

THE DOWNTOWN SPECIFIC AREA ACTION PLAN

CITY OF PRESCOTT

April 1997

PRESCOTT CITY COUNCIL

PRESCOTT DOWNTOWN PLAN COMMITTEE

INTRODUCTION

Over the past several years a number of groups have worked on issues of Prescott's downtown. These include the Prescott Downtown Charette-Arizona Planning Association, Streetscape Master Plan-Prescott Main Street Program, Prescott Chamber of Commerce, Downtown Action Group, A Vision for Prescott-2020 Forum, 1990 General Plan, Yavapai Heritage Foundation, Prescott Preservation Commission, Yavapai County, Downtown Design Group, Strategic Planning Committee, and Prescott Downtown Commission.

From this work the Prescott Downtown Plan Committee has developed The Downtown Specific Area Action Plan, also called the Downtown Plan, for the downtown. The Plan incorporates the Strategic Planning Committee's characterization of downtown Prescott:

“Downtown Prescott is the ‘crown jewel’ of the Community. The Courthouse Plaza, together with the surrounding businesses, buildings and neighborhoods symbolize the small town/ hometown atmosphere cherished by local residents and envied by visitors. Preservation of the downtown is critical to the community's economic well being as well. If we allow the downtown to deteriorate whether from apathy, lack of planning, poor planning or disagreements over direction, the community will have lost an irretrievable piece of its character. The need for coordinated public and private action is immediate. The public role vs. the private role in downtown projects needs to be more clearly defined.”

The boundaries for the downtown area, adopted by the Prescott Downtown Commission, are in general, Granite Creek Park on the north, the east property boundaries on the east side of Virginia Street as the east boundary, Leroux Street on the south and Park Avenue on the west. A map of this area is shown as Exhibit A.

PURPOSE

The purpose of the Downtown Plan is to promote the vision for the downtown, preserve and enhance the vigor and viability of Prescott's downtown area, to ensure goals established for the historic downtown are accomplished, and to generate specific recommendations.

VISION

The vision for Downtown Prescott is to keep it a thriving community with historic attributes and continue its role as a major economic asset in an unmatched physical setting. Under this plan in terms of land use, the downtown will remain a mix of residential uses, both single family and multi-family, and remain a source of more

affordable housing in the city. The downtown also will continue to be a business center, with a mix of offices, retail, government, and visitor attractions.

Circulation for Downtown Prescott is also envisioned to become increasingly pedestrian friendly. The pedestrian focus recommends improvements to intersections and sidewalks, street trees, lighting, benches, drinking fountains, and trash enclosures in the central business area around the courthouse, as well as continuation of street trees, landscaped medians, and sidewalks in the residential areas. Slowing traffic and minimizing cut-through traffic in residential neighborhoods is also supported by the plan. The creation of a downtown parking structure is viewed as essential.

It is important that Downtown Prescott continue to be an economic force in the city and that economic development be strengthened in the downtown. While both the mix of land uses and the pedestrian focus will support increased economic activity, the preservation of historic assets, the identification of new business potential and the enhancement of redeveloped buildings are all recommended to increase the economic capacity of the downtown.

THE PRESCOTT DOWNTOWN PLAN COMMITTEE

The Prescott Downtown Plan Committee consists of representatives from several existing commissions and groups. These include the Prescott Downtown Commission, the Prescott Preservation Commission, the Downtown Design Group, the Planning and Zoning Commission, the Prescott Downtown District Inc., the Chamber of Commerce and the Yavapai County Board of Supervisors.

GOALS

The Downtown Plan Goals

The Downtown Plan will serve as a guide for short, intermediate and long-term development and improvement policies within the downtown area, with adoption of appropriate ordinances, to ensure orderly, consistent and effective implementation. Ten goals are identified:

1. *Create Public-Private Partnerships within the Downtown:* The key to reaching the goals for the downtown and effective implementation of the major action items is the creation of a partnership between the city and a private partner that represents the resources and interests of downtown businesses and land owners. Working together, government and the private sector can accomplish far more downtown than either entity can acting alone. Every desired objective must be examined to determine if it is best attained through partnerships.

