

Town of Wickenburg **2045 General Plan**





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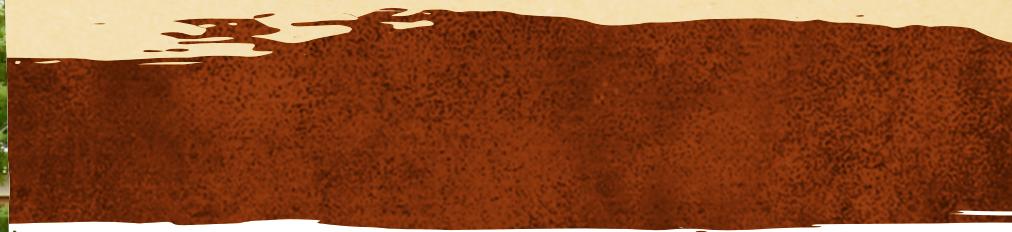
Special Appreciation

The Town of Wickenburg would like to extend gratitude to the members of the community that participated in this important process.

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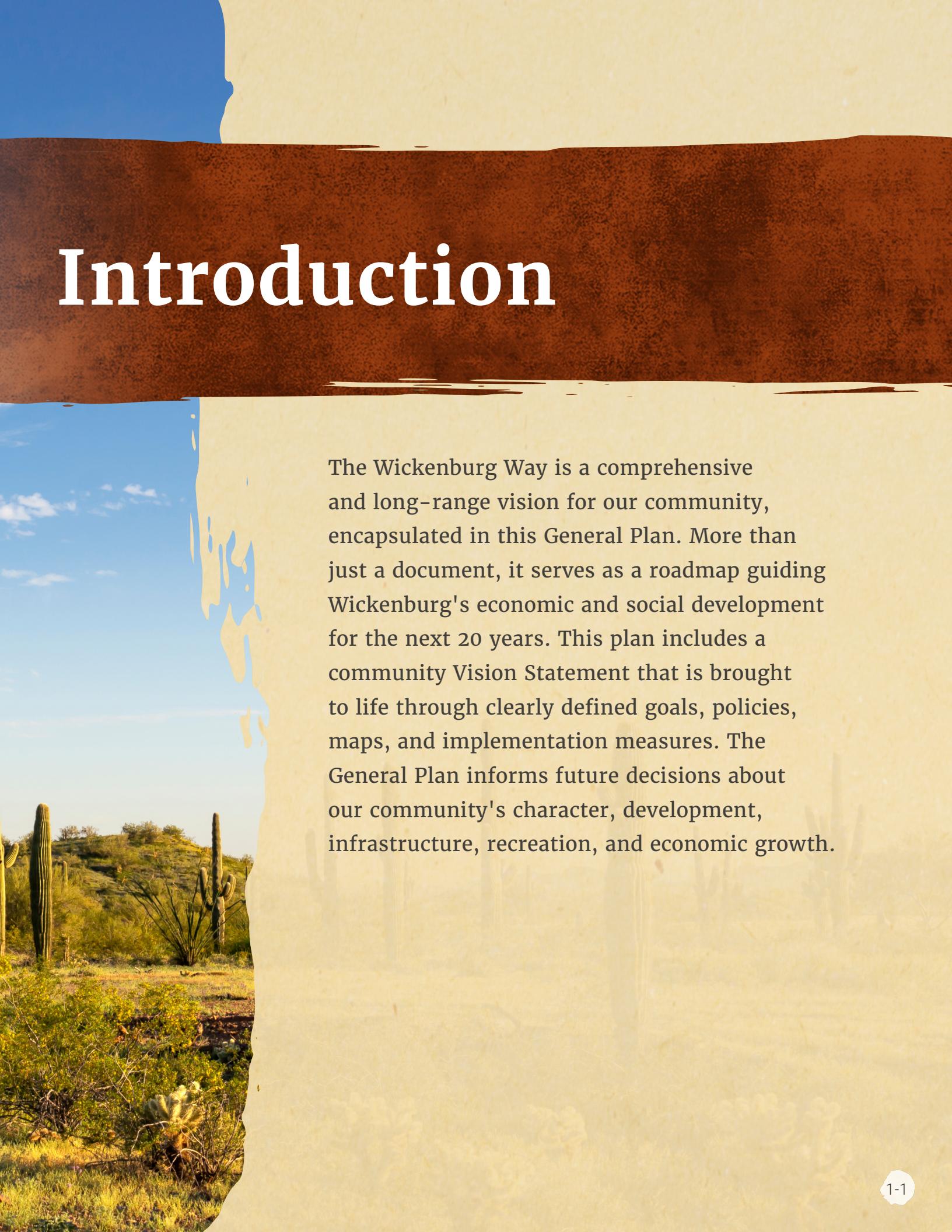
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Introduction



The Wickenburg Way is a comprehensive and long-range vision for our community, encapsulated in this General Plan. More than just a document, it serves as a roadmap guiding Wickenburg's economic and social development for the next 20 years. This plan includes a community Vision Statement that is brought to life through clearly defined goals, policies, maps, and implementation measures. The General Plan informs future decisions about our community's character, development, infrastructure, recreation, and economic growth.



The General Plan: Why Do We Need It?

As Wickenburg evolves, so too must our guiding principles.

The **2045 General Plan** emerges from the necessity to chart a course that balances growth, preserves the Town's unique character, and safeguards the quality of life cherished by our residents. It is a proactive guide to the challenges and opportunities that lie ahead, ensuring that Wickenburg remains a place of pride, prosperity, and profound community connections.

State law mandates all municipalities in Arizona must prepare and adopt a general plan for the development of land within their jurisdiction (ARS 9-461.05). General plans have a 20-year life cycle — but must be either revised or replaced and readopted at the 10-year mark. The previous Wickenburg General Plan was adopted in 2014.

By articulating the Town's shared vision, The Wickenburg Way establishes a foundation for the future. The General Plan illustrates a common goal: fostering a resilient, consistent community, steadfast in its history and determined to remain a beacon of small-town, rural ideals.

How Will It Be Used?

