



PRESCOTT VALLEY
General Plan 2035
A VISION FOR THE FUTURE



May 12, 2022



The Town of Prescott Valley would like to thank and recognize the efforts of those involved in the development of the Town of Prescott Valley General Plan 2035

THE RESIDENTS OF THE TOWN OF PRESCOTT VALLEY

TOWN COUNCIL

Kell Palguta, Mayor
Lori Hunt, Vice Mayor
Brenda Dickinson, Councilmember
April Hepperle, Councilmember
Roger Kinsinger, Councilmember
Don Packard, Councilmember
Kendall Schumacher, Councilmember



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Sandra Laney, Commissioner
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Arda Rutherford, Commissioner

TOWN COUNCIL, DECEMBER 2021

Back Row (Left to Right):
Roger Kinsinger, April Hepperle, Kell Palguta, Lori Hunt
Front Row (Left to Right):
Brenda Dickinson, Don Packard, Kendall Schumacher

TOWN STAFF

Gilbert Davidson, Town Manager
Cutter Chamberlain, Assistant to Town Manager
Ryan Judy, Deputy Town Manager
Ivan Legler, Town Attorney
Fernando Gonzalez, Development Services Director
Norm Davis, Public Works Director
Neil Wadsworth, Utilities Director
Boyd Robertson, Engineering Manager
Casey Van Haren, Community Services -Parks and Rec Director
John Munderloh, Water Resources Manager
Larry Prentice, GIS Manager
Joe Scott, Wayne Balmer, Planners
Vikie Anderson, Administrative Supervisor

Adopted May 12, 2022

Ratified November 8, 2022

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Introduction

It is time for the Town of Prescott Valley to update its General Plan. Every 10 years towns and cities throughout Arizona revisit their general plans to be sure an up-to-date connection exists between the community's values and visions, State law and the ongoing development of their community. In Prescott Valley, residents have a strong sense of civic pride, value the quality of life the Town offers, and desire to preserve the community's positive characteristics into the future. To this end, Prescott Valley General Plan 2035 will serve as the Town's official statement defining the nature of growth, development, and reinvestment in the Town.

1.1 Overview of Prescott Valley

The Town of Prescott Valley is in central Yavapai County, approximately 80 miles northwest of the City of Phoenix, via U.S. Interstate 17 and State Route 69. The Town is situated between State Route 69 and State Route 89A, just east of Prescott. It is approximately 20 miles west of I-17 and six miles east of State Route 89. U.S. Interstate 40 is 60 miles north of Prescott Valley via State Route 89 North.

The Prescott Valley terrain is characterized by rolling hills, long mesas and deep ravines, covered with native grasses and shrubs. Two major drainage patterns cross the Town, one to the north and one to the south. In the north, the Agua Fria River flows from west to east, then southeasterly through the north and eastern portions of the area. On the south side of the Town, Lynx Creek flows from west to east, joining the Agua Fria to the east. Similarly, Clipper Wash flows through a small portion of the southern quadrant of Prescott Valley's planning area.

The Bradshaw Mountains form a backdrop to the southern boundaries of Prescott Valley and Mingus Mountain lies just beyond its northeasterly boundary. Glassford Hill, a prominent terrain feature, is the landmark of the Town's western limits, and played a prominent role as a heliograph station for transmission of sun-reflected messages for Fort Whipple in the 1880s.

1.2 Historical Perspective of Prescott Valley

Prescott Valley, formerly known as Lonesome Valley, was part of a vast ancient mountain lake where prehistoric horses and mammoths once roamed. In more recent historic times, a small village of pueblo



dwellers existed near Lynx Creek where water, nuts, berries, and game were plentiful. The short tenure of the Pueblo people from approximately 1140 to 1390 AD, was followed later by the Yavapai and Apache people over the next five centuries. In the 1860s, cattlemen arrived, attracted by the lush grasses and available water. The early pioneering families of Tom Sanders and Dan Fain settled in Lonesome Valley and nearby areas, establishing ranching as the Valley's primary activity for the next 100 years.



In the 1960s, a vast change to the primary activity of ranching was initiated. Urban land development began in Lonesome Valley on property owned by the Fain family with the subdivision platting of Lynx Lake Estates, followed closely by the first subdivided unit of Prescott Valley in 1966. Twenty subdivision units, totaling almost 12,000 lots on nearly 5½ square miles were recorded by 1972. Simultaneously, the Castle Canyon Mesa and Prescott East subdivisions, with over 1,300 lots, were also platted. The subdivisions created a full urban complement of lots for single-family homes, apartments, mobile homes, commercial, and industrial uses on the previously open, grazing lands.

With rapid lot sales, the Prescott Valley area started to develop. In 1977, the 1,000+ residents began talking of incorporation to improve road conditions and public safety. On August 22, 1978, the Town of Prescott Valley was incorporated.

By 1980, the Town of Prescott Valley was the 54th largest municipality in Arizona; in 1990, the 25th largest municipality. By 2000, Prescott Valley became the 21st largest municipality in the state, with a population of 23,535. By 2010, the Town grew to 38,822 and in 2020 the Town had an estimated population of 46,515, making it the 23rd largest town in Arizona.

1.3 How the Town of Prescott Valley General Plan 2035 Came to Be

The Town of Prescott Valley General Plan 2035 is very important to current and future generations and serves as the residents' official statement defining the nature of future growth, development, and reinvestment in Prescott Valley. According to Arizona state law, towns and cities are required to prepare and adopt a long-range general plan for the development of the community. In Arizona, general plans consist of statements of community goals and development policies, and include maps, diagrams, and text showing the community vision, goals, planned projects, and development standards for the future.

PUBLIC PARTICIPATION PLAN (PPP)

As required by state law, in June 2021 the Planning Commission reviewed a public participation plan to obtain citizen input to assist the community in updating the Town's General Plan. The Planning and Zoning Commission forwarded the public participation plan to the Town Council with a recommendation of approval. The Town Council adopted Resolution No. 2194 on August 8, 2021, approving the Public Participation Plan.

Drafts of the updated chapters of the Town of Prescott Valley General Plan 2035 were presented to the Planning and Zoning Commission for review in work-study sessions in October and November 2021. Copies were also posted on the Town website for public comment. All meetings were noticed in the newspaper and alternate media outlets, including a web portal on the Town's website, to enable citizen participants to view plan-related materials and comment on the document.

PUBLIC WORKSHOPS AND OPEN HOUSES

On November 4, 2021, the Planning and Zoning Commission and Town Council met in a Joint Session to discuss progress on the plan, and update and discuss the community's goals and vision for the future. The vision for the future discussed at that meeting has been used to guide and direct the development of goals and objectives of General Plan 2035.

The updated Planning Elements were presented to the Planning and Zoning Commission in public hearings in October, November, and December 2021. State Law requires a 60-day Agency Review following acceptance of the draft by the Planning and Zoning Commission. Additionally, prior to the Mayor and Council's consideration of the General Plan in June 2022, the Planning Commission held two additional public hearings. The adoption of the General Plan is required to be approved by affirmative vote of at least two-thirds of the members of the Mayor and Council. After completing all these steps, the Council - adopted General Plan was submitted to the voters for ratification at the next regularly scheduled municipal election on November 8, 2022.

TOWN NEWS UPDATES

Information on the Town of Prescott Valley General Plan 2035 update was also included in the Town of Prescott Valley's Town News newsletter, as well as press releases regarding the process that were utilized by the local newspapers.

WEBSITE AND E-MAIL

In September 2021, a dedicated General Plan 2035 site was established on the Town of Prescott Valley's website (www.pvaz.net), providing the public with access to up-to-date information and upcoming meeting dates. Additionally, a specific website was created (<https://www.pvaz.net/1112/General-Plan-2035>) to further expand opportunities for public comments and questions about the plan. Information was also shared on the Town's various social media platforms, including Facebook, Twitter, and Instagram.

RESIDENT SURVEYS

Much of the initial development of the Town of Prescott Valley General Plan 2035 took place during the COVID-19 Delta Variant pandemic in the fall of 2021 and spring of 2022. As a result, a decision was made not to conduct as many in-person public meetings as might otherwise have been done. Instead, the Town

posted two resident surveys on the Town website, one dealing with 20 specific questions, and the other with five open-ended general questions to gather public input. Press releases and social media posts were used to inform residents of the surveys and encourage them to participate. As of December 31, 2021, the Town received a total of 502 responses to the “twenty questions” survey, and 454 responses to the “top five things” survey, for a total of 956 responses. Copies of the surveys and results are included in the appendix.

INFORMATION CENTER

Providing updated and accessible information to the community was an important component in the development of Town of Prescott Valley General Plan 2035. In addition to the information provided on the web site, a public “information center” was established near the Community Development Department service counter. The information center was maintained throughout the planning process and provided public access to background information, posted meeting/workshop dates, drawings, maps, photos, and draft reports. The information center was available to the public during regular Town Hall hours.

PLANNING COMMISSION AND TOWN COUNCIL WORKSHOPS AND HEARINGS

Throughout the Town of Prescott Valley General Plan 2035 process, local officials were kept informed and involved in plan development. Formal meetings for the Planning and Zoning Commission and Town Council were scheduled at key points to share community input, review the current direction of the planning effort, and receive guidance and input from the local officials and residents.

1.4 A User's Guide to the Town of Prescott Valley General Plan 2035

The Town of Prescott Valley General Plan 2035 was created to be flexible yet intentional. It is based on the community’s vision for accommodating new private development and public improvements that nurture economic vitality, environmental quality, and citizenship while reinforcing the existing sense of community valued by so many. To accomplish the many goals embraced by the community, the General Plan has been organized into the following chapters.

Chapter 1. Introduction Element — Describes the location and context of Prescott Valley, summarizes the planning process (including public involvement) that resulted in the Prescott Valley General Plan 2035 and provides an overview of each element/chapter included in the Plan.

Chapter 2. General Plan Administration Element — Describes the administrative processes and procedures to successfully administer the plan once adopted.

Chapter 3. General Plan Implementation Element — Describes an implementation program of actions, procedures, projects, and programs to carry out the policies contained in each of the plan elements.

Chapter 4. Community Vision Element — Describes the community vision for Prescott Valley in 2035 and provides a series of guiding principles that serve as a bridge between the vision statement and the goals and policies set forth in each of the Plan elements.

Chapter 5. Growth Areas Element — Identifies those areas that are particularly suitable for planned multi-modal transportation and infrastructure expansion and improvements designed to support a planned concentration of a variety of uses, such as residential, office, commercial, tourism, and industrial uses.

Chapter 6. Land Use Element — Designates the proposed general location and size of uses of the land such as housing, business, industry, agriculture, recreation, education, public buildings and grounds, open space, and such other categories of public and private uses of land that may be appropriate in the Town.

Chapter 7. Housing Element – Describes the housing market in Prescott Valley in both current and historic contexts, examines demographics to determine future housing trends, and issues related to affordable housing, and presents reinvestment strategies for developed neighborhoods.

Chapter 8. Circulation Element — Consists of the general location and extent of existing and proposed freeways, arterial and collector streets, bicycle routes, and any other modes of transportation as may be appropriate.

Chapter 9. Environmental Planning and Water Management Element — Contains analysis, policies, and strategies to address anticipated effects, if any, of plan elements on air quality, water quality, and natural resources associated with proposed development under the General Plan 2035.

Chapter 10. Parks, Recreation, and Open Space Element — Includes an inventory of the Town’s parks, open space areas, recreational resources, and potential for public arts and culture, an analysis of forecasted parks and open space needs, and implementation strategies to promote a regional system of integrated open space. Information on the Town’s library is also included.

Chapter 11. Education Element – Focuses on the educational opportunities and facilities within the community both currently and planned.

Chapter 12. Public Safety Element – Contains a discussion on the fire and police services for the Town, plus goals and policies for dealing with public safety emergencies that might occur within the community.

Chapter 13. Cost of Development Element — Identifies policies that the municipality will use to require new development to pay its fair share toward the cost of additional public service needs generated by new development in order to demonstrate that growth pays for growth.

Chapter 14. Economic Development Element — Provides guidance for economic development within the Town’s jurisdiction in order to attain a range of housing and employment opportunities that meet the needs of residents and workers alike, attract families and businesses to create demand for planned land uses, and establish and fund public service levels that preserve Prescott Valley’s quality of life.

Appendix – Describes the two surveys undertaken by the Town in order to obtain input from Town residents regarding the important goals and values of the community to be incorporated into the development of the new Plan.

Together, these 14 chapters and appendix serve as the basis for decisions regarding the Town’s long-term community development.

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2.1 Introduction

This chapter describes the administrative dimensions and procedures for the Town of Prescott Valley General Plan 2035. It includes sections on General Plan Implementation, General Plan Adoption and Ratification Process, General Plan Amendments, and General Plan Updates. It provides guidelines for ensuring that the Town of Prescott Valley General Plan 2035 is implemented, amended when necessary, and regularly updated. Although each of these components is unique, they have at least one item in common: for the Town of Prescott Valley General Plan 2035 to be successful it must be comprehensive or inclusive in scope. This means that all Town departments should understand the General Plan and use it as a foundation for decision making. Furthermore, state and regional governmental agencies should be aware of the goals and policies in the Town of Prescott Valley's General Plan so there is greater likelihood they will coordinate their efforts to complement the General Plan. Finally, the residents and business community should understand and support the Town of Prescott Valley General Plan. When all these entities are working in concert to achieve the common goals and policies in the Town of Prescott Valley General Plan 2035, Plan administration will be successful, and the community will progress.

2.2 General Plan Adoption and Ratification Process

Arizona Revised Statutes, Section 9-461.06 requires that adoption or re-adoption of the General Plan be by resolution, approved by an affirmative vote of at least two-thirds of the Town Council, and ratified by a majority of the community's citizens voting in a scheduled election.

The General Plan must be submitted for voter approval every 10 years. This requirement provides an opportunity for the Town to assess progress that has been made toward meeting the Town's goals and policies, and to respond to changes in the community.

Prior to adoption or re-adoption of the General Plan, the Planning and Zoning Commission holds at least 2 public hearings in 2 different locations before forwarding a recommendation to the Town Council. Prior to adoption or re-adoption of the General Plan, the Town Council holds at least one more public hearing to consider the matter. Public and jurisdictional notice of the public hearings must comply with various state and Town regulations.

2.3 General Plan Amendments

There are several factors that suggest that periodic amendments to the General Plan can be beneficial to the community. Conditions will change over time, new technologies will evolve, the socioeconomic conditions of the community will continue to evolve, economic conditions will change, and new community values will be formed. Significant changes in any of these factors might necessitate a change in the Prescott Valley General Plan. Additionally, a General Plan for the entire community is, by its very nature, general. Looking at a specific parcel or area of the community allows for a greater level of detail and may provide additional information which differs from the general policies and details of the General Plan. The most prudent policy is to walk a fine line between the two extremes of inflexibility (no or few

amendments) and flexibility (continual changes to the General Plan).

ARS Section 9-461.06 also sets forth the requirements for General Plan amendments, including a requirement that governing bodies follow written procedures that provide effective, early, and continuous public participation. In that regard, amendments to the General Plan shall only occur after careful review of the request, findings of fact in support of each amendment, and public hearings by the Planning and Zoning Commission and Town Council. The findings of fact required shall include (but are not limited to):

- That each amendment will result in acceptable means of mitigating impacts through subsequent zoning action of the development process, to not adversely impact the community as a whole, or a portion of the community.
- That each amendment is consistent with the Vision, Guiding Principles, Goals and Policies of the General Plan.

Amendments to the General Plan may be initiated by the Town or by formal application by the owner(s) (or their agents). Applicants must demonstrate that the proposed change is an improvement to the General Plan.

With regard to major amendments of the General Plan, the Town shall take steps to ensure participation from all geographic, ethnic, and economic areas, including:

- broad dissemination of proposals and alternatives;
- opportunity for written comments;
- public hearings after effective notice;
- open discussions, communications programs, and information services;
- consideration of public comments; and
- consulting with and advising public officials and agencies, the County, school districts, association of governments, public land management agencies, other appropriate government jurisdictions, public utility companies, civic, educational, professional, and other organizations, property owners, and citizens to secure maximum coordination of plans and to indicate properly located sites for all public purposes on the General Plan.

To ensure adequate review of proposed major amendments, at least 60 days before they are noticed, the planning agency shall transmit the proposal to the Planning Commission, Town Council and for review to:

- the planning agency of Yavapai County;
- the City of Prescott, Town of Chino Valley, and Town of Dewey-Humboldt;
- the Northern Arizona Council of Governments;
- the Department of Commerce (or similar state agency); and
- any person or entity that requests in writing to receive a copy of the proposal.

2.3.1 Major Amendments

A major amendment to the General Plan is any proposal that would result in a change to the Land Use Plan that would substantially alter the Town's planned mixture or balance of land uses. The following criteria are to be used to determine whether a proposed amendment to the General Plan substantially alters the mixture or balance of land uses. The term amendment shall apply to both text and map revisions.

A major amendment is any proposal that meets any one of the following criteria:

- A change from a residential land use classification to a non-residential land use classification on 100 or more acres, except for Open Space and Public/Quasi- Public classifications.
- A proposal on 100 or more acres that increases the maximum number of allowable residential units by more than 250 units.
- Any proposal that in aggregate includes changes in land use designations exceeding 320 acres.
- A proposal that results in a significant alteration, displacement, or diversion of a road alignment from the Circulation Plan, including but not limited to a change in functional classification.
- A proposal against which a written petition has been submitted, signed by qualified electors of the Town (as defined by state law), equal to 10% of the total number of votes cast at the Town election last preceding the submission of the petition at which a Mayor or Councilmember was chosen. See Note 1 below.

Amendments to the General Plan shall only occur after careful review of the request, findings of fact in support of the amendment, and public hearings by the Planning and Zoning Commission and Town Council.

Major amendments are considered on an annual basis by the Town Council and require a two-thirds majority approval. They are presented at a single public hearing during the calendar year in which they are made. Prior to Town Council consideration, the Planning and Zoning Commission shall hold at least two public hearings in two different locations before forwarding a recommendation to the Town Council.

¹ For purposes only of verifying that the petition meets the required number of signatures by qualified voters of the Town, the applicable provisions of ARS Sections 19-112, 19-113, 19-121.01, 19-121.02, and 19-121.04 shall apply. For purposes of ARS Section 19-112(B), signature sheets shall be attached to a copy of the front sheet of the Plan Amendment application to the Community Development Department. If a petition is submitted no later than 48 hours before the Town Council meeting where a minor amendment is scheduled for public hearing and final consideration, the submittal shall stay proceedings until a determination is made whether the petition meets the required number of signatures. If the petition is determined to have the required signatures, then the procedures in ARS Section 9-461.06(E) must be repeated prior to any public hearing and final consideration by the Town Council.

2.3.2 Minor Amendments

Any amendments that do not qualify as major amendments to the General Plan shall be considered minor amendments. Any change mandated by changes in state law shall also be considered minor amendments.

2.4 General Plan Implementation

ARS 9-461.07 provides additional guidance for implementation of General Plans. In compliance with these requirements, the Development Services Department shall:

- Investigate and make recommendations to the legislative body about reasonable and practical ways to put the Plan into effect so that it will serve as a pattern and guide for orderly growth and development, and as a basis for efficient expenditure of funds. The recommended measures may include plans, regulations, financial reports, and capital budgets.
- Provide an annual report to the legislative body on the status of the Town of Prescott Valley General Plan 2035 and progress towards its application.
- Endeavor to promote public interest in and understanding of the General Plan and regulations relating to it.
- Consult with and advise public officials and agencies, public utility companies, civic, educational, professional, and other organizations, and residents generally as it relates to carrying out the General Plan.
- Coordinate with other Town departments to help prepare and maintain a list of proposed capital improvements in and adjacent to the Town needed by the General Plan elements. This list should then serve as the starting point for coordination of budgets and program management each fiscal year.
- In preparing its annual report on the status of the General Plan 2035, compile information about disposition of Town real property (including new acquisitions) to ensure conformity with the General Plan and supporting Specific Area Plans.

2.5 General Plan Updates

Separate from General Plan amendments that are typically related to particular areas or proposed developments, there are times when circumstances may suggest general updates to Plan goals and policies. Therefore, the Prescott Valley Planning and Zoning Commission and the Development Services Department shall regularly review and monitor the amendment and implementation process and provide, when appropriate, recommendations to the Town Council for potentially updating the Town of Prescott Valley General Plan 2035 to ensure the Plan remains valid. In appropriate circumstances, the Planning and Zoning Commission and the Development Services Department may recommend to the Town Council that the Town of Prescott Valley General Plan 2035 be adopted or readopted sooner than every 10 years.

3.1 Introduction

The comprehensive array of principles, goals, and policies included throughout the Town of Prescott Valley General Plan 2035 will be used by policymakers to guide Town decisions and to evaluate future growth and development. This Chapter does not attempt to summarize this important information; instead, it intends to identify the responsibilities and action steps necessary to implement the many dimensions of the Town of Prescott Valley General Plan 2035.

This Chapter was developed as a guide to assist the Town staff, the Town Council, the Planning Commission, representatives from various agencies, and members of involved local organizations in carrying out the General Plan's directives. For members of the public, this chapter also provides a summary of the various activities the Town desires to undertake during the coming years.

3.2 Implementation Mechanisms

The greatest means for implementing a General Plan are partnerships and coordination. These means are often facilitated through several planning tools, including but not limited to:

- Zoning and Subdivision Ordinances
- Capital Improvement Plans
- Specific Plans or Area Plans
- Revitalization Plans
- Planned Area Developments
- Development Agreements
- Public-Private Partnerships
- Staff Time
- Volunteer Citizen-Based Committees and Commissions
- Interagency Coordination – Local, County, Regional, State and Federal

A variety of funding tools also facilitate implementation of the General Plan, including:

- Private investment
- Town general funds
- Impact fees
- Special Improvement Districts
- Community Facilities Districts
- Federal, state, local, and private grants
- Creative community fundraisers
- Private-public partnerships

3.3 General Plan 2035 Implementation

For any community General Plan to be effective, it needs to be kept current and used as an ongoing reference manual to help guide future land use and community development decisions. The Town of Prescott Valley General Plan 2035 should be viewed as a guidepost – not a street map. It shows the way, and the hoped-for destinations, but it doesn't show the step-by-step process needed to achieve them.

Some of the goals and policies shown in the Town of Prescott Valley General plan 2035 may seem lofty, but they are intended to reflect the higher aspirations of the town that may take years, or decades, to achieve – if ever. The most important thing about these goals is that they keep the Town focused forward on achieving the long-term goal of building the best Town of Prescott Valley possible for future generations.

Unlike individual businesses or activities, communities can never “just pack up shop and go away.” They are in it for the long haul, and the decisions they make today will be with them for decades to come – for better or for worse. While no General Plan can accurately predict the future, it provides a frame of reference to guide future decisions that will hopefully minimize short-term decisions that could adversely affect the best interests of the community over the long term.

To help transform the Goals and Policies of the General Plan into reality, the Town has a variety of tools at its disposal that need to be coordinated to develop the literal “street map” of the Town. The goals and policies need to be incorporated into future ordinances, budget allocations, capital improvement plans, and development procedures to make them “concrete.”

Making this transition will require the support and commitment of the Town Council, the town staff, the development community, and the residents of the Town of Prescott Valley, working together to take the action steps needed to transform this vision into reality.

The successful implementation of the Town of Prescott Valley General Plan 2035 is in the hands of us all. We need to focus on achieving some of, most of, or all of the goals and policies in the plan, to be a dynamic and prosperous community. If we lose focus, however, the Town's goals and aspirations may not be met, and years from now future residents may ask “why not?”

To help keep the goals and policies alive in the minds of the Town's decision-makers and residents, it is recommended that the Town undertake an annual review of the progress being made on achieving the goals shown in the plan and make course corrections as needed to keep moving in the right direction.

3.4 Guiding Principles, Goals, and Policies

GUIDING PRINCIPLE GPI-A: FOCUS THE TOWN'S DEVELOPMENT STANDARDS, CAPITAL IMPROVEMENTS, AND ADMINISTRATIVE ACTIONS ON THE SUCCESSFUL IMPLEMENTATION OF THE GOALS AND POLICIES OF THE TOWN OF PRESCOTT VALLEY GENERAL PLAN 2035, AS ADOPTED BY THE TOWN COUNCIL.

GOAL:	GPI-A1	Review the Town's development standards, and modify as needed, to reflect the goals and policies described in the General Plan.
POLICIES:	GPI-A1.1	Update the Town's zoning and establish development design standards to incorporate a greater emphasis on project landscaping, building design, parking adequacy, signage, and site planning for new and renovated office, commercial and industrial projects.
	GPI-A1.2	Update the Town's residential development standards to promote the use of durable materials, interesting building design, efficient landscaping, convenient parking areas, and varied building orientations to improve the "livability" of the Town's residential areas.
	GPI-A1.3	Incorporate "green" environmental building design and construction elements into new and renovated projects where possible.
	GPI-A1.4	Review the Town's subdivision design and construction standards, and modify as needed, to provide uniform standards for the construction of new public infrastructure needed to accommodate the project, address existing infrastructure deficiencies, encourage creative subdivision design and provide sufficient right-of-way where needed to accommodate existing and proposed street improvements, bike lanes, sidewalks, storm drainage, utility locations and other facilities.
	GPI-A1.5	Review the Town's Capital Improvement Program, and modify as needed, to reflect the goals and policies described in the General Plan which will be achieved by each new project.

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Town of Prescott Valley Mission Statement

The mission of the Town of Prescott Valley is to inspire and sustain a dynamic, innovative, and prosperous community through the combined talents of our citizenry.



4.1 A 2035 Vision Statement for the Town of Prescott Valley

Prescott Valley is a prosperous and well-managed community with exceptional educational offerings, medical services, transportation options, and employment opportunities. Prescott Valley welcomes visitors from across the state and beyond to enjoy its natural beauty, cultural and ethnic diversity, and vibrant tourist scene. Prescott Valley's small-town roots and strong sense of community are embedded in its values and operations.

Prescott Valley is a safe and attractive community to live, work, and play in and is recognized as such around the state. The community values the majestic mountain vistas and beautiful rolling grasslands and has taken steps to preserve natural open space and create dynamic recreational amenities that capitalize on the mild four seasons and outdoor mindset.

Prescott Valley has a robust economy with diverse industries and retail uses. Established business areas have flourished with new community infrastructure investment, while new business and employment areas are models for innovative design and community engagement.

The 2035 General Plan inspired Prescott Valley's transformation as a community of choice and prosperity.

4.2 Town of Prescott Valley Community Values

Service Excellence

- We are mindful of and care for the well-being of individuals and our community

Integrity

- We hold ourselves to the highest standards of professionalism. We're responsible, honest, and transparent. We do the right thing.

Respect

- We treat others with dignity. We genuinely welcome differences in people, cultures, ideas, and experiences for a more inclusive workplace.

Teamwork

- We honor our commitments and deliver results together. Under any circumstance, we stand up and say, count on me!

Fun

- Fun is the energizing force to create and innovate, finding new ways to pioneer public service.

4.3 Hierarchy of the Town of Prescott Valley General Plan 2035

A General Plan begins with a big picture perspective before moving into more detail to make the future growth process more understandable. Using this model, the Town of Prescott Valley General Plan 2035 was developed using the following hierarchical system.

Vision Statement. A vision statement is an expression of a community's aspirations and expectations for a certain time horizon. It is an ideal description of an end state for a community at a particular point in time.

Guiding Principle. A guiding principle is an assumption or direction statement that further defines the intent of the vision statement by guiding general plan goals, policies, and implementation strategies.

Goal. A goal is a clear direction setter. It is an ideal future end, condition, or state related to the public's health, safety, or general welfare toward which planning efforts are directed. A goal is a general expression of community values and works to further the guiding principle under which it falls.

Policy. A policy is a specific statement that guides decision-making. It indicates a clear commitment of the local government. A policy is based on goals, as well as current and future trends.

Implementation Strategy. An implementation strategy is a specific action, procedure, project, program, or technique that carries out a policy through the actions of the Town Council.

4.4 Guiding Principles for the Town of Prescott Valley General Plan 2035

Prescott Valley residents have a strong sense of civic pride, value the quality of life the Town offers, and desire to preserve the community's positive characteristics into the future. To this end, the following guiding principles set the tone for each of the General Plan elements and provide direction for the policy guidance needed to realize the community's vision statement.

IMPLEMENTATION

GPI-A Focus the Town's development standards, capital improvements, and administrative actions on the successful implementation of the goals and policies of the Town of Prescott Valley General Plan 2035, as adopted by the Town Council.

GROWTH AREAS

GA-A Promote managed growth that supports a variety of land uses, conserves natural resources, reduces automobile dependency, and provides for the rational addition of infrastructure and service capacities.

GA-B Assure that all forms of urban infrastructure are available when and where they are needed for future neighborhoods including, but not limited to, streets, water, sewer, storm drainage, energy, communications, and other technological facilities.

LAND USE

LU-A Provide a balance of land uses including residential, commercial, industrial, educational, recreational, and open space. The Town is also committed to providing quality development that is walkable and provides community-level services and facilities in both existing and new neighborhoods. Reinvestment in the Town's older areas is also a recognized need.

LU-B Create an attractive environment for its citizens by developing, implementing, and enforcing design guidelines that will assure high quality development and the maintenance and beautification of properties.

LU-C Promote sustainability in project design and development.

HOUSING

H-A Promote development of sustainable, attractive, and diverse housing options and neighborhoods.

H-B Improve compatibility between residential uses and adjacent non-residential uses.

H-C Promote residential infill development that takes advantage of existing infrastructure.

H-D Support development that offers alternatives to traditional neighborhood design.

H-E Support revitalization of mature neighborhoods.

H-F Eliminate discriminatory housing practices.

CIRCULATION

- CIR-A Establish and build a safe and efficient transportation system of roads that improves the flow of traffic, enhances pedestrian safety, promotes commerce, enhances regional connectivity, and provides alternative modes of transportation throughout Prescott Valley and beyond.
- CIR-B Administratively update Chapter 8, the Circulation Element of the General Plan 2035, in accordance with the Yavapai County Regional Transportation Plan and updates, that are prepared and approved by the Central Yavapai Metropolitan Planning Organization (CYMPO)

ENVIRONMENTAL PLANNING AND WATER RESOURCES

- EPW-A Increase recognition of the importance of maintaining and upgrading where possible the quality of the Town's environmental resources including water and reclaimed water, air quality, natural design elements, and historic resources.

ARTS, PARKS, RECREATION AND OPEN SPACE

- PR-A Grow the park system.
- PR-B Preserve and enhance key natural features, including natural open space and vistas.

EDUCATION

- EDU-A Encourage lifelong learning for all Prescott Valley residents.

PUBLIC SAFETY

- PS-A Foster a safe and vibrant community to enhance quality of life.
- PS-B Anticipate and prepare for public safety emergencies.

COST OF DEVELOPMENT

- COD-A Provide a high quality of municipal services and facilities to serve the community and equitably assess and manage the fiscal and capital impacts resulting from development, both within the current town and on future development of undeveloped property to be annexed.
- COD-B Assure development will occur in a fiscally sound and equitable process using a variety of funding services.

ECONOMIC DEVELOPMENT

- ED-A Promote an economically diversified community, committed to raising the standard of living for its citizens through business, medical and employment opportunities, improved goods and services delivery, and enhancing the quality of life for the community.

4.5 A Unified Direction Toward the Future

The Town of Prescott Valley General Plan 2035 represents a framework for the form and function of Prescott Valley over the next 10 years. It is a statement developed with the community and for the community to maintain quality of life through managed growth and development. Town of Prescott Valley General Plan 2035 is a statement about Prescott Valley's commitment of individual and collective action to accomplish important community values, including:

- Community well-being
- Economic development
- Managed growth
- Positive image and identity
- Coordinated transportation and infrastructure systems
- Arts and culture
- Recreation hub
- Pedestrians priority
- Environmental stewardship
- Water stewardship

Optimizing these community values and goals requires collaboration between public agencies and private organizations, and partnerships between neighborhood residents and businesses. As it has done throughout its history, the Prescott Valley community will attain the goals of the Town of Prescott Valley General Plan 2035 by striving to understand others' perspectives and working together for the good of the community.

4.6 Citizen Participation Programs

The Town of Prescott Valley values citizen participation in the activities of local government where possible and provides a variety of opportunities for residents to become involved in activities that will help them learn more about the community they call home. These include:

- The Prescott Valley Citizens' Academy offers several classes each year that provide participants with an in-depth look at the activities of the Town. Each class meets once a week for 10 weeks and hears presentations from each of the Town's 12 departments plus 4 public agencies.
- Prescott Valley Park Rangers are volunteers who patrol the Town's parks for at least 4 hours per month and report any maintenance issues or suspicious activities. Volunteer rangers also help at concerts and special events at Town parks.
- The Adopt-a-Park program allows volunteers to participate in activities to make their park cleaner, safer, and more attractive. Volunteers can participate in monthly park clean-up programs and reporting any park needs to Town staff.
- Block Watch programs allow residents to work together to help make their neighborhood a safer place. Organizing a Block Watch program helps neighbors get to know each other better,

recognize and report suspicious activity, and become better witnesses should a crime occur. Block Watch Captains are needed for all Block Watch programs and are a vital part of the process.

- The 8-week Citizens' Police Academy provides an in-depth look at the mission and operations of the Prescott Valley Police Department. Subjects discussed include firearms training, hostage negotiation, traffic and DUI enforcement, special weapons and tactics, the K-9 Unit, and more.



5.1 Introduction

The Town of Prescott Valley desires managed growth that enhances the unique attributes and character of the community.

The intent of the Growth Areas Element is to provide guidance for future growth in Prescott Valley, ensuring it is healthy and will contribute to an enhanced quality of life for all residents. This element identifies the areas most suitable for the growth in transit and infrastructure improvements allowing for a mix of land uses, including new residential, office, commercial, tourism, and industrial development. Specific goals and policies are presented with the intent to ensure growth is efficient and economical, and provides for a multi-modal transportation system as well as adequate open space. These goals and policies are supported and further reinforced through the corresponding goals and policies in each element of the General Plan.



In the past decade, growth and development in Prescott Valley has occurred both in the center of the community as infill and at the edges of the Town of Prescott Valley's boundaries in new development projects. The Town Center project now serves as the community's "entertainment district" providing an array of activities and land uses including shopping, entertainment, recreation, health care, and civic attractions. There has also been development of a range of housing types, particularly family and independent senior apartments. Townhomes, duplexes, detached single-family homes, and innovative alternative housing design are all incorporated into the Plan.





5.1.1 Planned Growth

To prepare for future growth, a community needs to have a realistic expectation of new development. A fact-based projected rate of growth prepares a community for keeping pace with the necessary provision of increased public services without overly straining the budget or hindering the ability to manage new growth in a way that is consistent with the long-term interests of the community. Accurate population projections can be difficult to produce since they depend on a variety of factors beyond the control of the local community.

The Arizona Office of Economic Opportunity generates population projections for all counties in Arizona. Rather than a single projection, however, it produces a range of options based on low, medium, and high-growth scenarios, which are shown on the table below. When compared with preliminary census results for 2018 and 2020 Census, the high scenario is less than the current actual rate of growth in Yavapai County.

Yavapai County Population Projections			
Year	Low	Mid-Range	High
2018	228,970	228,970	228,970
2020 Census	232,684	234,438	236,209
2025	237,847	245,868	252,316
2030	241,074	256,446	268,368
2035	243,831	267,484	285,640
2040	246,240	278,381	303,368
2045	248,198	288,964	321,279
2050	250,756	299,950	340,239
2055	252,815	311,629	360,668
Source: Arizona Office of Economic Opportunity – 2020 U.S. Census			

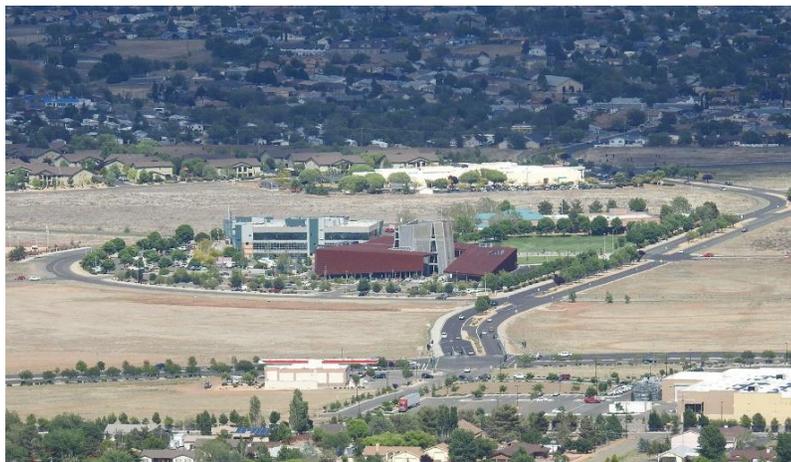
To calculate the anticipated population growth for Prescott Valley, the percentage of the Yavapai County population that lives in the Town was calculated, and an estimate made on the percentage of the new growth the Town might capture. Given the Town’s currently available “shovel ready” residential lots, plus

subdivisions that have been approved but are not yet under construction, it is projected the Town’s rate of growth may increase for several years, before leveling off as the vacant land in the community is developed and other areas within the County continue to grow. Using this information, the Town’s projected growth is shown in the table below.

Town of Prescott Valley Population Projections			
Year	County Population Estimate	% Yavapai County Population	Town Population Estimate
2018 (Census Est)	231,772	19.74	45,751
2020	236,209	19.81	46,785
2025	252,316	21.00	53,000
2030	268,368	21.00	56,400
2035	285,640	21.00	60,000
2040	303,368	21.00	63,700
2045	321,279	20.00	64,300
2050	340,239	20.00	68,000
2055	360,668	20.00	72,100
Source: Arizona Office of Economic Opportunity – 2020 U.S. Census Prescott Valley Community Development Department			

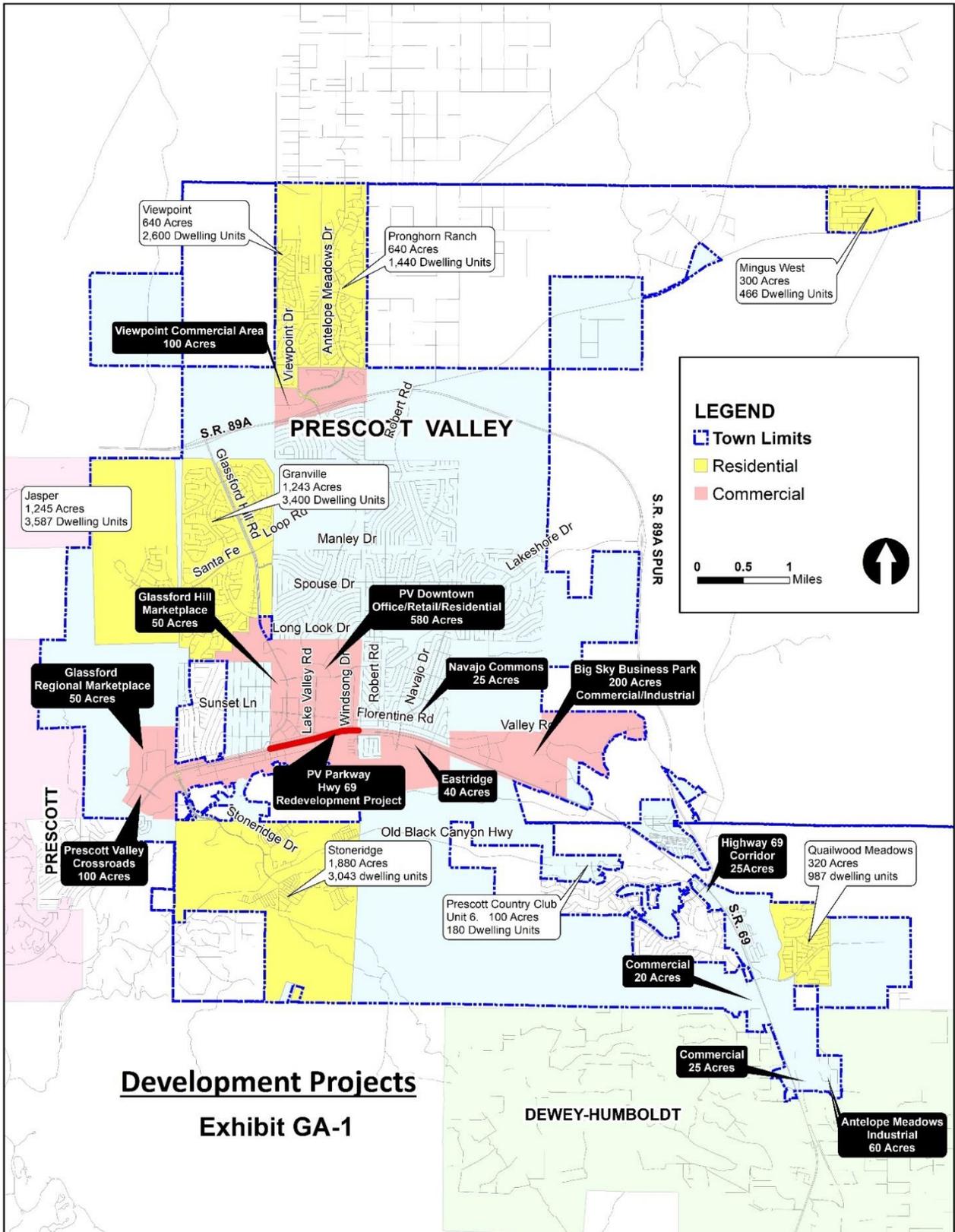
Notes/Assumptions:

1. There is no major shift in the U.S. economy
2. No additional State land becomes available for development
3. The Town maintains its current policies regarding land development
4. Results rounded to the nearest 100



5.2 Planned Developments

To accommodate projected growth in the Town, several major commercial, industrial, and residential projects are currently in the planning and/or development stages. Current and recently completed development projects are shown Exhibit GA-1 on the following page.



5.3 Looking Toward 2035

As the Town of Prescott Valley continues to grow, thought and consideration will be given to questions of “what, when, where, how, and how much.” The Growth Areas Element has been developed in a manner that responds to these questions using the following strategies:

- **Tiered Growth Areas** – Answering the **when, where, and how much** growth and development.
- **Land Use Designations/PAD (Planned Area Development) and PAD Areas/Specific Area Plans** – answering **how** development is directed to occur.
- **Character Areas (Town Center [i.e., Urban], Town, and Country)** – answering **what** the look and feel of future growth and development should be.

5.3.1 Growth Character Areas



The Town of Prescott Valley is surrounded by open terrain, rolling hills, and mountains, providing a true natural edge to the community. Prescott Valley residents value this “country” edge and desire the Town to retain this distinction of town and country, while still accommodating many of the amenities offered by a more urban environment. To this end, three growth and development tiers have been identified within the Town and its larger planning area. The intent of these tiers is to frame the “look and feel” of future growth and development, capitalizing upon the existing built environment, natural environment, and community values.

The “Town Center” character area reflects the urban, high-design amenity part of the community that includes a significant concentration of uses, benefiting the entire community and region.

Radiating outward from and surrounding the Town Center is the “Town” character area. This area includes a mix of medium-to-low intensity uses that primarily (but not solely) serve the local community. The “Town” character area includes community nodes (secondary to Town Center) to support surrounding residential development.

Bounding the edge of the Town character area is the “Country” character area. This area includes activities and uses consistent with a rural lifestyle and low-intensity development, including ranching, equestrian, resort, rural residential, and open space.

The strategy underlying these character areas is to establish a predictable and concentric pattern of development intensity and design features that best reflect the “Town and Country” attributes enjoyed by today's Prescott Valley citizens.

5.3.2 Tiered Growth and Development Areas

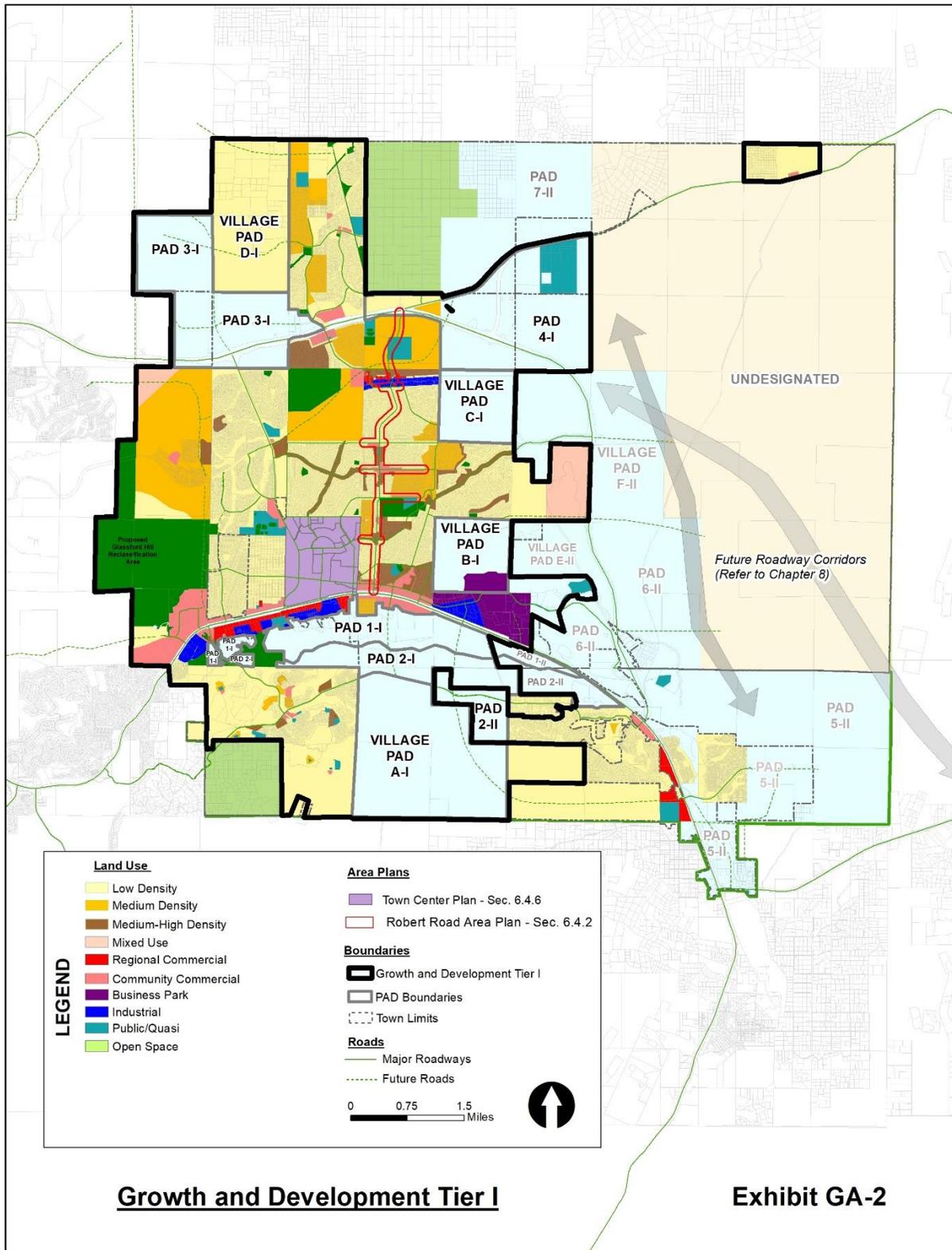
In accordance with State law, the Town of Prescott Valley is required to designate growth areas that promote the timely construction and fiscally sound expansion of infrastructure, and to ensure that the improvements are coordinated with development activity. To this end, a three-tiered growth and development system has been developed that addresses the “when, where and how much” questions of future growth and development in Prescott Valley.

GROWTH AND DEVELOPMENT TIER I

Tier I recognizes that the roughly 26,000 acres of land area, most of which is within the Town boundaries (as of October 2021), is available and appropriate to accommodate the growth and related infrastructure expansion anticipated during the time frame of this General Plan (refer to Exhibit GA-2, *Growth and Development Tier I*). The strategy is to direct growth within the Town boundaries so that new development occurs in a logical fashion adjacent to existing development, creating logical extensions of infrastructure.

Infill development and reinvestment in existing areas plays an important role in the growth and development of Prescott Valley. The Growth Areas Element promotes infill development and continued investment in Tier I, where possible, in preference to the development of outlying or more remote lands. Significant infill and reinvestment opportunities currently exist within Tier I. Specifically, reinvestment opportunities along the State Route 69 corridor, Robert Road, and other areas in Tier I are further discussed in the Land Use Element. Tier I boundary is illustrated in Exhibit GA-2.

While infill development is the most desirable and efficient form of growth, Tier I acknowledges that in order to satisfy 2035 growth projections, new development will extend beyond the edges of existing development. This new growth is encouraged first in those areas within the Town limits where at least one of the following conditions exist: prior administrative approval; the site is contiguous to two or more existing developments; it will be served by existing or planned utilities and roads; and/or it will be adequately served by existing or planned schools, parks, trails, and services. For those areas within Tier I where such conditions may not exist, proposed developments are responsible for providing all infrastructure, transportation, and open space needs. If the Town finds that approving new development in such areas will provide a significant benefit to the community, adjustments to this policy may be considered.



Refer to LU-1 on Page 40 and LU-6 on Page 80 for STATE TRUST LAND locations

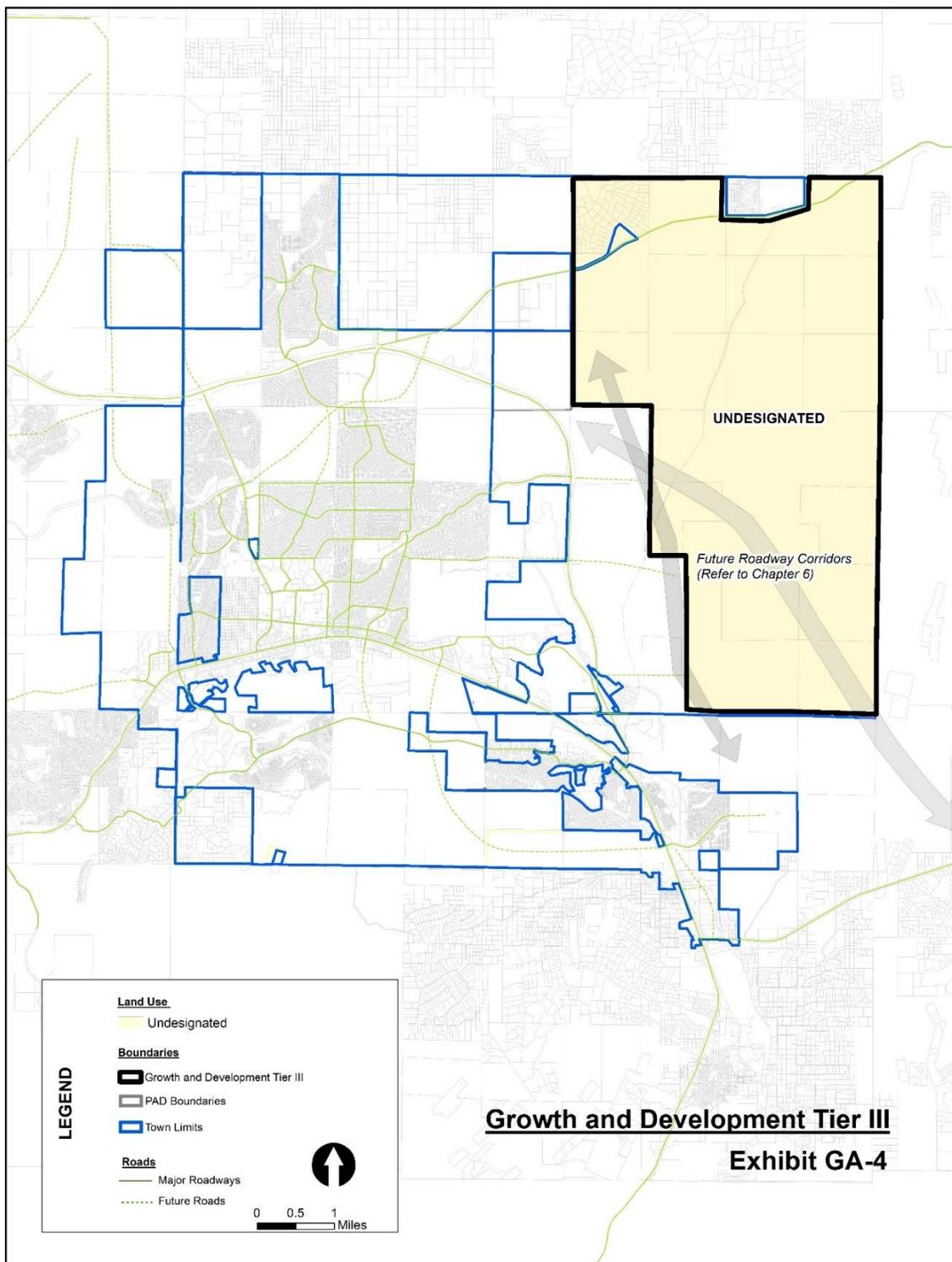
GROWTH AND DEVELOPMENT TIER II

Tier II recognizes that the approximately 15,000 acres of land immediately adjacent to the Town boundaries may be available and appropriate to accommodate growth anticipated within the planning horizon of this General Plan if certain conditions are present (refer to Exhibit GA-3, *Growth and Development Tier II*). Development in Tier II should be based on a finding that the growth is a logical extension of development and infrastructure to existing development in Tier I and/or the development cannot be reasonably accommodated within Tier I due to physical, environmental, economic, or other illustrated circumstances. Key areas that may have the potential to develop in Tier II within the next 15 years include the area in and around the Prescott Country Club and State Route 69 Corridor, and the Fain Road and State Route 89A area.

The strategy is to minimize leapfrog development to outlying areas while encouraging development that optimizes fiscal responsibility related to the provision of community services and infrastructure. Tier II also reserves a significant amount of land for growth and development beyond the planning horizon of this General Plan.

GROWTH AND DEVELOPMENT TIER III

Tier III illustrates a significant land area for the long-term growth and development beyond the planning horizon of this General Plan (refer to Exhibit GA-4, *Growth and Development Tier III*). Except for the Mingus West residential development in the northeast (located in Tier I), the approximately 14,000 acres in Tier III remain undesignated. The strategy is to limit growth and development in Tier III until such time that growth can no longer be satisfied within Tiers I and II. The restriction may be adjusted if a finding can be made that the proposed development would be of significant public benefit and that it cannot be reasonably accommodated in either Tiers I or II. In such an instance, the full fiscal responsibility for long-term community service and infrastructure extension and provision should be produced by the proposed development. Tier III can be seen as a “holding zone” with development of property in the area being reconsidered for inclusion in Tier II as infrastructure becomes available and development plans are submitted for review and consideration.



5.3.3 Land Use Designations

Within the Tier I and Tier II Growth and Development Areas, land is designated through one of two means: either by designating property with a specific land use (e.g., low-density residential, regional commercial, industrial, etc.) or by designating property as a “PAD” or “Village PAD.”

SPECIFIC DESIGNATION

Refer to Exhibit LU-5, Land Use Plan, page 81 in the Land Use Element.

Individual properties have been designated with specific land uses on the Land Use Plan when it was determined that a land use condition either *exists*, is *likely to exist*, or *should exist* on that land. A land use condition was determined to *exist* in cases where the property was already developed with or approved for a specific land use (e.g., low density residential), or already zoned for a specific land use according to the Prescott Valley Zoning Map. Land uses considered *likely to exist* where those where adjacent existing land uses provide a basis for the designation (e.g., higher density surrounding community commercial), while land uses that *should exist* were based on geographic conditions, such as topography or the intersection of roadways. Land where surroundings and existing conditions did not dictate specific land uses were designated as Planned Area Development (PAD).

PLANNED AREA DEVELOPMENT (PAD) DESIGNATIONS

Refer to the Land Use Element for a description of each PAD and Village PAD.

PAD stands for Planned Area Development. A PAD describes an area of land with one or more property owners that is planned and developed by the property owner(s) as an integrated whole by adhering to context-specific land use designations, development standards, and design policies.

By designating property as a “PAD” or “Village PAD,” the Land Use Plan provides a greater degree of flexibility by allowing more detailed land use planning to occur in the future to reflect unforeseen market conditions, community values, environmental conditions, and so forth. This alternative to conventional zoning is intended to encourage innovations in residential, commercial, and industrial development so that greater opportunities for better housing, recreation, open space, shopping, and employment may extend to all citizens and residents of Prescott Valley. PADs should creatively approach the use of land in order to accomplish a more efficient, aesthetic, and desirable development. This creative land use may be characterized by special features of the geography, topography, size, or shape of a particular property, and should provide a compatible and stable developed environment, in harmony with that of the surrounding areas.

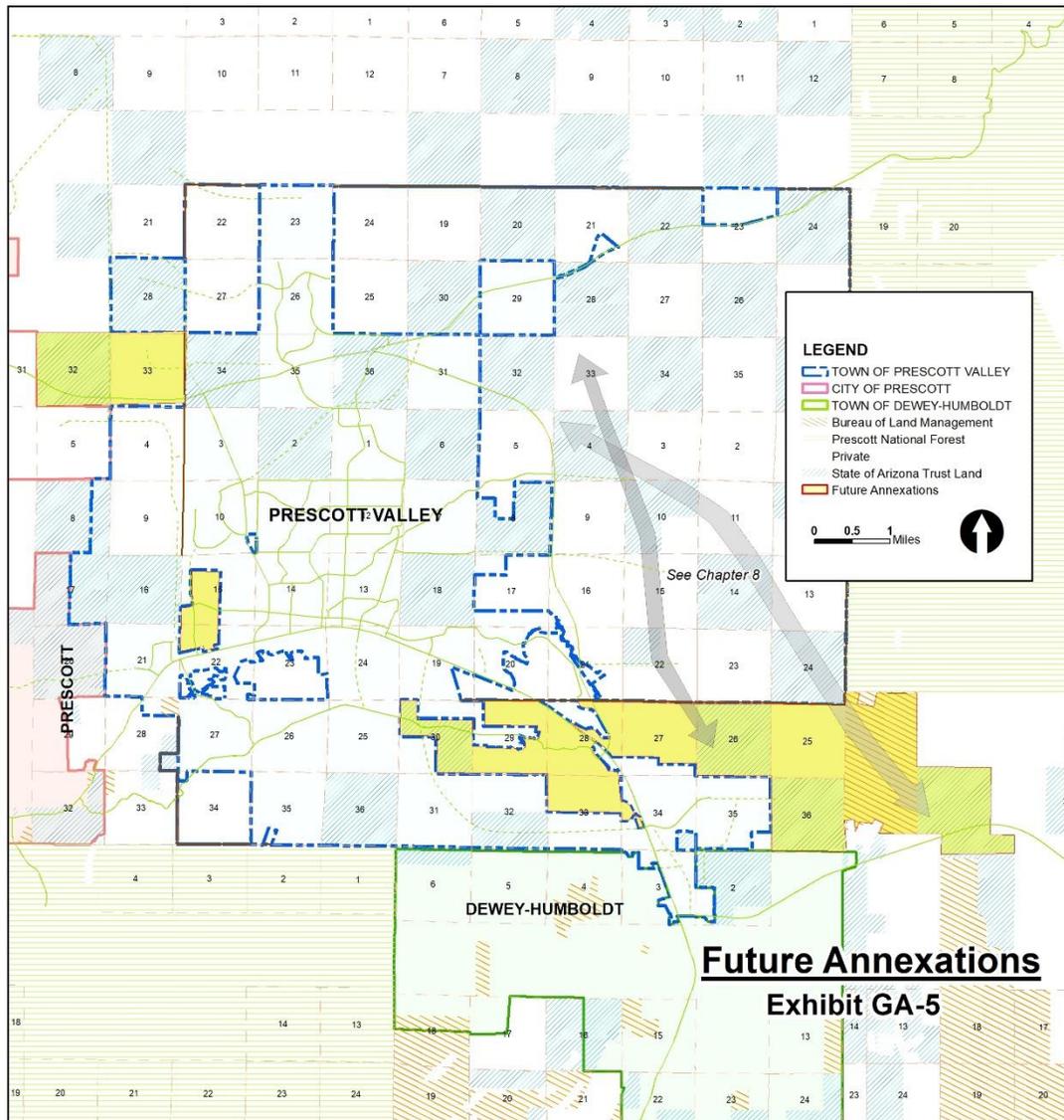
To balance a level of flexibility with mindful growth management, standards and guidelines are individually geared for each PAD based on its unique circumstances. Each PAD is created in the context of its immediate surroundings, environmental constraints and opportunities, and land use goals. Generally speaking, the “Village PADs” promote a community core(s) of services within walking distance of residential land uses to meet the diverse needs of future citizens. Each of the other PADs provide for a different combination of land uses appropriate to their location, including commercial, industrial, residential, and open space. The individual PAD designations are described in more detail in the Land Use Element. Changes in PADs can be proposed, and will be considered, as future development requests are submitted for review.

The “PAD” or “Village PAD” designation also indicates an opportunity for the preparation of a Town-initiated Specific Plan or Area Plan. In accordance with State law, the Town may prepare and adopt specific plans for distinct areas in the Town as a necessary means of executing the General Plan 2035. Specific Plans provide more detail than general plans and include related implementing policies and regulations (see sidebar below).

The PAD designations provide both the public and private sector with the flexibility needed to undertake responsible planning in the future to address community needs and opportunities.

5.3.4 Future Annexations

Changes to transportation corridors and related regional infrastructure within and adjacent to the community will warrant the consideration of expansion of the Town’s Corporate Boundaries in the future. Possible future near-term annexed areas are identified in Exhibit GA-5. Additional properties will also be considered when development is proposed.



5.4 Guiding Principles, Goals and Policies

GUIDING PRINCIPLE GA-A: PROMOTE MANAGED GROWTH THAT SUPPORTS A VARIETY OF LAND USES, CONSERVE NATURAL RESOURCES, REDUCE AUTOMOBILE DEPENDENCY, AND PROVIDE FOR THE RATIONAL ADDITION OF INFRASTRUCTURE AND SERVICE CAPACITIES.

GOAL:	GA-A1	Encourage infill development and revitalization in Tier I.
POLICIES:	GA-A1.1	Prepare and support redevelopment, revitalization, and specific plans for existing residential neighborhoods, redevelopment districts, and commercial corridors.
	GA-A1.2	Establish an Infill District Incentive to encourage redevelopment and infill in existing neighborhoods and commercial areas.
	GA-A1.3	Target public investments and infrastructure improvements within existing developed areas.
	GA-A1.4	Develop standards that ensure new development fits within existing neighborhoods in terms of scale, design, etc.

See the Land Use Element (Chapter 6), for additional goals and policies related to guiding future growth and development.

GOAL:	GA-A2	Focus new development into appropriate growth and development tiers, as defined in Section 3.3.2.
POLICIES:	GA-A2.1	Provide assistance to new developments where the following conditions exist: prior administrative approval, the site is contiguous to existing development, it will be served by existing or planned utilities and roads, and it will be adequately served by existing or planned schools, parks, trails, and services.
	GA-A2.2	Allow development when adequate physical infrastructure (e.g., transportation, water, sewer, utilities, etc.) and social services (e.g., education, public safety, etc.) are available to serve that development or will be provided as part of the development plan.
	GA-A2.3	To ensure an orderly extension of essential services, facilities, and preservation of a free-flowing circulation system, the Town shall continue to require the provision of essential services and facilities at the developer's expense where these systems do not exist or are not already part of the Town's financed capital improvement program.
	GA-A2.4	Encourage the efficient use of infrastructure by focusing well-designed new housing on vacant, infill, or underutilized land.
	GA-A2.5	Require new development that cannot meet the conditions used in Policy GA-A2.1 to bear the full fiscal responsibility for infrastructure and services.

GA-A2.6 Coordinate with the State Land Department on planning State Trust lands to prepare land use plans that support General Plan 2035.

See the Parks, Recreation and Open Space and Circulation Elements for additional goals and policies related to providing open space and transportation options.

GOAL: GA-A3 Encourage a mix of land uses that reduce dependency on automobiles.

POLICIES: GA-A3.1 Encourage pedestrian-friendly residential development that includes a central core of neighborhood and community services.

GA-A3.2 Ensure that PADs are implemented with a mix of land uses, open space, and multimodal transportation options and enhancements.

GA-A3.3 Provide safe pedestrian and/or bicycle connections between and within neighborhoods, shopping, employment, and recreational opportunities.

