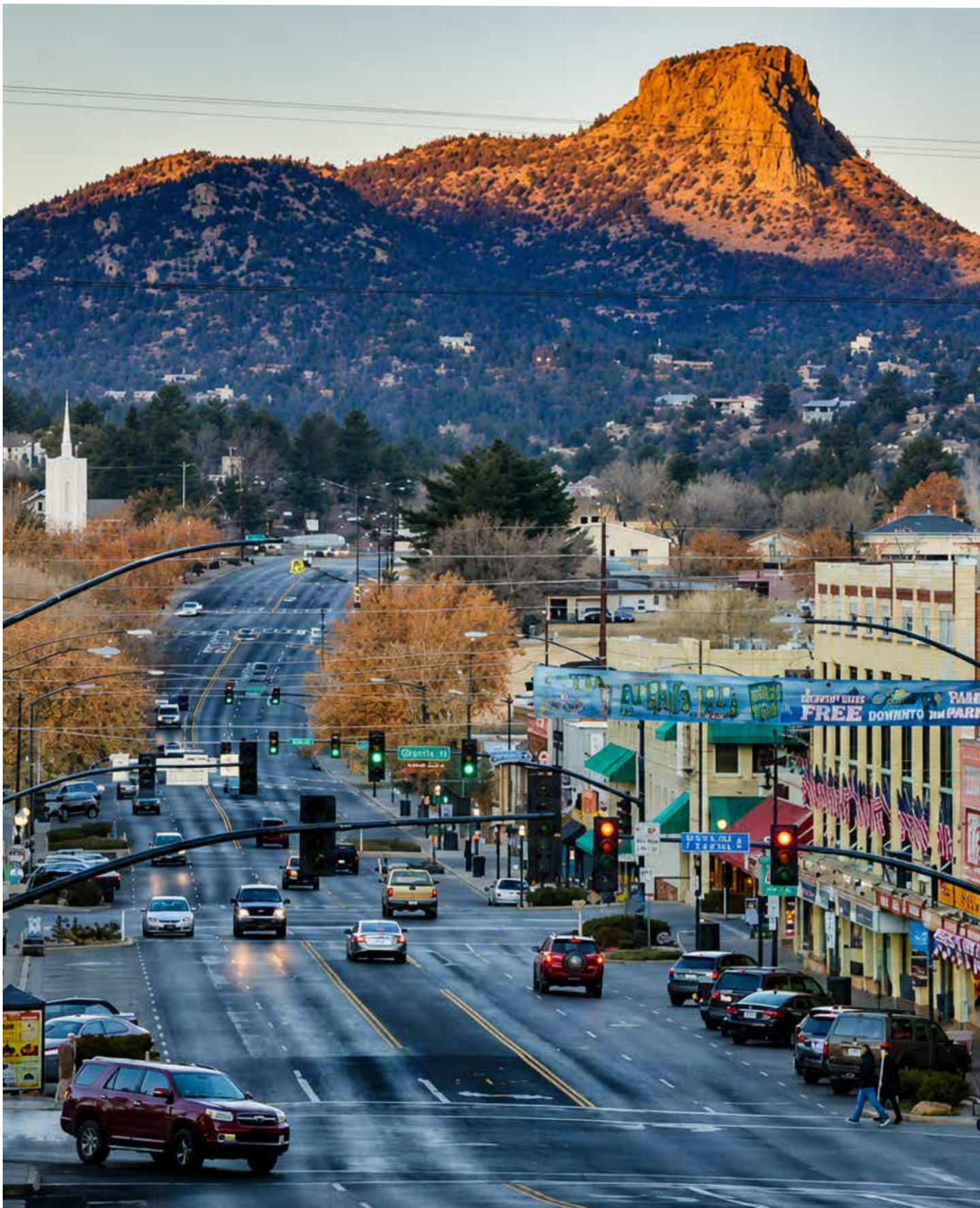




CHAPTER 4

Circulation and Mobility

INTRODUCTION

This chapter establishes the framework for how people and goods move through Prescott. It combines three elements: one that is required by Arizona law for Prescott,

- the **Circulation Element** (ARS § 9-461.05(C)(2)); and
- two that are required for communities above 50,000 and authorized for Prescott to include,
- the **Expanded Circulation Element** (ARS § 9-461.05(E)(3)), and
- the **Bicycling Element** (ARS § 9-461.05(E)(9)).

Combined, these elements describe how Prescott's streets, transit options, and active transportation networks function today and how the City will guide their improvement over the life of this Plan.



Downtown streets bring together people walking, biking, driving, and visiting, a snapshot of how Prescott moves.

ROADWAYS AND REGIONAL ACCESS

TRANSPORTATION PLANNING

Prescott's transportation planning is integrated into the City's capital improvement budget and coordinated with both land use planning and development review. Transportation needs are a required component of SAPs. Transportation services and the police department examine traffic calming approaches to provide neighborhood safety and emphasize traffic enforcement. The City's Pedestrian, Bicycle, and Traffic Advisory Committee (PBTAC) is often the first step in reviewing community transportation and safety issues. PBTAC actively contributes to traffic safety planning, including pedestrian and bicycle infrastructure, and serves as a partner in cooperative efforts with other entities.

EXISTING VEHICULAR TRANSPORTATION SYSTEM

The roadway network in and through the city consists of highways and arterials that carry regional traffic, along with collector and local streets that serve local travel. SR 69 is a four to six lane arterial highway that provides regional access to the city, with traffic controlled through signalized intersections.

SR 89A, located north of the city, provides access at the SR 89 and Willow Creek Road intersections. SR 89 travels through Prescott and continues north, providing access to communities such as Chino Valley, Williams, and Flagstaff.

Prescott's local street system established over time as development occurred and is primarily aligned with the existing topography. The city's designated truck route system uses the existing street network and shapes what residents expect from commercial vehicle travel through the city.

MAINTENANCE AND EXPANSION

Retrofitting existing roadways is an important part of transportation planning and calls for careful consideration of potential impacts on neighborhoods and wildlife corridor linkages. Large future development plans are also reviewed to ensure the roadway network and proposed connections are considered in the Regional Transportation Plan (RTP) and other planning studies.

STREET TYPES

ARTERIALS

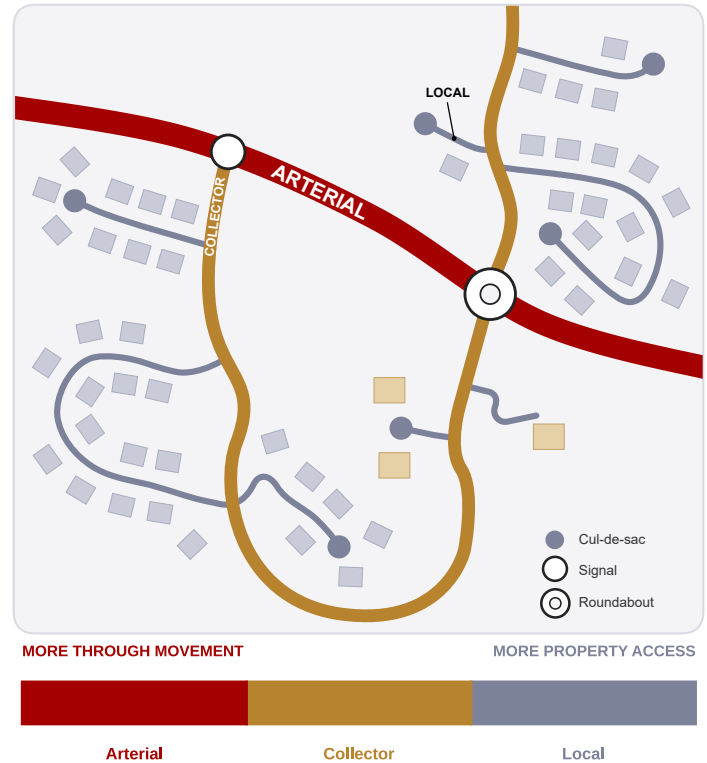
Arterials, in principle, are for longer distance travel between two points, and direct access to property is a subordinate function. To maximize a satisfactory operating level of service without requiring additional lanes, traffic management must concentrate on moving traffic quickly through controlled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

COLLECTORS.

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

LOCALS.

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



Prescott's streets work as a system. Locals provide direct access to property, collectors gather that traffic, and arterials carry traffic easily across the city.

MASTER PLANS WITH CONNECTIVITY

Several large master planned developments include roadway commitments that will extend the City's circulation network as they build out.

DEEP WELL RANCH MASTER PLAN

The Deep Well Ranch Master Plan created a 1,620 acre Specially Planned Community (SPC) near the Prescott Regional Airport (PRC), north and west of SR 89 and SR 89A. Its circulation plan shows the general alignment of several arterial and collector roadways that will connect SR 89 with Pioneer Parkway and Willow Creek Road. Deep Well Ranch will construct these roadways as development occurs. Intersection spacing and access have also been planned at specific locations in the southeast portion of the master plan.

ARIZONA ECO DEVELOPMENT (AED)

The City approved a Development Agreement (DA) with Arizona Eco Development (AED) that sets the terms and conditions for annexation and development of residential and commercial properties along SR 89, north and south of SR 89A, and north

of and within the Granite Dells. Only a preliminary roadway layout has been provided. The DA includes obligations for the extension of Phippen Trail across Granite Creek between SR 89 and Granite Dells Parkway, and AED will construct the other arterial and collector roadways as development occurs.

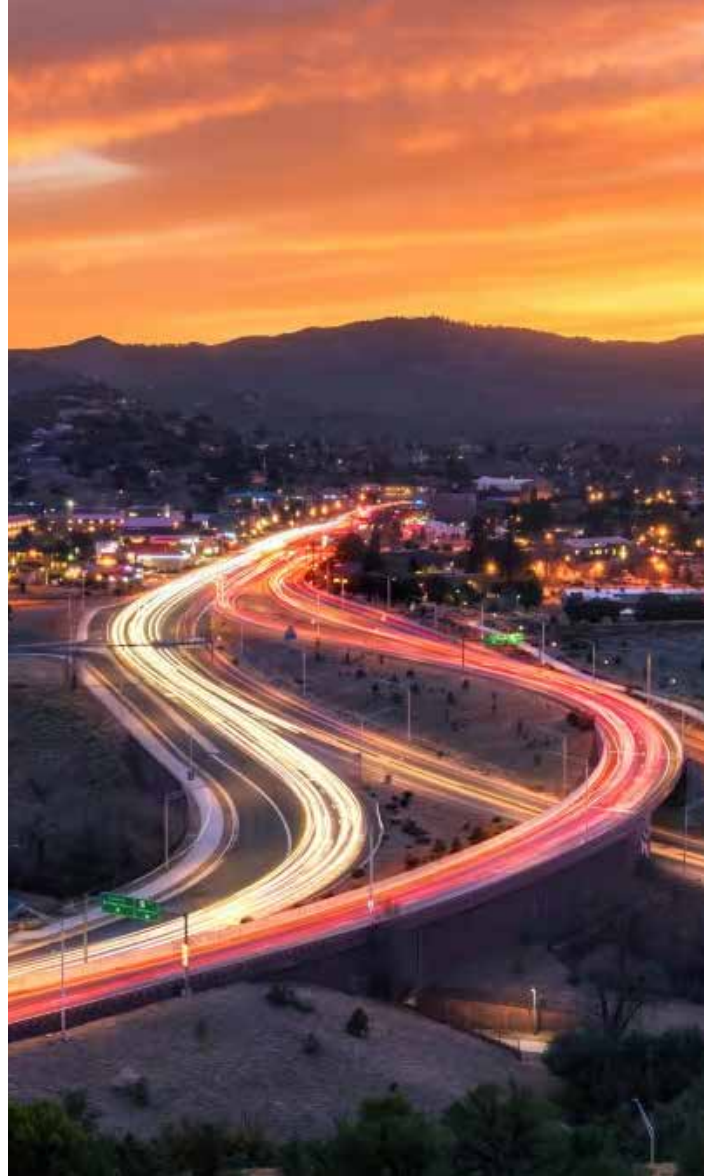
GRANITE DELLS ESTATES (GDE).

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

TRANSPORTATION AND FUTURE GROWTH

Future growth will influence where transportation improvements are needed throughout Prescott. New neighborhoods, commercial areas, and employment centers will add traffic to existing streets and may create a need for new connections. Planning these improvements alongside future land uses can help maintain access, reduce congestion, and support efficient development.

The City's transportation network should reflect the growth patterns identified in the Future Land Use Map and be coordinated with regional transportation plans. Identifying future roadway connections and needed rights-of-way early in the development process can help accommodate future improvements while minimizing impacts on existing neighborhoods and natural areas.



As one of the region's busiest transit corridors, proactive planning along SR 69 is vital to managing expanding regional growth while preserving traffic flow into downtown Prescott.

Chapter Maps Under Development

TRANSIT AND COMPACT DEVELOPMENT

Beyond the street network itself, Prescott's mobility also depends on travel options for residents who do not or cannot drive. Public transit is one of the most important. Effective transit systems rely, in part, on clustered development, where higher densities contribute to a larger population base. There is a focus on creating more opportunities for compact development in this General Plan. The aging population in Prescott, coupled with the increasing trend of developing higher density senior housing, emphasizes the need for transit to serve the population that no longer drives.

REGIONAL COORDINATION

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

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

YPLAN FURTHER EXPLORED

Shortly after completion of the TriP Study, YPlan completed an update in the spring of 2020 using CARES Act federal funding. This was to allow the City or Town of Prescott Valley to lead the Central Yavapai Phased Transit Plan (<https://www.YPlan.org/studies/>). Based on a desire by the Town of Prescott Valley to fill this role, the City did not implement a system at that time.

The (YPlan) is the designated regional transportation planning authority with Prescott as an active participant along with Yavapai County, Chino Valley, Dewey-Humboldt, Prescott Valley, the Yavapai-Prescott Indian Tribe, and the Arizona Department of Transportation (ADOT). YPlan is responsible for developing and implementing a regional transit system.

YPlan provides a forum for local elected officials and transportation experts to plan multimodal infrastructure within the YPlan planning Boundary and to make use of and prioritize federal funding opportunities to deliver valuable transportation-related projects to the region.

YPlan's mission:

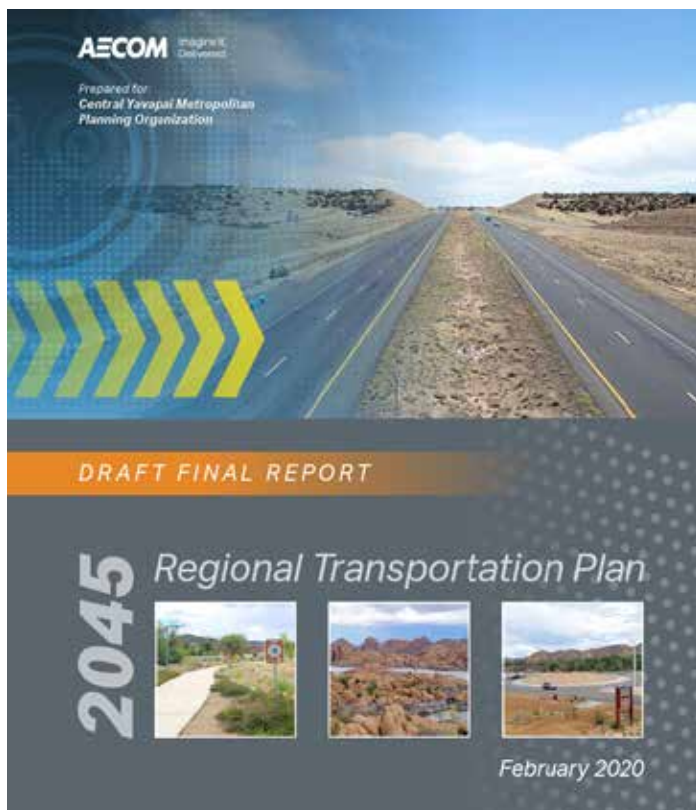
To provide leadership in planning and promoting a comprehensive multimodal transportation system that will provide for regional mobility and connectivity that also encourages a positive investment climate and fosters development sensitive to the environment.

Without the formation of an MPO, the region would be ineligible to obtain and use any federal funding within the urbanized boundary. On a regular basis, YPlan conducts studies and develops comprehensive regional multimodal transportation plans that include and affect the City.

In April 2020, YPlan adopted the **2045 Regional Transportation Plan (RTP)**, which contains the most recent traffic analysis and management planning information for the major roads in Prescott and surrounding Central Yavapai County area. A copy of this plan, as well as additional information regarding transportation planning in the Prescott area, can be found on the YPlan website at <https://www.YPlan.org>.