This General Plan is a dynamic tool for decision-makers, Town staff, residents, and stakeholders. It provides a framework and set of guiding principles to inform policy, zoning decisions, infrastructure investments, and community development initiatives. The General Plan supports and aligns with other Town plans, documents, studies, and regulations.

Can It Be Changed?

The General Plan serves as a guiding document for the Town's future development, but it is not static. Adjustments to maps, goals, policies, and actions may be considered to adapt to changing circumstances, such as new state/federal laws or unforeseen developments.

For example, a proposed project may not align with the Future Land Use Map designations. In such cases, the applicant can request a General Plan amendment — either a major or minor amendment. Both types are discretionary and require a review process involving citizen input, public hearings, and approval by the Planning and Zoning Commission and Town Council.

The flexibility to amend the General Plan allows the Town to responsively address new challenges and opportunities that arise over time while maintaining the Plan as the comprehensive framework for growth and development. Please refer to the Administration chapter of this document for more details.

Elements of the Plan

The specific topics required in a general plan are referred to as elements and are determined by a community's population and growth rate. Wickenburg's population was 7,474 in 2020 and its annual growth rate in the 2010-2020 period was 1.75%. The population and growth rate combined result in two statutorily required elements in the General Plan:

- Land Use
- Circulation

Topics particularly relevant to Wickenburg are also included in the General Plan and are located within the primary elements:

- Public Safety
- Downtown
- Agritourism
- Cost of Development
- Housing
- Growth Areas
- Water Resources
- Open Space

Each element contains topical information about the Town today and the plan for the future. The elements include sections and subtopics that refine **Wickenburg's Way Forward**.

Broad themes for the future and applicable goals and policies are included in each element, bringing the way forward into focus by specifying the approaches and actions needed to bring goals and policies to fruition.

Each element of the General Plan is intended for every Town decision-maker, citizen, developer, landowner, and stakeholder equally. The usability of this document is paramount.

Required Elements



Land Use



Circulation

Elective Elements



Economic Development



Environmental Planning



Open Space and Parks



Public Facilities and Services



Navigating the Plan

From the vision and overarching goals to the specific policies of each element, the General Plan provides guidance and valuable insights to support informed decisions and contribute to the ongoing dialogue shaping the Town's future.

How To Read the Plan

- ◆ **Goal by element and number:** Each goal will detail the envisioned future condition. Some goals include a more detailed supporting statement or measurable metrics to further clarify the purpose of the goal.
- ◆ **Policy:** Each goal is supported by one or more policies detailing the specific approaches and actions necessary to realize the goal. Some policies include a supporting statement while others are self-explanatory.
- ◆ **Timeline and task responsibility:** Within the elements, some policies include timeframe and priority details.

All goals and policies support implementation tasks in the Implementation Element. The implementation tasks include priority, timeframe, responsibility, and metrics to note when a task has been successfully completed.

Some goals will reference other plans, strategic plans, studies, or documents that should be developed and/or provide detailed topical information and additional resources for the reader. You will find these resources throughout the Plan.

Developing the Vision Statement

Through two well-attended community open house meetings, the Town received significant input from participants. Many similar words, phrases, and themes were shared and echoed. Over 100 comments were received specifically relating to the vision statement—ultimately culminating in this Vision Statement that illustrates the very essence of Wickenburg.

Wickenburg's Vision for the Future

At the core of The Wickenburg Way lies our collective vision, a vivid portrayal of what Wickenburg aspires to be in the year 2045. It is a vision crafted collaboratively, capturing the hopes and ambitions of the community.

The General Plan is built on pillars that support this vision — sustainable growth, environmental stewardship, economic vitality, and a commitment to preserved history and enduring small-town community values.

Vision Statement

The Town of Wickenburg embodies the authentic Western spirit, grounded in its mining and ranching history, breathtaking scenic environments, and equine traditions. While celebrating its unique small-town ambiance, a strong sense of family and community, and recreational opportunities, Wickenburg stands as the definitive destination for equine enthusiasts and cowboy culture.

Bring the Vision into Focus



Our history should inform our future.



We value our Town's character.



We want to preserve the features and ideals that make us unique.



Our Western culture is part of our story.



The Town of Wickenburg and the Planning Area

The Town of Wickenburg straddles the county line of southwestern Yavapai and northwestern Maricopa Counties with no shared municipal boundaries. While the Town encompasses about 27 square miles, the Municipal Planning Area (MPA) extends well beyond Town limits.

The 27.23 square miles of incorporated Wickenburg is overlayed by 434.5 square miles of the MPA. While the land use designations within the MPA are not binding, they inform developers and decision-makers of preferred future land uses that best represent the Town's goals.

An MPA is defined by a jurisdiction as a mechanism to help direct growth and development on unincorporated land adjacent to municipal boundaries. While the municipality may plan to annex some or all the designated MPA in the future, there is no obligation to do so.

Our Storied Past

In planning for the future, it is valuable to reflect on the rich history of Wickenburg, tracing its growth from a humble mining settlement to the vibrant community it is today.

Origins PAST

The region now known as Wickenburg was first home to the western Yavapai (or Tolkapaya) people. The Yavapai lived, farmed, and hunted on the banks of the Hassayampa River. The region's rich soil and lush habitat offered the ideal environment to thrive.

As the oldest town north of Tucson, Wickenburg can legitimately claim its authentic Western origins. Like most of the West, Wickenburg traces its beginnings to prospecting and eventually mining. Discovered by Henry Wickenburg, the Vulture Mine began producing in 1863 and yielded 340,000 ounces of gold and 260,000 ounces of silver, earning in excess of \$30 million over the 79 years it was operation.

The opportunity for prosperity paired with the fertile Hassayampa River floodplain, scenic landscape, and temperate climate made the community of Wickenburg a desirable settlement area for farmers, ranchers, and miners from near and far. From the 1860s through the turn of the century, the community sustained but the addition of the railroad in 1895 solidified the Town on Arizona's landscape and ushered in new residents. Wickenburg was incorporated in 1909.