GA-A3.4 Prepare specific plans for lands that implement mixed-use development in appropriate areas.

GOAL: GA-A4 Establish a predictable pattern of development intensity and design features that best reflect and maintain the “town and country” attributes of Prescott Valley.

POLICIES: GA-A4.1 Encourage a concentric pattern of development that provides for a less intense, rural edge to the Town. Develop and revise regulations and standards to enable desired “town and country” patterns of growth.

GA-A4.2 Develop design standards that provide guidance for urban, town, and country types of development.

GUIDING PRINCIPLE GA-B: ASSURE THAT ALL FORMS OF INFRASTRUCTURE NEEDED FOR FUTURE NEIGHBORHOODS (INCLUDING, BUT NOT LIMITED TO, WATER, SEWER, STORM DRAINAGE, ENERGY, COMMUNICATIONS, AND OTHER TECHNOLOGICAL FACILITIES) ARE AVAILABLE WHEN AND WHERE NEEDED.

GOAL: GA-B1 Provide public facilities that are constructed, maintained, and rehabilitated in a manner that provides a reliable level of service; cost-effective; consistent with the growth and development tiers; and consistent with the Town’s and/or utility’s ability to pay.

POLICY: GA-B1.1 Project the development needs of undeveloped land for utilities, water, sewer, parks, schools, fire, and police protection.

GOAL: GA-B2 Provide water and sewer service that meets the current and projected needs of the Town.

POLICY: GA-B2.1 Develop and regularly update long-range water and sewer system master plans that relate to the Town’s growth.



6.1 Introduction

The Land Use Element presents a vision that will guide local development decisions during the lifetime of General Plan 2035. Although all the General Plan Elements are equal in terms of the weight they carry, this Element and the Growth Area Element are the foundation of the document. The focus of this Element is on the future form of the Town, including policies on the location of new housing and employment areas. The Land Use Element and the accompanying Land Use Plan provide a framework for the policies and exhibits in the other Elements and serve as the basis for future zoning and rezoning requests.

6.2 Looking Toward 2035

Commitment to the Environment

Linked with the image of Prescott Valley as a growing, vital city is a tangible image that stems from the Town's physical attributes. Prescott Valley has a natural environment endowed with long vistas, mountain views, clean air, and wildlife. The distinctive features include Glassford Hill and the Agua Fria Rive, along with the backdrop of the Mingus Mountains to the northeast and the Bradshaw Range to the south provide clear evidence that the natural environment is an integral part of the growing community.

The two images, one a progressive movement to urban vitality, and the other a connection to its natural environment, combine to provide Prescott Valley with its unique quality of life. This uniqueness attracts people of varying ages, lifestyles, and backgrounds.

6.3 Existing Land Use

The planning area for the General Plan 2035 includes lands within the Town limits as of September 2021, as well as surrounding lands within the Town's Sphere of Influence in unincorporated Yavapai County. The Town of Prescott Valley encompasses approximately 25,000 acres of land, with the surrounding "Prescott Valley Sphere of Influence" encompassing approximately another 27,000 acres of land.

RESIDENTIAL

In 2010, the US Census identified 17,494 Housing Units in the Town of Prescott Valley, in 2020 that number had grown to 20,158. Prior to 1996, residential development occurred within the core area of the Town comprising those areas that were originally subdivided by Prescott Valley Incorporated and totaled approximately 11,000 lots. These were all included within the limits of the Town of Prescott Valley when incorporated in 1979. Subsequent residential development has included new master planned subdivisions described in Section 3.2, Planned Residential Developments. Residential land uses constitute most of the development in Prescott Valley, comprising approximately 90% of the Town's total acreage.

Single-Family Districts

The Town's Zoning Ordinance establishes three types of single-family residential districts: single-family limited districts, single-family mixed housing, districts, and single-family mobile/manufactured home districts.

Multiple Dwelling Unit Districts

The Multiple Dwelling (R2) unit district provides for development of multiple-family residences in areas where a higher density of housing is desirable.

Residential and Services

The Residential and Services (RS) district provides for orderly and compatible development in transitional areas between residential and non-residential districts. These districts establish and preserve areas for those commercial facilities that are especially useful near residential areas, while minimizing the undesirable impact of such uses on the neighborhoods that they service.

Planned Area Development (PAD) – Residential

Planned Area Developments as defined in Town Code Article 13-19 involve groups of structures designed as a unified project permitting flexibility in design so that developments would produce maximum choice in the types of environments, living units, and commercial installations and facilities available to the public, and produce an efficient, aesthetic, and desirable use of open space. Approved Planned Area Developments include Stoneridge, Granville, Pronghorn Ranch, Viewpoint (North and South), Mingus West, Quailwood Meadows, Prescott Country Club, Yavapai Hills, Glassford Market Place, and Prescott Valley Town Center. The PAD project locations are shown on Exhibit GA-1, Development Projects.

COMMERCIAL/SERVICES

Commercial and service uses encompass approximately 1,700 acres. This accounts for approximately 6%

of the Town's total acreage. The State Route 69 Corridor serves as one of the Town's primary commercial thoroughfares and includes a mix of commercial uses, such as retail centers, service-oriented business, offices, and hotels/motels. The Prescott Valley Town Center (Section 14) particularly along Glassford Hill Road and Florentine Road are the other commercial roadway corridors and is detailed in Section 3.2.2 (Planned Commercial Developments) and Section 4.3.2.2 (Prescott Valley Town Center Plan). Health and medical services are also located on Windsong Drive. Additional neighborhood commercial and residential service uses are located throughout the Town.

The Town's Zoning Ordinance establishes two types of commercial sales and services districts: neighborhood sales and services district, and general sales and services district. The purpose of each district, as defined by the Town's Zoning Ordinance, is described below.

Neighborhood Sales and Services (C1) Districts. Neighborhood Sales and Services districts provide convenient shopping in residential neighborhoods. These districts preserve and protect neighborhood commercial areas, are located near residential areas, and provide for retail and service establishments that supply commodities or perform services to meet the daily needs of a neighborhood.

General Sales and Services (C2) Districts. General Sales and Services districts provide the sale of commodities and the performance of services and other activities in locations where the market area extends beyond immediate residential neighborhoods. These districts are intended to provide accommodations for retail and service establishments required in meeting the Town's needs. These districts are designed for application along major streets and highways.

Typical uses in commercial districts are detailed in the following paragraphs.

Retail. Retail uses are the most widely distributed commercial land use in Prescott Valley. This land use category includes restaurants and other uses that are sales oriented such as apparel shops and grocery stores.

Service. Service-oriented uses include those businesses that provide some type of service, such as dry cleaners, barber shops, and beauty shops.

Hotel/Motel. The majority of the Town's motels are located along the State Route 69 Corridor and are generally smaller facilities. As the Town of Prescott Valley continues to grow, full-service hotels are also likely to be developed.

Office. Offices have been defined to include professional and administrative offices. Small-scale offices are located throughout the community with the largest concentrations along the State Route 69 Corridor.

Minor Industrial Districts

Minor Industrial (C3) districts are intended to establish and contain the heaviest type of commercial activities, including warehousing, wholesaling, light manufacturing, and related uses of such a nature that they do not create serious problems of compatibility with other kinds of land uses. Most of the minor industrial districts are located along the State Route 69 Corridor.

PLANNED AREA DEVELOPMENT (PAD) - COMMERCIAL

Refer to Section 3.2.2 in the Growth Areas Element for a full discussion of the commercial planned area developments in the Town, which include Glassford Regional Market Place, Prescott Valley Entertainment

Center, Old Town Reinvestment, Truwood Reinvestment, and Prescott Valley Town Center.

General Limited Districts

General Limited (M1) districts provide sufficient space in appropriate locations for manufacturing development, wholesale, and commercial uses with the heaviest impacts. These districts, while not necessarily attractive in operational appearances, are installed and operated in a manner so as not to cause inconvenience to other uses in the district or to adjacent districts. They are installed in compliance with all government standards.

Heavy Industrial Districts

Heavy Industrial (M2) districts provide sufficient space in appropriate locations for heavy industrial development. All types of industrial uses are allowable in these districts, except uses that create hazards to health and property. The district maintains strict controls for air and stream pollution, radiation, fire, and explosion dangers in compliance with all government standards.

Performance Manufacturing Districts

Performance Manufacturing (PM) districts provide sufficient space in appropriate locations for the promotion and protection of certain types of light industrial uses. Businesses, light manufacturing, warehouses, and research and development industries are commonly found in this district.

PARKS, SCHOOLS, STATE TRUST LANDS AND PUBLIC LANDS

Parks

The Town's Community Services Department currently operates 26 developed parks encompassing approximately 400 acres. Located in the central portion of the Town, Mountain Valley Park serves as Prescott Valley's main community park facility. Smaller neighborhood parks are located throughout the Town.

Golf Courses

Currently, there are two golf courses within the Town's jurisdictional boundaries. First is the 18-hole StoneRidge Golf Course, located within the planned community of StoneRidge. Second is the Quailwood Greens Golf Course located at the Villages of Lynx Creek in Dewey-Humboldt.

Government Buildings

Government buildings are primarily concentrated at the Town's Civic Center. The Civic Center grounds include the Town Hall, police station, municipal court facility, public access TV studio, and public library. Landscaping surrounds these facilities, creating a substantial amount of public open space between the buildings.

Schools

The Humboldt Unified School District (HUSD) serves the Town of Prescott Valley with six public elementary schools, three public middle schools, and one public high school. Other educational facilities in Prescott

Valley include several charter schools, Yavapai College Business and Career Center, a branch location for Northern Arizona University and the Yavapai College Prescott Valley Campus.

Arizona State Trust Lands

For more than 80 years, the Arizona State Land Department has administered the Trust Lands. These lands were granted to Arizona by the Federal Government on its establishment as a territory in 1863. Additional lands were conveyed to Arizona as it prepared for statehood under the Enabling Act of 1910. Arizona, through the creation of the State Land Department, accepted the responsibility of Trust land management revenue production for the 14 Trust beneficiaries as a condition of statehood. Today the Trust controls approximately 9.4 million acres, which represents 13 percent of all the land in Arizona.

A significant amount of acreage within Prescott Valley is under the jurisdiction of the State Land Department. As of October 2021, approximately 6,000 acres of State Trust Lands are located within the Town limits and sphere of influence, as well as areas outside of the sphere of influence. The location of the State Trust Lands is illustrated on Exhibit LU-1, Land Ownership.

It is important to note the State has established a detailed process that must be completed for a prospective buyer to obtain title to State land. As a result, the transfer of State-owned property to the private sector can be a time-consuming process, which lengthens the development cycle for these properties. Exhibit LU-6 shows the location of State-owned properties within the Town's Village Plans.

Agriculture

Agricultural districts, or "agricultural land" is defined as land that is one or more of the following:

- Cropland in the aggregate of at least twenty (20) gross acres;
- An aggregate ten (10) or more gross acres of permanent crops;
- Grazing land with a minimum carrying capacity of forty (40) animal units and containing an economically feasible number of animal units;
- Land devoted to high density use in the production of commodities;
- Land devoted to use in processing cotton necessary for marketing; or
- Land devoted to use in processing wine grapes for marketing.

Prescott Valley has traditionally been defined by its rural character. While cropland agriculture is not a prominent feature of the Town, grazing still occurs on most of both State Trust and privately owned land. In fact, only one portion of the Town, located north of State Route 89A, is devoted to agricultural uses.

Vacant

The majority of Prescott Valley has not been developed. The State of Arizona (State Trust Lands) owns approximately 30 percent of the land, or 6,000 acres, within the Town's boundaries and sphere of influence and these acres are nearly all undeveloped. Additionally, the Prescott Valley sphere of influence, more than 27,000 acres, is almost entirely undeveloped.

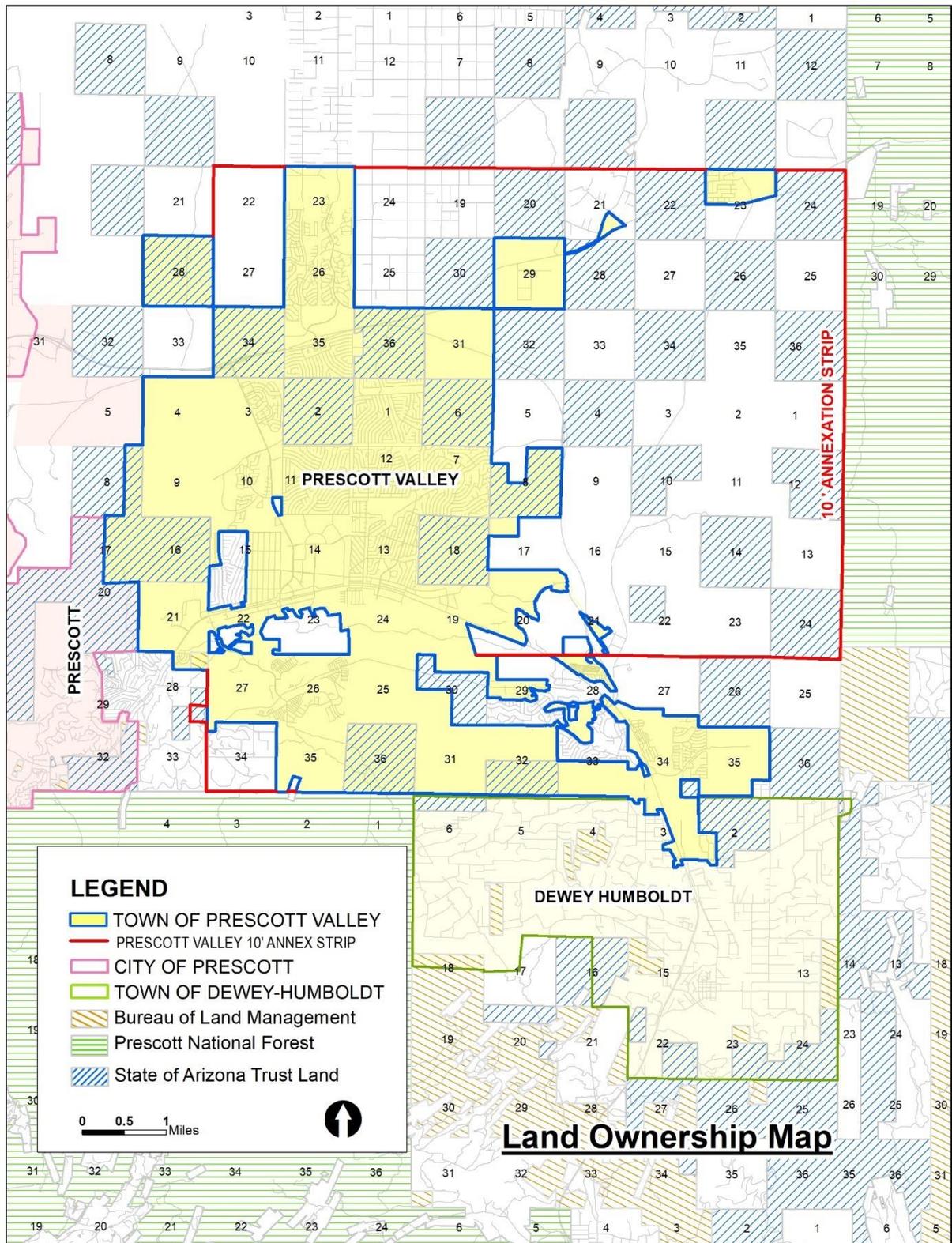


Exhibit LU-1

6.4 Relationship with Other Plans and Programs

Due to the comprehensive nature of the Land Use element, land use issues are not addressed in the same detail as they might be in certain physical planning documents, plans, and ordinances the Town of Prescott Valley may adopt. The land use categories described in the Land Use Plan section of this Element indicate general categories of allowed uses and development intensities within each land use category. Other documents, including the Zoning Ordinance, specific plans, and Reinvestment plans, establish more specific regulations and policies influencing development. These are discussed below.

TOWN OF PRESCOTT VALLEY ZONING ORDINANCE

The Zoning Ordinance establishes land use districts where specific regulations apply, such as density, height, size, and development character. The Ordinance consists of two primary parts: a map that delineates the boundaries of zoning districts; and text that explains the purpose of the district, specifies permitted, conditional and accessory uses, and establishes development and performance standards.

SPECIFIC PLANS/AREA PLANS

Specific plans/area plans are designed to implement General Plan goals and policies by designating land uses, densities, development, and design standards in more specific detail. This is accomplished by designating specific locations and intensities for land uses and specific development standards and design guidelines. A specific plan/area plan can address smaller areas that have unique qualities and require focused planning attention. A specific plan/area plan may be designed to implement any of a general plan's elements.

REINVESTMENT PLANS

Reinvestment plans are intended to help revitalize and encourage private rehabilitation efforts in local opportunity areas. Reinvestment plans provide a way for government agencies to encourage and promote private reinvestment in older areas with public support.

DEVELOPMENT AGREEMENTS

Development agreements enable a town or city to enter a binding contract with a developer and/or landowner to define for the Town of Prescott Valley the type, character, and quality of development and guarantee the developer that the necessary permits will be issued regardless of changes in regulations that may occur in the future. This ensures that a developer and/or landowner of a multi-phased project who has based project financing on conditions negotiated with the Town at a particular time would not be adversely affected by subsequent change in regulations that might otherwise affect the project. This, in turn, enables the Town to obtain additional contributions and benefits from the developer and/or landowner.

6.4.1 Airport Specific Area Plan

The Prescott Regional Airport (Ernest A. Love Field) is a major transportation and economic asset to the entire region. Owned and operated by the City of Prescott, the airport is classified by the FAA as a non-primary, public use, commercial service airport. It is located at the geographic center of the cities, towns, and unincorporated areas of the Central Yavapai Region, just north of the intersection of State Route 89 with the realigned State Route 89A/Pioneer Parkway.

Prescott Regional Airports three runways include a 150-foot-wide asphalted primary runway of 7,616 feet in length, with navigational aids, state-of-the-art lighting, and encompassing taxiways. Other on-site features are the airport control tower, pilot-activated lighting when the airport is closed, and all-weather instrument approaches. The airport handled 236,186 operations in 2020, making it the 5th busiest airport in Arizona and the 45th busiest in the nation. Prescott Regional Airport contains numerous hangars and aircraft tie-down parking areas and approximately 20 aviation-related businesses and training facilities for Embry-Riddle Aeronautical University. The newly constructed state-of-the-art passenger terminal building opened in 2021 with a snack bar and charging stations for mobile devices.

The City of Prescott is responsible for the future of the airport and relies on the cooperation of the regional partners within the sphere of influence to ensure the continued viability of this regional asset. To help guide and protect the viability of the Prescott Regional Airport, the City of Prescott has adopted an Airport Business Plan, an Airport Specific Area Plan, and recently adopted an updated Airport Master Plan. These plans have been adopted to address airport area land-use protection and to assure the continued economic vitality of the airport as is required by FAA regulations, standards, and guidelines.

It is important that all regional partners surrounding and within the sphere of influence of the Prescott Regional Airport, including Prescott Valley, coordinate and work closely with the City of Prescott to proactively address airport land use, airport noise and other concerns, and prevent additional residential or other noise-sensitive uses near the airport, which could impede the development a regional airport to serve the region's needs (See map on following page). The Airport Business Plan can be accessed at:

https://www.prescott-az.gov/wp-content/uploads/2021/04/ASAP_2020_Optimized.pdf



6.4.2 Reinvestment Areas

As communities mature, their inventories of homes, commercial areas, services, and infrastructure mature along with them. As a result, as the various elements of the community age, steps will need to be taken to reinvest in these areas to maintain their quality and service to the community. Given the age of the Town of Prescott Valley, and the significant number of homes and commercial buildings that are approaching (or over) forty years old, additional attention will need to be given to promoting and encouraging reinvestment in these older areas. Public investment will be needed to address infrastructure upgrades (which should both leverage and promote new private investment where possible) and reinvestment in existing homes and commercial buildings as needed to maintain their quality and serviceability. The topic of neighborhood reinvestment is discussed in greater detail in the Housing Element, item 7.5.

Prescott Valley Parkway Reinvestment Plan

The Prescott Valley Parkway Reinvestment project was initiated by the Town of Prescott Valley in March of 2001 to address design and land use issues in the commercial areas adjacent to State Route 69, in the central “old town” area of the community. The goal of the project was for the Town to participate with property owners adjacent to the frontage roads to upgrade their properties by reconfiguring the frontage road on the north side of the State Route and First Street on the south side to provide space for more parking and landscaping, and create options for redesigning existing buildings and constructing additional uses on vacant properties.

The goal of the project was to improve the appearance and functionality of the streetscapes adjacent to the State Route and develop a more attractive and viable commercial area. Since that time, the plan has been partially implemented with the participation of individual property owners, although progress has gone dormant in recent years. Implementation of a future program following the approach of the Prescott Valley Parkway project may be beneficial to the community to help address the issues that remain in the parkway areas today, and complete the vision developed when the plan was first adopted over twenty years ago. See Parkway Plan on following page.



Prescott Valley State Route Frontage
with no Development Plan



Prescott Valley Parkway Design Concepts

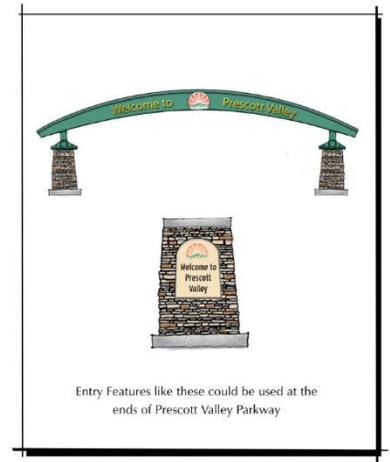
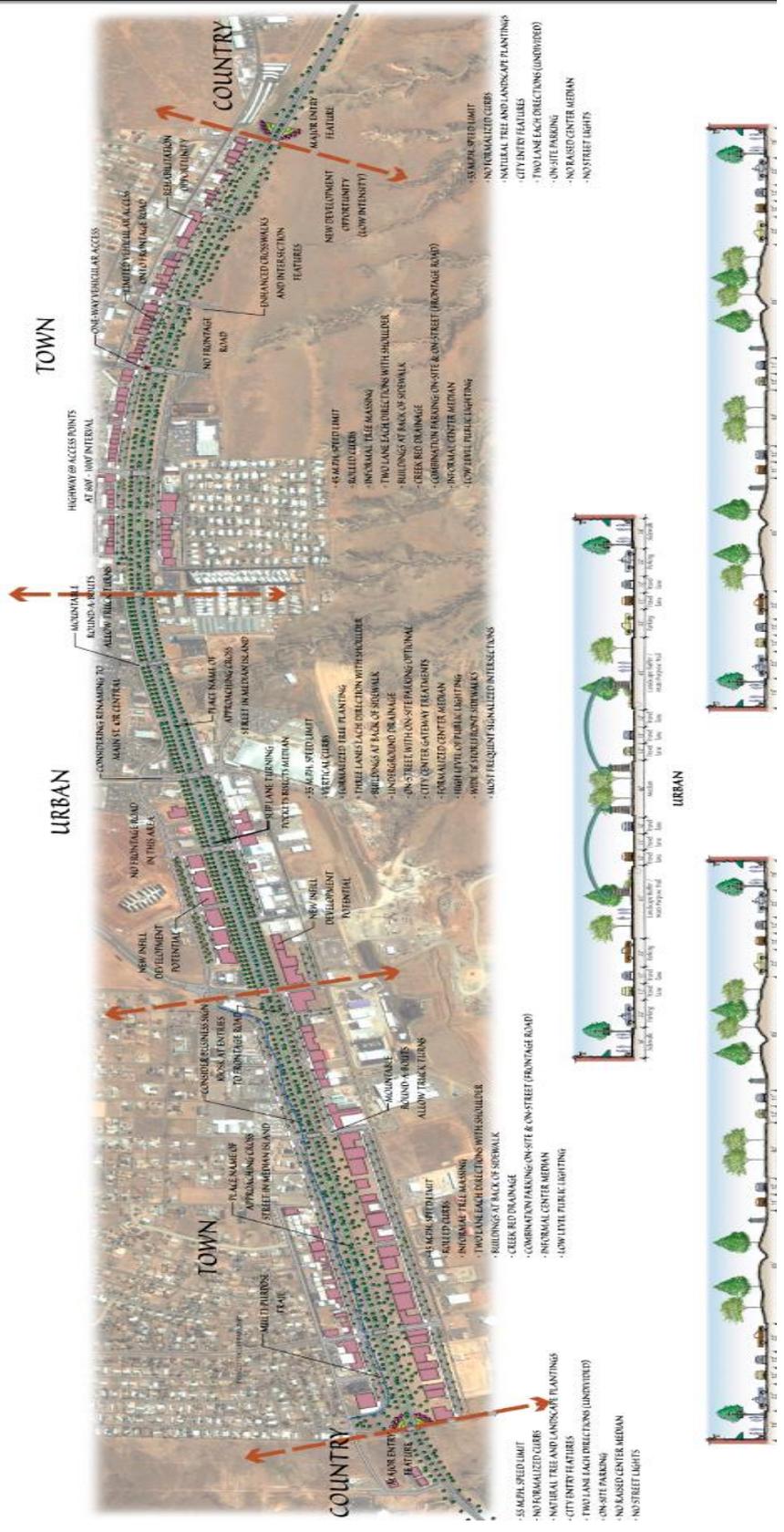


Exhibit LU-2

Robert Road/Loos Drive/Spouse Drive Reinvestment Plan

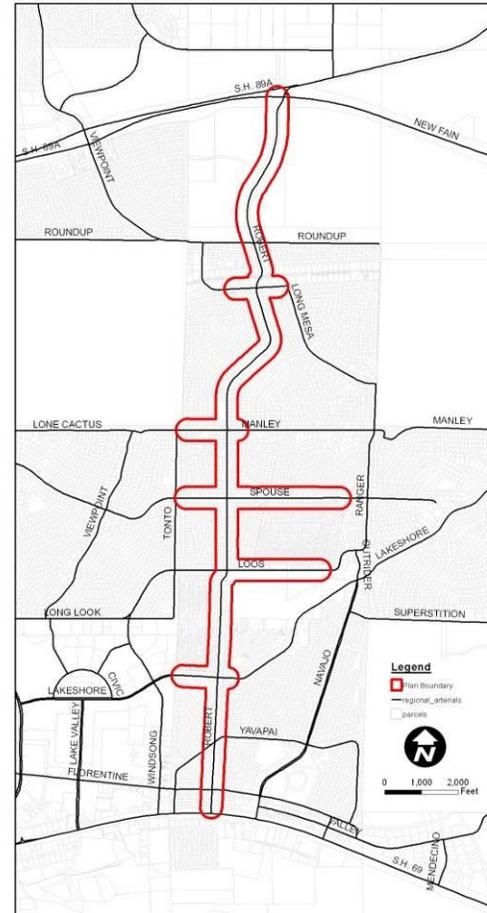
In June 2005, the Town Council approved the Robert Road Loos Drive, Spouse Drive Area Specific Reinvestment Plan.

The Reinvestment Plan included properties fronting on Robert Road between State Routes 69 and 89A, and portions of intersecting streets such as Spouse Drive and Loos Drive, with the primary study area of those properties within 300 feet of the roadways, as shown on the map.

The goal of the Plan was for the Town to coordinate with the street front property owners to develop plans to infill underutilized properties and rezone these properties to accommodate the new proposed uses. The result would help both the Town more effectively use its existing infrastructure, and the private property owners infill vacant properties with new uses that would benefit the adjacent area.

Following approval of the Plan, several properties were successfully redeveloped for new uses, although the project has gone dormant in recent years due to a lack of continuing participation.

Both the Prescott Valley Parkway Plan and the Robert Road/Loos Drive/Spouse Drive Reinvestment Plan reflect an awareness by the Town Council at that time of the need for the community to work with the private sector to promote reinvestment in its older areas to provide stability and a positive direction for the future. Between now and 2035, the need for interest in the Town's Reinvestment Areas will continue to grow, and by developing new programs, or reviving and refocusing older ones, the Town can proactively respond to provide leadership in a renewed partnership with the private sector to focus additional investment in these areas. This will promote the livability and functionality of this older portion of our community.



6.4.3 Arizona Public Service (APS) Transmission Facilities

Because of the rate of development and need for electricity in the quad-city area, Arizona Public Service (APS) has requested that the Prescott Valley General Plan 2035 include maps describing future transmission lines and substation facilities and language to ensure ongoing communication with appropriate utility representatives to help ensure public awareness of newly sited and future electrical facilities (69kV and larger). Refer to Exhibits LU-3.1 and LU-3.2, APS Transmission Facilities on the following pages.

While the data shown on these two maps is dated, it is important to note that all proposed developments in Prescott Valley are reviewed by APS for consistency with current and future infrastructure plans.

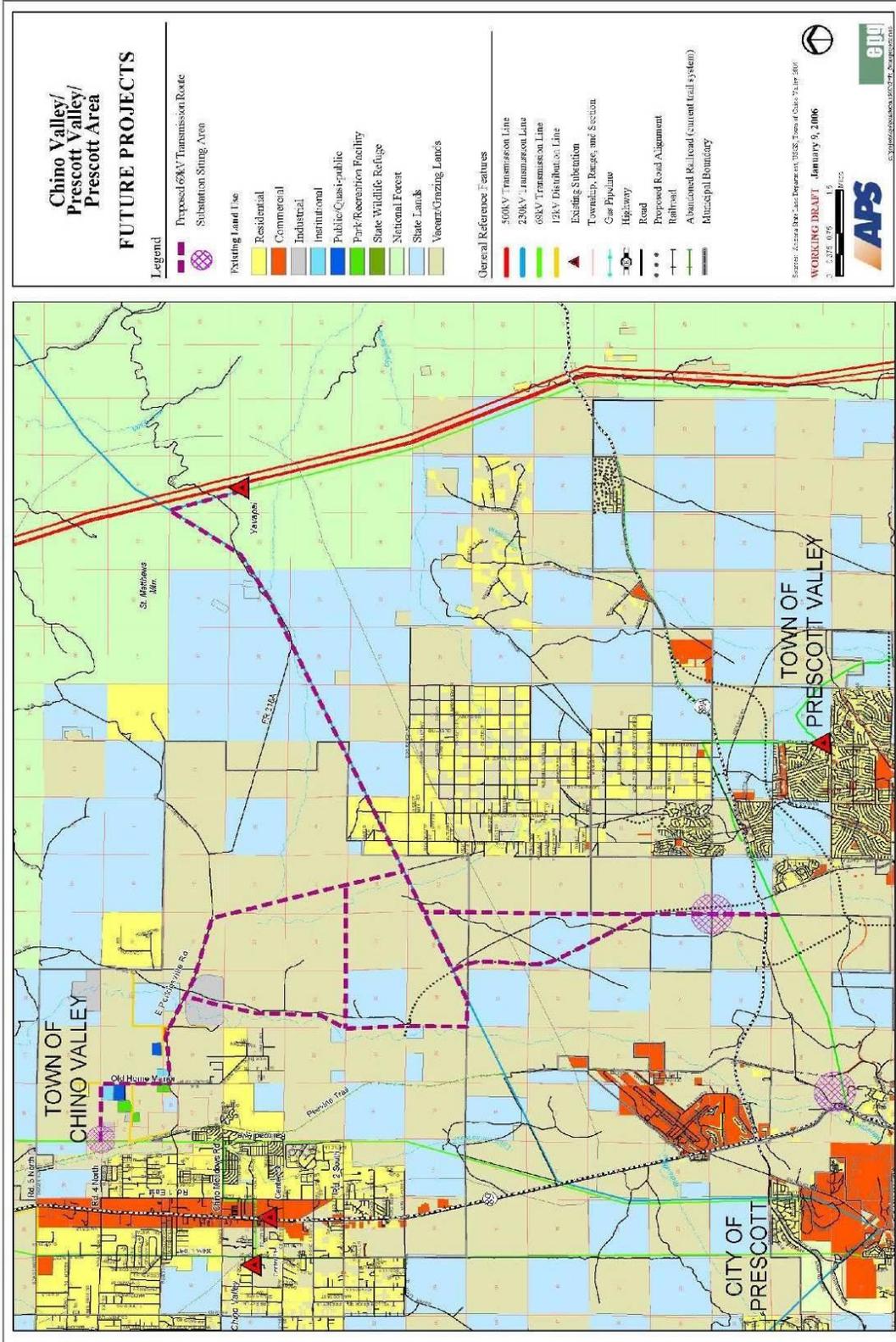
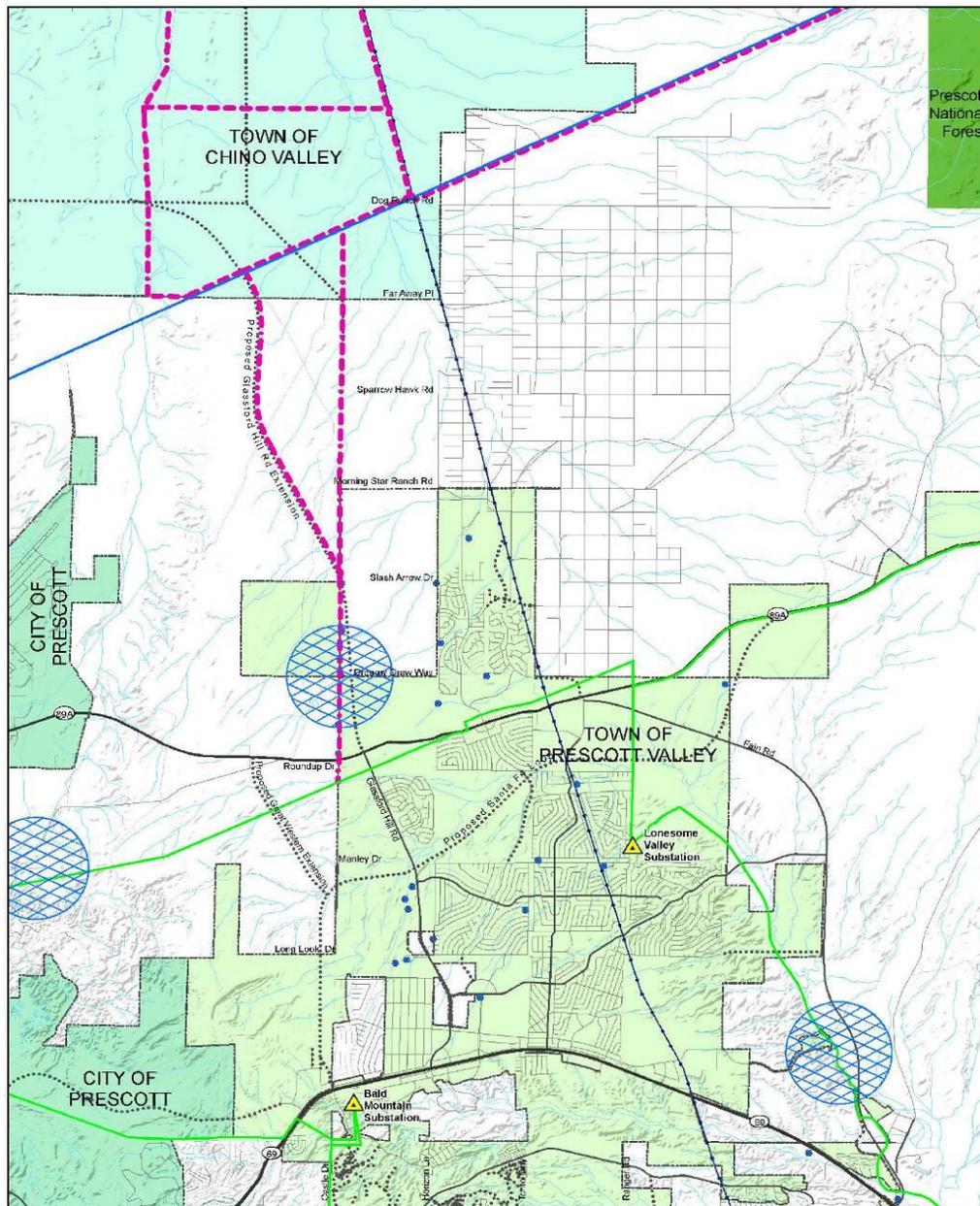


Exhibit LU-3.1



<p>Legend</p> <ul style="list-style-type: none"> City of Prescott Town of Chino Valley Town of Prescott Valley National Forest Unincorporated Yavapai County 	<p>Reference Features</p> <ul style="list-style-type: none"> Well Substation Siting Area Proposed/Alternative 69kV Transmission Line Route 230kV Transmission Line 69kV Transmission Line Natural Gas Pipeline Municipal Boundary Road Proposed Road Alignment Surface Drainage 	<p>Prescott Valley Land Use Inventory Municipalities</p> <p>February 2, 2006</p> <p>DRAFT</p> <p> </p>
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Sources: Municipal Boundaries: Yavapai County, 2006; Streets: Yavapai County, 2005
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Exhibit LU-3.2

6.4.4 Wireless Telecommunications Plan

In 1997, most of the government entities participating in the Central Yavapai County Regional Association of Governments formed a wireless telecommunications task force to develop a plan for siting wireless telecommunications facilities in response to the Telecommunications Act of 1996. The Task Force developed a Plan and model ordinance covering the placement of new wireless telecommunications sites in April 1998 covering that part of Yavapai County bounded on the east by Interstate 17 between State Route 69 and State Route 169, proceeding northwestward along State Route 69 and State Route 89 to Chino Valley, including the City of Prescott, the Towns of Prescott Valley and Chino Valley, the communities of Cordes Lakes, Mayer, Poland Junction, Humboldt, Dewey, and the Prescott Country Club; and adjacent unincorporated areas of Yavapai County. The plan was previously made part of the Town of Prescott Valley Town Code by approval of Ordinance No. 439.

The Telecommunications Act reduces the ability of local communities to regulate the placement of telecommunications facilities and allows greater latitude for the placement of telecommunications towers where needed to serve local telecommunications needs. It also allows local communities to establish standards for security fencing and landscaping encourage colocation and use of other existing structures where possible, and allow for “camouflaging” of towers through use of “stealth designs.”

6.4.5 Housing Affordability

Availability of housing directly affects housing affordability. To provide a variety of housing options to meet the needs of the Town’s diverse population, a variety of housing types should be made available in the Town.

Housing Diversity

The Land Use Plan provides a range of residential land use categories and opportunities for residential development, which are supportive of a balanced mix of housing types. Phased growth within the Growth Tiers also provides for both the needed quantity and diversity of housing options to be available for development in the next 10 to 20 years. Town goals and policies provide the means to evaluate future residential development and housing diversity on a continuing basis.

Revitalization

Revitalization of Prescott Valley’s mature neighborhoods is important to maintain the viability in these areas of the Town. Revitalization affects housing issues in many ways. It retains affordable housing options, adds to the quality and diversity of neighborhoods, demonstrates equitable municipal responsibility, and retains a higher aesthetic level in the Town.

Implementation of effective long-range planning ensures the viability of older neighborhoods by avoiding incompatible land uses, ensuring adjacent development is compatible and sensitive to the needs of residents, and developing a sound economic market that supports high-quality residential and employment sectors for Town residents.

6.4.6 Prescott Valley Town Center Plan

In 2000, a draft Prescott Valley Town Center Plan was developed for the Fain Signature Group to encompass what had previously been referred to “Section 14”, which was primarily vacant at that time except for existing development along the State Route 69 corridor. The Plan, though never formally adopted by the Town, served as a development guide in conjunction with adoption of Rezoning Ordinances and Final Development Plan Resolutions. Land Use Standards were developed describing allowable uses. Those descriptions were incorporated into the Prescott Valley General Plan 2020 and the General Plan 2025 updates, in addition to this one. Current development in the Town Center includes Phase 1 of the Entertainment Center with Harkins Theatre as the anchor tenant, the Fry’s Shopping Center, the Glassford Hill Market Place with Kohl’s and Walmart, Hampton Inn and Suites, and the Yavapai Regional Medical Center East Campus.

The Town Center Plan defines general plan use districts, which are described below and illustrated on Exhibit LU-4, Town Center Plan.

Mixed-Use/High-Intensity Districts. The uses, intensities, and physical form of these districts should foster an extremely vibrant and pedestrian-friendly environment. Small-to-moderate sized street-oriented retail businesses, as well as office and residential uses, are encouraged here to create a traditional downtown atmosphere in the heart of Prescott Valley. To ensure a scale suited to pedestrians, individual retail tenants are limited to a ground-floor footprint of not more than 25,000 square feet (multiple stories may exceed 25,000 square feet). Individual retail tenants must limit any street-facing frontage (abutting a street) to 50 feet or have entries every 50 feet with intervening display windows. Retail, office, and residential uses may occur in separate buildings or can be combined in one building. Residential buildings can contain a ground-floor office or shop to become a “live-work” unit. Minimum intensity requirements permit surface parking for development.

Mixed-Use/Low-Intensity Districts. Mixed-Use/Low-Intensity Districts give greater latitude to larger retail businesses, which require significantly larger land area for bigger building footprints and parking lots. With excellent regional access and visibility, the Mixed-Use/Low-Intensity District permits a variety of retail tenants limited only by available parcel size, parking requirements, and intensity limits. Office and residential uses are also permitted.

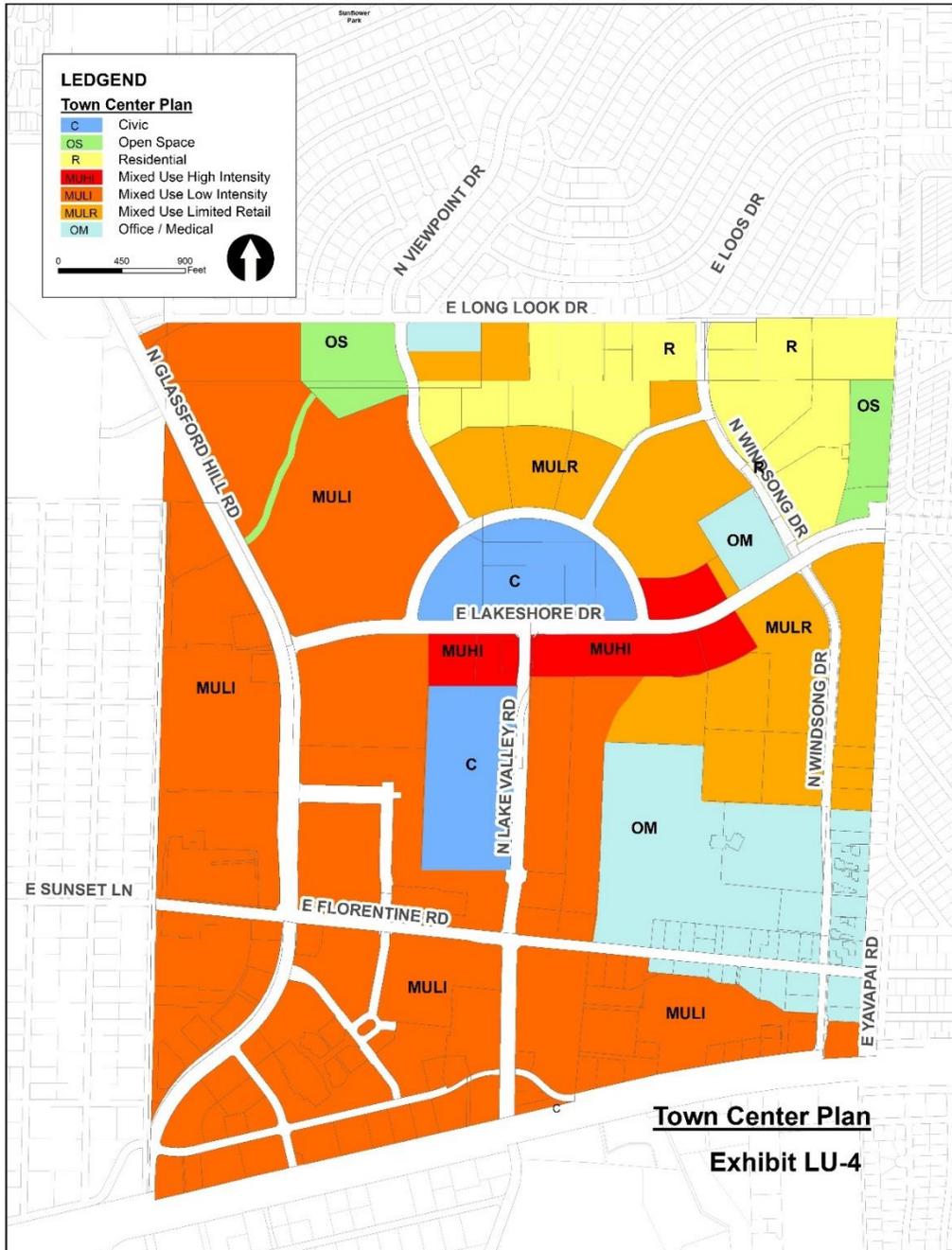
Mixed-Use/Limited-Retail Districts. Residential and employment uses are permitted in Mixed-Use/Limited Retail Districts, along with a limited amount of convenience retail. Retail may not exceed more than 25% of the site area within these Districts.

Office/Medical Districts. Health care facilities, including a hospital, laboratory facilities, and medical and dental offices, are expected to be the focal point for this area. Retail is also permitted here, but not exceeding 25% of the site area. Within these districts, residential uses that may benefit from proximity to medical facilities are also permitted, such as elder care and assisted living facilities.

Residential Districts. Residential Districts allow for a wide range of for-sale and for-rent housing, that may include a “small town” character of porch fronts and street-facing architecture. A wide range of housing types are permitted, including apartments, townhomes, duplexes, detached single-family, and innovative cluster arrangements. The Residential Districts seek to place higher-density housing within walking distance of destinations within the Town Center, offering a convenient and community-oriented lifestyle. Larger setbacks, landscape buffers, reduced building heights are recommended adjacent to Long Look Road to blend with the residential development to the north.

Civic District. The Civic District allows conference centers, performing arts centers, community centers, libraries, day care, government buildings, and other public services. Many civic uses are already in place, including the Civic Center, that houses the Town’s administration functions, the Magistrate Court, the Prescott Valley Public Library, and the Prescott Valley Police Department.

Development Intensity/Density. The core area of the Plan is located south of Lakeshore Drive, east of Glassford Hill Road, north of Pav Way, and west of Windsong Drive. The core area can be developed with up to a maximum height of 140 feet. The remaining area surrounding the core within the Town Center can be developed with up to a maximum height of 60 feet



6.5 Prescott Valley Zoning Ordinance

The Town of Prescott Valley's Zoning Ordinance establishes zones that provide for the compatible grouping of similar land uses and apply uniform regulations to properties similarly situated within each zoning classification (Town of Prescott Valley, Town Code Chapter 13, enacted June 28, 1979). The Ordinance consists of two primary parts: a map that delineates the boundaries of zoning districts; and text that explains the purpose of the district, specifies permitted, conditional and accessory uses, and establishes development and performance standards. Zoning translates the long-term guiding principles, goals, and policies of a General Plan into the guidelines used for everyday decisions.

The Zoning Ordinance establishes the following zoning districts:

RESIDENTIAL and PLANNED AREA DEVELOPMENT (PAD) RESIDENTIAL

(Refer to Section 3.2.1 in the Growth Areas Element)

- R1L (Residential; Single-family Limited)
- R1M (Residential; Single-family Mixed Housing)
- R1MH (Residential; Single-family Mobile/Manufactured Homes)
- R2 (Residential; Multiple Dwelling Units)
- RCU (Residential; Conditional Use Permits)
- RS (Residential and Services)

COMMERCIAL and PLANNED AREA DEVELOPMENT (PAD) - COMMERCIAL

(Refer to Section 3.2.2 in the Growth Areas Element)

Sales and Services Districts

- C1 (Commercial; Neighborhood Sales and Services)
- C2 (Commercial; General Sales and Services)

Minor Industrial Districts

- C3 (Commercial; Minor Industrial)

General Limited Districts

- M1 (Industrial; General Limited)

Heavy Industrial Districts

- M2 (Industrial; Heavy)

Performance Manufacturing Districts

- PM (Performance Manufacturing)

PL (PUBLIC LANDS)

AG (AGRICULTURAL)

General Plan Consistency with Zoning

General Plan 2035 Land Use Designations	Zoning Districts														
	R1L	R1M	R1MH	R2	RCU	RS	C1	C2	C3	PM	M1	M2	PAD	PL	AG
Rural Residential	■				■										
Estate Residential	■				■										
Low Density Residential	■				■	■									
Medium Density Residential		■	■	■											
Medium-High Density Residential		■		■											
Resort	■					■	■	■					■		
Community Commercial						■	■	■							
Regional Commercial								■	■						
Mixed Use				■		■	■	■	■					■	
Town Center	■	■		■		■	■	■	■					■	
Planned Area Development													■		
Business Park							■	■	■	■	■				
Industrial										■	■	■			
Open Space														■	■
Public/Quasi-Public														■	
Undesignated															

6.5.1 Land Use Intensity/Density

State law requires that the Land Use Element define building intensities/ densities. Several terms are used to define the land use designations described in this Element. The term “intensity” refers to the degree of development based on building characteristics such as height, bulk floor area ratio, and percentage of lot coverage. Intensity is most often used to describe non-residential development levels. For most non-residential land use categories (commercial, industrial, and public), the measure of intensity known as “floor area ratio” (FAR) provides the most convenient method of describing levels of development. The floor area ratio is the relationship of total gross floor area of all buildings on a lot in square feet to the total land area of the lot in square feet expressed as a ratio. For example, a 21,780-square-foot building on a 43,560-square-foot lot (one acre) yields a FAR of 0.50:1. The FAR describes use intensity on a lot, but not the actual building height, bulk, or lot coverage.

6.6 Description of the General Plan 2035 Land Use Plan

The General Plan 2035 Land Use Plan presented at the end of this Element provides a vision for the Town's development through the year 2035. It depicts a community with new neighborhoods and employment centers that complement the existing mix of uses in Prescott Valley.

As discussed in the Growth Areas Element, the Land Use Plan includes growth tiers. The strategy for Growth Tier I is to direct growth within the Town boundaries, so that new development occurs adjacent to existing development, creating logical extensions of infrastructure. Development in Tier II should be based on a finding that the growth is a logical extension of development and infrastructure to contiguous existing development in Tier I and/or the development cannot be reasonably accommodated within Tier I due to physical, environmental, economic, or other illustrated circumstances. There is enough vacant or undeveloped land within Growth Tiers I and II to accommodate projected growth and to provide choices for new development opportunities during the planning period.

Refer to the Economic Development Element for additional discussion regarding business growth and development.

Diversifying and strengthening the local economy is a priority for the Town. Presently, the Town's economy provides local and regional serving amenities, and the Town would like to create additional opportunities for more highly skilled, higher-wage jobs and broaden the type and range of services available. The designation of commercial and industrial lands on the Land Use Plan is intended to provide such opportunities, and to ensure that Prescott Valley becomes a center for regional employment.

As future development occurs and the Town develops master plans or specific area plan overlays, the Land Use Plan will be updated to reflect these changes. Future studies may address areas for resorts, master planned communities, employment centers, educational and health care campuses, and/or transportation corridors.

6.7 Land Use Plan

Land use designations (categories) indicate the type and nature of development that are allowed in each location. While terms like "residential," "commercial" and "industrial" are generally understood, State General Plan law requires a clear and concise description of the land use categories that are depicted on Exhibit LU-5, Land Use Plan.

The Land Use Plan contains 16 land use categories as follows:

- Rural Residential
- Estate Residential
- Low Density Residential
- Medium Density Residential
- Medium-High Density Residential
- Resort
- Community Commercial
- Regional Commercial
- Mixed Use
- Town Center

- Planned Area Development
- Business Park
- Industrial
- Open Space
- Public/Quasi-Public
- Undesignated

Table LU-4, General Plan/Zoning Relationship, shows these designations along with their corresponding zoning districts.

6.8 Land Use Designations

Descriptions of each of the land use categories depicted on the Land Use Plan are provided below. The land use designations should be referenced when interpreting the Land Use Plan.

Designation of an area with a particular classification **does not** entitle a property owner to develop at the top end of the stated density or intensity range. These use descriptions, types, and limitations are more specifically defined within the Town's Zoning Ordinance. Site and neighborhood specific conditions, plus available services, transportation capacity, site constraints, and other factors are considered when establishing the allowable density for an individual project.

Rural Residential

Rural Residential: Five-acre minimum with one dwelling unit per lot (1 du/5+ ac minimum).

The Rural Residential (RR) designation is intended to provide for the development of very low-density housing in areas that retain the rural character of a given location and/or respect the environmental constraints. The typical lot size for the RR designation is a five-acre minimum with one dwelling unit per lot (1 du/5+ ac minimum). This designation is also consistent with large lot residences that keep horses or other animals.

Zoning districts compatible with the Rural Residential (RR) designation include: R1L.

Estate Residential

Estate Residential: 1 du/ac minimum to 1 du/4.99 ac maximum.

The Estate Residential (ER) designation is intended to provide for the development of single-family detached homes on large lots with a rural character of development. The density range for the ER designation is a minimum of one dwelling unit per one acre to a maximum of one dwelling unit per 4.99 acres (1 du/1ac minimum to 1 du/4.99 ac maximum), which ensures sufficient open space and creates an open environment. Building envelopes are encouraged to minimize disturbance to the environment and to neighboring parcels. This designation is also consistent with large lot residences that keep horses or other animals.

Zoning districts compatible with the Estate Residential (ER) designation include: R1L.

Low Density Residential

Low Density Residential: 1.1 – 4 du/ac.

The Low Density Residential (LDR) designation is intended to provide for the development of single-family detached homes on moderate to large sized lots. Densities in the LDR designation range from 1.1 to 4.0 dwelling units per acre (1.1 – 4 du/ac) with detached units each on their own parcel. Non-residential uses that complement and serve the surrounding residential neighborhood typically include schools, parks, churches, and public facilities.

Zoning districts compatible with the Low Density Residential (LDR) designation include: R1L and RS.

Medium Density Residential

Medium Density Residential: 4.1 – 8 du/ac.

The Medium Density Residential (MDR) designation is intended to provide for the development of single-family detached homes with an increase in density, while maintaining a detached single-family residential character. Densities in the MDR designation range from 4.1 to 8.0 dwelling units per acre (4.1 – 8 du/ac), which would accommodate detached single-family residences, attached single-family residences, townhomes, and mobile homes. These areas should be located within proximity to schools, parks, shopping, and employment. Non-residential uses that complement and serve MDR neighborhoods and surrounding residential communities and that are allowed within MDR-designated areas typically include schools, parks, churches, and public facilities.

Zoning districts compatible with the MDR designation include: R1M, R1MH and R2.

Medium-High Density Residential

Medium-High Density Residential: 8.1 – 15 du/ac.

The Medium-High Density Residential (MHDR) designation is intended to provide for the development of multi-family residential uses. Densities in the MHDR designation range from 8.1 to 15 dwelling units per acre (8.1 – 15 du/ac) that would accommodate attached single-family homes, apartments, townhomes, and condominiums close to employment and service areas, and that would buffer low density residential areas.

Zoning districts compatible with the MHDR designation include: R1M and R2.

Resort

The Resort (R) designation is intended to provide for the development of visitor accommodations in areas with exceptional scenic quality that provide sites for a destination hotel, casitas or timeshare residential housing, golf/tennis, recreational and/or shopping opportunities, and/or hiking/equestrian trails. Densities for resort facilities range from 7 to 25 units per acre, allowing for resort complexes with increasing amenities proportional with the intensity of use. Amenities with an emphasis on pedestrian environments are preferred. Design options should provide flexibility in the placement of buildings, and more reasonable and practical use of open space. A limited level of ancillary retail or recreational uses may be considered by the Town.

Resort proposals should be able to demonstrate the following:

- The proposal is compatible with the scale and character of the surrounding area.
- Anticipated traffic volumes can be accommodated by the surrounding street system.
- The proposal can provide the needed infrastructure to accommodate the project.
- The proposal incorporates measures to utilize the natural and scenic qualities of the area.

Zoning districts compatible with the R designation include: R1L, RS, PAD, C1 & C2. Although this land use classification exists in the Plan it has not yet been adopted as part of the Land Use Plan.

Community Commercial

The Community Commercial (CC) designation is intended to allow for both neighborhood and community serving commercial uses. Neighborhood serving commercial uses generally include smaller scale business activities that provide retail or convenience services for the residents in the surrounding neighborhood. Community serving commercial uses generally include retail, professional office, and service-oriented business activities that serve the entire community. Community commercial areas typically include neighborhood commercial uses, as well as larger retail uses. Institutional uses such as churches and schools are also appropriate if they are compatible with surrounding land uses.

Sites with the CC designation need to be sensitive to the surrounding land uses when establishing their development intensity. Floor area ratios (FAR) range from 0.25 for high trip generating land uses to 1.0 for low trip generating land uses; a mix of one- to three-story buildings is appropriate for the sites. This land use designation is typically located along arterials due to the potential amount of traffic generated.

Zoning districts compatible with the CC designation include: C1, C2, and RS.

Regional Commercial

The Regional Commercial (RC) designation is intended to apply to large retail shopping areas that serve a regional market area. The intended uses within this designation include major department stores, specialty retail outlets, restaurants, offices, hotel, and other complementary uses. Auto sales are allowed within specific zoning designations.

Development in this designation generates high volumes of traffic because of the regional draw and location near highways and major arterials and away from residential uses. Floor area ratios up to 1.0 are allowed. Buildings can be a mix of one- to three-story buildings.

Zoning districts compatible with the RC designation include: C2 and C3.

Mixed Use

The Mixed Use (MU) designation is intended to provide for an integrated variation of uses that may include residential, service, neighborhood and community commercial, open space, general office, entertainment, and cultural functions with a compatible relationship. Mixed use projects shall be designed to provide maximum compatibility with surrounding land uses.

Residential densities in this designation range from a minimum of 10 dwelling units per acre (10 du/ac) to a maximum of 30 dwelling units per acre (30 du/ac). Floor area ratios range from 0.25 to 1.50, depending upon the location and use. Developments within this designation can range from low-rise buildings of one

or two stories to mid-rise buildings up to three stories. This category would allow for any or all the uses mentioned above within an area so categorized, subject to further review and determination in more specific plans, which would consider General Plan goals and policies, existing zoning and uses, and site considerations.

Zoning districts compatible with the Commercial/Mixed Use designation include: R2, RS, C1, C2, C3 and PL.

Town Center

The Town Center (TC) designation is intended to apply to the area master planned in Section 14. The Town Center includes a mix of land uses and densities in the following land use districts: Mixed Use/High Intensity District, Mixed Use/Low Intensity District, Mixed Use/Limited-Retail District, Office/Medical District, Residential District and Civic District. Refer to Exhibit LU-4 and Prescott Valley Town Center Plan, 6.4.6 (see page 49) for more detailed descriptions of permitted and special uses, as well as descriptions of each of the land use districts.

Zoning districts compatible with the TC designation include: R1L, R1M, R2, RS, C1, C2, C3 and PL.

Planned Area Development or Village Planned Area Development

Section 6.9 provides a detailed description of each PAD and Village PAD shown on the Land Use Plan (Exhibit LU-5).

The Planned Area Development (PAD) or Village PAD designation is intended to promote a unified development, consisting at a minimum of a map and adopted ordinance setting forth the regulations, location and phasing of all proposed uses and improvements to be included the development. A PAD can be developed for residential, commercial, industrial or a mix of these types of uses.

The PAD is intended to:

- Ensure orderly and thorough planning and review procedures that will result in high quality urban design and to encourage a variety in architectural design techniques including, but not limited to, variations in building style, lot arrangements and site planning.
- Establish procedures that would reduce inequities occurring when strict application of zoning regulations pertaining primarily to small lots are applied to large lots.
- Permit flexibility in design so that developments would produce maximum choice in the types of environments, living units, and commercial installations and facilities available to the public, and produce an efficient, aesthetic, and desirable use of open space.
- Produce an environment of stable character in harmony with the surrounding areas and developments.

Zoning districts compatible with the PAD or Village PAD designations include zoning districts compatible with designated land uses.



Business Park

The Business Park (BP) designation is intended to provide locations where major employment centers and uses may take place in an attractive environment. The BP designation would allow for a variety of uses, including professional offices, research and development, science, engineering, wholesale and storage warehouses, utility centers, the manufacturing processing repairing, packaging of goods, and ancillary eating and retail establishments. Adherence to landscape standards, setbacks, and adequate transition of intense uses ensures compatibility with adjacent properties and enhances the visual quality of the community.

Development in the BP designation should be contained on large, multiple parcel areas that should retain a similar look and feel between them. Floor area ratios for development are limited to a maximum of 1.0, though increases are available for situations where there is a special need. A mix of one- to three-story buildings is appropriate. Because of the truck traffic generated by the uses, the Business Park designation is located along major arterials and highways.

Zoning districts compatible with the Business Park (BP) designation include: C1, C2, C3, PM and M1.

Industrial

The Industrial (I) designation is intended to provide for a variety of small-, medium- and large-sized industrial and compatible office-and-support commercial uses that may be more intensive than those developed under the BP designation. Uses include manufacturing, processing, research, science, engineering, wholesale trade and institutional uses. Development in this designation is intended to minimize conflicts between the industrial uses in this designation and adjacent land uses, especially residential, parks and open space, and institutional designations.

Development in the I designation should be contained on large parcels. Floor area ratios for development are limited to a maximum of 1.0, though increases are available for situations where there is a special need. A mix of one- to three-story buildings is appropriate. Because of the truck traffic generated by these uses, the Industrial designation is located on major arterials and highways.

Zoning districts compatible with the I designation include: M1 and PM.

Open Space

The Open Space (OS) designation is intended to provide for land within the Town that meets the passive and active recreational needs of the citizens and that promotes and preserves the health and general welfare of those people. Parks and open space, and the activities they offer, help to maintain the quality of life in the Town. Park and open space areas provide amenities for the community for individual and group activities.

The OS designation includes both public and private areas of permanent open space for uses such as parks, golf courses, recreational facilities, natural open space, recreation trails, greenbelts, lakes, utility easements, and developable portions of floodplains along waterways. This designation is intended to include lands acquired by easement, fee and other methods sanctioned by state and federal law for park land, for the preservation of biological and cultural resources, and for protecting public safety from flood or other hazards. Only accessory buildings or those structures related to parks and recreation facilities are intended for open space lands. The Growing Smarter Plus legislation guarantees a development right of one dwelling unit per one acre for lands designated as open space, which provides an allowable alternative land use on these lands.

Zoning districts compatible with the OS designation include PL and AG.

Public/Quasi-Public

The Public and Quasi-Public (P/Q-P) designation provides areas for a wide variety of services for the public. Services provided in this designation promote a high quality of life, protect the safety of the citizens, and serve as focal points to join the entire Town together. Civic and governmental uses are intended for this designation, which typically include town offices and facilities, libraries, schools, post offices, and fire and police stations. Hospital and medical centers may also be appropriate. Sites are located throughout the Town. Depending on the use for the site, buildings or other permanent structures may or may not be present.

Zoning districts compatible with the P/Q-P designation include PL.

Undesignated

The Undesignated (UN) designation is applied to lands that are not anticipated to be developed during the planning horizon of the General Plan 2035. In addition, this designation has been applied to those portions of the community because their size, location and special development opportunities require a coordinated, comprehensive planning approach at a later date.

6.9 Planned Area Development Descriptions and Rationale

Following is a description of each Planned Area Development (PAD) or Village PAD, the main land uses envisioned for each, the anticipated development character, and an explanation (rationale) for the land uses. Each PAD and Village PAD has been numbered. The numbering also indicates which growth tier the PAD or Village PAD is located within. Open space assumptions include land that may be undevelopable due to topography or other environmental conditions.

Several PADs contain property managed by the Arizona State Land Department (ASLD). The department was created in order to manage the 10,900,000 acres of land transferred to the State by the Federal government at statehood. The ASLD manages the property with the revenues being distributed among 13 different beneficiaries. The ASLD sells properties based on the “highest and best use” for each individual parcel in terms of generating revenues for the beneficiaries, and in response to local conditions which add value to the State’s holdings. As a result, State-owned land can be made available for development, although the transfer process is more involved and takes longer than would otherwise be the case between private property owners.

All PADs below are shown in context on Land Use Exhibit Map LU-5 at the end of this chapter.