MORE ON YPLAN'S 2045 REGIONAL TRANSPORTATION PLAN

The RTP, updated about every 5 years, is the blueprint for regional transportation planning and anticipates traffic management challenges as the region grows. Many recommendations from the last 20 years have been achieved, including widening 14.5 of 17 miles of SR 89 between north Chino Valley and Prescott, widening Williamson Valley and Fain Roads, Side Road improvements, the Yavpe Connector, and the SR 89 interchanges.



The 2045 RTP guides regional transportation investments.

A PHASED APPROACH

The Phased Transit Plan may be implemented as described below.

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

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

FEASIBILITY AND FUNDING

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

YPlan is seeking state and federal funding to implement a public transit system. The county has provided limited funding for transit in other jurisdictions. While services may be contracted to private providers, adherence to state and federal guidelines for publicly funded transit is essential. Exploring additional funding sources for public entities and nonprofits providing transit is crucial, especially in an uncertain economy where finding a capable provider and securing assured funding are significant challenges.



Yavapai Regional Transit offers free rides for residents until further notice.

PARKING

Parking plays an important role in how residents and visitors experience Prescott. Convenient parking supports local businesses, provides access to neighborhoods and community destinations, and helps people enjoy the City's parks, trails, and recreational opportunities. As Prescott continues to grow, parking needs will vary depending on the location, surrounding development, and activities being served.

DOWNTOWN PARKING

Downtown Prescott is a popular destination for shopping, dining, entertainment, and community events. The historic Courthouse Plaza, Whiskey Row, and surrounding businesses attract residents and visitors throughout the year, creating parking demands that are especially noticeable during festivals, special events, and busy weekends.



On-street parallel parking along Whiskey Row supports downtown businesses.

Downtown parking is provided through a combination of on-street spaces, public parking lots, and the City-owned Garage on Granite. The garage, located one block from the Courthouse Plaza, provides free public parking and helps accommodate visitors to the downtown area.

Additional public parking is available throughout downtown, including spaces with time limits that encourage turnover and access to local businesses. Prescott's historic downtown presents unique parking challenges. Many properties were developed before modern parking expectations, and opportunities to add new parking are limited by existing streets, buildings, and development patterns. Maintaining convenient access while preserving downtown's historic character will remain important as businesses grow and properties are improved or redeveloped.

Future parking planning should focus on making the best use of existing spaces, improving access to available parking, and understanding where additional parking may be needed. A downtown parking study could help the City evaluate existing supply, seasonal demand, parking management, and opportunities to support continued downtown activity.

PARKING FOR NEW DEVELOPMENT

Parking is also an important consideration as new homes, businesses, and employment areas develop throughout Prescott. Providing adequate parking helps businesses serve customers, supports neighborhood accessibility, and reduces conflicts between different land uses.

However, parking needs are not the same for every type of development. A neighborhood restaurant, medical office, apartment community, and large retail center each generate different parking demands. The location of a development, opportunities for shared parking, and access to walking, bicycling, or public transportation can also influence how much parking is needed.

As development patterns and transportation options change, the City should periodically review its parking standards to ensure they reflect community needs. Appropriate parking requirements can help avoid unnecessary paved areas while maintaining convenient access for residents, employees, and visitors. Shared parking arrangements and other flexible approaches may offer opportunities to use land more efficiently, particularly in mixed-use areas and locations where businesses experience their busiest periods at different times.

PARKING FOR PARKS AND RECREATION

Prescott's parks, trails, and outdoor recreation areas are important community assets that attract residents and visitors throughout the year. Access to these destinations often depends on the availability of parking at trailheads, parks, and other recreation facilities.

Popular destinations can experience periods of high demand, particularly on weekends, holidays, and during special events. Limited parking may result in vehicles parking along nearby roads or in locations that affect surrounding neighborhoods, traffic circulation, or emergency access.

As recreation opportunities expand, the City should consider parking needs alongside trail improvements, park development, and transportation connections. Coordinating parking with pedestrian and bicycle access can help accommodate visitors while protecting natural areas and maintaining the character of surrounding neighborhoods.

EMERGING TRANSPORTATION TECHNOLOGIES

Advances in transportation technology are changing how people and goods move through communities. Autonomous vehicles, drone deliveries, and other emerging technologies may create new opportunities for residents and businesses while introducing different needs for streets, parking, and public facilities. As these technologies become more common, Prescott should consider how they may affect future development, transportation infrastructure, and community safety.



Emerging autonomous vehicle technologies are reshaping modern street design and regional transportation planning.

AUTONOMOUS VEHICLES AND PASSENGER ACCESS

Autonomous vehicles, sometimes called self-driving vehicles, use technology to navigate streets and transport passengers or goods with limited or no human assistance. While their widespread use is still developing, these vehicles may eventually provide additional transportation options for Prescott residents and visitors, including older adults and people who cannot drive.

As autonomous vehicles and other on-demand transportation services become more common, convenient locations for passenger pickup and drop-off may become increasingly important. Downtown Prescott, commercial centers, medical facilities, and other popular destinations could benefit from designated areas where passengers can safely enter and exit vehicles without interfering with traffic or pedestrians.

Future street improvements and new development provide opportunities to consider these needs. Shared passenger loading areas, accessible pickup locations, and flexible curb space could accommodate both traditional transportation services and emerging autonomous vehicle technologies.

Autonomous vehicles may also influence parking demand over time. Some passengers may choose transportation services that do not require parking at their destination. However, the extent of these changes remains uncertain. Prescott should monitor emerging transportation trends and consider opportunities to adapt parking areas and street designs as community needs change.

DRONES AND AIRSPACE

Drones, also known as unmanned aircraft, are increasingly used for photography, surveying, infrastructure inspections, emergency response, and commercial deliveries. As these uses expand, communities may need to consider how drone-related facilities fit within existing development patterns.

Prescott's aviation community makes airspace safety an important consideration. Prescott Regional Airport supports commercial aviation, flight training, and other aviation activities. Drone operations must be compatible with these existing uses and comply with applicable federal and state requirements.



Planning for commercial drones ensures aerial delivery integrates safely into existing neighborhoods.

Commercial drone delivery services may also introduce new facilities for storing, launching, and receiving aircraft and packages. Depending on their location, these facilities could raise considerations related to surrounding neighborhoods, public facilities, and transportation access. As drone technology develops, the City should coordinate with aviation authorities and other agencies to understand future opportunities and address potential conflicts. Planning for these facilities should balance new technologies with aviation safety, surrounding land uses, and the needs of Prescott residents.

WALKING AND BIKING IN PRESCOTT

Walking and bicycling round out Prescott's mobility picture, serving both daily travel and the recreational life the community values. Many Prescott residents and visitors find our temperate climate ideal for outdoor pursuits, including walking and bicycling. The number of recreational trails in and surrounding Prescott have increased substantially since the turn of the century, yet shoehorning bicycle and pedestrian facilities into existing infrastructure constrained by historic and geographic confines remains a challenge.

While considerable progress has been made connecting and improving bicycle and pedestrian facilities, many still find walking or biking to specific destinations in Prescott too difficult or dangerous to contemplate. The City's Pedestrian, Bicycle, and Traffic Advisory Committee works with City Staff to address traffic and pedestrian concerns brought forward by citizens.

THE EXISTING NETWORK

The on-street system consists mainly of striped bike lanes, signed bike routes, and sidewalks. The striped bike lanes are primarily located on existing arterials and major collectors. Sidewalks are typically provided on new local, collector, and arterial streets; however, a cohesive pedestrian movement network from neighborhoods, business areas, schools, and other destinations remains to be developed.

Some progress has been made through the Safe Route to Schools program and the Bicycle and Pedestrian Master Plan, which includes specific policies and locations for recommended projects while addressing related ongoing maintenance needs. Off-street multi-use paths, like our Granite Creek Greenways Trail, should be considered an integral part of the transportation system, as they can supplement our on-street provisions.

Prescott's recreational trail network is described more fully in Chapter 5: Environment and Natural Resources, which addresses trail planning, maintenance, and connectivity. This chapter focuses on the role those trails play as part of the transportation system.

Safe street crossings and convenient bicycle parking are also important parts of Prescott's transportation network. Providing bicycle parking at schools, parks, downtown businesses, and other community destinations can make bicycling a more practical option for everyday trips. Identifying locations where bicycle crossings can be improved will also help strengthen connections between neighborhoods and community destinations.



Prescott's expansive regional trail system prioritizes multi-modal accessibility through dedicated ADA-compliant pathways.

THE RECREATIONAL TRAIL NETWORK

The mountain biking community embraces Prescott because of its high-quality recreational trail network. This is a reflection of the considerable volunteer efforts of groups like Yavapai Trails Association, Prescott Mountain Bike Alliance, and The Over the Hill Gang. Evidence of this enthusiasm is the annual Whiskey Off-Road Mountain Bike Event and Festival, which has been run for close to 20 years, and had 2,000 participants in 2023.

The Prescott Circle trail is a 56-mile non-motorized trail that circumnavigates a good part of the city, and popular trailheads are located at almost any compass point from the downtown plaza. Some of the more popular trail areas are: Pioneer Park, Granite Dells and the Peavine Trail (including plans for a possible regional park), Lynx Lake and Badger Mountain, Senator Highway and Groom Creek, White Spar area (including the recently opened Bean Peaks trail system), Copper Basin and Mount Francis, Thumb Butte road and the White Rock trail access, Spence Basin, and Granite Mountain.

RECENT IMPROVEMENTS AND LOCAL COORDINATION

Better on-street bicycle accommodations may encourage biking tourists who stay in downtown hotels to ride their bikes to trailhead destinations rather than drive. Those same improvements may also encourage Prescott's residents to ride their bikes downtown for events like concerts on the plaza. The recent re-striping of Thumb Butte Road to shift the center line over to allow for a bike lane for slower uphill riders is one example of using paint to provide a better sense of safety for bicyclists. Shared lane signs were placed for the faster downhill traffic. While these improvements are appreciated, they stop at the City limit. Communication and cooperation with Yavapai County would be needed to continue the improvements to Thumb Butte Park.

There is a designated bicycle route between the Mike Fann Community Skate Park and the newly built Granite Creek Park Pump Track due to an increase in bicycle traffic between these two parks. Additional signage to notify motorists of bicycles on the roadway, with the addition of shared-lane markings on Pleasant Street and Willis Street and upgrading the traffic light at the intersection of Sheldon Street and Pleasant Street to detect bicycles are examples of safety improvements which may be made to this designated bike route.

Some years ago, the Public Works Department added a budget line item for sidewalk maintenance. The effort started repairing, replacing, and grinding sidewalk panels in the downtown area, as well as connecting and improving pedestrian ramps and access. While this program has been appreciated and popular, it could be expanded to complete missing sections of sidewalk to improve pedestrian connectivity.

TRANSPORTATION SAFETY PLANNING AND COMPLETE STREETS

The design and operation of highways and streets should enable all users, including bicyclists, pedestrians, transit riders, passenger vehicles, and commercial vehicles, to safely move along and across the roadway. This approach to interdependent, multimodal transportation facilities planned, designed, operated, and maintained to provide safe mobility.

Designing streets to the function and context of the neighborhood, whether residential or commercial, and the surrounding environment is appropriate. Each highway or street is unique and dependent upon the context of the street design and neighborhood. This would then be defined as a street which safely accommodates all users including vehicles, pedestrians, and bicyclists. Basic elements of this approach include sidewalks, bike lanes (or wide paved shoulders), pedestrian crossing opportunities, median islands, and accessible pedestrian signals.

REGIONAL SAFETY COORDINATION

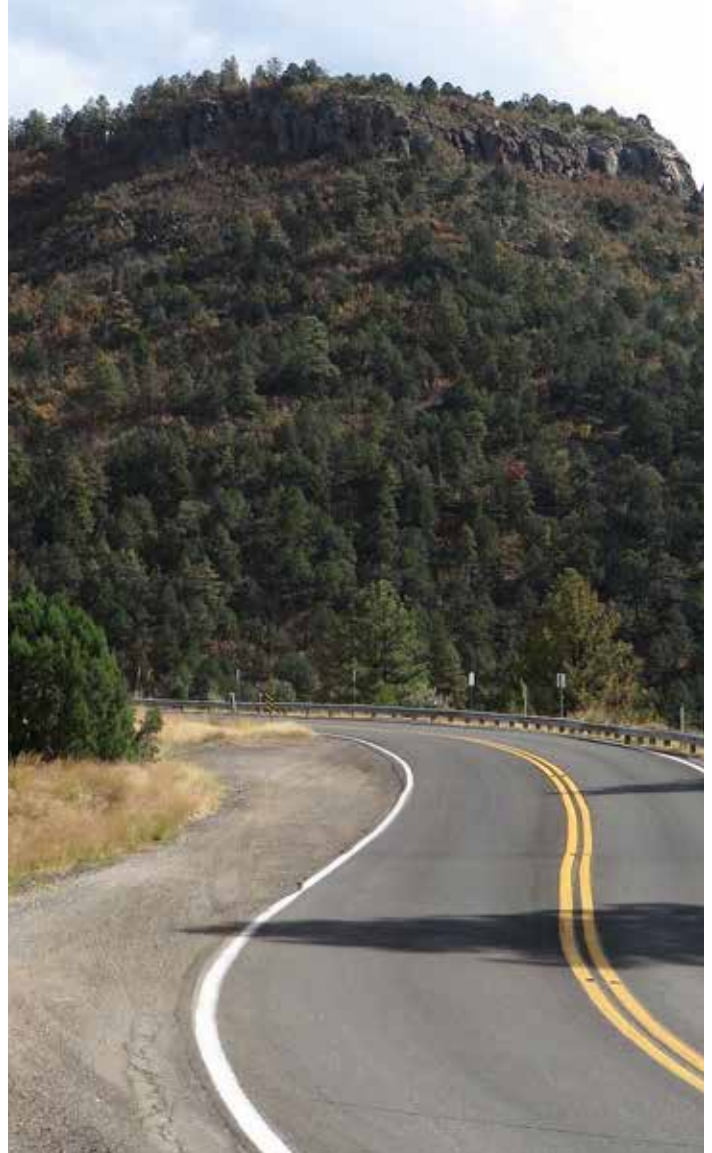
Careful planning and development of this type of infrastructure offers long-term cost savings for local and state governments by reducing automotive travel.

Over 1,700 jurisdictions in the U.S., including 37 states and several cities in Arizona, have adopted these types of policies. Similarly, over 50 jurisdictions have adopted a core approach to traffic safety that human life and health should be the highest priority within all aspects of transportation systems. Establishing policies that require the consideration of safety for all users of the transportation system is the best way to ensure protection for the most vulnerable of system users is not overlooked.

YPlan is responsible for conducting a comprehensive Transportation Safety Plan: a system-wide, multimodal, proactive process that better integrates safety into surface transportation decision-making. Federal law requires that the State and metropolitan transportation planning processes be consistent with Strategic Highway Safety Plans.

Transportation projects and strategies must increase the safety of the transportation system for motorized and non-motorized users. The City ought to explore opportunities to apply any proposed solutions generated by the plan to their own Transportation Planning efforts.

By designing for the safety of all users, fewer collisions occur between vehicles and other forms of transit, thereby protecting life and property, and reducing the need for emergency services. There are also benefits to public health, the environment, and financial benefits to property owners and businesses through increased foot traffic. The Pedestrian, Bicycle, and Traffic Advisory Committee should explore and promote appropriate Complete Streets or Vision Zero policies for adoption by City Council. Additional information regarding the off-street trail system may be found in the Open Space section.



Incorporating Complete Streets safety measures along rural and scenic routes helps prevent collisions, protects natural topography, and ensures safe access for both motorized and non-motorized travelers.

CIRCULATION ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(C)(2)

The goals that follow address each street type in turn, from the arterials carrying regional traffic to the local streets serving individual properties.

Goal
CM-1

Establish and maintain a system of arterial streets.