More Recent History PRESENT

The community was rural and sparsely populated through the early 20th century. The 1926 completion of U.S. Highway 60 through Wickenburg (from Phoenix to Southern California) attracted more visitors, and soon the first guest ranches welcomed travelers seeking an authentic ranching experience. The 1950s brought the Town's first planned developments and began to reshape the community and landscape.

Wickenburg's reputation as a Western destination persists with many original dude ranches still in operation today. A large population of retired residents enjoys the Town's quaint atmosphere and slower pace. The beautiful setting and moderate climate also attract a population of seasonal residents (both property owners and short-term visitors) to the area. The Team Roping Capital of the World, as it is known, draws a large number of equine enthusiasts from all over the country and Canada for a winter escape in Wickenburg.

Digging Deeper

Additional existing conditions covering demographics, schools, infrastructure, economics, and more are discussed in detail in the Wickenburg General Plan Existing Conditions Report, 2023.

Looking Forward FUTURE

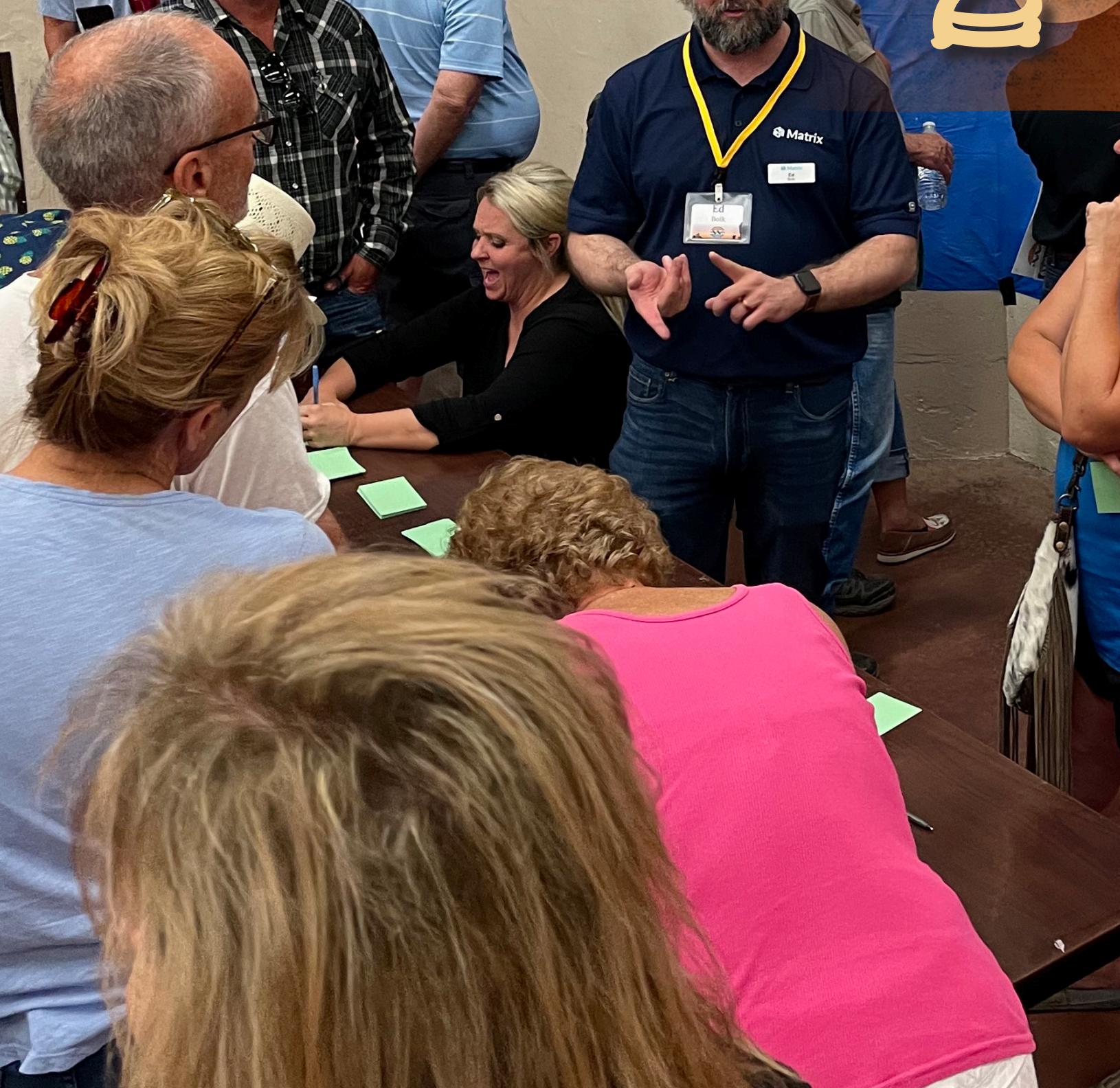
This plan builds upon Wickenburg's history and charts a path forward. The present character and demographics of the community establish the baseline of unique community characteristics from which the Town will evolve. Over the past several decades, Wickenburg has experienced consistent growth, generally following the trends of Maricopa County and the State of Arizona.

The Town is also aging, with a median age of 61 – about double the median age for Maricopa County (33 years old). Wickenburg has a greater share of older residents aging in place, driven by a significant influx of Baby Boomers in the past 20 years. Only 49% of Wickenburg's residents are under age 65, a notable difference compared to around 88% of Maricopa County's population.



What is downtown's
biggest opportunity?

How do you feel about agricultural
uses in residential zoning?



How should agricultural structures
(farms, shops, mare motels, arenas)

What are your thoughts on... (selected)

Participation



The Wickenburg Way, 2045 General Plan belongs to the Town and its residents and is intended to represent the full range of passions, goals, and ambitions held by the community. While the lifespan of the General Plan is 20 to 30 years, the goals and policies within will have an impact far beyond. For that reason, it was critical during the Plan development to encourage and incorporate as much input from the community as possible. Engagement with interested citizens occurred throughout the process and revealed the sense of deep care and enthusiasm Wickenburg residents have for their hometown.