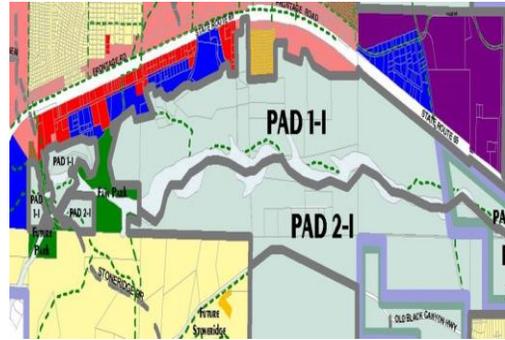
Growth Tier I

The following PADs or Village PADs are included in Growth Tier I: PAD 1-I, PAD 2-1, PAD 3-I, PAD 4-1, Village PAD A-I, Village PAD B-I, Village PAD C-I, and Village PAD D-I.

PAD 1-I

Size: Approximately 880 acres.

Location: South of the State Route 69 Corridor and the existing Valley Tech Center, north of Lynx Creek, between Victorian Estates and Fain Park, and east of Fain Park (portions of Sections 22, 23, 24, and 19).



Character: Offers diverse employment and housing opportunities for people working or living in the vicinity of the State Route 69 Corridor.

Land Uses: Commercial, industrial, medium-high density residential and open space.

Rationale:

- ▶ Excellent road and pedestrian access to existing State Route 69 businesses and services, and the future Town Center area.
- ▶ Provides opportunities for diverse employment and housing.
- ▶ Proximity to job opportunities along State Route 69 and the future Town Center.
- ▶ Should be consistent with State Route 69 Corridor character.
- ▶ Medium-high density residential serves as a buffer between existing industrial and commercial uses to the north and the future Stoneridge residential and proposed Village PAD A-I to the south.

PAD 2-I

Refer to the illustration under PAD 1-I.

Size: Approximately 675 acres.

Location: Area that is south of State Route 69 and south of Lynx Creek, and north and west of the existing Prescott County Club (portions of Sections 23, 24, 19, 20, 28, 29, 30 and 25).

Character: Low density residential development that maintains the rural character at Town’s edge, serves as a transition to the more urban land uses, preserves open views to the south and provides an open space linkage opportunity to Fain Park via Lynx Creek.

Land Uses: Low density, and medium density residential, and open space. Property owners

would have the right to transfer densities not to exceed four units per acre for low density residential to the extent of any land in the PAD that is non-buildable due to topography or other natural development limitations (e.g., floodplain, natural washes, etc.).

Rationale:

- ▶ Low and medium density residential uses are compatible with adjacent existing and proposed residential densities.
- ▶ A mix of residential densities, with density transfers as appropriate, can be developed within existing topographical conditions.
- ▶ Should be consistent with State Route 69 Corridor character.
- ▶ Preserves open character and views to the Bradshaw Mountains, while allowing a mix of housing development.

PAD 3-I

Size: Approximately 1,655 acres.

Location: Northwest area of Town, north of State Route 89A (Section 34, a portion of Section 35 and Section 33, and Section 28).

Character: Regional commercial and employment center, including offices and business park, to serve the nearby neighborhoods and surrounding communities.

Land Uses: Commercial/Mixed Use: regional, community, and neighborhood commercial, offices, public/civic, industrial; business park; low density residential; medium density residential; medium-high density residential; and open space.



Ownership: The northern and eastern portions are owned by the State of Arizona. See Exhibit LU-6

Rationale:

- ▶ Key intersection, where State Route 89A meets existing Glassford Hill Road and proposed Glassford Hill Road Connector (north of State Route 89A).
- ▶ Convenient proximity to the Prescott Airport is a plus for commercial and industrial businesses locating in this PAD.
- ▶ Good State Route frontage for commercial and office sites.

- ▶ Central location with proximity to Viewpoint and Pronghorn Ranch residential areas (low and medium densities) to the east; and proposed Village PAD D-I to the north.
- ▶ Residential density compatibility with adjacent existing and approved residential densities.
- ▶ Floodplain in southern portion of the PAD offers open space opportunities and a buffer to surrounding approved and proposed residential development.

PAD 4-I

Size: Approximately 1,575 acres.

Location: Area south of State Route 89A near the Fairgrounds/Racetrack (Sections 31, 32 and portions of Sections 29 and 30).

Character: A mixed use area that includes support services for the Fairground/ Racetrack, rural related businesses/services, and diverse housing opportunities for area workers.

Land Uses: Mix of Fairgrounds/Racetrack support uses, business park and offices, hotels and support use, resorts, regional commercial, community commercial, open space, and medium to medium-high density residential.

Rationale:

- ▶ Excellent road access from State Route 89A, future Fain Road realignment, and proposed Santa Fe Loop.
- ▶ Proximity to Fairgrounds/Racetrack offers opportunities for support uses, such as hotels and eating establishments, and serves as a buffer between the Fairgrounds and the proposed Village PAD C-I and Village PAD F-II.
- ▶ Proximity to proposed Village PAD C-I and Village PAD F-II offer good live/work linkages to help reduce commute traffic.
- ▶ Mix of uses allows compatibility with adjacent land uses and provides maximum convenience for proposed PAD 6-II’s workers.
- ▶ Offers opportunities to use the Coyote Wash floodplain to add a connecting trail to the proposed trail along the Agua Fria River.



Village PAD A-I

Size: Approximately 1,940 acres.

Location: Sections 25, 31 and 36, immediately east of future Stoneridge residential development.

Character: A walkable community of diverse housing stock with neighborhood centers, public gathering spaces, schools, community facilities, and convenience shopping/services that are interconnected and linked by a balanced pedestrian/bike trail and auto circulation system.



Land Uses: Pedestrian-oriented mixed uses (neighborhood commercial, schools, public facilities and community services, open space, recreation, and residential) surrounded by various residential densities.

Ownership: The southwestern portion of this PAD is owned by the State of Arizona. See Exhibit LU-6

Rationale:

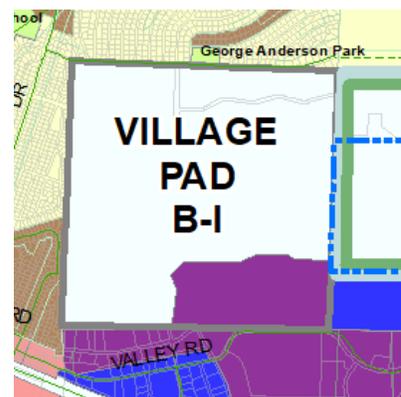
- ▶ Adjacent to compatible future Stoneridge development to the west.
- ▶ Proximity to proposed Prescott Country Club bypass and existing Old Black Canyon Highway.
- ▶ Proposed trail through Clipper Wash floodplain offers open space linkage opportunities.

Village PAD B-I

Size: Approximately 630 acres.

Location: Section 18 (a State Lands section) on the southeast side of Town just north of the existing Big Sky Business Park.

Character: A walkable community of diverse housing stock with neighborhood centers, public gathering spaces, schools, community facilities, and convenience shopping/services and business parks that are interconnected and linked by a balanced pedestrian/bike trail and auto circulation system.



Ownership: This property is owned by the State of Arizona. See Exhibit LU-6

Land Uses: Community core of pedestrian-oriented mixed uses (neighborhood commercial, schools, public facilities and community services, open space, recreation, and residential) surrounded by various residential densities.

- Rationale:**
- ▶ Serves as a logical extension of the existing residential development in adjacent Sections 7 and 13.
 - ▶ Proximity to existing State Route 69 businesses and the future Town Center.
 - ▶ Proximity to proposed Business Park on State Route 69 offers live/work linkage opportunities.
 - ▶ Higher density housing is recommended to be located where adjacent to similar existing densities.
 - ▶ Adequate buffering, such as open space and/or recreation use, should be provided between the proposed Business Park to the south and residential uses in this PAD.

Village PAD C-I

Size: Approximately 600 acres.

Location: Northeast corner of the Town within the existing Town limits (Section 6).

Character: A walkable community of diverse housing stock with neighborhood centers, public gathering spaces, schools, community facilities, and convenience shopping/services that are interconnected and linked by a balanced pedestrian/bike trail and auto circulation system.



Land Uses: Community core of pedestrian-oriented mixed uses (neighborhood commercial, schools, public facilities and community services, open space, recreation, and residential) surrounded by various residential densities.

Ownership: The land in this PAD is owned by the State of Arizona. See Exhibit LU-6.

- Rationale:**
- ▶ Serves as a logical extension of the existing residential development in adjacent Sections 1 and 7.
 - ▶ Nearby access to Lakeshore Drive which connects to Fain Road, and the proposed Santa Fe Loop, which will also connect to Fain Road.
 - ▶ Floodplain offers open space opportunities.

- ▶ Provides for a mix of housing in proximity to proposed PAD 4-I, which offers shopping and employment opportunities.

Village PAD D-I

Size: Approximately 1,250 acres.

Location: Northwest area of town, Sections 22 and 27, west of Viewpoint.

Character: A walkable community of diverse housing stock with neighborhood centers, public gathering spaces, schools, community facilities, and convenience shopping/services that are interconnected and linked by a balanced pedestrian/bike trail and auto circulation system. This Village PAD supports the Employment Center (PAD 3-I) and provides housing options for people who want to live and/or work in the northwest area.



Land Uses: Community core of pedestrian-oriented mixed uses (neighborhood commercial, schools, public facilities and community services, open space, recreation, and residential) surrounded by various residential densities.

Rationale:

- ▶ Serves as compatible infill land use between the developed and future Viewpoint residential area on the east (Sections 23 and 26) and the approved future low and medium density residential to the west (Section 28).
- ▶ Excellent road access to proposed Glassford Hill Road connector.
- ▶ Proximity to proposed regional commercial/employment/ industrial center (PAD 3-I) offers a live/work linkage to shopping and employment opportunities.

Growth Tier II

The following PADs or Village PADs are included in Growth Tier II: PAD 1-II, PAD 2-II, PAD 5-II, PAD 6-II, PAD 7-II, Village PAD E-II, and Village PAD F-II.

PAD 1-II

Size: Approximately 125 acres.

Location: Area that is south of the State Route 69 Corridor across from the Big Sky Business Park, and north of Lynx Creek (portions of Sections 19 and 20).



Character: Offers diverse employment and housing opportunities for people working or living in the vicinity of the State Route 69 Corridor.

Land Uses: Commercial, light industrial, medium-high residential and open space.

Rationale:

- ▶ Extension of PAD 1-I in Growth Tier I.
- ▶ Provides opportunities for diverse employment and housing stock.
- ▶ Proximity to job opportunities along State Route 69.
- ▶ Should be consistent with State Route 69 Corridor character.

PAD 2-II

Size: Approximately 640 acres.

Location: Area to the south of State Route 69 and northeast of the existing County Club residential (portions of Sections 19, 20 and 29).

Character: Low density residential development that maintains the rural character at Town's edge, serves as a transition to the more urban land uses, preserves open views to the south and provides an open space linkage opportunity to Fain Park via Lynx Creek.



Land Uses: Low density, medium density residential, and open space. Property owners would have the right to transfer densities not to exceed four units per acre for low density residential to the extent of any land in the PAD that is non-buildable due to topography or other natural development limitations (e.g., floodplain, natural washes, etc.).

Ownership: This property is owned by the State of Arizona. See Exhibit LU-6

Rationale:

- ▶ Low and medium density residential uses are compatible with adjacent existing and proposed residential densities.
- ▶ Extension of PAD 2-I in Growth Tier I.
- ▶ A mix of residential densities, with density transfers as appropriate, can be developed within existing topographical conditions.
- ▶ Should be consistent with State Route 69 Corridor character.
- ▶ Preserves open character and views to the Bradshaw Mountains, while allowing a mix of housing development.

PAD 5-II

Size: Approximately 1,700 acres.

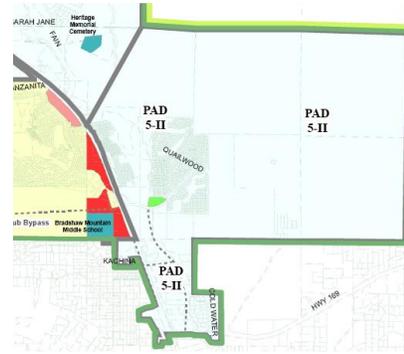
Location: Portions of Sections 25, 26, 27, 34, 35 and 36 T.14 N., R.1 E., and Section 3, T.13 N., R 1 E. situated along the State Route 69 Corridor.

Character: Offers diverse housing, commercial, office and employment opportunities for people working or living in the vicinity of the State Route 69 Corridor and to serve the neighborhoods and surrounding communities.

Land Uses: Low density residential, medium density residential, medium-high density residential, regional, community and neighborhood commercial, and open space.

Ownership: The eastern portion of this PAD is owned by the State of Arizona. See Exhibit LU-6

Rationale: Proximity to State Routes 69 and 169 provide excellent commercial and living opportunities and, to provide services the neighborhoods and surrounding communities. Development of Wastewater Collection and Municipal Water System facilitate future development.



PAD 6-II

Size: Approximately 2,550 acres.

Location: Area east and west of existing Fain Road (Section 9 and portions of Sections 16 and 21 east of future re-aligned Fain Road, and Section 18 and a portion of Section 19 west of future realigned Fain Road).

Character: An open relatively flat area on Town’s urban/rural edge that offers locations to large industrial or institutional users.

Land Uses: Mix of business park, industrial, medium density residential; medium-high density residential; and open space.

Ownership: A portion of the eastern side of this PAD is owned by the State of Arizona. See Exhibit LU-6

- Rationale:**
- ▶ Keeps this essential type of use, with its potential incompatibilities, at the future edge of Town.
 - ▶ Is compatible with lower density land uses at Town’s edge such as agricultural.
 - ▶ Convenient proximity to commercial uses along State Route 69 or proposed



commercial area in Section 8.

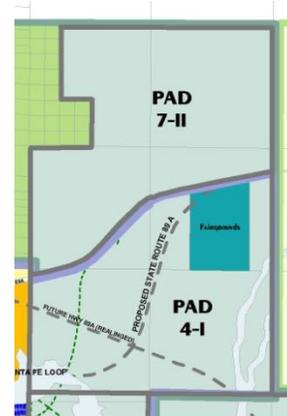
- ▶ Excellent access to State Route 69 via realigned Fain Road.
- ▶ Provides opportunities for diverse employment and housing.
- ▶ Relatively flat topography allows for large industrial or institutional users.
- ▶ Floodplains provide open space and trail linkage opportunities.

PAD 7-II

Size: Approximately 1,760 acres.

Location: Area north of State Route 89A, west of Mingus West (Sections 19, 20, 29 and 30).

Character: An area that maintains the open rural character found on the Town's edge, with estate and rural residential lots conducive to keeping horses or other animals and provides resort development that is compatible with the rural character.



Ownership: The northeastern and southwestern portions are owned by the State of Arizona. See Exhibit LU-6

Land Uses: Mix of estate and rural residential lots, with resort and associated services.

Rationale:

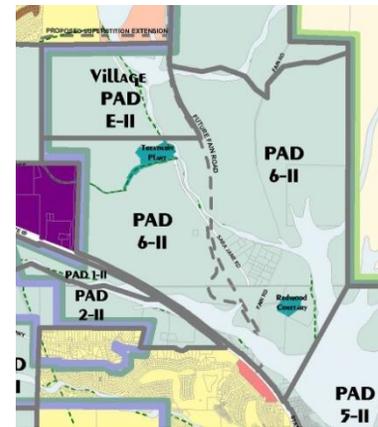
- ▶ Transition area between the more urban residential areas to the west and low rural residential densities on the Town's edge to the east.
- ▶ Considers proximity to Fairgrounds/Racetrack uses and avoids incompatibility issues that may occur with a higher density residential development.
- ▶ Maximum number of dwelling units should be set, opportunities to cluster residences.
- ▶ Uses such as equestrian-oriented resort facilities offer additional employment and revenue generation that is compatible with the area's rural character.

Village PAD E-II

Size: Approximately 530 acres.

Location: North of State Route 69 and west of Fain Road, Section 17 and portions of Section 16.

Character: A walkable community of diverse housing stock with neighborhood centers, public gathering spaces, schools, community facilities, and convenience shopping/services that are interconnected and linked by a balanced pedestrian/bike trail and auto circulation system.



Land Uses: Community core of pedestrian-oriented mixed uses (neighborhood commercial, schools, public facilities and community services, open space, recreation, and residential) surrounded by various residential densities.

Rationale:

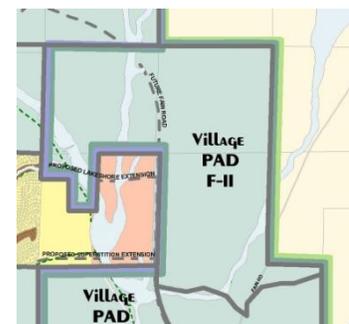
- ▶ Compatible land use with adjacent proposed Village PAD B-I.
- ▶ Excellent access from Fain Road.
- ▶ Floodplain areas offer open space opportunities.
- ▶ Proximity to proposed commercial site to the north in Section 8.
- ▶ Proximity to proposed Business Park on State Route 69 and proposed PAD 6-II Business Park/Industrial offers live/work linkage opportunities.

Village PAD F-II

Size: Approximately 2,190 acres.

Location: Sections 4, 5, and 9, and a portion of Sections 8 and 16 on the east side of Town.

Character: A walkable community of diverse housing stock with neighborhood centers, public gathering spaces, schools, community facilities, and conveniences of shopping and services that are interconnected and linked by a balanced pedestrian/bike trail and auto circulation system.



Land Uses: Community core of pedestrian-oriented mixed uses (neighborhood commercial, schools, public facilities and community services, open space, recreation, and residential) surrounded by various residential densities.

Ownership: The northeastern portion of the PAD are owned by the State of Arizona.

Rationale:

- ▶ Allows for the logical extension of residential use to extend from proposed Village PAD C-I into the Growth and Development Tier II.
- ▶ Adjacency to proposed commercial and employment uses in Section 8 and PAD 6-II offers various live/work linkage opportunities and convenient shopping access.
- ▶ Excellent access to Fain Road.

6.10 Guiding Principles, Goals and Policies

GUIDING PRINCIPLE LU-A: PROVIDE A BALANCE OF LAND USES INCLUDING RESIDENTIAL, COMMERCIAL, INDUSTRIAL, EDUCATIONAL, RECREATIONAL, AND OPEN SPACE. THE TOWN IS ALSO COMMITTED TO PROVIDING QUALITY DEVELOPMENT THAT IS WALKABLE AND PROVIDES COMMUNITY LEVEL SERVICES AND FACILITIES IN ALL NEIGHBORHOODS, EXISTING AND NEW. REINVESTMENT IN THE TOWN'S OLDER AREAS IS ALSO A RECOGNIZED NEED.

GOAL: LU-A1 Encourage and promote public and private reinvestment in the Town's older residential and commercial neighborhoods to help stimulate new growth and development.

POLICIES: LU-A1.1 Reinvigorate the Prescott Valley Parkway design program and the Robert Road/Loos Drive/Spouse Drive Reinvestment area to promote additional public and private investment in these areas.

LU-A1.2 Identify which neighborhoods, mixed use, and commercial corridors in the Town are transitioning from one use to another and may require future revitalization efforts.

LU-A1.3 Consider the provision of incentives for private development (as appropriate), joint public-private partnerships, and public improvements to promote reinvestment and revitalization activities.

LU-A1.4 Provide incentives where possible to encourage parcel assemblage to provide opportunities for new project development.

LU-A1.5 Provide rehabilitation assistance in targeted residential neighborhoods and commercial districts to eliminate code violations and encourage the upgrading of residential and commercial properties.

LU-A1.6 Maintain a balance between residential, commercial, and office uses for the Robert Road reinvestment area.

GOAL: LU-A2 Enhance and promote the State Route 69 corridor within the Town of Prescott Valley as a major shopping, recreation, and employment area.

POLICIES: LU-A2.1 Promote development of additional retail and employment uses along the corridor.

LU-A2.2 The Town should work with property owners to promote new investment, encourage modernization of older commercial structures along the corridor's frontage roads including upgrading of building elevations, parking areas, screening,

and landscaping.

LU-A2.3 Evaluate the types of development incentives which could be offered by the Town, the Prescott Valley Economic Development Foundation, or the Chamber of Commerce to promote continued investment in the area.

LU-A2.4 Encourage a “pedestrian scale and orientation” and improve pedestrian circulation and amenities.

LU-A2.5 Promote economic revitalization through business attraction and retention activities by the Town’s Economic Development Division.

GOAL: LU-A3 Ensure that new development is compatible with surrounding land uses, the circulation network, the availability of public facilities, and existing development constraints.

POLICIES: LU-A3.1 Recognize the need for existing and future residential areas to be separated from adjacent non-residential uses by providing appropriate buffers be developed and maintained. Buffers shall be required as conditions of approval and may consist of landscaping, sound barriers, building setbacks or open space.

LU-A3.2 Prohibit uses that lead to the deterioration of existing residential neighborhoods, or adversely impact public safety or the character of an existing residential neighborhood.

LU-A3.3 Assure that the type and intensity of proposed land uses will be compatible with that of the immediate neighborhood.

LU-A3.4 Establish development patterns that combine residential with other compatible uses in mixed use areas, the Town Center, or near employment centers.

LU-A3.5 Use major natural features as boundaries separating residential and non-residential areas when possible.

LU-A3.6 Use off-site impact standards to ensure non-residential activities will not adversely affect land with zoning that permits residential or other sensitive uses.

LU-A3.7 Minimize hazardous conditions by ensuring users of hazardous materials are located away from residential areas and that all users of hazardous materials meet applicable building, fire and other safety codes and regulations.

GOAL: LU-A4 Maintain a variety of commercial uses (neighborhood, community and regional) to meet the shopping needs of residents or visitors.

POLICIES: LU-A4.1 Provide small convenience commercial/activity nodes throughout Prescott Valley in Village PADs and other suitable locations, such as at the intersection of major streets, not local collectors.

LU-A4.2 Encourage the development of neighborhood-serving commercial uses in areas of the Town presently underserved by such uses.

LU-A4.3 Encourage a mix of retail, office, and professional uses in commercial areas.

LU-A4.4 Require full public review for commercial development to ensure compatibility with adjacent neighborhoods and the Town.

LU-A4.5 Encourage development that maintains and expands resident-oriented services and/or creates employment opportunities for residents consistent with the overall land use policies of the Town.

- GOAL: LU-A5** Provide for a variety of industrial and/or job-based uses (i.e., light industrial, technology centers, performance manufacturing) to ensure additional employment opportunities are available in the Town.
- POLICY: LU-A5.1** Encourage development that maintains and/or expands employment opportunities for residents consistent with the overall land use and economic development policies of the Town.
- GOAL: LU-A6** Provide for a fully balanced residential mix, which includes a wide range of housing by location, type of unit, and price, to accommodate various income levels, family size, age, and physical restraints, that addresses both owner and rental households.
- POLICIES: LU-A6.1** Zone sufficient buildable land for residential development to accommodate the Town of Prescott Valley’s share of regional household growth.
- LU-A6.2 Enforce fair housing laws prohibiting arbitrary discrimination in the sale or rental of housing regarding race, color, religion, natural origin, sex, familial status, and disability.
- LU-A6.3 Encourage the provision of adequate housing to meet the needs of families of all sizes.
- LU-A6.4 Locate affordable housing close to employment centers.
- LU-A6.5 Locate greater residential densities near major employment centers to reduce vehicle miles traveled per capita and help to maintain air quality.
- LU-A6.6 Identify new relationships and mechanisms that increase private investment in the production of housing.
- LU-A6.7 Discourage construction of new housing at substantially lower densities than the maximum permitted by the General Plan, particularly on sites designated for medium and medium-high density residential.
- LU-A6.8 Encourage home-based employment where the nature of the work is not disruptive to the neighborhood.
- GOAL: LU-A7** Preserve and reinforce the stability and diversity of the Town’s existing neighborhoods, while allowing for increased density in order to attract and retain long-term residents and businesses to ensure the Town’s residential quality and economic vitality.
- POLICIES: LU-A7.1** Create alternatives to demolition, without replacement, of structurally sound housing on residentially zoned property.
- LU-A7.2 Develop and coordinate programs to prevent the deterioration of existing structures and public facilities.
- LU-A7.3 Identify, preserve, and retain historic structures and areas throughout the Town.
- GOAL: LU-A8** Residential neighborhoods should be integrated with central activity focal points to reinforce the sense of community.
- POLICIES: LU-A8.1** Promote “planned area developments.” Future residential areas shall be focused on a community center that should include a school, park, convenience/activity uses and other multi-purpose facilities.

- LU-A8.2 Plan future school and park sites and other community facilities to accommodate the central activity center concept for existing residential development.
- GOAL: LU-A9 Develop a municipal building complex that enhances communication and efficiency between local government offices, while emphasizing public use and interaction.**
- POLICY: LU-A9.1** Continue to emphasize the Civic Center as a focal point for community, civic, cultural, and recreational activities.
- GOAL: LU-A10 Develop a Town Center in Section 14 that contains a wide variety of activities including housing, retail, office, entertainment, and civic uses in a dense development pattern.**
- POLICIES: LU-A10.1** Concentrate development at intensities that bring together diverse activities and services, at distances designed to support walkability between destinations.
- LU-A10.2 Promote a complimentary mix of land uses, including retail, entertainment, civic facilities, employment, housing, and community open space.
- LU-A10.3 Integrate citizen-serving open spaces and amenities throughout the Town Center and vary open spaces to better meet the full spectrum of local need.
- LU-A10.4 Provide diverse housing opportunities within the Town Center.
- LU-A10.5 Utilize site and building design, landscaping, and parking to make walking convenient, comfortable, and safe.
- LU-A10.6 Create an attractive and welcoming identity for the Town Center.
- LU-A10.7 Encourage architectural diversity and response to Prescott Valley’s unique climate.
- LU-A10.8 Maintain high standards of quality in the construction of buildings and site features.
- LU-A10.9 Provide streets that create comfortable walking environments that are not overwhelmed by traffic speeds and volumes, while recognizing reasonable requirements for vehicular access.
- LU-A10.10 Establish a network of interconnected local streets throughout the Town Center and help complete Town-wide trail networks.
- LU-A10.11 Generate less automobile traffic than development with separated land uses, by grouping complementary destinations within walkable districts and by encouraging transit use.
- LU-A10.12 Make new information technologies part of the Town Center’s infrastructure and encourage its integration within civic and private uses.
- LU-A10.13 Utilize naturalized, low-cost solutions for drainage throughout the Town Center area and avoid “concrete, iron and steel” solutions.

GOAL: LU-A11 Coordinate growth and development with neighboring jurisdictions and regional and state agencies.

POLICIES: LU-A11.1 Work with other agencies providing public utilities or public services to Prescott Valley to define area wide and regional needs, projects, and responsibilities.

LU-A11.2 Work with neighboring jurisdictions, Yavapai County, Central Yavapai Metropolitan Planning Organization, and the Arizona Department of Transportation to achieve reduction in regional traffic congestion and improvements in the regional transportation system

GUIDING PRINCIPLE LU-B: CREATE AN ATTRACTIVE ENVIRONMENT FOR OUR CITIZENS BY DEVELOPING, IMPLEMENTING, AND ENFORCING DESIGN GUIDELINES THAT WILL ASSURE HIGH QUALITY DEVELOPMENT AND THE MAINTENANCE AND BEAUTIFICATION OF PROPERTIES.

GOAL: LU-B1 Create a visually attractive appearance throughout the Town.

POLICIES: LU-B1.1 Development shall be of high quality design and construction, a positive addition to and compatible with the Town's ambiance. Development shall enhance the character and identity of existing non-residential and residential neighborhoods.

LU-B1.2 Develop townwide visual, circulation and open space linkages through strengthened landscaping, pedestrian lighting and trails.

LU-B1.3 Review and upgrade Town design guidelines for residential and non-residential uses as needed and establish a design review process to ensure high quality development in the Town.

LU-B1.4 Improve the quality of Prescott Valley's multi-family neighborhoods through a) improved buffers between multi-family residences, and commercial or industrial uses; b) provision of usable private and common open space in multi-family projects; c) increased code enforcement, and d) improved site, building and landscape design.

GOAL: LU-B2 Upgrade and preserve the appearance of major transportation corridors in the Town, including State Routes 69 and 89A and Fain Road.

POLICIES: LU-B2.1 Develop design guidelines for major transportation corridors. The design guidelines should address a range of topics including landscaping, hardscaping, street furniture, lighting, architectural design, entry monumentation, signage, utility requirements, medians, viewsheds, and scenic corridors.

LU-B2.2 Develop a Town street landscaping program for each major street or highway. The program shall include the development of a landscape and public street furniture palette.

GOAL: LU- B3 **Establish gateways into the Town.**

POLICY: LU-B3.1 Develop a comprehensive gateway improvement program to select significant gateways along major arterials for improvements including monument “Town of Prescott Valley” signs, and special enhanced landscaping, enhanced paving patterns, works of art, or other unique uses.

GOAL: LU-B4 **Strive to reduce or eliminate deferred or lacking property maintenance throughout the Town.**

POLICIES: LU-B4.1 Vigorously enforce Town codes, including building safety and housing codes, to promote increased property maintenance.

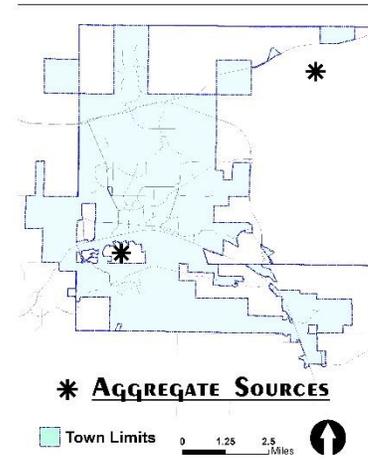
LU-B4.2 Consider developing incentive programs to upgrade the appearance of residential, commercial, and industrial buildings and/or areas.

LU-B4.3 Develop and promote programs that recognize excellence in property upkeep.

GOAL: LU-B5 **Preserve currently identified aggregate sources for future development**

POLICIES: LU-B5.1 Identify currently existing sources of aggregates (e.g., cinder, crushed rock or stone, decomposed granite) within the corporate boundaries of the town or within close proximity to the corporate boundaries of the Town of Prescott Valley.

LU-B5.2 Avoid designating land uses that are incompatible with aggregate mining operations for those lands in close proximity to identified aggregate sources.



GUIDING PRINCIPLE LU-C: PROMOTE SUSTAINABILITY IN PROJECT DESIGN AND DEVELOPMENT.

GOAL: LU-C1 **Promote water conservation in existing and new projects.**

POLICIES: LU-C1.1 Promote installation of low water use landscaping including trees, shrubs, and ground cover in new projects and existing properties when retrofitted.

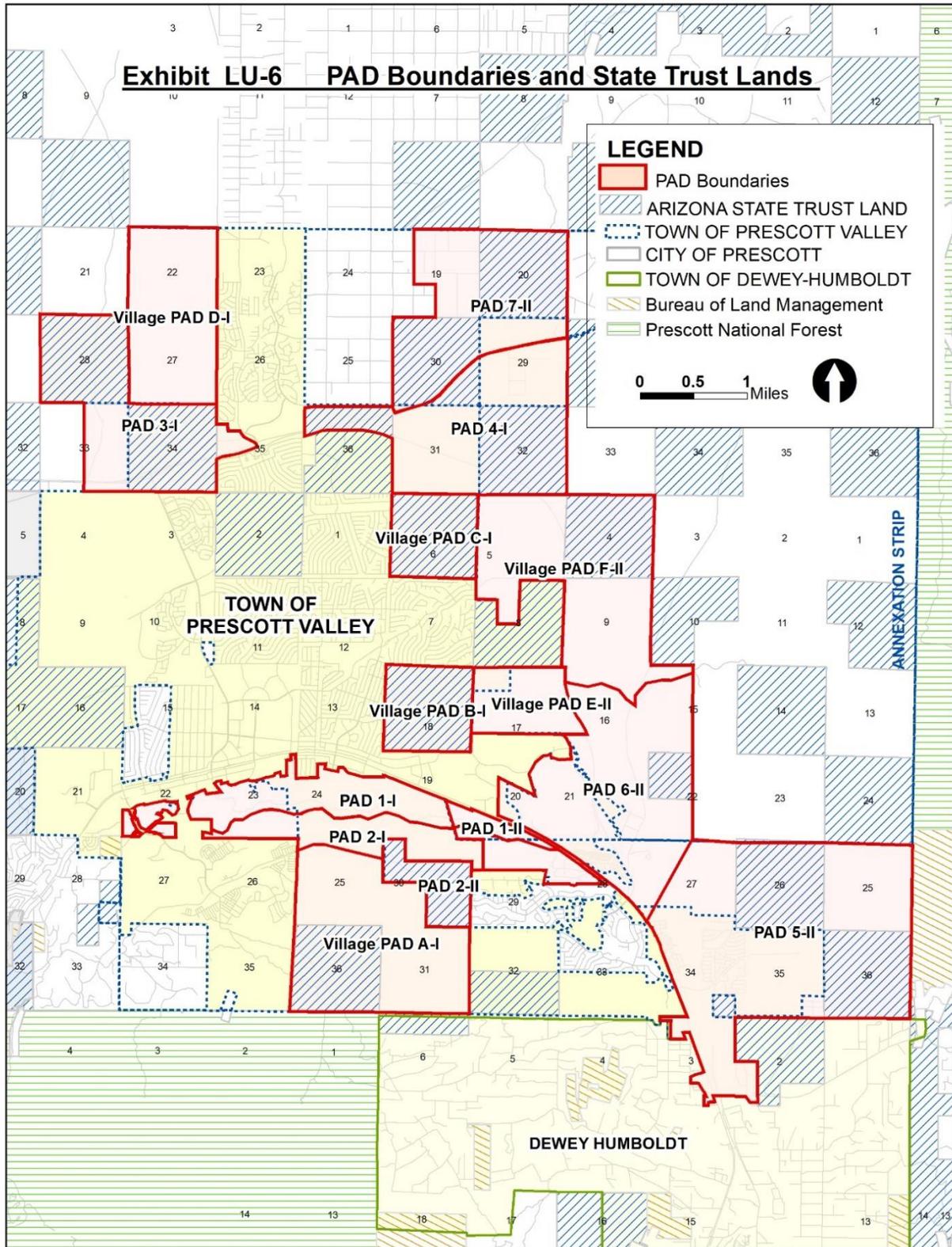
LU-C1.2 Promote use of drought tolerant plant materials native to the Prescott Valley in all Town landscaping and discourage use of non-native invasive species.

LU-C1.3 Develop Town-sponsored promotional campaigns to encourage water conservation using marketing materials such as “Water Use It Wisely” and similar publications.

LU-C1.4 Encourage use of rainwater harvesting and redirection to provide landscaping water.

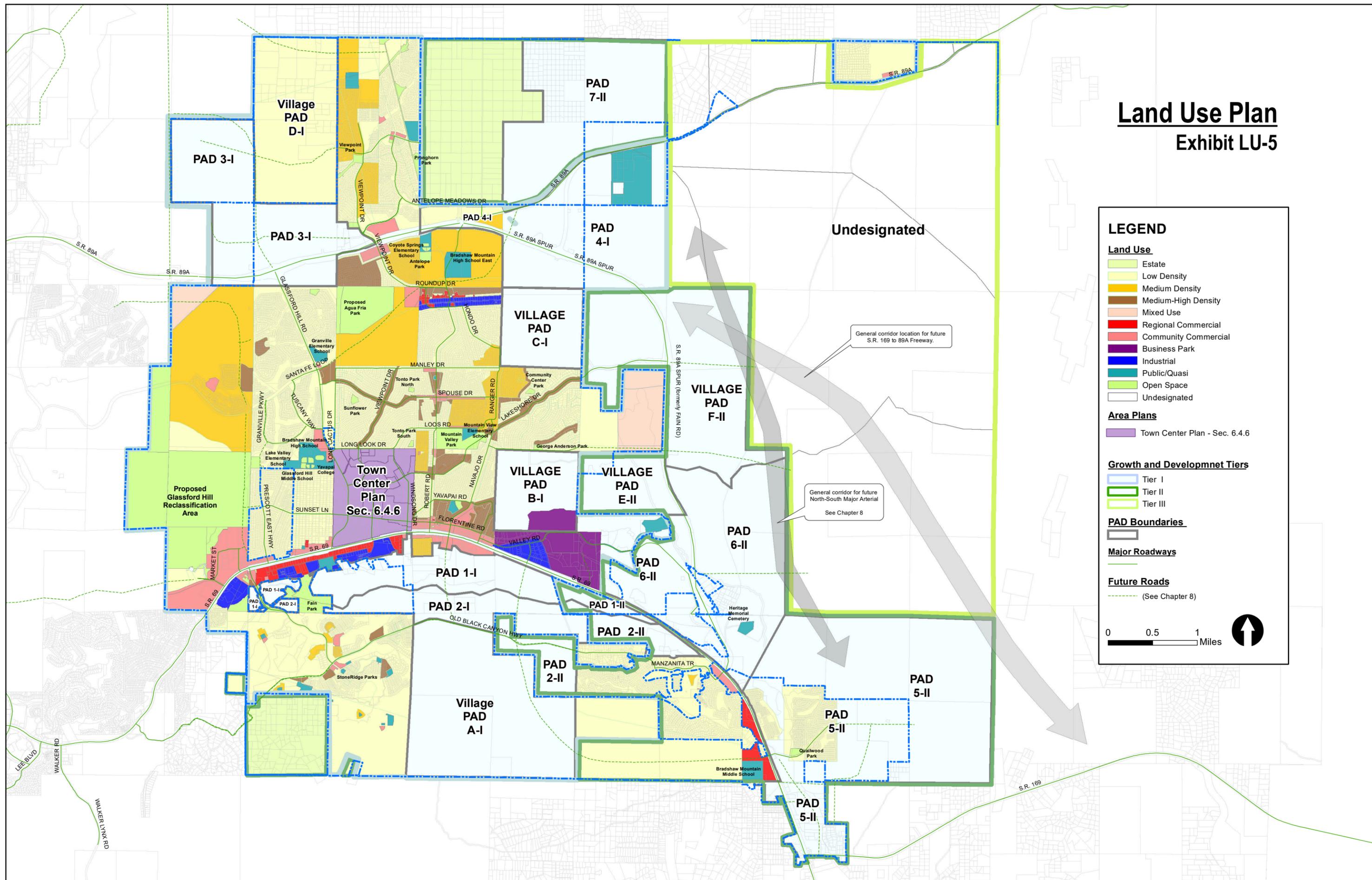
- GOAL:** **LU-C2** **Promote use of “green” building methods in new construction and retrofit of existing structures.**
- POLICIES:** LU-C2.1 Encourage energy conservation in single-family home design and construction through use of dual pane windows, solid core exterior doors, additional insulation in exterior walls and attics, energy efficient appliances and similar cost-effective construction options.
- LU-C1.2 Promote use of low water use fixtures in new homes and nonresidential projects, and in existing homes and other structures as replacements.
- LU-C2.3 Evaluate new construction, landscaping, and zoning regulation changes to incorporate “green” provisions where possible.
- LU-C2.4 Encourage office and commercial projects to include LEED (Leadership in Energy and Environmental Design) or similar certification elements in project design and construction.
- LU-C2.5 Evaluate possible changes to the International Residential Code and International Building Code used by the Town to address environmental issues.
- LU-C2.6 Encourage use of site-specific building design element to help address environmental issues through building orientation, window and door placement, landscaping design, window screening, shade structures and other similar features.
- GOAL:** **LU-C3** **Develop design standards which incorporate sustainability issues to be addressed in new planned area developments (PADs).**
- POLICIES:** LU-C3.1 Address existing environmental site-specific conditions such as slope, drainage, orientation, topography, natural features, site views, adjacent uses, and other significant environmental features in the design of new projects to incorporate these features in the project where possible.
- LU-C3.2 Incorporate environmentally sensitive construction elements in new projects through the use of color, building orientation, building design, landscaping type and placement, street design, drainage design and placement, identity features, another elements that reflect the natural character of the site and the ambiance of the proposed project.

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Land Use Plan

Exhibit LU-5



LEGEND

Land Use

- Estate
- Low Density
- Medium Density
- Medium-High Density
- Mixed Use
- Regional Commercial
- Community Commercial
- Business Park
- Industrial
- Public/Quasi
- Open Space
- Undesignated

Area Plans

- Town Center Plan - Sec. 6.4.6

Growth and Developmnet Tiers

- Tier I
- Tier II
- Tier III

PAD Boundaries

-

Major Roadways

-

Future Roads

- (See Chapter 8)

0 0.5 1 Miles



7.1 Introduction

Housing is an essential component of every community. Communities are often measured by the type of housing they offer new residents. The type, cost, quality, affordability, and availability of the housing are also key factors in evaluating the current health and future prospects of any city or town.

The goal of almost every community is to provide a variety of housing types which will both meet the current housing needs and look ahead to project what types of housing options will be needed in the future. Housing needs and desires evolve over time as communities evolve and experience demographic changes in their population, which necessitates a reexamination of both current housing stock and how the housing inventory may need to evolve in the future.

The Housing Element outlines a framework for the development of housing opportunities in the town for the next 10 to 15 years. In addition to discussion of the existing housing supply, the prospects for construction of new single-family and multi-family housing, special needs housing, and the revitalization of existing housing stock will be considered in this portion of the General Plan.

Development in the area began more than ten (10) years prior to Prescott Valley's incorporation on August 22, 1978, with the platting of Lynx Lake Estates and the first unit of Prescott Valley in 1966. Growth continued rapidly, with a total of twenty (20) platted units of the Town recorded by 1972. The platting of Castle Canyon Mesa and the Prescott East subdivision accounted for an additional 1,300 lots immediately east of the yet-to-be-incorporated town.

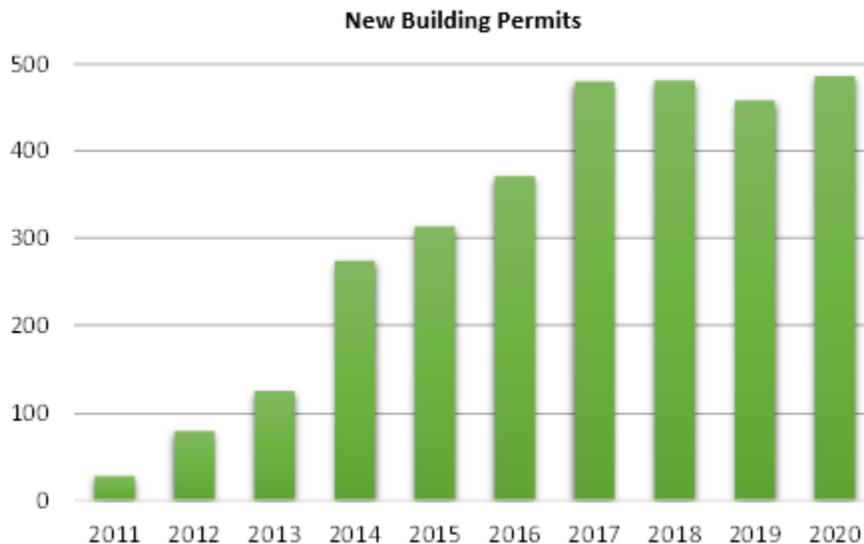


7.2 Demographic Analysis

7.2.1 Age of Housing Stock, Occupancy, and Tenure

YEAR STRUCTURE BUILT	
Total housing units	21,276
Built 2014 or later	2,235
Built 2010 to 2013	718
Built 2000 to 2009	7,050
Built 1990 to 1999	5,778
Built 1980 to 1989	3,062
Built 1970 to 1979	1,763
Built 1960 to 1969	441
Built 1950 to 1959	42
Built 1940 to 1949	90
Built 1939 or earlier	94
Source: 2019 Census Estimates	

In 2019, the US Census estimated there were 20,158 homes in Prescott Valley, as shown on the chart below. Of those, almost two-thirds were built between 1990 and 2009, when the town grew rapidly, with another growth upswing beginning in 2014.



It is interesting to note that much of the earlier housing was focused on smaller homes which were less expensive and retirement-oriented, given the early history of the community when individual lots were sold to buyers interested in relocating to Arizona. Mobile and modular homes also formed a significant part of the early housing inventory.

As the community continued to grow, the demographics began to change and larger, more suburban homes began to be constructed, along with family and senior apartments.

In 2019 the Town had a housing vacancy rate of approximately nine percent (9%), with 1,831 homes vacant. Of the 18,327 occupied housing units, approximately two-thirds were owner occupied, and one-third were rentals.

HOUSING OCCUPANCY	
Total housing units	21,276
Occupied housing units	19,691 (92.5%)
Vacant housing units	1,585 (7.4%)
Source: 2020 Census Estimates	
HOUSING TENURE	
Occupied housing units	19,691
Owner-occupied	13,587(71.6%)
Renter-occupied	5,390(28.4%)
Average household size	2.30
Source: 2020 Census Estimates	

Of the 20,159 homes in Prescott Valley the US Census estimated in 2019, the significant majority (68%) were single-family detached homes. There were also over 2,000 duplex and fourplex homes and over 2,500 mobile homes. The Census recorded relatively few apartments - only 941 in total - since the estimates were made prior to the significant growth in apartment construction that has occurred in the past three years.

UNITS IN STRUCTURE	
Total housing units	21,276
1-unit, detached	14,149
1-unit, attached	755
2 units	1,347
3 or 4 units	1,014
5 to 9 units	342
10 to 19 units	224
20 or more units	827
Mobile home	2,583
Boat, RV, van, etc.	35
Source: 2020 Census	

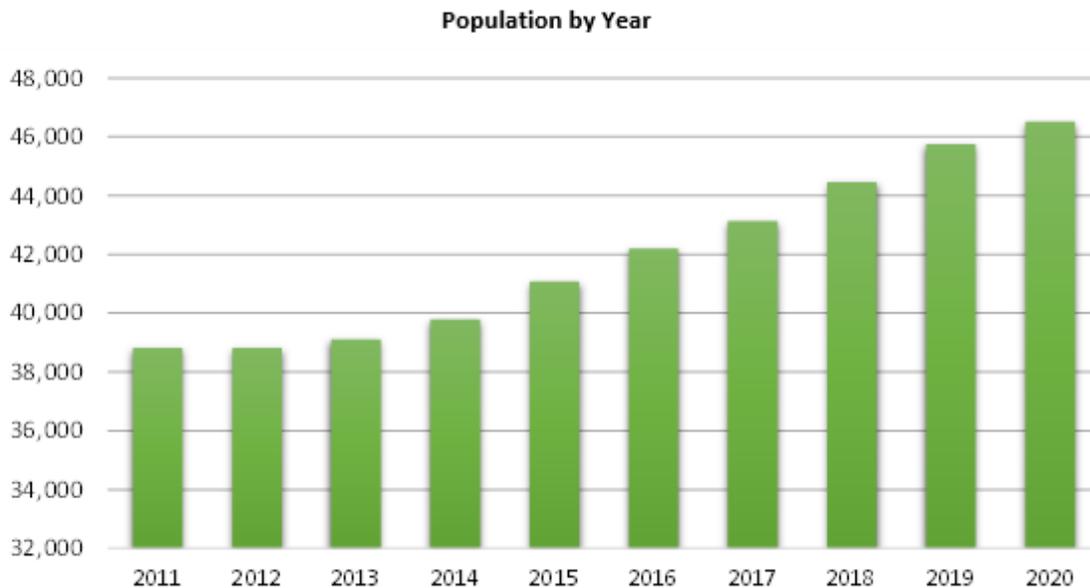
7.2.2 Population and Households

The significant growth in housing between 1990 and 2009 reflected the population growth that was occurring at the time. In 1990 the town had a population of 8,904 residents, with that number growing to 38,822 in 2010 – an over 300% increase. Since 2010, the population of the town has continued to grow steadily, to a total of 46,785 residents in 2020.

PRESCOTT VALLEY POPULATION GROWTH		
CENSUS	POPULATION	PERCENTAGE INCREASE
1970	244	---
1980	2,284	836.1%
1990	8,904	289.8%
2000	23,535	164.3%
2010	38,822	65%
2020	46,785	19.8%

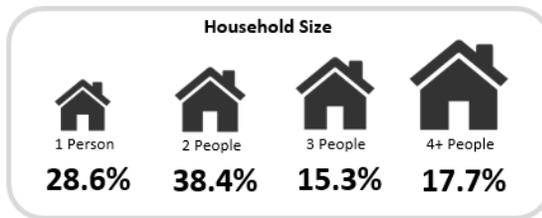
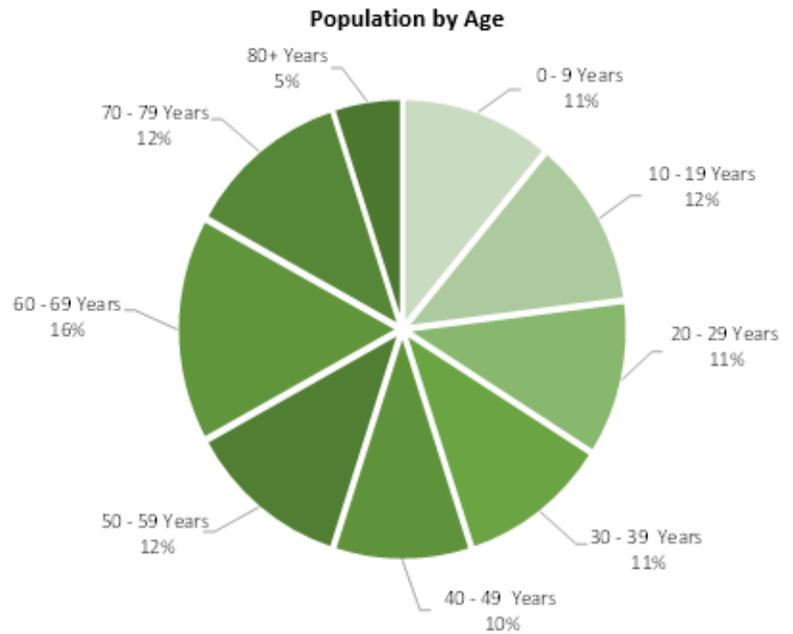
Source: 2020 Census

The town’s residents have a median age of 46.1 years of age, with slightly more women (52%) than men (48%). The town’s history as a retirement-oriented community is adjusting downward, with approximately 33% of the population over the age of 60. Approximately 22% of the Town’s population is below the age of 19, and the remaining 45% is between the two.



7.2.3 Income and Employment

The median family income in Prescott Valley is \$51,909, and with a median family size of 2.3 people per family in owner-occupied homes, and 2.62 for rentals.



Yavapai County

When comparing household incomes in Yavapai County with those for the State of Arizona, the data shows the County has more lower income families, and fewer higher income families than does the State.

Households By Income

The largest group: \$50,000 - \$74,999 (24.2%)

The smallest group: \$150,000 - \$199,999 (4.2%)

Indicator ▲	Value	Diff
<\$15,000	10.2%	+0.9%
\$15,000 - \$24,999	10.3%	+2.2%
\$25,000 - \$34,999	9.1%	+0.6%
\$35,000 - \$49,999	17.7%	+4.1%
\$50,000 - \$74,999	24.2%	+5.5%
\$75,000 - \$99,999	9.7%	-3.6%
\$100,000 - \$149,999	10.1%	-5.4%
\$150,000 - \$199,999	4.2%	-2.1%
\$200,000+	4.5%	-2.2%

Bars show deviation from Arizona

Prescott Valley

When comparing Prescott Valley with Yavapai County, however, the town has more middle-income families, but fewer higher-income families, than were found throughout the county.

Households By Income

The largest group: \$50,000 - \$74,999 (27.4%)

The smallest group: \$150,000 - \$199,999 (3.1%)

Indicator ▲	Value	Diff	
<\$15,000	8.7%	-1.5%	
\$15,000 - \$24,999	10.4%	+0.1%	
\$25,000 - \$34,999	9.6%	+0.5%	
\$35,000 - \$49,999	17.8%	+0.1%	
\$50,000 - \$74,999	27.4%	+3.2%	
\$75,000 - \$99,999	11.2%	+1.5%	
\$100,000 - \$149,999	8.8%	-1.3%	
\$150,000 - \$199,999	3.1%	-1.1%	
\$200,000+	3.1%	-1.4%	

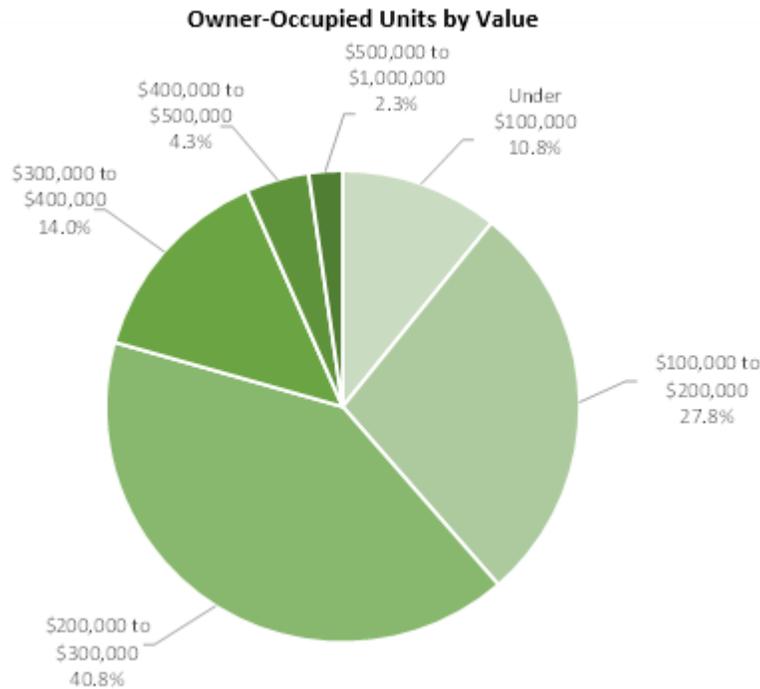
Bars show deviation from

7.2.4 Cost of Housing and Affordability

In comparison with the City of Prescott, in 2020 the median home price in Prescott was \$373,400, while the median home price in Prescott Valley was \$263,200. So, while housing in Prescott Valley is more affordable, it is still relatively higher than in other Arizona communities. When compared with the national ranking of 100 for housing, housing cost in Arizona is rated at 107.8. In comparison, Prescott Valley is rated 115.6, and Prescott has a rating of 158.6.

The graphic below shows that 70% of homes (including modular and mobile homes) in Prescott Valley in 2020 were priced between \$100,000 and \$300,000. Since that time, however, homes appreciated approximately 17%, and the cost of a new single-family home is approaching \$400,000.





While rising home prices may be a positive for existing homeowners, they can adversely affect potential homebuyers who can no longer afford to buy or who would need to spend a disproportionate share of their income for housing. A generally accepted financial standard recommends that housing costs not exceed 30% of household income. Given a household median income of \$52,000, a prospective homeowner may be priced out of the market and become a renter. When comparing the percentage of household income to gross rent for housing, the 2019 Census estimates that almost 47% of renters in Prescott Valley are paying over 30% of their household income for rent.

GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME (GRAPI)	
Occupied units paying rent	5,390
Less than 15.0 percent	738
15.0 to 19.9 percent	514
20.0 to 24.9 percent	781
25.0 to 29.9 percent	701
30.0 to 34.9 percent	298
35.0 percent or more	2,112
Source: 2020 Census Estimates	





7.3 Housing and Neighborhoods

Housing is one building block in the creation of neighborhoods, and neighborhoods become the major element in the identity of the towns they create. For neighborhoods to be healthy, they need quality housing and all other related services such as parks, public safety services, streets, schools, and other services a community provides.

Successful communities provide a variety of housing types to not only meet the needs of their residents, but also to promote the community as a location for future employers and prospective homeowners who are new to the area and deciding where they would like to live permanently.

Healthy communities have healthy neighborhoods, and healthy neighborhoods have attractive, safe and well-maintained homes. As a result, while this Element of the General Plan focuses on housing, it incorporates all the other Elements that work together to assist our residents, and the community, to have an adequate housing stock and successful, attractive neighborhoods.

7.4 Future Housing Development Policy

In planning for future housing development in the Town of Prescott Valley, policies guiding growth should focus on providing various housing options for current and future residents. Particular attention should be paid to careful expansion of new, affordable development, encouraging it in areas where infrastructure is already provided, and where the additional needed services can be met by the community's financial resources.

7.4.1 Town Center

Prescott Valley's Town Center should continue to be the focus area for the growth of medium to high density housing within the community. This area has undergone a rapid transformation - literally from cow pasture to thriving downtown - in 10 years. Construction of a 200-bed hospital and expansion of related health care facilities have provided a significant number of jobs, which will continue to grow as the community matures and these services expand. In addition, the town has also seen growth in the entertainment offerings available in recent years as reflected in the Entertainment District. Educational opportunities also available in the Town Center include the Northern Arizona University-Yavapai College partnership, and the Arizona Agribusiness and Equine Center.

The aggregation of these uses in one area provides a ready market for residential users in a compact urban setting. The housing demand previously discussed indicates a steady demand for rental housing. Coupled with the population trend toward growth in the 20 to 40-year-old age range and the employment, leisure, and educational activities present in the Town Center, development of higher density housing would contribute to the continued growth and success of the area. Encouraging high density housing in the Town Center would also take advantage of readily available infrastructure and provide infill opportunities for existing undeveloped land.

Housing development in the Town Center is already underway. The Valley View Apartments provide housing for income qualified individuals and families, while the first two phases of SunGate Villa are targeted to income qualified seniors, with the third phase to offer units for income qualified individuals and families. As employment opportunities and other amenities continue to expand, demand for market rate rental and owner-occupied housing will grow as well. An example is a six-story, 329-unit apartment complex currently approved in the Town Center.

7.4.2 Growth Tier and Master Planned Community Development

The Town of Prescott Valley's General Plan segments growth areas into three tiers. Tier 1 consists of land that currently carries land use designations and zoning classifications for residential development, is actively being developed, and has existing infrastructure or infrastructure is readily available. Tier 2 is comprised of those lands on the periphery of Tier 1 that carry broad land use designations and zoning classifications and may or may not have infrastructure available or readily accessible. Tier 3 is comprised of land that is within the annexation boundary of the Town but may not have been annexed, has holding land use designations and zoning classifications, and generally has no infrastructure available or nearby. Because of the availability of infrastructure and the supply of undeveloped land in Tier 1 and Tier 2, housing development in those tiers will be discussed in detail.

Currently, there are approximately 11,000 acres that carry a housing-related zoning designation for Single-Family Detached, Multi-Family, and Mobile Home designation. There are approximately 8,000 additional acres that carry the RCU-70 zoning classification, which serves as a broad holding classification for land annexed into the Town from Yavapai County. Most of this land is in the outlying areas of Tier II and all of Tier III, and development of most of the land is likely beyond 2035.

Currently, approximately 9,500 acres within the Town is zoned for Single-family Detached use. Assuming a minimum density of 1.1 dwelling units per acre (du/a) and a maximum density of 4 du/a, existing acreage can support a minimum of approximately 8,800 to a maximum of 32,000 single-family detached dwelling units. In 2019 there were approximately 15,000 single-family detached dwelling units in Prescott Valley.

Mobile and modular homes provide a lower-cost alternative to site-built housing and provide many households with an affordable path to homeownership. There are 713 acres currently zoned to accommodate mobile homes in varying densities throughout The Town of Prescott Valley. Assuming densities of 4.1 du/a to 8 du/a, the existing zoned acreage can accommodate approximately 2,500 to 5,000 mobile homes. Deducting the approximately 2,840 units in place throughout the town, available zoned acreage can accommodate approximately 2,000 additional units.

7.4.3 Growth Tier I and Master Planned Community Development

Growth Tier I is comprised of the original townsite and subsequent annexations of land in both Township 14 North Range 1 West and 14 North Range 1 East, as well as the master planned subdivisions of Granville, StoneRidge, Pronghorn Ranch, and Mingus West. These areas are illustrated in GA-2: Growth and Development Tier I, found in Chapter 3: Growth Areas Element. Roads, utility infrastructure, and public services are readily available in these areas. By focusing future housing development in these areas, existing infrastructure can be used rather than expanding existing systems. In terms of existing capacity in the master planned communities in Prescott Valley, a brief overview of each is provided below.

StoneRidge is comprised of 1,880 acres zoned for a variety of residential and limited commercial development. This development has approval for 3,043 residential units; of that total 1,279 have been platted (lots have been created) and 928 residential lots have been developed. Zoning for additional residential development is already in place for both single-family detached dwelling units and multi-family housing.

The **Viewpoint** and **Pronghorn Ranch** are located north of State Route 89A and have generally been developed as single-family detached dwelling units. Both contain approximately 640 acres each; Pronghorn Ranch consists of 1,440 residential units, while The Viewpoint is approved for 2,600 residential units.

Granville comprises almost two sections of land on the west side of Prescott Valley and is divided by Glassford Hill Road, which runs north/south through the subdivision. This Master Planned community includes 1,243 acres and is approved for 3,400 residential units, which are available as single-family detached, single-family attached, and multi-family dwelling units.

Jasper is the newest Master Planned Community that comprises two sections of land on the west side of Glassford Hill Road. This Master Planned community includes 1,245 acres and is approved for 3,587 residential units, which are available as single-family detached, single-family attached, and multi-family dwelling units.

Quailwood Meadows is located at the southern entry area of the Town, east of State Route 69, north of State Route 169 and south of Fain Road. This master planned community is comprised of two types of housing: single-family detached houses and single-family attached dwelling units in a Townhouse arrangement. This development contains 540 acres and is approved for a total of 1,191 residential units.

Mingus West is located six miles northeast of the Town and can be found north of State Route 89A east of the Fain Road intersection. The Master Plan for this development calls for the development of 466 residential units on 297 acres. Zoning for this development is for single-family detached dwelling units.

Unit 6 of Prescott Country Club represents the smallest Master Planned development in the Town of Prescott Valley. Comprised of 137 acres, it has been approved for 180 residential units on 180 platted lots as single-family detached dwelling units.

7.4.4 Growth Tier II

Most of the land within Tier II can be found north of State Route 69 and east of the original town site. A portion of Tier II encompasses an area north of State Route 89A, comprised of Sections 24 and 36 of Township 15 North Range 1 East and Sections 19 and 30, Township 15 North, Range 1 West, and the southwest quarter of Section 34, Township 14 North Range 1 West.

While there is a full complement of spine, utility and roadway infrastructure available throughout Tier II, the bulk of available sewer, water, and roads have been constructed in the southern portion of Tier II adjacent to State Route 69 south of Fain Road and north of the State Route 69/169 intersection, and along Fain Road near State Route 69. This tier also encompasses the area commonly known as Prescott Country Club, which is currently an unincorporated portion of Yavapai County.

In keeping with the proposed Principles, Goals, and Policies, growth of residential development should occur in those areas where infrastructure currently exists. For example, several units of existing master planned subdivisions are development ready. The buildout of existing capacity should be taken into consideration prior to extension of infrastructure to areas not already platted.

