

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



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May 27, 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. Approval of the April 8, 2026 and April 22, 2026 Subcommittee for General Plan Review Minutes.  
**Recommended Action: MOVE to approve the minutes as presented**
  - B. Presentation & Discussion from HR Green to Review and Provide Guidance Regarding the Draft General Plan Outline, Document Design Considerations, Project Schedule and Milestones.  
**Recommended Action: 1) MOVE to approve either strict statutory compliance, one element per chapter OR statutory compliance, Chino Valley General Plan structure; 2) MOVE to approve the General Plan Naming as A. 2027 General Plan OR B. 2040 General Plan; 3) Provide direction regarding Subcommittee review cadence going forward and the revised schedule targeting November 2027; and 4) Acknowledge the statutory public hearing requirement under ARS 9-461.06(E)**
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 5/21/26 at 11:00 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

*Sarah M. Thornhill*

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Sarah M. Thornhill, City Clerk



TO: MAYOR AND CITY COUNCIL  
AGENDA: May 27 General Plan Subcommittee  
DATE: May 27, 2026  
DEPT: Community Development  
ITEM #: 3.A  
SUBJECT: Approval of the April 8, 2026 and April 22, 2026 Subcommittee for General Plan Review Minutes.

## ITEM SUMMARY

This item is for the approval of the April 8, 2026 and April 22, 2026 Subcommittee for General Plan Review meeting minutes. Staff recommends approval of the minutes as presented.

## BACKGROUND

None.

## FINANCIAL IMPACT

There is no fiscal impact associated with this item.

## RECOMMENDED ACTION

MOVE to approve the minutes as presented

## ATTACHMENTS

1. April 8, 2026 Subcommittee for General Plan Review Minutes
2. April 22, 2026 Subcommittee for General Plan Review Minutes



# City of Prescott

## Council Subcommittee on General Plan Review

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April 8<sup>th</sup>, 2026 | 3:00 PM  
201 N. Montezuma Street  
Council Chambers, 1st Floor  
Prescott, AZ 86301

### MINUTES

#### 1. CALL TO ORDER

Chair Rusing called the meeting to order at 3:02 p.m.

#### 2. ROLL CALL

Cathey Rusing - Chair  
Mary Frederickson – Committee Member  
Patrick Grady – Vice Chair

#### 3. DISCUSSION & ACTION ITEMS

**A.** Discussion & Possible Action Regarding the Selection of a Consulting Firm to Complete the General Plan Update.

Planning Manager Alex Bramlette provided a presentation regarding the selection of Consulting Firm to complete the General Plan update. She stated that staff sent the scope of work to ten agencies, and of those, three submitted a proposal. Subcommittee members were sent the three proposals with a scoring sheet and scores were tabulated. Ms. Bramlette asked Chair Rusing to confirm that HR Green was the top selection, Planning Center was second and Logan Simpson was last.

Chair Rusing confirmed.

Ms. Bramlette stated that vote was consistent across the board, leaving HR Green as the primary applicant the Subcommittee was interested in.

Chair Rusing said she would like to have a discussion, before the Subcommittee voted.

Vice Chair Grady said he ranked HR Green high because their experience was one of the best, with the different updates that their individual team members were involved in. He felt their work identified the executive summary and felt the qualifications of their team members was the best of three.

Subcommittee Member Frederickson said she thought their bench was the deepest, without the excessive fees that Logan Simpson suggests. She liked that they stressed the need to communicate a plan in plain language. Also, that they are focused on fiscally responsible governance. She appreciated they had offices and projects in

various parts of the country which gives them perspectives and experience from both a conservative and progressive standpoint.

Chair Rusing added that she liked that they were all engineers and their price point was \$176,150, which was in the median range. She also liked that they were the only applicants that mentioned the Arizona Revised Statute, the State Statutes', and ARS title 9. For this committee her main goal is to comply with State Statutes clearly. They also did the Chino Valley plan that was passed in the first round by voters.

Vice Chair Grady commented that he did have two issues with their bid proposal which were that they're only showing attendance at the City Council adoption stage, and he believes there will likely need to be a Study Session. Secondly the base bid was \$99,000 but the Subcommittee needed to discuss what additional optional services the city may need.

Chair Rusing said she noted all three included the 50,000-population threshold, which would provide a more comprehensive plan, however, it did jump up the cost.

Subcommittee Member Frederickson liked that HR Green broke down their optional services into tasks, included an amount for each, and allowed the city to pick what optional tasks are needed. She also liked that one of their key issues was to re-format the plan to follow the statute as opposed to themes. If we want the voters to follow along and know that what we're doing is required by statute, it's a better structure.

Chair Rusing added she liked the organization of their proposal.

Vice Chair Grady said he is comfortable with their concept and engagement strategy being one open house. He said he believes there will be one Planning & Zoning hearing and they are providing a cost for two. He suggested substituting a Council update somewhere in this process. Instead for additional dollars, the city could take away one of the Planning & Zoning hearings.

Chair Rusing said an additional Council hearing could be changed to a Council meeting.

Vice Chair Grady asked what kind of comments staff have relevant to their public engagement plan and the fee structure.