The General Plan Development Process:

1. *Discover: Listen & Learn*
2. *Develop: Values into Action*
3. *Validate: Did We Get It Right?*

Discover. Develop. Validate.

The **Wickenburg Way 2045 General Plan** began in September 2023 with the purpose of comprehensively updating the existing General Plan to better serve an evolving community and guide future development, improvements, and growth. The impassioned participation of the citizens of Wickenburg will have a lasting effect on the Town's future.

Discovery: Listen & Learn

Wickenburg is a rich, and multifaceted community with a diverse array of perspectives represented. The goal of the discovery phase was to bring together as many community members as possible to establish a framework for the General Plan. Every comment shared offered new insight and context for the guiding plan. While the three in-person community events were the primary conduit for interaction, there were many other opportunities for interested citizens to learn about the project as well as share their thoughts and concerns.

Community Meeting One

The first community meeting **started the conversation** about the General Plan and the Town's future. An open house format allowed more than **220 participants** to read and interact with informational boards and engage in dialogue with the project team. The goal was to derive as much insight from participants as possible. This approach resulted in hundreds of individual responses. The comments offered keen observations from various perspectives which brought into focus the deep love felt for the Town and the community's strong desire to maintain as much of its special character and livability as possible. Each comment helped the Plan begin to take shape.

Steering Committee One

Following the first community meeting, the Steering Committee convened for the first of three meetings. The group reviewed comments from the community meeting and provided technical reference for clarity.



Develop: Values into Actions

The result of the **Discovery** phase was a clearer understanding of values, needs, and priorities for the Town. That knowledge informed the DEVELOP phase of the project. Several project updates were emailed to the project distribution list of over **900 individuals**. Community feedback came in steadily throughout the process, totaling more than **400 responses**.

Youth Engagement

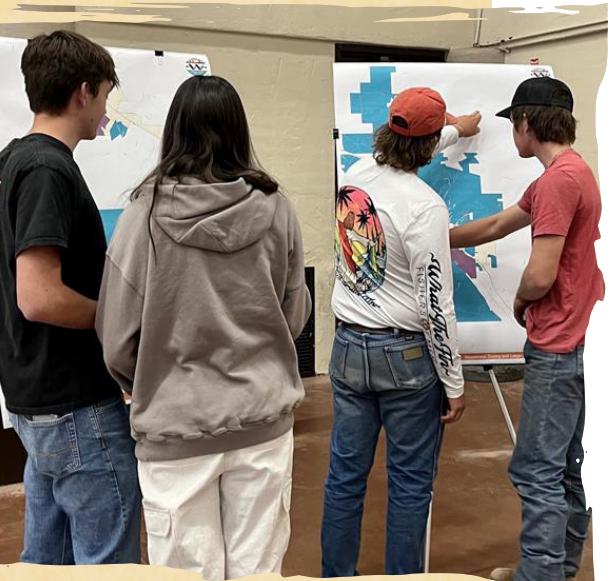
The population of young people in Wickenburg had not been represented in previous planning processes, so efforts were made to draw out that group. Two specific activities were designed to connect with youth participants of varying ages: a coloring sheet of visual preferences geared toward the youngest citizens and a youth survey for 12- to 18-year-olds. Several teens from the local high school completed the youth survey and participated in the community meeting by weighing in on the land use scenario alternatives.

Community Meeting Two

The second community meeting provided several interactive boards for participants to read and respond to. Individuals could convey their thoughts about conceptual land use goals and land use scenario alternatives by “voting” with colored stickers and/or composing different land use goals that were more relevant to their needs. The aggregated responses painted a picture of participant priorities and further directed the development of the General Plan. Specifically, the idea of an authentic small-town downtown and Western community character surfaced as key priorities in most of the responses.

Steering Committee Two

After the second community meeting, the Steering Committee met to consider the feedback received on land use scenarios and designations. The land use scenarios shared at the community meeting were parsed and clarified, resulting in a cohesive and complete draft Future Land Use Map.



Validate: Did We Get It Right?

The final phase of the process was the culmination of months of listening, learning, and developing policies. Data-driven planning and decision making is the process of collecting data that reflect a community's needs and desires and transforming that data into **actionable insights**. This process is a crucial element of effective community engagement. Many hundreds of comments from hundreds of participants were fused into goals, policies, and actions within the Draft General Plan. The Implementation plan furthers the goals and policies into actionable, measurable benchmarks. Over the course of a 60-day public review period, comments were welcomed from all and have served to validate that the Plan accurately conveys the Town's vision.

Steering Committee Three

The final steering committee meeting was an opportunity for members of the committee to hear the results of their involvement and make any final refinements to the FLUM and goals and policies.

Community Meeting Three

The final community meeting presented a synopsis of the General Plan. Participants heard a thorough overview of goals and policies and had ample opportunity to ask questions and share comments.



The Many Paths to Community Engagement

Online Engagement & Project Website

The project website provided numerous opportunities to contribute to the process with notifications of news and upcoming events and contact information for the project team. Interested citizens could also add their names to the email list or submit a general comment through the website. IDPlaces (a map-based engagement tool) and two online questionnaires added to the variety of choices for engagement. Numerous reference documents including public meeting summaries and existing conditions report were available.

Community Meetings & Youth Engagement

Three community meetings were held at the Wickenburg Community Center at important phases in the process. The first two events were conducted in an open house format, and the third in a more formal informational style. Each meeting included activities tailored for adult and youth engagement and allowed active comment and participation in the development of the General Plan.

Community Focus Groups

Focus groups provided invaluable detail and nuance to the General Plan. Six meetings were held to interview 42 stakeholders. Participants were recommended based on their residency, professions, passions, and history in the Town. Topics of the meetings reflected subjects valued by Wickenburg residents: Parks and Trails; Water and Utilities; Real Estate & Quality of Life; Transportation; and Rural & Equine.

Steering Committee

The General Plan Steering Committee was comprised of nine community members who served as local subject experts offering insight into specific topics and providing institutional knowledge to the project team. Members were selected to represent a broad spectrum of Wickenburg community members, thus ensuring the General Plan was sensitive to the varied citizen interests in Town. The Steering Committee met three times over the course of the project.

