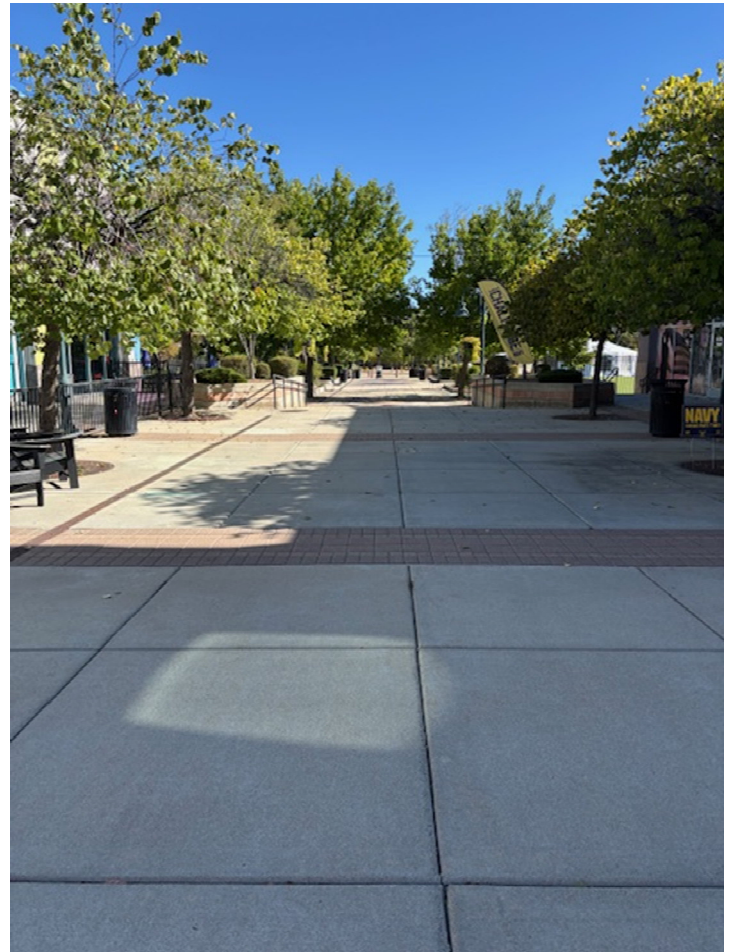




Prescott Valley

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The mission of the Urban Land Institute is to shape the future of the built environment for transformative impact in communities worldwide.

About the Urban Land Institute

The Urban Land Institute is a 501(c)(3) non-profit research and education organization supported by its members. Founded in 1936, the Institute has members in 95 countries worldwide, representing the entire spectrum of land use and real estate development disciplines working in private enterprise and public service. The mission of the Urban Land Institute is to shape the future of the built environment for transformative impact in communities worldwide.

ULI Arizona District Council

The ULI Arizona District Council was formed in the early 1980s as a direct response to the need for educational forums and events at a local level. ULI Arizona brings public and private sector leaders together to share and exchange ideas, information, and experiences to shape the way communities grow.

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ABOUT ULI AzTAPS

The ULI Arizona Technical Assistance Panel (AzTAP) Program is a service offered by ULI Arizona to assist Arizona municipalities, counties, regions, and nonprofits in the preliminary study of complex land use planning, development, and redevelopment issues. Drawing from a seasoned professional membership base, AzTAPs provide objective and responsible guidance on a variety of land use and real estate strategic decisions ranging from site-specific projects to public policy questions.

AzTAP was initiated by the ULI Arizona District Council in 2003 as an extension of the time-tested national ULI Advisory Services Program that was established in 1947 with proven success for its comprehensive, pragmatic approach to solving land use challenges.

Technical assistance interdisciplinary panel teams are carefully chosen for their specific knowledge and the holistic lens that they provide to help resolve local issues.

Communities gain valuable insight and direction from highly qualified industry professionals who volunteer their time. Professionals who bring their expertise to bear also receive an intimate understanding of the unique development opportunities and challenges facing communities. The interaction among panel experts, local communities, and residents strengthens the community fabric and builds opportunities for strong public and private sector collaboration to promote thriving Arizona communities. The focus and scope of issues defined by the local sponsoring community make each AzTAP unique, so the approach is intentionally flexible to tailor it to the specific needs presented. Past ULI AzTAP reports are available to view and download at www.arizona.uli.org.

