Yavapai Prescott Tribe.

### **3.3 Current Land Use Policy Issues**

#### Land use mix

Prescott contains 42.6 square miles or about 27,264 acres. The land use designations in place at the time the 2014 General Plan was adopted are illustrated in the land use map included with the Plan. Residential development continues to comprise an increasing proportion of land use within the City, while commercial and industrial uses constitute a decreasing portion. The percentage of land dedicated to protected open space has gone up considerably since 2000 when City voters passed the Open Space initiative. A balance between land uses is critical to maintaining the economic base of the community by assuring an adequate revenue stream to support City services as well as provide sufficient jobs and housing for City residents.

#### Annexation

Existing annexation policy has the objective to "utilize annexation as a means to help ensure cost effective and orderly service delivery, provide for a balance of land uses and tax base, protect against undesirable development adjoining the City and plan for the long term interest of Prescott." The policy also established priorities for annexations with the main priority being to annex "property with actual or potential commercial or industrial uses". Since adoption of the policy, a limited number of existing residential neighborhoods and/or land potentially developable for residential uses have been annexed into the city. The city's annexation policies and priorities are reviewed from time to time.

In addition to the requirements of State law and City Code, the annexation process for areas greater than 250 acres is also subject to the provisions of Proposition 400. Adopted in 2006 by the citizens of Prescott, Proposition 400 requires Council approval by a three-fourths majority; a 60 day public comment period beginning at the time of a formal recommendation by the Planning and Zoning Commission; and that all effluent generated by a project must be reserved for permanent aquifer recharge.

#### Housing and Urban Development Issues

Prescott's first neighborhoods were designed in a grid pattern on small lots with generally modest home sizes and were often located in or adjacent to mixed use areas. A new pattern of residential development began to appear in the late 1970s and developed rapidly during the 1980s and 1990s in the form of larger lot, single-family home subdivisions located away from commercial or mixed use areas. This suburban pattern of development continues. Lot sizes, once typically 9,000 square feet are now averaging 22,000 square feet.

Typical dwelling size has also undergone a transformation from an average of 1,760 square feet during the 70s and 80s to an average of more than 2,800 square feet by the year 2000. This suburban pattern of development continued until the economic slowdown in 2007. Single family building permit applications are now increasing, indicating that suburban home building is resuming in Prescott in 2014.

The 1996 Prescott Housing study indicated that while the total number of new housing units produced each year was about equal to the total demand for new housing units, the production of units available within certain price ranges did not match the demand for units within those ranges. There continues to be a significant demand for units affordable to households at or below the medium income for the area. "Affordability" is generally defined as paying no more than 30% of annual household income on housing. Several factors, including high land prices, lack of appropriately zoned sites, difficulties in re-zoning to higher densities, negative community perceptions about higher density development, and increases in development fees have combined to create disincentives to production of this type of housing.

The 2003 Arizona Affordable Housing Profile included a methodology to estimate the "affordability gap" in each Arizona community including Prescott. This gap is defined as the number of households which cannot afford, or which pay too much for housing (either rental or purchase) at various income levels. Based on that analysis, there continues to be an inadequate supply of housing units in Prescott for households at or below the Prescott median income. The 2010 American Community Survey figures show that the median housing price in Prescott remains significantly higher than prices in surrounding communities or for the State. Also, home owners and renters in Prescott are spending a greater portion of their income on housing compared to the state average. The conflict between 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.

#### Water availability

Water availability greatly affects land use opportunities. Under a law enacted in 1980, the State of Arizona established five Active Management Areas (AMAs) to ensure that groundwater would not be depleted beyond the level being recharged, a condition known as safe yield. The City of Prescott water service area is located within (and draws water from) one of these active water management areas as do the communities of Prescott Valley, Chino Valley, Dewey-Humboldt, the Yavapai Prescott Indian Tribe and surrounding county areas. In 1998 the Arizona Department of Water Resources determined that the Prescott AMA was no longer in a state of safe yield. This determination effectively capped the amount of groundwater which could be used by the jurisdictions within the AMA as a source of assured water for new development. In addition to pumping groundwater up to the established cap, municipal water needs are met through "alternative" water sources such as use of effluent, recharge of effluent, and use of surface water rights. In 1999 the City of Prescott established a Water Management Policy and an alternative water "budget" to guide the allocation and use of municipal water supplies. 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.