3



Land Use



The Land Use Element provides a framework for maintaining Wickenburg's small-town, rural ambiance while effectively managing growth.

As the Town continues to develop, it is imperative to set guidelines that protect the community's distinctive heritage and industries as physical development progresses. This Element will establish a 2045 Future Land Use Map, land use categories, planning considerations, and goals and policies for land in Wickenburg; it will not identify or propose any zoning changes for parcels.



Existing Land Use

Wickenburg boasts an expansive Municipal Planning Area (MPA) covering more than 417 square miles. The Town's MPA uniquely spans Maricopa and Yavapai Counties and is surrounded by State Trust land and Bureau of Land Management (BLM) land. Wickenburg enjoys vast open space, fostering the serene, scenic lifestyle cherished by its residents.

Development flourishes along and near the two U.S. highway routes serving the Town, US-60 and US-93, with the downtown serving as the tourism center and historic hub of the community's growth at their convergence. While the downtown exudes a unique charm, commercial development beyond its borders does not consistently replicate a similar small-town character. The absence of clear land use and design guidelines has led to sporadic strip-style development along these highways.

In Wickenburg, detached single-family homes dominate the residential landscape, blending small-town style, single-family properties with expansive, large-lot properties, often accompanied by a rural lifestyle and equine-related accessory structures. These larger lots are typically buffered from and contrast with the smaller, denser ones prevalent in the older portions of the community and Wickenburg Ranch, which began development in 2014.

State Trust land, owned by Arizona and managed by the Arizona State Land Department (ASLD), is utilized through leases or sales for agriculture, grazing, mining, commercial development, and recreation. Arizona statutes prioritize revenue generation for trust beneficiaries. The Town can work with the ASLD to ensure leased and sold land is used compatibly and developed to balance economic growth with conservation and responsible resource management.

Wickenburg's industrial land uses are primarily located around Wickenburg Municipal Airport/Wellik Field and consist of various light industrial and manufacturing uses. Another important industry is the Town's world-renowned behavioral health centers, which benefit from the ambiance of Wickenburg's rural feel and expansive open space.

Future Land Use

Throughout the General Plan process, residents expressed a strong commitment to preserving Wickenburg's rural and Western identity. Design theming emerged as a top priority, influencing not only the types of development occurring but also the architectural and aesthetic aspects of the community.

Wickenburg residents also expressed a desire for expanded retail and commercial services to accommodate the Town's growth, emphasizing the importance of preserving the small-town integrity of the community. Residents were clear that "big box" commercial use is incompatible in critical heritage areas such as the downtown, advocating for niche dining, shops, and businesses instead.

Additionally, with the future development of Interstate 11 (I-11), which crosses the western half of Wickenburg's MPA, planning for future growth at highway exits is critical to capture highway-focused commercial and industrial land uses and discourage large-scale industrial developments embedded within the Town that would bring noise, pollution, and truck traffic and detract from the Western small-town character. To that end, planning now for carefully managed growth and appropriately located employment and business hubs is essential.

With the potential of these additional employment, service, and commercial uses, workforce and attainable housing are critical elements of the plan to support the land use priorities.

TABLE 3-1 Existing Land Uses in Wickenburg

Land Use Designation	Wickenburg
Residential	72.92%
Commercial	10.2%
Industrial	2.88%
Open Space	14%

Source: Town of Wickenburg/Matrix, 2022

Zoning organizes the Town into districts based on compatible land uses, defining specific uses and regulatory development criteria. It grants property development rights and helps implement the future land use plan to improve land use compatibility, aesthetics, property value, and public welfare. The Land Use Element provides a general framework for land development but does not change the zoning of individual parcels.

There are sixteen (16) land use categories to capture the existing and visioned character of Wickenburg. These categories protect the qualities of the community and lifestyles that residents are passionate about. The unit densities and lot sizes described in the land use categories are based on gross property acreage.

Designation & Density	Category Description	Compatible Zoning Districts
Rural Agribusiness (RA) 0.20 du/acre (1 du/5 acres)	This designation supports the preservation of open deserts and the development of rural and agricultural commercial uses, ranches, and large-lot single-family residential dwellings. Densities and lot coverages are very low, and uses are generally low intensity and have a low development impact, maximizing natural undisturbed open space. All lots are required to be greater than five acres. Detached single-family homes and accessory dwelling units are allowed along with agrarian-related commercial endeavors such as equine training, equine therapy, team roping competitions, dude ranches, ranch resorts, and animal husbandry. Aggregate mining and rock products are compatible in this designation as per Arizona Revised Statutes (A.R.S.) § 9-461.05.	RR, R1-175
Rural Ranch (RR) 0-1 du/acre	This designation supports rural lifestyle and living on lots with a minimum size of one acre (43,560 sq ft). It is intended for single-family residential lots and ranchettes aligned with rural and equine lifestyles. Animals are permitted on these lots. Animal-related accessory uses may be utilized for hobby or home-based horse businesses or more intensely developed horse-based businesses with appropriate permits and licenses.	R1-175, R1-87, *R1-43
Single-Family Very Low Density (SFVL) 1-2 du/acre	This designation supports a traditional rural lifestyle on single-family lots of one acre (43,560 sq ft) to one-half acre (21,780 sq ft). It is intended to preserve views and open space. Animals are permitted on these lots as customary accessory uses; however, home-based horse businesses are allowed only with appropriate permits and licenses.	*R1-43, R1-35

