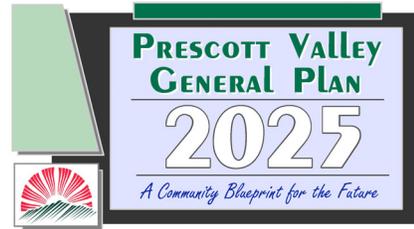


CHAPTER 4

LAND USE ELEMENT



4.1 INTRODUCTION

The Land Use Element presents a vision that will guide local development decisions during the lifetime of *General Plan 2025*. Although all of the General Plan Elements are equal in terms of the weight they carry, this Element and the Growth Area Element are the foundation of the document. The focus of this Element is on the future form of the Town, including policies on the location of new housing and employment areas. The Land Use Element and the accompanying Land Use Plan provide a framework for the policies and exhibits in the other Elements, and serve as the basis for zoning.

The Element is organized into three major sections. The first section provides a snapshot of where Prescott Valley stands today. It describes the community's setting and profiles existing land uses and trends. The second section provides a vision for where the Town is going. It describes the overall concept for the Town's growth, a map showing the land uses to be allowed in the future, and definitions of these land uses. The third section presents guiding principles, goals and programs to guide the Town's development. The policies provide a "road map" for achieving the Town's vision.

4.2 AT THIS POINT IN TIME

The previous Prescott Valley General Plan 2020 was adopted by the Town Council on January 17, 2002 and ratified by the voting public on March 12, 2002. The land use conditions identified in that plan were primarily based on zoning data provided by the Town at that time. Since that time there have been a number of Minor and Major General Plan amendments approved that are currently incorporated into General Plan 2025.

4.2.1 PRESCOTT VALLEY ZONING ORDINANCE

The Town of Prescott Valley's Zoning Ordinance establishes zones that provide for the compatible grouping of similar and interrelated land uses and apply uniform regulations to properties similarly situated within each zoning classification (Town of Prescott Valley, Town Code Chapter 13, enacted June 28, 1979).

Zoning translates the long-term guiding principles, goals and policies of a General Plan into the guidelines used for everyday decisions. While the General Plan provides long-range and broad categories of land use, zoning provides specific development requirements, such as density, height, size, and development character. Similar to the General Plan, a map accompanies the ordinance, which is primarily text, to define the boundaries of each zoning district.

Land Use Element

1. A Land Use Element that:

- (a) Designates the proposed general distribution and location and extent of such uses of the land for housing, business, industry, agriculture, recreation, education, public buildings and grounds, open space and other categories of public and private uses of land as may be appropriate to the municipality.
- (b) Includes a statement of the standards of population density and building intensity recommended for the various land use categories covered by the plan.
- (c) Identifies specific programs and policies that the municipality may use to promote infill or compact form development activity and locations where those development patterns should be encouraged.
- (d) Includes consideration of air quality and access to incident solar energy for all general categories of land use.
- (e) Includes policies that address maintaining a broad variety of land uses including the range of uses existing in the municipality when the plan is adopted, readopted or amended.

(Arizona Revised Statutes, Section 9-461.05-9 C 1)

The Zoning Ordinance establishes the following 16 zoning districts:

- ▶ R1L (Residential; Single Family Limited)
- ▶ R1M (Residential; Single Family Mixed Housing)
- ▶ R1MH (Residential; Single Family Mobile/Manufactured Homes)
- ▶ R2 (Residential; Multiple Dwelling Units)
- ▶ RCU (Residential; Single-Family, Rural)
- ▶ RS (Residential and Services)
- ▶ P1 (Parking)
- ▶ C1 (Commercial; Neighborhood Sales and Services)
- ▶ C2 (Commercial; General Sales and Services)
- ▶ C3 (Commercial; Minor Industrial)
- ▶ PM (Performance Manufacturing)
- ▶ M1 (Industrial; General Limited)
- ▶ M2 (Industrial; Heavy)
- ▶ PAD (Planned Area Development)
- ▶ PL (Public Lands)
- ▶ AG (Agricultural)

4.2.2 Existing Land Use

This section describes existing land use characteristics in the Town of Prescott Valley. Table LU-1 . *Existing Land Use*, quantifies the amount of acreage devoted to each use.

The planning area for the *General Plan 2025* includes lands within the Town limits as of August 2012 and surrounding lands within the Town's Sphere of Influence in unincorporated Yavapai County. The Town of Prescott Valley encompasses approximately 24,363 acres of land; the surrounding "Prescott Valley Sphere of Influence" encompasses approximately 27,000 acres of land.

RESIDENTIAL

The 2000 Census identified 8,964 Housing Units in Prescott Valley; by 2010, the US Census identified 17, 494 Housing Units in Prescott Valley. Prior to 1996, residential development occurred within the core area of the Town comprising those areas that were originally subdivided by Prescott Valley Incorporated and totaled approximately 11,000 lots. These were all included within the limits of the Town of Prescott Valley when incorporated in 1979. Subsequent residential development included the new master planned subdivisions discussed and detailed in Section 3.2.1, Planned Residential Developments. Residential land uses constitute the majority of development in Prescott Valley, comprising approximately 90 percent of the Town's total acreage.

**Table LU-1
Existing Land Use (2012)**

Zoning Designation	Acres	% of Total Land in Town
Residential - Single-Family Districts		
R1L	9,387	38.53
R1M	401	1.65
R1MH	713	2.93
Residential – Multiple Dwelling District		
R2	741	3.04
Residential – Conditional Use District		
RCU	9,241	37.93
Residential and Services		
RS	311	1.28
Commercial		
C1	115	.47
C2	1,146	4.70
C3	353	1.45
Industrial		
M1	700	2.87
M2	26	.11
PM	123	0.50
Parks and Recreation/Public Lands		
PL	1,091	4.48
Agriculture		
AG	6	0.03
Parking		
P1	2	0.01
Total	24,363	100.00
Existing Acres		
Prescott Valley Town Boundary	24,363	47.43
Prescott Valley Sphere of Influence	27,000	52.57
Total	51,363	100.00

Single-Family Districts

The Town's Zoning Ordinance establishes three types of single-family residential districts: single-family limited districts, single-family mixed housing districts and single-family mobile/manufactured home districts. The purpose of each district, as defined by the Town's Zoning Ordinance, is described below.

Single-Family Limited District (R1L). Single-Family Limited districts are intended to establish and preserve quiet, conventional single-family home neighborhoods as desired by large numbers of people. The districts are free from other uses except those of which are both compatible with and convenient to the residents of such a district. Single-family limited districts account for approximately 9,387 acres of land representing 38.53 percent of the Town's total acreage.

Single-Family Mixed Housing District (R1M). Single-Family Mixed Housing districts are essentially the same as single-family limited districts, except that a mix of residential housing types is permitted, including attached products such as townhomes and condominiums. Single-family mixed housing districts consist of approximately 401 acres of land and account for only two (2) percent of the Town's total acreage.

Single-Family Mobile/Manufactured Homes District (R1MH). Single-Family Mobile/ Manufactured Home districts are essentially the same as the single-family limited district. However, with regard to single-family dwellings, the mobile/manufactured homes districts are intended to exclusively provide sites for mobile homes and manufactured homes for those citizens who desire to utilize this type of housing in an appropriate, safe, sanitary and attractive environment. Single-family mobile/manufactured districts consist of approximately 713 acres of land and account for only three (3) percent of the Town's total acreage.

Table LU-2, *Total Housing Units in Prescott Valley in 2010*, provides a year 2010 housing stock estimate by type of unit for Prescott Valley. Single-family detached homes account for approximately 84 percent of the total land occupied by residential uses. Mobile homes account for approximately 10 percent of the total land occupied by residential uses. Mobile homes supplement the supply of affordable housing opportunities in the Town of Prescott Valley.

**Table LU-2
Total Housing Units in Prescott Valley in 2010**

Type of Unit	# of Units (2010)	% Distribution
Single-Family Detached	6,863	84%
Mobile Home	838	10%
Multi-Family	521	6%
Total	8,222	100%

Multiple Dwelling Unit Districts

The Multiple Dwelling (R2) unit district provides for development of multiple-family residences in areas where a higher density of housing is desirable. Multiple dwelling unit districts account for 741 acres of land and represent only three (3) percent of the Town's total acreage. As shown in Table LU-2, multi-family dwelling units account for approximately 6 percent of the total land occupied by residential uses. There are currently approximately 1,988 Multi Family Units in Prescott Valley. Multiple dwelling unit districts can be found in the following areas:

Areas in the original Prescott Valley subdivision included within the limits of the Town of Prescott Valley when incorporated in 1979.

- ▶ Along Magma Drive and Catalina Drive;
- ▶ Along Lakeshore Drive, between Robert Road and Victor/ Badger Road;
- ▶ Along Viewpoint Drive, between Long Look Drive and Manley Drive;
- ▶ Along Spouse Drive, between Lone Cactus Drive and Robert Road and between Ranger Road and Ocotillo Drive;
- ▶ Along Robert Road, between Spouse Drive and Manley Drive;
- ▶ The area south of Yavapai Road, between Robert Road and Yavapai Road East;
- ▶ The area northeast of the intersection of Winchester Drive and Roundup Drive; and
- ▶ Along Ocotillo Drive and Shadow Lane.

Other Multi Family projects in larger R2-PAD (Planned Area Development) districts include:

Terraces at Glassford Hill - Glassford Marketplace area
Valley View Family Apartments – Prescott Valley Town Center
Sungate Senior Community – Prescott Valley Town Center
View Point Senior Community – Prescott Valley Town Center
Tapestry at Glassford Hill Apartments – Granville Subdivision

RCU (Residential; Single-Family, Rural)

The RCU (Residential; Single Family, Rural) District is intended to provide a zoning classification for all areas of the Town not presently characterized by urban uses.

Residential; Single-Family, Rural use districts consist of approximately 9,241 acres of land and account for nearly 38 percent of the Town's total acreage. Currently, the vast majority of conditional use districts are located on State Trust lands within the Town's boundaries that are managed by the Arizona State Land Department.

Residential and Services

The Residential and Services (RS) district provides for orderly and compatible development in transitional areas between residential and non-residential districts. These districts establish and preserve areas for those service commercial users that are especially useful in close proximity to residential areas, while minimizing the undesirable impact of such uses on the neighborhoods that they service. Residential and Services districts account for approximately 311 acres of land and represent only one (1) percent of the Town's total acreage. Residential and Services districts can be found in the following areas:

- ▶ Along Windsong Drive, between Lakeshore Drive and Florentine Road. The Prescott Valley Medical Center is located in this area;
- ▶ South of Prescott Valley Town Park, between Robert Road and Lakeshore Drive;
- ▶ Along Robert Road, between Short Mesa Drive and Ranger Road;
- ▶ Along Highway 89A; and
- ▶ Within the Viewpoint and Pronghorn Ranch developments in the northern portion of the Town.

Section 3.2.1 in the Growth Areas Element includes a detailed discussion of all Master Planned or PADs in the Town.

Planned Area Development (PAD) – Residential

Planned Area Developments as defined in Town Code Article 13-19, involve groups of structures designed as a unified project permitting flexibility in design so that developments would produce maximum choice in the types of environments, living units, and commercial installations and facilities available to the public, and produce an efficient, aesthetic and desirable use of open space. Section 3.2.1 in the Growth Areas Element provides a more complete discussion of the residential planned area developments in the Town, which include Stoneridge, Granville, Pronghorn Ranch, Viewpoint (North and South), Mingus West, Quailwood Meadows Prescott Country Club, Yavapai Hills, Glassford Market Place, and Prescott Valley Town Center. The PAD project locations are shown on Exhibit GA-1, Development Projects.

COMMERCIAL

Commercial uses encompass approximately 1261 acres. This accounts for approximately five (5) percent of the Town's total acreage. The Highway 69 Corridor serves as one of the Town's primary commercial thoroughfares and includes a mix of commercial uses, such as retail centers, service-oriented business, offices, and motels. The Prescott Valley Town Center (Section 14) particularly along Glassford Hill Road and Florentine Road are the other commercial roadway corridors and is detailed in Section 3.2.2 (Planned Commercial Developments) and Section 4.3.2.2 (Prescott Valley Town Center Plan).

Additional neighborhood- serving commercial uses are located throughout the Town. The following sections describe: 1) the purpose of the various commercial districts, as described in the Zoning Ordinance; and 2) the type and extent of commercial uses in Prescott Valley.

Sales and Services Districts

The Town's Zoning Ordinance establishes two types of commercial sales and services districts: neighborhood sales and services district and general sales and services districts. The purpose of each district, as defined by the Town's Zoning Ordinance, is described below.

Neighborhood Sales and Services (C1) Districts. Neighborhood Sales and Services districts provide convenient shopping in residential neighborhoods. These districts preserve and protect neighborhood commercial areas that are located in close proximity to residential areas, and provide for retail and service establishments that supply commodities or perform services to meet the daily needs of a neighborhood.

General Sales and Services (C2) Districts. General Sales and Services districts provide the sale of commodities and the performance of services and other activities in locations for which the market area extends beyond immediate residential neighborhoods. These districts are intended to provide accommodations for retail and service establishments required in meeting the Town's needs. These districts are designed for application along major streets and highways and within the Town Center. Typical uses in commercial districts are detailed in the following paragraphs.

Retail. Retail uses are the most widely distributed commercial land use in Prescott Valley. This land use category includes restaurants and other uses that are sales oriented such as apparel shops, general merchandise stores, and grocery stores. Several of the larger commercial centers include major anchor tenants including Ace Hardware, Fry's, K-Mart, Albertsons, and Safeway, Kohl's in the developing Glassford Hill Marketplace, and Sam's Club and Home Depot in the developing Prescott Valley Crossroads.

Service. Service commercial uses include those businesses that provide some type of service, such as dry cleaners, and barber and beauty shops. Their distribution in Prescott Valley is fairly limited and has historically been located along the Highway 69 Corridor.

Hotel/Motel. Historically the Town's motels are located along the Highway 69 Corridor, and are generally smaller facilities. Development of the Entertainment District includes a 118 room Hampton Inn & Suites which has in turn spurred additional hotel and motel development in the Town.

Office. Offices have been defined to include professional and administrative offices. Small-scale offices are scattered throughout the community and along the State Route Corridor. With the development of the Yavapai Regional Medical Center Hospital in the Town Center, larger Medical Office buildings have developed on and in close proximity to the site.

Hospitals: Yavapai Regional Medical Center East opened in May 2006 and is a 75-bed, state-of-the-art hospital with a recently added birthing center.

Minor Industrial Districts

Minor Industrial (C3) districts are intended to establish and contain the heaviest type of commercial activities, including warehousing, wholesaling, light manufacturing, and related uses of such a nature that they do not create serious problems of compatibility with other kinds of land uses. The majority of the minor industrial districts are located along the Highway 69 Corridor.

Planned Area Development (PAD) - Commercial

Refer to Section 3.2.2 in the Growth Areas Element for a full discussion of the commercial planned area developments in the Town, which include Yavapai Hills, Glassford Regional Market Place, Prescott Valley Entertainment Center, Old Town Redevelopment, Joint Venture, Truwood Redevelopment, and Prescott Valley Town Center, P.V. Parkway, Eastridge, Big Sky Business Park, Antelope Meadows Industrial, Crossroads and Navajo Commons.

