

City of Prescott
**Council Subcommittee on General Plan
Review**



February 25, 2026 | 3:00 PM
201 N Montezuma Street
Council Chambers, 1st Floor
Prescott, AZ 86301

AGENDA

The following Agenda will be considered by the **Prescott Council Subcommittee on General Plan Review at a Regular Subcommittee Meeting** pursuant to the Prescott City Charter, Article II, Section 13. Notice of the meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02. One or more members of the Council may be attending the meeting through the use of a technological device.

Viewing & Participation

This meeting may be viewed on Channel 64, Facebook Live or on the City's website: [City of Prescott Live Meeting Feed](#)

Public comments for Council may be submitted through the City website: [Public Comment Form](#)

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **DISCUSSION & ACTION ITEMS**
 - A. Presentation & Discussion Regarding Consultant Scope of Work and Draft Project Timeline.
Recommended Action: This item is for discussion only. No formal action will be taken.
 - B. Review & Discussion Regarding the First Three Chapters of the June 24, 2025 Draft General Plan as Follows: 1) Introduction; 2) Chapter 1: Resiliency and Sustainability; and 3) Chapter 2: A Community Connected.
Recommended Action: This item is for discussion only. No formal action will be taken.
4. **ADJOURNMENT**

Upon a public majority vote of a quorum of the City Council, the Council may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:

- (1) Discussion or consideration of personnel matters (A.R.S. §38-431.03(A)(1));

- (2) Discussion or consideration of records exempt by law (A.R.S. §38-431.03(A)(2));
- (3) Discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03(A)(3));
- (4) Discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid litigation (A.R.S. § 38-431.03(A)(4));
- (5) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03(A)(5));
- (6) Discussion, consultation or consideration for negotiations by the city or its designated representatives with members of a tribal council, or its designated representatives, of an Indian reservation located within or adjacent to the city (A.R.S. §38-431.03(A)(6));
- (7) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03(A)(7)).

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall on 2/19/26 at 11:00 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

Sarah M. Thornhill

Sarah M. Thornhill, City Clerk



TO: MAYOR AND CITY COUNCIL
AGENDA: February 25 General Plan Subcommittee
DATE: February 25, 2026
DEPT: Community Development
ITEM #: 3.A
SUBJECT: Presentation & Discussion Regarding Consultant Scope of Work and Draft Project Timeline.

ITEM SUMMARY

This item is for a review and discussion for the desired scope of work for a General Plan consultant and draft project timeline to ensure consensus is reached.

BACKGROUND

During the February 11th General Plan Subcommittee meeting, the subcommittee directed staff to engage a consultant to review the General Plan document and assist through the process in meeting the deadlines outlined in ARS 9-461.06.

As a result of the discussion, staff created the attached scope of work with which to solicit proposals from planning firms.

Also attached is a spreadsheet with timelines of project completion for both the July 2027 ballot deadline and the November 2027 ballot deadline. The draft timeline also considers time required should the proposals be returned with costs exceeding \$50,000. This timeline was created with actual meeting dates. Staff worked backwards with the dates required to meet election timelines, as well as forward from the Committee's 2/25/26 meeting for bid solicitation and contract execution.

Once the consultant is onboard, they will refine the timelines to be more concise and accurate.

FINANCIAL IMPACT

Fiscal impact associated with this item is unknown at this time.

RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

ATTACHMENTS

1. GP Adoption - Consultant Scope
2. GP Adoption - Draft Timelines

City of Prescott
General Plan Update
2026 Consultant Scope

Consultant to confirm availability for project kick-off no more than 30 days after contract execution.

Proposal must include a cost estimate as well as proposed timelines to meet the following project objectives:

- Create draft and final General Plan document (printable and digital formats) from the existing June 24, 2025 draft version with subsequent Subcommittee input, including working with city staff to finalize necessary maps;
- Finalized plan to be prepared for Council acceptance no later than March 1, 2027 – To meet the July 2027 election deadline, Council must vote no later than March 20.
- Attend, consolidate feedback and receive direction from Subcommittee, at least 4 meetings
- Review the existing draft of Prescott’s General Plan (6/24/25) with Subcommittee input for compliance with all applicable state statutes (ARS Title 9)
- Prepare public outreach materials and facilitate public input (e.g. physical open house, virtual options, etc.)
- Consolidate public comments for Subcommittee review and consideration.
- Attend and present plan drafts for public meetings – Potentially 2 City Council meetings, 2 statutorily required Planning & Zoning Commission meetings, and potentially 2 public open houses.
- Provide an Executive summary of the General Plan once finalized.

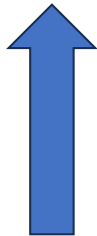
Additionally, with the understanding that the finalized General Plan is desired to appear on the July 2027 ballot, provide separate costs and timeline associated with adding new elements required for cities with a population over 50,000:

- [Existing draft plan includes much of this] Conservation element for the conservation, development and utilization of natural resources;
- [Existing draft plan includes much of this] Recreation element showing a comprehensive system of areas and public sites for recreation;
- An expanded circulation element concerning parking facilities and other specifics including:

- a comprehensive transportation system;
 - a public transit element showing a proposed system of rail or transit lines or
 - other mode of transportation as may be appropriate;
- [Existing draft plan includes some of this] Public services and facilities element showing general plans for police, fire, emergency services, sewage, refuse disposal, drainage, local utilities, rights-of-way, easements and facilities for them;
- Public buildings element showing locations of civic and community centers, public schools, libraries, police and fire stations and other public buildings.
- [Existing draft plan includes much of this] Housing element consisting of standards and programs for the elimination of substandard dwelling conditions, among other things;
- Conservation, rehabilitation and redevelopment element consisting of plans and programs for:
 - The elimination of slums and blighted areas.
 - Community redevelopment, including housing sites, business and industrial sites and public building sites.
- Safety element for the protection of the community from natural and artificial hazards;
- [Existing draft plan includes some of this] Bicycling element consisting of proposed bicycle facilities;
- [Existing draft plan includes much of this] Energy element; and
- Neighborhood preservation and revitalization element

City of Prescott
 General Plan Adoption
 DRAFT Timelines
 TO BE FINALIZED BY CONSULTANT

	Proposals Under \$50K July 2027 Ballot	Proposals Over \$50K July 2027 Ballot	November 2027 Ballot
IDENTIFY AREAS/ELEMENTS TO BE UPDATED, ADDED OR REMOVED	02/25/26 to 04/22/26	02/25/26 to 04/22/26	02/25/26 to 04/22/26
CONSULTANT PROPOSAL - SOLICITATION AND APPROVAL OR COUNCIL APPROVAL PROCESS	03/04/26 to 04/22/26	03/04/26 to 05/05/26	03/04/26 to 05/05/26
CONSULTANT ONBOARDING - ESTABLISHMENT/ADOPTION OF PUBLIC PARTICIPATION PLAN, OFFICIAL TIMELINE, & REVIEW WITH DEPARTMENT HEADS	05/26/26 to 06/22/26	06/08/26 to 06/19/26	06/08/26 to 09/09/26
PUBLIC AGENCY AND COMMUNITY OUTREACH CONSIDERATION OF COMMENT AND UPDATE DRAFT (ARS 9-461.06(1) AND (2))	06/22/26 to 07/13/26	06/22/26 to 07/13/26	09/14/26 to 12/04/26
60-DAY REVIEW COMMENT PERIOD (ARS 9-461.06(D))	08/03/26 to 10/05/26	08/03/26 to 10/05/26	12/07/26 to 02/09/27
REVIEW/CONSOLIDATE COMMENTS AND FINALIZE DRAFT PLAN / PRESENTATION PREP	10/14/26 to 01/04/27	10/14/26 to 01/04/27	02/10/27 to 04/15/27
PLANNING AND ZONING COMMISSION - REQUIRES TWO MEETINGS AT SEPARATE LOCATIONS (ARS 9-461.06(E))	01/14/27 to 01/28/27	01/14/27 to 01/28/27	04/29/27 to 05/13/27
CITY COUNCIL MEETINGS	02/09/27 to 03/09/27	02/09/27 to 03/09/27	05/25/27 to 06/22/27
DEADLINE FOR JULY 2027 BALLOT LANGUAGE (118 DAYS FOR COUNTY; 120 DAYS PER STATUTE ARS 9-461.06(M))	03/22/27	03/22/27	07/05/27
ELECTION DAY	07/20/27	07/20/27	11/02/27



4/3/26 = Proposals Due
 4/8/26 = Subcommittee Meeting for Proposal Review
 4/22/26 = Fully Executed Contract

4/21/26 = Council Meeting Date
 5/5/26 = Contract Fully Executed
 6/10/26 = First Subcommittee Meeting w/ Consultant

10/14/26 to 1/4/27 = 3 Major Holidays plus consultant work and Subcommittee final review



TO: MAYOR AND CITY COUNCIL
AGENDA: February 25 General Plan Subcommittee
DATE: February 25, 2026
DEPT: Community Development
ITEM #: 3.B
SUBJECT: Review & Discussion Regarding the First Three Chapters of the June 24, 2025 Draft General Plan as Follows: 1) Introduction; 2) Chapter 1: Resiliency and Sustainability; and 3) Chapter 2: A Community Connected.

ITEM SUMMARY

This item is for the Subcommittee to review and discuss the first three chapters of the General Plan:

- Introduction
- Chapter 1: Resiliency and Sustainability
- Chapter 2: A Community Connected

BACKGROUND

During the February 11th General Plan Subcommittee meeting, the subcommittee voted to use the June 24th 2025 version of the General Plan as the baseline document for review moving forward. At this same meeting, the Subcommittee agreed that review of the General Plan draft should commence during the next meeting with the first three chapters.

This agenda item will facilitate Subcommittee recommendations and direction to staff for plan updates.

FINANCIAL IMPACT

There is no financial impact for this item.

RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

ATTACHMENTS

1. Introduction
2. Chapter 1 Resiliency and Sustainability
3. Chapter 2 A Community Connected

INTRODUCTION

A General Plan is an expression of a community's preferred future. It is a road map describing the destination and the paths to be taken to reach it.

What is a General Plan?

In simple terms, the **City of Prescott General Plan** (General Plan) is the guide for land use decisions in Prescott, AZ.

HOW IS THE GENERAL PLAN USED?

Rezoning and new development proposals involving use permits, as well as decisions about public infrastructure, transportation corridors, annexations, and economic development, must be consistent with and conform to the adopted General Plan.

WHY DO WE NEED A GENERAL PLAN?

Arizona State Statute (A.R.S.) (§9-461.05) requires that all municipalities must prepare and adopt a comprehensive general plan for the physical development of land within its jurisdiction. It also must be re-adopted or amended at least once every 10 years. The City's General Plan is up for re-adoption, as the plan was last adopted by voters in 2015. Specific requirements for content are based on the total population of a community. Based on the City of Prescott's (City's) current population, A.R.S. requires the City General Plan to address specific elements. These elements are described and addressed in Chapters 1-5.

WHAT IS REQUIRED TO BE IN A GENERAL PLAN?

General Required Elements:

- Land Use
- Circulation (Transportation)
- Open Space
- Growth Areas
- Environmental Planning
- Cost of Development
- Water Resources

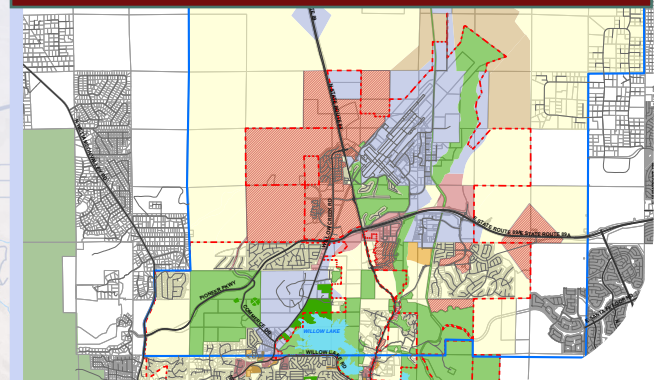
Voluntary Elements:

- Economic Development
- Tourism
- Healthcare
- Dark Skies
- Tree City USA
- Climate
- Digital Connectivity
- Youth Programs and Childcare
- Art, Culture, Events, and Museums

Elements Required When Population Hits 50,000:

- Conservation
- Recreation
- Transit Plans
- Public Services and Buildings
- Housing
- Energy

See the Prescott Land Use Map on pages 65, 67, and 132





THE PRESCOTT VISION

Prescott is a thriving and scenic community in the heart of Arizona, rooted in western heritage and strong hometown values, where individuals, families, and businesses enjoy outdoor adventures, vibrant cultural events, a prosperous economy, and the promise of a bold tomorrow.

THE PRESCOTT MISSION

We enhance quality of life as stewards of our natural and built environment and through understanding city services that engage our community, preserve our past, and ensure a safe and vibrant future.



PRESCOTT'S VALUES

- Citizen empowerment and involvement in government and community activities
- Preservation of community character including environmental, economic, cultural, and historic community assets
- Moderate growth and quality of development
- Balance between developed and undeveloped areas, providing diverse housing options among private property, neighborhoods, and communities
- Sustainability of economic foundations, neighborhood, and community infrastructure; government services at acceptable levels; and water supplies and natural resources
- Ethic of equality and respect for all community members

The Challenge for the Community:

Ensure the continued vitality and longevity of existing residential, commercial and industrial areas and create additional sites suitable for residential, business, commercial, and industrial development. Also, to do so without sacrificing the historic and cultural resources and open space valued by the community, without undue negative impacts on existing neighborhoods, and without degrading our water and air quality, and environmental resources. For example, water contributes to our quality of life, and to do so while keeping City infrastructure and services (streets, water, sewer, police, and fire) at acceptable community-wide levels while keeping Prescott, Prescott.

Currently undeveloped areas represent the best opportunities to improve and maintain a sustainable balance among these types of land uses and water resources.

Prescott's Road Map

The City of Prescott (City) is a city that values the quality of life for all its inhabitants. Prescott is home to people of varying backgrounds, cultures, and perspectives. This cultural diversity keeps the city vibrant and is an asset we should all embrace. As such, it is intended that people of all ages, races, national origins, sexual orientations, genders, religions, and disabilities can make use of Prescott's land and amenities without facing discrimination or harassment. This goal is consistent with the Prescott Vision and Mission Statements.

The Prescott Downtown and Neighborhoods are intertwined in a variety of housing and people-gathering places and activities. The diversity of employment opportunities enable young and working families, as well as retirees, to live in Prescott where they work, shop, worship, attend school, enjoy cultural and recreational activities, and interact in civic forums.

The General Plan complies with the "Growing Smarter/ Growing Smarter Plus" legislation adopted by the state in 1998 and amended in 2000 and 2002 (A.R.S. 9-461.05 to 9-461.07). All sections of this plan, required and voluntary, interact and relate to each other to comprehensively address the challenges Prescott faces.

Our Approach

This General Plan organizes the required and volunteer elements under the following chapters based on the City's Livability Goals.

Resiliency and Sustainability

Fire, Environmental Planning, Water Resources, Climate, and Energy

A Community Connected

Circulation (Transportation), Open Space, Wildlife Corridors, and Digital Connectivity

Great Places and Neighborhoods

Land Use and Growth Areas, Historic Preservation, Recreation, Dark Skies, Tree City USA, and Bike and Pedestrian Paths

Economic Competitiveness and Prosperity

Economic Development, Tourism, Growth and Cost of Development, Housing, and the Prescott Regional Airport (PRC)

Community Quality

Police, Educational Assets, Library, Community Center, Healthcare Assets, Childcare and Youth Programs, and Arts and Culture



The General Plan Process

FY 2022

PHASE
1

PHASE 1 - FY 2022

The initial phase of the General Plan process focused on reviewing the 2015 General Plan, and understanding current and upcoming key goals, opportunities, and challenges within the community. The City analyzed data, formed a Citizen Review Committee, and started creating the Plan Prescott website and informational handouts.

FY 2023

PHASE
2

PHASE 2 - FY 2023

The following year, the City prioritized engaging the public to gather ideas and information, which will continue for the duration of the General Plan process. The Plan Prescott website was launched, and various forms of public outreach also began. Events like open houses, workshops, etc. were held and multiple surveys were conducted.



FY 2024

PHASE
3

PHASE 3 – FY 2024

In 2024, all the research and preplanning efforts were compiled into a draft of the General Plan document. There were reviews done by the General Plan Committee in public meetings and revisions were incorporated and a final draft was brought forward to the public for the 60-day public comment period. Revisions were incorporated, and a more final draft was brought forward to the public for the 60-day comment period. This also triggered the next round of public outreach efforts to ensure the public was aware of the 60-day comment period and able to provide feedback either in-person or virtually.

FY 2025

PHASE
4

PHASE 4 – FY 2025

The final phase of the project involved addressing and incorporating the public's comments into the General Plan draft. The final product was taken to the Planning and Zoning Commission for review and a recommendation to the City Council. The City Council reviewed and amended the draft prior to approving the final draft. Once the final draft was approved, an alternate interactive version of the draft was finalized, so that the General Plan could be viewed online with clickable links, animated graphics, etc. The General Plan was then put on the primary election ballot to be passed.

Public Participation Process

The planning process for the 2025 General Plan, *Plan Prescott*, starts and ends with public engagement. In the years leading up to the General Plan being placed on the 2025 ballot, the City employed various methodologies to gather input, increase awareness, and communicate updates.

Public engagement began in FY 2022. The City reviewed other recently updated plans for effective ideas on how to reach out to the public for comments. City Council also appointed an 11-member General Plan Review Committee to help staff with public outreach and to review the updated plan for comments and suggestions.

To engage the public, the first step involved creating a website, distributing flyers/handouts, publishing newsletter articles, and airing radio advertisements. Following this, an online public survey was created, with input from all departments and the citizen review committee. The survey’s goal was to learn what residents love about Prescott and where they want to see improvements. The City also held an Open House on August 30, 2023, in order to obtain public input on challenges and opportunities with the following topics: circulation, economic development, housing, land use, and public facilities and services. Over 200 residents attended and provided feedback on all of the topics.

