

Town of Wickenburg

GENERAL PLAN 2025

Creating an Optimistic Outlook for the Future



Prepared for the
Town of Wickenburg by:

B BLANTON & COOPER
2057 N. 132nd Drive
Goodyear, AZ 85395
(623) 518-2000

In Association with:  Stanley Consultants INC.

CONTENTS

Acknowledgement's		iv
Preface		v
I. Introduction		1
A. Setting.....		1
B. Intent of the General Plan		2
1. Community Direction.....		2
2. Plan Purpose.....		4
3. Continuing Refinement.....		4
C. Wickenburg Planning Context.....		5
1. Historical Perspective.....		5
2. Planning Tradition.....		13
3. Wickenburg Growth Stages.....		13
4. The Greater Wickenburg Region.....		14
D. Background Information.....		19
1. Climate.....		19
2. Topography.....		21
3. Soils.....		22
4. Hydrology.....		24
5. Environmental Assets -- Vegetation/Wildlife.....		28
6. Air Quality.....		31
7. Noise.....		31
8. Major Land Ownership.....		32
9. Demographics.....		33
E. Wickenburg Planning Vision.....		34
F. Planning Assumptions.....		35
II. General Plan Elements		37
A. Land Use Element.....		39
1. Overview.....		39
2. Current Land Use.....		40
3. Land Use Goals, Objectives and Recommendations.....		51
B. Transportation Element.....		60
1. Overview.....		60
2. Existing Transportation System Conditions.....		62
3. Transportation Goals, Objectives and Recommendations...		71
C. Open Space & Trails Element.....		76
1. Overview.....		76
2. Existing Open Space/Outdoor Living Experience.....		77
3. Open Space Goals, Objectives and Recommendations...		86
D. Water Resources Element.....		90
1. Overview.....		90
2. Existing Water Resources.....		91
3. Water Resources Goals, Objectives & Recommendations....		96

E.	Environmental Planning Element.....	99
1.	Overview.....	99
2.	Existing Environmental Conditions.....	100
3.	Green Building and Renewable Energy.....	102
4.	Environmental Planning Goals, Objectives and Recommendations.....	105
F.	Economic Development Element.....	110
1.	Overview.....	110
2.	Existing Economic Conditions.....	110
3.	Economic Development Goals, Objectives and Recommendations.....	111
G.	Growth Areas Element.....	122
1.	Overview.....	122
2.	Growth Areas within Municipal Boundaries.....	123
3.	Growth Areas beyond Municipal Boundaries.....	127
4.	Other Potential Growth Areas.....	128
5.	Growth Areas Goals, Objectives and Recommendations... ..	131
H.	Cost of Development Element.....	136
1.	Overview.....	136
2.	Existing Conditions.....	136
3.	Cost of Development Goals, Objectives and Recommendations.....	139
III.	Implementation Program.....	141
A.	Amending the General Plan.....	141
1.	Criteria for Determining Major or Minor Amendment.....	142
2.	Amendment Applications.....	143
3.	Notification of Applications for General Plan Amendment.....	145
4.	Major Amendment Scheduling.....	146
5.	Basis for Consideration.....	146
B.	Phased Actions.....	147
1.	Short-Term Action Steps.....	148
2.	Mid-Term Action Steps.....	149
3.	Long-Term Action Steps.....	150
C.	General Plan Monitoring.....	158
1.	Plan Oversight.....	158
2.	Plan Progress Assessment.....	160
3.	Performance Measurement.....	160
4.	Changes of Conditions.....	161
5.	Annual Report.....	162
D.	Land Use Decision Keys.....	163
1.	Residential Keys.....	163
2.	Commercial Keys.....	164
3.	Employment/Industrial.....	166
4.	Public or Institutional Use Keys.....	167
5.	Mixed-Use Development Keys.....	167

List of Figures

Figure 1:	Wickenburg Growth Stages.....	15
Figure 2:	Wickenburg Municipal Planning Area.....	16
Figure 3:	ADMS Study Boundary.....	25
Figure 4:	Land Use Plan.....	58
Figure 5:	Downtown Land Use Inset.....	59
Figure 6:	U.S. 93 Interim By-pass.....	61
Figure 7:	Circulation Plan	75
Figure 8:	Open Space and Trails Plan	87
Figure 9:	Growth Nodes.....	130

List of Tables

Table 1:	Climate Characteristics.....	20
Table 2:	Soils in Wickenburg.....	23
Table 3:	Hassayampa Watershed Metal Level Monitoring.....	28
Table 4:	Interior Sound Level Performance Standards.....	32
Table 5:	Population Projections.....	34
Table 6:	Existing and Forecasted Arterial Roadway Volumes.....	64
Table 7:	Park/Recreation Facility Acreage Standards.....	79
Table 8:	Potential Recreation Nodes in Wickenburg Area.....	80
Table 9:	Planned Corridors for Wickenburg Area Trail Network.....	83
Table 10:	Wickenburg Municipal Wells.....	92
Table 11:	Infrastructure Development Costs.....	138
Table 12:	Land Use Element: Implementation Strategies and Timing.....	151
Table 13:	Transportation Element: Implementation Strategies and Timing.....	152
Table 14:	Open Space and Trails Element: Implementation Strategies and Timing.....	153
Table 15:	Water Resources Element: Implementation Strategies and Timing.....	153
Table 16:	Environmental Planning Element: Implementation Strategies and Timing.....	154
Table 17:	Economic Development Element: Implementation Strategies and Timing.....	155
Table 18:	Growth Areas: Implementation Strategies and Timing.....	156
Table 19:	Cost of Development: Implementation Strategies and Timing.....	157
Table 20:	Annual Schedule of Assessment Checkpoints.....	160

ACKNOWLEDGEMENTS

The following persons are acknowledged for their efforts and input towards the development of the Wickenburg General Plan 2025, which was adopted by Resolution 1693 on April 1, 2013

Town Council

John Cook, Mayor
Scott Stewart, Vice Mayor
Chris Band
Kelly Blunt
Sam Crissman
Ruben Madrid
Royce Kardinal

Planning and Zoning Advisory Commission

Bill Cowles, Chairman
Skip Blunt
Lon Brown
Tom Riggs
Kevin Shumway
Linda Stevens
John Wemesfelder

Town Staff

Joshua Wright, Town Manager
Steve Boyle, Community Development and Neighborhood Services Director

Consultants

Blanton & Cooper: Joseph Blanton; Gayle Cooper
Stanley Consultants: Ahmad Salah; Aaron Mattingly
URS Corporation
Arizona Department of Transportation

PREFACE

Wickenburg updates its General Plan to serve three, interrelated purposes: 1) complying with Arizona's Growing Smarter (1998) and Growing Smarter Plus (2000) legislation; 2) recognizing changes of conditions in the community since the last comprehensive General Plan adoption; and 3) preparing an effective growth management program that anticipates, to the extent possible, potential quality growth opportunities and preserves the Town's unique character.

Since the last comprehensive adoption of the Wickenburg General Plan in 2003, changes have occurred that require the Plan to be updated. Most notably are a change in portions of the community's Vision for the Town; the completion of the U.S. 93 Interim Bypass; an expansion of the Town limits and Municipal Planning Area; and several Major and Minor land use changes. Additionally, opportunities existed with this Update to reinforce the idea that Wickenburg desires to remain a stand-alone, sustainable community. However, it is also true that citizens want to hold fast to that Western charm that makes Wickenburg unique. The concept of sustainability has been introduced as an underlying theme throughout the General Plan 2025.

The Town Council adopted a Public Participation Program, as required by State statutes, to ensure that the General Plan 2025 process is open to involvement by all interested members of the community. A citizen-involvement workshop, Stakeholder meetings, Plan briefings and public presentations have afforded interested residents and business peoples numerous opportunities for input in validating existing and establishing new policy directions for the future of Wickenburg.

The Economic Development Advisory Commission (EDAC) was initially charged with the task of updating the Town's General Plan. In January 2010, EDAC began to meet monthly to review each section of the General

Plan and provide comments to the Town's Community Development and Neighborhood Services Director. At that same time, a General Plan Update Citizen Questionnaire prepared by staff was mailed to approximately 3,100 people. The questionnaire attempted to gauge the community's feelings as to future growth and quality of life and what, would be important to managing Wickenburg's future. Approximately 650 questionnaires or nearly twenty percent (20%) were returned; results helped to guide the direction taken for this Update. In March 2010, the Town initiated the APS sponsored Focused Future Strategic Plan for Economic Development. The outcome of that process was a plan that outlined economic development goals, strategies, and responsibilities for implementation. Information gleaned from the Strategic Plan as well as the Downtown Report provided the framework for the new Economic Development Element included with this Update.

In January 2011, consultants were selected by the Town to assist EDAC with the General Plan Update. The consulting team consisted of Blanton & Cooper, LLC and Stanley Consultants, Inc. Blanton & Cooper provided a comprehensive update to the text of the General Plan to make certain that it was current, including adding a new Economic Development Element, and engaged the public in a variety of means throughout the process to ensure the Plan's endorsement. Stanley Consultants was tasked with updating existing maps (and in some instances, creating new maps) within the General Plan 2025 to make certain that all applicable maps were up to date and captured all of the desired changes.

Additional updates to the Transportation and Open Space Elements are provided by another consultant, URS Corporation, through a contract with the Arizona Department of Transportation (ADOT). URS was selected by ADOT to complete the Wickenburg Trails Connectivity and Transportation Study as part of

a Planning Assistance for Rural Areas (PARA) Grant.

A Visioning/Land Use Scenarios Workshop, held in March 2011, imagined a desired future and explored different land use alternatives to kickoff the public involvement process. A revised Vision statement as well as a future land use map derived at by input of the Workshop participants was prepared. Additionally, numerous meetings were held with important public and private stakeholders (e.g., Wickenburg Chamber of Commerce, Desert Caballeros Western Museum, Wickenburg Regional Economic Development Partnership, Arizona State Land Department, local businesses, and property owners of “significant residential development”) for the purpose of soliciting preferences for shaping future development in the Wickenburg Municipal Planning Area.

The Blanton & Cooper Team met with EDAC and the Wickenburg Chamber of Commerce Community Development Committee on a monthly basis to review work in progress and gather feedback. Briefings and public workshops hosted by the Planning and Zoning Advisory Commission and Town Council offered additional opportunities for citizen contributions to the General Plan 2025. A “working” final draft was presented to members of the Wickenburg Chamber of Commerce Community Development Committee, EDAC, the Planning and Zoning Advisory Commission, and staff in May 2011 for review and comments and the Final Draft was presented to the Town Council in June 2011. Town staff was responsible for the distribution of draft plans in compliance with the 60-day statutory review requirements and presenting it to the Town Council for adoption. Town Council approved adoption of the Wickenburg General Plan Update at the April 1, 2013 Council session and adopted it as a public document by formal resolution on April 1, 2013

I. INTRODUCTION

A. SETTING

The Wickenburg General Plan 2025 records community expectations. It assesses the opportunities and constraints that prevail in the incorporated municipality and within the Municipal Planning Area (MPA). The Town is concerned with an extensive sub-region in northwest Maricopa County and southern Yavapai County where sound planning principles must be observed to prevent negative impact on the sensitive natural environment and enhance the opportunities and lifestyle of the Town's citizens.

Respect for tradition contributes to planning decisions made here in one of the State's oldest incorporated municipalities. Western living character stems from a history of mining and ranching. The local economy has served residents of outlying communities, seasonal visitors and tourists for generations. The Heritage Downtown, cultural facilities, museums, civic events and outdoor activities foster the friendly, small town image that sound growth management principles are expected to protect.



B. INTENT OF THE GENERAL PLAN

The General Plan is intended to express broad policy covering several aspects of Town planning: criteria for preservation and growth, aspirations of community excellence, economic diversification, livability and sustainability, private property rights' recognition, and methods to encourage public/private cooperation.

1. COMMUNITY DIRECTION

The document begins from a wide perspective of Wickenburg's past and its existing physical conditions. Users of the Plan will note, by looking at the Contents, that it is organized to focus municipal planning directions by moving through assessments of current status in this Introduction section; into specific subject areas, the General Plan 2025 Elements; wrapping into Implementation's more specific strategies. A common thread, from start to finish, is the citizen-established planning goals and visions that steer the General Plan 2025.

In accord with statutory intent, the Wickenburg General Plan 2025 offers advisory guidance regarding use and development on lands, beyond the Town limits, in unincorporated County areas. The Town respectfully requests that officials in Maricopa County and Yavapai County, the Maricopa Association of Governments (MAG) and State agencies take notice of, and support, Wickenburg's commitment to quality development that resists urban growth for the sake of growth and insists on orderly, compatible and cost-beneficial planning. The Town has decided not to provide specific land use designations on State Trust Lands for this Update but is mindful that at least one residential dwelling unit per acre is permitted per State statute.



Serving as a guidebook, the General Plan 2025 contains the community's goals and policies on development, its aspirations for the future, and strategies for implementation to achieve future goals. Residents may cite its principles pertaining to land use, transportation and many other topics as assurance to maintain the community's quality of life. Landowners and developers can look to the document to determine appropriate, compatible projects for their properties. Town officials -- Council, Planning and Zoning Advisory Commission, other advisory bodies and staff -- can rely on the General Plan 2025 text and graphics to bring consistency in their determinations regarding the variety of proposals they are called upon to evaluate.

The General Plan 2025 is a summary for development guidance in accord with the publicly expressed "Vision" for Wickenburg's future and enumerated goals/objectives/recommendations under each Element. The Elements are interrelated and intended to be applied comprehensively in public and private decision-making. Users are cautioned not to rely solely on individual, excerpted statements, but, to consider all of the Wickenburg General Plan 2025 subject matter as a whole.

In addition in 2012 the Town Council adopted the Strategic Work Plan which addresses five (5) priority areas. Each of these priority areas have unique goals and objectives which need to be met. The priority areas are:

- Economic Development
- Downtown
- Public Safety



- Youth and Families
- Natural Resources and Recreation

2. PLAN PURPOSE

The General Plan 2025's principal purpose, therefore, is an expression of citizen preferences for their community -- including the Municipal Planning Area (affected sub-region beyond the Town's incorporated boundaries). It is a statement of Town policy with long-term perspective. The General Plan 2025 is more than a land use map; it is a blueprint for maintaining and improving the quality of life that Wickenburg citizens have come to enjoy.

Meeting legal requirements under Arizona State Law, the Wickenburg General Plan 2025 is not a zoning map. However, the generalized land use classifications are meant to promote consistent, equitable development policies that serve the whole public rather than special interests.

3. CONTINUING REFINEMENT

Wickenburg's planning philosophies will gain added dimension as the General Plan 2025 is applied in day-to-day practice. By usage, the document becomes familiar to Town leaders, staff, citizens and property owners. Through interpretation of planning policies, common understandings are verified -- or the necessity for revision is identified.

Monitoring Plan progress is everyone's responsibility. Implementation strategies include opportunities for citizens to take part in evaluating success or making adjustments in the Town's planning priorities. Persons wishing to observe the General Plan 2025 in practice (and, possibly, to get



involved in its refinement) should attend Planning and Zoning Advisory Commission and Town Council meetings when development proposals or General Plan Amendments are on the agenda.

Comprehensive amendment of the General Plan is required, by statute, at least every ten (10) years. As described in the Implementation section, Major Amendments are considered on an annual basis. Minor Amendments, however, may be addressed during the year on regular Planning and Zoning Advisory Commission and Council agendas.

C. WICKENBURG PLANNING CONTEXT

Established in 1863, the Town of Wickenburg has been the center of the northwest Maricopa/southern Yavapai region for more nearly one hundred and fifty (150) years. It is the focus of area history, community development and socio-economic activity.



1. HISTORICAL PERSPECTIVE

Wickenburg's future, according to many participants in the General Plan 2025 process, depends on remaining true to its past. Wickenburg was built on the economies of gold, agriculture, ranching and railroads. The cherished western style of living descends from the men and women who settled the area, worked it



Town of Wickenburg

and established its lasting spirit.

The Town of Wickenburg was founded by miners, nurtured by ranchers, farmers and sustained by tourism and an attractive living environment. It is a distinctive community in its regional context because of its history and the strong values of tradition observed by generations of residents.

Gold Mine

The Town of Wickenburg began as a result of California miners' quest for mineralized rock in uncharted western New Mexico -- that was eventually to become the Arizona Territory. The Vulture Mine was the lode of mineralized gold ore they were seeking. Henry Wickenburg and four partners staked the original claim to the Vulture Mine, registering it November 24, 1863. Henry Wickenburg was born in Austria in 1819. He came to America when his father fled the Old Country to escape charges of illegal coal mining. The lure of gold took the younger Wickenburg to California in 1853; then, ten years later, to Arizona with his one-time partner, Abraham Peeples, following the gold-hunting expedition led by Joseph Reddeford Walker. Alone, in hostile Indian Territory and rough weather, Wickenburg stayed through the first winter to guard the claim. His ranch, at Indian Gardens, one of the "ranchos" marked as overnight camping spots with grass, water and wood along the Hassayampa River corridor, constituted the Town's first population -- 7 persons -- in 1864.

This hub of the Wickenburg Mining District, formed that year with 150 claimants, quickly attracted an Indian-fighting entourage to protect the Vulture Mining Company (formed in 1866) which numbered 200 mine



workers and business people by 1867. A 20-stamp mill crushed an average of 40 tons of ore each day. With a population of 250 in 1870, the Town was flourishing with a lively mercantile district. With the closing of the Vulture Mine in the 1940's, over 100 houses were left vacant.

James Seymour, a Chicago financier, reorganized and reopened the mine with water piped in eight miles from the Hassayampa River, eliminating the need to haul ore 13 miles into Wickenburg. The Vulture vein had been found, but was lost again in 1884. Sporadic revivals occurred over the next three decades, but by the mid-1880s, other commerce had become the principal sustenance of the Town.

Among other early Wickenburg pioneers were John Swilling, Robert William Groom, Charles Baldwin Genung and Darrell Duppa, the man credited with naming Phoenix. Entrepreneurs that helped build Wickenburg in its early mining days included: Michael Goldwater (father of Barry), who brought a stamp mill to "Vulture City"; George Luhrs, who worked as a wheelwright here before becoming a builder of Phoenix; Charles Hayden, before he built his mill in Tempe; and Angela Hammer, publisher of the *Wickenburg Miner*.

The importance of hard rock mining at the Vulture Mine and elsewhere in the area diminished in the early 1940's although prospecting and panning for gold continue, primarily as an avocation for residents and tourists. Gold was, and is, the foundation of Wickenburg's mystique.

Ranching and Farming

The Town persevered during the on-again, off-again gold mining



success that covered more than half a century by establishing a strong agricultural base. Cattle ranching and farming prospered from the first harvest at "Indian Gardens" in 1863. For more than a quarter of a century, farms in the "Hassayampa Valley" were highly-productive.

In 1890, a catastrophic collapse of the Walnut Grove Irrigation Dam north of the Town on the Hassayampa River wiped out the rich valley topsoil, vegetation, crops and cattle. As farming and cattle ranching were being slowly re-established over the next two decades, rougher pasturage was utilized to raise sheep, mohair goats and, especially, horses. The long-standing equestrian tradition featured throughout Wickenburg's history began with local farmers providing mounts and work horses for mining. Horse-breeding thrived during the rise of guest ranches and continues in the present with ranches specializing in varieties ranging from thoroughbred to rodeo horses.

Railroads

Strategic positioning with a stage-line depot also helped keep the community alive through the ups and downs of gold mining during the 1880s and early 1890s. The 1890 flood caused cash-poor Henry Wickenburg to sell rights-of-way to railroad interests whose land ownership he had previously resisted. By 1893, the Santa Fe Railroad's "Pea Vine Line" was built through Town extending to the north, replacing the stage-line depot as the community's principal transportation link. The main Arizona-to-California Santa Fe rail line was begun in 1905 to complete the east-west connection.



Town of Wickenburg

Health seekers, bound for nearby Castle Hot Springs Resort, provided an early passenger base. When the rail lines were extended to the north and west, the Town became a stopping place for long distance travelers.

Town Organization

By a vote of the people on June 19, 1909, Wickenburg became an officially incorporated Arizona Territory town, more than two years before Arizona became a State. The settlement had been developing for thirty years; since the Original Townsite patent was obtained by Henry Wickenburg in 1879 (he had previously held the real estate as "auxiliary mining land"). Formal platting of lots and streets for the Townsite's original 160 acres was completed in 1889.

Lots were selling for \$100-\$500 each in 1901 when the Collins Addition was platted, extending residential development with water supply piped in from railroad tanks. The Garcia Addition, north of the Townsite, was also platted -- and the following year (1902) the Wickenburg Addition made more parcels available southeast of the Collins Addition. Other subdivisions prior to incorporation included the Southeastern Addition (south of Townsite, between Railroad and Tegner Streets, 1906) and the triangular Curry Addition (northwest of the Townsite, 1907). In 1910, the Reed Addition was platted west of Collins.

Early subdivisions were marked by relatively narrow, long lots. These properties allow for street frontage access with land to the rear for accessory buildings and the keeping of animals. Commercial development prospered during periods of mining activity. The compact community, surrounded by ranches, offered a



variety of businesses serving residents, commercial travelers and tourists through the World War I era.

Early- to Mid-Twentieth Century

Access to the community, railroads and the Hassayampa Bridge for improved road connections, secured a steady stream of tourists and established the “market town” status Wickenburg still serves for residents of small unincorporated communities and ranches in the greater region.

By 1923, there were 600 year 'round residents in Wickenburg; the population doubling with seasonal visitors during the wintertime. The doubling of the population in wintertime is a phenomenon that still occurs today.

Construction of the Center Street Underpass in 1937 alleviated dangerous rail crossing conditions. Improved vehicular circulation was just one of many benefits arising from Depression Era public works projects in the Town. Bridges, sidewalks and the High School gymnasium were among the improvements brought to the community during the New Deal 1930s.

Guest ranching in the Wickenburg area began with the attraction of "dudes" to the western ranching experience at Remuda Ranch, in 1924. The Great Depression and prohibition caused wealthy Easterners to seek the attraction of a cowboy retreat, recognizing Wickenburg as the "Dude Ranch Capital of the World". The "Six Ranch Association" flourished during the 1930s.



World War II attracted more visitors to this safe haven, convenient for visiting aviation trainees at the many military airfields in the vicinity. By the 1950s, dude ranches were well established in the area. These ranches including Remuda, Monte Vista, Slash Bar K, Flying E and Rancho de los Caballeros attracted visitors whose experience in Wickenburg caused many persons and families to return for extended vacations, or, in some cases, to make the community their home.

Wickenburg absorbed a share of post-war residential growth. Its distance from the metropolitan center insulated the Town from the excesses of 1950s-1960s housing booms with construction that developed small subdivisions and custom homes and moderate increments of mobile home parks throughout the general vicinity.

History Shapes the Community's Future

An appreciation of its roots guided Wickenburg's development. The terrain and relatively unspoiled scenic surroundings offer an



environment where it is easy to visualize the past -- exploration, mining, cowboys and ranching. Preserving history is a value shared by Wickenburg residents. The Town's long heritage is reflected in

the Downtown core where visitors are encouraged to take walks along historic streets to shop, to participate in civic events and to visualize the community's exciting past.



Town of Wickenburg

Among the notable places and structures that add to the Wickenburg image are the following properties that were found eligible for inclusion on the National Register of Historic Places:

- The Old City Hall and Jail
- The Old Brick Post Office
- The Safeway Pay 'n Takit
- The Santa Fe Bunk House
- The Cactus Inn
- The Santa Fe Section House
- The Old Barber Shop
- The J.C. Reed Building
- Sunset Telephone Co. Office
- Vernetta Hotel
- Santa Fe Railroad Depot
- Brayton Commercial Co. – Lumber
- Wickenburg H. S. & Gymnasium
- The Garcia School House
- Numerous restored and preserved historic residences

Other notable Historic Preservation activities include the successful public/private joint venture preservation of the Garcia School House (pictured above) and the Santa Fe Railroad Depot; purchase of the Boetto property by the Town; and current efforts to rehabilitate historic signs such as “La Siesta Motel”, “Double J Court” and “Aztec Trailer Park”.

Residents and business people are determined that the Future Wickenburg retains the character of its past. Conserving natural surroundings for continued recreational enjoyment by generations to come is regarded with the same, if not greater, importance as sustaining the historic built environment. The Hassayampa Preserve, Vulture Peak, horse trails along desert mountain washes, old mining claims and, especially, views of rugged terrain in all directions are features of Wickenburg's setting that are intended to be visited with sensitivity, keeping the outdoor image unchanged.



2. PLANNING TRADITION

Wickenburg's evolution as a community shows a strong commitment to land planning. From the early days' Original Townsite platting (See: "Town Organization", above), the compact, market town core grew lineally along rail and roads connecting to outlying ranches. Larger lot residential subdivisions were planned and have developed in the spaces between corridors, for the most part avoiding constraints of steep terrain and flooding hazards.

Land use transitions -- from working ranch to guest resort to health care facilities -- have been accommodated through the Town's planning oversight. A highly-participatory, hands-on style of decision-making that involves many local citizens as well as local officials characterizes the Town's approach for addressing change.

Planning and Zoning Advisory Commission members, other community leaders and Town staff actively participate in regional, State and national planning organizations. Wickenburg is recognized for its commitment to sound planning principles through its use of creative techniques for growth management and community sustainability.

3. WICKENBURG GROWTH STAGES

Wickenburg currently encompasses an area of 19.4 square miles. Figure 1, Wickenburg Growth Stages, illustrates municipal annexation by intervals -- from the original Town Site to the present. Significant constraints on development, such as steep terrain and natural drainage channels, render a portion of the Town's area unsuitable for development. However, significant acreage remains available for development. This developable land is distributed throughout the Town limits and Municipal Planning Area.



4. THE GREATER WICKENBURG REGION

In many respects, Wickenburg is a gateway to distinctly different geographical areas. One sub-region forms a hinterland of small, unincorporated settlements, ranches and un-developable space for which the Town serves as a hub. Another, with the Town at its outer edge, is the rapidly-expanding urbanizing Phoenix Metropolitan Area and its direct highway connection to the even faster-growing Las Vegas metro.

