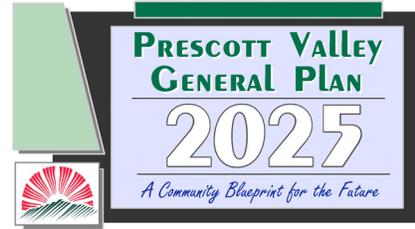


CHAPTER 3

GROWTH AREAS ELEMENT



3.1 INTRODUCTION

Historically growth has occurred at a very fast pace throughout the state of Arizona, and Prescott Valley. While growth can contribute to the economic health and overall diversity of a community, uncontrolled and unguided growth can lead to decreased efficiency in service provision, congested roadways, and a loss of community character. The Prescott Valley community welcomes change, but desires new growth that is controlled and that enhances the unique attributes and character of its town.

The intent of the Growth Areas Element is to provide guidance for future growth in Prescott Valley that is logical and healthy, and that will contribute to the quality of life of its residents. Consistent with Arizona State Law (see sidebar), this Element identifies those areas most suitable for the growth of transportation and infrastructure improvements that will support a mix of land uses, including new residential, office, commercial, tourism, and industrial development. Specific goals and policies are presented whose intent are to ensure that growth is both efficient and economical, that it provides for a logical multi-modal transportation system, and that it provides adequate open space. The goals and policies related to rational and orderly growth are supported and further reinforced through related goals and policies in each of the General Plan Elements.

Coupling state law requirements and community values, the Growth Areas Element has been developed to recognize these two overriding planning principles:

- ▶ The collective role shared by the public (Citizen Visiting Participants, Town Citizens, Town Council and Planning and Zoning Commission) and the private sector in developing and revitalizing areas of the community that optimize the character and attributes desired by the Town's citizens today.
- ▶ The importance of orderly, fiscally sound, and incremental community development to retain or enhance the quality of life enjoyed by the Town's citizens today, including the provision of adequate transportation choice, housing diversity, park and recreation opportunities, and community services.

Growth Areas Element

2. A growth areas element, specifically identifying those areas, if any, suitable for planned multi-modal transportation and infrastructure expansion and improvements designed to support a planned concentration of a variety of uses, such as residential, office, commercial, tourism, and industrial uses designed to:

- (a) Make automobile, transit, and other multi-modal circulation more efficient, make infrastructure expansion more economical and provide for a rational pattern of land development.
- (b) Conserve significant natural resources and open space areas in the growth area and coordinate their location to similar areas outside of the growth area's boundaries.
- (c) Promote the public and private construction of timely and financially sound infrastructure expansion through the use of infrastructure funding and financing that is coordinated with development activity. (Arizona Revised Statutes, Section 9-461.05 D.2)

3.2 AT THIS POINT IN TIME

At the time of incorporation in 1978, the population of Prescott Valley was 1,521. By the 1985 U.S. Special Census, the Town had grown to 5,471. The 1990 Census reflected the continuation of the fast paced growth as Prescott Valley became the fastest growing city outside of the Phoenix metropolitan area in Arizona with 8,987 people. The 2000 Census count for Arizona was 5,130,632 and Prescott Valley 23,535, representing approximately .46 % of the

state population. The 2010 Census count for Arizona was 6,392,017 persons; Prescott Valley accounted for 38,822 persons, or approximately .61% of the state population. The increase from 2000 to 2010 was approximately 52% percent. The Town of Prescott Valley encompasses approximately 24,363 acres of land while the surrounding "Prescott Valley Sphere of Influence" encompasses approximately 27,000 acres of land.

In the past decade growth and development in Prescott Valley has occurred both in the center of the community as infill and at the edges of the Town boundary in new development projects (refer to Exhibit GA-1, *Development Projects – November 2011*). The Town Center (See 4.3.2.2) project now serves as the community's "downtown" providing a diverse array of activities and land uses including shopping, entertainment, recreation, health care and civic attractions. There has also been development of a range of housing types, particularly family and independent senior apartments. The plan still allows for townhomes, duplexes, detached single-family homes and innovative cluster arrangements. In addition to the Town Center project, new residential and commercial projects are currently developing as outlined below.

3.2.1 PLANNED RESIDENTIAL DEVELOPMENTS

Refer to Exhibit GA-1, Development Projects – November 2011

To accommodate the increasing growth in the Town, several new residential projects are currently in the planning and/or development stages. Common traits among many of these planned residential developments are the inclusion of a variety of housing densities, open space and trails, as well as neighborhood-serving commercial and community uses. Descriptions of each of the planned residential developments are detailed in the following paragraphs:

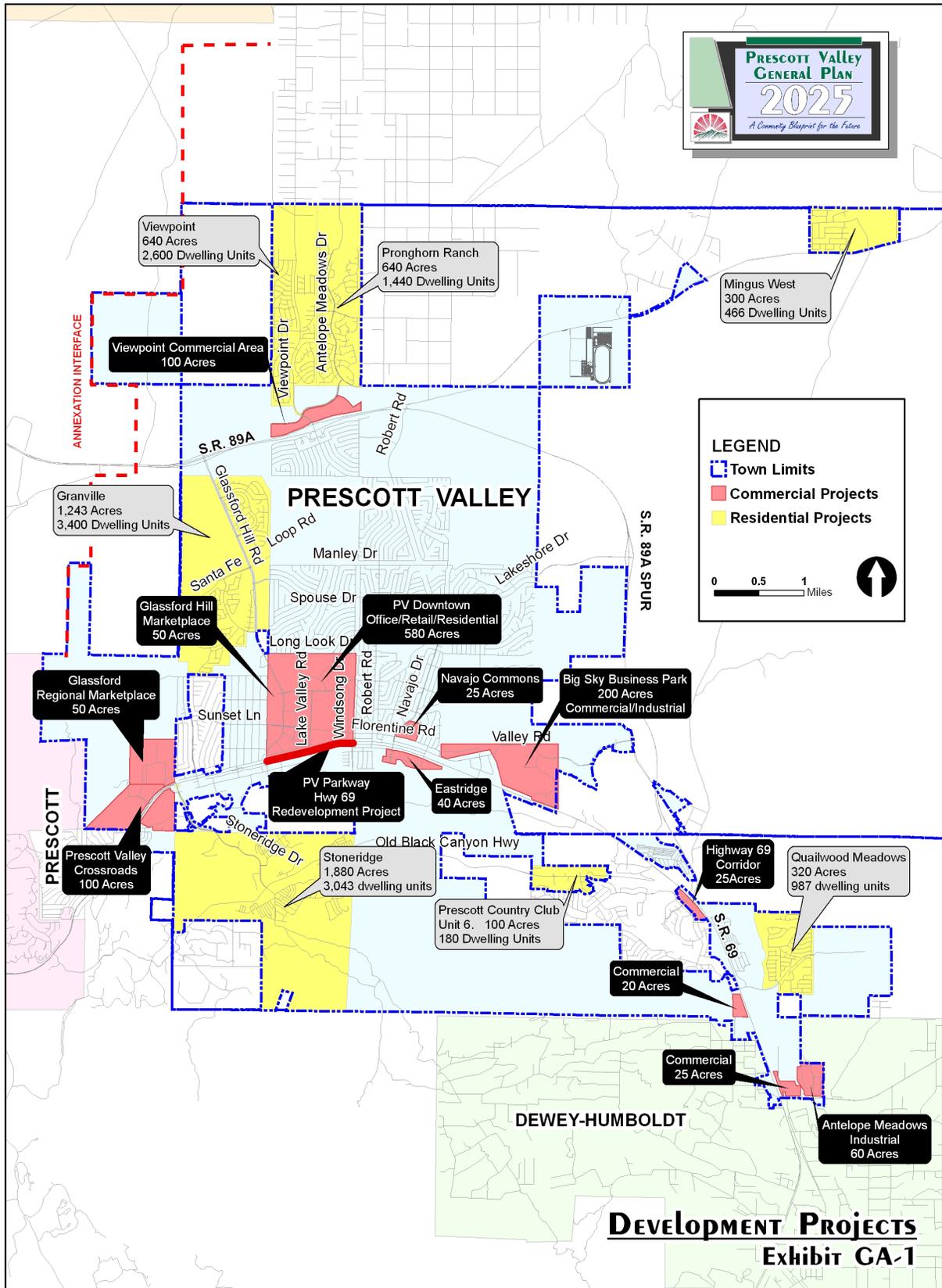
- ▶ **Stoneridge** – A master planned community, located in the southwest portion of the Town, is planned to contain approximately 3,800 dwelling units on 1880 acres (1.6 du/ac). The project includes an 18-hole golf course. Future multi-family dwelling units are also planned.