### **3.4 Preserving and Protecting the Environment**

#### Open Space and other Environmental commitments

The Prescott Community remains committed to the conservation of environmentally significant lands and features. Efforts and resources are being directed at open space acquisition, parks and recreation opportunities, public trails, air and water-quality management and protection of the national forest surrounding the City.

Prescott is located in an environment susceptible to wildfire. Because wildfire is the most significant natural threat to Prescott, the City has adopted the Wildland/ Urban Interface Code to implement vegetation management plans and to use more fire resistant building materials.

#### Historic Preservation

Protecting and preserving historic resources in the form of commercial buildings, residences, neighborhoods and business districts and archeological sites is essential to maintaining and enhancing the city's character

as well as to sustaining tourism and quality of life for area residents. 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 enlighten and educate future generations, as well as protect valuable business and housing stock.

### **3.5 Tax and Revenue Issues**

Maintaining the balance, quality, character and sustainability of the community are all intertwined with the health and vitality of Prescott's economy. As Arizona municipalities are highly dependent on sales tax as a source of revenue to support city services, the retail sector of the economy is particularly important.

There are four primary areas for financing city services which are subject to community control: 1) Local sales tax rate; 2) Other transaction tax rates such as bed tax; 3) Primary and secondary property tax rates and 4) user fees. Under current city charter, voter approval is required for any increase in current transaction tax rates such as the retail sales or hotel room rental tax. Voter approval is also needed to implement any new transaction taxes.

The tax base to which these rates are applied, and sustaining its growth over time, is critical to Prescott's ability to fund city services. The city has worked aggressively to retain and expand the local sales tax base and has particularly targeted the Highway 69 corridor and the Prescott downtown for these efforts.

Major sectors of the Prescott economy include retail trade and hospitality services (including tourism), educational services, healthcare, construction, finance, insurance and real estate services, institutions of higher learning and government services (federal, state, county and municipal). The Prescott downtown, notable as a tourist destination, the Prescott airport, the city's industrial parks and the regional commercial development along the Highway 69 corridor are particularly recognized as economic centers for the City.

Manufacturing and industrial jobs have become a more important segment of the local economy due in large part to the City's emphasis on attracting these employers who provide higher paying jobs and good benefits. A barrier to the expansion of this sector had been the lack of suitable sites for such businesses to locate. Since the mid 1990s, the City has placed a particular emphasis on quality industrial and commercial development, and has partnered with the private sector to expand commercial space and fund associated infrastructure improvements.

#### Balancing Community Values

Business development, neighborhood and environmental protection efforts will at times conflict. The community must conscientiously make choices and tradeoffs when values conflict. In making these community choices and tradeoffs, community wide interest 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.

### **3.6 Maintaining Cooperation on Regional Issues**

Good working relationships with the other entities in the region must be maintained despite differing goals among the jurisdictions. Challenges which argue for a regional approach include coordination of regional traffic, transportation and circulation, 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.

The 2014 Prescott General Plan outlined the most significant challenges facing the community including:

- Achieving a balanced community
- Managing current and projected traffic
- Achieving and maintaining a balanced mix of land uses
- Meeting the housing needs of the community
- Adequate water resources for Future needs
- Preserving and protecting the environment
- Historic preservation
- Maintaining a strong economic base

- **Balancing Community values**
- **Maintaining cooperation on regional issues**

(Note: This above section of the Executive Summary identifies the community's most significant challenges could be deleted since each of the listed challenges has been repeated in the previous sections which reference the combined chapters 3 and 4- Existing Conditions, Emerging Trends and Next Steps. Leaving the challenges in a bulleted list serves to emphasize them.)