2. *Recreate a Strong Identity and Image for Downtown:* Downtown Prescott is unique. It has its own strong character and flavor. Its special image needs to reflect the evolving concerns of its residents as well as its history as the center of the City.

3. *Reestablish a Mix of Uses in Downtown:* Downtown is a better place to the extent that it has varied uses, all of which contribute energy to each other and to the downtown. The uses can include residential, governmental, professional, institutional, and varied shopping opportunities. It is a downtown that remains open to invite shopping on weekends and evenings, entertainment and dining at night, to hotel guests and residents around the clock.

4. *Expand Cultural and Leisure Facilities and Activities Within the Downtown:* The downtown area plays a key role in the cultural life of the city. For instance, shopping and restaurant facilities in downtown complement evenings at the theater while the presence of the cultural facilities in turn strengthens the viability of commercial uses.

5. *Maximize Pedestrian Movement in Downtown:* Downtown is best experienced on foot. Pedestrian use can be encouraged by creating new pathways and improving existing pathways with landscaping, surface treatment and appropriate furnishings. Most importantly, new activities and uses should be provided to stimulate people to use their automobiles less and walk around the downtown more.

6. *Create and Maintain Enjoyable Open Space Within Downtown:* A major part of encouraging pedestrian movement has to do with the quality of open space in the downtown. Plazas, parks, courtyards, malls, alleys and creeks are some of the urban spaces that help create a special downtown flavor. Providing enjoyable pedestrian environments in these civic spaces should be a major goal.

7. *Improve and Control Circulation in the Downtown:* The historic layout and organization of downtown can produce traffic congestion and driver frustration. Improving overall circulation, organizing and providing an adequate parking system, improving signage, accommodating bicycle use, pedestrian facilities and alternative transportation are some improvements that can help solve problems associated with circulation.

8. *Promote Use of Alternative Transportation in Downtown:* Use of transit improves traffic flow and increases pedestrian presence.

9. *Create a Wide Range of Development and Redevelopment Opportunities:* The downtown benefits from a diversity of activities. A goal should be to establish partnerships in creating opportunities for investors, builders, designers and users.

10. *Reestablish the Role of Downtown as a Regional Center:* The downtown should serve as the regional center, accommodating businesses, cultural, professional and government activities.

CRITERIA

Objective analysis is the key to development of policies that will eventually guide the many cumulative actions required for implementation. The Downtown Plan process employs seven criteria to test the validity of ideas presented for inclusion in the plan. These tests provide a consistent and rational basis for evaluation.

1. **Maintain existing density.** Keeping the downtown livable, walkable, economically viable, and secure requires that existing densities be sustained.
2. **Emphasize preservation.** Cultural, historic, architectural and environmental preservation are critical to maintaining the downtown's unique identities.
3. **Avoid suburban style development.** Typical features of modern development - large on-site parking lots, deep set-backs, lack of continuous sidewalks, and minimal landscaping - damage the viability of the downtown.
4. **Implement compatible and integrated site development.** New development in the downtown residential and commercial areas must be compatible with the existing neighborhood character.
5. **Maximize street level activity.** Orientation in development toward the street maintains a higher level of beneficial activity than indoor orientation.
6. **Maintain a multi-functional downtown.** Encourage a mix of commercial and residential development in a manner which preserves the downtown population base and creates a more viable and vital downtown area.
7. **Create, protect, and maintain public spaces.** Maintenance of the Courthouse Plaza, streets, sidewalks, alleys, and other common civic spaces in a total state of repair are critical to the identity and success of the downtown.
8. **Strengthen economic activity downtown.** A robust and diversified commercial sector in the downtown not only contributes significantly to sales tax revenue, but is a key support to visitor attraction in the downtown.

STUDY ELEMENTS

Since the Downtown Plan is based on an inventory of existing assets, constraints, land uses and opportunities, three elements were used in evaluation of 17 study areas. To that end the Plan area was divided into study areas. Within each area, The Plan considers, but is not limited to, the following study elements and sub-topics:

Land Use: A land use element assesses the natural and built environment. It contains recommendations for changes, improvements or preservation of that environment. Consideration of redevelopment/adaptive use potential, urban design regulatory mechanisms, and preservation/conservation are all included in this element.