- ▶ **Granville** – A master planned community, located along Glassford Hill Road, south of State Route 89A, intended for approximately 3,288 single-family homes (attached and detached) and an estimated 114 units of higher density (multi-family) residential development on approximately 1,243 acres. One 18-hole golf course is not planned at this time. The project includes an open space system that will serve recreational, transportation and storm water conveyance purposes.

- ▶ **Pronghorn Ranch** – A master planned community, located in the northern portion of the Town, and immediately east of the Viewpoint development, this project includes varying lot sizes, as well as a variety of dwelling types. The majority of the existing and planned development is comprised of single-family lots (1,102 DU). The remaining dwelling units will consist of multi-family units (256 DU). This community is approximately 641 acres, with an overall gross density of 2.7 du/ac for the entire project area.

- ▶ **Viewpoint (North and South)** – A master planned community, located in the northern portion of the Town and immediately west of the Pronghorn Ranch development, Viewpoint North is planned for approximately 1,875 dwelling units on approximately 480 acres. Viewpoint South is planned for a maximum of 625 dwelling units on approximately 160 acres. Dwelling units in this project area include single-family detached and multi-family Dwelling Units.

- ▶ **Mingus West** – Located at the northeast extents of Prescott Valley, the Mingus West neighborhood contains single-family residences. The Mingus West project area, when completed will contain approximately 466 dwelling units on 300 acres will be single-family detached homes.



- ▶ **Quailwood Meadows** – A master planned community located in the southern portion of the Town along the State Route 69 corridor at Bradshaw Mountain Road. This project was approved for 987 single family lots on approximately 280 acres, 204 Townhomes on 43 acres, as well as commercial development of approximately 50 acres adjacent to State Route 69. The density of the first 280 acres is approximately 3.67 dwelling units per acre with open space totaling approximately 97 acres, constituting 23% of the gross land area.
- ▶ **Prescott Country Club (Unit 6)** – Located in the Dewey area, Unit 6 is the only portion of the Prescott Country Club presently in the Town Limits and will allow for approximately 180 single-family dwelling units on 137 acres.
- ▶ **Yavapai Hills** – The Yavapai Hills residential project area is located in the western portion of the Town, and immediately south of Glassford Hill. The project includes varying residential lot sizes, as well as a variety of dwelling types. The majority of the requested lots are for single-family lots, followed by multi-family units, and mobile homes. This community will be approximately 200 acres, with a total of approximately 150 dwelling units.
- ▶ **Glassford Regional Market Place** – This regional market place, consisting mostly of commercial land uses (50 ac), includes 20 acres of land devoted to multi-family residential land uses.

3.2.2 COMMERCIAL DEVELOPMENTS

To accommodate the increasing growth in the community, the following commercial projects are currently developed or provide for expansion of commercial opportunities and are described below.

- ▶ **Prescott Valley Entertainment Center** – The 39-acre entertainment center, located in the Town Center, features a variety of commercial uses including restaurants, retail, plazas, and movie theatres. The center is located north of the Highway 69 Corridor, south of Florentine Road, east of Glassford Hill Road, and west of Lake Valley Road. The Harkins Theatres opened in April 2001. In 2005 a Preliminary Development Plan was approved for the Entertainment Center Expansion Area comprising approximately 34 acres of mixed-use retail and commercial development, north of Florentine Road and west of Lake Valley Road. It also included Tim’s Toyota Center, a 150,000 square foot stadium facility situated on approximately 9 acres with fixed seating for approximately 5,200 patrons, which was developed in 2006.



- ▶ **Glassford Hill Market Place**– The Glassford Hill Marketplace comprises approximately 60 acres located in the Town Center north of Florentine Road between Pine View Drive and Glassford Hill Road. The initial phase of development included a sixty-nine thousand (69,000) square foot Kohl’s department store and approximately sixty thousand (60,000) square feet of additional retail space. A Final Development Plan has been approved for a proposed “Wal-Mart Supercenter” on approximately twenty (20) acres and is expected for development in early 2013.

- ▶ **Prescott Valley Crossroads**– The Prescott Valley Crossroads development comprises sixty-eight (68) acres located on the north and south sides of State Route 69, at the intersection with Sundog Ranch Road. The approved Preliminary Development Plan for the project site indicates full potential development of up to approximately seven-hundred thousand (700,000) square feet of retail and commercial building space. Existing retail development includes a Home Depot, Sam’s Club, Hobby Lobby and other retail space.

- ▶ **Big Sky Business Park-** This two hundred and four (204) acre development was approved in 2008 as a Planned Area Development with light and heavy industrial zoning. This project is generally located on the north and south side of Valley Road, between Mendocino Drive and Fain Road. It surrounds the existing Ace Distribution Center and includes several beverage distribution facilities, charter schools, an auto dismantling operation and other businesses.