- Strategy CM-1.1** Coordinate with ADOT and YPlan to complete the update of the Central Yavapai County Regional Transportation Study and related future planning.
- Strategy CM-1.2** Develop a City Transportation Plan for adoption and implementation of recommended goals and strategies to improve arterial traffic movement and safety.
- Strategy CM-1.3** Support improvements of arterial streets by maintaining pavement quality.
- Strategy CM-1.4** Balance the needs of pedestrian, bicycle, and future public transit modes when expanding intersections.
- Strategy CM-1.5** Enhance the aesthetics of street corridors, when possible, to match surrounding neighborhoods.
- Strategy CM-1.6** Promote interconnectivity of transportation networks to improve circulation efficiency, disperse traffic, and reduce impacts on individual streets.
- Strategy CM-1.7** Minimize and reduce, where feasible, direct driveway access to arterials for flow and safety.
- Strategy CM-1.8** Coordinate planned arterial and collector street improvements with the Future Land Use Map, planned growth areas, and regional transportation plans.
- Strategy CM-1.9** Consider future roadway alignments, needed rights-of-way, and appropriate building setbacks when planning transportation improvements and reviewing new development.

CIRCULATION ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(C)(2) (CONTINUED)

Goal CM-2

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

- Strategy CM-2.1** Balance connectivity goals with quality-of-life considerations.
- Strategy CM-2.2** Minimize direct access to collectors for new residential lots.
- Strategy CM-2.3** Design residential collectors and adjacent sidewalks to facilitate efficient multi-modal circulation within the neighborhood while discouraging through or speeding traffic, especially from arterial to arterial. Consider trails and wildlife corridors in designs.
- Strategy CM-2.4** Design streets to meet the needs of emergency vehicles in a neighborhood-friendly way while allowing safe pedestrian access and safe on-street parking when provided.

Goal CM-3

Require adequate vehicular and pedestrian access and connectivity within and between residential neighborhoods and adjoining commercial areas.

- Strategy CM-3.1** Promote street interconnectivity for all modes of transportation. When possible, locate new connector road alignments to enhance access and connectivity.
- Strategy CM-3.2** Identify minor collector streets.
- Strategy CM-3.3** Maintain consistent street naming and property addressing practices to support navigation, emergency response, and access to homes and businesses.

CIRCULATION ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(C)(2) (CONTINUED)

Goal
CM-4

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

- Strategy CM-4.1** Develop a Traffic Calming Design Guide to be applied to new residential street construction.
- Strategy CM-4.2** Continue to utilize the adopted policy for traffic calming to retrofit residential streets.
- Strategy CM-4.3** Create and allow the use of a variety of local street cross sections. This will provide flexibility during design and promote diversity of design and neighborhood character.
- Strategy CM-4.4** Encourage the retrofit of existing local streets to enhance safety, consider the character of the neighborhoods, and reduce four-way intersections.

EXPANDED CIRCULATION ELEMENT

ARS § 9-461.05(E)(3)

The Expanded Circulation Element builds on the base Circulation Element, adding the public transit and parking components that Arizona law requires of larger communities.

Goal CM-5

Provide parking that supports a vibrant downtown, active commercial centers, and convenient access for all modes of travel.

- Strategy CM-5.1** Conduct a parking study of the downtown area to determine the need for additional parking areas and/or infrastructure.
- Strategy CM-5.2** Periodically review parking requirements for new development to ensure they reflect changing land uses, development patterns, and community needs.
- Strategy CM-5.3** Encourage shared parking and other flexible parking arrangements where appropriate to make efficient use of available land and existing parking facilities.
- Strategy CM-5.4** Consider parking availability, access, and neighborhood impacts when planning new or expanded parks, trails, and recreational facilities.

Goal CM-6

Explore alternative transportation opportunities and connections.

- Strategy CM-6.1** Support regional public transit through YavaLine, including fixed route service, microtransit, vouchers, and the transit hub adjacent to City Hall, when financially feasible.

Possible initiatives, subject to City Council evaluation through cost-benefit analysis or other measures, could include:

- Potential Initiative F:** Identify and seek fair share funding (S-100)
- Potential Initiative G:** Develop ancillary facilities such as park-and-ride lots and bus turn-outs (S-101).

EXPANDED CIRCULATION ELEMENT

ARS § 9-461.05(E)(3) (CONTINUED)

EMERGING TRANSPORTATION TECHNOLOGIES

Goal
CM-7

Prepare for emerging transportation technologies that improve mobility, accessibility, and transportation choices while maintaining safe and efficient streets.

- Strategy CM-7.1** Consider passenger pickup and drop-off areas in downtown, commercial centers, and other high-activity locations to accommodate existing transportation services and future autonomous vehicles.
- Strategy CM-7.2** Encourage flexible and accessible passenger loading areas in new commercial, mixed-use, and higher-density developments where appropriate.
- Strategy CM-7.3** Monitor emerging transportation technologies and their potential effects on parking demand, street design, and transportation infrastructure.

Goal
CM-8

Support the responsible integration of drone technology while protecting aviation safety and maintaining compatibility with surrounding land uses

- Strategy CM-8.1** Coordinate with Prescott Regional Airport, the Federal Aviation Administration, and other appropriate agencies when considering drone-related facilities and emerging aviation activities.
- Strategy CM-8.2** Consider the compatibility of drone takeoff, landing, and delivery facilities with surrounding neighborhoods, businesses, and public facilities where local land use review is authorized

BICYCLE ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(E)(9)

The Bicycling Element carries these safety and connectivity principles into specific goals for walking and bicycling.

Goal CM-9

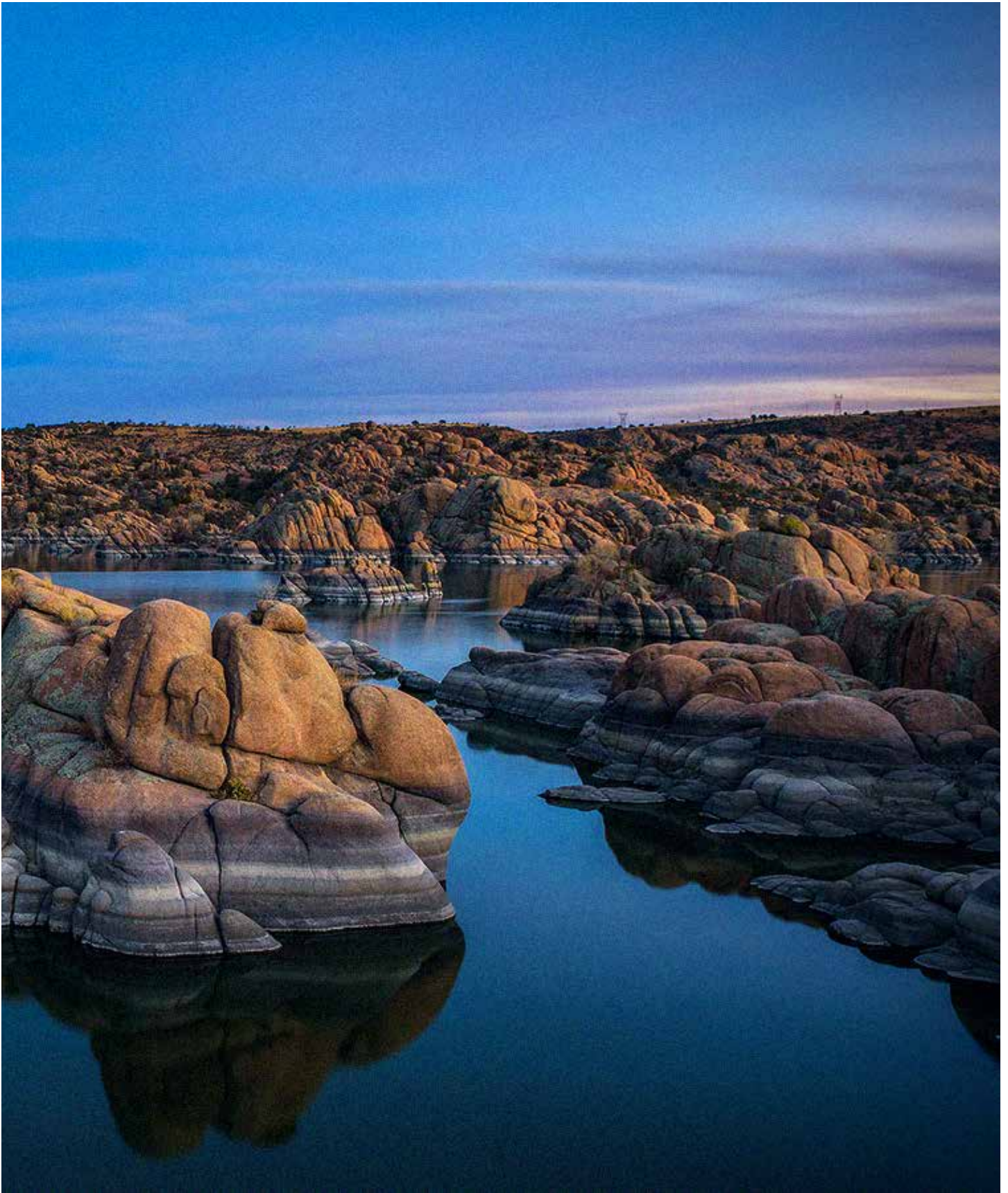
Design new pedestrian and bicycle facilities to improve visibility, comfort, and connections between neighborhoods and common destinations, where safe and practical.

- Strategy CM-9.1** Update the 2015 Bicycle and Pedestrian Master Plan to reflect current conditions and serve as a guide for future bicycle and pedestrian needs for City Council approval.
- Strategy CM-9.2** Strengthen collaborations with a focus on enhancing pedestrian and bicycle access to local schools.
- Strategy CM-9.3** Maintain current League of American Bicyclists Bicycle-Friendly Community status while evaluating cost impacts and requirements of pursuing a higher ranking.
- Strategy CM-9.4** Identify opportunities for bicycle parking and improved bicycle crossings at schools, parks, commercial centers, and other community destinations.

Goal CM-10

Accommodate multimodal transportation options in new developments and roadways where safe and practical.

- Strategy CM-10.1** Design pedestrian infrastructure to provide safe access for children, the elderly, and people with disabilities.
- Strategy CM-10.2** Include bikeways, sidewalks, and on-street bicycle facilities/lanes consistent with the Pedestrian and Bicycle Master Plan in the design of all new roadways.
- Strategy CM-10.3** Study off street multiuse routes along creeks, drainages, utility easements, and through parks, with cost benefit analysis for Council consideration.
- Strategy CM-10.4** Design new and reconstructed roadways with safe multimodal facilities for all users, evaluated through cost benefit analysis for Council consideration.



CHAPTER 5

Environment and Natural Resources

INTRODUCTION

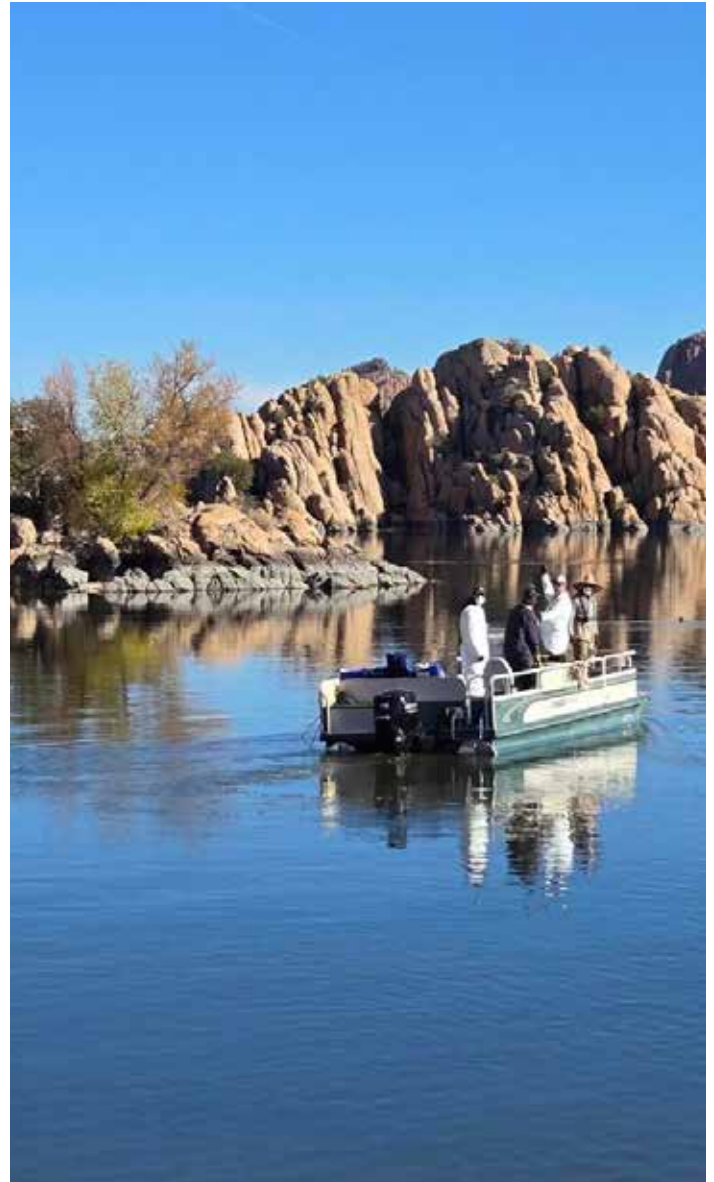
This chapter establishes the framework for protecting and stewarding the natural environment that shapes Prescott's character. It combines six elements, three required by Arizona law for Prescott,

- the **Open Space Element** (ARS § 9-461.05(D)(1)),
- the **Environmental Planning Element** (ARS § 9-461.05(D)(3)), and
- the **Water Resources Element** (ARS § 9-461.05(D)(5)),

and three required for communities above 50,000 and authorized for Prescott to include,

- the **Conservation Element** (ARS § 9-461.05(E)(1)),
- the **Recreation Element** (ARS § 9-461.05(E)(2)), and
- the **Energy Element** (ARS § 9-461.05(E)(10)).

Together, these elements describe how Prescott conserves and stewards its open spaces, air, water, wildlife, recreation, and energy through this Plan.



Prescott's lakes and granite landscapes are among the natural resources this chapter works to conserve.

EXISTING OPEN SPACE

The City of Prescott and the immediate surroundings are rich in scenic and recreational assets enjoyed and valued by generations of our citizens and visitors. Some often miscategorize these areas as open space. The term Open Space is used in many forms and has different meanings in common usage. Typically, open space is used to describe undeveloped land with distinctions between public and private open space. From a regulatory point of view, cities are composed of only two types of property—public and private. This critical distinction between public and private property has been the basis of urban design since land ownership emerged. In early cities, public streets gave access to private property.

This section embraces current and future efforts to protect and enhance true open spaces; conserve the natural beauty of our terrain and vegetation; and provide wildlife corridors for the benefit of both people and wildlife. Past favorable economic circumstances allowed a significant focus upon direct purchase land acquisitions.

This was combined with donated parcels and easements, all of which are worthy of perpetual protection. Some of these conservation efforts date to the 1980s and were then known as natural parkland conservation. As past, present, and future lands come into City oversight, they provide opportunities to expand recreational destinations to complement the City's lakes, greenways, diverse park system, extensive recreational trails, and a nature center.

UNDEVELOPED PUBLIC AND PRIVATE LANDS

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

PUBLIC OPEN SPACE

City-owned public lands include lakes, streams, undeveloped natural areas, parks, trails, and greenways. Examples include Acker Park, portions of the Granite Dells, Downtown Prescott Greenway Trail, and the Glassford Dells Regional Park purchase success. These areas typically protect important viewsheds, natural resources, and provide passive recreational opportunities for trails and other uses.

Federally owned public open space is provided by the adjacent Prescott National Forest and the joint City-County leasing of Pioneer Park from the U.S. Department of the Interior - Bureau of Land Management.

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

PRIVATE OPEN SPACE

Some of the most scenic and unique areas within Prescott are privately owned. Many landowners recognize the natural qualities of their lands and take voluntary steps to protect and conserve open space through rezoning, conservation easements, donation, or sale of development rights. Areas set aside as privately-owned protected open space may or may not be accessible to the public depending on the specific arrangements.

The City strives to provide public access to privately held open space areas by entering into joint-use agreements with private property owners. As privately-owned lands are developed, open space areas may be protected through the Planned Area Development (PAD) process, whereby a minimum of 25% of the PAD area is set aside as protected open space. Typically, PAD open space areas are steep slopes, ridgelines, drainages, or parks. Previous City codes allowed golf courses as open space; however, the current code states new golf courses may not be considered open space.

STATE TRUST LANDS

State Trust Lands are held in trust for 13 designated beneficiaries. The land, managed by the Arizona State Land Department (ASLD), is the asset that funds the Trust.

State Trust Land may be used for recreation via a Recreation Permit, but it should not be considered a permanent open space asset unless acquired or leased for that purpose. Any of this land suitable for development may ultimately be sold for development or leased for grazing, agricultural, and mineral uses as an interim revenue-generation and land management tool.