Ms. Bramlette said consistently what was heard is that we are checking off the boxes regarding ARS statutes, and part of that is public participation. The statutes are about community involvement and how we want to incorporate it. It is commonly in the form of an open house. HR Green added in a second open house as an option relating to the 50,000.

Vice Chair Grady noted they identified \$7,000 in ratification support, and voter education materials. He added that some of the optional services can get expensive and we should take a close look at what optional services we do and do not want.

Chair Rusing said an example of what Vice Chair Grady is pointing out, is they sent out two rounds of mailers for the Chino Valley General Plan. There were 3,000 mailings sent the first time and 2,000 the second time, with only about 80 responses. She said we would need to go towards something online.

Vice Chair Grady asked if the consultant would have a 60-day public comment period, and if the consultant will put that into a summary.

Ms. Bramlette said once the consultant is selected, they are going to take the project and guide it all the way through, incorporating that information into the proposed plan.

Vice Chair Grady asked if one of those pieces will be a summary of comments and assessment where the primary interests are.

Ms. Bramlette confirmed and said as a statutory requirement will be a citizen participation plan. The beginning of the process will be the roadmap on how we lay this out.

Vice Chair Grady asked if they would then present to us, for one last review.

Ms. Bramlette confirmed.

Vice Chair Grady said it sounds like Chair Rusing and Committee Member Fredrickson strongly believe we need to spend \$50,000 to include some of that information regarding the statutory requirements. As there are several missing elements that are not in the city's 2015 plan.

Chair Rusing said she believes it will be money well spent if the city could get this approved by Council and on the ballot for voter approval.

Subcommittee Members asked for confirmation on the timing of this ballot measure.

Ms. Bramlette said the intent was to have it on the July 2027 ballot, and the plan would need to be approved by Council by March.

Subcommittee Member Fredrickson said that's the project schedule HR Green has.

Vice Chair Grady asked if this the appropriate form to reference the dollar amount to be added to the base fee.

Subcommittee consensus to have a discussion with the consultant to iron out the add ons and contract.

**VICE CHAIR GRADY MOVED TO APPROVE THE PROPOSAL FROM HR GREEN;  
SECONDED BY COUNCIL MEMBER FREDRICKSON. (PASSED 3-0)**

B. Review & Discussion Regarding the Following Chapters of the June 24, 2025

Draft General Plan: 1) Chapter 4 Economic Competitiveness and Prosperity; and 2) Chapter 5 Community Quality.

***The Subcommittee continued its page-by-page review of the June 24, 2025, draft General Plan, beginning with Chapter 4.***

## **Chapter 4 – Economic Competitiveness and Prosperity**

### **Land Use**

Vice Chair Grady opened the discussion on the Downtown Specific Area Action Plan. Vice Chair Grady and Subcommittee Member Frederickson asked whether there are any additional documents to reference since May 1997.

Ms. Bramlette stated that she would look into this and provide the information to the consultant.

The discussion also included incorporating the Historic Preservation Master Plan into the Downtown Specific Area Action Plan (SAP), as well as bringing greater attention to the sections identifying the largest areas set aside for industrial use. Subcommittee members discussed including the Prescott Regional Industrial Airpark and the Sundog Industrial area off Highway 89. It was also noted that residential subdivisions are located to the north, south, east, and west of the airport.

Under Strategy 2.7, Chair Rusing requested additional clarification on encouraging the retention of native vegetation. Subcommittee Member Frederickson emphasized that the reference to native vegetation is particularly strong, as it connects water usage with wildlife support. Vice Chair Grady also requested the inclusion of a reference to the City's 2024 Economic Development Strategy.

### **Economic Development and Tourism**

Chair Rusing asked if we have a more updated Strategic Action Plan (SAP). As it mentions it was adopted in 1997. Subcommittee Member Fredrickson asked Ms. Bramlette for an updated version for consistency throughout the plan, since it is mentioned several times. Vice Chair Grady suggested including a mention about the episode of "Flip This Town" which was a 2019 initiative focusing on downtown revitalization. Chair Rusing concurred saying It led the way for the work on the alley and the restoration of granite creek. Making it an economic corridor. Subcommittee Member Fredrickson suggested to add a section about the alleyway connection between the parking garage and whiskey row, making it a more user-friendly way to connect the two. Also, she suggested to add information about granite creek trail and the infill along that corridor.

Vice Chair Grady wants to have the Economic Development Strategy highlighted in the section Workforce Development and Opportunities Section. Chair Rusing said confirmation of Arizona Work Office is needed.

## **Sustaining a Business-Friendly Environment**

Subcommittee Members discussed rewording the section about industrial commercial opportunities requiring new construction, as the city can repurpose commercial properties. An example was suggested of the mall with large amounts of vacant space that can be used. Chair Rusing said Embry Riddle said they will be renaming the safe complex Subcommittee Member Fredrickson said that it doesn't add to the plan to include the new name. Just say that they are working on the fight training facility. Chair Rusing said instead of saying the FAA tower, make it more specific and call it the control tower.