Industrial

Industrial uses encompass approximately 849 acres within Prescott Valley. This accounts for approximately three (3) percent of the Town's total acreage. The majority of all industrial activities occur along the vicinity of Highway 69 and 169 Corridors. (Refer to Exhibit GA-1, Development Projects). The following sections describe the purpose of the various industrial districts, as described in the Town's Zoning Ordinance.

General Limited Districts

General Limited (M1) districts provide sufficient space in appropriate locations for manufacturing development, wholesale and commercial uses with the heaviest impacts. These districts, while not necessarily attractive in operational appearances, are installed and operated in a manner so as not to cause inconvenience to other uses in the district or to adjacent districts, and installed in compliance with all government standards.

Heavy Industrial Districts

Heavy Industrial (M2) districts provide sufficient space in appropriate locations for heavy industrial development. All types of industrial uses are allowable in these districts, except uses that create hazards to health and property. The district maintains strict controls for air and stream pollution, radiation, fire and explosion dangers in compliance with all government standards.

Performance Manufacturing Districts

Performance Manufacturing (PM) districts provide sufficient space in appropriate locations for the promotion and protection of certain types of light industrial uses. Businesses, light manufacturing, warehouses, and research and development industries are commonly found in this district.

PARKS, SCHOOLS, STATE TRUST LANDS AND PUBLIC LANDS

Parks

The Town's Recreation and Park District currently operates 26 developed parks encompassing approximately 260 acres. Located in the central portion of the Town, Mountain Valley Park serves as Prescott Valley's main community park facility. Smaller neighborhood parks are located throughout the Town.

Refer to Chapter 8, Recreation and Open Space

Golf Courses

Currently, there are two golf courses within the Town's jurisdictional boundaries. First is the 18-hole Stoneridge Golf Course, located within the planned community of Stoneridge. Second is the Quailwood Greens Golf Course located at the Villages of Lynx Creek in the Dewey area.

Government Buildings

Government buildings are primarily concentrated at the Town's Civic Center. The Civic Center grounds include the police station, Municipal court facility, public access TV studio, and library. Landscaping surrounds these facilities, creating a substantial amount of open space land amongst the adjoining land uses.

Schools

The Humboldt Unified School District contains six public elementary schools, one K – 8 traditional public school, two public middle schools, and one public high school. Other educational facilities in Prescott Valley include a number of Charter Schools, Yavapai College Business and Career Center, the Northern Arizona Regional Training Academy (NARTA) for policy academy training, and the Northern Arizona University/Yavapai College Prescott Valley Campus.

Arizona State Lands

For more than 80 years, the Arizona State Land Department has administered the Trust Lands. These lands were granted to Arizona by the Federal Government on the occasion of its establishment as a territory in 1863. Additional lands were conveyed to Arizona as it prepared for statehood under the Enabling Act of 1910. Arizona, through the creation of the State Land Department, accepted the responsibility of Trust land management revenue production for the 14 Trust beneficiaries as a condition of statehood. Today the Trust controls approximately 9.4 million acres, which represents 13 percent of all the land in Arizona.

It is the State Land Department's responsibility to assure the highest and best use of the State Trust Land on behalf of the beneficiaries. The Federal Enabling Act and State Constitution mandate that fair market value must be obtained from all State Trust Land transactions, which include sales and commercial leasing. All revenues derived from the sale of State Trust lands are placed in the Permanent Fund, which is administered by the State Treasurer. The Fund is invested in interest-bearing securities with earned interest distributed among the beneficiaries. Revenues from commercial leases are paid directly to the designated beneficiaries. The Trust's diversity of lands

has always been its most valuable resource, which is reflected in the unique properties offered for sale and/or commercial lease.

A significant amount of acreage within Prescott Valley is under the jurisdiction of the State Land Department. As of October 2011, approximately 6,000 acres of State Trust Lands are located within the Town limits, sphere of influence, and areas outside of the sphere of influence. The location of the State Trust Lands are illustrated on Exhibit LU-1, *Land Ownership*.

Agriculture

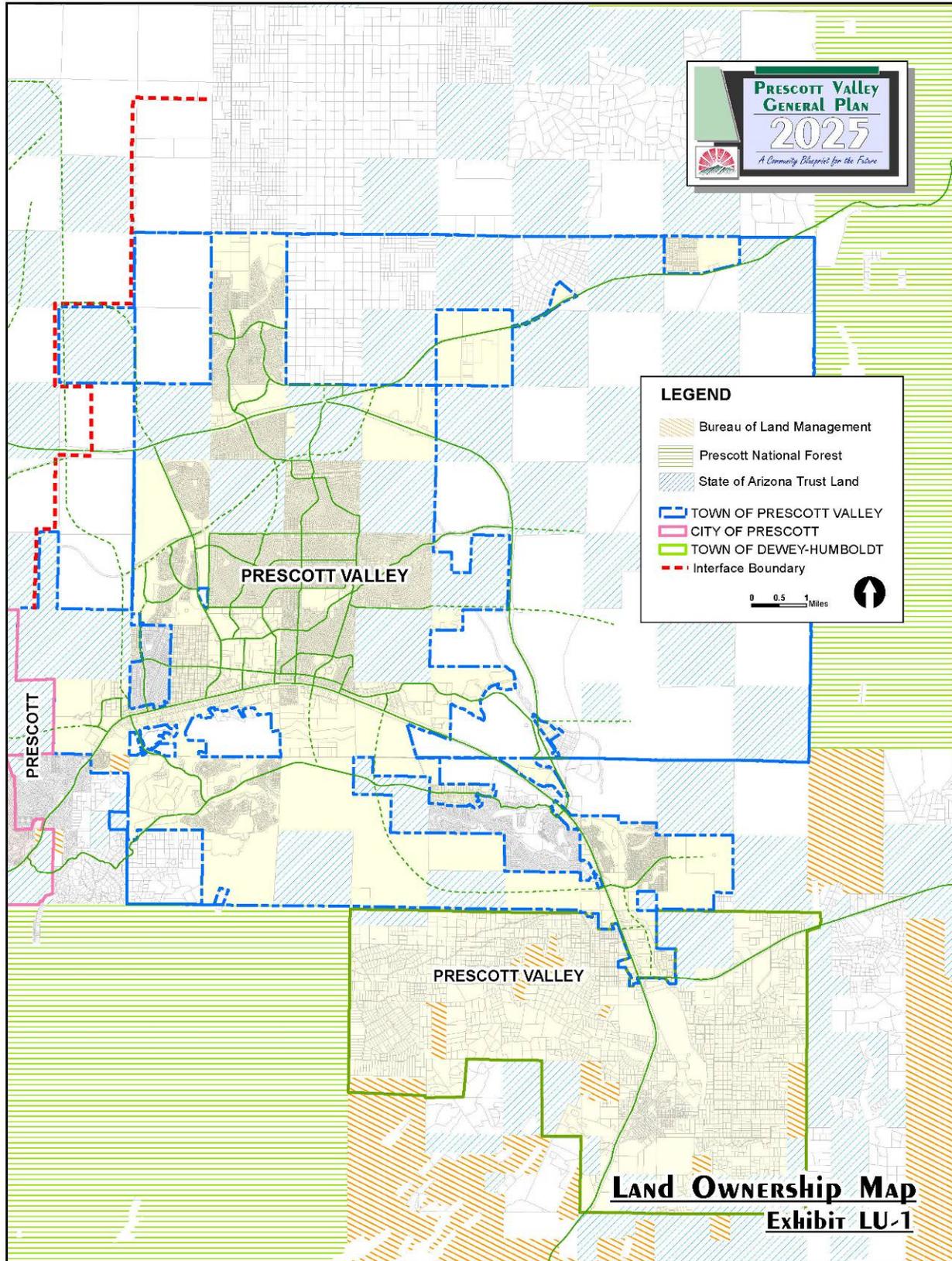
Agricultural districts, or “agricultural land”, is defined as land which is one or more of the following:

- ▶ Cropland in the aggregate of at least twenty (20) gross acres;
- ▶ An aggregate ten (10) or more gross acres of permanent crops;
- ▶ Grazing land with a minimum carrying capacity of forty (40) animal units and containing an economically feasible number of animal units;
- ▶ Land devoted to high density use in the production of commodities;
- ▶ Land devoted to use in processing cotton necessary for marketing; or
- ▶ Land devoted to use in processing wine grapes for marketing.

Prescott Valley is defined by its rural character. While cropland agriculture is not a prominent feature of the Town, grazing still occurs on a majority of both State Trust and privately owned land. In fact, only one portion of the Town, located north of State Route 89A, is devoted to agricultural uses.

Vacant

The majority of Prescott Valley has not been developed. The State of Arizona (State Trust Lands) owns approximately 30 percent of the land, or 6,000 acres, within the Town’s boundaries and sphere of influence are nearly all undeveloped. Additionally, the Prescott Valley Sphere of Influence, more than 27,000 acres, is almost entirely undeveloped.



4.2.3 Relationship with Other Plans and Programs

Due to the comprehensive nature of the Land Use Element, land use issues are not addressed in the same detail as they might be in certain physical planning documents, plans, and ordinances the Town may adopt. The land use categories described in the Land Use Plan section of this Element indicate general categories of allowed uses and development intensities within each land use category. Other documents, including the Zoning Ordinance, specific plans, and redevelopment plans establish more specific regulations and policies influencing development. These are discussed below.

Town of Prescott Valley Zoning Ordinance

As previously discussed, the Zoning Ordinance establishes land use districts in which specific regulations apply, such as density, height, size, and development character. The Ordinance consists of two primary parts: a map that delineates the boundaries of zoning districts; and text that explains the purpose of the district, specifies permitted, conditional and accessory uses, and establishes development and performance standards.

Specific Plans/Area Plans

Specific plans/area plans are designed to implement General Plan goals and policies by designating land uses, densities, and development and design standards in more specific detail. This is accomplished by designating specific locations and intensities for land uses, specific development standards, and design guidelines. A specific plan/area plan is able to address smaller areas that have unique qualities and require focused planning attention. A specific plan/area plan may be designed to implement any of a general plan's elements.

Redevelopment Plans

Redevelopment plans are intended to revitalize and rehabilitate opportunity areas. Redevelopment plans provide a means for government agencies to encourage private reinvestment in blighted areas through initial government assistance.

Development Agreements

Development agreements enable a town or city to enter into a binding contract with a developer and/or landowner in order to define for the Town the type, character, and quality of development and guarantee the developer that the necessary development permits will be issued regardless of changes in regulations that may occur in the future.

This ensures that a developer and/or landowner of a multi-phased project who has based project financing on conditions negotiated with the Town at a particular time would not be adversely affected by subsequent change in regulations that might otherwise effect the project. This, in turn, enables the Town to obtain additional contributions and benefits from the developer and/or landowner.

4.2.4 RELATED PLANS

4.2.4.1 AIRPORT SPECIFIC AREA PLAN

Refer to Section 4.3.2.1 in the Land Use Element for additional details about the ASAP, including land use classifications and associated land use map.

Ernest A. Love Airport is a major transportation and economic asset to the entire region. Owned and operated by the City of Prescott, it is a Non-Primary Public Use, Commercial Service Airport. It is located at the geographic center of

the cities, towns and unincorporated areas of the Central Yavapai Region, just north of the intersection of SR 89 with the realigned SR 89A/Pioneer Parkway. Love Field's three runways include its 150-foot-wide asphalted, primary runway of 7,616 feet in length, and navigational aids, state-of-the-art lighting and encompassing taxiways. Other onsite features are the airport control tower, FAA Automated Flight Service Station and all weather instrument approaches. The airport handled 350,000 flights annually in 1999 with a decline to around 242,000 annually by 2011. Love Field (Prescott Municipal Airport) contains numerous hangars and aircraft tie-down parking areas and approximately 20 aviation-related businesses including flight schools, aircraft maintenance and fueling, Civil Air Patrol, USFS Fire Center, and training facilities for Embry-Riddle Aeronautical University. The terminal building houses a restaurant, pilots shop, rental car businesses and a regional airline service provider. The City of Prescott is responsible for the future of the airport and relies on the cooperation of the regional partners within the sphere of influence of the airport to ensure the continued viability of this regional asset. To help guide and protect the viability of the Prescott Municipal Airport, the City of Prescott adopted the Airport Business Plan (1997), the Airport Specific Area Plan (2001), and recently adopted the 2009 Airport Master Plan. These plans have been adopted to address airport area land-use protection and to assure the continued economic vitality of the airport as is required by FAA regulations, standards and guidelines. It is imperative that the regional partners surrounding and within the sphere of influence of the Prescott Municipal Airport including but not limited to Prescott Valley coordinate and work closely with City of Prescott to pro-actively address airport land use, airport noise and other concerns, and to ensure that further residential or other incompatible land use infringement on the airport does not occur which would impede the development a regional airport to serve the regions needs.

4.2.4.2 PRESCOTT VALLEY TOWN CENTER PLAN

Refer to Section 4.3.2.2 in the Land Use Element for additional details about the Town Center Plan, including land use districts and a land use plan.

The Prescott Valley Town Center Plan is intended to guide the development of a downtown for Prescott Valley consistent with Land Use GOAL: *LU-A11*. Section 4.3.2.2 in the Land Use Element provides additional details about the Town Center Plan, including land use districts, described uses, and a land use plan.

4.2.4.3 Highway 69 (Old Town) Redevelopment Plan

The Old Town Redevelopment District is generally bounded by Florentine Road on the north, Robert Road on the east, Highway 69 on the south and Yavapai Road West on the west. Exhibit GA-1, *Development Projects – November 2010*, in the Growth Areas Element illustrates the Old Town Redevelopment project area, as does Exhibit LU-6: *Focus Revitalization Areas*, in this Element.

In March 2000, the final report for the Highway 69 (Old Town) Redevelopment project area was completed. The report addresses the Town's need to plan for future development and manage quality growth in commercial areas along the Highway 69 corridor. The intent of the plan is to work in harmony with the Town's existing codes and ordinances and to encourage even higher standards of planning, design refinement, and high quality development in the Old Town District. The goal is to revitalize the Old Town District with new economic development, enhance property values and reflect positively on the community as a whole. The plan defines the project area, describes existing infrastructure and applicable codes and ordinances, and includes chapters on planning design guidelines, recommendations and financing. The plan includes the following recommendations:

- ▶ Hire a district manager, set up a district headquarters office, and hold regular district board meetings;
- ▶ Hire an engineering firm and architect to draw up final engineering, architectural renderings, design plans, bid specifications, bid advertisements and bid packages;
- ▶ Prepare the final budget and secure final financing;
- ▶ Get zoning, permits, and other approvals for all proposed work;

- ▶ Advertise for bids, open bids, negotiate and award bids;
- ▶ Begin construction on all basic underground infrastructure improvements (water, irrigation, wastewater lines, cable, electric, gas and storm water);
- ▶ Construct, reconstruct or install parking, sidewalks, curbs, gutters, streetlights, signage, benches, public telephone, kiosks, etc;
- ▶ Landscaping and plantings;
- ▶ Public art and pocket park; and
- ▶ Marketing and promotion of the new district.

