

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 PV, the
country, Chino Valley, etc

Re-establish an
open space
acquisition fund!

NO SUNDG
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
NF

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.

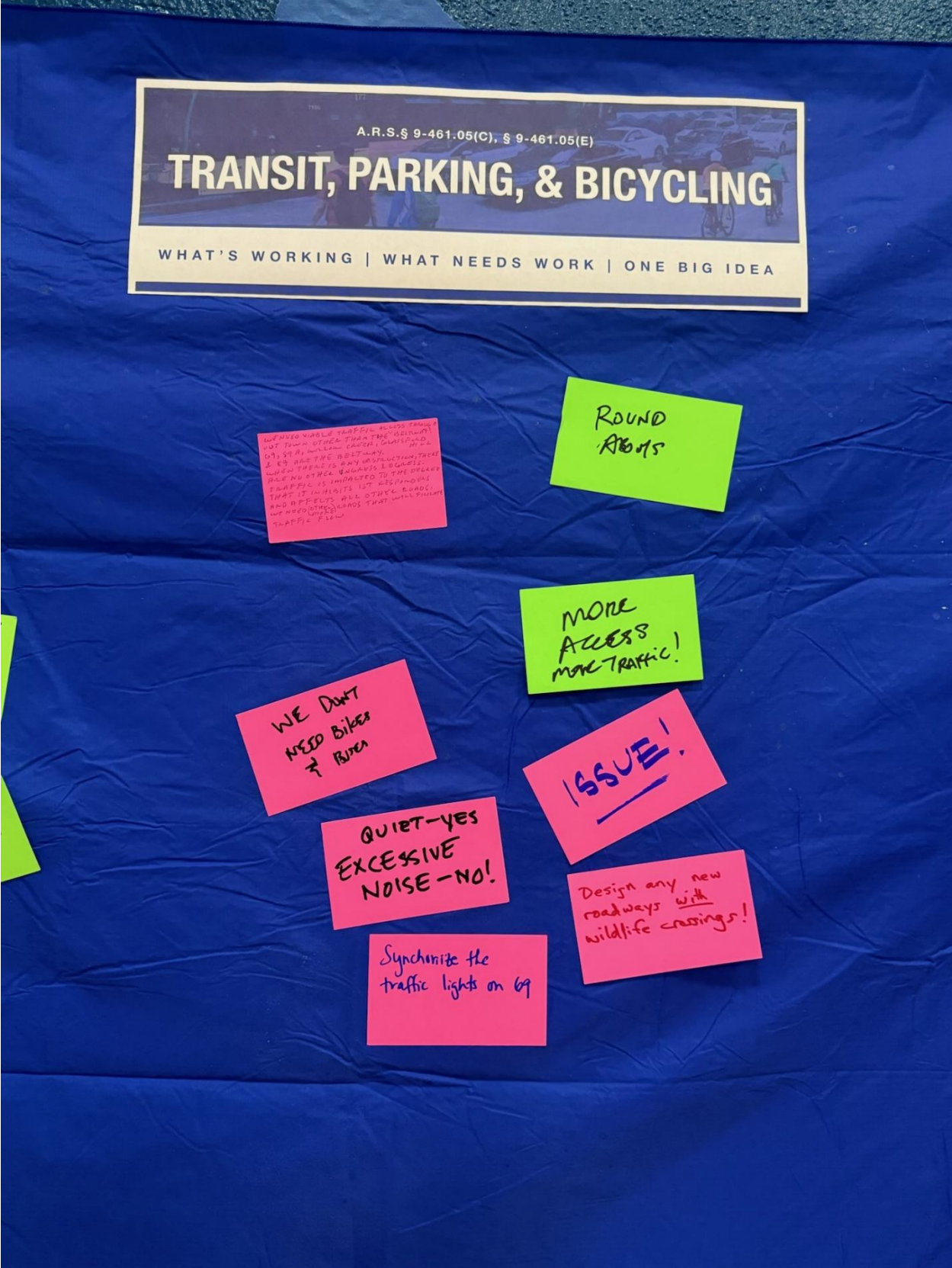
- **Film, television, and music.** Three cards. Develop a film and television industry here for western productions, annotated by a second participant with not just westerns, and yes. A film and entertainment studio. A charity modeled on a Canadian program to bring music production to town. This is the 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.

