

City of Prescott

Council Subcommittee on General Plan Review



September 23, 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 Revised May 27, 2026, and the July 8, 2026, Subcommittee for General Plan Review Minutes.
Recommended Action: MOVE to approve the minutes as presented
 - B. Presentation & Discussion Regarding the Recent General Plan Open House.
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 9/17/26 at 1:30 p.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: September 23 Council Subcommittee on General Plan Review
DATE: September 23, 2026
DEPT: Community Development
ITEM #: 3.A
SUBJECT: Approval of the Revised May 27, 2026, and the July 8, 2026, Subcommittee for General Plan Review Minutes.

ITEM SUMMARY

This item is for the approval of the revised May 27, 2026, and the July 8, 2026, Subcommittee for General Plan Review 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. May 27, 2026 General Plan Subcommittee Minutes
2. July 08, 2026 General Plan Subcommittee Minutes



City of Prescott

Council Subcommittee on General Plan Review

May 27, 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 - Mayor

Mary Frederickson – Committee Member

Patrick Grady – Vice Chair

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

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

B. Presentation & Discussion from HR Green to Review and Provide Guidance Regarding the Draft General Plan Outline, Document Design Considerations, Project Schedule and Milestones.

HR Green Project Manager Edward Boik provided a presentation to the Subcommittee beginning with an overview of the primary objectives of the meeting and discussing whether a name change is appropriate during the modification phase. Mr. Boik provided an overview of the General Plan update process and discussed statutory requirements under the Arizona Revised Statutes for communities exceeding 50,000 population. He explained that Prescott is planning for eleven elements, exceeding the seven elements currently required for communities of its size in preparation for future population growth and upcoming census.

The Subcommittee discussed two organizational approaches: 1) Option A - would hold one chapter per General Plan elements; and 2) Option B - grouping related elements into broader thematic chapters, referenced to the Chino Valley General Plan.

Subcommittee members discussed the advantages and disadvantages of each approach and expressed support for Option B with modifications, including addition of a dedicated Economic Development chapter, formation of a crosswalk linking plan sections to applicable Arizona statutes and an inclusion of implementation with amendment sections.

Subcommittee consensus for Option B, while ensuring transparency and readability moving forward.

C. Public Participation and Outreach

Vice Chair Grady expressed that while the current plan includes optional elements, it lacks a standalone housing element, which is currently integrated across other sections. He requested proposals on how to collaborate with the Planning and Development Departments to establish goals and strategies for elements, specifically rehanging, redevelopment and housing too, which have not yet been presented for public comment.

Mr. Boik recommended an additional public outreach effort before the formal 60-day review period through citizen participation to make sure the public is engaged and aware of the changes that will occur in the plan.

D. Naming and Branding

Mr. Boik provided alternative options for the Plan naming keeping the existing thematic name for the plan in place, members supported naming the document the “2027 General Plan” to reflect its anticipated execution year.

Chair Rusing expressed concerns regarding design preferences which included improving map clarity and legibility and a color palette emphasizing blues and greens while maintaining Prescott’s historic character.

Member Frederickson agreed with map clarity and legibility.

Mr. Boik stated his team will be working together to include maps that are legible and thematically consistent for the document

Planning Manager Alex Bramlette stated that the city’s marketing team is likely to maintain a standard suite of fonts that comply with ADA standards, which can serve as a guideline for the website.

Chair Rusing provided comments relating to the James Family and requested letters from attorney to be included including general plan comments.

Mr. Boik confirmed the option to work with staff or provide individual stakeholder outreach.

Chair Rusing highlighted her focus towards the major plan amendments to confirm and establish them in a format that will be easier to comprehend and initiate public comment.

Mr. Boik acknowledged and stated staff and legal counsel will collaborate to ensure all proposed plan elements are following the adopted laws. Furthermore, Mr. Boik assured the Subcommittee that the plan process emphasizing communities over 25,000, ARS is straightforward with what is required- at least two public hearings at different locations within the city to promote citizen participation. In continuation of public hearing, the Planning and Zoning Commission forwards its recommendations to City Council. Concluding with at least one public hearing before adoption, affirmative vote of at least two-thirds of the Council required for adoption-positive vote and voter ratification can be scheduled within 120 days.

E. Project Schedule

Mr. Boik reviewed the project timeline, confirming a series of Subcommittee meeting reviews of revised chapters incrementally to achieve a complete document in January, or February that will be an opportunity to be viewed internally and with selected stakeholders as part of the administrative draft. Additionally, Mr. Boik, oriented with the integration of comments from the January review, a 60-day review period will be initiated, with final draft adjustments occurring between February through April. This draft would have to be submitted to statutory agencies as legally required and suggested that discretionary notifications also be sent to external stakeholders, including utilities and governing bodies.

Vice Chair Grady questioned whether the 60-day statutory review period simultaneously serves as the public comment window for the general citizenry or if it is restricted strictly to external stakeholders and agencies.

Mr. Boik confirmed that the 60-day review window is when the municipality typically hosts a public open house to introduce the document and gather community-wide feedback. Following the closing of the comment period, the project will transition to formal public hearing, deploying its own commission hearing City Council from May to early July. This schedule targets a final Council vote by early July to satisfy all statutory deadlines for placing the measure on the November 2027 ballot.

Chair Rusing expressed support for the revised timeline, given that the revised period avoids the holiday season yielding a significant community turnout and engagement.

Member Frederickson questioned if the presented chapters would be reviewed in person or virtually.

Mr. Boik concurred the next steps with Subcommittee were intended to bring a package enticing several chapters at a time to discuss and review throughout the upcoming months and the leading to the final draft.

Vice Chair Grady asked when the additional Subcommittee meetings would be scheduled.

Staff stated that the revised project timeline would include detailed chapter reviews throughout the remainder of 2026, targeting the completion of the full administrative draft in early 2027. This will be followed by that statutory public review period and

formal public hearings later in 2027, ultimately aligning the process for voter ratification on the November 2027 ballot.

Future Land Use Map

Members discussed maintaining consistency with the 2015 land use framework while incorporating required statutory updates.

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 July 8, 2026.

5. ADJOURNMENT

Committee Member Cathey Rusing adjourned the meeting at 4:16pm.

Cathey Rusing, Chair

Alex Bramlette, Planning Manager



City of Prescott

Council Subcommittee on General Plan Review

July 8, 2026, | 3:00 PM
201 N. Montezuma Street
Council Chambers, 1st Floor Prescott,
AZ 86301

MINUTES

1. CALL TO ORDER

Mayor 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 May 27, 2026, Subcommittee for General Plan Review Meeting Minutes.

CHAIR RUSING MOVED TO POSTPONE THE APPROVAL OF THE MAY 27, 2026 GENERAL PLAN REVIEW SUBCOMMITTEE MEETING MINUTES UNTIL THE MINUTES COULD BE AMENDED AND BE PRESENTED AT THE NEXT MEETING; SECONDED BY MEMBER FREDERICKSON: (PASSED 3-0).

B. Presentation & Discussion Regarding Review and Acceptance of the Draft Public Participation Plan.

Planning Manager Alex Bramlette introduced the item and stated that HR Green Project Manager Edward Boik would present the draft Public Participation Plan and related General Plan materials.

Mr. Boik provided a recap of his background and explained that HR Green was reserved to assist with reorganizing and reformatting the General Plan while retaining substantial prior work and incorporating additional elements applicable as Prescott approaches a population of 50,000 or greater. The update also incorporates an economic development chapter and preserves the existing goals and strategies format. Following his introduction, Mr. Boik mentioned that an administrative draft is targeted for early 2027, following a 60-day public review period with the goal of Council approval by June/July 2027. The plan may proceed toward the November 2027 ballot for voter ratification. Furthermore, Mr. Boik explained that

the Public Participation Plan is intended to provide robust public involvement throughout the General Plan process.

Chair Rusing requested an additional City Council Study Session during phase three in February 2027, with the aim for Council to review the work after the initial public engagement and before the 60-day public review draft.

Mr. Boik agreed that timing would be appropriate to confirm that new information is incorporated into the elements properly.

Chair Rusing questioned the timeline for Planning & Zoning review, suggesting an earlier review to avoid a compressed schedule before City Council adoption in June or July.

Mr. Boik clarified that while only one Planning & Zoning hearing is listed, per statutory requirements, two hearings are scheduled to take place. These may be scheduled close together, contingent upon proper public notice and utilization of distinct locations for each event.

The Subcommittee discussed the timing of the first public open house, and confirmed the preferred date of September 3, 2026 with an evening meeting approximately 5:00 p.m. or 5:30 p.m.

MOTION BY VICE CHAIR GRADY TO RECOMMEND APPROVAL OF THE DRAFT PUBLIC PARTICIPATION PLAN WITH THE MODIFICATIONS DISCUSSED; SECONDED BY CHAIR RUSING: PASSED (3-0).

C. Presentation & Discussion Regarding Subcommittee Approval of the Table of Contents

Mr. Boik presented the proposed table of contents, detailing that the reorganization incorporates an economic chapter and groups related statutory General Plan elements under broader chapter headings.

Chair Rusing requested to include the state statute governing General Plans for public to understand the statutory basis.

Mr. Boik recommended including the state statute in an appendix with an alternation to providing a hyperlink located at the beginning of the document.

Vice Chair Grady requested that an Executive Summary be clearly identified in the organizational structure, preceding Chapter 1.

Chair Rusing referred to the 2015 plan highlighting the full-size maps and accessibility through the appendices.

Mr. Boik specified the placing of maps could be within relevant sections with the potential inclusion of full-size appendix figures, digital versions to allow users to zoom into map details.

Member Frederickson proposed that chapter subheadings be included in the table of contents and suggested the appendix lists so that users can quickly allocate statutes, and supporting materials.

Chair Rusing and Member Frederickson indicated that letters from elected officials were not necessary and extensive acknowledgement could become excessive.

MOTION BY MEMBER FREDERICKSON TO APPROVE THE TABLE OF CONTENTS AS PRESENTED WITH DISCUSSED MODIFICATIONS INCLUDING SUBHEADINGS AND EXECUTIVE SUMAMRY; SECONDED BY VICE CHAIR GRADY: PASSED (3-0).

- D. Presentation & Discussion Regarding Review of the First Three Reorganized General Plan Chapters as Follows: 1) Chapter 1 (Plan Overview); 2) Chapter 2 (Community Profile); and 3) Chapter 3 (Land Use and Growth Areas).

Mr. Boik highlighted that though the first three chapters are not finalized, chapters were reorganized and reformatted from the existing General Plan materials, additionally, refinements such as adding photos, illustrations will continue to be incorporated. Furthermore, Mr. Boik explained that some terminology had been revised to retain the substance and intent of prior language while considering federal grant and policy requirements.

Chair Rusing expressed her support for retaining the language in the existing 2015 General Plan pertaining to the Ethic of Equity and Respect for all community members.

Vice Chair Grady stated further discussion pertaining to the language referencing to "People of all ages, races, national origins, sexual orientations, genders, religions, and disabilities" should be continued. He also expressed interest in hearing from the community regarding this clause.