- ▶ **Eastridge –** The Eastridge commercial area comprises approximately twenty-seven (27) acres and is located on the south side of State Route 69 between Navajo and Truwood Drives. This area has developed with a variety of general and service commercial uses.

- ▶ **Viewpoint and Northgate Commercial Area-** This project area is comprised of two commercial areas north of State Route 89A. The east side of Viewpoint Drive consists of over thirty (30) acres with preliminary approval for a future commercial center with retail, office and service uses. On the west side of Viewpoint Drive is the Northgate Village Center with over fifty (52) acres zoned for retail, commercial, and light industrial use.

- ▶ **Antelope Meadows Industrial –**The Antelope Meadows Industrial Center comprises approximately sixty (60) acres zoned for industrial uses. Located on the north side of State Route 169 approximately one-quarter mile east of State Route 69, about half of the properties are developed at this time.

- ▶ **Yavapai County Fairgrounds –** The 200-acre County fairgrounds project includes a racetrack, as well as a variety of other planned commercial, equestrian, and recreational uses.

- ▶ **Glassford Hill Regional Market Place –** The Glassford Hill Regional Market Place features 60 acres of various commercial uses. The project site is located along the western portion of the Highway 69 Corridor.

- ▶ **Old Town Redevelopment –** The Old Town Redevelopment Plan, covering the area along the Highway 69 Corridor between Windsong Drive and Robert Road, will expand the mixture of existing commercial uses. The area contains commercial uses such as small retail stores, restaurants, financial and insurance offices, and auto repair facilities. Professional medical offices and health related sites are located in this area. These are desirable, providing high paying positions and quality, low impact commercial land use. A total of 19, flat developable parcels or lots are located within the project area.

- ▶ **Truwood Redevelopment –** The Truwood Redevelopment project area, located along the central portion of the Highway 69 Corridor, features a variety of commercial uses.

- ▶ **PV Parkway Redevelopment –**The PV Parkway Redevelopment District is located along both sides of State Route 69, between Glassford Hill Road and Stoneridge Drive. Phase I improvements included additional parking and drive lanes to increase development densities, as well as landscaping to make the area more visually appealing.

3.2.3 EDUCATIONAL OPPORTUNITIES

A partnership between the Town of Prescott Valley, Northern Arizona University, and Yavapai College has been the genesis of what NAU hopes will become a branch of the university operating at full capacity within 10 years. Eventually, the long-range plan is that NAU-Yavapai, as the facility is known, will become a regional state university.

NAU currently subleases about 12,000 square feet of classroom and office space leased by the town to Yavapai College adjacent to the town's new multi-story library as its initial efforts to offer accelerated degree programs to students from across the state and country progress. According to the university's business plan, NAU-Yavapai could reach its full capacity of about 3,200 students by 2020.

To assist in the continued growth of the fledging facility, the Town of Prescott Valley is facilitating meetings between university officials and the private sector in an effort to gauge interest in the private sector's role in providing buildings and land for the project. To date, those meetings have been characterized as positive and it is hoped that in the near future, as the needs of the students and university increase, agreements can be reached that would provide the university with the tools to grow and prosper.

3.3 Looking TOWARD 2025

As Prescott Valley continues to grow, careful consideration will be given to questions of “what, when, where, how, and how much” we grow. The Growth Areas Element has been developed in a manner that responds to these questions using the following strategies:

- ▶ **Tiered Growth Areas** – Answering the **When, Where, and How Much** of Growth and Development.
- ▶ **Land Use Designations/PAD Areas/Specific Area Plans** – Answering **How** Development is Directed to Occur.
- ▶ **Character Areas** (Town Center (i.e., Urban), Town, and Country) – Answering **What** the Look and Feel of Future Growth and Development Should Be.



3.3.1 GROWTH CHARACTER AREAS

The Town of Prescott Valley is surrounded primarily by open terrain, rolling hills, and mountains, providing a true natural edge to the Town. Prescott Valley residents value this “country” edge and desire that the Town retain this distinction of town and country, while still being able to accommodate many of the amenities offered by a more urban environment. To this end, three growth character areas have been identified that make up the Town and its larger planning area and should be used to guide the character of future development:

- ▶ Town Center (i.e., Urban),
- ▶ Town, and
- ▶ Country.

The intent of these character areas is to frame the "look and feel" of future growth and development, capitalizing upon the existing built environment, the natural environment, and community values.

▶ The “Town Center” character area reflects the most urban and high-design amenity part of the community, and that includes a significant concentration of uses benefiting the entire community and the region.

▶ Radiating outward from and surrounding the Town Center is the “Town” character area. This area includes a mix of medium to low intensity uses that primarily (but not wholly) serve the local community. The “Town” character area includes community nodes (secondary to Town Center) to support surrounding residential development.

▶ Bounding the edge of the Town character area is the “Country” character area. This area includes activities and uses consistent with a rural lifestyle and low intensity development, including ranching, equestrian, resort, rural residential, and open space.

The strategy underlying these character areas is to establish a predictable and concentric pattern of development intensity and design features that best reflect the “town and country” attributes enjoyed by today’s Prescott Valley citizens.

Infill Incentive Districts

A. The governing body of a city or town may designate an Infill Incentive District in an area in the city or town that meets at least three of the following requirements:

- 1. There are a large number of vacant older or dilapidated buildings or structures.*
- 2. There is a large number of vacant or underutilized parcels of property, obsolete or inappropriate lot or parcel sizes or environmentally contaminated sites.*
- 3. There is a large number of buildings or other places where nuisances exist or occur.*
- 4. There is an absence of development and investment activity compared to other areas in the city or town.*
- 5. There is a high occurrence of crime.*
- 6. There is a continuing decline in population.*

B. If the governing body establishes an infill district, it shall adopt an infill incentive plan to encourage redevelopment in the district. The plan may include:

- 1. expedited zoning or rezoning procedures*
- 2. expedited processing of plans and proposals*
- 3. waivers of municipal fees for development activities as long as the waivers are not funded by other development fees*
- 4. Relief from development standards*

(Arizona Revised Statutes, Section 9-499.10)

3.3.2 TIERED GROWTH AND DEVELOPMENT AREAS

In accordance with State law, the Town of Prescott Valley is required to designate growth areas that promote the timely construction and fiscally sound expansion of infrastructure, and to ensure that the improvements are coordinated with development activity. To this end, a three-tiered growth area system has been developed that addresses the “when, where and how much” questions of future growth and development in Prescott Valley.