Wickenburg's influence extends beyond its incorporated Town limits. Today, the MPA encompasses approximately 435 square miles (see Figure 2: Municipal Planning Area). Small communities within the region, such as Congress and Yarnell to the north; Forepaugh (where the Town owns 80 acres of industrial property) and beyond to Aguila relate much more to Wickenburg than to Prescott or Phoenix or any other city. Additionally, the recently completed Hassayampa Framework Study for the Wickenburg Area established a network of transportation facilities beyond the incorporated boundaries to meet the build-out travel demand that the greater Wickenburg region could experience in the future.



Insert Figure 1
Wickenburg Growth Stages



Insert Figure 2

Wickenburg Municipal Planning Area



As other communities laid claim to "most western" status, Wickenburg maintained true allegiance to its rich traditions: mining, ranching, railroads, Territorial architecture and, especially, horsemanship. Its tradition as the Dude Ranch Capital continues, even though only two remain today. The area still boasts the trail rides, equestrian activities, western heritage events and guest ranches for which the Town became widely recognized. Although some destination western resorts that gained recognition for Wickenburg during the middle decades of the Twentieth Century are no longer in existence as dude ranches, they have adopted re-use options ranging from Western-themed residential neighborhoods to health spas that retain spacious, open areas.

A particular challenge for the Town is maintaining its character in the face of the inevitable sprawl moving toward it. From the southeast, Surprise is projecting growth as far as Wittmann with a population possibly exceeding 400,000 by 2030; and, to the south, Buckeye foresees planned communities steadily climbing the west edge of the White Tanks Mountains into the Vulture Mountains' southern foothills with resident numbers approaching one million. Natural barriers -- the rough terrain that separates Wickenburg from these metropolitan neighbors -- will help in keeping the Town from being encroached upon.

Residents love the community's quality of life despite the lack of a diversified employment base and retail services. Wickenburg, like many communities today, is trying to balance serving existing residents while attracting and retaining development and jobs. However, if not managed effectively, Wickenburg's quality of life will be impacted, leading to automobile congestion, pollution, pedestrian-hostile neighborhoods, and sprawl. The Wickenburg General Plan 2025 encourages a sustainable



community that seeks to avoid such degradation.

Regional policies that recognize community character can assist Wickenburg in retaining distinctiveness and separation. Coordination with other planning entities -- Maricopa County, Yavapai County, Arizona Department of Transportation (ADOT), the Arizona State Land Department (ASLD), the Bureau of Land Management (BLM) and Maricopa Association of Governments (MAG) as prime examples -- is founded in the Town's expression of local values.

The greater Wickenburg region faces some degree of growth pressure. Transportation improvements will reduce commuting time into suburban areas to the southeast, thereby exacerbating retail leakage in the short-term and potentially increasing housing demand in the long-term. Private land holdings located in Yavapai County are being marketed as future master planned communities.

The challenge faced in the General Plan 2025 is presenting opportunities for Wickenburg to diversify its local economy, strengthen its existing business base, and attract quality jobs for residents, while maintaining and enhancing the community's quality of life. Effective planning responses require the municipality to cooperate with other entities; collaboration is critical in order to preserve Wickenburg's unique lifestyle.



D. BACKGROUND INFORMATION

This subsection provides a general compilation of factual background information available from existing data bases and studies pertaining to the Wickenburg Municipal Planning Area. Selected subject areas are relevant to General Plan 2025 Elements. Where appropriate, background data are referenced again in "Existing Conditions" subsections of the Element.

Among the topics reported (which affect living quality and/or development potential in the Municipal Planning Area) are: climate, topography/soils, hydrology, environmental assets, air quality, noise, major land ownership, and demographics.

1. CLIMATE

Wickenburg's climate is affected by its elevation and its physical location. The Town's elevation is approximately 2,100 feet above sea level. It is located in the Sonoran Desert, along the banks of the Hassayampa River, and between the Weaver and Vulture Mountains.

Temperatures in Wickenburg vary greatly throughout the year, and can change quickly as the landmass of the Sonoran Desert rapidly heats and cools. The annual average maximum and minimum temperatures are 83.46°F and 47.47°F, respectively, as shown by Table 1, Climate Characteristics.



Table 1: Climate Characteristics

Recorded between 3/1/1908 and 3/31/2008

Month	Average Temperature (°F)		Precipitation (inches)	Snowfall (inches)
	Maximum	Minimum		
January	64.5	31.2	1.19	0.0
February	67.9	34.3	1.23	0.1
March	73.2	38.3	1.05	0.0
April	81.4	43.3	0.49	0.0
May	90.5	50.3	0.17	0.0
June	100.1	58.7	0.13	0.0
July	103.46	69.5	1.30	0.0
August	101.1	68.6	1.92	0.0
September	96.1	60.4	1.14	0.0
October	85.7	48.4	0.66	0.0
November	73.7	37.7	0.76	0.0
December	65.4	31.5	1.18	0.1
Annual Average / Total	83.46	47.7	11.21	0.2

Source: Western Regional Climate Center, <http://www.wrcc@dri.edu>

Summer temperatures can reach beyond 100°F during the day, but can also cool to below 70°F by morning. Temperatures in the Phoenix area, by comparison, average five degrees (5°F) warmer than Wickenburg during both the day and night, although lows are often much more than 5 degrees (5°F) cooler than Phoenix.

Daily temperatures in the winter months are mild, extending above 60°F, while nighttime temperatures may often drop below freezing. The first “killing frost” (occurrence of temperatures cold enough to kill all but the hardiest vegetation) usually occurs around November 15, and frosts may continue through the first weeks of April. The average growing season, as a result, is about two (2) months shorter than Phoenix and one (1) month shorter than Tucson.

The average annual precipitation is slightly more than eleven (11) inches, with only traces of snow occurring during the winter months. Historically, measurable precipitation has occurred over seventy



days a year, with more than one inch occurring in the winter months of December, January, February and March, and during the monsoon months of July, August, and September. In August of 1935, the all-time daily precipitation maximum registered 3.01 inches, creating an estimated flow at Box Canyon of 30,000 cubic feet per second (cfs).

Humidity in Wickenburg does not reach uncomfortable levels due to the Town's lack of significant, above ground water sources, and the Town's existing topographical relief.

2. TOPOGRAPHY

The topography of the land surrounding Wickenburg has had a pronounced effect on the pattern and form of development in the Town. The mountain ranges surrounding the Town have helped shape the image and character of the community, and have also provided a natural barrier between Wickenburg and the Phoenix Metropolitan Area.

The Date Creek and Weaver Mountains, located to the north of Wickenburg, contain slopes of greater than twenty (20%) percent, creating a barrier between Wickenburg, and the higher elevation communities of Yarnell and Prescott. In comparison to Wickenburg at 2,100 feet above sea level, Yarnell is located at an altitude of 4,700 feet and Prescott at 5,300 feet. Historically, this mountain barrier has restricted both traffic flow and inter-regional communication.

The Vulture Mountains to the south of Wickenburg also exhibit slopes of greater than twenty (20) percent. These slopes gradually taper to two (2)



percent slopes as natural drainage channels deposit erosion materials into the watershed of the Hassayampa River. To the east, the Wickenburg Mountains obstruct encroaching development from the Phoenix Metropolitan Area.

The existence of these steeply sloped areas has restricted growth in the past due to the expenses involved in the design and construction of hillside development. In other areas, undeveloped slopes have been successfully preserved as open space and/or recreational areas.

3. SOILS

The Wickenburg area was included in a soil survey compiled by the United States Department of Agriculture (USDA) Soil Conservation Service in 1986. The area was mapped at a relatively large scale, making the soil survey useful for determining general, but not site-specific, land uses. For General Plan 2025 purposes, information from the survey was condensed into seven categories: soil type, composition, slope, permeability, potential problems with use as building or road sites, potential problems with septic systems, and potential for use as animal forage.

The information above is portrayed on a table (below) for soils that are predominantly found in Wickenburg. A variety of other soils found in the Municipal Planning Area may be referenced from the USDA Study. Most soil types inside the Town boundaries exhibit moderate construction limitations; however, the availability of municipal sewer overcomes the permeability problems that occur throughout the region -- and severely restricts development intensity where septic systems must be used.



Table 2: Soils in Wickenburg

Soil Type, Complex, or Association	Composition	Slope	Permeability	Potential problems with use as building or road sites	Potential problems with septic systems	Potential for use as animal forage
Complex – Anthony 40% Arizo 40% Sandy soils 20%	Sandy loam Gravelly, sandy loam	0-3% 0-3%	Moderately rapid Very rapid	Located in drainage ways and floodplains	Located in drainage ways and floodplains	Moderate Very productive
Arizo cobbly sand loam	cobbly sand loam	0-10%	Very rapid	Located in drainage ways and floodplains	Located in drainage ways and floodplains	Very productive
Association – Eba 40% Continental 25% Cave 20% Other soils 15%	Gravelly loam Clay loam Gravelly loam	3-8% 3-8% 3-20%	Slow Slow Moderate	Few limitations High shrink-swell potential Shallow depth to hardpan	Slow percolation Slow percolation Shallow depth to hardpan	Moderate High Very poor
Gila fine sandy loams	Calcareous and noncalcareous sandy loams	0-3%	Moderate	Flooding hazard	Flooding hazard	Moderate to high
Complex – Lehmans 45% Rock Outcrop 30% Volcanic Deposits 25%	Very gravelly clay loam Rock outcrop	8-65% 8-65%	Slow Very slow	Steep slopes Steep slopes	Steep slopes Steep slopes	Moderate to high Poor

Seismic Zones

There has been little seismic activity in the Wickenburg vicinity. Arizona is designated by the Federal Emergency Management Agency (FEMA) National Earthquake Hazards Reduction Program as a "High Risk" state for earthquakes. However, a 1994 study by the Arizona Earthquake Information Center at Northern Arizona University (NAU) found the Salt River Valley area (including Wickenburg) to have a low risk for seismic hazards. The area, of course, could be impacted economically by earthquakes elsewhere in the state, or in southern California.



4. HYDROLOGY

This background information is especially pertinent to Land Use, Growth Areas and Water Resources Elements.

Drainage and Flooding

The Hassayampa River and Sols Wash have historically been significant flooding hazards within the Town of Wickenburg. In October 2000, for example, stormwater exceeded the banks of Sols Wash and flowed over Tegner Street, flooding homes east of Tegner Street and also Coffinger Park. In September 2007, a comprehensive flood control project to reduce flooding hazards and eliminate the floodplain for more than 100 property owners along Sols Wash through downtown Wickenburg was initiated. The Wickenburg Downtown Flood Hazard Mitigation Project, managed by the Maricopa County Flood Control District (MCFCD) in cooperation with Town officials, was centered on an approximately one-mile section of Sols Wash from upstream of the U.S. Highway 93 Interim Bypass Bridge to approximately 1,600 feet upstream of the Tegner Street Bridge. The project included an additional 250-foot segment on Hospital Wash located immediately north of the Hospital Wash/Sols Wash confluence. New engineered rock-and-wire bank protection and floodwalls were installed upstream (west) and downstream (east) of Tegner Street, and along the Cavaness Street crossing of Hospital Wash. The flood control components of the project will provide protection during a 100-year flood event, an event which has a one-percent chance of occurring in any given year.

Coinciding with the update of the General Plan 2025, the Planning Branch of the Maricopa County Flood Control District (MCFCD) is in the process



of preparing an Area Drainage Master Study (ADMS) for the Town of Wickenburg. The purpose of the Wickenburg ADMS is to identify known and potential flooding and erosion hazards

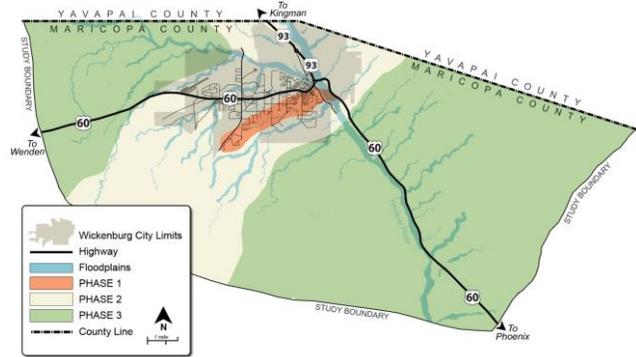


Figure 3: ADMS Study Boundary

The study is actually an update of the Wickenburg ADMS completed in 1992. The ADMS update is a joint effort between the Flood Control District, the Town of Wickenburg and a variety of key stakeholders. The study area and its watershed encompass 145 square miles in Maricopa County in and around the Town of Wickenburg (see Figure 3).

Due to growth, development and other factors, previous drainage patterns may have been altered in a way that could cause new flooding hazards or may have actually reduced the flooding hazard. In light of this, the District is using recent topographic data, new rainfall data and updated modeling techniques to identify flood hazards since the last study. New data and advancements in technology will help the new ADMS provide a more accurate picture of the area's flooding potential and where future flood control measures should be focused.

The study will be completed in three phases. Phase 1 commenced in July 2010 to identify the current floodplain and flood hazards for Sunset Wash and Sunnycove Wash. Initial results, including updated proposed floodplain boundaries for the contributing drainage area to these washes, were presented at a public meeting on February 3, 2011. Phase 2



Town of Wickenburg

commenced in February 2011 to perform floodplain delineations and flood hazard assessments along approximately 63 linear miles of washes and rivers within and surrounding the Town of Wickenburg. This particular phase will be completed and approved in 2013. Phase 3, tentatively scheduled to begin in September 2011, will study other areas around Wickenburg. This phase is targeted for completion at the end of 2013.

After the three study phases, an Area Drainage Master Plan (ADMP) may be conducted to recommend structural methods, such as channels and basins, or non-structural methods, such as development codes, to help reduce and manage flooding in areas identified with particular flooding concerns. Ultimately, the results will be used to help the District and Town make more informed decisions on future land development, and help guide local developers and property owners in building more safely. This will reduce potential damage to property and loss of life from drainage issues and storm water flooding.

A floodway ordinance currently regulates development within and around the floodways of the Hassayampa River, Sols Wash, and other minor drainages. Development is prohibited within the floodway itself, but some development is permitted on the floodway fringe. The Town is currently exploring the adoption of new drainage policies, such as Maricopa County's Uniform Drainage Policy. Policies of this type include on site development standards, grading standards, water retention measures (such as natural topography and vegetation), and the retention of water above dams.



Surface and Ground Water Quality

Wickenburg is located in the Hassayampa River watershed, one of Arizona's last remaining unimpeded waterways. The Hassayampa River does not flow perennially above ground through Wickenburg, but its underground flow is substantial.

The Environmental Protection Agency (EPA) ranks the Hassayampa River as a watershed "with less serious water quality problems." This ranking is given to areas with "aquatic conditions below State water quality goals that have problems revealed by other indicators." The EPA also ranks the Hassayampa River watershed as having "low vulnerability to stressors." This ranking is given to watersheds where "data suggest pollutants or other stressors are low, and, therefore there exists a lower potential for future declines in aquatic health. Actions to prevent declines in aquatic conditions in these watersheds are appropriate but at a lower priority than in watersheds with higher vulnerability".

The EPA regularly monitors surface and underground water supplies for pollutants and other contaminants. Within the Hassayampa River watershed, less than 5% of all samples taken by the EPA exceeded one-half of the Maximum Contaminant Load Levels established by the federal government. The following table contains EPA data from watershed monitoring conducted during the 1990's. The "exceedance criteria" indicate at what point a water sample is out of compliance with EPA regulations on the contaminants listed (Ex. $2.9 \mu\text{g/l} = 0.0000029$ grams of a contaminant per liter of water sampled). The "Total Observations" indicate the number of samples that were taken and the "Observations exceeding criteria" are the number of samples that were out of compliance.



Table 3: Hassayampa Watershed Metal Level Monitoring

	Copper	Nickel	Zinc	Chromium + 6
Exceedance Criteria	2.9µ g/l	8.29µ g/l	86.1µ g/l	17.5µ g/l
Total Observations	54	53	56	1
Observations exceeding criteria	14	0	11	0

Heavy metals can enter a water supply by industrial and consumer waste, or even from acid rain breaking down soils and releasing heavy metals into streams, lakes, rivers, and groundwater. Heavy metals can have a negative impact on aquatic ecosystems, the food chain and human health.

Potential Sources of Groundwater Contamination in Wickenburg

While at this time, there has not been a problem and Wickenburg continues to enjoy high quality water, the Town continues to monitor the situation. The greatest threats to the Hassayampa River Basin and Wickenburg’s groundwater supply come from the further leaching of toxins and nutrients into the ground or waterways. These threats (for which actual risk has not been evaluated) can be separated into three potential categories of sites to be monitored to prevent contamination: 1) nitrate contamination principally from septic systems; 2) heavy metal contamination from mine tailings; and 3) chemical contamination from hazardous waste sites.

5. ENVIRONMENTAL ASSETS -- VEGETATION/WILDLIFE

Sonoran Desert Habitat

The desert surrounding Wickenburg is a subset of the Sonoran Desert eco-region. The Sonoran Desert is the wettest, and among the warmest, of all deserts on the North American continent, and one of the most biologically diverse deserts in the world. The desert, as a whole, has been heavily impacted by human activity. About sixty (60) percent of the habitat in the Sonoran desert ecosystem has been altered by agriculture, grazing, excessive groundwater pumping, and urbanization. Residential



development on bajadas (the broad, gently inclined slopes formed where series of alluvial fans merge) is eliminating the habitat of bajada-dependent vegetation such as cholla and saguaro cacti.

The land around Wickenburg is generally made up of bursage- and prickly-pear-dominated Sonoran Desert scrub habitat. Example plant species include saguaro, creosote bush, mesquite, palo verde, ironwood, catclaw, cholla, and a variety of other cacti. A wide range of animal species can also be found near Wickenburg. Mammals include desert mule deer, javelina, desert cottontail, the Yuma antelope squirrel, gray fox, coyote, mountain lion and several species of bats. A partial list of birds includes Gamble's Quail, mourning dove, roadrunner, raven, vulture, and red-tailed hawk. Reptiles and amphibians include the sidewinder, desert horned lizard, chuckwalla, desert iguana, and desert tortoise.

Several federally endangered species can be found in the greater region. This list includes the Southwestern Willow Flycatcher, Desert Pupfish, Bonytail, Gila Topminnow, and Razorback Sucker. The Western Yellow-billed Cuckoo is proposed to be listed as endangered. Other species of concern include the Longfin Dace, Arizona Toad, Arizona Skunk, Lowland Leopard Frog, Maricopa tiger beetle, California Leaf-nosed bat, Cave Myotis, and Hohokam Agave.

Hassayampa River/Sols Wash

One of Wickenburg's greatest environmental assets is the Hassayampa River, Sols Wash and other washes near the Town center. River corridors are natural migratory pathways for large animals such as deer, javelina, and gray foxes. Where animals meet obstructions, such as the habitat fragmentation caused by fencing and road building, problems often arise.



In the case of Wickenburg, this can be seen as the road-kill that occurs where many species attempt to cross Highway 60 as it enters the Town.

The Hassayampa riverbed has been heavily impacted by grazing and the use of off-road vehicles in and along the stream channel. However, the Hassayampa River does have the advantage of an unimpeded flow through the Town, which helps to keep the riparian habitat healthy, and allows for the regeneration of cottonwoods and willows along the stream channel. These trees are only able to germinate from seed after a flood has cleared debris from the riverbed, and left a layer of silt behind.

Grazing Lands

The Town of Wickenburg is almost completely surrounded by State Trust and BLM land holdings. A corridor of private land runs from Southeast to Northwest through the Town, partially following the path of Highway 93/60. Ranches make up the majority of the large private land holdings that are not in the Town itself. Maps of Surface Management Responsibility created by the Arizona State Land Department (ASLD) indicate that nearly all of the lands surrounding Wickenburg are used for grazing cattle.

Grazing by domestic livestock is fundamental to the Town's western character; however, care should be taken to reduce ranching impacts on natural communities, especially riparian habitats. Although the Wickenburg area has not been severely overgrazed; introduced species such as buffalo grass, originally planted as cattle forage, can have the unintended consequence of forcing out native plants.

The Hassayampa River Preserve

The Nature Conservancy's Hassayampa River Preserve is located three



miles southeast of Wickenburg on Highway 60. A perennial, above-ground stream creates a wetland habitat necessary to support aquatic life as well as other Sonoran Desert species. Over 280 species of birds frequent the preserve, including the great blue heron, white-faced ibis, pie-billed grebe, and several species of raptors. The preserve also harbors the southwestern willow flycatcher, a federally listed endangered species, as well as one of the best remaining occurrences of Fremont Cottonwood - Gooding Willow riparian forests in the Sonoran Desert. The preserve is also home to many species of lizards and other reptiles.

6. AIR QUALITY

The Maricopa County Air Quality Department monitored Wickenburg's Air Quality during 1997 and 1998. The monitoring station was located downtown at 155 North Tegner Street. During the monitoring period, Wickenburg's air samples did not exceed any of the 24-hour or annual National Ambient Air Quality Standards (NAAQS) employed by the Clean Air Act. The Town of Wickenburg currently is not located in the non-attainment area designated by ADEQ.

7. NOISE

Noise is often defined as a sound that is "loud, unpleasant, unexpected, or undesired." Noise is measured in decibels (dB). A common mathematical method to measure average noise over a 24-hour period (known as Ldn) adds a 10 dB penalty to noise events occurring at night (between 10:00 p.m. and 7:00 a.m.). Acceptable noise levels for residential development and general public use typically must fall below 65 Ldn.



In Wickenburg, most of the existing noise is generated by truck and vehicle traffic on surface streets or U.S. Highways 60 and 93 through the Town. Periodic noise is generated by air traffic en route to or from the airport, and by the railroad which runs through the Town.

The Airport Master Plan predicts an increase in air traffic. This increase would enlarge the airport’s noise footprint, however, only the 55 Ldn noise contour would extend beyond airport property -- with the Town expected to acquire additional runway protection zones during the latter stages of the airport development program.

The 1988 and 2003 Wickenburg General Plans adopted Interior Sound Level Performance Standards to establish interior noise levels for noise-impacted areas (Table 4). Noise attenuation is often accomplished through design and construction strategies.

Table 4: Interior Sound Level Performance Standards

Land Use	Interior Sound Level
Residential	45 db
Educational/Medical	45 db
Cultural/Entertainment/Recreational	50 db
Office/Commercial/Retail Services	50 db
Industrial/Communication/Utility	60 db
Agricultural Land/Water Area/Resource Extraction	65 db

8. MAJOR LAND OWNERSHIP

The lands surrounding the Town of Wickenburg are primarily owned by State and Federal agencies. The Land Use Plan (Figure 4) depicts the major land owners within the Municipal Planning Area. Major land owners include State Trust Lands and Bureau of Land Management (BLM) Lands. Maricopa County and the Parks and Recreation Department also have minor land holdings.



Private land holdings are principally within or adjacent to the Town, itself, extending to the northwest and southeast along the U.S. 93 and U.S. 60 corridors, respectively.

9. DEMOGRAPHICS

The information presented herein was gathered during the decennial Census conducted on April 1, 2010. The population of Wickenburg was 6,363, representing an increase of 1,281 people, a 25.2% increase in population since Census 2000. The annual growth rate was 2.3%. This is below the 3% projected growth rate for Wickenburg stated in the 2003 General Plan. Wickenburg was also slightly below the projected end of the decade population. In 2006, the Census Bureau projected Wickenburg's population to be 6,423; slightly above official figures recently released. However, the weak economy and collapsed housing market, which came after 2006, negatively affected growth in Wickenburg resulting in a lower than projected end of the decade figure. These figures put more emphasis on the need to look closely at economic development options in the General Plan 2025. Just as it is important to stay ahead of Town budget projections in order to avoid being overtaken by problematic trends, the same thing must be done for Wickenburg's long-term economic development planning.

Table 5 shows 2010-2025 population projections for the Town of Wickenburg assuming a historical (conservative) 2.3% compounded annual growth rate, a moderate 3.0% growth rate and a slightly more aggressive growth rate of 5%. With a 2.3% growth rate, the Town will add approximately 2,588 residents by 2025 for a 40% increase.



Table 5: Population Projections

	2010	2015	2020	2025
Town of Wickenburg (Historical Growth Rate) U.S. Census + 2.3% growth	6,363	7,129	7,989	8,951
Town of Wickenburg (Moderate Growth Rate) U.S. Census + 3% growth	6,363	7,378	8,553	9,915
Town of Wickenburg (Aggressive Growth Rate) U.S. Census + 5% growth	6,363	8,121	10,365	13,228

E. WICKENBURG PLANNING VISION

Opportunities exist for Wickenburg to diversify its local economy, strengthen its existing business base, and attract quality jobs for residents, while enhancing the community’s quality of life. However, in order to position the community for economic prosperity, the community’s 2003 Vision needed to be revisited. Below is the “Vision Statement 2025” formulated from responses to Visioning Exercises performed by attendees at the Joint Meeting on February 24, 2011 and residents at the Public Workshop on March 15, 2011. The *revised* Vision recognizes Wickenburg’s desire to become a strong, sustainable community that is diverse in economic and employment opportunities, attractive to new employers and businesses, and faithful to its historic and natural assets.



VISION STATEMENT 2025

The Town of Wickenburg takes pride in its natural beauty, friendly attitude, and Old West culture. Town residents support maintaining separation from the Phoenix metro region, both geographically and philosophically, in order to preserve Wickenburg's unique lifestyle.

The Town envisions a strong and sustainable economy through the expansion and diversification of small- to medium-sized retail, tourism and entertainment venues, clean industry facilities, and health-care and education campuses.

F. PLANNING ASSUMPTIONS

Wickenburg has implemented basic planning principles over the years that have protected community character. As new challenges are faced, additional planning policies become pertinent. These fundamental policy understandings include:

Wickenburg intends to retain its role as the regional hub by growing strategically to serve local citizens, residents of outlying areas and visitors. The Town seeks to maintain and improve upon transportation accessibility while reducing traffic congestion; encourage quality residential development; and exercise cautiousness while accommodating a diversity of retail or employment uses that make positive contributions to the local economy.