Circulation: The circulation element addresses the movement of automobiles and pedestrians. Ideally the recommendations for circulation enhance mobility in the study

area. Mobility issues require a look at many aspects of circulation including pedestrians, auto transportation, bicycles public transit and other traffic issues, particularly parking. Assessment of pedestrian warrants (level of pedestrian crossing which would warrant a crosswalk or other pedestrian protection) is another recommended technique.

Economic Development: The economic development element is intended to comprehensively analyze all economic functions in the study area and how they inter-relate. The purpose of this element is to establish recommendations that strengthen economic activity in the study area. Consideration was given to every aspect of improvements that could potential impact the downtown including streetscape, private/public partnerships, management, security, marketing, and business retention/expansion.

STUDY AREAS

The study areas are generally cohesive geographical areas with distinct boundaries (see attached map). Each area has special land uses and historic assets and character. These include:

1. COURTHOUSE PLAZA AREA Land Use: government services and retail uses. Historic Assets: the Courthouse Plaza and the properties facing the plaza. This area conforms to the boundaries of the Courthouse Plaza National Register District and the proposed local Courthouse Plaza Historic Preservation District.

Opportunities and Constraints: Historic character, setbacks, parking, walkways, economic development, traffic circulation.

2. GOVERNMENT AREA Land Use: mixed use east of the Courthouse Plaza area. Historic assets: two local historic preservation districts, the Elks Theater Building and the Union Street Historic Preservation Districts. A portion of the South Prescott Townsite National Register District is included in this area. There are two important public buildings, the Yavapai County Jail and Prescott Public Library. Other uses include residential, business, and religious.

Opportunities and Constraints: Historic character, parking, transition of residential use to business use, expansion of City Hall

3. SOUTH RESIDENTIAL TRANSITION AREA Land Use: a residential neighborhood, which, due to its proximity to the downtown business district, is experiencing a change to business use through the conditional use process. In addition, single family residences are being replaced with apartment buildings. Historic Assets: a portion of the Southeast Prescott Historic Preservation District is located in this area, as well as the Rev. E. Meany Residence Historic Preservation District on Pleasant Street.

The entire remaining area is included in the proposed South Prescott Townsite National Register District.

Opportunities and Constraints: Parking, residential to business transition, historic apartment construction in historic residential neighborhoods, retention of National Register Properties.

4. SOUTH MONTEZUMA STREET AREA Land Use: the South Montezuma Street business corridor, as well as the Prescott Mile High Middle School. A portion of Granite Creek runs through this area. Historic Assets: properties on Montezuma Street are included in the proposed South Prescott Townsite National Register District. The Mile High Middle School and PUSD offices are eligible for the National Register.

Opportunities and Constraints: Streetscape, historic character, Middle School property, PUSD offices, and Granite Creek.

5. SOUTH RESIDENTIAL AREA Land Use: a large area encompassing several of Prescott's most historically significant residential neighborhoods. There are a few businesses. Historic Assets: the Ruffner Wakelin Funeral Home located in the Edmund Wells Residence Historic Preservation District. Most of the local Southeast Prescott Historic Preservation district is located here, as are the proposed South Prescott Townsite and Joslin Addition National Register Districts. Due to the zoning, the area has witnessed the demolition of single family residences for the construction of apartment buildings.

Opportunities and Constraints: Historic residential character, apartment construction in residential neighborhoods.

6. EAST GURLEY STREET AREA Land Use: this incorporates the East Gurley Street business corridor and Washington Elementary School. There is a mix of uses, including retail, business, residential, religious and educational. Historic Assets: a portion of two local Historic Preservation Districts are located here: the Hassayampa District and the north end of the Southeast Prescott Historic Preservation District. The East Prescott National Register District encompasses the east end of this area. The remainder of this area will be included in the proposed Joslin Addition National Register District.