The General Plan Review Committee gathered the information collected and began updating the General Plan. From the many conversations and survey responses gathered, a few key themes emerged:

- A love for Prescott’s “small town feel,” historic downtown area, and natural environment
- Hope for improvements to traffic; healthcare; and water accessibility, quality, and conservation
- Concerns about growth, affordability, and lack of diversity in population age

These themes, along with the specific focus areas previously mentioned, are addressed in the General Plan, accompanied by goals and strategies to achieve them.

The updated General Plan document will be reviewed by the public during the 60-day comment period and additional input was gathered through an online virtual meeting room, online surveys, and additional in-person public meetings.

Afterward, the City incorporated the latest public comments and sent the General Plan to the City Council for final approval. Once approved, the General Plan was placed on the 2025 ballot.

To promote the passing and official adoption of the 2025 General Plan, the City engaged the public through social media and an election ambassador program, among other methods.





Navigating the General Plan

Readers can navigate to specific chapters/topics in the document by navigating to the table of contents at the start of the document and clicking on a preferred chapter, or by using the map below. There are clickable elements related to each of the chapters in the map below. Each chapter has also been given a specific color and symbol, so it is easy to recognize the topic and focus, no matter what page you are on.



This unique mural was created by Prescott High School art students.

General Plan Structure

<p>INTRODUCTION</p> 	<p>This section in the document serves as an orientation to the General Plan. It provides:</p> <ul style="list-style-type: none">• The General Plan’s purpose and need• Definition of the City’s five livability goals that serve to organize the General Plan• Guidance on how to navigate the document
<p>CHAPTERS 1-5: LIVABILITY GOALS</p> 	<p>Each City Livability Goal has its own chapter. Each chapter opens with an overview which describes the importance of this topic. This is followed by in-depth research and analysis to illustrate trends and influences related to each theme. Context from the trends and influences analysis is then used, along with ongoing community input obtained throughout the planning process, as a foundation for setting the listed goals and policies.</p>
<p>CHAPTER 6: MAJOR PLAN AMENDMENTS</p> 	<p>The City’s general plan is required to define the criteria for determining whether a proposed plan amendment is a “major plan amendment.” This section includes a table that delineates the criteria for a major plan amendment.</p>

TRANSPORTATION GOALS AND STRATEGIES

Arterials

Arterials, in principal, are for longer distance travel between two points, and direct access to property is a subordinate function. In order to maximize a satisfactory operating level of service without requiring additional lanes, traffic management must concentrate on moving traffic quickly through controlled intersections.

Goal 1: Establish and maintain a system of arterial streets.

Strategy 1.1 Coordinate with ADOT and CYMPO to complete the update of the Central Yavapai County Regional Transportation Study and related future planning.

Strategy 1.2 Develop a City Transportation Plan for adoption and implementation of recommended goals and strategies to improve arterial traffic movement and safety.

Strategy 1.3 Support improvements of arterial streets by maintaining pavement quality.

Strategy 1.4 Balance the needs of pedestrian, bicycle, and future public transit modes when expanding intersections.

Strategy 1.5 Enhance the aesthetics of street corridors, when possible, to match surrounding neighborhoods.

Strategy 1.6 Promote interconnectivity of transportation networks to improve circulation efficiency, disperse traffic, and reduce impacts on individual streets.

Strategy 1.7 Minimize and reduce, where feasible, direct driveway access to arterials for flow and safety.

Strategy 1.4 Continue to participate in CYMPO discussions and studies addressing public transit (<https://www.cympo.org/studies/>).

DEFINITIONS

Unique words are also defined throughout the document to help the reader fully understand the topic at hand.

GOAL STATEMENT

Each goal is numbered and has an introductory statement to identify the broad goal.

STRATEGY STATEMENTS

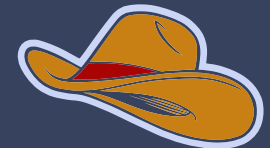
Each **goal statement** is followed by multiple **strategy statements**, which outline the steps needed to achieve the goal statement.

LINKS

Links to external websites are underlined and colored green. Readers can click these links at any time to find additional relevant information outside of the General Plan. These links are for reference only and not necessarily endorsed by the City.

Fun Bonus: Hidden Object Scavenger Hunt!

Keep an eye out for a small cowboy hat icon hidden in each chapter to help draw your attention to key points in the General Plan.
Can you find all six cowboy hats?





Physical Setting and History

Located in a basin in the mountains of north central Arizona, Prescott is bordered and most influenced on the south and west by the Prescott National Forest. The natural environment is rich with rock outcroppings, unique topographical features, abundant vegetation, wildlife, riparian areas, and archaeological resources. The average elevation is 5,400 feet above sea level, and the area enjoys four seasons with few extremes of temperature or precipitation. The climate is generally temperate and mild, with average high temperatures ranging from 50°F to 90°F. Rainfall continues to be below average, with drought conditions reported by various scientific institutions. The average annual precipitation is 16 inches of rain and 13 inches of snow.

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

Current archaeological cultural resource investigations reveal occupation patterns of prehistoric people as early as AD 700. Documentation of prehistoric excavations around Willow Lake and Watson Lake continue with the artifacts related to the Prescott Culture AD 700 – 1100 ultimately to be preserved in place as a public viewing park and artifacts archived at Sharlot Hall Museum, a state museum on West Gurley Street near Downtown Prescott.

More urban historic archaeological sites located in the lowest elevations of Prescott Basin along Granite Creek revealed artifacts of later settlement associated with the current population of non-indigenous residents. These objects and interpretation of the locations where they were found will also be available for public display at Sharlot Hall museum, interpreting The Central Arizona Highlands.

The region was once part of a vast area occupied by hunting and gathering American Indian people. This group was one of three geographically divided

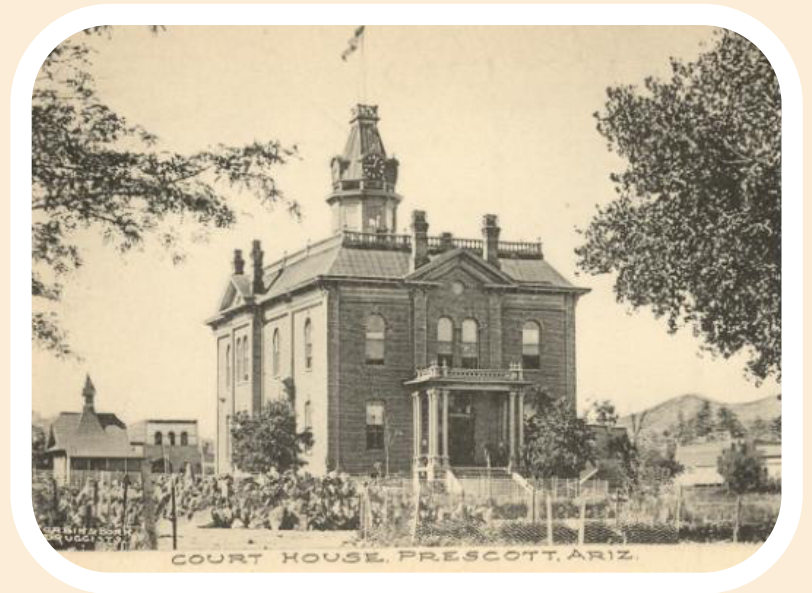


Yavapai groups and later became known as the Yavapai-Prescott Indian Tribe. They were allocated approximately 1,400 acres of land by the federal government, forming the Yavapai-Prescott Indian Reservation, which is now encompassed by Prescott on three sides.

Although initial European contact occurred in the late 1500s, it was not until the 1860s that significant non-native populations began permanently settling the Prescott area. Prescott was established as a town and became the Territorial Capital of Arizona in 1864.

Prescott was a planned community from the beginning with the original townsite laid out in a grid pattern surrounding a central courthouse plaza. The Arizona State Capital was moved briefly to Tucson and eventually to Phoenix, but during the late 1800s, Prescott again served as the state's territorial capital. The original Governor's Mansion is preserved at its original site at the Sharlot Hall Museum.

The area's early economy centered on mining, cattle ranching, and government, making Prescott the economic and political center of north central Arizona. Support for commercial enterprises continued to expand in the late 19th century. In July of 1900, a fire destroyed much of Prescott's commercial district. Following the fire, most buildings in the downtown area were reconstructed of brick and masonry, providing today's rich architectural heritage. Some 800 City structures are listed in the National Register of Historic Places as part of 13 local districts and/or 13 national historic districts. One archaeological district on City-owned land is included in the register of 13 city-designated (local) historic preservation districts.



Prescott Courthouse, 1878

Photos courtesy of CourthouseHistory.com



Historic Post Office

During the 20th century, Prescott developed as an important location for health services and facilities. For many years, Prescott's clean air and temperate climate drew tubercular and other respiratory patients to the area for treatment. Fort Whipple, originally established as a military outpost to protect the territorial capital and the many miners in the area, is today the Northern Arizona Veteran's Administration Health Care Center.

Also during the 20th century, the arts, cultural, and educational assets of Prescott flourished along with healthcare. Sharlot Hall Museum was founded in 1929 by state historian Sharlot M. Hall and influential Prescott businessmen to preserve and restore the territorial Governor's Mansion. The museum campus collections, exhibits, and educational and performing arts programs have been expanded over the years with a major regional archive focusing on Central Arizona material and natural history.

The Elks Opera House (now Elks Theater) has welcomed audiences to performances since 1905. The performing arts theaters are owned and operated by the Hazeltine Theatre, Yavapai College, and the Prescott Unified School District. The Phippen Museum of Western Art, the Museum of Indigenous People: American Indian Art and Culture, and the Western Heritage Center also contribute to the current cultural scene.

The presence of public and private post-secondary education constitutes an important force in the Prescott economy and cultural surroundings. Prescott College, a private liberal arts college, was established in the 1960s. The late 1960s also brought the founding of Yavapai Community College. In 1978, Embry Riddle Aeronautical University established a large campus in the community. Northern Arizona University has a presence in Prescott; as does Old Dominion University, which is located on the Yavapai College campus. Prescott continues to be an economic, cultural, educational, and political center of Yavapai County and the seat of the county government.



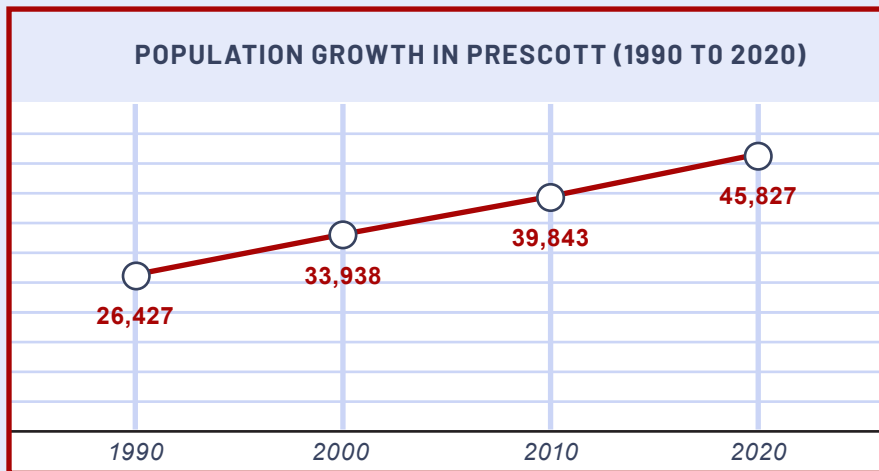
*Embry Riddle
Aeronautical University*

Existing Conditions and Trends

POPULATION FORECAST

From 1960 to 1990, the City's population grew at an average annual rate of 3.9% per year, inclusive of annexations. Since 1990, the growth rate has slowed. From 1990 to 1995, the population grew at an average annual rate of slightly below 3% per year, without any major annexations of existing residential areas, and inclusive of a growth spurt in 1993. Beginning in 1995 and continuing through 2010, the population growth slowed to below 2%. Prescott's population growth rate decreased further since 2010 to an average of 1.5% per year. The 2020 U.S. Census reported Prescott's population to be 45,827. Prescott's growth rate from 2010 to 2020 was 1.4% per year.

The most current population estimates (U.S. Census Bureau, July 2023) present a total population of **47,757**. That said, Prescott's daily population including visitors is approximately **100,000**.



It is important to note, according to the updated classification of urban-rural areas published by the U.S. Census Bureau, the Prescott-Prescott Valley areas are categorized as “urban clusters.” Planning approaches differ between urban and rural communities. Throughout the General Plan, the urban planning focus is clear on its goals concerning growth management and organizing locations and densities of population clusters to employ smart growth.

POPULATION FORECAST SNIP

When projecting growth rates, especially when those projections will be used for planning and infrastructure projects, it is better to conservatively project higher rather than lower. For this reason, we have assumed a 2% growth rate in this plan but expect 1-2% growth. It should be noted that unexpected changes to the economy and the potential for Prescott to reach external growth boundaries by annexations may alter this estimate.

Prescott is also affected by the growth trends and development patterns of neighboring communities and the unincorporated areas of Yavapai County. **The 2020 Census count for Yavapai County indicates a population of 236,218, with a 2.1% growth rate.** Using a growth rate of 2.1%, the total County population could reach 300,000 by the year 2030. Prescott Valley has been growing at a greater rate than Prescott and Yavapai County. The Prescott Valley 2020 Census indicated a population of 46,785, with a short-term growth rate of 2.45%.

Higher growth rates for the County and Town of Prescott Valley, along with Prescott being the employment hub for the area, affect traffic congestion on City roadways and demands for emergency services on the periphery of Prescott's city limits.

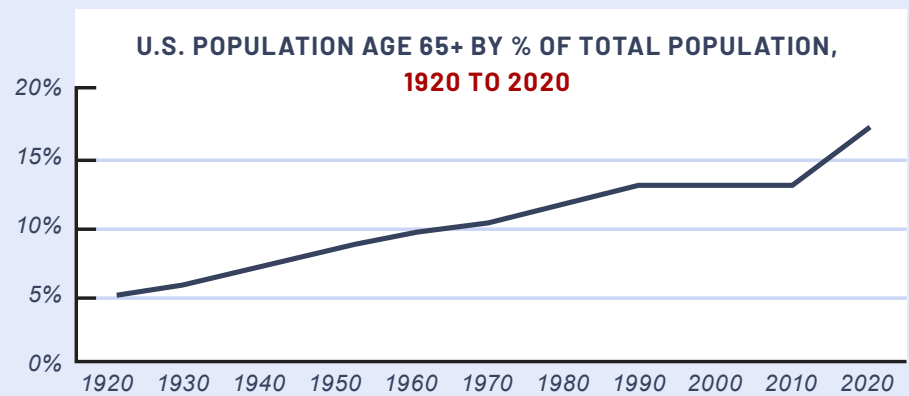
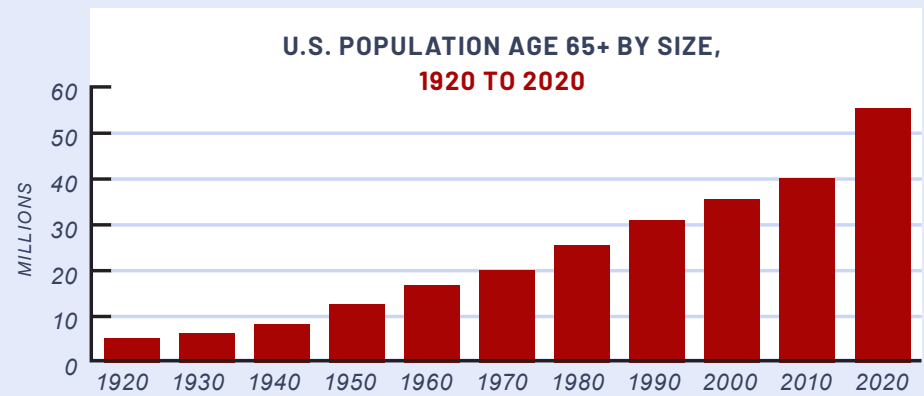
For the purpose of this 10-year General Plan, we use the 2020 Census and assume a higher than average Prescott growth rate of 2% resulting in a high side population of approximately 61,500 by the year 2035. Changes in economic conditions and annexation of significant tracts of flat, more easily developed ranch land could drive that number higher. However, other factors such as availability of water, market trends toward large lot, low-density development, and finite growth boundaries can be expected to play a role in limiting growth over the next 10 years.

Consistent with articulated community values, Prescott seeks to maintain sustainable, moderate growth of 1-2% to accommodate residents of all ages and economic status, while preserving the community’s character now and in the future.

Changing Demographics

AGING POPULATION

Census data from 1980, 1990, 1995, 2000, 2010, and 2020 show minimal changes in the percentage of individuals between the ages of 20 and 64 that make up Prescott’s population. The more dramatic shifts have occurred at the two ends of the population age range. Youth aged 0 to 19 declined as a percentage of total population from 26.1% in 1980 to 16.8% by 2010, while adults aged 65 and over increased from 21.4% to 30.8%. These changes have significant impacts on local school district enrollment, the labor force, and the balance of family types and sizes in the area. The 2020 Census shows youth aged 0 to 19 dropped to 14.1% while adults aged 65 and over increased to 41.1% of the total population.