Mr. Boik clarified that previously there was intention to identify alternative wording that provides inclusion and is non-confrontational. He noted the revised update of the road map was written to state: "The Prescott community values the shared quality of life among all its inhabitants. The City is home to people of many backgrounds, perspective, cultures, and walks of life." Additionally, Mr. Boik highlighted that Prescott's land, amenities and opportunities are open to all who reside and invest in the City.

Vice Chair Grady emphasized the importance for City Council to overlook the alternative proposed Road Map statement thoroughly.

Mr. Boik presented an initial framework and draft reorganization Chapter 2 pertaining to City History and Demographics alongside Chapter 3, Existing and Future Land Use. Highlighting that Chapter 2 will establish foundational data set for the City of Prescott which will be through the addition of new data. Chapter 3 will be more vigorous, serving as a basis for discussions referencing housing.

Chair Rusing questioned the accuracy and usefulness of the provided annual precipitation figures and emphasized the significance of the current drought to the land-use planning.

Member Frederickson suggested presenting both long-term historical climate information with recent data for a clearer understanding of the current conditions.

Mr. Boik noted the figures shown were carried forward from the existing plan, advising a strategic approach would be to see climatological data from the National Oceanic and Atmospheric Administration (NOAA) or National Weather Service with a recent period distinguished of 30 years.

Chair Rusing requested greater emphasis regarding the most recent demographic data, including the 2020 Census, rather than relying primarily on the 2000 and 2010 Census. She also expressed concern about reducing parking requirements and emphasized that parking demand remains a significant issue in the City of Prescott.

Mr. Boik noted that the changes had already been incorporated into the plans, however, these goals and strategies could be revisited but cautious not to alter what has been done.

Member Frederickson supported wording that identifies items for study, consideration, or discussion without implying strategy sign-off.

Chair Rusing also discussed Goal LU-1 requested clarification for the examples used for residential support services.

Member Frederickson suggested broader terminology such as retail and services rather than specific examples.

Mr. Boik indicated the wording could be generalized during the rewrite.

Member of the public Mr. Pete addressed the Subcommittee in favor of maintaining explicit non-discrimination language and provided personal experiences with the matter. In addition, he concluded that having clear language in the General Plan would communicate the value to all members of the community.

Member of the public Robert Shagog addressed the Subcommittee in favor of the original Prescott Road Map language and stated that per his research stated that similar language exists in numerous communities.

Member of the public Jim Helbling addressed the Subcommittee in favor of the original language referenced prior community participation and comments received during the General Plan process providing members of the public assurance that they are included in the community's stated values.

Member of the public Rearen addressed the Subcommittee in favor of the concise language addressing discrimination and shared personal observations concerning the matter in the City.

Member of the public Rosemary Dixon addressed the Subcommittee in favor of retaining clear non-discrimination and voiced that such language would provide clear communication concerning inclusion for community members.

E. Presentation & Discussion Regarding a Review of the Recognized Plan Template and Design.

Mr. Boik presented the proposed General Plan template and design. The updated approach addresses previous guidance regarding usability, readability, branding, accessibility, and digital formatting. The new proposed layout complies with ADA standards, including larger text and headings while preserving a manageable page count.

Chair Rusing supported the portrait formatting while requesting that imagery and colors convey with Prescott's environment in a positive manner. She also requested that maps, specifically, the Urban Wildlife Interface map emphasize major arterials and key connections rather than labeling every minor street.

Mr. Boik stated that colors and topography referencing the mapping would be refined with staff along with GIS while being consisted of City branding given Subcommittee's direction.

MOTION BY MEMBER FREDERICKSON TO APPROVE THE PRESENTED REORGANIZATION PLAN TEMPLATE AND DESIGN WITH RECOMMENDATIONS FOR FORMATTING CHANGES, INCLUDING THE DISCUSSED MAP AND COLOR REFINEMENTS; SECONDED BY CHAIR RUSING: PASSED (3-0).

F. Presentation & Discussion Regarding a Review of the Plan Administration Content, Focusing of the Major and Minor Plan Amendment Decision Table and the Effect of House Bill 2447.

Mr. Boik presented revisions to the Plan Administration section, focusing on the decision table for major and minor General Plan amendments, and explained that the chapter will provide an additional explanation of the statutory definitions and procedures. Mr. Boik also highlighted that major amendments require two-thirds and must be completed within 12 months of receipt. Additionally, minor amendments are subject to City Council approval, though they do not carry the same procedure requirements applicable to major amendments. He continued with a review of the historical distinction between major and minor amendments, explaining that

statutory changes in recent years have removed the former calendar-year grouping requirements for major amendments. Referring to the current process, Mr. Boik stated a major amendment is generally reviewed within 12 months of receipt, with applicable public review and hearing requirements. While minor amendments are processed through City's review process requiring Council approval.

Chair Rusing stated that the plan administration section should explain the legal nature of the General Plan and emphasized that both major and minor amendments are presented before City Council. She also questioned whether the decision table should classify additional changes as major amendments, particularly changes that involve commercial, open space along with residential land-use categories. Furthermore, she expressed concern that some changes that are currently shown as minor could potentially have significant long-term effects.

Staff instructed that consistency with the General Plan is considered as part of development review, including zoning applications, and that a minor General Plan amendment is considered as part of development review, which includes zoning applications, and that minor amendment may accompany a rezoning when proposed zoning is not consistent with the existing General Plan.

Member Frederickson questioned the decision-table classification of a change from very low density to medium density and suggested acreage thresholds could be used to distinguish minor from major amendments.

Deputy City Attorney Alane Moore, explained that state statute specifically defines a major amendment as a substantial alteration of the municipality's land-use mixture or balance but does not separately define a minor amendment; generally, a minor amendment is an amendment that does not meet the statutory definition of a major amendment. Ms. Moore concluded by stating that further review will take place for the specific decision-table category.

Chair Rusing and Member Frederickson questioned the distinction between commercial and commercial employment categories.

Staff provided clarification indicating that this issue had been previously raised and would be reviewed as part of the content revisions.

Chair Rusing concluded that the administration section and decision table continue to require additional work.

Mr. Boik explained that the statutory definition of a major amendment is broad, however HR Green would continue to work with staff to refine the decision table and provide a foundation regarding how Prescott's major and minor amendment threshold are established.

This item was for discussion only, no formal action was taken.

5. ADJOURNMENT

Committee Member Cathey Rusing adjourned the meeting at 5:05pm.

Cathey Rusing, Chair

Alex Bramlette, Planning Manager



TO: MAYOR AND CITY COUNCIL
AGENDA: September 23 Council Subcommittee on General Plan Review
DATE: September 23, 2026
DEPT: Community Development
ITEM #: 3.B
SUBJECT: Presentation & Discussion Regarding the Recent General Plan Open House.

ITEM SUMMARY

This item is for discussion of the prepared summary from HR Green regarding the comments received from the September 3, 2026, General Plan Open House Meeting.

BACKGROUND

At its July 8, 2026, meeting, the Subcommittee approved the draft Public Participation Plan with amendments, approved the Table of Contents with modifications, reviewed the first three reorganized chapters, approved the reorganized plan template and design, and discussed the plan administration content and the effect of House Bill 2447. The Table of Contents modifications direct that an executive summary precede Chapter 1; that chapter subheadings and appendix contents be listed in the Table of Contents; that the Arizona general plan statute appear in an appendix with a hyperlink to the current statute; that all maps be compiled in the appendices in addition to their in-section placement; and that the acknowledgments be expanded to recognize the city manager, current and prior Councils, prior mayors, the Subcommittee, the working committee, and staff. The optional letter from the Mayor or Chair was omitted.

Since July 8, HR Green and City staff have held the September 3, 2026, public discovery open house, compiled and coded the input received and continued restructuring Chapters.

From HR Green

The September 3, 2026, discovery open house was the first of the two public open houses committed to in the Public Participation Plan. It was organized around six Blue Wall comment boards, five goal-and-strategy prioritization boards, a Big Map, comment cards, and a “where do you live” map. This item reports what was received and how it will be used.

Participation and Input Received

- Blue Wall: 55 cards across six boards, distributed as Open Space and Recreation 19, Economic Development 11, Transit, Parking, and Bicycling 8, Neighborhoods and Housing 7, Safety, Public Buildings, Services, and Facilities 5, and Other and General Comments 5.
- Goal and strategy boards: five boards with six candidate actions each, with four dots per participant per board, producing approximately 415 dots. By board: Open Space 94, Transit 86, Economic Development 85, Neighborhoods and Housing 80, and Safety 70. Twenty-nine sticky notes were added to these boards.
- Big Map: approximately 20 numbered dots with 22 keyed notes.
- Comment cards: 12 received, one continued on the reverse.
- Approximately 26 “Where do you live?” markers were placed.

What the Input Shows

Two themes carry across the stations. The first is a clear preference for infill over outward

expansion. The second is that open space, wildlife, and the natural setting are the frame through which participants evaluated nearly every other subject, including housing and economic development.

The four highest-ranked actions across all boards were maintaining the streets the City already has (35 dots), reusing historic buildings (30), maintaining historic storefronts (27), and securing the water and energy future (23). Every note placed on the Big Map was either a connection request or a protection request.

Where the Input Differs

Two results should be read with care. Bikeways ranked second on the Transit board with 16 dots, but the only Blue Wall card on the subject opposed spending on bikes and buses, and three of the seven sticky notes on that board also objected. The Safety board ranked fire-adapted neighborhoods first and police staffing second while drawing the fewest Blue Wall cards of any board.

Because the dot exercise gave every participant the same four choices per board while card writing was self-selected, HR Green recommends that the dot counts be treated as the better measure of relative priority, and that the cards be read as indicators of intensity on particular subjects rather than as a ranking.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

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

ATTACHMENTS

1. 9.3.26 Open House Summary
2. Schedule and Upcoming Milestones

Community Meeting: Prescott 2027 General Plan Update

September 3rd, 2026



Meeting Overview

The September 3 community meeting was the first public open house of the City of Prescott 2027 General Plan Update. Mayor Rusing opened the evening with a welcome to attendees, followed by a presentation from City Community Development staff and HR Green. Participants then moved among stations positioned around the room for the remainder of the evening.

The meeting was designed as an input event on the plan topics that Arizona law adds as the city approaches 50,000 residents, rather than as a reopening of the community vision and direction developed through the 2022 to 2025 engagement round. That framing was stated in the presentation and repeated at the stations. It shaped what participants were asked to respond to: what is working, what needs work, and one specific improvement, organized by topic group rather than by statutory citation.

The written record from the evening is candid and, in several places, directed at the process itself rather than at the plan topics. Two subjects appear across every input channel of the evening: growth management coupled with infill rather than outward expansion, and the treatment of open space, wildlife, and the natural setting as the frame within which other decisions are made.