Opportunities and Constraints: Streetscape improvements, historic character, traffic circulation

7. NORTHEAST RESIDENTIAL AREA Land Use: primarily a residential neighborhood bisected by the Sheldon business corridor which is Area 8. Other uses include offices, retail, and multifamily. This area is experiencing development pressure due to its adjacency to the industrially zoned area to the north, as well as businesses allowed through conditional use process. The remainder of this area will be included in a

future National Register District. Historic Assets: a majority of the properties are included in the East Prescott National Register District. The property owners on North Mt. Vernon Street are exploring the possibility of creating a local Historic Preservation District.

Opportunities and Constraints: historic residential character, parking, residential to business transition, adjacent industrial area and buffers to residential areas.

8. EAST SHELDON STREET AREA Land Use: the area encompasses the business corridor of East Sheldon Street, with its mixed commercial uses. This area includes National Register eligible properties which have not been documented.

Opportunities and Constraints: Land uses, streetscape, traffic circulation and retention of selected historical properties.

9. BUSINESS TRANSITION AREA Land Use: area north of the Courthouse Plaza area which is historically a residential and commercial area. While there are some properties with a residential use, the majority are commercial with emphasis on retail, restaurants, and offices. This area includes both individually listed National Register properties as well as eligible properties which have not been documented.

Opportunities and Constraints: Land uses, Industrial-A zones, residential to business transition, traffic circulation, parking, access to the Depot and Granite Creek Park, economic development.

10. NORTH RETAIL AREA Land Use: the Depot Marketplace and a portion of the Sixth Street industrial area. Historic Assets: the Santa Fe Depot Historic Preservation District is located on Sheldon Street. Granite Creek Park is potentially eligible for the National Register but has not been documented.

Opportunities and Constraints: Land uses, Industrial-A zone, connections from the Depot Marketplace to the Courthouse Plaza, streetscape, and traffic circulation.

11. FRANCHISE RESTAURANT AREA Land Use: the south end of Miller Valley Road and the industrial area along the abandoned railroad right-of-way. A portion of Miller and Butte Creeks are located in this area. Historic Assets: the Samuel Hill Warehouse Historic Preservation District. This area includes National Register eligible properties which have not been documented.

Opportunities and Constraints: Land uses in Industrial-A zone, traffic circulation, parking, streetscape, Granite creek.

12. COLLEGE CAMPUS AREA Land Use: Prescott College, located on Grove Avenue, continues to expand into the neighborhood. The College is currently preparing a

Masterplan for the Campus. Historic Assets: the area includes the Fleury's Addition National Register District.

Opportunities and Constraints: Prescott College Masterplan.

13. CENTRAL RESIDENTIAL TRANSITION AREA Land Use: an area of affordable housing which is changing to a primarily business and retail area through conversion of residences and demolition. A portion of Granite Creek runs through this area. No documented historic assets. This area includes both individually listed National Register properties as well as eligible properties which have not been documented.

Opportunities and Constraints: Parking, residential to business transition, streetscape, circulation, land uses in Industrial-A zone.

14. MUSEUM CAMPUS AREA Land Use: area encompasses Sharlot Hall Museum, and the shopping center and galleries to the south. Historic Assets: The museum itself is the historic focus here. The Curtis House on S. McCormick is listed in the National Register and there are other properties that have not been documented.

Opportunities and Constraints: Parking, walkways, streetscape, land uses, Sharlot Hall Museum expansion plans.

15. SOUTHWEST TRANSITION AREA Land Use: a residential area which contains a number of significant residences. Development pressure has caused a number of businesses to locate in this area, prompting the need for study of this neighborhood as a transition area. Historic Assets: area borders and contains a small corner of the West Prescott National Register District. There is a neighborhood area which is eligible for inclusion in the National Register and could be a historic district.

Opportunities and Constraints: Historic character, parking, residential to business transition, buffer zone to residential area.