Source: U.S. Census Bureau, Decennial Census of Population, 1900 to 2000; 2010 Census Summary File 1, and 2020 Census Demographic and Housing Characteristics File (DHC)

Prescott’s median age increased to 54.1 years of age in 2010, accompanied by an increase in households with one or more people aged 65 and over (from 34.8% in 1980 to 44.8% in 2010). Prescott’s median age increased to 60.2 according to the 2020 Census. With the aging of Baby Boomers (those born in the high birth rate years of the 1950s and 1960s), an increase in older populations is a national trend, as is an overall reduction in birth rates. Prescott follows this trend but is different from many other communities in that there is continual in-migration of seniors

approaching retirement or who are already retired. Prescott is and will continue to be a retirement destination because of its natural environment and cultural amenities. The out-migration of young people at the upper end of the 0-19 age range for educational or employment opportunities elsewhere is also a contributing factor to this trend. Telecommunication based on improved internet connectivity affects demographics as younger families seeking Prescott's quality of life are able to bring their jobs with them. The graphs on the previous page show the national trend of an aging population.

HOUSEHOLD SIZE

There has also been a continual decline in the average number of people per household. In 1980, the City's average household size was 2.52. By 2000, the average household size had decreased to 2.11. It dropped further, to 2.03 in the 2010 Census. This is a predictable result of the aging population trend. The 2020 Census reported 2.02 as the average number of people per household.

DIVERSITY

Prescott's population was 95% Caucasian in 1980. By 2010, Caucasians accounted for 92.1% of the population and Hispanics/Latino constituted 8.6% (note: there were changes in the way race was defined by the Census). The percentage of African-American residents in Prescott remained the same at 0.7% in both 1980 and in 2010. The percentage of American Indian residents dropped slightly from 1.2% to 1.1%, and the percentage of Asian residents increased from 0.6% to 1.2% between 1990 and 2010. According to the 2020 Census, Prescott's population was 89.6% White, 8.6% Hispanic, 4.2% two or more races, 2.0% Asian, 0.6% Native American, and 0.4% African American.

FAMILY TYPES

Just as significant in terms of changing diversity are the trends in family types: the proportion of households with a wage earner (working families) compared to retiree households; and the proportion of families actively raising children to "empty nesters" are decreasing. Based on the Census data, families made up 59% of Prescott's households in 2000, which dropped to 56% in 2010. In 2000, households with a member aged 65 or older comprised 39.4% in Prescott, increasing to 44.8% in 2010, a rise of 5.4%. Also of note are trends for working families with young children. In 1990, 50% of families with children under 6 years of age had both parents in the household working. By 2010, that number rose to 64%. Among City residents in 2010, there were 16,891 people age 16 and older who were employed, or approximately 42% of the total population participated in the workforce. This dropped to 40.3% in the 2020 Census. **This may indicate that working families with young children increasingly require more than one income to meet rising living and housing costs in the community. This includes ordinary living costs, such as childcare, as well as housing costs, which are explored more in Chapter 5.**

These trends suggest that the median age will continue to rise, Prescott's youth population percentage will continue to decline, and similar to national trends, seniors and elderly will make up an increasing proportion of the total Prescott population.

All of these demographic trends, if unchanged, will further alter the community balance in terms of age groups, family types, household sizes, and ratios of retirees to working residents.





HOUSEHOLD INCOME

The median household income for Prescott in 1990 was \$22,517, with the largest single concentration (24%) of incomes in the \$5,000 to \$15,000 range. The 2010 Census indicated that the median household income was \$44,224, with the largest concentration in the \$35,000 to \$50,000 range. While Prescott’s median income remains slightly higher than Yavapai County as a whole, it continued to be below the statewide median income of \$50,448 in 2010. Median income in 2020 Census is \$61,090.

REGIONAL POPULATION TRENDS

Between 1990 and 2010, the neighboring communities of Prescott Valley and Chino Valley experienced much higher rates of growth than Prescott. The unincorporated portions of Yavapai County have also grown rapidly. The population changes for Prescott, Yavapai County, neighboring communities are shown in the table below. If the rates of growth in the region continue, Prescott’s proportion of the regional population will continue to decline. Prescott Valley’s population surpassed Prescott for the first time according to the 2020 Census.

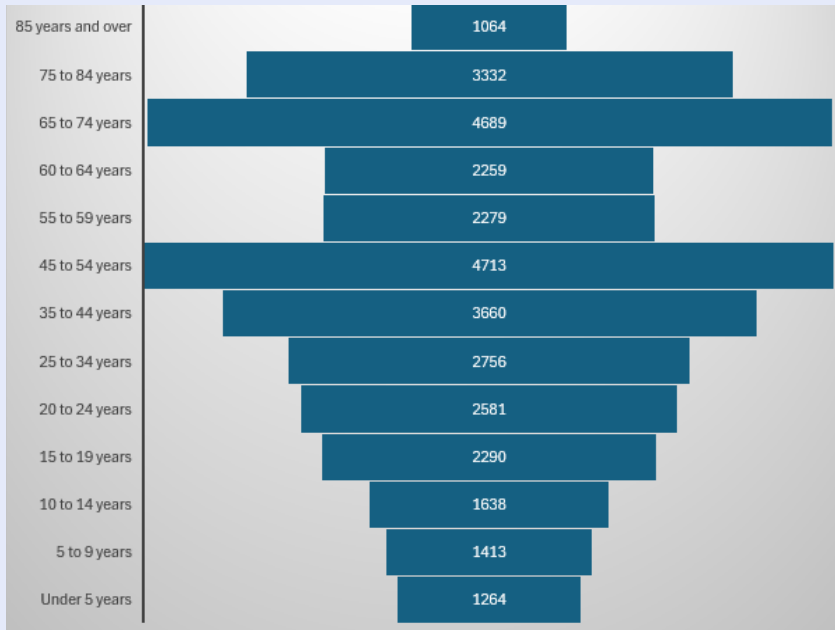
POPULATION BY JURISDICTION

Jurisdiction	2010		2020	
	Population	% Portion of County Population	Population	% Portion of County Population
City of Prescott	39,843	18.90%	45,827	19.40%
Town of Prescott Valley	38,822	18.40%	46,761	19.80%
Town of Chino Valley	10,817	5.10%	13,020	5.51%
Yavapai County	211,033	-	236,209	-

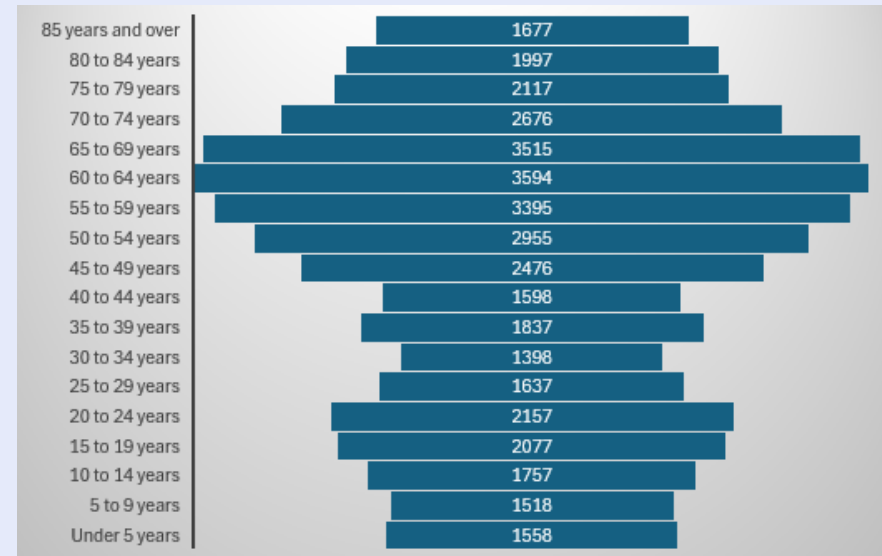
City of Prescott Population by Age

(2022 American Community Survey 5-year Estimates)

2000 CITY OF PRESCOTT POPULATION AGE (2000)



2010 CITY OF PRESCOTT POPULATION BY AGE (2010)



* figures may not reflect incomes not tracked by HUD

2020 YAVAPAI COUNTY VS. CITY OF PRESCOTT CENSUS DATA

POPULATION
236,209

MEDIAN AGE
55.5

% UNDER 18 YEARS
15.7%

% 65 YEARS AND OVER
33.8%

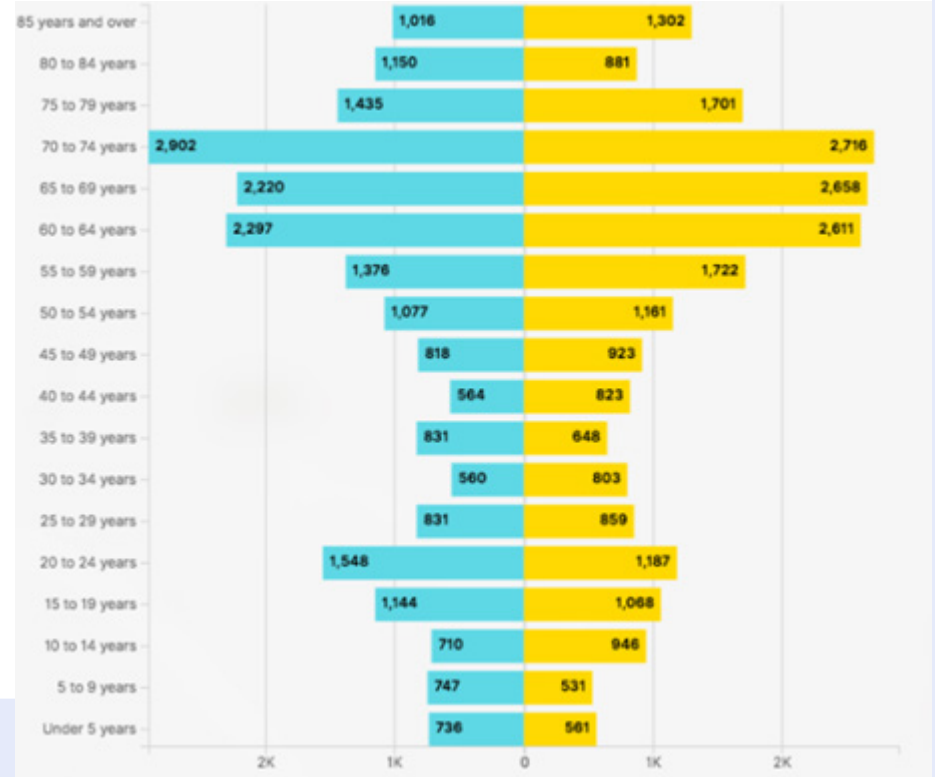
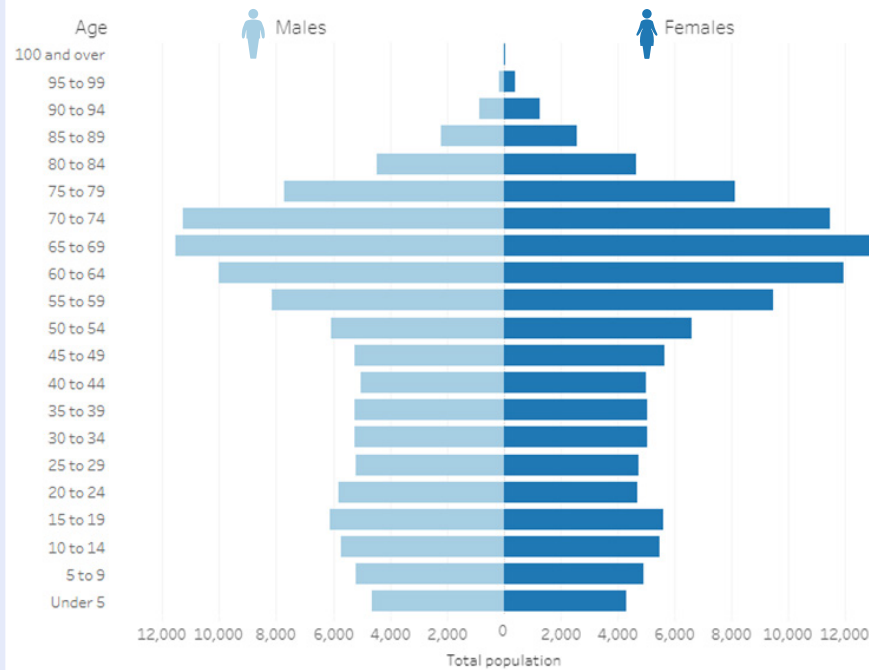
% FEMALE
50.9%



CITY OF PRESCOTT POPULATION BY AGE

MALES

FEMALES



United States[®]
Census
Bureau

U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov

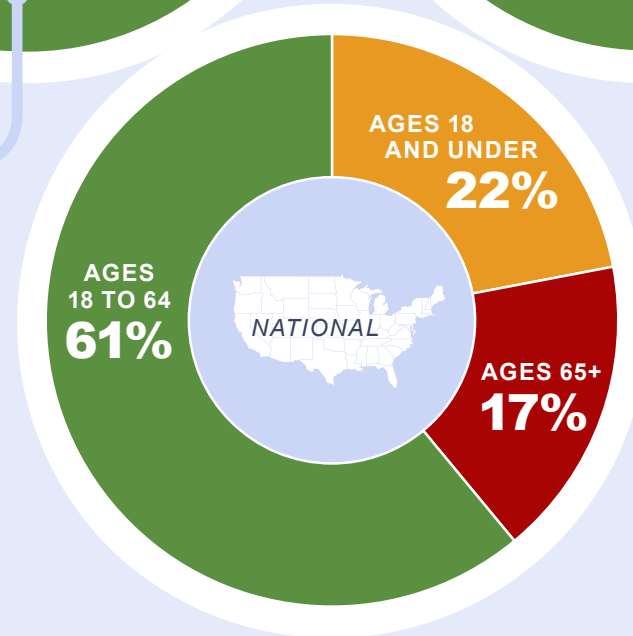
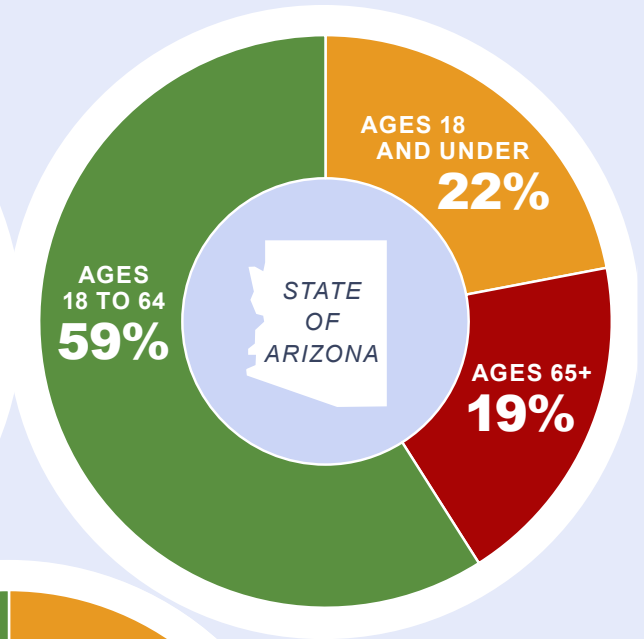
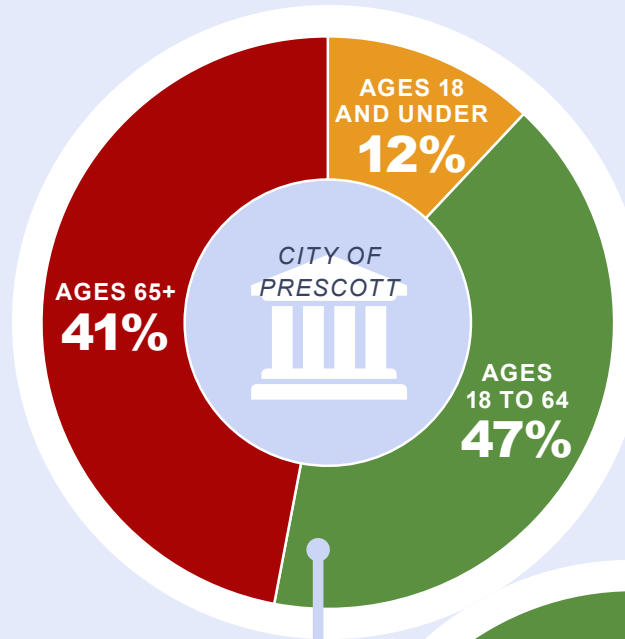
2020

AGE GROUPS BY % OF POPULATION

47%

Working age individuals makes up 47% of Prescott's total population.

A small and shrinking working-age population can have a significant impact on Prescott's labor market and economy, including a potential increase in cost of labor, increasing wage premiums for skilled labor due to demand, and fewer workers to pay taxes and provide vital services in the public sector.



CHAPTER 1



RESILIENCY AND SUSTAINABILITY

With the increased impacts of climate extremes, reduced trends in annual precipitation, and being surrounded on three sides by a National Forest, it is becoming more and more obvious that we need to cultivate **resilience**. Becoming more resilient and sustainable means that we are better able to prepare, adapt, and get stronger in response to internal and external pressures and stresses. This not only allows people, businesses, neighborhoods, and the whole community to maintain essential functions and bounce back relatively quickly, but also spring forward toward improved environmental, social, and economic health and well-being. This focus allows us to simultaneously promote economic vitality, environmental integrity, and healthy communities.

Resiliency and sustainability involve many considerations, including wildfire risks, environmental planning, water availability, climate, and energy. Balancing land uses within a community is essential to providing residents with a full range of services, employment opportunities, and housing choices. This balance is vital for maintaining a resilient community. Currently, housing affordability for essential workers is a high priority, as the lack of affordable housing negatively impacts employee recruitment for local governments and private industries. This issue continues to hinder the hiring of qualified staff for essential services in government, healthcare, education, and other sectors. Consequently, Prescott faces crowded roads filled with workforce commuters, higher service costs, fewer service options, and a flattening tax base. All stakeholders must take action to prevent the degradation of services for Prescott residents.