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** Special Thanks to ULI AzTAP Committee Member Rina Rien for being the Lead for this AzTAP.*

ACKNOWLEDGEMENTS

A dedicated team from the Town of Prescott Valley was instrumental in making this AzTAP a reality. ULI Arizona gratefully acknowledges the Prescott Valley team for their enthusiasm, support, and commitment throughout this process.

In addition, ULI AzTAP Committee members conducted interviews with stakeholders to help the panelists learn about the experiences, needs, and opportunities in Prescott Valley. We extend our gratitude as we recognize them for providing input.

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Study Focus Area

Poised for growth over the next decade, the Town of Prescott Valley is looking for ideas on how to maximize resources, capitalize on existing assets, and embrace best practices to foster economic growth, while preserving the hometown feel that has become synonymous with Prescott Valley. The Town has partnered with ULI Arizona's Technical Assistance Program (AzTAP) to bring a group of Arizona professionals together to provide recommendations for business attraction and workforce housing initiatives based on their collective knowledge and experience.

One specific area the Panel has been asked to discuss is the town core. This area is home to a variety of uses including a concentration of healthcare sector business, private practices, and medical facilities along with an active entertainment area and hospitality-related businesses.

Prescott Valley would like to identify and pursue economic opportunities that will leverage existing healthcare and medical assets within the town core to attract new businesses and high-quality jobs.

In addition, Prescott Valley wants to maximize the use of both current and planned amenities by implementing best practices to draw entertainment and hospitality businesses to the Opportunity Zone and the broader town core, spurring economic growth and heightening a sense of place.

Held in October 2025, this report chronicles the process undertaken by a panel of professionals with expertise in the fields of urban planning, real estate, finance, transportation, and architecture, and summarizes actions to date, and recommendations for next steps.

“Our ultimate goal is to inspire key stakeholders, including the town, property owners, and community members, to move forward with a shared vision that will inform the future.”

The Town of Prescott Valley

Prescott Valley is a vibrant community located in central Arizona, nestled between the scenic Bradshaw and Mingus Mountains. Established in 1966 and incorporated in 1978, the town has rapidly developed into one of the region's most dynamic municipalities.

The community is bifurcated by State Route 69 - a busy corridor linking I-17 to the historic City of Prescott and beyond. The highway is lined with transportation-related businesses, fast food establishments, and strip centers offering a wide variety of goods and services. An internal access road with a landscape buffer runs parallel to provide safe access to these businesses.

Once known for its affordability, the Town boasts a family-friendly atmosphere and offers convenient access to both outdoor recreation and urban amenities. For decades, Prescott Valley has held a reputation for offering a high quality of life with a welcoming climate and a mix of local businesses and national chain stores. A close-knit sense of community has helped Prescott Valley to become an attractive destination for retirees and others seeking the charm of small-town living with the benefit of easy access to the Phoenix Valley and the vast landscapes and tourist attractions of Northern Arizona.

A large portion of Prescott Valley's incorporated area was initially owned by the Fains, a 4th generation Arizona family with a farming and ranching history dating back to the early 1900s. Beginning in the 1960s, the family began developing land to create a community and focused on creating residential, commercial and industrial zones on their property. Ranch land began to evolve, forming the Town of Prescott Valley. The Fain family remains in control of a sizable portion of the undeveloped land within the incorporated boundaries and unincorporated adjacent areas.

Fain family involvement has been pivotal in shaping the community's growth. The family works closely with town staff and community partners to guide future development. Their transition from ranching to real estate development played a vital role in transforming Prescott Valley from ranch land into neighborhoods and business areas, helping to establish the town's identity and economic foundation.

Water resource management is another factor that plays a key role in the Town's approach to fostering development and economic growth. As the community began to evolve from ranch land into residential and commercial zones, the Town pursued ways to secure and allocate water resources to support its increasing population and economic activities.

In a bid to secure funding for municipal projects, Prescott Valley initiated the sale of municipal water resources in 2007. The transactions were structured to ensure that long-term sustainability was not compromised, balancing the needs of existing residents with the demands of future growth. Proceeds from the sale funded vital infrastructure improvements, which were intended to encourage investment and facilitate larger-scale development projects.

Prescott Valley Today

Today the Town faces many of the issues being experienced by other Arizona communities including self-identity, economic stagnation, water scarcity, housing affordability issues, and an aging population.