The Town plays a critical role in establishing policies and direction for future development that will directly affect the livability and



Town of Wickenburg

sustainability of the Wickenburg Municipal Planning Area. Livability and sustainability refer to accommodating population growth and the demand for housing, services, and infrastructure without upsetting the qualities that make Wickenburg a great place to live, work, play, and invest.

Spaciousness is Wickenburg's principal attribute. Preserving natural open space, including habitats and desert mountain vistas, is supported in Plan Elements and the Implementation program. Effective planning management applies land use patterns that are compatible with the Town's natural assets, such as floodplains and steep terrain.

Downtown Wickenburg ("Heritage Area"), a valuable community asset, deserves special attention and nurturing. Thriving business and civic activity in a compact, people-friendly environment exemplifies the Town's desired image. Shaded streets, gathering places, and shops/restaurants/offices in historic architectural settings contribute to special character to the entire region. Pedestrian convenience and enjoyment are responsible for core area vitality. Through vehicular traffic has been reduced as a result of the completion of the US 93 Interim Bypass; however, Downtown should remain very accessible.

Infrastructure investment should be evaluated on a cost-benefit basis. Citizens prefer development to be financed on a "fair share" basis. Developers expect to pay for the added demand in facilities and services that are generated by new construction. A Capital Improvement Program (CIP) guides municipal expenditures for installation of high quality, low maintenance systems with economies of scale.

Wickenburg is recognized world-wide for its behavior modification medical facilities and services cluster. Facilities such as Remuda Ranch, The Meadows, and Rosewood, all call Wickenburg home. The objective is not



only to expand these services but also work to attract their staffs to choose Wickenburg as their home to live and not just for employment.

Wickenburg is an exciting and attractive tourist destination. The Wickenburg area features a wide range of outdoor, recreational, and historic attractions, including the Vulture Mine as well as the Hassayampa River Preserve. Hiking, jeep tours, and equestrian activities are available locally. Wickenburg boasts a rich Western history. The Desert Caballeros Western Museum showcases an acclaimed collection of Western art and artifacts. Wickenburg also has a long history of festivals and events that bring visitors to the community. Through annual events such as Gold Rush Days & Rodeo, and the famous DC Ride, the town has respected the best traditions of its colorful early days. Expanding and diversifying the retail, hospitality, and entertainment industry will help to strengthen Wickenburg's standing as a tourist destination.

II. GENERAL PLAN ELEMENTS

Comprehensive municipal planning covers many related subjects that describe the community's physical make-up. A variety of land uses, including homes and businesses, roads, utilities, schools, parks and other public or private facilities, as well as natural resources, form the Town and its greater Municipal Planning Area. Eight (8) elements in the General Plan 2025 address these contributors to Wickenburg's current status along with noting suggestions that will help to shape its future development.

Residents wish to preserve community character, cautiously undertaking progressive change to improve living quality. Achieving the Wickenburg planning vision depends on balancing resources with needs (sustainability) among all of the General Plan 2025 Elements. Business diversification is critical for attracting fulltime and year round high quality jobs to the area so that residents' quality of



Town of Wickenburg

life is enhanced.

Eight basic components are addressed as General Plan 2025 Elements. They are: Land Use and Transportation; the five topics called for under Arizona's "Growing Smarter/Plus" planning laws -- Open Space, Water Resources, Environmental Planning, Growth Areas and Costs of Development; and Economic Development.

Although an Economic Development Element is not a State-mandated Element of General Plans in Arizona, the inclusion of this Element is critical to the Town's future. An Economic Development Element's relationship to other elements of the General Plan 2025, and its importance to a community outside the framework of the General Plan, is significant. For example, the amount and location of commercial and industrial land in the Land Use Element has specific impacts on economic development in communities. The linkages between the Transportation Element and economic development are also easily apparent, as are the potential conflicts between economic development and the Environmental Planning Element.

Each Element begins with an overview that is followed by an assessment of existing conditions. Citizens' evaluations regarding future needs are summarized in a section that organizes the Element's goals and objectives with recommended directions for action-oriented municipal policies.

Together, the General Plan 2025 Elements constitute a policy framework for community development. Element goals and objectives are meant to be interpreted with flexibility, but their recommendations are intended to be pursued through the Implementation Program. General Plan 2025 text, as a statement of municipal policy, is given precedence over maps and graphics, which serve



Town of Wickenburg

merely as general illustrations of that text.

A. Land Use Element

1. OVERVIEW

The purpose of the Land Use Element is to act as a development guide for defining the Town's growth pattern in the context of its surrounding natural areas. Wickenburg's physical setting, with its land forms and watercourses, illustrates the necessity for arriving at the correct balance between spaciousness and the built environment to maintain the Town's unique qualities. The Land Use Element sets fundamental General Plan 2025 principles for assigning the location and intensity of land uses (residential, commercial, industrial, public use and open space) in compatible relationships.

The Town of Wickenburg has a well-earned reputation for good stewardship in the preservation of natural resources (land, air and water). The Land Use Element establishes the pattern within which all other Elements are joined to form an integrated whole. It is, by statute, the foundation for public and private land development decisions.

The early growth of Wickenburg, and its Municipal Planning Area, was largely influenced by topography, mining, ranching and transportation corridors. The Town developed in lineal patterns, avoiding topographical and floodplain constraints, by building along its access routes (wagon road, railroad and highway) and on the upper banks of water courses such as the Hassayampa River and Sols Wash. Over time, the Town spread from the original pattern, expanding outward in a combination of residential and commercial development to assume its current form (see



Figure 1: Growth Stages). Still, the primary organizing features of Wickenburg remain the highway corridors (U.S. Highways 60 and 93) and the Hassayampa River through Town.

Future development in the Wickenburg vicinity will range from infill to master planned communities, which include various residential densities and other compatible land uses. Annexation of large-scale residential developments into the Town would accelerate the growth rate and the need for expanded infrastructure. The fact that Wickenburg and its Municipal Planning Area have largely escaped the rapid urbanization affecting most of Maricopa County explains the low historical growth rate; however, it is likely that the Town will experience increasing population. The expectation of higher growth rates is based on several factors: anticipated transportation corridor improvements serving areas where new residential development will occur; infill development within municipal boundaries; increased residential demand resulting from metropolitan Phoenix growth approaching from the southeast; and the desirability of the Wickenburg area and its relatively unspoiled environment.

2. CURRENT LAND USE

The Town of Wickenburg has a predominantly residential development pattern with more residential acreage than the acreage for commerce, employment/industrial and public uses combined. Annexation continues to provide an expanded inventory of land for all types of land use.

For decades, Wickenburg has benefited from its separation from metropolitan Phoenix. Its location in far northwest Maricopa County has maintained the Town's historic central place function as a market and service center for surrounding areas, including portions of adjacent



Yavapai County.

The Town's location has allowed it to develop a varied, self-sufficient land use pattern. Wickenburg also has served as a destination for visitors to the many area guests ranches/resorts, and as a rest and relaxation stop for travelers making trips from Phoenix to Las Vegas. In addition, there are several treatment centers in the area, such as Remuda Ranch Center, The Meadows, and Rosewood Ranch which are devoted to rehabilitation and recovery. The historic center of Wickenburg reflects the compact development pattern of Arizona towns during the late 1800s and early 1900s. This central business district (Town Core) also contains associated Town public facilities and older central residential neighborhoods.

Residential

Wickenburg's housing stock is predominantly single family. The number of housing units in Wickenburg per the 2010 Census was 3,619, representing a housing unit change of 928, a 34.5% increase in units since Census 2000. Typically, older homes are on lots smaller than the average lot area in newer residential developments. Multi-family housing represents a very small proportion of total Wickenburg dwelling units.

Several new single-family subdivisions are being developed in Wickenburg. Generally, the parcels to the east of the Hassayampa River are shown as very low density since it would be difficult and expensive to provide dry access across the river. Slopes in these areas are an issue, as well. The more desirable development areas are west of the town, served by Highway U.S. 60. A key element in the future of this area is the proposed Hassayampa Freeway. The preferred corridor for this freeway



runs north-south through State Trust Lands (see Transportation Element) and could be a catalyst for development in the area, assuming other economic drivers exist.

Commercial

The Downtown (“Heritage”) area of Wickenburg is an area of mostly smaller establishments (shops, offices and restaurants), many of which are located in historic buildings. Throughout the community, there are more than 700 businesses.



To a large extent, highways and arterial or major streets in Wickenburg are lined with commercial uses ranging from auto dealerships and



franchise restaurants to community shopping centers and service businesses. The more intense concentrations of these uses occur near the downtown along U.S. 60 (West Wickenburg Way) and old U.S. 93 (Tegner Street). With the recent

annexation into Yavapai County, opportunities exist for additional commercial land.

Hospitality uses, including hotels, restaurants and other guest services, draw from tourist traffic between Las Vegas and Phoenix and serve as a less expensive alternative to dude ranches for area visitors. Associated



specialty stores -- western wear, art galleries, and food and fun establishments -- appeal to tourists and residents alike.

Employment/Industrial

The Town's relatively small proportion of area devoted to employment/industrial use is focused primarily in two areas. The first area is situated to the north and northeast of the municipal airport. A majority of the acreage designated as employment/industrial adjacent to the airport are State Trust Lands; a different approach than what was taken in 2005 when the ASLD submitted a request for a Major General Plan Amendment designating parcels, literally at the end of the runway, as Single-Family Rural.

The second area, approximately 10 miles west of Town, is an 80-acre parcel owned by the Town of Wickenburg known as the Forepaugh site. The potential of expanding the site exists through the acquisition of an additional 640 acres owned by BLM.

Arizona Revised Statutes Section 9-461.05(C)(1)(g) requires the land use element of the General Plan to include sources of currently identified aggregates from maps that are available from state agencies, policies to preserve currently identified aggregates sufficient for future development and policies to avoid incompatible land uses.

Maps obtained from the Arizona Department of Mines and Mineral Resources that identify the location of aggregate mining operations and the Associated Geographic Index indicate there are no currently identified sources of aggregates within the Town of Wickenburg's municipal planning area at this time. There is one area, shown on Figure 4: Land



Use Plan, located southeast of Wickenburg along and north of US 60, less than one quarter mile outside the Town’s planning area and 3.5 miles from the corporate Town limits as of the date of adoption of General Plan 2025. The nearest land within the planning area is designated for rural residential use, which is not anticipated to infringe upon or be an incompatible land use to the current identified aggregate mining location.

Public Lands

Residents of the Town of Wickenburg have access to a full range of public facilities. Dedicated open space at public parks comprises more than one-half square mile or 334 acres (See: Open Space and Trails Element). A consensus of Wickenburg residents, elected officials and Town staff, expresses a strong desire and intention to preserve and protect open space. The realization of these aspirations requires collaboration with other governmental bodies with jurisdictions and/or ownership in the Municipal Planning Area.

The most notable example in relation to the Town are the State Trust Lands administered by the ASLD. As previously mentioned, the Department’s consultants completed a concept plan for State holdings in the Wickenburg vicinity and nearly one-half of the planned ASLD area was allotted for open space with the other half primarily residential. The residential acreage, even if developed at low densities, could result in a build-out population of more than 14,000 persons.

The Town of Wickenburg Growth Nodes map indicates conceptual future “mixed-use” nodes at the crossroads of U.S. 60 and the proposed



Hassayampa Freeway; as well as at the intersection of Cherokee Lane (a proposed east-west arterial) and the Hassayampa Freeway. Working together, the Town and ASLD anticipate a series of mixed-use master plans, with a range of residential densities, as State Trust Lands are sold at auction for development. The initiation of development on State Lands will not likely occur for a decade or more, but could occur sooner based on market conditions. For the purpose of this General Plan 2025, the Land Use map merely identifies State Trust Lands devoid of any specific land use designations.

Within the current Town boundaries, an estimated 600 acres are devoted to public and quasi-public uses, including parks and the municipal airport. The Town's park system consists of six (6) facilities, which range in size from the 279 acres at Constellation Park to Maguire Park which has an area of 1/2 acre. Constellation Park, which also contains the rodeo grounds, dry campground, and firearm and archery ranges, is located east of the Hassayampa River. Four other parks, Coffinger, Stone, Boetto and Maguire, are grouped around Downtown. Coffinger Park contains a public swimming pool, Skate Park and athletic facilities; all contain picnic facilities. The newest park, Sunset Park, comprising 40 acres, is in the western part of Town and includes four baseball diamonds with central concession stands, picnic areas, and playgrounds, as well as tennis and basketball courts.



The Town library and the nearby Wickenburg Community Center, located Downtown, serve Town and area residents. The library, housing over 40,000 volumes, has an inter-library loan agreement with the Maricopa County Library District and it offers reading programs. The Community Center serves social/meeting space needs with three meeting areas; the largest, an auditorium, and two kitchens. The Center site also accommodates recreational vehicle parking with 32 utility hookups and a wastewater dump station.

Wickenburg public facilities include public safety and service components, consisting of police, fire, and associated maintenance installations. The Town's municipal airport serves private aviation interests.

The Town is served by quasi-public cultural (Desert Caballeros Western Museum, Del. E. Webb Center for the Performing Arts) and medical facilities (Wickenburg Community Hospital).

Land available for development within the incorporated boundaries of Wickenburg is distributed throughout the Town. Relatively large, privately-held parcels are also available adjacent to Wickenburg, with good prospects for annexation.

As growth in the area continues, the General Plan 2025, and particularly the Land Use Element, will guide the manner and rate of land absorption. In the near term, for the Town of Wickenburg, residential uses, at various densities and price points, will likely be the largest component of new uses in the Town. With new residential development, there will be a need for expanded retail services to add convenience and variety for residents. Additional employment/industrial functions will also be needed to ensure a



balanced jobs-to-housing ratio. The challenge will be accommodating population growth and the demand for housing, services, employment, and infrastructure without upsetting the qualities that make Wickenburg a great place to live, work, play and invest.

Proposed development in the Municipal Planning Area has the potential of making major contributions to area population. As has been referenced previously, for example, proposed residential development on a portion of Arizona State Land Department holdings in the Municipal Planning Area has the potential of adding 20,000 or more residents at build-out.

LAND USE CATEGORIES

The Future Land Use map of the Wickenburg General Plan 2025 designates locations for eleven (11) land use categories.

Rural Residential (RR): The Rural Residential category is located on the periphery of the incorporated area and is the major component of Municipal Planning Area land use beyond the incorporated municipal limits. This category consists of multi-acre parcels, including State Trust Lands, with livestock privileges and limited agricultural uses. Consideration is given to extension of Town infrastructure and services upon annexation, which in most cases would qualify the land for one of the three (low, medium, or high) Single Family Residential designations. The allowable density range in this category is .25 to 1.0 dwelling units per acre (1 du/4 acres to 1.0 du/1 acre). This designation serves as a “holding zone” beyond the Town’s corporate limit as well as a transitional land use buffer between residential uses with densities higher than one dwelling unit per acre. However, large contiguous holdings in unincorporated



Maricopa County or Yavapai County may be master planned with appropriate infrastructure for a combination or mix of land uses and residential densities.

Single Family Low Density (SF-Low): The Single Family Low Density category provides for development of residences on large lots of various



sizes. This category occurs at municipal edge locations and in Town where less intense residential development is contemplated. The attractions of rural living with proximity to Town facilities and services are combined in this residential land use category. The allowable

density range is 0 to 2 dwelling units per acre (0-2 du/acre) with an average density of one (1) dwelling unit per acre.

Single Family Medium Density (SF-Medium): The Single

Family Medium Density category provides for more compact development and accommodates typical planned residential communities with accompanying amenities such as schools, public facilities,



churches, parks, some neighborhood-serving commercial (three acres or less, if sensitively integrated into the site and functionally linked for

pedestrian and automobile access) and open space. This category is more closely linked with activity centers and Downtown. The allowable density range is 2 to 5 dwelling units per acre (2-5 du/acre) with an average density of 3.5 dwelling units per acre.

Single Family High Density (SF-High): The Single Family High Density category provides for single family detached and/or attached dwelling units and cluster development on smaller lots, which could include larger, common open spaces with potential recreational opportunities. This category typically occurs in close proximity to commercial uses and major streets or highways. The allowable density range is 5 to 10 dwelling units per acre (5-10 du/acre) with an average density of 7.5 dwelling units per acre.

Multi-Family Residential: The Multi-Family Residential category provides



for the most intense residential uses. This category incorporates apartments and townhouses on single or multiple floors. The compact development assumes on-property open space and/or common recreational facilities (e.g., fitness centers, meeting rooms). This category occurs in close proximity to Downtown and commercial nodes. The allowable density range is 10 or more dwelling units per acre (10+ du/acre).

Commercial: The Commercial category provides for the continuation of existing, and the development of new, commercial properties. Commercial uses must be context-sensitive, relating to adjacent neighborhoods, public facilities and open space. Commercial development, behavioral modification medical facilities, and educational and community learning institutions should utilize site and building design to present a positive, attractive appearance to residents and visitors. This category typically occurs Downtown, along highway corridors, in master planned community cores and at arterial roadway intersections.



Mixed Use: The Mixed Use category provides for commercial, office and public uses with associated residential dwellings, which may include apartment and condominium units. Mixed use is most appropriate in or near Downtown, in master planned community cores or in combination with other housing types where suitable. Future large master planned developments are expected to include neighborhood services, commercial uses and public institutions as appropriate by utilizing mixed use development features even where non-residential or mixed use designations are not explicitly indicated on the Land Use Map. Appropriate blends of use may be accepted in reviewing the overall development plan. This category is intended to foster a high level of use interactivity and encourage a positive, pedestrian-scaled urban experience with related amenities.

Employment/Industrial: The Employment/Industrial category provides



Town of Wickenburg

areas for both existing and new Business Park or industrial uses. The industrial activity contemplated includes manufacturing, component assembly and warehouse functions. This category primarily occurs in proximity to the Wickenburg Municipal Airport, and on the Town-owned “Forepaugh” property.

Public Facilities: The Public Facilities category provides for locations for current and future public facilities, including cultural, municipal, public safety and infrastructure support uses.



Open Space: The Open Space category provides for existing and planned parks, open space areas and open space corridors/pathway systems. This category includes the Hassayampa River corridor and Preserve and the Sols Wash corridor.

Resort/Health Facilities: The Resort/Health Facilities category provides for existing and new facilities such as resort hotels, guest ranches and behavioral or rehabilitation health centers with associated amenities in Wickenburg and its Municipal Planning Area. This category also applies to resort, guest ranch and health facilities that may be developed as part of new master planned developments.

3. LAND USE GOALS, OBJECTIVES, AND RECOMMENDATIONS

The goals, objectives and recommendations of the Land Use Element act to organize principles and policies that will be utilized by the Town of



Wickenburg in making decisions regarding the location and intensity of land uses in the Town. The goals and objectives are derived from consultations with citizens, the Economic Development Advisory Commission, Town staff and other community stakeholders.

Goal A: Protect Wickenburg from neighboring metropolitan urban sprawl.

Wickenburg currently remains in the enviable position of not yet being affected by the inevitable spread of the metropolitan Phoenix suburbs, such as the City of Surprise and the Town of Buckeye, in the northwest portions of the County. Realizing that a limited time remains to implement protective strategies, Wickenburg is committed to preserve the surrounding natural areas and safeguard the existing character of the Town.

Objective 1: preserve the unspoiled natural, open lands within the Municipal Planning Area.

Objective 2: encourage open space dedications as a condition of development entitlements, especially in “sensitive” areas.

Objective 3: buffer Wickenburg by locating rural- to low-density residential development (i.e., ranches, rural residential) around the periphery of the MPA, as well as master planned developments with a blend of mixed uses and open spaces.

Objective 4: balance local jobs and housing to foster a sustainable community and lessen commuter trip generation.

Objective 5: emphasize land uses and facility development that reflect and enhance the Wickenburg “small town” character (e.g., visitor attractions, specialty shopping, and museums) with context-sensitive small- to medium-sized retail uses in appropriate locations.

Objective 6: support the designation of BLM lands as a “special



management area.”

Goal B: Provide a variety of local and tourism shopping opportunities and services to satisfy the needs of Wickenburg residents and visitors.

Wickenburg residents have expressed a strong desire that a full spectrum of commercial, retail and service functions be located in Town to prevent the need for regular trips to metropolitan Phoenix for basic needs; thereby minimizing the substantial trade leakage that currently exists. While emphasizing Downtown infill, also encourage decentralized shopping and service opportunities in Growth Areas and visitor-serving locations to provide local access by neighborhoods and planned communities.

Objective 1: develop commercial nodes along existing and proposed major transportation corridors, preferably at intersections of major thoroughfares.

Objective 2: encourage retail and services functions to serve daily needs of residents and visitors, and preclude necessity of trips to metropolitan Phoenix.

Objective 3: continue to develop and revitalize Downtown Wickenburg as an active, pedestrian-scaled mixed use (“Heritage”) area of shopping, gallery, restaurant, entertainment, arts and culture, office and appropriate residential uses.

Objective 4: plan the siting of businesses and improvements to reduce congestion from automobile traffic.

Objective 5: maintain, improve and, where appropriate, expand local health service facilities for residents, accommodating medical needs of aging residents.

Goal C: Maintain and preserve the open, scenic quality of the Wickenburg area environment.



Town of Wickenburg

Wickenburg residents take pride in the Town's high desert setting and unique natural features. Strong efforts must continue to prevent environmental degradation. Incompatible uses should be buffered by open spaces serving as view corridors.

Objective 1: encourage larger, more strategic open space in new developments to preserve unspoiled views for all residents.

Objective 2: develop an accessible equestrian trails system integrated with a multi-use pathway network serving pedestrians, runners and bicyclists.

Objective 3: establish an area-wide trail system network linked to the Town trails; integrate with residential neighborhoods and points of interest.

Objective 4: prefer larger, shared open spaces in all land use categories to foster community interaction as opposed to creating undersized walled-off private spaces.

Goal D: Provide housing variety in all price ranges to satisfy needs of residents.

Concerns have been expressed regarding the disparity between housing costs and incomes for lower wage sectors of the local economy, particularly service economy workers. Wickenburg seeks inclusiveness for residents in all demographic groups.

Objective 1: promote the development of sound, high quality neighborhoods that provide a variety of housing options and community amenities in an integrated manner.

Objective 2: foster creative infill design solutions to enhance community cohesiveness and character.

Objective 3: obtain a high quality, varied and affordable housing stock through a combination of infill projects, new development and rehabilitation of older homes and structures.



Objective 4: encourage developers and property owners to maintain and improve the Town's existing housing stock, and to revitalize existing neighborhoods.

Objective 5: implement programs that provide incentives to property owners who maintain, rehabilitate, revitalize and protect the existing stock of affordable homes.

Objective 6: encourage the provision of housing proximate to employment opportunities to reduce commute trips and time; make pedestrian and bike trips to/from work feasible; encourage continual activity and use of the downtown.

Goal E: Develop community appearance standards.

As important as the quality of the natural environment is to the sense and feel of Wickenburg, so, too, the quality of the built environment must be continuously monitored. Appearance standards and design guidelines can assist Wickenburg in remaining a community that complements its physical setting. This Goal seeks to establish themes that are responsive to the growth needs and potential of Wickenburg.

Objective 1: maintain clean neighborhoods and commercial areas; require property owner disposal of trash, debris, dead plant material.

Objective 2: support voluntary citizen efforts in neighborhood clean-up and graffiti removal; seek business support for area improvement initiatives.

Objective 3: encourage underground location of existing and planned utilities.

Objective 4: institute design guidelines to achieve creative, varied, context-sensitive building designs and site planning solutions in all land use categories.



Objective 5: encourage the use of natural color schemes in the commercial and employment/industrial areas.

Objective 6: utilize Downtown as a pedestrian-scaled, mixed use, historic downtown (“Heritage”) area to attract visitors and tourists.

Recommendations

- R-1) Protect Wickenburg’s character through dedicated open space buffers, protected view corridors and, the encouragement of spaciousness beyond the municipal limits.
- R-2) Continue to revitalize Downtown as a pedestrian-scaled, higher density mixed use district reflecting Wickenburg's heritage and providing an organized Town Core.
- R-3) Encourage the development and retention of local retail and service enterprises to meet residents’ and visitors’ needs, promote a sustainable community and lessen trips to metropolitan areas.
- R-4) Provide a pathway network for pedestrian, bicyclist and equestrian use integrated with open space corridors, parks, residential neighborhoods, Downtown and other commercial areas.
- R-5) Encourage intensive employment and industrial uses for areas in close proximity to the municipal airport, including adjacent State Trust Lands as well as the Town-owned “Forepaugh” land including adjacent BLM Lands slated for disposition.
- R-6) Update Town Code provisions for General Plan 2025 consistency, encouraging desired types and locations for development with design and maintenance guidelines to enhance Wickenburg setting and lifestyle.
- R-7) Encourage, when appropriate, special events to be located on Tegner Street, Frontier Street, and the downtown bridge.
- R-8) Maximize, to the extent possible, the centralization of tourist/cultural, municipal, entertainment and office uses in the



Downtown.

- R-9) Consider opportunities to relocate non-tourism/cultural, municipal, entertainment, and office uses to sites adjacent to the Downtown.
- R-10) Encourage a vertical mix of uses, with pedestrian-oriented uses located on the ground floor and a mix of residential and non-residential uses on the upper floors.
- R-11) Encourage the use of the Heritage Area to promote the historical, western/southwestern character of the Downtown.
- R-12) Identify centralized lots for off-street parking facilities and promote the sharing of spaces for Downtown uses. Maintain on-street parking on Wickenburg Way and Tegner Streets. Explore the use of a small transit circulator through the Town during special events and high tourist season.
- R-13) Develop a system of pedestrian access between public parking facilities, downtown businesses, the pedestrian bridge and attractions.
- R-14) Create character areas for cultural/tourism, entertainment, municipal, and retail/service venues within the Downtown.
- R-15) Consider an updated survey of potential Downtown Historic Area.
- R-16) Encourage multi-family residential (10+du/ac) uses as a mixed use component (same building or same site) within and adjacent to the Downtown to enhance the market for retail goods.
- R-17) Promote the mixing of compatible residential use above-ground floor retail/office uses within the same building.