## **Ensuring a Strong Tax Base**

Chair Rusing discussed that she wants to include more information about diversification and being less dependent on tourism. She also talks about the Downtown Specific Area Action Plan under Strategy 2.3, and that it will need to be updated.

## **Quality Jobs: Maintaining a Strong Employment Sector**

The Committee Members did not have any changes.

## **Growth and Cost of Development**

Chair Rusing opened the discussion under the Open Space and Wildlife section. She suggested that growth management plans adopted by the City Council should require the inclusion of meaningful open space and trail components in all new developments.

Within the Growth Management Goals and Strategies section, Chair Rusing recommended being more specific by stating that the City aims to grow sustainably through annexation. She also requested the addition of language addressing how water resources guide and manage growth.

Under the section titled *Encourage Infill Development on Parcels with Adequate Infrastructure*, Chair Rusing suggested removing the administrative approval process. Chair Rusing also requested that Strategy 5.2 under Goal 5 include language referencing the City's long-term water management plan that is currently being developed. In addition, she proposed including a letter from herself in her capacity as Mayor.

Regarding sales tax, Chair Rusing recommended specifying the current rate of 9.3% and including a chart that breaks down its components. She noted that the Intergovernmental Revenues section is too general and should instead be labeled *Shared Revenues*. She also requested that the Development Impact Fees section clarify that fees are reassessed and adjusted every five years. Finally, she emphasized the importance of addressing annexations that involve existing infrastructure.

## **Workforce Housing**

Subcommittee Member Frederickson noted that the Housing Trends section includes too many statistics. She recommended adding dates for the Great Recession and presenting information from the 2008 and COVID-19 downturns in chart form to make it easier to understand. She also stated that the graph referencing multifamily construction permits was unclear.

Under *Housing Trends: Variety, Affordability, and Quality*, the committee agreed the section needs to be cleaned up, noting that some content relies on generalizations and stereotypes and should instead reflect concerns. Subcommittee Member Frederickson also recommended removing language referring to current projects. The committee discussed a section addressing barriers such as zoning issues and extended timelines related to current water management policy processes, noting that it gives the impression of delays.

Vice Chair Grady and the committee agreed that the *Housing Solutions* and *Housing Affordability* sections are too extensive and will need to be revised. Subcommittee Chair Frederickson suggested removing the national chart in the *Issue of Housing Affordability* section.

Chair Rusing emphasized the need to highlight the rehabilitation industry, which owns and leases housing units that were previously available to local residents. Subcommittee Member Frederickson also mentioned that Airbnb and Vrbo are reducing available inventory. The Subcommittee agreed the Workforce Housing section is too lengthy and requires revision. Chair Rusing requested adding language noting recent progress, including partnerships with the state and federal government and a turnkey workforce housing partner to construct 82 units at no cost to taxpayers. She also noted the inclusion of Accessory Dwelling Units (ADUs). Page 30 received numerous comments and will require further review with the consultant.

## **Prescott Regional Airport, Ernest A. Love Field**

The Subcommittee Members started discussion noting that the pictures in this section are missing photos of airport. Chair Rusing wants it to sound more dynamic. They also suggested adding sentence about United Airlines, as well as the new control tower, how our new FBO Cutter Partner has expanded, and the extension of runway. Also, that the city needs to add signage for the airport in our industrial airpark.

## **Chapter 5 Community Quality**

### **The Prescott Police Department**

The Subcommittee Members discussed how the images should be updated to include the Police Department. Chair Rusing noted that the opening sentence is too vague and should be revised to highlight that the department provides full-service operations.

She also recommended including information on the success of the School Resource Officer (SRO) Program, as well as the department's collaboration with MATFORCE to

prevent substance abuse. Additionally, how the department has dedicated staff focused on human trafficking and domestic violence. Language should also be added regarding Proposition 487 and its role in providing funding for a new police substation.

### **Education**

The city really needs to flush things out, there are a lot of education options, but the plan only mentions higher education. And how quality education is important to attract employers and workforce. Chair Fredrickson said it would be a good idea to include a list of how many of each different types of schools. Remove the name NAU from the remote campus they have.

### **Library**

Chair Rusing discussed how she thought this section looked great. Noting she would like to include that the library is an economic driver. Also, that a second location is planned due to growing community needs. Chair Rusing wants to add a new strategy regarding work with county library district to maintain funding to prevent cuts in service.

### **Community Center**

Chair Rusing noted that “Adult Center of Prescott, Inc.” should be revised to remove “Inc.” The YMCA should be mentioned and how it’s been a great asset to the community. Meals on wheels is planning on expanding their service for the community. The section discussing The Center will need some modifications.

### **Youth Programs**

Chair Rusing stated that the YMCA description should indicate that it offers programs, rather than specifying that it is a youth and government program.

### **Arts, Culture, Events, and Museums**

Chair Rusing would like to add “music”, and “theater” to the title. She also noted that there are numerous local businesses dedicated to the arts. The Subcommittee Members suggested highlighting the music scene. Vice Chair Grady recommended adding the Cosmos Theater. Under Events, the Subcommittee suggested including the Prescott Downtown Partnership and the City’s Tourism Department. Subcommittee Member Frederickson suggested also including Earth Day, the Boot Drop, parades, the Highland Games, and fireworks.