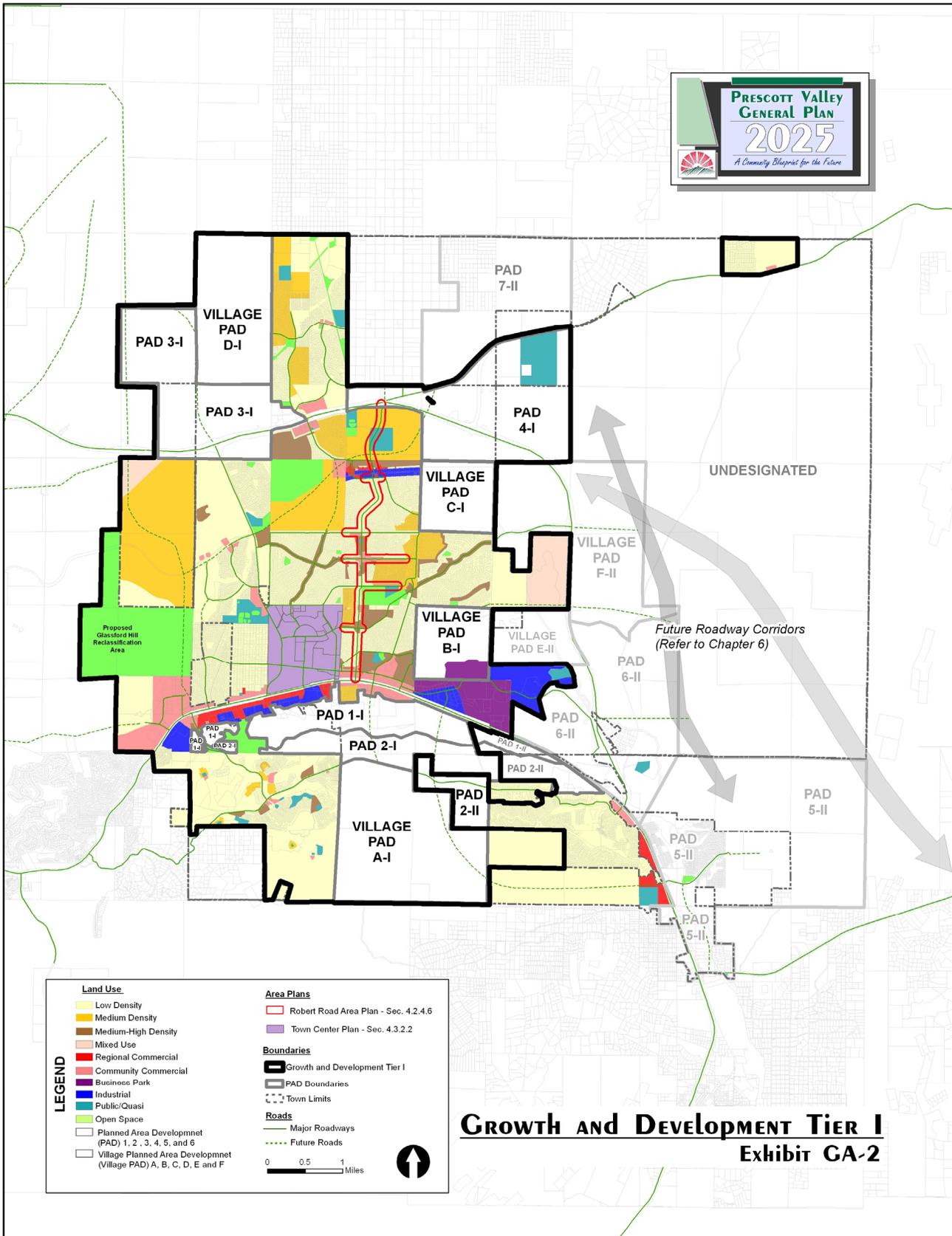
GROWTH AND DEVELOPMENT TIER I

Tier I recognizes that the roughly 26,000 acres of land area, most of which is within the Town boundaries (as of October 2011), are available and appropriate to accommodate the growth and related infrastructure expansion anticipated for the approximately 15-year planning horizon of this General Plan (refer to Exhibit GA-2, *Growth and Development Tier I*). The strategy is to direct growth within the Town boundaries so that new development occurs in an orderly fashion adjacent to existing development, creating logical extensions of infrastructure.

Tier I Growth:
Prior administrative approval exists; The site is contiguous to two or more existing developments; It will be served by existing or planned utilities and road and/or It will be adequately served by existing or planned schools, parks, trails, and services.

Infill development and the revitalization of existing areas plays an important role in the growth and development of Prescott Valley. The Growth Areas Element promotes infill development and enhancement where possible within Tier I in preference to the development of outlying or more remote lands. Obvious infill and/or revitalization opportunities exist within all of Tier I. Specific revitalization opportunities along the State Route 69 corridor, Robert Road and other areas in Tier I are discussed in Section 4.3.3.5 Focus Revitalization Areas. Tier I boundary is illustrated in Exhibit GA-2.

While infill development is the most desirable and efficient form of growth, Tier I acknowledges that in order to satisfy 2025 growth projections, new development will extend beyond the edges of existing development. This new growth is encouraged first in those areas within the Town limits where at least one of the following conditions exist: prior administrative approval; the site is contiguous to two or more existing developments; it will be served by existing or planned utilities and roads; and/or it will be adequately served by existing or planned schools, parks, trails, and services. For those areas within Tier I where such conditions may not exist, proposed developments are responsible for providing all infrastructure, transportation, and open space needs. If the Town finds that approving new development in such areas will provide a desirable benefit to the community, adjustments to this policy may be considered.



LEGEND	
Land Use	Area Plans
Low Density	Robert Road Area Plan - Sec. 4.2.4.6
Medium Density	Town Center Plan - Sec. 4.3.2.2
Medium-High Density	
Mixed Use	Boundaries
Regional Commercial	Growth and Development Tier I
Community Commercial	PAD Boundaries
Business Park	Town Limits
Industrial	
Public/Quasi	Roads
Open Space	Major Roadways
Planned Area Development (PAD) 1, 2, 3, 4, 5, and 6	Future Roads
Village Planned Area Development (Village PAD) A, B, C, D, E and F	
	0 0.5 1 Miles

Growth and Development Tier I
Exhibit GA-2

GROWTH AND DEVELOPMENT TIER II

Tier II recognizes that the approximately 15,000 acres of land immediately adjacent to the Town boundaries may be available and appropriate to accommodate growth anticipated for the approximately 15-year planning horizon of this General Plan if certain conditions are present (refer to Exhibit GA-3, *Growth and Development Tier II*). Development in Tier II should be based on a finding that the growth is a logical extension of development and infrastructure to contiguous existing development in Tier I and/or the development cannot be reasonably accommodated within Tier I due to physical, environmental, economic or other illustrated circumstances. Key areas that may have the potential to develop in Tier II within the approximately 15-year planning horizon include the area in and around the Prescott Country Club and State Route 69 Corridor, and the Fain Road/ State Route 89A area.