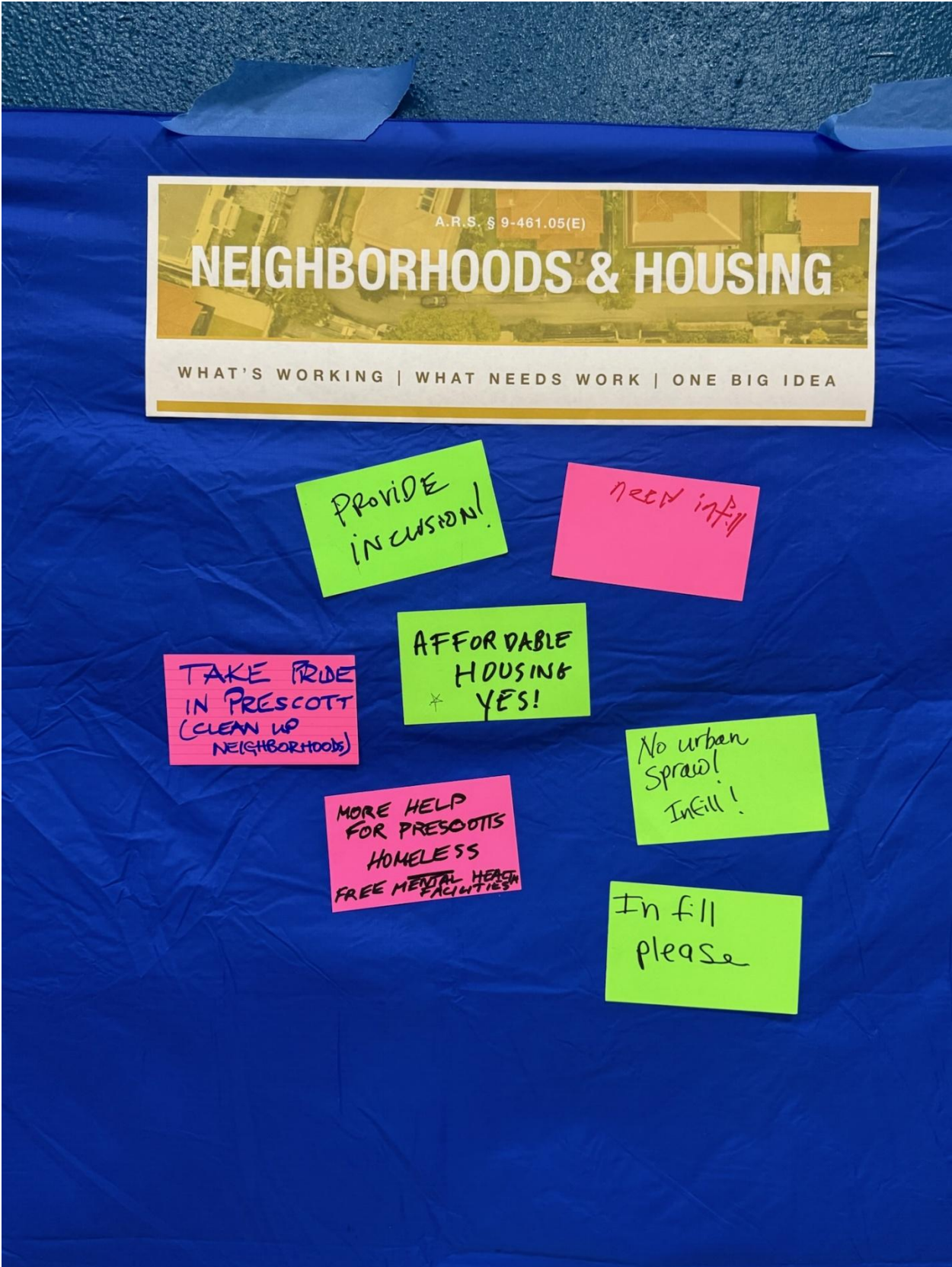
- **Network redundancy.** The longest card on the wall argued that Highway 69, Highway 89A, Willow Creek Road, Glassford Hill Road, and Highway 89 function as a beltway, that any obstruction leaves no alternative ingress or egress, that the resulting congestion inhibits first responders and affects all 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.