## **5.0 – 12.0 (or 4.0 – 11.0) INDIVIDUAL ELEMENTS**

The purpose of the **Land Use Element** is to identify and guide the distribution of land uses within the city, define those areas suitable for each type of development, and serve as a policy guide for the City's future development regarding annexations, zoning decisions, subdivision review and changes in land use. A map indicating the general locations of established and planned uses accompanies this element. Allowable densities and intensities are described for each land use category. Sample goals for the element include: Maintain the integrity and character of existing neighborhoods; Promote a balanced community with a diversity of neighborhoods, residential types and prices; Prepare a Conceptual Housing Plan for the City; Explore alternatives to traditional zoning; Promote preservation and rehabilitation of historic buildings, landscapes and neighborhoods; Involve residents and property owners in the planning process; Preserve the identity and image of downtown as a historic government, business, cultural and residential center; Improve the City's income base by ensuring the availability of business sites and buildings.

The **Growth Areas and Cost of Development Element** is a required element which includes a growth management section and a cost of development section. The Growth Management section addresses planned growth, construction of necessary infrastructure and promoting the design of efficient multi-modal transportation. Growth management goals include: Promote a balance of land uses to preserve and enhance neighborhoods; Pursue strategies to preserve and enhance the unique historic and pedestrian character of downtown; Promote sustainable planning concepts for growth, new development and areas transitioning to new uses; Encourage infill development on parcels with adequate infrastructure; Promote effective management of negative growth impacts; Promote safe and fire-wise development patterns.

The Cost of Development section identifies the requirement for new development to pay its fair share of the demand for public services it creates, including street maintenance, trash pick-up, water, sewer, parks, recreation, library, police and fire protection. Major cost of development goals include: Continue to require development to pay its fair share; Maximize the effectiveness of existing infrastructure; Emphasize joint use of government facilities; Improve regional cooperation and coordination of planning for regional growth impacts; Apply compatible land uses within the airport influence area; Reduce dependency on sales tax over long term.

The **Circulation Element** of the General Plan sets forth goals and strategies to ensure the efficient movement of people, goods and services within the community and throughout the immediate region. Prescott seeks to effectively manage traffic and circulation in a manner consistent with community character and historic values. The element discusses the challenge to Prescott of safely incorporating vehicular traffic, bikeways, transit and pedestrian amenities into a well functioning integrated transportation network. Major circulation goals are: Establish and maintain a system of arterial streets which provide a satisfactory level of service and support alternative transportation; Adapt, design or retrofit residential collector streets to facilitate connectivity from local streets to arterials; Require adequate vehicular and pedestrian access and connectivity within and between neighborhoods and commercial areas; Accommodate multi-modal transportation options in new development; Support and participate in regional public transportation; Enhance the regional transportation role of the airport; Enhance traffic safety through engineering, education and enforcement; Improve arterial vehicle efficiency by maximizing capacity and safety; Establish a program to protect public investment in the transportation network.

The **Open Space Element** recognizes that the City of Prescott and the immediate surroundings are rich in scenic and recreational assets enjoyed and valued by generations of our citizens. The Open space element embraces current and future efforts to protect and enhance this amazing portfolio to conserve natural beauty for the benefit of residents and visitors alike. As past, present and future lands come into City oversight, they provide opportunities to expand recreational destinations to complement the City's lakes, greenways, diverse park system, extensive recreational trails, and nature center. The element further distinguishes between public and private open space and includes an inventory of open space and recreation resources in the City. Major goals for this element include: Recognize greater recreation potentials and act on them; Establish recreation strategies for Willow, Watson and Goldwater Lakes; Expand and improve the connectivity of the trails and greenway systems; Encourage greater public participation in the planning, development and maintenance of

trails and greenways; Support the linkage of public and private open space and trail systems; Pursue recommendations from the council adopted 2009 Open Space Master Plan; Seek collaborative ventures between private, public and non-profit sectors on open space; Maintain the biological, cultural, visual and recreational integrity of open space.