4.2.4.4 TRUWOOD REDEVELOPMENT PLAN

The Truwood Redevelopment area encompasses an area along the central portion of Highway 69, which is illustrated on Exhibit LU-6: *Focus Revitalization Areas*, in this Element. Associated documents that address the redevelopment area include the Truwood Development Master Plan, dated Fall 1999, and the Highway Enhancements for the Truwood/Highway 69 Intersection, dated August 2000.

4.2.4.5 PRESCOTT VALLEY PARKWAY REDEVELOPMENT PLAN

The Prescott Valley Parkway Redevelopment project was initiated by the Town of Prescott Valley in March of 2001 to address various needs within the Town's Central Business District. Following a series of studies and plans for the Highway 69 corridor, the Town desired a vision plan and implementation strategy that could address issues and design challenges along the entire Highway 69 corridor. Urban Design Studio was selected to conduct the analysis and develop the redevelopment plan. The project was made possible through a joint effort between the Town of Prescott Valley and the Greater Arizona Development Authority (GADA).

The Prescott Valley Parkway Redevelopment Plan provides the basis for future development and redevelopment along Highway 69. The report begins with a brief summary providing identification of project boundaries, background and analysis, local design challenges, and project goals and objectives. The remainder of the report focuses on recommendations and implementation strategies for Highway 69 Redevelopment. The plan provides a comprehensive vision for Highway 69 and the necessary elements for implementation, including incentives for private-public cooperation, phasing, and funding mechanisms.

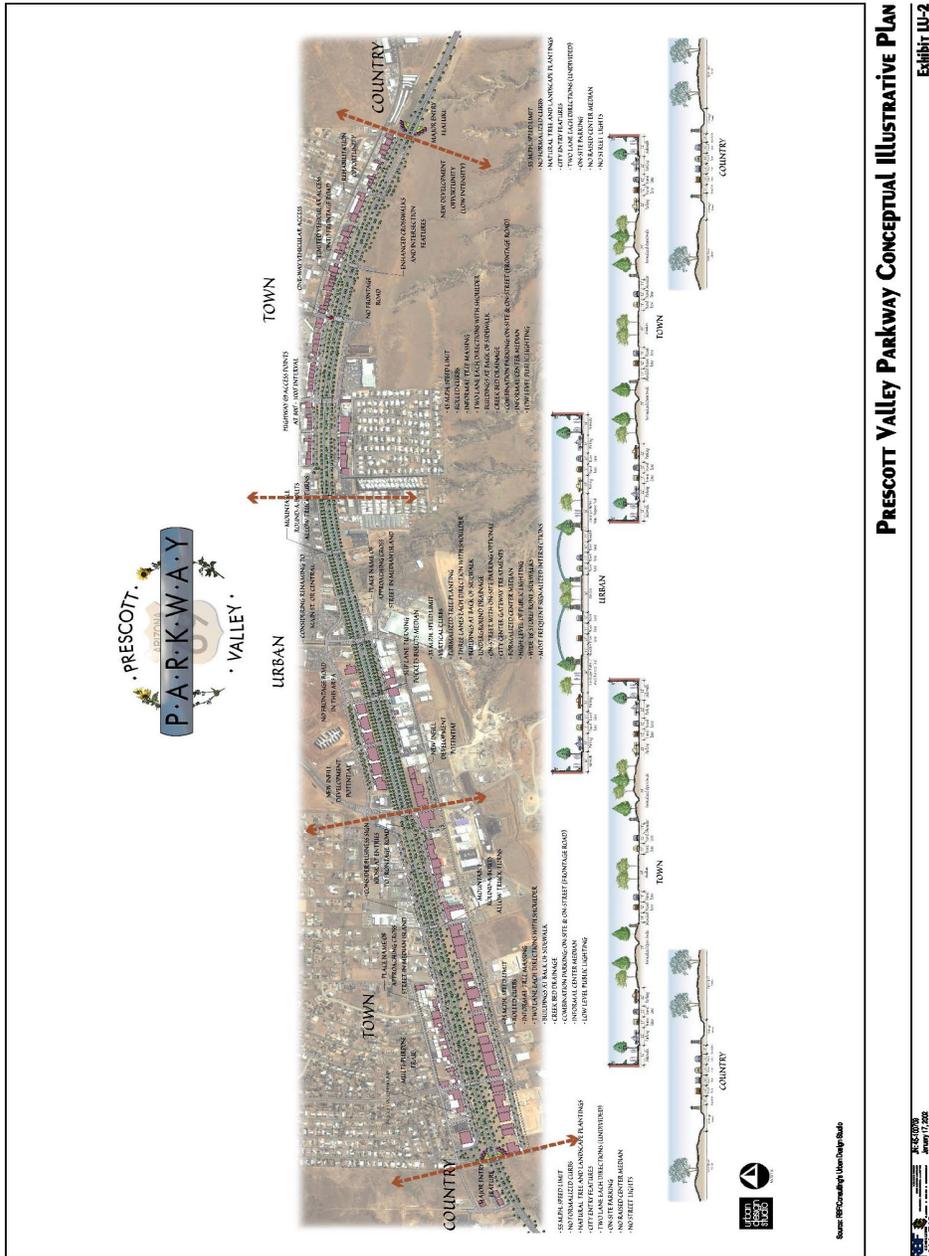
The plan is the culmination of public workshops, meetings with Town staff and the Prescott Valley Parkway Advisory Committee, business owner interviews, site surveys and professional analysis. The recommendations of the plan are shown on Exhibit LU-2, *Prescott Valley Parkway Conceptual Illustrative Plan*.

Recommendations and Implementation Steps are provided in the following sections.

The Transect Design Concept. The Transect Design Concept provides for a series of built environment redevelopment frameworks that correspond to land use intensities along Highway 69. Three sets of design themes and guidelines outline improvements organized into "Urban," "Town," and "Country" Transects.

Design Guidelines. This section graphically outlines in detail the set of design guidelines and characteristics that will guide improvements in architecture, elements of community character, building intensity and form, public space, and streetscape within each transect.

Town Code Amendments. This section describes the various future recommendations for zoning that will best accommodate the Prescott Valley Parkway Redevelopment Plan. Zoning districts, permitted uses, site development standards and signage regulations are reviewed.



Traffic Solutions. This section describes the design solutions and changes recommended to improve traffic safety, parking, access to businesses, and navigation of frontage road intersections.

Redevelopment Plan. The entire redevelopment plan is shown in this section with all traffic, design and redevelopment changes detailed.

Redevelopment Incentives. This section describes the various ways in which private and public entities can cooperate to achieve redevelopment. Redevelopment incentives are given to increase opportunities for overall improvements and individual property owner’s return on investment for building expansion, façade renewal and signage improvements.

Implementation Considerations. The implementation section outlines the recommended phasing of redevelopment construction and development projects, and provides a probable opinion of construction costs.

Funding Mechanisms. This section provides information on more than 100 funding sources that may provide technical or financial assistance in order to implement the Prescott Valley Parkway Redevelopment Plan.

4.2.4.6 ROBERT ROAD/LOOS DRIVE/SPOUSE DRIVE REDEVELOPMENT PLAN

General Plan 2020 GOAL GA-A1 was to “Encourage infill development and revitalization in Tier I”, and POLICY GA-A1.1 is to “Prepare and support redevelopment, revitalization, and specific plans for existing residential neighborhoods, redevelopment districts, and commercial corridors”. Section 4.3.3.5 of the *General Plan 2020* identified Robert Road, Spouse Drive and Loos Drive locations as areas “that may benefit from planning studies to provide guidance on appropriate land uses and that might stimulate new growth and revitalize existing commercial and residential properties”.

The Robert Road, Loos Drive and Spouse Drive Area Specific Redevelopment Plan was approved as Resolution No. 1361 on June 9, 2005 and the complete plan is made part of the General Plan by reference.

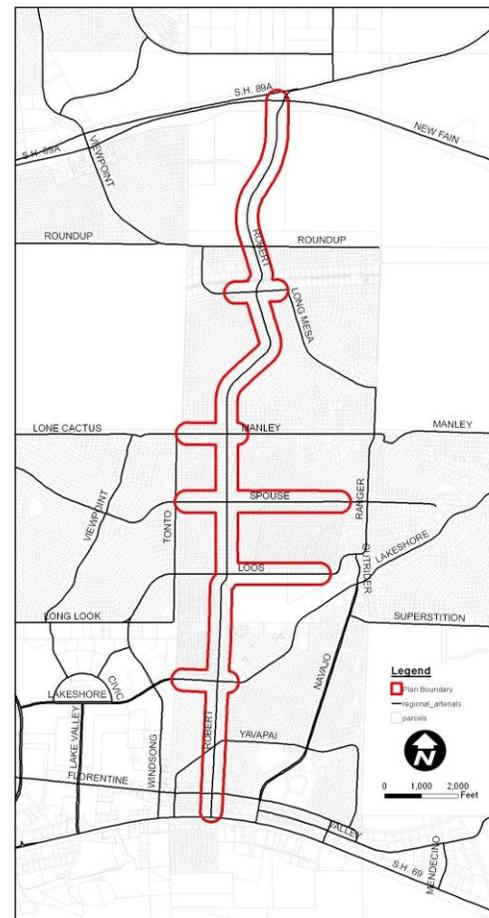
The “Corridor”, as referenced in this Plan, includes properties fronting on Robert Road between Highways 69 and 89-A, and portions of intersecting streets such as Spouse Drive and Loos Drive. The Plan’s map illustrates a primary study area of properties within 300 feet of arterial/collector roadways; which became the Area Specific Boundary. However, adjacent interior neighborhoods are considered as being within the Plan’s area of interest, affected by Corridor planning. Recommendations and Implementation Steps are defined in the following sections.

Goals, Issues and Priorities

Area Specific Plan Goals, Issues and Priorities address ways to inspire creative new development, methods for improving municipal systems, and economic factors that can add value to the Corridor neighborhoods and Town-wide.

Recommendations and Design Guidelines

The recommendations and guidelines may also be utilized in conjunction with a specific rezoning as directed by the SPECIFIC LAND USE POLICIES recommendations of Section V or as part of a larger Planned Area Development (PAD) overlay district.



Rezoning Criteria

As appearing in the Evaluation Matrix in Section V, rezoning criteria are recommended as a checklist for property owners in the Area who may wish to petition the Town for reclassification of their property. Zoning Districts compatible with the Plan boundaries are R1L, R1MH, R2, Rs and C1 when considered in conjunction with the entirety of the Plan.

Specific Plan Land Use Policies

This section provides direction to landowners regarding re-use, redevelopment or preservation of their properties. It stresses the importance of communication among Area Specific Plan stakeholders and the Town so that informed, intelligent land use decisions may be made. Because community revitalization programs, such as this, involve multiple ownerships -- in contrast to new, master planned communities or subdivisions where there is a single development entity -- special procedures are necessary to assure an open, balanced consideration of various interests.

Plan Implementation Strategy

Robert Road/Loos Drive/Spouse Drive Area Specific Plan policies serve as the core components of the Plan's Implementation Strategy and serve as a response to the Prescott Valley General Plan's designation of the Corridor as a Focus Revitalization Area. The Plan's directives are not compulsory, but it is hoped that they are perceived and utilized as ways to upgrade the Area.

4.2.4.7 ARIZONA PUBLIC SERVICE TRANSMISSION FACILITIES

Because of the rate of development and need for electricity in the tri-city area, Arizona Public Service (APS) has requested that the Prescott Valley *General Plan 2025* include maps describing future transmission lines and substation facilities and language to ensure ongoing communication with appropriate utility representatives to help ensure that newly sited and future electrical facilities (69kV and larger) are included in consideration of development proposals. (Refer to Exhibits; LU-3.1, and LU-3.2, APS Transmission Facilities). This recommendation was first approved as part of Major General Plan Amendment (GPA06-001).

4.2.4.8 WIRELESS TELECOMMUNICATIONS PLAN

In 1997, most of the government entities participating in the Central Yavapai County Regional Association of Governments formed a wireless telecommunications task force to develop a plan for siting wireless telecommunications facilities in response to the Telecommunications Act of 1996. The Task Force developed a Plan and model ordinance covering the placement of new wireless telecommunications sites in April 1998 covering that part of Yavapai County bounded on the east by Interstate 17 between State Route 69 and State Route 169, proceeding northwestward along State Route 69 and State Route 89 to Chino Valley, including the City of Prescott, the Towns of Prescott Valley and Chino Valley, the communities of Cordes Lakes, Mayer, Poland Junction, Humboldt, Dewey, the Prescott Country Club and adjacent unincorporated areas of Yavapai County. The plan was previously made part of the Town Code by approval of Ordinance No. 439.

4.3 Looking Toward 2025

4.3.1 THE PRESCOTT VALLEY IMAGE

Commitment to the Future

Prescott Valley is a community dedicated to its future. Although lacking a long history as an incorporated Town, Prescott Valley embraces a strong intangible image: Prescott Valley is a community of citizens committed to the building of a vital city.

This commitment has been demonstrated over the years by acquisition and development of 11 public parks; the building of seven public schools; the construction of the Civic Center, Library, Police headquarters; senior center and fire district stations; the adoption of the 1982 and 1994 General Plans; and the Prescott Valley *General Plan 2020*. Another important example of the community's image of commitment to the building of a vital city was the passage of a \$28 million sewer and street project in 1990, which was the largest such improvement district in Arizona's history.

The General Plan 2025 Vision Statement (refer to Chapter 2) goals are carried forward from the General Plan 2020 and are restated below to serve as reminder that image and vision were key factors in the development of the Land Use Plan for the *General Plan 2020* and also updated General Plan 2025.

- ▶ Develop and coordinate a growth guidance system which enhances the vitality of the growing community through continuous direction:
 - ▶ To assure adequate public safety services;
 - ▶ To provide street and infrastructure expansion;
 - ▶ To encourage a wide economic base to help pay for public services; and
 - ▶ To offer an extensive variety of goods and services within the Town to accommodate both service area residents and visitors.

- ▶ Develop a quality of life enhancement plan which retains and augments the assets of Prescott Valley:
 - ▶ To protect the clean air and retain the natural vistas;
 - ▶ To enhance diversity of the population mix;
 - ▶ To encourage a variety of employment and housing opportunities;
 - ▶ To expand cultural and recreational programs and places; and
 - ▶ To augment local health care facilities.

- ▶ Plan and develop a community focal point:
 - ▶ To establish a major civic and cultural center; and
 - ▶ To create a vital energy hub, with employment, entertainment, leisure activities and residential components.

- ▶ Design and develop graphic symbolism of the Prescott Valley image:
 - ▶ To create special and attractive gateways;
 - ▶ To create an attractive appearance along highway corridors; and
 - ▶ To unify retail areas and Town focal point streetscapes.

Commitment to the Environment

Linked with the intangible image of Prescott Valley as a growing, vital city is a very tangible image that stems from the Town's physical attributes. Prescott Valley is blessed with a natural environment richly endowed long vistas, mountain views, clean air, and wildlife. Herds of antelope graze on mesas and hillsides surrounding the community. Coyotes, rabbits, dove, quail, and roadrunners are common sights within the Town. The prominent features of Glassford Hill, the Agua Fria River and the majestic backdrop of the Mingus Mountains to the north and the Bradshaw Range to the south provide clear evidence that the natural environment is an integral part of the growing community.