Insert Figure 4
Land Use Plan



Insert Figure 5
Downtown Land Use Inset

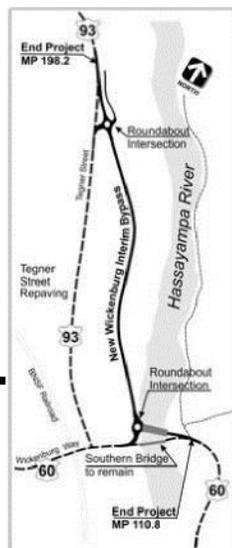
B. Transportation Element



OVERVIEW

The Town's role as the central place for its region has been, and will continue to be, dependent on its accessibility. Identification and resolution of transportation issues is vital to Wickenburg's preparedness planning. Vehicular traffic flow is an essential factor -- both for residents' safety and travelers' convenience. Avoiding congestion, while retaining internal trip convenience for residents and tourists, requires a careful balancing of circulation objectives. Aviation, rail and non-motorized transportation improvements are also addressed in this Element.

By statute, the Transportation, or Circulation, Element identifies the general location and extent of existing and proposed major arterials, collector streets and street classifications. It considers multi-modal transportation options including transit, pedestrian and bicycle alternatives. The Transportation Element, as the framework for the movement of people and goods, supports the proposed development patterns cited in the Land Use and Growth Areas Elements. The linkages between the Transportation Element and Economic Development Element are also easily apparent.



Wickenburg General Plan 2025

6 U.S. 93 Interim Bypass

One of the significant changes to the transportation system since 2003 was the construction of the Wickenburg Bypass (SR 93). The Wickenburg Interim Bypass Project began February 2008 and was completed in 2009. The new roadway, which follows the west bank of the Hassayampa River, relieves congestion at the intersection of Wickenburg Way (US 60) and North Tegner Street (old US 93) in historic downtown Wickenburg. The project also includes two roundabouts, a new roadway embankment that will provide flood protection to adjacent properties, and new bridges across the Hassayampa River and Sols Wash. Landscaping and other aesthetic features have been installed at the new entrance to the historic district, creating a unique, inviting gateway to Wickenburg. The improvements were funded by the voter-approved Regional Transportation Plan for Maricopa County.



EXISTING TRANSPORTATION SYSTEM CONDITIONS

The transportation system for the Town of Wickenburg includes the arterial, collector and residential street network to meet the surface transportation needs on a local and regional basis of residents at all age and economic levels, visitors to the community and truck freight for Town commerce and industry. The Wickenburg Municipal Airport serves local and sub-regional aviation needs. The Burlington Northern/Santa Fe (BNSF) Railroad angles through the center of Town providing regional movement of raw and processed goods and materials.

Street Transportation

The functional street classification system of the Town of Wickenburg is comprised of principal arterial roadways, major and minor arterial roadways, collector streets and local roads.

Arterials

Principal and minor arterial roadways provide regional connections between communities and are designed to accommodate the highest traffic volumes and long-distance traffic movements. Principal and minor arterials typically include appropriately spaced curb openings to access properties adjacent to the right-of-way and provide connections to collector and local roadways. Principal arterials provide two or three lanes per direction, with a two-way left-turn lane or a raised median and contain posted speed limits between 40 and 50 miles per hour. In some settings, principal arterials can be designed for one-lane per direction of travel including wide shoulders with posted speed limits between 55 and 65 miles per hour. Arterials generally provide two



lanes per direction with a two-way left-turn lane. The principal arterials in the Wickenburg Municipal Planning Area include:

- U.S. 60
- U.S. 93
- Vulture Mine Road

As principal arterials link through more densely-built portions of the Town they provide the framework for a continuous community street system that accommodates access to local land uses and shorter trip lengths. Characteristics of major (U.S. 60, U.S. 93) and minor (Tegner Street) arterials include appropriately-spaced curb cuts for properties fronting on the roadway, channeling traffic from collector streets for community trip purposes and managing vehicular flow with signalization at major intersections.

Table 6 identifies 2010 arterial roadway volumes as well as projected 2031 volumes. The average weekday traffic volumes suggest the importance of their vehicle-carrying capacity.

Table 6: Existing and Forecasted Arterial Roadway Volumes

Highway	Segment	Classification	2010 ADT	2031 ADT	Avg Yearly Growth Rate
US 60	Aguila to Wickenburg Airport	Rural Highway	1,500	2,630	2.7%
US 60	Wickenburg Airport to Vulture Mine Road	Rural Highway	4,000	6,300	2.2%
US 60	Vulture Mine Road to US 93	Major Arterial	13,000	18,330	1.6%
US 60	US 93 to Mockingbird Road	Major Arterial	15,500	21,830	1.6%



US 60	Mockingbird Road to SR 74	Major Arterial	11,500	19,640	2.6%
US 60	SR 74 to Wittmann	Major Arterial	8,300	20,490	4.4%
US 93	SR 89 to Vulture Mine Road	Major Arterial	10,500	12,750	0.9%
US 93	Vulture Mine Road to US 60	Major Arterial	9,400	11,950	1.1%
Total Average Annual Growth					2.1%

Source: Arizona Department of Transportation. 2011. *State Highway Traffic Log: Years 2007 to 2009*.

The higher yearly traffic increments for the northern and western areas of the Town reflect both local development and increased regional traffic. Lower increases in roadway volumes elsewhere are consistent with the Town's moderate population growth. As identified in Table 5, the projected annual average growth rate for roadway volumes on major arterials and rural highways throughout Wickenburg is about 2.1% per year, which is comparable to the 2.3% annual population growth rate Wickenburg has experienced.

In general, all arterial and major collector roadways in the Town of Wickenburg operate with a daily level of service (LOS) of B or better under existing conditions and volumes, which indicates reasonable free-flowing traffic conditions.

Collectors

Major and minor collectors serve town-wide needs and provide a connection between arterial and local roadways. Collectors provide for shorter distance traffic movements and accommodate lower traffic volumes than arterial streets. Collectors also have lower speed limits than arterials and provide more access to adjacent properties than arterials. Typically, major collectors will provide two lanes per direction of travel with a two-way left-turn lane and posted speed limits between 30 and 40 miles per hour. Minor collectors generally provide one lane



per direction of travel, with or without a two-way left-turn lane, and posted speed limits between 25 and 30 miles per hour.

They serve to channel traffic with longer trip destinations onto the arterial system. Intersections generally occur on a spacing of about 1/8 mile with mid-block access to individual properties allowed. Characteristics of collector roadways include slow speeds, adjacent land use access and community trip purposes.

Collector roadways in the Wickenburg area include:

- Aircleta Drive/Palo Verde Drive from Vulture Mine Road east to Kellis Road;
- El Recreo Drive between U.S. 60 and Constellation Drive;
- Mariposa Drive from Palo Verde Drive to Madison Street;
- Savage Street from Madison Street to U.S. 60;
- Falcon Drive south of U.S. 60;
- Yavapai Street from Washington Street to U.S. 60;
- West Road from Aircleta Drive to U.S. 60; and
- Constellation Road extending northeasterly from U.S. 60 just east of the Hassayampa River Bridge

Local Roadways

Streets designed and maintained for neighborhood access comprise more than half of Wickenburg's road miles, but carry a relatively small proportion of daily trips. Local roads accommodate the lowest amount of traffic volumes for the shortest distances, and provide direct access to residential and low-intensity commercial/industrial land uses. Local



roads also contain the lowest speed limits, generally 25 miles per hour or less and typically provide one lane per direction.

Street System Improvements

Future land use projections are expected to cause an increase in traffic volumes. An analysis of whether future conditions would cause traffic congestion concluded that area arterials and major collectors will provide adequate capacity to serve forecasted volumes. However, the pace and location of future developments could cause cumulative effects of trip generation that necessitate consideration of additional roadway corridors. Several potential options are illustrated on Figure 7; however, new or extended roads are meant to be developed only as needed.

Future roadways of arterial or collector status may be warranted as growth continues. Potential new or improved corridors that respond to planned growth areas are shown on Figure 7 and include:

- **Vista Drive** – East-West local roadway south of U.S. 60; it is not currently a continuous road between Vulture Mine Road and South Kellis Road
- **Tegner Street** – Main roadway through downtown Wickenburg
- **Rincon Road** – Runs north from SR 93 into Yavapai County. Currently, it is an paved and partially unimproved roadway maintained by both Maricopa and Yavapai Counties



- **Blue Tank Drive** – Connects Rincon Road and Constellation Road across BLM-managed land. This corridor will enable alternative routes back to Wickenburg for residents, especially for emergency access.
- **Constellation Road** – Connects residences and recreation destinations to downtown Wickenburg. It is maintained by the Town, Maricopa and Yavapai Counties.
- **East-West Alternative to Wickenburg Way** – North of Wickenburg Way and south of the BNSF Railway corridor and Sols Wash
- **Extend Cherokee Lane to SR 93** – Connect SR 93 to Vulture Mine Road via the Cherokee Lane alignment
- **North-South Corridor** – Connect Mariposa Drive to the Cherokee Lane alignment
- **Jack Burden Road** – East of SR 93, this corridor connects Rincon Road and Constellation Road

The existing land uses along SR 93 north of downtown Wickenburg extending into Yavapai County include some residential, commercial, and vacant lands. Currently, access to these areas is direct from SR 93. Future development scenarios indicate an increase in residential density and commercial land uses. Based on these future scenarios, a proactive access management plan may be appropriate as a



coordinated effort by ADOT, the Town of Wickenburg, and Yavapai County.

Regional transportation planning has identified several future corridors that may influence circulation in Wickenburg. The Maricopa County Department of Transportation, which maintains Vulture Mine Road outside of Town boundaries, is planning that corridor as a future Arizona Parkway that will connect US 93 north of Wickenburg to the planned Hassayampa Freeway southwest of the town limits. The Hassayampa Valley Framework Study for the Wickenburg Area identified a planned alignment for the Hassayampa Freeway, also known as Interstate 11 (I-11), west of Wickenburg as shown on Figure 7. Connection to the I-11 is shown through a future service interchange planned at US 60.

Over the years, Wickenburg streets have observed varying widths in right-of-way dedications and paving dimensions, establishing flexible standards (but adhering to minimum requirements) to accommodate different conditions. Ultimate traffic volumes should set parameters for future roadway improvements.

Additional signalization is recommended for consideration in the Town Master Street Plan/Capital Improvement Program as indicated by traffic volumes, accident data and other signal warrant criteria.

Pathways and Trails

Continuous systems of pedestrian/bicycling path linkages are advocated to accommodate short trips, especially for those who are unable to drive, as well as for recreational purposes. Responses from

the 2010 Citizen Questionnaire distributed by Town staff indicated that citizens overwhelmingly value the development of multi-use trails for pedestrian, bicycle, and equestrian usage. Established pedestrian linkages in the “Heritage” Downtown area should be connected to neighborhoods, schools, recreation areas, shopping and other Town Core destinations. Extensions of the pathway system should incorporate multipurpose design to allow for bicycle use. Possible future path and trail systems (equestrian, hiking) are indicated on the Open Space and Trails Element graphic.

Transit

Included within the plan goals is to meet the transportation needs of the youth, the elderly, and disabled. Currently the Town is not served with bus transit service. There are potentially cost-effective options for accommodating these riders and to serve local needs for transit services that previously were met through the Wickenburg Connector and circulator. One option is vanpool service, which would serve commuters with similar employment destinations. Encouraging carpooling through signage and hosting parking areas would also serve commuters. Non-profit federally supported programs serve elderly and disabled persons in many communities through volunteer driver, demand-response, or other similar local transportation options. These types of service may be funded through grant opportunities or public-private partnerships. Participating in the MAG regional coordination plan and additional study of the origins and destinations and ridership patterns would aid in designing programs and finding partners to meet the needs of the community.



Rail Transportation

Rail service through the Town of Wickenburg has existed since 1894. The railroad right-of-way traverses the Town from the northwest to the southeast and the only major crossing that exists today is at Vulture Mine Road. In 1937, an overpass was constructed over the railroad at Center Street in the core area of the Town to reduce traffic congestion and vehicle conflicts.



Now operating as the Burlington Northern/Santa Fe, the railroad encourages consideration of their rail corridor for regional public transit. Commuter service, in addition to providing improved accessibility to Wickenburg for residents of the metropolitan area, could offer an excellent transportation alternative for the Town.

Air Transportation

The Wickenburg Municipal Airport is located approximately two miles west of the Town center. The airport has been in use since 1969, serving private and corporate aircraft. Economic development potential exists for employment uses in the airport vicinity.

TRANSPORTATION GOALS, OBJECTIVES, AND RECOMMENDATIONS

Wickenburg's transportation goals address improvements both to regional and local circulation by various modes ranging from vehicular convenience to pathway accessibility. Planning considerations are as follows:



Goal A: Coordinate regional transportation routes to Town advantage.

- Objective 1:** Design U.S. 60 connections to avoid negative impacts of a major highway through Town.
- Objective 2:** Work with ADOT and MCDOT to decongest major highways and improve safety.
- Objective 3:** Coordinate with ADOT to further define the Canamex (I-11) route.
- Objective 4:** Initiate access management program on SR 93 as coordinated effort with ADOT, Town of Wickenburg, and Yavapai County to develop policies in advance of development activity.

Goal B: Improve local traffic conditions.

- Objective 1:** Obtain dedications for construction of cross-town connector roads, especially for east-west traffic.
- Objective 2:** Consider adding traffic lights, when warranted, reducing backups in cross traffic and turning movements.
- Objective 3:** Plan for internal circulation upgrades on surface streets.
- Objective 4:** Maintain adequate, well-signed easily-accessible public parking.
- Objective 5:** Plan for internal circulation improvements within the Downtown.

Goal C: Preserve rural roadways.

- Objective 1:** Share rural roads with equestrian, bicycle, and OHV opportunities.



Objective 2: Encourage dust-free surfaces on rural roadways.

Goal D: Provide alternative modes of transportation.

Objective 1: Design and use path system to promote walking, bicycling, and equestrian use.

Objective 2: Enhance aviation services.

Objective 3: Explore regional transit service connections

Objective 4: Expand options for elderly, youth and others who do not, or cannot afford to, drive.

Objective 5: Plan for regional rail access to the Downtown.

Recommendations

R-1) Regional, longer-term bypass planning should route traffic around the community for connection with the future Hassayampa Freeway and realization of economic development Growth Areas' opportunities.

R-2) Local circulation improvements may be coordinated through Capital Improvement Program (CIP) and Master Street Plan prioritization. Arterial and collector streets are expected to provide a uniform and continuous roadway system, with particular attention to river and railroad grade crossings (e.g., Town Core, Vulture Mine Road) and street patterns in the southwestern portion of the community. Retain rural character, unimproved roads where they are appropriate for limited vehicular traffic and as equestrian trail access connections.

R-3) Public and private commitments are needed for non-automobile transportation opportunities (ranging from van pooling to commuter rail) to benefit youth, elderly, employees and special populations.



- R-4) A comprehensive pathway network, building on existing pedestrian linkages, is advocated for residents' in-town trips and for tourist attraction. Multiple alternate modes of travel are desired; walking and bicycling, trails for horseback riding, mountain biking, hiking, and off-highway vehicle use.
- R-5) Promote the potential use of town-owned "Forepaugh" property to accommodate future industrial uses.
- R-6) Consider improvements to Jack Burden Road, Rincon Road, and Cherokee Lane as future arterial roadway corridors through town that would provide improved mobility and emergency access.
- R-7) Tie the existing signage/wayfinding program into the recreational user experience and highlight the connection between the town and surrounding areas of play. A more comprehensive wayfinding signage system would enhance the Wickenburg visitor's experience and attract additional interest to the community's many attractions and features.
- R-8) Determine the appropriate location within the downtown for off-street public parking lots. Consider appropriate pedestrian origins and destinations when locating and designing additional parking facilities or structures.
- R-9) Continue to utilize the Hassayampa River and Sols Wash as major Downtown equestrian and multi-use trail connections. As possible, acquire easements for additional trail corridors and paths in town and to connect with regional trail systems.
- R-10) Evaluate truck route alternatives or safety improvements related to the BNSF grade-separated crossing of Wickenburg Way.
- R-11) Designate the existing BNSF rail corridor as the conduit and access point for regional commuter rail service between Wickenburg and downtown Phoenix.



- R-12) Coordinate with MAG and other rail corridor stakeholders to conduct appropriate advance planning tasks in anticipation of future commuter service to the Town.
- R-13) Utilize the existing renovated train station as the future commuter rail station, in addition to its continued use as the Chamber of Commerce headquarters.

Insert Figure 7

Circulation Plan Map



Town of Wickenburg

C. Open Space and Trails Element

OVERVIEW

Wickenburg's character relies as much on its broad vistas and healthful climate as its historic "Old West" theme. The scenery and outdoor-living attributes, with trails, parks and community programs indulging outdoor recreational pursuits, truly exemplify the American West -- and the Wickenburg lifestyle. The Open Space and Trails Element, with Wickenburg's vision for the management, protection and acquisition of outdoor assets, complies with Arizona's Growing Smarter legislation. The statutes promote recreational resource development and open space planning with regional coordination -- community priorities that have long been practiced in and around the Town.



Community spaciousness is more than a parks and recreation plan; it also considers floodplains, ranch lands, scenic views, and continuity of open spaces. It is a combination of private land and vast public holdings that comprise the expansiveness of Wickenburg's Municipal Planning Area.

Connections to outdoor enjoyment throughout Northwestern Maricopa County and mountain communities of Yavapai County position Wickenburg as a recreational hub. Horseback trail riding adventures, hiking and mountain biking experiences, all-terrain vehicle (ATV) and off-highway vehicle (OHV) use, automobile day trips to ghost towns, spectacular views, wildlife habitats, and historic mining camps are among the reasons that visitors become residents.

EXISTING OPEN SPACE/OUTDOOR LIVING EXPERIENCE

Wickenburg has always taken pride in its natural environment with inspiring views that afford its prized outdoor lifestyle. For decades, from the early days of winter visitors and the launching of the "Dude Ranch Capital of the World", the Town has represented refreshing leisure. Many municipal parks and recreation programs, trails and scenic vistas, camping, private golf clubs and ranch resorts are available in the Wickenburg vicinity.

Parks and Community Recreation

The Town of Wickenburg maintains six public parks, a swimming pool and a community center. It operates recreation programs for all ages of the Wickenburg community and visitors to the area.



- **Constellation Park** (the “Rodeo Grounds”), on Constellation Road, east of the Hassayampa River, has extensive rodeo/equestrian activities, target ranges and unimproved camping on its 279 acres.



- **Coffinger Park**, at Sols Wash, west of the Hassayampa River, has many active recreation facilities on its 12 acres, including lighted tennis courts, softball field, walking path, skate park and a municipal swimming pool. A ramada and recreation building are also available for rent.
- **Stone Park**, Wickenburg’s Downtown shady oasis, provides for many annual community events and festivals, plus daily picnicking and leisure.
- **Boetto Park**, a 2-1/2 acre Downtown neighborhood park, southeast of U.S. 60, adjacent to the BNSF railroad, is full of lush mesquite trees and exercise stations.
- **Maguire Park**, a small 1/2 acre neighborhood park, south of West Wickenburg Way at America Street, contains play equipment and picnic ramada.
- **Sunset Park**, a 40-acre site at the Town’s west side near the Municipal Airport, provides four ball diamonds/soccer fields, and other active sports facilities, playgrounds and picnic ramadas.
- **Wickenburg Community Center**, at Valentine and Apache Streets augments Stone Park and the Library, providing community social/meeting space, recreation programs shared with Wickenburg Unified School District facilities and a recreational vehicle park for visitors.

- **Del E. Webb Center for the Performing Arts** is a state-of-the-art 600 seat theater dedicated to enhancing the cultural and educational richness of Wickenburg.

- The **Desert Caballeros Western Museum** adds to the community’s cultural opportunities. Home to more than 400 works of Western art, including famous Remingtons and Russells, this 50-year old museum is known as one of Arizona’s finest.



Playground and sports field recreation facilities provided at public schools also contribute to the community's recreational space.

Table 7 lists the acreage standards and existing acres of different types of park facilities. The Town does not have any district-level parks. According to park standards listed in Table 7, there is a current shortage in neighborhood and district parks. Town staff indicated a particular need for organized sports fields (football, baseball) and other district-level facilities.

Table 7: Park/Recreation Facility Acreage Standards

Facility Type (Existing)	Acres/ 1,000 Population	2012 Acres			2025 Acres	
		Actual	Need	Difference	Need	Deficit
Neighborhood (Stone, Maguire, schools)	6 acres	5.3	38.2	(32.9)	66 acres	(60.7)
Community (Coffinger, Sunset)	3.5 acres	61.7	22.3	+39.4	38.5 acres	+23.2
District (none)	2.0 acres	- -	12.7	(12.7)	22 acres	(22)



Town of Wickenburg

Regional (Constellation Park)	15.0 acres	279	95.4	+183.6	165 acres	+114
TOTAL	26.5 acres	346 acres	168.6 acres	+177.4 acres	291.5 acres	+54.5

The Open Space and Trails Plan map (see Figure 8) indicates general locations for new facilities to accommodate future needs in the Town. The “recreation nodes” identified on Figure 8 are planned locations for recreational facilities, including trailheads and staging areas. Potential facilities to be located at each site are listed in Table 8.

Table 8: Potential Recreation Nodes in Wickenburg Area

Recreation Node (Letter corresponds to location on Figure 8)	Suitable Facilities/Amenities
A. Kerkes Site	Shelter and picnicking Trailhead Restrooms
B. Borrow Pits	Camping (overnight staging) Trailhead Shelter and picnicking Portable restrooms
C. Mariposa Drive/Turtleback Mountain	Camping (overnight staging) Trailhead Shelter and picnicking Water and restrooms
D. Constellation Park	Camping (overnight staging) Rodeo and other events Trailhead Shelter and picnicking
E. Coffinger Park Wickenburg Community Center	Trailhead Limited overnight RV parking
F. Stewart Trailhead	Trailhead



Trails, Washes and the Hassayampa River

Endowed with existing washes connecting to the Hassayampa River, Wickenburg has an extraordinary opportunity for continuous open space corridors and trails networks. Extensive trail use of the corridors within washes and the 100-year floodplain forms part of the Town's current pedestrian/equestrian trail systems. These open space/trail corridors include Sols Wash, Flying E Wash, Casandro Wash, Blue Tank Wash, Calamity Wash, Martinez Wash, and the Hassayampa River.

Trail Connectivity

A formal and informal trail network crosses the Town and the region and is used by both residents and visitors to the area's guest ranches and recreation areas. The most significant issue associated with trail connectivity is legal access across private and state land. As vacant areas develops or land ownership changes, trail access could be terminated. Trails connectivity may be addressed through acquisition of formal rights-of-way and signage/communication to users as to how trails are properly accessed. The current informal trail system relies in part on traversing privately owned and State Trust lands for which formal ROW may not be present.

If a formal right-of-way is not in place, the Arizona State Land Department (ASLD) requires a recreation permit or off-highway vehicle (OHV) tag to cross state trust land. Trust lands may be sold for development, especially those parcels near the Town, and without a formal easement trails and access could disappear. Some land in the Hassayampa River and along



Town of Wickenburg

street and road rights-of-way is possessed by the Town and ADOT. Ensuring long-term public access to important trail connections is considered by many to be the Town's most critical open space need. If key linkages are not obtained soon, trail system connectivity will be lost.

A planned trail system is shown on Figure 8 that addresses trail linkages to regional destinations such as the Vulture Mountains Regional Park to the south, Box Canyon, and Bureau of Land Management (BLM)-managed trails systems to the north and east as well as multi-use paths (extending the current path system along Wickenburg Way), bike lanes, and connections within Town. Table 9 describes the trails corridors illustrated on the map and is grouped by the key connections to be made. These corridors may be developed for bike, pedestrian, equestrian, OHV or a combination of these modes.



Table 9:Planned Corridors for Wickenburg Area Trail Network

Key Connections	Corridors to Make the Connection	Key Opportunities and Constraints
Connect Wickenburg to Vulture Mountains Recreation Area	Vulture Mine Road	Expand ROW to enable multi-use path separated from traffic, could connect with existing multi-use path on Wickenburg Way.
	From Mariposa Drive, across State Trust Land.	Current trail use occurs throughout this area, provides direct connection from residential area to Vulture Mountains Recreation Area. Easement acquisition would be required across State Trust Land.
	Vulture Peak Road via Vulture Mine Road	Connects Stewart Trailhead along Vulture Peak Road to the Vulture Mountains Recreation Area. Easement acquisition would be required across State Trust Land.
	Hassayampa River/BNSF Railway corridor	Direct connection to downtown and northern destinations via Hassayampa River. Trail use is designated as non-motorized in the Hassayampa River Preserve and on BLM trails in this part of the Vulture Mountains Recreation Area.
Connect Wickenburg to BLM trails system (Sophie's Flat and points east)	Rincon Road	Existing unpaved road connects to BLM designated trail system.
	Blue Tank Wash	Current trail use occurs in this area. Easement acquisition required from private owners and State Trust Land.
	Constellation Road	Connects with popular existing campground and rodeo facilities. Right-of-way issues require resolution.
	Calamity Wash	Easement acquisition required from private owners and State Trust Land. Also crosses BLM-managed land.
Connect Wickenburg to Box Canyon	Scenic Loop Road	Existing road provides direct connection to BLM trail system. Box Canyon is an extremely popular OHV area to the north of Wickenburg.
	Rincon Road	Existing unpaved road connects to BLM designated trail system.
Enhance in-town multimodal connectivity	Connect Coffinger Park, Sols Wash, and Borrow Pit Area	Access has been cut off by fences, berms, and construction of SR 93 bypass.
Enhance connections to downtown Wickenburg	Extend existing multi-use path to Sunset Park	Expansion of existing path on the north side of Wickenburg Way.



Planned Communities -- Open Space standards for master planned communities should ensure adequate, improved recreational acreage to support the communities' build-out populations.

Additional Parks -- A District-level park and ten or more neighborhood parks (one every ten years) might be programmed to keep pace with demographic trends.