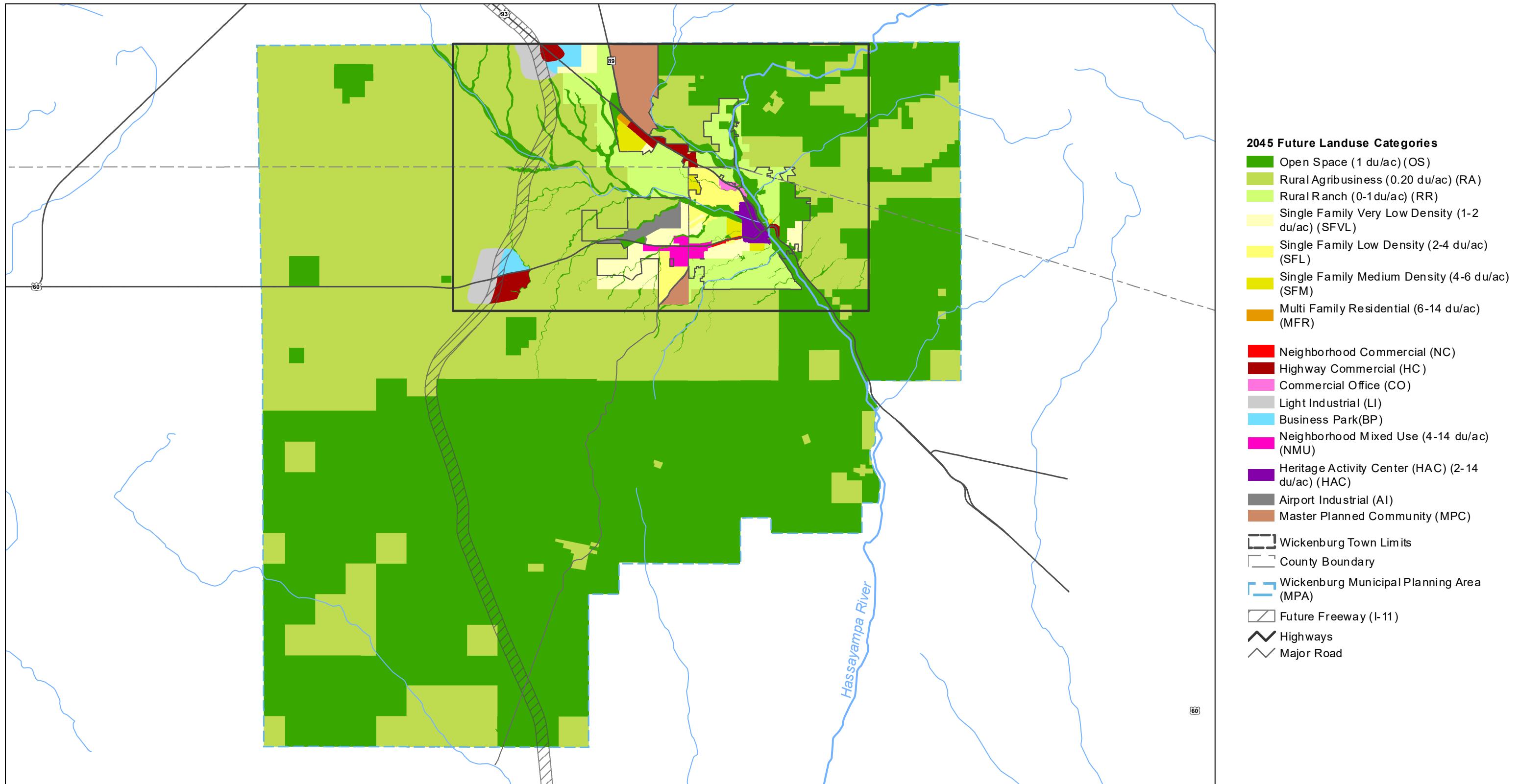
Designation & Density	Category Description	Compatible Zoning Districts
Single-Family Low Density (SFL) 2-4 du/acre	This designation supports traditional detached single-family residential structures on lots between one-half acre (21,780 sq ft) and one-quarter acre (10,890 sq ft). Animals are permitted on these lots as customary accessory uses; however, home-based horse businesses are allowed only with appropriate permits and licenses.	R1-18, R1-12
Single-Family Medium Density (SFM) 4-6 du/acre	This designation supports traditional detached single-family residential structures on lots between one-quarter acre (10,890 sq ft) and one-sixth acre (7,260 sq ft). Animals are permitted on these lots as customary accessory uses; however, home-based horse businesses are allowed only with appropriate permits and licenses.	R1-12, R1-9, R1-6
Multi-Family Residential (MFR) 6-14du/acre	This designation supports residential uses that consist of one or more buildings containing two or more independent dwellings on one parcel. This includes duplexes, triplexes, row homes, townhomes, court homes, and apartments.	RM-1, RM-2, MHP, RVP
Commercial Office (CO)	This designation supports professional offices, medical offices, medical laboratories, medical campuses, specialty health and behavioral treatment centers, medical clinics, and other supportive and limited related low-intensity service and commercial uses.	C-2, C-3, *OC (office center)
Neighborhood Mixed Use (NMU) 4-14 du/acre	This designation allows between 4 and 14 du/acre residential uses, low-intensity commercial, service, and office uses. The designation promotes integrated developments and walkability, discouraging car-centric facilities like auto repair shops and drive-through establishments. Emphasizing the live/work dynamic through controlled densities, this designation promotes a blend of 35% residential and 65% nonresidential uses. Both horizontal and vertical mixed uses may be permitted within this district, and enhanced streetscapes, internal connectivity, and unified thematic architectural and site design should be prioritized.	RM-1, RM-2, MUDD, C-1

Designation & Density	Category Description	Compatible Zoning Districts
Heritage Activity Center (HAC) 2-14 du/acre	<p>This designation supports the Town's small-town Western character with small-scale mixed-use, commercial, tourism, recreational, and residential uses. It encourages reinvestment in the downtown area, promotes tourism, and accommodates cultural, institutional, and civic functions. Parking should be shared and located behind buildings. Buildings should not exceed three stories in height, and ground floor uses with retail activity, dining, entertainment, and tourism should front Wickenburg Way and Tegner Street and promote walking and active small-town sidewalks and streets. The activity center should be supported by a specific area plan that describes in greater detail the uses, design, architecture, scale, intensity, public amenities, street cross-sections, and character of the Heritage Activity Center.</p>	C-2, MUDD, R1-6, R1-9, R1-12, MHP, RVP, RM-1, RM-2, Heritage Overlay
Neighborhood Commercial (NC)	<p>This designation allows low- to moderate-intensity commercial, service, and office uses that primarily serve market areas closer to residential neighborhoods. Uses in this district promote a broad range of commercial operations and services necessary for large regions of the Town such as restaurants, retail, grocery stores, fueling stations, offices, financial services, professional services, medical services, and other similar uses. The design of development in this designation accommodates multiple forms of transportation but is generally automobile-oriented. Uses within this designation are compatible with residential uses and are appropriately transitioned from abutting residential uses.</p>	C-1
Highway Commercial (HC)	<p>This designation supports the development of moderate- to higher-intensity commercial, service, lodging, and office activities to serve the needs of residents, visitors, and wider regional markets. These designated zones are exclusively positioned alongside highways, considering appropriateness and accessibility. The design of development in this designation accommodates multiple forms of transportation but is generally automobile-oriented. These uses are also located at I-11 interchanges to serve passing travelers.</p>	C-3, PSC, RR