Presentation

The presentation established a shared baseline before the stations opened:

- **The General Plan is a long-range policy document.** It describes where the city is today and where the community wants to go, guides implementation action, gives the Planning and Preservation Commission and the City Council a policy to point to, and puts community priorities in writing. In Prescott, it is ratified by the voters.
- **Arizona law adds required topics as a city grows.** A.R.S. § 9-461.05 sets what a General Plan must address, and the required list expands as a city approaches 50,000 residents. This was presented as a statutory obligation triggered by population, not as a new policy agenda.
- **The plan does not rezone property.** It does not change what a property owner can do with land today; it is not the City budget, and it does not approve or deny a specific project. Any future code changes would follow later through their own public process, with their own notices and hearings.
- **Topics being added include:** conservation; recreation; an expanded circulation topic; public transit; public services and facilities; public buildings; housing; conservation, rehabilitation, and redevelopment; safety; bicycling; energy; and neighborhood preservation and revitalization. Economic Development is carried out in the plan by the city and community choice and is not required by state law.
- **Existing chapters remain in the plan:** Land Use, Growth Areas, Water Resources, and Cost of Development stay. Nothing is being removed.
- **The community vision is not being reopened.** More than 200 residents shaped the existing draft plan between 2022 and 2025 through surveys, a citizen review committee, a project website, and an open house. That work stands.
- **What made this meeting different.** The 2022 to 2025 round set the vision and direction. This meeting was narrower and more specific. Participants at this meeting provide input on the newly required topics before they are drafted.
- **Where input goes.** Blue Wall cards and comment cards become the existing conditions and issues record for each new topic. Map dots and their keyed notes are digitized into a spatial overlay used during drafting. Direction board dot counts inform the emphasis on goals, which shapes the order and weight of goals within each new topic.

Activity Stations

Attendees signed in at the front table, marked where they live on a city map, and picked up a handout. After the presentation, stations were open for the remainder of the evening. Participants were free to visit them in any order and skip any they wished. The project team members were positioned at each station to answer questions and record the reasoning behind comments, rather than direct participants toward particular answers.

- **The Blue Wall:**

Six topic boards mounted on a draped wall, one for each group of new topics: Economic Development; Transit, Parking, and Bicycling; Open Space and Recreation; Safety, Public Buildings, Services, and Facilities; Neighborhoods and Housing; and Other and General Comments. Each header carried three prompts, namely what is working, what needs work, and one big idea, along with the statutory citation for its topics. The third prompt deliberately asked for a specific improvement rather than an aspiration, because that is what translates into a policy or an implementation action. Cards and markers were laid out on a table beside the wall, with no limit on the number of cards and no requirement to answer all three prompts.

- **The Big Map.** One large-format map of the city with streets and landmarks labeled, along with downtown and corridor close-ups. Dot colors matched the new plan topics. Participants were asked to number each dot and write a keyed note at the margin, so that the dot records where and the note records what and why. A Big Map Markup Engagement Guide was available at the table, setting out the dot color legend and the three steps.

- **The Goal and Strategy Boards.** One board for each group of topics, each listing six candidate actions condensed from the existing draft plan. Each participant received four dots per board, fewer than the number of actions, so placing dots served as a form of prioritization. Dots could be spread across actions or concentrated on a single one. Each board displayed the statutory citation for its topics, and the Economic Development board was labeled non-statutory. Each board also carried a "what did we miss" prompt with space for sticky-note comments.

Welcome/Exit Stations

- **Welcome and information boards.** A set of display boards stood near the entry. These include a Vision and Mission Statement board, a "Prescott at a Glance" board presenting community demographic and housing data, and a Project Overview and Timeline board setting out why the plan is changing, what is being added, what is not changing, and the schedule.
- **Exit table.** Comment cards were available at the exit table, with a prompt asking for the single most important thing to get right in the General Plan and space for any other feedback.

The Blue Wall

Six topic boards were displayed, each with a printed header that included the three prompts and the statutory citation for its topic: Economic Development; Transit, Parking, and Bicycling; Open Space and Recreation; Safety, Public Buildings, Services, and Facilities; Neighborhoods and Housing; and Other and General Comments. The Economic Development header carried no statutory citation, consistent with that topic being in the plan by City and community choice.

Open Space and Recreation

Nineteen cards, the largest board on the wall by a wide margin, and more than a third of everything posted. It also absorbed several subjects that belong elsewhere in the plan, which is the clearest sign of what participants consider the organizing question.

- **The Sundog Connector.** Two cards in different hands, on different-colored stock, each reading only "no Sundog Connector." Both were posted here rather than on the circulation board. Together with the Big Map notes and the card below, the record shows that participants treat the connector as a land-and-open-space question rather than a traffic question.
- **The 220-acre parcel.** Fair market price for the 220-acre parcel north of Yavapai Hills.
- **Open space funding and acquisition.** Re-establish an open space acquisition fund, carrying an agreement mark. Advance Phase II of the Regional Park.
- **Wildlife as a planning input.** Open space needs to be guided by wildlife needs and should be planned regionally with Prescott Valley, the County, and Chino Valley, carrying an agreement mark. Plan for wildlife movement and safety early.
- **Lakes.** Water in the lakes. Enhance our lakes with recreation amenities.
- **Trails.** A wonderful open-space and trails portfolio, one of the few clear answers to the "what is working" prompt. More connector trails and bike paths feed through downtown and out to the National Forest. The bike path request was filed here rather than on the bicycling board.
- **Dark sky.** Two cards in different hands, one asking that Prescott become a dark sky community and one a dark sky city.
- **Energy.** Energy efficiency means greater use of renewable energy, such as solar.
- **Quiet.** Work on more peace and quiet, Prescott is beautiful.
- **Youth and families.** More family and youth activities.
- **Naming.** Granite Dells and Glassford Hill Park and Preserve would be a better name.
- **What is working.** The weather is better here.



A.R.S. § 9-461.05(D), § 9-461.05(E)

OPEN SPACE & RECREATION

WHAT'S WORKING | WHAT NEEDS WORK | ONE BIG IDEA

WORK ON
MORE PEACE
+ QUIET.
PRESCOTT IS BEAUTIFUL!

BIG
IDEA!

WATER
IN
LAKES!

More
Family/
Youth
Activities

Open space needs
to be guided by the
needs of wildlife, and
should be planned
regionally with NV, the
country, China Valley, etc

Re-establish an
open space
acquisition fund!

NO SUNDOG
CONNECTOR

ENHANCE
OUR LAKES
WITH REL.
AMENITIES!

energy efficiency
MEAN more
renewable energy
cars, limit solar

MAKE PRESCOTT
A DARK SKY
COMMUNITY

Phase II of
Regional Park

WEATHER
IS
BETTER
HERE

No Sundog
Connector!

Plan for wildlife
movement and
safety early.

FAIR MARKET
PRICE FOR 220
ACRE PARCEL NORTH
OF YH.

Wonderful &
open space trails
portfolio

Granite Dells &
Glassford Hill Park
and Preserve =
better name

More connector trails
& bike paths to feed
thru downtown & onto
NV

Prescott as
Dark Sky city

Economic Development

Eleven cards, the second-largest board. It names specific industries rather than asking for general growth, and two participants used it for subjects that fall outside economic development as the plan defines it.

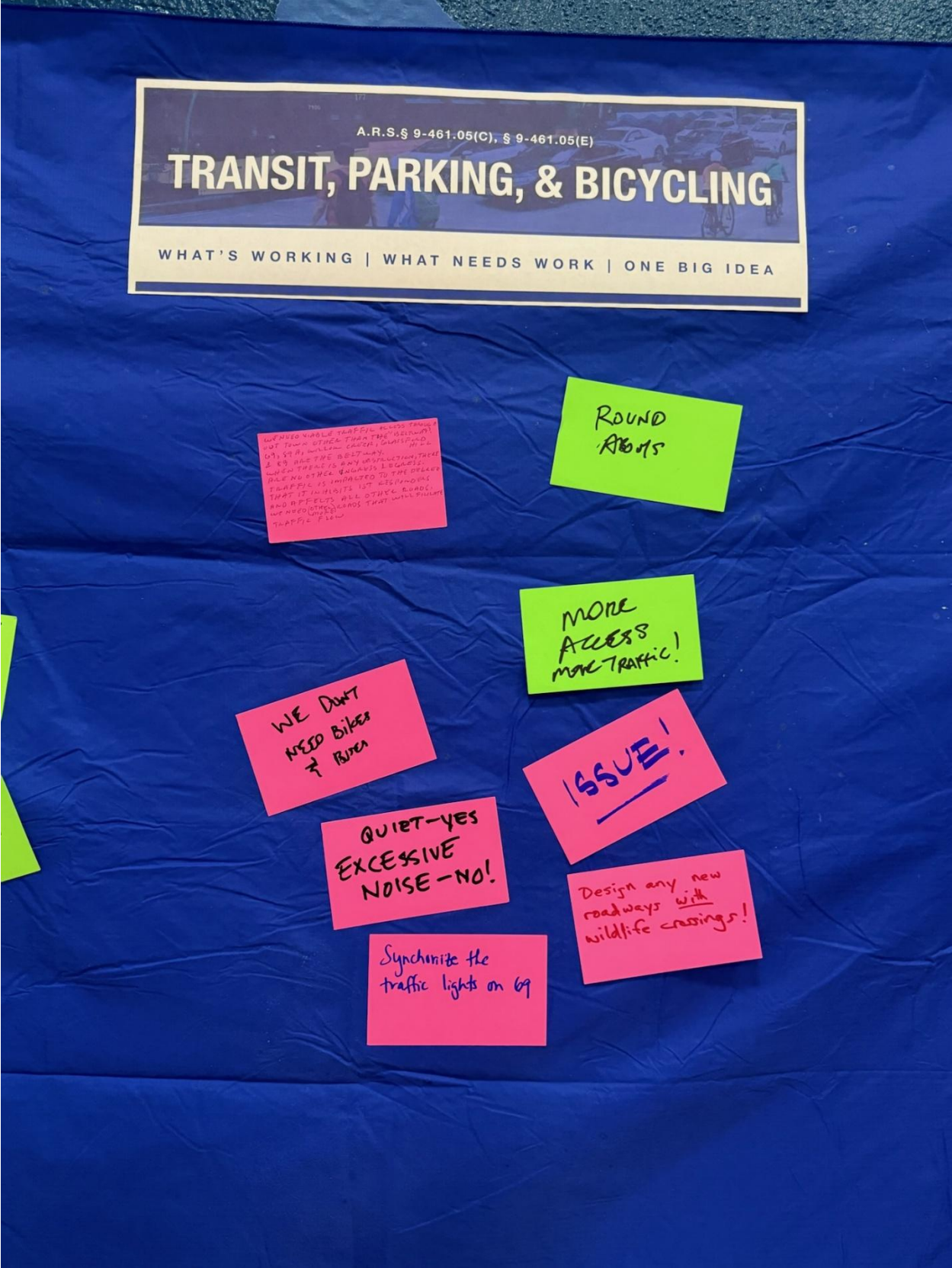
- **Film, television, and music.** Three cards. Develop a film and television industry here for western productions, annotated by a second participant with not just westerns, and yes. A film and entertainment studio. A charity modeled on a Canadian program to bring music production to town. This is the most frequently named specific industry of the evening.
- **Implementation of existing work.** Prescott has an economic development strategy, so let us implement it. A request for implementation rather than for a new policy.
- **Business attraction and retail gaps.** Grow the pipeline of company prospects. Can we attract more business and grocery stores?
- **Jobs.** Good-paying jobs.
- **Conservation as economic policy.** Emphasize the economic benefits of open space and preserve lands. Recognize that birding brings money to Prescott. The same pairing appears in two sticky notes on the Economic Development goal board.
- **Growth management, filed here.** Smart growth only. This is the only card on the wall that states a growth position outright.
- **Culture and heritage, filed here.** Celebrate our people and heritage in art, music, and film. Filed as an economic asset rather than as a general comment.