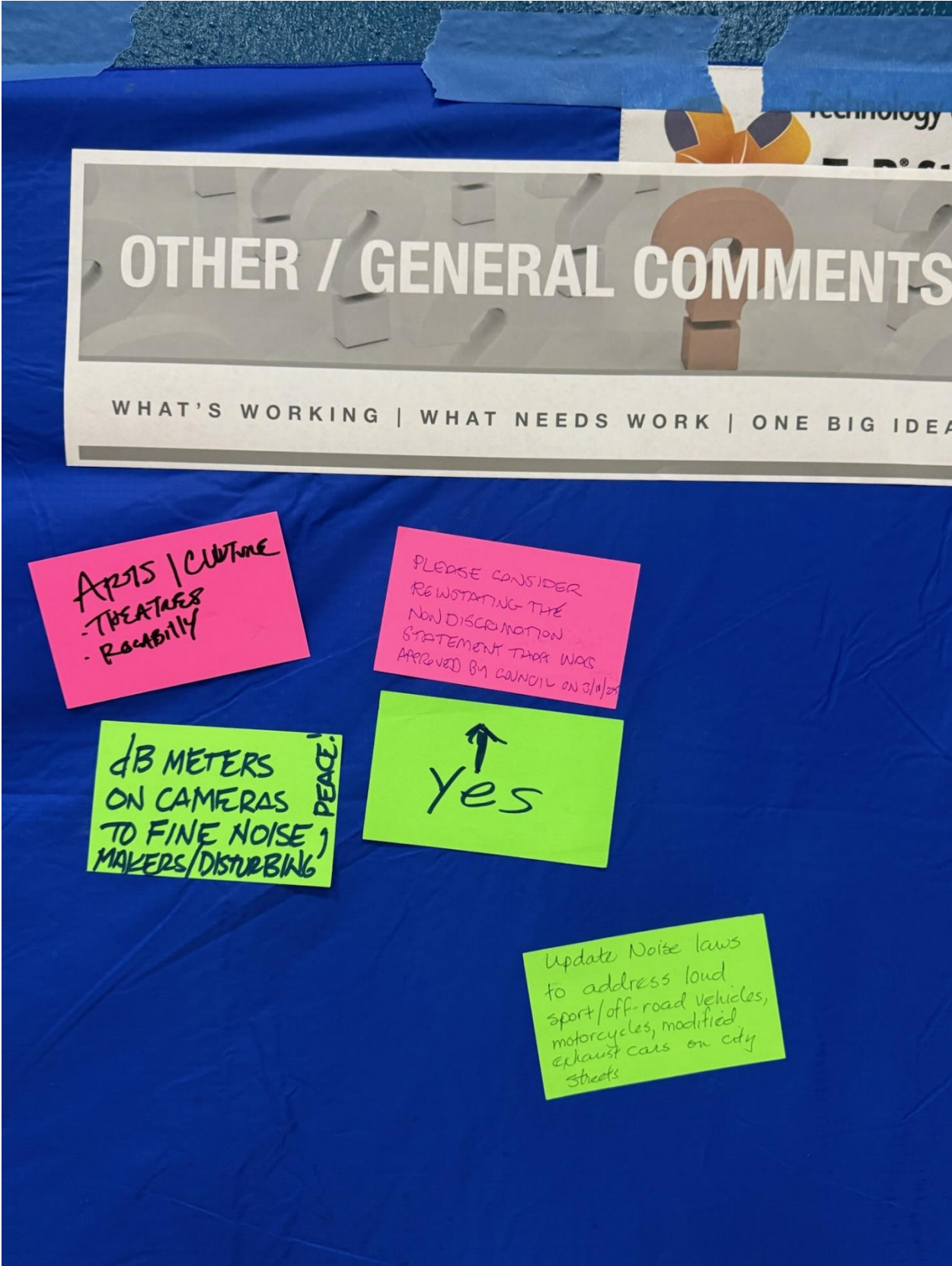
- **Infill rather than sprawl.** Three cards: no urban sprawl and infill; infill please; and need infill. Infill is the most-requested item on the wall.
- **Affordability.** Affordable housing, yes, carrying an agreement mark. It is the only card on this board that addresses cost.
- **Neighborhood condition.** 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.