16. SOUTHWEST RESIDENTIAL AREA Land Use: large residential neighborhood, this area includes Lincoln Elementary School. There is a small mix of uses, including retail, business, residential, religious and educational. Traffic circulation is an issue in this area as Park Avenue and Country Club Drive have developed into connectors. A portion of Granite Creek may be found at the east end of this area. Historic Assets: the Arizona Pioneers Home and the West Prescott National Register District. There is a neighborhood area which is eligible for inclusion in the National Register and could be a historic district

Opportunities and Constraints: Historic residential character, traffic circulation.

17. GREENBELT AREA Land Use: through the downtown this is the Granite Creek basin. Encompassing Butte and Miller Creeks, and Granite Creek Park as well, this

greenbelt system has suffered from neglect and over development, but offers much potential as a pedestrian way and as an attraction to residents and visitors. The Granite Creek Basin has been partially documented in "A Walk Through Historic Granite Creek" brochure.

Opportunities and Constraints: Riparian area, access, safety, economic development.

MAJOR ACTION ITEM RECOMMENDATIONS

There are five fundamental activities that must occur within the next eighteen months to implement the 10 goals outlined in the Master Plan. These actions are necessary precursors to creating and maintaining the vision for Prescott's downtown.

1. FORMATION OF A PUBLIC/PRIVATE PARTNERSHIP TO STEWARD THE DEVELOPMENT AND MAINTENANCE OF PARKING FACILITIES, DOWNTOWN ENHANCEMENTS, AND ECONOMIC DEVELOPMENT AND PROMOTION.

As a first step, it is recommended that a "Downtown Forum" be held including all stakeholders in the Downtown. The purpose of the forum is to recognize and define the private partnership that will be pivotal to many of the remaining action items. The expectation is that such a partner would take the lead in protecting the public investment in the Downtown through management and oversight of specific activities including, but not limited to downtown parking, promotion, maintenance of physical improvements, and coordination of downtown activities.

2. CONSTRUCTION OF A DOWNTOWN PARKING GARAGE AND DEVELOPMENT OF AN OVERALL PARKING MANAGEMENT SYSTEM INCLUDING TEMPORARY PARKING MEASURES DURING CONSTRUCTION PROJECTS.

Adequate parking in the downtown (noted as *the* major issue for business) cannot be accomplished by the construction of a garage without some accompanying parking management that includes other parking places and lots, determination of parking fees or the lack thereof, signage and traffic control. This management would be a function of the city's private partner.

3. ADOPTION OF THE ENHANCEMENT PROGRAM AND CONSTRUCTION OF ENHANCEMENTS.

The Enhancement Program includes sidewalk replacement, irrigation and utility lines, landscaping, lighting, street furniture and signage. This is a large project which will require significant coordination and communication among the city, the contractor, and

downtown businesses to minimize negative impacts on individual businesses, yet complete the project in a timely manner.

4. CENTRAL BUSINESS DISTRICT ZONE

A primary mechanism to preserve and protect the character of the Downtown lies in having the appropriate zoning districts with associated land use regulations. The goal of new districts in the Downtown is to eliminate current allowed uses and regulations that are contrary to preservation of the integrity of the Downtown, such as a 100 foot height limit and adult entertainment.

5. ESTABLISHMENT OF A HISTORIC PRESERVATION DISTRICT DESIGNATION FOR THE COURTHOUSE PLAZA.

To better protect the architectural integrity of the Courthouse Square, the designation of the area as an historic district is important. Formation of this district would also insure that new construction around the square would not be incompatible with existing buildings. The lead agency in this action item is the Preservation Commission.

HOW THE STUDY AREAS WERE USED TO DEVELOP A LIST OF FURTHER ACTION ITEMS

Although the 17 study areas have distinct characteristics, they were grouped for analysis using common features. This was done by grouping areas into four categories, Residential, Strip Commercial, Commercial and Special, with a section called General for items that pertain to all 17 areas. Action items to be considered after the five major items are accomplished were then generated. These action recommendations involve many ideas for downtown improvements that encompass both business and residential areas. These future suggested action items were divided into the basic elements: land use, circulation, and economic development.

The entire action item range is broad. Some central issues related to business development and retention are area-wide concerns such as parking, character and historic preservation issues, and even more quasi-regional issues related to circulation and land use. So the focus on some issues may be relatively limited and some may have a wider range of influence.