Transit, Parking, and Bicycling

Eight cards. Neither the Sundog Connector card nor parking, which is named in the board title, drew anything at all.

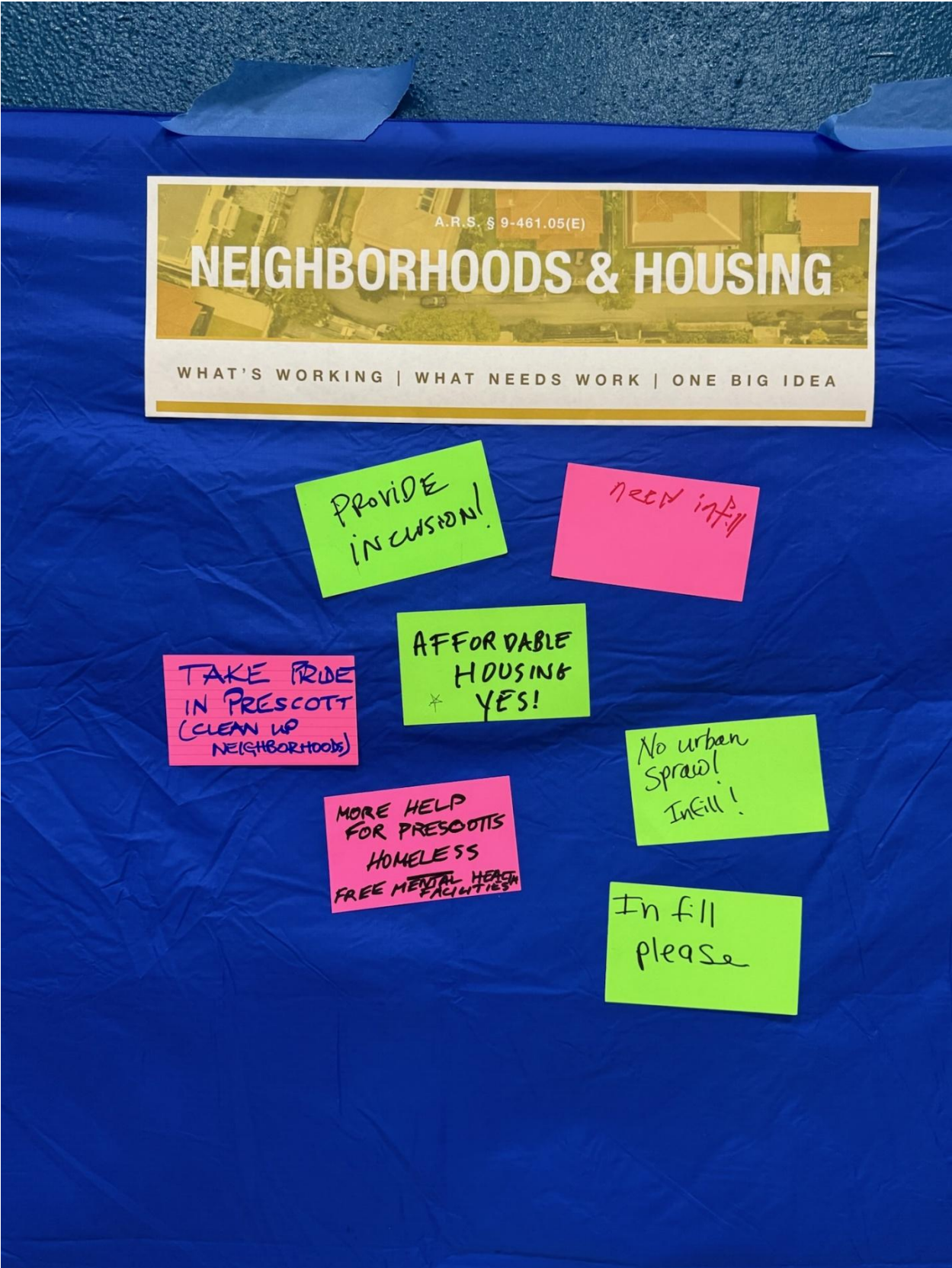
- **Network redundancy.** The longest card on the wall argued that Highway 69, Highway 89A, Willow Creek Road, Glassford Hill Road, and Highway 89 function as a beltway, that any obstruction leaves no alternative ingress or egress, that the resulting congestion inhibits first responders and affects all other roads, and that the City needs additional roads that facilitate traffic flow. The same request, apparently in the same hand, appears on the Big Map as a note reading more viable ingress and egress citywide.
- **Operations rather than capacity.** Synchronize the traffic lights on Highway 69. Roundabouts.
- **Induced demand.** More access, more traffic. This frames added capacity as a cause of congestion rather than a remedy for it.
- **Bicycling and transit.** We do not need bikes and buses. This is the only card on the wall addressing either subject directly, and it opposes both.
- **Wildlife crossings.** Design any new roadways with wildlife crossings.
- **Noise, filed here.** Quiet, yes; excessive noise, no. Filing the noise complaint under the circulation category places it under traffic rather than policing or code enforcement.



Neighborhoods and Housing

Seven cards, the fewest of the five boards photographed. No card asks for outward expansion, and none asks for less housing.

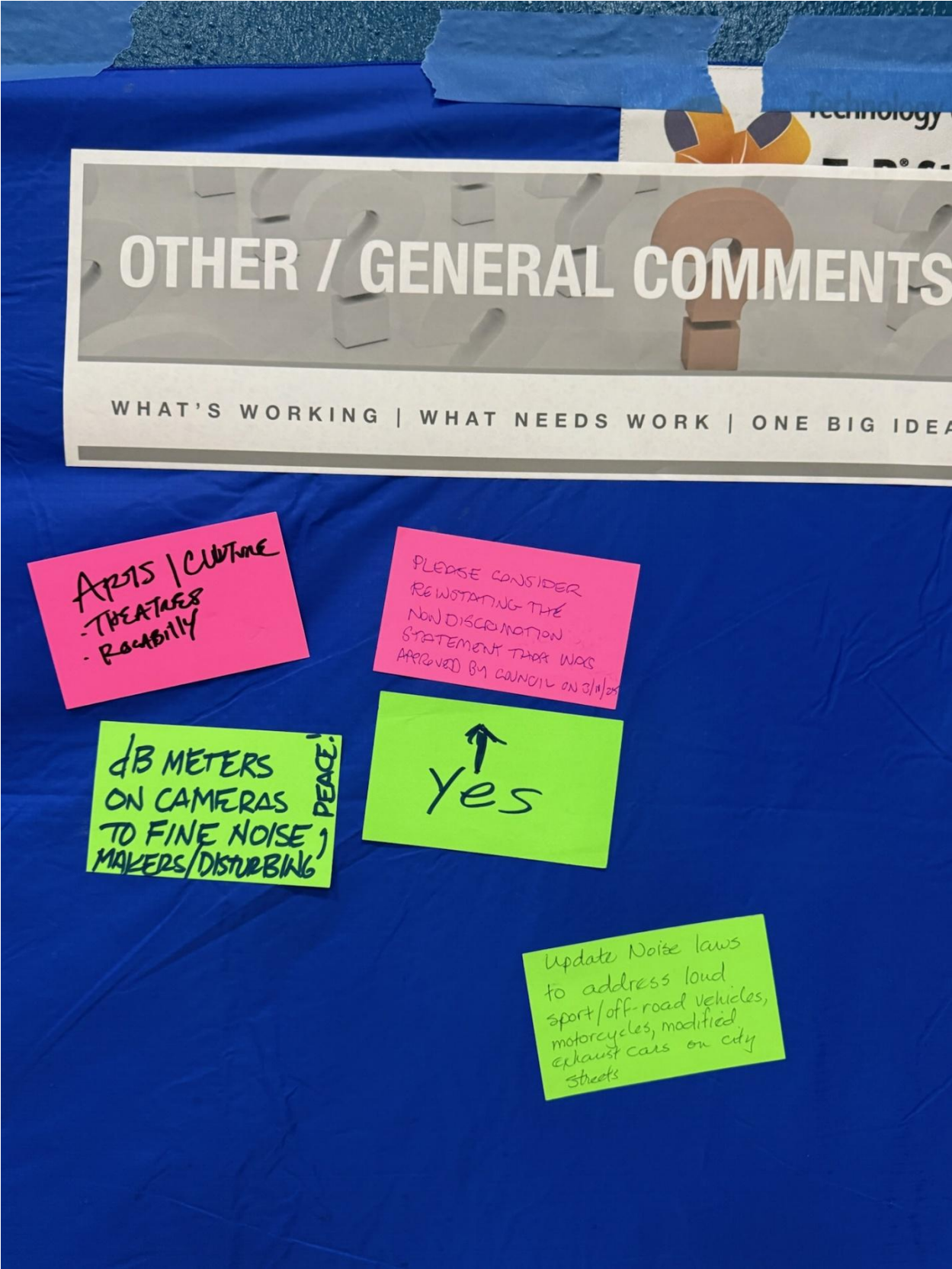
- **Infill rather than sprawl.** Three cards: no urban sprawl and infill; infill please; and need infill. Infill is the most-requested item on the wall.
- **Affordability.** Affordable housing, yes, carrying an agreement mark. It is the only card on this board that addresses cost.
- **Neighborhood condition.** Take pride in Prescott, and clean up neighborhoods. This speaks to neighborhood preservation and revitalization rather than to new construction.
- **Inclusion.** Provide inclusion.
- **Homelessness and behavioral health.** More help for Prescott’s homeless, and free mental health facilities.



Other and General Comments

Five cards, including the only direct exchange between participants, are on the wall.