Small businesses are the “bread and butter” of the local economy with mid- to small-sized businesses beginning to move ahead in terms of impact.

Prescott Valley experienced several periods of rapid expansion focused on automobile access. This pattern of growth led to fragmented development, making it challenging to create cohesive neighborhoods and a unified sense of place.

A growing gap between wages and the cost of housing has priced many Prescott Valley residents out of the housing market. Increasing rental costs are making it harder for the local workforce to find housing within the community.

State Route 69 bisects the town and offers visitors a first impression of the community. The roadway is under the control of the Arizona Department of Transportation, limiting Prescott Valley’s ability to influence access points, desired maintenance, and the overall character of the roadway and state-owned right-of-way.



“We are entering a pivotal moment—one that presents a unique opportunity to set a bold and strategic course for the future of Prescott Valley. By building on the town’s strengths and embracing innovative approaches to redevelopment, we can lay the groundwork for a thriving, dynamic community for years to come.”

Internally, the town has shared-use paths, trails, and pedestrian designated areas, but there are substantial challenges in pedestrian, bicycle, and transit connectivity. Existing systems are scarce and provide inconsistent amenities, making it difficult for residents and visitors to travel efficiently within the town or connect to other communities. The Town Council has approved plans for a connective system to loop the community sometime in the future, but initial stages do not include spurs providing access throughout the area.

Vacant properties scattered throughout the community provide opportunities for adaptive reuse while other vacant or underdeveloped parcels are at risk of being occupied by generic big-box stores or auto-oriented developments. Without robust design guidance, these sites may not contribute positively to the community’s unique rural character or long-term growth.

Leveraging water resources in the early 2000s placed an impact on current development, requiring investors to repurchase water resource allocations to move forward on new projects. This has resulted in additional time and financial burdens being placed on developers, impeding their ability to quickly and economically move projects from concept to completion.

The town core has extensive infrastructure and hosts a wide variety of land uses, developed and undeveloped parcels. Three specific industry clusters -- medical/healthcare providers; entertainment/hospitality facilities, and municipal services -- dominate the area with retail, education, and support services scattered throughout.

The Town Core

Prescott Valley boasts beautifully maintained infrastructure; a wide variety of amenities, and existing public and private facilities that form the foundations for stimulating future economic growth.

The town core is comprised of a diverse range of uses, including medical services, hospitality /entertainment venues, government offices, and schools located within a triangular walkable area. The core is divided into three distinct zones which stand apart both visibly and functionally:

Zone 1 – Town Center: Running parallel to SR 69, Town Center functions as the entertainment district, featuring restaurants, small businesses, and an increasing number of higher-density multi-family housing units within an Opportunity Zone.



Construction of Legado, a mixed-use project, is well under way bringing luxury apartments, offices, and retail space into the Town Center. The addition of 24/7 residents should infuse new energy into the area and help encourage walking to venue and entertainment.

Zone 2 – Municipal Complex: Anchoring the northern point of the triangle is the Municipal Complex, a visually prominent group of buildings on a pedestrian friendly campus with sidewalks, benches, and community art scattered throughout. The Municipal Complex has the largest employment base within the town core and attracts a steady flow of visitors seeking government services, accessing the library and attending meetings and special events.

Zone 3 – Medical: The third point of the triangle is anchored by Dignity Health's Yavapai Regional Medical Center, with nearby medical offices distributed in a low-density, ad hoc fashion. Negotiations are under way to develop additional medical facilities with Dignity Health, to foster significant growth in the sector simultaneously requiring additional office space and facilities.

Areas between the three zones are peppered with sports fields, educational facilities, scattered developments, and vacant land. A lack of cohesion, signage, and branding diminishes both the visibility and accessibility of this medical services zone. The medical zone also lacks visual cues or a defined relationship tying it to the other two zones.

A critical question remains: What is Prescott Valley's unique value proposition? The community must determine how to advance in a focused and controlled manner, rather than dispersing resources across too many initiatives and failing to achieve significant, visible progress.

Core Assets

Within the town core there are existing assets that can be leveraged, expanded, and reimagined to create a viable downtown, serving as both a lifestyle draw for a changing demographic and the economic hub for the town. The assets include:

Opportunity Zone – The existence of an Opportunity Zone provides advantages to funding projects.

Entertainment Center – An area located in the heart of Town Center provides a variety of concerts and community events and draws residents and visitors from throughout the region into the core.