Tier II Growth:

Growth is a logical extension of development and infrastructure to contiguous existing development in Tier I; and/or

The development cannot be reasonably accommodated within Tier I due to physical, environmental, economic or other illustrated circumstances.

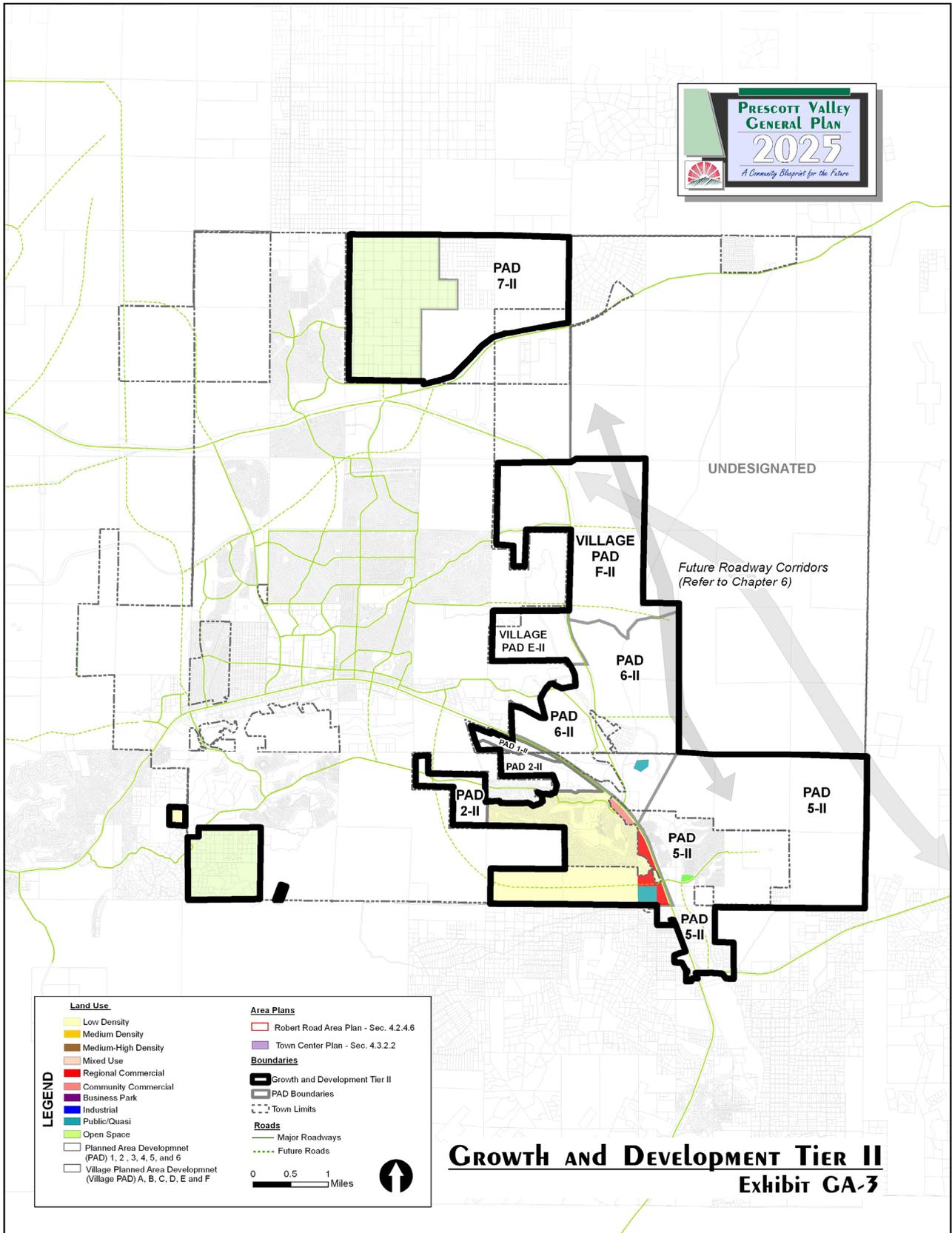
The strategy is to minimize leapfrog development to outlying areas while encouraging incremental development that optimizes fiscal responsibility related to the provision of community services and infrastructure. Tier II also reserves a significant amount of land for growth and development beyond the approximately 15-year planning horizon of this General Plan.