Designation & Density	Category Description	Compatible Zoning Districts
Business Park (BP)	<p>This designation supports a composition of office, limited-scale flex industrial, and low-intensity industrial uses generally within a cohesive planned development. The designation may support warehousing if provided as a minor component (no more than one-third) of the planned development area. These planned developments include architectural theming, coordinated and appropriate screening, buffering, and signage. Business parks are strategically located at interchanges along the I-11 corridor.</p>	<p>*OC (office center), I-1</p>
Light Industrial (LI)	<p>This designation supports industrial uses, typically lower-impact and limited-scale indoor industrial uses such as light fabrication, assembly, light manufacturing, contractors' offices, custom fabrication/assembly, small-scale machine shops, indoor self-storage, outdoor storage of materials, vehicle repair, operable vehicle/equipment storage, warehousing, and research and development. The use intensity is low to moderate and strategically located at I-11 interchanges. All outdoor storage and activity areas must be fully screened from public view and residential areas, and they must be located in the rear portions of properties.</p>	<p>I-1, I-2</p>
Airport Industrial (AI)	<p>This designation supports the airport and the heaviest industrial uses, such as manufacturing, processing, fabrication, and warehousing. These uses should be well buffered from residential uses to minimize light, noise, odor, vibration, traffic, water, wastewater, and other utility impacts. This designation is also tailored to support the airport's needs, including the possibility of future expansion or auxiliary complementary uses.</p>	<p>I-1, I-2, I-3</p>

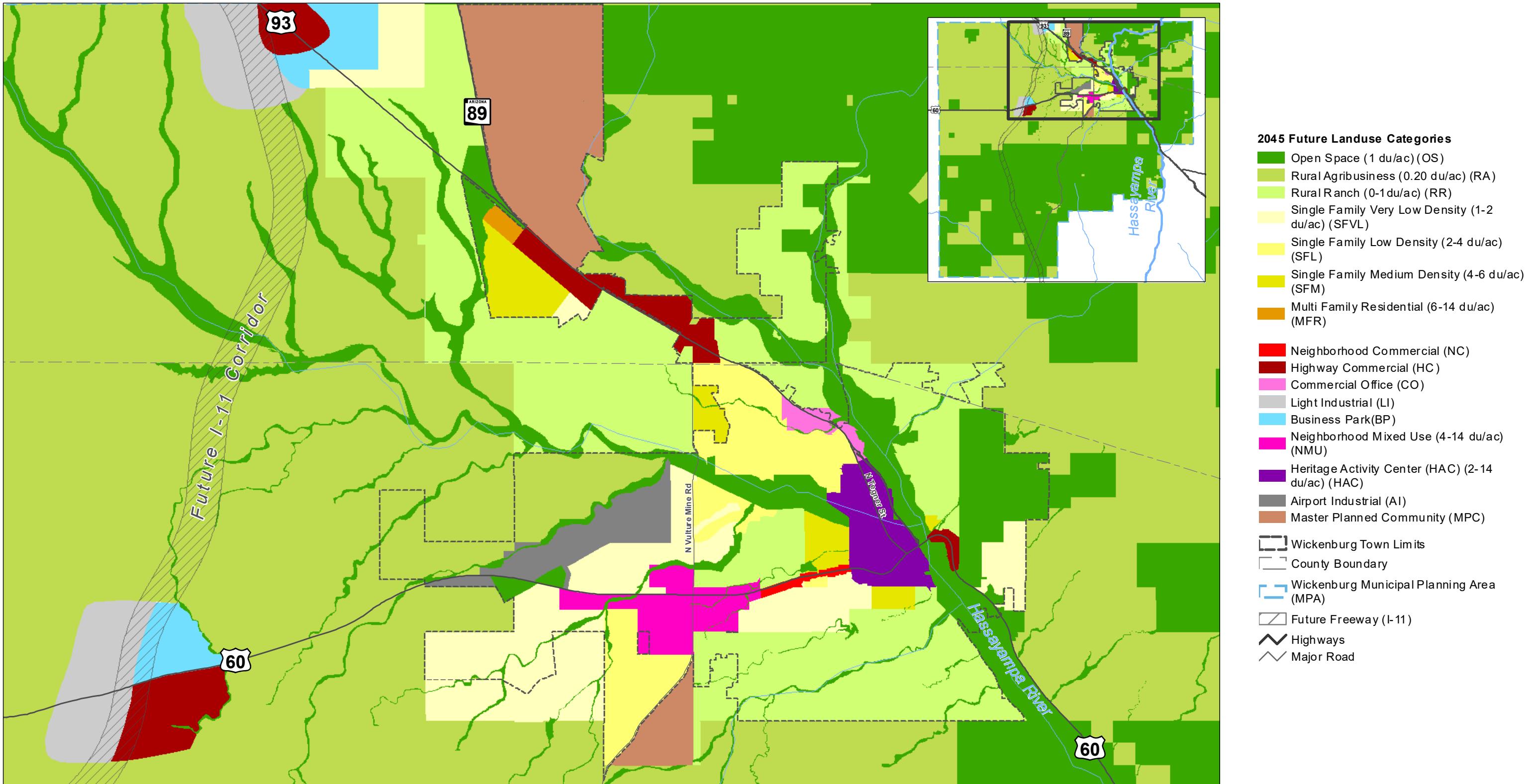
Designation & Density	Category Description	Compatible Zoning Districts
Master Planned Community (MPC) 	<p>Residential uses typically dominate this designation but should create a complete community with a well-planned balance of uses or support a unique development concept that cannot be accomplished under established codes and regulations. Master planned communities are supported by a zoning and development master plan that identifies the land uses, densities and intensities of development, multimodal transportation, recreation and open space, and the design, character, and amenities to support the cohesion of the development.</p> <p>No additional land within the Municipal Planning Area shall be designated a master planned community.</p>	All districts subject to PAD
Open Space (OS) 1 du/acre	<p>This designation includes passive and active local, state, and federal parks, multipurpose trails, OHV trails, preserved and conserved public/private open space, wildlife corridors, equestrian trails, nature centers, recreation areas, rivers, streams, floodways, floodplains, outdoor shooting/archery ranges, and other uses that promote active communities and outdoor tourism and have a minimal ecological impact. Aggregate mining and rock products are compatible in this designation per A.R.S. § 9-461.05. Up to one dwelling unit per acre is allowed in this designation as required by A.R.S. § 9-461.06(N); however, to maintain the open space character, it is discouraged.</p>	*R1-43, R1-87, R1-175