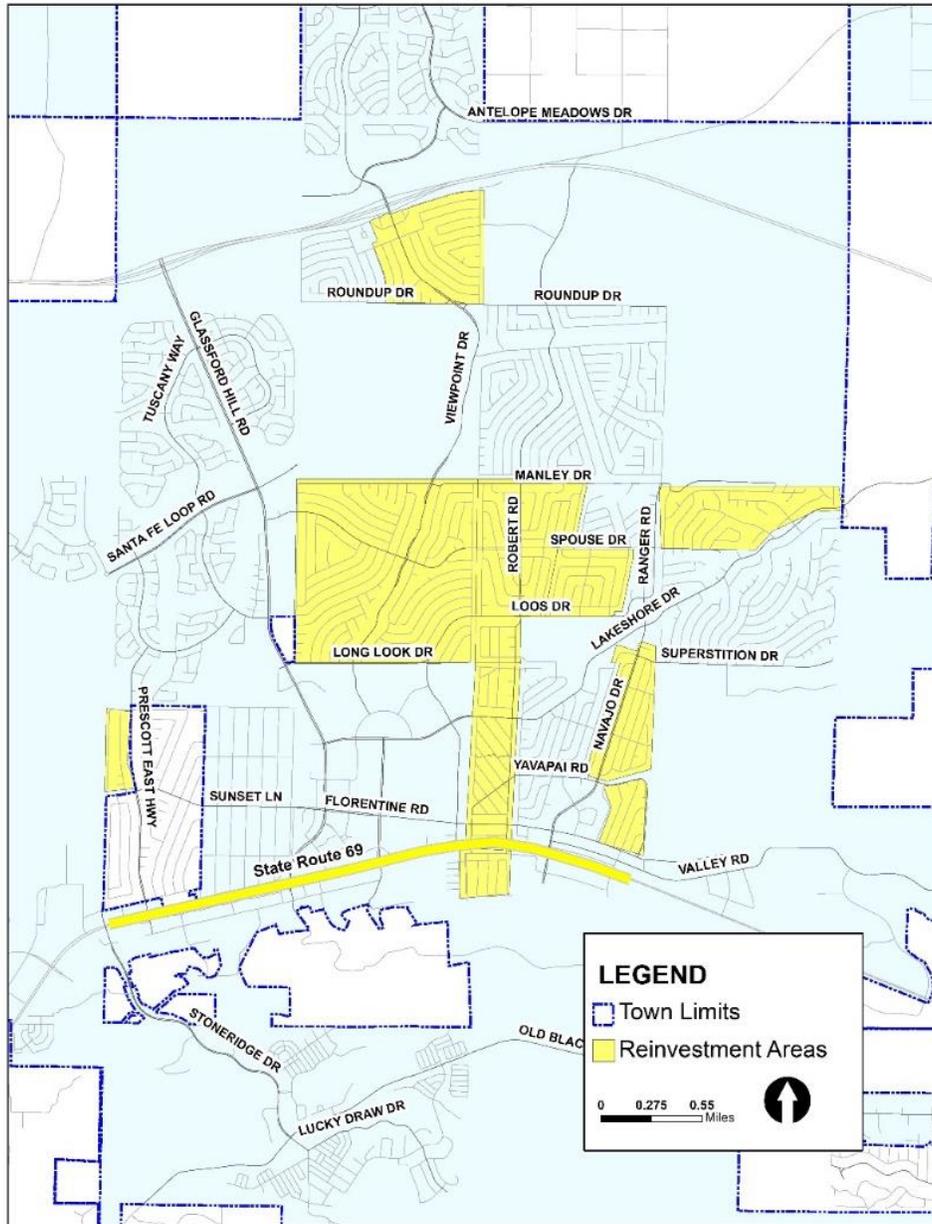
Village PAD (Planned Area Development) and PAD designations account for the Land Use Designations for most of the real estate found in Tier II. This designation is essential in maintaining flexibility in design and location of a variety of residential uses so that actual demand in the marketplace can be met, allowing for mixed residential uses and orientations rather than more traditional separation of uses.

The portion of Tier II that comprises PAD 7-11 and found north of State Route 89A near the Fain Road/State Route 89A intersection is comprised of larger parcels, generally greater than 5 acres, and used for various agricultural and recreational purposes. This focus on a rural or estate residential density should be encouraged, as it offers a rural fringe to the more urbanized settings to the south and west. This area currently offers both site-built and mobile home options, making it affordable to a variety of household income brackets. Inclusion of multi-use paths/linear parks for non-motorized use should be considered in this area to provide some continuity and expanded recreational opportunities for pedestrian, bicycle, and equestrian use.

7.5 Neighborhood Reinvestment

When developing a housing plan, more than new housing must be considered. When existing mature neighborhoods were first developed, they sometimes lacked the types of infrastructure later provided in newer areas. In addition, the homes found in these neighborhoods are typically smaller and lack some of the housing features now common in newer areas. In addition, in Prescott Valley many of the homes found in these areas are mobile and manufactured homes that were a common type of housing when the community was initially developing. When declines in housing and infrastructure quality are combined, they can lead to less interest in purchasing or renting in these areas, which can then affect property values and housing maintenance.

Public reinvestment in upgrading the existing street systems and providing additional improvements such as sidewalks, storm drainage, and street repaving can all reflect a community commitment to reduce the potential for neighborhood decline. This, in turn, helps spur private reinvestment in home purchases and modernization by setting a reinvestment example the private sector will follow. Encouraging private reinvestment helps both stabilize the neighborhoods, and spurs pride of ownership, which upgrades property values in the areas and further encourages reinvestment as an upward trend. The combination of the two will repay the town's initial reinvestment through maintaining the quality of the town's housing stock and forestalling additional neighborhood challenges.



In addition to other neighborhood reinvestment efforts in recent years, the Town has undertaken an Owner-Occupied Housing Rehabilitation (OOHR) program in older neighborhoods to assist very low/low households that are physically or financially unable to repair or maintain their properties. Funding for this project is available from HOME funds distributed to the Arizona Department of Housing (ADOH) from the US Department of Housing and Urban Development.

In 2009 the Town applied for and was awarded \$250,000 from the OOHR program for rehabilitation of owner-occupied site built and mobile homes, as well as for the replacement of obsolete mobile homes within the corporate boundaries of the Town. Having successfully fulfilled its obligations under the 2009 award, staff applied for and was awarded \$300,000 in 2011. To date, this program has successfully resolved code and energy efficiency deficiencies in twenty-one homes and replaced one mobile home.

7.6 Guiding Principles, Goals, and Policies

The Guiding Principles, Goals, and Policies set forth in this element should serve as a framework for continued growth and revitalization of housing options throughout The Town of Prescott Valley. Housing development efforts should also be congruent with the principles, goals, and policies set forth in Chapter 3: Growth Areas Element and other Elements of General Plan 2035.

GUIDING PRINCIPLE H-A: PROMOTE DEVELOPMENT OF SUSTAINABLE, ATTRACTIVE AND DIVERSE HOUSING OPTIONS AND NEIGHBORHOODS.

GOAL: H-A1 PROMOTE USE OF DURABLE, ENERGY EFFICIENT, AND LOW MAINTENANCE HOUSING BUILDING MATERIALS.

POLICIES: H-A1.1 Use of more durable building materials that reduce life cycle maintenance costs are encouraged and supported.

H-A1.2 Energy efficient utility systems, building materials and building design are encouraged in all new residential construction.

GOAL: H-A2 PROMOTE SUPERIOR RESIDENTIAL BUILDING DESIGN AND ARCHITECTURAL STYLE.

POLICIES: H-A2.1 Single-family residential uses should incorporate a distinctive architectural style and theme unique to that project.

H-A2.2 Individual single-family homes within a project should be placed so as to create an interesting, non-uniform streetscape.

H-A2.3 Multifamily projects should incorporate distinctive architectural elements, color palettes, building orientations to produce a product with a distinctive streetscape, image and functionality that will enhance the surrounding area.

GOAL: H-A3 PROMOTE DEVELOPMENT OF A VARIETY OF HOUSING TYPES.

POLICIES: H-A3.1 Promote development of a variety of housing types including single-family attached and detached homes, modular homes, multiple family homes and apartments, senior apartments, condominiums, and other types of housing are all encouraged within the community to provide a diverse palette of housing types to meet the diverse housing needs of our residents.

H-A3.2 Dissimilar housing types which are adjacent to each other (single story/multi-story, apartments/single-family homes, etc.) should incorporate appropriate mitigation technique to minimize areas of incompatibility.

GUIDING PRINCIPLE H-B: PROMOTE COMPATABILITY BETWEEN ADJACENT RESIDENTIAL USES AND WITH ADJACENT NON-RESIDENTIAL USES.

GOAL: H-B1 Employ building design and siting techniques to provide visual and distance separations between differing types of residential uses.

- POLICIES:** H-B1.1 Utilize building orientation, window placement, height gradations, and other architectural techniques to reduce visual concerns between different types of adjacent residential uses.
- H-B1.2 Utilize the placement of parking areas, landscaped areas and buffering, storm water retention basins, lineal open spaces, setbacks and other physical separation techniques to increase distances between different types of adjacent residential uses.
- H-B1.3 Utilize both architectural and physical techniques to provide both design and siting options to promote compatibility between adjacent residential and nonresidential uses.

GUIDING PRINCIPLE H-C: PROMOTE RESIDENTIAL INFILL DEVELOPMENT THAT TAKES ADVANTAGE OF EXISTING INFRASTRUCTURE.

GOAL: H-C1 Encourage housing development that utilize existing capacities in infrastructure

- POLICIES:** H-C1.1 Support development that is located adjacent or in close proximity to existing utility and roadway infrastructure.
- H-C1.2 Support development that builds out existing neighborhoods and master planned communities.

GUIDING PRINCIPLE H-D: SUPPORT DEVELOPMENT THAT OFFERS ALTERNATIVES TO TRADITIONAL NEIGHBORHOOD DESIGN.

GOAL: H-D1 Promote housing development that meets the needs of all households, regardless of income

- POLICIES:** H-D1.1 Support new construction projects that meet the needs of targeted populations (e.g., disabled, low-income seniors)
- H-D1.2 Offer density bonuses, reduced fees, or other options to non-tax incentivized projects that offer site-built entry level housing options.

GOAL: H-D2 Promote development that offers amenities to encourage alternatives to traditional development patterns.

- POLICIES:** H-D2.1 Promote future housing development which provide sidewalks, linear parks, multi-use paths, local neighborhood commercial uses, and transit-oriented design.
- H-D2.2 Promote interconnectivity of neighborhoods via the Pedestrian/Bicycle System as outlined in Chapter 8: Parks, Recreation and Open Space Element.

GUIDING PRINCIPLE H-E: SUPPORT REVITALIZATION OF MATURE NEIGHBORHOODS.

GOAL: H-E1 Undertake capital improvement projects in reinvestment areas to increase neighborhood stability and promote private reinvestment and home maintenance.

POLICIES: H-E1.1 Identify areas where upgrades such as street improvements, sidewalks, street lighting, crosswalks, storm drainage and other features would generate greatest public benefit and promote the greatest private reinvestment in the neighborhood.

H-E1.2 Support existing programs and policies which promote and enforce property maintenance code and zoning code compliance and expand these programs as necessary to maintain a safe and healthy living environment throughout the community.

GOAL: H-E2 **Support homeowner repair and rehabilitation programs for low to moderate income families and special needs households.**

POLICIES: H-E2.1 Seek grant funding to assist low-to-moderate income households in repairing owner-occupied housing units.

GUIDING PRINCIPLE H-F: ELIMINATE DISCRIMINATORY HOUSING PRACTICES.

GOAL: H-F1 Support State and Federal regulations to prevent housing discrimination.

POLICIES: H-F1.1 Review Town policies to support State and Federal efforts to prohibit discrimination in the sale or rental of housing and other prohibited practices toward any person because of race, color, religion, sex, handicap, familial status, or national origin.

H-F1.2 Provide education and training for the development community and property owners on how they can meet fair housing requirements for those properties covered by federal and state regulations.

H-F1.3 Continue to monitor and partner with local agencies, non-profits, and businesses to provide fair housing information, legal services, foreclosure prevention assistance and anti-predatory lending assistance.



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8.1 Introduction

The Circulation Element focuses on the movement of vehicles, pedestrians, bicycles, and other forms of transportation through the existing and future roadway and trail system in the Town of Prescott Valley. The goals and policies established in this Element provide a guide for the future of the transportation system. The discussion extends beyond roadways and highways by addressing multimodal forms of transportation.

The Town currently has a developed transportation system consisting of arterial, collector and local roadways, as well as multi-modal trails and paths. The main access corridors to the Town are provided along State Route 69 and State Route 89A, connecting Prescott Valley to Prescott toward the west and the Phoenix metropolitan area to the south.

Future traffic through the Town will be generated by several sources, including internal growth within the community of Prescott Valley and from new development throughout Yavapai County. The Town has worked closely with Yavapai County and has worked to incorporate into the Town's long-term plan the transportation improvements outlined in the Central Yavapai Metropolitan Planning Organization (CYMPO) regional transportation program.

Aside from roadway improvements, the Town has a need for improved alternate transportation modes such as public transportation, a well-defined trails system, and pedestrian and bicycle facilities. The Town is committed to planning and developing these facilities.

The Circulation Element provides an overview of existing conditions, the vision for the future, and the guiding principles, goals, and policies for meeting the long-term vision. Projected 2030 volumes were forecast using the CYMPO 2045 Regional Plan for the land uses outlined in the Land Use Element of this General Plan. Roadway improvements planned within the Town and throughout the region are shown in the CYMPO 2045 Regional Transportation Plan and included in the long-term forecasts. The goals and policies outlined in this Element are organized to guide development of a safe and efficient transportation system including roads and alternative modes of transportation.

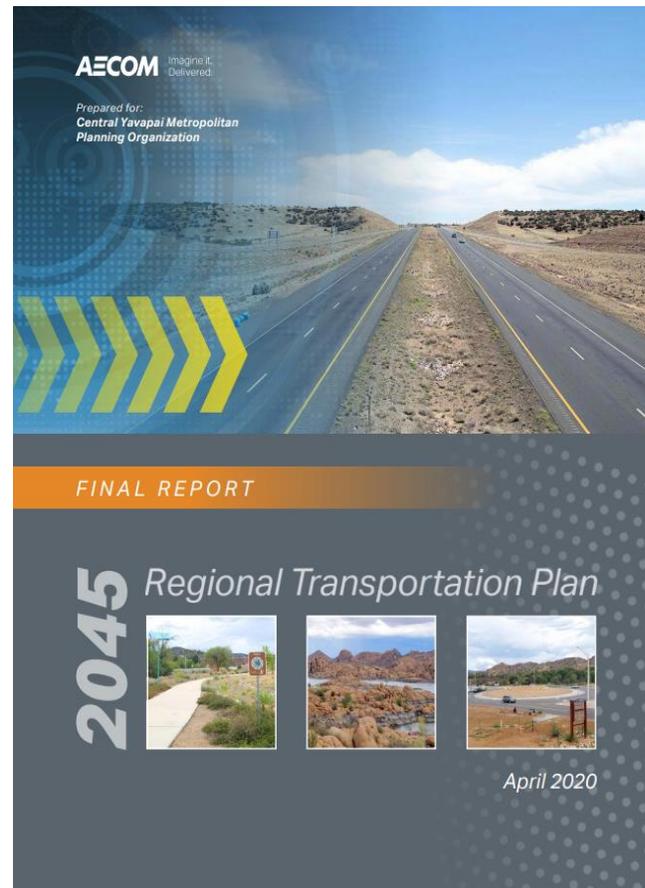
8.2 Central Yavapai Metropolitan Planning Organization (CYMPO)

The Central Yavapai Metropolitan Planning Organization (CYMPO) is the designated Metropolitan Planning Organization (MPO) for the City of Prescott, Town of Prescott Valley, Town of Chino Valley, Town of Dewey-Humboldt, Yavapai County, and Arizona Department of Transportation. The Prescott urbanized area was designated as the regional MPO by the Governor of Arizona in 2003, after reaching a population of 50,000.

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

8.2.1 CYMPO and Other Complementary Transportation Plans

CYMPO regularly conducts studies and develops comprehensive regional multi-modal transportation plans which include and affect the Town of Prescott Valley. The Town previously approved Resolution No. 1735 to administratively allow plans adopted by the CYMPO Board to become part of the recommendations of the Circulation Element of the General Plan 2035. In April 2020 CYMPO adopted the 2045 Regional Transportation Plan, which contains the most recent traffic analysis and management planning information for the major roads in the Town of Prescott Valley and the surrounding Central Yavapai County area. A copy of this plan, as well as additional information regarding transportation planning in the Prescott Valley area, can be found on the CYMPO website at <https://www.cympo.org>. The 2045 Regional Transportation Plan, as well as any future CYMPO plans will be considered a part of General Plan 2035. Two other transportation plans which are also incorporated into this General Plan by reference are the Great Western Corridor Feasibility Study (2010) *Preferred Alignment*, and the Prescott Valley Town Center Master Circulation Plan (2007).

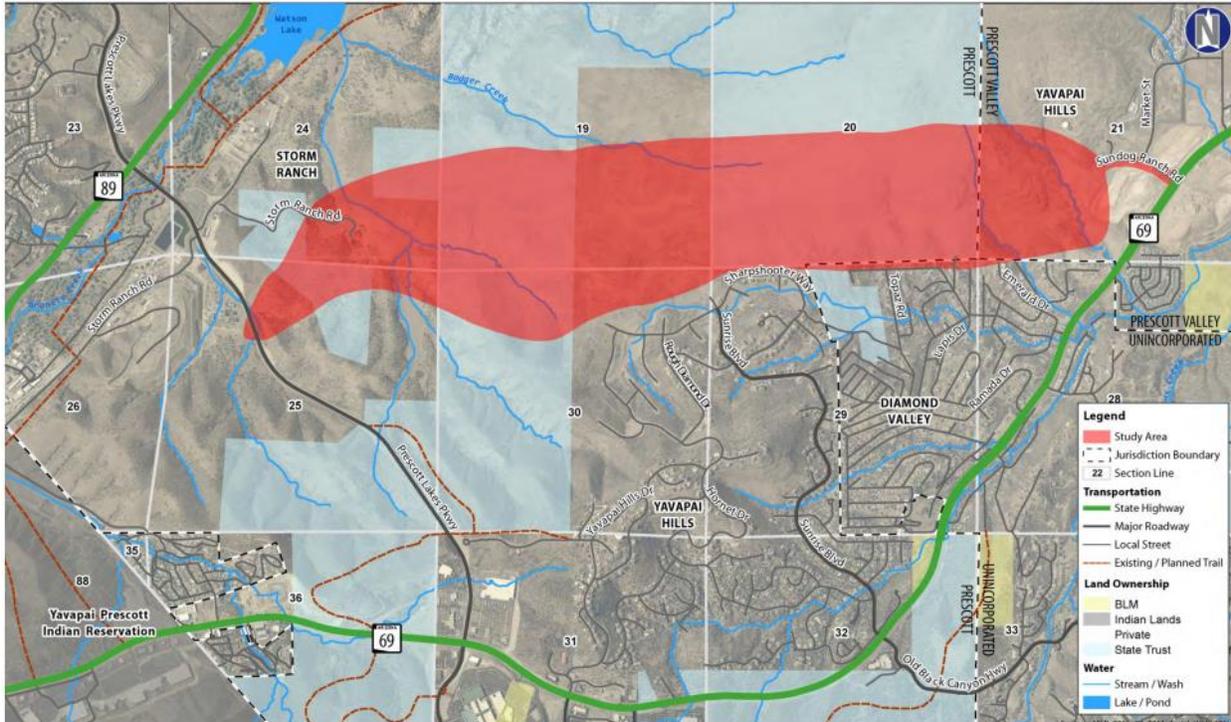


Much of the information in this Element has been drawn from the 2045 Regional Transportation Plan, as well as the Great Western Corridor Feasibility Study and the Prescott Valley Town Center Master Circulation Plan described above.

The town's existing and proposed collector and arterial street system is shown on the fold out Roadway System Map. Exhibit CIR-1.

8.2.2 Sun Dog Ranch Road Extension

In 2013 the Sundog Connector Corridor Study was completed, which initiated evaluation of potential options to connect Sundog Ranch Road in the Town of Prescott Valley with the Prescott Lakes Parkway in the City of Prescott.



Four potential alignments were discussed, but additional analysis is needed to select a preferred alignment. CYMPO has initiated a more detailed design study in anticipation of future construction. An initial construction cost estimate of \$30 million was developed in 2013, but the actual cost will depend on the construction date and final alignment selected.

Based on the traffic capacity analysis, the development of the Sundog Connector Corridor will relieve current and future congestion on State Route 69 between Prescott and Prescott Valley. For transportation planning purposes, traffic projections and the timing of the need for additional facilities are often based on overall population growth, rather than year.

Currently, State Route 69 is the primary route between the business and tourism centers of the City of Prescott and the Town of Prescott Valley. The limited number of east-west routes in the area has resulted in State Route 69 becoming increasingly congested due to the region's rising population and retail development. Over the years, several improvement projects to expand State Route 69 have been completed, but the corridor is reaching a point of limited expansion. The excessive congestion along the corridor has the potential to limit the future development opportunities in the area. The Sundog Connector Corridor will help to address future congestion, provide access and circulation opportunities for future land uses in the area, and provide additional access for existing residential areas north of State Route 69 as the region continues to grow.

8.2.3 Great Western Corridor Feasibility Study - March 2010

Previous CYMPO studies have recommended a future roadway network comprised of local and regional roads to meet the 2045 travel demands, which included "Glassford Hill Road Extension from State Route 89A to Outer Loop Road or other alignment to be determined." Based on future traffic projections, an ultimate six-lane facility was recommended. In addition, the study states that "the Glassford Hill Road Extension from State Route 89A to State Route 89 to Williamson Valley Road provides the opportunity for a controlled access facility to offer some relief to SR 89 in the area;" thus, the plan reiterates the roadway

will be an access-controlled facility. The existing major highways in the study area include State Route 69, State Route 89, and State Route 89A. Statewide and interstate travel to and from the area is served by Interstate 17, which is roughly 32 miles east of the study area. These routes connect Central Yavapai County to the rest of Arizona, and the state highways serve as main thoroughfares for the local communities. The regional state routes are currently congested, causing significant travel delays.

The City of Prescott has completed a transportation plan for the area surrounding the Prescott Regional Airport that includes the recommended Glassford Hill Extension roadway corridor. Updated traffic volume projections were developed based on potential build-out scenarios within the study area. The results of that analysis show that State Route 89A and State Route 89 will operate at level of service (LOS) E or F and the majority of the section line arterials within the study area will operate at LOS F. These studies all have identified the need for a new access-controlled facility based on projected future travel demands.

In order to evaluate all potential locations on State Route 89A for the starting point of the new access-controlled facility, the area for this Feasibility Study has been broadened to include what is referred to as the Great Western Road intersection with State Route 89A. This study evaluated the Great Western Corridor and developed alternative alignments, traffic interchange locations and configurations, typical roadway cross sections, and ultimate right-of-way needs.

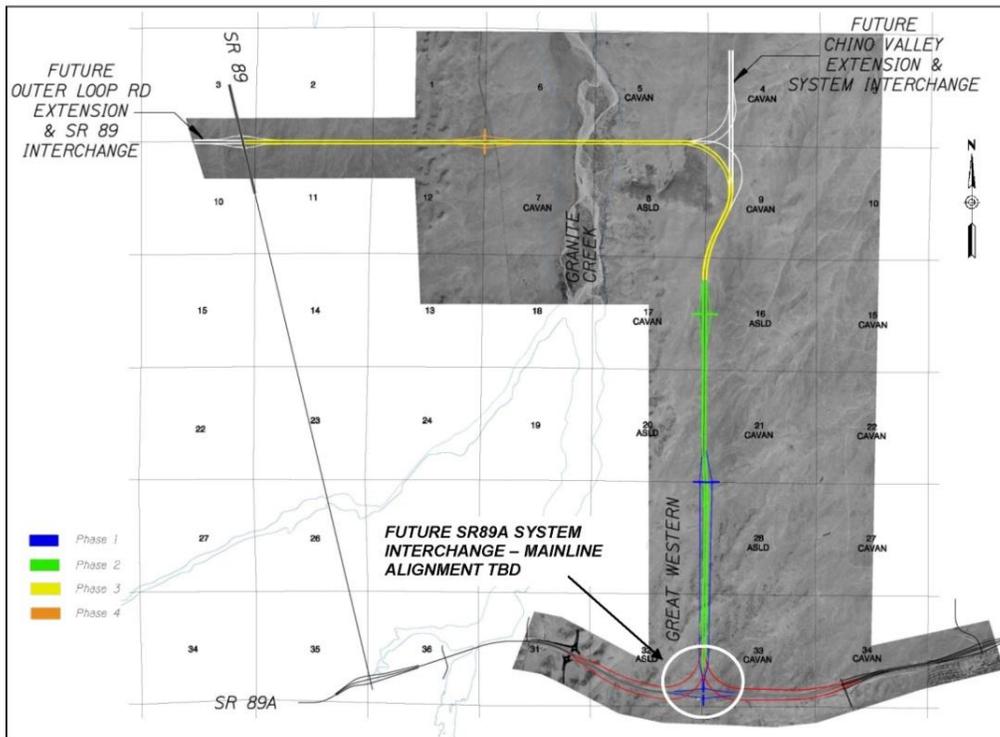
Preferred Corridor Alignment

Based on the results of the evaluation criteria, consensus from the project stakeholders, and input received from the public at the alternatives presentation public meeting, a preferred corridor alignment was identified for further development. The recommended mainline corridor alignment, referred to as Alternative 1, begins at State Route 89A at Great Western Road and follows the section line north, turning west at the Road 5 South section line and terminating at State Route 89. This alignment is 9.2 miles in length and essentially parallels Granite Creek north to south. The proximity to Granite Creek maintains large open spaces for pronghorn antelope and other wildlife and maximizes the distance of the new roadway facility from the existing residential land uses near Viewpoint Drive. This is one of the shortest alignment alternatives, which results in comparatively less land disturbance, right-of-way requirements, and construction costs. The preferred corridor alignment is shown on the map below.

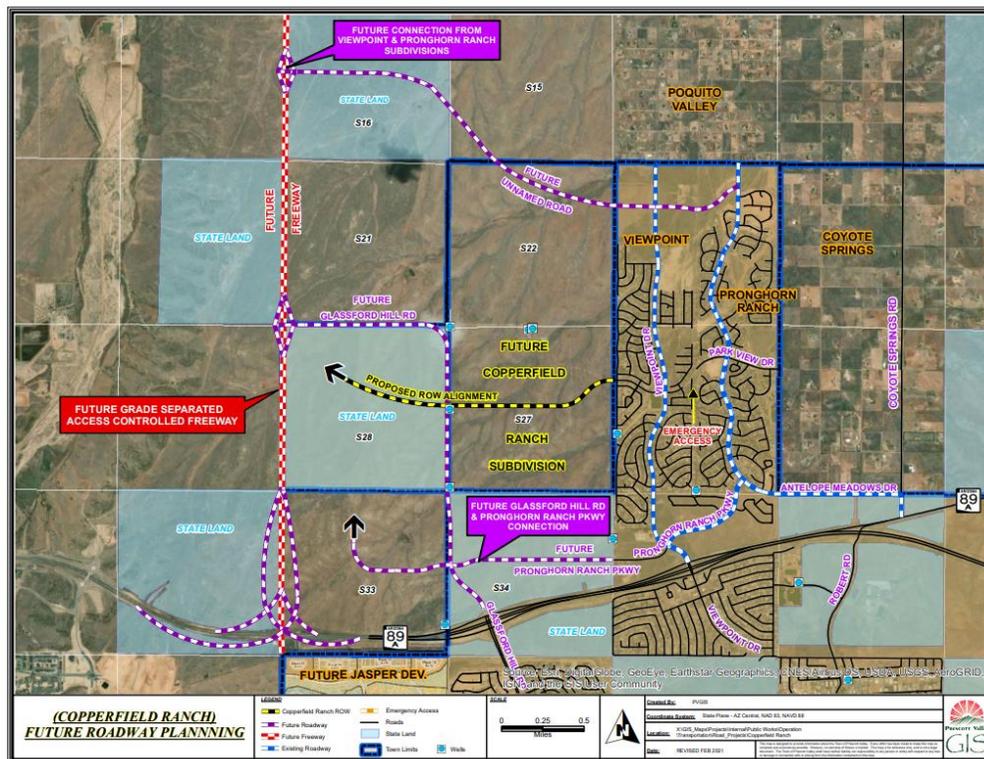
The Great Western Corridor is proposed to transition to Jasper Parkway south of State 89A via ramps and frontage roads. This provides a physical exit and entrance from the high-speed facility to the local roadway facility that requires drivers to consciously reduce their driving speed.

Great Western Corridor Implementation

The recommended mainline corridor alignment will be implemented in phases as warranted by future development and traffic demands. The first phase includes construction of the local State Route 89A/Great Western Road traffic interchange as recommended in the State Route 89A Design Concept Report. As development occurs north of SR 89A and warrants local access, it is recommended the frontage roads be constructed up to the nearest traffic interchange. The remaining phases include constructing the mainline in segments beginning and ending at adjacent interchanges. Future phases will include construction of the system interchange ramps at SR 89A and SR 89, for which final configurations will need to be developed with a future study. The interchange at Chino Valley Extension will be constructed with the Chino Valley Extension mainline project and is not included in the phasing for this project.



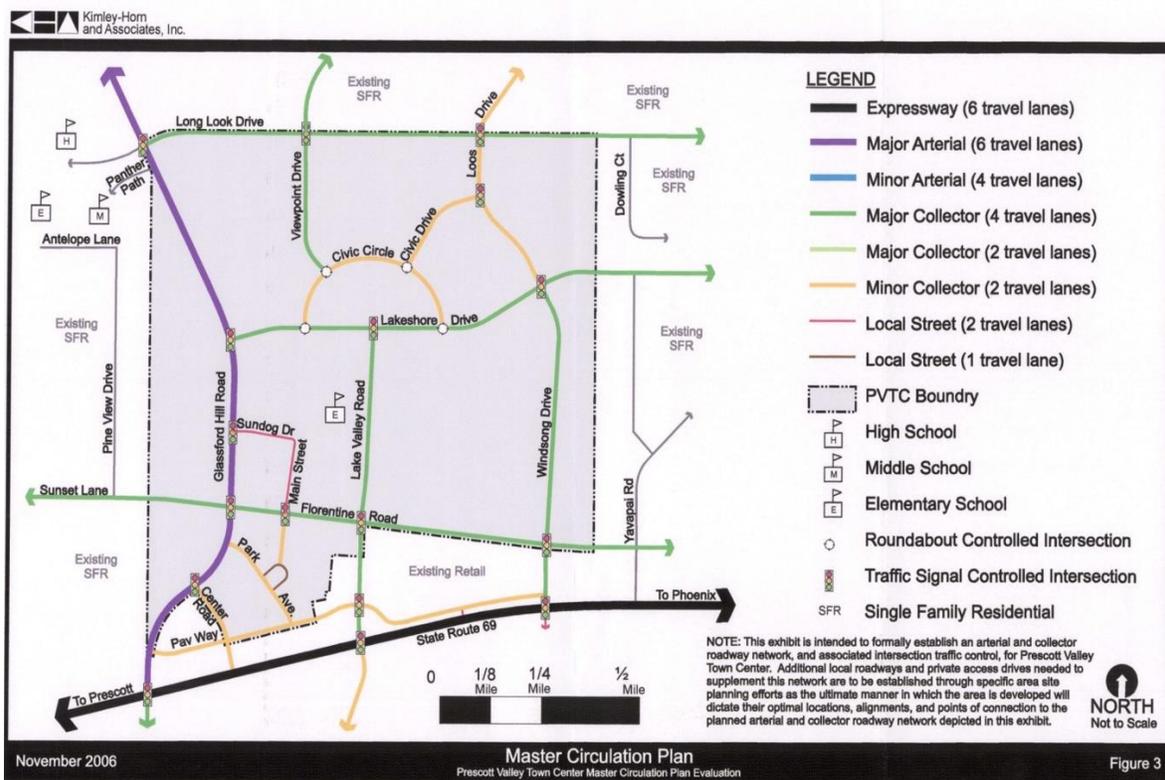
In addition to providing improved north-south access between State Routes 89 and 89A, the Great Western Corridor would also improve access to adjacent properties that are planned for future development as shown on the map below.



8.2.4 Prescott Valley Town Center, Master Circulation Plan Evaluation November 15, 2006

The updated Master Circulation Plan Evaluation for the Prescott Valley Town Center (PVTC) was prepared November 15, 2006 by Kimley Horn and Associates, Inc (KHA) to evaluate travel demands in the PVTC and determine the projected roads to accommodate the opportunity to achieve a "town center" character. Results of this effort suggest a few additional roadway links and other capacity increasing improvements described in the full report are needed to achieve this objective. Prescott Valley Town Center (PVTC) generally extends north to Long Look Drive, south to Pav Way, west to Pine View Drive, and east almost to Windsong Drive. Existing development includes a variety of retail, restaurant, office, civic, cultural, institutional, entertainment, and multi-family residential uses. Upon completion of the undeveloped areas of PVTC, for which specific site plans either have already been approved or are under review by the Town, approximately half of the land area within PVTC will be built out. The Town has also identified other improvements to the existing roadway network that will be needed to support that portion of the Prescott Valley Town Center already approved for development.

Prescott Valley Town Center is expected to generate approximately 163,000 trips per day at full buildout. Approximately eight percent (13,500) of these trips are expected to begin and end internal to the Town Center area, thereby creating no impact on the external roadway network. The remaining 150,000 trips per day will either begin or end external to the Town Center area. These 150,000 daily trips (75,000 inbound and 75,000 outbound) will require approximately 25 travel lanes worth of roadway capacity (assuming an average capacity of 6,000 vehicles per day per lane) along the entry/exit routes that link PVTC to the external roadway network. Currently nine entry/exit routes collectively providing three travel lanes are planned. As detailed below, these consist of three routes providing ten travel lanes of



access to and from the north; three routes providing ten travel lanes of access to and from the south; two routes providing six travel lanes of access to and from the east; and one route providing two travel lanes of access to and from the west.

8.3 Existing Vehicular Transportation System

The roadway network in and through the Town of Prescott Valley consists of highways carrying regional traffic, as well as arterial and local collector streets carrying local traffic. State Route 69 is a four-to-six lane arterial highway and provides regional access to the Town. Traffic is controlled through by signalized intersections. Frontage roads run parallel to State Route 69 to reduce local vehicular traffic. State Route 89A, located to the north of Town, provides access to the town at the Glassford Hill Road, Viewpoint Drive, Lakeshore Drive and Robert Road intersections and provides access to communities such as Chino Valley, Williams, and Flagstaff. The local and arterial street system has been established as development occurred and reflects changes in the existing topography throughout the Town.

8.3.1 Roadway Functional Classification

Roadways are classified according to one of the five following categories:

Arterial Street System. An arterial street system carries large traffic volumes within and through urban areas. The urban arterial system is functionally divided into two classes, major and minor.

Major Arterial. These serve centers of activity and carry the largest traffic volume within the area. major arterials carry the major portion of trips entering and leaving the area, as well as the majority of through movements bypassing central areas. Major arterials provide mobility between long distances with minimal access to adjoining properties.

Minor Arterial. The minor arterial street system interconnects with and augments the major arterial system and distributes vehicles to the collector roads. It accommodates trips of moderate length at a somewhat lower level of travel mobility. This system places more emphasis on land access and offers lower traffic mobility. The minor arterial system provides intra-community continuity (i.e., non-motorized access and transit opportunities), but does not penetrate the neighborhoods.

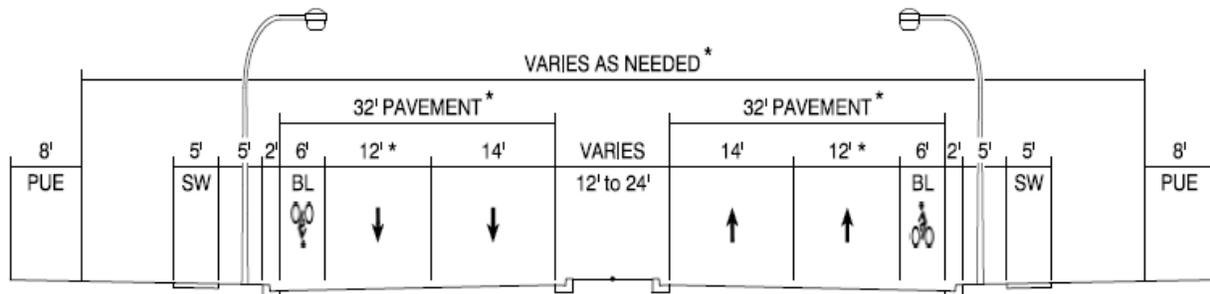
The right-of-way cross sections for major and minor arterial streets are the largest in the Town, ranging from 80 feet in developed areas to more than 200 feet in newly developing areas. Additional right-of-way may be required on existing arterial streets in developed areas to accommodate additional transportation requirements as traffic volumes increase, including additional through lanes, right turn lanes, center medians and/or left turn lanes, traffic signals, sidewalk, utility or drainage upgrade, right turn deceleration lanes to enter driveways, expanded bike lanes, bus bays or other similar changes.

Collector Street System. Collector streets are public roads that serve moderate traffic volumes. Collector street systems link neighborhoods and industry with the arterial street system. These streets not only serve traffic circulation movements between arterials, local residential streets, and low-density areas, but also serve through traffic within local areas. Collector streets provide access to abutting properties consistent with the desired level of service. Right-of-way requirements for collector streets range from 60 to 80 feet, depending on design and location.

Local Streets. Local streets are public roadways that serve relatively low traffic volumes. The local street system provides access to residents, businesses, or other abutting properties. The traffic volume

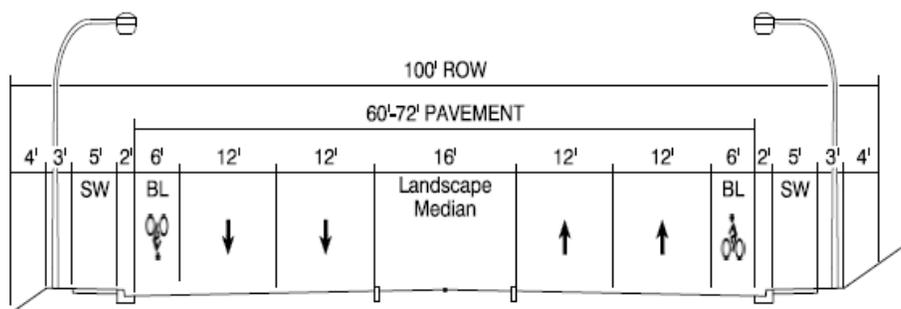
generated by the adjacent land uses are largely short trips, or a relatively small part of longer trips where the local road connects to the collector roadway system. Local streets offer the lowest level of mobility, and usually do not provide access to transit services. Right-of-way requirements for local streets are typically 50 feet but can vary based on the design of the individual street project.

Typical Street Sections



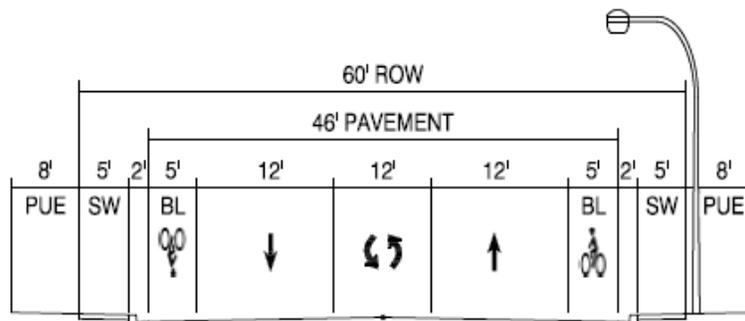
ARTERIAL STREET - MAJOR

- * Additional 12' Lanes as Needed Based on Projected Traffic
- Street Lights At Intersections And Where Needed
- 10' MUP On One Side Of Street
- Can Substitute For Sidewalk On Each Side



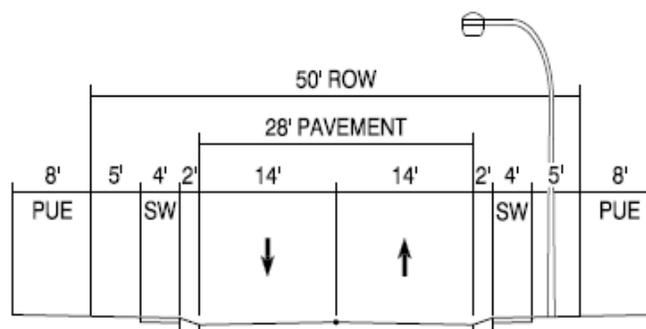
ARTERIAL STREET - MINOR

- Street Lights At Intersections And Where Needed
- Median Narrows to 4' For 12' Left Turn Lane Pocket
- 10' MUP On One Side Of Street
- Can Substitute For Sidewalk On Each Side



COLLECTOR STREET - MINOR

Street Lights At Intersections
 Sidewalk Width Will Be Modified
 Per ADA Guidelines



LOCAL STREET

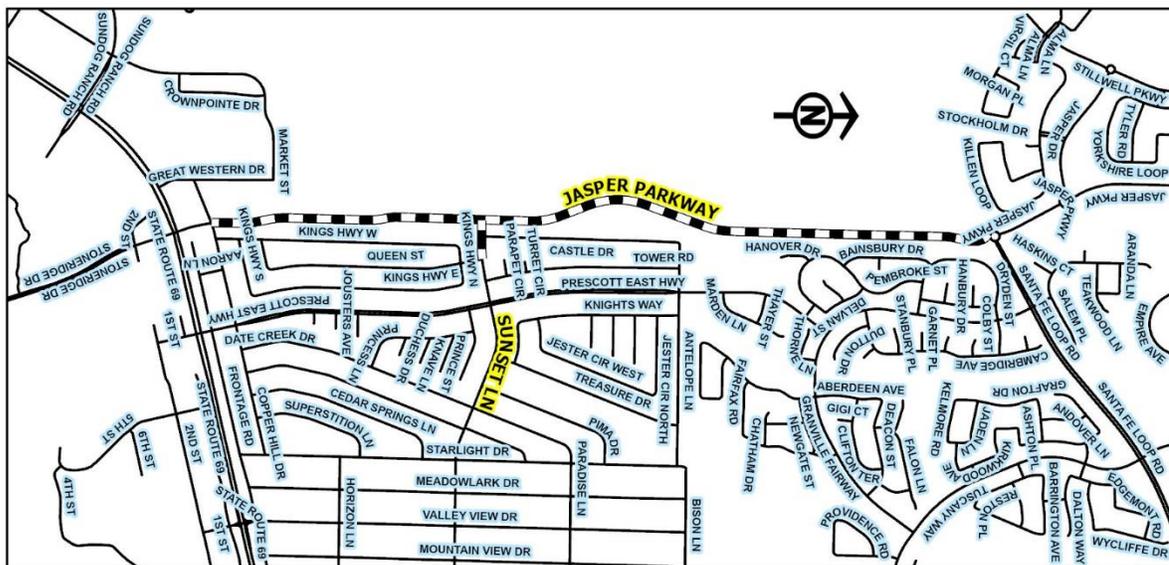
Street Lights At Intersections
 Sidewalk Width Will Be Modified
 Per ADA Guidelines

8.3.2 2035 Vehicular Transportation System

To meet the future demands generated by Town and regional growth, the Town of Prescott Valley has developed a regional transportation plan.

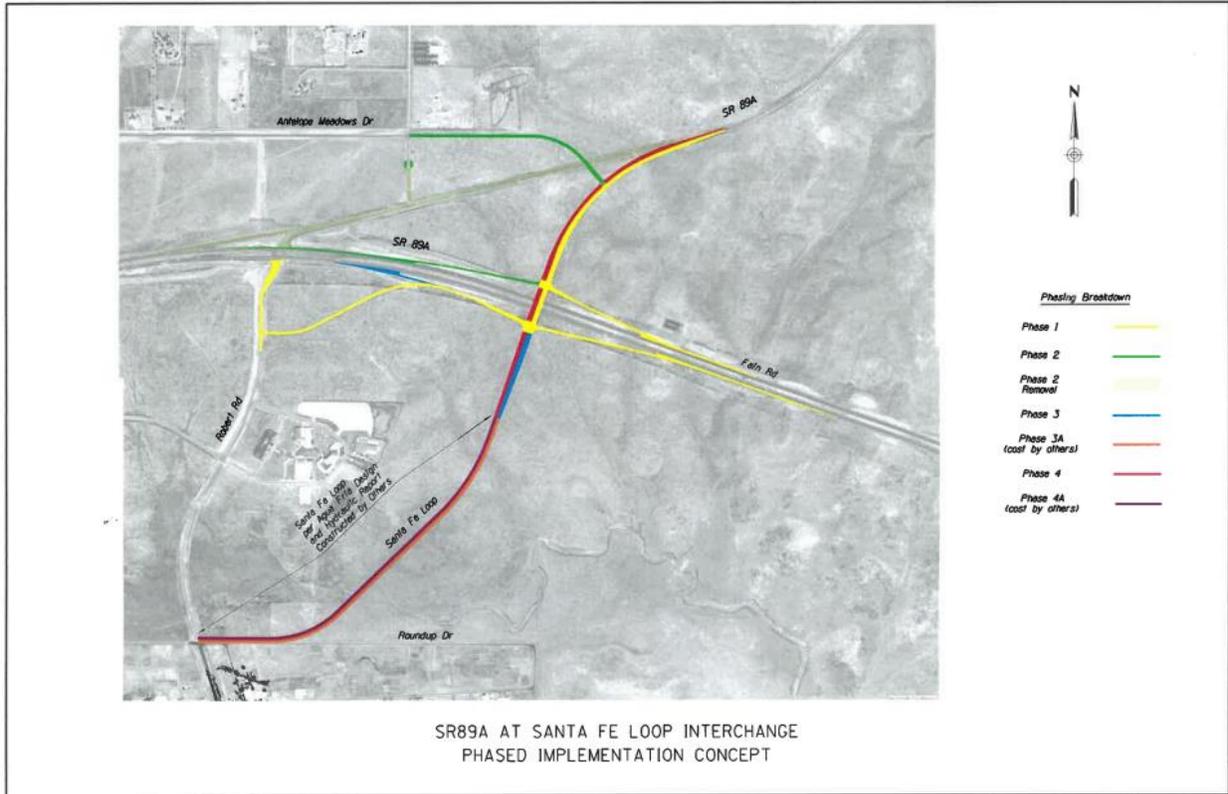
- **Viewpoint Drive.** Viewpoint Drive has been extended as a two-lane collector from Long Look Drive to connect with State Route 89A to the north. Ultimate build-out of this section will be five lanes, with a landscaped median.
- **Fain Road.** The existing alignment of Fain Road includes the extension from State Route 69 to State Route 89A at the north end of the Town and is now developed as a four-lane divided road with grade-separated interchanges at Lakeshore Drive, with proposed future interchanges at Superstition Drive and Santa Fe Loop.

- **Glassford Hill Road.** Glassford Hill Road will be designated as a six-lane arterial, with roadway augmentation north of State Route 89A.
- **Stoneridge Drive.** South of Glassford Hill Road, Stoneridge Drive is currently a divided two-lane collector from Old Black Canyon Highway to State Route 69. It will be widened to four lanes as required by future development in the area. Stoneridge Drive will align with the planned Jasper Parkway, described below.
- **Jasper Parkway.** A new portion of Jasper Parkway is planned as a major arterial to serve as the entrance to the Jasper development from State Route 69, where it will align at the signalized intersection at Stoneridge Drive. Jasper Parkway intersects with Santa Fe Loop Road at the project entrance, then carries traffic through to the north with access to State Route 89A.



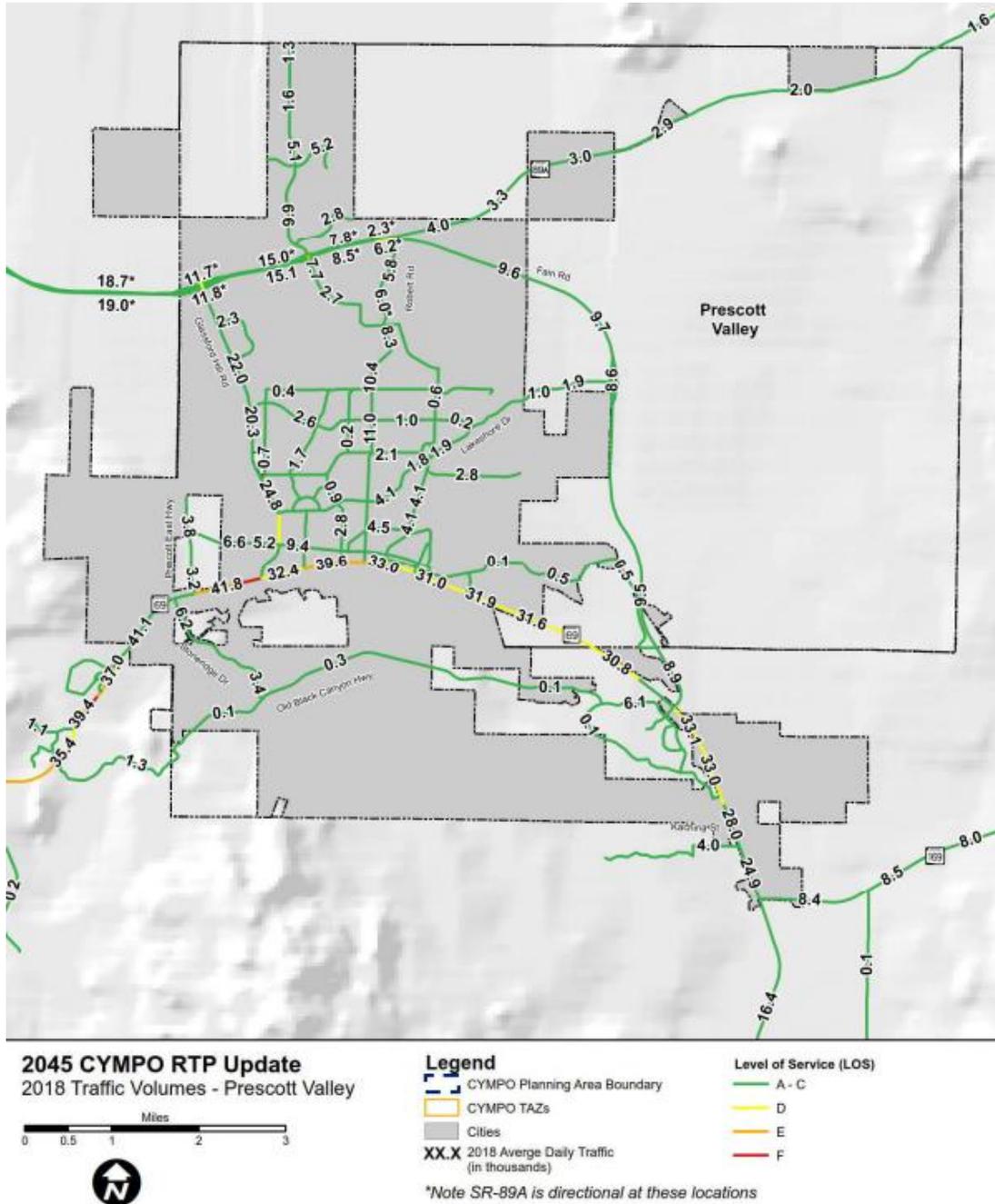
- **Lakeshore Drive.** Lakeshore Drive is a four-lane connector between Glassford Hill Road and Windsong Drive, and a two-lane minor collector from east of Windsong to Fain Road. At build-out the road will be widened to four lanes.
- **Robert Road.** A portion of Robert Road is now developed as a four-lane minor arterial from State Route 69 to State Route 89A. As traffic volumes increase additional improvements to improve traffic flows may be needed.
- **Superstition Drive.** As development occurs, Superstition Drive will extend from La Jolla Drive and ultimately connect with Fain Road. This road will serve as a two-lane minor collector.
- **Santa Fe Loop.** The Santa Fe Loop is forecasted as a future arterial that will extend around the existing perimeter of the Town. The Santa Fe Loop will intersect with the existing Fain Road alignment, the realigned Robert Road, Viewpoint Drive, and Glassford Hill Road, terminating at Jasper Parkway. Santa Fe Loop will operate as a four-lane major arterial. Santa Fe Loop may also be

extended further east to provide an additional interchange at the intersection of SR89A and Fair Road, as shown on the map below. Ultimate build out will be five lanes, with a landscaped median.



8.3.3 Street System Evaluation

In 2018 CYMPO completed a traffic volume analysis of the Town of Prescott Valley street system, which is shown on the map below. The highest traffic volumes were noted on State Route 69, which exceeded 40,000 vehicles per day, and on Glassford Hill Road between Lakeshore Drive and Florentine Road where traffic reached almost 25,000 vehicles per day. It was also noted that except for those two locations, the street system in the Town was rated as between A and C for Level of Service.



Level of Service is a rating system of how smoothly traffic travels over a street. Levels of Service A to C are regarded as optimal. Level of Service D is also acceptable in certain limited circumstances (such as peak rush-hour traffic and special events). Levels E and F, however, require attention to determine how traffic flow can be improved. A description of the Level of Service Classifications is shown on the following page.

Level of Service Standard Descriptions

Level of Service	Description
Level of Service "A"	The volume/capacity ratio ranges from 0.0 to 0.59. At this LOS, traffic volumes are low and speed is not restricted by other vehicles. All signal cycles clear with no vehicles waiting through more than one original cycle. For roadway link, this LOS indicates no physical restriction on operation speeds.
Level of Service "B"	The volume/capacity ratio ranges from 0.60 to 0.69. At this LOS, traffic volumes begin to be affected by other traffic. Between 1 and 10 percent of the signal cycles have one or more vehicles which wait through more than one signal/cycle during peak traffic periods. For roadway links, this LOS indicates flow with few restrictions on operating speeds.
Level of Service "C"	The volume/capacity ratio ranges from 0.70 to 0.79. At this LOS, operating speeds and maneuverability are closely controlled by other traffic. Between 11 and 30 percent of the signal cycles have one or more vehicles, which wait through more than one signal cycle during traffic peak periods. For roadway links, this LOS indicates stable flow, higher volume, and more restrictions on speed and lane changing.
Level of Service "D"	The volume/capacity ratio changes from 0.80 to 0.89. At this LOS, traffic will operate at tolerable operating speeds, although with restricted maneuverability. More than 30 percent of the signal cycles have one or more vehicles that wait through more than one signal cycle during peak traffic hours. For roadway links, this LOS indicates tolerable conditions, approaching unstable flow, and little freedom to maneuver.
Level of Service "E"	The volume/capacity ratio ranges from 0.90 to 0.99. Traffic will experience restricted speeds, vehicles will frequently have to wait through two or more cycles at signalized intersections, and any additional traffic will result in breakdown of the traffic carrying ability of the system. For roadway links, this LOS indicates unstable flow, lower operating speeds than LOS D and some momentary stoppages.
Level of Service "F"	Long queues of traffic, unstable flow, stoppages of long duration where traffic volumes and traffic speed can drop to zero. Traffic volumes will be less than the volume that occurs at Level of Service E. For roadway links, this LOS indicates forced flow operation at low speeds where the roadway acts as a storage area and there are many stoppages.

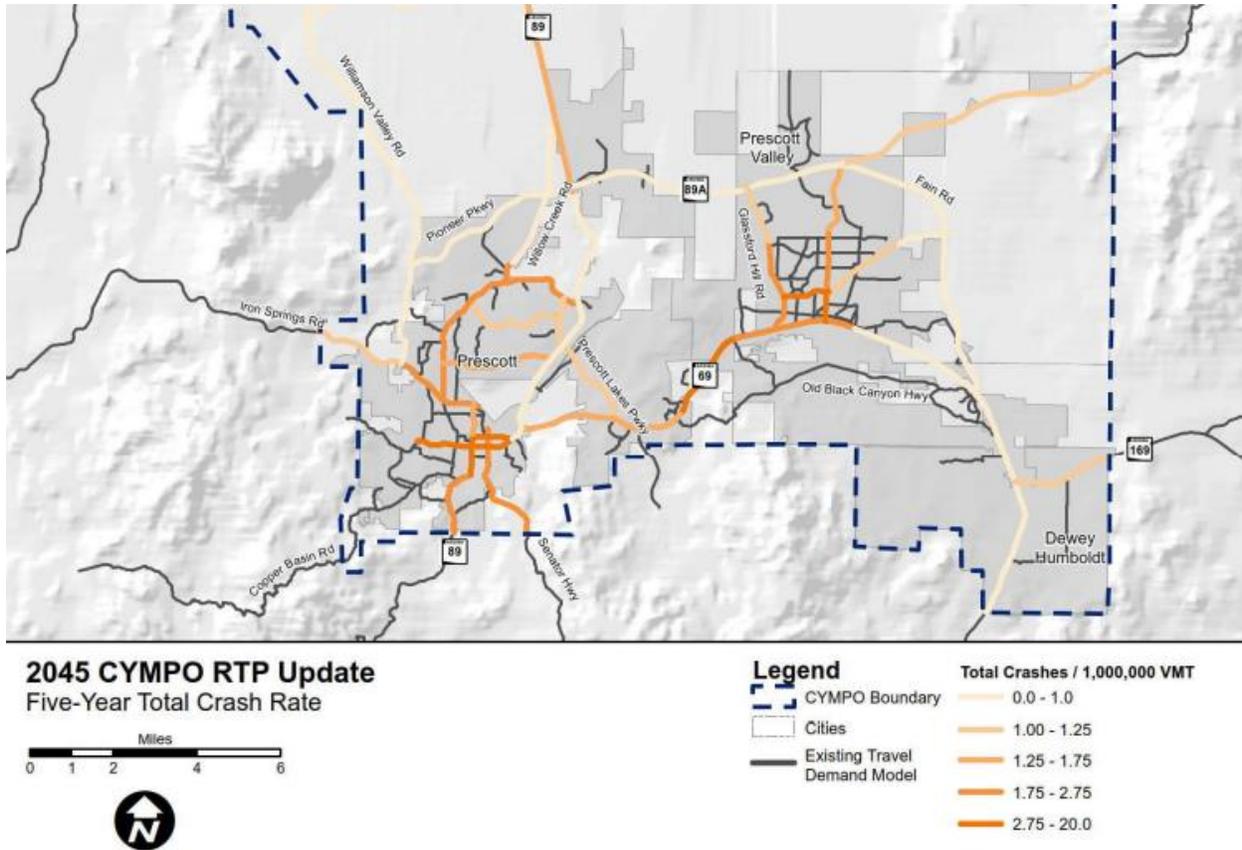
One key factor when evaluating the Level of Service is the design of the street and the amount of traffic that can be accommodated given that design. As the traffic volume increases on a street, the design capacity may need to also be increased to address the projected demand, or another street may need to be constructed or improved further to help accommodate the projected traffic growth. The table below shows the relationship between design capacity, traffic volume and Level of Service.

Roadway Capacity and Level of Service Grades by Facility

	Design Attributes	Traffic Volumes Threshold by LOS				
		A	B	C	D	E
Principal Arterial	6-lane divided	37,800	44,100	50,400	56,700	63,000
	4-lane divided	25,200	29,400	33,600	37,800	42,000
Minor Arterial	6-lane divided	19,800	23,100	26,400	29,700	33,000
	4-lane divided	15,840	18,480	21,120	23,760	26,400
	4-lane	13,200	15,400	17,600	19,800	22,000
Major Collector	4-lane divided	11,520	13,440	15,360	17,280	19,200
	4-lane	9,600	11,200	12,800	14,400	16,000
	2-lane divided	5,520	6,440	7,360	8,280	9,200
	2-lane	4,800	5,600	6,400	7,200	8,000
Minor Collector	4-lane	7,200	8,400	9,600	10,800	12,000
	2-lane	3,600	4,200	4,800	5,400	6,000
Local	2-lane	--	--	1,200	--	--

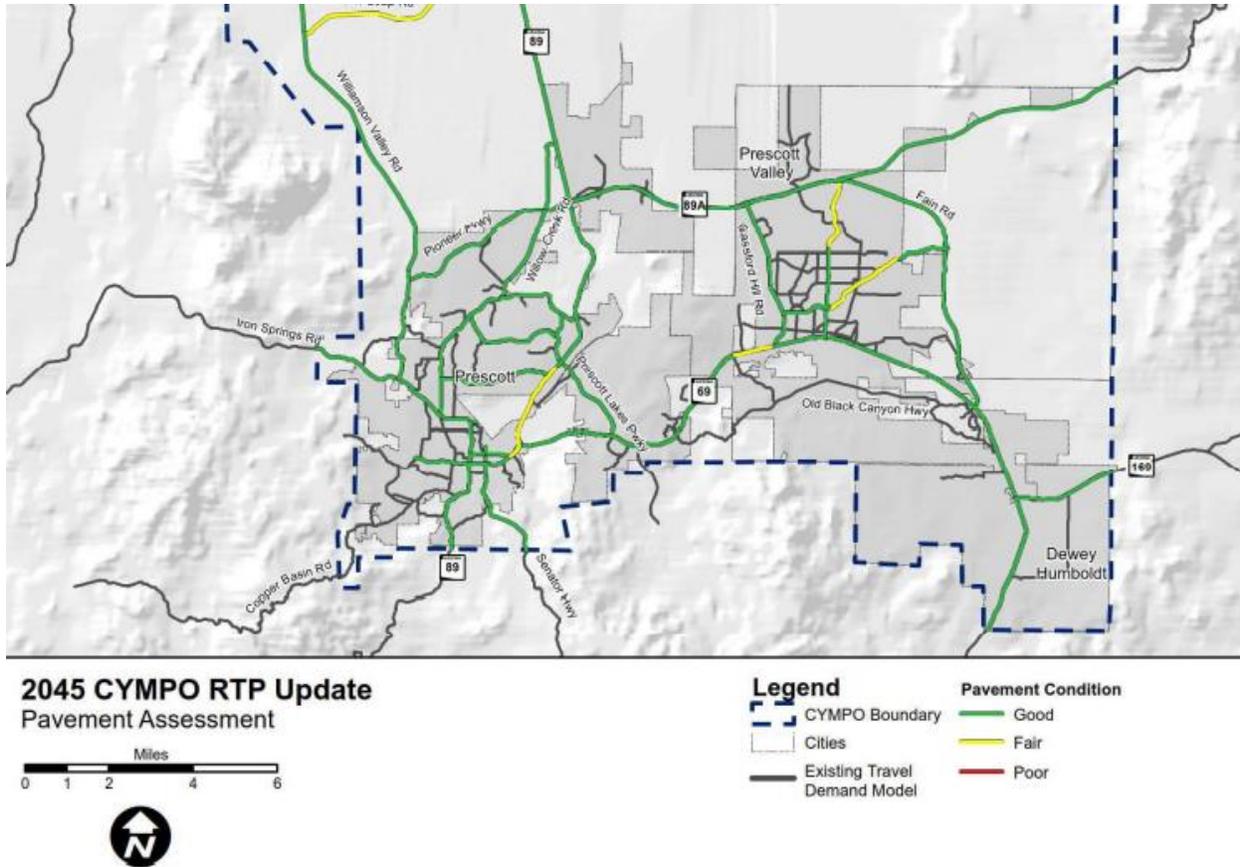


An unfortunate consequence of traffic movement is the potential for traffic accidents. The map below shows that not unexpectedly, the greatest number of crashes occur on the most heavily traveled streets.



Every community has invested millions, perhaps hundreds of millions, of dollars to construct their street system. A smoothly functioning and well-maintained street system is an asset for every city or town, and like any other system, it requires maintenance and upgrading to remain in good working condition. As a result, in addition to evaluating traffic volume, CYMPO also evaluates the condition of the pavement on the major streets. The graphic below from 2020 shows that except for portions of Robert Road and Lakeshore Drive, all the other major streets in the Town of Prescott Valley are in good condition.





At year 2035 conditions, most of the arterial and collector roadway system is anticipated to operate at Level of Service C or better, except for segments of Glassford Hill Road, much of SR69 (ADOT responsibility) and a portion of Viewpoint Drive.

The above listed roadways could be further improved to acceptable levels of service with the application of roadway augmentation. Arterial augmentation includes improvements to signal timing or coordination, additional intersection through or turn lanes, auxiliary lanes, and intersection grade separations. The table below shows the percentage of capacity which may be achieved with the implementation of specific traffic augmentation improvements.

Arterial Capacity Augmentations

Improvement	Capacity Augmentations
Signal Timing/Coordination	Up to 10%
Additional Right- or Left-Turn Lanes	10% to 33%
Additional Through Lanes at Intersection	20% to 35%
Auxiliary Lanes	20% to 35%
Eight-Lane Major	33%
Intersection Grade Separation	100%

It is important to note that while State Route 69 is the most heavily traveled “street” in the community, typically exceeding 30,000 vehicles per day currently, and projected to increase to nearly 40,000 vehicles

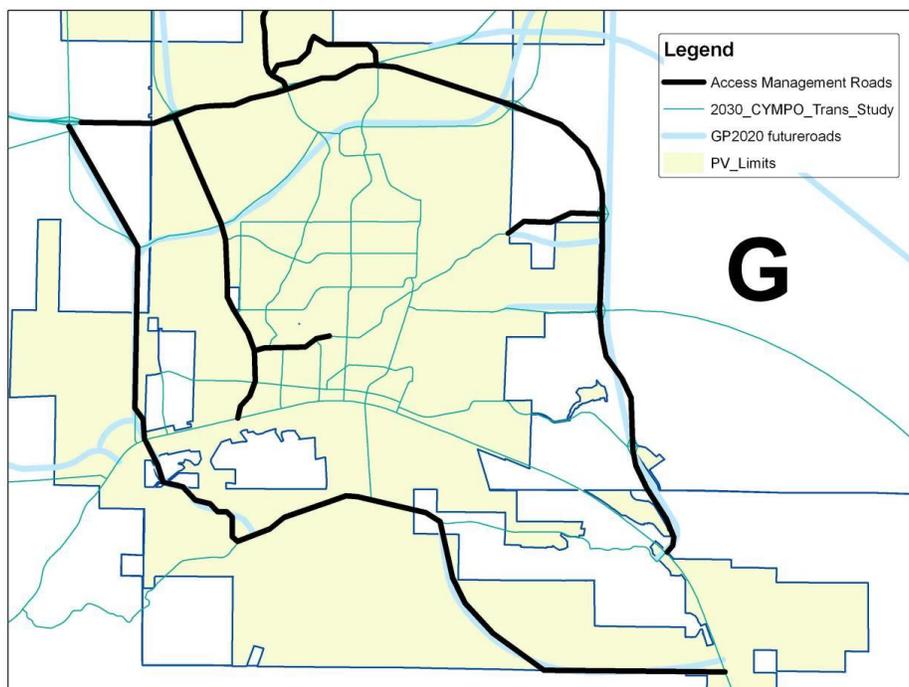
per day by 2030, the highway is not under the jurisdiction of the Town. As a result, in order to address the significant traffic related issues that may result from the increased traffic volume on the highway by 2035, the Town will need to coordinate with the Arizona Department of Transportation to make the needed improvements.