Maintaining a balance, especially with workforce housing, has been an ongoing concern for Prescott, as noted in the 1990, 1997,

2003, and 2015 General Plans. Providing for the housing needs of a balanced community has been and remains a challenge in Prescott due to the growing percentage of retired residents, many of whom are able to afford higher-priced housing, thus incentivizing the market to produce housing out of reach for working families. In addition, the steady increase in land costs further drives up the cost of housing. In the last decade, market-based housing development in Prescott consistently favored (and continues to favor) larger single-family homes in large and smaller lot mass-graded subdivisions. However, with Prescott remaining a retirement destination, smaller houses on smaller lots and multifamily rental housing options may occupy a greater market share in the next decade.

Beyond the question of housing balance, it is important to consider the availability of commercial and industrial land in the city. Prescott is comprised of approximately 68% residential property, 10% commercial property, and 9% industrial property. The remainder comprises open space and master planned development properties. There is no “ideal” balance among these land use components. The key is to maintain sufficient undeveloped commercial and industrial lands to provide the necessary expansion of services to support anticipated residential growth. Approximately half of all commercial and industrial-zoned land within the city remains vacant at the time of this writing.



The Prescott Fire Department

The Prescott Fire Department is the oldest in Arizona. It was established in 1885, and today it is a modern and highly professional career fire department. The Department has a wonderful history of firefighting traditions and values a creative and proactive workplace. It is involved in numerous joint partnerships, including automatic aid with the Central Arizona Fire and Medical Authority, United States Forest Service, and Yavapai-Prescott Indian Tribe.

The Prescott Fire Department provides all risk services to our community. Fire personnel are the first responders to deal with epidemic disease, bio-terrorism, hazardous materials, and other threats to safety. They are trained in emergency medical response; structural and wildland fire fighting tactics; confined space- and high-angle rescue; hazardous material mitigation; fire prevention techniques; and are involved in large-scale incident management at the local, county, and state levels.

The City was the first community in Arizona to adopt the Wildland Urban Interface Code with local amendments. Prescott Fire Department leadership is committed to aggressively addressing the threat of wildfire to our community and promotes fire-adapted community strategies. This proactive approach to fuel mitigation and educating our citizens regarding wildfires has placed the City in a leadership role locally and nationally.

The current question is not “if” a fire will occur but “when.”

In 2019, the Department completed a comprehensive community risk assessment that is the foundation for assessing the risks faced by the community.

A major update to the community risk assessment was completed in 2024 and adopted by the Council in November of 2024. The document can be found at: <https://prescottfire.org/services/documentsandresources/>.

In 2023, the Department established a 5-year strategic plan (https://prescottfire.org/wp-content/uploads/2024/12/PFD_Strategic_Plan_2024_Update_v24.4_08-27-24.pdf) that is updated annually to establish a redefined organizational identity and update its mission, vision, and values based on stakeholder comments.

Seven strategic issues were identified that the Department must address to serve the community effectively. These challenges are all equally important and relate to the following:

- 1. Staffing and Infrastructure** – There is a need for increased capital infrastructure and associated staffing to meet growth in the city.
- 2. Occupational Safety** – Existing station infrastructure and policies need to incorporate current evidence-based research related to the fire service that influences the well-being of personnel.
- 3. Data Collection and Analysis** – The department must improve the utilization of data collection and analyze it to drive organizational performance management.
- 4. Community Growth** – Public safety resource allocation has not substantially increased, while the demand for services in the community has doubled.

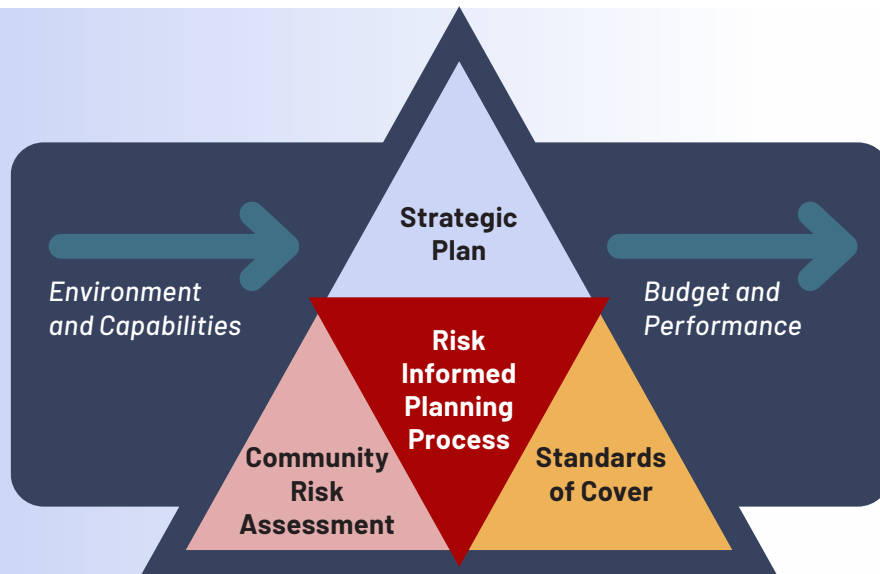
5. **Sustainable Funding** – To maximize the impact of voter-approved public safety funding and address increasing citywide demands, the general fund must be balanced to sustain public safety resources while fulfilling overall City priorities.
6. **Resource Viability** – The current resources allocated to the Department are insufficient to effectively manage its current responsibility. Therefore, they must be addressed before meeting the demand for expanding capabilities. The City may consider co-locating new Fire and Police structures to minimize cost.
7. **Workforce Development** – Significant changes in the workforce and the community, coupled with an evolution of the profession's demands, require a dedicated focus on investing in the current workforce and being proactive about recruiting new public safety professionals.



FIRE-ADAPTED COMMUNITY FRAMEWORK

Prescott is in an environment susceptible to wildfire. Some neighborhoods, especially those along the south and west boundaries of the city, are even more prone to wildfires. At-risk neighborhoods and other new construction are required by the adopted City Urban/Wildland Interface Code to implement vegetation management plans and to use more fire-resistant building materials. This code implements much-needed safety measures within the most at-risk areas. Because wildfire is the most significant natural threat to Prescott, it will remain an important factor in all aspects of planning for the City.

Prescott Fire Department leadership is committed to aggressively addressing the threat of wildfire to our community and promoting fire-adapted community principles. This proactive approach to fuel mitigation and educating our citizens regarding wildfires has promoted effective public/private partnerships in fire management.



FIRE DEPARTMENT GOALS AND STRATEGIES

Goal 1: Plan for efficient and effective delivery of fire prevention and response.

Strategy 1.1 Continue to promote fire-adapted community principles and encourage local neighborhoods to achieve Firewise designation.

Strategy 1.2 Reduce the negative consequences of life-threatening emergencies experienced by the community through effective response and mitigation solutions.

Strategy 1.3 Enhance Emergency service delivery through strategic positioning of public safety infrastructure.



Environmental Planning

AIR QUALITY

During the early 20th century, Prescott's clean air and temperate climate drew many respiratory patients to the area for treatment. Today, air quality remains an asset of the community, helping to draw tourists and those seeking lifestyles away from large urban areas with poor air quality. Continued urbanization, with its associated increase in traffic, may degrade Prescott's air quality in the future, potentially hurting tourism, growth, and the quality of life for residents.

CHALLENGES

Although natural air movements bring some air pollution into the area, the community can improve air quality most effectively by discouraging local pollution. The Circulation Element addresses reducing automobile dependence through alternative transportation; however, the overall environment in Prescott is affected by individual auto use.

Dust, smoke, proliferation of plant pollens, and automobile emissions are sources of urban air pollution. Smoke is a problem during winter months because of wood-burning fireplaces and stoves, and at other times, seasonal prescribed burns affect air quality. In the warmer, dry months, dust from dirt roads and construction activities affect air quality. A continuing drought exacerbates poor air quality conditions.

GOALS AND IMPLEMENTATION STRATEGIES

Goal 1: Maintain Prescott's good air quality.

Possible initiatives that can be evaluated through cost-benefit analysis or other data measurements by Council for future decisions could include encouraging the upgrade to Environmental Protection Agency (EPA)-approved wood burning stoves and fireplaces,

maintaining road sweeping to reduce dust particulate air pollution, and/or evaluating whether to participate in the Arizona Department of Environmental Quality (ADEQ) Air Quality Flag Program (<https://azdeq.gov/FlagProgram>). There may also be opportunities to identify and promote alternative transportation strategies to reduce vehicle emissions and by expanding the scope and connectivity of the City's bicycle, pedestrian, and trail circulation systems.

WATER QUALITY

Prescott enjoys drinking water of good quality from deep wells. The City is a water service provider operating a water supply, treatment, distribution system, wastewater collection, and effluent distribution system. These systems are operated in compliance with federal and state water quality regulations.

Prescott is committed to maintaining a sustainable balance in water management, encompassing water quality, use, conservation, importation, and groundwater recharge. Our City plans, water policies, and adopted codes are designed to address these crucial issues. Regular reevaluation and revision of these plans, policies, and codes are essential to ensure we meet our water management goals (the state regulates surface water).





WATER QUALITY GOALS AND IMPLEMENTATION STRATEGIES

Goal 1: Protect surface waters and groundwater recharge areas to maintain the high quality of Prescott's water.

Goal 2: Enhance stormwater use and management for aquifer recharge and optimization of water treatment infrastructure.

Possible initiatives that can be evaluated through cost-benefit analysis or other data measurements by Council for future decisions include investigating the creation of a low-impact development ordinance for infiltration and reuse of stormwater for all new developments. Also, developing a process for identifying potential neighborhood projects and grant funding sources, such as the Community Development Block Grant (CDBG), for green stormwater infrastructure and integrate it into the City's Capital Improvement 5-year project list. Another initiative could be to work with adjacent jurisdictions to integrate and align stormwater standards, policies, and practices across the region and to create a toolkit to support local governments in adopting and implementing stormwater standards, policies, and practices. A Green Stormwater Infrastructure (GSI) program could be considered to identify, construct and maintain GSI. Then, where feasible, integrate GSI into City street reconstruction projects and incorporate GSI into all municipal facilities and parks, also where feasible.

GREEN STORMWATER INFRASTRUCTURE

The goal of GSI is to “slow it down, spread it out, and soak it in” and is an integrated solution to stormwater management with numerous benefits:

- Reduces stormwater pollutants and localized flooding
- Conserves water by directing rainwater to streetside landscapes and parks
- Supports riparian vegetation and wildlife while replenishing local groundwater aquifers
- Enhance traffic calming efforts and pedestrian/bike safety features
- Grows an urban/neighborhood forest with the benefits of mitigating extreme temperatures and heat island effects

Green Infrastructure, or Low-Impact Development (LID), is a comprehensive environmental conservation and sustainable development approach. It directly applies to local water concerns, stormwater management, and watershed health. GSI integrates natural ecological and engineered systems for managing stormwater, harvesting rainwater, and recharging aquifers. These design and management protocols reduce flooding events, prevent contamination of surface waters with pollutants from the built environment, and conserve groundwater. Additionally, they provide aesthetic, recreational, and wildlife habitat benefits and lead to reductions in water treatment costs and infrastructure burden. **The use of GSI features and management practices could significantly contribute to a sustainable water supply, considering that about 30% of water use in the city is for landscaping.**





LAKES

The City owns or leases land associated with four bodies of surface water:

1. **Upper Goldwater Lake**
2. **Lower Goldwater Lake**
3. **Watson Lake**
4. **Willow Lake**

All four water bodies are man-made reservoirs that have historically served as community water supplies for City water customers or the agricultural industry in the region. **Lynx Lake** is owned and managed by the Prescott National Forest.

Upper and Lower Goldwater lakes are the smallest of the four, with historic legal documents stating the combined capacity to be 620 acre-feet. Lower Goldwater Lake was used to supply water to the City by supplementing the water pumped from Del Rio Springs. Neither Upper nor Lower Goldwater Lake is used for the City's water supply. Goldwater Lakes are now public recreation amenities maintained by the City's General Fund. These lakes are upstream of the community, reducing the population center's effects; however, it is subject to natural processes such as siltation.

Watson and Willow lakes also have an extensive history. They were originally built to store and release water from annual precipitation for the downstream agricultural industry. The most current document (Sever and Transfer 98-001) for Watson and Willow lakes state their legally claimed storage capacities to be 4,600 and 5,980 acre-feet, respectively, with the right to continuous fills and refills. Unlike the Goldwater lakes, Watson Lake and Willow Lake

are subject to natural processes and the effects of the upstream population center. It was not until 1998 that the City purchased these lakes from the Chino Valley Irrigation District following a voter-approved bond measure for \$15M. The official ballot language associated with City Resolution 3033 describes property and water rights for water resources and recreational purposes. Since the purchase, reservoir operation has had a complete shift in their operation. Water is now stored from year to year for water supply, recreation, and fish spawning needs. Releases still occur pursuant to requirements regarding surface water right holders and for the storage and recovery of supplies to support City water customers. Due to the water storage and recreation uses of these lakes, they currently require both City General Fund and Water and Wastewater Enterprise Funds expenditures.

It is recognized that surface water bodies in the City's jurisdiction require continued operation and maintenance at federal, state, or locally imposed standards. Each reservoir is subject to varying influences from outside agencies, nature, and the effects of the nearby population. Since both Watson and Willow lakes have no continuous flow-through and are not drained annually, siltation and accumulated contaminants present challenges to their vitality. In 2004, the Environmental Protection Agency designated the Watson Lake reservoir as impaired because of high levels of nitrogen, low dissolved oxygen, and high pH.

As part of the Watson Lake Water Enhancement Project, City Council approved a proposal to install four floating, solar-powered aerators at their November 28, 2023, meeting. The floating circulators are designed to circulate the water to prevent and control water quality problems in lakes and were installed in February of 2024.

LAKES GOALS AND IMPLEMENTATION STRATEGIES

Goal 1: Improve the water quality of publicly owned reservoirs for full body contact.

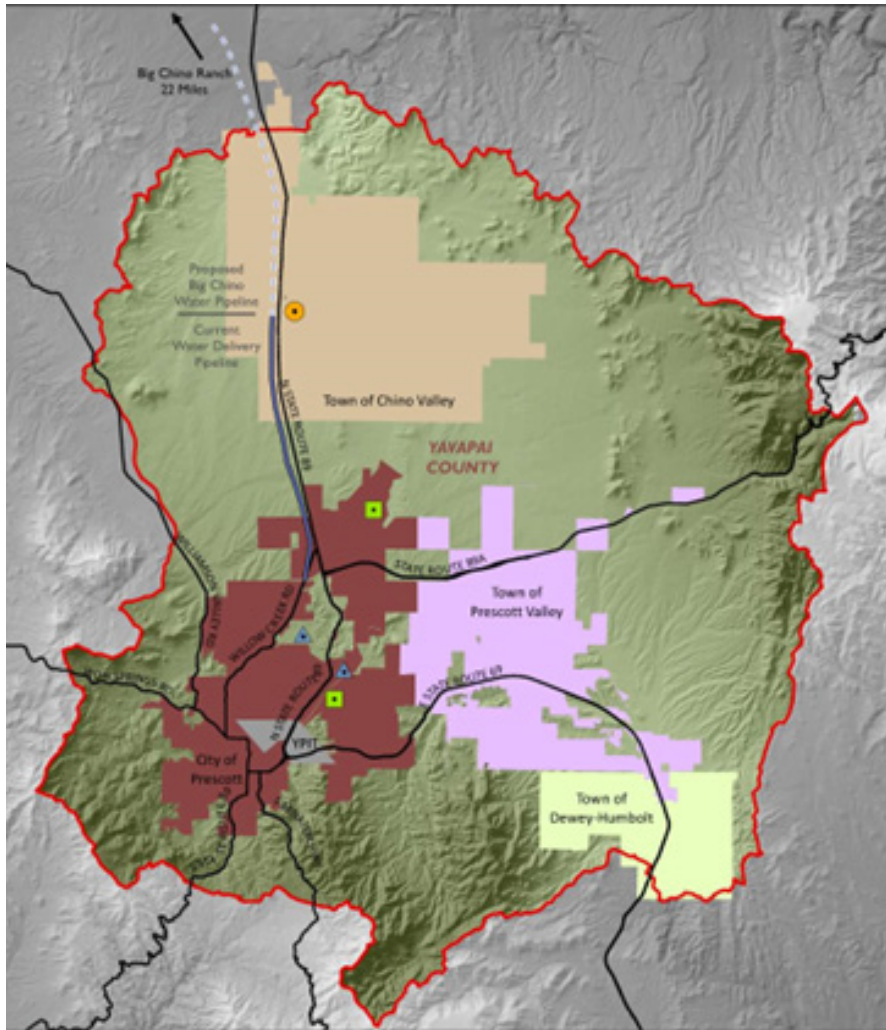
Strategy 1.1 Protect the lakes and their watersheds from sources of pollution.

Strategy 1.2 Develop and preserve open space, trails, and park areas that complement the lakes and the surrounding species and environment.

Possible initiatives that can be evaluated through cost-benefit analysis or other data measurements by City Council for future decisions include developing an up-to-date Lake Management Plan for Watson, Goldwater, and Willow lakes.