### **Healthcare**

Chair Rusing said there needs to be a better introductory paragraph. We should start off with Dignity Health and leave out Yavapai Regional Medical Center. Also noting that they have two locations, along with the newly opened state of the art electrophysiology ablation lab. Under the ambulance services section, it should include Native Air Helicopter Services. Chair Rusing also noted that there is a shortage of medical staff due to a reduced number of people entering the field, rather than a lack of transportation.

**This item was for discussion only. No formal action taken.**

#### **4. GENERAL ANNOUNCEMENTS FROM STAFF**

Staff announced that the next meeting of the Subcommittee is scheduled for April 22, 2026.

#### **5. ADJOURNMENT**

There being no further business to discuss, Committee Member Cathey Rusing adjourned the meeting at 4:58 p.m.

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Mayor Cathey Rusing, Chair

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Alex Bramlette, Planning Manager



# City of Prescott

## Council Subcommittee on General Plan Review

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April 22<sup>nd</sup>, 2026 | 3:00 PM  
201 N. Montezuma Street  
Council Chambers, 1st Floor  
Prescott, AZ 86301

### MINUTES

#### 1. CALL TO ORDER

Chair Rusing called the meeting to order at 3:02 p.m.

#### 2. ROLL CALL

Cathey Rusing - Chair  
Mary Frederickson – Committee Member  
Patrick Grady – Vice Chair

#### 3. DISCUSSION & ACTION ITEMS

A. Approval of the March 11, 2026 Subcommittee for General Plan Review Minutes.  
Recommended Action: MOVE to approve the minutes as presented

**SUBCOMMITTEE MEMBER FREDERICKSON MOVED TO APPROVE THE MINUTES AS PRESENTED; SECONDED BY VICE CHAIR GRADY. (PASSED 3-0).**

B. Presentation & Discussion Regarding the Potential Consultant Proposal Related to the General Plan Updates and Scope of Services.

Celeste Boccieri- Werner; Project Director and Edward Boik; Project Manager with HR Green joined the meeting remotely.

The Subcommittee began by discussing base fees and optional tasks.

Chair Rusing noted that state statutes set a population threshold of 50,000, which the community is expected to exceed, requiring a comprehensive General Plan update.

Subcommittee Member Fredrickson asked whether the 50,000 population component was optional.

Planning Manager Alex Bramlette confirmed that it is.

Vice Chair Grady expressed concern that the additional statutory requirements make the \$50,000 cost seem high and asked what work would be included. Mr. Boik explained that the scope includes a full review of the existing General Plan to ensure compliance with all statutory requirements for communities over 50,000, as well as preparation for associated staffing needs.

Vice Chair Grady asked when the Subcommittee would see an initial assessment of any gaps or additional statutory elements needed.

Mr. Boik stated that the team would first gather all project data, then meet with the Subcommittee within the first month to discuss the framework and findings.

Chair Rusing raised the issue of including a non-discrimination clause, noting potential public input and asking whether addressing it would incur additional costs.

Vice Chair Grady added interest in reviewing how other cities address anti-discrimination in their General Plans.

Ms. Bocchieri-Werner responded that their firm anticipates integrating Subcommittee and public input without additional cost. She noted they have not typically seen explicit anti-discrimination language in General Plans and would not recommend including it.

Mr. Boik added that most plans reflect community values broadly rather than using explicit anti-discrimination language.

Continuing with comments regarding the scope and schedule. Vice Chair Grady said that after several drafts in 2025, feedback suggested adding an executive summary. Although it's currently planned for the final draft, Vice Chair Grady asked if it could be included earlier.

Mr. Boik said the schedule can be adjusted.

Vice Chair Grady said they would like to review the additional statutory elements early on and hear how the document might be reorganized in the June 2025 draft.

Mr. Boik agreed and said that is their plan.

Chair Rusing added that a major issue with the previous draft was that it did not follow state statute.

She then asked Ms. Bramlette for any additional recommendations. She suggested adding Task Six: Ratification Support, which would include voter education materials and an ambassador program. However, Chair Rusing said that responsibility should remain with elected officials rather than a consultant, Vice Chair Grady agreed. Community Development Director Chelsa Walton spoke. She clarified that we cannot advocate for a vote in a particular direction. However, we can get the information out and answer questions.

Ms. Bramlette then reviewed the scope of services with the subcommittee. They agreed to add Task two, three, and four, with the possibility of not needing to utilize them.

Community Development Director Chelsea Walton also said that the contract can be written with a “not to exceed” number.

Ms. Bramlette concluded by confirming that Task two, three, and four will be included as optional tasks. Task five and six will not be necessary. With a not to exceed amount of \$164,400, \$99,000 base scope fee plus \$64,500 in additional optional tasks.