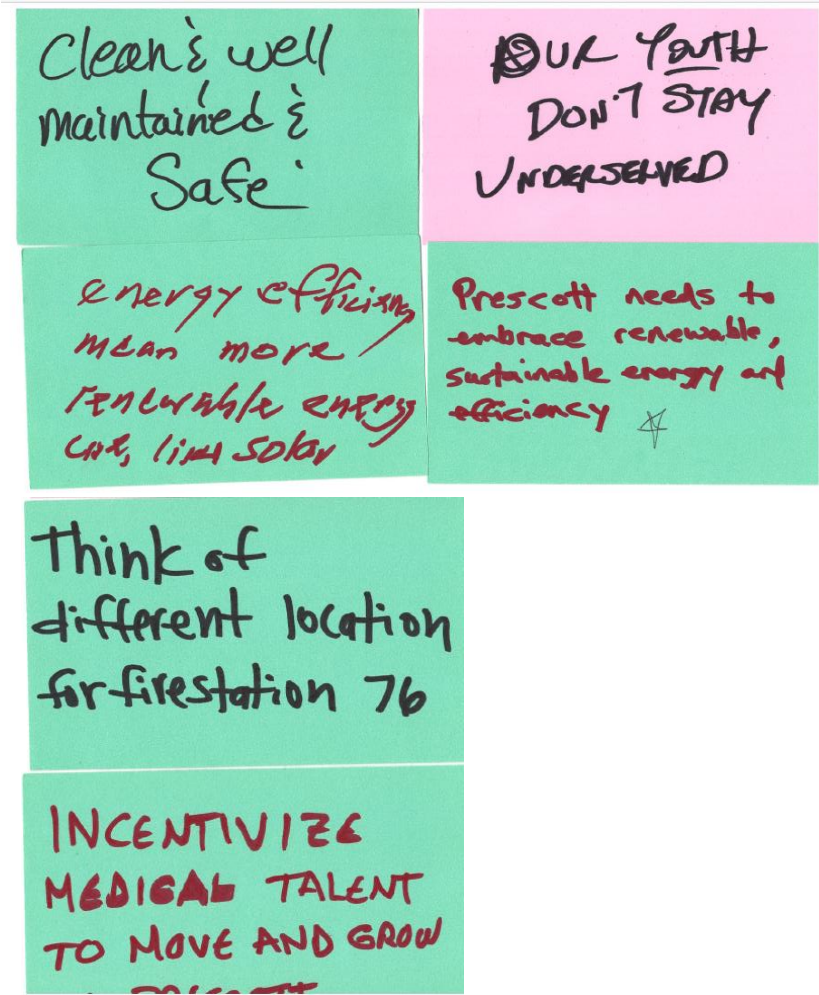
- **Non-discrimination statement.** One card asked the City to consider reinstating the non-discrimination statement that Council approved on March 11, 2025. A second card reading yes, with an upward arrow pointing at it, was posted directly beneath.
- **Noise regulation and enforcement.** Install decibel meters on cameras to cite noise makers and those disturbing the peace. Update noise laws to address loud sport and off-road vehicles, motorcycles, and modified exhaust vehicles on city streets. Both were filed here rather than on the Safety board.
- **Arts and culture.** Arts and culture, naming theaters and rockabilly.



Safety, Public Buildings, Services, and Facilities

Five cards. The board drew fewer cards than any other except Other and General Comments, even though wildfire and staffing ranked first and second on the matching goal board.

- **Facility siting.** Think of a different location for Fire Station 76. A sticky note on the Safety goal board gave the reason, namely, a conflict with wildlife conservation at Watson Woods.
- **Medical workforce.** Incentivize medical talent to move to and grow in Prescott.
- **Baseline expectation.** Clean, well-maintained, and safe.
- **Younger residents.** Prescott youth do not stay and are underserved.
- **Renewable energy, filed here.** Prescott needs to embrace renewable and sustainable energy and efficiency, carrying an agreement mark. Energy is the one newly required topic with no board of its own on the wall, and its two cards were split between this board and Open Space and Recreation.



What the Blue Wall Shows

Across the six boards, the wall repeats a single structure. Direct growth inward through infill rather than outward. Treat open space, wildlife, and the natural setting as the frame for other decisions rather than as a leftover. Fix the condition, quiet, and safety of existing neighborhoods. Diversify the economy by targeting named industries rather than general growth.

Two subjects remain thinly documented on the wall. Bicycling and transit drew one card between them, and that card opposes both, while parking drew none, despite all three appearing in a board title. Energy drew two cards, filed on two different boards, neither of which is about energy. The Big Map and the goal and strategy boards carry most of the weight for those topics, which is why the two sections that follow matter to drafting.

The Big Map

Approximately twenty numbered dots were placed on the city-wide large format map, and twenty-two keyed notes were written at the margins.

Participants numbered their own dots, and more than one person began at one, so the numbers 1, 4, and 8 each appear twice, in different colors and different hands. Dots and notes can still be paired reliably by location and subject.

Granite Creek and the Granite Dells

The largest cluster on the map runs along Granite Creek between the airport and Watson Lake. This is the most technically specific body of input received at the meeting.

- **Maintain and enhance the Granite Creek corridor** for amphibians and breeding habitat.
- **Enhance green infrastructure** in the Granite Creek corridor.
- **A wildlife crossing over Granite Creek** for the Dells Ranch road connector, in consultation with wildlife experts.
- **Connect the Granite Creek greenway to the Peavine Trail.**
- **Additional egress** added for Granite Dells Estates.
- **Release ecological water from Watson Lake Dam** regularly.

The Sundog Connector and the 220 Acre Parcel

Four notes and several dots sit together on the map north of Yavapai Hills.

- **No Sundog.**
- **No, Sundog, not practical or economically viable, and determine the fair value of the 220-acre property.**
- **Keep as open space.**
- **Land to be maintained as open space for wildlife.**

Traffic and Circulation

- **More viable ingress and egress citywide.** Unnumbered. This is the same request, and apparently the same hand, as the long beltway card on the Blue Wall.
- **Traffic on the north end of Willow Creek Road is difficult to get into Fry's.**
- **A yield sign at an intersection is confusing,** with four near misses observed.
- **Senator Highway and Mount Vernon,** traffic and safety.

Trails, Paths, and Parks

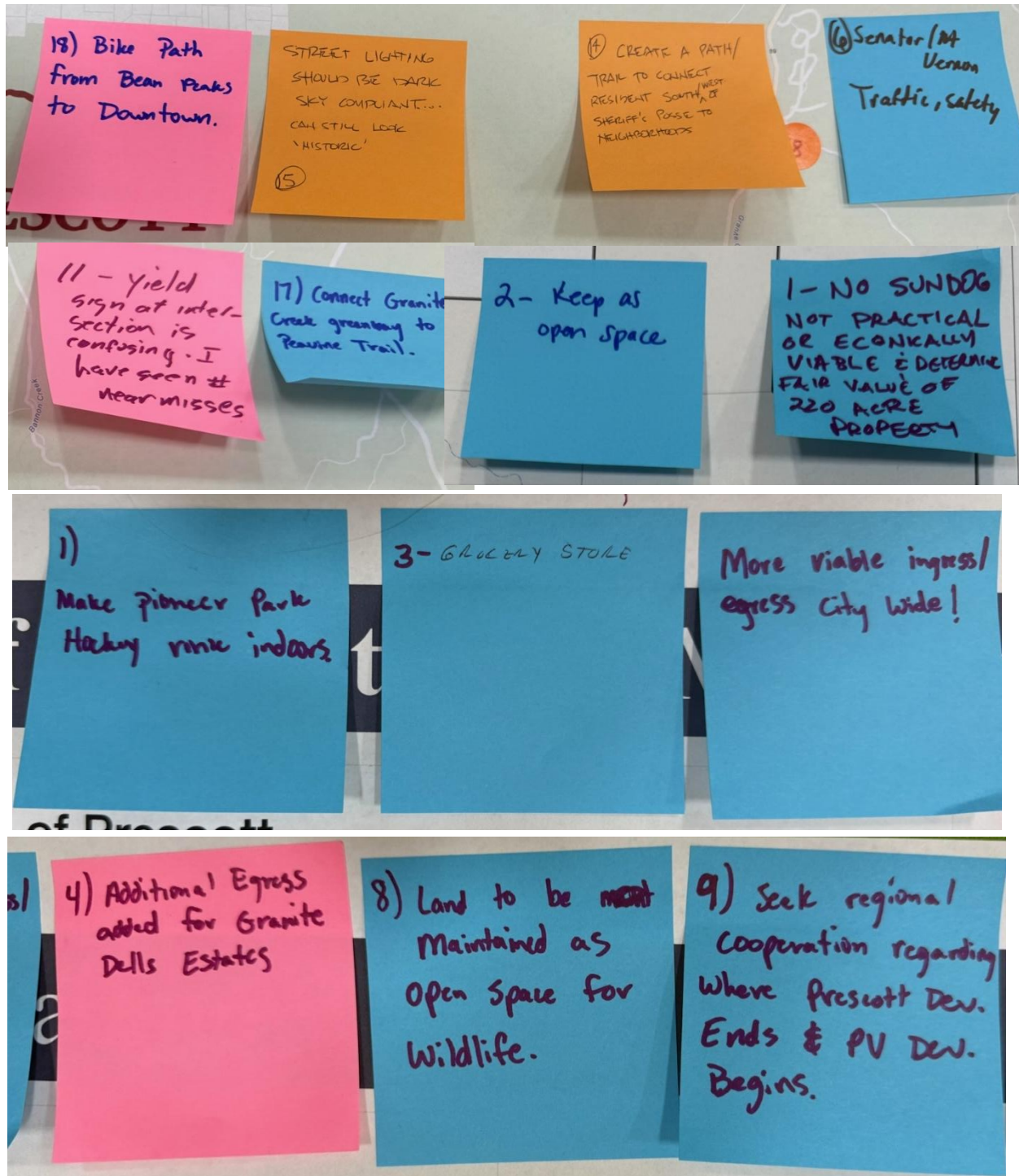
- **A bike path from Bean Peaks to downtown,** as written on the note.
- **A path or trail** to connect residents south and west of the Sheriff's Posse to neighborhoods.
- **Add Unit 9, Yavapai Hills, to the Regional Park.**
- **Make the Pioneer Park hockey rink indoors.**
- **Add a public pool to Pioneer Park.**