Ranching and Ranch/Resort Recreation

Most of the existing equestrian trails in the Wickenburg environs originated with the ranching communities and “dude ranch” guest usage. Four guest ranches, the Kay El Bar Ranch, Rancho Casitas, the Flying E Ranch and Rancho de los Caballeros are located around the Town's north and south peripheries. All emphasize equestrian trail riding and the “Western experience” with other resort amenities. Additional horsemen facilities are provided by riding clubs and private trail ride businesses.

Ranching, historically a major Arizona industry, is a part of the “openness” and Western character of Wickenburg. Extensive acreages of ranch lands surround the Town. There are more than a dozen ranches in the Municipal Planning Area with grazing leases from the ASLD and the BLM, with areas ranging from approximately 5,000 acres to 30,000 acres.

Scenic Vistas



Other assets of Wickenburg's environment are the open scenery and distant views of prominent natural features. The Weaver Mountains form a high, dramatic backdrop approximately ten miles north and northeast. Many peaks exceed 4,000 feet with some over 5,000 feet in the Weaver Range. The Wickenburg Mountains to the east of Town have elevations from 3,000 to 4,000 feet. Both mountain ranges are located on the BLM and ASLD properties.

To the northwest of Wickenburg on ASLD land, the Date Creek Mountains can be viewed with elevations between 3,500 and 4,500 feet. Closest to the Town are the Vulture Mountains, to the south and southwest on BLM property. Vulture Peak, with an elevation of 3,658 feet, lies a little more than four miles south of Wickenburg's corporate boundaries. Its unique shape and easily viewable location make it the Town's landmark. Vulture Peak Cooperative Recreation Management Area is being planned by Maricopa County and BLM as a recreation area with trails, recreation facilities, and western culture educational facilities to include mining and ranching exhibits.

State and Federal Lands

There are extensive trail networks on federal land managed by BLM in the vicinity of the Town, including the Vulture Mountains Regional Park and Recreational Area that will be cooperatively managed by BLM and Maricopa County. Planned activities and facilities at the park include pedestrian/bike, equestrian, and motorized staging areas and trails; picnic and camping areas; natural and historical interpretation; recreation activity concessions; and hunting. These regional recreation planning efforts provide the framework of opportunities for the Town to connect with key access points to major recreational areas.



Other Open Space Features

An important natural feature, the Hassayampa River Preserve, is owned and maintained by The Nature Conservancy. (Note: as of the time of this writing, Maricopa County is working with The Nature Conservancy to obtain ownership of this area.) The Preserve, located approximately three and one-half miles southeast of Wickenburg along South U.S. 60/93, contains over 330 acres within the Hassayampa River bed and an additional 330 acres of desert foothills west of the river. The rare Fremont Cottonwood-Gooding Willow riparian forest is home to the endangered Southwest Willow Flycatcher, the rare Zone-tailed and Harris hawks and a wide variety of other wildlife.

Approximately seventy acres of open space comprise the Wickenburg Country Club's 18-hole golf course. It is located adjacent to the railroad near Sols Wash, in the central portion of the Town, at the north end of Country Club Drive.

OPEN SPACE GOALS, OBJECTIVES, AND RECOMMENDATIONS

In review of existing and future needs for open space areas and recreational resources throughout the community, the citizens of Wickenburg express their Goals and Objectives. Recommendation Actions are suggested in response to these Goals.



Insert Figure 8

Open Space and Trails Map

Goal A: Establish an open space acquisition and maintenance plan.

Objective 1: retain scenic vistas, desert washes and vegetation; protect from encroachment.

Objective 2: respect property rights with purchase, acquisition of easements, and tradeoffs for open space.



Objective 3: include sensitive areas, including riparian resources, wildlife habitat/corridors, and native vegetation, as preservation priorities.

Objective 4: Work with ASLD to investigate temporary and permanent easements to provide legal access for trails.

Goal B: Promote spacious, natural appearance.

Objective 1: maintain and increase shade in public places.

Objective 2: plant native and drought-tolerant landscape specimens in parks (Boetto Park, a good example; Sunset Park, needs cooling shade).

Objective 3: encourage use of native desert plant materials on private properties and in new developments.

Objective 4: protect view corridors, hillsides, and native vegetation.

Objective 5: cluster development around useable open space.

Goal C: Provide a variety of recreational experiences.

Objective 1: respond to youth preferences (e.g. Skateboard Park).

Objective 2: acquire sites and plan facilities that are adaptable to multiple activities.

Objective 3: involve citizens of all ages in recreation program development.

Objective 4: maintain Western activities (e.g. equestrian trails, rodeo).

Objective 5: expand recreational vehicle spaces at the Rodeo grounds or community center.

Goal D: Encourage the development of more parks to maintain recommended acreage standards.

Objective 1: establish open space/recreational amenity standards for new master planned communities.

Objective 2: coordinate with Maricopa County and BLM on the planning and management of Vulture Peak Cooperative Recreation Management Area.

Recommendations

- R-1)** Resolve to adopt the recommendations of the Open Space Element's designated trail corridors for acquisition to achieve continuous riding/hiking pathways and open space corridors.
- R-2)** Coordinate with ASLD on initial priority trail connections to Vulture Mountains and trailhead at Mariposa Drive and Stewart trailhead.
- R-3)** Initiate wayfinding program to affirm/promote legal access corridors throughout the area; may include mapping program or signage program that is designed to be updated over time as acquisition or other improvements occur. Program should also integrate educational material about yielding when encountering different user groups and other safety information.
- R-4)** Update land development codes to promote clustered home sites with dedicated trails and connections, useable open space areas, preserved habitats, and protected hillsides.
- R-5)** Plant native and drought tolerant shade trees and vegetation in parks and other public use areas.
- R-6)** Budget for acquisition of additional parks and open space -- including youth recreation facilities; establish community coalition for activity programs serving all ages.

R-7) Extend the multi-use path along Wickenburg Way, Vulture Mine Road, and Constellation Road

R-8) Expand recreational facilities at Constellation Park, Kerkes Recreation Node, and Borrow Pits

D. Water Resources Element

1. OVERVIEW

In compliance with Growing Smarter legislation, the Water Resources Element examines Wickenburg's available water supplies and their capability to accommodate projected growth demands. The Water Resources Element also provides guidance for the Town of Wickenburg to aid in the consideration of water demand in conjunction with land use, anticipated growth areas and infrastructure. Issues related to ensuring physical and legal availability of a continuous and reliable water supply are addressed. In addition, conservation measures are outlined in this element including effluent, recharge, and reuse policies. The element also evaluates water quality issues and discusses programs to protect groundwater quality, or managing areas to prevent further spread of contaminants and implementing measures to reduce pollution from current activities to the maximum extent practicable.

2. EXISTING WATER RESOURCES

The Town of Wickenburg has adequate water resources for the foreseeable future; still, citizens rank the Water Resources Element as first in importance of the Growing Smarter elements required by



Town of Wickenburg

legislation. The priority is further underscored by policies for Growth Areas and by implementation strategies that discourage development densities on unincorporated lands, which are not connected into the municipal water system.

The Hassayampa River, Municipal and Private Wells

The Hassayampa River watershed provides a reliable water resource for the Town's residents. Although the Hassayampa River does not flow perennially above ground in Wickenburg, its underground flow is substantial. Residents consider their water's quality to be superior for drinking -- an assertion that is supported by its relative purity.

The Town of Wickenburg municipal government knows the importance of maintaining and distributing adequate supplies of quality water to its residents and businesses. Groundwater is pumped from the Hassayampa River aquifer from five (5), Town-operated wells, ranging in depth from 110 to 500 feet, located near the Hassayampa River and Sols Wash. The Hassayampa River's upstream sources include runoff from the Date Creek, Weaver and Bradshaw Mountain Ranges. Storm water flows have exceeded 50,000 cubic feet per second (cfs) in the Box Canyon area during heavy rains in the Hassayampa basin.

The five (5) municipal well locations and annual pumping capacities are as follows: the **Barnett Well (599,184,000 gallons)**, west of the Hassayampa River, east of Tegner Street, north of Swilling Avenue; the **Sols Wash Well (473,040,000 gallons)**, south side of Sols Wash, west of Tegner Street; **Remuda/Eastside Well (236,520,000 gallons)**, east of the Hassayampa River, west side of Jack Burden Road; the **Vulture Mine Well (473,040,000 gallons)**, south of Sols Wash and the BN/SF Railroad,



eastside of Vulture Mine Road; and the **Mariposa Well (236,520,000 gallons)**, south of Casandro Wash, eastside of Mariposa Drive, north of La Paloma Drive.

The wells' maximum pumping rates range from 450 gallons per minute (GPM) at Mariposa to 1,050 GPM from the Barnett Well.

Table 10: Wickenburg Municipal Wells

Well Name	Well Depth	Static Water Level	Max. Pump Rate GPM (GAL/MIN)
Barnett Well	110'	13'	1,050
Sols Wash Well	112'	27'	700
Remuda/Eastside	150'	15'	450
Vulture Mine Well	500'	155'	860
Mariposa Well	304'	65'	475
	Totals:		3,535

The municipal wells and distribution systems serve most residences and businesses within the Town Limits. The unincorporated areas around the Town rely on individual private wells or private water companies, such as the Caballeros Water Company. Individual wells, registered with Arizona Department of Water Resources (ADWR), proliferate in outlying areas surrounding Wickenburg. There are also many surface water right filings for privately-held properties near the Hassayampa River and washes flowing to it.

The Hassayampa River and its associated groundwater-bearing aquifer are the water source for the private wells and water companies as well as for the Town's system. Consequently, there are concerns regarding the uncoordinated mining of water as potentially affecting Wickenburg's water table.



Supply, Consumption and Demand

The Town's documented water supply, at maximum pumping rates, is estimated at 6,194 acre feet per year, or 2,018,300,000 gallons. Actual well production for 2010 was 496,942,000 gallons; 24.6% of total well capacity. This represents an approximate 5.75% decrease in water consumption compared to 2006 when annual well production reached a high of 633,267,000 gallons. The Public Works Department reported that in 2010 municipal wells produced 1,361,484 gallons per day, or 496,941,660 gallons annually. This indicates, based on current water demand, that less than one-fourth of the current available water supply is being used.

Projections based on a predictable (2.3%) annual population growth indicate that, for the forecast 2020 population of 7,989 (at an average per capita consumption of 300 gallons per day), delivery of 874,795,500 gallons per year would be required -- well within the current maximum available supply. Even based on a peak water demand of 400 gallons per person per day (summer months), there is an ample water supply.

Calculations based on the projected 2025 population of 8,951 indicate that (at a rate of 300 gallons per day) the Town's annual water demand would be 980,134,500 gallons or 3,008 acre feet per year. Using a peak rate of 400 gallons per person per day requires a yearly supply of 1,306,846,000 gallons or 4,011 acre feet per year. This high-end estimate would consume sixty-five percent of the current system's maximum supply.

Wickenburg has enough water for now and in the future, but not enough to waste. An ample supply of safe and reliable water is a prerequisite for any



vibrant community. Wickenburg's water resource portfolio, consisting primarily of potable water pumped from the Hassayampa aquifer, represents stewardship to sustain and support quality living with continued economic progress.

Water conservation techniques could possibly lower average consumption to 200 gallons/day or less, comparable to other communities in the State. Based on this number, the projected 2020 population of 7,989 people and the 2025 population of 8,951 could easily be accommodated.

Municipal Water Storage/Distribution Systems

The Wickenburg water distribution system is divided into four pressure zones, separated by closed valves. Each of the pressure zones has a storage tank for serving various parts of Wickenburg. The storage tanks' volume capacities range from 400,000 to 2,000,000 gallons with a total of 4.4 million gallons of storage currently available. According to the 2009 Wickenburg Water Master Plan, Recommendations include upgrades to water mains, additional transfer pump station, a new storage tank, an additional well, additional wells and a new pressure zone. Participatory financing will be required.

Wastewater Treatment

The Town operates a sewage collection and wastewater treatment system that services most of the Town's incorporated area. However, large portions of central and western Wickenburg, including some older residential areas and large lot subdivisions, are without sewage collection service.



The Wickenburg Wastewater Master Plan cites twelve areas in need of sewer extension and/or upgrades. The study explains the improbable sewerage of the large lot residential areas due to sewer service installation costs exceeding septic tank/leach line costs by a ratio of more than 5 to 1.

The Wickenburg wastewater treatment plant (WWTP) is located southeast of the Town Limits, west of the Hassayampa River. The plant's capacity for treating up to 800,000 gallons of sewage per day flow can be expanded at its existing site. The secondary treatment design of the plant removes nitrogen and provides disinfection before the effluent is discharged into the Hassayampa River or infiltration basins. The WWTP plant currently treats an average of 479,575 gallons per day with peaks exceeding 620,000 gallons per day.

Municipal Well Head Protection

To protect the municipal water supplies from potential contamination, the Town of Wickenburg adopted a Well Head Protection Plan and Program in 2000, the first voluntary municipal plan in Arizona. The Plan's purpose is to delineate areas around wells for protection from contaminants. It both identifies and limits potential contaminant sources through management plans and ordinance enforcement.

The extent of a Well Head Protection Area (WHPA) for each municipal well is defined by a series of calculations considering transmissivity, porosity and thickness of the aquifer materials, hydraulic gradients (water level changes divided by distances between wells), and the length of time of the pumping period. These calculations define an area surrounding a well or well field through which contaminants may reasonably be expected to move to the well site, within a 25-year timeframe.



Three of Wickenburg's wells, the Barnett, Remuda and Sols Wash Wells, share one WHPA due to their common location in stream alluvium along the Hassayampa River. The WHPA is one mile wide, extending one-half mile to each side, from the River's center, and seven and one-half miles upstream. The WHPA for the Mariposa Well describes an approximate 1,600 foot radius from the center of the well. The Vulture Mine Well protection area has an approximate 1,750 foot radius.

Regular testing of Wickenburg's wells indicated that the Town's water quality is in compliance with the Arizona Department of Environmental Quality (ADEQ) standards. Current analyses show that Wickenburg water contains no contaminants or less than the Maximum Contaminant Levels established by ADEQ.

3. WATER RESOURCES GOALS, OBJECTIVES, AND RECOMMENDATIONS

Wickenburg citizens' highest ranking priorities for the Water Resources Element were: adequate supply, aquifer protection and water conservation. Their expressed Goals and Objectives follow. Recommendation Actions are listed in response to the Goals.

Goal A: Develop long-range water resource master plan.

Objective 1: maintain a consistent 100 year assured water supply.

Objective 2: continue exploration of additional water sources in order to stay well ahead of development demand.

Goal B: Eliminate negative impacts on ground water quality.

Objective 1: restrict, and eventually phase out, septic systems within



wellhead protection area of all Town wells.

Objective 2: address water supply consequences of rapidly-growing neighbors through education.

Objective 3: investigate/mitigate problems related to dairy settling ponds, animal waste near wells and natural washes.

Goal C: Ensure highest possible water quality.

Objective 1: emphasize potable water purity.

Objective 2: enforce wellhead protection provisions.

Objective 3: Continue to meet or surpass ADEQ standards for acceptable contaminant levels.

Objective 4: Enforce compliance with National Environmental Protection Agency (NEPA) stormwater runoff regulations.

Goal D: Initiate progressive water conservation efforts.

Objective 1: evaluate use of recycled, reclaimed (grey) water for irrigation of parks and common areas.

Objective 2: prefer low-water use (xeriscape) plant materials.

Objective 3: encourage low-flow fixtures in new construction.

Objective 4: promote water conservation through public education (e.g., public service announcements), ordinances, and incentives.

Recommendations

R-1) Exercise leadership in Hassayampa Basin water allocation and quality preservation policy. Coordinate water mining activities among individually owned private wells and private water companies and the Town of Wickenburg.

R-2) Budget for step improvements to the water distribution system to meet standards and to locate future well sites for projected growth



Town of Wickenburg

needs.

- R-3) Move forward with planning wastewater treatment plant expansion and priority extensions of sewer lines, especially at the airport industrial area.
- R-4) Institute municipal water and sewer service incentive policies to encourage annexation of areas adjacent to the Town limits so as to reduce the numbers of individual, exempt wells and septic systems within the Municipal Planning Area.
- R-5) Promote a public education/awareness program through involvement of community organizations, the school district and news media for prevention of water supply contamination, and for conservation through wise-water-use techniques (e.g. drought tolerant landscaping, grey water recycling systems).
- R-6) Investigate potential reuse of treated effluent and/or storm water retention for irrigation of parks, fields, greenways and golf courses.
- R-7) Adopt and enforce low-flow fixture requirements in plumbing and construction codes, and offer incentives, such as permit fee waivers or water service discounts, for retrofitting of fixtures and installation of drought tolerant landscape.
- R-8) Monitor water consumption regularly and compare predicted demands to actual usage. If necessary, fine-tune future demands to reflect the new data.

E. Environmental Planning Element

1. OVERVIEW



Town of Wickenburg

The Town of Wickenburg and its citizens are justifiably proud and protective of the area's high desert environment with its unique land forms and riparian habitats. A major focus of civic effort is the preservation and enhancement of the natural environment and the lifestyle afforded by it. To date, Wickenburg has experienced neither the types nor the extent of environmental degradation that has occurred in large areas of Maricopa County due to rapid, poorly planned and uncoordinated urbanization.



The Environmental Planning Element is required by the State as part of Growing Smarter/Growing Smarter Plus legislation. The Element addresses air quality, water quality and natural resource issues. It also introduces Green Building and Renewable Energy concepts to build upon the underlying theme of sustainability introduced with this Update. The law grants significant latitude to municipalities in identifying and addressing issues of local concern.

The Wickenburg Environmental Planning Element has, as its primary aim, the protection and wise stewardship of natural resources. This includes air and water quality and supply issues in relation to growth in the Town and in the Municipal Planning Area. The Environmental Planning Element is closely related to the Land Use, Economic Development, and Open Space Elements, but it should coordinate the principles applicable to all Plan Elements as they affect the natural environment of the region.

The health of the Wickenburg environment has a direct correlation to the



Town of Wickenburg

health of the Wickenburg community and its economy. Growth can be accommodated without suffering environmental damage if the proper policies are developed and enforced. The overall aspiration is a sustainable community that is healthy, safe, livable and productive for current residents and for the future generations that will make their home in Wickenburg.

2. EXISTING ENVIRONMENTAL CONDITIONS

In large part, Wickenburg has been able to preserve major environmental assets that contribute to the area's beauty and outdoor lifestyle. Major components of the asset inventory -- the topography and watercourses -- have acted as limiting factors on undesirable, rapid development. Combined with its relative distance from the Phoenix Metropolitan Area, these factors have afforded Wickenburg breathing space in which to develop and implement protective, sustainable strategies.

Wickenburg, in northwestern Maricopa County and now southern Yavapai County, is located in the high Sonoran desert. As noted in the General Plan Introductory background information, the Sonoran desert is relatively wet and evidences great diversity of plant and animal life. The desert offers unique experiences and opportunities, but it is fragile and sensitive to damage and/or destruction as a result of over use, improper use or poor management. Clearly recognized negative impacts on the environment that Wickenburg is trying to mitigate are sprawling (primarily residential) development and excessive groundwater pumping.

The bio-system of Wickenburg and its Municipal Planning Area contains important animal habitats (e.g., Bighorn sheep, javelina, deer, gray foxes, mountain lions, Gila monsters, coyotes and rabbits) and is the home to



endangered species, including birds, fish and reptiles. The Wickenburg environment is also rich in plant diversity -- from cacti and wildflowers to deciduous trees. Of particular importance are the riparian zones where some damage to the Hassayampa riverbed has accrued from uncontrolled off-road vehicle usage.

Environmental Quality Measures

Wickenburg has suffered no measurable degradation in air quality in recent years. There is relatively little particulate pollution owing to few point sources, the distance from metropolitan Phoenix and prevailing winds. In 1997 and 1998, Wickenburg had no 24-hour exceedance of Clean Air Act Standards. Two other pollution types (noise and light) are transmitted through the atmosphere. Currently, the Town is without major sources of noise pollution, other than typical auto, truck and railroad sources and levels. There are some incipient light pollution problems relating mostly to temporary nuisances. The Town of Wickenburg has adopted a Western Sky Ordinance. The purpose of the ordinance is to encourage the lowest level of lighting necessary for safety, security and the enjoyment of outdoor living. The type of lighting and the location of lighting fixtures are key components of effective lighting. It is the intent of the ordinance to effectively light areas with lighting fixtures that limit glare and direct light onto the area to be lit.

Water

The Hassayampa River watershed provides an aquifer with substantial subterranean flow producing large quantities of high quality potable water. The EPA has ranked the watershed as one where pollutants and the threat level for future declines in water quality are low. This positive outlook does not lessen the advisability of protective measures to assure a



continuing level of quality.

The Hassayampa River basin, Wickenburg's groundwater supply, is subject to potential threats from nitrate contamination especially leaching from septic systems, heavy metal contaminations from mining operations and chemical contamination from improperly contained hazardous waste handling/disposal sites.

Soils

Soils in the Wickenburg vicinity are characterized by slow percolation rates contributing to septic system inefficiencies and malfunctions. In high runoff situations, the soil types contribute to a potential threat of flooding.

3. Green Building and Renewable Energy

Green building (also known as green construction or sustainable building) refers to a structure and using a process that is environmentally responsible and resource-efficient throughout a building's life-cycle: from siting to design, construction, operation, maintenance, renovation, and demolition. This practice expands and complements the classical building design concerns of economy, utility, durability, and comfort.

Although new technologies are constantly being developed to complement current practices in creating greener structures, the common objective is that green buildings are designed to reduce the overall impact of the built environment on human health and the natural environment by: efficiently using energy, water, and other resources; protecting occupant health and improving employee productivity; and, reducing waste, pollution and environmental degradation.



LEED Certification

Leadership in Energy and Environmental Design (LEED) is an internationally recognized green building certification system, providing third-party verification that a building was designed and built using strategies intended to improve performance in measurements such as energy savings, water efficiency, carbon dioxide emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts.

LEED certification is a recognition that a construction project or building can attain by utilizing environmentally friendly building practices during construction or remodeling. LEED certification can be attained on four different levels, which are determined by a credit, or point, system. The levels of LEED certification are Certified, Silver, Gold, and Platinum. A building or project can attain LEED certification by submitting an application that documents compliance with the requirements set for in the LEED rating system. The Green Building Council issues LEED certification upon satisfactory application, review and compliance verification.

Alternative Energy

The term "alternative energy" (also: renewable energy) encompasses a variety of power generation sources. Generally, it refers to electrical power derived from "renewable" resources such as solar or wind energy, as opposed to "single-use" resources such as coal or uranium. The most common forms of alternative energy available for homeowner use today are solar power and wind power.

The benefits of using renewable energy sources are considerable. From an environmental standpoint, solar and wind power are both non-emission power sources. Unlike coal combustion power plants, no harmful exhaust is produced when using alternative energy generators. There is also no worry about toxic or radioactive waste products, as there is with nuclear power.

In addition to the lack of emissions and waste products, no valuable resources are "used up" with renewable resource power generation. If every home on earth were powered with an alternative energy system, it would never cause a shortage of wind or sunlight.

For remote sites currently relying on engine generators for electrical power, alternative energy sources present some other advantages as well. Sunlight and wind are both available for free, unlike diesel fuel or propane used to power a traditional generator. Also, both of these methods operate virtually silently. Solar panels make no noise whatsoever, and wind generators produce a low hum at most. Compared to the noise an engine generator makes, even the noisiest wind turbine would be unnoticeable.

For homes currently relying on grid power, a renewable energy system has still more benefits. Power generated from renewable sources can be stored in a battery bank to provide backup power if utility power fails. In some areas alternative energy generated by a homeowner can be "sold back" to the local utility company, resulting in lower monthly electric bills at the least, and perhaps even generating income for the homeowner with a large renewable energy system.



The energy infrastructure that cities and towns depend on will need to be continually adapted and upgraded if it is to meet the ever-increasing demands for energy services. This provides the opportunity for local government leaders to encourage increased deployment of renewable energy systems and, hence, gain the multi-benefits they offer.

4. ENVIRONMENTAL PLANNING GOALS, OBJECTIVES, AND RECOMMENDATIONS

The goals and objectives of the Environmental Planning Element are intended to facilitate the development and implementation of policies to maintain and/or improve the unique physical environment of Wickenburg and surrounding areas. The Wickenburg Vision Statement 2025 includes recognition of a healthy environment that contributes to the livability and vitality of the Town. Without environmental quality, the attractiveness of Wickenburg as a place to live lessens, as do the prospects for economic development and the maintenance/enhancement of property values.

The highest priorities of Wickenburg citizens regarding environmental issues are: the maintenance and improvement of air and water quality, the preservation and enhancement of the desert and its ecosystems, and the institution of strong flood protection measures. Environmental planning recommendations are derived from the Element goals and objectives.

Goal A: Preserve and protect the natural resources of Wickenburg and surrounding areas, while retaining the Town's sense of place and lifestyle.

There is consensus that the Wickenburg experience prized by residents and visitors could not exist in the absence of a healthy, well-balanced ecosystem that preserves cherished natural assets and conditions.



Desired growth and development should be evaluated on the basis of potential adverse environmental impacts.

Objective 1: maintain air quality by regulating point source pollution through zoning, building code and police powers.

Objective 2: encourage pedestrian, bicycle and horse modes of transport through the development of an integrated Town pathway/trail system.

Objective 3: utilize good stewardship techniques; protect area water resources by preventing waste of existing supplies and implementing recharge programs.

Objective 4: institute mechanisms to prevent groundwater contamination from damaging the area aquifer such as by discouraging proliferation of septic systems and fostering the use of alternate sewage treatment methods.

Objective 5: prevent access to groundwater sources by unauthorized well drilling.

Objective 6: preserve and protect wildlife habitats, natural open space and native plants and prevent damage to landforms from improper recreational uses.

Objective 7: implement flood protection programs for developed areas and important nature features.

Objective 8: regulate light pollution by enforcing Western sky ordinances.

Objective 9: use noise abatement procedures to buffer residential and commercial areas from auto, train and aircraft sources.