Municipal Complex – Both the seat of local government and a center of activity, the Municipal Complex offers a library and community spaces bringing residents to the area on a regular basis.

Walkable Plazas – There are several walkable plazas within Town Center. Areas surrounding the event center and theater and the multi-use development currently under construction can serve as gathering places, host events, and begin to draw additional foot traffic into the area without the need to build out infrastructure.

Hospital – Dignity Health's Yavapai Regional Medical Center offers 24-hour care, a wide range of healthcare services and serves as a hub for dozens of community programs.

Developable Parcels – There are parcels available for development spread throughout the town core. This provides flexibility for expanding existing land uses and for projects that will increase density and bring more residents and visitors into the area.

Adaptive Reuse – Unused and underused structures support initiatives needing a quick start and/or stimulate additional development by offering an example of preferred uses and design standards.





Educational Institutions – Sharing use of public school facilities sited within the town core provides opportunities for the Town and school district to partner on the development and expansion of community events and to integrate workforce development, business incubation, and other ideas that benefit students and the community.

Parking – Centrally located parking can be shared, expanding capacity for community events and encourage pedestrian traffic. Wayfinding is critical to making shared parking accessible.

Trees – The town core has areas where tree-lined streets create a pedestrian-friendly experience. These areas are scant and scattered yet offer an opportunity for expansion as part of an intentional circulation and branding effort.

Core Opportunities

Opportunity lies with many of the challenges facing Prescott Valley. The town core lacks a distinct identity, cohesive or recognizable architectural style, or design elements to distinguish it from neighboring communities, yet this provides a fantastic opportunity for the Town to integrate zones and amenities to begin establishing itself as a true destination rather than merely a passthrough location.

A significant volume of traffic moves through the heart of Prescott Valley via SR 69, offering travelers a brief but important impression of the community. Unfortunately, the corridor currently lacks clear wayfinding, visible cues to nearby amenities, or indicators that guide visitors into the town core. These gaps make the SR 69 corridor an ideal opportunity for unified design guidelines, enhanced wayfinding systems, and comprehensive transportation planning that collectively strengthen Prescott Valley's presence and sense of place.

Prescott Valley can strengthen its appeal to travelers by creating a more pronounced sense of arrival along SR 69. A gateway arch marks the entrance to Glassford Hill Road, leading drivers off SR 69 and into areas providing goods and services but without an established wayfinding system, the gateway is difficult to see from the highway. Once drivers pass under the gateway, there is no demarcation on either side of the structure that lets visitors know they have reached a destination.



The absence of a cohesive branding strategy or defining characteristics opens the door to creating a distinct sense of place and the opportunity to implement focused strategies to support economic growth within each of the zones without having to rebrand or struggle with long established campaigns and ideas.

The medical zone has a strong anchor with the Regional Medical Center but lacks visual cues that tie medical facilities, clinics, and independent providers together as an industry cluster. Cohesion, signage, and branding will increase the visibility and accessibility of services, help distinguish the zone, and promote a collective identity.

The build-to-suit model medical practitioners have relied on over the past couple of decades is not meeting the needs of the community. Redeveloping abandoned and underutilized commercial properties in the town core may provide opportunity to meet the growing needs of the medical sector.

Foot traffic is light throughout the town core, with only a small percentage of the town's population working and accessing goods and services within the area. This offers an opportunity to identify a unique niche or differentiator that defines the town core as a destination and fosters a growth in traffic to support local businesses.

The growing population of older adults within the community opens the market for goods and services that appeal to the retirement population.





Economic Development

Economic growth is essential to the long-term viability of Prescott Valley. The current employment base in the area is limited, and there is a recognized need to identify a distinctive economic niche. Special consideration should be given to creating opportunities that appeal to the retirement population, offering incentives that make the community more attractive for this demographic.

The AzTAP Panel focused its attention on finding viable recommendations that will allow Prescott Valley to move forward in an intentional and controlled manner to make a noticeable impact while building momentum. Although expansion of current assets through the development of the town core and the creation of a Blue Zone became the focus of the recommendations, the Panel discussed specific economic development focus areas: outdoor recreation; strategic industry attraction, medical cluster expansion, and development of the town core. An outline of that discussion is included to provide context and to help illustrate the importance placed on the recommendations.