ABOUT ACTION ITEMS

The "Downtown Implementation Program" included as an Appendix to this Plan is offered by the Downtown Master Plan Committee as some potential ideas to be pursued after completion of the five major action items in the Plan. The Appendix list should not

be construed as being approved by the City Council or any of the suggested implementation entities.

IMPLEMENTATION OF THE DOWNTOWN PLAN

The Downtown Plan is intended to be implemented through the following steps:

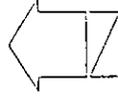
- Adopt the Downtown Plan as a component of the Prescott General Plan.
- Adopt ordinances to accomplish specific action items. Downtown ordinances carry precedence.
- The Downtown Plan identifies capital needs and incentives to assure compliance with the Plan.
- The Downtown Plan will be periodically reviewed and revised by the Prescott City Council upon recommendation of the Downtown Commission.



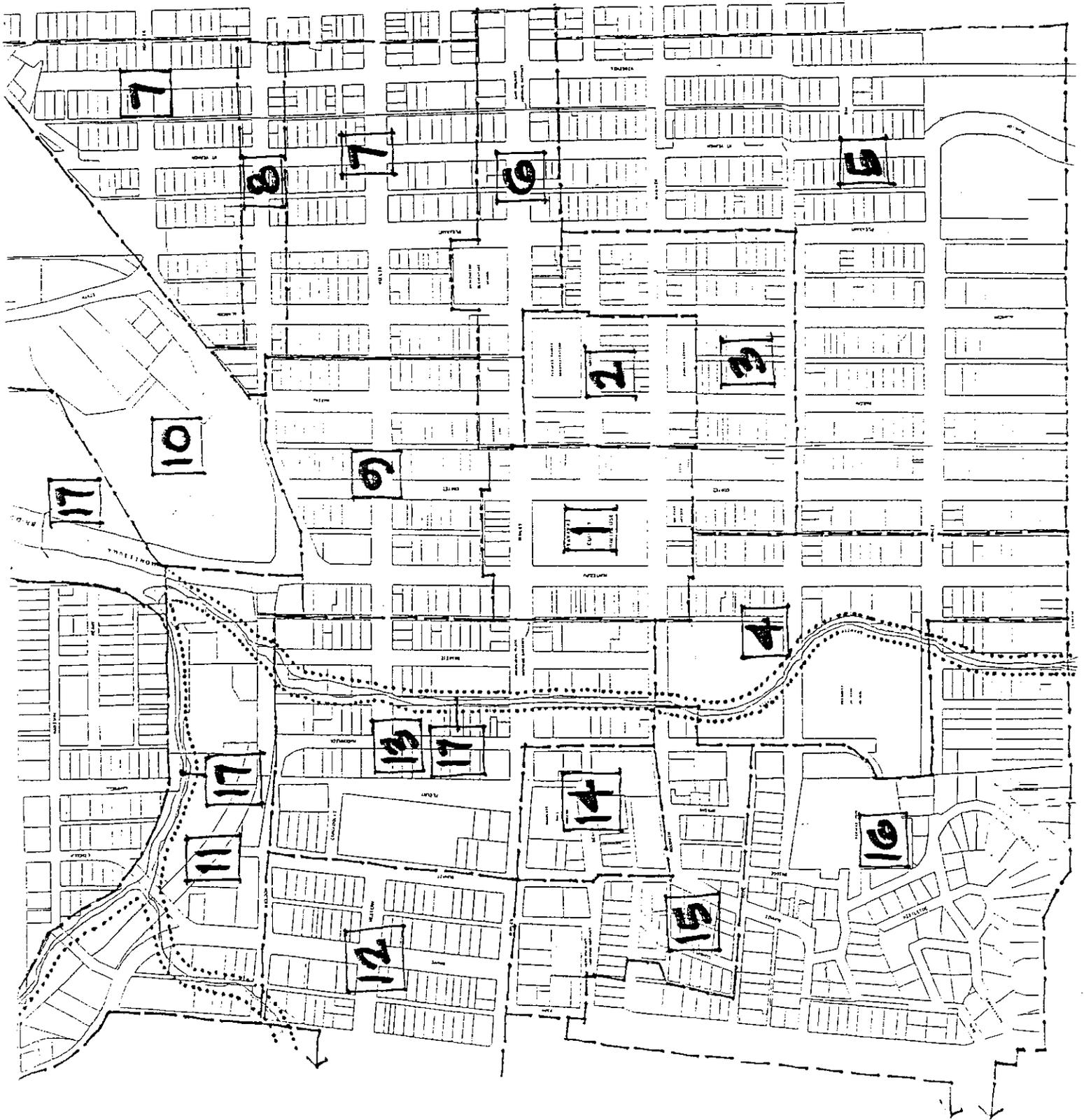
AREA MAP OF
DOWNTOWN PRESCOTT
ARIZONA

Showing parcel boundaries, business facilities, streets,
walkways and public facilities

DOWNTOWN SPECIFIC
AREA ACTION PLAN



Prepared by
GEORGE BRUNICK ARCHITECTS
PRESCOTT, ARIZ.



Downtown Implementation Program GENERAL

ACTION	Lead Entity								Implementation					Funding Source								
	Owner/Developer	Businesses	Prescott Creek Preservation Assoc.	Preservation Commission, Yavapai	Heritage Fund	City of Prescott	School District	Yavapai County	State	Federal Government	6 Months	1 Year	3 Years	5 Years	2000 +	Grant - Public	Grant - Private	Special Districts	City of Prescott	Yavapai County	Developers	
Circulation																						
Construct a downtown parking structure to provide additional downtown parking	X					X		X										X	X			
Analyze traffic speeds to improve traffic flow, incorporate traffic calming and enhance pedestrian activity						X	X	X	X			X				X			X	X		X
Add pedestrian/bicycle amenities		X					X						X					X				
Appoint pedestrian coordinator for development review function to focus attention on pedestrian issues						X					X								X			
Utilize and maintain alleys; include pedestrian use and amenities		X				X							X			X		X	X			X
Evaluate regulatory signage to determine the number needed						X											X		X			
Establish pedestrian warrant program to recognize sites where pedestrian protection is inadequate						X					X								X			