The **Environmental Planning Element** addresses the impacts of the other plan elements on air quality, water quality, Prescott's Lakes and other natural resources. Demands placed on these resources by new development, new infrastructure and new circulation patterns are identified. Dust, smoke, proliferation of non-native plant pollens and automobile emissions are sources of urban air pollution. As for water, a sustainable balance of water quality, water use, conservation, importation and groundwater recharge is desirable. City Plans, water allocation policies and adopted codes address these issues. Growth of new subdivisions and other developments alter wildlife habitats. There is a particular need in the Prescott area to evaluate, plan for, and sometimes augment wildlife habitats and wildlife corridors during the subdivision platting process when indigenous wildlife and migratory species such as pronghorn antelope herds are impacted by growth and development. Prescott's clear dark night sky is another environmental asset the community wishes to protect. Goals from this element include: Maintain Prescott's existing good air quality; Promote alternative transportation strategies to reduce vehicle emissions; Develop an up to date Lakes Management Plan; Protect surface waters and recharge areas to maintain the quality of Prescott's water; Improve protection of migratory species through interconnectivity of open spaces and wildlife corridors; Adopt a lighting code that addresses new technologies and includes residential light source; Coordinate with other regional entities in providing recreation and open space and transportation opportunities.

The **Water Resources Element** addresses the current availability of surface, ground and effluent water supplies. It includes an analysis of how anticipated population growth and development will be served by the available water supply and identifies the means by which additional water supplies might be obtained. Goals from this element include: Provide a reliable water supply for the city sufficient to implement this general plan; Maintain water supply reliability by optimizing use of effluent; Augment city water supplies; Increase public information and involvement in water management; Maintain participation in regional water resource management efforts.

**Economic Development**, a voluntary element, existed in the 2003 General Plan and is updated and included in this plan to reflect the strong emphasis placed upon the City's economic well being by the citizens and elected officials of Prescott. The element begins with an outline of the existing conditions, trends and challenges to maintaining the balance, quality, character, and sustainability of the community's economic vitality. Other sections of this element are devoted to: 1) Sustaining a business friendly environment (for both existing and new businesses); 2) Ensuring a strong tax base (with particular emphasis on tourism, downtown, the 69 Highway corridor and other regional commercial nodes); and 3) Maintaining a strong employment sector including providing for the housing and education needs of the workforce. The Economic Development element details goals and strategies for each of these areas.

The **Community Quality Element**, also a voluntary element, addresses those aspects of our community which combine to sustain and enhance "livability" and ensure Prescott is a place where families, neighborhoods and community spirit thrive. Those aspects include the natural environment, art and cultural aspects, historic preservation, education, library resources, and healthcare assets. This element addresses the importance of each of these contributing factors which enhance the quality of life for both residents and visitors. Also addressed is the quality of municipal public safety services and their relationship with Prescott's citizens.

The final sections of the Plan include a glossary of terms and acronyms used in the document, the General Plan Maps, and a description of the Major Plan Amendment process.

## MAJOR PLAN AMENDMENTS

*The current draft does not include a description of major plan amendment criteria (ARS 9-461.06(G)) required by the growing smarter legislation. See page 40 for a description of the major plan amendment process from the 2003 plan.*

As required by the Growing Smarter legislation (ARS Section 9-461.06(G)), this section outlines the criteria/factors in a proposed change to the General Plan which would trigger the major plan amendment process (available only once a year) or classify a proposed change to the General Plan as a minor amendment which can be considered by the City at any time. The factors which distinguish a major plan amendment include overall size of the proposed development as well as proximity of the proposed development to existing homes. The more homes there are within ¼ mile of the development, the more likely the proposed change will require a major plan amendment.