**SUBCOMMITTEE MEMBER FREDERICKSON MOVED TO RECOMMEND APPROVAL OF CONTRACT WITH HR GREEN FOR GENERAL PLAN UPDATES, WITH A BASE AMOUNT OF \$99,900 AND A TOTAL NOT-TO-EXCEED AMOUNT OF \$164,400 TO COUNCIL; SECONDED BY VICE CHAIR GRADY (PASSED 3-0)**

C. Review & Discussion Regarding the Following Chapter of the June 24, 2025, Draft General Plan: Chapter 6) Major Plan Amendments; and the 6.24.25 Future Land Use Map, Transportation Map, and Open Space/Recreation Map

The Subcommittee continued its page-by-page review of the June 24, 2025, draft General Plan, beginning with Chapter 6.

**Chapter 6 – Major Plan Amendments**

Chair Rusing started off discussing how this chapter lacks enough content and will need to be fleshed out. Due to this being in the legal section, it will need super majority vote. Chair Rusing said under the commercial employment and commercial column, the phrases are too vague. She would like this section updated.

Ms. Bramlette explained the way the document reads.

Chair Rusing said it is too confusing and will need clarification.

Ms. Walton spoke on the differences between major and minor amendments. The main thing is it's all about notification and council will still have a chance to review it with applicant. Fredrickson added that minor and major plan amendments need to be written into development agreements. Ms. Bramlette explained that a development agreement is a contract between the developer and the City. It must go before City Council for a final decision—it is not handled administratively. She also noted that the Future Land Use Map guides where growth is expected. When someone wants to rezone property, they refer to this map. Changes like going from commercial to residential are handled separately through zoning.

Subcommittee Member Fredrickson noted a concern with how the chart categorizes density changes. Specifically, transitions from low density to low-medium density are currently labeled as minor plan amendments. She suggested that this category should instead be divided to distinguish between major and minor amendments, allowing for a clearer and more accurate classification.

## **Future Land Use Map**

Chair Rusing and Subcommittee Member Frederickson discussed the March 2025 future LUP expansion and the process for how that came about to include Williamson Valley.

Ms. Bramlette asked if the Subcommittee wanted to start with the June 24, 2025 version.

Chair Rusing wants the future LUP to be the same as 2015. This is future land and water use.

Ms. Bramlette clarified that water and future LUP are separate. Future LUP comes first to say here is where we want to grow and water comes in to say they can support that. Can include a different map but is not the same as future LUP.

Chair Rusing wants to include the current water service area boundary from 2015.

Vice Chair Grady said he wasn't prepared to discuss the 2015 map but happy to have that conversation.

Ms. Bramlette showed the 2015 plan on her screen and discussed how it is different from the 2025 map.

Ms. Bramlette said this is the map used when annexing a property. To use a guidance. Water has said they just need to know where the growth.

Vice Chair Grady said he was on the council during those versions. He would be happy to have a discussion later. Ms. Bramlette presented the 2015 map.

## **Transportation Map**

The Subcommittee had comments adding some changes like; colors of the lines needing to stand out, changes to the truck route colors in the legend, adding names to roads, thicker line for future roadways, and naming the industrial zone near the southeast portion of the airport runways.

## **Open Space/Recreation Map**

Chair Rusing said part of Glassford Dell Regional Park and Preserve, with part of that being annexed there should be a note added. The Subcommittee discussed adding a mark on the map for potential future easements. Vice Chair Grady wanted to confirm if this map identifies the 2700 acres for Prop 484.

Ms. Walton confirmed.

**This item was for discussion only. No formal action taken.**

**4. GENERAL ANNOUNCEMENTS FROM STAFF**

Staff announced that the next meeting of the Subcommittee is scheduled for May 27, 2026.

**5. ADJOURNMENT**

There being no further business to discuss, Committee Member Cathey Rusing adjourned the meeting at 4:30pm.

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Mayor Cathey Rusing, Chair

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Alex Bramlette, Planning Manager



TO: MAYOR AND CITY COUNCIL  
AGENDA: May 27 General Plan Subcommittee  
DATE: May 27, 2026  
DEPT: Community Development  
ITEM #: 3.B  
SUBJECT: Presentation & Discussion from HR Green to Review and Provide Guidance Regarding the Draft General Plan Outline, Document Design Considerations, Project Schedule and Milestones.

## ITEM SUMMARY

This item is to review and provide guidance to HR Green on the draft General Plan outline, document design considerations, and the project schedule and milestones.

## BACKGROUND

None.

## FINANCIAL IMPACT

There is no fiscal impact associated with this item.

## RECOMMENDED ACTION

1) MOVE to approve either strict statutory compliance, one element per chapter OR statutory compliance, Chino Valley General Plan structure; 2) MOVE to approve the General Plan Naming as A. 2027 General Plan OR B. 2040 General Plan; 3) Provide direction regarding Subcommittee review cadence going forward and the revised schedule targeting November 2027; and 4) Acknowledge the statutory public hearing requirement under ARS 9-461.06(E)

## ATTACHMENTS

1. HR Green Memo

# General Plan Update

## Subcommittee Kickoff Meeting – May 27, 2026

### Summary

This item is to review and provide guidance on the draft General Plan outline, document design considerations, and the project schedule and milestones.

### Background

Upon the Council approval of the General Plan Update contract at the April 28, 2026 City Council meeting, HR Green initiated review of the existing General Plan versions (March and June 2025), subcommittee meeting minutes, and conducted a project team kick-off meeting with City staff on May 6, 2026.