Goal B: Require subdivision practices responsive to Wickenburg policy of preserving the high desert and western outdoor lifestyle.

Objective 1: prevent widespread disruption and degradation of the local ecosystem by prohibiting wholesale grading of natural



terrain.

Objective 2: develop open space buffers and landscape greenbelts around and between large development areas. Connect appropriate buffer and greenbelt spaces to the Town pathway system and points of interest.

Objective 3: allow variation in lot sizes and provide for density transfers to leave larger natural open areas and protect important landforms and natural features.

Goal C: Promote human scale development and discourage generic design and site planning.

Objective 1: develop a Wickenburg streetscape plan with focus on local neighborhood/district themes.

Objective 2: integrate subsidiary spaces (e.g., garages, parking areas) in site planning design.

Objective 3: promote public and private outdoor social gathering and circulation spaces (e.g., plazas, shaded walks, porches).

Goal D: Encourage sustainable design and construction techniques (LEED Certification).

Objective 1: utilize energy efficient design and site planning techniques (e.g., solar orientation, thermal mass, increased insulation).

Objective 2: promote the use of renewable building materials.

Objective 3: incorporate, where appropriate, recycled materials capable of satisfying building code requirements.

Objective 4: promote alternative energy source installation (e.g., solar, wind, fuel cell technology).

Recommendations



- R-1) Adapt development regulations to prevent airborne particulates and other pollutants from adversely affecting air quality.
- R-2) Encourage reductions of automotive emissions by promoting the greenbelt/pathway system for alternative transportation and public transit options.
- R-3) Develop design and buffering techniques to reduce and control light and noise pollution.
- R-4) Protect/conserve water resources through education of citizens on voluntary usage reduction benefits. Encourage low flow waste fixtures.
- R-5) Discourage increased septic system usage; foster alternative waste treatment methods for areas not connected to the Town sewer system. Increase enforcement related to violations of hazardous waste and wellhead protection regulations.
- R-6) Protect important natural spaces and landforms from development pressures or improper recreational use utilizing techniques including dedicated buffer zones. Allow creativity in development configurations and densities to preserve open space.
- R-7) Design and implement innovative, context-sensitive solutions to protect developed areas and unique natural features and areas from flood damage.
- R-8) Develop standards for high quality, human scale, and site-sensitive architectural and landscape design.
- R-9) Foster energy efficient building techniques and the use of alternative energy sources. Encourage LEED certification on new structures.
- R-10) Develop information (e.g., public service announcements) for the education of non-residents on Wickenburg's environmental values/standards and the Town's commitment to their maintenance.



- R-11) Consider incentives for LEED-certified buildings (e.g., density bonuses, reduced fees, priority or expedited permitting).
- R-12) Agree to undertake an assessment of available energy resources, together with analyses of future energy demands and costs of alternative supplies to meet heating, cooling, electricity and transport demands. The assessment should include the potential for renewable energy projects based around services provided and facilities managed by the Town of Wickenburg.
- R-13) Evaluate renewable energy resources policies of leading municipalities and determine whether similar benefits could accrue to the Town of Wickenburg.
- R-14) Determine if the deployment of renewable energy technologies is supported by Wickenburg citizens and local businesses. The personal benefits that would result for individuals and businesses need to be identified and disseminated.
- R-15) Encourage an energy consumption audit of all town facilities.

F. Economic Development Element

1. OVERVIEW

The Town of Wickenburg takes pride in its natural beauty, friendly attitude, and Old West culture. Town residents support maintaining separation from the Phoenix metro region, both geographically and philosophically, in order to preserve Wickenburg's unique lifestyle.



The Town envisions a strong and sustainable economy through the expansion and diversification of small- to medium-sized retail, tourism and entertainment venues, clean industry facilities, and health-care and education campuses.

The Town of Wickenburg held a Town Leaders' Visioning Exercise on February 24, 2011, and a companion Public Forum exercise on March 15th. From the comments elicited during these forums, this Vision Statement (above) was formulated.

The statement clearly identifies those values and goals held sacred by the Town of Wickenburg. The Economic Development Element expands upon this descriptive, and explores the Town's collective ideas that will encourage a strong, vital community moving into the second decade of the millennium.

2. EXISTING ECONOMIC CONDITIONS

At the time of this Update, Arizona is in an economic funk. Beginning in 2007, the state of Arizona became the poster-child for the nation's cataclysmic slide into recession. Having for decades been in first or second place nationally for growth and economic vitality, the state now finds itself mired in the economic crises that surround the country – and the globe.

Economists are divided regarding an end to the Great Recession. At publication of this General Plan 2025, it is difficult to anticipate at what point commercial and industrial enterprise will resume expansion. The Town's economy will gain momentum only as the general economy allows. In the meantime, however, through this General Plan document, preparations can be made for opportunity to



Town of Wickenburg

be met as soon as it becomes available.

3. ECONOMIC DEVELOPMENT GOALS, OBJECTIVES, AND RECOMMENDATIONS

The goals, objectives and recommendations of the Economic Development Element act to organize principles and policies that will be utilized by the Town of Wickenburg in making decisions regarding the economic welfare of the community. The goals and objectives have been extracted from citizen input from the Wickenburg Focused Future Action Team, the Downtown Revitalization Advisory Commission (DRAC), attendees at the joint meeting of the Town Council, Planning and Zoning Commission and Economic Development Advisory Committee, and citizens who participated in the General Plan Public Forum, as well as personal interviews with major stakeholders.

Goal A: Community Livability and Sustainability -- Build upon community assets to become recognized as a model for sustainable communities and as a town that is economically aligned with a strong community vision.

The Town of Wickenburg's population has grown relatively slowly in comparison to other cities within the Phoenix Metropolitan Area. This slower growth rate has allowed the town to keep up with the provision of public services. Residents love the community's quality of life despite the lack of a diversified employment base and retail services. Wickenburg, like many communities today, is trying to balance service to existing residents with the attraction and retention of industry and development. If managed effectively, Wickenburg's quality of life will not be negatively impacted by automobile congestion, pollution, sprawl, and neighborhoods that hinder pedestrian movement. Wickenburg's sustainability lies in



maintaining its unique community environment while incorporating population growth and its accompanying demand for housing, jobs, services, and infrastructure.

Objective 1: develop a “brand” for Wickenburg that captures the essence of everything the community has to offer.

Objective 2: increase community involvement in local planning and decision-making.

Objective 3: create a “community digest” to inform residents about the community.

Objective 4: expand and update infrastructure needs in future economic growth areas of the town.

Objective 5: continue to develop multiuse trails and trailheads throughout the community.

Goal B: Business Diversification -- Strengthen Wickenburg’s economic and community assets and infrastructure that make the community attractive for new investment and diversification.

Wickenburg’s principal economic activities traditionally were tourism, cattle ranching, and agriculture. In the mid 1960’s the community began to diversify its economic base by developing an industrial airpark to attract manufacturing firms. Nine light industrial users occupy parts of the park. The Municipal Airport/Welik Field is owned and operated by the Town of Wickenburg. The Town is the fixed base operator for daily operation of the airport including fuel sales and line services. The airport serves local guest ranches and medical treatment facilities. Business diversification is critical for attracting full time and year round high quality jobs to the area so that residents’ quality of life is enhanced.

Objective 1: pursue the development of a “green industry recruitment



strategy” that includes solar and recycling industries that are compatible with Wickenburg’s vision.

Objective 2: move forward with the proposed rail park Forepaugh development and improvements, which includes solidifying commitments from rail end users, creating a mix of businesses, and developing a marketing plan to attract new business to the park.

Objective 3: continue to plan, fund and implement capital improvements to support economic development.

Objective 4: continue use of creative financing: Federal and state grants, Wellik Foundation, and private investments.

Objective 5: pursue annexation of additional developable commercial and industrial land.

Objective 6: continue to monitor and support planning and development of passenger rail.

Objective 7: complete the Airport Master Plan and move forward with airport expansion to assist in attracting new business investment.

Objective 8: continued expansion of the airport infrastructure, funding and services.

Objective 9: improve the Wickenburg business park by working closely with landowners and coordinate strategy development to strengthen the park as an economic engine.

Goal C: Retail, Hospitality & Entertainment -- Maximize Wickenburg’s character as an asset to expand opportunities to capture the authentic western experience.

Wickenburg’s unique environment in the foothills of the Bradshaw Mountains along the banks of the Hassayampa River and its western



heritage has been assets that have attracted visitors, residents, and businesses to the community. As a result of Wickenburg's location and access to year round outdoor recreation and venues such as the museum has the ability to draw people year round. Many of the retail businesses are geared to the passengers traveling through the area as well as those that are attracted to the area as a tourist. The oldest town north of Tucson, it boasts a rich Western history which is evident today. The Wickenburg area features a wide range of outdoor, recreational, and historic attractions, including the Vulture Mine, which produced \$30 million in gold as well as the Hassayampa River Preserve with over 280 species of birds. Hiking, jeep tours, and equestrian activities are available locally. The Desert Caballeros Western Museum showcases an acclaimed collection of Western art and artifacts, park to be enclosed and used as gallery area. Downtown Wickenburg includes many restored historic buildings making it attractive to visitors.

Wickenburg has a long history of festivals and events that bring visitors to the community. The completion of the new bypass bridge has provided further opportunity for the remaining eastward-bound bridge. The downtown pedestrian bridge will become the only pedestrian and non-motorized access across the Hassayampa River. Enhancements to this bridge, including a decorative asphalt deck; benches, bike lanes; bike racks, protective bollards and electrical supply lines will create a venue that will further enhance the Town's capacity for a variety of events.

Wickenburg has a higher than average share of its employment base in retail trade and services, with much of it currently geared to tourists. Wickenburg currently has a base of retailers, restaurants, a museum, several historic buildings, two non-profit musical organizations, a movie



theatre, a performing arts center and a community center that serves the local community as well as visitors. The three segments combined comprise a substantial base of employment as well as sales tax generation.

The purpose of this goal is to expand and diversify available retail, hospitality, and entertainment, and make Wickenburg a destination point for day trips and weekend visits.

Objective 1: capture appropriate share of tourism dollars flowing through the state, as well as a greater percentage of the disposable income of Town residents being spent in metro Phoenix.

Objective 2: conduct Retail Assessment that identifies potential retail establishments that Wickenburg can support.

Objective 3: review and monitor retail sales tax revenue trends in historic Downtown Wickenburg and along other commercial corridors.

Objective 4: update the Facility Needs Assessment that addressed local conference resources and implement a strategy to attract more conferences and workshops.

Objective 5: develop new programs to maximize utilization of the rodeo grounds and other community venues/facilities.

Objective 6: designate a new corridor along Highways 60 and 93 for compatible retail development to diversify the tax base and increases sales tax revenues.

Objective 7: strengthen permanent, year-round, climate-friendly tourism destinations by supporting venues such as the Desert Caballeros Western Museum and develop additional permanent destination tourism attractions such as multiuse trails.



Objective 8: position Wickenburg as a destination spot for day trips and weekend visits by expanding upon events such as Cowgirl Up, Del Webb Fringe Festival, along with other creative ideas for hospitality assets.

Objective 9: Capitalize on the rodeo grounds and nearby Wickenburg Sportsmen’s Club by encouraging activities and events; perhaps, sometimes integrating with western-themed retail or concert events, or Desert Caballeros Western Museum art exhibitions.

Objective 10: continue to identify ways to maximize and integrate all community events throughout Wickenburg.

Objective 11: continue to pursue the formal Central Business District designation for Downtown Wickenburg.

Goal D: Medical and Behavioral Health Care Cluster -- Expand and attract medical facilities and services to the area.



Industry clusters are collection of firms that locate together because they realize operational savings and benefit from a large pool of skilled labor when they congregate in a single area. Wickenburg is recognized world-wide for its behavioral modification medical facilities and services cluster. Facilities such as Remuda Ranch Center, The Meadows, and Rosewood Ranch, all call Wickenburg home. Wickenburg gets added

benefits from the families that visit patients at these facilities. These medical facilities and services have been attracted to the area because of the remote, rural setting that is “far but close enough away” from the metropolitan area. The jobs created as a result of this cluster are high paying career positions. Additionally, the economic impact of the Wickenburg Community Hospital is over \$12 million a year. The objective is to expand these services but also work to attract these professionals to choose Wickenburg to live and not just for employment.



Objective 1: meet with existing facility staff to understand the existing needs of their facilities and identify strategies to meet those needs.

Objective 2: prepare an inventory of medical assets.

Objective 3: develop a research study to determine hospital and medical leakage for services that Wickenburg could be providing and determine reasons for the leakage.

Objective 4: identify gaps in service and implement a strategy to address.

Objective 5: identify potential support businesses and consulting needs that are not currently being addressed and pursue recruitment.

Objective 6: implement a targeted recruitment program geared at expansion opportunities for assisted living and behavioral facilities.

Goal E: Educational Opportunities -- Attract educational opportunities to serve community & business development needs.

The Phoenix Metropolitan Area has 108 public and private post-secondary colleges currently. Of those, 76 are private institutions. However, only 26

of the colleges are located west of I-17. This represents 24 percent of the total institutions while 36 percent of the population lives west of I-17. For Wickenburg, attracting educational and community learning opportunities and institutions would create high quality jobs and compliment the community's quality of life.

Objective 1: initiate a research study to identify potential “niche” post-secondary or technical educational institutions and specialized training opportunities.

Objective 2: identify and explore all public/private funding options and partnership opportunities to assist in the development of niche educational institutions such as veterinarian medicine, equine sciences, environmental science (using the Hassayampa River Preserve), and green technologies such as solar energy.

Objective 3: develop a system for providing specialized education to the community (online/distance learning and technical training).

Goal F: Telecommunications Infrastructure -- Develop community-wide telecommunications infrastructure to strengthen Wickenburg's long-term competitive position.

According to a recent study completed by the U.S. Department of Agriculture (USDA), rural areas across the U.S. that embraced broadband development at the start of this decade enjoy access to more jobs than those that did not. Their residents also make more money than their less connected counterparts. Businesses large and small require fast and consistent telecommunications infrastructure to be successful in the global marketplace. While Wickenburg has had less than sufficient telecommunications infrastructure, there are encouraging trends to



improve the overall system.

Objective 1: pursue state and federal grants to improve local broadband capabilities and other leading-edge telecommunications infrastructure.

Objective 2: strengthen the relationship with Telecommunication providers to encourage local improvements.

Objective 3: Develop a telecommunications plan that includes an inventory of existing telecommunication infrastructure, identifies gaps in service, explores relationships with other potential providers, and includes a comprehensive, prioritized improvement strategy.

Recommendations

- R-1) Establish a professionally produced Brand and Marketing Plan for the Town of Wickenburg.
- R-2) Utilize the “Wickenburg Brand” in the preparation of collateral materials for the collective downtown area and for its individual businesses.
- R-3) Capitalize on potential of Desert Caballeros Museum events and Del E. Webb Center for the Performing Arts performances by staging concurrent downtown activities and through cross-marketing promotional materials.
- R-4) Explore revenue streams to fuel economic development programs for the Town.
- R-5) Vigorously explore all realistic avenues to capture available resources to improve Downtown, including a business improvement district (BID).
- R-6) Assist small downtown businesses, the arts, and events in obtaining financial assistance for operating capital, and interior and exterior improvements.



- R-7) Explore financing programs currently available to existing business owners.
- R-8) Identify absentee owners and encourage their active participation in revitalization, redevelopment and development activities.
- R-9) Identify vacant and underutilized parcels for appropriate retail, commercial and mixed-use development.
- R-10) Perform a Retail and Hospitality Gap Analysis and recruit specific businesses that match the Town's demographic profile.
- R-11) Identify retail space that can currently be offered downtown, either separately or as a package.
- R-12) Recruit venues and activities for overnight stays, including a potential downtown hotel.
- R-13) Encourage the creation of a Downtown Merchants Association, and enlist the assistance of the Wickenburg Chamber of Commerce, the (potential) Downtown Merchants' Association, to implement the Marketing Plan.
- R-14) Monitor vacant and commercial buildings that are no longer economically viable and encourage the owner to redevelop the site or renovate the building.
- R-15) Refine and coordinate retail attraction and retention efforts in the downtown area.
- R-16) Establish and maintain a weekly open air marketplace to encourage destination activity for tourists.
- R-17) Encourage a vertical mix of uses, with pedestrian-oriented uses located on the ground floor and a mix of residential and non-residential uses on the upper two floors.
- R-18) Increase application of unique art creations such as the DeVore Statues to emphasize the historical downtown area.
- R-19) Encourage the use of the design standards to promote the

historical, western/southwestern character of the Downtown.

- R-20) Create and maintain an up-to-date database and email list of the downtown businesses and property owners.
- R-21) Arrange for periodic contact with downtown businesses and property owners.
- R-22) Seek cooperation from downtown business owners to coordinate store hours.
- R-23) Implement a business owner- and merchant-training program to improve business management skills.
- R-24) Encourage individual merchants to establish a maintenance program for their businesses.
- R-25) Facilitate a round-table discussion among downtown retailers to provide and share insight on counteracting the risks of bypass effects.
- R-26) Encourage implementation and coordination of themed sales days.
- R-27) Explore the possibility of an equestrian business downtown to provide goods and services, and to promote Wickenburg's western heritage.
- R-28) Consider opportunities to relocate non-tourism/cultural, municipal, entertainment, and office uses to sites adjacent to the Downtown.
- R-29) Offer support to local entrepreneurs wanting to start up a business in downtown.

G. Growth Areas Element

1. OVERVIEW

The Growth Areas Element of the General Plan 2025 is mandated by the Arizona State Legislature's Growing Smarter Act, passed in 1998. The



Town of Wickenburg

State's charge is for municipalities to assess the desirability of growth, resources and methods to accommodate it, and where such new development should occur.

Wickenburg has significant opportunities for growth, but the Town is firmly committed to practicing selectivity regarding the type, intensity and siting of future development. As recognized in the Land Use Element, there are clear constraints on the development potential of some lands within the current corporate limits (e.g., environmentally sensitive areas); but there are other properties in Town and extending beyond its boundaries that may be targeted as possible Growth Areas. The constraints on growth are mostly due to topography, flood hazards and the presence of extensive governmental land holdings throughout the Municipal Planning Area. Additional feasibility constraints relate to the extension of municipal utilities and other Town services. To overcome these and other physical or economic challenges, Growth Area projects should be of a scale sufficient to cover the costs of extending municipal infrastructure and services.

The Town of Wickenburg has expressed a clear commitment to positive, measured growth. Growth areas aim at fulfilling economic development objectives for revenue generation and job creation that will sustain Wickenburg's fiscal strength and make a positive contribution to the quality of the local environment or lifestyle.

Arizona planning statutes emphasize affordability and infill as issues that should be addressed in the context of directing future growth. Therefore, Growth Areas should also address existing gaps in residential choice. Residential revitalization of older neighborhoods with aging, vacant structures may provide some new, affordable residential options. Adding



dwelling units, loft and studio space encourages young professionals, artisans and employees at various income levels to live close to their employment.

The Growth Areas Element guides development proposals to locations where construction is compatible with adjacent land uses and can be most efficiently accommodated and is intended to support Wickenburg decision-makers in their strategic deployment of Town assets to realize maximum cost benefits by utilizing existing infrastructure.

2. GROWTH AREAS WITHIN MUNICIPAL BOUNDARIES

Inside the corporate limits of Wickenburg, there is developable land available with minimal to moderate physical constraints. Growth Areas, however, should focus only on sites where desired types of development are likely to be most successful in terms of: landowner profits and municipal revenue generation; achieving economies of scale; supporting existing service systems; and maintaining land use compatibility with other property in the vicinity. Further, Growth Areas in Wickenburg should respond to Town aspirations regarding increases in sales tax revenue, improved variety in housing opportunities, and a balance of area jobs and housing.

Five in-Town Growth Areas are identified: Downtown (Revitalization-Infill), West Side Expansion, Airport Environs, Monte Vista, and U.S. 93/Vulture Mine.

Downtown (Revitalization-Infill)



Downtown is the center of Wickenburg's history and the key to maintaining its future identity. Downtown also represents growth and new economic potential in a previously developed sector. In the foreseeable future, this area is where the highest density and intensity of urban activity is likely to occur. Wickenburg's downtown anchors the "Heritage" area as envisioned in the General Plan 2025. Already well on the way, downtown Wickenburg evidences growth in arts, entertainment, cultural activities, boutiques and other specialty retail businesses. With a full complement of in-place infrastructure, private and public investment continues to bolster downtown.

The attractiveness of Downtown for historic restoration and redevelopment activity has been recognized and endorsed by Wickenburg citizens and elected officials. Downtown, however, lacks a sizable inventory of vacant land. What exists is an assortment of scattered, relatively small parcels. Success as a Growth Area will depend, to a large extent, on projects combining new development with the re-use of existing structures and by sharing joint-use spaces, including parking areas. One notable exception is an approximate 20-acre vacant piece of property adjacent to Sols Wash, which could support a sizeable new project. Development of a niche educational institution such as veterinarian medicine, equine sciences, environmental science (using the Hassayampa River Preserve), and/or green technologies such as solar energy would be appropriate for this location. For Wickenburg, attracting educational and community learning opportunities and institutions would create high quality jobs and compliment the community's quality of life.

The historic character of Downtown is a major asset. Synergies arising from locating restaurants, art galleries, antique shops, professional offices,



boutiques and other associated uses in restored or appropriately converted historic structures adjacent to new context-sensitive construction can enhance the district's identity attraction for residents and visitors. The utilization of "mixed-use" planning techniques, incorporating residential functions, will add activity and vitality to the Town's center. Traffic improvements, such as the recently completed interim U.S. 93 By-Pass, has abated negative vehicle impacts on the Downtown's desired pedestrian orientation while creating new frontage exposure for other properties.

West Side Expansion

Growth Area potential exists in the western portions of Wickenburg to include planned residential communities, associated future employment and neighborhood commercial areas. Commercial development in the west side growth area will primarily be on property currently designated with commercial zoning and fronting on West Wickenburg Way (U.S. 60), particularly in the area at its intersection with Vulture Mine Road. Proper buffering techniques, including use of open space areas, and capitalizing on complementary developments nearby at the airport and employment/industrial areas will increase Growth Area viability.

Airport Environs

The area surrounding the Wickenburg Municipal Airport is one of Wickenburg's prime frontiers for new employment/industrial development. Because this is a key economic development area for the Town, adjacent properties must be reserved for non-residential uses. This strategy also protects the airport from residential encroachment and insures compatibility with surrounding land uses. The Town has established a



priority for the increasing of business activity at the airport and on the surrounding property designated for employment/industrial use. The creation of airport service commercial uses (e.g., shops, restaurant) will benefit the aviation function by increasing its attractiveness and utility to private and charter aircraft operators. Connection to the Town's open space/greenbelt network is an asset.

The addition and intensification of clean industry on the appropriately designated/zoned properties is a key to the Growth Area's success. Small component manufacture and light assembly with office and warehouse space are most desirable in this district.

Monte Vista

This new growth node located at the northwest corner of U.S. 93 and Rincon Road (across from The Meadows), represents an excellent opportunity for a new "downtown" commercial center, which could accommodate larger scale retail prospects; that is, retail not suitable for the existing "heritage" downtown because of its scale, traffic impact, etc. ADOT is currently designing the next phase of U.S. 93 highway improvements from the north roundabout, and extending to the intersection of Highways 89 and 93. Preliminary designs include a new roundabout in the vicinity of U.S. 93 and Rincon Road, which would serve as an entrance into this approximately 60-acre future retail commercial site.

U.S. 93/Vulture Mine

As a result of Wickenburg's 2010-11 annexation of Yavapai County properties, this growth node, once considered outside the corporate limits, is now being re-assigned as an "in-Town" growth node. This particular



node is considered by many as a premium commercial site given its size, location, and accessibility.

3. GROWTH AREAS BEYOND MUNICIPAL BOUNDARIES

Growth opportunities for concentrated development outside the corporate limits must be considered in accord with Wickenburg annexation strategy. Several potential development nodes or corridors have been identified as logical future growth areas. They include the potential Hassayampa Freeway corridor west of Town and its two (2) intersections at U.S. 60 and Cherokee Lane (a future east-west arterial), prospective developments north of Town in Yavapai County at the intersection of Highways 89 and 93, and town-owned property near Forepaugh.

Annexation of any or all of these and other potential growth areas must be preceded by a careful analysis of fiscal feasibility and phasing. In particular, evaluations should conclude that costs of infrastructure and the provision of Town services will not impose an unfair burden on Wickenburg and its existing residents. (See Figure 9: Growth Nodes).

4. OTHER POTENTIAL GROWTH AREAS

Highway Services

Increasing auto and truck traffic on highways to the north and west of Wickenburg has magnified the need to plan for convenience businesses, lodging facilities, and vehicle service/fueling locations in advance of the completion of the Hassayampa Freeway. While General Plan 2025 participants endorsed the location, in the near future, of one such node at the intersection of Highways 89 and 93, others, with less concentration of development, may occur based on demand. Completion of the



Town of Wickenburg

Hassayampa Freeway, projected to occur more than a decade in the future, will not replace the need for highway-related services along these existing routes.

South Side Expansion

It is anticipated that within the next ten years or more development may start to occur in Sections 13 and 14 (Township 7N, Range 5 West). Much of Section 13 is within Town Limits and most of Section 14, which is State Trust Land, is located within Town Limits south of downtown Wickenburg. Southside growth will be limited to master planned residential neighborhoods or communities and should take advantage of the unique topography in this area by clustering densities and providing buffering through the use of open space. Conceptually, limited commercial use may be appropriate provided that its extent is limited to a single compact location and complements the environment in the context of architecture, site design, landscaping and signage.

Planned Communities

Significant residential development (160 acres or larger) on private lands in the Municipal Planning Area is projected. Large areas are being considered for master planned communities that will include resident-serving commercial uses, service functions and recreational amenities. The growth of planned communities, with added commercial and employment opportunities, furthers Wickenburg's desire for economic sustainability.