The two images, one a progressive movement to urban vitality, and the other, a timeless connection to nature's bounty, combine to provide Prescott Valley with its unique quality of life. This uniqueness attracts people of varying ages, lifestyles and backgrounds.

4.3.2 LAND USE DESIGNATIONS IN RELATED PLANS

4.3.2.1 AIRPORT SPECIFIC AREA PLAN (ASAP)

The Airport Specific Plan Area (ASAP) encompasses areas of the western portion of the Town of Prescott Valley. Included within the ASAP boundaries are the following sections in Prescott Valley:

- ▶ Section 9 (T14N-R01W);
- ▶ Section 4 (T14N-R01W);
- ▶ A portion of Section 33 (T15N-R01W); and
- ▶ Section 28 (T15N-R01W).

The Airport Specific Area Plan includes land use classifications with their intended scale and type of use, which are described below, and illustrated on Exhibit LU-3, *Airport Specific Area Plan – Land Use Map*.

Ranching. This is a holding designation that includes grazing, agricultural activities, utility infrastructure, ranch houses and outbuildings, and other operations ancillary to ranching. This designation is intended to be revisited in the future when the property owners wish to quit ranching and consider development on their property. New land use designations will be determined based on adopted ASAP goals and objectives.

Low Density Residential. The maximum density range for this classification is 1- to 2-acre lots (0.5 to 1 du/1 ac). Clustering homes is permitted per a Planned Area Development (PAD). Civic uses such as schools and churches and home occupations may also be included. Golf courses and neighborhood parks may be permitted based on water allocation. No new residential development is permitted within the 1-mile wide swaths.

Medium Density Residential. The maximum density range is two to six dwelling units per acre (2 to 6 du/ac). Clustering homes is permitted per PAD. Civic uses such as schools and churches and home occupations may also be included. Golf courses and neighborhood parks may be permitted based on water allocation. Buildout of the Golf Links, Pinon Oaks, and Antelope Hills-area subdivisions are permitted inside and outside of the 1-mile wide swaths given the vested plats.

Mixed Use Villages. The maximum density range is 7 to 20 dwellings per acre (7 to 20 du/ac). Single-family attached and detached units, apartment buildings, and manufactured home parks are permitted. To achieve the desired neo-traditional synergy, permitted uses include high-density residential, civic, office, neighborhood-oriented

businesses, small parks, and generous pedestrian amenities. A golf course may be permitted based on water allocation. No new residential development is permitted within the 1-mile wide swaths.

Mixed Commercial/Employment. Retail, services, civic, hospitality, office, wholesaling/ warehousing, light manufacturing, aviation activities on airport, and screened storage. Other industrial uses may occur as permitted by the City of Prescott and Town of Prescott Valley Councils. Uses such as lodging, schools, and churches may not be permitted or desired within the airport's 65 LdN noise contour. No new residential uses are permitted within the 1-mile wide swaths; however, outside of the swaths residential development may be permitted at a maximum density of 1 dwelling unit per 5 acres.

Commercial. The intention of this land use classification is low intensity businesses where located near established neighborhoods. Permitted uses include retail, services, office, hospitality, and civic. Where this designation occurs in close proximity to established residential neighborhoods, permitted uses shall be limited to low intensity operations. Appropriate uses include office; non auto-related services, civic, lodges and Bed and Breakfast (B & B), mini-storage, and minor retail may be appropriate. Residential Office and Neighborhood-Oriented Business zoning districts should be considered. Buffering and screening between unlike uses will be required. No new residential uses are permitted within the 1-mile wide swaths; however, outside of the swaths residential development may be permitted at a maximum density of 1 dwelling unit per 5 acres.

Mixed Commercial/Recreation. Permitted uses for this land use classification include retail, non auto-related services, civic, and office. Recreation-related uses including resorts, hotels, motels, lodges, equestrian facilities, campgrounds, RV parks, miniature golf, fishing camps and swimming pools are highly encouraged. Golf courses and time-share casitas may be permitted subject to water allocations and short-term stay requirements of casita visitors. No new residential uses are permitted within the 1-mile wide swaths; however, outside of the swaths residential development may be permitted at a maximum density of 1 dwelling unit per 5 acres.

Mixed Commercial/Student Housing. University campus-related uses and activities, offices, and enclosed/screened storage are permitted, as are college dormitories inside and outside of the 1-mile wide swaths. Permitted commercial uses are retail, services, office, hospitality, and civic.

Natural Open Space. This land use classification encompasses open drainages, highly visible promontories, wildlife movement corridor/habitat, passive recreation (hiking trail, wildlife viewing), limited utility infrastructure and airport buffering. Sand and gravel extraction, as permitted, are allowed within the Granite Creek wash.

Recreational Open Space. This land use classification includes active parks/regional parks, ball fields, tennis courts, swimming pools, golf courses, parking lots, ramadas, concessions and storage buildings, zoos, trails, and trail heads. The following uses are designated within the aforementioned sections in Prescott Valley: Recreational Open Space, Medium Density Residential ranging from 2 to 6 dwelling units per acre and Mixed Use Villages ranging from 7 to 20 dwelling units per acre.

4.3.2.2 PRESCOTT VALLEY TOWN CENTER PLAN

In 2000 a Draft Prescott Valley Town Center Plan was developed for the Fain Signature Group to encompass what had previous been referred to "Section 14" which was primarily vacant at that time except for existing development along the State Route 69 corridor. The Plan, though never formally adopted by the Town, served as a development guide in conjunction with adoption of Rezoning Ordinances and Final Development Plan Resolutions. Land Use Standards were developed describing allowable uses. Those descriptions were incorporated into the Prescott Valley *General Plan 2020* and the *General Plan 2025* update. Development in the Town Center since that time includes: Phase 1 of the Entertainment Center with Harkins Theatre; expansion of the Fry's Shopping Center; the Glassford Hill Market Place with Kohl's and approved Walmart; Hampton Inn and Suites, and The Yavapai Regional Medical Center East Campus.

The Town Center Plan defines general plan use districts, which are described below, and illustrated on Exhibit LU-4, *Town Center Plan*.

Mixed-Use/High-Intensity Districts. The uses, intensities and physical form of these districts should foster an extremely vibrant and pedestrian-friendly environment. Small- to moderate-sized, street-oriented retail businesses, as well as office and residential uses, are encouraged here to create a traditional downtown *atmosphere* in the heart of Prescott Valley. To ensure a scale suited to pedestrians, individual retail tenants are limited to a ground-floor footprint of not more than 25,000 square feet (multiple stories may exceed 25,000 square feet). Individual retail tenants must limit any street-facing frontage (abutting a street) to 50 feet, or have entries every 50 feet with intervening display windows.

Retail, office and residential uses may occur in separate buildings or can be combined in one building. , *residential buildings* can contain a ground-floor office or shop to become a “live-work” unit. Minimum intensity requirements permit surface parking for development.

Mixed-Use/Low-Intensity Districts. Mixed-Use/Low-Intensity Districts give greater latitude to larger retail businesses, which require significantly larger land area for bigger building footprints and parking lots. With excellent regional access and visibility, the Mixed-Use/Low-Intensity District will permit a variety of retail tenants limited only by available parcel size, parking requirements and intensity limits. Office and residential uses are also permitted.

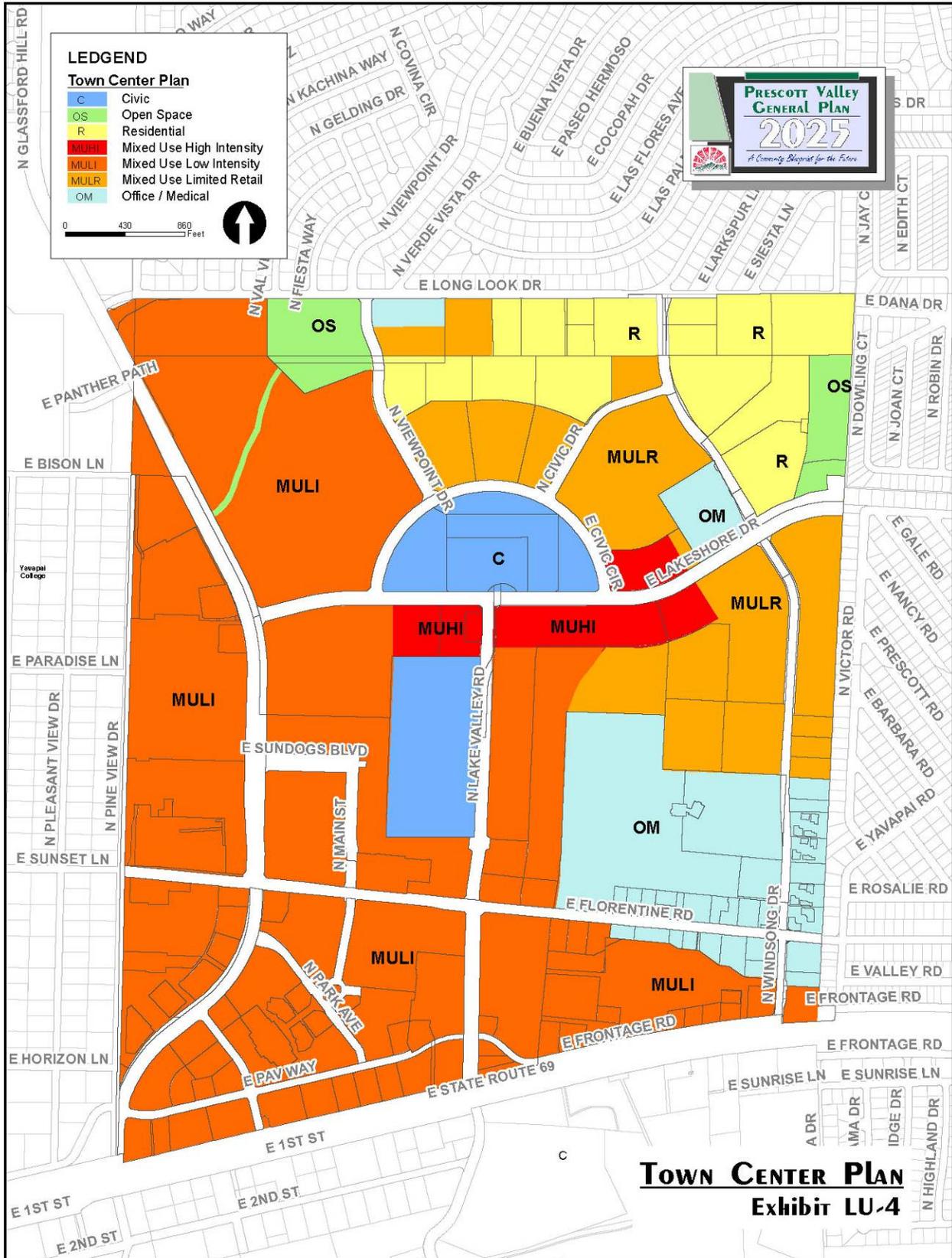
Mixed-Use/Limited-Retail Districts. Residential and employment uses are permitted in Mixed-Use/Limited-Retail Districts, along with a limited amount of convenience retail. Retail may not exceed more than ten *twenty-five (25%)* percent of the site area within these Districts. .

Office/Medical Districts. Health care facilities, including a hospital, laboratory facilities, and medical and dental offices, are expected to be the focal point for this area. *Retail* is also permitted here, but not exceeding more than ten *twenty-five percent (25%)* of the site area. *within these districts* Residential uses that may benefit from proximity to medical facilities are also permitted, such as elder care and assisted living facilities.

Residential Districts. Residential Districts provide *allow* for a wide range of for-sale and for-rent housing, with *which may include* a “small town” character of porch fronts and street-facing architecture. A wide range of housing types are permitted, including apartments, townhomes, duplexes, detached single-family and innovative cluster arrangements. The Residential Districts seek to place high-quality housing within walking distance of many destinations within the Town Center, thereby offering a convenient and community-oriented lifestyle, as well as reduced reliance on the car. *Larger setbacks, landscape buffers, reduced building heights* are *recommended* adjacent to Long Look Road to blend with residential development just to the north.

Civic District. The Civic District allows conference centers, performing arts centers, community centers, libraries, day care, government buildings and other public services. Many civic uses are already in place, including the Civic Center, which houses the Town’s administration functions, the Magistrate Court, Town library and the Police Department headquarters.

Development Intensity/Density. The core area of the Plan is located south of Lakeshore Drive, east of Glassford Hill Road, north of Pav Way and west of Windsong Drive . The core area can be developed with. up to a maximum height of 140 feet . The remaining area surrounding the core within the Town Center can be developed with up to a maximum height of 60 feet .



4.3.3 DESCRIPTION OF THE GENERAL PLAN 2025 LAND USE PLAN

The *General Plan 2025* Land Use Plan (Exhibit LU-5) presented at the end of this Element provides a vision for the Town's development through the year 2025. It depicts a community of approximately 67,938 residents, with new neighborhoods and employment centers that complement the existing mix of uses in Prescott Valley. The Town will be nearly two times its current size in land area.

As discussed in the Growth Areas Element, the Land Use Plan includes growth tiers. The strategy for Growth Tier I 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. 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. There is a sufficient amount of vacant or undeveloped land within Growth Tiers I and II to accommodate projected growth and to provide choices for the real estate market during the planning period.

Refer to the Economic Development Element for additional discussion regarding businesses and wages.

Diversifying and strengthening the local economy is a priority for the Town. Presently, the Town's economy provides local-serving amenities; the Town would like to create opportunities for more highly-skilled, higher wage jobs and broaden the type and range of services available. The designation of commercial and industrial lands on the Land Use Plan is intended to provide such opportunities, and to ensure that Prescott Valley becomes a center for regional employment.

As future development occurs and the Town develops master plans or specific area plan overlays, the Land Use Plan will be updated to reflect these changes. Future studies may address areas for resorts, master planned communities, employment centers, educational and health care campuses, and/or transportation corridors.

4.3.3.1 LAND USE PLAN

Land use designations (categories) indicate the type and nature of development that is allowed in a given location. While terms like "residential," "commercial" and "industrial" are generally understood, State General Plan law requires a clear and concise description of the land use categories that are depicted on Exhibit LU-5, *Land Use Plan*. Table LU-3, *General Plan Land Use Plan Designations and Acres*, highlights the number of acres by both Growth Tier and total acreage.

The Land Use Plan contains 16 land use categories as follows:

- ▶ Rural Residential;
- ▶ Estate Residential;
- ▶ Low Density Residential;
- ▶ Medium Density Residential;
- ▶ Medium-High Density Residential;
- ▶ Resort;
- ▶ Community Commercial;
- ▶ Regional Commercial;
- ▶ Mixed Use;

- ▶ Town Center
- ▶ Planned Area Development;
- ▶ Business Park;
- ▶ Industrial;
- ▶ Open Space;
- ▶ Public/Quasi-Public; and
- ▶ Undesignated.

Table LU-4, *General Plan/Zoning Relationship*, shows these designations along with their corresponding zoning districts.