Outdoor Recreation

There are several areas within the town under planning or construction that will cater to residents and travelers seeking outdoor adventure. Prescott Valley is already known as a destination for outdoor activities, making it an ideal place for families to connect with and enjoy the natural beauty that surrounds it. The Town has enjoyed enthusiastic community support for recent investments and a recognition of the significant work that still lies ahead.

In 2023 Prescott Valley purchased Arizona State Trust land, placing it into its parks inventory. A portion of the property has been set aside for the protection of open space. The remainder of the land acquisition has been designated for the development of outdoor recreation facilities to benefit residents, enhance opportunities for regional collaboration, and encourage ecotourism.

As part of the State Land initiative, the Town is moving forward with the development of Glassford Dells Park as a focal point for ecotourism. The project is part of a broader strategy to expand outdoor recreation opportunities, enhance the Town's appeal as a destination for families and nature enthusiasts, and support the local economy. By making Glassford Hill a centerpiece for recreation, the Town hopes to attract new hospitality businesses and increase investment in the area.



Planned hotels and other expansions in the hospitality sector support growth in the recreation sector, but they may not bring the higher paying jobs or sustainable economic boost the Town is striving to attract.

Lasso Loop is a planned shared-use path network that will circle the core of Prescott Valley by connecting it with a trail and stretching into the community. The multi-year infrastructure project is anticipated to provide several benefits to the town, including improved community-wide connectivity, increased transportation safety, additional alternative transportation options, and enhanced resident health and wellness.

Although outdoor recreation holds immense potential for Prescott Valley, the panel concluded that Glassford Dells Park is not a strong economic driver. The park's best utilization is as a lifestyle asset for current and future residents. Focusing more attention on the town core to create a destination with a strong sense of place will serve better for driving economic growth in the community.

Strategic Industry Attraction

A second economic development strategy being pursued by Prescott Valley leadership is the strategic recruitment of an industry cluster or supporting ventures for existing regional enterprises that may be compatible with the area. Economic Development staff are evaluating the types of industries and businesses it seeks to attract, focusing on expanding existing assets while examining the impacts and benefits of recruiting additional industry clusters to the area.

One economic opportunity being explored by Prescott Valley is tapping into the growing industry supplying resources needed by TSMC Arizona, a Phoenix entity manufacturing advanced semiconductor technology. Currently, TSMC employs more than 3,000 workers and has spawned an industry cluster generating thousands of additional jobs through supply chain and logistics business partnerships. Prescott Valley faces challenges in recruiting associated businesses including a TSMC exception of a 30-minute delivery window for suppliers that puts the Town outside of its focused geographic area. Both logistical and philosophical challenges related to the movement of supplies and hazardous materials along SR 69, conflict with ongoing community efforts to promote healthy living and preserve environmental resources.

It is important that the Town carefully evaluate whether it is prepared for the changes in traffic, housing demand, and customer demographics as well as other impacts new industrial developments could bring, in addition to environmental concerns related to expanding the industrial base within the community.





Medical Cluster

Prescott Valley is considering hospital expansion and new cancer care amenities, expecting growth in medical services. Investment by Dignity Health and others could boost the local economy by leveraging existing healthcare clusters, schools, and programs. Expanding facilities would improve community health, create jobs, and attract visitors seeking medical care, while increasing demand for related businesses and services.

Meeting Expanding Needs

Expansion of medical facilities offers opportunities for collaboration with educational institutions such as Yavapai Community College and Northern Arizona University (NAU). As an early win, the Town should work with higher education providers to develop programming and/or establish satellite campus areas in the downtown core to attract students and increase their engagement within the core.

Educational opportunities should directly align with economic development efforts to ensure that the skills and knowledge base of the local workforce meet the anticipated requirements of new and expanding businesses.

A clear pathway must be established between educational opportunities and viable employment. Educational opportunities that connect residents with good paying jobs will help address both “brain drain” and support any under-skilled labor concerns. Similar initiatives have shown to motivate students to pursue fulfilling careers locally, thereby strengthening the town’s economic future and resilience.

Specific strategies should be deployed to invigorate Entertainment Zone businesses, allowing them to capitalize on economic growth in the medical sector. Blue Zone implementation in the medical sector provides increased opportunities to develop goods and services that meet increasing demands for natural and health-focused businesses.

In addition, growth in the medical zone will require additional housing. When Blue Zone philosophies start to take hold, so may a demand in higher-density housing within the town core along with businesses and amenities that serve a pedestrian customer base.