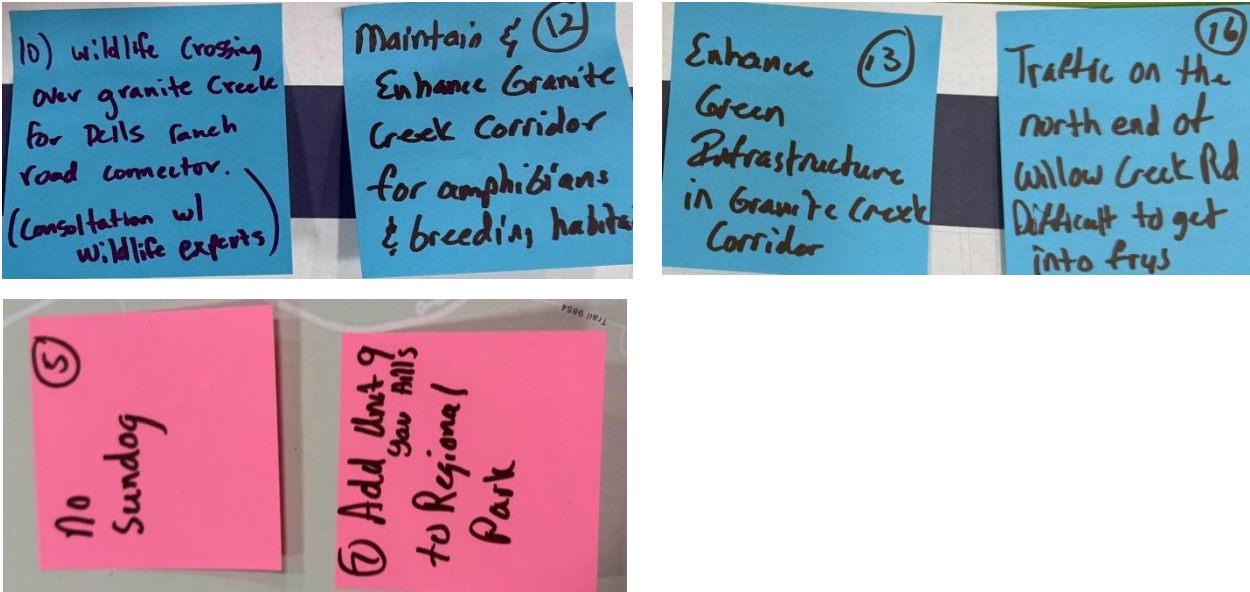
Other Located Requests

- **A grocery store,** placed at the north Willow Creek Road area.
- **Street lighting should be dark-sky compliant and** still look historic. Dark sky appears twice on the Blue Wall as a request for designation. Here it arrives as a specific instruction about street lighting, which is the more usable form.
- **Seek regional cooperation** regarding where Prescott development ends, and Prescott Valley development begins.
- **One unmatched dot.** A dot numbered 14 was placed in the southeast without a matching note in the photographs.









What the Big Map Shows

Every note on the map is either a request to connect something or a request to protect something. None asks for additional development capacity anywhere in the city. Growth appears once, in the note asking the City to establish where Prescott development should end.

The Goal and Strategy Boards

Five boards were set out at this station, one for each group of new topics. Each listed six candidate actions condensed from the existing draft plan, and each participant had four dots per board. Approximately 415 dots were placed in total. The counts reported below are taken from photographs of the boards and are approximate. At four dots per participant, each board drew dots for roughly 18 to 24 people, which is most of the room.

Transit, Parking, and Bicycling

Approximately 86 dots. This board produced the single highest-scoring action of the evening, and it contradicts the Blue Wall on bicycling.

- **Maintain the streets we have, approximately 35 dots.** Pavement condition, signal timing, and design and maintenance practices that extend the life of the roadway network.
- **Build bikeways into every new road, approximately 16 dots.** Sidewalks, bikeways, and on-street bicycle facilities in all new roadways, guided by an updated Bicycle and Pedestrian Master Plan. Second on the board. The only Blue Wall card on the subject opposed bicycling outright, so the two stations point in opposite directions, and the dot count is the better measure of relative priority.
- **Calm traffic on neighborhood streets, approximately 12 dots.**
- **Adopt a city transportation plan, approximately 11 dots.** One plan for arterial traffic and safety, connecting streets so traffic disperses rather than loading a few roads. This is the action that most directly answers the network redundancy card on the Blue Wall, and it placed fourth.
- **Participate in regional transit (approximately 7 dots).**
- **Secure safe routes to school, approximately 5 dots.** The lowest count on the board.
- **Sticky notes.** No buses. No bike lanes. No mass transit buses. Can streets like Willow Creek or Highway 69 support more growth? E-bikes have a future of safe, efficient, and quiet transportation, so plan for it. A better noise ordinance to address loud all-terrain and utility vehicles and motorcycles disturbing the peace, with a second note reading yes and an arrow pointing at it. Adopt a parking planning system based on available spaces. Three of the seven notes object to buses or bike lanes, while the dots rank bikeways second, so the written and the ranked input on this board disagree.

TRANSIT, PARKING, & BICYCLING



CITY OF PRESCOTT
2027 GENERAL PLAN

YOU HAVE 4 DOTS. Place them on the actions that matter most to you. Spread them out, or place all 4 on one action.

1

Adopt a city transportation plan

Guide arterial traffic and safety with one plan for the whole city, and connect streets so traffic disperses instead of loading a few roads.

PLACE YOUR DOTS HERE

2

Maintain the streets we have

Keep pavement in good condition and use signal timing, design, and maintenance practices that extend the life of the roadway network.

PLACE YOUR DOTS HERE

3

Build bikeways into every new road

Include sidewalks, bikeways, and on-street bicycle facilities in the design of all new roadways, guided by an updated Bicycle and Pedestrian Master Plan.

PLACE YOUR DOTS HERE

4

Secure safe routes to school

Strengthen collaborations with schools and neighborhoods so children can walk and bike to school safely.

PLACE YOUR DOTS HERE

5

Participate in regional transit

Support regional public transportation when it is financially feasible, seek fair-share funding, and develop park-and-ride lots and bus turnouts.

PLACE YOUR DOTS HERE

6

Calm traffic on neighborhood streets

Adopt a traffic calming design guide for new residential streets, and keep retrofitting existing streets to slow traffic and improve safety.

PLACE YOUR DOTS HERE

What did we miss? Write your comment on a sticky note and add it to the open space below.

PLACE YOUR STICKY NOTE COMMENTS HERE

No Buses

No Bike lanes

Can't remove 2nd & 3rd lanes Cause on Hwy 41st Right of Way? Plan Growth?

NO Bikes Transit Bikes is a

If you want a street or way, you need to have a plan. Let's do it.

WHAT ABOUT?

Let's take a moment to address 12th Ave on Hwy 41st. It's a dangerous intersection.

ADOPT A PLANNING SYSTEM FOR PARKING TIME IS BASED ON MINUTE JAM

Condensed from Plan Prescott, 2025 General Plan (Draft, 6.18.2025)

A.R.S. § (C), § 9-461.05(E)

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Safety, Public Buildings, Services, and Facilities

Approximately 70 dots. Wildfire and staffing outrank facility construction.

- **Promote fire-adapted neighborhoods, approximately 21 dots.** Applying fire-adapted community principles and encouraging more neighborhoods to earn Firewise designation. Highest on the board.
- **Expand police staffing and retention, approximately 15 dots.**
- **Place stations where they are needed, approximately 13 dots.**
- **Prioritize neighborhood crime prevention, approximately 8 dots.**
- **Build the facilities to meet the growth demands, approximately 7 dots.** A substation in north Prescott, possibly co-located with a new fire station near the airport, and expanded library space and outreach.
- **Respond to data-driven needs, approximately 6 dots.** The lowest count on the board.
- **Sticky notes.** Develop the case for fire and police to come to Prescott and stay, based on quality of life. Workforce housing for law enforcement, fire, teachers, and nurses, who should live in and be a full part of the communities they serve. A second note stated that people who keep the community safe and educated should be able to live in it, and asked the City to support workforce housing. The proposed location for Station 76 is poor and conflicts with wildlife conservation at Watson Woods. Yes to a new fire station near the airport, but no to a new library, and please do not combine two completely different items. Continue the work already done to maintain healthy forests and prevent wildfires. Promote community-based policing.
- **A keyed response.** Two dots in the police staffing box carry handwritten circled numbers, and two of the sticky notes on this board carry the matching numbers. One participant used the board to link their priority to their reasoning. Both of their notes concern recruiting and housing public safety staff, and workforce housing appears again on the Neighborhoods and Housing board.

CITY OF PRESCOTT
2027 GENERAL PLAN

1

2

3

4

5

6

+ What did we miss? Write your comment on a sticky note and add it to the open space below.

PLACE YOUR STICKY NOTE

Condensed from Plan Prescott, 2025 General Plan (Draft, 6.18.2025)

A.R.S. § 9-461.05(E)

Neighborhoods and Housing

Approximately 80 dots. Reuse of existing buildings and infill outrank every other action, and the sticky notes are almost entirely about affordability.

- **Reuse historic buildings, approximately 30 dots.** Preservation, rehabilitation, and adaptive reuse of historic buildings, landscapes, and neighborhoods. Highest on the board and second-highest of any action of the evening.
- **Encourage infill that fits, approximately 19 dots.** Infill at densities compatible with established neighborhood character and existing infrastructure. Consistent with the four separate infill cards on the Blue Wall.
- **Fund housing rehabilitation, approximately 10 dots.**
- **Allow ADUs as long-term rentals, approximately 10 dots.**
- **Plan with the neighborhood early, approximately 9 dots.**
- **Apply the right zoning tools, approximately 3 dots.** The lowest count on the board. Participants ranked the outcomes highly and the regulatory instrument that would deliver them last.
- **Sticky notes.** Repeal HB 2447. Affordable housing is needed, and tiny homes should be encouraged. How do we encourage and develop affordable housing to keep young people and families in the community? Create a housing authority. Affordability of housing, especially for the workforce, starter homes, single people, and seniors. Workforce housing. Pedestrian connections and safe cycling routes to connect housing with commercial areas.

NEIGHBORHOODS & HOUSING



CITY OF PRESCOTT
2027 GENERAL PLAN

YOU HAVE 4 DOTS. Place them on the actions that matter most to you. Spread them out, or place all 4 on one action.

1

Plan with the neighborhood early

Start neighborhood plans with residents and property owners as development pressure arrives, not after.

PLACE YOUR DOTS HERE

2

Apply the right zoning tools

Define where overlay districts, including Historic Preservation Districts, are appropriate for neighborhood protection.

PLACE YOUR DOTS HERE

3

Reuse historic buildings

Promote preservation, rehabilitation, and adaptive reuse of historic buildings, landscapes, and neighborhoods.

PLACE YOUR DOTS HERE

4

Encourage infill that fits

Support infill development at densities compatible with established neighborhood character and existing infrastructure.

PLACE YOUR DOTS HERE

5

Allow ADUs as long-term rentals

Amend the code so accessory dwelling units can be rented long term, adding smaller, lower-cost homes on lots that already have water, sewer, and street connectivity.

PLACE YOUR DOTS HERE

6

Fund housing rehabilitation

Continue rehabilitation grant programs, explore revolving loan funds, and create pedestrian connections from neighborhoods to shops and services.

PLACE YOUR DOTS HERE

+ What did we miss? Write your comment on a sticky note and add it to the open space below.

PLACE YOUR STICKY NOTE COMMENTS HERE

Condensed from Plan Prescott, 2025 General Plan (Draft, 6.18.2025)

A.R.S. § 9-461.05(E)

Economic Development

Approximately 85 dots. The board was labeled non-statutory, consistent with Economic Development being carried in the plan by the City and community choice. The pattern of dots favors improving what exists over adding development capacity.