Through this effort, HR Green seeks subcommittee direction and decision on the following:

- ▶ Confirm the General Plan structure (chapter-per-element or Chino Valley alternative)
- ▶ Provide direction on plan naming
- ▶ Provide direction on subcommittee review cadence going forward and the revised schedule targeting November 2027
- ▶ Acknowledge the statutory public hearing requirement under ARS § 9-461.06(E).

### Arizona Revised Statutes General Plan Elements

#### Required for all cities, ARS § 9-461.05(C):

- ▶ Land Use Element, ARS § 9-461.05(C)(1)
- ▶ Circulation Element, ARS § 9-461.05(C)(2)

#### Required for Prescott, ARS § 9-461.05(D):

- ▶ Open Space Element, ARS § 9-461.05(D)(1)
- ▶ Growth Area Element, ARS § 9-461.05(D)(2)
- ▶ Environmental Planning Element, ARS § 9-461.05(D)(3)
- ▶ Cost of Development Element, ARS § 9-461.05(D)(4)
- ▶ Water Resources Element, ARS § 9-461.05(D)(5)

#### Additional requirements for cities with a population of 50,000+, ARS § 9-461.05(E)

- ▶ Conservation Element, ARS § 9-461.05(E)(1)
- ▶ Recreation Element, ARS § 9-461.05(E)(2)
- ▶ Expanded Circulation Element (parking, setbacks, naming, numbering, plus Transportation and Transit sub-elements), ARS § 9-461.05(E)(3)
- ▶ Public Services and Facilities Element, ARS § 9-461.05(E)(4)
- ▶ Public Buildings Element, ARS § 9-461.05(E)(5)
- ▶ Housing Element, ARS § 9-461.05(E)(6)
- ▶ Conservation, Rehabilitation, and Redevelopment Element, ARS § 9-461.05(E)(7)
- ▶ Safety Element, ARS § 9-461.05(E)(8)
- ▶ Bicycling Element, ARS § 9-461.05(E)(9)
- ▶ Energy Element, ARS § 9-461.05(E)(10)
- ▶ Neighborhood Preservation and Revitalization Element, ARS § 9-461.05(E)(11)

## General Plan Structure

Across the February 11, February 25, March 11, April 8, and April 22, 2026 Subcommittee meetings, the subcommittee consistently expressed a preference for organizing the General Plan in close alignment with Arizona Revised Statutes § 9-461.05, with each statutory element identified clearly within the document. The existing general plan structure was analyzed, and a revised structure is provided for review. Per the scope of work, an element by chapter approach makes statutory compliance plain and clear. This is the recommended approach. Due to the Subcommittee's past comments regarding the Chino Valley General Plan, HR Green has provided a plan structure aligned with the Chino Valley General Plan for review, discussion, and direction.

Following the subcommittee's direction, HR Green will map the existing draft goals, policies, and actions to the applicable statutory element. This mapping will incorporate all subcommittee revisions.

## Existing Draft Plan Prescott 2025 General Plan

The March 2025 and June 2025 drafts are similar in outline, except for the Implementation chapter, which is absent from the June 2025 draft. All seven baseline elements are addressed in both drafts. Of the 11 additional elements required for municipalities of 50,000 or larger, the elements appear to be partially addressed or not addressed at all. Elective elements are shown in red.

### Document Structure

- Acknowledgements
- Table of Contents

#### ■ Introduction

- What is a General Plan
- Vision
- Public Participation Process
- Plan Structure and Administration (How to use the plan)
- Regional and Historic Context
- Existing Conditions

#### ■ Chapter 1: Resiliency and Sustainability

##### ■ Elements Included:

- Environmental Planning Element, ARS § 9-461.05(D)(3)
- Water Resources Element, ARS § 9-461.05(D)(5)
- **Energy Element**, ARS § 9-461.05(E)(10), partial
- **Conservation Element**, ARS § 9-461.05(E)(1), partial
- **Safety Element**, ARS § 9-461.05(E)(8), partial (Fire Department only)
- **Public Services and Facilities Element**, ARS § 9-461.05(E)(4), partial (Fire Department only)

#### ■ Chapter 2: A Community Connected

##### ■ Elements Included:

- Circulation Element, ARS § 9-461.05(C)(2)
- **Circulation Element expanded**, ARS § 9-461.05(E)(3), partial (transit referenced; parking facilities not addressed)
- Open Space Element, ARS § 9-461.05(D)(1)
- **Conservation Element**, ARS § 9-461.05(E)(1), partial

#### ■ Chapter 3: Great Places and Neighborhoods

##### ■ Elements Included:

- Land Use Element, ARS § 9-461.05(C)(1)
- Growth Area Element, ARS § 9-461.05(D)(2), partial