State Land

The Arizona State Land Department's 2001 Conceptual Plan for its approximate 17,000 acre Trust ownership in the area around Wickenburg



shows employment/industrial uses in conjunction with the Town's Municipal Airport, as well as commercial/employment/higher density housing at the conceptual crossings of the future Hassayampa Freeway and U.S. 60 and the future extension of Cherokee Lane. Planning refinements may be expected to allocate overall dwelling densities for a master planned community that contains a mixture of housing types as well as accommodating Town rural residential policies and providing open space.

Insert Figure 9
Growth Nodes Map



5. **GROWTH AREAS GOALS, OBJECTIVES, AND RECOMMENDATIONS**

Wickenburg residents recognize their Town's unique character, and prize their high desert lifestyle with its scenic vistas, unique topography and riparian areas. In order to protect and preserve the natural environment (e.g., Hassayampa River) and identified community assets (e.g., Downtown), growth in Wickenburg must be measured, rational and strategic regarding location and phasing.

Careful consideration of growth locations, as well as the appropriate mix of land uses, is especially critical in municipalities, such as Wickenburg, where growth is at a low-to-moderate pace. The community cannot afford to make mistakes. Strategic growth must be reasonable on a fiscal and logistical basis. The future development and annexation of growth areas surrounding Wickenburg should take advantage of attractive, existing in-



Town of Wickenburg

Town development as a catalyst for growth. Growth Areas inside the Town limits must be designed as a sensitive fit with adjacent neighborhoods and available municipal system capacities.

The goals, objectives and recommendations of the Growth Areas Element seek to develop practical guidelines for the management of development location and type. In workshop sessions and committee meetings, the citizens of Wickenburg have expressed their concerns and desires relating to growth in the following manner:

Goal A: Support managed and orderly growth that conserves resources, reduces automobile dependency, and provides for cost effective infrastructure.

Objective 1: focus growth decisions based on the availability of a water supply currently sufficient to service the development without adversely affecting adjacent development.

Objective 2: encourage the annexation of vacant lands adjacent to Wickenburg municipal boundaries as a control and guide to growth and as a protective strategy against encroachment by other municipalities.

Objective 3: plan ahead for appropriate adjacent land uses in advance of the installation of approved transportation corridor improvements.

Objective 4: designate and seek to preserve sufficient open space within and around Growth Areas.

Objective 5: support mixed use developments in growth areas where extension of infrastructure is practical and cost effective, including land designated for revenue generation and job creation.



Objective 6: coordinate open space in growth areas and interconnection with similar areas outside the growth area's boundaries.

Objective 7: promote the public and private construction of timely and financially sound infrastructure expansion through the use of infrastructure funding and financial planning that is coordinated with development activity.

Goal B: Address needs for infill and value-based housing.

Wickenburg residents have recognized the importance of infill and affordable housing to their Town. Infill and affordability objectives address both the physical and social cohesiveness of the community.

Objective 1: encourage apartments, with a provision for accommodating service economy workers, and townhouse/condominium units in a revitalized Downtown core.

Objective 2: consider the provision of affordable value-based (starter) single-family housing in all Growth Areas, together with move-up housing opportunities.

Objective 3: foster the provision of value-based housing opportunities in all Growth Areas.

Goal C: Establish themes that are responsive to growth needs and potential of Wickenburg.

The Wickenburg community sees the natural environment as its primary organizing principle. The built environment should reflect these unifying themes that contribute to the Town's character.

Objective 1: continue to revitalize Downtown as a pedestrian-scaled, mixed use, historic district to accentuate the attraction of visitors and tourists.

Objective 2: add new parks and pedestrian/bike paths associated with equestrian trails in areas west of Town; integrate with the



Town's planned greenbelt/pathway network.

Objective 3: encourage the provision of housing proximate to employment opportunities to reduce commute trips and times; make pedestrian and bike trips to/from work feasible.

Goal D: Designate priority locations for employment and commerce.

Objective 1: attract desirable, well-paying jobs to Wickenburg's growth areas.

Objective 2: encourage mixed-use development with shopping, job training, and workforce housing convenient to employment centers.

Objective 3: generate sufficient revenue from non-residential land uses to help sustain Wickenburg's fiscal strength.

Goal E: Assure compatibility between new development and existing neighborhoods.

Objective 1: buffer established residential areas from potential growth area impacts.

Objective 2: preserve "old town" atmosphere by promoting smaller, family-owned businesses, "food and fun" activities, pedestrian amenities and a variety of downtown living options.

Recommendations

R-1) Improve the balance between the Town's employment and retail sales tax base in relation to housing starts by actively engaging in economic development.

R-2) Consider housing opportunities in Growth Areas for all segments and socio-economic levels of the Town population.



- R-3) Utilize cost/benefit analyses and growth management principles to assess potential annexation areas. Municipal services extended to annexed areas should be self-supporting within five years of the inception of the development necessitating the annexation. Part of the annexation calculation should be based on the attraction and retention of employment and commerce, as well as meeting or exceeding open space and infrastructure standards.
- R-4) Promote the integration of non-residential uses with housing in all applicable Growth Areas, and in other selected locations. Downtown, as a Growth Area, affords an excellent opportunity for easily-accessible mixed-use (housing and jobs) opportunities.
- R-5) Identify development needs and help to coordinate infrastructure planning for Growth Areas.
- R-6) Coordinate planning of State Trust Lands with ASLD and surrounding jurisdictions.
- R-7) Develop incentives, which encourage infill development and promote development that helps to accomplish objectives identified for Growth Areas relating to focused development, mixed uses, infill, redevelopment and placement of infrastructure.
- R-8) Continue to ensure consistency between the Growth Areas, Open Space, Land Use and other General Plan 2025 elements
- R-9) Develop an inter-connective system of interior and exterior open areas.
- R-10) Facilitate a process of regional planning that includes Wickenburg, ADOT, BLM, ASLD, and other concerned entities within the Municipal Planning Area.
- R-11) Participate in the review of special management and conservation areas on BLM lands.
- R-12) Identify and incorporate into the Town's recurring 5-Year Capital

Improvement Plan the costs associated with needed public improvements (streets, water, sewer and drainage) to serve Growth Areas.

R-13) Continue to investigate grant opportunities in support of needed public infrastructure.

R-14) Investigate the feasibility of using Improvement Districts, Community Facilities Districts, and other financing mechanisms to address infrastructure needs.

R-15) Emphasize cooperation with developers who help revitalize neighborhoods, bring well-paying jobs to the community and represent positive cost-benefit for the Town of Wickenburg. Town Community Development and Neighborhood Services Department personnel, with other departments' assistance, will provide direction to landowners and/or developers in Growth Areas.

H. Cost of Development Element

1. OVERVIEW

The Wickenburg General Plan 2025 Cost of Development Element is intended to assure adequate, economically feasible public infrastructure services to Town residents and businesses. The Element also addresses maintenance, improvement and expansion of municipal systems necessary to realize General Plan 2025 goals and objectives. These directions apply to the incorporated area of Wickenburg, as well as, where applicable, the Municipal Planning Area.

The Cost of Development Element has policy implications for other General Plan 2025 components, acting as a catalyst to facilitate cost-beneficial decisions affecting Wickenburg's future. The Cost of Development Element develops base criteria by which Wickenburg will



consider, plan and implement mechanisms to afford infrastructure and public facilities upgrades, additions and extensions. The guidance provided by this Element will assist the Town of Wickenburg in making determinations regarding the equitable apportionment of cost responsibility to the public and private sectors.

2. EXISTING CONDITIONS

The Town of Wickenburg occupies a unique, high desert site in northwestern Maricopa County and southern Yavapai County. Some of the Town's most prominent distinguishing features (e.g., topography, watercourses) will have a major role in determining the rate and location of new development in Wickenburg. These same features, along with demands for development intensification in existing locations, will impact decisions regarding the means, methods and costs of delivering existing services and/or developing new services, expanded capacity and facilities expectations by Wickenburg residents and businesses.

Wickenburg's rate of development is a determinant of the magnitude of expenditures necessary for providing adequate infrastructure and public facility improvements and additions. Even assuming a low (historical) rate of growth, there will be significant costs incurred in both the necessary maintenance of existing and the addition of new infrastructure components within the Town's corporate boundaries.

At present, some areas of the Town are underserved due to inadequate capacity and/or lack of area service. The corrections of wet utility (water and wastewater) service deficiencies are high priorities for municipal investment. See, for example, the phased investment strategies outlined in the Water Resources Element.



The water supply system of Wickenburg, divided into four zones, serves most residential and business areas. However, there are concerns attributable to inadequate fire flows that must be addressed to meet the needs of the current incorporated area and future growth/annexation areas.

Sewage collection and wastewater treatment for the Town also serves the greater part of incorporated Wickenburg. Of significant concern is the fact that large areas of central and western Wickenburg are without sewer service. This condition is more prevalent in older subdivisions and those with larger lot sizes. Consideration should be given to the advisability and/or cost effectiveness of connecting all areas within municipal boundaries to the sewer system, in light of the Town's position on discouraging additional septic system usage. Allowance should also be made for the expansion of capacity at the wastewater treatment plant.

The streets and roads of Wickenburg have varying rights-of-way, pavement widths, and curb/gutter/sidewalk installations, and maintenance conditions. Circulation system standards and guidelines should be established according to differences in classification and, to a lesser degree, to location and usage. Residents and the development community should participate in, and be fully informed about, the Town's street improvement planning criteria.

There is a sentiment among some members of the community that Wickenburg should maintain low rural densities (1 d.u./5 acres) for large areas of the Town as well as in the Municipal Planning Area. Such low densities pose a challenge in arriving at a correct balance of public and



private infrastructure investment. Determining the proper allocation of these costs between developers and the Town requires analysis of existing systems' capacity, future growth demand, and new customers' fair share contribution to the costs of installation.

An Infrastructure Development Costs Study completed for MAG (August 2001, Carollo Engineers) estimated the following costs for extending basic municipal services per 1,000 population.

Table 11: Infrastructure Development Costs

System	Cost/1,000 population	Included Facilities
Wastewater	\$1,650,000	(Sewers, Treatment, Effluent)
Water System	\$1,924,000	(Distribution, Treatment, Storage)
Solid Waste	\$128,000	(Collection)

3. COST OF DEVELOPMENT GOALS, OBJECTIVES, AND RECOMMENDATIONS

The goals, objectives and recommendations of the Cost of Development Element are derived from the premise that the costs of improving, adding and extending public facilities should be borne equitably among those requiring the additional public services. This "fair share" contribution is based on the proportionate benefit, direct or indirect, accruing to property owners from the addition of facility and infrastructure service capacity. However, exactions from the private development community should not impose such a financial or regulatory burden as to discourage financially feasible projects.

Goal A: Develop standards to ensure practicality and economy in infrastructure improvement, maintenance and operations.

Objective 1: allow flexibility in standards for infrastructure implementation within "Town Engineer-approved" limits for system



coherence and operability (e.g., street widths, curbs, sidewalks, street lighting).

Objective 2: develop and implement economical and efficient public facility and infrastructure improvements and additions.

Objective 3: develop and implement a plan for the interface of public and private systems, in particular with regard to future annexation activity.

Goal B: New development should include the costs resulting from infrastructure improvements necessary to serve the project -- either by direct contributions to investment or indirectly through construction of facilities.

Objective 1: per State statute, allow development fee credits for facilities/over-sized or expanded infrastructure provided by private developers that serve adjacent areas or another part of Wickenburg in addition to the specific development project.

Objective 2: create a formula that provides cost contribution credits for the inclusion of land uses within a development that generate municipal revenues and/or sources of stable employment with good wages.

Goal C: Utilize a variety of creative methods for public financing of facility and infrastructure improvements and additions.

Objective 1: where appropriate, use Town bonding authority to finance public facility and infrastructure improvements and additions.

Objective 2: identify, evaluate and access sources and opportunities for grants and joint public/private initiatives.

Objective 3: investigate and, where appropriate, utilize alternative means of developer participation in meeting municipal infrastructure and facility costs (e.g., Public Improvement District,



Community Facilities District).

Objective 4: associate appropriate facility and infrastructure improvements and additions (e.g., water, sewer, parks) with the timing of value-added development along transportation corridors.

Recommendations

- R-1) Consider appropriate flexibility in infrastructure improvement standards (on a case-by-case basis) in order to facilitate quality, sustainable development.
- R-2) Coordinate facility and infrastructure improvements and additions with the timing of development.
- R-3) Promote economy and efficiency in facility and infrastructure operations, maintenance and additions (e.g., replacement of old water mains during a street reconstruction project).
- R-4) Develop compatible techniques for the interface of public and private water and wastewater systems.
- R-5) Pursue grant acquisition efforts and public/private partnerships.

III. IMPLEMENTATION PROGRAM

The Town of Wickenburg General Plan 2025 is intended, in all respects, to guide progressive change in a sustainable manner. Citizens' vision for their community translates into goals and objectives, followed by Recommendation Actions (policies) for each of the Plan Elements. These statements of principle now need to be carried out in practice. In this section of the General Plan 2025, strategic approaches indicate methodical application of local resources and capabilities -- working toward civic aspirations.



Four interrelated components constitute the Implementation Program. They are: General Plan 2025 amendment procedures; a phased action program that outlines step-by-step achievements to accomplish the stated goals; a General Plan Update monitoring process for measuring performance; and land use decision keys to assist in evaluating proposed development projects and assure their consistency with General Plan 2025 principles.

A. AMENDING THE GENERAL PLAN

The State of Arizona, in 1998 and 2000, passed statutory revisions known as "Growing Smarter" and "Growing Smarter Plus" that, in addition to other directions for municipal planning, defined general plan major amendments as being required for any change that causes "substantial alteration of the municipality's land use mixture or balance as established in the municipality's existing general plan land use element".

1. CRITERIA FOR DETERMINING MAJOR OR MINOR AMENDMENT

Distinctions between Major and Minor General Plan Amendments are made on the basis of the statutory directive, as applied to Wickenburg's distinctive community character.

Defining Major Amendment to the General Plan Update

A Major Amendment to the Wickenburg General Plan 2025 is any proposal that would result in a change of such significance as to impact substantial portions of the entire Town and/or its MPA. The criteria for determining whether or not a prospective development that creates a substantial enough variation to require a Major Amendment are based upon the relative geographical size and extent of change proposed in



Town of Wickenburg

terms of development intensity (e.g., dwelling density), as well as its relationship to surrounding land uses and its impact upon public infrastructure. Criteria for determining a Major Amendment to the Wickenburg General Plan 2025 include:

- A change in the Land Use Plan designation on 40 or more acres within the Town's municipal boundaries, that would allow an increase of more than 100 dwelling units on the entire site; or
- An increase of at least 20 in the number of permitted dwelling units that constitutes a change in density of fifty (50) percent or more, measured in dwelling units per acre; or
- An increase or decrease of twenty (20) acres or more for commercial or employment/industrial (e.g., industrial, office, retail, resort) types of uses and planned construction of one hundred thousand (100,000) square feet gross leaseable area or more on any parcel size; or
- Any proposed land use change that will result in a demand of more than 30,000 gallons of water per day from the Town water supply (unless a new source of water is provided); or
- A decrease of 10 acres or more of approved open space uses except as an amendment to an approved master plan; or
- Any proposed change to uses specified in an approved, mixed use master plan that affects an area of 40 acres or more and/or that changes the number of dwelling units by twenty-five (25%) percent or more; or
- Any master plan of development that exceeds any of the above criteria over the proposed build-out of the master planned site notwithstanding the lesser impact of its initial construction phase(s).

Exception: An amendment to the Land Use Plan initiated by the property owner which results in a decrease in land use intensity (i.e., down-zoning).



Defining Minor Amendment to the General Plan Update

Minor Amendments to the General Plan 2025 consist of minor text changes; map adjustments that neither impact the Land Use Plan's balance nor meet/exceed the acreage or density measures set forth in the definition of Major Amendments above.

2. AMENDMENT APPLICATIONS

Any applicant considering an amendment to the General Plan 2025 is strongly encouraged to confer with the Town's Community Development and Neighborhood Services Director (or designee) regarding specific application requirements and scheduling. Requests for amendments are to be filed with the Community Development and Neighborhood Services Department. General Plan amendments that are determined to be minor in nature may be set for hearing in the schedule for regular Planning and Zoning Advisory Commission and Town Council meetings. In the case of a major amendment, requests are processed on an annual cycle, as required by statute. The following materials and/or documentation are required to accompany each amendment request as well as such additional information as the Town's Community Development and Neighborhood Services Director deems to be pertinent to the specific request:

- Written and signed letter of application, generally describing the requested amendment, in terms of land use designation or text revision.
- Written documentation of owner's authorization for Plan amendment request.
- Graphic illustration of the proposed land use map amendment.
- Property ownership map, ownership list, and appropriate notification



letters in addressed and stamped envelopes for all property within the amended area, and within 300 feet of the subject site.

- Written justification for the request, in terms of development patterns or trends, timing of land use proposal, comparisons to existing land use map designation or text content, and public benefit from proposed amendment.
- Written analysis for the request including, but not limited to:
 - Detailed description of proposed change indicating accord with General Plan 2025 principles.
 - Impact on public infrastructure (e.g., water/wastewater system capacity, parks, schools, drainage, utilities, streets, etc.)

These application requirements may be waived, modified, or expanded at the discretion of the Community Development and Neighborhood Services Director. Requests for text amendments will require submittal of a written request, description, proposed rewording of applicable sections in strike-and-add format, and brief justification and analysis related to the specific language in question.

Applications for rezoning in conjunction with a General Plan amendment may be filed simultaneously subject to the fee schedule and application requirements outlined in the Town of Wickenburg Zoning Ordinance. Each of these requests will be subject to independent analysis and will require separate consideration and action by the Planning and Zoning Advisory Commission and Town Council.

3. NOTIFICATION OF APPLICATIONS FOR GENERAL PLAN AMENDMENT

For amendments to the Land Use Plan map initiated by the Town, staff shall be responsible for notifying all property owners within the affected



area upon initiation of the amendment process. For amendments to the Land Use Plan map initiated by land owners or other private parties, the applicant shall be responsible for submitting documentation of written authorization by the owners or at least 75 percent of the land area subject to amendment.

Town Staff will be responsible for the publication of legal notice for these public hearings in accordance with State statutes; however, the Town reserves the right to seek reimbursement of actual publication costs. Notice will also be provided to, and comments requested from: Maricopa and Yavapai Counties, adjacent jurisdictions, and owners of all property within three hundred (300') feet of the area according to ownership records supplied by the applicant.

4. MAJOR AMENDMENT SCHEDULING

The Town of Wickenburg will consider Major amendments to the General Plan 2025 once each year in accordance with the Arizona Revised Statutes (ARS). Typically, applications will be received during the first half of the calendar year and processed during the second half of the calendar year; however, the Town Council reserves the right to change the schedule from year to year. Major General Plan 2025 amendments will first be considered by the Planning and Zoning Advisory Commission for recommendation to, and hearing by, the Town Council. A 2/3 majority vote of the Town Council is needed to approve a Major Amendment. All Major Amendments must meet the public involvement criteria outlined in the State statutes that require, "effective, early and continuous public participation in the Major Amendment of the General Plan from all geographic, ethnic, and economic areas of the municipality".



5. BASIS FOR CONSIDERATION

The staff, Planning and Zoning Advisory Commission, and the Town Council, in evaluating and considering any amendment request, should consider the following factors:

- Does the adopted General Plan 2025 Land Use Plan adequately provide alternative areas for the uses proposed in the amendment?
- Is the proposed amendment an overall improvement to the General Plan 2025?
- Is the proposed amendment simply for the benefit of a particular party or land owner in response to a short-term development opportunity?
- Is the proposed amendment justified by other significant land use or policy changes in the area?
- Is the community as a whole adversely affected through:
 - Significantly altering acceptable land use patterns;
 - Requiring major and/or unanticipated public infrastructure improvements;
 - Generating increased levels of traffic on area roadways;
 - Non-compatibility with existing or anticipated adjacent land uses.
- Is the proposed amendment consistent with the overall intent of the General Plan 2025?

The burden is on the applicant to demonstrate that a proposed amendment is an overall improvement to the adopted General Plan 2025. The application shall show how it complies with the goals and intent of the General Plan 2025.



B. PHASED ACTIONS

The Wickenburg General Plan 2025 Vision Statement contemplates improvements in the Town and its surrounding area for future generations over a period of fifteen years or more. State statutes, however, require the general plan to be updated at least every ten (10) years. The Phased Actions portion of the implementation strategy focuses on the next decade, specifying Recommendation Actions that may be completed between 2012 and 2021 in order to be well on the way toward fulfilling this General Plan 2025 before the next comprehensive revision sets the community's sights even higher.

Stages are coordinated for start-up through Short-Term actions anticipated for the years 2012-2013; achieving major objectives under each Element during Mid-Term, 2014-2016; and expanded, Long-Term activities from 2017 through 2021 to meet or exceed many, if not all, of the Plan's Goals. The program is meant to be flexible. Actions may be added, redefined or deleted as circumstances require. For instance, in the event that growth occurs more rapidly than is projected, gains in economic development could cause Mid- or Long-Term steps to be expedited.

Each Phase is described in narrative and tabular format. A straightforward table that lists all of the Recommendation Actions of each Element, followed by an anticipated timeframe of when the action would be accomplished, is provided.

1. SHORT-TERM ACTION STEPS

General Plan 2025 implementation effectiveness will rely heavily upon first step preparations of a strong, directed foundation for accomplishing



Town of Wickenburg

defined planning objectives and recommendations that, ultimately, achieve the Goals Wickenburg citizens have set. Most activities are intended to set the stage for development quality in future projects; however, they also can provide useful guidance to plans either in progress or imminent. Landowners/developers with projects already underway will benefit from their voluntary compliance with evolving improvement criteria so that their properties can compete, in terms of appearance and functional efficiency, with future development.

Commitments for many of these initial actions are already being formulated. The years 2012-2013 should provide clear evidence of General Plan 2025 progress of these Recommendation Actions. All steps should be fully in practice by 2013. General Plan 2025 monitoring, including the yearly amendment process, will allow for adjustments in schedules, ordinance provisions and administrative procedures that enable the Town to take on larger, more aggressive improvement plans during the Mid- and Long-Term implementation phases.

2. MID-TERM ACTION STEPS

Implementation priorities in the mid-term (three to five years) focus on creative approaches for installing planned improvements. Wet utilities and Streets Master Plans would be completed for transportation and drainage - - as direct outgrowths of short-term performance. Citizen participation in environmental check-ups begins. Other programs, such as Capital Improvement Program (CIP) updating, continue on their established cycles.

The scale of these projects will depend on available financial resources. Revenues generated by successful economic development projects may enable the Town to expedite capital investment, begin to subsidize



incentive programs, and undertake more aggressive open space/recreation improvements.

Evaluations of General Plan 2025 implementation effectiveness will enable public determination, possibly in a Town Hall forum (held as the Mid-Term commences in early 2014), of whether adjustments are needed in the Phased Actions priority. Essential programs, such as collector street construction or widening and (particularly if short-term annexation is extensive) expanded wet utilities delivery systems, are "givens". But other enhancements dealing with environment, open space preservation and outdoor enjoyment must move forward, also, even if funding resources are limited.

3. LONG-TERM ACTION STEPS

From six to ten years after General Plan 2025 adoption, and beyond, major projects begun during the short-term or mid-term Phased Actions phases will take on new directions. Emphasis would be on completion so that the next General Plan Update, required by State statutes at least every ten years, can begin on a solid foundation of infrastructure and preserved open space: streets and water/wastewater improvements in place; open lands acquisition; Downtown infill; and quality of life enhancements.

Although a full General Plan 2025 revision may not be needed, the annual Plan Amendment process during 2016 or 2017 would focus on considering "mid-course" evaluations of each Plan Element. Findings may be added to the document as appendices or, as may be preferred,



one or more Elements could be adopted formally, with additions each year so that the General Plan will be effectively revised in stages by 2021.

Additional Action Steps, derived from changes of conditions (including growth rate), should be considered for expanding 2017-2021 municipal planning priorities. Possible activities could include: reconsidering annexation policies, further code revisions to encourage desired land uses; or joint Town-County projects such as aviation improvements.