Develop/structure a multi-modal transportation center as part of the parking structure	X	X				X	X	X			X								X	X		X
Develop bus and RV parking plan for oversize vehicles in the downtown	X					X					X								X			
Establish and maintain circulation plan and establish adequate signage for way-finding to show parking areas and other important services						X	X	X	X			X							X			X

	Owner/Developer	Businesses	Prescott Creek Preservation Assoc.	Preservation Commission, Yavapai	Heritage Fund	City of Prescott	School District	Yavapai County	State	Federal Government		6 Months	1 Year	3 Years	5 Years	2000 +	Grant - Public	Grant - Private	Special Districts	City of Prescott	Yavapai County	Developers	
Establish a gateway area on major streets to provide a sense of place and mark circulation changes		X				X														X			X
Discuss with ADOT realignment/abandonment of Hwy. 89 so needed changes in circulation can be made locally						X		X						X						X			
Land Use																							
Initiate reuse plans for Park Plaza, Middle School, Goodwin-Montezuma corner to assure compatible new development	X			X		X	X			X					X								X
Review noise ordinance to reduce noise pollution						X							X							X			
Review and rewrite sign code to meet the special needs of downtown businesses						X							X							X			
Preserve historic buildings & neighborhood character by maintaining existing townsite layout, density and heights				X		X		X												X			X
Initiate a streetscape program, expand and coordinate landscaping in public ROW, and restore street trees	X	X				X							X							X			X
Establish lighting plan to improve pedestrian lighting						X							X							X			
Regulate infill design, including housing, to assure new construction is compatible with neighborhood character						X							X							X			
Encourage residential use in commercial buildings to maintain residential use/mixed use in downtown	X					X		X					X							X			X
Offer reuse incentives in order to retain neighborhood architectural character						X		X					X							X			
Maximize residential occupancy to support a strong residential population in downtown						X		X					X							X			X
Develop density, setback and parking criteria to protect character of neighborhoods						X		X					X							X			X