- Circulation Element, ARS § 9-461.05(C)(2), partial
  - **Recreation Element**, ARS § 9-461.05(E)(2)
  - **Bicycling Element**, ARS § 9-461.05(E)(9), partial
  - **Conservation Element**, ARS § 9-461.05(E)(1), partial
  - **Conservation, Rehabilitation, and Redevelopment Element**, ARS § 9-461.05(E)(7), partial
- **Chapter 4: Economic Competitiveness and Prosperity**
- **Elements Included:**
    - Land Use Element, ARS § 9-461.05(C)(1), second location
    - Growth Area Element, ARS § 9-461.05(D)(2), partial
    - Cost of Development Element, ARS § 9-461.05(D)(4)
    - **Housing Element**, ARS § 9-461.05(E)(6)
- **Chapter 5: Community Quality**
- **Elements Included:**
    - **Public Services and Facilities Element**, ARS § 9-461.05(E)(4), partial
    - **Public Buildings Element**, ARS § 9-461.05(E)(5), partial
    - **Safety Element**, ARS § 9-461.05(E)(8), partial (Police Department only)
- **Chapter 6: Major Plan Amendments**
- **Chapter 7: Implementation**

## Strict Statutory Compliance, One Element per Chapter

Per the scope of work, this outline follows a strict element-per-chapter approach. Each of Prescott's seven required and 11 elective statutory elements is its own chapter, sequenced by topic similarity. The structure makes statutory compliance visible at the Table of Contents level, gives each element a dedicated home for goals and policies, and keeps individual chapters short and uniformly scoped. The trade-off is chapter count: 19 substantive chapters plus front matter and appendices, which is longer than the existing draft.

### Document Structure

- Acknowledgements
- Letter from Mayor or Subcommittee Chair \*Optional
- Table of Contents
  
- **Chapter 1: Plan Overview**
  - What is a General Plan / Statutory Authority
  - Vision
  - Public Engagement Snapshot
  - Plan Structure and Administration (How to use the plan)
  
- **Chapter 2: Community Profile**
  - Regional and Historic Context
  - Existing Conditions Summary
  
- **Chapter 3: Land Use Element, ARS § 9-461.05(C)(1)**
- **Chapter 4: Growth Area Element, ARS § 9-461.05(D)(2)**
- **Chapter 5: Cost of Development Element, ARS § 9-461.05(D)(4)**
- **Chapter 6: Circulation Element, ARS § 9-461.05(C)(2), ARS § 9-461.05(E)(3)**
- **Chapter 7: Bicycling Element, ARS § 9-461.05(E)(9)**
- **Chapter 8: Environmental Planning Element, ARS § 9-461.05(D)(3)**
- **Chapter 9: Open Space Element, ARS § 9-461.05(D)(1)**
- **Chapter 10: Conservation Element, ARS § 9-461.05(E)(1)**
- **Chapter 11: Water Resources Element, ARS § 9-461.05(D)(5)**
- **Chapter 12: Energy Element, ARS § 9-461.05(E)(10)**
- **Chapter 13: Recreation Element, ARS § 9-461.05(E)(2)**
- **Chapter 14: Housing Element, ARS § 9-461.05(E)(6)**
- **Chapter 15: Neighborhood Preservation and Revitalization Element, ARS § 9-461.05(E)(11)**
- **Chapter 16: Conservation, Rehabilitation, and Redevelopment Element, ARS § 9-461.05(E)(7)**
- **Chapter 17: Public Services and Facilities Element, ARS § 9-461.05(E)(4)**
- **Chapter 18: Public Buildings Element, ARS § 9-461.05(E)(5)**
- **Chapter 19: Safety Element, ARS § 9-461.05(E)(8)**
- **Chapter 20: Implementation**
- **Chapter 21: Major Plan Amendments**
  
- **APPENDICES**
  - Public Engagement Summary
  - Existing Conditions / Background Data
  - Other Appendices identified

## Alternative: Statutory Compliance, Chino Valley General Plan Structure

For your consideration, an alternative structure is provided that aligns with the Chino Valley General Plan, grouping similar or related statutory elements into fewer, broader chapters. Each chapter is anchored by a topic the community recognizes (Land Use, Circulation and Mobility, Environment and Natural Resources, Housing and Neighborhoods, Community Services and Facilities), with the statutory elements bundled inside identified by name and ARS citation. The structure produces a shorter plan, eight chapters plus front matter and appendices, while preserving full statutory compliance through a crosswalk table in Chapter 1 that maps every required element to its chapter location.

- Acknowledgements
- Letter from Mayor or Subcommittee Chair \*Optional
- Table of Contents
  
- **Chapter 1: Plan Overview**
  - What is a General Plan / Statutory Authority
  - Vision
  - Public Engagement Snapshot
  - Plan Structure and Administration (How to use the plan)
  
- **Chapter 2: Community Profile**
  - Regional and Historic Context
  - Existing Conditions Summary
  
- **Chapter 3: Land Use**
  - **Land Use Element**, ARS § 9-461.05(C)(1)
  - **Growth Area Element**, ARS § 9-461.05(D)(2)
  
- **Chapter 4: Circulation and Mobility**
  - **Circulation Element**, ARS § 9-461.05(C)(2)
  - **Expanded Circulation Element**, ARS § 9-461.05(E)(3)
  - **Bicycling Element**, ARS § 9-461.05(E)(9)
  