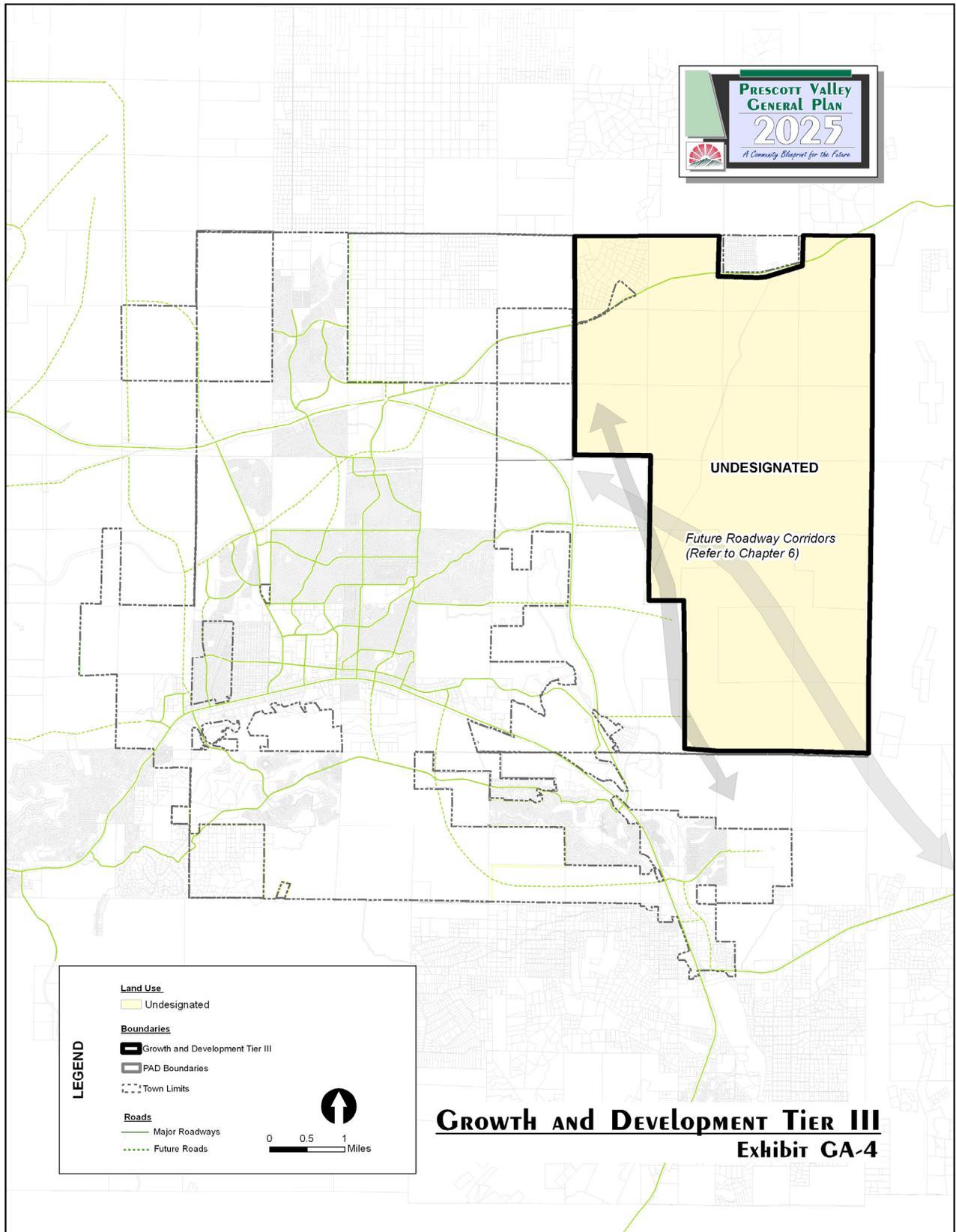
GROWTH AND DEVELOPMENT TIER III

Tier III illustrates a significant land area for the long-term growth and development far beyond the approximately 15-year planning horizon of this General Plan (refer to Exhibit GA-4, *Growth and Development Tier III*). With the exception of the Mingus West residential development in the northeast (located in Tier I), the approximately 14,000 acres in Tier III remain undesignated. The strategy is to restrict growth and development in Tier III until such time that growth can no longer be satisfied within Tiers I and II. The restriction may be adjusted if a finding can be made that the proposed development would be of significant public benefit and that it cannot be reasonably accommodated in either Tiers I or II. In such an instance, the full fiscal responsibility for long-term community service and infrastructure extension and provision should be borne by the proposed development.

Tier III Growth:

Restricted until such time that growth can no longer be satisfied within Tiers I and II.





3.3.3 LAND USE DESIGNATIONS

Within the Tier I and Tier II Growth and Development Areas, land is designated through one of two means: either by designating property with a specific land use (e.g., low density residential, regional commercial, industrial, etc.) or by designating property as a “PAD” or “Village PAD”.

SPECIFIC DESIGNATION

Refer to Exhibit LU-5, Land Use Plan, in the Land Use Element.

Individual properties have been designated with specific land uses on the Land Use Plan when it was determined that a land use condition either *exists*, is *likely to exist*, or *should exist* on that land. A land use condition was determined to *exist* in cases where the property was already developed with or approved for a specific land use (e.g., low density residential), or already zoned for a specific land use according to the Prescott Valley Zoning Map. Land uses considered *likely to exist* were those whose adjacent existing land uses provide a basis for the designation (e.g., higher density surrounding community commercial), while land uses that *should exist* were based on geographic conditions, such as topography or the intersection of roadways. Land whose surroundings and existing conditions did not dictate specific land uses were designated as Planned Area Development (PAD).

PLANNED AREA DEVELOPMENT (PAD) DESIGNATIONS

Refer to Section 4.3.3.4 in the Land Use Element for a description of each PAD and Village PAD.

PAD stands for Planned Area Development. A PAD describes an area of land with one or more property owners that is planned and developed by the property owner(s) as an integrated whole by adhering to context-specific land use designations, development standards, and design policies.

By designating property as a “PAD” or “Village PAD,” the Land Use Plan provides a greater degree of flexibility by allowing more detailed land use planning to occur in the future to reflect unforeseen market conditions, community values, environmental conditions, and so forth. This alternative to conventional zoning is intended to encourage innovations in residential, commercial, and industrial development so that greater opportunities for better housing, recreation, open space, shopping, and employment may extend to all citizens and residents of Prescott Valley. PADs should creatively approach the use of land in order to accomplish a more efficient, aesthetic, and desirable development. This creative land use may be characterized by special features of the geography, topography, size or shape of a particular property, and should provide a compatible and stable developed environment, in harmony with that of the surrounding areas.

In order to balance a level of flexibility with mindful growth management, standards and guidelines were individually geared for each PAD based on its unique circumstances. Each PAD was created in the context of its immediate surroundings, environmental constraints and opportunities, and land use goals. Generally speaking, the “Village PADs” promote a community core(s) of services within walking distance of residential land uses to meet the diverse needs of future citizens. Each of the other PADs provide for a different combination of land uses appropriate to their location, including commercial, industrial, residential, and open space. The individual PADs designations are described in more detail in the Land Use Element.

The “PAD” or “Village PAD” designation also indicates an opportunity for the preparation of a Town-initiated Specific Plan or Area Plan. In accordance with State law, the Town may prepare and adopt specific plans for distinct areas in the Town as a necessary means of executing the *General Plan 2020*. Specific Plans provide more detail than general plans and include related implementing policies and regulations (see sidebar below).

The PAD designations provide both the public and private sector with the flexibility needed to undertake responsible planning in the future to address community needs and opportunities.

GROWTH AND DEVELOPMENT TIER LAND USE ANALYSIS

In projecting future population for Prescott Valley, three scenarios were used. The *trends* scenario reflects a constant growth rate at a pace consistent with recent history. The *moderate growth* scenario reflects a moderate, faster pace of growth, while the *accelerated growth* reflects an extremely fast pace of growth over the next 15 years. Under these scenarios, the population projections are as follows:

- ▶ **Trends Scenario** – Prescott Valley’s population increases from 38,822 in 2010 to 58,233 in 2025.
- ▶ **Moderate Growth Scenario** – The population increases from 38,822 in 2010 to 67,938 in 2025.
- ▶ **Accelerated Growth Scenario** – The population increases from 38,822 in 2010 to 77,644 in 2025.

Specific Plans

A. The planning agency may, or if so directed by the legislative body, shall prepare specific plans based on the general plan . . . as may be required for the systematic execution of the general plan. The planning agency may recommend such plans and measures to the legislative body for adoption.