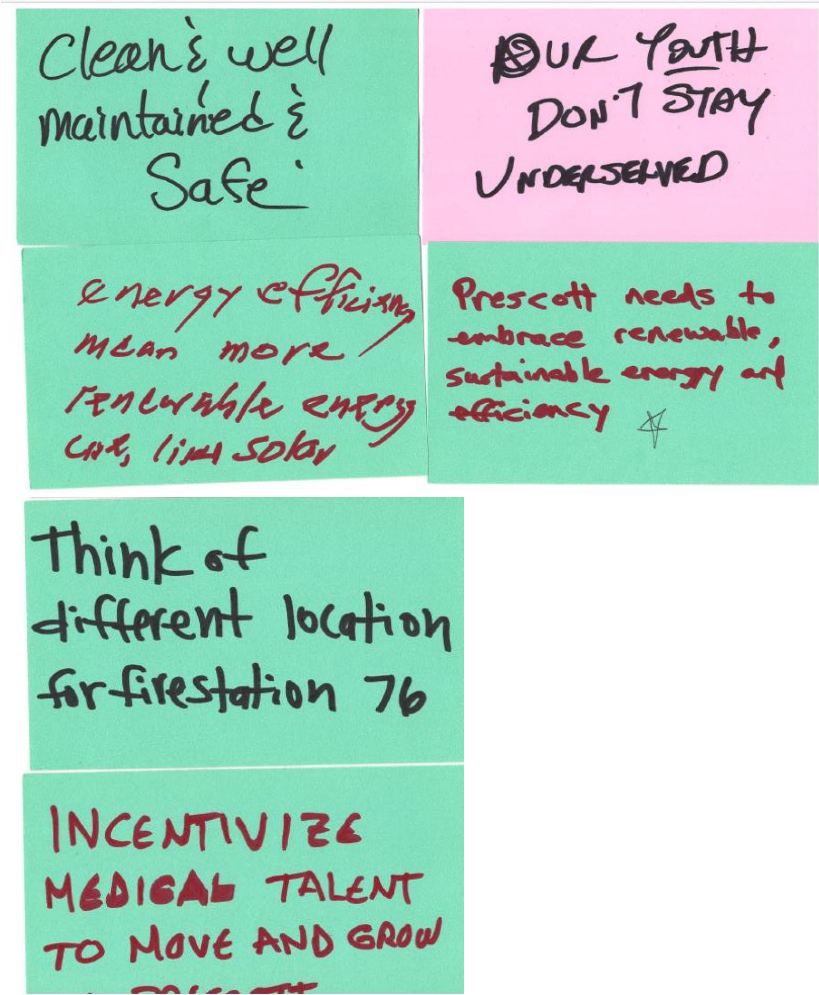
- **Non-discrimination statement.** One card asked the City to consider reinstating the non-discrimination statement that Council approved on March 11, 2025. A second card reading yes, with an upward arrow pointing at it, was posted directly beneath.
- **Noise regulation and enforcement.** Install decibel 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

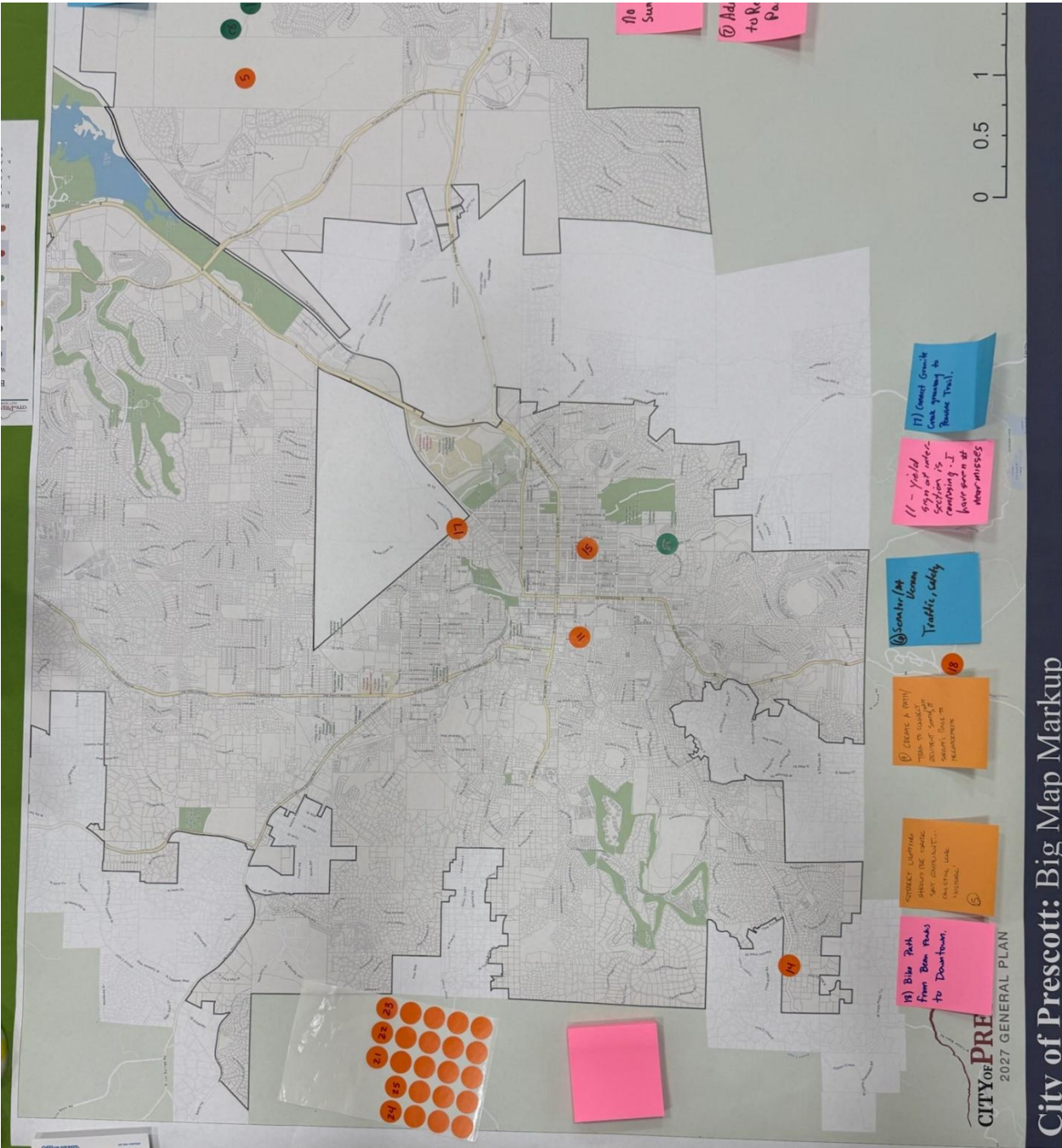
- **More viable ingress and egress citywide.** Unnumbered. This is the same request, and apparently the same hand, as the long beltway card on the Blue Wall.
- **Traffic on the north end of Willow Creek Road is difficult to get into Fry's.**
- **A yield sign at an intersection is confusing,** with four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