The construction of mixed-use development within the town core introduces opportunities to capitalize on increased density and a growing 24/7 population. Encouraging residents and visitors to walk to local venues and entertainment options will be essential for maximizing the benefits of this new development.

Blue Zone – Optimizing an Opportunity



Prescott Valley's medical cluster has a strong foothold in the town core. The anticipated expansion of Dignity Health facilities offers a unique opportunity to promote a shared vision for the area, foster partnerships, increase foot traffic, develop, implement, and evaluate the tools discussed earlier and recommendations included in this report.

Integrating a healthy living approach – Blue Zone philosophy – would promote the expansion of medical sector growth into the town core. Characterized by a strong sense of community, Blue Zones promote regular physical activity, nutritious diets rich in whole foods, walkable landscapes, and supportive social networks.

Blue Zones attract businesses that promote healthy living and support healthier outcomes for residents and visitors. Identifying effective incentives to foster the creation of a Blue Zone may be one strategy for supporting community wellness and attracting new residents, visitors, and businesses.

Blue Zone - Action Plan

Establish a working group with representatives from Dignity Health, Yavapai College, the Fain family, NAU and other key partners to explore program expansions that align with current and future health sector workforce needs, including opportunities for satellite campuses and workforce development within planned hospital growth areas. Town staff should support the group to ensure coordination and continuity.

Workforce Housing

Housing is critical to the social and economic stability of the community. Prescott Valley must support the preservation and development of residential units through focused policy and innovative programs. The Town should prioritize initiatives that promote diversity in housing type.

The preservation of existing housing stock is essential in ensuring that the existing and future workforce has access to housing solutions that meet the needs of their families. In addition to preserving current affordability, providing resources for owner-occupied housing rehabilitation programs support families and helps stabilize neighborhoods.

Providing incentives to facilitate the development of workforce housing helps increase the supply and address shortages in both the homeownership and rental markets. Incentives may include monetary and in-kind support such as funding dedicated sources to offset fees, implementing expedited review for residential and mixed-use projects, and establishing partnerships with a community land trust to implement long-term land leases to reduce housing costs.

To encourage infill housing within the town core, Prescott Valley should develop guidelines for infill with varying standards that reflect the characteristics and uses of the area, including opportunities for accessory dwelling units (ADUs) as flexible, small-scale housing options.

Support for programs should encourage the development of a variety of housing options and address a wide range of incomes and family types from multi- and single-family rental units to first-time homebuyer programs designed to help potential homebuyers enter the housing market.

Prescott Valley should partner to access resources available to an Industrial Development Authority, Habitat for Humanity, and others experienced in the use of New Market and Low-Income Housing Tax Credits for the development of new housing units.

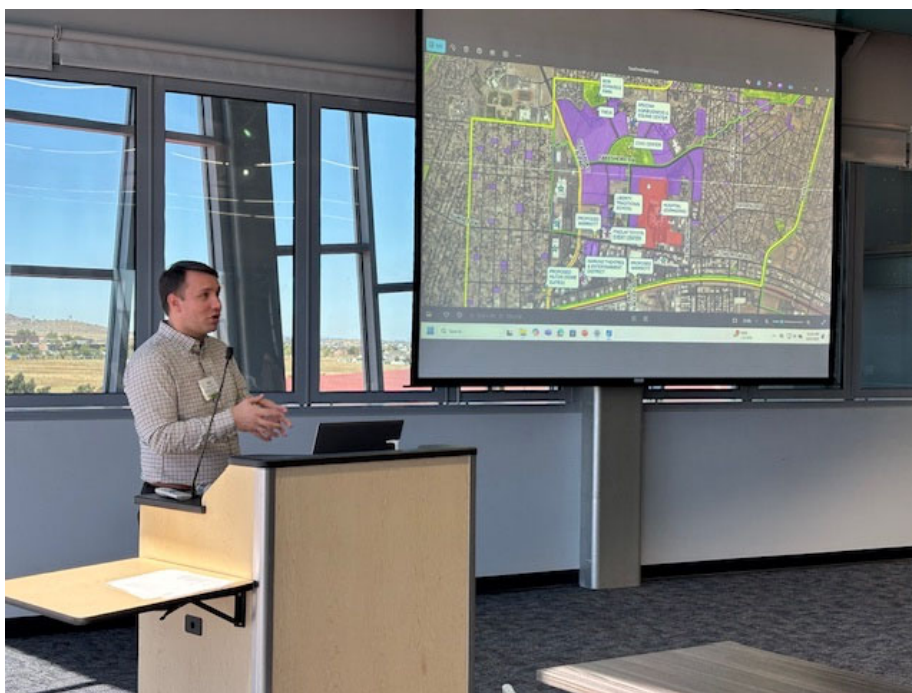
To build interest in housing investment in the town, Prescott Valley should showcase workforce housing concepts, such as the "Street of Dreams" initiative, that would provide the public an opportunity to see innovative affordable housing options and inspire future efforts.