4.3.3.2 LAND USE INTENSITY/DENSITY

State General Plan law requires that the Land Use Element define building intensities/ densities. A number of terms are utilized to define the land use designations described in this Element. The term “intensity” refers to the degree of development based on building characteristics such as height, bulk floor area ratio, and percentage of lot coverage. Intensity is most often used to describe non-residential development levels.

For most non-residential land use categories (commercial, industrial, and public), the measure of intensity known as “floor area ratio” (FAR) provides the most convenient method of describing levels of development. The floor area ratio is the relationship of total gross floor area of all buildings on a lot in square feet to the total land area of the lot in square feet expressed as a ratio. For example, a 21,780 square foot building on a 43,560 square foot lot (one acre) yields a FAR of 0.50:1. The FAR describes use intensity on a lot, but not the actual building height, bulk, or lot coverage.

**Table LU-3
General Plan Land Use Designations and Acres**

Land Use Designation	Growth Tier I (Acres)	Growth Tier II (Acres)	Growth Tier III (Acres)	Total Acres
Estate Residential	0.00	2,111.79	0.00	2,111.79
Low Density Residential	8,197.81	1,622.53	0.00	9,820.34
Medium Density Residential	2,685.16	0.00	0.00	2,685.16
Medium/High Density Residential	628.36	0.00	0.00	628.36
Village PAD A-I	1,939.84	0.00	0.00	1,939.84
Village PAD B-I	628.79	0.00	0.00	628.79
Village PAD C-I	599.98	0.00	0.00	599.98
Village PAD D-II	1,254.91	0.00	0.00	1,254.91
Village PAD E-II	0.00	531.29	0.00	531.29
Village PAD F-II	0.00	2,182.93	0.00	2,182.93
PAD 1-I and 1-II	880.33	126.87	0.00	1,007.20
PAD 2-I and 2-II	675.60	639.44	0.00	1,315.03
PAD 3-I	1,654.91	0.00	0.00	1,654.91
PAD 4-I	1,572.22	0.00	0.00	1,572.22
PAD 5-II	0.00	3,536.56	0.00	3,536
PAD 6-II	0.00	2,547.31	0.00	2,547.31
PAD 7-II	0.00	1,760.11	0.00	1,760.11
Mixed Use	428.29	0.00	0.00	428.29
Town Center	467.05	0.00	0.00	467.05
Community Commercial	832.06	22.80	0.00	854.86
Regional Commercial	130.02	28.00	0.00	158.02
Business Park	381.00.	0.00	0.00	381.00
Industrial	321.30	0.00	0.00	321.30
Public/Quasi-Public	607.00.	95.21	0.00	702.19
Open Space	1,639.86	0.00	0.00	1,639.86
Undesignated	0.00	0.00	14,247.73	14,247.73
Total	24,536.49	13,093.05	14,247.73	52,864.68

**Table LU-4
General Plan Consistency with Zoning**

General Plan 2020 Land Use Designations	Zoning Districts														
	R1L	R1M	R1MH	R2	RCU	RS	C1	C2	C3	PM	M1	M2	PAD	PL	AG
Rural Residential	■														
Estate Residential	■														
Low Density Residential	■					■									
Medium Density Residential		■													
Medium-High Density Residential		■		■											
Resort	■					■	■								
Community Commercial						■	■	■							
Regional Commercial								■	■						
Mixed Use				■		■	■	■	■					■	
Town Center	■	■		■		■	■	■	■					■	
Planned Area Development													■		
Business Park							■	■	■	■	■				
Industrial										■					
Open Space														■	■
Public/Quasi-Public														■	
Undesignated															

The term “density,” in a land use context, is a measure of the population or residential development capacity of the land. Density is described in terms of dwelling units per gross acre (du/ac); thus, the density of a residential development of 100 dwelling units occupying 20 acres of land is 5.0 du/acre. A dwelling unit is a building or a portion of a building used for human habitation and may vary considerably in size (square footage) from small apartments at 400-500 square feet to large single-family homes exceeding 5,000 square feet.

**Gross* acreage includes streets, easements, utilities and flood control ditches, and other areas that are publicly owned or owned in common. *Net* acreage excludes these areas and refers only to the area contained with individual parcel boundaries.*

4.3.3.3 LAND USE DESIGNATIONS

Descriptions of each of the land use categories depicted on the Land Use Plan are provided below to delineate the types of uses allowed and their corresponding intensities or densities. The land use designations should be referenced when interpreting the Land Use Plan.

Designation of an area with a particular classification does not entitle a property owner to develop at the top end of the stated density or intensity range. These use descriptions, types, and limitations are more specifically defined within the Town's Zoning Ordinance. Site-and neighborhood-specific conditions, as well as services, transportation capacity, site constraints and other factors come into play when determining maximum density.

Rural Residential

Rural Residential: Five-acre minimum with one dwelling unit per lot (1 du/5+ ac minimum).

The Rural Residential (RR) designation is intended to provide for the development of very low density housing in areas that retain the rural character of a given location and/or respect the environmental constraints. The typical lot size for the RR designation is a five-acre minimum with one dwelling unit per lot (1 du/5+ ac minimum). Building envelopes are encouraged to minimize disturbance to the environment. This designation is also consistent with large lot residences that keep horses or other animals.

Zoning districts compatible with the Rural Residential (RR) designation include: R1L.

Estate Residential

Estate Residential: 1 du/ac minimum to 1 du/4.99 ac maximum.

The Estate Residential (ER) designation is intended to provide for the development of single-family detached homes on large lots with a rural character of development. The density range for the ER designation is a minimum of one dwelling unit per one acre to a maximum of one dwelling unit per 4.99 acres (1 du/1ac minimum to 1 du/4.99 ac maximum), which ensures sufficient open space and creates an open environment. Building envelopes are encouraged to minimize disturbance to the environment and to neighboring parcels. This designation is also consistent with large lot residences that keep horses or other animals.

Zoning districts compatible with the Estate Residential (ER) designation include: R1L.

Low Density Residential

Low Density Residential: 1.1 – 4 du/ac.

The Low Density Residential (LDR) designation is intended to provide for the development of single-family detached homes on moderate- to large-sized lots. Densities in the LDR designation range from 1.1 to 4.0 dwelling units per acre (1.1 – 4 du/ac) with detached units each on their own parcel. Non-residential uses that complement and serve the surrounding residential neighborhood typically include schools, parks, churches, libraries and public facilities.

Zoning districts compatible with the Low Density Residential (LDR) designation include: R1L and RS.

Medium Density Residential

Medium Density Residential: 4.1 – 8 du/ac.

The Medium Density Residential (MDR) designation is intended to provide for the development of single-family detached homes with an increase in density, while maintaining a detached single-family residential character. Densities in the MDR designation range from 4.1 to 8.0 dwelling units per acre (4.1 – 8 du/ac), which would

accommodate detached single-family residences, attached single-family residences, townhomes, and mobile homes. These areas should be located within close proximity to schools, parks, shopping and employment. Non-residential uses that complement and serve MDR neighborhoods and surrounding residential communities and that are allowed within MDR-designated areas typically include schools, parks, churches, libraries and public facilities.

Zoning districts compatible with the MDR designation include: R1M.

Medium-High Density Residential

Medium- High Density Residential: 8.1 – 15 du/ac.

The Medium-High Density Residential (MHDR) designation is intended to provide for the development of multi-family residential uses. Densities in the MHDR designation range from 8.1 to 15 dwelling units per acre (8.1 – 15 du/ac), which would accommodate attached single-family homes, apartments, townhomes, and condominiums close to employment and service areas, and to buffer low density residential areas.

Zoning districts compatible with the MHDR designation include: R1M and R2.

Resort

The Resort (R) designation is intended to provide for the development of visitor accommodations in areas with exceptional scenic quality that provide sites for a destination hotel, casitas or timeshare residential housing, golf/tennis, recreational and/or shopping opportunities, and/or hiking/equestrian trails. Densities for resort facilities range from 7 to 25 units per acre, allowing for resort complexes with increasing amenities proportional with the intensity of use. Amenities with an emphasis on pedestrian environments are preferred. Design options should provide flexibility in the placement of buildings and more reasonable and practical use of open space.

A limited level of ancillary retail or recreational uses may be considered by the Town. The Town will critically evaluate proposed resorts for their sensitive and visual integration into the natural environment. A native plant preservation plan, grading master plan and specific design guidelines shall be required for project consideration by the Town. Preparation of a specific land use and transportation plan shall be required for the entire project.

The density accompanying a proposed resort is subject to the underlying land use designation. Proposals requesting to exceed the underlying density may be considered by the Town should the project exhibit superior quality, design and demonstration of compatibility with the surrounding character and infrastructure requirements.

All resort proposals shall demonstrate the following:

- ▶ The proposal is compatible with the scale and character of surrounding land uses;
- ▶ The proposal will not result in excessive traffic volumes on the surrounding circulation system;
- ▶ The proposal provides for adequate infrastructure needs; and
- ▶ The proposal adequate includes measures to protect the natural and scenic qualities of the area.

Zoning districts compatible with the R designation include: R1L, RS and C1. Although this land use classification exist in the Plan it has not yet been adopted as part of the Land Use Plan (Exhibit LU-5).

Community Commercial

The Community Commercial (CC) designation is intended to allow for both neighborhood and community serving commercial uses. Neighborhood serving commercial uses generally include smaller-scale business activities that provide retail or convenience services for the local residents in the surrounding neighborhood. Typical uses include traditional small-scale food markets, drug stores, clothing stores, sporting goods, offices, hardware stores, child care

centers, other retail and personal service uses, and community facilities. Community serving commercial uses generally include retail, professional office, and service-oriented business activities that serve the entire community. Community commercial areas typically include: neighborhood commercial uses, as well as larger retail uses including supermarkets, department stores, theaters, restaurants, professional and medical offices, and specialty retail stores. Institutional uses such as churches and schools are also appropriate if they are compatible with surrounding land uses.

Floor Area Ratio, or FAR, is the gross floor area of structures on site divided by the net land area of that site.

Sites with the CC designation need to be sensitive to the surrounding land uses when establishing their development intensity. Floor area ratios (FAR) range from 0.25 for high trip generating land uses to 1.0 for low trip generating land uses; a mix of one- to three-story buildings is appropriate for the sites. This land use designation is typically located along arterials due to the potential amount of traffic generated.

Zoning districts compatible with the CC designation include: C1, C2, and RS.

Regional Commercial

The Regional Commercial (RC) designation is intended to apply to large retail shopping areas that serve a regional market area. The intended uses within this designation include major department stores, specialty retail outlets, restaurants, offices, hotel and other complementary uses. Auto sales are allowed within specific zoning designations.

Development in this designation generates high volumes of traffic because of the regional draw and location near highways, major arterials and away from residential uses. Floor area ratios up to 1.0 are allowed. Buildings can be a mix of one- to three-story buildings.

Zoning districts compatible with the RC designation include: C2 and C3.

Mixed Use

The Mixed Use (MU) designation is intended to provide for an integrated variation of uses that may include residential, service, neighborhood and community commercial, open space, general office, entertainment and cultural functions with a compatible relationship. Mixed use projects shall be designed to provide maximum compatibility with surrounding land uses.

Residential densities in this designation range from a minimum of 10 dwelling units per acre (10 du/ac) to a maximum of 30 dwelling units per acre (30 du/ac). Floor area ratios range from 0.25 to 1.50, depending upon the location and use. Developments within this designation can range from low-rise buildings of one or two stories to mid-rise buildings up to three stories. This category would allow any or all of the uses mentioned above within an area so categorized, subject to further review and determination in more specific plans, which would consider General Plan goals and policies, existing zoning and uses, and site considerations.

Zoning districts compatible with the Commercial/Mixed Use designation include: R2, RS, C1, C2, C3 and PL.

Town Center

Refer to Section 4.3.2.2 for additional details of the land use districts within the Town Center Plan.

The Town Center (TC) designation is intended to apply to the area master planned in Section 14. The Town Center includes a mix of land uses and densities in the following land use districts: Mixed Use/High Intensity District, Mixed Use/Low Intensity District, Mixed Use/Limited-Retail District, Office/Medical District, Residential District and Civic

District. Refer to Exhibit LU-4 and Prescott Valley Town Center Plan, 4.3.2.2 for more detailed descriptions of permitted and special uses, as well as descriptions of each of the land use districts.

Zoning districts compatible with the TC designation include: R1L, R1M, R2, RS, C1, C2, C3 and PL.

Planned Area Development or Village Planned Area Development

Section 4.3.3.4 provides a detailed description of each PAD and Village PAD shown on the Land Use Plan (Exhibit LU-6).

The Planned Area Development (PAD) or Village PAD designation is intended to promote a unified development, consisting at a minimum of a map and adopted ordinance setting forth the regulations governing and the location and phasing of all proposed uses and improvements to be included in the development. A PAD can be developed for residential, commercial, industrial or a mix of these types of uses.

The PAD is intended to:

- ▶ Ensure orderly and thorough planning and review procedures that will result in high quality urban design and to encourage a variety in architectural design techniques including, but not limited to, variations in building style, lot arrangements and site planning.
- ▶ Establish procedures that would reduce inequities occurring when strict application of zoning regulations pertaining primarily to small lots are applied to large lots.
- ▶ Permit flexibility in design so that developments would produce maximum choice in the types of environments, living units, and commercial installations and facilities available to the public, and produce an efficient, aesthetic and desirable use of open space.
- ▶ Produce an environment of stable character in harmony with the surrounding areas and developments.

Zoning districts compatible with the PAD or Village PAD designations include zoning districts compatible with designated land uses.

Business Park

The Business Park (BP) designation is intended to provide locations where major employment centers and uses may take place in an attractive environment. The BP designation would allow for a variety of uses, including professional offices, research and development, science, engineering, wholesale and storage warehouses, utility centers, the manufacturing, processing, repairing and packaging of goods, and ancillary eating and retail establishments. Adherence to landscape standards, setbacks, and adequate transition of intense uses ensures compatibility with adjacent properties and enhances the visual quality of the community.

Development in the BP designation should be contained on large, multiple parcel areas that should retain a similar look and feel between them. Floor area ratios for development are limited to a maximum of 1.0, though increases are available for situations where there is a special need. A mix of one- to three-story buildings is appropriate. Because of the truck traffic generated by the uses, the Business Park designation is located along major arterials and highways.

Zoning districts compatible with the Business Park (BP) designation include: C1, C2, C3, PM and M1.

Industrial

The Industrial (I) designation is intended to provide for a variety of small-, medium- and large-sized industrial and compatible office and support commercial uses that may be more intensive than those developed under the BP designation. Uses include manufacturing, processing, research, science, engineering, wholesale trade and institutional uses. Development in this designation is intended to minimize conflicts between the industrial uses in this designation and adjacent land uses, especially residential, parks and open space, and institutional designations.

Development in the I designation should be contained on large parcels. Floor area ratios for development are limited to a maximum of 1.0, though increases are available for situations where there is a special need. A mix of one- to three-story buildings is appropriate. Because of the truck traffic generated by these uses, the Industrial designation is located on major arterials and highways.

Zoning districts compatible with the I designation include: M1 and PM.