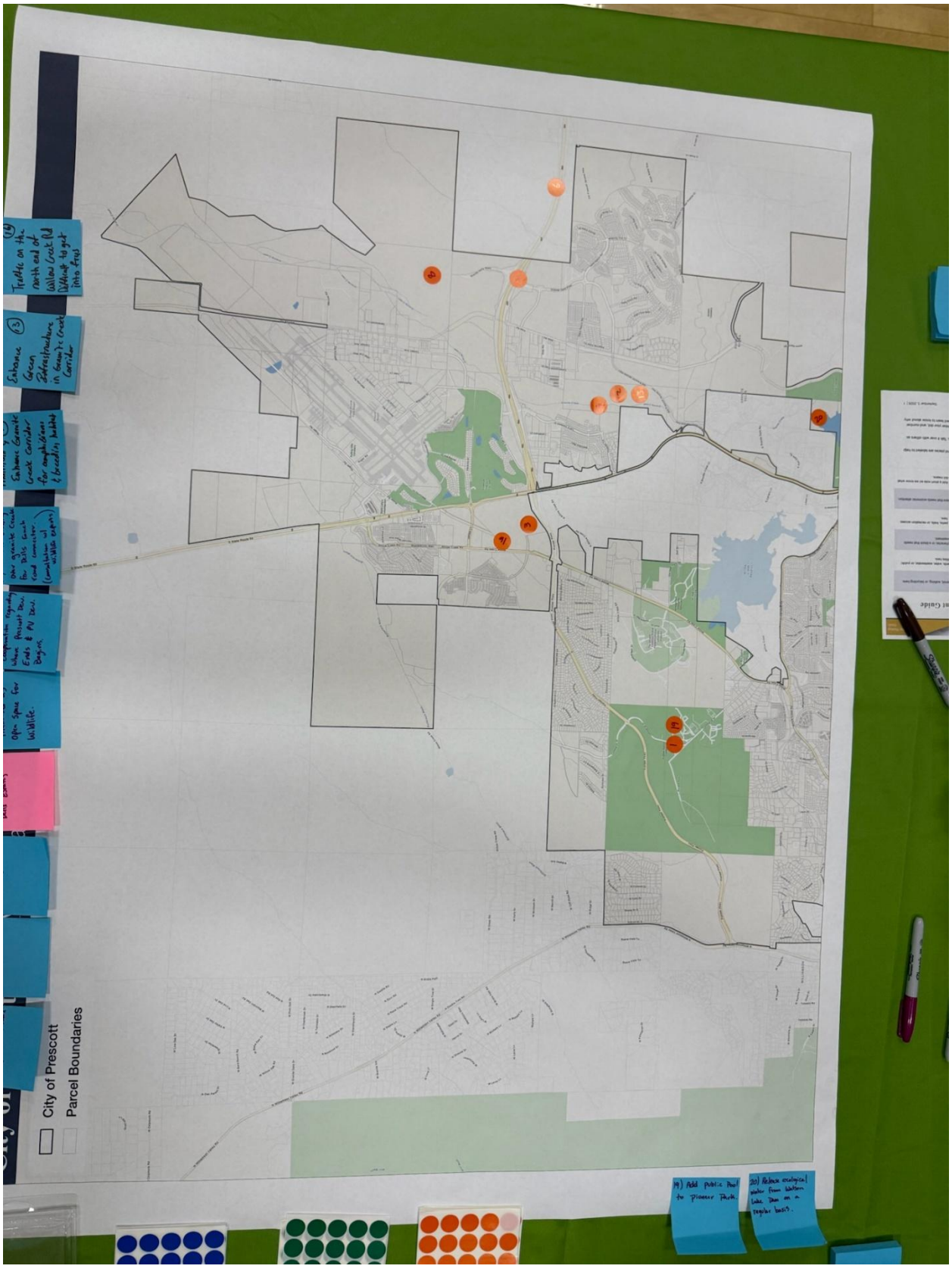
Trails, Paths, and Parks

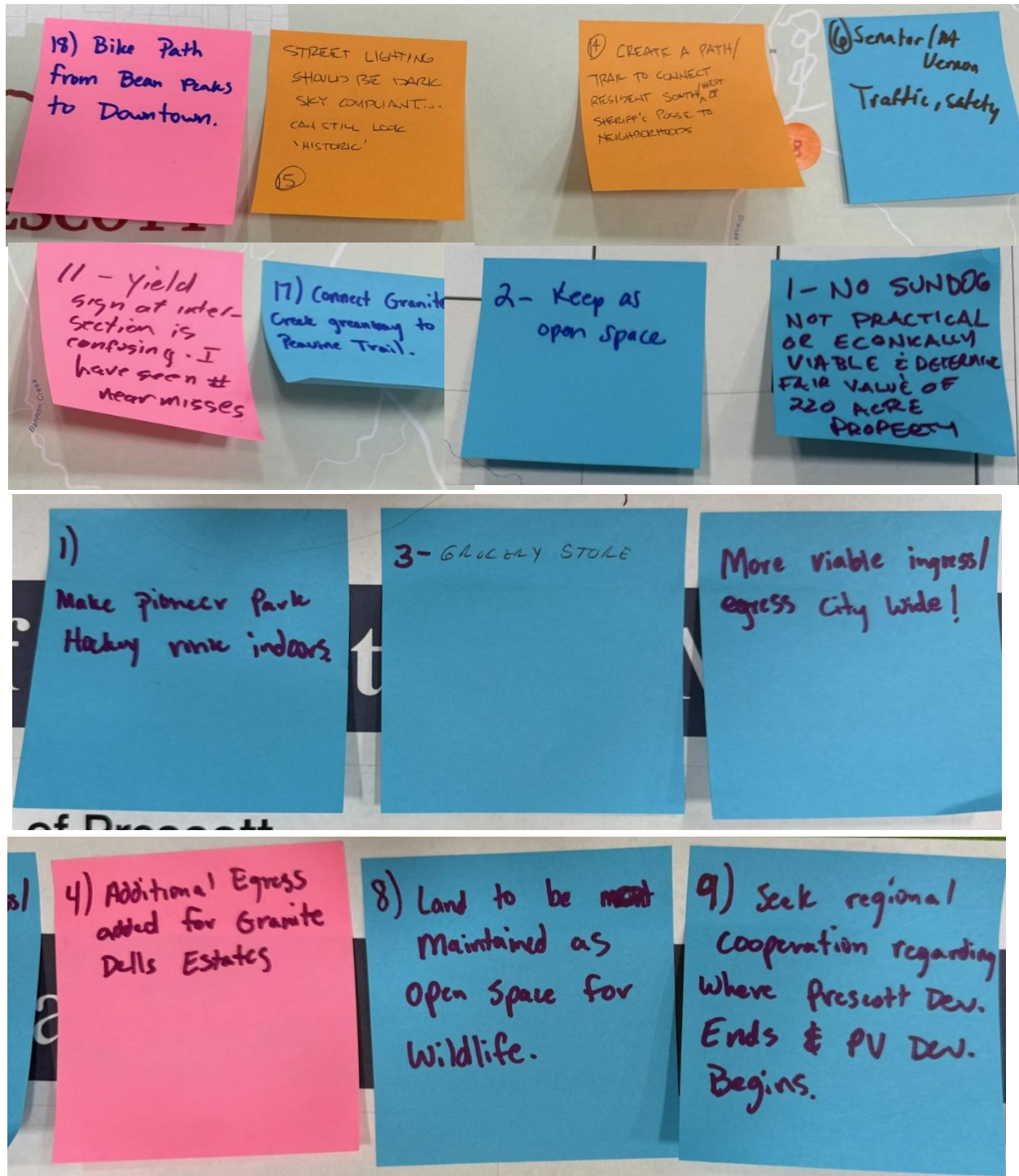
- **A bike path from Bean Peaks to downtown,** as written on the note.
- **A path or trail** to connect residents south and west of the Sheriff's Posse to neighborhoods.
- **Add Unit 9, Yavapai Hills, to the Regional Park.**
- **Make the Pioneer Park hockey rink indoors.**
- **Add a public pool to Pioneer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