8.3.4 Access Management

In May of 1994, the Town Council adopted Resolution 550 promoting driveway separation standards for public rights-of-way. This resolution also set forth the framework for the establishment of access management plans to be administered by the Town Engineer. This authority to regulate driveway or public/private street access points to public right-of-way is set forth under Subsection 14-03-020(G) of the Town Code. The Code provides for establishment of managed access roads, or any other treatment that may be justified to protect residential properties from high traffic volumes or to protect the traffic functions (carrying capacity) of major streets. The Town Council also approved Resolution No. 1605 on September 4, 2008, to formally establish access-restricted or managed roadways to be included in the Circulation Element of the General Plan 2035.

Roadways that are suitable to be access managed are either major arterials or collector roadways including:

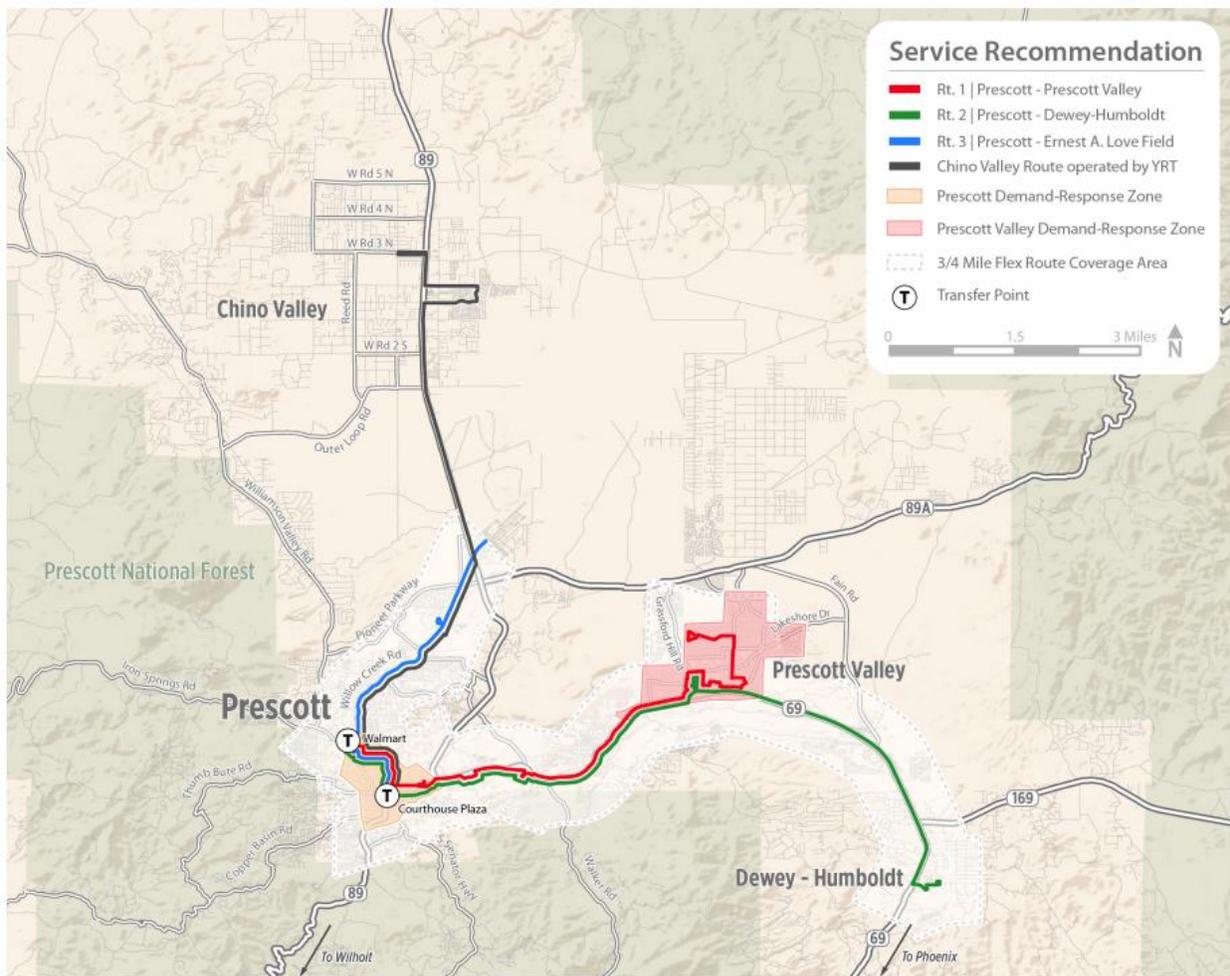
- Fain Road – Arterial
- Glassford Hill Road – Arterial
- Santa Fe Loop – Arterial
- Portions of Lakeshore Drive – Residential and Commercial Collector
- Viewpoint Drive north of State Route 89A – Arterial
- Pronghorn Ranch Road east and west of Viewpoint Drive – Arterial
- Jasper Parkway – Arterial



8.3.5 Public Transit

The Town of Prescott Valley has participated in a variety of public transit efforts over the years, such as the Regional Transit Needs Study of 2007, the Transit Implementation Plan of 2009, and the Yavapai County Regional Mobility Management Implementation Plan of 2017. In 2019, the Town 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). This study recommended advancing a public transportation demonstration program that would bring public transportation services to the Central Yavapai region. The recommended regional strategy would operate demand-response (Micro-transit), fixed-route (fixed schedule), and deviated fixed-route (hybrid of the two) transportation modes for a three-year period, see Figure 1 ‘TrIP Study Service Recommendation.’

Figure 1: TrIP Study Service Recommendation

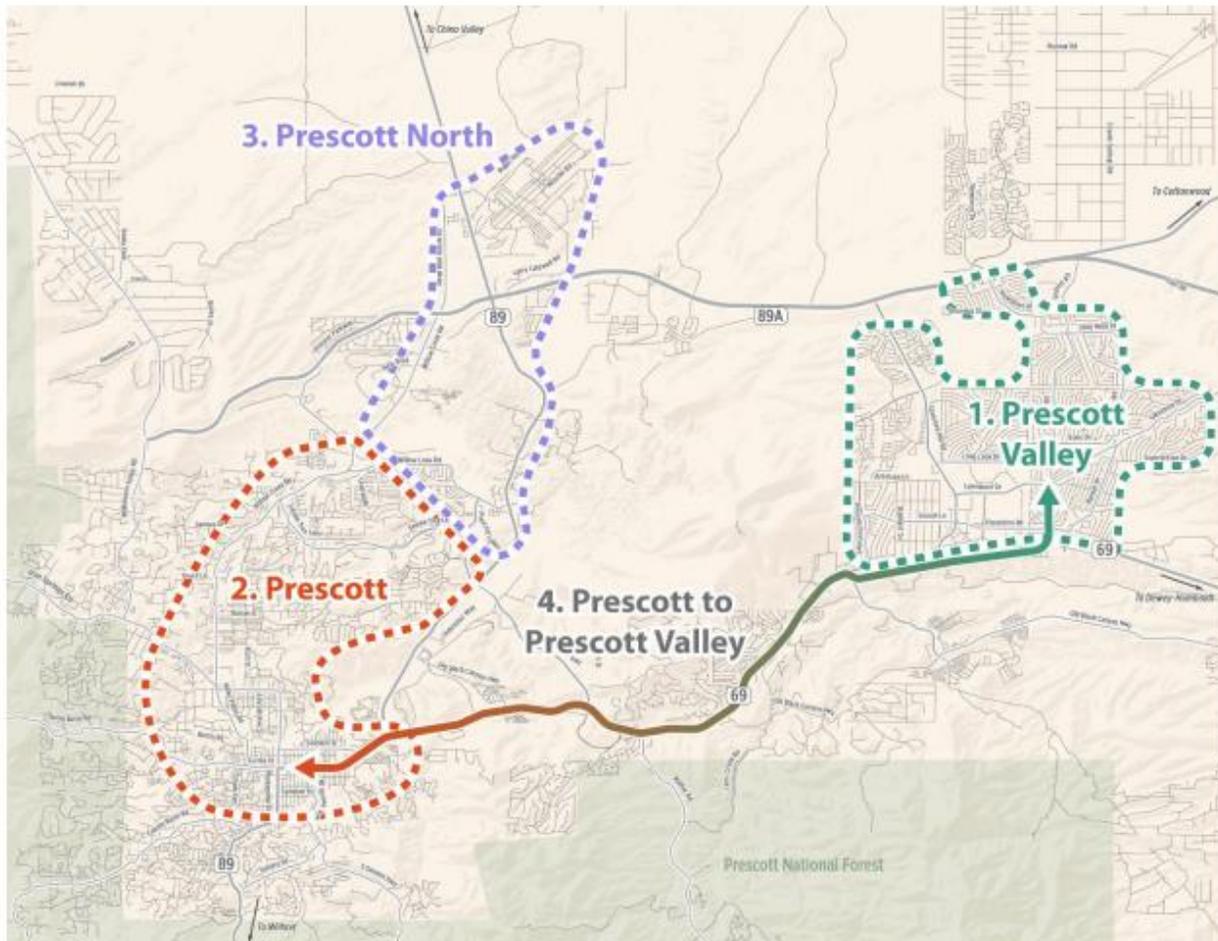


Shortly after the completion of the TrIP Study, the COVID-19 pandemic ensued, and the U.S. Congress passed the Coronavirus Aid, Relief and Economic Security (CARES) Act. The CARES Act was designed to provide fast and direct economic assistance for American workers, families, and small businesses, and preserve jobs for American industries.

With this funding opportunity, CYMPO completed an update to the TriP Study in the spring of 2020 to assist the Town of Prescott Valley or City of Prescott to lead a transit effort, the Central Yavapai Phased Transit Plan.

On January 2021, the Prescott Valley Town Council approved moving forward with CYMPO's Phased Transit Plan starting with a micro-transit service system funded by the CARES Act. The Phased Transit Plan will be implemented as shown below in *Figure 2 'Phased Transit Plan Service Recommendation'*.

Figure 2: Phased Transit Plan Service Recommendation



1. Implement a Shared-Ride Public Transportation Network in Prescott Valley Only via an on-demand (Micro-transit) system.
2. Implement a Shared-Ride Public Transportation Network in Prescott via Micro-transit.
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.

8.3.6 Pedestrian and Bicycle Facilities

Town development standards include installation of sidewalks in conjunction with new subdivisions and along newly constructed arterial streets in the Town. Although sidewalks are provided in newer portions of the Town, there is not a complete town wide system of pedestrian facilities. Likewise, bicycle lanes

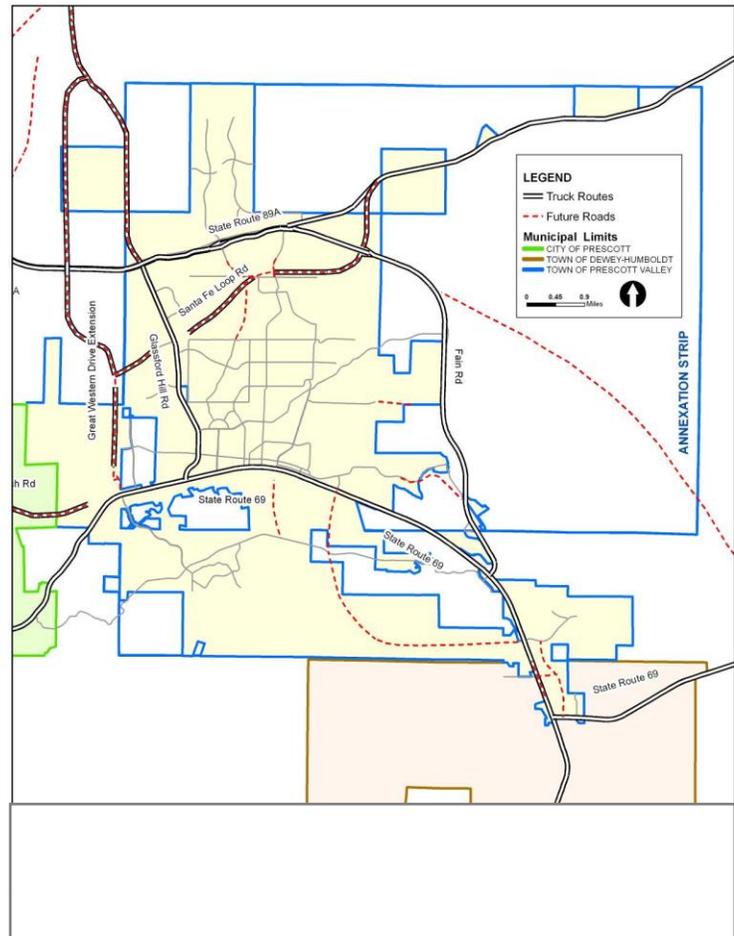
are not available on all arterial streets in the community due to right-of-way limitations on many of the older streets. The Town does have a significant number of individual multiuse trails which are planned to be interconnected to form a more complete multiuse trail system providing convenient access to the trail system throughout the town. The multiuse trail system is discussed in more detail in the Parks, Recreation and Open Space Element of the General Plan.

8.3.7 Truck Routes

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

- Glassford Hill Road
- Fain Road (State Route 89A spur)
- Santa Fe Loop Road (Future)
- East Prescott Sundog Loop (Proposed)
- Florentine Road, between Glassford Hill and Navajo Drive
- Windsong Drive, between State Route 69 and Long Look Drive
- Great Western Extension (Proposed)
- State Routes 69, 169 and 89A

In addition to designated truck routes, when I-40 to the north and 1-17 to the east are closed due to inclement weather, the alternate route between these two freeways passes through Prescott Valley. Traffic is routed west from 1-17 on State Route 69 to Fain Road (89A Bypass), north on Fain Road to State Route 89A, west on State Route 89A to State Route 89, and then north on 89 to I-17.



8.4 Guiding Principles, Goals and Policies

GUIDING PRINCIPLE CIR-A: ESTABLISH AND BUILD A SAFE AND EFFICIENT TRANSPORTATION SYSTEM OF ROADS THAT IMPROVES THE FLOW OF TRAFFIC, ENHANCES PEDESTRIAN SAFETY, PROMOTES COMMERCE AND PROVIDES FOR ALTERNATIVE MODES OF TRANSPORTATION THROUGHOUT PRESCOTT VALLEY AND BEYOND, WITH REGIONAL CONNECTIVITY.

- GOAL:** **CIR-A1** **Develop and implement a street improvement plan for Prescott Valley that supports existing development and projected growth.**
- POLICIES:**
- CIR-A1.1 Develop standards that promote an efficient and safe circulation system by maintaining Level of Service “C” or better operating conditions for all intersections and roadway segments, particularly during the peak hours. Such a standard would establish roadway design parameters focused on reducing congestion, as well as the number and severity of traffic accidents.
 - CIR-A1.2 Town-adopted policies for capacity should be revisited from time to time to ensure that the Town’s goals are being met. Under certain circumstances, such as in the Town Center, narrower roadways may be acceptable to meet the needs in that portion of the Town.
 - CIR-A1.3 Establish policies and standards to address unique transportation needs in the existing townsite and in new development, such as controlling access along major roadways. Policies and standards, along with an implementation plan, will maintain and improve upon the existing roadway infrastructure as the Town grows.
 - CIR-A1.4 Establish priorities and funding mechanisms for the maintenance and/or improvement of existing roadways and crosswalks in the Town.
 - CIR-A1.5 Establish funding mechanisms for the design and construction of improvements to existing roadways and future transportation infrastructure in new development areas and within the townsite.
 - CIR-A1.6 Establish a pavement analysis and management program to evaluate the condition of existing and future streets and establish a system for determining priorities for street maintenance and reconstruction.
 - CIR-A1.7 Develop a uniform set of roadway right-of-way requirement and design standards for the current and future arterial, collector and local roads in the community, including the need for potential additional right of way on existing roads to accommodate future turning lanes, intersection widenings, deceleration lanes and other traffic management improvements.
 - CIR-A1.8 Coordinate with the Arizona Department of Transportation (ADOT) to complete traffic management improvements to State Route 69 and State Route 89A to accommodate projected traffic demand.
 - CIR-A1.9 Coordinate with the Arizona State Land Department early in the planning process to acquire right-of-way or easements which may be needed.
 - CIR-A1.10 Provide for future roadway access to property owned by the Arizona State Land Department during the planning of adjacent properties.

- GOAL: CIR-A2 Encourage alternative transportation systems to increase mobility, improve access for all residents, reduce traffic congestion, maintain air quality, and conserve energy.**
- POLICIES:**
- CIR-A2.1 Continue to provide residents with alternative forms of transportation including, but not limited to, public transit, pedestrian-friendly trails and sidewalks, and bicycle routes.
 - CIR-A2.2 Encourage the use of alternative transportation through the integration of bicycle facilities, pedestrian walkways, and transit facilities into the design of new facilities and the improvement plans for existing facilities.
 - CIR-A2.3 Work with the Central Yavapai Metropolitan Planning Organization to provide transit service to and from Prescott Valley. Bus transit service, dial-a-ride, taxi service, and shuttle services should be considered as potential alternate transportation programs. Bus shelters should be provided at or near major destinations to encourage transit use, along with clearly designated and illuminated pedestrian and disabled access at all transit stops.
 - CIR-A2.4 Support a cohesive transportation system throughout Yavapai County by maintaining consistency with the Yavapai County Regional Transportation System and Road Program to include alternative transportation systems.
 - CIR-A2.5 Provide publicly funded transportation to those who are mobility-impaired, such as elderly, youth and disabled citizens.
 - CIR-A2.6 Encourage pedestrian and bicycle use by providing conveniently located and well-maintained bicycle routes, walking paths and trails throughout the Town.
- GOAL: CIR-A3 Increase connectivity between local parks and other public facilities through a comprehensive trails system.**
- POLICIES:**
- CIR-A3.1 Identify a potential regional trail system linking communities throughout the Yavapai County area.
 - CIR-A3.2 Encourage pedestrian and bicycle use by establishing a townwide standard for roadways that includes sidewalks, parking lanes, and/or bicycle facilities for all new and existing roadways.
 - CIR-A3.3 Develop a connecting system of sidewalks and bicycle paths along existing and future streets, where deemed necessary and appropriate.
 - CIR-A3.4 Investigate the feasibility of a townwide improvement program that would rehabilitate all existing roadways to include, at a minimum, sidewalks and bicycle routes along all major roadways through town.
 - CIR-A3.5 Work with the Humboldt Unified School District and other entities to develop a “Safe Route to School” system and promote the system to school children of all ages.

GOAL: **CIR-A4** **Improve access for Prescott Valley residents and businesses to Prescott Regional Airport and alternative air transportation networks.**

POLICIES: CIR-A4.1 Plan for extension of arterial or highway connectors to Prescott Regional Airport. The Town of Prescott Valley should continue to work with the City of Prescott and the regional transportation authority to identify the transportation needs and proposed improvements.

 CIR-A4.2 Promote regional airport shuttle service. To reduce the overall traffic congestion associated with the airport expansion, shuttle service should also be explored for the Town of Prescott Valley and the surrounding Yavapai County communities.

GUIDING PRINCIPLE CIR-B: ADMINISTRATIVELY UPDATE CHAPTER 8, THE CIRCULATION ELEMENT OF THE GENERAL PLAN 2035 IN ACCORDANCE WITH THE YAVAPAI COUNTY REGIONAL TRANSPORTATION PLAN AND UPDATES PREPARED AND APPROVED BY THE CENTRAL YAVAPAI METROPOLITAN PLANNING ORGANIZATION (CYMPO).

GOAL: **CIR-B1** **Incorporate into the Town of Prescott Valley General Plan 2035 relevant transportation related studies and plans approved by CYMPO.**

POLICIES: CIR-B1.1 Include as an addendum to the Circulation Element of the General Plan 2035 any planning study or document approved by the CYMPO Executive Board related to circulation and transportation in Prescott Valley

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Master Circulation Plan

Exhibit CIR-1

LEGEND

Existing Roads

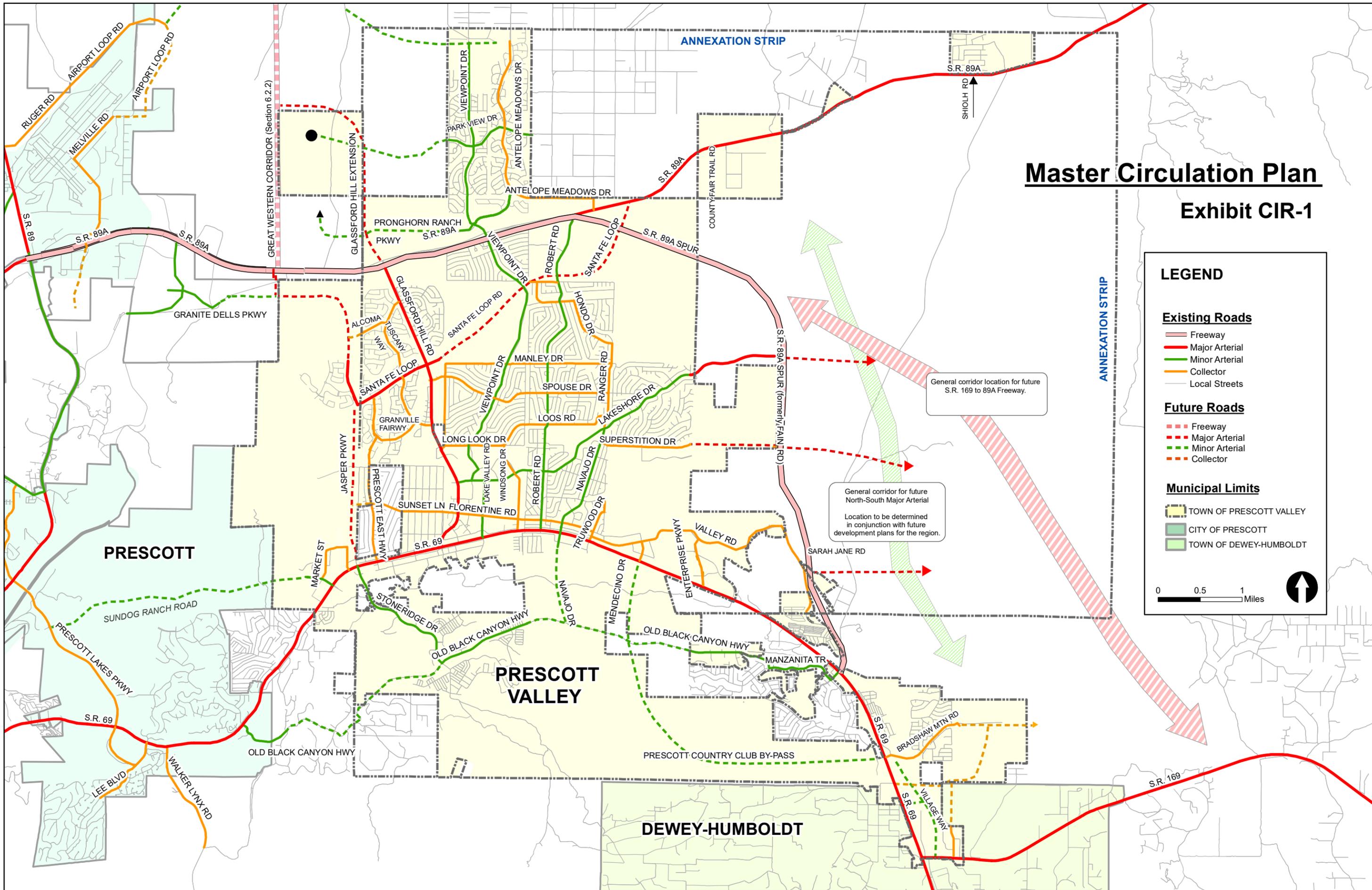
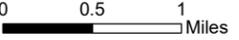
- Freeway
- Major Arterial
- Minor Arterial
- Collector
- Local Streets

Future Roads

- Freeway
- Major Arterial
- Minor Arterial
- Collector

Municipal Limits

- TOWN OF PRESCOTT VALLEY
- CITY OF PRESCOTT
- TOWN OF DEWEY-HUMBOLDT



9.1 Introduction

The Environmental Planning and Water Management Element addresses the potential impacts on water resources and water quality, air quality, and natural resources associated with proposed development under the Town of Prescott Valley General Plan 2035.

The Town of Prescott Valley enjoys excellent air and water quality, vistas that create a feeling of openness, and abundant natural resources. Maintenance and preservation of these environmental components are important aspects that contribute toward Prescott Valley's quality of life.



Adequate long-term water resources are needed for Prescott Valley to grow and develop in a sustainable fashion. The first section of this Element, Water Management, provides background information on Prescott Valley's water resources and water quality, and discusses what the Town is doing to assure long-term water supplies for the future. The Environmental Planning section of this Element discusses air quality, energy conservation, land resources, and biologic resources.

9.2 Water Management

The Arizona Legislature is the primary authority regulating water resources available to the Town of Prescott Valley. The Legislature assigned regulatory oversight to the executive branch of State Government through the Arizona Department of Water Resources (ADWR). ADWR is responsible for enforcing state water laws and has authority to allocate water rights and set conservation limits. The Town government does not have the authority to overrule ADWR's water management authority but can make decisions on how best to comply with ADWR's regulatory programs.

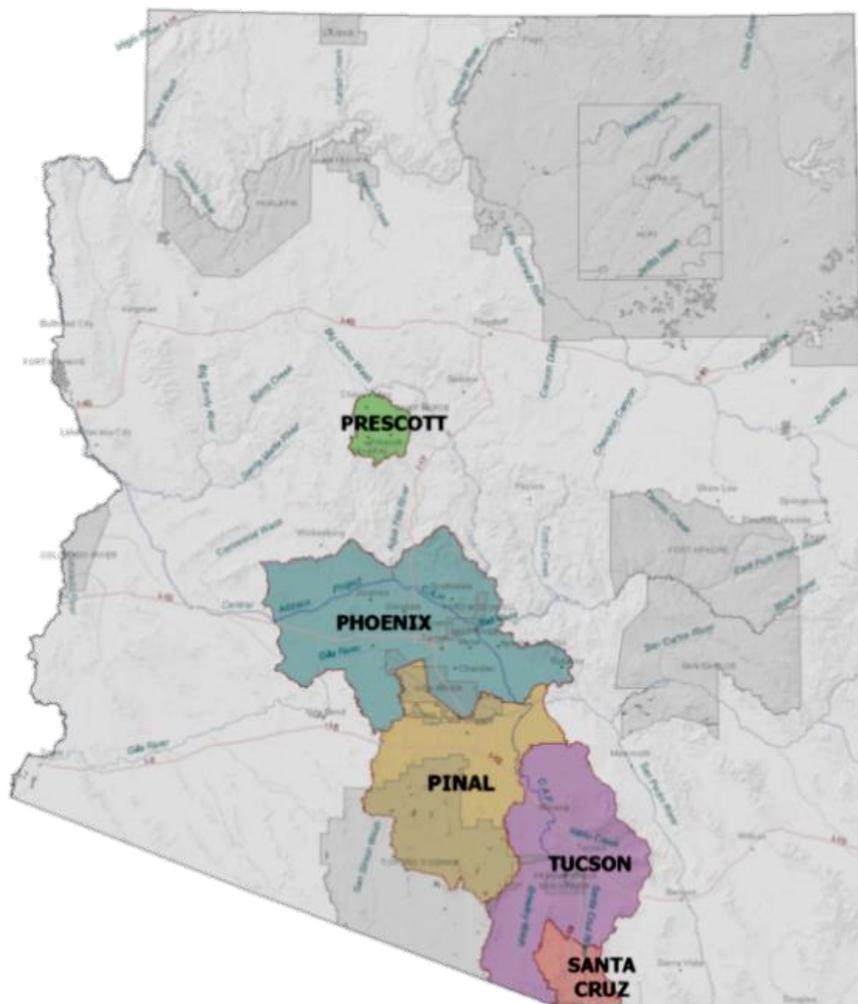
9.2.1 Groundwater Management Act

In 1980, the Arizona Legislature passed the groundbreaking Groundwater Management Act (Act). The Act was the result of a compromise between the water users who would face significant increases in regulation on their water consumption in consideration of support at the State and Federal level for importing alternative water supplies to offset additional groundwater use.

The Arizona Groundwater Management Act has three primary goals:

- Reduce groundwater overdraft occurring in specified groundwater basins, including the Prescott Active Management Area groundwater basin.
- Provide a means to allocate the state's limited groundwater resources to most effectively meet the growth occurring in the state.
- Augment Arizona's groundwater through development of alternative water resources including surface water, reclaimed water and imported supplies.

The Arizona Groundwater Management Areas (GMAs) are shown on the map below.



The Act established the Arizona Department of Water Resources (ADWR) and set up a comprehensive management framework, including the development of sequential time periods for a series of five management plans. Currently, ADWR is developing the Fifth Management Plan, intended to cover the time period from 2025 and beyond. Typically, each management plan develops incrementally higher standards or goals for municipalities, particularly for water conservation.

Management Plans established for the Active Management Areas typically establish a water management strategy that employs regulatory control of groundwater resources, data collection, and incentives that cause water users to conserve and augment groundwater supplies to help achieve the safe-yield goal by 2025. In order to achieve safe yield, all water supplies must be used efficiently, and mechanisms need to be developed and employed to replace existing groundwater use with alternative supplies. Importation of water into the Prescott AMA is a vital component of the Town's plan to meet the safe-yield goal.

In Arizona, the strictest water resource management tools are applied within Active Management Areas (AMAs) where groundwater overdraft is most critical. The boundaries of AMAs are generally defined by groundwater basins and sub-basins rather than by the political lines of cities, towns, or counties. The primary management goal of the Prescott AMA is to establish safe-yield by 2025. Safe-yield is defined as a long-term balance between the annual amount of groundwater withdrawn in the AMA and the annual amount of natural and artificial recharge. To help achieve its goals, each AMA implements management plans to establish conservation requirements for municipal, agricultural, and industrial water users, and strictly limits access to groundwater by most water users. The ADWR develops the conservation requirements with assistance from water users in the AMAs.

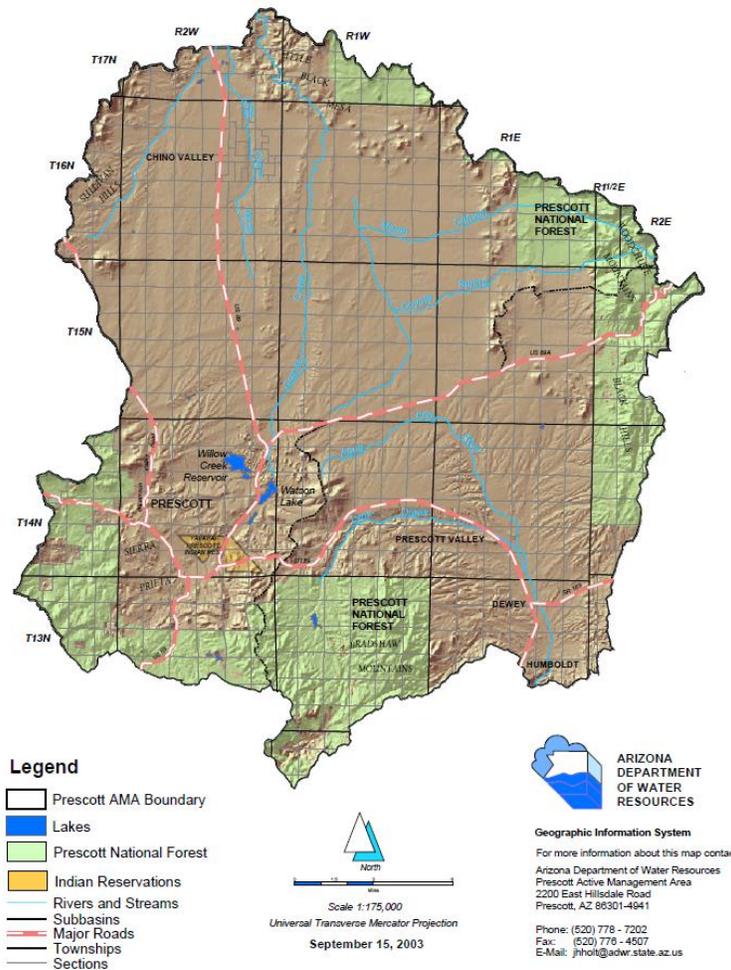
The Groundwater Management Act also established a framework for developing the Assured Water Supply (AWS) Program. In January 1999, ADWR determined that water users in the Prescott AMA were overdrafting (mining) the aquifer, triggering ADWR to stop allocations of groundwater resources to subdivisions. The AWS rules are one of ADWR's primary tools to help achieve safe-yield. Under the AWS Rules, new subdivision development within an AMA must demonstrate that water supplies of adequate quantity and quality are available to meet proposed uses for 100 years, and that these water supplies are consistent with the safe-yield management goal of the AMA. The water supplies used to demonstrate an assured supply may include surface water, reclaimed water, imported groundwater, credits from extinguishment of groundwater rights, or water stored pursuant to an underground storage permit. The AWS Program plays a key role in achievement of the water management goals since it ensures that new residential subdivisions will not contribute to additional groundwater mining.

9.2.2 Prescott Active Management Area (AMA)

The Prescott AMA covers 485 square miles in Central Yavapai County, including all of Prescott Valley. Water supplied to Prescott Valley users originates from Prescott AMA resources, primarily the Prescott AMA groundwater basin. This groundwater basin consists of two sub-basins, the Little Chino and the Upper Agua Fria, which are defined by a surface drainage divide that roughly follows State Route 89A. Granite Creek, Willow Creek and Little Chino Wash comprise the major tributaries that drain the Little Chino subbasin into the Verde River. Lynx Creek and Yeager Canyon drain the Upper Agua Fria subbasin into the Agua Fria River. Except for small perennial stretches of the Agua Fria River in the vicinity of Dewey-Humboldt, Granite Creek near the Verde River and Del Rio Springs, surface drainages in the Prescott AMA tend to be either ephemeral (i.e., flowing only after major rainstorms) or intermittent (i.e., flowing only during particular seasons), such as when the water table is high or during periods of snow melt. The Prescott Active Management Area is shown on the following page.

Over the past two decades (2000-2020) the use of groundwater by agriculture has declined significantly and the use of groundwater by municipal and industrial sectors has increased significantly. Groundwater use for irrigation peaked in the mid-1970s at nearly 25,000 acre-feet per year, then declined considerably to its present use of approximately 2,500 acre-feet per year.

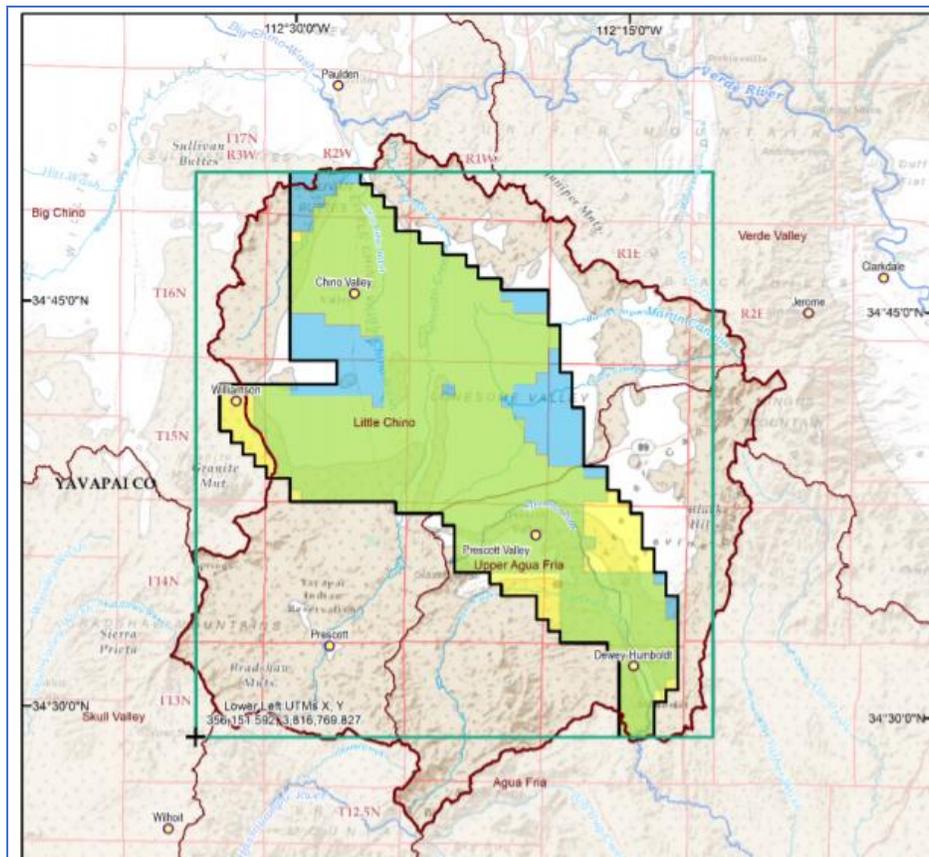
Municipal and industrial use has increased through time and reached approximately 22,000 acre-feet per year by 2019. Much of the overall use is offset by surface water and reclaimed water supplies and total groundwater pumping in the AMA was approximately 16,000 acre-feet in 2019. Groundwater use by the municipal and industrial sector now comprises the majority of groundwater use in the AMA. Approximately 85 percent of the demand for groundwater in the AMA is now dedicated to municipal and industrial uses, compared to 20 to 25 percent of the demand for that sector in the 1970s.



Approximately 2,800 residential lots with Certificates of Assured Water Supply (CAWS) approved by ADWR prior to the 1999 Groundwater Mining Declaration are currently vacant and expected to develop in the next five to 10 years. This is estimated to increase groundwater demands in the Town by 400-500 acre-feet per year. The Town seeks to provide offsets to this increased water use through retirement of grandfathered groundwater rights and imported groundwater supplies. Because of the Assured Water Supply (AWS) rules, no additional subdivisions can be approved unless they have alternative supplies other than groundwater. Stated another way, new subdivisions cannot increase overdraft on the aquifer.

9.2.3 Hydrologic Conditions

The Town of Prescott Valley is located entirely in the Prescott Active Management Area (AMA) Groundwater Basin. This basin boundary shown on the map below outlines both the hydrologic limits of the groundwater basin, the limits of the surface watersheds, and the extent of the application of State of Arizona's specific water management rules that apply to AMAs. The Prescott AMA is split into two groundwater sub-basins that conform with the two surface watersheds. The Little Chino Sub-basin covers the northern 2/3 of the AMA and drains to the north through the Town of Chino Valley to the Upper Verde River. The Upper Agua Fria Sub-basin that underlies most of Prescott Valley drains to the southeast through Dewey-Humboldt and eventually to Lake Pleasant, located north of Peoria.



The Arizona Department of Water Resources (ADWR) acts as both the water resource regulator and technical advisor in the Prescott AMA. ADWR Hydrologists have installed a hydrologic monitoring network comprised of approximately 130 index wells (wells monitored at least annually) and approximately 850 wells that are monitored less frequently. The Prescott AMA has approximately 13,000 total wells that provide information about subsurface geology through well-drillers' logs. All this information is used by ADWR to develop numerical models that help guide its policies regarding water management in the Prescott AMA. The most recent update to the Prescott AMA Groundwater Model was published in June 2021 and notes that the long-term rate of groundwater withdrawal in the Prescott AMA was approximately 17,600 acre-feet per year, and the long-term recharge rate is 10,300 acre-feet per year resulting in a net overdraft from the aquifer of approximately 7,000 acre-feet per year. The regulated water users in the Prescott AMA include the City of Prescott, Town of Prescott Valley, Town of Chino Valley

and several hundred acres of irrigated farmland. Additionally, approximately 13,000 unregulated well users, when combined, constituted the third largest water user in the Prescott AMA.

On an average across the Prescott AMA, groundwater levels are declining at a rate of approximately 1-foot per year. Overall, groundwater use has not increased since the mid-1960s when irrigated agriculture comprised the majority of groundwater pumping. Most of these irrigated agricultural uses have been extinguished and their water rights transferred to residential and commercial uses.

9.2.4 Growth and Water Supply

Both actual physical water supplies, as well as water rights, are conjunctively managed in AMAs. In order to use water from a source, a water right must be issued by the State and the water right owner must demonstrate the physical availability of that water supply to ADWR (private wells are exempt). Water rights generally fall within four separate legal definitions in Arizona: surface water, Colorado River water (including the Central Arizona Project (CAP)), groundwater, and reclaimed water. The Town of Prescott Valley depends largely on groundwater from within the Prescott AMA groundwater basin but also recharges reclaimed water and is working to import water from the neighboring Big Chino sub-basin in partnership with the City of Prescott.

The static depth to groundwater in Town varies from 100 to 700 feet. The Town has the legal authority to pump enough groundwater to supply the current water users within the Town's service area (e.g., current demand) and to supply undeveloped subdivision lots that were approved prior to the 1999 Groundwater Mining Declaration (committed demand). Although the exact amount of this withdrawal authority is not quantified, except to specify which lots can receive groundwater, the Town's groundwater withdrawals must meet the strict requirements of the Groundwater Management Act. In 2019, the Town pumped 5,587 acre-feet of water, with 4,539 acre-feet delivered to customers within Town boundaries. Of that, 2,967 acre-feet were reclaimed at the Wastewater Treatment Plant to be used directly at one golf course, for process water at the wastewater plant and for aquifer recharge. A total of 1,733 acre-feet were delivered to the Town's recharge facilities and credited to the Town, and 793 acre-feet were dedicated to permanent aquifer recharge after estimating losses. This amount of groundwater pumping represents a 5% reduction in groundwater demand from the peak demand year in 2007 while the Town's population has increased by 20% over the same period. The estimated volume of the Town's groundwater withdrawal authority is approximately 8,000 acre-feet per year. The Town has the legal right and the physical supply of water available to deliver water to meet the current and committed demands.

ADWR approves water availability for the existing lots in Prescott Valley through the Assured Water Supply program. A subdivision lot cannot be sold without ADWR first issuing a Certificate of Assured Water Supply (CAWS). ADWR has issued Certificates of Assured Water Supply of groundwater for the residential subdivisions of Mingus West, Pronghorn Ranch, Granville, Stoneridge, Viewpoint, Quailwood Meadows, and an expansion of Quailwood Meadows. These certificates equal approximately 8,100 lots, in addition to the existing 11,000 lots in the Town that were platted prior to enactment of the 1980 Groundwater Management Act. Currently (2021), approximately 2,800 platted vacant lots have an Assured Water Supply of groundwater within Prescott Valley.

Growth beyond these developments must, by State Law, rely on water that does not increase overdraft on the Prescott AMA aquifer. This water resource could be obtained through grandfathered groundwater rights (issued to water uses in existence prior to the 1980 Act) that are extinguished, surface water rights, recharge credits, or groundwater from outside the Prescott AMA. Presently, the Town, for the purpose of acquiring future water rights, collects a water resource development fee ranging from \$1,526.00 to

\$45,000.00, depending on the size of the water meter, for each new connection that receives groundwater from a pre-declaration allocation.

The Town has also made use of a water supply that was formerly considered a waste product. Some of the reclaimed water generated at the Town's Advanced Treatment Facility (ATF) is used to fill the lakes at Mountain Valley Park and supply the irrigation needs at the Stoneridge Golf Course. The remaining reclaimed water supplies are used to recharge the aquifer at two locations at the ATF. The Upper Agua Fria Recharge Facility uses settling basins about one mile north of the ATF and within the bed of the Agua Fria River south of the ATF. The Town has also constructed an injection well at Mountain Valley Park. These facilities are state-permitted recharge projects that accumulate long-term storage credits. The credits can be used to meet water demands within the Town without impacting groundwater supplies. Excess reclaimed water beyond what the facilities can recharge is discharged to the Agua Fria River where it is allowed to permanently recharge the aquifer. In 2007, the Town conducted a public auction to allocate the excess recharge credits to the highest bidder and obtain the greatest value for the community. This process resulted in 2,724 acre-feet of reclaimed water credits being made available for future development within Town limits. The recovered reclaimed water is chemically identical to groundwater since it is pumped from water system wells; only the legal "makeup" of the water supply is reclaimed water.

Although the reclaimed water credits represent an improvement to the Town's water portfolio, this water supply is not enough to both meet water needs for growth and for balancing the aquifer. Additional supplies from outside of the Prescott AMA groundwater basin are necessary to complete this goal. In 2004, the Town entered into an Intergovernmental Agreement with the City of Prescott (City) to obtain a portion of the City's water right to the Big Chino Sub-basin. Subsequent to this agreement, the City purchased the 4,500-acre Big Chino Water Ranch, located approximately 18 miles northwest of Paulden, from the Kieckhefer Foundation. Prescott Valley is a 46% cost-share partner in the Big Chino Water Ranch project and will receive 46% of the project water in consideration of the costs. The City obtained the right to import water from the Big Chino Sub-basin through a complicated exchange that resulted in Scottsdale acquiring the City and the Yavapai-Prescott Indian Tribe's allocations to Central Arizona Project water and Prescott receiving recognition of its importation right in legislation (A.R.S. §45-555(E)). In 2009 and 2010, a series of legal challenges, administrative hearings, settlement discussions and legislative actions resulted in the City receiving a right to 8,067 acre-feet of water from the Big Chino. In addition, the City and Town will be responsible for mitigating potential impacts to the Upper Verde River that may result from their pumping. The physical infrastructure required to move water to the Town will be a well field at the Big Chino Water Ranch, pumping plants and a 30-mile pipeline to Prescott's Chino Valley Water Production Facility, and an additional 10 to 15-mile pipeline to Prescott Valley. Construction was anticipated to begin prior to 2019 but has been delayed while the City and Town complete certain elements of the settlement agreement with the Salt River Project (SRP). This agreement requires the City and Town to develop, jointly with SRP, a science-based plan to mitigate potential impacts from pumping on the base flow of the Upper Verde River. Over the past years, the three parties have constructed a hydrologic monitoring network in the Big Chino Sub-basin that is being used to inform a detailed numerical groundwater flow model for the basin and to act as monitoring triggers for future mitigation actions, if necessary. The Town will receive approximately 3,700 acre-feet of water from this project which will allow the community to meet Prescott AMA goals by supplying economic development with a non-AMA groundwater source.

According to ADWR's analysis in the Second, Third and Fourth Management Plan, water importation will be necessary for reaching safe yield in the Prescott AMA. The Town Council and community have yet to determine how imported water resources will be used to meet that goal; recharged directly, used for economic development with reclaimed water dedicated to recharge, or a combination of both.

PRESCOTT VALLEY WATER SYSTEM

The Prescott Valley Water System provides water to citizens within the incorporated Town boundaries and to the adjacent unincorporated areas of the Prescott Country Club and Castle Canyon Mesa, and by agreement to the Diamond Valley Water System and Bradshaw Water System.

The System currently delivers an average of 5.5 million gallons of water daily. During hot summer days, that quantity increases. The System uses approximately 28 wells for a maximum production capacity of about 20 million gallons per day and can store about 18.6 million gallons in its 15 storage tanks. Maintenance of the system is contracted out to the private sector.

9.3 Wastewater System

The Town of Prescott Valley operates centralized wastewater services for the community. In 1993, the Town constructed a state-of-the-art treatment plant that uses ultra-violet disinfection to ensure a very high-quality reclaimed water. In 2007 the plant's capacity was expanded from 2.5 million gallons per day (mgd) to 3.75 mgd, and the biological process was changed from extended aeration to Conventional Activated Sludge. Based on current per capita wastewater generation rates, the plant has the capacity to serve a population of approximately 55,000 people. Currently, about 2.6 million gallons of wastewater is treated daily, and a wastewater collection system with nearly 240 miles of pipes transports the wastewater to the treatment plant. The current plant site is expected to accommodate future expansions that would serve our community well into the future..

9.4 Water Conservation

As described above, ADWR prepares and implements water management plans for the State's AMAs. Among other things, the management plans establish conservation requirements for municipal, agricultural, and industrial water users. Municipal water conservation requirements apply to water providers, cities, towns, private water companies, and irrigation districts that provide water for non-irrigation uses. The goal of the municipal conservation program in all AMAs is to promote efficient water use. The Town of Prescott Valley has recently completed a water conservation plan to comply with the conservation strategies of the Prescott AMA and the Arizona Department of Water Resources. ADWR is currently preparing the Fifth Management Plan for the Prescott AMA. ADWR anticipates the plan will be put into effect in 2025 and will stay the effective plan unless the Arizona Legislature changes current law. ADWR has stated that the Fifth Management Plan will increase conservation requirements for the municipalities in the Prescott AMA. The Town will need to develop the capacity to meet these requirements prior to the Plan's effective date.

9.5 Water Quality

The entire water production and distribution system for the Prescott Valley Water System is under the regulation of the Arizona Department of Environmental Quality (ADEQ). ADEQ requires monthly monitoring and reporting of sample analysis for bacteria. Federal law requires all municipal water providers to develop and distribute to each customer an annual Consumer Confidence Report (CCR). The current CCR describes in detail the Town's water sources and the respective water quality standards and is available on the Town's website. The Town provides safe drinking water according to State and Federal Laws and Regulations, and the water quality throughout the Prescott Active Management Area (AMA) is considered excellent. The Town produces reclaimed water that is classified by the Arizona Department of Environmental Quality as "A+ Quality Reclaimed Water." This classification allows the most flexible and

widespread uses of reclaimed water allowed under State law, including direct reuse and recharge for underground storage of unused quantities.

9.6 Water Use and Conservation websites

For those interested in learning more about water use and conservation related issues that involve the Town of Prescott Valley, the websites below are recommended.

Town of Prescott Valley Water Resources (<https://www.pvaz.net/240/water-resources>)

The Town's website contains a variety of useful information on the efforts the Town is taking to promote water conservation and water reuse, as well as the steps being taken to assure a long-term sustainable water supply is available to Town businesses and residents.

Arizona Department of Water Resources (ADWR) (<https://new.azwater.gov>)

The ADWR is the State's "action central" for all issues having to do with water. The site has useful information on a variety of topics related to water, including conservation, water use throughout the state, water technologies, educational programs, and the strategic plans have for water management throughout the State.

Northern Arizona Municipal Water Users Association (NAMWUA) (<https://www.namwua.org>)

The Town of Prescott Valley is a member of NAMWUA and actively participates in their programs. This site contains information on water use and conservation efforts in Northern Arizona, including presentations to members on the status of water use in the area.

Upper Verde River Watershed Protection Coalition (UVRWPC) (yavapaiwatersmart.org)

The UVRWPC is a joint effort between the City of Prescott, Town of Chino Valley, Town of Prescott Valley, Yavapai County and the Yavapai-Prescott Indian Tribe to reach Safe-Yield in the Prescott AMA and protect the Upper Verde River while balancing the water needs of residents and businesses located in the area. The WaterSmart program has been adopted by all members of the UVRWPC and provides a consistent water conservation message throughout the Prescott AMA.

9.7 Environmental Planning

9.7.1 Air Quality

Prescott Valley lies in a valley surrounded by the Bradshaw and Mingus Mountains. The valley is elevated (5,100 feet above sea level), and in a semi-arid transition zone where several climatic conditions convene. The average daily maximum temperature is 70.1 Fahrenheit degrees, while the average daily minimum is 40.3 Fahrenheit degrees. Prescott Valley averages 12.8 inches per year of precipitation.

AMBIENT AIR QUALITY STANDARDS

Ambient air quality is described in terms of compliance with Federal and State Standards. Ambient air quality standards are the levels of air pollutant concentration considered safe to protect the public health and welfare. They are designed to protect people most sensitive to respiratory distress, people already weakened by other disease or illness, and persons engaged in strenuous work or exercise.

The United States Environmental Protection Agency (EPA) has set forth primary and secondary National Ambient Air Quality Standards (NAAQS) for six criteria pollutants: carbon monoxide, nitrogen dioxide, particulate matter, ozone, sulfur dioxide, and lead. Prescott Valley complies with the standards for all six criteria pollutants. Despite population growth Prescott Valley maintains excellent air quality.

ARIZONA DEPARTMENT OF ENVIRONMENTAL QUALITY AIR QUALITY FLAG PROGRAM

The Arizona Department of Environmental Quality (ADEQ) has developed the Air Quality Flag Program to help protect the public health by notifying the public of the air quality on a daily basis through the use of green, yellow, orange, and red flags which reflect the air quality on that day. Each day participating organizations check the air quality forecast for their area at azdeq.gov/Forecasting and display the corresponding flag for that day. On days of poor air quality residents are advised to reduce outdoor activities, remain inside, and take other steps to reduce their risk for potential adverse health effects from exposure to unhealthy conditions.

9.7.2 Energy Conservation

Energy is an important subject for all Arizona residents. Limited supplies and environmental concerns regarding conventional energy resources, such as oil, electricity, and natural gas, require their conservation. Renewable energy resources such as solar or wind power should be considered as options for future energy needs.

SOLAR AND WIND ENERGY

Solar energy is becoming a viable option as an alternative and renewable energy resource in Prescott Valley. It can also help to maintain the Town's excellent air quality. Active solar systems involve the use of electro-mechanical devices to convert solar energy to heat or electricity. Passive solar systems use natural heating and cooling from the sun through proper orientation and building design. The amount and quality of solar radiation received by Prescott Valley appears adequate for the use of solar technologies.

Wind energy uses the energy in the wind for practical purposes like generating electricity, charging batteries, or pumping water. Large, modern wind turbines operate together in wind farms to produce electricity for utilities. Small wind powered turbines can be used by homeowners to help meet daily energy needs. In addition to alternative and renewable energy sources, the residents of Prescott Valley can help to conserve energy by purchasing products with the Energy Star label, which are designed to lower energy use.

9.7.3 Land Resources

Prescott Valley is a rural community surrounded by a significant amount of vacant land. As the Town grows, some of this vacant land will be planned for development. The following section discusses the Town's land resources including soils, mineral resources, and agricultural production.

SOILS

The soils within the Town and its Sphere of Influence are composed primarily of Tertiary and Quaternary geological deposits, all of which are suitable for development. The most common soil types within the Town and the Sphere of Influence typically consists of deep soils that are predominately loam, combined with gravel, cobbles, sand, clay, and stone. Rock outcroppings are also located at selected locations within the community. All soils found in the Planning Area are suitable for development. Additional information on soils in the community can be obtained from the Prescott Valley GIS Department.

AGRICULTURE PRODUCTION RESOURCES

Although Prescott Valley maintains a rural character, agriculture does not play a significant role in the Town's economic infrastructure. Currently, only a small lot of land located to the northeast of the intersection of Robert Road and State Route 89A is zoned for agricultural use. However, livestock grazing is a prominent activity in the area on both State Trust and privately-owned land.

MINERAL RESOURCES

No major metallic mineral mining districts, energy and/or industrial mineral occurrence districts, or industrial mineral production sites are located within Prescott Valley. The Town of Prescott Valley and its Sphere of Influence are composed primarily of Tertiary and Quaternary geological deposits, which when excavated can produce sand and/or gravel. Aggregate is discussed further in Chapter 6 dealing with Land Use. Placer gold has historically been found in the vicinity of Lynx Creek in the Prescott Valley area.

9.8 Biologic Resources

The Town of Prescott Valley is located at an elevation of approximately 5,100 feet above sea level. The elevation of the Town, coupled with the climate and associated weather patterns, provides for an overlap of biotic communities. A majority of Prescott Valley's biologic resources are in areas with limited urban development. Such resources are found on Glassford Hill, in the Lynx Creek and Fain Lake areas, and in grassland areas.

Prior to the development of the Town, the natural landscape was covered with a wide variety of native grasses and riparian habitat in the southern portion of the Town. These grassland and riparian communities found within the planning area represent the conditions prior to human inhabitation of the Town.

GRASSLANDS

The Arizona Game and Fish Department has identified both cold temperate grasslands and warm temperate grasslands as occurring in the Prescott Valley area. Prescott Valley's unique geographical conditions allow for the transition of various biotic communities.

Cold Temperate Grasslands. Plains and Great Basin Grasslands provide habitat for a wide range of animals. Because the center of the Plains grassland is well outside the boundaries of the Southwest, some of the birds most characteristic of Plains grassland are sometimes found as nesting species in this area.

Warm Temperate Grasslands. This biotic community is potentially a perennial grass-scrub dominated landscape. It is found between lower elevations of desert scrub and higher elevations of evergreen woodland, chaparral, or plains grassland. It often appears as a grassy landscape broken up by the uneven stature of large, diverse, and well-spaced shrubby perennials.

The semi-desert grassland provides habitat for a wide range of fauna. Mammals are generally well represented in semi-desert grasslands. For example, pronghorn antelope are nearly absent in some semi-desert grassland ranges, but Mule Deer and Javelina have both increased in density and extended their range during the past century.

RIPARIAN

In Prescott Valley, riparian communities are found in the southern portion of town, near Lynx Creek and Fain Lake. Because of available water, these areas provide favorable habitats for a large variety of trees, shrubs and grasses.

The overall riparian biotic community in the Lynx Creek area is characterized by chaparral and shrublands. Indicator species would include live oak, manzanita and gambel's oak.

Structural diversity (different layers of vegetation, different ages of plants, and ground litter) in the plant community provides a wide diversity of habitats for wildlife. Because of the vegetative diversity and proximity to water, riparian areas typically meet the needs of more wildlife species than adjacent upland areas.

PRONGHORN ANTELOPE

One species of special interest that lives in some undeveloped areas within Prescott Valley is the Pronghorn Antelope. Pronghorn herds move within their home ranges in response to influences such as water and food availability, irritating disturbances, and weather conditions. Yearly migrations from one seasonal use to another typically follow the same pattern, but now barriers often restrict or prevent pronghorn movements. Movement barriers, both natural (e.g., dense vegetation, canyons, lakes, major waterways) and human-made (e.g., fences, highways, canals, housing developments), can have serious impacts on pronghorn populations and need to be identified. In Prescott Valley, Pronghorn Antelope can be found in the Glassford Hill area and in various areas both north and east of Town. Highway construction and general development of the Town have created movement barriers that inhibit the pronghorn from crossing town in an east-west direction.

9.9 Looking Toward 2035

Water resource policies address water supply and water quality. Since the overall Active Management Area that includes Prescott Valley is considered to not be in "safe-yield," the Town must be diligent in pursuing adequate water for future growth and development. The Town's water budget is committed to supporting at least a population of approximately 55,000, based on Certificates of Assured Water Supply for already planned developments. After the Town begins to receive recharge credits for its 1.6 million gallons per day (MGD) recharge into the Agua Fria River, the population figure may increase to approximately 75,000 or 80,000. Among Prescott Valley's options for additional water are to continue its current program to accumulate recharge credits in the upper Agua Fria sub-basin, to use more reclaimed water, and to intensify water conservation efforts.

Prescott Valley must protect its air quality by addressing the source of future contamination, including increased vehicular emissions, new types of industry, and development in the surrounding jurisdictions. The Parks, Recreation and Open Space Element's proposed trails system complements the Land Use Plan's compact land use pattern to reduce vehicular use and emissions.

The land use designations and mixed use Planned Area Developments (PAD) in the Land Use Plan will reduce unnecessary automobile use that could negatively affect Prescott Valley's air quality. Also, Prescott Valley is seeking to attract industry sectors that will not degrade the Town's clean air.

The Town's historical, archaeological, and paleontological resources need to be identified, and their preservation and use coordinated with the appropriate agencies and non-government organizations.

Energy conservation opportunities in Prescott Valley are addressed through consideration of alternative energy sources, increased recycling, home building practices, and the purchase of recycled products.

The Town values the wildlife in the surrounding area, especially the Pronghorn Antelope, and wants to sustain their existence. However, the situation created by already existing development, where movement barriers impede herd migration and reproduction is negatively affected, are not easily solved. Solutions will come from a cooperative effort on the part of public agencies, organizations, and private individuals and landowners.

9.10 Guiding Principles, Goals and Policies

GUIDING PRINCIPLE EPW-A: INCREASE RECOGNITION OF THE IMPORTANCE OF MAINTAINING AND UPGRADING WHERE POSSIBLE THE QUALITY OF THE TOWN'S ENVIRONMENTAL RESOURCES INCLUDING WATER AND RECLAIMED WATER, AIR QUALITY, NATURAL DESIGN ELEMENTS, AND HISTORICAL RESOURCES.

GOAL: EPW-A1 Create sustainable water supplies for Prescott Valley Residents and help attain Safe-Yield for the Prescott AMA Aquifer.

POLICIES: EPW-A1.1 Reducing total reliance on groundwater to a level that complies with Safe-Yield goal and Management Plan, this includes the ability to use an equitable portion of groundwater resources that are naturally recharged in the Prescott AMA.

EWP-A1.2 Support water conservation efforts that preserve groundwater.

- A. Meet or Exceed Non-per-capita Municipal Conservation Requirements in the 5th Management Plan for the Prescott AMA.
- B. Reduce GPCD by 10 points from an average of 100 GPCD to 90 GPCD over the next 5-10 years.
- C. Support efforts to reduce groundwater demand from lot-splits served by exempt wells including voluntary rainwater harvesting/aquifer recharge projects.

EWP-A1.3 Capturing and treating wastewater and utilizing reclaimed water for aquifer recharge.

- A. Increase recharge capacity by 800 acre-feet over the next five (5) years through the injection well program.

- B. Expand wastewater collection system to include neighborhoods currently served by septic systems that are adjacent to Town well fields.

EWP-A1.4 Increasing natural recharge through watershed restoration and stormwater management in accordance with State Law.

- A. Through the Upper Verde River Watershed Protection Coalition, increase natural recharge by 25% (from 2% of precipitation to 2.5%) over the next decade.

EWP-A1.5 Importing additional water resources while preserving the flows of the Upper Verde River.

- A. Import 3,700 acre-feet prescribed by ARS 45-555(E), the 3rd and 4th Management Plans for the Prescott AMA and the IGA with the City of Prescott

- B. Develop mitigation strategies that include:

1. Science-based strategies informed by the Big Chino Groundwater Model (currently being developed) and triggers based on hydrologic monitoring of aquifer conditions.
2. Watershed and stormwater management to increase recharge.
3. Offsets of HIA (Historically Irrigated Agriculture) water rights or surface water rights.
4. Groundwater demand management strategies for the Big Chino Sub-basin.

EWP-A.1.5 Align Goals with the 1980 Groundwater Management Act, the 4th Management Plan, the 5th Management Plan when enacted (in 2025) and the Agreement in Principle with Salt River Project.

GOAL: EWP-A.2 **Upgrade, enhance and expand water service as necessary to provide consistent and dependable water supplies to customers.**

POLICIES: EWP-A.2.1 Maintain groundwater levels in Town wells.

EPW-A2.2 Protect long-term stability of current water supplies.

- A. Use adaptive management, rotate groundwater demands through well fields to limit drawdown impacts to no more than 40 feet in 10 years.
- B. Direct recharge projects to recharge certain well fields with the goal of maintaining or increasing groundwater levels.
- C. Increase water supply wells to distribute usage impacts more broadly.

EPW-A2.3 Develop alternative water supplies, such as imported water, reclaimed water, storm water and other options, to ensure long-term water availability for the community.

EPW-A1.4 Implement local, regional, and state water conservation programs and promote water conservation efforts.

EPW-A1.5 Conserve groundwater or imported water resources by using water conservation techniques, water conserving fixtures, and low-water use drought-tolerant landscaping.