Currently, these lands are temporary and unprotected viewsheds unless steps are taken toward conservation. Several state referendums have been introduced in recent years, without success, to allow state lands to be more easily preserved as open space. Citizen efforts to address open space concerns statewide affect Prescott due to the many acres of nearby Arizona State Trust Lands.

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

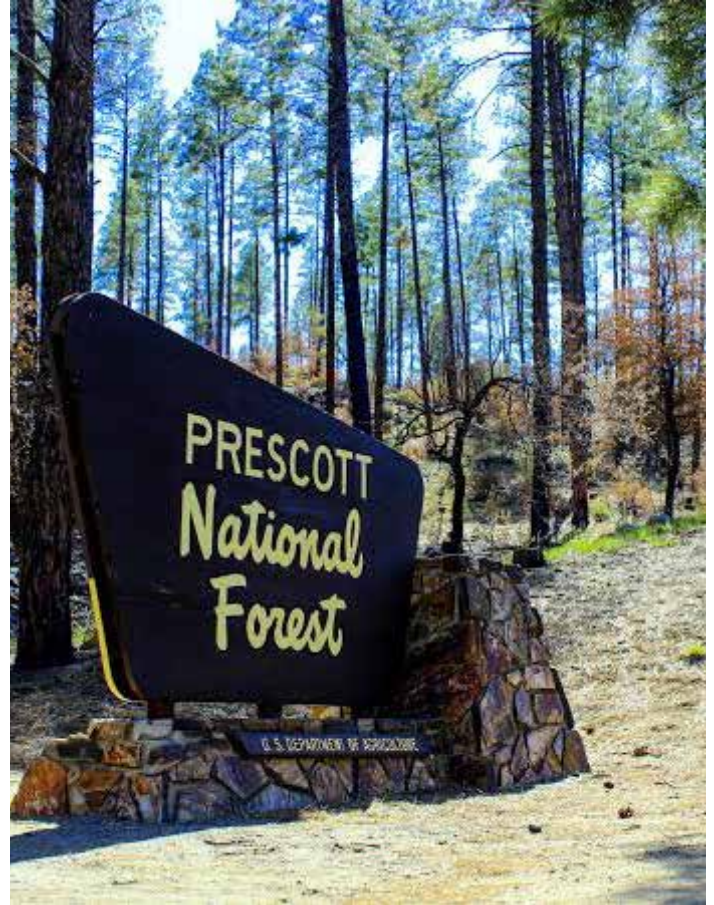
THE ROLE OF ANNEXATIONS IN FUTURE OPEN SPACE EXPANSION

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

OPEN SPACE INVENTORY AND FUTURE NEEDS

Prescott's parks, natural areas, greenways, and trails provide a foundation for a connected open space system. Maintaining an inventory of protected lands, recreational resources, and public access points will help the City distinguish permanently protected open space from other undeveloped lands and identify opportunities for future connections.

As Prescott grows, future open space needs should be considered alongside planned development, recreation demand, habitat protection, and regional trail connections. Coordination with Yavapai County, the Prescott National Forest, the Arizona State Land Department, neighboring communities, and other partners can help establish a connected regional system while making effective use of existing open space resources.



Partnering with federal and state land agencies ensures balanced stewardship across Prescott's regional open space network.

Chapter Maps Under Development

PRESCOTT'S AIR QUALITY

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

DEALING WITH POLLUTION

Although natural air movements bring some air pollution into the area, the community can improve air quality most effectively by discouraging local pollution. The Circulation Element addresses reducing automobile dependence through alternative transportation; however, the overall environment in Prescott is affected by individual auto use. Dust, smoke, proliferation of plant pollens, and automobile emissions are all sources of urban air pollution.

Smoke is a problem during winter months because of wood-burning fireplaces and stoves, and at other times, seasonal prescribed burns affect air quality. In the warmer, dry months, dust from dirt roads and construction activities affect air quality. A continuing drought exacerbates poor air quality conditions.

CLIMATE TRENDS

Air quality is shaped not only by present conditions but by the longer-term climate trends affecting the region. In February 2023, a collaborative research team from the University of Arizona and New Mexico State University created a Climate Profile for the Quad Cities Region which was released and can be viewed at: <https://qcclimatecollaborative.org/climate-action-hub>. The report's primary conclusions predict increasing regional temperature, more extreme heat waves, and more intense rainfall events but little change in total annual precipitation.

CLIMATE ADAPTATION PLANNING

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

CLIMAS's Climate Profile highlights several areas of impact across the region: Direct stress from heat and lack of moisture will negatively impact forest health by reducing tree growth and increasing tree mortality. Warming is already driving an increase in the number of wildfires, the area burned, and an overall longer fire season.

With larger storm events, areas in the Quad Cities area may become more flood prone. Stream flow levels and soil moisture (key drought indicators) are likely to be negatively impacted.



Fuel reduction and forest thinning along the wildland-urban interface help protect local tree canopy and reduce wildfire risks driven by warming trends.

Falling aquifer recharge rates are being seen across the Western U.S., and aquifers in the Quad Cities area will likely be similarly affected. The agriculture sector, including farming and ranching, will be impacted.

Rangelands are vulnerable as forage quality and quantity are likely to suffer. Hotter temperatures can also increase heat stress on livestock and contribute to disease proliferation. Planning for climate adaptation has already begun in many places across the country. 33 states and over 600 local governments have climate adaptation plans.

The Quad Cities Climate Collaborative released a companion report to CLIMAS's Climate Profile in early 2023, Local Climate Action Options for the Quad Cities Region (<https://qcclimatecollaborative.org/climate-action-hub>). The report helps members of the community translate the Climate Profile findings and suggestions into actions for the local level. Suggestions in the Climate Profile and the "Local Climate Action Options" report are derived from the report's framework of sustainability.

ENVIRONMENTAL EFFECTS OF FUTURE DEVELOPMENT

As Prescott grows, new development and infrastructure improvements can affect air quality, water quality, and natural resources. Additional traffic, construction activity, and land disturbance may contribute to dust, emissions, and stormwater runoff. Development in previously undeveloped areas may also affect vegetation, wildlife habitat, and natural drainage patterns.

Considering these effects as land use and infrastructure decisions are made can help reduce impacts while accommodating growth. Appropriate site design, stormwater management, preservation of natural features, and coordination with transportation and utility planning can help protect environmental resources and maintain community character. These considerations should be coordinated with the General Plan's land use, circulation, water resources, and conservation policies.

WATER QUALITY

Water is among the resources most affected by these climate trends, and it is central to Prescott's future.

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

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

GREEN STORMWATER INFRASTRUCTURE

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

- Reducing stormwater pollutants and localized flooding;
- Conserving water by directing rainwater to streetside landscapes and parks;
- Supporting riparian vegetation and wildlife while replenishing local groundwater aquifers;
- Enhancing traffic calming efforts and pedestrian/bike safety features;
- Growing an urban/neighborhood forest with the benefits of mitigating extreme temperatures and heat island effects.

GSI integrates natural ecological and engineered systems for managing stormwater, harvesting rainwater, and recharging aquifers.

LOW-IMPACT DESIGN

Low-Impact Development (LID), is a development approach to stormwater management utilizing green infrastructure to be more comprehensive, environmental, conservation and sustainably conscious. LID directly applies to local water concerns, stormwater management, and watershed health.

Design and management protocols such as LID can reduce flooding events, prevent contamination of surface waters with pollutants from the built environment, and conserve groundwater.

Additionally, LID can provide aesthetic, recreational, and wildlife habitat benefits that can lead to reductions in water treatment costs and infrastructure burden.

The use of LID and other GSI management practices could significantly contribute to a more sustainable water supply, considering that about 30% of water use in the city is for landscaping.

THE LAKES OF PRESCOTT

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

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

Upper and Lower Goldwater lakes are upstream of the community. At one time, Lower Goldwater Lake supplied water to the City supplementing water pumped from Del Rio Springs. Today, neither Upper nor Lower Goldwater Lake is used for City water supply. Instead, they are public recreation amenities maintained by the City's General Fund. The lakes are impacted by siltation and have an approximate capacity of 620 acre feet.

Watson and Willow lakes originally served the downstream agricultural industry in the region, storing and releasing water from annual precipitation. The most current document (Sever and Transfer 98-001) for Watson and Willow lakes state their legally claimed storage capacities to be 4,600 and 5,980 acre-feet, respectively, with the right to continuous fills and refills.

LAKE STEWARDSHIP

ACQUISITION AND PURPOSE

Unlike the Goldwater lakes, Watson Lake and Willow Lake are subject to natural processes and the effects of the upstream population center. It was not until 1998 that the City purchased these lakes from the Chino Valley Irrigation District following a voter-approved bond measure for \$15M.

The official ballot language associated with City Resolution 3033 describes property and water rights for water resources and recreational purposes. Since the purchase, reservoir operation has had a complete shift in their operation.

OPERATIONS AND FUNDING

Water is now stored from year to year for water supply, recreation, and fish spawning needs. Releases still occur pursuant to requirements regarding surface water right holders and for the storage and recovery of supplies to support City water customers. Due to the water storage and recreation uses of these lakes, they currently require both City General Fund and Water and Wastewater Enterprise Funds expenditures.

It is recognized that surface water bodies in the City's jurisdiction require continued operation and maintenance at federal, state, or locally imposed standards.

WATER QUALITY CHALLENGES

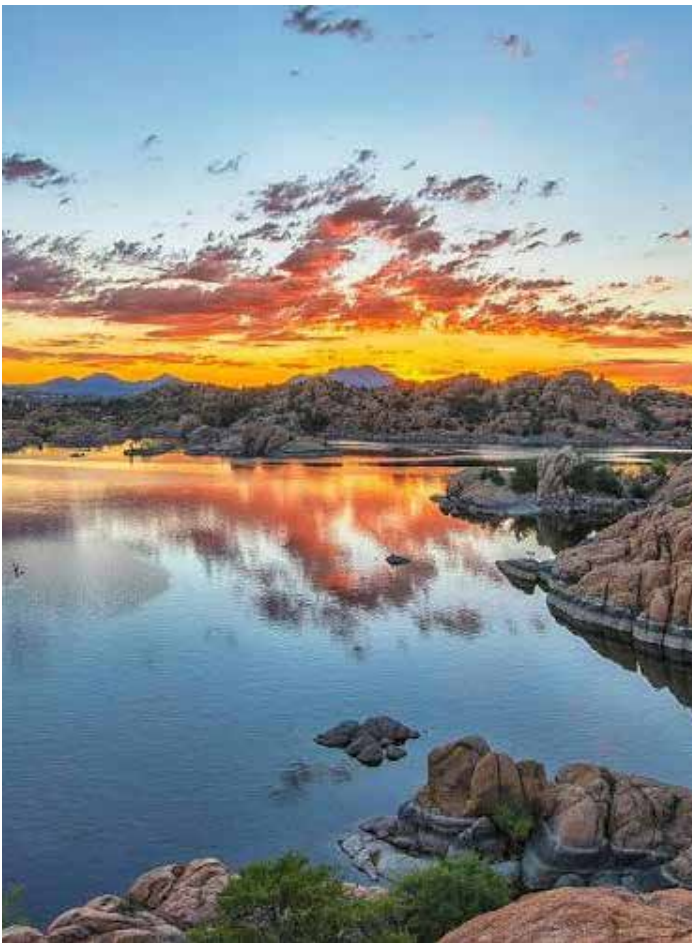
Each reservoir is subject to varying influences from outside agencies, nature, and the effects of the nearby population. Since both Watson and Willow lakes have no continuous flow-through and are not drained annually, siltation and accumulated contaminants present challenges to their vitality.

In 2004, the Environmental Protection Agency designated the Watson Lake reservoir as impaired because of high levels of nitrogen, low dissolved oxygen, and high pH. As part of the Watson Lake Water Enhancement Project, City Council approved a proposal to install four floating, solar-powered aerators at their November 28, 2023, meeting. The floating circulators are designed to circulate the water to prevent and control water quality problems in lakes and were installed in February of 2024.

Chapter Maps Under Development

SCOPE OF THIS SECTION

All four water bodies are man-made reservoirs that have historically served as community water supplies for City water customers or the agricultural industry in the region. Lynx Lake is not included here because it is owned and managed by the Prescott National Forest. Recreational use of these same lakes is addressed under the Recreation Element later in this chapter.



Watson Lake is one of Prescott's key man-made surface water reservoirs supporting regional water storage, groundwater recharge, and local hydrology.

WATER AVAILABILITY

Water availability is crucial to maintaining a high quality of life with a healthy economy. Water supplies are regulated by the Arizona Department of Water Resources (ADWR) and situated within the Prescott Active Management Area (PrAMA). The PrAMA also includes the Towns of Prescott Valley, Chino Valley, and Dewey-Humboldt, portions of unincorporated Yavapai County, and the Yavapai-Prescott Indian Tribe Reservation, as shown on the map on the following page. Communities within the PrAMA withdraw groundwater based on Arizona Revised Statutes and Arizona Administrative Code. Further, ADWR Management Plans establish water management strategies emphasizing conservation, replacement of existing groundwater use with renewable supplies, recharge, and water quality management by all identified water use sectors including municipalities.

Two key historic actions that affect the PrAMA are the statewide 1980 Groundwater Management Code and the January 1999 declaration that the Prescott Active Management Area was no longer at safe yield. The latter instituted the Assured Water Supply rules. For more information on ADWR statutory authorities, visit www.azwater.gov.

ASSURED WATER SUPPLY

Since 1999, the City has maintained a Designation of Assured Water Supply (DAWS). The legal document issued by ADWR, a Decision and Order (D&O) of Assured Water Supply sets forth current, committed, and projected demands, and the water supplies to meet those demands. In the City's case, this document relates to the water service area shown on the map to the left. The City's current D&O was issued in 2009. In December 2021, the City filed a required update which is currently under ADWR review. The map to the left shows the anticipated water demands included in the 2021 D&O application as of June 2024.

ADWR requires that water supplies are shown as continuously and legally available for 100-years to be included in the D&O. Per the 2021 D&O application, the City is currently anticipating 17,544.93 AFY, a combination of groundwater, and stored and recovered (surface water and treated effluent) supplies. The 17,544.93 AFY figure reflects supplies identified in the City's 2021 application and should be distinguished from supplies recognized under the existing D&O. Approval of the D&O will set the legal water supply for the City and establish the demands for the set period, typically 10-20 years.

With this information, the City can evaluate potential growth as established in the General Plan and create a long-term water management plan to support that growth. This is why it is vital for the City to complete the D&O process.

There are a number of subdivisions that the City has contracted water to, either through a Water Service Agreement or a Development Agreement. These commitments fall in either the committed or projected demand category, depending on whether each development has obtained a plat or not. The anticipated numbers shown in the 2021 D&O Demands on the previous page are based on the City's Water Resource Management Model (WRMM). Although the WRMM tracks actual and estimated demands, the City will need to plan carefully to ensure that any future annexations, economic development efforts, and large projects are thoroughly and accurately accounted for and that supplies will meet the needs of future projects. See www.prescottwater.com to learn about the Prescott water conservation program.



Advanced water reclamation infrastructure and treated effluent reuse help offset groundwater demands to meet future community growth.

WATER SUPPLIES AND FUTURE DEMANDS

Prescott's future water needs will depend on population growth, employment, new development, and conservation practices. The General Plan's growth projections provide a basis for estimating additional demand, while the City's Water Resource Management Model provides a means to evaluate demand associated with land use and development.

The City's long-term water planning efforts are evaluating existing customer demand and development commitments alongside legally and physically available groundwater, surface water, and treated effluent supplies. These efforts also consider conservation, future supply options, and infrastructure needs. Potential supplies should be distinguished from those currently available to serve development.

WATER PLANNING FOR THE FUTURE

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

DATA SYSTEMS

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

The initial version of the WRMM was based on the City's water service area boundary. Next, a version which incorporated the 2025 General Plan boundary was created. The final version was created to handle the data as required by state statute and rules for updating the City's DAWS.

The WRMM is updated annually to include the previous year's billing data. Currently, the WRMM is used to provide City Council with information to understand supply and demand (data for) the determination of water budgets. In the future, when more detailed procedures are developed for uses of the WRMM, it will become a more useful tool for setting water budgets, complying with DAWS regulations, and meeting the objectives of the General Plan.