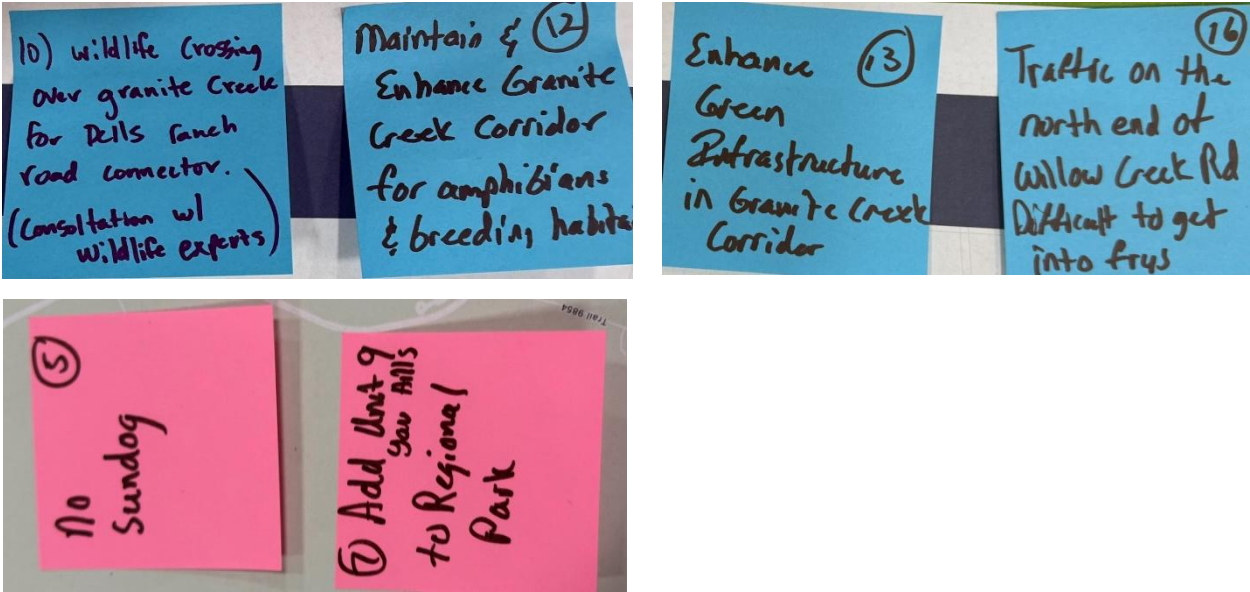
Other Located Requests

- **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 it's right in flow of traffic?

NO More Transit Buses in

if bus can't fit, build or use existing turnouts. Take care of it.

WHAT ABOUT?

if bus can't fit, build or use existing turnouts. Take care of it.

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)

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.

1

2

3

4

5

6

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

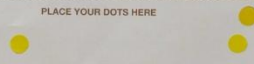


2

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

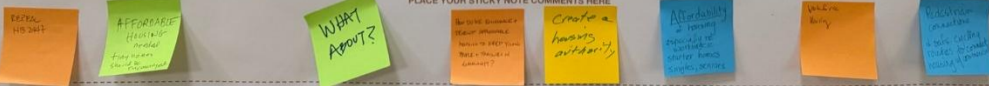
Continue rehabilitation grant programs, explore revolving loan funds, and create pedestrian connections from neighborhoods to shops and services.

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



Sticky notes include: "EASTSIDE", "AFFORDABLE HOUSING", "WHAT ABOUT?", "Be sure to consider...", "Create a housing strategy", "Affordability is a housing strategy...", "Housing is a strategy...", "Housing is a strategy..."