- **Chapter 5: Environment and Natural Resources**
  - **Environmental Planning Element**, ARS § 9-461.05(D)(3)
  - **Open Space Element**, ARS § 9-461.05(D)(1)
  - **Conservation Element**, ARS § 9-461.05(E)(1)
  - **Water Resources Element**, ARS § 9-461.05(D)(5)
  - **Energy Element**, ARS § 9-461.05(E)(10)
  - **Recreation Element**, ARS § 9-461.05(E)(2)
  
- **Chapter 6: Housing and Neighborhoods**
  - **Housing Element**, ARS § 9-461.05(E)(6)
  - **Neighborhood Preservation and Revitalization Element**, ARS § 9-461.05(E)(11)
  - **Conservation, Rehabilitation, and Redevelopment Element**, ARS § 9-461.05(E)(7)
  
- **Chapter 7: Community Services and Facilities**
  - **Public Services and Facilities Element**, ARS § 9-461.05(E)(4)
  - **Public Buildings Element**, ARS § 9-461.05(E)(5)
  - **Safety Element**, ARS § 9-461.05(E)(8)
  - **Cost of Development Element**, ARS § 9-461.05(D)(4)

- **Chapter 8:** Implementation and Administration (amendment procedures)
- **APPENDICES**
  - Public Engagement Summary
  - Existing Conditions / Background Data
  - Other Appendices identified

## General Plan Naming and Layout

### Plan Name

With the expansion and reorganization of the General Plan, we request that the subcommittee review the name title of the General Plan. Initial options follow for your consideration.

- **2027 General Plan** - Naming by adoption year; direct and clear.
- **2040 General Plan** - Horizon-year naming; signals forward-looking planning and is common in Arizona practice.
- **2035 General Plan** - Alternative horizon-year option with a closer planning horizon.
- **Others?**

### Plan Branding / Design

Following this meeting, HR Green will develop a draft design and layout for the General Plan in coordination with the City's branding guidelines. The draft will establish the cover treatment, page layout, typography, color palette, map and graphic conventions, and chapter opener style that will carry through the document from the administrative draft to the final adopted plan. The draft design will be brought back to the Subcommittee for review at a subsequent meeting.

## Next Steps

### Subcommittee Review Cadence Going Forward

Based on the subcommittee's past review pace of roughly one chapter per hour over two-hour meetings, HR Green recommends scheduling meetings when two to four chapters are ready for review. Optional additional subcommittee meetings are also available at the subcommittee's discretion if more frequent, smaller chunks are preferred for each review meeting.

Following this meeting, HR Green will:

- Develop the administrative draft on a chapter-by-chapter basis using the structure confirmed at this meeting
- Provide draft chapters to City staff for review in advance of each Subcommittee meeting
- Coordinate with City staff on the new Citizen Participation Plan, which must be adopted by Council prior to the start of the 60-day public review period
- Maintain a public comment log and errata-style documentation throughout the process

### Statutory Public Hearing Requirements

For Prescott, with a population over 25,000, ARS § 9-461.06 establishes a specific adoption sequence that drives the project schedule. **The Planning and Zoning Commission must hold two or more public hearings at different locations within the City to promote citizen participation**, per ARS § 9-461.06(E). Following the Commission's recommendation, the City Council must hold at least one additional public hearing before adoption, per ARS § 9-461.06(G). Adoption requires an affirmative vote of at least two-thirds of the Council, per ARS § 9-461.06(H). Following Council adoption, the plan must be ratified by voters at the next regularly scheduled municipal election or at a special election scheduled at least 120 days after Council action, per ARS § 9-461.06(M). These requirements are reflected in the revised schedule in Table 1.

### Project Completion / Targeted Ballot

The City has directed that the updated General Plan be placed on the November 2027 ballot rather than the July 2027 primary ballot referenced in the executed contract and the HR Green proposal. This shifts Council adoption from March 2027 (the original target) to early July 2027, with corresponding adjustments to the administrative draft delivery, the 60-day public review window, the 120-day agency review, and Planning and Zoning Commission hearings.

The revised milestone schedule is presented in Table 1 below. Specific dates remain subject to confirmation with the City Clerk regarding ballot filing deadlines.

**Table 1: Revised Project Schedule (Targeting November 2027 Ballot)**

Milestone	Original Date (Per Proposal)	Revised Date (Nov 2027 Ballot)	Notes
<b>Subcommittee Kickoff</b>	May 27, 2026	May 27, 2026	Structure and design direction
<b>Administrative Draft Complete</b>	Sept–Dec 2026	Jan–Feb 2027	Re-baselined for Nov 2027 ballot
<b>60-Day Public Review</b>	Oct–Dec 2026	Feb–Apr 2027	ARS § 9-461.06 required
<b>Public Open House</b>	Oct–Dec 2026	Feb–Apr 2027	To be held during the 60-day review
<b>P&amp;Z Commission Hearings (2)</b>	Jan–Feb 2027	May–June 2027	Two hearings, two locations (ARS § 9-461.06(E))
<b>Council Adoption Hearing</b>	March 2027	Early July 2027	Ballot filing deadline TBC with City Clerk
<b>Voter Ratification</b>	July 2027	November 2027	Ballot election; required by ARS § 9-461.06