B. Specific plans may, in addition to zoning ordinances and subdivision regulations, include:

1. Regulations determining the location of buildings and other improvements with respect to existing rights-of-way, floodplains, and public facilities.
2. Regulations of the use of land, buildings and structures, height and bulk of buildings and structures and the open spaces around the buildings and structures.
3. Street and highway naming and numbering plans . . .
4. A plan and regulations determining the location of infrastructure service area boundaries, consistent with the growth areas element of the general plan . . .
5. Measures required to insure execution of the general plan.
6. Other matters which will accomplish the purposes of this article . . . (Arizona Revised Statutes, Section 9-461.08)

Following the same growth scenarios, future land use needs for Prescott Valley were also projected as illustrated in Table GA-1, *Future Land Use Need Projections*. Using the more accelerated growth, the future growth and development opportunity available within Tiers I and II is estimated in Table GA-2, *Growth and Development Tier Land Use Analysis*. Based on these projections, residential development would be well supported within Tier I at either a trends or moderate pace of growth. Likewise, industrial, commercial, office, and retail growth are more than adequately supported within Tier I over a approximately 15-year period at any of the three growth scenarios. If the population growth occurs at the most aggressive rate, residential development may be justified in Tier II within the 20-year planning horizon.

3.3.4 FUTURE ANNEXATIONS

Changes to transportation corridors and related regional infrastructure within and adjacent to the community will warrant the consideration of expansion of the Town’s Corporate Boundaries in the future. Possible future annexed areas are identified in Exhibit GA-5.

Table GA-1 Future Land Use Need Projections

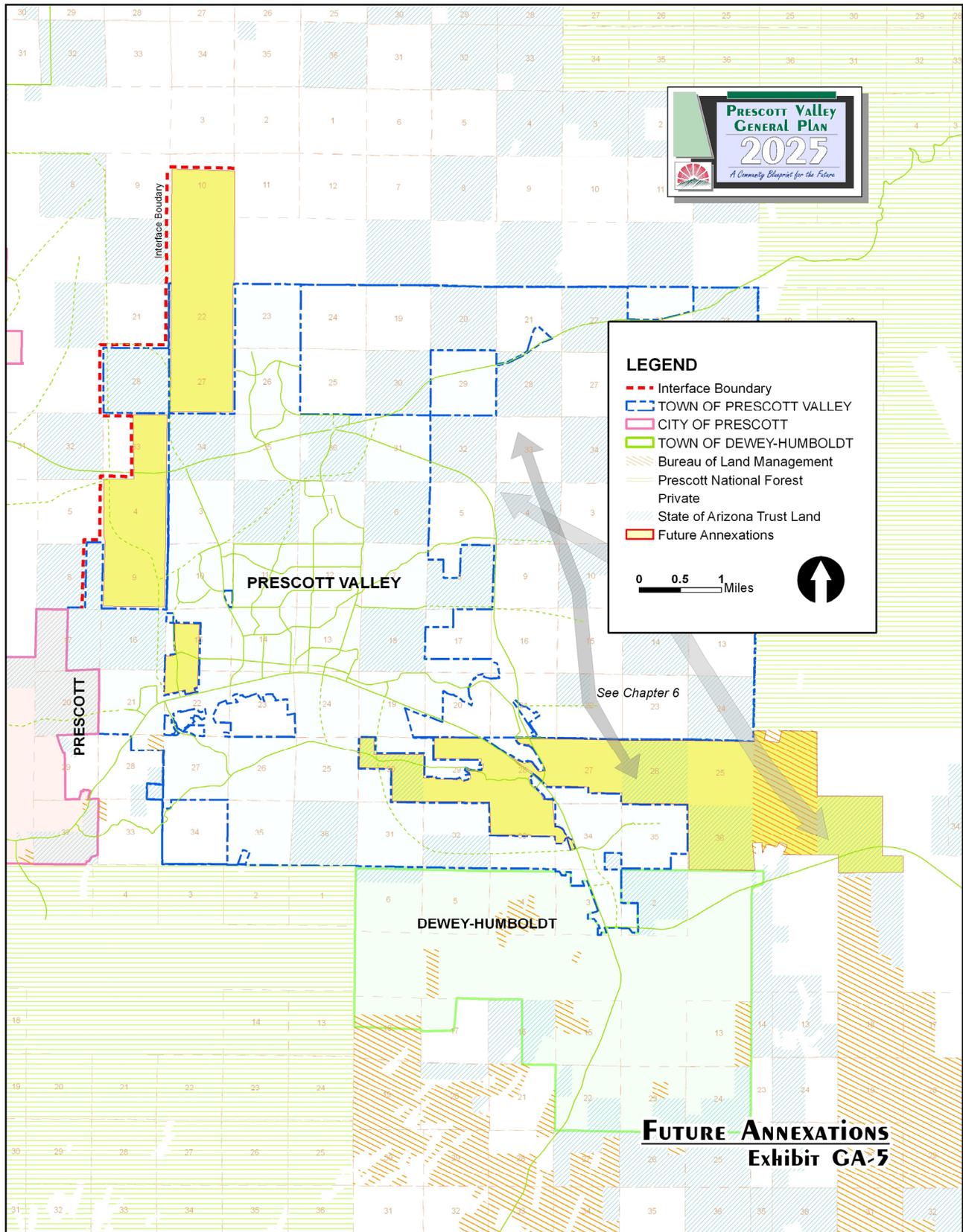
Land Use	Existing Zoned Acres (2011)	Acres Needed 2000-2025	Acres Needed 2000-2025	Acres Needed 2000-2025
		Trends	Moderate growth	Aggressive
Single-Family Detached ^{1,2}	9,387 acres	1,987 acres	2,918 acres	4049 acres
Multi-Family ^{2,3}	741 acres	231 acres	342 acres	478 acres
Mobile Home ^{3,4}	713 acres	318 acres	452 acres	618 acres
Retail ^{4,5}	1,572 acres	149 acres	218 acres	300 acres
Commercial		20 acres	28 acres	38 acres
Office		42 acres	61 acres	85 acres
Industrial	885 acres	132 acres	191 acres	266 acres
Park/Open Space ⁶	1,6391,370 acres	194 acres	291 acres	388 acres
TOTAL	14,937 acres	3,055 acres	4,501 acres	6,222 acres

¹ Does not include nearly 8,000 acres of Residential Conditional Use (RCU) zoned land.
² Assumes Single Family Detached as Low Density (1.1 – 4.0 dwelling units per acre).
³ Assumes Multi-family as Medium-High Density Residential (8.1 – 15 dwelling units per acre).
⁴ Assumes Mobile Home as Medium Density Residential (4.1 – 8.0 dwelling units per acre).
⁵ Assumes existing Retail/Commercial/Office is combined amount of Community and Regional Commercial.
⁶ Assumes NRPA standard of 6.5 acres of parks per 1,000 residents plus acreage for trails and open space equal to 10 acres per 1,000