PRESCOTT ACTIVE MANAGEMENT AREA (PRAMA)



- Prescott AMA
- City of Prescott
- Town of Prescott Valley
- Town of Chino Valley
- Yavapai Prescott Indian Tribe
- Major Roads
- Groundwater Supplies
- Treated Effluent Supplies



WATER RESOURCES

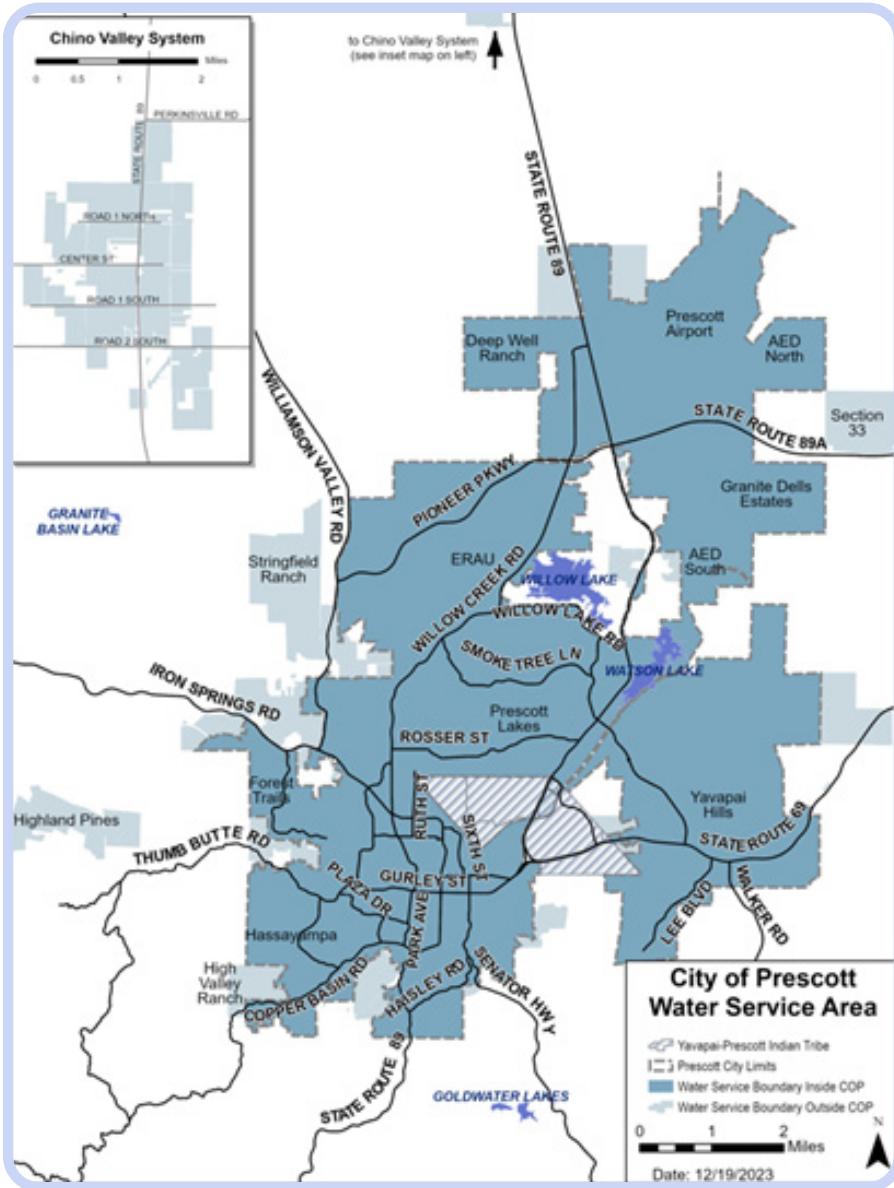
Water availability is crucial to maintaining a high quality of life with a healthy economy. Water supplies are regulated by the Arizona Department of Water Resources (ADWR) and situated within the Prescott Active Management Area (PrAMA). The PrAMA also includes the Towns of Prescott Valley, Chino Valley, and Dewey-Humboldt, portions of unincorporated Yavapai County, and the Yavapai-Prescott Indian Tribe Reservation, as shown on the map to the left.

Communities within the PrAMA withdraw groundwater based on Arizona Revised Statutes and Arizona Administrative Code. Further, ADWR Management Plans establish water management strategies emphasizing conservation, replacement of existing groundwater use with renewable supplies, recharge, and water quality management by all identified water use sectors including municipalities.

Two key historic actions that affect the PrAMA are the statewide 1980 Groundwater Management Code and the 1998 PrAMA Declaration of Groundwater Mining (being out of safe yield). The latter instituted the Assured Water Supply rules. For more information on ADWR statutory authorities, visit www.azwater.gov.

Since 1999, the City has maintained a Designation of Assured Water Supply (DAWS). The legal document issued by ADWR, a Decision and Order (D&O) of Assured Water Supply sets forth current, committed, and projected demands, and the water supplies to meet those demands.

WATER SERVICE AREA



In the City's case, this document relates to the water service area shown on the map to the left. The City's current D&O was issued in 2009. In December 2021, the City filed a required update which is currently under ADWR review. The map to the left shows the anticipated water demands included in the 2021 D&O application as of June 2024.

2021 D&O DEMANDS

Water Resource Management Model Demands

AFY quantities are provisional based on ADWR review of City's 2021 Decision and Order application.

Current Demand	9,328 AFY
Committed Demand	3,534 AFY
Projected Demand	1,667 AFY
Total Demand Estimate	14,529 AFY

Current Demand means the 100-year water demand for existing uses within the service area of a designation applicant or designated provider, based on the annual report for the previous calendar year.

Committed Demand means the 100-year water demand at build-out of all recorded lots that are not yet served water within the service area of a designation applicant or a designated provider.

Projected Demand means the 100-year water demand at build-out, not including committed or current demand, of customers reasonably projected to be added and plats reasonably projected to be approved within the designated provider's service area and reasonably anticipated expansions of the designated provider's service area.

Source: WRMM 2020

ADWR requires that water supplies are shown as continuously and legally available for 100-years to be included in the D&O. Per the 2021 D&O application, the City is currently anticipating 17,544.93 AFY, a combination of groundwater, and stored and recovered (surface water and treated effluent) supplies.

Approval of the D&O will set the legal water supply for the City and establish the demands for the set period, typically 10-20 years. With this information, the City can evaluate potential growth as established in the General Plan and create a long-term water management plan to support that growth. This is why it is vital for the City to complete the D&O process.

There are a number of subdivisions that the City has contracted water to, either through a Water Service Agreement or a Development Agreement. These commitments fall in either the committed or projected demand category, depending on whether each development has obtained a plat or not.

The anticipated numbers shown in the 2021 D&O Demands on the previous page are based on the City's Water Resource Management Model (WRMM) (<https://www.azwater.gov/hydrology/groundwater-modeling/prescott-regional-model>). The WRMM is discussed more in the Planning for the Future section on page 37. Although the WRMM tracks actual and estimated demands, the City will need to plan carefully to ensure that any future annexations, economic development efforts, and large projects are thoroughly and accurately accounted for and that supplies will meet the needs of future projects.

Goal 1: Maintain Designation of Assured Water Supply (DAWS)

Strategy 1.1 Develop a long-term water management plan and tools to improve measurement and analysis.

Strategy 1.2 Continue to develop a comprehensive study for the Big Chino Water Ranch including economic, social, and environmental impacts of potentially adding this water supply to the City's portfolio.

LOCAL SUPPLIES AND INFRASTRUCTURE

Water supplies recognized in the City's 2009 D&O include groundwater (currently from the Little Chino Sub-basin aquifer and transportation water from the Big Chino Sub-basin aquifer with conditions), surface water, and treated effluent supplies used for recharge and recovery. Groundwater is the largest water supply within

the City's water portfolio, and it is currently pumped from two well fields operated by the City's Public Works Water Operations Division.

The Intermediate Pump Station and Chino Valley Water Production Facility improvements are scheduled for completion in the first quarter of 2025. The addition of these facilities will constitute a major capacity increase to the City's pumping and water storage capacities while also reducing water pressures by approximately half for over 75,000 feet of transmission mains.

The City has surface water supplies through its water rights associated with the Watson Lake and Willow Lake reservoirs. The City has a legal entitlement to discharge up to 3,861.26 acre-feet per year (AFY), plus 965 AFY for Transportation Losses (not to exceed 4,826.26 AFY) from the reservoirs for municipal use. The City implements this water right by routing surface water from the Watson Lake and Willow Lake reservoirs to the recharge basin facility near the Airport Water Reclamation Facility (WRF). Since surface water supplies are subject to variation in precipitation each year, the City's recognized water volume in the D&O is lower than the City's water right. This provides a buffer for years of low precipitation where the City chooses to recharge lower amounts to maintain a recreational and environmental pool in the reservoirs.

Treated wastewater (effluent) or reclaimed water, like surface water supplies, is used for reducing demand on the groundwater supplies. The City provides reclaimed water to golf courses, and for construction and industrial uses. Like surface water supplies, reclaimed water that is not contracted for direct use is sent to the recharge facility for underground storage and replenishment of the aquifer.

The City has operated the Sundog Wastewater Treatment Plant (WWTP) since 1934 and the Airport Water Reclamation Facility since 1988. Combined, these facilities are permitted to treat up to 10.75 million gallons per day (MGD) of domestic and industrial wastewater. Between 2000 and 2022, the City delivered an average of 3,759 AFY of effluent. Proposition 400, approved by Prescott voters in 2005, requires all effluent generated by development in newly annexed areas equal to or exceeding 250 acres to be used for permanent recharge. For more information on the City's wastewater operation please visit the City website at: www.prescott-az.gov/sewer-and-wastewater/wastewater-operations/.

Related to the infrastructure, the maintenance cost of keeping aging systems functioning, both potable and non-potable will be a challenge that the City will continue to face in the coming years. To ensure all newly constructed pipelines will have the longest service life possible, Ordinance No. 2021-1743 was passed requiring the use of ductile iron pipe (DIP) for all water main installation and prohibiting the use of Polyvinyl Chloride (PVC) pipe.

The challenges of aging infrastructure and establishment of new infrastructure will require effective coordination of water operations and water resource management to establish forward planning and integrate policies that ensure the sustainable and equitable distribution of water resources. This coordination is essential to address the needs of all existing and future water users while considering environmental, social, and economic factors.

BIG CHINO WATER RANCH (BCWR)

In 1991, Arizona Legislature authorized the importation of groundwater into the PrAMA from the Big Chino Sub-basin as a substitute for Central Arizona Project water that had been allocated to Prescott, but could not physically be brought north for use. In 2004, the City and the Town of Prescott Valley entered into an Intergovernmental Agreement (IGA) for the purchase of BCWR located approximately 18 miles northwest of Paulden. The project consists of 11 wells, a pump station, and 30 miles of pipeline for the transportation of water from BCWR to the Water Production Facility in Chino Valley. A summary of project highlights is included below:

- In the City's 2009 D&O, a portion of the City's water portfolio has the legal right to import up to 8,067.4 AFY from the Big Chino Sub-basin (ARS §45-555E and F).
- Proposition 401 known as the Prescott Tax Payer Protection Act, was voted on and passed in 2009. This requires the voter approval of certain high-value projects set at \$40 million in 2011, but this number is adjusted every year based on the Bureau of Labor Statistics Consumer Price Index (CPI). The CPI was adjusted to \$57.5 million as of December 2024.
- By 2010, construction plans were prepared and some easements for pipelines were obtained. The project was put on hold because of ongoing legal action regarding the Verde River and changes in the City's strategy for water supplies.
- In 2010, an Agreement in Principle (AIP) was signed by City, the Town of Prescott Valley, and the Salt River Valley Water Users' Association and Agricultural Improvement and Power District (SRP). This effectively stopped legal proceedings and shifted emphasis toward the scientific study of the Big Chino Sub-basin and the Upper Verde River.



- In September 2012, the City, Town of Prescott Valley, and SRP entered into Comprehensive Agreement No. 1. This agreement allowed for the construction of monitoring equipment and preparation of a groundwater flow model for the Big Chino Sub-basin and Upper Verde River.

Future efforts include completion of testing the groundwater flow modeling with Comprehensive Agreement No. 1, preparation of pumping scenarios to determine the source of all groundwater pumping impacts to the Verde River, and evaluation of mitigation measures, if any, required to mitigate impacts to the Upper Verde River from BCWR.

REGIONAL WATER SUPPLY PLANNING

Population growth and development anywhere within the PrAMA will affect the aquifers and the PrAMA goal of reaching safe-yield. Development patterns and policies in other jurisdictions within the PrAMA differ from those of the City. The City anticipates the need to continue to work regionally to achieve and implement a successful management strategy. This should include continued partnering with Yavapai County, Town of Prescott Valley, Town of Chino Valley, Yavapai Prescott Indian Tribe, and other recognized entities, such as SRP. It is also important that the City clearly communicates with the public over water planning efforts. To achieve or even approach safe-yield, regional efforts in conservation and water planning from all water users within the PrAMA including Regional Master Water Planning and Regional Storm Water Recharge strategies will be necessary.

Further Strategies for Goal 1: Maintain Designation of Assured Water Supply (DAWS)

Strategy 1.3 Investigate potential future supply types such as stormwater and maximizing use of treated effluent for direct use, indirect use, and/or evaluation of the potential for advanced water purification.

Strategy 1.4 Continue to develop the Water Conservation program to lower outdoor water use, identify grant opportunities for conservation programs, and develop additional metrics to measure results. See www.prescottwater.com to learn about the Prescott water conservation program.

Strategy 1.5 Seek partnerships and opportunities for collaboration on regional water issues such as stormwater recharge and water conservation efforts.

PLANNING FOR THE FUTURE

Water planning is ongoing and requires significant time horizons for both physical supplies and their associated infrastructure. Below are several examples of the City’s planned efforts in two categories: **data systems** and **management**.

Data Systems

To meet the intent of the adopted 2025 General Plan, the City and its consultants continue to work toward long-term water resource management and updating to more current tools and approaches. The first step was building a data repository that links land and water demands and running various scenarios (e.g. changes in either customer demands or available supplies, policy implications, etc.) to assess various possible futures. The Water Resource Management Model (WRMM) was created for this purpose.

The initial version of the WRMM was based on the City's water service area boundary. Next, a version which incorporated the 2025 General Plan boundary was created. The final version was created to handle the data as required by state statute and rules for updating the City's DAWS. The WRMM is updated annually to include the previous year's billing data. Currently, the WRMM is used to provide City Council with information to understand supply and demand (data for) the determination of water budgets. In the future, when more detailed procedures are developed for uses of the WRMM, it will become a more useful tool for setting water budgets, complying with DAWS regulations, and meeting the objectives of the General Plan.

Other critical tools the City utilizes for water resource management include:

- **Water and Wastewater (Infrastructure) Models:** The City will continue to regularly update its infrastructure model.
- **Big Chino Groundwater Flow Model:** In partnership with the Town of Prescott Valley and SRP (Comprehensive Agreement No. 1), a model will be completed in late 2024. This model will advance a needed future water supply while also working to protect Upper Verde River flows. See the BCWR section for additional information.





Management

City Codes and Water Policy: On April 26, 2022, City Council approved a new water management policy as a guide for new developments and how water is allocated to them. The intent is to support responsible growth, development, and ADWR’s goals and management strategies to work towards safe-yield. On March 26, 2024, the Amended 2022 Water Management Policy was adopted by City Council based on recommendations from the Mayor’s Commission for Water Policy Review and Monitoring and City staff to bridge the City until completion of the next D&O and provide efficiencies in the processing of Water Service Applications.

For more information on the water policy and to view current water budgets visit: <https://prescott-az.gov/water-resource-mgmt/water-policy/>.

Water Conservation (Demand Management): The City’s existing water conservation program encourages Water Smart practices. Conservation measures presently yielding water savings include tiered water billing rates, direct use of treated wastewater effluent, maintaining financial incentives for conservation, and furthering public education. For more information, visit <https://prescottwater.com/>.

Advanced Metering Infrastructure (AMI): The City has begun to update the water system to incorporate smart water metering technology known as AMI. This technology is an integrated system of water meters, communication networks, and data management systems that enable two-way communication between meter endpoints and utilities. AMI features a network of smart water meters and intelligent infrastructure that provides continuous and historical data to improve system intelligence, visibility, automation, and control. These systems increase water conservation by enhancing meter reading efficiency, assuring long-term meter

accuracy, improving customer service processes, transparency of water use and leak detection to homeowners, and supporting security to deter tampering. In 2023, the City was awarded a \$3M Water Infrastructure Finance Authority (WIFA) grant for the implementation of AMI throughout the City's Water Service Area. City Water Operations is continuing to pursue additional WIFA grant opportunities.

Per- and Polyfluoroalkyl Substances (PFAS): Since the EPA has released the final rules and Maximum Contaminant Levels (MCLs) for chemicals known as PFAS, City Utilities staff have been evaluating the impact these rules will have on future City Water Operations. For more information see [epa.gov/pfas/pfas-explained](https://www.epa.gov/pfas/pfas-explained). Current treatment strategies being considered include ion exchange resin, granular activated carbon, nanofiltration, and reverse osmosis.

Water Resources Long-Term Management Plan: On November 21, 2023, the Mayor's Commission for Water Policy Review and Monitoring finalized a companion recommendation to the amended 2022 Water Management Policy as listed below.

It is recommended that the City begin the process to develop a long-term water management plan, incorporating the water resource management model and appropriate legal documents.

With the Commission identifying disconnects in the 2022 policy, it is evident the City is lacking a long-range water management plan to carry the City's water health and safety when there are changes from one elected and leadership body to another. The 2022 policy may temporarily bridge the City, while a long-term plan is developed and aligns with its pending DAWs, which is currently under review with ADWR.

Alignment with the City's General Plan is important due to the City's service area extends outside of its General Plan area. 🧢

The strategic aspect of doing a long-range water management plan was approved by City Council on March 26, 2024. The development of a long-term water management plan will need to consider many aspects including water supplies, demands, management strategies and goals, conservation, climate adaptation, emerging contaminants, and implementation and monitoring. Many of the aspects discussed in this General Plan will need to be included when planning and partnering with PrAMA members.



CLIMATE AND ENERGY

CLIMATE

In February 2023, a collaborative research team from the University of Arizona and New Mexico State University created a Climate Profile for the Quad Cities Region which was released and can be viewed at: <https://qcclimatecollaborative.org/climate-action-hub>. The report's primary conclusions predict increasing regional temperature, more extreme heat waves, and more intense rainfall events but little change in total annual precipitation.