Other critical tools the City utilizes for water resource management include: Water and Wastewater (Infrastructure) Models: The City will continue to regularly update its infrastructure model. Big Chino Groundwater Flow Model: In partnership with the Town of Prescott Valley and SRP (Comprehensive Agreement No. 1), groundwater modeling is being used to evaluate the potential Big Chino supply and implications for Upper Verde River flows. See the BCWR section for additional information.

WATER MANAGEMENT

City Codes and Water Policy: On April 26, 2022, City Council approved a new water management policy as a guide for new developments and how water is allocated to them. The intent is to support responsible growth, development, and ADWR's goals and management strategies to work towards safe-yield.

On March 26, 2024, the Amended 2022 Water Management Policy was adopted by City Council based on recommendations from the Mayor's Commission for Water Policy Review and Monitoring and City staff to bridge the City until completion of the next D&O and provide efficiencies in the processing of Water Service Applications. The policy was amended again in 2025. For more information on the water policy and to view current water budgets visit: <https://prescott-az.gov/water-resource-mgmt/water-policy/>.

Water Conservation

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

Advanced Metering Infrastructure

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

These systems increase water conservation by enhancing meter reading efficiency, assuring long-term meter accuracy, improving customer service processes, transparency of water use and leak detection to homeowners, and supporting security to deter tampering.

In 2023, the City was awarded a \$3M Water Infrastructure Finance Authority (WIFA) grant for the implementation of AMI throughout the City's Water Service Area. City Water Operations is continuing to pursue additional WIFA grant opportunities.

Per- and Polyfluoroalkyl Substances

(PFAS): The EPA has established federal drinking water standards for certain PFAS chemicals, and the regulatory framework continues to evolve. City Utilities staff have been evaluating the impact these requirements will have on future City Water Operations. For current federal rule status see epa.gov/pfas. Current treatment strategies being considered include ion exchange resin, granular activated carbon, nanofiltration, and reverse osmosis.



City Utilities combines well management and advanced treatment to mitigate PFAS.

Water Resources Long-Term

Management Plan: On November 21, 2023, the Mayor's Commission for Water Policy Review and Monitoring finalized a companion recommendation to the amended 2022 Water Management Policy as listed below. The Commission identified the need for a long-range water management plan to provide continuity as elected officials and City leadership change over time. The City has since begun preparing its Long-Term Water Management Plan.

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

CONSERVATION AS A PRACTICE

Conservation in Prescott means protecting the natural systems and community assets that define the area's character and quality of life. Consistent with the Conservation Element's focus on the conservation, development, and use of natural resources, this element addresses the interconnected habitats and wildlife corridors that sustain native species, the clear night sky that distinguishes the region, and the urban forest that cools neighborhoods and cleans the air. Each reflects a shared interest in stewarding resources that, once lost, are difficult or impossible to recover.

Prescott's natural resources also include forests, soils, streams, and watersheds. Protecting these resources helps maintain water quality, reduce erosion, support wildlife habitat, and preserve the scenic character of the community. These efforts complement the City's open space, stormwater management, and water resources programs.

Prescott's natural resources also include forests, soils, streams, and watersheds. Protecting these resources helps maintain water quality, reduce erosion, support wildlife habitat, and preserve the scenic character of the community. These efforts complement the City's open space, stormwater management, and water resources programs.

WILDLIFE CORRIDORS

The conservation of wildlife habitats and wildlife corridors will benefit indigenous wildlife and migratory species impacted by human growth and development. There is a particular need in the Prescott area for wildlife corridors to interconnect pronghorn antelope herds and other wildlife. Augmentation of wildlife habitats and wildlife corridors through acquisition and conservation of open space during the subdivision platting process is an important step. Fragmentation of animal habitats disturbs ecosystems. This affects wildlife distribution, breeding success, predator/prey dynamics, foraging success, and seed dispersal.

Development can result in environmental degradation from structures, roadways, and utility corridors, which cause increased pollution stressors to wildlife (air, water, noise, and light). Roads, freeways, transit systems, and infrastructure put in place to connect people, reduce connectivity for wildlife, and increase wildlife roadway mortality.

Development competes with wildlife for resources such as water, and changes local habitat suitability by influencing noise, light, air, and temperature regimes. Habitat fragmentation leads to changes in species diversity and can lead to local, regional, or species-level extinction of native flora and fauna.

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



Protecting connected open space corridors allows native species like javelina to travel safely through developing areas.

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

DARK SKY COMMUNITY

Prescott's clear, dark night sky is an environmental asset the community wishes to protect. The Land Development Code primarily regulates commercial outdoor lighting by addressing light fixture types and light output. In some cases, light output is measured in lumens, such as in residential lighting, recreational lighting, and sites with internally lit signage. Parking lot lighting is required to be high-pressure sodium; however, there have been requests to allow light emitting diode (LED) lighting. New energy efficient technologies, such as high-intensity discharge (HID) and LED make it difficult to regulate light output solely by energy consumption and to require specific existing technologies in some applications.

Residential lighting may be addressed in the Land Development Code, where a balance may be met between lighting that is both adequate for residents and wildlife friendly, yet preserves the nighttime sky. Exterior lighting provides safety, security, visual enjoyment of outdoor living spaces, and requires careful consideration to not infringe upon a neighbor's enjoyment of the dark, starlit sky.

Residential Home Lighting. Should Prescott desire to become a DarkSky community, new exterior residential lighting fixtures should match commercial lighting requirements to be DarkSky-compliant. Light sources should not be visible across property lines. Safety lighting should be allowed to illuminate vehicle and pedestrian circulation areas.

Residential Landscape Lighting. Landscape lighting or low-level path lighting should serve as the primary form of exterior lighting. Street, walkway, driveway, and landscape lighting should be of low luminosity, low profile, and be a concealed light source meeting DarkSky requirements. Minimal lighting within residential yards is encouraged, except in the case of up-lighting key trees and plants, down-lighting is encouraged because it has less impact on the night sky.

All yard lighting should utilize low-luminosity sources. Landscape light fixtures should be non-reflective, solidly mounted into the ground, and provide indirect ambient light for visibility. Landscape and security lighting fixtures should be installed at a height not to exceed 10 feet above ground level. If wired systems are used, they may be installed on a timer to save energy and turn off when not needed for pedestrian or vehicular circulation.

TREE CITY USA

In 1976, the Arbor Day Foundation started Tree City USA, which is one of their oldest programs. The vision was for a greener, healthier America which could inspire change on a nationwide level. Trees clean our air, filter our water, and slow storm surge and flooding.

Incentives for communities to become a Tree City USA Community:

- Trees help absorb the sounds of traffic in urban areas by 40%;
- Neighborhoods with trees are 7-9°F cooler than those without;
- Trees reduce energy costs up to 25% by shading buildings and protecting them from winter winds;
- Homes with trees have higher property values;
- Green space plays a major role in improving mental and physical health;
- Planting and maintaining trees absorbs carbon dioxide in the atmosphere, mitigating the effects of climate.

In a survey conducted in 2022, residents were asked if Prescott should seek a Tree City designation, over 59% of the survey respondents responded affirmatively. For Arizona, the program is managed under the Arizona Department of Forestry and Fire Management. City staff reviewed what is required to apply, and the program provides a four-step framework to maintain and grow a program.

Tree City USA Community Incentives

Noise Reduction



Cooling Effects



Energy Savings



RECREATION

Many of the same natural assets the City conserves also serve the community directly as places for recreation.

PARKS AND RECREATION INVENTORY

The City's park system began with City Park, now known as Ken Lindley Field. This was a Works Progress Administration project in the early 1930s, employing local workers to combat the Great Depression. In the 1960s, the City aggressively pursued Federal Land & Water Conservation Funds for the acquisition and development of parks.

The City began utilizing various State funding sources in the 1990s, including the State Lake Improvement Fund and the Heritage Fund provided for by State lottery revenues. Lands were specifically acquired for parklands or open space to be conserved in perpetuity. T

The Willow Lake and Watson Lake reservoirs, purchased from the Chino Valley Irrigation District in 1998 through a voter approved initiative, are dual purpose with water supply and recreation. The water quality of these lakes is addressed under the Water Resources Element earlier in this chapter.

PARKS AND RECREATION ACTIVITIES.

A variety of recreational activities occur in areas owned and/or managed by the City (<https://prescott-az.gov/rec-services/recreation-areas-prescott/>), including field and court sports, kayaking, paddle boarding, skateboarding, cycling, in-line hockey, hiking, horseback riding, bocce ball, horseshoes, camping, rappelling, birding, playing on playgrounds, picnicking, dancing, living history, live music, orienteering, geocaching, yoga, races, and archery. Residents and tourists can also enjoy the zoo, dog park, nature center, performing arts, and other special events.

The Recreation Services Department has a role in providing programs, facilities, and services for these activities and features one of the highest per capita sports participation rates in Arizona. The City maintains an ongoing dialog with the Arizona Game and Fish Department (AZGFD) regarding improving the lakes as fisheries. Discussions include slot limits for the bass population, removing crayfish to assist fish reproduction and other activities. AZGFD continues to stock trout in area lakes. The health of Prescott's lakes is a complicated and ongoing issue.

TRAILS AND GREENWAYS

City trails and greenways currently allow for non-motorized recreation and transportation. Trails and greenways connect destinations within Prescott including schools, businesses, neighborhoods, parks, and other recreational sites. Prescott has received national recognition for the progressive approach to providing a high-quality trail system. Completion of the 56-mile Prescott Circle Trail, Prescott Greenways, and Granite Dells Trail expansion will further enhance the trail system. Important upcoming projects include:

- Glassford Dells Regional Park (including Glassford Hill)
- North Peavine Trail to the Headwaters of the Verde River
- Granite Dells Gateway Park
- Greater Prescott Trails Plan with Prescott National Forest
- Pioneer Parkway Trailhead with Yavapai County
- White Spar Trailhead with Prescott National Forest
- Bean Peaks flow trails with Prescott National Forest and the Prescott Mountain Bike Association
- Prescott Circle Trail connections

Trails and greenways, of course, function as part of Prescott's active transportation network and are also discussed in Chapter 4: Circulation and Mobility.

PARKS AND RECREATION PLANNING

In 2026, the City prepared a draft Parks and Recreation Master Plan, *Connecting People, Parks, and Possibilities*, to guide recreation facilities, services, and investments over the next 10 years. The planning process includes an inventory and condition assessment of existing facilities, community input, and consideration of future needs. The Master Plan provides an opportunity to coordinate park improvements, trail connectivity, accessibility, maintenance, and partnerships with the broader goals of the General Plan.



A full lap of the Prescott Circle Trail climbs about 6,000 feet across its 56 miles.

ENERGY

Stewarding Prescott's environment also extends to how the community produces and uses energy. Increasing the use of, and access to, renewable energy such as solar, wind, and geo-thermal and promoting energy efficiency will provide economic benefits and environmental resiliency, preserving our natural resources in alignment with the General Plan vision of a sustainable community that preserves our environmental, cultural, and historic character.

The combination of transportation and building energy consumption accounts for significant greenhouse gas emissions; therefore, our community needs to focus on the built environment: man-made structures, roads, and the infrastructure that supports them.

The City can use tools available for evaluating economic impacts associated with the development, construction, and operation of electric vehicle charging stations, including the necessary data to help communities apply for funding.

The economic benefits of installing charge points go beyond tourism. Charging stations may also support visitors and local businesses, with benefits depending on location, demand, and operating costs.

ENERGY EFFICIENCY AND CONSERVATION

Energy efficiency can help reduce utility costs for residents, businesses, and City operations. Opportunities include improvements to existing buildings, lighting, heating and cooling systems, and equipment that reduces energy consumption. The City can evaluate energy efficiency improvements in municipal facilities and coordinate with utilities and other partners to identify available programs and incentives.

RENEWABLE ENERGY OPPORTUNITIES

Prescott's climate provides opportunities for solar energy generation, while other renewable technologies may be appropriate depending on location and feasibility. The City can consider renewable energy opportunities in facilities and development projects, taking into account costs, available technology, utility infrastructure, and surrounding development.

OPEN SPACE ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(D)(1)

Goal
ENR-1

Preserve appropriate open space in and around the city, and use tools that maximize the benefits nature affords us.

- Strategy ENR-1.1** Use long term leases, easements, licensing and developer agreements, donations, land exchanges, intergovernmental cooperation, and public, private, and nonprofit partnerships to secure, maintain, fund, and steward open space in addition to purchase by the City.
- Strategy ENR-1.2** Develop a plan or policy for open space preservation, acquisition, use, and maintenance that prioritizes efforts based on prehistoric, historic, ecological, cultural, recreational, scenic, and economic values, balanced with other community needs.
- Strategy ENR-1.3** Connect open space areas and integrate existing and desired recreational assets into a physically connected and functionally related network, rather than adding stand alone parcels to the inventory.
- Strategy ENR-1.4** Consider the creation of an Open Space Advisory Commission.
- Strategy ENR-1.5** Encourage the donation of scenic easements by private property owners and identify scenic viewsheds worthy of protection.
- Strategy ENR-1.6** Maintain an inventory of protected open space, recreational resources, and public access points, and consider future open space needs in coordination with planned growth and regional conservation efforts

ENVIRONMENTAL PLANNING ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(D)(3)

The Environmental Planning Element addresses the air quality and changing climate conditions that affect Prescott's environment and the health of its residents.

Goal
ENR-2

Maintain Prescott's good air quality by protecting it from degradation.

- Strategy ENR-2.1** Reduce particulate pollution by encouraging the upgrade to EPA approved wood burning stoves and fireplaces and maintaining road sweeping with water filled street sweeping machines.
- Strategy ENR-2.2** Evaluate the number of air quality monitors across town and consider participating in the ADEQ Air Quality Flag Program.
- Strategy ENR-2.3** Coordinate environmental planning with land use, circulation, and infrastructure planning to evaluate the anticipated effects of future development on air quality, water quality, and natural resources.

WATER RESOURCES ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(D)(5)

The Water Resources Element carries these supplies, systems, and planning efforts into the goals that guide Prescott's long-term water management.

Goal ENR-3

Protect surface waters and groundwater recharge areas to maintain the high quality of Prescott's water, including the water quality of publicly owned reservoirs for full body contact.

Strategy ENR-3.1 Protect the lakes and their watersheds from sources of pollution.

Strategy ENR-3.2 Develop and preserve open space and trails that complement the lakes and their surroundings.

Strategy ENR-3.2 Review existing lake management plans and consider additional planning for Watson, Goldwater, and Willow lakes addressing water quality, habitat, and recreation.

Goal ENR-4

Encourage low-impact development and green stormwater infrastructure to protect water quality and support groundwater recharge.

Strategy ENR-4.1 Investigate the feasibility of low-impact development standards for stormwater infiltration and reuse in new developments.

Strategy ENR-4.2 Consider a Green Stormwater Infrastructure (GSI) program for neighborhoods, streets, municipal facilities, and parks.

Strategy ENR-4.3 Work with adjacent jurisdictions to align stormwater standards and create a toolkit for local governments.

WATER RESOURCES ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(D)(5) (CONTINUED)

Goal
ENR-5

Maintain Designation of Assured Water Supply (DAWS).

- Strategy ENR-5.1** Develop a long term water management plan and tools to improve measurement and analysis, and evaluate the impact of growth and new development on existing and future water supplies.
- Strategy ENR-5.2** Continue to develop a comprehensive study for the Big Chino Water Ranch, including economic, social, and environmental impacts of potentially adding this water supply to the City's portfolio.
- Strategy ENR-5.3** Investigate potential future supply types such as stormwater, maximizing use of treated effluent, and advanced water purification.
- Strategy ENR-5.4** Continue to develop the Water Conservation program to lower outdoor water use, identify grant opportunities, and develop additional metrics to measure results.
- Strategy ENR-5.5** Seek partnerships for collaboration on regional water issues such as stormwater recharge and water conservation, including consideration of a Regional Water Advisory Committee.
- Strategy ENR-5.6** Evaluate existing and projected water demands associated with General Plan growth in relation to legally and physically available groundwater, surface water, and effluent supplies, and identify additional supply or management measures where needed

CONSERVATION ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(E)(1)

The Conservation Element carries these habitats, corridors, and programs into goals for stewarding Prescott's natural assets.

Goal ENR-6

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

Strategy ENR-6.1 Identify, enhance, and develop wildlife corridors and crossings.

Strategy ENR-6.2 Collaborate with YPlan and other jurisdictions to study wildlife corridors and improve crossings, floodplain habitat, and open space connectivity.

Goal ENR-7

Investigate the principles of Dark Sky Communities and possible certification, evaluated through cost benefit analysis or other measures for future City Council consideration.