To build community support for the workforce, the Town should create an employer-assisted housing program, which provides incentives for Town employees and offers technical assistance and incentives to local employers, helping ensure that workers have access to attainable housing in Prescott Valley.

Marketing and Community Engagement

A comprehensive marketing plan is needed to effectively communicate opportunities and attract the right mix of businesses and residents. Leadership shared that community meetings tend to be attended primarily by those with more available time, indicating a need for broader engagement strategies.

It is essential to communicate a unified vision for the area and share plans, projects, and success to help build momentum and attract additional investment. Change will require initiative-taking engagement throughout the community. Although community engagement remains a challenge, citizen participation up front helps alleviate unrest among the populous during discussions surrounding change and growth for the community.



Prescott Valley needs to convey the message that if you stop growing or moving forward, the town will become a casualty to neighboring successful communities. A discussion about the collective vision is critical to the success of any venture. A multi-year multi-partner development will require consistent communication.

The current perception is that only those with flexible schedules are consistently participating in meetings. This highlights the need for broader outreach and inclusion strategies. Community engagement is vital, especially in a community that has experienced issues surrounding change.

Efforts to reach as many segments of the population as possible are critical and should be a strong element within the marketing plan and with communications moving forward. Town engagement efforts must include multiple communication methods focused on involving residents at every level of project development.

Recommendations

Now is the perfect time for Prescott Valley to prepare to take full advantage of the economic development opportunities on the horizon while simultaneously establishing its own unique sense of place. It is essential that Prescott Valley establish clear priorities to guide development and associated incentives to facilitate desired outcomes.

The Town should pursue a range of strategies, from quick interventions to long-term projects and partnerships, all focused on fostering systemic change.

Focused Vision

The Town needs to focus on one value proposition and develop a comprehensive marketing plan that communicates its vision in a clear concise way. Establish a project boundary and sub-areas with concentrated uses to inform design. Develop and communicate a comprehensive plan clearly outlining expectations, articulating desired outcomes and guiding future decision-making.

Comprehensive Branding

Brand identity needs to include specific and unique messaging and graphics standards that can be woven into all aspects of the town core signaling that you are in a designated area – you have arrived. Initiate a comprehensive branding strategy emphasizing Prescott Valley’s distinctive sense of place within a boundary area. This overarching branding campaign is necessary to unify the town’s identity as a destination. Branding should be visible at key entry points, welcoming visitors and establishing a strong first impression that reflects the community’s character and values.

Wayfinding

Implement a clear, consistent wayfinding system that guides visitors along SR 69 to key entry points and attractions. Ensure the system is intuitive and accessible to all.

Installing a multi-tiered wayfinding system that starts on I-17 and brings traffic through to the Town Center gateway and continues for vehicles and pedestrians within the core of Prescott Valley is essential to connect visitors to the distinct zones and amenities. Enhanced signage and clear navigation routes will help signal arrival in the town core and guide residents and visitors efficiently between key destinations, parking, and event spaces.

Pedestrian level signage (walking story) can be used to both guide the core experience and share the history and heritage of the town.

Design Standards and Connectivity

Adopt and enforce design standards that reflect a consistent aesthetic that signals that you are at a destination. Standards help maintain consistency, support high-quality development, and contribute to the area's unique identity.

Develop infrastructure to tie activity zones together. Create a loop road with a “Main Street” feel to serve as a unifying infrastructure element, providing cohesive circulation throughout the planning area. This road would help link the Town Center, Municipal Complex, and Medical zones, fostering greater integration and accessibility while enhancing a distinct sense of place. Link the outer loop to roadways within each zone connecting existing assets, such as medical facilities, local businesses, public spaces, and cultural sites, creating an integrated network that highlights Prescott Valley's strengths.



Integrate pedestrian pathways and shared use paths throughout the core to encourage multimodal use and foster pedestrian level traffic. Concentrate on pedestrian traffic along the loop, at the center, and along connecting routes with vehicles encouraged to the outside.