Open Space

Refer to the Recreation and Open Space Element for additional discussion regarding natural and recreation open space.

The Open Space (OS) designation is intended to provide for land within the Town that meets the passive and active recreational needs of the citizens and that promotes and preserves the health and general welfare of those people. Parks and open space, and the activities they offer, help to maintain the quality of life in the Town. Park and open space areas provide amenities for the community for individual and group activities.

The OS designation includes both public and private areas of permanent open space for uses such as parks, golf courses, recreational facilities, natural open space, recreation trails, greenbelts, lakes, utility easements, and developable portions of floodplains along waterways. This designation is intended to include: lands acquired by easement, fee and other methods sanctioned by state and federal law for parkland, for the preservation of biological and cultural resources, and for protecting public safety from flood or other hazards. Only accessory buildings or those structures related to parks and recreation facilities are intended for open space lands.

The Growing Smarter Plus legislation guarantees a development right of one dwelling unit per one acre for lands designated as open space, which provides an allowable alternative land use on these lands.

Zoning districts compatible with the OS designation include: PL and AG.

Public/Quasi-Public

The Public and Quasi-Public (P/Q-P) designation provides areas for a wide variety of services for the public. Services provided in this designation promote a high quality of life, protect the safety of the citizens, and serve as focal points to join the entire Town together. Civic and governmental uses are intended for this designation, which typically include town offices and facilities, libraries, schools, post offices, and fire and police stations. Hospital and medical centers may also be appropriate. Sites are located throughout the Town.

Depending on the use for the site, buildings or other permanent structures may or may not be present.

Zoning districts compatible with the P/Q-P designation include: PL.

Undesignated

The Undesignated (UN) designation is applied to lands that are not anticipated to be developed during the planning horizon of the *General Plan 2020*. In addition, this designation has been applied to those portions of the community

because of their size, location and special development opportunities require a coordinated, comprehensive planning approach at a later date.

4.3.3.4 PLANNED AREA DEVELOPMENT DESCRIPTIONS AND RATIONALE

Following is a description of each Planned Area Development (PAD) or Village PAD, the main land uses envisioned for each, the anticipated development character and an explanation (rationale) for the land uses. Each PAD and Village PAD has been numbered. The numbering also indicates which growth tier the PAD or Village PAD is located within. Open space assumptions include land that may be undevelopable due to topography or other environmental conditions.

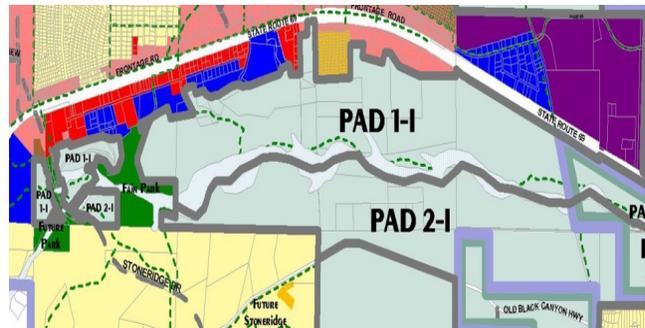
Growth Tier I

The following PADs or Village PADs are included in Growth Tier I: PAD 1-I, PAD 2-1, PAD 3-I, PAD 4-1, Village PAD A-I, Village PAD B-I, Village PAD C-I, and Village PAD D-I.

► PAD 1-I

Size: Approximately 880 acres.

Location: South of the Highway 69 Corridor and the existing Valley Tech Center, north of Lynx Creek, between Victorian Estates and Fain Park, and east of Fain Park (portions of Sections 22, 23, 24, and 19).



Character: Offers diverse employment and housing opportunities for people working or living in the vicinity of the Highway 69 Corridor.

Land Uses: Commercial, industrial, medium-high density residential and open space.

Rationale:

- ▶ Excellent road and pedestrian access to existing Highway 69 businesses and services, and the future Town Center area.
- ▶ Provides opportunities for diverse employment and housing.
- ▶ Proximity to job opportunities along Highway 69 and the future Town Center.
- ▶ Should be consistent with Highway 69 Corridor character.
- ▶ Medium-high density residential serves as a buffer between existing industrial and commercial uses to the north and the future Stoneridge residential and proposed Village PAD A-I to the south.

► **PAD 2-I**

Refer to the illustration on the previous page under PAD 1-I.

Size: Approximately 675 acres.

Location: Area that is south of Highway 69 and south of Lynx Creek, and north and west of the existing Prescott County Club (portions of Sections 23, 24, 19, 20, 28, 29, 30 and 25).

Character: Low density residential development that maintains the rural character at Town's edge, serves as a transition to the more urban land uses, preserves open views to the south and provides an open space linkage opportunity to Fain Park via Lynx Creek.

Land Uses: Low density, medium density residential, and open space. Property owners would have the right to transfer densities not to exceed four units per acre for low density residential to the extent of any land in the PAD that is non-buildable due to topography or other natural development limitations (e.g., floodplain, natural washes, etc.).

Rationale:

- ▶ Low and medium density residential uses are compatible with adjacent existing and proposed residential densities.
- ▶ A mix of residential densities, with density transfers as appropriate, can be developed within existing topographical conditions.
- ▶ Should be consistent with Highway 69 Corridor character.
- ▶ Preserves open character and views to the Bradshaw Mountains, while allowing a mix of housing development.

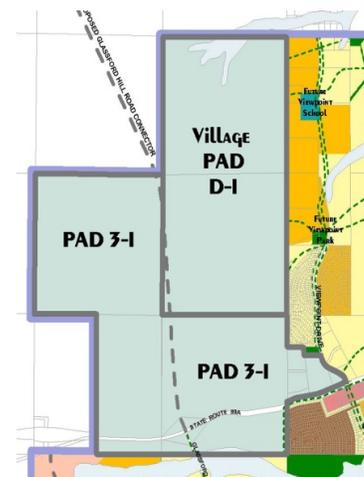
► **PAD 3-I**

Size: Approximately 1,655 acres.

Location: Northwest area of Town, north of Highway 89A (Section 34, a portion of Section 35 and Section 33, and Section 28).

Character: Regional commercial and employment center, including offices and business park, to serve the nearby neighborhoods and surrounding communities.

Land Uses: Commercial/Mixed Use: regional, community, and neighborhood commercial, offices, public/civic, industrial; business park; low density residential; medium density residential; medium-high density residential; and open space.



Rationale:

- ▶ Key intersection, where Highway 89A meets existing Glassford Hill Road and proposed Glassford Hill Road Connector (north of Highway 89A).

- ▶ Convenient proximity to the Prescott Airport is a plus for commercial and industrial businesses locating in this PAD.
- ▶ Good highway frontage for commercial and office sites.
- ▶ Central location with proximity to Viewpoint and Pronghorn Ranch residential areas (low and medium densities) to the east; and proposed Village PAD D-I to the north.
- ▶ Residential density compatibility with adjacent existing and approved residential densities.
- ▶ Floodplain in southern portion of the PAD offers open space opportunities and a buffer to surrounding approved and proposed residential development.

▶ **PAD 4-I**

Size: Approximately 1,575 acres.

Location: Area south of Highway 89 near the Fairgrounds/Racetrack (Sections 31 and 32 and portions of Sections 29 and 30).

Character: A mixed use area that includes support services for the Fairground/ Racetrack, rural related businesses/services, and provides diverse housing opportunities for area workers.

Land Uses: Mix of Fairgrounds/Racetrack support uses, business park and offices, hotels and support uses, resorts, regional commercial, community commercial, open space, and medium to medium-high density residential.

Rationale:

- ▶ Excellent road access from Highway 89A, future Fain Road re-alignment, and proposed Santa Fe Loop.
- ▶ Proximity to Fairgrounds/Racetrack offers opportunities for support uses, such as hotels and eating establishments, and serves as a buffer between the Fairgrounds and the proposed Village PAD C-I and Village PAD F-II.
- ▶ Proximity to proposed Village PAD C-I and Village PAD F-II offer good live/work linkages to help reduce commute traffic.
- ▶ Mix of uses allows compatibility with adjacent land uses and provides maximum convenience for proposed PAD 6-II's workers.
- ▶ Offers opportunities to use the Coyote Wash floodplain to add a connecting trail to the proposed trail along the Agua Fria River.



► **Village PAD A-I**

Size: Approximately 1,940 acres.

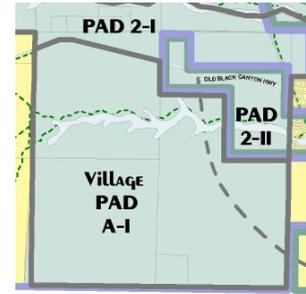
Location: Sections 25, 31 and 36, immediately east of future Stoneridge residential development.

Character: A walkable community of diverse housing stock with neighborhood centers, public gathering spaces, schools, community facilities, and convenience shopping/services that are interconnected and linked by a balanced pedestrian/bike trail and auto circulation system.

Land Uses: Community core of pedestrian-oriented mixed uses (neighborhood commercial, schools, public facilities and community services, open space, recreation, and residential) surrounded by various residential densities.

Rationale:

- ▶ Adjacent to compatible future Stoneridge development to the west.
- ▶ Proximity to proposed Prescott Country Club bypass and existing Old Black Canyon Highway.
- ▶ Proposed trail through Clipper Wash floodplain offers open space linkage opportunities.



► **Village PAD B-I**

Size: Approximately 630 acres.

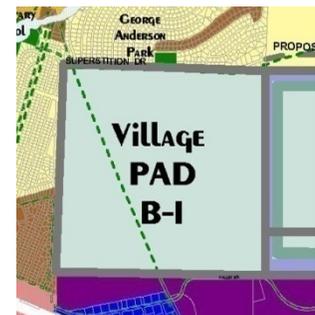
Location: Section 18 (a State Lands section) on the southeast side of Town just north of the existing Big Sky Business Park.

Character: A walkable community of diverse housing stock with neighborhood centers, public gathering spaces, schools, community facilities, and convenience shopping/services that are interconnected and linked by a balanced pedestrian/bike trail and auto circulation system.

Land Uses: Community core of pedestrian-oriented mixed uses (neighborhood commercial, schools, public facilities and community services, open space, recreation, and residential) surrounded by various residential densities.

Rationale:

- ▶ Serves as a logical extension of the existing residential development in adjacent Sections 7 and 13.
- ▶ Proximity to existing Highway 69 businesses and the future Town Center.
- ▶ Proximity to proposed Business Park on Highway 69 offers live/work linkage opportunities.



- ▶ Higher density housing is recommended to be located where adjacent to similar existing densities.
- ▶ Adequate buffering, such as open space and/or recreation use, should be provided between the proposed Business Park to the south and residential uses in this PAD.

▶ **Village PAD C-I**

Size: Approximately 600 acres.

Location: Northeast corner of the Town within the existing Town limits (Section 6).

Character: A walkable community of diverse housing stock with neighborhood centers, public gathering spaces, schools, community facilities, and convenience shopping/services that are interconnected and linked by a balanced pedestrian/bike trail and auto circulation system.



Land Uses: Community core of pedestrian-oriented mixed uses (neighborhood commercial, schools, public facilities and community services, open space, recreation, and residential) surrounded by various residential densities.

Rationale:

- ▶ Serves as a logical extension of the existing residential development in adjacent Sections 1 and 7.
- ▶ Nearby access to Lakeshore Drive which connects to Fain Road, and the proposed Santa Fe Loop, which will also connect to Fain Road.
- ▶ Floodplain offers open space opportunities.
- ▶ Provides for a mix of housing in proximity to proposed PAD 4-I, which offers shopping and employment opportunities.

▶ **Village PAD D-I**

Size: Approximately 1,250 acres.

Location: Northwest area of town, Sections 22 and 27, west of Viewpoint.

Character: A walkable community of diverse housing stock with neighborhood centers, public gathering spaces, schools, community facilities, and convenience shopping/services that are interconnected and linked by a balanced pedestrian/bike trail and auto circulation system. This Village



PAD supports the Employment Center (PAD 3-I) and provides housing options for people who want to live and/or work in the northwest area.

Land Uses: Community core of pedestrian-oriented mixed uses (neighborhood commercial, schools, public facilities and community services, open space, recreation, and residential) surrounded by various residential densities.

Rationale:

- ▶ Serves as compatible infill land use between the developed and future Viewpoint residential area on the east (Sections 23 and 26) and the approved future low and medium density residential to the west (Section 28).
- ▶ Excellent road access to proposed Glassford Hill Road connector.
- ▶ Proximity to proposed regional commercial/employment/ industrial center (PAD 3-I) offers a live/work linkage to shopping and employment opportunities.

Growth Tier II

The following PADs or Village PADs are included in Growth Tier II: PAD 1-II, PAD 2-II, PAD 5-II, PAD 6-II, PAD 7-II, Village PAD E-II, and Village PAD F-II.

▶ PAD 1-II

Size: Approximately 125 acres.

Location: Area that is south of the Highway 69 Corridor across from the Big Sky Business Park, and north of Lynx Creek (portions of Sections 19 and 20).



Character: Offers diverse employment and housing opportunities for people working or living in the vicinity of the Highway 69 Corridor.

Land Uses: Commercial, industrial, medium-high residential and open space.

Rationale:

- ▶ Extension of PAD 1-I in Growth Tier I.
- ▶ Provides opportunities for diverse employment and housing stock.
- ▶ Proximity to job opportunities along Highway 69.
- ▶ Should be consistent with Highway 69 Corridor character.

► **PAD 2-II**

Size: Approximately 640 acres.

Location: Area to the south of Highway 69 and northeast of the existing County Club residential (portions of Sections 19, 20 and 29).

Character: Low density residential development that maintains the rural character at Town's edge, serves as a transition to the more urban land uses, preserves open views to the south and provides an open space linkage opportunity to Fain Park via Lynx Creek.



Land Uses: Low density, medium density residential, and open space. Property owners would have the right to transfer densities not to exceed four units per acre for low density residential to the extent of any land in the PAD that is non-buildable due to topography or other natural development limitations (e.g., floodplain, natural washes, etc.).

Rationale:

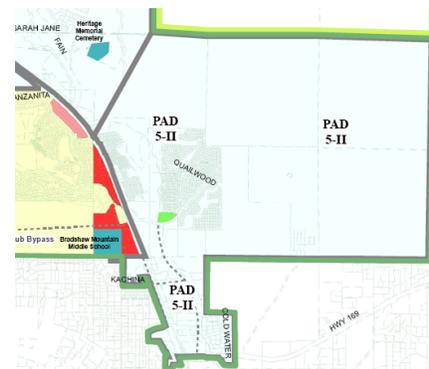
- ▶ Low and medium density residential uses are compatible with adjacent existing and proposed residential densities.
- ▶ Extension of PAD 2-I in Growth Tier I.
- ▶ A mix of residential densities, with density transfers as appropriate, can be developed within existing topographical conditions.
- ▶ Should be consistent with Highway 69 Corridor character.
- ▶ Preserves open character and views to the Bradshaw Mountains, while allowing a mix of housing development.

► **PAD 5-II**

Size: Approximately 1,700 acres.