THE IMPORTANCE OF CLIMATE ADAPTATION PLANNING

Climate adaptation planning is planning to adjust to new or changing environments in ways that take advantage of opportunities and reduce negative effects. The Climate Assessment for the Southwest (CLIMAS) Climate Profile emphasizes the importance of continuously identifying risks and vulnerabilities, assessing and selecting action options, implementing short- and long-term strategies, and monitoring and evaluating the local outcomes of each strategy.

The Climate Profile highlights several areas of impact across the region:

- Direct stress from heat and lack of moisture will negatively impact forest health by reducing tree growth and increasing tree mortality.
- Warming is already driving an increase in the number of wildfires, the area burned, and an overall longer fire season.
- With larger storm events, areas in the Quad Cities area may become more flood prone.
- Stream flow levels and soil moisture—key drought

indicators—are likely to be negatively impacted.

- Falling aquifer recharge rates are being seen across the Western U.S., and aquifers in the Quad Cities area will likely be similarly affected.
- The agriculture sector, including farming and ranching, will be impacted. Rangelands are vulnerable as forage quality and quantity are likely to suffer. Hotter temperatures can also increase heat stress on livestock and contribute to disease proliferation.

Planning for climate adaptation has already begun in many places across the country. 33 states and over 600 local governments have climate adaptation plans. The Quad Cities Climate Collaborative released a companion report to CLIMAS's Climate Profile in early 2023, Local Climate Action Options for the Quad Cities Region (<https://qcclimatecollaborative.org/climate-action-hub>). This report was written to help members of the community translate the Climate Profile findings and suggestions into action at the local level. It is intended to be a “living document” in the sense that it can change over time as solutions are implemented and new information becomes available. A broad-based working group of local stakeholders representing community organizations and local governmental agencies contributed to the compilation and final production of the document.

Our economy, public health, infrastructure, and the natural systems where our communities are embedded are interdependent. To sustain even one of these critical elements, we must sustain them all. The suggestions in the Climate Profile and the “Local Climate Action Options” report are offered from a framework of sustainability—i.e., solutions that simultaneously maintain environmental integrity and economic vitality.

ENERGY

Increasing the use of, and access to, renewable energy such as solar, wind, and geo-thermal and promoting energy efficiency will provide economic benefits and environmental resiliency, preserving our natural resources in alignment with the General Plan vision of a sustainable community that preserves our environmental, cultural, and historic character. The combination of transportation and building energy consumption accounts for significant greenhouse gas emissions; therefore, our community needs to focus on the built environment: man-made structures, roads, and the infrastructure that supports them.

Using tools available for evaluating economic impacts associated with the development, construction, and operation of electric vehicle charging stations, including the necessary data to help communities apply for funding. The economic benefits of installing charge points go beyond tourism. For example, businesses or governments hosting charging stations can earn up to \$23,000 annually, depending on location, while increasing foot traffic to local businesses.

ENERGY GOALS AND STRATEGIES

Goal 1: Promote energy efficiency.

Possible initiatives that can be evaluated through cost-benefit analysis or other data measurements by Council for future decisions include investigating cost-effective and energy-efficient systems for City-owned facilities and evaluating energy partnerships and programs for Prescott residents.



CHAPTER 2



A COMMUNITY CONNECTED

A regional approach to growth management, wildlife corridors, open space, recreation, transportation, and land planning is important to the protection of natural resources, water, and effective, sustainable use of the land.

Regional coordination and cooperation can reduce incompatible land uses at jurisdictional and planning boundaries and may also reduce infrastructure demands upon individual jurisdictions by allowing adjacent communities to provide complementary services. Providing complementary services rather than duplicated or competing services is more practical and cost effective. For example, one community may develop a park near a common planning boundary, while the adjacent community creates a hiking trail.

For regional roadway coordination, the Central Yavapai Metropolitan Planning Organization (CYMPO) is the principal forum for local government cooperation. Managing and improving the regional roadway network is important to all jurisdictions in the area. Prescott, as a primary economic driver in the region, must maintain an active role in CYMPO and should promote regional land use planning as an integral part of regional transportation planning.

Keeping our neighborhoods and businesses connected involves several multifaceted elements, including:

- Maintaining appropriate street connectivity
- Ensuring adequate cellular communications coverage throughout the community
- Establishing widely available access to the internet
- Open space, trails, and wildlife corridors, which provide meaningful connections within our natural environment

Street connectivity disperses traffic to reduce congestion and provides vital travel routes in case of emergencies like wildfires. It is important to require new developments to include extensive roadway connections to counter the market pressures to create exclusive, limited access communities. While these communities seemingly offer security in normal times, they can become traps in an emergency. Street connectivity also encourages and facilitates commercial activity by providing easier access to open space and trails from residential neighborhoods to businesses.

It is common belief that close proximity of cellular facilities to residences negatively impacts property values. Yet, recent studies identified good cellular connectivity provides access to public safety services and facilitates home-based work and entertainment, which positively impacts property values. The Federal Communications Commission has identified cellular communications as vital “backbone” infrastructure for the country. More efforts are needed to balance resident concerns and engage the public in decisions regarding the construction of cellular facilities.

One of the most identified attractions for new and existing residents is our surrounding natural environment. Providing widely available access to open space areas, wildlife corridors, and trail systems creates a sense of shared values in Prescott’s natural character and provides meaningful connections to our natural environment.



Transportation Planning

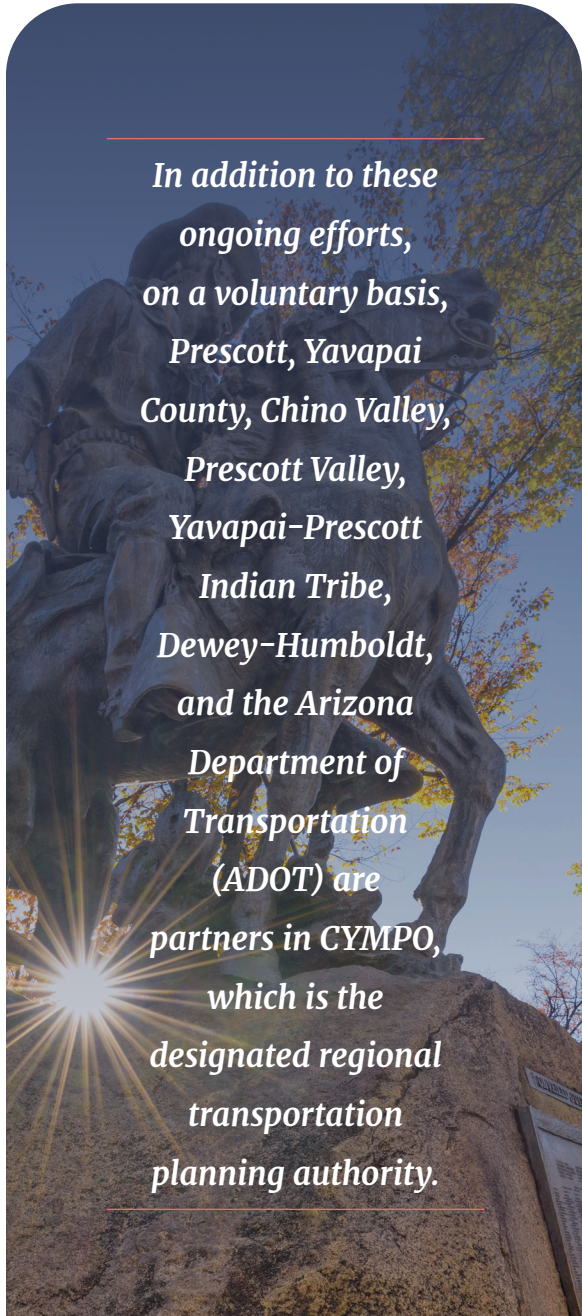
Transportation planning within Prescott is integrated into the City’s capital improvement budget and is coordinated with both land use planning and development review. Transportation needs are a required component in Specific Area Plans (SAPs) where Transportation Services and the Police Department examine traffic calming approaches to provide neighborhood safety and emphasize traffic enforcement. Further, the City’s Pedestrian Bicycle and Traffic Advisory Committee (PBTAC) is often a first step to review community transportation and safety issues. PBTAC is an active participant in traffic, including pedestrian and bicycle infrastructure, as well as a stakeholder in cooperative efforts with other entities.

Retrofitting existing roadways with improvements is an important part of transportation planning, requiring careful consideration of the potential impacts on neighborhoods and linkages to wildlife corridors. Large future development plans are also reviewed to ensure the roadway network and proposed connections are considered in the Regional Transportation Plan (RTP) and other planning studies. The RTP and other development plans are included in this section.

CENTRAL YAVAPAI METROPOLITAN PLANNING ORGANIZATION (CYMPO)

With the 2000 Census, the combined population of the Prescott/Prescott Valley area reached more than 50,000, a population threshold that triggered the establishment of a metropolitan planning organization to coordinate regional transportation planning and administer federal and state transportation funding.

CYMPO is the designated regional transportation planning authority with Prescott as an active participant. CYMPO’s mission is to provide leadership in planning and promoting a comprehensive multimodal transportation system that will provide for regional mobility and connectivity that also encourages a positive investment climate and fosters development sensitive to the environment. CYMPO provides a forum for local elected officials and transportation experts to plan multimodal infrastructure within the CYMPO Planning Boundary and to make use of and prioritize federal funding opportunities to deliver valuable transportation-related projects to the region. Without the formation of an MPO, the region would be ineligible to obtain and use any federal funding within the urbanized boundary.



In addition to these ongoing efforts, on a voluntary basis, Prescott, Yavapai County, Chino Valley, Prescott Valley, Yavapai-Prescott Indian Tribe, Dewey-Humboldt, and the Arizona Department of Transportation (ADOT) are partners in CYMPO, which is the designated regional transportation planning authority.

CYMPO regularly conducts studies and develops comprehensive regional multimodal transportation plans that include and affect the City. In April 2020, CYMPO adopted the 2045 RTP, which contains the most recent traffic analysis and management planning information for the major roads in Prescott and surrounding Central Yavapai County area.

A copy of this plan, as well as additional information regarding transportation planning in the Prescott area, can be found on the CYMPO website at <https://www.cympo.org>. RTPs are updated every 5 years.

The RTP establishes that growth within Prescott and throughout the region will create long-term traffic management challenges. The study, updated approximately every 5 years, is the blueprint for long term regional transportation planning and improvements. Many of the study's regional improvement recommendations over the last 20 years have been achieved, including:

- Widening of SR 89 for 14.5 of the 17 miles between north Chino Valley and Prescott
- Side Road improvements
- Williamson Valley Road widening
- Yavpe Connector
- Fain Road widening
- SR 89 interchanges

The study also recommends alternative transportation components (public transit, carpooling, bikeways, trails, etc.) and forecasts that an investment in these systems could reduce projected traffic counts throughout the CYMPO planning area.

CITY OF PRESCOTT APPROVED MASTER PLANS WITH CONNECTIVITY

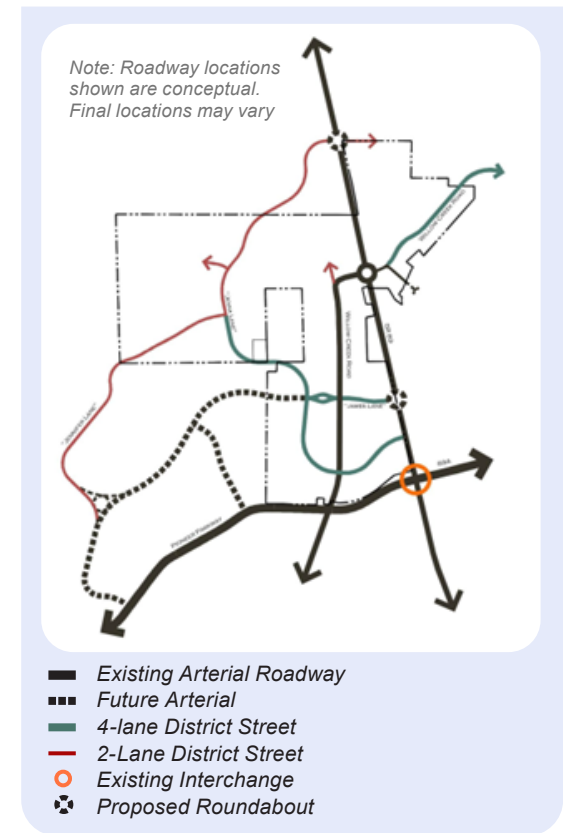
Over the last 10 years, master plan developments were approved within the City that would create new connections once they are completed. Here are examples:

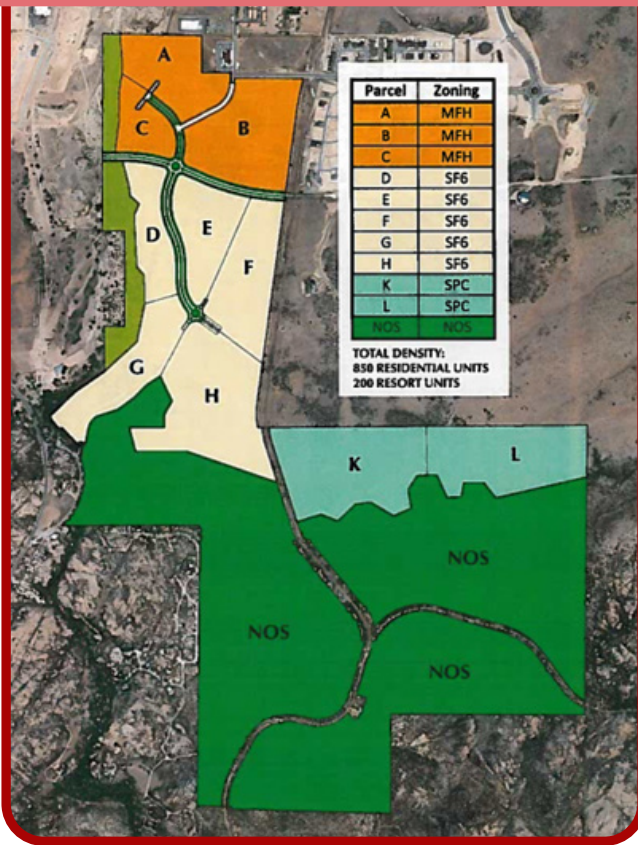
Deep Well Ranch Master Plan

The Deep Well Ranch Master Plan was adopted to create a 1,620-acre Specially Planned Community (SPC) in the vicinity of PRC, north and west of SR 89 and SR 89A in Prescott.

A circulation plan was included and provides the general alignment of several arterial and collector roadways that will connect SR 89 with Pioneer Parkway and Willow Creek Road. These roadways will be constructed by the Deep Well Ranch as development in the area occurs.

In addition to the roadway system, intersection spacing and access has been planned at specific locations in the southeast portion of the Deep Well Master Plan.





**AED SOUTH DEVELOPMENT
ROADWAY LAYOUT**



Arizona Eco Development (AED)

The City approved an agreement with AED to create a Development Agreement (DA). This DA lays out the specific terms and conditions for the annexation and development of residential and commercial properties along SR 89, in areas north and south of SR 89A as well as north and within the Granite Dells. Only the preliminary layout of the roadway system has been provided; however, the DA does include obligations that provide for the extension of Phippen Trail across Granite Creek between SR 89 and Granite Dells Parkway. The other arterial and collector roadways will be constructed by AED as development in the area occurs.

Granite Dells Estates (GDE)

GDE, a developing master planned community comprised of residential dwelling units, general business parcels, open space, and a large unsubdivided tract is located about 1.5 miles south of SR 89A near the Granite Dells Parkway and Dells Ranch Road roundabout in Prescott. Primary access is provided from the north at the interchange of SR 89A at Granite Dells Parkway. Granite Dells Parkway is a planned ultimate six-lane arterial roadway that will extend north into section 33 and southwest across Granite Creek connecting to Phippen Trail and SR 89. Dells Ranch Road is a four-lane arterial planned to connect east to Prescott Valley. This connection will be made once the Jasper Development in Prescott Valley completes its connection north to SR 89A at the future Great Western Corridor.

EXISTING VEHICULAR TRANSPORTATION SYSTEM

The roadway network in and through the city consists of highways and arterials carrying regional traffic, as well as arterial, collector, and local streets carrying traffic. SR 69 is a four-to-six-lane arterial highway and provides regional access to the city. Traffic is controlled through signalized intersections. SR 89A, located to the north of the city, provides access at the SR 89 and Willow Creek Road intersections. SR 89 travels through Prescott and continues north

providing access to communities such as Chino Valley, Williams, and Flagstaff. The local and arterial street system was established as development occurred and is primarily aligned based on existing topography. The designation of a truck route system using the existing system set the expectation for residents related to commercial vehicle travel patterns.