Streetscape

Establish detailed street profile standards that reinforce Prescott Valley's identity as a destination. These standards should prioritize human-scale streetscapes that feel welcoming and accessible to pedestrians.

Integrate trees along the roadways and pedestrian trails. Trees provide shade and improve aesthetics while creating a cozy and comfortable pedestrian experience

that invites residents and visitors to explore the area on foot. Consider a strategic narrowing of roads to further enhance the sense of place and create a friendly pedestrian environment. Narrower streets naturally slow traffic, increase safety, and help establish a more intimate setting that supports community interaction and engagement.

Overlay Zones

Establish overlay zones to introduce specific design and use standards for different areas, ensuring cohesive development that supports the overall vision of a unified planning area. Develop a zoning ordinance specific to the area “as close to by right as possible” allowing a mix of uses and building types while staying as true to the visual aesthetic as possible for branding purposes. An overlay zone will provide maximum flexibility for innovative design and uses that may not have been previously considered.

Galvanize a shared vision and then establish the preferred land and economic uses for each zone within the town core. Once codified, this lays the foundation for all future planning and development initiatives, ensuring alignment with community goals and market needs.

Innovation District

Creating an Innovation District within the core encourages business collaboration, entrepreneurship, and supports expansion of the medical cluster and related support businesses. This district would promote home-grown enterprises, diversification and establish a hub for innovative ideas and investment in Prescott Valley.

Key Parcels

Focus on identifying and prioritizing key parcels for both development and redevelopment within the town core, as well as along SR 69. Emphasize parcels, such as the Pruitt site, that offer high visibility and the potential to attract traffic into the town core. These critical locations serve as essential components in establishing a strong sense of place, reinforcing the feeling that visitors have truly arrived in Prescott Valley.

Streamline Review Processes

Review and refine project approval processes to ensure they are transparent and efficient. Streamlining these procedures will reduce unnecessary delays and provide greater clarity for investors with open communication with the community to reduce delays.



Accelerated Timelines

Use a designated navigator and/or priority system, accelerating review timelines and responding promptly to opportunities. Balancing speed with effective communication and keeping with the highest standards for design and safety, helps keep developments on track without sacrificing quality.

Project Viability and Completion

Evaluate projects carefully to confirm they are both viable and completable. Avoiding project failure is crucial, as even a single setback could have significant negative impacts on the planning area momentum and public trust.

Density

Increasing residential and commercial density in the Town Center can serve as a catalyst for attracting new retail investment. Higher density brings more customers and activity, supporting vibrant street life and the success of local businesses. This density, with a variety of housing types, will also encourage occupancy by a younger demographic, bringing a new vibrancy to the area.

Adaptive Reuse

Promote adaptive reuse as part of the overall strategy. Integrating this approach with the above priorities can help preserve existing assets and support sustainable development.

Impact Fees

Allocate funds for impact fees to ensure that priority projects have the necessary financial support. This helps facilitate successful project implementation and contributes to the overall growth and improvement of the area.

Intentional Community

The Town of Prescott Valley would benefit from actively designing spaces and programs that emphasize community assets and foster a strong sense of place. This approach builds community identity and supports long-term growth.

The Town needs to be thoughtful about programming that draws a multi-generational demographic to the town core. Organize additional family friendly events that encourage community members and visitors to gather in the downtown area. These events serve as catalysts for community connection and help establish downtown as a lively and attractive destination for all.

Education and Workforce Development Partnerships

Prescott Valley's land uses are fragmented and should be better integrated to support a cohesive community. Re-engaging Northern Arizona University and strengthening partnerships with Yavapai College will align education, workforce development, and local business needs.

Strong collaboration among schools, colleges, and employers is essential to preparing residents for emerging, high-paying jobs while supporting locally owned businesses. Establishing clear career pathways, including mentorships and internships, will improve workforce readiness and help retain local talent.

Shared Use Facilities

Encouraging the shared use of facilities between the town and local schools maximizes resources and increases access for both educational and community programs, fostering collaboration and engagement.

Now is the ideal time for the Town of Prescott Valley and its partners to collaborate on a clear value proposition that highlights the town center's core assets and strengthens its sense of place. By aligning around shared priorities and taking into consideration this report's recommendations, the Town can drive visible progress and sustainable economic growth, ensuring a vibrant and prosperous future for all.