Strategy ENR-7.1 Evaluate updates to the Land Development Code lighting standards to address current technologies, including LED and high intensity discharge, and regulate light output in a technology neutral way.

Strategy ENR-7.2 Consider residential lighting standards that limit unnecessary light visible across property lines and favor low luminosity, shielded landscape and path lighting.

Goal ENR-8

Review Tree City USA criteria about possible designation by cost benefit analysis for future City Council consideration.

Strategy ENR-8.1 Evaluate program requirements, potential benefits, costs, and available resources associated with pursuing Tree City USA designation.

RECREATION ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(E)(2)

The Recreation Element sets goals for the parks, lakes, trails, and greenways that support an active community.

Goal
ENR-9

Plan, manage, and expand Prescott's recreational assets to support residents, attract visitors, and enhance quality of life.

- Strategy ENR-9.1** Plan, manage, and expand the recreational assets of our community to attract visitors, boost our economy, and improve the quality of life for our residents, as a cooperative endeavor between the City, nonprofit organizations, and other government entities.
- Strategy ENR-9.2** Complete and periodically update the Parks and Recreation Master Plan and continue developing plans for Glassford Dells Regional Park and the City owned rodeo and fairgrounds.
- Strategy ENR-9.3** Identify financial resources for facility improvements and partner with adjacent jurisdictions to expand compatible regional amenities and connectivity.
- Strategy ENR-9.4** Evaluate opportunities to clarify active and passive recreation uses in City codes.

Goal
ENR-10

Enhance recreation opportunities for Willow, Watson, and Goldwater lakes.

- Strategy ENR-10.1** Work closely with AZGFD to continually improve fishing conditions.
- Strategy ENR-10.2** Continue to expand recreational opportunities and facilities at Upper and Lower Goldwater Lakes to fully utilize the area and better accommodate recreation demands and resident wildlife.

RECREATION ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(E)(2)

Goal ENR-11

Expand and improve the connectivity of the trails and greenways.

- Strategy ENR-11.1** Prioritize completion of trails that improve internal and external connectivity, and support the linkage of public and private open space and trail systems.
- Strategy ENR-11.2** Make parks welcoming and accessible through ADA pathways, restrooms, seating, and water stations where feasible.
- Strategy ENR-11.3** Partner with organizations that promote and build trails and greenways that meet City goals and objectives.
- Strategy ENR-11.4** Consider requiring new developments designating open space and trails that connect to existing trails and link neighborhoods to nearby commercial services.
- Strategy ENR-11.5** Work with YPlan and local jurisdictions, including through ACT-UP, to connect regional active transportation.

ENERGY ELEMENT GOALS & STRATEGIES

ARS § 9-461.05(E)(10)

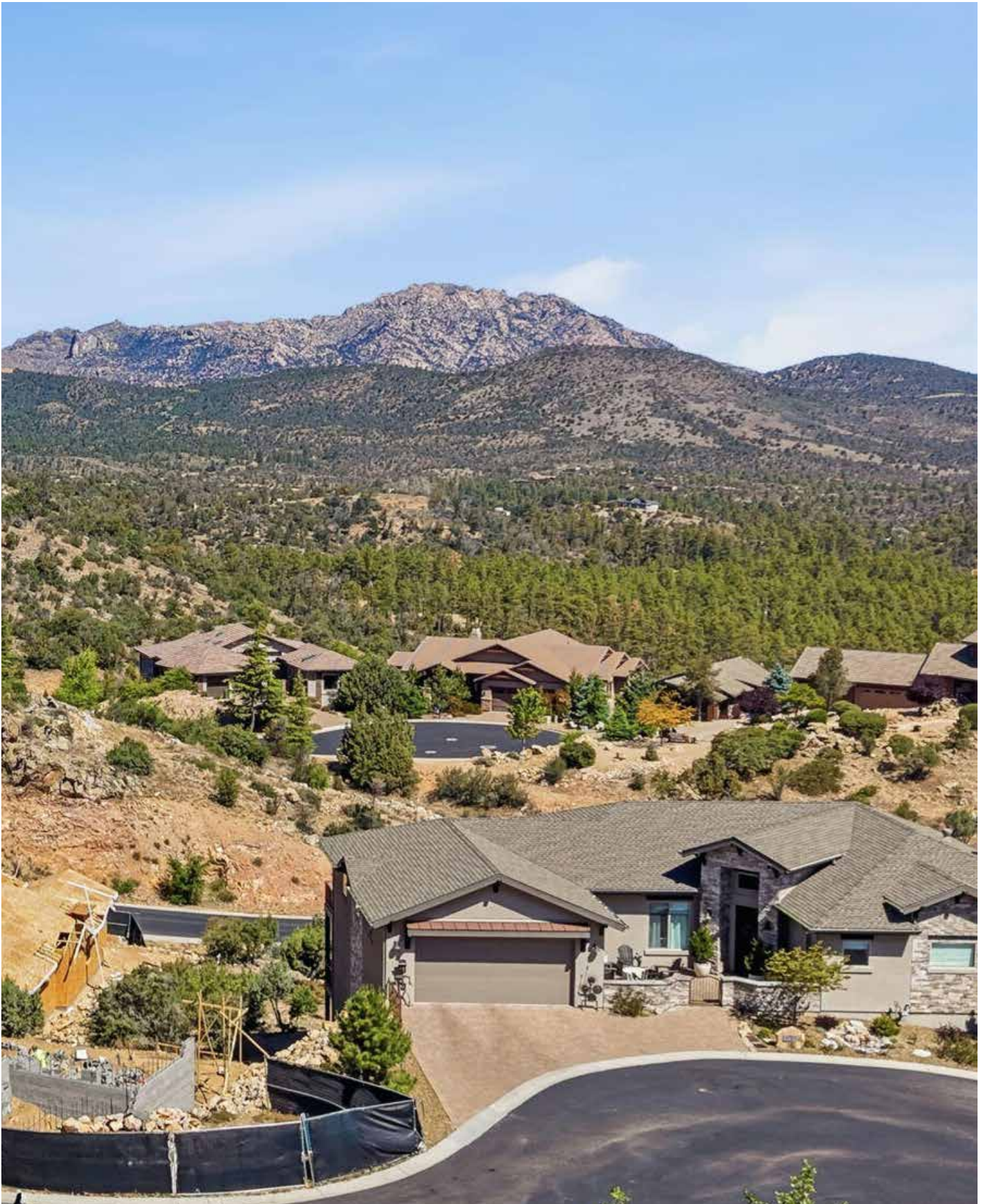
The Energy Element carries these priorities into a goal for promoting energy efficiency across the community.

Goal ENR-12

Promote energy efficiency.

Possible initiatives, subject to City Council evaluation through cost-benefit analysis or other measures, could include:

- Potential Initiative H:** Investigate cost effective, energy efficient systems for City owned facilities and evaluate energy partnerships and programs for Prescott residents.



CHAPTER 6

Housing and Neighborhoods

INTRODUCTION

This chapter establishes the framework for housing Prescott's residents and sustaining the neighborhoods they live in. It combines three elements authorized by Arizona law,

- the **Housing Element** (ARS § 9-461.05(E)(6)),
- the **Conservation, Rehabilitation, and Redevelopment Element** (ARS § 9-461.05(E)(7)), and
- the **Neighborhood Preservation and Revitalization Element** (ARS § 9-461.05(E)(11)).

Together, these elements describe how Prescott will expand and diversify its housing supply, preserve its historic and cultural assets, and strengthen the established neighborhoods that give the community its character over the life of this Plan.



Prescott's neighborhoods are where housing, history, and community come together.

WORKFORCE HOUSING

GROWTH OUTPACING HOUSING SUPPLY

Prescott continues to attract new residents drawn to its natural setting, historic character, and quality of life. However, the cost of housing has increased faster than many local households can reasonably afford. While the community has experienced continued residential construction, much of the available housing remains beyond the financial reach of people who work in Prescott. This gap affects more than individual households. Teachers, healthcare workers, public safety personnel, service workers, and other essential employees often struggle to find housing near their jobs. Some commute from surrounding communities, while others may choose employment elsewhere. Over time, these challenges can affect the availability of local services, increase traffic, and make it more difficult for Prescott to maintain a balanced community.

IMPACTS ON WORKFORCE, SERVICES, AND COMMUNITY

Recruitment and retention of a strong and stable workforce will continue to erode. Prescott residents are experiencing longer wait times, reduced service levels, and, in some cases, the need to go outside of the area for services.

There may also be an overall increased cost of services locally. Prescott may experience less diversity in population, and essential service providers, like police, fire, teachers, and healthcare workers, will be disconnected from the community.

PURPOSE OF THIS SECTION

This section of the General Plan provides a high-level analysis of trends and issues in the local housing market. It sets out strategic goals to increase housing stock of all varieties, incentivize workforce housing production, provide recommendations for policies and programs promoting workforce housing, and educate the community, especially where opposition to new development might exist.

These strategies aim to facilitate mixed-income, mixed-density housing development, increase rental and ownership options, reduce cost barriers to housing, and align supply with the needs of current and future residents. Only by taking proactive steps towards a more balanced housing supply can Prescott maintain its longstanding vision as a welcoming and sustainable hometown for all.

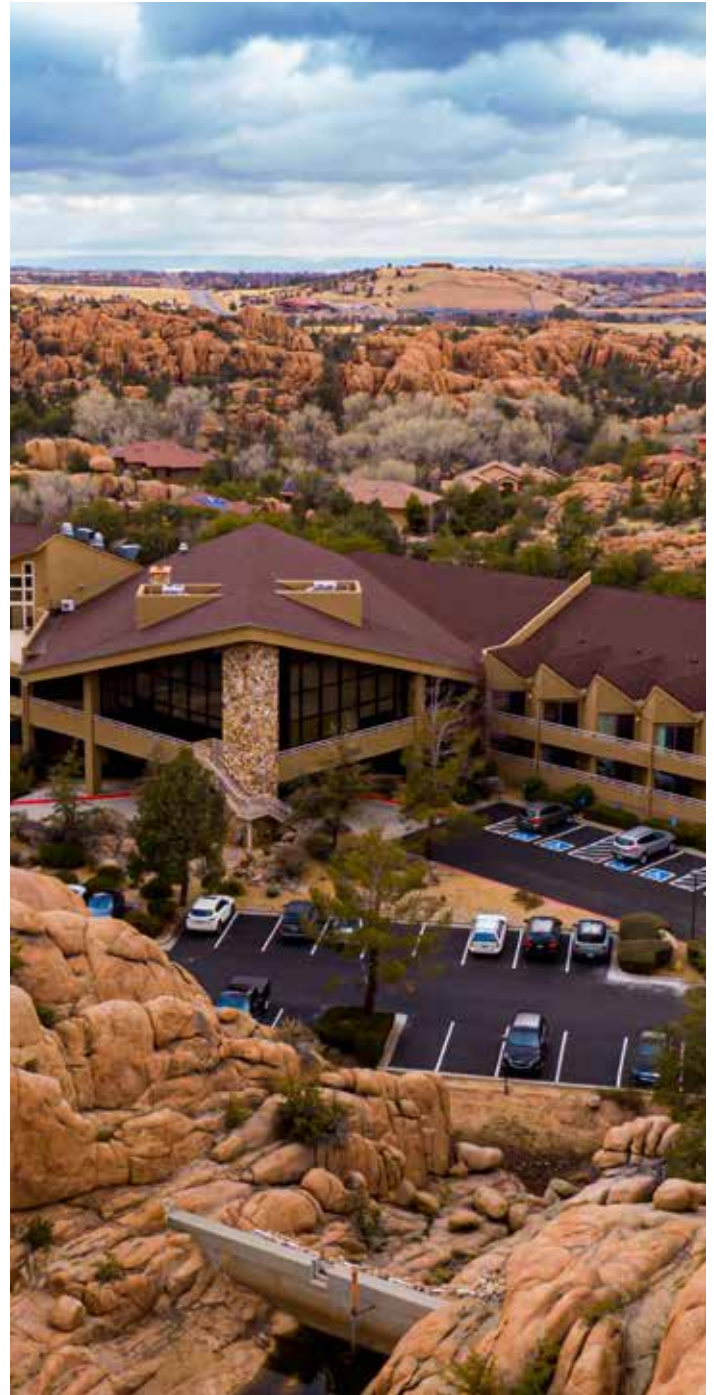
GENERATIONAL AND LIFESTYLE DIVERSITY

PRESCOTT'S CHANGING AGE PROFILE

Prescott's population continues to reflect its longstanding appeal as a retirement destination. According to the 2025 Housing Needs Assessment, the city's median age was approximately 60 years, and 40.5% of residents were age 65 or older. This is substantially higher than the statewide percentage of 18.6%.

An aging population creates changing housing needs. Some residents prefer to remain in their existing homes, while others may seek smaller homes, accessible housing, or living arrangements that require less maintenance. At the same time, Prescott needs housing suitable for younger households, families, and the workforce that supports local businesses and community services.

Maintaining a balance of ages and household types will require housing choices that respond to different stages of life. A greater variety of home sizes, prices, and living arrangements can help residents remain in Prescott as their needs change while making the community more accessible to future generations.



Senior living communities like Granite Gate support Prescott's evolving age profile and housing needs.

HOUSEHOLD SIZE AND COMPOSITION

The average number of people per household declined from 2.11 in 2000 to 2.03 in 2010 and 2.02 in 2020. The 2025 Housing Needs Assessment identified a more recent average household size of 1.94 persons. The number of families actively raising children within Prescott is on the decline, while the percentage of people living alone is on the rise. Only 12% of the Prescott population is under 18.

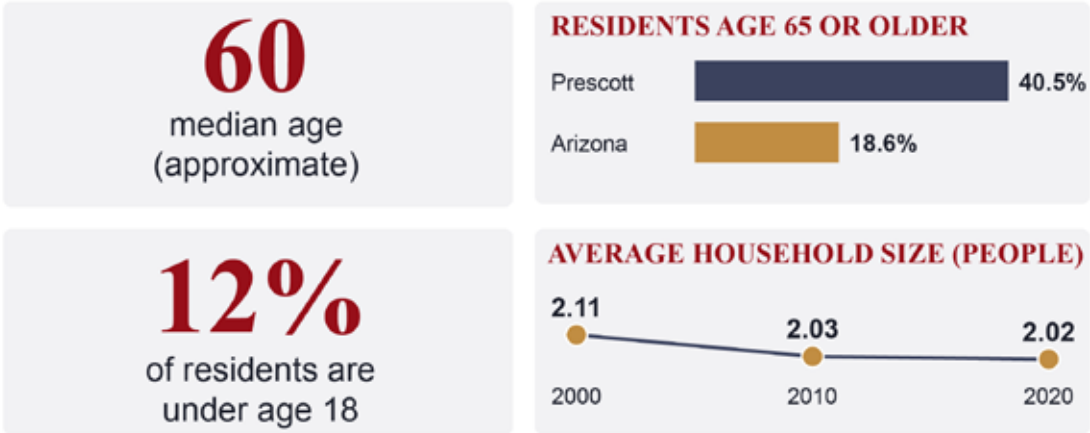
With the decreasing school-aged population, two elementary schools have closed their doors: Washington Traditional Elementary closed in 2015 and Miller Valley Elementary in 2017. These conditions are the result in part of the aging baby-boomer generation, as well as large numbers of retirees who have relocated to Prescott.

HOUSING OPTIONS AND AGE DIVERSITY

Another contributing factor to declining age diversity has been a growing lack of low- to moderate-income housing options available in the community. These concerns were noted in the 1990, 1997, 2003, and 2015 General Plans. Providing for the housing needs of a balanced community has been and remains a particular challenge in Prescott due to the growing percentage of the retiree population.

Balanced housing needs require the promotion and availability of a variety of housing types and sufficient numbers of housing units for all income groups. This is particularly important given Prescott’s aging demographic trends.

Prescott’s Changing Household Profile



Sources: City of Prescott 2025 HNA; U.S. Census (household size).

HOUSING TRENDS: VARIETY, AFFORDABILITY, AND QUALITY

HOUSING TYPES AND RECENT CONSTRUCTION

Prescott's housing market has historically favored detached single-family homes, often on larger lots. Although these homes remain an important part of the community's character and housing supply, they do not meet every household's needs or financial circumstances.

Historically, residential construction in Prescott experienced substantial growth during the early 2000s before declining sharply during the Great Recession. Construction gradually recovered during the following decade, reflecting continued demand for housing in the community.