Location: Portions of Sections 25, 26, 27, 34, 35 and 36 T.14 N., R.1 E., and Section 3, T.13 N., R 1 E. situated along the Highway 69 Corridor.

Character: Offers diverse housing, commercial, office and employment opportunities for people working or living in the vicinity of the Highway 69 Corridor and to serve the neighborhoods and surrounding communities.



Land Uses: Low density residential, Medium density residential, medium-high density residential, regional, community and neighborhood commercial, and open space.

Rationale: Proximity to Highways 69 and 169 provide excellent commercial and living opportunities and, to provide services the neighborhoods and surrounding communities. Development of Wastewater Collection and Municipal Water System facilitate future development .

► **PAD 6-II**

Size: Approximately 2,550 acres.

Location: Area east and west of existing Fain Road (Section 9 and portions of Sections 16 and 21 east of future re-aligned Fain Road, and Section 18 and a portion of Section 19 west of future re-aligned Fain Road).

Character: An open relatively flat area on Town's urban/rural edge that offers locations to large industrial or institutional users.

Land Uses: Mix of business park, industrial, medium density residential; medium-high density residential; and open space.



Rationale:

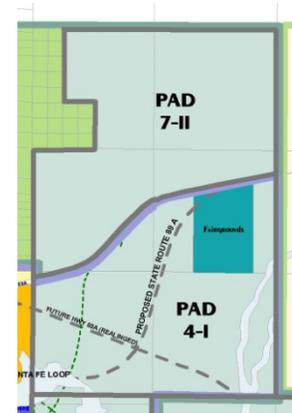
- ▶ Keeps this essential type of use, with its potential incompatibilities, at the future edge of Town.
- ▶ Is compatible with lower density land uses at Town's edge such as agricultural.
- ▶ Convenient proximity to commercial uses along Highway 69 or proposed commercial area in Section 8.
- ▶ Excellent access to Highway 69 via re-aligned Fain Road.
- ▶ Provides opportunities for diverse employment and housing.
- ▶ Relatively flat topography allows for large industrial or institutional users.
- ▶ Floodplains provide open space and trail linkage opportunities.

► **PAD 7-II**

Size Approximately 1,760 acres.

Location: Area north of Highway 89A, west of Mingus West (Sections 19, 20, 29 and 30).

Character: An area that maintains the open rural character found on the Town's edge, with estate and rural residential lots conducive to keeping horses or other animals, and provides resort development that is compatible with the rural character.



Land Uses: Mix of estate and rural residential lots, with resort and associated services.

Rationale:

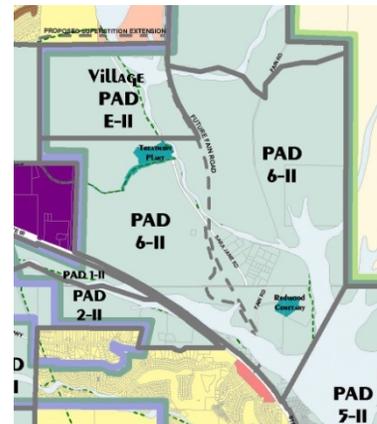
- ▶ Transition area between the more urban residential areas to the west and lower rural residential densities on the Town's edge to the east.
- ▶ Considers proximity to Fairgrounds/Racetrack uses and avoids incompatibility issues that may occur with a higher density residential development.
- ▶ Maximum number of dwelling units should be set; opportunities to cluster residences.
- ▶ Uses such as equestrian-oriented resort facilities, offer additional employment and revenue generation that is compatible with the area's rural character.

▶ **Village PAD E-II**

Size: Approximately 530 acres.

Location: North of Highway 69 and west of Fain Road, Section 17 and portions of Section 16.

Character: A walkable community of diverse housing stock with neighborhood centers, public gathering spaces, schools, community facilities, and convenience shopping/services that are interconnected and linked by a balanced pedestrian/bike trail and auto circulation system.



Land Uses: Community core of pedestrian-oriented mixed uses (neighborhood commercial, schools, public facilities and community services, open space, recreation, and residential) surrounded by various residential densities.

Rationale:

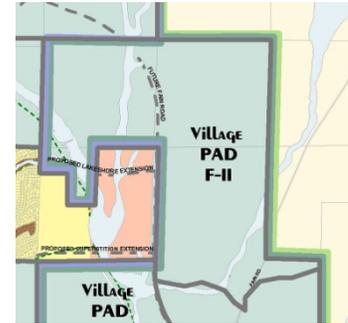
- ▶ Compatible land use with adjacent proposed Village PAD B-I.
- ▶ Excellent access from Fain Road.
- ▶ Floodplain areas offer open space opportunities.
- ▶ Proximity to proposed commercial site to the north in Section 8.
- ▶ Proximity to proposed Business Park on Highway 69 and proposed PAD 6-II Business Park/Industrial offers live/work linkage opportunities.

► **Village PAD F-II**

Size: Approximately 2,190 acres.

Location: Sections 4, 5, and 9, and a portion of Sections 8 and 16 on the east side of Town.

Character: A walkable community of diverse housing stock with neighborhood centers, public gathering spaces, schools, community facilities, and convenience shopping/services that are interconnected and linked by a balanced pedestrian/bike trail and auto circulation system.



Land Uses: Community core of pedestrian-oriented mixed uses (neighborhood commercial, schools, public facilities and community services, open space, recreation, and residential) surrounded by various residential densities.

Rationale:

- Allows for the logical extension of residential use to extend from proposed Village PAD C-I into the Growth and Development Tier II.
- Adjacency to proposed commercial and employment uses in Section 8 and PAD 6-II offers various live/work linkage opportunities and convenient shopping access.
- Excellent access to Fain Road.

4.3.3.5 FOCUS REVITALIZATION AREAS

It is common practice to focus special attention on selected areas of a community for customized policy treatment not generally applicable elsewhere in the Town. In the *Prescott Valley General Plan 2025*, these portions of the community are referred to as “Focus Revitalization Areas.” These areas are depicted on Exhibit LU-5, *Focus Revitalization Areas*. Specific policies for the focus revitalization areas are contained later in this Element.

The Focus Revitalization Areas were identified by the community, the Citizens Advisory Committee, Town staff, and elected and appointed officials during the preparation of the *General Plan 2025* through a variety of public forums, including CAC meetings, public open houses and study sessions with the Town Council and Planning and Zoning Commission.

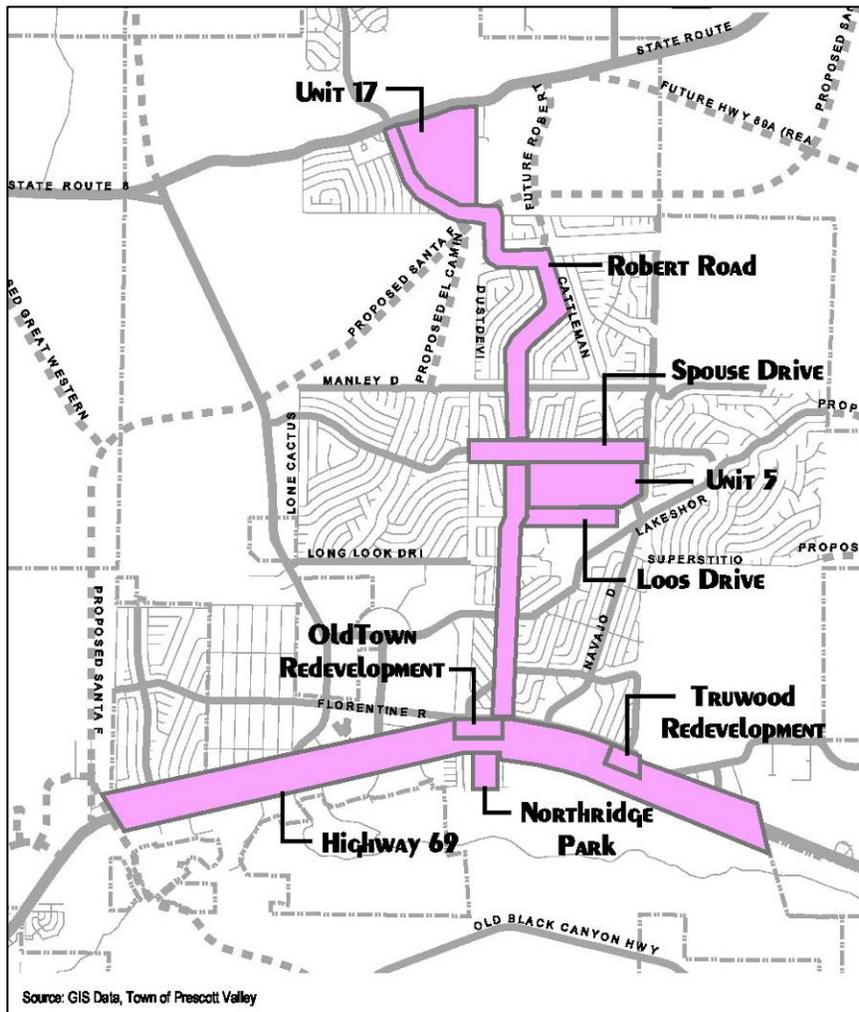
Focus Revitalization Area policies address the following issues:

- Pressures for change and immediate guidance;
- Desire to preserve and/or enhance special community resources which must receive high priority in order to avoid their loss;
- Unusual conditions that require non-conventional policy treatment;
- Areas considered to have more than one development option, requiring further, more detailed examination in order to identify the optimum maximum direction; or
- Areas that have special advantages or potential that should be promoted and augmented with actions that stimulate private investment interests, as well as supportive public funds.

All of the Focus Revitalization Areas are located within the existing Town limits, as of November 2010. As stated previously in the Growth Areas Element, a number of infill and enhancement opportunities exist in the existing neighborhoods, redevelopment districts and commercial corridors in the Town.

The following areas have been identified as Focus Revitalization Areas:

- ▶ Highway 69;
- ▶ Old Town Redevelopment Area;
- ▶ Truwood Redevelopment Area;
- ▶ Spouse Drive;
- ▶ Robert Road;
- ▶ Loos Drive;
- ▶ Unit 17;
- ▶ Unit 4; and
- ▶ Northridge Park.
- ▶ Unit 5



4.3.3.6 Housing Affordability

Affordability can be defined as a household spending 30 percent or less of its household income for shelter. Shelter is defined as gross rent or gross monthly owner costs. Gross rent is the contract rent and utilities, and gross monthly owner costs include the mortgage payment, taxes, insurance, utilities and condominium fees.

Affordability of housing directly affects housing availability. To allow all aspects of the population to have adequate housing, a variety of housing types should be made available in the Town (Refer to Chapter 5 Housing Element).

Housing Diversity

The Land Use Plan provides a range of residential land use categories and opportunities for residential development, which are supportive of a balance mix of housing types. Phased growth within the Growth Tiers also ensures that both the needed quantity and diversity of housing options are available for development in the next 10 to 20 years. Town goals and policies provide the means to evaluate future residential development and housing diversity on a continuing basis.

Revitalization

Revitalization of Prescott Valley’s mature neighborhoods is critical in maintaining the viability in these areas of the Town. Revitalization affects housing issues in many ways. Revitalization retains affordable housing options, adds to the quality and diversity of neighborhoods, demonstrates equitable municipal responsibility, and retains a higher aesthetic level in the Town.

Implementation of effective long-range planning ensures the viability of older neighborhoods by avoiding incompatible land uses, ensuring adjacent development is compatible and sensitive to the needs of residents, and developing a sound economic market that supports high-quality residential and employment sectors for Town residents.

4.4 Guiding Principles, Goals and Policies

GUIDING PRINCIPLE LU-A: PROVIDE A BALANCE OF LAND USES INCLUDING RESIDENTIAL, COMMERCIAL, INDUSTRIAL, EDUCATIONAL, RECREATIONAL, AND OPEN SPACE. THE TOWN IS ALSO COMMITTED TO PROVIDING QUALITY DEVELOPMENT THAT IS WALKABLE AND PROVIDES COMMUNITY LEVEL SERVICES AND FACILITIES IN ALL NEIGHBORHOODS, EXISTING AND NEW.

GOAL:	LU-A1	<i>Revitalize older commercial and residential uses and properties.</i>
POLICIES:	LU-A1.1	Encourage and continue the use of redevelopment activities for Highway 69, the Old Town Redevelopment area and the Truwood Redevelopment area.
	LU-A1.2	Determine which existing neighborhoods, redevelopment districts, mixed use corridors and commercial corridors in the Town contain a mix of use, are transitioning from one use to another and may require revitalization efforts and conduct planning studies, as appropriate.
	LU-A1.3	Support the provision of incentives for private development (as appropriate), joint public-private partnerships and public improvements through redevelopment and revitalization actions.
	LU-A1.4	Provide incentives to encourage lot consolidation and parcel assemblage to provide expanded opportunities for coordinated development.

LU-A1.5 Provide rehabilitation assistance in targeted residential neighborhoods and commercial districts to eliminate code violations and encourage the upgrading of residential and commercial properties.

GOAL: LU-A2 *Guide and stimulate land use growth in identified Focus Revitalization Areas of the Town.*

Focus Revitalization Areas are identified in Section 4.3.3.5.

LU-A2.1 Define development objectives for uses for each identified area.

LU-A2.2 Identify remaining infill development opportunities for each identified area.

LU-A2.3 Monitor development pressures along each identified area to ensure compatible future development.

LU-A2.4 Develop incentives for combining lots for residential and commercial uses along each identified area.

LU-A2.5 Conduct a focused study for each identified area, which would include developing a plan with property owners and adjacent neighborhoods for better utilization of land for residential and commercial uses. Determine specific areas where commercial and residential uses are desired, as appropriate.

LU-A2.6 Improve the aesthetics and economic vitality of commercial uses in each identified area.

LU-A2.7 Develop regulations and guidelines for mini-malls and strip commercial in each identified area. Work with property owners at existing centers to address existing or recurring problems.

LU-A2.8 Maintain an appropriate balance between residential, commercial and office uses, as developed in the plan for the Robert Road focus redevelopment area.

GOAL: LU-A3 *Enhance and promote the Highway 69 corridor within Prescott Valley as a major shopping, recreation and employment area.*

POLICIES: LU-A3.1 The Town shall continue to implement the PV Parkway Plan for the Highway 69 corridor.

LU-A3.2 Monitor development activity along the Highway 69 corridor, and re-evaluate the mix of land uses and development incentives offered by the Town, the Prescott Valley Economic Development Foundation and the Chamber of Commerce.

LU-A3.3 Concentrate retail and employment uses along the corridor, as well as require landscaping enhancements.

LU-A3.4 Encourage the modification and redevelopment of older, strip commercial areas along the corridor's frontage roads.

LU-A3.5 Encourage a "pedestrian scale and orientation" and improve pedestrian circulation and amenities.