GOAL: EPW-A3 Manage a coordinated system of water and wastewater services and resources to serve existing and new customers.

POLICY: EPW-A3.1 Update water and wastewater Master Plans on a regular basis and implement Master Plan recommendations as appropriate.

GOAL: EPW-A4 Continue to protect and maintain the Town's excellent water quality.

POLICIES: EPW-A4.1 Use Best Management Practices (BMPs) during construction activities to reduce the potential to degrade surface and groundwater quality.

EPW-A4.2 Storm drain runoff should be planned and managed to minimize surface and groundwater degradation, to reduce the waste of fresh water, to enhance wildlife, and to reduce the impact of erosion.

GOAL: EPW-A5 Encourage adequate solid waste collection and disposal, which complies with Arizona Environmental Regulations, minimizes solid waste, and enhances recycling efforts.

POLICIES: EPW-A5.1 Continue private enterprise's solid waste collection and disposal.

EPW-A5.2 Support recycling efforts and the use of recycled materials by residential, business, and government uses, and support the expansion of recycling facilities, including the possibility of curbside recycling.

EPW-A5.3 Support the use of recycling practices and use of recycled materials by the construction industry.

GOAL: EPW-A6 Promote environmental awareness and resource conservation.

POLICY: EPW-A6.1 Develop educational and informational programs at all community levels.

GOAL: EPW-A7 Promote resource and energy conservation within Prescott Valley.

POLICIES: EPW-A7.1 Encourage development that promotes energy conservation by use of active and passive solar systems, building orientation and site planning, and use of low-energy appliances and building systems.

EPW-A7.2 Support the exploration of alternative energy sources, such as wind power, solar power, and other technologies that may be appropriate for Prescott Valley.

EPW-A7.3 The Town's governmental agencies should take a lead role toward implementing programs and practices in their existing and future facilities to conserve natural resources and encourage businesses and residents to use recycled materials.

GOAL: EPW-A8 Maintain the Town's superior air quality.

POLICY: EPW-A8.1 Implement the air quality awareness strategies and recommendations of the Air Quality Flag Program sponsored by the Arizona Department of Environmental Quality.

GOAL: EPW-A9 Provide contiguous open areas for wildlife habitat and protection of sensitive natural terrain.

POLICIES: EPW-A9.1 Support the preservation of contiguous open space areas and corridors for the migration of native wildlife.

EPW-A9.2 Participate with Federal, State, and County agencies to preserve or aid endangered wildlife.

EPW-A9.3 Support infrastructure design responsive to wildlife needs for migration.

GOAL: EPW-A10 Preserve the Town's archeological and historical resources.

POLICIES: EPW-A10.1 Develop a program to identify the Town's archeological and historical resources.

EPW-A10.2 Coordinate with interested and/or responsible agencies and organizations to protect and preserve the Town's archeological and historical resources.

10.1 Introduction

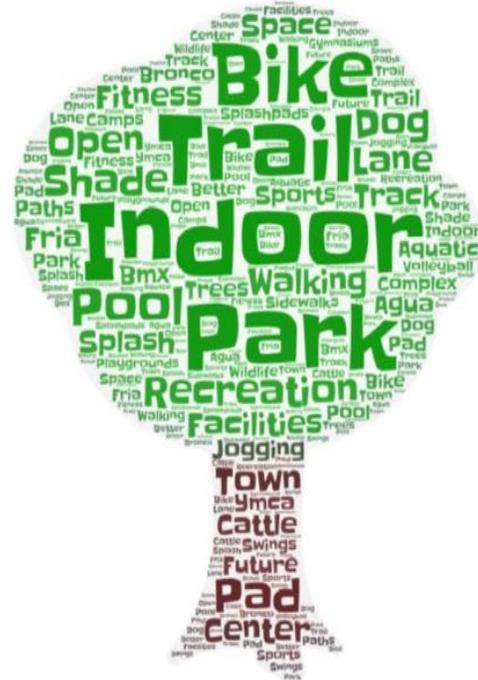
The Arts, Parks, Recreation and Open Space Element addresses the recreation and open space resources in the Town of Prescott Valley. It includes an inventory of open space areas, cultural resources, and recreational resources; an analysis of forecasted open space needs, and implementation strategies to promote a regional system of integrated open space.

10.2 At This Point In Time

In 2020, the Town adopted the Town of Prescott Valley Parks and Recreation Master Plan focused on evaluating the Town's parks and recreation needs over the next ten years and making recommendations on how to implement the plan. A copy of this plan can be found on the Town's website at [2020 Parks and Recreation Master Plan | Prescott Valley, AZ - Official Website \(pvaz.net\)](https://www.pvaz.net/2020-Parks-and-Recreation-Master-Plan).



Town of Prescott Valley
Parks and Recreation
Master Plan
2020



In order to facilitate coordination between implementation of the 2020 Parks and Recreation Master Plan and the Town of Prescott Valley General Plan 2035, much of the information regarding the analysis of new parks and recreation facilities and future funding discussed in this chapter has been taken from the Parks Master Plan.

The Town of Prescott Valley Parks and Recreation Master Plan 2020 focuses on identifying the Town's current and future recreation needs to aid Town staff and decision-makers in providing and expanding an equitable distribution of recreational facilities and opportunities to Prescott Valley residents and stakeholders. This includes preserving the Town's open space areas and expanding the trails network to better connect people to nature, recreation, and outdoor education opportunities.

10.3 Existing Facilities

10.3.1 Town of Prescott Valley Facilities

The Town's Parks and Recreation Division currently maintains 26 park sites that total over 276.2 acres, an outdoor public swimming pool, 29 multipurpose athletic fields, trails, two amphitheaters, and two community/activity centers, and 46 art pieces.

Community Parks

Community parks are intended to be accessible to multiple neighborhoods and should focus on meeting community-based recreational needs, as well as preserving unique landscapes and open spaces. Community parks generally range from 10-75 acres. Prescott Valley offers five (5) community parks Antelope, Bob Edwards, Urban Forest, Mountain Valley, and Viewpoint. Mountain Valley Park, a Community Park, is a 68-acre multiuse site that is centrally located on Robert Road and Nace Lane. Mountain Valley Park offers a wide variety of facilities, including soccer fields, baseball fields, softball fields, walking trails, playground equipment, covered picnic areas, an outdoor swimming pool and splash pad (Mountain Valley Splash Aquatic Center), over 3,000 lineal feet of paved walking path with exercise stations, a dog park, and the Prescott Valley Amphitheater.



Fain Park, classified as a Natural Resource Area, is located in the southwestern portion of the Town at 2200 N. 5th Street, and offers approximately 100 acres of historical, cultural, and passive recreational activities. The park includes a four-acre fishing lake, hiking trails, picnic areas, and a still-developing historical site that includes the Barlow-Massicks house and Fitzmaurice archeological ruins.

Neighborhood Parks

A neighborhood park should be 3 to 10 acres; however, some neighborhood parks are determined by the use and facilities offered and not by the size. These parks serve the recreational and social focus of the adjoining neighborhoods and contribute to a distinct neighborhood identity.

Prescott Valley offers eight (8) neighborhood parks intended to serve their surrounding neighborhoods under the recommended minimum five (5) acre parcel. Neighborhood Parks include American Legion, Community Center, George Andersen, Granville, Pronghorn, Quailwood, Santa Fe, and Sunflower.



Open Space and Special Use Parks

Open space parks are undeveloped but may include natural or paved trails. Special Use Parks are those spaces that don't fall within a typical park classification and offer the community variable special use with a specific designed function. Open space and special use parks include Fain, Overlook, Trailhead, and the Civic Center Grounds. Civic Center Grounds is the unifying feature to the civic campus site and provides the community's second outdoor amphitheater site for varied special events and activities.

Mini Parks

A mini park is a small outdoor space, usually one acre or less, and is used to address limited, isolated, or unique recreational needs. Nine (9) Mini Parks are in the Town's park system with six (6) found within the Stoneridge Master Planned Development. Old Town Park, a mini park, located at 3030 Tani Road was developed as the mechanism to rally support in the revitalization of the historical area within Prescott Valley. Funds for the development of this park were received from the Arizona Office of Tourism. The park offers two covered ramadas and a small performance stage ideal for live performances and arts & craft street fairs. Additionally, the approximate one-tenth of an acre Lions Park serves as a memorial site.

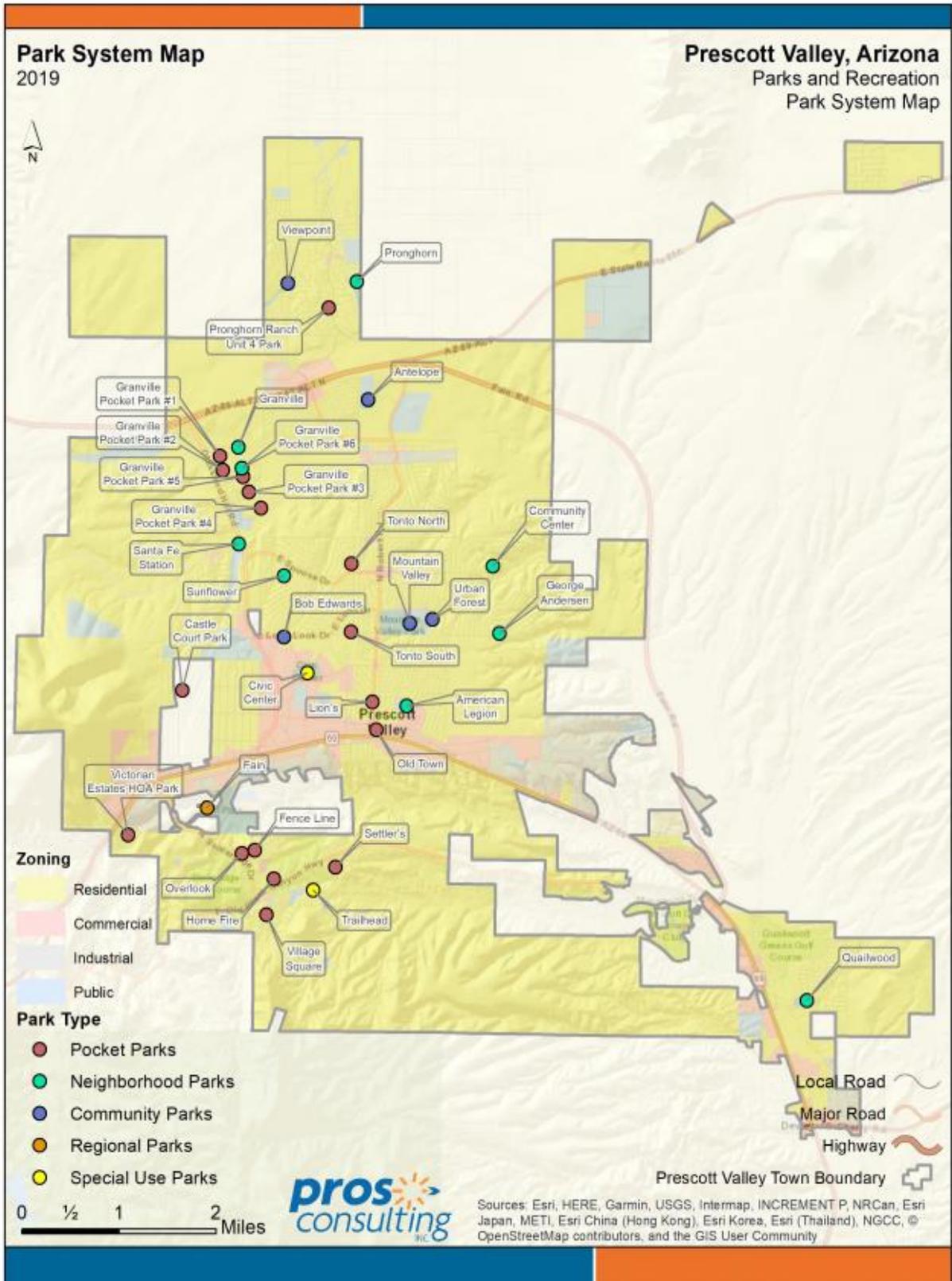
Proposed regional park development includes the 214-acre Arizona State Land Trust-owned Agua Fria Park site (Large Urban/Sports Complex) located at the intersection of Glassford Hill Road and Santa Fe Loop. Agua Fria conceptual plans illustrate a site inclusive of both passive and active recreational pursuits. Amenities include two softball field hubs, swimming pool, nine tennis/pickleball courts, multiple soccer/football overlay fields, and a 40-acre detention lake.



Other proposed parks include the combination StoneRidge Unit 8A (2 acre) and 8B (1 acre) sites intended to serve as a neighborhood park; the StoneRidge Unit 7 (7 acres) natural resource park; and the StoneRidge Regional Park (34.6 acres) serving as a possible sports complex.

The Town's newest recreational facility will be the new YMCA Prescott Valley, which will be constructed adjacent to Bob Edwards Park in the heart of Prescott Valley. The project will include a variety of recreational facilities and serve as a community center for the Town.





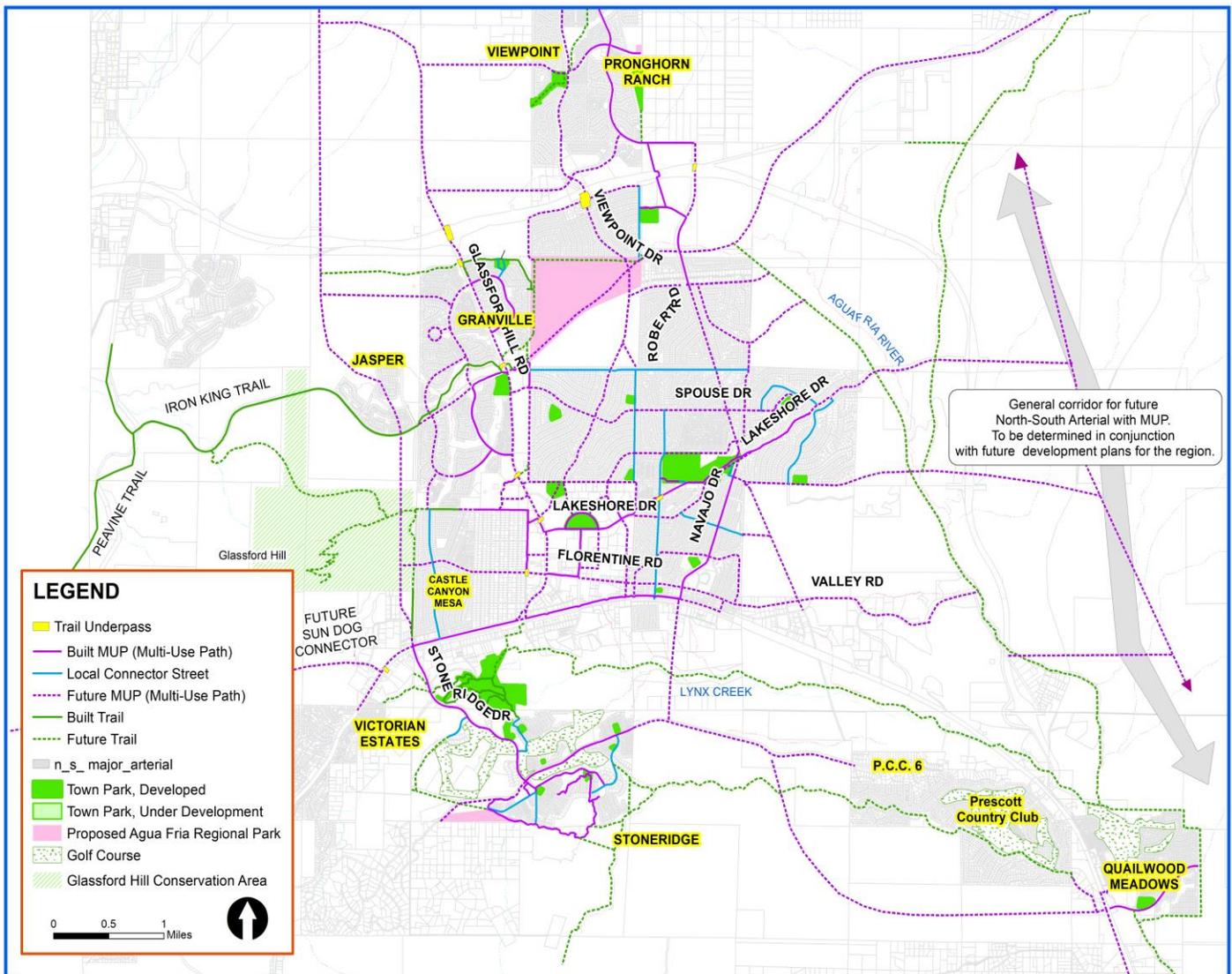
10.3.2 School Recreational Facilities

Northern Arizona University, Yavapai College, and the Humboldt Unified School District sites in Prescott Valley can be made available for public recreational use during non-school hours and on weekends through intergovernmental joint use facility agreements as approved by Town Council and the partnering agency. Cooperation between the community college, school district, charter schools, and the Town will provide critical recreation facilities while providing an efficient use of public resources. Partnering with the Humboldt Unified School District gives the Town the ability to operate gymnasium-based services while the schools conduct athletic field and aquatic team sports.

10.3.3 Greenbelts, Open Space, and Trails

Multi-Use Path / Trail System

The Town provides a variety of interconnected multiuse paths and trails as shown on the map below. In addition to the trail system, the Town is also adjacent to three significant open space areas.



GLASSFORD HILL

Located between Highway 69 and Highway 89A, Glassford Hill is a well-known Prescott Valley landmark. In the 1880s, this now extinct volcano was used by the United States government as a heliograph station for transmission of sun-reflected messages for Fort Whipple. It was operated by Colonel William A. Glassford, the mountain's namesake. Glassford Hill, a property of the Arizona State Land Trust, is currently a grazing area for cattle and refuge for native species.



The Glassford Hill Open Space Acquisition Plan covers an 1,800-acre area between Watson Lake and Prescott Valley to become the Glassford Hill Preserve. The Plan would allow public access and uses in the Preserve that are compatible with the existing grazing and conservation activities, as well as protect Glassford Hill as a gateway attraction of natural beauty. The two-mile-long Glassford Hill Summit Trail offers a spectacular view overlooking the Town of

Prescott Valley and the Hill is home to mule deer, pronghorn antelope and a host of other wildlife. Future plans include the Town of Prescott Valley, the City of Prescott, Yavapai-Prescott Indian Tribe and the Arizona State Land Department working together to expand and upgrade the Preserve to meet future needs.

WATERWAYS

Two primary waterways flow through the Town of Prescott Valley, the Agua Fria River and Lynx Creek.

- **Agua Fria River.** The Agua Fria River crosses the northern and eastern portions of Prescott Valley. The river's flood plain is largely undeveloped. Vegetation is dominated by short grasses with scattered forbs, shrubs, and cacti. Overgrazing has altered the natural landscape, but many of the native grassland species remain.
- **Lynx Creek.** Lynx Creek runs through the southern area of Prescott Valley and empties into the Agua Fria River at a point southeast of town. The Creek passes through Fain Park, where a dam has created a small lake with fishing opportunities.

PRESCOTT NATIONAL FOREST

The Prescott National Forest is one of six national forests in Arizona. It covers approximately 1.2 million acres in Yavapai and Coconino Counties. The Prescott National Forest consists of two geographically separate land areas (eastern and western) that are administered as three ranger districts: the Chino Valley Ranger District, which covers the areas east and west of Chino Valley; the Bradshaw Ranger District, which covers the area near Prescott and south into the Bradshaw Mountains; and the Verde

Ranger District, which covers the area just north of Jerome and Clarkdale and along the southern side of the Verde Valley.

The mild climate of the Prescott National Forest encourages year-round recreation activity. Trail and day use are primary activity types and include off-highway vehicle riding, horseback riding, hiking, biking, hunting, fishing, and wildlife viewing. Most visitors to the forest live in Yavapai County. Maricopa County residents comprise the next largest group of visitors, with portions of the Prescott National Forest located less than 90 miles from the Phoenix metropolitan area.

There are 36 developed sites on the Prescott National Forest. Those with highest use include Thumb Butte, Lynx Lake Recreation Area, and Granite Basin Recreation Area. The area surrounding the city of Prescott has the highest concentration of recreation activity on the Prescott National Forest and limits primitive camping to designated sites.

10.3.4 Recreation Programs

Recreational services are facilitated through the recommendations of the Council-appointed Parks, Arts and Recreation Commission (PARC) and the efforts of a professional staff segmented into six (6) divisions of operation (Community and Outdoor Education, Adaptive Recreation, Aquatics, Arts and Culture, Athletics, and Special Events) to create a diverse portfolio with specialized programs. These innovative and high valued programs strive to promote and engage a healthy community. Recreational services include but are not limited to adult softball and volleyball, dance, music, yoga, martial arts, swim lessons, art classes, tennis lessons, instructional basketball, aerobics, and kickboxing.

Through partnerships the Community Services Department supports the area's youth sports leagues, including the Prescott Valley Little League, Prescott Valley Youth Football and Cheer Association, and the Yavapai Soccer League, along with other civic and non-profit groups like the Central Arizona Senior Association (CASA), Boys and Girls Club of Central Yavapai, and the Boy Scouts and Girl Scouts of America. The Community Services Department also teams up each year with the Chamber of Commerce to offer various community events, including Prescott Valley Days, Fourth of July, and the Prescott Valley Festival of Lights Parade.

COMMUNITY FACILITIES

The following Town facilities house and/or involve community activities.

- **Youth & Family Services Center.** The 3,500-square-foot multipurpose building is owned by the Town and leased by the Boys & Girls Club of Central Yavapai, which hosts a variety of youth activities. During off hours of Boys & Girls Club programming, the Town offers 50+ Aerobics classes beginning September through May. This facility is scheduled to be expanded in 2022 and will provide additional community programs.
- **CASA Senior and Community Center.** The 6,000-square-foot facility is owned by the Town of Prescott Valley and leased by the Central Arizona Senior Association (CASA). It houses a variety of senior citizen activities and programs, including CASA, Meals on Wheels, and Prescott Valley Food Bank programs. The Center was remodeled in 2021 by adding a covered patio, automatic doors, and upgraded kitchen appliances.

- **Prescott Valley Amphitheater.** Located inside Mountain Valley Park, the outdoor multipurpose facility offers 2 softball fields and a full-size soccer field. The facility was designed to also host concert events with open seating on the main grass area as well as the surrounding grass slopes. The Amphitheater has lighting for evening events.
- **Civic Center Amphitheater / Theater on the Green.** Located at the Civic Center, the outdoor facility hosts local events. The amphitheater offers a concrete stage and a large grass area for open seating but does not provide lighting for evening-based events.

10.3.5 Private Recreational Facilities

In addition to public facilities, several private recreational facilities in Prescott Valley and the surrounding area contribute to the recreational and open space resources of the community.

- **The Entertainment District.** Located in the heart of downtown, its boundaries house the Prescott Valley Harkins 14 movie theatre, In the Game (games and mini golf for the entire family), restaurants, and a variety of other retail establishments, as well as mixed use residential projects. The Fain Signature Group schedules arts & craft exhibits and outdoor concerts within the district throughout the year.
- **Prescott Golf Club.** The Prescott Golf Club was established in 1971 and is nestled in the panoramic valley between the Mingus and Bradshaw Mountain ranges. The Club not only offers breathtaking views, but also fast bent grass and lush tree lined fairways. Prescott Golf Club is a semi-private regulation 18-hole par 72 golf course designed for all skill levels allowing play from 5,700 yards to 6,800 yards. The Club offers a double-sided practice facility with driving tees, chipping, and putting greens. The Club additionally provides an outside pavilion, cocktail lounge, dining, and banquet facilities.
- **Quailwood Greens Golf Course.** The 18-hole par 67 golf course was opened in 1991 and provides three sets of tees on the 5,800-yard facility. The course has a slope rating of 109, and a 64.1 USGA rating.
- **StoneRidge Golf Course & Clubhouse.** With sweeping, panoramic golf course views and surrounding mountains, the 14,586 square foot clubhouse offers a full-service golf shop, large conference room, cozy grille, and large outdoor patio. The staff and facilities can comfortably accommodate almost any size group from large corporate tournaments to small intimate gatherings.
- **Findlay Toyota Center (FTC).** This multipurpose facility located at 3201 N. Main Street seats approximately 5,100 for hockey, soccer, and football and up to 6,200 for concerts. The facility can host boxing, basketball, rodeo, ice shows, basketball, indoor football, and theatrical productions. Findlay Toyota Center has 2,365 parking spaces, 22 private luxury suites and 2 party suites. It was designed and built to meet all ADA specifications to accommodate guests with disabilities.
- **Homeowner's Association Facilities.** Several Homeowner's Associations within the Town, including Pronghorn Ranch, Stoneridge, Quailwood Meadows, and Granville provide clubhouses and recreational amenities such as swimming pools, dog parks, multiuse paths, and indoor recreational activities for use by their residents.

10.4 Looking Toward 2035

The Town of Prescott Valley Parks and Recreation Master Plan 2020 developed a detailed analysis of the future park and recreational needs for the Town. The analysis included comparison of the Town’s current facilities with national standards, identification of future recreational needs, the condition of the Town’s current facilities, a priority ranking for current and possible future recreational facilities, and a budget to achieve these goals.

10.5 Parks Needs Analysis

STANDARDS FOR ANALYSIS

Standards for the provision of parks, open space, and recreation facilities vary from community to community. The table below shows the Town’s park facilities in 2019, as well as the recommended development service levels, and the Town’s projected standards for additional facilities to meet the needs of the community in 20

Park Type	2019 Park Inventory	Current Service Levels			Recommended Developed Park Service Levels			2034 Standards		
	Total Inventory	Current Service Level	Recommended Developed Park Service Levels			Meet Standard/ Need Exists	Additional Developed Parks/Facilities/ Amenities Needed			
Mini Park	10.30	0.21 acres per	1,000	0.00 acres per	1,000	Meets Standard	-	Acre(s)		
Neighborhood Parks	45.40	1.51 acres per	1,000	3.40 acres per	1,000	Need Exists	57	Acre(s)		
Community Parks	113.00	2.26 acres per	1,000	3.40 acres per	1,000	Need Exists	212	Acre(s)		
Special Use Parks	7.50	0.15 acres per	1,000	0.00 acres per	1,000	Meets Standard	-	Acre(s)		
Open Space/Conservation Lands	100.00	2.00 acres per	1,000	NA acres per	1,000	NA	NA	Acre(s)		
Total Developed Park Acreage	276.20	4.13 acres per	1,000	6.80 acres per	1,000	Need Exists	269	Acre(s)		
OUTDOOR AMENITIES										
Archery Range	-	1.00 site per	#DIV/0!	1.00 site per	50,000	Need Exists	2	Site per		
Baseball/Softball Fields (Lighted)	6.00	1.00 field per	8,333	1.00 field per	8,500	Need Exists	5	Field(s)		
Baseball/Softball Fields (Not-Lighted)	7.00	1.00 field per	7,143	1.00 field per	8,500	Need Exists	4	Field(s)		
Disc Golf Course	-	1.00 site per	#DIV/0!	1.00 site per	50,000	Need Exists	2	Site(s)		
Dog Park	1.00	1.00 site per	30,000	1.00 site per	15,000	Need Exists	1	Site(s)		
Outdoor Basketball Courts	6.00	1.00 court per	5,000	1.00 court per	25,000	Meets Standard	-	Court(s)		
Outdoor Swimming Pool	1.00	1.00 site per	30,000	1.00 site per	50,000	Meets Standard	-	Site(s)		
Pickleball Courts	4.00	1.00 court per	7,500	1.00 court per	10,000	Meets Standard	-	Court(s)		
Picnic Shelters	41.00	1.00 site per	732	1.00 site per	650	Need Exists	5	Site(s)		
Playgrounds	17.00	1.00 site per	1,765	1.00 site per	1,500	Need Exists	3	Site(s)		
Rectangular Fields (Lighted)	3.00	1.00 field per	16,667	1.00 field per	17,000	Need Exists	3	Field(s)		
Rectangular Fields (Not-Lighted)	5.00	1.00 field per	10,000	1.00 field per	10,000	Need Exists	1	Field(s)		
Sand Volley Ball Courts	2.00	1.00 court per	15,000	1.00 court per	50,000	Meets Standard	-	Court(s)		
Skate Park	1.00	1.00 site per	50,000	1.00 site per	50,000	Need Exists	1	Site(s)		
Tennis Courts	6.00	1.00 court per	5,000	1.00 court per	10,000	Meets Standard	-	Court(s)		
INDOOR RECREATION CENTER										
Indoor Rec/Community Center (square feet)	17300	0.35 SF per person		2.25 SF per Person		Need Exists	50,200	Square Feet		

In addition to the public recreational facilities in the Town there are also several residential master communities that provide their own recreational amenities for their residents. These assets were also inventoried in the development of the Parks Master Plan in order to reflect both the public and private recreational amenities available to the community. The results of the analysis are shown on the table below.

LEVEL OF SERVICE FOR MASTER PLANNED COMMUNITIES

Park Type	2019 Park Inventory	Current Service Levels			Recommended Developed Park Service Levels			2034 Standards	
	Town of Prescott Valley Inventory	Current Service Level			Recommended Developed Park Service Levels			Meet Standard/ Need Exists	Additional Developed Parks/Facilities/ Amenities Needed
Mini Park	10.30	0.34	acres per	1,000	0.00	acres per	1,000	Meets Standard	- Acre(s)
Neighborhood Parks	45.40	1.51	acres per	1,000	3.40	acres per	1,000	Need Exists	57 Acre(s)
Community Parks	113.00	3.77	acres per	1,000	3.40	acres per	1,000	Meets Standard	- Acre(s)
Special Use Parks	7.50	0.25	acres per	1,000	0.00	acres per	1,000	Meets Standard	- Acre(s)
Total Developed Park Acreage	176.20	5.87	acres per	1,000	6.80	acres per	1,000	Need Exists	57 Acre(s)

LEVEL OF SERVICE FOR RESIDENTS NOT RESIDING IN MASTER PLANNED COMMUNITIES

Park Type	2019 Park Inventory	Current Service Levels			Recommended Developed Park Service Levels			2034 Standards	
	Total Inventory	Current Service Level			Recommended Developed Park Service Levels			Meet Standard/ Need Exists	Additional Developed Parks/Facilities/ Amenities Needed
Community Parks	113.00	2.26	acres per	1,000	3.40	acres per	1,000	Need Exists	212 Acre(s)
Open Space/Conservation Lands	100.00	2.00	acres per	1,000	NA	acres per	1,000	NA	NA Acre(s)

LEVEL OF SERVICE FOR THE TOWN AS A WHOLE

Park Type	2019 Park Inventory	Current Service Levels			Recommended Developed Park Service Levels			2034 Standards	
	HOA Inventory	Current Service Level			Recommended Developed Park Service Levels			Meet Standard/ Need Exists	Additional Developed Parks/Facilities/ Amenities Needed
Mini Park	4.63	0.23	acres per	1,000	0.00	acres per	1,000	Meets Standard	- Acre(s)
Neighborhood Parks	19.20	0.96	acres per	1,000	3.40	acres per	1,000	Need Exists	202 Acre(s)
Total Developed Park Acreage	23.83	1.19	acres per	1,000	3.40	acres per	1,000	Need Exists	202 Acre(s)

In addition to identifying the number of acres required to meet anticipated needs in 2034, the Parks Plan evaluated the condition of the Town's current recreational facilities and assets to estimate their current physical condition and remaining service life cycle. The results are shown on the table below.

ASSET CONDITION AND LIFECYCLE RATINGS				
EXISTING PARKS				
Park	Park Classification	Acreage	Overall Condition Rating	Overall Lifecycle Tier
American Legion	Neighborhood Park	2.5	C	3
Antelope	Community Park	10	B	3
Bob Edwards	Community Park	9.5	A	5
Civic Center	Special Use Park	5.5	A	4
Community Center	Neighborhood Park	4.5	B-C	3
Fain	Open Space/Conservation	100	B-C	3
Fence Line	Pocket Park	1.5	A	4
George Andersen	Neighborhood Park	5.5	B	3
Granville	Neighborhood Park	4	A-B	4
Home Fire	Pocket Park	0.5	A	4
Lion's	Pocket Park	0.1	D	2
Mountain Valley	Community Park	69	B-C	3
Old Town	Pocket Park	0.4	B	3
Overlook	Pocket Park	1.4	A	4
Pronghorn	Neighborhood Park	5.8	B	3
Quailwood	Neighborhood Park	5.9	A	4
Santa Fe Station	Neighborhood Park	12.7	A	5
Settler's	Pocket Park	0.5	A	4
Sunflower	Neighborhood Park	4.5	B	3
Tonto North	Pocket Park	1.2	C	3
Tonto South	Pocket Park	2.2	C	3
Trailhead	Special Use Park	2	A-B	4
Urban Forest	Community Park	12	B-C	3
Viewpoint	Community Park	12.5	C	2
Village Square	Pocket Park	1.2	B	3
Wander Way	Pocket Park	1.3	B	3
EXISTING RECREATION FACILITIES				
Facility	Facility Classification	Square Footage	Condition Rating	Lifecycle Tier
Mountain Valley Splash	Outdoor Aquatic Center	NA	D	1

In addition to an analysis of the Town's existing and proposed physical recreational facilities, the Parks Master Plan also undertook an extensive outreach program in order to determine not only what kinds of additional recreational facilities might be needed, but also to prioritize the interests of the community in order to help determine unmet needs and for possible budget considerations. The results of these programs and facility priority rankings are shown on the following table.

1.4.3 PROGRAM AND FACILITY PRIORITY RANKINGS

The purpose of the Program and Facility Priority Rankings is to provide a prioritized list of facility/amenity needs, art and culture program needs and recreation program needs for the community served by the Town. The analysis completed evaluated both quantitative and qualitative data.

The results of the priority rankings are tabulated into three categories: High Priority (top third), Medium Priority (middle third), and Low Priority (bottom third) and are summarized below:

Recreation Program/Service	Priority
Community special events (concerts, festivals)	High
Fitness & wellness programs (Yoga/Tai Chi, etc.)	
Open swim	
Senior programs & services	
Water fitness programs/lap swimming	
Target shooting (archery, etc.)	
Adult learning classes (language, tech, etc.)	Medium
Outdoor programs (nature programs, etc.)	
Gardening classes, farm to table classes/events	
Performing arts programs	
Walking/jogging/running clubs	
After school programs/out of school camps	
Environmental education & programs	Low
Programs for people with special needs	
Youth learn to swim programs	
Reservation/rental of picnic shelters	
Pickleball lessons/clinics	
Running events (5K, 10K, Marathons)	
Music classes	
Adult basketball/volleyball programs	
Golf lessons/clinics	
Gymnastics	
Youth basketball/volleyball programs	
Open gymnasium for pick up basketball/volleyball	
Tennis lessons & leagues	
Youth baseball/softball programs	
Reservation/rental of indoor meeting space	
Youth football programs	
Recreation/competitive swim team	
Sand Volleyball programs	
Bicycle lessons & clubs	
Youth lacrosse programs	
Reservation/rental of athletic fields	

Facility/Amenity	Priority
Aquatics facility indoor pool/natorium	High
Walking & hiking trails (natural surface)	
Walking & biking trails (multi use paved)	
Restroom buildings	
Shooting ranges (archery, target shooting)	
Recreation/multi generational center	
Adventure area (ropes course, zip line, etc.)	Medium
Open space conservation areas/trails	
Aquatics facility waterpark	
Dog parks (off leash)	
Neighborhood parks	
Performing arts venue (stage)	
Amphitheater	Low
Fishing	
Large community parks	
Aerobics/dance rooms/dance floors	
Pavilions/picnic sites	
Community gardens	
Aquatics facility splash pad	
Playgrounds	
Environmental education center	
Mountain bike trails	
Pickleball courts	
Disc golf course	
Outdoor exercise equipment	
Basketball/volleyball courts inside	
Banquet/meeting rooms	
Outdoor board games (chess, checkers)	
Remote Control (RC) Hobby facility	
Tennis courts	
Sand volleyball courts	
Internet cafe	
Concession stands	
Basketball/volleyball courts outside	
Bicycle pump track	
Softball fields	
Skateboarding/bicycle parks	
Baseball fields	
Soccer/lacrosse multi purpose fields	
Football fields	

Art Program/Service	Priority
Community festivals	High
Music	
After school programs	
Theatre	
Programs in parks	Medium
Events that celebrate cultural diversity	
Work by local artists	
Film	
Digital media classes	Low
Lectures	
Dance	
Visual art exhibitions	
Open mic events	
Performing arts classes	
Multi media art exhibitions	
Open artist studios	
Literary & poetry events	
Visual arts classes	



SUSTAINABLE PROJECTS (Repair Existing)		
EXISTING PARKS		
Asset	Brief Description	Estimated Total Project Cost
American Legion	Horseshoe Pit, Parking Lot, Playground, Restroom Building, Spectator Shade Area, Storage Building, Swing Set Replacement	\$759,875
Antelope	Footbridge, Parking Lot, Picnic Shelter, Large Group Pavilion, Concrete Pad, Playground, Restroom Building, Swing Set Replacement	\$765,250
Civic Center	Potable Water Source for Events and Expansion of Electrical Capacity	\$125,000
Community Center	Parking Lot, Playground, Restroom Building Replacement	\$568,750
Fain	Footbridge, Parking Lot, Picnic Area, Interpretive Area, Observation Platform, Unmanned Aircraft Area, Walking Path (non-paved) Replacement and Lake/Pond Dredging	\$1,219,710
Fence Line	Picnic Area and Entry Signage Replacement	\$9,875
George Andersen	Baseball/Softball Diamond, Basketball Court, Parking Lot, Restroom/Pavilion Replacement	\$667,500
Granville	Playground, Restroom Building, Entry Signage Replacement	\$543,125
Home Fire	Entry Signage	\$3,125
Lion's	Picnic Area and Entry Signage Replacement	\$9,875
Mountain Valley	Athletic Field Lighting, Footbridge, Picnic Area, Par Course, Picnic Shelter, Restroom Building, Scorer Tower/Restroom Building, Skate/Bike Park, Storage Building Replacement, Synthetic Turf Replacement and Outdoor Aquatic Center Assessment	\$9,837,250
Old Town	Disposal of Property	(\$16,100)
Pronghorn	Parking Lot, Picnic Shelter, Playground, Restroom Building, Entry Signage and Soccer Field Replacement	\$747,375
Quailwood	Baseball/Softball Diamond, Parking Lot, Playground, Entry Signage Replacement	\$315,625
Settler's	Entry Signage	\$3,125
Trailhead	Entry Signage	\$3,125
Urban Forest/Yavapai Lakes	Lake/Pond Dredging and Parking Lot, Restroom Building Replacement	\$500,000
Viewpoint	General Turf Improvements - System-Wide	\$602,750
Village Square	Parking Lot, Playground, Restroom Building, Swing Set Replacement	\$202,500
Wander Way	Horseshoe Pit, Picnic Shelter, Entry Signage Replacement	\$73,225
Misc System-Wide Parks Irrigation Improvements	ADA Improvements, FFE Replacement	\$500,000
SUBTOTAL EXISTING PARKS		\$17,440,960
EXISTING TRAILS		
Asset	Brief Description	Estimated Total Project Cost
System-wide	Paved Trail Maintenance	\$68,080
SUBTOTAL EXISTING TRAILS		\$68,080
ADMINISTRATIVE PROJECTS		
Asset	Brief Description	Estimated Total Project Cost
Urban Forestry Mgmt Plan Update	Update Urban Forest Management Plan	\$100,000
Parks Master Plan Update 2030	Update Parks Master Plan in 2030 (10 Year Update)	\$225,000
SUBTOTAL ADMINISTRATIVE PROJECTS		\$325,000
TOTAL SUSTAINABLE PROJECTS		\$17,834,040

EXPANDED SERVICE PROJECTS (Upgrade and Renovation)		
EXISTING PARKS		
Asset	Brief Description	Estimated Total Project Cost
Antelope	Add Fencing and Splashpad	\$432,000
Bob Edwards	Add Splashpad	\$405,000
Civic Center	Add Splashpad	\$405,000
SUBTOTAL EXISTING PARKS		\$1,242,000
TOTAL EXPANDED SERVICE PROJECTS		\$1,242,000

VISIONARY PROJECTS (New/Major Upgrade)		
EXISTING PARKS		
Asset	Brief Description	Estimated Total Project Cost
Fain	Barlow Massick Site Improvements and Natural Area Management Study	\$8,225,000
Sunflower	Site Specific Master Plan and Park Redevelopment	\$1,885,000
Tonto North	Site Specific Master Plan and Park Redevelopment	\$548,500
Tonto South	Site Specific Master Plan and Park Redevelopment	\$953,500
SUBTOTAL EXISTING PARKS		\$11,612,000
NEW PARK DEVELOPMENT		
Asset	Brief Description	Estimated Total Project Cost
Agua Fria Park		
Phase 1 - 70 acres	New Community Park	\$26,250,000
Phase 2 - 70 acres	New Community Park	\$26,250,000
Phase 3 - 70 acres	New Community Park	\$26,250,000
Neighborhood Park Development (57 acres)	New Neighborhood Parks	\$21,375,000
SUBTOTAL NEW PARK DEVELOPMENT		\$100,125,000
TOTAL VISIONARY PROJECTS		\$111,737,000



10.6 Tree City USA

Prescott Valley has been awarded the Tree City USA and Tree City USA Growth Award since 2006. Tree City USA and Tree City USA Growth Awards are nationwide programs that recognize communities for their urban forestry efforts and serve as a technical assistance vehicle for the state. Tree City USA provides the basis for urban forestry management. Along with the Growth Award, which encourages program expansion and special initiatives, these programs are a great asset for initiation, development, and growth of local urban and community forestry programs. Tree City USA and Growth Awards are a highly respected and sought-after recognition in Arizona.

Trees provide numerous environmental, economic, and social benefits such as cleaning the air, cutting energy costs, and providing beauty. Trees also provide shade, diversify wildlife habitat, improve water quality, increase property values, and help to create a sense of place for residents. Along with the Memorial Tree Program and the Town's Adopt a Park Program, Prescott Valley residents can take an active role in maintaining and improving parks as well as providing funding to provide enhancements to the parks in the future.

10.7 Prescott Valley Public Library

Introduction

In 2006, a Library Master Plan was developed to analyze and design a new library building for Prescott Valley. The goal of the plan was to evaluate the overall needs and services of the library and to support civic functions, programming needs, and a partnership with Yavapai Community College. The new 54,000-square-foot library facility opened in October 2009, as a state-of-the-art building which included a computer lab, virtual reality room, Wi-Fi access, a shared facility with Yavapai Community College, and meeting rooms available to the community. In 2019, the library hired a consultant to assist with community assessment planning and community conversations to develop a 3–5-year strategic plan. It was apparent through this process that the library plays an important role in the community, especially with young families.

Key Priorities and Areas of Focus

The Prescott Valley Public Library (PVPL) has been proactive in assessing and responding to changing community needs and has developed three key priorities to guide this effort:

- Building Bright Futures - Focus on investing in the youth of Prescott Valley
- Create Community Connections - Prescott Valley residents have a deep interest in having ongoing meaningful discussions and building a stronger community
- Build Our Team - Invest in the needs of our team. A well-trained staff is a benefit to the community.

Along with these three key priorities are the six areas of focus:

- Community and Civic Engagement
- Early Literacy
- Internships for Young Adults
- LGBTQ+ Youth

- Small Business and Tech
- Staff Development and Training

The Town's library programs, collections, and services are vital in supporting a 21st century knowledge economy, childhood development, addressing evolving community needs, and offer opportunities for creativity, personal growth, community engagement, and lifelong learning. Strategic marketing and timely information are a key element to promote awareness of programs, services, and collections offered by the library.

High Performance Library Network

The Prescott Valley community sees and uses the library as a countywide network of facilities and services. The library is a part of a county consortium, the Yavapai Library Network (YLN), which is comprised of 56 special, academic, K-12 and public libraries. Because the library is a member of this network, PVPL receives funding from the Yavapai County Library District based on circulation, patron registration, community population, and assessed home valuation. As the population of Prescott Valley continues to grow, so does funding from the Yavapai County Library District.

Building Capacity

During the 2006 Library Master Plan, it was determined that the 10-year service population of the Civic Center library site would be approximately 40,000 residents, after which branch libraries should be constructed in the outlying areas. The geographical areas of balance for population densities would locate these two branch libraries, one north of State Route 89A and the second, southeast of State Route 69, to accommodate an ultimate capacity of 75,000 residents. Given that the Town has already surpassed the 40,000 residents, the need to acquire land for these branches should become a priority. These two new libraries would ideally be placed in conjunction with other municipal services, parks, and community facilities. As part of this process the Town will need to develop a 10-year prioritized plan focused on construction and ongoing funding strategies, identifying new locations, community needs, and program design elements for the new additions. Possible branch library locations are shown on the map below.

Capacity-building is not just about facilities, it also includes the development of scalable systems for services, operations, staffing, and technology. The need for up-to-date technology, funding for larger collections, and trained staff to provide interactive learning experiences, programming, value-added instruction, and drop-in collaborative learning should also be considered.

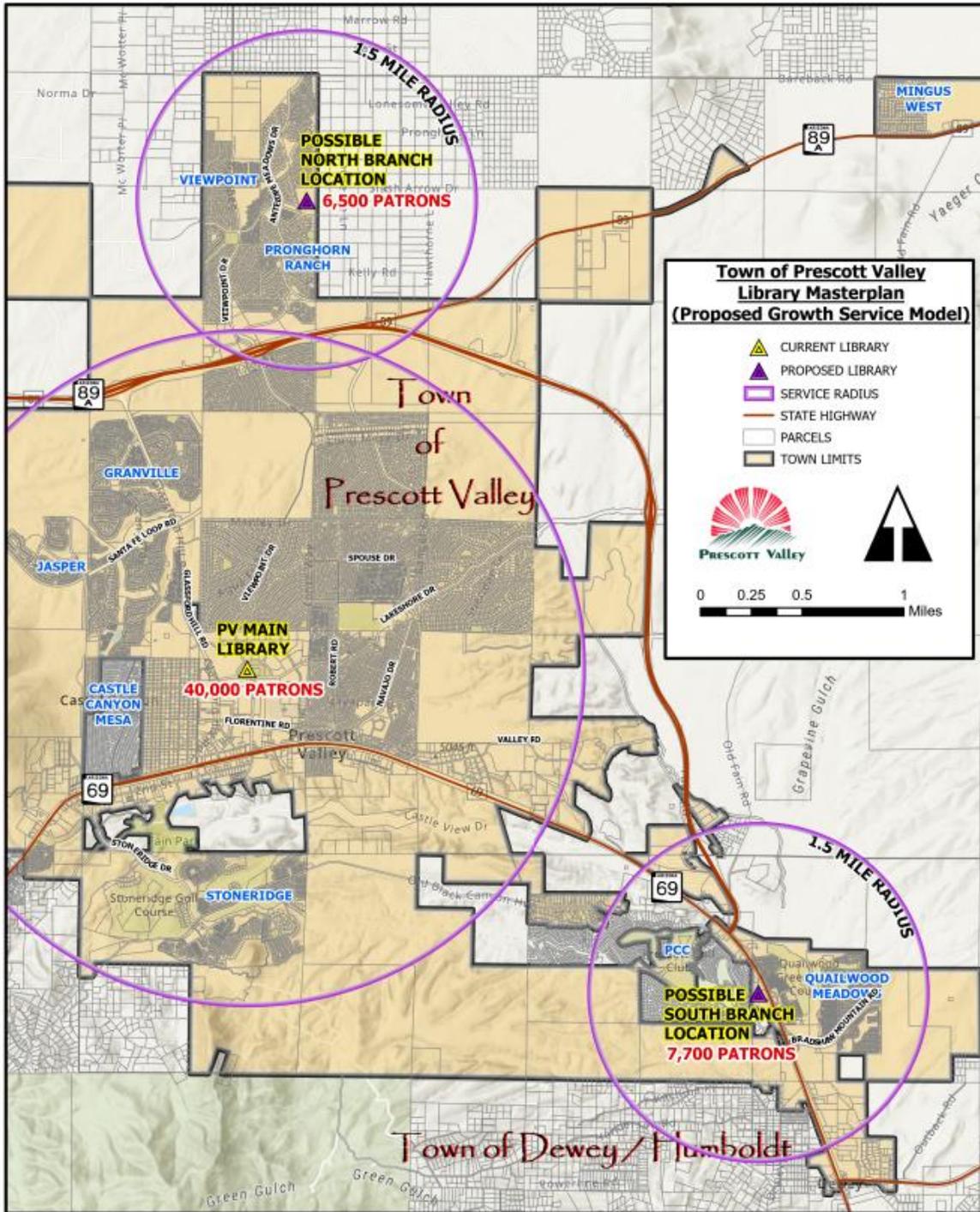
Technology

PVPL has demonstrated technological leadership in the library community. Through the Digital Media Lab, Library of Things, Wi-Fi and laptops, and STEAM and STEM programs, we are helping lead the movement of the library as a place of creation and not just consumption.

Areas of future growth and agility:

- Ensuring the library's technology infrastructure, from its internet connection to public Wi-Fi and access to power, can grow to meet increasing patron demands.
- Continued development of digital services focused on more robust support of mobile technologies.

- Equity of access for patrons to the latest equipment and software available.
- Improved broadband infrastructure.
- Expand circulation of Wi-Fi Hotspots.
- Continue to improve A/V installations in meeting rooms.



10.8 Guiding Principles, Goals and Policies

GUIDING PRINCIPLE PR-A: GROW THE PARK SYSTEM

GOAL: PR-A1 Increase the proportion of park acres per population through a variety of park type amenities and open space options.

POLICIES: PR-A1.1 Develop a network of parks, trails, and open spaces that protect the natural areas in public spaces in Prescott Valley and connect to population centers that will support the needs of all residents through well-designed parks and recreation amenities.

PR-A1.2 Utilize the design principles in this plan for each type of park (neighborhood, community, special use, sports complex, etc.) to guide landscape architects when designing parks and operational staff when maintaining parks and amenities after they are developed.

PR-A1.3 Determine if any current or future parks (other than Agua Fria Park) are to be defined as destination location parks that frame the highest quality of land management maintenance and park-related services.

PR-A1.4 Continually update the life cycle asset management plan for the Department.

GOAL: PR-A2 Continue to develop the Town’s trail system to establish connectivity between parks and greenways that is accessible by pedestrians, bikes, parks and open space in Prescott Valley.

POLICIES: PR-A2.1 Work with other Town departments to identify and connect sidewalk and bike lanes to trails to improve access to desirable destinations.

PR-A2.2 Prioritize existing Town-owned land and future land acquisition decisions to focus investments on a bike and pedestrian trail system that achieves active transportation strategies and the development of a contiguous network.

PR-A2.3 Continually update the life cycle asset management plan for the ongoing maintenance of the trail system.

PR-A2.4 Coordinate with local developers and adjacent communities to assure interconnectivity between trails and trail segments during the development of new projects to help complete the Town’s trail system.

GOAL: PR-A3 Continue to make park land improvements to provide a park and recreation system offering the community a variety of parks and services that integrate environmental design, safety, community needs, and emerging trends.

POLICIES: PR-A3.1 Use the General Plan 2035 as a guide, implement improvements that are mindful of environmental stewardship to aid in the protection of park resources and ensure that they will be protected for future generations.

- PR-A3.2 Make all parks and services welcoming and accessible to all level of users, i.e., adults, children, seniors, and all-abilities through clean restrooms when feasible, seating or benches, running water fountains or water stations, and park features.
- PR-A3.3 Consider the incorporation of technology into the design of parks and cultural activities with programming through partnerships to produce a state-of-the-art system (systems such as cameras, irrigation, Wi-Fi, pedestrian counters, automated restrooms, solar, Sybertech trash receptables, etc.).
- PR-A3.4 Create a formal Public Art Policy and continue to encourage art in parks and by private developers to generate interest in, and appreciation for, public art.
- PR-A3.5 Design and install appropriate lighting in all Town parks.
- GOAL: PR-A4 Promote economic development through parks by investing in infrastructure and services at the future Agua Fria Regional Park.**
- POLICIES:** PR-A4.1 Develop athletic fields that can support sports tourism through mid-scale baseball, softball, and soccer tournaments as part of the development of Agua Fria Park.
- PR-A4.2 Grow outdoor recreation activities through partnerships that facilitate target practice/archery ranges as part of the development of Agua Fria Park.
- PR-A4.3 Develop a portion of Agua Fria Park in a way that supports the expansion of special events, cultural activities, and festivals that will appeal to people living within a 2-hour drive time of Prescott Valley.
- GOAL: PR-A5 Utilize recreation programming to maintain community participation at 40% to continually exceed national standards.**
- POLICIES:** PR-A5.1 Refine core program services that align with community needs.
- PR-A5.2 Track the lifecycles of programs and drop programs in their down cycle by adding new programs to take their place.
- PR -A5.3 Create additional target marketing strategies to inform residents of the services being provided.
- PR-A5.4 Develop a yearly program plan specifically for the core program areas.
- PR-A5.5 Update the special event policy to ensure equitable utilization of Town resources when supporting external events.
- PR-A5.6 Create equitable partnerships across the system with sports and not-for-profit groups.
- PR-A5.7 Engage volunteers in the delivery of programs and services to build advocacy and support for the park and recreation system.

PR-A5.8 Actively utilize social media to promote Town recreational classes and events.

GOAL: PR-A6 Improve operations and staffing by empowering and training current department employees while growing staff to meet the emerging needs of the community.

POLICIES: PR-A6.1 Ensure job descriptions are reviewed and updated and salary assessments are completed to meet pay levels that keep salaries competitive.

PR-A6.2 Seek to achieve Gold Medal Certification within the next 5 years and CAPRA (Commission for Accreditation of Park and Recreation Agencies) accreditation within the next 10 years.

PR-A6.3 Create a succession plan for the Department.

PR-A6.4 Continually encourage and seek funding to meet the emerging functions of the Department, including, but not limited to, trail maintenance, work order management, urban forest management, open space management, etc.

GOAL: PR-A7 Finance the Parks System by pursuing adequate funding to support existing park system, as well as new parks, and other park types.

POLICIES: PR-A7.1 Ensure a fiscally sustainable parks system by leveraging financially driven decisions.

PR-A7.2 Ensure the Development Impact Fee for Parks and funding from other sources, including grants, are pursued to maintain the current level of service for parks and recreation within the community.

PR-7.3 Seek additional funding opportunities to support capital and operational needs as identified in the Plan.

PR-7.4 Establish a performance measure for the Recreation Division to become 48% self-supporting from user fees, permits, reservations, earned income and effective partnerships. (National benchmark for high performing agencies is 48%)

GUIDING PRINCIPLE PR-B: PRESERVE AND ENHANCE KEY NATURAL FEATURES, INCLUDING NATURAL OPEN SPACE AND VISTAS.

GOAL: PR-B1 Create and maintain a high quality of life through the provision of adequate natural open space.

POLICIES: PR-B1.1 Identify natural open space and cultural resources that may be preserved, protected, and enhanced; and which may include floodplains, wildlife corridors, recreation areas, historical sites, regional parks, and donated private land.

PR-B1.2 Encourage the donation of natural open space to the Town from private property owners.

- PR-B1.3 Encourage the appropriate use of natural open space for a variety of activities and organizations.
- PR-B1.4 Increase public awareness about the importance of protecting and maintaining natural open space areas.
- GOAL: PR-B2 Maintain the sense of environmental openness through the encouragement of vista protection and open space corridors.**
- POLICIES:** PR-B2.1 Identify views, vistas, and open space corridors that should be preserved.
- PR-B2.2 Encourage the protection of view corridors along major streets and in neighborhoods.
- PR-B2.3 Encourage interjurisdictional dialogue designed to protect valued natural open space outside of the Town boundaries.
- PR-B2.4 Support the recommendations and strategies of the Glassford Hill Open Space Acquisition Plan.
- GOAL: PR-B3 Encourage the protection of major floodplains and other features in the area to prevent development or other encroachment on these natural features.**
- POLICIES:** PR-B3.1 Preserve the areas surrounding and atop Glassford Hill as natural open space.
- PR-B3.2 Identify floodplains and other features in the area that should be considered for protection or allowed only limited development.
- GOAL: PR-B4 Encourage the preservation of natural open space throughout the Town and region that has environmental value and can also be used for educational purposes.**
- POLICIES:** PR-B4.1 Integrate educational/interpretative facilities into open space areas that are used for water recharge facilities.
- PR-B4.2 Support urban fishing in appropriate areas.
- GOAL: PR-B5 Provide access to open space and parks, and interjurisdictional linkages between open space, parks, and user-specific destinations.**
- POLICIES:** PR-B5.1 Provide access to public open space areas and parks.
- PR-B5.2 Expand the trail system that connects the Town's open space, parks, and select activity centers, such as community and regional commercial development, in a cohesive manner and, where appropriate, include multiuse facilities (pedestrian and bikes).

- PR-B5.3 Require all new development to build the appropriate segment of the Prescott Valley Trails System adjacent to their development, if no trail exists, or to contribute to a fund to build the trail in the future.
- PR-B5.4 Support use of the Town's floodplains and appropriate buffer zones as primary linkages in the parks and open space system.
- PR-B5.5 Obtain public easements, as needed, to connect components of public open space and the Prescott Valley Trails System.
- PR-B5.6 Where appropriate opportunities exist, work with homeowner's associations to open selected existing private paths and trails to the public.
- PR-B5.7 Coordinate regional access points and linkages with other appropriate jurisdictional entities within the region.
- PR-B5.8 Pursue agreements with appropriate agencies to secure easements and rights-of-way for trails and paths.
- PR-B5.9 Ensure that the Town's trail system is integrated into the design of all capital improvement project plans, including those for parks, drainage channels, roadways, etc.
- GOAL: PR-B6 New development shall participate in the Town's recreation and open space system.**
- POLICIES:**
- PR-B6.1 Identify properties and connections to create opportunities for development of vistas, public plazas, and public art features to encourage activity for future land uses.
- PR-B6.2 Require new development at the conceptual stage, with assistance of the Community Services Director, to provide open space and Neighborhood Parks to serve their new neighborhoods, in accordance with adopted standards for size, location, and the needs of the primary users.
- PR-B6.3 Encourage new development to co-locate Neighborhood Parks with school facilities and any existing open space and parks, and to discourage the location of Neighborhood Parks adjacent to arterial streets.
- PR-B6.4 Through the development process, require dedication of public access easements and rights-of-way to create connected public trails, paths, and bicycle routes.
- PR-B6.5 Require all new development to build linkages from their parks and open space areas to the appropriate nearest segment of the Prescott Valley and regional trail systems.
- PR-B6.6 New development should address the linking of their open space, parks, and trails, as appropriate and feasible, to adjacent developments.

GOAL: PR-B7 Establish joint-use agreements between Humboldt Unified School District and the Town for recreational and educational opportunities.

POLICIES: PR-B7.1 Negotiate joint-use agreements with the Humboldt Unified School District to share recreational, cultural, and educational opportunities and to ensure public access to recreation facilities in any neighborhoods currently lacking park facilities.

PR-B7.2 Maximize joint-use and development opportunities to expand park and recreational facilities, but do not rely exclusively on joint partnerships to provide the park and recreational needs for the community.

GOAL: PR-B8 Encourage all media of arts and culture in public and private areas by both the Town and private developers constructing projects in the Town.

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11

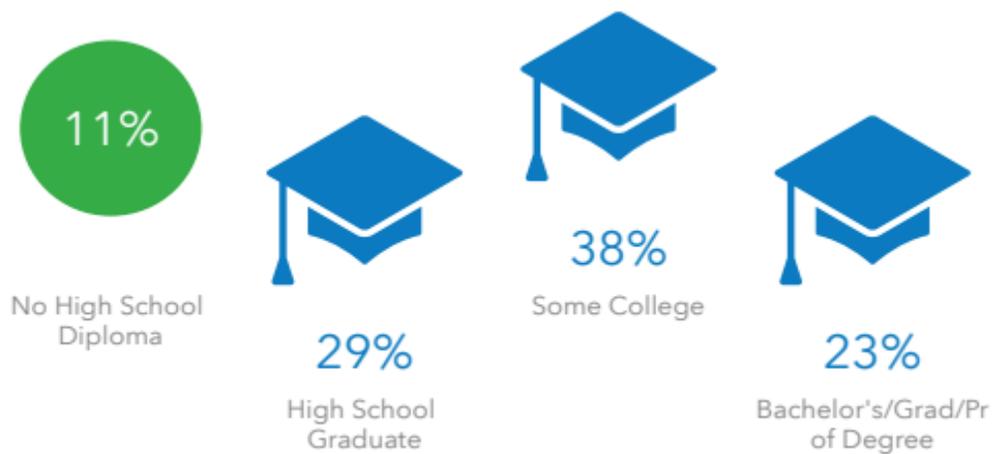
Education Element



11.1 Introduction

Like public safety, education is another key quality of life indicator for a successful community. Quality educational opportunities from Pre-K through BA are often seen as a necessity for a community to cover the full spectrum of educational opportunities. Prospective residents typically seek an outstanding educational system and will make housing and employment decisions based on the quality of the available school system. In addition to providing a superior educational environment for the youth, educational opportunities should also be available for adults interested in continuing their education, and lifelong learning for everyone.

At present, 23% of the Town's residents have received a bachelor's degree or higher, while 38% have some college and 29% have completed high school only. The ability to have a higher education option nearby could be a motivating factor in encouraging Town residents to continue their education.





This Element of the General Plan provides goals and policies designed to enhance lifelong learning opportunities, encourage partnerships with traditional educational partners and further the community's role in supporting a safe, healthy, and positive educational environment.

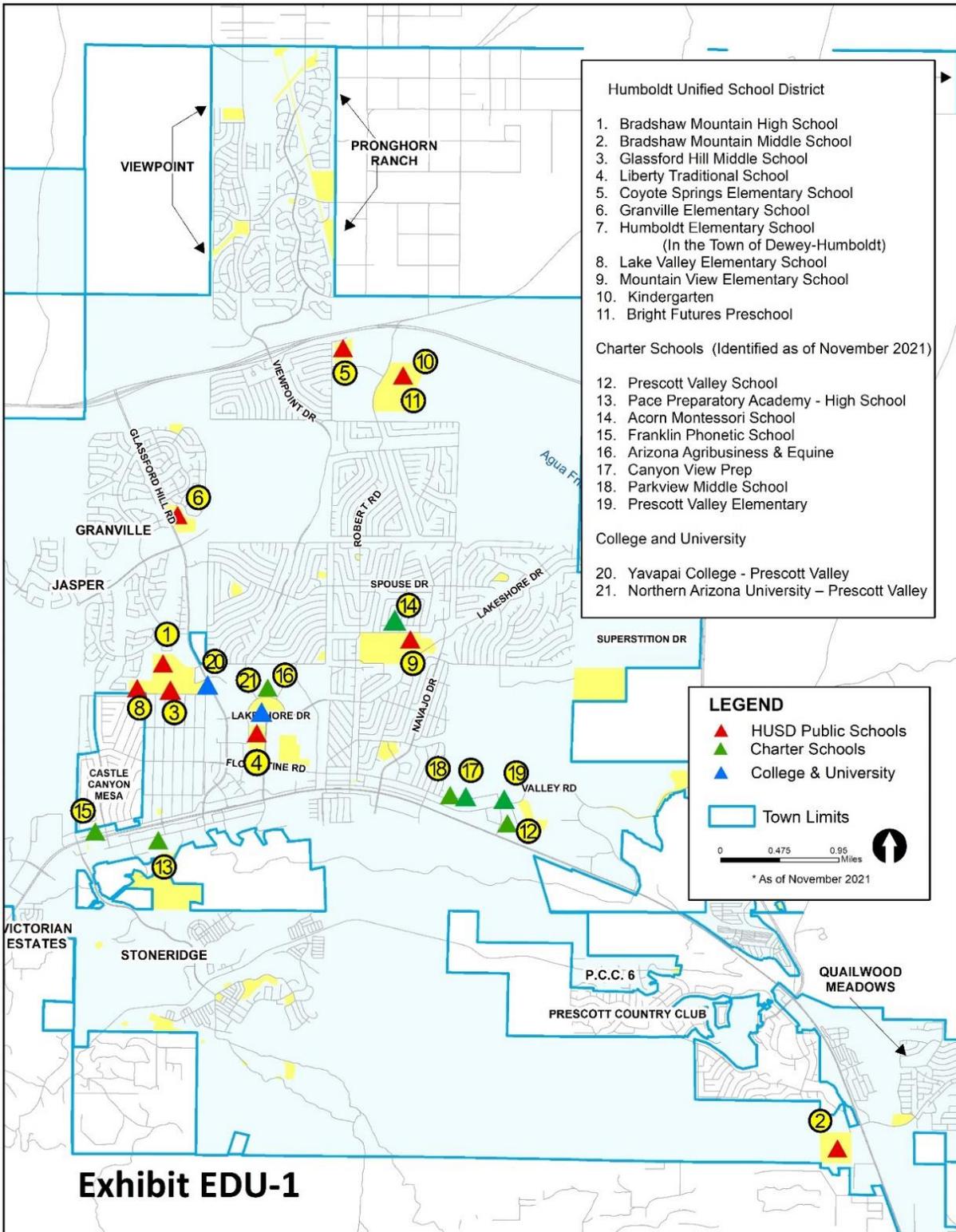
The entire town of Prescott Valley is served by Humboldt Unified School District (HUSD). Within the community the district offers one pre-school, five elementary schools, two middle schools, one K-8 school, and one high school. Other schools that also serve the town are the Acorn Montessori School, Parkview Middle School, Franklin Phonetic School, and Arizona Agribusiness and Equine Center High School, among others. The locations of current and future school sites within the town are shown on the Exhibit EDU-1.