- **Maintain historic storefronts, approximately 27 dots.** Encouraging downtown businesses to renovate and maintain facades, using the Historic Preservation Master Plan as a guide. Highest on the board.
- **Use the land by the airport, approximately 20 dots.** Promoting productive use of land adjacent to Prescott Regional Airport. This aligns with the comment card requesting that land near the airport be used to improve traffic flow and with the Safety board note supporting a fire station near the airport.
- **Improve the downtown streetscape, approximately 17 dots.** Landscaping, streetscape, and pedestrian circulation improvements, with parking sized to the level needed by a downtown study.
- **Grow the visitor economy, approximately 15 dots.**
- **Develop shovel-ready parcels, approximately 5 dots.**
- **Add more commercial and industrial land, approximately 1 dot.** The lowest count recorded anywhere at this station. The two lowest-ranked actions on this board are the two that would expand development capacity, and the four highest all concern the quality of what already exists.
- **Sticky notes.** No to data centers without community engagement first, annotated by a second participant as "yes". Consider capping the amount of old vacant commercial building space and offer incentives to rehabilitate rather than build new. Promote open space as an attraction for visitors; this was also annotated by a second participant as yes. A fourth note replied that open space is not just for tourists but for quality of life, and asked the City to preserve open space and access to natural spaces and outdoor recreation. Two of the four notes on this board treat open space as economic policy, matching the two Blue Wall cards on the same point.

ECONOMIC DEVELOPMENT



CITY OF PRESCOTT
2027 GENERAL PLAN

YOU HAVE 4 DOTS. Place them on the actions that matter most to you. Spread them out, or place all 4 on one action.

1

Add more commercial and industrial land

Expand the supply of sites carrying commercial or industrial land use and zoning.

PLACE YOUR DOTS HERE

2

Develop shovel-ready parcels

Explore partnerships with property owners to deliver sites that are ready to build on.

PLACE YOUR DOTS HERE

3

Use the land by the airport

Promote productive use of the land available adjacent to Prescott Regional Airport.

PLACE YOUR DOTS HERE

4

Improve the downtown streetscape

Continue landscaping, streetscape, and pedestrian circulation improvements, and size parking to what a downtown study shows is needed.

PLACE YOUR DOTS HERE

5

Maintain historic storefronts

Encourage downtown businesses to renovate and maintain facades, using the Historic Preservation Master Plan as a guide.

PLACE YOUR DOTS HERE

6

Grow the visitor economy

Establish tourism partnerships, expand attractions, and encourage a resort or conference center based on feasibility study results.

PLACE YOUR DOTS HERE

What did we miss? Write your comment on a sticky note and add it to the open space below.

PLACE YOUR STICKY NOTE COMMENTS HERE

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NON-STATUTORY

Open Space and Recreation

Approximately 94 dots, the highest total of the five boards.

- **Secure the water and energy future, approximately 23 dots.** Maintaining the Designation of Assured Water Supply, lowering outdoor water use through conservation, and advancing energy efficiency citywide. Highest on the board.
- **Create an open-space plan with approximately 20 dots.** A plan and policies for open space preservation, acquisition, use, and maintenance, and consideration of an Open Space Advisory Commission.
- **Take care of the lakes, approximately 15 dots.** Recreation at Willow, Watson, and Goldwater lakes, including vegetation control and wildlife habitat.
- **Finish the trail connections, approximately 15 dots.**
- **Link wildlife corridors and trails, approximately 14 dots.** Connecting open space areas for continuous wildlife and trail connectivity, including corridors and crossings.
- **Construct parks everyone can use, 7 dots.** Accessible pathways, restrooms, seating, and water stations. The lowest count on the board.
- **Sticky notes.** The future of water is the most important thing for a sustainable future. This board is the heart of what makes Prescott special. All of these categories are important. Energy efficiency means more solar. The solar note appears in a later photograph than the other three, so it was added during the evening.

OPEN SPACE & RECREATION



CITY OF PRESCOTT
2027 GENERAL PLAN

YOU HAVE 4 DOTS. Place them on the actions that matter most to you. Spread them out, or place all 4 on one action.

1

Create an open space plan

Develop a plan and policies for open space preservation, acquisition, use, and maintenance, and consider an Open Space Advisory Commission.

PLACE YOUR DOTS HERE

2

Link wildlife corridors and trails

Connect open space areas for continuous wildlife and trail connectivity, including wildlife corridors and crossings.

PLACE YOUR DOTS HERE

3

Finish the trail connections

Prioritize completion of trails that improve connectivity within Prescott and to the surrounding region.

PLACE YOUR DOTS HERE

4

Construct parks everyone can use

Make parks welcoming to all users through ADA-rated pathways, accessible restrooms, seating, and water stations.

PLACE YOUR DOTS HERE

5

Take care of the lakes

Enhance recreation at Willow, Watson, and Goldwater lakes, including vegetation control and wildlife habitat.

PLACE YOUR DOTS HERE

6

Secure the water and energy future

Maintain the Designation of Assured Water Supply, lower outdoor water use through conservation, and advance energy efficiency citywide.

PLACE YOUR DOTS HERE

What did we miss? Write your comment on a sticky note and add it to the open space below.

PLACE YOUR STICKY NOTE COMMENTS HERE

There is a need to have the community be more involved in the planning process.

Let's have a community meeting to get everyone's input.

This report is the result of a very small group of people. We need to hear from everyone.

What About?

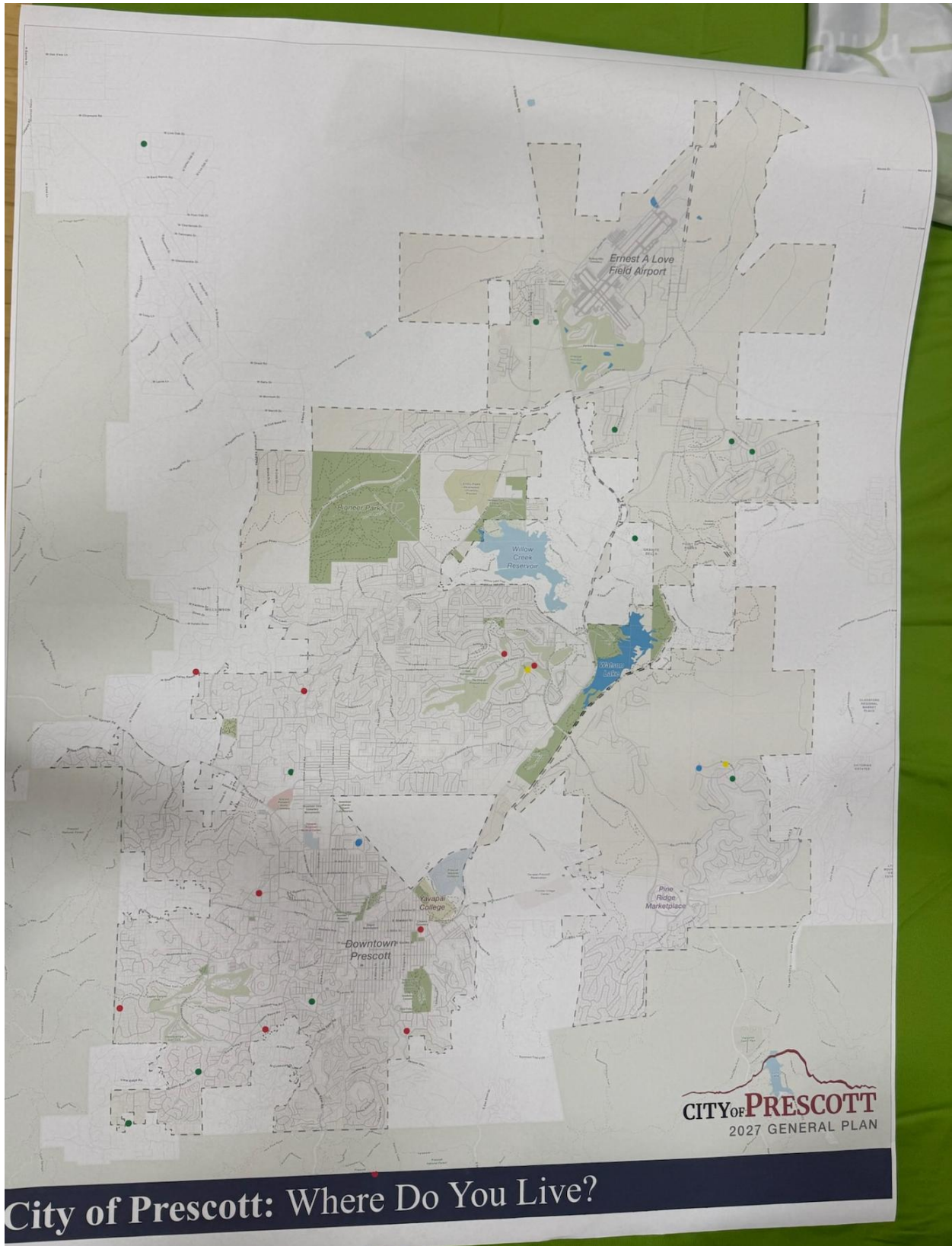
Condensed from Plan Prescott, 2025 General Plan (Draft, 6.18.2025)

A.R.S. § 9-461.05(D), § 9-461.05(E)

Where Do You Live

Approximately twenty-six markers were placed on the city map at the sign-in table. That is close to the number of sign-in lines, so nearly everyone who signed in also marked the map.

- **Heaviest concentration:** south and southwest of downtown Prescott, with a scatter running from the Yavapai College area west and south toward Copper Basin and Thumb Butte.
- **Second group:** the west side, along and near the Williamson Valley Road corridor.
- **Third group:** the central and northeast area near Prescott Lakes, Watson Lake, and Granite Dells.
- **Smaller groups:** the east side near the city boundary toward Prescott Valley, one marker near the airport, and one in the far northwest beyond the city limits.
- **Thin or absent:** the far north beyond the airport, and the eastern edge toward Glassford Hill.



Comment Cards

Twelve comment cards were returned at the exit table. The prompt asked for the single most important thing to get right in the General Plan, with space for other feedback. The cards are longer and more reflective than the Blue Wall cards, and four of them address the planning process itself rather than the plan's content.

- **Growth as a choice rather than a given.** One card asked the team to remember that growth, including whether it happens at all, is a choice rather than something inevitable, and that it is controlled by the choices the community makes. The same card asked the City to plan for the needs of wildlife and people together, warning that the area will otherwise come to resemble Southern California.
- **Sequencing growth behind services.** One card asked the City to plan for growth properly and not to add housing at any income level without first planning for medical capacity, including hospitals and physicians, and for grocery stores, noting a shortage of both at the current amount of housing. The stated priority was to manage growth properly.
- **Character and placeness.** One card described the stewardship language in the mission statement as vital to a resilient, regenerative, and bold future, and named the preservation of Prescott's placeness and unique character as the most important thing to get right, describing the city as a beautiful, pedestrian-scaled town in a natural setting. A second card equated sustainability with resilience, named wildfire preparation and enforcement, and asked that the City preserve its character while embracing a stronger future.
- **Energy and safety content.** One card gave specific direction on the Energy topic: note the statutory requirement, identify policies to increase renewable energy use and promote energy efficiency, and include a goal that empowers community members to make better energy choices through education. The same card asked that the importance of ongoing climate adaptation planning be recognized and tied to the Safety topic through wildland fire, drought, and flood emergencies. Its stated priority was that citizen involvement and participation are essential to achieving the plan's vision and goals. That decision-making should be informed by data and science-based best practices. This is the most specific drafting direction received at the meeting.
- The writer continued on the back, adding three. The renewable energy policy should include identifying the obstacles to greater use of solar energy. People need to realize that solar is the most cost-effective energy source in sunny Arizona. And the education goal should promote the idea that saving energy means saving money. Read with the front of the card, this is the only place in the entire record where someone set out an energy approach with a rationale attached: name the barriers, make the cost case, and use education to connect the two.