	LU-A3.6	Promote economic revitalization through business attraction and retention activities.
GOAL:	LU-A4	<i>Ensure that new development is compatible with surrounding land uses, the circulation network, the availability of public facilities, and with existing development constraints.</i>
POLICIES:	LU-A4.1	Protect existing and future residential areas from adjacent non-residential uses by assuring that buffers are developed and maintained. Buffers shall be required as conditions of approval and may consist of landscaping, sound barriers, building setbacks or open space.
	LU-A4.2	Prohibit uses that lead to the deterioration of existing residential neighborhoods, or adversely impact the public safety or the residential character of an existing residential neighborhood.
	LU-A4.3	Assure that the type and intensity of land use shall be consistent with that of the immediate neighborhood.
	LU-A4.4	Establish development patterns that combine residential with other compatible uses in mixed use areas, the Town Center, or near employment centers.
	LU-A4.5	Where possible, use major natural features as boundaries for residential and non-residential areas.
	LU-A4.6	Use off-site impact standards to ensure that non-residential activities will not cause nuisance effects on lands whose zoning permits residential or other sensitive uses.
	LU-A4.7	Prevent hazardous conditions by ensuring that larger users of hazardous materials are located away from residential areas and that all users of hazardous materials meet applicable building, fire and other safety codes and regulations.
GOAL:	LU-A5	<i>Maintain a variety of commercial uses (neighborhood, community and regional) to meet the shopping needs of residents or visitors.</i>
POLICIES:	LU-A5.1	Provide small convenience commercial/activity nodes throughout Prescott Valley in Village PADs and other suitable locations, such as at the intersection of major streets, not local collectors.
	LU-A5.2	Encourage the development of neighborhood-serving commercial uses in areas of the Town presently underserved by such uses.
	LU-A5.3	Encourage a mix of retail, office and professional uses in commercial areas.
	LU-A5.4	Require full public review for commercial development to ensure compatibility with adjacent neighborhoods and the Town.
	LU-A5.5	Encourage development that maintains and expands resident-oriented services and/or creates employment opportunities for local residents consistent with the overall land use policies of the Town.

GOAL: **LU-A6** ***Provide for a variety of industrial and/or job-based uses (i.e., light industrial, technology centers, performance manufacturing) to ensure additional employment opportunities are available in the Town.***

Refer to the Economic Development Element for policies related to fostering a diverse economy.

POLICY: LU-A6.1 Encourage development that maintains and/or expands employment opportunities for local residents consistent with the overall land use and economic development policies of the Town.

GOAL: **LU-A7** ***Provide for a fully balanced residential mix, which includes a wide range of housing by location, type of unit, and price, to accommodate various income levels, family size, age and physical restraints, and addresses both owner and rental households.***

POLICIES: LU-A7.1 Zone sufficient buildable land for residential development to accommodate Prescott Valley's share of regional household growth.

LU-A7.2 Enforce fair housing laws prohibiting arbitrary discrimination in the sale or rental of housing with regard to race, color, religion, natural origin, sex, familial status, and handicap.

LU-A7.3 Encourage the provision of adequate housing to meet the needs of families of all sizes.

LU-A7.4 Locate affordable housing close to employment centers, including housing for seasonal workers.

LU-A7.5 Locate greater residential densities near major employment centers to reduce vehicle miles traveled per capita and help to maintain air quality.

Refer to the Circulation and Growth Areas Elements for additional goals and policies related to reducing the dependency on automobiles.

LU-A7.6 Develop new relationships and mechanisms that increase private investment in the production of housing.

LU-A7.7 Prohibit construction of new housing at substantially lower densities than the maximum permitted by the General Plan, particularly on sites designated for medium and medium-high density residential.

LU-A7.8 Encourage home-based work where the nature of the work is not disruptive to the neighborhood.

GOAL: **LU-A8** ***Preserve and reinforce the stability and diversity of the Town's existing neighborhoods, while allowing for increased density in order to attract and retain long-term residents and businesses to ensure the Town's residential quality and economic vitality.***

POLICIES: LU-A8.1 Create alternatives to the demolition, without replacement, of structurally sound housing on residentially zoned property.

LU-A8.2 Provide and coordinate programs to prevent the deterioration of existing structures and public facilities.

- LU-A8.3 Identify, preserve and retain historic structures and areas throughout the Town.
- GOAL: LU-A9** *Residential neighborhoods shall be integrated with central activity focal points to reinforce the sense of community.*
- POLICIES:** LU-A9.1 Promote “planned area developments.” Future residential areas shall be focused around a community center that should include a school, park, convenience/activity uses and other multi-purpose facilities.
- LU-A9.2 Plan future school and park sites and other community facilities to accommodate the central, activity center concept for existing residential development.
- GOAL: LU-A10** *Develop a municipal building complex that enhances communication and efficiency between local government offices, while emphasizing public use and interaction.*
- POLICY:** LU-A10.1 Continue to emphasize the Civic Center as a focal point for community, civic, cultural and recreational activities.
- GOAL: LU-A11** *Develop a Town Center in Section 14 that contains a wide variety of activities including housing, retail, office, entertainment and civic uses in a dense development pattern.*

Refer to the Prescott Valley Town Center Plan for additional planning and design criteria.

- POLICIES:** LU-A11.1 Concentrate development at intensities that bring together diverse activities and services, at distances and with a built form that supports walking for many trips.
- LU-A11.2 Provide a complimentary mix of land uses, including retail, entertainment, civic facilities, employment, housing and community open space.
- LU-A11.3 Integrate citizen-serving open spaces and amenities throughout the Town Center, and vary open spaces to better meet the full spectrum of local need.
- LU-A11.4 Provide diverse housing opportunities within the Town Center.
- LU-A11.5 Utilize site and building design, landscaping, and parking to make walking convenient, comfortable, and safe.
- LU-A11.6 Create an attractive and welcoming identity for the Town Center.
- LU-A11.7 Encourage architectural diversity and response to Prescott Valley’s unique climate.
- LU-A11.8 Maintain high standards of quality in the construction of buildings and site features.
- LU-A11.9 Provide streets that create comfortable walking environments that are not overwhelmed by traffic speeds and volumes, while recognizing reasonable requirements for vehicular access.
- LU-A11.10 Establish a network of interconnected local streets throughout the Town Center and help complete Town-wide trail networks.

- LU-A11.11 Generate less automobile traffic than development with segregated land uses, by bundling complementary designations within walkable districts and by encouraging transit use.
- LU-A11.12 Make new information technologies part of the Town Center's infrastructure and encourage its integration within civic and private uses.
- LU-A11.13 Utilize naturalized, low-cost solutions for drainage throughout the Town Center area and avoid "concrete, iron and steel" solutions.

GOAL: LU-A12 *Coordinate growth and development with neighboring jurisdictions and regional and state agencies.*

- POLICIES:**
- LU-A12.1 Work with other agencies providing public utilities or public services to Prescott Valley to define area wide and regional needs, projects, and responsibilities.
 - LU-A12.2 Work with neighboring jurisdictions, Yavapai County, and the Arizona Department of Transportation to achieve reduction in regional traffic congestion and improvements in the regional transportation system

GUIDING PRINCIPLE LU-B: CREATE AN ATTRACTIVE ENVIRONMENT FOR ITS CITIZENS BY DEVELOPING, IMPLEMENTING AND ENFORCING DESIGN GUIDELINES THAT WILL ASSURE HIGH QUALITY DEVELOPMENT AND THE MAINTENANCE AND BEAUTIFICATION OF PROPERTIES.

GOAL: LU-B1 *Create a visually attractive appearance throughout the Town.*

- POLICIES:**
- LU-B1.1 Development shall be of high quality design and construction, a positive addition to and compatible with the Town's ambiance. Development shall enhance the character and identity of existing non-residential and residential neighborhoods.
 - LU-B1.2 Develop townwide visual, circulation and open space linkages through strengthened landscaping, pedestrian lighting and trails.
 - LU-B1.3 Create design guidelines for residential and non-residential uses and establish a design review process to ensure high quality development in the Town.
 - LU-B1.4 Improve the quality of Prescott Valley's multi-family neighborhoods through: a) improved buffers between multi-family residences, and commercial or industrial uses ; b) provision of usable private and common open space in multi-family projects ; c) increased code enforcement ; and d) improved site, building and landscape design.

Refer to the Recreation and Open Space Element for additional goals and policies related to viewsheds and scenic corridors.

GOAL: LU-B2 *Enhance and preserve the appearance of major transportation corridors in the Town, such as Highways 69 and 89A and Fain Road.*

- POLICIES:**
- LU-B2.1 Develop design guidelines for major transportation corridors. The design guidelines shall address a range of topics including, but not limited to: landscaping, hardscaping, street furniture, lighting, architectural design, entry monumentation, signage, utility requirements, medians, viewsheds, and scenic corridors.

LU-B2.2 Develop a Town street landscaping program for each major street or highway. The program shall include the development of a landscape and public street furniture palette.

GOAL: *LU- B3 Establish gateways into the Town.*

POLICY: LU-B3.1 Develop a comprehensive gateway improvement program to select significant gateways along major arterials for improvements including monument "Town of Prescott Valley" signs, special enhanced landscaping, enhanced paving patterns, works of art, and unique private development standards.

GOAL: *LU-B4 Strive to eliminate evidence of the lack of property maintenance throughout the Town.*

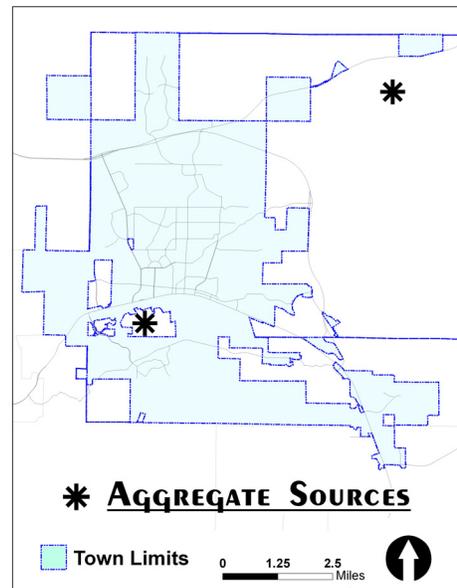
POLICIES: LU-B4.1 Vigorously enforce Town codes, including building safety and housing codes, to promote property maintenance.

LU-B4.2 Develop incentive programs for the improved appearance of residential, commercial and industrial buildings and/or areas.

LU-B4.3 Develop and promote programs that recognize excellence in property upkeep.

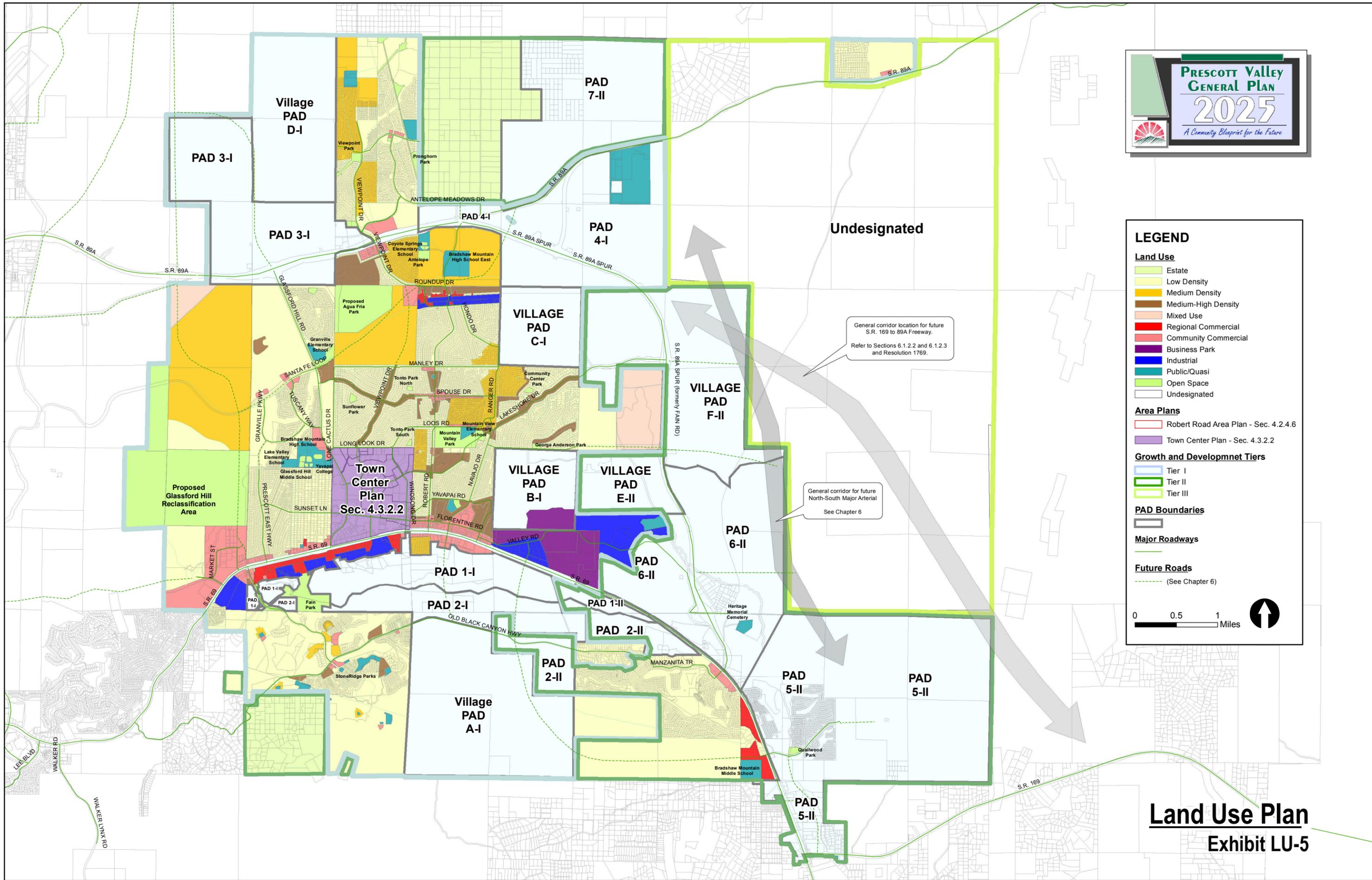
GOAL: *LU-B5 Preserve currently identified aggregate sources for future development*

POLICIES: LU-B5.1 Identify currently existing sources of aggregates (e.g., cinder, crushed rock or stone, decomposed granite) within the corporate boundaries of the town or within close proximity to the corporate boundaries of The Town of Prescott Valley



LU-B5.2 Avoid designating Land Uses that are incompatible with aggregate mining operations for those lands in close proximity to identified aggregate sources.

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LEGEND

Land Use

- Estate
- Low Density
- Medium Density
- Medium-High Density
- Mixed Use
- Regional Commercial
- Community Commercial
- Business Park
- Industrial
- Public/Quasi
- Open Space
- Undesignated

Area Plans

- Robert Road Area Plan - Sec. 4.2.4.6
- Town Center Plan - Sec. 4.3.2.2

Growth and Development Tiers

- Tier I
- Tier II
- Tier III

PAD Boundaries

- PAD Boundary

Major Roadways

- Major Roadway

Future Roads

- (See Chapter 6)

0 0.5 1 Miles

General corridor location for future S.R. 169 to 89A Freeway. Refer to Sections 6.1.2.2 and 6.1.2.3 and Resolution 1769.

General corridor for future North-South Major Arterial See Chapter 6

Land Use Plan
Exhibit LU-5

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