	Owner/Developer	Businesses	Prescott Creek Preservation Assoc.	Preservation Commission, Yavapai Heritage Fund	City of Prescott	School District	Yavapai County	State	Federal Government	6 Months	1 Year	3 Years	5 Years	2000 +	Grant - Public	Grant - Private	Special Districts	City of Prescott	Yavapai County	Developers
Increase screening and buffering requirements between residential and other uses to protect residential neighborhoods				X	X						X							X		
Permit second residential unit on owner occupied single family parcels to maintain strong residential population in downtown				X	X						X							X		
Expand the use of banners in the downtown to encourage downtown activity		X		X	X		X			X					X			X		X
Economic Development																				
Generate written agreement among government entities about the process of dialogue				X	X		X		X	X								X		
Form a downtown management group to oversee parking and promotions downtown	X	X								X								X		X
Establish incentives for property development, building restoration and landscaping				X	X						X				X			X		X
Support arts venues in the downtown by endorsing and sponsoring programs to endorse visitor traffic	X	X			X		X		X			X						X		
Retain government services in downtown to support mixed use environment					X		X		X	X								X		X
Expedite permits for reuse and/or redevelopment of buildings to encourage property owners improvements					X					X								X		
Establish business recruitment procedures based on current inventory and economic development to enhance market appeal of downtown		X			X					X								X		
Develop public/private transit to assure better access to downtown		X			X		X		X		X							X		
Expand home business uses to encourage owner occupant retention of existing structures and minimize business encroachment in historic neighborhoods		X			X						X							X		

Downtown Implementation Program "SPECIAL" - Areas #11, #12, #13, #14, & #17

Area	ACTION	Lead Entity										Implementation					Funding Source						
		Owner/Developer	Businesses	Prescott Creek Preservation Assoc.	Preservation Commission, Yavapai	Heritage Fund	City of Prescott	School District	Yavapai County	State	Federal Government	6 Months	1 Year	3 Years	5 Years	2000 +	Grant - Public	Grant - Private	Special Districts	City of Prescott	Yavapai County	Developers	
#17	Designate an area for Granite Creek access to support pedestrian use of Creek trail			X	X	X	X					X							X				
#13	Establish boundary for campus district for college areas to support master plan efforts of educational entities						X					X							X				X
#14	Support Sharlot Hall Museum expansion plans and pedestrian access from Courthouse Plaza			X	X	X	X		X				X						X				X
#17	Generate creek system study for potential recreational and business uses		X	X					X			X								X			X
#17	Develop plan for Granite Creek which includes pedestrian way		X	X			X		X			X							X				
#17	Restore riparian areas upstream of LaGuardia Bridge and incorporate City land into park to increase public space		X	X			X						X						X				X

Downtown Implementation Program

"RESIDENTIAL" - Areas #3, #5, #7, #15, & #16

Area	ACTION	Lead Entity										Implementation					Funding Source						
		Owner/Developer	Businesses	Prescott Creek Preservation Assoc.	Preservation Commission, Yavapai	Heritage Fund	City of Prescott	School District	Yavapai County	State	Federal Government	6 Months	1 Year	3 Years	5 Years	2000 +	Grant - Public	Grant - Private	Special Districts	City of Prescott	Yavapai County	Developers	
Circulation																							
#7, #15	Direct city yard and industrial traffic outside neighborhoods to prevent increased noise from that traffic						X													X			
#5, #7, #16	Reduce automotive speeds & discourage through traffic to protect residential neighborhoods from cut-through traffic						X													X			
#5, #7, #16	Maintain design of streets to fit pedestrian scale neighborhood						X													X			
#5, #7, #16	Maintain and enhance use of alleys in residential areas to increase parking and circulation alternatives						X													X			
Land Use																							
#5, #7, #16	Develop incentives to retain small scale and traditional construction (small lot, one and two stories) to preserve neighborhood character						X													X			
#15	Encourage multi-family construction and reuse to meet affordable housing needs and discourage demolition of single family homes in historic neighborhoods						X													X			