Truck Route System

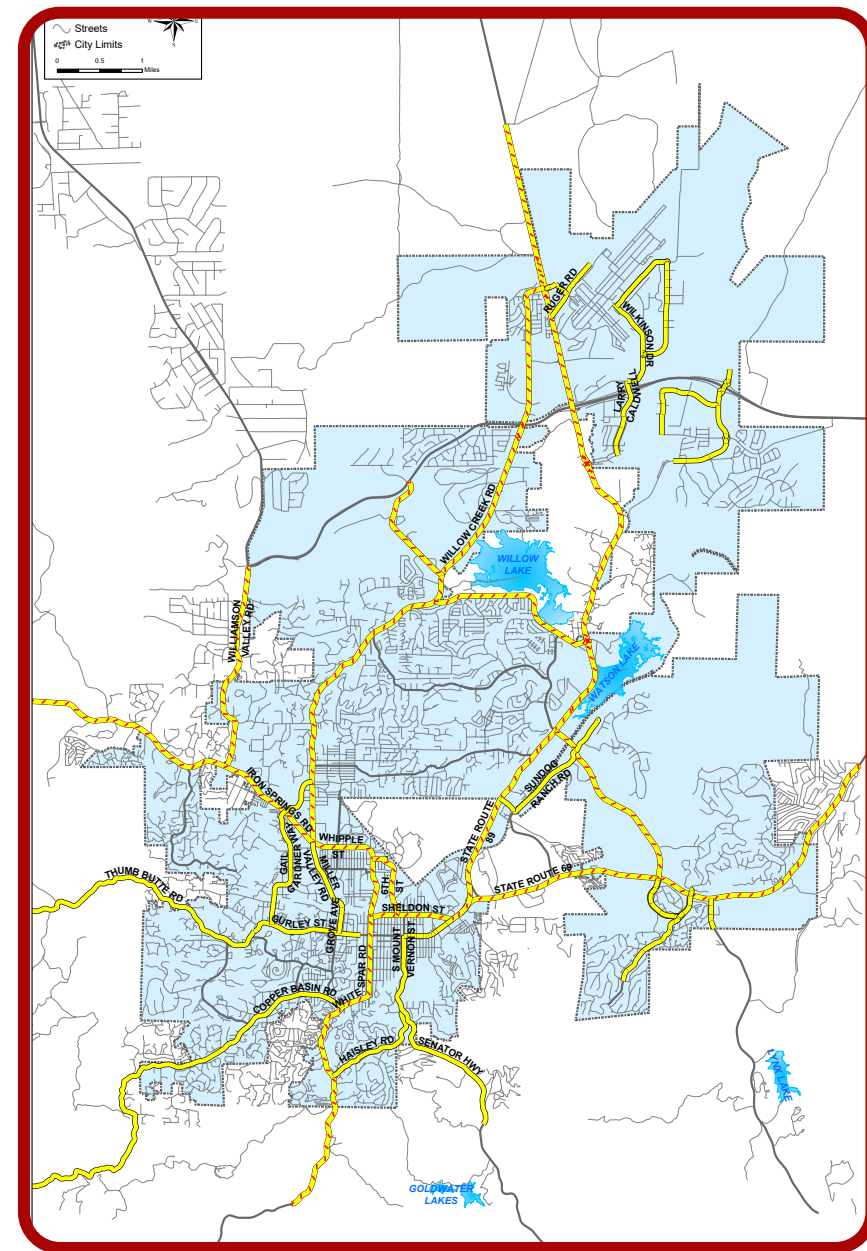
The designation of truck routes is intended to route truck traffic to streets where they would cause the least amount of neighborhood intrusion and where noise and other impacts would not be considered nuisances. Roadways providing access to freeways are the most likely candidates for truck route designation. The designation of truck routes is not intended to prevent trucks from using other roads or streets to make deliveries. The designated truck routes, both through and local, are shown on the map to the right.

TRANSPORTATION SYSTEM IMPROVEMENTS

Streets Infrastructure Improvement Plan (IIP)

To meet the future demands generated by city and regional growth, the City has developed a Streets IIP (<https://prescott-az.gov/capital-improvement-projects/capital-improvement-program/>) to identify needed capacity improvements on select roadways and intersections. These are funded through development impact fees dedicated for these improvements and placed in the City's Capital Improvement Program during the annual budget process. For more information on these projects, view the IIP linked above.

PRESCOTT TRUCK ROUTE SYSTEM MAP



TRANSPORTATION GOALS AND STRATEGIES

Arterials

Arterials, in principal, are for longer distance travel between two points, and direct access to property is a subordinate function. In order to maximize a satisfactory operating level of service without requiring additional lanes, traffic management must concentrate on moving traffic quickly through controlled intersections.

Goal 1: Establish and maintain a system of arterial streets.

Strategy 1.1 Coordinate with ADOT and CYMPO to complete the update of the Central Yavapai County Regional Transportation Study and related future planning.

Strategy 1.2 Develop a City Transportation Plan for adoption and implementation of recommended goals and strategies to improve arterial traffic movement and safety.

Strategy 1.3 Support improvements of arterial streets by maintaining pavement quality.

Strategy 1.4 Balance the needs of pedestrian, bicycle, and future public transit modes when expanding intersections.

Strategy 1.5 Enhance the aesthetics of street corridors, when possible, to match surrounding neighborhoods.

Strategy 1.6 Promote interconnectivity of transportation networks to improve circulation efficiency, disperse traffic, and reduce impacts on individual streets.

Strategy 1.7 Minimize and reduce, where feasible, direct driveway access to arterials for flow and safety.

Collectors

Collectors generally serve a dual purpose of moving vehicles and individuals from place to place and accessing fronting property. Commercial collector streets facilitate travel between high-traffic generators. Access locations are often controlled or shared.

Goal 1: Adapt, design, or retrofit residential collector streets to facilitate travel and maintain safe and attractive neighborhood environments.

Strategy 1.1 Balance connectivity goals with quality-of-life considerations.

Strategy 1.2 Minimize direct access to collectors for new residential lots.

Strategy 1.3 Design residential collectors and adjacent sidewalks to facilitate efficient multi-modal circulation within the neighborhood while discouraging through or speeding traffic, especially from arterial to arterial. Consider trails and wildlife corridors in designs.

Strategy 1.4 Design streets to meet the needs of emergency vehicles in a neighborhood-friendly way while allowing safe pedestrian access and safe on-street parking when provided.

Goal 2: Require adequate vehicular and pedestrian access and connectivity within and between residential neighborhoods and adjoining commercial areas

Strategy 2.1 Promote street interconnectivity for all modes of transportation. When possible, locate new connector road alignments to enhance access and connectivity.

Strategy 2.2 Identify minor collector streets.

Locals

Locals comprise the highest total mileage of city streets and have the primary purpose of providing direct access to adjoining properties. These streets range from short cul-de-sacs to the traditional grid system downtown. Most residential lots will have at least one entrance onto the local street.

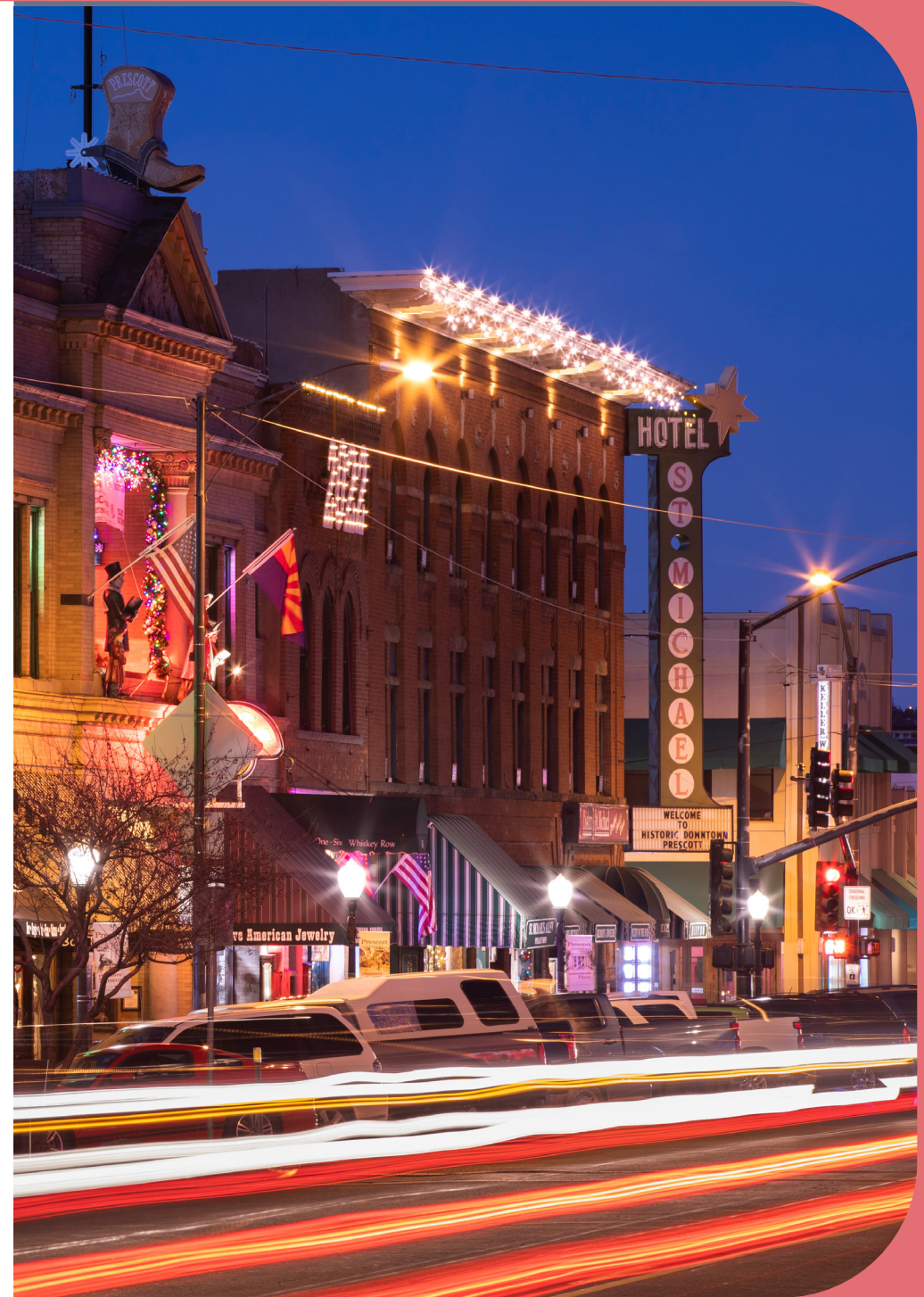
Goal 1: Local street designs should provide access for residential and commercial properties as well as emergency vehicles. Safety should be maintained for wildlife, residents, pedestrians, and bicyclists while enhancing the neighborhood environment.

Strategy 1.1 Develop a Traffic Calming Design Guide to be applied to new residential street construction.

Strategy 1.2 Continue to utilize the adopted policy for traffic calming to retrofit residential streets.

Strategy 1.3 Create and allow the use of a variety of local street cross sections. This will provide flexibility during design and promote diversity of design and neighborhood character.

Strategy 1.4 Encourage the retrofit of existing local streets to enhance safety, consider the character of the neighborhoods, and reduce four-way intersections.



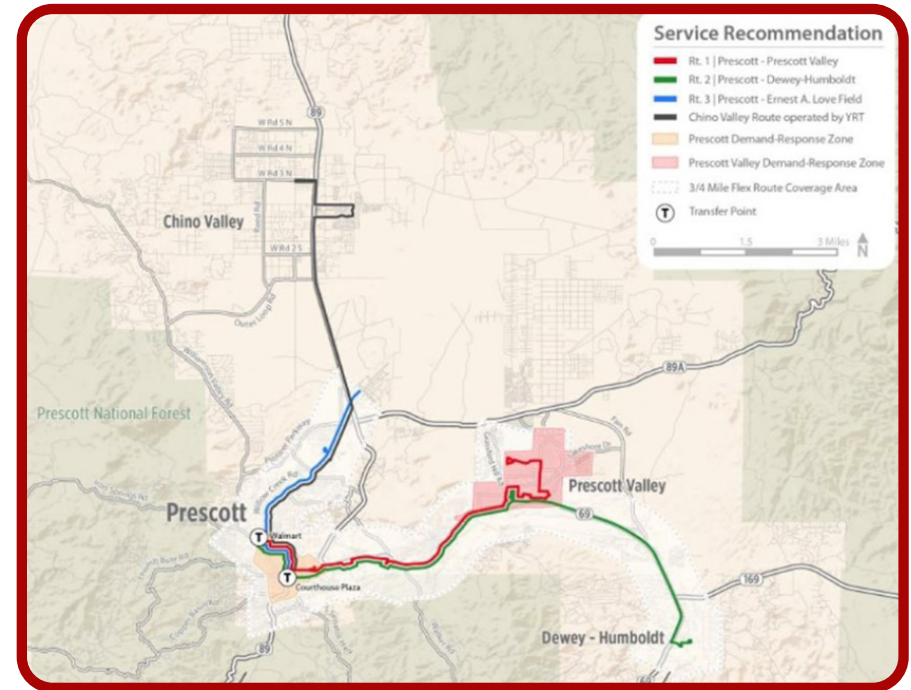
PUBLIC TRANSIT

Effective transit systems rely, in part, on clustered development, where higher densities contribute to a larger population base. There is a focus on creating more opportunities for compact development in this General Plan. The aging population in Prescott, coupled with the increasing trend of developing higher density senior housing, emphasizes the need for transit to serve the population that no longer drives.

The City has actively engaged in various public transit planning efforts over the years, including the 2007 Regional Transit Needs Study, the 2009 Transit Implementation Plan, and the 2017 Yavapai County Regional Mobility Management Implementation Plan. In 2019, the City participated in the development of the Central Yavapai Transit Implementation Plan Update (TriP Study) as a member of CYMPO. The study recommended the initiation of a public transportation demonstration program for the Central Yavapai region. This program would incorporate on-demand response (microtransit), fixed-route (fixed schedule), and deviated fixed-route (hybrid) transportation modes for a three-year period, as illustrated in the TriP Study Service Recommendation figure shown to the right.

CYMPO is responsible for developing and implementing a regional transit system. CYMPO's mission is to provide leadership in planning and promoting a comprehensive multimodal transportation system for regional mobility and connectivity, fostering development sensitive to the environment, and encouraging a positive investment climate.

TRIP STUDY SERVICE RECOMMENDATION



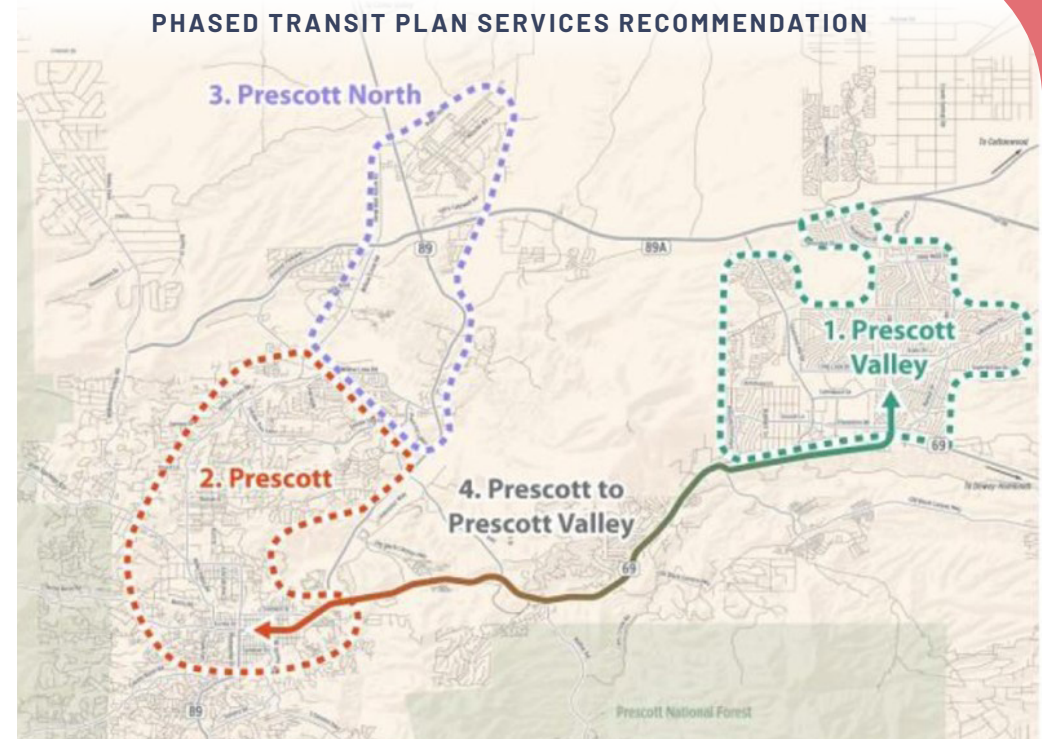
CYMPO has conducted studies on the feasibility of a regional public transit system. The Regional Transit Needs Study and the Transit Implementation Plan suggest a combination of basic fixed and flexible route transit services, including a park-and-ride component. The Yavapai Regional Transit Authority, a local nonprofit organization, currently provides limited transit service between Prescott and Chino Valley. If the Yavapai Regional Transit Authority expands its services, it could potentially address a portion of the regional transit needs.

CYMPO is seeking state and federal funding to implement a public transit system. Limited funding from the county for transit in other jurisdictions has been provided. While services may be contracted out to private providers, adherence to state and federal guidelines for publicly funded transit is essential. Exploring additional funding sources for public entities or nonprofit organizations providing transit services is crucial. This is especially true in an uncertain economy where finding a capable provider and securing assured funding are significant challenges.

Shortly after completion of the TrIP Study, CYMPO completed an update in the spring of 2020 using CARES Act federal funding. This was to allow the City or Town of Prescott Valley to lead the Central Yavapai Phased Transit Plan (<https://www.cympo.org/studies/>). Based on a desire by the Town of Prescott Valley to fill this role, the City did not implement a system at that time. The Phased Transit Plan may be implemented as shown on the Phased Transit Plan Services Recommendation figure on the following page if the City determines the community's desires for this expanded service and funding is available.

Phased Transit Plan Service Recommendation

- 1. Implement a Shared-Ride Public Transportation Network in Prescott Valley only via microtransit.**
- 2. Implement a Shared-Ride Public Transportation Network in Prescott via microtransit.**
- 3. Monitor and manage existing service and/or make small expansions in the region.**
- 4. Add a connecting service, potentially a fixed route, for trips between Prescott Valley and Prescott.**



TRANSIT GOALS AND STRATEGIES

Goal 1: Explore alternative transportation opportunities and connections.

Possible initiatives that can be evaluated through cost-benefit analysis or other data measurements by City Council for future decisions to include supporting and participating in regional public transportation when financially feasible, as well as considering ancillary facilities such as park-and-ride lots and bus turn-outs.