In 2010, Northern Arizona University (NAU), Yavapai College, and the Town of Prescott Valley partnered to open the NAU-Yavapai campus. As part of NAU's Extended Campuses network, NAU provides students with access to high-quality bachelor's degrees that are accelerated, affordable, and designed to prepare them for today's job market.



As an example, the Northern Arizona Regional Training Academy (NARTA) housed in the Prescott Center of Yavapai Community College trains approximately half of the police personnel employed by Yavapai County through state-of-the-art industry programs in law enforcement. The Allied Health credit programs also offered by Yavapai College at the Prescott Valley Center include Phlebotomy, Nursing Assistant, Pharmacy Technician, Medical Assistant, and Health Information Technology.

The location of current Public and charter schools, colleges and university in the Town are shown on Exhibit EDU-1 on the following page.



To have an outstanding school system, the Town relies on the success of its educational partners. The Town's two largest educational partners are the Humboldt Unified School District and Yavapai College. Both partners have developed their own goals and vision statements describing their pathways to educational success, and they are included below.

11.2 Humboldt Schools Governing Board Goals and Shared Purpose

Board Goal #1: To Raise the Level of Student Achievement

Board Goal #2: To Focus on Planning for Future Student Needs

Board Goal #3: To Increase Parental and Community Engagement

Board Goal #4: To Attract and Retain Highly Effective Employees

SHARED PURPOSE

- To educate our students with rigor, dedication, depth, and the application of innovative teaching practices and technology.
- To involve our students along with their parents and community, in a cooperative vision of education as a key to responsible and productive citizenship.
- To prepare our students to meet the events of their lives with knowledge, insight, and perseverance.
- To inspire our students to believe that, with hard work, they can achieve great things in whatever career they choose, and thus help to make a better world.

11.3 Yavapai College Vision Statement

Yavapai College ensures that Yavapai County is a premier place to learn, work, and live.

GOALS:

- Offer Career programs that provide the education and training necessary to compete in the global job market.
- Ensure that General Education students can matriculate and continue in other institutions and programs.
- Provide the Community with access to lifelong learning and cultural opportunities.
- Assure the communities of Yavapai County receive the leadership and encouragement to promote economic development.

11.4 Guiding Principles, Goals and Policies

GUIDING PRINCIPLE EDU-A: ENCOURAGE LIFELONG LEARNING FOR ALL PRESCOTT VALLEY RESIDENTS.

GOAL: EDU - A1 Offer lifelong enrichment opportunities for residents of all ages and abilities.

POLICIES: EDU A1.1 Promote use of the library and other town facilities as resources and destinations for learning, entertainment, relaxation, and mental growth.

EDU A1.2 Encourage development of affordable daycare, including preschool, after-school care, and adult/elder daycare, to support working families.

EDU A1.3 Promote high-quality early childhood education, school readiness and literacy programs, through public, private, and nonprofit providers.

EDU A1.4 Support neighborhood organizations, such as homeowner’s associations and block watch groups, through educational programs to promote self-reliance and community-based problem solving.

GOAL: EDU - A2 Support primary, secondary, and higher education providers – Humboldt Unified School District, charter schools, Yavapai College, Northern Arizona University, and other colleges and universities – to deliver quality education town wide.

POLICIES: EDU A2.1 Encourage a variety of public and private education facilities in the community.

EDU A2.2 Encourage community involvement in local educational initiatives to ensure high quality learning throughout the town.

EDU A2.3 Support traditional education with supplemental before-and-after school programs to achieve improved PK-12 educational outcomes.

EDU A2.4 Coordinate with local schools and youth organizations to build creative skills and gain exposure to the arts.

EDU A2.5 Increase awareness of volunteer programs by connecting with local schools and colleges to provide students with community service opportunities and internships.

GOAL: EDU - A3 Support safe, healthy, positive learning environments, with diverse elective and vocational opportunities.

POLICIES: EDU A3.1 Coordinate with schools to support school campus safety, security, emergency, and contingency plans.

EDU A3.2 Develop safe and accessible multimodal transportation routes to campus facilities and designate safe routes to school.

EDU A3.3 Encourage before, during, and after-school enrichment activities such as elective classes, music and fine arts, athletics, multigenerational opportunities, and other extracurricular offerings.

	EDU A3.4	Promote programs that provide residents with disabilities equal access to facilities, services, transportation, education, training, and employment.
GOAL:	EDU - A4	Coordinate with schools and other public entities for joint use or colocation of recreation facilities, programming, and special events.
POLICIES	EDU A4.1	Where possible, locate parks and recreational spaces along shared-use paths and next to school grounds or other jurisdictions' recreational spaces to encourage the maximum use of all properties.
	EDU A4.2	Encourage public access to school site recreation facilities (e.g., basketball courts, playgrounds, tennis courts, fields), and support joint use of park, school, and library sites.
	EDU A4.3	Maintain a positive working relationship with the schools that serve Prescott Valley to maximize the use of school services and facilities for public benefit.
	EDU A4.4	Prescott Valley is committed to collaborating with its schools to achieve the best outcome for the children of the community. This includes, but is not limited to, shared facilities such as parks and libraries, mentoring programs, and recognition of student achievements.
GOAL:	ED A5:	Support of a diverse education and training and job placement system that will develop and maintain a high-quality work force in Prescott Valley.
POLICIES:	EDU A5.1	Create a strong partnership between workforce and economic development that seamlessly delivers premier workforce development services to new and existing employees.
	EDU A5.2	Ensure that workforce development programs are offering comprehensive job readiness training. This will enhance the skills of the local workforce by establishing a proactive, periodic dialogue early in the planning process between the Town and educational institutions, including school districts, specialized charter schools, community colleges, and Northern Arizona University, on issues related to the phasing of development, service standards and demands.
GOAL:	EDU A6:	Support complete lifelong educational programs by coordinating public schools, higher educational institutions, Prescott Valley Library and private enterprise in the development and expansion of educational facilities and programs.
POLICY:	EDU A6.1	Pursue Northern Arizona University's long-range plan to develop a branch university in downtown Prescott Valley that eventually would become an independent state university.

12.1 Introduction

Public safety is an essential element of the public's perception of their community as a safe and secure location to live and work, and a key quality-of-life indicator. The Town of Prescott Valley takes pride in its dedication to the safety and the security of its residents as reflected in the priority placed on the level of law enforcement staff, facilities, and fire and emergency medical services available within the Town. In recognition of the efforts of our community and the quality of the services provided by the Town's police department, Prescott Valley is rated in the top 10 safest cities in Arizona – and the safest city in Northern Arizona in 2021 by SafeWise.



The potential for both man-made problems and natural hazards always exists, and the Town strives to be prepared to respond whenever and wherever they occur.

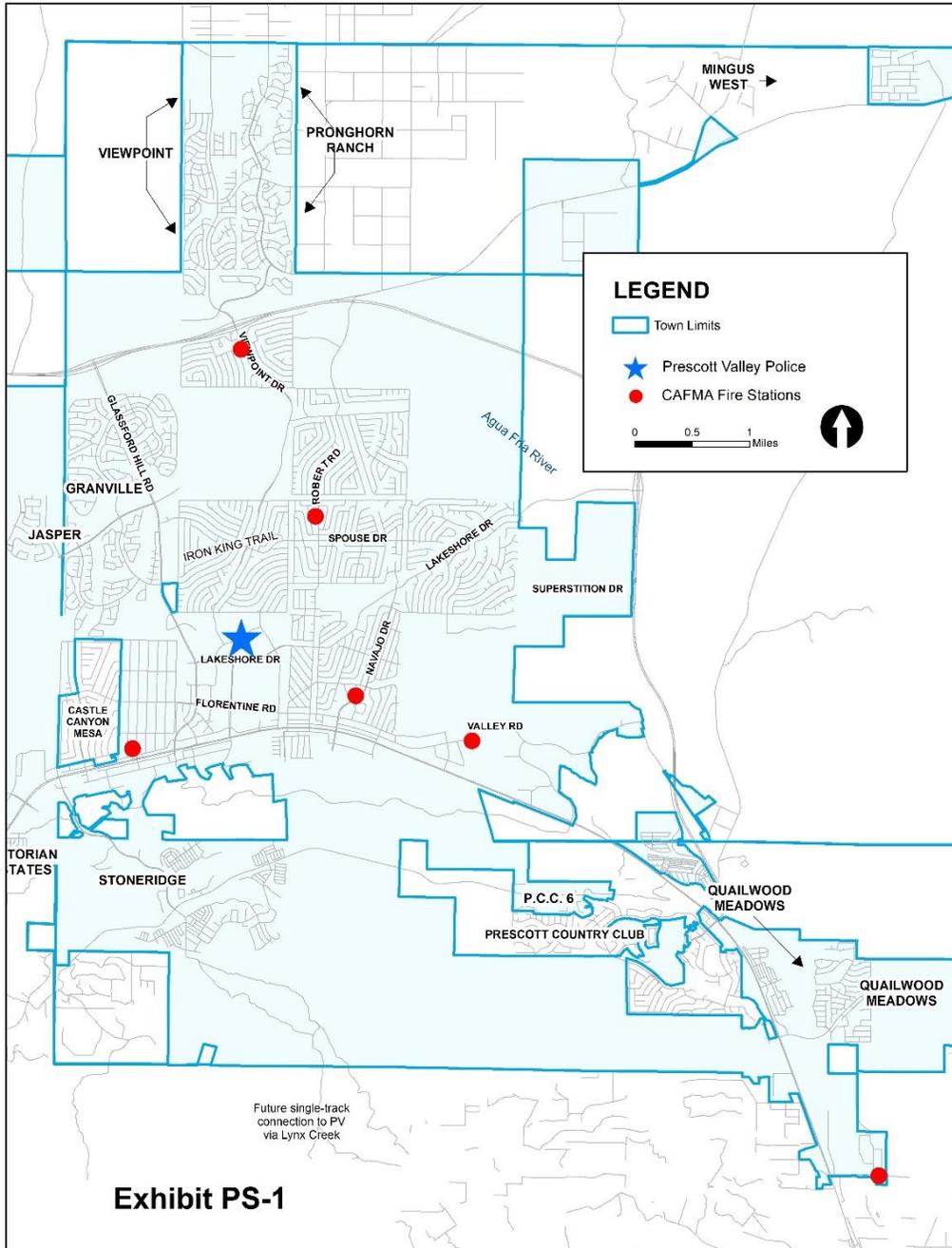


In 1988 the Town constructed a new 15,817-square-foot police building at the Civic Center and has remodeled it twice since then to its current size of over 41,000 square feet. At present, the department has a total of 110 positions, with 83 sworn officers and 27 other professionals. In addition to patrol, other priorities are criminal investigations, sex offender monitoring, Special Victims Unit, K-9 patrol, SWAT, School Resource Officer, and traffic control services, are also priorities. In addition to the Town's professional staff, the Town also welcomes residents to volunteer in a variety of capacities to help support the efforts of the department.

Fire service to the Town is provided by Central Arizona Fire and Medical Authority (CAFMA). The District was formed in 2016 and covers 365 square miles in central Yavapai County, with a population of over 100,000 residents, including the communities of Chino Valley, Prescott Valley and Dewey-Humboldt. The District operates six fire stations in Prescott Valley.

Ambulance service for the Town of Prescott Valley and surrounding areas is currently provided by a private ambulance provider which provides ambulances, paramedics and emergency medical care technicians.

The location of the Town of Prescott Valley police station and the CAFMA fire stations are shown on the map below.



12.2 Prescott Valley Police Department Mission, Vision, and Values

Mission

It is the mission of the Prescott Valley Police Department to protect and preserve the rights of all people through impartial, courteous, and compassionate law enforcement.

Vision

It is the vision of the Prescott Valley Police Department to evolve with our dynamic community, provide the highest level of service and safety to our deserving citizens, and collaborate with our community and regional partners to identify areas of needed improvement. We will accomplish this vision by providing our members with the tools and knowledge to meet the present and future needs of Prescott Valley within the scope of police services.

Values:

P.R.I.D.E.

- Professionalism - conduct that reflects the specialized training and responsibility inherent in policing
- Respect - Treat others as you would like to be treated in the same situation
- Integrity - Always doing the right thing
- Diversity - Accepting of and valuing differences
- Excellence - Striving to always be the best through constant evaluation and improvement

12.3 Central Arizona Fire and Medical Authority Mission, Vision, and Values

Mission:

Protecting life and property through prevention and response

Vision:

To be a progressive Fire Service leader in Arizona through leadership, cooperation, and innovation

Values:

We strive to serve our internal and external customers with **PRIDE**

Professional

We will adhere to the highest standards of our profession and adopt best practices

Respect

We believe in the basic dignity of every individual and all members of the community and organization

Integrity

We are honest and accountable

Dedication

We are committed to quality, reliable, and respectful service delivery

Excellence

We will demonstrate high level of knowledge and skill in all aspects of our profession

12.4 Guiding Principles, Goals, and Policies

GUIDING PRINCIPLE PS-A: FOSTER A SAFE AND VIBRANT COMMUNITY TO ENHANCE THE QUALITY OF LIFE.

GOAL: PS-A1: Maintain Prescott Valley as a safe community through crime prevention.

POLICIES: PS-A1.1 Incorporate crime prevention strategies in the design and development of all areas of the city.

PS-A1.2 Embrace multiple communication platforms, such as social media, to deliver timely crime prevention strategies and increased security awareness.

PS-A1.3 Emphasize crime prevention associated with visitor safety and security via event planning and management programs.

PS-A1.4 Emphasize community participation and partnerships to develop safer neighborhoods.

PS-A1.5 Locate and design public safety facilities to enhance public safety functions.

PS-A1.6 Enhance collaboration between public safety providers and the planning staff to incorporate best development practices in reducing crime. Considerations include improved lighting, building orientation, neighborhood ingresses and egresses, and Crime Prevention Through Environmental Design (CPTED).

PS-A1.7 Collaborate with schools, neighborhood associations, community centers, and religious and multicultural organizations to foster continuous dialogue between law enforcement and residents about safety needs and concerns.

PS-A1.8 Maintain or increase crime prevention and public safety events for residents, using social media sites to help solve crime and promote community crime awareness.

PS-A1.9 Encourage participation in Neighborhood Watch programs and the “see something, say something” program.

GOAL: PS-A2: Continue to protect life and property from fire and other life-threatening incidents.

- POLICIES:** PS-A2.1 Meet or exceed a five-minute police response time at least 90% of the time for first response vehicles. Response time is currently calculated NOT including time for dispatcher to take and enter the call and does not include priority traffic. (NOTE: In FY 2019-2020 average response time to a service call was 4:07)
- PS-A2.2 Achieve a five-minute or less fire response time at least 90% of the time for fire in the densely populated area of Prescott Valley, and at least a 12-minute response time in the outlying areas.
- PS-A2.3 Coordinate between the Town and the Central Arizona Fire and Medical Authority (CAFMA) in the identification of new sites and construction of additional fire stations when needed with population growth to improve response times as outlying areas develop.
- PS-A2.4 Promote participation by the development community in the location and funding of additional fire stations when and where needed to respond to increasing service demands due to additional growth in adjacent areas.
- PS-A2.5 Coordinate with the fire district and private providers to upgrade ambulance service within the community.
- PS-A2.6 Coordinate development of a comprehensive community risk and vulnerability assessment by the Town and CAFMA to guide future Town planning for fire and emergency medical services demand.
- PS-A2.7 Continue development of coordinated fire-safety planning, preparedness, and prevention programs between the Town and the CAFMA.
- GOAL: PS-A3: Provide safer roadways in Prescott Valley by reducing accidents and improving driving behaviors through traffic enforcement and education.**
- POLICIES:** PS-A3.1 In conjunction with CAFMA, develop a data-driven approach to traffic safety; identify high-crash locations, dates, times, and traffic violations for mapping; and institute directed patrol management to actively patrol high-crash areas.
- PS-A3.2 Implement a traffic initiative with specific assignments for concentrated enforcement of high-volume traffic/accident zones.
- PS-A3.3 Once every quarter the Town will participate in an enhanced traffic enforcement activity, which may include additional signage, a designated traffic car, etc. to increase visibility and awareness of traffic-related issues.
- GOAL: PS-A4: Continue advancements in resident participation and increase resident awareness and involvement in law enforcement and fire prevention services.**
- POLICIES:** PS-A4.1 Create a community policing policy focused on community policing (partnership/problem-solving) and outreach efforts to develop new opportunities to inform more residents about the Town's law enforcement services.

- PS-A4.2 Increase community outreach efforts through attending HOA/neighborhood meetings, community events, school functions, park visits, “coffee with a cop,” and other opportunities to interact with the community.
- PS-A4.3 Investigate misconduct complaints from residents and report findings. Also, track all compliments or commendations and recognize officers for these occurrences.
- PS-A4.4 Promote accurate and timely communications via social media and press releases, and other public communication vehicles.

GUIDING PRINCIPLE PS-B: ANTICIPATE AND PREPARE FOR PUBLIC SAFETY EMERGENCIES

GOAL: PS – B1: Prepare for disasters and emergencies.

- POLICIES:** PS-B1.1 Coordinate with CAFMA, the City of Prescott, Yavapai County Emergency Management, and Yavapai County Community Health Services to provide education, emergency preparedness and response training and community-wide drills to build a culture of emergency preparedness.
- PS-B1.2 Enhance communication capabilities between all participating agencies in preparation for all phases of a potential disaster.
- PS-B1.3 Retrofit town facilities and services to continue operations during possible disruptions for any amount of time.
- PS-B1.4 Identify, catalog, assess, and mitigate vulnerabilities to Town critical infrastructure.

GOAL: PS-B2: Deliver effective and efficient response for emergencies and disasters.

- POLICIES:** PS-B2.1 Identify emergency evacuation routes and effectively communicate the information to the public. Identify any vulnerable populations, such as the elderly or people with special needs, for first-priority evacuation assistance.
- PS-B2.2 Base the provision of public safety resources on population density, service areas, response times, and other changes over time. Provide information and training programs to maximize effectiveness in responding to hazards.
- PS-B2.3 Train multilingual personnel to aid during emergency response.
- PS-B2.4 Coordinate with hotels, resorts, and special event managers to effectively evaluate safety risks and the ability to respond to emergencies involving or affecting visitors.
- PS-B2.5 Encourage an effective “all-hazard” approach between the Town, CAFMA, and Yavapai County Community Health Services emergency response by assessing the risks of all possible threats during an emergency.
- PS-B2.6 Prepare town staff for official roles in emergency response and recovery.

PS-B2.7 Require alternative access points in residential development projects

GOAL: PS-B3: Work to prevent hazards and reduce physical risks throughout Prescott Valley.

POLICIES: PS-B3.1 Educate the public about accident and injury prevention.

PS-B3.2 Identify and replace vulnerable infrastructure and critical service systems.

PS-B3.3 Educate the public on the need to maintain private property free of fire and risk hazards.

PS-B3.4 Provide a support system for Prescott Valley's senior population by providing outreach, education, and notification of physical hazards.

PS-B3.5 Educate the public on water safety related issues such as open bodies of water, swimming pools and flash flooding.

PS-B3.6 Identify drainage system needs and make improvements where flood control problems exist.

PS-B3.7 Mitigate watercourse obstructions resulting from natural causes and restrict watercourse obstructions resulting from man-made causes.

PS-B3.8 Design and construct watercourse and drainage system street crossings, where possible, to promote traffic safety.

PS-B3.9 Locate critical facilities outside of the 100-year floodplain.

GOAL: PS-B4. Promote the safe handling, storage, and disposal of hazardous materials.

POLICIES: PS-B4.1 Properly manage hazardous materials and contaminants to minimize their potential harm.

PS-B4.2 Minimize the use of toxic and hazardous materials, and encourage the use of alternative materials and practices.

PS-B4.3 Work with appropriate State and Federal agencies to mitigate hazardous waste as needed.

PS-B4.4 Provide training opportunities and educational materials on hazardous waste management.

PS-B4.5 Develop a plan for the safe transport of hazardous waste.

PS-B4.6 Coordinate with CAFMA and the City of Prescott on use of the regional Hazardous Materials Team in our community to address hazardous materials exposure.

PS-B4.7 Develop and/or expand programs for wastes that require special management to protect public health, safety, and the environment, such as household hazardous waste, electronics, and pharmaceuticals.

GOAL: PS-B5: Minimize risk and damage from flood hazards within the Town.

POLICIES: PS-B5.1 Develop a long-range storm drain master plan for the existing town and planned growth.

PS-B5.2 Build necessary stormwater infrastructure for existing development in the Town.

PS-B5.3 Require new development to plan for stormwater management and build the required infrastructure.





13.1 Introduction

This chapter identifies and describes the fiscal impacts created by new development and determines how costs will be equitably apportioned. An equally important charge within this chapter is to address when and how costs will be assessed, as well as their apportionment.

Since its incorporation in 1978, the Town has employed a variety of methods to determine the fiscal impacts from new development and retrofitting existing development to provide a fair assessment of the associated public cost burden. Impacts resulting from new residential neighborhoods and commercial development are noticeable in growing jurisdictions like Prescott Valley. Development outpacing school construction, straining utility and transportation infrastructure, increasing public safety response times, and overloading flood control facilities are types of situations that may arise.

The Cost of Development Element is designed to identify various mechanisms, which are allowed by law, which can be used to fund and finance additional public services necessary to serve the development. These can include bonding, special taxing districts, development fees, in-lieu fees, facility construction, dedications, and service privatization to assist with concurrent development. The goal is that the revenues bear a reasonable relationship to the costs required of the Town to provide additional services.

13.2 At This Point In Time

Cost of development related issues are hot topics when “smart growth” is the subject. Communities in all regions of the country have struggled with issues relating to the cost and effects of development. In Arizona, these struggles culminated in the passage of the State’s Growing Smarter enabling legislation.

Philosophical discussions on the need for impact fees and their effect on housing costs and the economy of the community are an ongoing topic of conversation. The rationale for charging impact fees is based on the premise that new development should pay the costs associated with that growth, which is seen as a laudable goal, as is the premise that existing residents should only be responsible for the costs of maintaining the community’s existing facilities and services.

13.3 Funding Sources

The League of Arizona Cities and Towns and the Trust for Public Land have identified several sources for local communities to fund services. Table COD-1: Matrix of Local Finance Tools, provides an overview of funding sources and mechanisms available to local communities.

Table COD-1
Matrix of Local Finance Tools

Finance Tool	What It Is	Who Pays	How Long It Lasts
Property Tax Financing	Tax of Real Property	Commercial and Residential Property Owners	Tax Ongoing or Increased for a Defined Time Period
Special Assessment	Separate Units of Government that Manage Specific Resources within Defined Boundaries	Residents of the District through Property Taxes, User Fees, or Bonds	Tax Ongoing or Increased for a Defined Time Period
Sales & Use Tax	Tax on Sales of Goods or Services	Purchasers of Goods or Services	Tax Ongoing or Increased for a Defined Time Period
Impact Fee	One-Time Fee to Offset Costs of Infrastructure Caused by New Development	Developer of Project	One-Time Cost to Developer
General Obligation Bonds	Loan Taken Out by a Town, City or County Against the Value of Taxable Property	Town, City or County Through Taxes Paid by Property Owners	Bonds are Typically Issued for 15, 20 or 30 Years
Revenue Bonds	Loan Paid From the Proceeds of a Tax Levied for the Use of a Specific Public Project, or from the Proceeds of Fees Charged to Those Who Use the Facility That the Bonds Finance	Town, City or County Through Tax Revenues Paid by General Population or User of a Service	Bonds are Typically Issued for 15, 20 or 30 Years
Certificates of Participation	Loan Taken Out by a Town, City or County Against the Value of another Property	Town, City or County Through Tax Revenues Paid by General Population or User of a Service	Bonds are Typically Issued for 15, 20 or 30 Years
Mitigation Financing	Developer Set-Aside of Land	Developers of a Project	One-Time Cost to Developer
User Fee Financing	Fee That Covers the Cost of a Service	Anyone Who Chooses to Take Advantage of a Service	One-Time Cost to User

13.3.1 General and Enterprise Funds

The services provided by Arizona cities and towns are typically funded through the community's general fund, as well as several enterprise funds. Every Arizona city and town maintains a general fund to pay for the most fundamental of services and programs. In most cases, the community's public safety services (fire, police, emergency medical) are paid for through the general fund. Other activities that can be provided for through the general fund include courts, parks, libraries, recreational programs, technology and support services, and some transportation services. Enterprise funds are usually derived from activities related to the fund, such as water or wastewater user fees, and are specifically earmarked for these purposes.

13.3.2 Local Taxes and Fees

Much of the funding that allows Arizona cities and towns to provide services comes from locally enacted revenue sources. These sources can provide general-purpose funds, or they may be used for a specific purpose, such as a water bill covering the costs of providing clean water to subscribers. In Arizona, other sources of municipal funding include, but are not limited to:

- **Local Transaction and Privilege Use (Sales) Taxes.** This is usually the largest source of local revenues. In Arizona, the state levies a general sales tax. In addition, local communities and counties may also levy an additional sales tax.
- **License Fees.** Local communities may issue licenses to businesses, weddings, vendors, or pets.
- **Building Permits.** Local communities may charge fees associated with new residential, commercial, and industrial construction and remodeling.
- **Service and Use Fees.** Local communities may charge fees for water, sewer, trash collection, public swimming pools and golf courses.

13.3.3 Property Taxes

Arizona's cities and towns do not rely on property tax as their major source of revenue since only approximately 13 percent of the state is privately owned. Local, county, state and federal governments, and several sovereign Native American nations own the remaining 87 percent.

13.3.4 Revenue Shared by the State of Arizona

The State of Arizona shares several taxes or fund monies with local communities. A brief description of each is provided below.

Income Tax

- Fifteen (15) percent of state income taxes are shared with cities and towns.
- State income taxes are distributed per each community's percentage of total state incorporated population.

State Sales Tax

- Twenty-five (25) percent of the distribution base is returned to the local community.
- Distribution is based on the individual community's percentage of the total state incorporated population.

Highway Users Revenue Fund (HURF)

- Local cities and towns receive twenty seven point five (27.5) percent of net highway user revenues collected by the State.
- HURF funding distribution is based on population and overall county gasoline sales.

Vehicle License Tax (VLT)

- Local cities and towns receive twenty point four five (20.45) percent of the net vehicle license tax collected in their counties by the State.
- Distribution is based on population.

13.3.5 Grants, Matching Funds and Awards

Municipal governments in Arizona are eligible for a variety of grants and matching-fund programs available from the federal government, the State of Arizona, and private sources such as foundations and corporations. Most of these programs target specific purposes, such as public safety or nutrition assistance, while others are general-purpose funds. In addition, there are numerous award programs, for which local communities can apply, including grants.

While most grants are allocated on an annual basis, many grants can be allocated to a given community multiple times, but usually must be applied for annually in a competitive process. Thus, they do not constitute a reliable source of funding for local programs, but they can provide for needed service or program upgrades.

13.4 Prescott Valley's Impact Fee Ordinance

Impact fees, one-time fees assessed on new construction to alleviate the "impact" of new residents and businesses on infrastructure, have been assessed by the Town of Prescott Valley in some fashion since 1995. The fee structure was formalized in 2006. The intent of impact fees is to ensure that "growth pays for growth" and that existing residents are not unduly burdened to pay for the infrastructure needed to accommodate new residential subdivisions and commercial developments.

13.5 Looking Toward 2035

Each Town service or activity is divided into two distinct parts: 1) General operations (i.e., energy, labor costs) and 2) the Town's physical structure (i.e., capital projects, infrastructure). General operations costs are usually funded through the collection of taxes, utility and service payments, grants, and other local sources. Increases in tax collections and revenue flows to the Town associated with new development are generally used to pay for the impacts of growth affecting general operations.

The Town's physical structure refers to land, buildings and improvements to streets, utilities and other facilities and property owned by the Town. To achieve the Town's Level of Service standards, it is necessary to add to the physical structure. For example, new housing development will require a corresponding increase in parks and open space lands, streets, utilities, and other public infrastructure. Costs to expand the physical structure will be borne by new development where the costs are fair and reasonable and result in services or facilities necessary and pertinent to the new development.

13.6 Cost of Development

The ability to sustain facilities and services for the community are affected by the rate of growth and the balance of growth between residential and non-residential uses. The Town of Prescott Valley has chosen to pay for ongoing facilities and services without a property tax, which means the sales tax generating retail sector must be developed in the local economy. Absent retail sales tax, the community would have to consider using property tax to pay for general operating services.

The Town can utilize the following guidelines to develop the manner in which development pays its own way:

- Establish service and facility standards to help identify how existing capacities will support demands from new and existing development.
- Recognize new development impacts on existing public services and facilities.

These guidelines are consistent with the Growing Smarter legislation with respect to assessing the costs of development. The Town may utilize several funding strategies for new infrastructure, equipment and facilities necessitated by growth.

DEVELOPMENT IMPACT FEES

On September 14, 2006, the Town Council approved Resolution No. 1461 allowing the Town to assess development impact fees as a condition of new development in the Town. The Prescott Valley Development Impact Fees are meant as fair share contributions for new construction to pay the costs of community growth in the impact fee areas described below. For new commercial and industrial development, the Town has in the past waived the fees to encourage their growth and the subsequent tax benefits. For new residential development, the Town collects development fees for Circulation System, Recreation, Parks and Open Space, Public Safety, and Cultural (library) programs.

Circulation System Fees

All residential and nonresidential units contribute to this fee account since roadway improvements benefit all users. Major projects to be partially funded through this fee package, as identified in the Town's Capital Improvement Program, include major street widenings or extensions; regional transportation improvement partnerships among the Town, County and State; trail/pathway linkages; and related right-of-way enhancements.

Recreation, Parks and Open Space Fees

This fee is applicable only to residential units. The fee covers recommendations in the Town's Capital Improvement Program, including future parks, trails, and open space expenditures.

Cultural Fees

This fee is applicable only to residential units. The fee is applied toward the development of library facilities.

Public Safety Fees

The Public Safety Fee is applied to all types of land uses. This fee is intended to cover the costs of installing public safety facilities, such as expansion of the police headquarters facilities.

ADDITIONAL FUNDING AND FINANCE MECHANISMS

Some other sources of funding for provision of the public facilities and services necessary to serve new development are worth evaluating on a case-by-case basis. The funding sources include, but are not limited to:

- General fund revenues (or pay-as-you-go)
- Primary and secondary property taxes
- Transaction privilege (sales) taxes
- Specialty industry taxes (e.g., bed taxes)
- Excise taxes
- Voter approved bonds (both revenue and general obligation varieties)
- Certificates of participation
- Municipal property corporation bonds
- Improvement districts
- Community facility districts
- Payment in lieu fees
- User fees
- Dedications of land
- Construction of improvements, including off-site improvements
- Service privatization
- Grants, Matching Funds, and Awards
- Other remaining state and federal sources

13.7 Guiding Principles, Goals and Policies

GUIDING PRINCIPLE COD-A: PROVIDE A HIGH LEVEL OF MUNICIPAL SERVICES AND FACILITIES TO SERVE THE COMMUNITY AND EQUITABLY ASSESS AND MANAGE THE FISCAL AND CAPITAL IMPACTS RESULTING FROM DEVELOPMENT BOTH WITHIN THE EXISTING TOWN SITE AND ON CURRENTLY UNDEVELOPED LAND.

GOAL: COD-A.1 Evaluate facilities, equipment, and infrastructure to ensure maximum usefulness and affordability to Prescott Valley residents and employers.

POLICIES: COD-A1.1 Provide adequate levels of municipal facilities and services for existing and new development through the Capital Improvement Plan.

COD-A1.2 Identify levels of service indicators for the delivery of Town services that reflect the typical experience of citizens and other service users.

COD-A1.3 Identify costs of expansion of Town operations and facilities to maintain service level expectations.

COD-A1.4 Utilize development impact fees to ensure the infrastructure system and municipal facilities are developed and maintained to serve the community.

GUIDING PRINCIPLE COD-B: ASSURE DEVELOPMENT WILL OCCUR IN A FISCALLY SOUND AND EQUITABLE PROCESS USING A VARIETY OF FUNDING SOURCES.

GOAL: COD-B.1 Provide a fair and reasonable assessment of the costs for mitigating the physical impacts of growth.

POLICIES: COD-B1.1 Develop a plan to finance the costs associated with the expansion of government operations.

COD-B1.2 Identify fees, other revenues, and funding mechanisms that may be used to pay for the expansion of operations and new facilities generated by new growth.

COD-B1.3 Ensure that development impact fees are designed to require new development to pay its fair share.

GOAL: COD-B2 The Town should periodically review the Development Impact Fee Ordinance for possible revisions.

POLICIES: COD-B2.1 The Town should examine how it has been financing capital improvements, as well as analyze each type of facility in terms of how capital improvements have been financed and how new development contributes toward capital finance. This examination should assist the Town in determining impact fee equity.

COD-B2.2 The Town should prepare a fiscal impact analysis of future community growth. The analysis should include detailed cost and revenue projections, and recommendations concerning future revenue sources (including user fees), rates, levels of service, capital costs, location, distribution and staging of development, operating expenses, and other relevant issues.

- COD-B2.3 After completion of the fiscal impact analysis, the Town should prepare a detailed and transparent cost recovery (impact fee) formula that can be used to fine tune the Town's existing development impact fee program. The impact fee formulas should be tailored to Prescott Valley's unique growth and development patterns and plans.
- COD-B2.4 The Town is required to expend development impact fees within a specified time, as specified by State law, to ensure needed infrastructure improvements are made which will maintain the Town's Level of Service standards. If the fees are not expended within the specified time, they must be refunded to the current owner.
- COD-B2.5 The Prescott Valley Development Impact Fee resolution should be reviewed and revised to include clearly established costs and Level of Service standards for the impact fees that are imposed.
- COD-B2.6 Development Impact Fees are to be collected by one Town department. The accounting system would make available information on where the impact fees were spent.
- COD-B2.7 The Town should have a detailed policy regarding the granting of credits against impact fees. The policy should provide administrative detail and clearly describe the nature of the credits and offsets. Administrative provisions should clearly specify the condition under which the credit is allowed, credit formulas, credit parameters (number of past and future years to consider, interest or discount rates), and the limitations of the credit (the particular impact fees that can be reduced).
- COD-B2.8 The Town should also adopt reasonable administration charges to allow the Town to offset the costs of operating the Development Impact Fee program.



14.1 Introduction

The purpose of this Element is to provide guidance for economic development within the Town as it continues to mature as a prosperous and economically viable community. In this sense, economically viable means providing a wide range of housing and employment opportunities that meet the needs of residents and workers alike and establishing and funding public service levels that preserve Prescott Valley's quality of life.

What is the goal of economic development?

"Economic development raises the standard of living for people, creates employment opportunities for individuals, creates growth opportunities for individuals, and creates growth opportunities for businesses while enhancing the community's quality of life."

14.2 Economic Indicators

It is important to understand the economic conditions within the community and the market area in order to determine appropriate economic development goals and strategies. When reviewing this data there are three primary questions to be considered:

- How well is the local economy doing its job of providing good jobs and raising the quality of life for all Town residents?
- How vital is the Town's business base?
- How well equipped is the Town to provide the resources required to rebound and achieve success in today's and tomorrow's economy?

14.2.1 Employment

Arizona and Yavapai County. As shown on the table below, the number of employed residents in Arizona increased by over 80,000 the last decade, after declining during the middle years. During the same time, the labor force in Yavapai County increased by 10,000.

Labor Force in Arizona and Yavapai County

Indicator	Arizona	Arizona	Arizona	Yavapai County	Yavapai County	Yavapai County
	2010	2015	2020	2010	2015	2020
Labor Force	3,096,316	2,858,656	3,176,155	96,734	96,735	106,985
Employed	2,777,404	2,724,859	2,859,967	86,472	91,286	98,978
Unemployed	318,912	133,797	316,188	10,262	5,449	8,007
Unemployment %	10.3%	4.7%	10.0%	10.6%	5.6%	7.5 %
Emp. to Population Ratio	56.0%	55.5%	56.5%	49.3%	48.3%	48.8%

U.S. Bureau of the Census. U.S. Department of Labor, Bureau of Labor Statistics.

All labor data are annual averages. Census Bureau estimates and official population numbers are 210,899 in 2010, 217,778 in 2015 and 236,209 in 2020 for Yavapai County. State population numbers are 6,401,568 in 2010, 6,758,251 in 2015 and 7,151,502 in 2020.

In Prescott Valley the labor force grew slowly during the beginning of the decade, then accelerated as the economy improved in later years.

Labor Force in Prescott Valley 2010 – 2020

Indicator	Town of Prescott Valley	Town of Prescott Valley	Town of Prescott Valley
	2010	2015	2020
Civilian Labor Force	19,223	19,726	22,636
Employed	17,265	18,726	21,158
Unemployed	1,958	1,000	1,478
Unemployment %	10.2%	5.1%	6.5%
Civilian Emp. To Population Ratio	59.6%	58.2%	58.2%

Source: See Table ED-1.

Based on 2010 population of 38,822, 2015 population of 41,415 and 2020 population of 46,875.

Top Private and Public Sector Employers in Prescott Valley

Employer	Number of Employees
Yavapai Regional Medical Center East	742
Humboldt Unified School District	680
Ace Hardware Retail Support Center	400
MI Windows and Doors	350
Walmart	330
Town of Prescott Valley	326
Fry's Food Store	230
Mountain Valley Regional Rehabilitation Hospital	225
Safeway	145
Home Depot	138
Yavapai College (Prescott Valley Campus)	123
<i>Source: Town of Prescott Valley Economic Development Division.</i>	

14.2.2 Sales Tax Collection Trends and Sales Tax Collections Per Capita

Sales tax collection trends and collections per capita for the years 2013 to 2020 for retail, restaurant and bar, and all collections are shown in Table ED-5. During that eight-year period, retail sales tax collections in Prescott Valley steadily increased at a healthy rate.

Sales Tax Collection Trends in Prescott Valley (Fiscal Years 2013 – 2020)

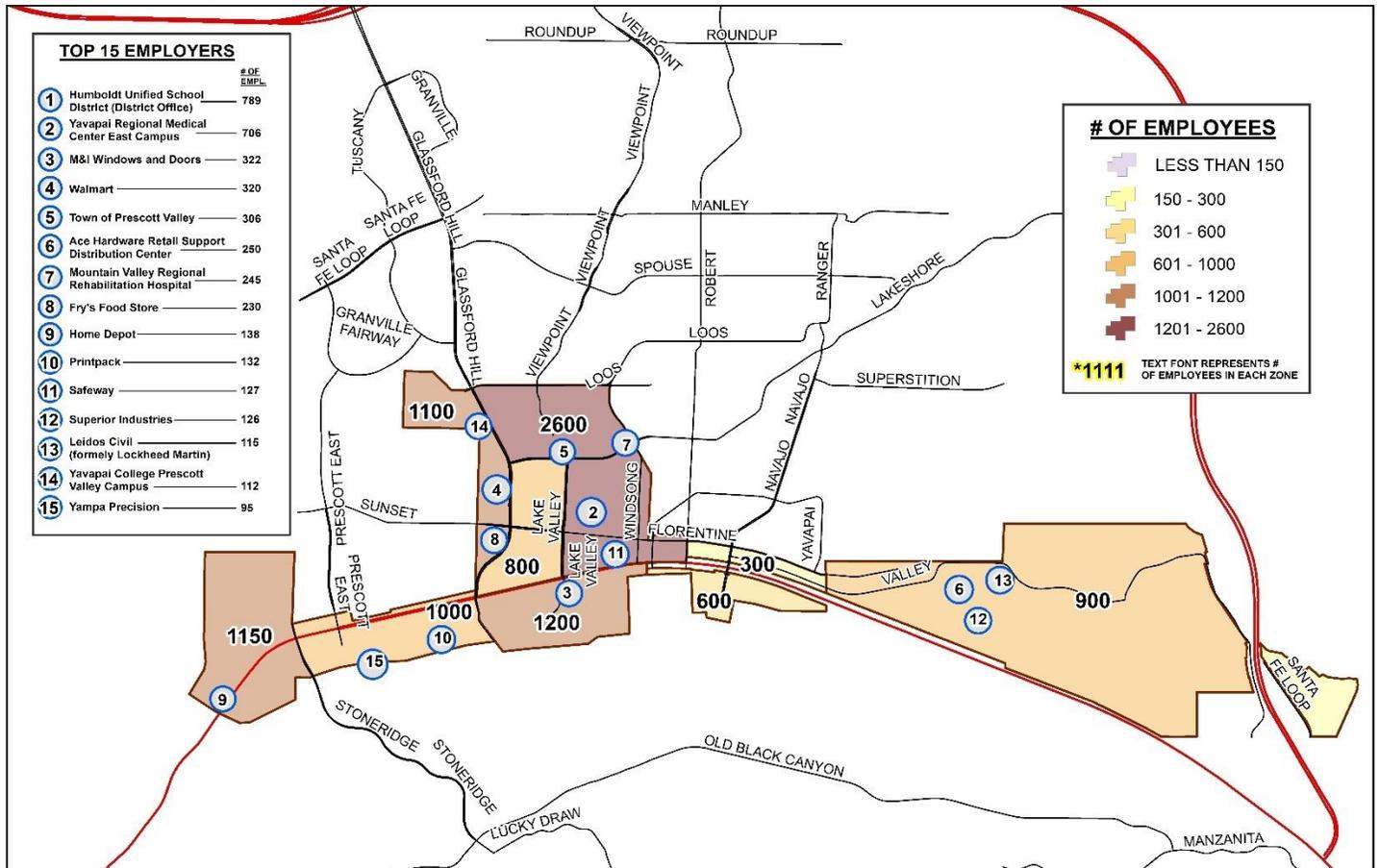
Calendar Years	Retail	Restr. & Bar	Retail + Restr. Per Capita	Total Collections	Total Per Capita
2013	\$6,376,583	\$1,026,560	\$187	\$11,535,324	\$291
2014	\$7,374,859	\$1,140,585	\$210	\$13,433,740	\$332
2015	\$9,178,254	\$1,231,961	\$251	\$15,462,656	\$373
2016	\$10,971,517	\$1,466,497	\$295	\$18,283,099	\$434
2017	\$12,857,988	\$1,768,684	\$333	\$21,847,450	\$497
2018	\$13,192,478	\$1,892,680	\$334	\$22,909,936	\$507
2019	\$13,388,034	\$2,129,567	\$334	\$24,518,530	\$528
2020	\$15,210,113	\$2,178,405	\$371	\$26,154,969	\$558

Source: Town of Prescott Valley.

U. S. Census Bureau population (AZ Population Statistics Unit) estimates: 2013, 39,667; 2014, 40,485; 2015, 41,415; 2016, 42,130; 2017, 43,950; 2018, 45,200; 2019, 46,458; 2020, 46,875.

14.3 Commercial Development Locations

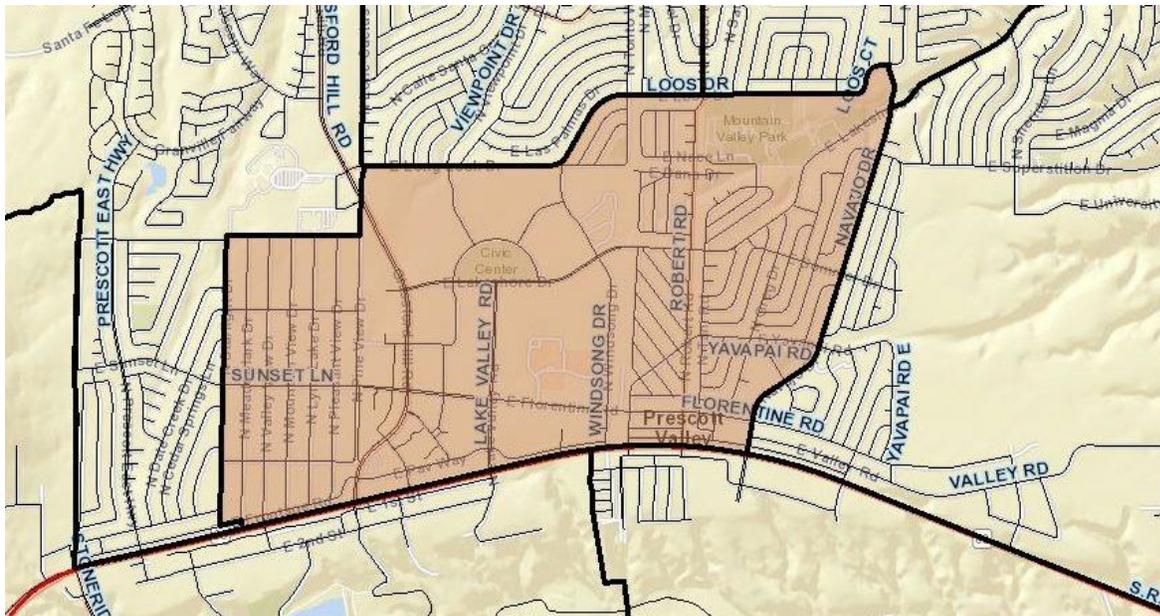
Commercial development in the Town of Prescott Valley is clustered in four locations along State Route 69 and Glassford Hill Road. Not only is space available in these areas for additional future commercial development, but State Route 69 and Glassford Hill Road are also the two most heavily traveled roads in the community. State Route 69 carries an average daily traffic count of between 25,000 and 40,000 vehicles per day traveling east and west, while Glassford Hill Road carries between 20,000 and 25,000 vehicles per day north and south.



14.3.1 Prescott Valley Opportunity Zone

Of the Town’s four primary commercial areas, three are located with the Prescott Valley Opportunity Zone, which offers tax advantages to businesses.

The Town of Prescott Valley’s central business district (CBD) has been designated as a Qualified Opportunity Zone (QOZ) by the U.S. Department of Treasury. The Town requested this designation with the goal of accelerating new, ground-up development in sectors where a demonstrated market demand already exists.



In 2018 the Town of Prescott Valley conducted a retail gap analysis for the Prescott Valley Market Area which highlighted six development opportunities within the community, all of which are focused on new development within the Opportunity Zone. They include:

- **Retail:** The greatest needs identified were in the areas of apparel, pharmacies, electronics stores, and full service and fast casual restaurants.
- **Residential:** The greatest need for current and future residents is for multifamily housing, specifically market and below-market-rate units. Currently, nearly all multifamily and single family rentals in Prescott Valley are at 100% occupancy with wait lists.
- **Hospitality:** Prescott Valley has 3 limited-service hotels which all average above 80% occupancy through the week and at or about 100% occupancy every weekend. Only one hotel is in the CBD even though this area is the Town's largest daytime employment node.
- **Medical:** Yavapai Regional Medical Center's East Campus is in Prescott Valley's QOZ alongside a range of medical facilities offering a variety of services. The hospital has identified nursing and assisted care facilities and speculative primary care physician offices as the area's greatest needs, but other opportunities also exist.
- **Entertainment:** The Entertainment District is located within the Town's QOZ. As the only community in Yavapai County with a fairly equal age distribution of its residents, more entertainment options are needed that appeal to a range of generations.
- **Office:** Class B and shared office space has been identified as the Town's greatest needs.

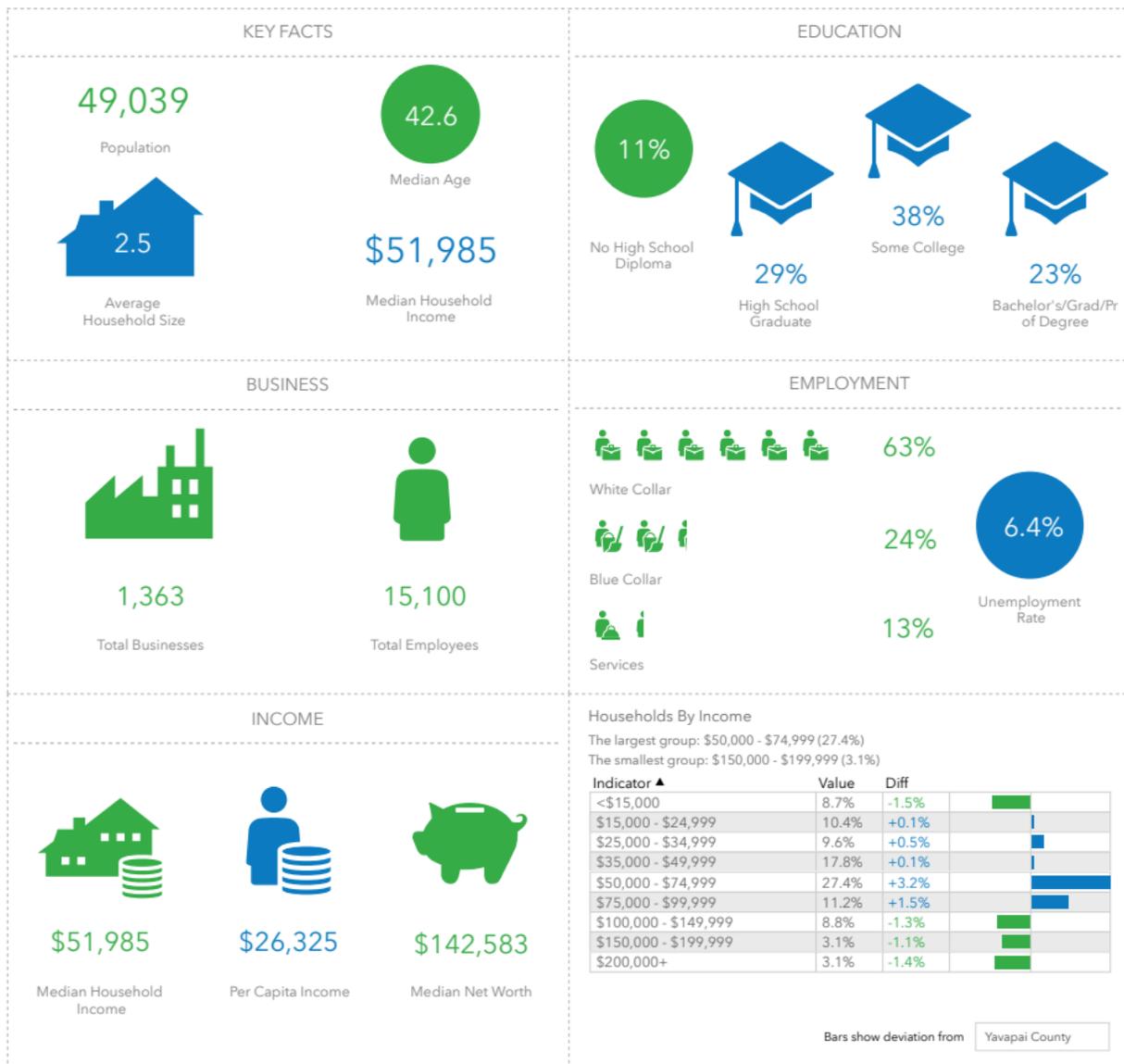
Tucked into the Tax Cuts and Jobs Act of 2017, QOZs are intended to encourage investment in economically challenged areas across the United States through significant tax advantages to investors of real estate or businesses in QOZs who use capital gains to fund their investment. Tax benefits include a deferral of capital gains taxes on gains funding the initial investment, a step up in the basis of the original

investment by 10% and an additional 5% at years 5 and 7 respectively, and after holding the initial investment for 10 years, any gains realized because of that investment are not assessed any capital gains tax.

14.4 Prescott Valley and Yavapai County Economic Development “Snapshots”

Below are two economic development “snapshots” which provide a quick overview of the Town and the County.

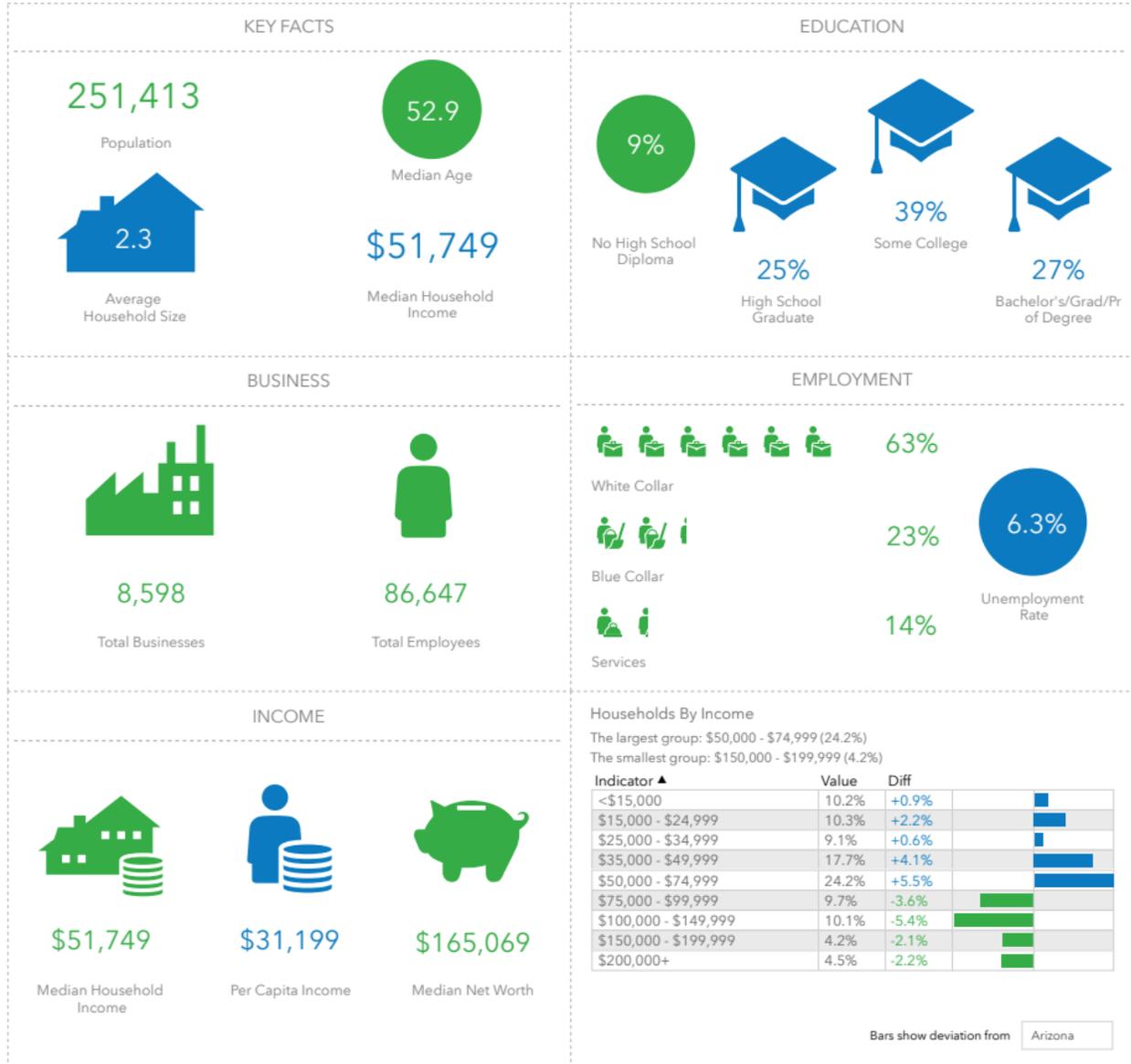
Town of Prescott Valley



This infographic contains data provided by Esri, Esri and Data Axle. The vintage of the data is 2021, 2026.

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Yavapai County



This infographic contains data provided by Esri, Esri and Data Axle. The vintage of the data is 2021, 2026.

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14.5 Building Permits

The table below shows the distribution of residential building permits issued by the Town of Prescott Valley from 2011 to 2020. During this time the number of single family home permits grew steadily, reaching 500 in 2020, representing almost 90% of all housing permits issued. Mobile home permits grew slightly, as existing vacant lots were occupied and contributed slightly under 7% of the total new housing constructed.

Multi-family permits grew at an increasing pace during the decade totaling 138, or just under 4% of all permits issued. Given both the growth and changing demographics of the community, there is a significant and growing need for additional multifamily housing. In addition to market rate housing, there is also a significant demand for low-income housing and housing for seniors.

**Single Family, Mobile Home, and Multifamily Units Permits Issued
in Prescott Valley 2011 – 2020**

Year	Single Family	Mobile Homes	Multi-family	Total
	Number	Number	Number	Number
2011	46	20	0	66
2012	152	24	0	176
2013	281	18	8	307
2014	322	23	5	350
2015	416	24	6	446
2016	465	28	8	501
2017	474	18	15	507
2018	455	33	16	504
2019	439	50	24	513
2020	500	39	56	595
2011-2020 Total	3,550	277	138	3,965

Source: Town of Prescott Valley Community Development Department

NOTE: Single family and mobile home permits represent the number of homes constructed. Multi-family represents the number of building permits issued. Prior to 2020 multifamily construction was typically limited to duplex, triplex and fourplex type units. In 2020, however, 716 apartments were constructed – with another 304 approved in 2021.

Like the growth of the housing stock in the Town, commercial development also grew rapidly during the decade. After starting strong in the early years, growth declined in 2015, and then came back even stronger in the later years, for a total of 149 commercial permits, totaling \$182,653,357.00 in new construction.

Commercial Unit Permits 2011 – 2020

Year	Prescott Valley	Prescott Valley
	#	\$ Value
2011	13	\$16,206,540.00
2012	12	\$ 8,795,802.00
2013	10	\$25,587,286.00
2014	12	\$ 9,074,747.00
2015	9	\$ 5,643,439.00
2016	14	\$ 9,461,846.00
2017	15	\$17,520,714.00
2018	16	\$19,283,376.00
2019	20	\$46,482,378.00
2020	28	\$24,633,229.00
Total	149	\$182,653,357.00

14.6 Looking Toward 2035

The first two decades of the 21st century saw the town of Prescott Valley continue to mature as a community and grow into a successful, full-service town. As the population grew toward 50,000, businesses located to the town to provide the services needed by the growth in population. Yavapai Regional Medical Center built its 250-bed East Campus adjacent to the Town Center.

Employers such as Lockheed Martin, Superior Industries, GlobalTranz and others moved into the community and provided much-needed jobs for area residents. Shopping choices expanded along with the population. Retailers like Home Depot, C-A-L Ranch Stores, Kohl's, Hobby Lobby, and many others joined the Prescott Valley retail lineup. Recent retail and commercial development activities include Amazon, Discount Tire, Alliance Hardware and Lumber, A & W Restaurant, Church's Chicken, Popeyes Louisiana Kitchen, Rosa's Pizzeria, Buckle, Five Guys, Grumpy Sicilian, and W & Z Asian Bistro.

Entertainment options, which now include a major movie theater, a family entertainment center, and the Yavapai County Fairgrounds, were highlighted with the construction of a 5,000-seat special events center in 2006. The \$30 million venue has played host to hundreds of events, including concerts, professional hockey, basketball and indoor football games, rodeo events, high school and college graduations, and church services.

Prescott Valley boasts a strong manufacturing sector anchored by large employers such as MI Windows and Doors, Superior Industries and Printpack. Precision manufacturing firms such as Prescott Aerospace and Yampa Precision Manufacturing give that industry a presence in the community. In the wholesaling sector, a major basic employer is Ace Hardware. There are also basic employers in construction, services, and retailing.



14.7 Roles and Responsibilities in Economic Development

The goal of the Town's economic development is to enhance the Town's revenues by increasing the business base and revenues generated by the growth and attraction of commercial, retail, and industrial uses to the community. The Town's Economic Development Division works in unison with the Prescott Valley Chamber of Commerce and the Prescott Valley Economic Development Foundation (PVEDF) as part of a "three-legged stool" of economic development. The Town focuses on retail recruitment while the Chamber focuses on business retention and PVEDF focuses on industrial recruitment. Approximately 750,000 square feet of commercial space has been built in Prescott Valley since 2013. Accompanying the Town's population growth, commercial expansion will continue as Prescott Valley strives to become a major economic force in the region.

14.7.1 Town of Prescott Valley

The Town of Prescott Valley has played an active role in the area's economic development for many years. The Town's Economic Development Division is responsible for business attraction; specifically retail businesses that generate sales tax revenue for the town. The Town Council recognizes the importance of local sales tax revenue to the future of the community, and recruiting new retail development, and developing recreation and tourism venues are a priority to the Town. In addition, the town also supports the efforts of the Chamber of Commerce and the Prescott Valley Economic Development Foundation.

Town government is involved in economic development at two levels: policy and staff. Political leadership that adopts strong policies is essential for the community to position itself for success economically. By setting policy, elected officials set the tone for development.

Professional staff is essential if policies are to be effectively implemented. If policies are to be translated into programs and projects, staff must have clear direction, authority, and the tools to get the job done. Additionally, it is essential that the Town Council provide the support to staff to carry out the duties necessary to make the plan a reality.

14.7.2 Prescott Valley Chamber of Commerce

The Prescott Valley Chamber of Commerce is an active Chamber dedicated to promoting and sustaining a quality environment conducive to economic growth and development of existing and new commerce. It is a non-profit entity that is governed by a volunteer Board of Directors. The day-to-day activities of the Chamber are carried out by a full-time, professional Executive Director, staff, and volunteers. To support its activities, the Chamber of Commerce receives funding from the Town of Prescott Valley, membership dues, special events, tourism product sales and grants.

Business networking has always been an important role that the Chamber of Commerce plays within the community. Through the newsletter and Chamber-sponsored functions, businesses within the community are kept abreast of information that impacts their business.

The Chamber has implemented programs that actively promote tourism in the area. With the opening of the events center and two large hotels in town, tourism promotion has taken on a much greater importance than ever before. The Chamber has an active Tourism Committee that is charged with promoting Prescott Valley as a destination.

Prescott Valley has at least four expectations for the Chamber of Commerce. First to continue to promote the area as a good place to live and play; second, to market Prescott Valley as a viable overnight destination for visitors; third, to serve as facilitator for communication and coordination between the communities and other entities; and finally, provide programs to support and strengthen existing businesses.

14.7.3 Prescott Valley Economic Development Foundation

The Prescott Valley Economic Development Foundation is a private, non-profit 501(c) (4) corporation under contract with the Town of Prescott Valley for the provision of economic development services. These services include attracting, recruiting, and retaining light manufacturing and high-tech business. The Foundation has developed relationships with the area's leading financial institutions and is a source of information on demographics, land values, and other information related to economic development.

The Foundation is comprised of individuals and/or companies that contribute in the way of information, resources, funding, or any other form of help. Membership includes representatives from banking, government, development, education, industry, the Chamber, and the general population. The Foundation receives most of its funding from the Town of Prescott Valley, with additional funding from membership dues. The operation of the Foundation is overseen by a nine-member Board of Directors.

14.8 Guiding Principles, Goals and Policies

GUIDING PRINCIPLE ED-A: PROMOTE AN ECONOMICALLY DIVERSIFIED COMMUNITY, COMMITTED TO RAISING THE STANDARD OF LIVING FOR ITS CITIZENS THROUGH BUSINESS, MEDICAL, AND EMPLOYMENT OPPORTUNITIES, IMPROVED GOODS AND SERVICES DELIVERY, AND ENHANCING THE QUALITY OF LIFE FOR THE COMMUNITY.

GOAL: ED-A1: Maintain an atmosphere conducive to the economic growth and development of Prescott Valley.