Table 12: LAND USE ELEMENT Implementation Strategies and Timing

Recommendation Actions	Timing			
	Short-term	Mid-term	Long-term	On-going
1) Protect Wickenburg’s character through dedicated open space buffers, protected view corridors and, to encourage spacious beyond the municipal limits.				X
2) Continue to revitalize Downtown as a pedestrian-scaled, higher density mixed use district reflecting Wickenburg’s heritage and providing an organized Town Core.				X
3) Encourage the development and retention of local retail and service enterprises to meet residents and visitor’s needs, promote a sustainable community and lessen trips to metropolitan areas.				X
4) Provide a pathway network for pedestrian, bicyclist and equestrian use integrated with open space corridors, parks, residential neighborhoods, Downtown and other commercial areas.		X		
5) Encourage intensive employment and industrial uses to areas in close proximity to the municipal airport, including adjacent State Trust Lands as well as the Town-owned land near Forepaugh including adjacent BLM Lands slated for disposition.				X
6) Update Town Code provisions for General Plan 2025 consistency, encouraging desired types and locations for development with design and maintenance guidelines to enhance	X			



Wickenburg setting and lifestyle.				
7) Encourage, when appropriate, special events to be located on Tegner Street and/or Frontier Street.				X
8) Maximize to the extent possible the centralization of tourist/cultural, municipal, entertainment and office uses in the Downtown.				X
9) Consider opportunities to relocate non-tourism/cultural, municipal, entertainment, and office uses to sites adjacent to the Downtown.				X
10) Encourage a vertical mix of uses, with pedestrian-oriented uses located on the ground floor and a mix of residential and non-residential uses on the upper floors.				X
11) Encourage the use of the Heritage Area to promote the historical, western/southwestern character of the Downtown.	X			
12) Identify centralized lots for off-street parking facilities and promote the sharing of spaces for Downtown uses. Maintain on-street parking on Wickenburg Way and Tegner Streets. Explore the use of a small transit circulator through the Town during special events and high tourist season.		X		
13) Develop a system of pedestrian access between public parking facilities, downtown businesses, the pedestrian bridge and attractions.	X			
14) Create character areas for cultural/tourism, entertainment, municipal, and retail/service within the Downtown.		X		
15) Consider an updated survey of potential Downtown Historic Area.	X			
16) Encourage multi-family residential (10+du/ac) uses as a mixed use component (same building or same site) within and adjacent to the Downtown to enhance the market for retail goods.				X
17) Allow for the mixing of compatible residential use above ground floor retail/office uses within the same building.				X

**Table 13: TRANSPORTATION ELEMENT
Implementation Strategies and Timing**

Recommendation Actions	Timing			
	Short-term	Mid-term	Long-term	On-going
1) Regional, longer-term by-pass planning should route traffic around the community for connection with the future Hassayampa Freeway and realization of economic development Growth Areas' opportunities.	X			
2) Local circulation improvements may be coordinated through Capital Improvement Program (CIP) and Master Street Plan prioritization. Arterial and collector streets are expected to provide a uniform and continuous roadway system, with particular attention to river and railroad grade crossings (e.g., Town Core, Vulture Mine Road) and street patterns in the southwestern portion of the community. Retain rural character, unimproved roads where they are appropriate for limited vehicular traffic and as equestrian trail access connections.				X
3) Public and private commitments are needed for non-automobile transportation opportunities (ranging from van pooling to commuter rail) to benefit youth, elderly, employees and special populations.		X		



4) A comprehensive pathway network, building on existing pedestrian linkages, is advocated for residents' in-Town trips and tourist attraction. Multiple alternate modes of travel are promoted -- walking and bicycling; trails for horseback riding, mountain biking and hiking.		X		
5) Long-range planning should evaluate the potential use of Town-owned property at Forepaugh to accommodate future industrial uses.	X			
6) Increase directional signage within the Downtown to efficiently guide residents and visitors to activity centers and other points of interest.	X			
7) Determine the appropriate location within the Downtown for off-street public parking lots. Consider appropriate pedestrian origins and destinations when locating and designing additional parking facilities or structures.		X		
8) Continue to utilize the Hassayampa River and Sols Wash as major Downtown equestrian and multi-use trail connections.				X
9) Consider incorporating an equestrian/trail staging area in the downtown with a recommendation from the Trails Commission.		X		
10) Designate the existing BN & SF rail corridor as the conduit and access point for regional commuter rail service between Wickenburg and downtown Phoenix.	X			
11) Coordinate with MAG and other rail corridor stakeholders to conduct appropriate advance planning tasks in anticipation of future commuter service to the Town.		X		
12) Utilize the existing renovated train station as the future commuter rail station and its continued use as the Chamber of Commerce site.			X	

**Table 14: OPEN SPACE AND TRAILS ELEMENT
Implementation Strategies and Timing**

Recommendation Actions	Timing			
	Short-term	Mid-term	Long-term	On-going
1) Resolve to adopt the Open Space Element's designated trails/wash alignments for acquisition to achieve continuous riding/hiking pathways and open space corridors.	X			
2) Begin planning with and follow through on API applications to the Arizona State Land Department and coordination with the Bureau of Land Management for preservation/protection of prominent scenic vistas and landmarks, such as Vulture Peak as a regional park.	X			
3) Update land development codes to promote clustered home sites with dedicated trails and connections, useable open space areas, preserved habitats, and protected hillsides.	X			
4) Plant native and drought tolerant shade trees and vegetation in parks and public use areas.				X
5) Budget for acquisition of additional parks and open space -- including youth recreation facilities; establish community coalition for activity programming serving all ages.			X	



**Table 15: WATER RESOURCES ELEMENT
Implementation Strategies and Timing**

Recommendation Actions	Timing			
	Short-term	Mid-term	Long-term	On-going
1) Exercise leadership in Hassayampa Basin water allocation and quality preservation policy. Coordinate water mining activities among individually owned private wells and private water companies and the Town of Wickenburg.				X
2) Budget for step improvements to the water distribution system to meet standards and to locate future well sites for projected growth needs.				X
3) Move forward with planning wastewater treatment plant expansion and priority extensions of sewer lines, especially the airport industrial area.				X
4) Institute municipal water and sewer service incentive policies to encourage annexation of areas adjacent to the Town limits so as to reduce the numbers of individual, exempt wells and septic systems within the Municipal Planning Area.	X			
5) Promote a public education/awareness program through involvement of community organizations, the school district and news media for prevention of water supply contamination, and for conservation through wise-water-use techniques (e.g. drought tolerant landscaping, gray water recycling systems).				X
6) Investigate potential reuse of treated effluent and/or storm water retention for irrigation of parks, fields, greenways and golf courses.	X			
7) Adopt and enforce low-flow fixture requirements in plumbing and construction codes, and offer incentives, such as permit fee waivers or water service discounts, for retrofitting of fixtures and installation of drought tolerant landscape.	X			
8) Monitor water consumption regularly and compare predicted demands to actual usage. If necessary, fine-tune future demands to reflect the new data.				X

**Table 16: ENVIRONMENTAL PLANNING ELEMENT
Implementation Strategies and Timing**

Recommendation Actions	Timing			
	Short-term	Mid-term	Long-term	On-going
1) Adapt development regulations to prevent airborne particulates and other pollutants from adversely affecting air quality.	X			
2) Encourage reductions of automotive emissions by promoting the greenbelt/pathway system for alternative transportation and public transit options.				X
3) Develop design and buffering techniques to reduce and control light and noise pollution.		X		
4) Protect/conservate water resources through education of citizens on voluntary usage reduction benefits. Adopt low flow waste fixture requirements.	X			
5) Discourage increased septic system usage; foster alternative waste treatment methods for areas not connected to the Town sewer system. Increase enforcement related to violations of hazardous waste and wellhead protection regulations.				X
6) Protect important natural spaces and landforms from				X



Town of Wickenburg

development pressures or improper recreational use utilizing techniques including dedicated buffer zones. Allow creativity in development configurations and densities to preserve open space.				
7) Design and implement innovative, context-sensitive solutions to protect developed areas and unique natural features and areas from flood damage.				X
8) Develop standards for high quality, human scale, and site-sensitive architectural and landscape design.		X		
9) Foster energy efficient building techniques and the use of alternative energy sources. Encourage LEED certification on new structures	X			
10) Develop information (e.g., public service announcements) for the education of non-residents on Wickenburg's environmental values/standards and the Town's commitment to their maintenance.				X
11) Consider incentives for LEED-certified buildings (e.g., density bonuses, reduced fees, priority or expedited permitting).	X			
12) Agree to undertake an assessment of available energy resources, together with analyses of future energy demands and costs of alternative supplies to meet heating, cooling, electricity and transport demands. The assessment should include the potential for renewable energy projects based around services provided and facilities managed by the Town of Wickenburg.	X			
13) Evaluate renewable energy resources policies of leading municipalities and determine whether similar benefits could accrue to the Town of Wickenburg	X			
14) Determine if the deployment of renewable energy technologies is supported by Wickenburg citizens and local businesses. The personal benefits that would result for individuals and businesses need to be identified and disseminated.		X		

**Table 17: ECONOMIC DEVELOPMENT ELEMENT
Implementation Strategies and Timing**

Recommendation Actions	Timing			
	Short-term	Mid-term	Long-term	On-going
1) Establish a professionally produced Brand and Marketing Plan for the Town of Wickenburg.	X			
2) Utilize the "Wickenburg Brand" in the preparation of collateral materials for the collective downtown are and for its individual businesses.	X			
3) Capitalize on potential Desert Caballeros Museum events and Del E. Webb Center for the Performing Arts performances by staging concurrent downtown activities and through cross-marketing promotional materials.				X
4) Explore the implementation of a new sales tax or a set-aside of a portion of an existing sales tax to fuel economic development programs for the Town.	X			
5) Vigorously explore all realistic avenues to capture available resources to improve Downtown, including a business improvement district (BID).	X			
6) Assist small downtown businesses, the arts, and events in obtaining financial assistance for operating capital, and interior and exterior improvements.				X



Town of Wickenburg

7) Explore financing programs currently available to existing business owners.	X			
8) Identify absentee owners and encourage their active participation in revitalization, redevelopment and development activities.	X			
9) Identify vacant and underutilized parcels for appropriate retail, commercial and mixed-use development.	X			
10) Perform a Retail and Hospitality Gap Analysis and recruit specific businesses that match the Town's demographic profile.	X			
11) Identify retail space that can currently be offered downtown, either separately or as a package.	X			
12) Recruit venues and activities for overnight stays, including a potential downtown hotel.				X
13) Encourage the creation of a Downtown Merchants Association, and enlist the assistance of the Wickenburg Chamber of Commerce, the (potential) Downtown Merchants' Association, and the Town's Economic Development Manager to implement the Marketing Plan.	X			
14) Monitor vacant and commercial buildings that are no longer economically viable and encourage the owner to redevelop the site or renovate the building.				X
15) Refine and coordinate retail attraction and retention efforts in the downtown area.	X			
16) Establish and maintain a weekly open air marketplace to encourage destination activity for tourists.				X
17) Encourage a vertical mix of uses, with pedestrian-oriented uses located on the ground floor and a mix of residential and non-residential uses on the upper two floors.				X
18) Increase application of unique art creations such as the DeVore Statues to emphasize the historical downtown area.		X		
19) Encourage the use of the Heritage Ordinance to promote the historical, western/southwestern character of the Downtown.	X			
20) Create and maintain an up-to-date database and email list of the downtown businesses and property owners.				X
21) Arrange for periodic contact with downtown businesses and property owners.				X
22) Seek cooperation from downtown business owners to coordinate store hours.	X			
23) Implement a business owner- and merchant-training program to improve business management skills.	X			
24) Encourage individual merchants to establish a maintenance program for their businesses.		X		
25) Facilitate a round-table discussion among downtown retailers to provide and share insight on counteracting the risks of bypass effects.	X			
26) Encourage implementation and coordination of themed sales days.	X			
27) Explore the possibility of an equestrian business downtown to provide goods and services, and to promote Wickenburg's western heritage.	X			
28) Consider opportunities to relocate non-tourism/cultural, municipal, entertainment, and office uses to sites adjacent to the Downtown.				X
29) Offer support to local entrepreneurs wanting to start up a business in downtown.				X



**Table 18: GROWTH AREAS ELEMENT
Implementation Strategies and Timing**

Recommendation Actions	Timing			
	Short-term	Mid-term	Long-term	On-going
1) Improve the Town's employment and retail sales tax base balance in relation to housing starts by actively engaging in economic development.	X			
2) Consider housing opportunities for all segments and socio-economic levels of the Town population in Growth Areas.				X
3) Utilize cost/benefit analyses and growth management principles to assess potential annexation areas. Municipal services extended to annexed areas should be self-supporting within five years of the inception of the development necessitating the annexation. Part of the annexation calculation should be based on the attraction and retention of employment and commerce as well as meeting or exceeding open space and infrastructure standards.				X
4) Promote the integration of non-residential uses with housing in all applicable Growth Areas, and in other selected locations. Downtown, as a Growth Area, affords an excellent opportunity for easily-accessible mixed-use (housing and jobs) opportunities.				X
5) Identify development needs and help to coordinate infrastructure planning for Growth Areas.	X			
6) Coordinate planning of State Trust Lands with the State Land Department and surrounding jurisdictions.				X
7) Develop incentives that encourage infill development and promote development that helps to accomplish objectives identified for Growth Areas relating to focused development, mixed uses, infill, redevelopment and placement of infrastructure.	X			
8) Continue to ensure consistency between the Growth Areas, Open Space, Land Use and other General Plan Update elements				X
9) Develop an inter-connective system of interior and exterior open areas.		X		
10) Facilitate a process of regional planning that includes Wickenburg, ADOT, BLM, Arizona State Land Department as well as other entities within the Municipal Planning Area.	X			
11) Participate in the review of special management and conservation areas on BLM lands	X			
12) Identify and incorporate into the Town's re-occurring 5-Year Capital Improvements Plan, the costs associated with needed public improvements (streets, water, sewer and drainage) to serve Growth Areas.				X
13) Continue to investigate grant opportunities in support of needed public infrastructure.				X
14) Investigate the feasibility of using Improvement Districts, Community Facilities Districts, and other financing mechanisms to address infrastructure needs.				X
15) Emphasize cooperation with developers who help revitalize neighborhoods, bring well-paying jobs to the community and represent positive cost-benefit for the Town of Wickenburg. Town Community Development and Neighborhood Services Department personnel, with other departments' assistance, provide direction to landowners and/or users planning development in Growth Areas.				X



**Table 19: COST OF DEVELOPMENT ELEMENT
Implementation Strategies and Timing**

Recommendation Actions	Timing			
	Short-term	Mid-term	Long-term	On-going
1) Consider appropriate flexibility in infrastructure improvement standards (on a case-by-case basis) in order to facilitate quality, sustainable development.				X
2) Coordinate facility and infrastructure improvements and additions with the timing of development.				X
3) Promote economy and efficiency in facility and infrastructure operations, maintenance and additions (e.g., replacement of old water mains during a street reconstruction project).				X
4) Develop compatible techniques for the interface of public and private water and wastewater systems.	X			
5) Pursue grant acquisition efforts and public/private partnerships.				X

C. GENERAL PLAN MONITORING

Planning is a continual process. No plan can be the “last word” on a community’s future development. A single planning document cannot provide solutions to all the economic and social problems facing a changing community. Conditions, resources, and goals could change, making it necessary to amend the plan.

Maintaining General Plan 2025 momentum is a vital function for the entire community to monitor. Leadership should use the Plan as a regular, primary, decision-making tool. Town staff applies the document's principles on a day-to-day basis, keeping track of shortcomings that need correction. Residents and property owners need to rely on the Plan and



developers must follow its directions. Together, all these stakeholders should get involved in the monitoring responsibilities of oversight, updating, and following Plan directions.

1. **PLAN OVERSIGHT**

As the Town's appointed advisors on planning matters, the Planning and Zoning Advisory Commission is responsible for broad General Plan 2025 supervision. Administrative staff, however, is in the best position to provide simple upkeep services. Basic information about planning and development activity, especially changes in each of the Element's status, is a fundamental tool in Plan maintenance. It is essential to keep the document current.

Some practical ways for keeping the General Plan on track are suggested:

Map Revisions

Periodic revisions to the Land Use Plan map should be made to record: approved Major Amendments; overlay or target areas; and, where appropriate, cumulative minor amendments, street pattern extensions or closures, and additions or alterations to open space/pathways.

Preferably, maps will be updated and produced on an annual basis, following the General Plan Amendment hearings. Over time, the series of regular graphic updates constitutes a valuable "time lapse" tool for observing the physical progress (e.g., land use, housing, and transportation) of implementation activities.

Text Revisions

Similarly, amendments to the narrative portions of the Town's planning



documents should be inserted regularly into users' copies of the General Plan 2025. It is not necessary to republish frequently. "Change pages", marked as current updates, may be prepared to replace older versions of sections that have been officially revised.

The Town Clerk is charged with recording changes authorized by General Plan Amendments. Text revisions, as well as legal descriptions of properties involved in map amendments, should be conveyed for accurate insertion in regularly-updated Plan documents.

Record Keeping

Quarterly reports on Planning and Zoning Advisory Commission, Economic Development Advisory Commission and other advisory bodies' activities are helpful in reflecting the Town's development trends. Data on construction (e.g., permit valuations, housing starts, commercial square footage, etc.) are important to measuring the extent of community growth.

2. PLAN PROGRESS ASSESSMENT

The Planning and Zoning Advisory Commission (with staff support outlined, above, under Plan Oversight) serves as the repository for General Plan 2025 evaluations of success and/or shortfalls. Throughout the year, progress reviews may be conducted as discussion or decision items on the Commission's regular meeting agendas.

A typical annual schedule of assessment checkpoints, which may be adjusted at the Commission's pleasure, is illustrated below. Explanations for each review function are offered in the following sections.

Table 20: Annual Schedule of Assessment Checkpoints

ASSESSMENT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Annual Report	X											
Phase Priorities						X						X
Performance										X		
Changed Conditions								X				
Quarterly Review			X			X			X			X

3. PERFORMANCE MEASUREMENT

Overall attention to General Plan 2025 Goals can be rated for each Plan Element by Commissioners on a simple 1 to 10 scale; 1 being the lowest rating "no attention, seriously deficient"; 10 being "well-served, ahead of action schedule". A cumulative average of 6 or better may be regarded as a satisfactory rating, although a target of 8 represents preferred superior Element performance.

Every Recommendation Action on the Implementation Strategies and Timing charts for each Element should also be evaluated. For example, a maximum of 5 points may be awarded for any item. Zero = no attention; 1 = limited progress; 2 = preliminary or draft work transmitted; 3 = partial completion, preliminary results achieved; 4 = completed, ready for implementation; 5 = completed, implementation underway.

Looking at the Short-Term timing of the Land Use Element, for instance, the three listed items could achieve a maximum of 15 points. In the first year, 2012, a score of 5-7 might be acceptable. By the second year, the total should be above 10. In the second and third years, points may be awarded for beginning accomplishments in the next Phase. For instance, if progress has been made toward Airport Economic Development or reservation of State Lands, each may rate an additional point or two. Therefore, when ratings are completed in 2013, Wickenburg could have achieved a success rating of 18 or more and be ready to embark on the



next Phase.

Members of the public, other Boards or Commissions and Town Council may also be provided an opportunity to fill out performance score cards as input to the Planning and Zoning Advisory Commission's assessments.

4. CHANGES OF CONDITIONS

Unforeseen circumstances, such as a major development proposal or a severe economic downturn, should be entered into the progress measurement equation. Critical needs -- infrastructure extensions or repairs, responses to flooding or other natural occurrences -- would require reallocation of planning and funding priorities.

When "brushfire" requirements alter the Town's use of resources toward General Plan 2025 implementation, the diversion of effort should be noted in ratings and reports of progress. As stated previously, flexibility is a key concept in Plan implementation. When opportunities present themselves, the Town must be prepared to take advantage of them. Mid-year briefing reports from staff or citizen groups could indicate possibilities for natural resource preservation, tourism attraction or economic development that might be enhanced by additional, special implementation initiatives. With Town Council approval, any such prospect may merit a reevaluation of planning efforts to benefit from previously unforeseen options.

5. ANNUAL REPORT

During the first quarter of each calendar year, the Planning and Zoning Advisory Commission should consider issuing a concise report on General Plan 2025 progress. The General Plan 2025 Progress Report, after presentation to the Town Council, will be made available to the public.



A record of recent accomplishments, including development activity and major municipal improvements, should be summarized. An overview of Recommendation progress, together with a statement of activities anticipated for the upcoming year, should be included. The report may also provide information on building permits, code enforcement and disposition of applications to boards, commissions and Council. Data regarding acreages and/or dwelling units rezoned or developed over the past year, according to use type, would be particularly relevant.

As part of the on-going public participation program, the Town is encouraged to distribute the Annual Report to statutory reviewing agencies, jurisdictions, civic organizations, stakeholders and other interested persons.

D. LAND USE DECISION KEYS

General Plan 2025 implementation is an incremental process that includes all plans and improvements to property in the Town. Every lot, when it is built upon, redeveloped, or revitalized, can make a positive contribution to achieving Wickenburg planning goals. By observing straightforward, base level principles in new construction projects, property owners will be assured that their homes or businesses meet community standards -- and that other land uses in the neighborhood are, likewise, expected to maintain higher levels of quality.

Criteria for assessing various types of development may be applied as guides to decision-making by the Town Council, its advisory boards and commissions (especially the Planning and Zoning Advisory Commission), and Town staff. These guidelines are to be utilized in evaluating how a particular development responds to principles established for Wickenburg land use categories. The Land Use Decision Keys act as a bridge between the General Plan 2025 and the



Town of Wickenburg

Town's Zoning Ordinance. They may be incorporated, as appropriate, into municipal codes, or may be added to, or refined in practice, without requiring formal General Plan Amendment.

1. RESIDENTIAL KEYS

Quality, affordability and variety represent desirable objectives for upgrading the Town's housing stock. Guidelines are to be adapted in economically-feasible ways, to apply to infill projects.

- *Street access* -- should be provided to an appropriately-surfaced dedicated public roadway or accepted "private" street for each dwelling unit, with adequate surfaced areas for parking and maneuvering. Driveways serving multiple dwellings should be a minimum of 16 feet in width. Developments containing forty or more dwellings ought to provide a minimum of two points of ingress-egress for adequate emergency access.
- *Pedestrian connections* -- may include sidewalks in areas with an average density of three or more units per acre; however, for most residential neighborhoods, multi-purpose pathways, improved to acceptable standards and designed to link with the community pathway system for pedestrian connection to schools, shopping or other points of interest are preferred.
- *Drainage* -- home sites and multi-unit residential clusters should be graded to minimize runoff and ponding onto adjacent properties, streets or portions of the subject site where damage to structures or their contents may occur. On-site detention is preferred.
- *Useable open space* -- subdivisions or complexes planned for forty or more dwellings should consider allocating recreational space (which may include pathway linkages) in proportions similar to those required in planned residential developments.



- *Appearance themes* -- where tract development occurs, residential designs should reflect variety in house plans and elevations with ample use of native landscaping to emulate Wickenburg's "custom housing" image.

2. COMMERCIAL KEYS

Retail, service and office establishments are highly visible. They also attract traffic. Appearance and safety considerations may be combined with creative site planning. Plans would be expected to address the following design guidelines:

- *Gateway properties* -- reflect on Wickenburg's image and should contribute to appearance themes through landscaping, signage and architectural character.
- *Street access* -- provides direct ingress/egress from a public arterial or collector roadway. Properties five acres or greater in area (or as determined by the Town Engineer) should have two or more access driveways, twenty feet or greater in width, plus driveway aprons, preferably avoiding traffic generation onto adjacent residential streets.
- *Parking and maneuvering* -- retail, food service and other hospitality venues, especially, should incorporate street side setbacks not less than thirty feet in depth (unless located in the Downtown Core), to separate entry points from parking areas. Driveway, parking and maneuvering dimensions should be increased where truck or recreational vehicle traffic is anticipated. Required handicapped facilities are emphasized.
- *Drainage* -- swales for stormwater retention may be combined with landscaping and setback tracts to prevent street and parking lot flooding. Larger properties, or those more exposed to runoff, may include on-site drains for percolation and groundwater recharge.



- *Pedestrian connections* -- are encouraged to link with community path or sidewalk systems. Centers including multiple or larger establishments should design walkways between stores/designated pedestrian ways in parking lots to separate customers on foot from vehicular traffic.
- *Screening and landscaping* -- low-water use landscape materials may be planted at the upper edges of drainage swales for appearance purposes, with more dense vegetation or block walls along rear/side property lines that abut residential areas in order to screen portions of the property containing outdoor storage, loading or parking areas.
- *Signage* -- in compliance with code provisions, business signs may be placed near entry driveways in landscaped setback areas. Monument signs, four feet or less in height, are preferred.
-

3. EMPLOYMENT/INDUSTRIAL KEYS

Workplaces should be designed not only to accommodate current business purposes and employee convenience, but also to facilitate possible future expansion. They may observe different appearance criteria depending on location such as highway frontage, Airport Industrial Park, Forepaugh and, especially, adjacent to residential zoning.

- *Site planning* -- expected on projects of five acres or more, with general siting concepts for future construction phases.
- *Street access* -- may be by privately-maintained roadway or driveway directly served by public arterial or collector street frontage. Special paving considerations may be required for operations involving heavy vehicles.
- *Parking and maneuvering* – dust proofing and surfacing should be provided as appropriate to the industrial use and its surrounding area;



designated parking, loading, storage and maneuvering areas should meet all zoning requirements with additional improvements if necessary for the number and types of vehicles required by the proposed use and its employees.

- *Drainage* -- site grading is expected to provide for managed retention and bleed-off of stormwater to prevent flooding of on-site areas and adjacent public streets. Preferably, street-fronting drainage areas would be landscaped with approved plant materials.
- *Water consumption* – as measured in terms of available municipal resources should relate positively with the contribution made by the industrial use to the local economy. High water-use processes should be encouraged to employ effective water recycling techniques.
- *Employee amenities* -- protecting health and safety of workers is regarded as necessary and facilities for work breaks or after-shift recreation are desirable, particularly in conjunction with Town or civic organization joint use possibilities.

4. PUBLIC OR INSTITUTIONAL USE KEYS

Town of Wickenburg projects should lead by example. Municipal uses, schools, churches, government agency or civic organization properties may be exempt from some code requirements; however, they should attempt to follow Decision Keys.

- *Site planning* -- should present an orderly, attractive appearance; architectural and landscaping excellence are encouraged.
- *Street access* -- should be appropriate to the function and scale of the public or quasi-public use. High traffic generators should be expected to observe commercial location standards.
- *Parking and maneuvering* -- areas may be designed to facilitate periods of peak use at the facility, including the designation of temporary vehicular use areas and/or joint use with nearby properties



Town of Wickenburg

for special events.

- *Drainage* -- front and side setback swales, with landscaping and/or screening along inner, uphill edges provide on-site detention and improved appearance from the street.
- *Community amenities* -- should be considered, particularly pathway connections. Useable open spaces, such as playground or tot lot, picnic ramadas, court games should be scaled to the property.

5. MIXED-USE DEVELOPMENT KEYS

Plans for larger developments that include non-residential uses should observe relevant keys for each type of use component, and should take the opportunity to design features that add to safety, marketability, convenience and distinctive appearance.

- *Street access* -- entry monumentation is recommended for development identification and for each separate residential neighborhood. A sign theme package is desirable. Portions of the development containing 50 or more dwelling units should add a third point of principal access, with additional ingress/egress for each additional 100 units.
- *Pedestrian connections* -- should include linkages to the pathway system, especially from the development's residential areas to its open space, shopping, employment components and to nearby schools or churches.
- *Drainage* -- comprehensive, master planned solutions for the entire development may utilize parks or other open spaces for retention.
- *Useable open space* -- preferably exceeds planned development standards with added area for employment, shopping and institutional uses -- provided in a centrally-located, joint-use park on pathway access within 600 feet of each home or business.



- *Streetscape themes* -- may be used to identify individual neighborhoods and non-residential areas with varied landscaping, lighting or street furniture.