Recent construction has expanded the range of housing available in Prescott. The 2025 Housing Needs Assessment identified strong residential permitting activity since 2015, including a peak of 692 permitted housing units in 2018. Apartment construction has also increased, adding housing choices that were previously limited in the community.

Despite this activity, the city's housing inventory continues to have a greater share of detached single-family homes and a smaller share of multifamily housing than Arizona overall. Continued demand for smaller homes, attached housing, and rental options provides an opportunity to better align new development with changing household needs

NEIGHBORHOOD AGE, STYLE, AND GROWTH

Prescott's housing stock varies in price, style, and quality depending on the neighborhood's age and location within the city. The earliest neighborhoods near downtown were built on a compact grid of small lots with modest-sized homes, many with access to mixed-use corridors, a pattern still seen today in the city's core.

However, starting in the late 1970s, suburban-style subdivisions on larger lots emerged on the outskirts and rapidly expanded through the 1980s and 1990s economic boom, providing new single-family housing stock. This lower-density suburban growth continued until constrained by the 2007 economic downturn. According to Census data, total housing units grew from 17,144 in 2000 to 22,159 in 2010, an increase of 29.3%. Housing unit growth slowed to 14.5% between 2010 and 2020.

URBAN DEVELOPMENT ISSUES, INFILL, AND ZONING

LOT SIZE AND DWELLING SIZE TRENDS

Various strategies to promote higher-density development and more compact forms may reduce housing production costs and consumer prices. The rehabilitation, restoration, and preservation of existing housing stock will support a greater diversity of housing options and price ranges, maintain the quality of housing stock, and maximize existing infrastructure investments.

Until the 1980s, most residential subdivisions in Prescott were designed using a 7,500 to 9,000-square-foot lot size. A median lot size of 22,000 or more square feet has been typical in recent years. Likewise, typical dwelling size has undergone a transformation from an average of 1,760 square feet during the 1970s and early 1980s to an average of more than 2,800 square feet by 2000.

The economic slowdown beginning in 2007 caused residential construction to decline sharply. As construction recovered, new residential development continued to favor high-end single-family homes in low-density, large-lot subdivisions located predominantly away from the city center.

SPRAWL AND THE COST OF LOW-DENSITY GROWTH

A lower-density form of development can also increase the community's dependence on the private automobile as a means of transportation, with the corresponding increases in traffic volumes and demand on the road network. This continuing preference for large lots and low-density subdivisions is a pattern typical of suburban development which has been termed "sprawl."

The lower density, combined with the trend to locate these neighborhoods at the urban fringe (as opposed to infill development), places greater demands on water, sewer, and road infrastructure with more mainlines, longer mainlines, and more lane miles of roads.

Most of the initial costs are passed on to the homebuyer and result in higher housing costs. However, all City residents inherit the costs for maintenance in perpetuity of expanded infrastructure. While recent residential growth has followed this suburban pattern, new policies should aim to diversify housing options by promoting higher-density and multifamily development.

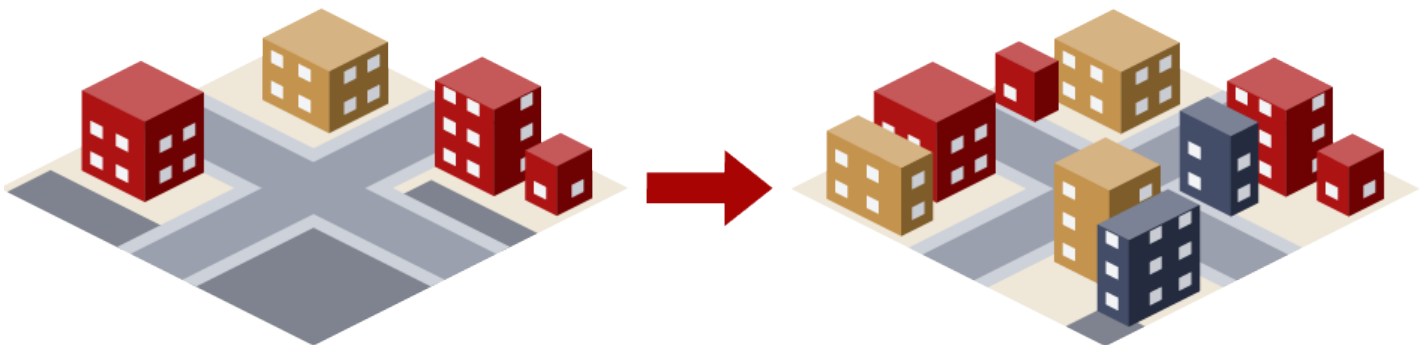
INFILL AS AN ALTERNATIVE

As is the case with many multifamily developments, higher-density or clustered single-family developments can reduce overall infrastructure improvement costs.

Reducing impediments to infill by clustered or other compact development types can encourage a wider variety of housing types to be built and improve the balance of housing available in the community. There are many vacant lots scattered throughout Prescott that offer opportunities for smaller-scale developments. Many of these infill lots offer existing water, sewer, and road infrastructure that reduce the costs of development. However, there are many large parcels left vacant due to infrastructure design or construction challenges.

The 2025 Housing Needs Assessment indicates that Prescott has sufficient land to accommodate projected population growth through 2040. However, the availability of land does not necessarily mean it is suitable or ready for development. Water availability, infrastructure capacity, development costs, and the location of community services can influence where housing is most appropriate.

Infill development and the redevelopment of underused properties can make better use of existing public investments while expanding housing choices in established areas. These opportunities should be evaluated alongside neighborhood character, infrastructure conditions, and the ability to provide convenient access to employment, shopping, and daily services.



About half of all commercially and industrially zoned land inside the city is vacant.

EFFECTS OF ZONING

Generally, zoning separates industrial, commercial, and residential uses and assumes that these use categories are incompatible with one another. Traditional zoning controls development density through parameters such as floor-area ratio, dwellings per acre, setbacks, parking ratios, and automotive traffic flow. Rezoning applications to increase density, allowing more homes per acre, are often met with opposition from neighboring residents.

Decreased density encourages sprawl and discourages sustainable compact developments such as high-density single-family subdivisions, clustered homes, manufactured or factory-built homes, or multifamily housing. There is a diminishing supply of developable land zoned for these housing types. Planned Area Development (PAD) provisions of the Land Development Code encourage the production of townhouse, clustered, and patio lot housing units. However, relatively few of these housing types are available in Prescott. Housing affordability and workforce housing will require a change in zoning in most areas to allow the addition of high-density housing choices.

THE ISSUE OF HOUSING AFFORDABILITY IN PRESCOTT

THE AFFORDABILITY GAP

Prescott's historical building patterns have produced a widening gap between what housing costs and what the local workforce can afford. Housing affordability has been a concern for decades, and communities throughout Arizona continue to grapple with the challenge of providing housing that meets the needs of residents across a range of incomes. According to Prescott's 2025 Housing Needs Assessment, approximately 6,637 households, or 29.2% of all households, spend more than 30% of their income on housing. These households are considered housing-cost burdened, leaving less income available for transportation, healthcare, food, and other daily needs. The challenge is particularly significant for renters. Approximately 46.6% of Prescott's renter households are housing-cost burdened, compared with 21% of homeowners. More than one-quarter of renters spend over half their household income on housing. These conditions affect residents with limited or fixed incomes, including older adults, young workers, and families seeking to establish themselves in the community.

LOCAL DATA: SURVEY AND SALES PRICES

In the fall of 2022, the City's Human Resources Department conducted an employee survey focused on housing. Of the 235 employees participating, 41% stated they lived within the city limits. The majority of employees living outside the city limits desired to reside in Prescott but found it difficult because of high housing costs. Of those surveyed, 76% reported difficulty finding housing.

The 2025 Housing Needs Assessment provides a more comprehensive picture of these challenges. The average price of single-family homes in Prescott increased approximately 63% between 2019 and 2024, significantly outpacing growth in household incomes.

Based on the assessment's financing assumptions, a household earning Prescott's median income of approximately \$69,151 could afford a home valued at about \$243,000. Yet only 6.6% of homes sold in Prescott during 2024 were priced below \$300,000. This difference illustrates the limited opportunities available to many first-time homebuyers and moderate-income households.

FUTURE HOUSING NEEDS

Prescott's housing needs will continue to change as the community grows. The 2025 Housing Needs Assessment projects an increase of approximately 6,200 residents between 2024 and 2040, bringing the city's population to about 54,300. This growth is expected to generate demand for approximately 3,195 additional housing units, or about 3,355 units when accounting for a normal level of housing vacancy. Prescott's experience is identical to that of the state. As of December 2022, the Arizona Department of Housing estimates that Arizona is nearly 270,000 units short of the current demand for housing. This gap has only grown in the years since.

Meeting this demand will require more than simply adding homes. The assessment estimates that approximately 1,154 future units will be needed for households earning less than \$50,000 annually, primarily through affordable rental housing. Another 1,104 units are projected to be needed for households earning between \$50,000 and \$100,000, many of whom will need more attainable homeownership options. Additional housing will be needed for higher-income households and residents seeking different housing types.

These projections provide a general picture of future demand, but the types of housing constructed will be equally important. Prescott will need to balance continued demand for traditional single-family homes with smaller homes, townhomes, apartments, and other housing options that accommodate changing household sizes and incomes. Providing this variety within areas served by appropriate infrastructure and community services will help Prescott accommodate growth while maintaining the character and quality of its neighborhoods.

These projections provide a general picture of future demand, but the types of housing constructed will be equally important. Prescott will need to balance continued demand for traditional single-family homes with smaller homes, townhomes, apartments, and other housing options that accommodate changing household sizes and incomes. Providing this variety within areas served by appropriate infrastructure and community services will help Prescott accommodate growth while maintaining the character and quality of its neighborhoods.

WORKFORCE RECRUITMENT AND RETENTION AT RISK

Homeowners and renters in Prescott face significant housing affordability challenges. Surrounding towns like Dewey-Humboldt, Prescott Valley, and Chino Valley have long served as bedroom communities for the city's workforce, but high mortgage rates and home prices now leave them with limited options for the average working family as well.

This makes it harder to recruit workers from outside the area and just as hard to retain the ones already here, as workers face pressure to relocate somewhere more affordable. Policies that support housing construction geared toward the workforce, reduce regulatory hurdles, and explore lower-cost building methods are needed to reverse this trend.

FORMULATING WORKFORCE HOUSING SOLUTIONS FOR THE CITY OF PRESCOTT

A REGIONAL, COORDINATED APPROACH

Closing the workforce housing need and supply gap calls for a coordinated set of strategies rather than any single fix. This issue requires the implementation of various strategies to begin addressing the workforce housing crisis.

It cannot be solved by just Prescott, neighboring jurisdictions, or private developers and builders. It requires both a regional public effort and private stakeholders to come together with the community to move these types of projects forward.

CURRENT EFFORTS AND FUNDING

The City of Prescott has taken several steps to better understand and address its workforce housing challenges. In 2024, the City was awarded a \$200,000 grant from the Arizona Department of Housing State Housing Trust Fund to support the development of a housing needs assessment and implementation strategy.



Coordinated strategies expand workforce housing options across Prescott

The City completed its Housing Needs Assessment in 2025, providing updated information on housing availability, affordability, household incomes, and future housing demand. Building on this work, the City Council adopted a Workforce Housing Policy Framework in November 2025 and approved a Workforce Housing Strategy and Implementation Plan in March 2026.

Together, these documents establish a coordinated approach to increasing housing opportunities for the local workforce. The Strategy and Implementation Plan identifies specific initiatives, responsibilities, and timeframes for advancing workforce housing policies and programs. These efforts provide a foundation for implementing the housing goals established in this General Plan and evaluating progress as community needs change.

POLICY TOOLS UNDER CONSIDERATION

Strategies range from zoning flexibility and site layout and construction technique innovation to developer incentives that encourage additional housing supply for workforce households.

The City's Workforce Housing Policy Framework and Strategy and Implementation Plan identify several approaches for consideration, including development incentives, increased housing density, expedited development review, and opportunities to reduce eligible development costs.

Other approaches include exploring workforce housing funding programs, community land trusts, infill development incentives, and partnerships that support the construction and long-term affordability of housing.

Implementation of these measures will require consideration of development feasibility, applicable regulations, water availability, infrastructure capacity, and the needs of surrounding neighborhoods. The City will continue evaluating these tools as part of implementing its adopted workforce housing policies.

ACCESSORY DWELLING UNITS AND REGIONAL ORGANIZATION

ACCESSORY DWELLING UNITS

The City can diversify its housing stock, which will, in turn, benefit workforce housing, by providing additional opportunities for accessory dwelling units (ADUs).

An ADU is a smaller, independent residential dwelling unit located on the same lot as a standalone single-family home. Other terms for ADUs include guest quarters, granny flats, and in-law units.

Prescott's existing regulations have historically limited the ability to rent ADUs separately from the primary residence. The City's 2026 Workforce Housing Strategy and Implementation Plan recommends amendments that would allow these units to be used as long-term rental housing.

Allowing greater flexibility for ADUs could provide additional housing choices for smaller households, older adults, family caregivers, and members of the local workforce while making use of existing residential properties and infrastructure.

REHABILITATION AND ADAPTIVE REUSE

Preservation can also play an important role in putting housing within greater reach of all residents. By rehabilitating and renovating existing structures on smaller lots, the older, designated parts of the city can retain the more pedestrian-friendly development patterns of the past while making use of existing infrastructure and landscaping.

According to the City's 2025 Consolidated Plan, approximately 7,400 occupied housing units in Prescott were constructed before 1980. While many older homes remain in good condition, others may require improvements to address building systems, accessibility, energy efficiency, or general maintenance. Rehabilitation can help extend the useful life of these homes while allowing residents to remain in their neighborhoods. Adaptive reuse, which involves repurposing existing buildings for a different use while preserving their architectural and cultural heritage, is also highly encouraged. The City should continue educating the community about adaptive reuse projects and explore opportunities to encourage them, particularly in historic districts.

HOUSING QUALITY AND ACCESS

Maintaining housing quality is important to the health, safety, and stability of Prescott's residents. As homes age, some may require improvements to address deteriorating conditions, building systems, or accessibility needs. The City's Community Development Block Grant (CDBG) program supports housing rehabilitation and minor home repairs for eligible households, helping residents maintain safe and suitable housing.

Prescott's housing programs should consider the needs of all community members, including households with limited incomes, older adults, persons with disabilities, and residents experiencing housing instability. Continued coordination with housing agencies and community organizations can help improve access to housing opportunities, assistance programs, and suitable living conditions without discrimination.

REGIONAL ORGANIZATIONAL FRAMEWORKS

As stated in the 2015 General Plan, a countywide housing authority may be an effective way to influence the balance and affordability of housing. However, other organizational frameworks could bring regional stakeholders together, such as forming a community land trust or partnering with a housing counseling agency.

The City's 2026 Workforce Housing Strategy and Implementation Plan identifies a community land trust as one approach to supporting long-term homeownership affordability. Such an organization could help preserve housing affordability by separating ownership of land from ownership of the home and establishing conditions for future resale.

Regardless of the type of organization established, Prescott should continue supporting regional coordination and partnerships that can expand housing opportunities. Economic development and the creation of better-paying jobs in the community will raise average household incomes and may provide families access to a greater range of housing choices. The narrative above traces the trends and challenges shaping Prescott's housing supply. The goals that follow set the City's course for expanding housing variety, affordability, and quality, building upon its adopted workforce housing policies and implementation priorities.



Community land trusts and regional partnerships help preserve long-term affordability for entry-level homeownership options, such as row homes and cottage courts.

Chapter Maps Under Development

HISTORIC PRESERVATION

DOWNTOWN AS PRESCOTT'S HISTORIC AND CULTURAL CENTER

Housing in Prescott is not only a question of supply and affordability but also of stewardship, since much of the community's character lives in its older buildings and historic districts.

Prescott's focal point, the Courthouse Plaza and surrounding downtown area, discussed in the Economic Competitiveness and Prosperity section, is not only the historic and economic center but, also the artistic and cultural center of the city. Interest in cultural activities has expanded in the past couple decades, as seen in the increasing numbers of tourists, resident artists, events, and participants.

The Downtown is anchored by three outstanding historic, cultural venues:

- **The Elks Opera House,**
- **Sharlot Hall Museum** (the Museum of Indigenous People), and
- **The Prescott Center for the Arts.**

The Western Heritage Center, a non-profit showcasing prehistoric and historic artifacts from a variety of local organizations, was established in 2017 in the heart of Whiskey Row along Goodwin Street.