- **Representativeness of the input.** One card argued that input gathered at open houses and through the website will reflect only a small and motivated share of voters, and that this risks producing a plan on the ballot that the silent majority will not accept. Its stated priority was a plan that would pass the voters. A separate card asked the City to gather a high volume of input and indicated that the writer would submit comments through the website once the material was fully processed.
- **The non-discrimination statement.** One card stated that the MLK Peace and Justice Committee proposed a non-discrimination statement for inclusion in the General Plan, that Council voted six to one on March 11, 2025, to include a revised version, and that the statement has since been removed from the current version of the plan. The card stated that the committee will not rest until the statement is reinstated, and asked that it apply equally to all Prescott residents. A Blue Wall card raised the same request. This is the only subject raised on both a comment card and a topic card by what appear to be different participants, and it concerns text previously acted on by Council.
- **Confidence in the process.** One card described the effort as a rehash of a city plan the writer believes has been pushed for several years. The writer said they would not place a sticker in any category because the boards do not state the real plan, and they named the removal of Flock cameras and other surveillance measures as the most important thing to get right. This card is a direct objection to the station format as well as to a City practice, and it is recorded as received.
- **Events and younger residents.** One card asked for more events and cultural activities, including film and entertainment offerings, film festivals, music festivals, and concerts, aimed at what the writer described as an underserved 20- to 36-year-old demographic. This is the clearest statement of the theme that appeared on the Blue Wall: youth who do not stay and requests for arts and culture.
- **Traffic and land near the airport.** One card asked that land near the airport be used for traffic flow on the north side, and named traffic flow and speed as the priority, proposing enforcement at six miles per hour over the limit rather than fifteen miles per hour.
- **Public safety and the mission statement.** One card stated that the police are very good, expressed the hope that all are on board, and noted approval of the City's mission statement.

COMMENT CARD



Your comments are VERY IMPORTANT to the development of the 2027 General Plan and will be taken into consideration throughout the project duration.

Provide any other feedback you'd like to share below:

→ THE 'STEWARDSHIP' IN THE MISSION STATEMENT IS VITAL FOR A RESILIENT, REGENERATIVE, 'BOLD' FUTURE.

BEFORE YOU GO

The most important thing to get right in Prescott's General Plan is...

TO PRESERVE THE 'PLACENESS' + UNIQUE CHARACTER OF PRESCOTT
A BEAUTIFUL, PEDESTRIAN-SCALED TOWN IN A NATURAL SETTING.

Please return this card to the exit table or to a project representative.

COMMENT CARD



Your comments are VERY IMPORTANT to the development of the 2027 General Plan and will be taken into consideration throughout the project duration.

Provide any other feedback you'd like to share below:

- Remember that "growth" - whether it's How it happens or even whether it happens at all, is a choice. It is not "inevitable" in any sense - it is controlled by our choices.

BEFORE YOU GO

The most important thing to get right in Prescott's General Plan is...

Plan for the needs of wildlife and people together; if you do not, this area will become southern California.

Please return this card to the exit table or to a project representative.

COMMENT CARD



Your comments are VERY IMPORTANT to the development of the 2027 General Plan and will be taken into consideration throughout the project duration.

Provide any other feedback you'd like to share below:

- 1) note ARS legal requirement that it identify policies for greater renewable energy use and promoting energy efficiency
- 2) include goal: empower community members to make smarter energy choices through education
- 3) recognize the importance of ongoing climate change adaptation planning -> note the critical tie-in to the Safety Section i.e. wildland fire dangers, drought/flood emergencies

BEFORE YOU GO

The most important thing to get right in Prescott's General Plan is... Recognizing citizen involvement and participation is essential for achieving the Plan's vision and goals and that goes for decision-making that is both community-based and informed by data/built around science-based best practices

Please return this card to the exit table or to a project representative.

- this includes identifying obstacles to greater use of solar energy
 - people need to realize solar is the most cost-effective energy source in sunny Arizona
- Education
 - promoting idea that saving energy = saving \$ money

COMMENT CARD



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Provide any other feedback you'd like to share below:

FOR THIS REASON -
CONCERN THAT PUBLIC INPUT PROVIDED
AT OPEN HOUSES & ON WEBSITE WILL
REFLECT ONLY A SMALL & MOTIVATED %
OF VOTERS AND RESULT IN A PLAN ON THE
BALLOT THAT THE 'SILENT MAJORITY' WILL NOT
ACCEPT.

BEFORE YOU GO

The most important thing to get right in Prescott's General Plan is...

A PLAN THAT WILL PASS THE VOTERS

Please return this card to the exit table or to a project representative.

COMMENT CARD



Your comments are VERY IMPORTANT to the development of the 2027 General Plan and will be taken into consideration throughout the project duration.

Provide any other feedback you'd like to share below:

USE LAND NEAR AIRPORT FOR TRAFFIC FLOW - NORTH SIDE

BEFORE YOU GO

The most important thing to get right in Prescott's General Plan is...

TRAFFIC FLOW - SPEED - SLOW DOWN TO 5 MPH OVER
SPEED LIMIT NOT
15 MPH OVER

Please return this card to the exit table or to a project representative.

COMMENT CARD



Your comments are VERY IMPORTANT to the development of the 2027 General Plan and will be taken into consideration throughout the project duration.

Provide any other feedback you'd like to share below:

I would like to see more events, cultural activities, and related undertakings including but not limited to film, entertainment, themed events, etc. directed to the younger and ^{ever growing} ~~increasing~~ demographics. Activities such as film fests, music fests, ~~ports~~ concerts, etc. for the underserved 20-35 age demographic.

BEFORE YOU GO

The most important thing to get right in Prescott's General Plan is...

the above.

Please return this card to the exit table or to a project representative.

COMMENT CARD



Your comments are VERY IMPORTANT to the development of the 2027 General Plan and will be taken into consideration throughout the project duration.

Provide any other feedback you'd like to share below:

3 YEARS AGO, THE MUK PEACE AND JUSTICE COMMITTEE PROPOSED A NON-DISCRIMINATION STATEMENT BE INCLUDED IN THE GEN. PLAN. ON 3/11/25, THE CITY COUNCIL VOTED 6-1 TO INCLUDE A REVISED VERSION OF THIS STATEMENT, HOWEVER IT HAS BEEN REMOVED FROM THE CURRENT VERSION OF THE PLAN. OUR COMMITTEE WILL NOT REST UNTIL THIS STATEMENT HAS BEEN REINSTATED.

BEFORE YOU GO

The most important thing to get right in Prescott's General Plan is...

make sure it APPLIES EQUALLY TO ALL PRESCOTT RESIDENTS!

Please return this card to the exit table or to a project representative.

COMMENT CARD



Your comments are VERY IMPORTANT to the development of the 2027 General Plan and will be taken into consideration throughout the project duration.

Provide any other feedback you'd like to share below:

POLICE ARE VERY GOOD.
HOPE THEY ARE ALL ON BOARD.
(LOVED YOUR CITY
MISSION STATEMENT)

YOU MIGHT OFFICIALLY THANK
YOUR CREATOR, GOD.

BEFORE YOU GO

The most important thing to get right in Prescott's General Plan is...

Please return this card to the exit table or to a project representative.

COMMENT CARD



Your comments are VERY IMPORTANT to the development of the 2027 General Plan and will be taken into consideration throughout the project duration.

Provide any other feedback you'd like to share below:

will provide via website once fully processed

BEFORE YOU GO

The most important thing to get right in Prescott's General Plan is...

gather a high volume of input

Please return this card to the exit table or to a project representative.

COMMENT CARD



Your comments are VERY IMPORTANT to the development of the 2027 General Plan and will be taken into consideration throughout the project duration.

Provide any other feedback you'd like to share below:

This seems like a rehash of the city plan you've been pushing for several years now. Very disappointing. I wouldn't trust putting a sticker on any category because it doesn't state what the real plan is.

BEFORE YOU GO

The most important thing to get right in Prescott's General Plan is...

Take out ~~stock~~ cameras and any other surveillance that takes away our constitutional right to privacy.

COMMENT CARD



Your comments are VERY IMPORTANT to the development of the 2027 General Plan and will be taken into consideration throughout the project duration.

Provide any other feedback you'd like to share below:

I would ask that you start to properly plan for growth. Not adding more housing (Low, middle or high income) without first planning for more Medical (hospitals doctors etc.) Grocery stores etc. There is a shortage of both with the amount of housing we already have.

BEFORE YOU GO

The most important thing to get right in Prescott's General Plan is...

Properly Manage Growth

Please return this card to the exit table or to a project representative.

What Happens Next

- **Drafting of the new topics.** Blue Wall cards, comment cards, map input, and direction board input are compiled into the existing conditions and issues record for each newly required topic, and inform the goals and policies drafted this fall.
- **Return of the draft to the public.** The full draft is scheduled for a 60-day public review between February and April 2027, accompanied by a second public open house.
- **Hearings and adoption.** Planning and Preservation Commission hearings and City Council adoption are scheduled between May and July 2027.
- **Ratification.** Prescott voters ratify the plan in November 2027.
- **Stay informed.** Project information is posted at www.planprescott.com, and comments may be sent to hello@planprescott.com at any point in the process.

Schedule and Upcoming Milestones

The milestones below carry the project from this meeting through voter ratification.

Milestone	Timing	Notes
Council work session	Fall 2026	Date to be determined with City staff.
Administrative and public drafts complete	January to February 2027	Incorporates Subcommittee direction and all chapter maps.
Council work session	February 2027	Public draft discussion
Statutory 60-day public review	February to April 2027	Includes the second public open house and agency transmittal.
Planning and Zoning Commission hearings	May to June 2027	Recommendation to City Council.
City Council adoption	June to early July 2027	Adoption by resolution, referring the plan to the ballot.
Voter ratification	November 2027	General election.

Administrative Draft Chapter Schedule

Revised draft chapters will be developed over the next several months, with the administrative draft completed in January 2027 and the public draft in February 2027.

Date	Chapter
October 9, 2026	Chapter 1: Plan Overview Chapter 2: Community Profile Chapter 3: Land Use and Growth
October 30, 2026	Chapter 4: Circulation and Mobility Chapter 5: Environment and Natural Resources Chapter 6: Housing and Neighborhoods
December 4, 2026	Chapter 7: Economic Development Chapter 8: Community Services and Facilities Chapter 9: Implementation Chapter 10: Amendment Process
January 2027	Administrative Draft Complete
February 2027	Public Draft Complete