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

NO TO DAY CARE in downtown area

ENCOURAGE DAY CARE in downtown area

Promote space for more office space in downtown

Promote space for more office space in downtown

Condensed from Plan Prescott 2027 General Plan (Draft, 6.18.2025)

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

Stickies: "Prescott is a beautiful city with a lot of open space. We need to make sure we're using it wisely." "We need to make sure we're using it wisely." "We need to make sure we're using it wisely." "What About?"

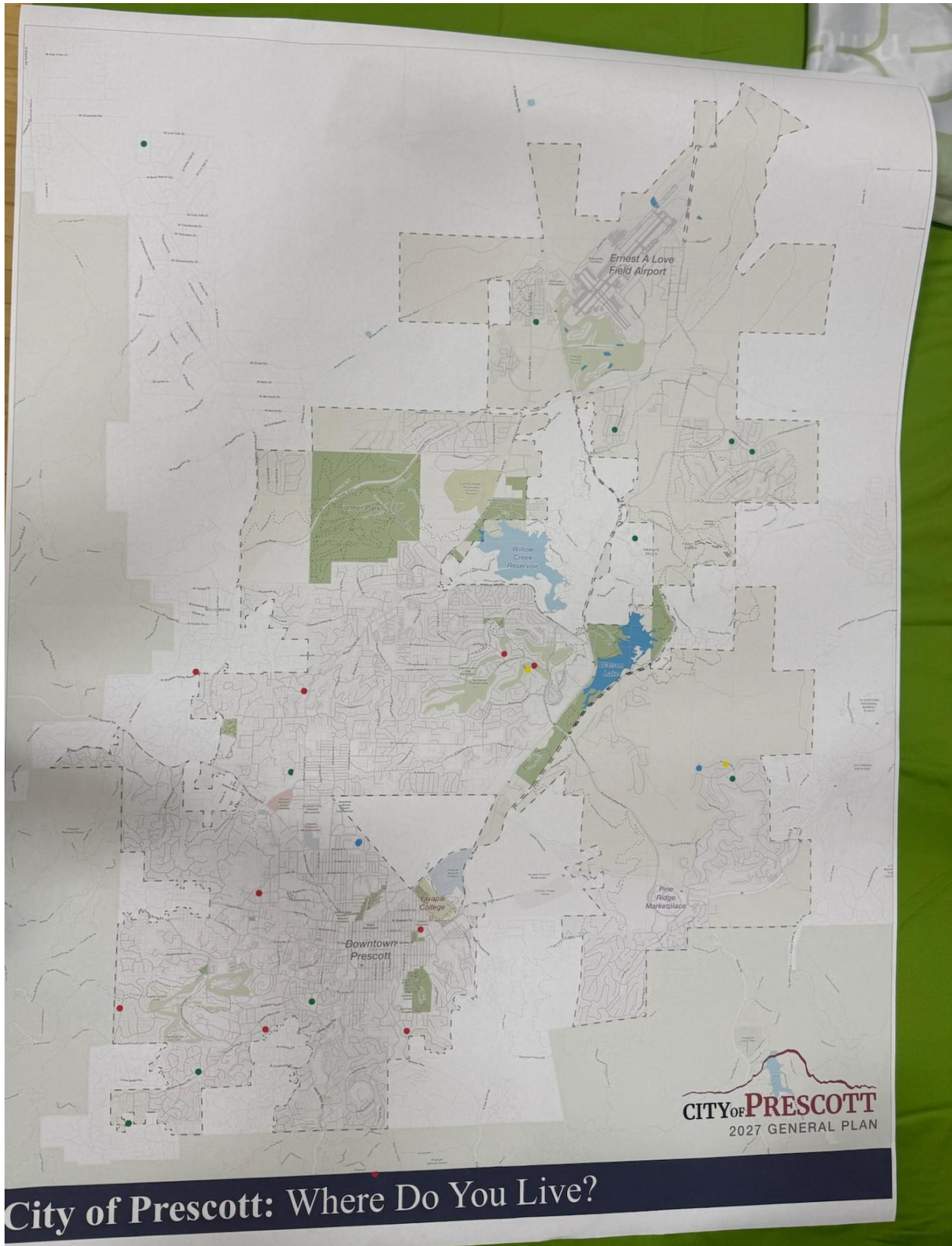
Condensed from Plan Prescott, 2025 General Plan (Draft, 6.18.2025)

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.



City of Prescott: Where Do You Live?

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



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:

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 flood 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.