OPEN SPACE

The City and the immediate surroundings are rich in scenic and recreational assets enjoyed and valued by generations of our citizens and visitors. This section embraces current and future efforts to protect and enhance open space; conserve the natural beauty of our terrain and vegetation; and provide wildlife corridors for the benefit of both people and wildlife. Past favorable economic circumstances allowed a significant focus upon direct purchase land acquisitions. This was combined with donated parcels and easements, all of which are worthy of perpetual protection. Some of these conservation efforts date to the 1980s and were then known as natural parkland conservation. As past, present, and future lands come into City oversight, they provide opportunities to expand recreational destinations to complement the City's lakes, greenways, diverse park system, extensive recreational trails, and a nature center.

Goal 1: Use tools, as described below, to maximize the benefits nature affords us.

Strategy 1.1 Utilize long term leases, easements, licensing agreements, developer agreements, private donations, land exchanges, intergovernmental cooperation, and public/private partnerships in securing targeted land use, in addition to the purchase of property by the City.

Strategy 1.2 Integrate existing and desired recreational assets into a network physically connected and functionally related, rather than simply adding stand-alone parcels to our inventory.

Strategy 1.3 Identify and prioritize open space efforts based upon the prehistoric, historic, ecological, cultural, recreational, scenic, and economic values to be derived and balance with other community needs.

Strategy 1.4 Plan, manage, and expand the recreational assets of our community to attract visitors, boost our economy, and improve the quality of life for our residents. This will be a cooperative and partnering endeavor between the City, non-profit organizations, and other government entities.

The vast majority of undeveloped land, whether publicly or privately owned, is not officially designated as open space. These areas may be developed in the future. To conserve open space, Prescott encourages property owners, if they wish, to rezone these areas to a Natural Open Space district, which restricts uses and encourages landowners to maintain their land in a natural state. Other means of conserving open space exist through easements, deed restrictions, and development agreements, which are recorded legal documents used to manage the use of a property. Several parks, lakes, trails, and facilities have legal restrictions to conserve open space.

PUBLIC AND PRIVATE OPEN SPACE

The term Open Space is used in many forms and has different meanings in common usage. Typically, open space is used to describe undeveloped land with distinctions between public and private open space. From a regulatory point of view, cities are composed of only two types of property—public and private. This critical distinction between public and private property has been the basis of urban design since land ownership emerged. In early cities, public streets gave access to private property. For a list and maps of open space parcels refer to the City of Prescott website: <https://prescott-az.gov/rec-services/recreation-areas-prescott/>.

Public Open Space

City-owned public lands include lakes, streams, undeveloped natural areas, parks, trails, and greenways. Examples include Acker Park, portions of the Granite Dells, Downtown Prescott Greenway Trail, and the new Regional Park and Preserve purchase success. These areas typically protect important viewsheds, natural resources, and provide passive recreational opportunities for trails and other uses. Federally owned public open space is provided by the adjacent Prescott National Forest and the joint City-County leasing of Pioneer Park from the U.S. Department of the Interior - Bureau of Land Management.

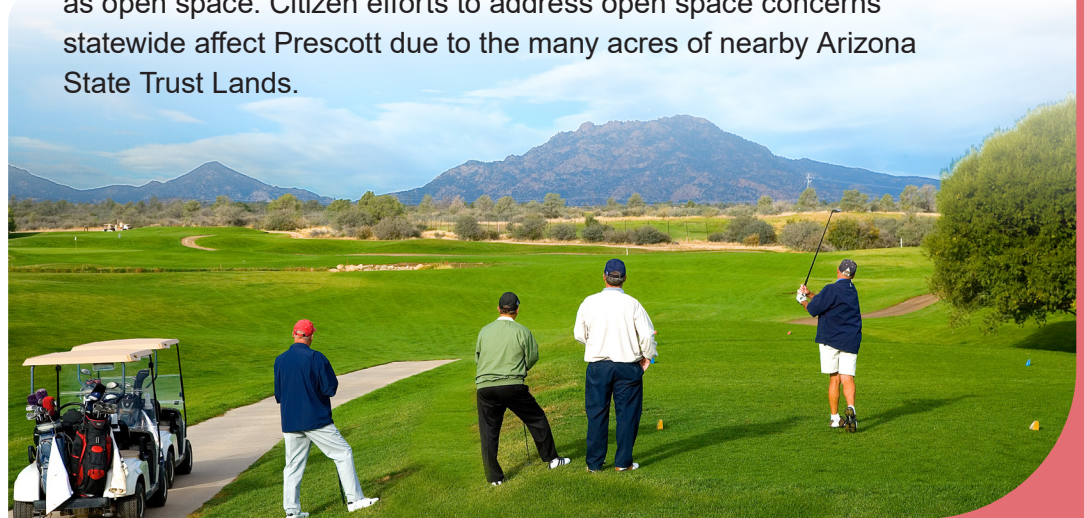
A more specific type of public open space is known as a preserve. These are lands set aside and protected from development by purchase, covenants, City charter clauses, and/or state or federal laws. Some existing preserves include the hill, and areas east of Thumb Butte, Boyle-DeBusk Open Space Preserve, White Spar Creekside Park, Watson Woods Riparian Preserve, new Regional Park and Preserve, and portions of Watson Lake and Willow Lake.

Private Open Space

Some of the most scenic and unique areas within Prescott are privately owned. Many landowners recognize the natural qualities of their lands and take voluntary steps to protect and conserve open space through rezoning, conservation easements, donation, or sale of development rights. Areas set aside as privately-owned protected open space may or may not be accessible to the public depending on the specific arrangements. The City strives to provide public access to privately held open space areas by entering into joint-use agreements with private property owners.

As privately-owned lands are developed, open space areas may be protected through the Planned Area Development (PAD) process, whereby a minimum of 25% of the PAD area is set aside as protected open space. Typically, PAD open space areas are steep slopes, ridgelines, drainages, or parks. Previous City codes allowed golf courses as open space; however, the current code states new golf courses may not be considered open space.

State Trust Lands are held in trust for 13 designated beneficiaries. The land, managed by the Arizona State Land Department (ASLD), is the asset that funds the Trust. State Trust Land that is suitable for development may ultimately be sold for development and leased for grazing, agricultural and/or mineral uses as an interim revenue-generation and land management tool. While State Trust Land may be used for recreation via a Recreation Permit, it should not be considered a permanent open space asset unless acquired or leased for that purpose. Currently, these lands are temporary and unprotected viewsheds unless steps are taken toward conservation. Several state referendums have been introduced in recent years, without success, to allow state lands to be more easily preserved as open space. Citizen efforts to address open space concerns statewide affect Prescott due to the many acres of nearby Arizona State Trust Lands.



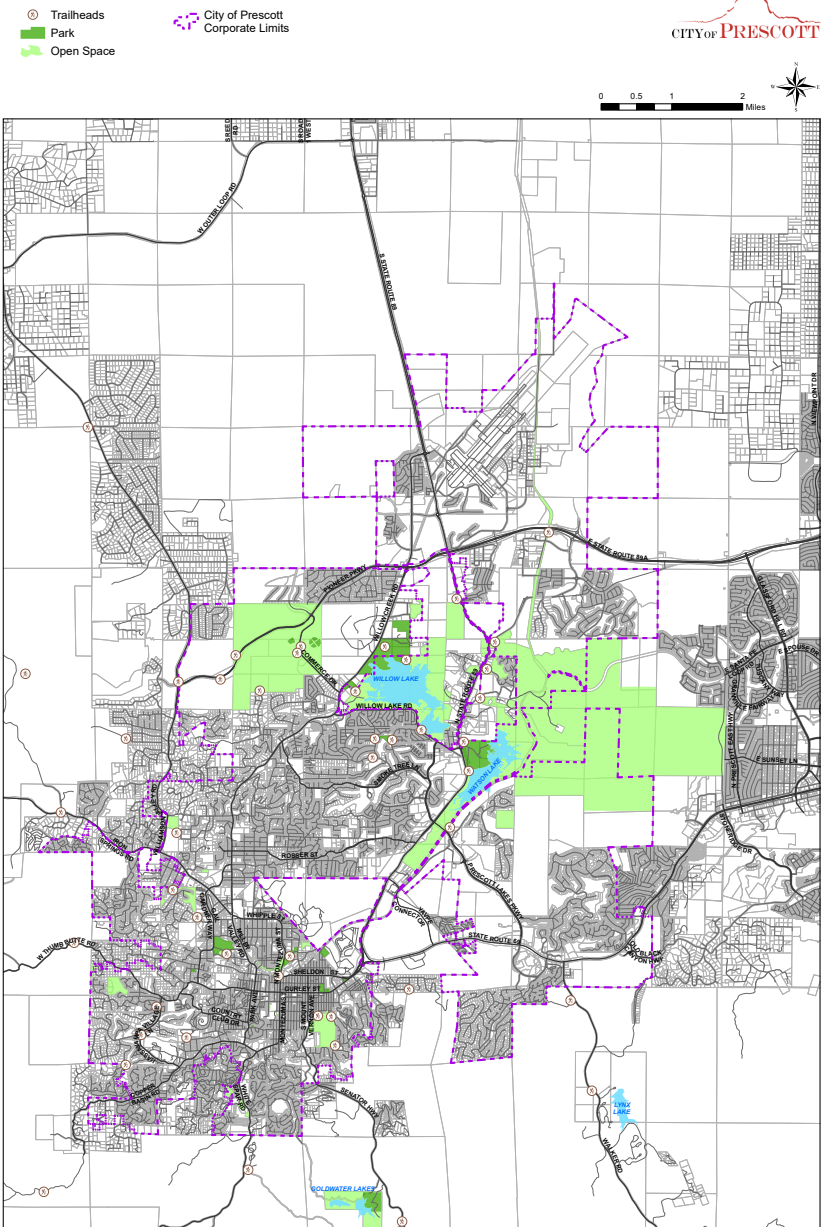
OPEN SPACE POLICY

The Recreation Services Department is currently focused on the following geographical areas: 55-mile Prescott Circle Trail, Prescott Greenways, Prescott Peavine Trail to Chino Valley, Willow Lake to Watson Lake via Granite Dells, multiple trails to Glassford Hill with connectivity to Prescott Valley through the new Regional Park and Preserve, recreation pathways City-wide, and the completion of larger interconnected trail networks in order to benefit the Mile-High Trail system. The acquisition, dedication, and stewardship of open space as a community amenity is also an economic development asset which supports the tourism industry.

The proportion of land dedicated to protect open space within the community had increased, reflecting a major shift in attitude regarding the importance of open space, essentially beginning with public and private actions regarding trails in the 1990s. As pristine areas with trails and access to the national forest began to develop, the public requested that access points remain untouched. This was accomplished through agreements made between the City, developers, and National Forest officials. Protecting significant geological prehistoric features, natural areas, and viewsheds resulted in a number of private/public partnerships.

Open space is acquired based on biologic, geologic, recreation, cultural, prehistoric, historic, scenic, and riparian characteristics of the land, as well as, tourism and economic assets for the future. Open space includes areas of scenic beauty, recreation, preserves for riparian areas, wildlife, vegetation, and cultural resources. The character and function of open space differs on a case-by-case basis depending on the individual property and the purpose of the acquisition.

City of Prescott Open Space/Recreation



Annexations should have an open space component to provide wildlife and trail connectivity and meet standards for open space as provided for in the Prescott Land Development Code. New open space assets are identified during the annexation process, and stewardship plans are adopted by the City Council. In adjoining areas, open space may be maintained through intergovernmental agreements. 

OPEN SPACE POLICY GOALS AND STRATEGIES

Goal 1: Preserve appropriate open space in and around the city.

Strategy 1.1 Develop a plan and/or policy for open space preservation, acquisition, use, and maintenance.

Strategy 1.2 Connect open space areas to provide continual wildlife and trail connectivity, including the identification, enhancement, and development of wildlife corridors and crossings.

Strategy 1.3 Seek collaborative ventures among private, public, and non-profit sectors for expanding, improving, maintaining, funding, and providing stewardship for open space.

Strategy 1.4 Consider the creation of an Open Space Advisory Commission.



WILDLIFE CORRIDORS

The conservation of wildlife habitats and wildlife corridors will benefit indigenous wildlife and migratory species impacted by human growth and development. There is a particular need in the Prescott area for wildlife corridors to interconnect pronghorn antelope herds and other wildlife. Augmentation of wildlife habitats and wildlife corridors through acquisition and conservation of open space during the subdivision platting process is an important step.

Fragmentation of animal habitats disturbs ecosystems. This affects wildlife distribution, breeding success, predator/prey dynamics, foraging success, and seed dispersal. Development can result in environmental degradation from structures, roadways, and utility corridors, which cause increased pollution stressors to wildlife (air, water, noise, and light). Roads, freeways, transit systems, and infrastructure put in place to connect people, reduce connectivity for wildlife, and increase wildlife roadway mortality. Development competes with wildlife for natural resources such as water, and changes local habitat suitability by influencing noise, light, air, and temperature regimes. Habitat fragmentation leads to changes in species diversity and can lead to local, regional, or species-level extinction of native flora and fauna.

It is important to retain wildlife habitat connectivity as Prescott grows to the north in the form of protected wildlife corridors. Wildlife corridors of natural landscape also provide other ecosystem services such as urban cooling, water capture and recharge, and scenic nature viewing for residents and visitors.

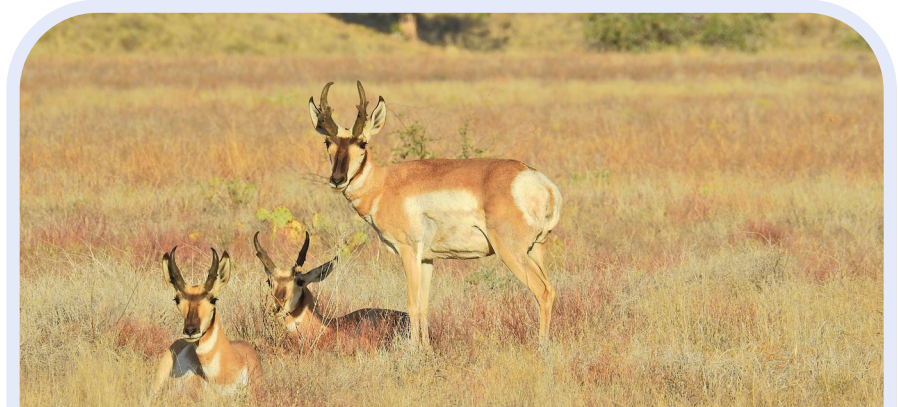
CHALLENGES

Growth of new subdivisions and other developments alter wildlife habitats. An evaluation of flora and fauna within development areas is a benefit when planning appropriate corridors to provide safe migration routes. These areas should connect with other open spaces such as parks and trails and be designed so that they may be used by migrating wildlife as part of an interconnected cluster of corridors.

WILDLIFE CORRIDORS GOALS AND IMPLEMENTATION STRATEGIES

Goal 1: Improve protection of species through the interconnectivity of open spaces and wildlife corridors.

Possible initiatives that can be evaluated through cost-benefit analysis or other data measurements by City Council for future decisions include collaborating with CYMPO on a regional study of wildlife corridors and working with federal, state, and local jurisdictions to improve wildlife crossings, restore floodplains that enhance wildlife habitat, and enhance regional connectivity of open space and wildlife corridors.



DIGITAL CONNECTIVITY

Digital connectivity plays a vital role in education, healthcare, business, civic engagement, safety, and everyday life. In 2023, the Arizona Commerce Authority conducted a year-long study to create Arizona's Digital Equity Plan. This plan attempts to act as a roadmap to address issues that face each region, making sure every individual and community is represented. To ensure universal broadband is available across Arizona, the state is committed to ensuring availability through infrastructure investments, supporting affordable broadband plans for all Arizona families, and providing inclusive digital skills training.

With Arizona's population widely distributed across rural, remote, urban, and tribal regions, our sprawling deserts and mountainous terrain create opportunities and obstacles to creating universal digital access. Key themes from the study are:

- Affordability
- Importance of knowledge and digital literacy
- Localization of services and community engagement

Residents in Yavapai County had the highest response rate and demonstrated an interest in bringing reliable connectivity to the County. The top concern is the lack of competition in internet services. Without competition between service providers, high costs remain the main issue related to digital access and reliability of internet connections.

During the Covid-19 pandemic, the community discovered an increased need for internet access to learn and work remotely. It became clear, our digital infrastructure was lacking in many of the areas of Yavapai County. This resulted in no service or frequent

disruptions or slow speeds for many people. Others tried using Wi-Fi devices that use cellular data or booster antennas, but that proved to be insufficient and unreliable due to lack of data capacity. Dead zones for Wi-Fi and cell data exists in many parts of the region. Mountainous terrain requires more towers for connectivity.

Innovations in information technology and marketing over previous decades have profoundly changed commerce and business models worldwide. Technology offers new opportunities to foster home-based businesses and remote work. The global pandemic accelerated this trend and revealed weaknesses in broadband infrastructure. Subsequent federal and state dollars have flowed to increase broadband connectivity, especially in remote rural areas. Prescott's broadband infrastructure has not benefited, even as large amounts are spent elsewhere. Encouraging more robust, competitive high-speed/high-bandwidth internet access in Prescott will allow the City to market to technology companies while promoting the advantages of a small town, exceptional climate, and award-winning historic and natural assets.

DIGITAL CONNECTIVITY GOALS

Goal 1: Proactively plan for new technology and alternative connectivity solutions such as cellular networks and/or satellite internet.

Possible initiatives that can be evaluated through cost-benefit analysis or other data measurements by City Council for future decisions could include encouraging public and private participation in proactively establishing locations for new towers before nearby development happens, streamlining approval processes, investigating cell tower alternatives, and/or developing an emergency communication plan.