POLICIES: ED-A1.1 Continue to demonstrate strong leadership in attracting new industries and maintaining existing businesses.

ED-A1.2 Ensure there is a wide range of existing sites and buildings available to meet the expansion needs of new and existing businesses in Prescott Valley.

ED-A1.3 Coordinate economic development within the region to enhance opportunities.

GOAL: ED-A2: Promote and assist the growth and vitality of existing businesses.

POLICIES: ED-A2.1 Monitor existing businesses in Prescott Valley and identify the elements of a business retention program.

ED-A2.2 Retain and expand existing businesses that match the town's industry targets, and work to protect and expand the economic base.

- ED-A2.3 Encourage the growth and expansion of existing industry by providing high quality municipal services, facilities, and economic development assistance.
- ED-A2.4 Work with existing manufacturing firms to help them expand and increase their markets.
- GOAL: ED-A.3: Foster a strong and diverse economy that provides a full range of employment and economic choices, as well as provides a range of manufacturing, retail and service activities for residents, employers, and employees in the Town.**
- POLICIES:** ED-A3.1 Plan for additional industrial, commercial and office uses to meet the needs of the population and to complement the character of Prescott Valley.
- ED-A3.2 Encourage investment in the development, redevelopment, rehabilitation and adaptive reuse of urban land and buildings for employment and housing opportunities.
- ED-A3.3 Encourage a pattern of development that balances revenue-generating land uses in phase with other uses that require additional services.
- ED-A3.4 Encourage the growth or relocation of industries that generate local tax and employment advantages.
- ED-A3.5 Develop retail opportunities to enhance retail tax revenue, provide close-to-home shopping choices, and reduce retail tax leakage.
- ED-A3.6 Develop and maintain an economic development strategy plan for long- and short-range marketing efforts focusing on the creation and expansion of diversified employment opportunities.
- GOAL: ED-A.4: Promote a quality business environment within designated commercial, industrial or employment areas that is conducive to the formation, retention, and expansion of businesses.**
- POLICIES:** ED-A4.1 Promote business, economic growth, formation of capital and the creation and retention of jobs in designated commercial, industrial or employment areas.
- ED-A4.2 Encourage new commercial businesses to locate in established commercial areas. When suitable sites in those areas are not available, encourage those businesses to locate in other designated commercial areas.
- ED-A4.3 Promote the development of properly located and well-designed commercial centers to meet the diverse needs of Prescott Valley.
- ED-A4.4 Promote retail and other support activities that provide a broader selection of high-quality goods and services for residents, workers, tourists, and neighboring communities.
- ED-A4.5 Engage in “Economic Gardening” with Yavapai College by facilitating, fostering, and incubating new local start-ups and other entrepreneurial business efforts.

GOAL:	ED-A5:	Position Prescott Valley as a leading technology industry center in rural Arizona.
POLICY:	ED-A5.1	Utilize Prescott Valley’s excellent communication infrastructure and local learning centers to enhance existing and attract new technology firms to the area.
	ED-A5.2	Pursue grants and other funding opportunities to provide alternative fuel infrastructure such as electric vehicle charging stations.
GOAL:	ED-A6:	Promote the advantages to businesses of locating in Prescott Valley, including cost advantages, amenities, housing, community activities and civic services.
POLICIES:	ED-A6.1	Develop and maintain a marketing program to publicize the advantages of relocating to Prescott Valley.
	ED-A6.2	Monitor the economic conditions in Prescott Valley in comparison to other locations in northern Arizona, the State of Arizona and throughout the nation to determine relative advantages.
	ED-A6.3	Developers and the community will work together to ensure that a diversity of housing options is available to the workforce.
GOAL:	ED-A7:	Promote economic growth and development balanced with the natural environment and quality of life.
POLICIES:	ED-A7.1	Promote and pursue industries and businesses that are environmentally safe.
	ED-A7.2	Encourage only clean, nonpolluting, and compatible industries to locate in the Town.
	ED-A7.3	Create a more vibrant urban environment with a downtown that appeals to knowledge-worker businesses and supports economic vitality.
GOAL:	ED-A8:	Develop Prescott Valley as a tourist destination, with a range of attractions throughout the Town, the sphere of influence and beyond.
POLICIES:	ED-A8.1	Identify commercial recreation, convention and resort activities that take advantage of Prescott Valley’s character and climate.
	ED-A8.2	Enhance the Town’s image through the development of cultural facilities and signature events that will attract overnight visitors.
	ED-A8.3	Develop and promote programs, events, and amenities that attract visitors to the community and provide them with numerous opportunities to purchase goods and services.
	ED-A8.4	Take advantage of major events held at the events center to promote the town as the entertainment capital of Northern Arizona.

- GOAL: ED-A9: Support a diverse education and training and job placement system that will develop and maintain a high-quality work force in Prescott Valley.**
- POLICIES:** ED-A9.1 Create a strong partnership between workforce development and economic development that seamlessly delivers premier workforce development services to new and existing employees.
- ED-A9.2 Ensure that workforce development programs are offering comprehensive job readiness training that will enhance the skills of the local workforce by establishing a proactive, periodic dialogue early in the planning process between the Town and educational institutions, including school districts, specialized charter schools, community colleges, and Northern Arizona University, on issues related to the phasing of development, service standards and demands.
- GOAL: ED-A10: Support complete lifelong educational programs by coordinating public schools, higher educational institutions, Prescott Valley Library and private enterprise in the development and expansion of educational facilities and programs.**
- POLICIES:** ED-A10.1 Support Northern Arizona University’s plans to develop a significant branch campus in downtown Prescott Valley that eventually would become an independent state university.
- ED-A10.2 Support expansion of the services and programs provided by Yavapai College to promote job readiness skills.
- ED-A10.3 Partner with Yavapai College Regional Economic Development Center (REDC) located in Prescott Valley to be the premier development center in Northern Arizona.

A

Appendix – Citizen Surveys



WE WANT TO HEAR FROM YOU!

Staff is currently working on the General Plan for 2035, and we want citizen feedback! Scan the QR codes or visit the link to fill out the online survey.

GENERAL PLAN SURVEY

How are we doing & what do you want to see?



TOP FIVE IN PRESCOTT VALLEY

What do you think of our community as it is now?



➤ Link: www.pvaz.net/1112/General-Plan-2035



Development of the first draft of the General Plan 2035 took place during the COVID-19/Delta Variant pandemic in September to December 2021. As a result, a decision was made not to conduct as many in-person public meetings early in the process as might have been done otherwise. Instead, the Town developed a new page on the Town's website and posted two resident surveys to allow for citizen input in a novel and more comfortable way than attending a public meeting. One survey asked 20 specific questions requesting input on the key topics addressed in the draft General Plan. The other survey was a "fill in the blanks" survey asking open-ended questions which allowed for respondents to contribute their own thoughts. Copies of both surveys are included below.

Press releases were used to inform residents of the surveys and encourage them to participate, which resulted in two news stories in the local press. As of December 31, 2021 when the survey ended, the Town received a total of **956** total responses, with 502 responses to the "Twenty Questions" survey and 454 responses to the "Top 5 Things" survey. While additional in-person meetings would have been helpful in receiving public comments and input, it is unlikely the same number of people would have attended live meetings.



Town of Prescott Valley

7501 E. Skoog Blvd. Prescott Valley, AZ 86314 (928) 759-3000

News Release

Date: September 28, 2021

From: Heidi Dahms Foster, Communications Relations Coordinator
Office: 928-759-3123 Email: hfooster@pvaz.net

Town seeks residents' input on two General Plan 2035 online surveys

The Town of Prescott Valley has begun the process of updating its General Plan. Voters approved the previous plan, General Plan 2025, in March 2013, and by State law, the Town must update the document every 10 years.

The Town is seeking residents' input on the Plan through various public avenues. Two online surveys are now available on the Town's website at www.pvaz.net/1112/general-plan-2035. Residents are invited now to fill out the surveys and share their thoughts about Prescott Valley's future.

The General Plan serves as a guide for the Town's physical, economic and social development. It is a compilation of goals, policies and implementation strategies reflecting the vision of the Town's citizens. The Plan is used by staff, the Planning & Zoning Commission, other Town boards and commissions, and the Town Council to make land use, public infrastructure, and other development-related decisions involving economic vitality, environmental quality, and other aspects of life in the community.

Plan elements generally include Land Use, Open Space, Growth, Environmental Planning and Water Resources, Cost of Development, Housing, and Economic Development. General Plan 2035 will also include Education and Public Safety elements.

The Town proposes to review and update the plan over the next 10 months, including changes to text, maps, charts, and diagrams. Updated Census data will be included as it becomes available. An extensive Public Participation Plan will include a series of work-study meetings with the Planning and Zoning Commission.

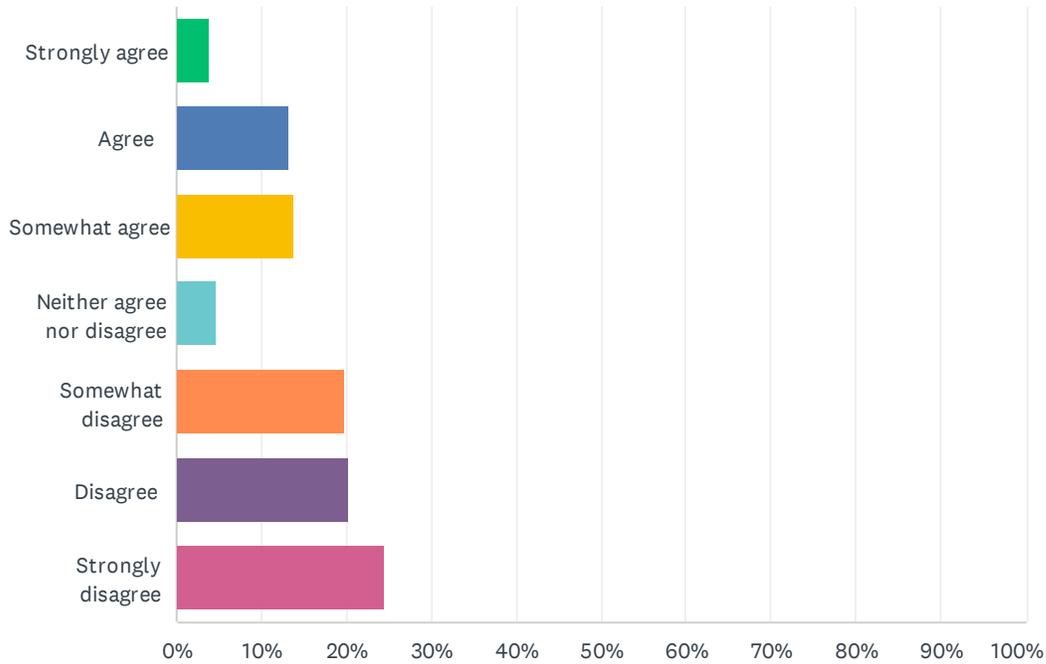
It is anticipated that the new Prescott Valley General Plan 2035 could be scheduled for Town Council consideration and adoption in June 2022, then placed on the General Election Ballot for citizen consideration in November 2022.

For more information about the General Plan 2035 process, please call Consultant Wayne Balmer at 928-759-5518.

The "Twenty Questions" Survey (See following page)

Q1 The pattern of development intensity and design features in Prescott Valley has maintained its "town and country" image.

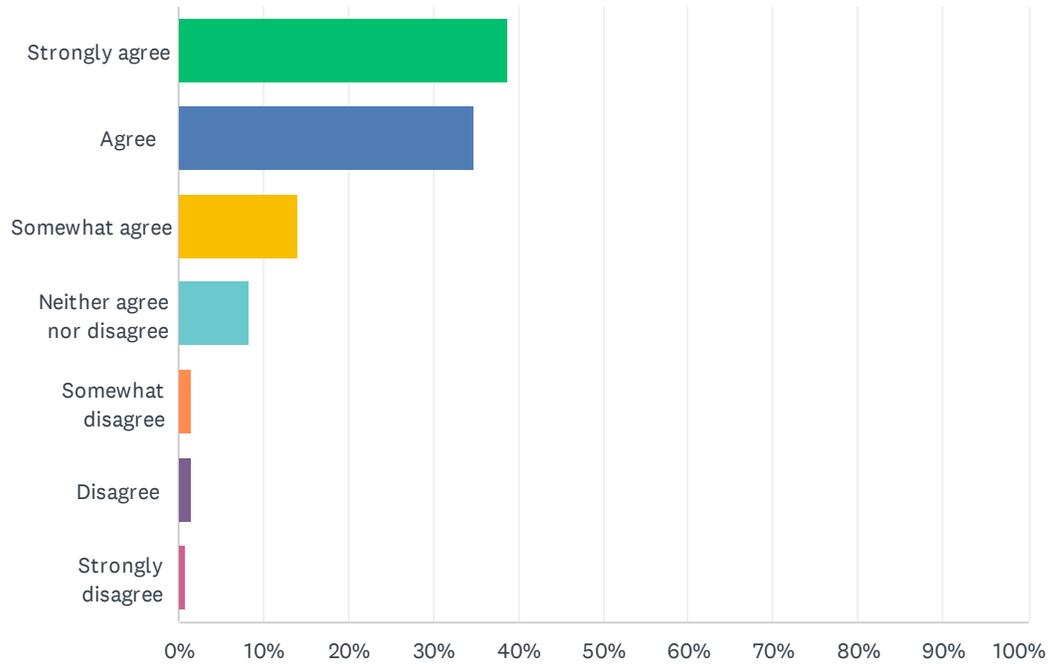
Answered: 500 Skipped: 2



ANSWER CHOICES	RESPONSES	
Strongly agree	3.80%	19
Agree	13.20%	66
Somewhat agree	13.80%	69
Neither agree nor disagree	4.60%	23
Somewhat disagree	19.80%	99
Disagree	20.20%	101
Strongly disagree	24.60%	123
TOTAL		500

Q2 More can be done to revitalize older commercial and residential uses and properties.

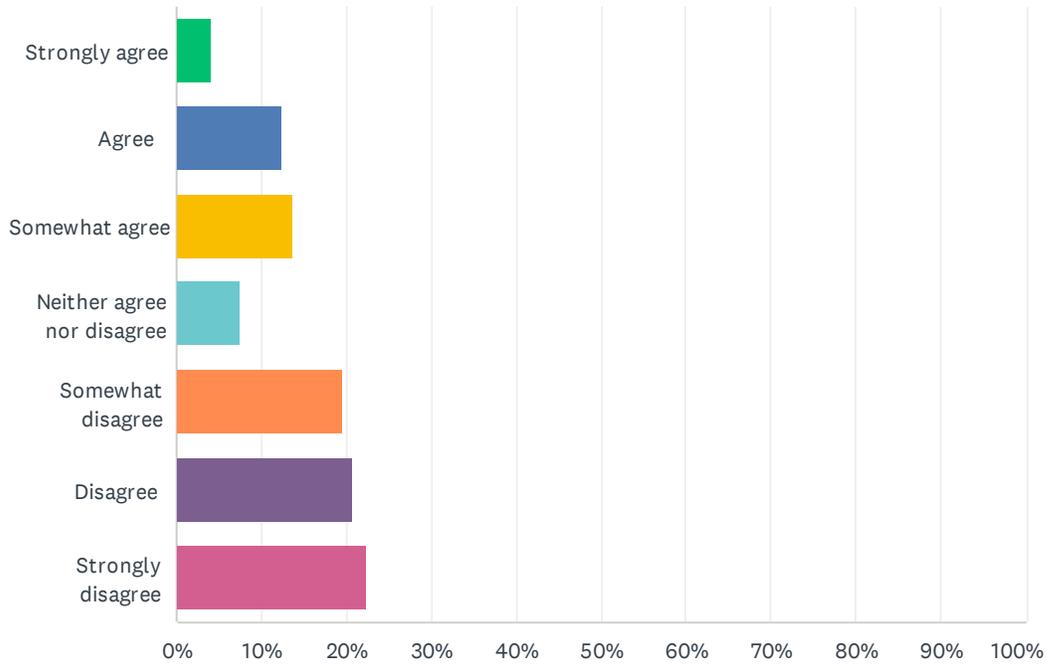
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ANSWER CHOICES	RESPONSES	
Strongly agree	38.72%	194
Agree	34.73%	174
Somewhat agree	14.17%	71
Neither agree nor disagree	8.38%	42
Somewhat disagree	1.60%	8
Disagree	1.60%	8
Strongly disagree	0.80%	4
TOTAL		501

Q3 New development is compatible with surrounding land uses, circulation networks, and public facilities.

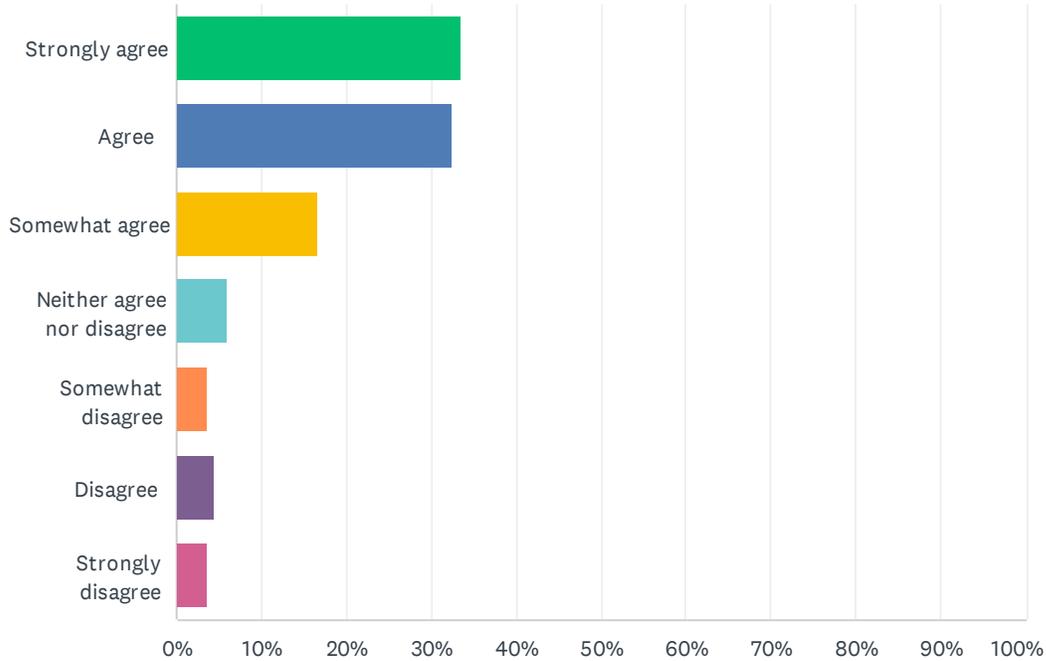
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ANSWER CHOICES	RESPONSES	
Strongly agree	3.98%	20
Agree	12.35%	62
Somewhat agree	13.55%	68
Neither agree nor disagree	7.37%	37
Somewhat disagree	19.72%	99
Disagree	20.72%	104
Strongly disagree	22.31%	112
TOTAL		502

Q4 Prescott Valley must encourage a variety of light industrial, performance manufacturing or technology uses to ensure more employment opportunities.

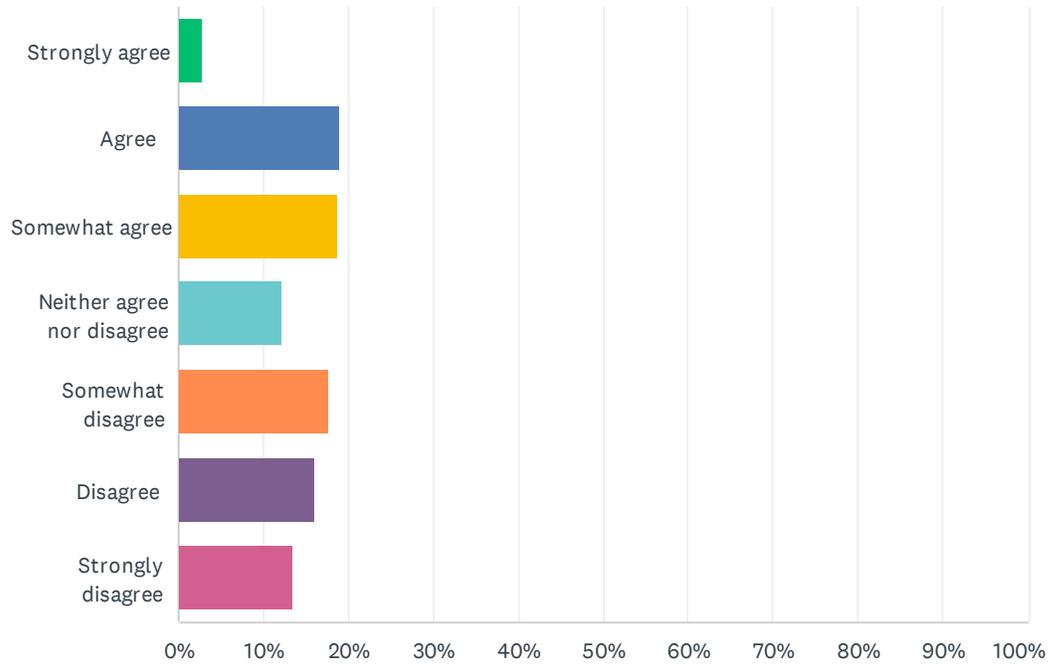
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ANSWER CHOICES	RESPONSES	
Strongly agree	33.53%	168
Agree	32.34%	162
Somewhat agree	16.57%	83
Neither agree nor disagree	5.99%	30
Somewhat disagree	3.59%	18
Disagree	4.39%	22
Strongly disagree	3.59%	18
TOTAL		501

Q5 Prescott Valley has a balanced residential housing mix that includes a wide range by location, type, and price.

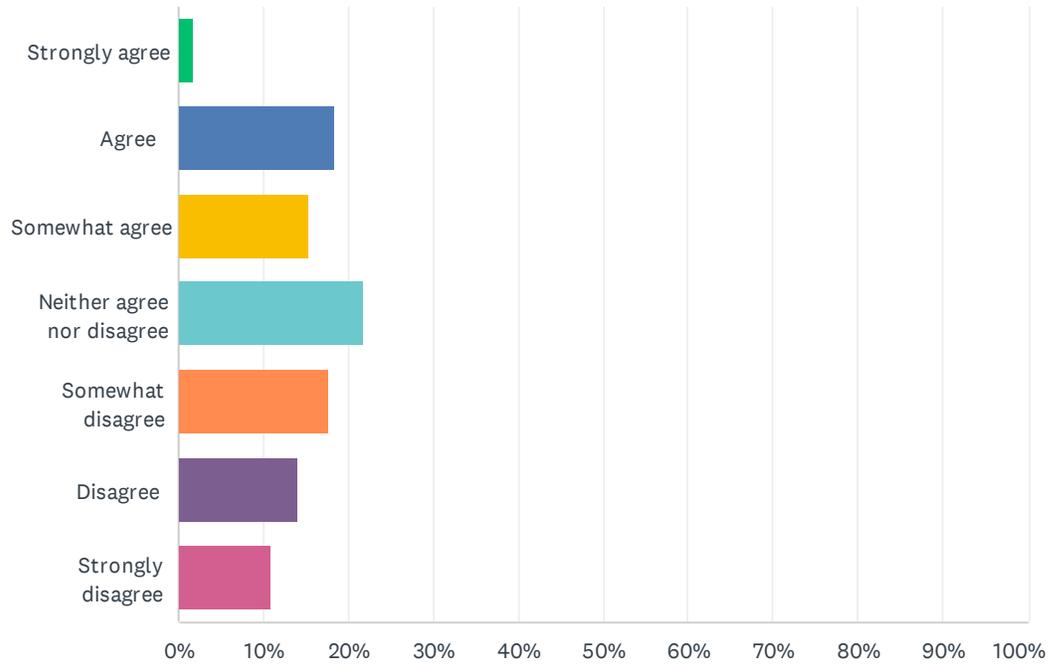
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ANSWER CHOICES	RESPONSES	
Strongly agree	2.81%	14
Agree	19.04%	95
Somewhat agree	18.84%	94
Neither agree nor disagree	12.22%	61
Somewhat disagree	17.64%	88
Disagree	16.03%	80
Strongly disagree	13.43%	67
TOTAL		499

Q6 The program for ensuring public and private property maintenance throughout town is adequate.

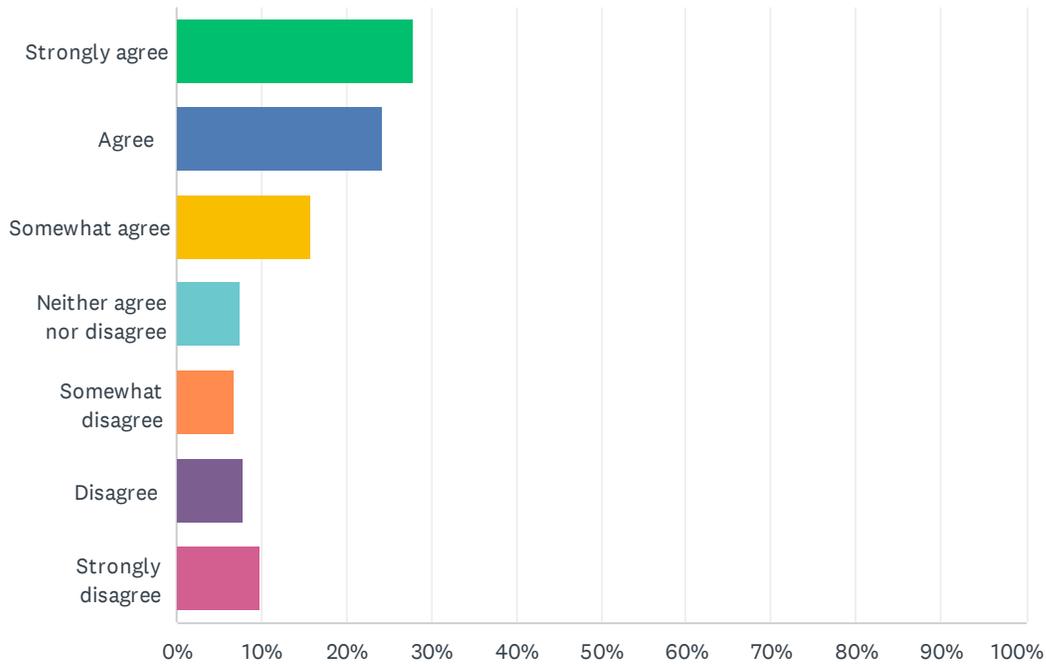
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ANSWER CHOICES	RESPONSES	
Strongly agree	1.80%	9
Agree	18.36%	92
Somewhat agree	15.37%	77
Neither agree nor disagree	21.76%	109
Somewhat disagree	17.76%	89
Disagree	14.17%	71
Strongly disagree	10.78%	54
TOTAL		501

Q7 Prescott Valley must encourage local public transit or other alternative transportation systems to increase mobility and access, reduce traffic congestion, and maintain air quality.

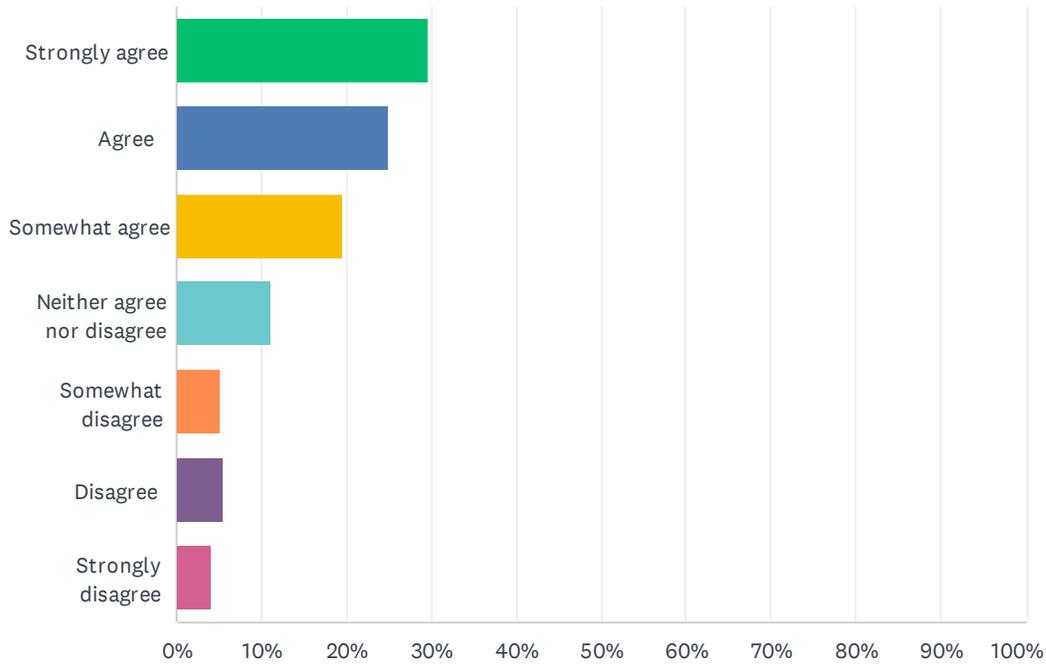
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ANSWER CHOICES	RESPONSES	
Strongly agree	27.94%	140
Agree	24.35%	122
Somewhat agree	15.77%	79
Neither agree nor disagree	7.39%	37
Somewhat disagree	6.79%	34
Disagree	7.98%	40
Strongly disagree	9.78%	49
TOTAL		501

Q8 Additional public resources must be diverted to bike paths and pedestrian facilities.

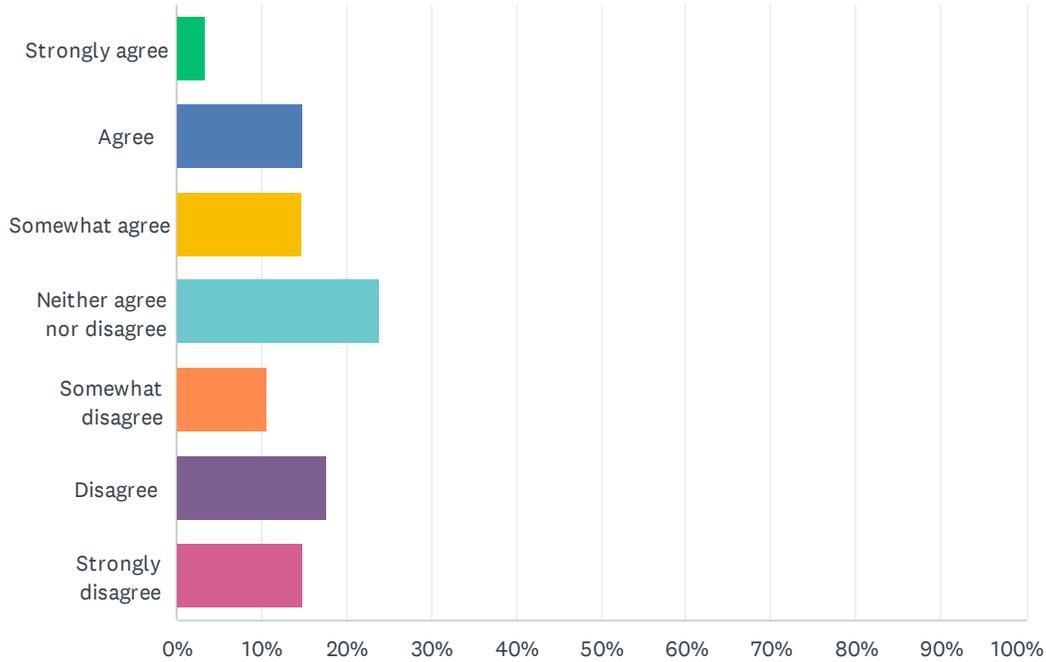
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ANSWER CHOICES	RESPONSES	
Strongly agree	29.54%	148
Agree	24.95%	125
Somewhat agree	19.56%	98
Neither agree nor disagree	11.18%	56
Somewhat disagree	5.19%	26
Disagree	5.59%	28
Strongly disagree	3.99%	20
TOTAL		501

Q9 The street improvement plan supports existing development and projected growth.

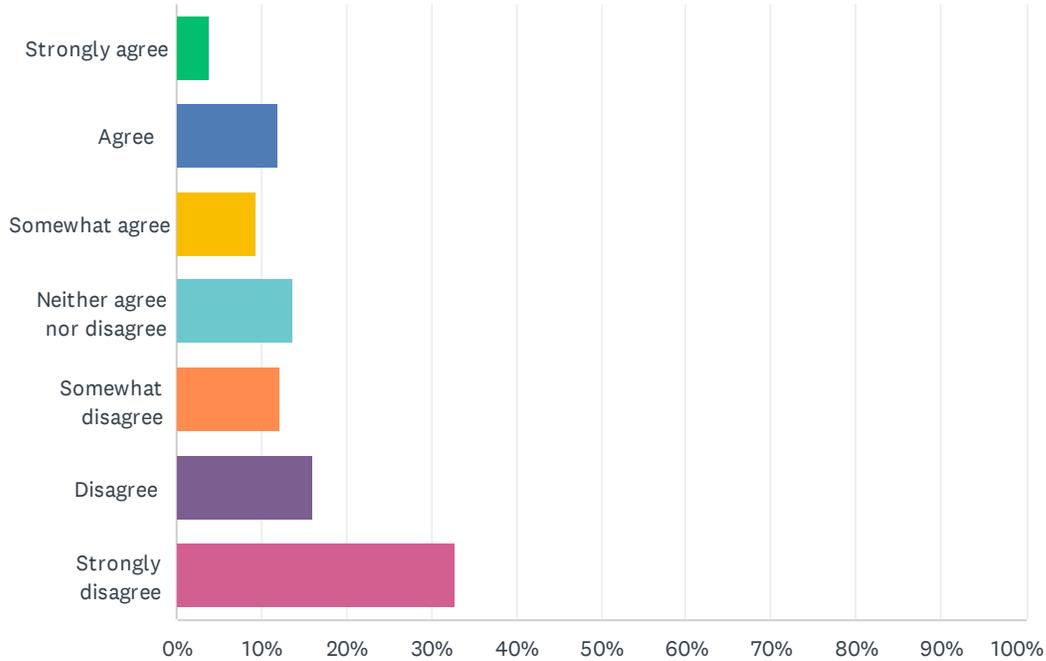
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ANSWER CHOICES	RESPONSES	
Strongly agree	3.41%	17
Agree	15.03%	75
Somewhat agree	14.63%	73
Neither agree nor disagree	23.85%	119
Somewhat disagree	10.62%	53
Disagree	17.64%	88
Strongly disagree	14.83%	74
TOTAL		499

Q10 Prescott Valley is on the right track to satisfy current and future water demands through development of sustainable and renewable water resources.

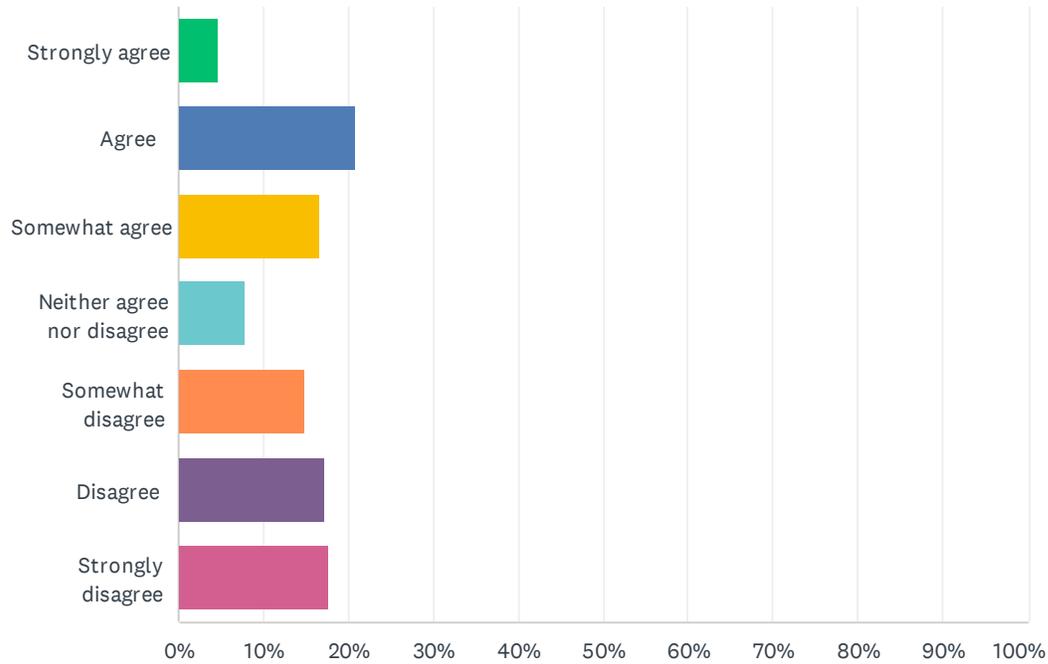
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ANSWER CHOICES	RESPONSES	
Strongly agree	3.81%	19
Agree	12.02%	60
Somewhat agree	9.42%	47
Neither agree nor disagree	13.63%	68
Somewhat disagree	12.22%	61
Disagree	16.03%	80
Strongly disagree	32.87%	164
TOTAL		499

Q11 Prescott Valley has adequate open areas for passive recreation, wildlife habitat, and maintenance of natural terrain.

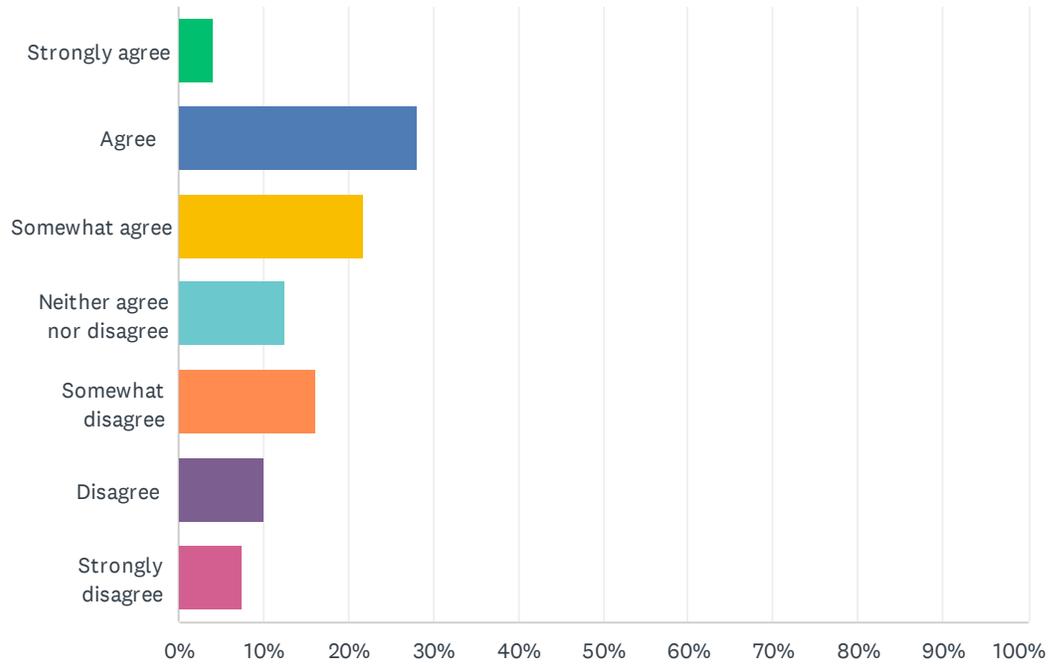
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ANSWER CHOICES	RESPONSES	
Strongly agree	4.79%	24
Agree	20.96%	105
Somewhat agree	16.57%	83
Neither agree nor disagree	7.78%	39
Somewhat disagree	14.97%	75
Disagree	17.17%	86
Strongly disagree	17.76%	89
TOTAL		501

Q12 Recreational services and park facilities are adequate to serve current residents and visitors.

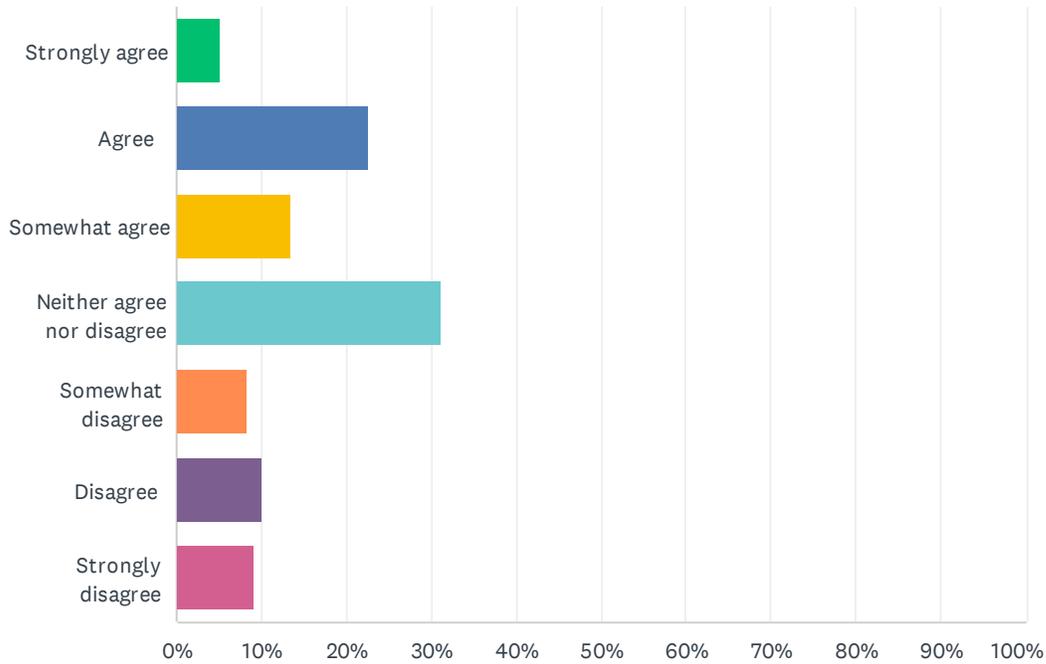
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ANSWER CHOICES	RESPONSES	
Strongly agree	3.99%	20
Agree	28.14%	141
Somewhat agree	21.76%	109
Neither agree nor disagree	12.57%	63
Somewhat disagree	16.17%	81
Disagree	9.98%	50
Strongly disagree	7.39%	37
TOTAL		501

Q13 Current development impact and utility fees and charges are adequate for new growth to pay for necessary public improvements.

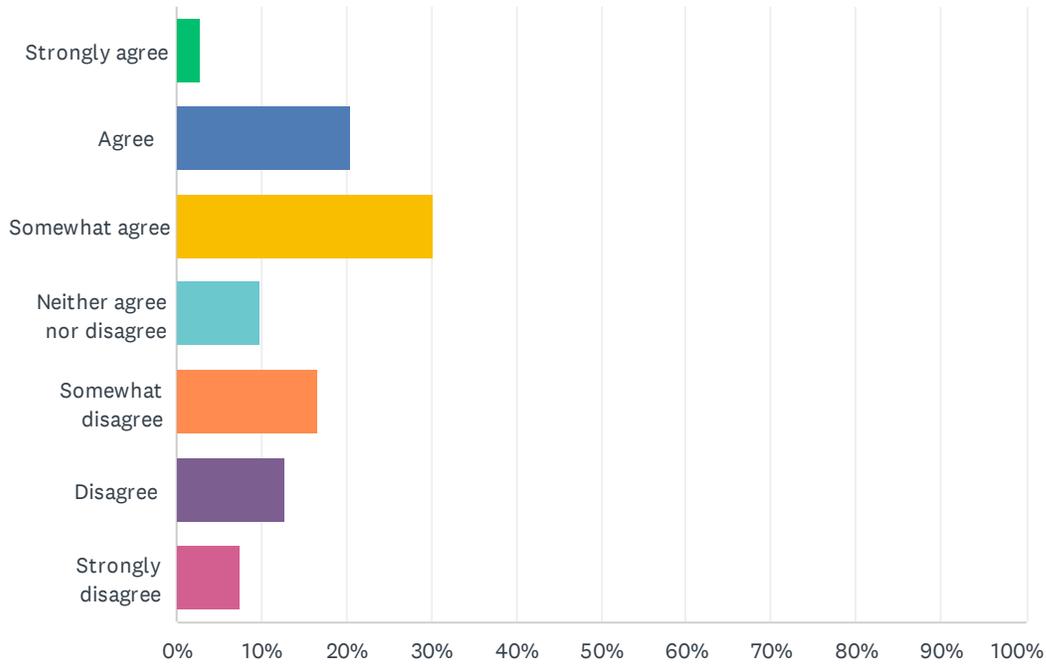
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ANSWER CHOICES	RESPONSES	
Strongly agree	5.20%	26
Agree	22.60%	113
Somewhat agree	13.40%	67
Neither agree nor disagree	31.20%	156
Somewhat disagree	8.40%	42
Disagree	10.00%	50
Strongly disagree	9.20%	46
TOTAL		500

Q14 Prescott Valley has a strong business sector that provides needed and desired services.

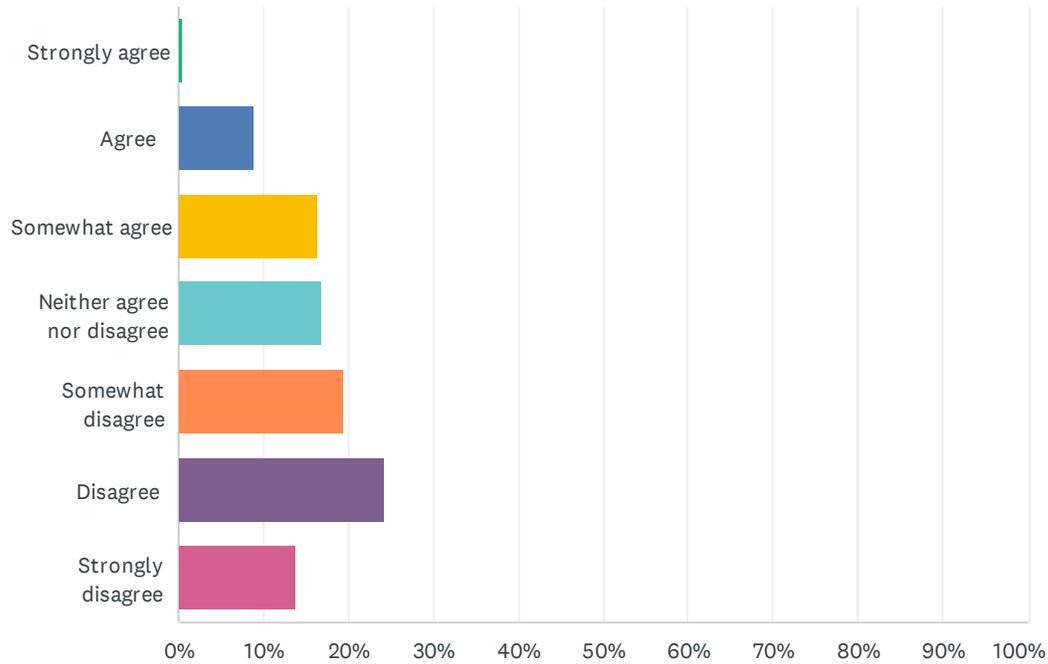
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ANSWER CHOICES	RESPONSES	
Strongly agree	2.80%	14
Agree	20.40%	102
Somewhat agree	30.20%	151
Neither agree nor disagree	9.80%	49
Somewhat disagree	16.60%	83
Disagree	12.80%	64
Strongly disagree	7.40%	37
TOTAL		500

Q15 Prescott Valley is developing as a tourist destination with a range of attractions throughout the town.

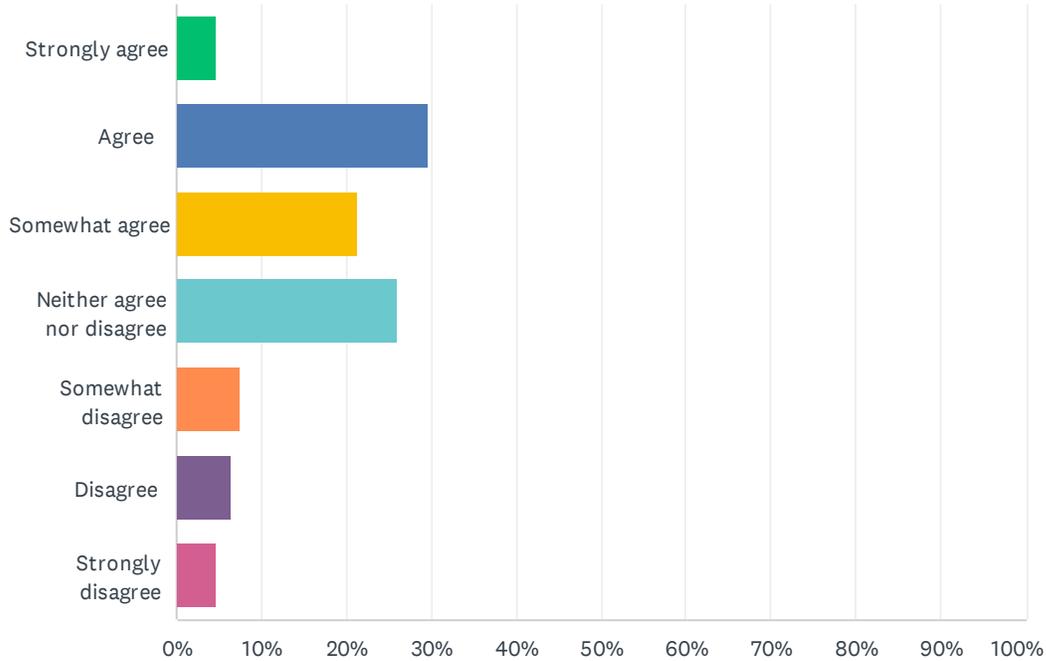
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ANSWER CHOICES	RESPONSES	
Strongly agree	0.40%	2
Agree	8.98%	45
Somewhat agree	16.37%	82
Neither agree nor disagree	16.77%	84
Somewhat disagree	19.36%	97
Disagree	24.35%	122
Strongly disagree	13.77%	69
TOTAL		501

Q16 Prescott Valley supports educational programs by helping coordinate offerings of public and private schools, higher education, the town library, and related private enterprises.

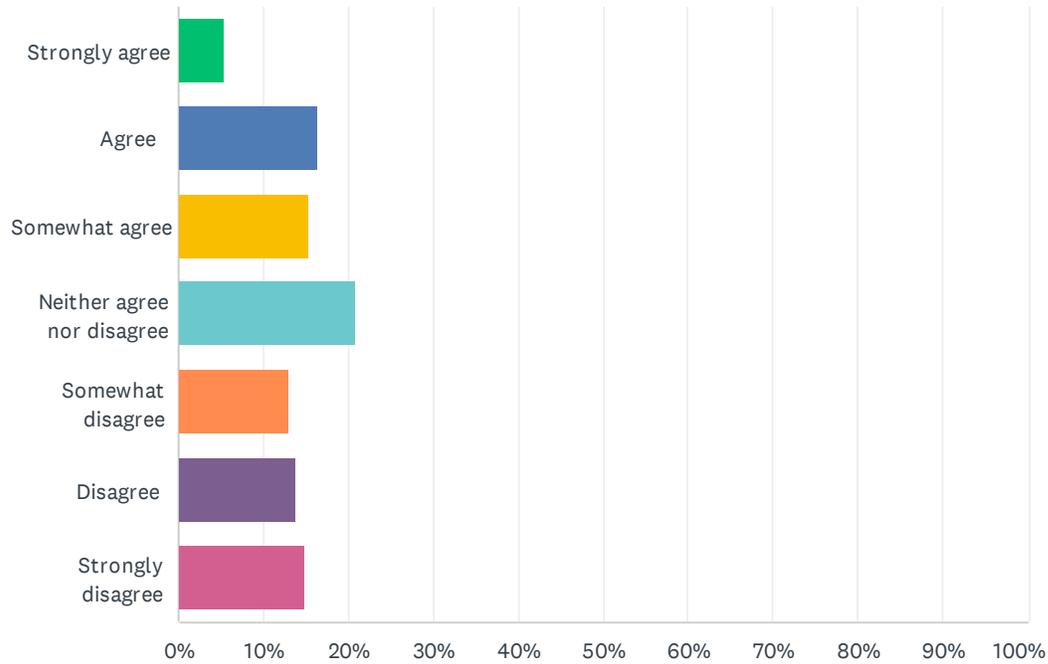
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ANSWER CHOICES	RESPONSES	
Strongly agree	4.59%	23
Agree	29.74%	149
Somewhat agree	21.36%	107
Neither agree nor disagree	25.95%	130
Somewhat disagree	7.39%	37
Disagree	6.39%	32
Strongly disagree	4.59%	23
TOTAL		501

Q17 The quality of life in Prescott Valley has improved over the past ten years.

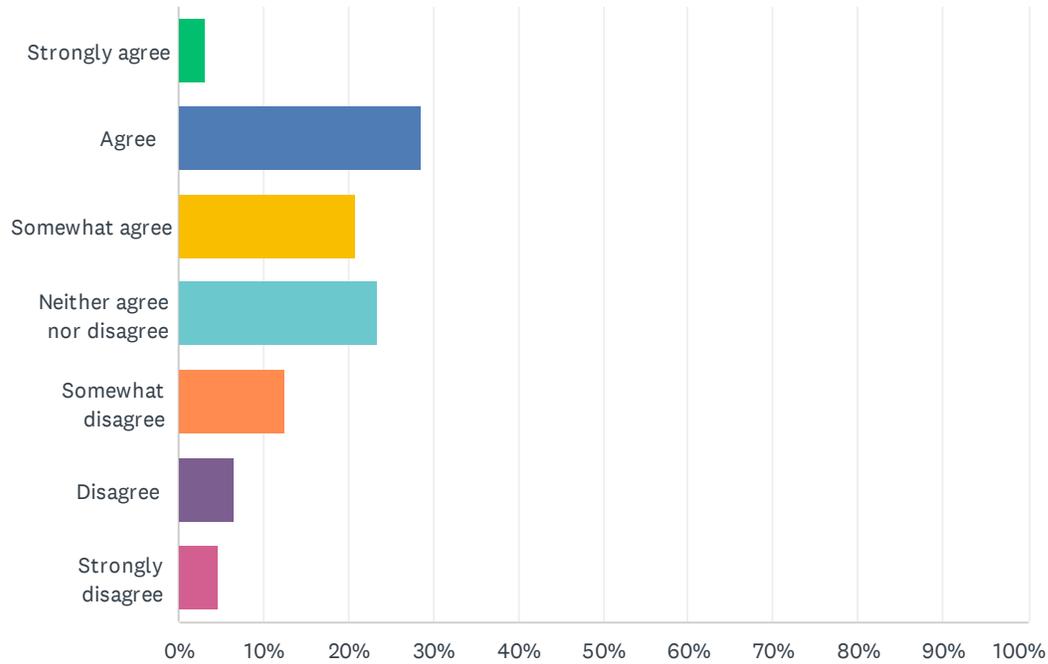
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ANSWER CHOICES	RESPONSES	
Strongly agree	5.40%	27
Agree	16.40%	82
Somewhat agree	15.40%	77
Neither agree nor disagree	21.00%	105
Somewhat disagree	13.00%	65
Disagree	13.80%	69
Strongly disagree	15.00%	75
TOTAL		500

Q18 Government services in Prescott Valley are adequate for the economic resources available.

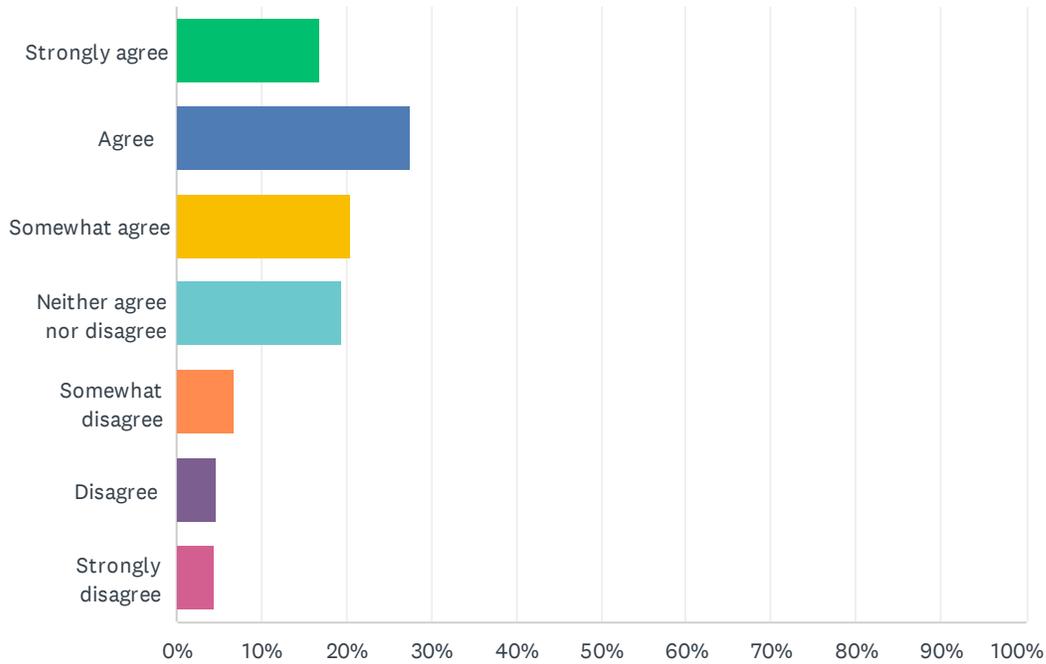
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ANSWER CHOICES	RESPONSES	
Strongly agree	3.20%	16
Agree	28.60%	143
Somewhat agree	21.00%	105
Neither agree nor disagree	23.40%	117
Somewhat disagree	12.60%	63
Disagree	6.60%	33
Strongly disagree	4.60%	23
TOTAL		500

Q19 More resources must be applied towards public safety in Prescott Valley.

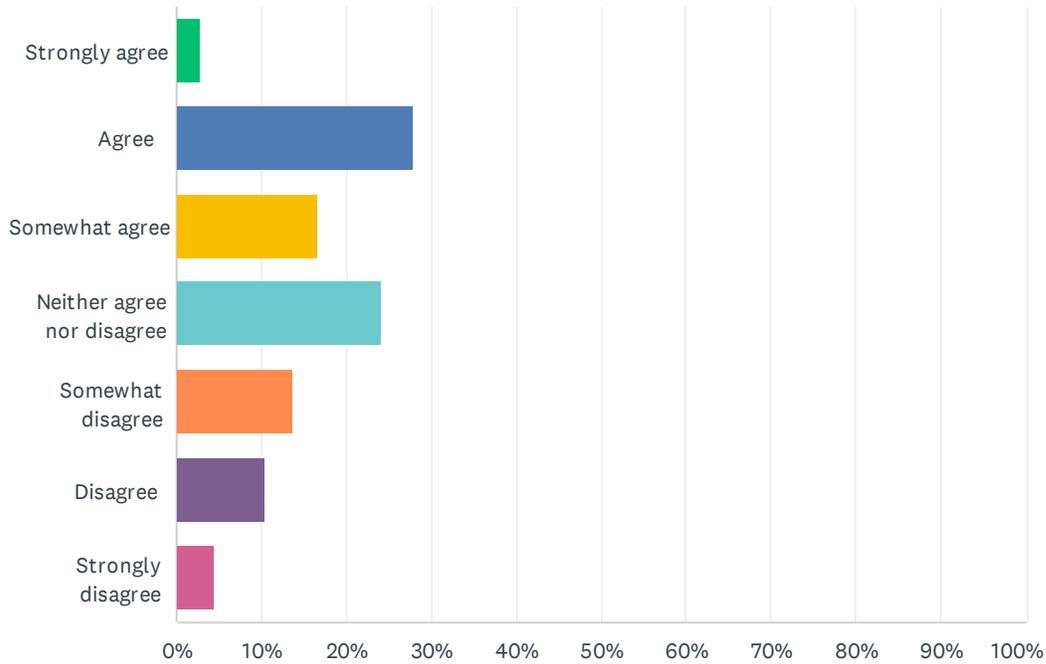
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ANSWER CHOICES	RESPONSES	
Strongly agree	16.77%	84
Agree	27.54%	138
Somewhat agree	20.56%	103
Neither agree nor disagree	19.36%	97
Somewhat disagree	6.79%	34
Disagree	4.59%	23
Strongly disagree	4.39%	22
TOTAL		501

Q20 Citizen communication and outreach programs in Prescott Valley are adequate for the size and nature of the community.

Answered: 502 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	2.79%	14
Agree	27.89%	140
Somewhat agree	16.53%	83
Neither agree nor disagree	24.10%	121
Somewhat disagree	13.75%	69
Disagree	10.36%	52
Strongly disagree	4.58%	23
TOTAL		502

The “Top Five Things” Survey

“Top Five Things” Survey Results Summary

100 Survey Sample – 454 Responses

Q1. Please list up to five (5) things you like best about Prescott Valley

Open space/parks	Library	Friendly	Business Friendly
Four seasons	Growing	Outdoors	Police Family friendly
Small town feel	Amenities	Healthcare	Granville Central location
Clean air	Fain Park	Civic Center	Schools Younger Mayor
Surrounding beauty	Quiet	Low taxes	Public arts Event Center
Sculpture garden	Open space	Antelope	Conservative
Affordable housing	Mountain Valley Park		Theater/entertainment District
Surrounded by State land	Stoneridge	Weather	
Reasonable cost of living	New sidewalks	Safety	Restaurants

NOTE: Multiple similar responses combined into one statement (i.e., friendly)

Q2. Please list up to five (5) things about Prescott Valley you would like to see improved in the next ten years

More sidewalks	Wildlife corridors	Extend Stoneridge to 69A
Public transportation	Widen 69/Robert/Loos	Improved streets/roads
Better quality growth	Slower growth	More trails and bike paths
Stop high density	More N/S and E/W streets	Better road maintenance
More streetlights	Higher paying jobs	More diversity
More programs for kids	Balanced growth	No more HOA's
More sidewalks	Fewer culverts	Less growth
Water sustainability	Park improvements	Widen
Glassford Hill/Florentine	More bike lanes	More “we” less “me”
Support people, not builders		Hiking trails
Thoughtful design	Reduced traffic congestion	No more “tract shacks”
Code Enforcement	More attractive	Town identity
Green economy	New Post Office	Appearance of SR 69
Grocery on north side	Housing rehabilitation	Water conservation
Older neighborhoods upgraded	Infrastructure	More fairs/festivals
Access to 89A	Street lighting	

NOTE: Multiple similar responses combined into one statement (i.e., growth)

Q3. Right now, Prescott Valley is a _____, _____ and _____ community

Happy

Friendly	Vibrant	Business Friendly	Retiree	Small Town
Peaceful	Caring	Right-sized	Desirable	Growing
Safe	Fun	Conservative	Rural	Hungry
Bedroom	Thriving	Dog friendly	Improving	Lively
Desirable	Livable	Cohesive	Older	Exciting
Up & coming		Comfortable	Pleasant	Improving
Cohesive	Bedroom	Patriotic	Clean	Family-friendly
Inviting	Western	Viable		

Not so Much

Sprawling	Haphazard	Mismatched	Money focused	Mediocre
Cookie cutter homes		Sprawling	Poorly planned	Struggling
Confused	Trumpian	Growing too fast	Poor	Deteriorating
Overgrown	Transient	Out of control growth	Prescott envy	Cultural desert
Bipolar	Overwhelmed	Unresponsive	Fragmented	

NOTE: Multiple similar responses combined into one statement (i.e., friendly)

Q4. Ten years from now Prescott Valley should become a _____, _____ and _____ community

Friendly	Family-oriented	Outdoor	Hopeful	Destination
Diverse	Opportunity	Law-abiding	Right-sized	Unified
Maintained	Strong	Vibrant	Progressive	Sustainable
Inclusive	Safe	Conservative	Active	Connected
Open	Classier	Open-govt.	Stratified	Welcoming
Democratic	Diverse	Inclusive	Younger	Better planned
Green	Clean	Livable	Positive	Forward thinking
Responsive	Beautifully planned		One-of-a-kind	Amazing
Prescott suburb	Top medical	Delightful	Economically growing	
Well-financed	California free	Sustainable	Walkable	Unique
Forward thinking				

NOTE: Multiple similar responses combined into one statement (i.e., growing)

December 31, 2021