Table GA-2 Growth and Development Tier Land Use Analysis

Land Use	Acreage Needed by 2025 ¹	Tier I ²	Tier II ³	Tier III ⁴
Single Family Detached ⁵	3,712 acres	6,275 acres	6,870 acres	-
Multi-family				-
Mobile Home				-
Retail ⁶	307 acres	2,015 acres	1,050 acres	-
Commercial				-
Office				-
Industrial ⁷	191 acres	1,010 acres	1,900 acres	-
Open Space ⁸	257 acres	3,193 acres	2,800 acres	-
TOTAL (excluding public/quasi)	4,501 acres	12,493 acres	12,620 acres	-

¹ Assumes Moderate Growth scenario (additional acres needed).
² Potential additional new acreage within Tier I. Incorporates specific land use designations and estimated land use breakdown within individual PADs.
³ Potential additional new acreage within Tier II.
⁴ Tier III's 14,248 undesignated acres are assumed to remain undeveloped through 2020.
⁵ Residential land uses combined to acknowledge overlap (single family detached in both low and medium density residential, multi-family units permitted in both medium and medium high density residential).
⁶ Assumes existing Retail/Commercial/Office is combined amount of Community and Regional Commercial.
⁷ Assumes Industrial includes Business Park.
⁸ Includes PAD requirement for Open Space as well as land potentially undevelopable due to floodplain/topography.



3.4 Guiding Principles, Goals and Policies

GUIDING PRINCIPLE GA-A: PROMOTE MANAGED AND ORDERLY GROWTH THAT SUPPORTS A VARIETY OF LAND USES, CONSERVE NATURAL RESOURCES, REDUCE AUTOMOBILE DEPENDENCY, AND PROVIDE FOR THE RATIONAL ADDITION OF INFRASTRUCTURE AND SERVICE CAPACITIES.

GOAL:	GA-A1	<i>Encourage infill development and revitalization in Tier I.</i>
POLICIES:	GA-A1.1	Prepare and support redevelopment, revitalization, and specific plans for existing residential neighborhoods, redevelopment districts, and commercial corridors.
	GA-A1.2	Establish an Infill District Incentive to encourage redevelopment and infill in existing neighborhoods and commercial areas.
	GA-A1.3	Target public investments and infrastructure improvements within existing developed areas.
	GA-A1.4	Develop standards that ensure new development fits within existing neighborhoods in terms of scale, design, etc.

See the Land Use Element for additional goals and policies related to guiding future growth and development.

GOAL:	GA-A2	<i>Focus new development into appropriate growth and development tiers, as defined in Section 3.3.2.</i>
POLICIES:	GA-A2.1	Provide incentives or other assistance to new developments where the following conditions exist: prior administrative approval, the site is contiguous to existing development, it will be served by existing or planned utilities and roads, and it will be adequately served by existing or planned schools, parks, trails, and services.
	GA-A2.2	Offer incentives for new development, such as lower permit fees, development and impact fees in preferred areas of Tier I.
	GA-A2.3	Allow development only when adequate physical infrastructure (e.g., transportation, water, sewer, utilities, etc.) and social services (e.g., education, public safety, etc.) are available to serve that development or will be provided as part of the development plan.
	GA-A2.4	To ensure an orderly extension of essential services and facilities and preservation of a free-flowing circulation system, the Town shall continue to require the provision of essential services and facilities at the developer's expense where these systems do not exist or are not already part of the Town's financed capital improvement program.
	GA-A2.5	Encourage the efficient use of infrastructure by focusing well-designed new and redeveloped housing on vacant, infill or underutilized land.

- GA-A2.6 Require new development that cannot meet the conditions used in Policy GA-A2.1 to bear the full fiscal responsibility for infrastructure and services.
- GA-A2.7 Coordinate with the State Land Department on planning State Trust lands to prepare land use plans that support the General Plan 2025

See the Open Space and Circulation Elements for additional goals and policies related to providing open space and transportation options.

GOAL: GA-A3 *Encourage a mix of land uses that reduce dependency on automobiles.*

- POLICIES:**
- GA-A3.1 Encourage pedestrian-friendly residential development that includes a central core of neighborhood and community services.
 - GA-A3.2 Ensure that PADs are implemented with a mix of land uses, open space, and multi-modal transportation options and enhancements.
 - GA-A3.3 Provide safe pedestrian and/or bicycle connections between and within neighborhoods and shopping, employment, and recreational opportunities.
 - GA-A3.4 Prepare specific plans for lands which implement mixed use development in appropriate areas.

GOAL: GA-A4 *Establish a predictable pattern of development intensity and design features that best reflect and maintain the “town and country” attributes of Prescott Valley.*

- POLICIES:**
- GA-A4.1 Encourage a concentric pattern of development that provides for a less intense, rural edge to the Town. Develop and revise regulations and standards to enable desired “town and country” patterns of growth.
 - GA-A4.2 Develop design standards that provide guidance for urban, town, and country types of development.

GUIDING PRINCIPLE GA-B: ASSURE THAT ALL FORMS OF INFRASTRUCTURE INCLUDING, BUT NOT LIMITED TO, WATER, SEWER, STORM DRAINAGE, ENERGY, COMMUNICATIONS, AND OTHER TECHNOLOGICAL FACILITIES ARE AVAILABLE.

GOAL: GA-B1 *Provide public facilities that are constructed, maintained, and rehabilitated in a manner that provides an acceptable level of service, are cost-effective, consistent with the growth and development tiers, and consistent with the Town’s and/or utility’s ability to pay.*

- POLICY:**
- GA-B1.1 Project the development needs of undeveloped land for utilities, water, sewer, parks, schools, fire, and police protection.

GOAL: GA-B2 *Provide water and sewer service that meets the current and projected needs of the Town.*

- POLICY:**
- GA-B2.1 Develop and regularly update long-range water and sewer system master plans that relate to the Town’s growth.

- GOAL:** **GA-B3** ***Minimize risk and damage from flood hazards within the Town.***
- POLICIES:** GA-B3.1 Develop a long-range storm drain master plan for the existing town and planned growth.
- GA-B3.2 Build necessary storm water infrastructure for existing development in the Town.
- GA-B3.3 Require new development to plan for stormwater management and build the required infrastructure.

See the Environmental Planning and Cost of Development Elements for additional goals and policies related to infrastructure and the costs of growth.

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