NATIONAL REGISTER DISTRICTS AND THE PRESERVATION MASTER PLAN

To this day, over 800 National Register properties reside within the City's limits. To help protect these properties, Prescott has established 13 local districts and 13 National Historic Register Districts, which are governed by a comprehensive set of preservation guidelines. These guidelines are titled the Prescott Historic Preservation Master Plan.

Preservation is critical to the character and economic vitality, protection of property values, and overall the community benefit of Prescott. Therefore, enforcement and continued development of the Historic Preservation Master Plan should be a priority for the City. Deference should be given to the Master Plan for guidance on making decisions regarding Prescott's cultural and historical assets.

MASTER PLAN HISTORY AND ONGOING UPDATE

Prescott's first and current Historic Preservation Master Plan was drafted and adopted in 1998. An update is currently underway. In addition to creating chapters for four more recently added districts (Historic Homes at Hassayampa, Mile High, North Prescott, and Southeast Prescott), a chapter on managing archaeological resources will also be created.

The Preservation Master Plan prescribes each District specific guidelines to give property owners; contractors; designers; and City Commissioners, Council, and Staff clear direction to evaluate and protect historic resources. The Preservation Master Plan also provides recommendations for future documentation of historic resources and for the creation of additional preservation overlay districts. This should always be an objective, as the City's historic resources are continually evolving.

ECONOMIC VALUE, OWNER INCENTIVES, AND STATE PARTNERSHIP

Historic and prehistoric preservation are organizing forces in Prescott's land use principles and key components of the community's economic engine. The historic town square, surrounding neighborhoods, and prehistoric sites prepared for public education are a focus of the region's tourist economy, an important income source for all of Northern Arizona.

Prescott should place increased emphasis on educating historic property owners about the state and federal tax incentive programs available to them. The State Historic Preservation Office (SHPO) guides these programs, so the City's relationship with the State should continue to be strengthened.

The City is classified as a Certified Local Government (CLG) by SHPO, meaning it has agreed to work with SHPO and the National Park Service to preserve, protect, and increase awareness of heritage resources. CLGs maintain local preservation ordinances, a Preservation Commission, and a design review process, and must retain professional staff to administer the program.

DOWNTOWN HISTORIC AND PEDESTRIAN CHARACTER

PRESERVATION AS AN ECONOMIC STRATEGY

The City's Historic Preservation Master Plan encourages and guides preservation efforts for historic sites throughout the city, many of which are located in or near downtown. These efforts have yielded good results, for example the restoration of historic buildings and a low vacancy rate downtown. This demonstrates that keeping pace with economic climate and protection of historic character are not mutually exclusive.

Preserving historic assets, identifying new business potential, adding to the arts/cultural amenities, and promoting the enhancement of buildings and streetscapes are recommended to increase the economic capacity of the downtown area. Downtown's role as an economic and circulation hub is addressed further under the Land Use and Growth Areas chapter.

PROTECTING DOWNTOWN'S HISTORIC FABRIC

A Historic Preservation District continues to protect the historic integrity of the buildings surrounding the Yavapai County Courthouse Plaza. Downtown Prescott remains a significant visitor attraction with its combination of historic structures, cultural amenities, community events, and a mixture of businesses. Other historic districts exist near the downtown, providing residential and commercial cultural benefits.

Prescott's historic buildings, districts, and downtown are among its most valued assets, and their preservation supports both community character and economic vitality. The goals that follow guide their protection, rehabilitation, and adaptive reuse.



The Bucky O'Neill Monument unveiled on Courthouse Plaza on July 3, 1907.

REDEVELOPMENT AND REINVESTMENT

REDEVELOPMENT OPPORTUNITIES

Prescott's continued growth provides opportunities to reinvest in existing developed areas as well as accommodate new development. Older commercial properties, underutilized sites, and aging buildings may offer opportunities for redevelopment that better serves the surrounding community. These opportunities can help extend the useful life of buildings, support local businesses, and maintain the character and vitality of established areas. Redevelopment can improve property conditions, introduce new uses, and strengthen established commercial areas.

Opportunities may include housing, commercial and industrial properties, and public facilities that can be rehabilitated, adapted, or redeveloped to meet changing community needs. Property improvements, rehabilitation, adaptive reuse, and partnerships with property owners can help support continued investment in the community. Where appropriate, the City can encourage private reinvestment and the productive use of existing properties while respecting surrounding neighborhoods and established development patterns.

COORDINATING REDEVELOPMENT AND PUBLIC INVESTMENT

Redevelopment can make more effective use of existing streets, utilities, and other public infrastructure while reducing the need for development on previously undeveloped land. However, older areas may also require improvements to infrastructure, access, drainage, or public facilities to support new investment. Coordinating redevelopment opportunities with capital improvement planning, housing programs, and community development activities can help the City address existing needs while supporting appropriate new development. These efforts should consider surrounding land uses, infrastructure capacity, and the character of established neighborhoods.

NEIGHBORHOOD PRESERVATION AND REVITALIZATION

NEIGHBORHOOD CHARACTER AND REINVESTMENT

Prescott's neighborhoods reflect the community's history and changing development patterns. They vary in age, housing style, lot size, and surrounding landscape, contributing to the city's character and providing a variety of living environments. Preserving these qualities involves maintaining existing homes, properties, and public spaces while accommodating appropriate improvements and new development.

Continued maintenance and reinvestment help protect property values, neighborhood appearance, and the useful life of existing buildings and infrastructure. The City has programs to work with property owners to address maintenance concerns, emphasizing education and voluntary compliance. Housing rehabilitation assistance, including available Community Development Block Grant (CDBG) funding, can also help eligible homeowners maintain and improve their properties. These efforts support homeownership, neighborhood stability, and continued investment in established areas.

NEIGHBORHOOD CONNECTIVITY AND SAFETY

Safe and convenient connections to parks, schools, businesses, and community services contribute to neighborhood livability. Sidewalks, trails, street crossings, lighting, and well-maintained public spaces improve accessibility and neighborhood safety. Coordinating these improvements with transportation, public safety, and capital improvement programs can help address local needs while strengthening neighborhood connections.

RESIDENT INVOLVEMENT AND NEIGHBORHOOD PLANNING

Residents and property owners play an important role in identifying neighborhood priorities. Continued public involvement and neighborhood planning can help guide improvements, define and preserve neighborhood character, and identify opportunities for reinvestment. Neighborhood plans and targeted improvement efforts may provide additional guidance where specific needs or opportunities warrant closer attention.

HOUSING ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(E)(6)

WORKFORCE HOUSING SHORT-TERM GOALS (1-3 YEARS)

Goal HN-1

Build the organizational and funding capacity to deliver workforce housing.

- Strategy HN-1.1** Pursue match funding for a full time Workforce Housing Facilitator position or engage a third party; identify funding sources such as stakeholder contributions, grants, and matching City funds.
- Strategy HN-1.2** Hold a third party stakeholder meeting with partners such as Dignity Health, Yavapai College, PUSD, CAFMA, and the VA.
- Strategy HN-1.3** Gauge interest and select an organization type such as a Community Land Trust, Community Development Corporation, Community Housing Development Organization, or Regional Housing Authority.
- Strategy HN-1.4** Set up a fund account for workforce housing and explore ways to seek funding such as donations.

Goal HN-2

Revise the Accessory Dwelling Unit (ADU) code to increase supply for long term rentals serving workforce housing..

- Strategy HN-2.1** Work with Planning staff on code modifications to encourage and incentivize ADU construction.

HOUSING ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(E)(6) (CONTINUED)

WORKFORCE HOUSING SHORT-TERM GOALS (1-3 YEARS) (CONTINUED)

Goal
HN-3

Educate and engage developers, builders, the workforce, and the community.

- Strategy HN-3.1** Meet with developers and builders to understand best practices and incentives that encourage workforce housing.
- Strategy HN-3.2** Help the workforce understand what financial and housing program options are available.
- Strategy HN-3.3** Create a communications plan addressing education, group engagement, and neighborhood integrity.
- Strategy HN-3.4** Promote public understanding of compact development and affordable housing types, including mixed use and manufactured homes.

Goal
HN-4

Research the best financial program solutions for the City and stakeholders.

- Strategy HN-4.1** Investigate down payment assistance, mortgage assistance, and rent to own options.
- Strategy HN-4.2** Meet with the Building Division on the feasibility of a City program similar to the Yavapai County Home of My Own Program.
- Strategy HN-4.3** Research the cost and benefit of initiating the program.
- Strategy HN-4.4** Evaluate opportunities to use Community Development Block Grant (CDBG) or other eligible funds to support direct housing assistance.

HOUSING ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(E)(6) (CONTINUED)

WORKFORCE HOUSING SHORT-TERM GOALS (1-3 YEARS) (CONTINUED)

Goal
HN-5

Create a Workforce Housing Policy for Council consideration.

- Strategy HN-5.1** Prioritize workforce housing within current City policies and codes.
- Strategy HN-5.2** Research voluntary contributions from new developments.
- Strategy HN-5.3** Develop revitalization incentives and an adaptive reuse strategy.
- Strategy HN-5.4** Consider regulatory incentives such as deed restrictions, expedited plan review, density bonuses, parking or setback requirements, or dedicated water allocations to promote and maintain workforce housing development. Parking requirement incentives should be accompanied by thorough evaluations and analysis of the conditions and needs of the surrounding neighborhood.

Possible initiatives, subject to City Council evaluation through cost-benefit analysis or other measures, could include:

- Potential Initiative I:** Provide a water allocation priority for developments creating workforce affordable housing.

HOUSING ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(E)(6) (CONTINUED)

WORKFORCE HOUSING LONG TERM GOALS (3-5 YEARS)

Goal
HN-6

Prepare a regional workforce housing strategic plan that includes a full needs assessment and addresses housing availability and variety, housing quality, affordability, and partners.

- Strategy HN-6.1** Conduct a new Prescott Housing Needs Assessment (previously conducted in 2017) to accurately inventory housing needs and availability by unit price and income level affordability..
- Strategy HN-6.2** Use data already collected to inform current needs and research future need.
- Strategy HN-6.3** Identify regional partners and solicit feedback on the number of housing units needed.
- Strategy HN-6.4** Use the formalized third party stakeholder group to create a draft.

Goal
HN-7

Promote a balanced community with a diversity of residential types and prices by encouraging infill development of higher density single family and multifamily homes..

- Strategy HN-7.1** Identify partners and project specifics such as land and product type.
- Strategy HN-7.2** Work with nonprofits, builders, and property owners to proactively identify and plan sites suitable for affordable housing development.
- Strategy HN-7.3** Seek out developers and nonprofit organizations specializing in producing attainable housing for the workforce and assist them in locating and obtaining zoning entitlements for housing development to address the deficit in affordable housing for key workforce sectors.

HOUSING ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(E)(6) (CONTINUED)

HOUSING AFFORDABILITY AND THE WORKFORCE

Goal HN-8

Promote the rehabilitation and preservation of existing housing stock to maximize the longevity of those units and encourage a diversity of housing options.

- Strategy HN-8.1** Implement or continue, under city sponsorship or in partnership with community agencies, programs such as Community Development Block Grants (CDBG) to provide housing rehabilitation funds and grants for owner-occupied dwellings.
- Strategy HN-8.2** Investigate the feasibility of establishing (under city sponsorship or in partnership with community agencies) revolving loan funds for housing rehabilitation.
- Strategy HN-8.3** Use available housing condition data to identify rehabilitation needs and opportunities to assist homeowners with necessary repairs, accessibility improvements, and maintenance of existing housing.

Goal HN-9

Provide housing options that allow older residents to age in place and remain connected to the community as their needs change.

- Strategy HN-9.1** Study zoning amendments to allow duplexes, triplexes, small multifamily buildings, and small assisted living near services and transit, with cost benefit analysis for Council consideration..
- Strategy HN-9.2** Identify areas well served by transit, including the YavaLine system, and by pedestrian infrastructure where independent living and assisted living housing types could be encouraged through zoning incentives.
- Strategy HN-9.3** Evaluate potential barriers in the Land Development Code to multigenerational housing arrangements, such as accessory dwelling units used for family caregiving, and consider code amendments where appropriate.

HOUSING ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(E)(6) (CONTINUED)

HOUSING AFFORDABILITY AND THE WORKFORCE (CONTINUED)

Goal
HN-10

Expand housing opportunities for households with limited incomes and residents whose housing needs are not adequately met by the existing market.

- Strategy HN-10.1** Support partnerships with nonprofit housing providers, public agencies, and private developers to increase the availability of affordable rental housing for low- and moderate-income households.
- Strategy HN-10.2** Coordinate housing programs and funding priorities with the City's Consolidated Plan and other applicable housing assistance programs.
- Strategy HN-10.3** Encourage housing opportunities that address the needs of older adults, persons with disabilities, veterans, and households experiencing housing instability.

Goal
HN-11

Plan for future housing demand in locations that can be appropriately served by public infrastructure and community services.

- Strategy HN-11.1** Monitor residential development activity and available housing supply in relation to projected population growth and housing demand through 2040.
- Strategy HN-11.2** Coordinate housing planning with water, wastewater, transportation, and other infrastructure planning to identify residential development opportunities and constraints.
- Strategy HN-11.3** Evaluate land suitable for different housing types, including infill and redevelopment in areas of existing infrastructure.
- Strategy HN-11.4** Use updated housing forecasts and infrastructure information to inform future land use decisions, infrastructure investments, and residential development priorities.

CONSERVATION, REHABILITATION, AND REDEVELOPMENT ELEMENT GOALS AND STRATEGIES

ARS § 9-461.05(E)(7)

Goal HN-12

Preserve, rehabilitate, and adaptively reuse Prescott's historic and cultural assets.

- Strategy HN-12.1** Develop a five year plan for Prescott's Historic Districts, including a National Register eligibility inventory.
- Strategy HN-12.2** Complete the Prescott Historic Master Plan update.
- Strategy HN-12.3** Consider incentives, funding, partnerships, and programs for maintenance and improvement of historic properties.
- Strategy HN-12.4** Enhance protections for archaeological resources.
- Strategy HN-12.5** Identify historic and archaeological resources, consolidate GIS data on known sites, and coordinate with SHPO and other preservation groups on inventories and grants.
- Strategy HN-12.6** Promote understanding of Prescott's historic resources and designation benefits through education, workshops, and historic home tours.
- Strategy HN-12.7** Consider minor code variations and support the adaptive reuse of historic buildings where the original use is no longer viable.

Goal HN-13

Encourage reuse and redevelopment of existing properties to support reinvestment and efficient use of infrastructure.

- Strategy HN-13.1** Develop a five year plan for Prescott's Historic Districts, including a National Register eligibility inventory.
- Strategy HN-13.2** Work with property owners and community partners to encourage redevelopment that complements surrounding neighborhoods and established development patterns.
- Strategy HN-13.3** Coordinate redevelopment opportunities with capital improvement planning, community development programs, and available funding and partnership opportunities.

NEIGHBORHOOD PRESERVATION AND REVITALIZATION ELEMENT, GOALS AND STRATEGIES

ARS § 9-461.05(E)(11)

Goal HN-14

Involve residents and property owners in the planning process and policy development for their area.

- Strategy HN-14.1** Periodically review existing Neighborhood Plans and update them as needed to reflect changing conditions and neighborhood priorities.
- Strategy HN-14.2** Initiate neighborhood or special purpose plans with residents and property owners to guide growth in neighborhoods facing development pressure.
- Strategy HN-14.3** Define areas where zoning overlay districts, including Historic Preservation Districts, or other tools for specific neighborhood protection are appropriate.

Goal HN-15

Promote landscaped trails and open space connections as neighborhood amenities that support character and livability.

- Strategy HN-15.1** Identify opportunities to create new pedestrian connections from residential neighborhoods to commercial and service locations.
- Strategy HN-15.2** Coordinate with City departments to improve safety and connections to parks, trails, schools, and services.

NEIGHBORHOOD PRESERVATION AND REVITALIZATION ELEMENT, GOALS AND STRATEGIES

ARS § 9-461.05(E)(11) (CONTINUED)

Goal
HN-16

Maintain and enhance established neighborhoods through property maintenance, housing rehabilitation, and infrastructure reinvestment.

- Strategy HN-16.1** Work with property owners to address property maintenance concerns, emphasizing education and voluntary compliance.
- Strategy HN-16.2** Support eligible housing rehabilitation and home repair activities through available assistance programs and partnerships with community organizations.
- Strategy HN-16.3** Coordinate neighborhood improvement needs with capital improvement planning, including improvements to streets, sidewalks, drainage, utilities, and public spaces.