FIGURE 3-1 Future Land Use Map - MPA



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FIGURE 3-2 Future Land Use Map - Detail



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Housing

As medical campuses, retail operations, and additional schools are set to be developed in the future, the demand for diverse workforce housing becomes increasingly imperative.

While large-lot, low-density residential uses appeal to residents seeking to maintain Wickenburg's rural lifestyle, they do not always promote housing accessibility. To meet these needs, it is essential to encourage a variety of "missing middle" housing options, like duplexes, townhomes, live/work units, and smaller-scale mixed-use and apartment buildings, that bridge the gap between single-family homes and large multifamily complexes. These missing middle housing types are suitable options for infill development. By placing these types of developments near the downtown core, schools, commercial nodes, and workplaces while preserving open space farther out, the Town's small-town character can be preserved.

The limited availability of diverse housing options, coupled with high housing costs, poses challenges for young or lower-income families and individuals seeking housing in Wickenburg. This trend is evident in the community's shrinking household sizes and increasing median age.

Did you know that homeownership in Wickenburg is currently at its highest level in over 20 years? To sustain this positive trend, offering diversified housing options can enable residents to establish roots, invest in the community, and maintain their ability to purchase property.

Addressing the availability and affordability of housing is crucial for homeowners and renters in Wickenburg. Renters face more significant challenges due to fewer options for mitigating housing costs. Those living below the poverty level, including retired and elderly individuals on fixed incomes, have the most pressing need for safe and adequate housing. Federal grants, including the American Rescue Plan Act (ARPA), are available to assist individuals or households who are homeless or at risk of homelessness.

Workforce housing is also an economic issue. Workforce housing options make recruiting and retaining employees who provide essential services at the Town's restaurants, retail stores, schools, medical and behavioral health centers, and other businesses easier. Local housing options can also improve the quality of life and reduce the cost of living for these workers by shortening commutes and reducing transportation costs.



Community Design

Given Wickenburg's distinct Western character, it's appropriate to establish specific design criteria to maintain and enhance theming through development beyond the downtown. This can be accomplished by establishing specific design standards as a part of the Zoning Ordinance.

Beyond requirements for building design and materials, theming is accomplished through minor site elements that can be interpretive approaches to Western design. Landscaping, site layout, wall and fence, sign, and lighting design criteria can contribute to the Western design and theming throughout the Town on private and public properties, streets, parks, and open spaces. This solution discourages corporate architecture and helps create appropriately scaled, unique buildings that exemplify Wickenburg. The predominant designs should be derived from and inspired by the downtown and other identified developments.

Wickenburg can require new development to design buildings with primary architectural characteristics, such as Western Ranch and Agricultural Rural. While other architectural styles may be incorporated throughout the Town, these should form the dominant theme.

Western Ranch

Characterized by its simple, one-story structures, wide porches, and low-pitched roofs, all of which reflect the ranching heritage.

Agricultural Rural

Draws inspiration from traditional agrarian buildings, featuring small-scale structures and simple massing.





Growth Areas

Downtown Wickenburg

Historic downtown Wickenburg stands as one of the Town's most cherished assets, serving not only as a vibrant tourist destination and hub for Western-themed retail and entertainment but also as a pivotal catalyst for community growth. Preserving its charming heritage district presents

a significant opportunity for the Town. It can encourage a dynamic blend of housing solutions and entrepreneurial ventures by embracing a live/work concept, where historic buildings are repurposed and new buildings are designed to accommodate integrated residential units and occupant-owned small businesses.

Additionally, two- to three-story mixed-use developments can be integrated adjacent to the downtown area, bringing workers closer to potential employers and enhancing walkability, streetscapes, and connectivity. This approach not only revitalizes the downtown core but also promotes a more vibrant and pedestrian-friendly environment for residents and visitors. To capitalize on these evolving opportunities, Wickenburg should consider updating its Downtown Redevelopment Plan to align with these solutions.

A.R.S § 16-1019 allows cities and towns to designate tourism-focused portions of the community as commercial tourism zones. Downtown Wickenburg, the Heritage Activity Center land use designation, should be designated as a commercial tourism zone to prohibit the placement of political signs within the rights-of-way, preserving the scenic and aesthetic appeal of the area and enhancing its character as a quintessential Western downtown.

The Town should explore the benefits of becoming a certified local government (CLG) under the National Historic Preservation Act. This program would signify a commitment to preserve, protect, and increase awareness of heritage resources and would allow the Town to become eligible for specialized funding.

I-11 Hubs

With the future development of I-11 on the west side of Town, Wickenburg has a prime opportunity to leverage this significant trade and commerce route. As part of this initiative, advocating for the establishment of industrial and business park "nodes" strategically situated around the highway exits can bolster employment opportunities and generate substantial revenue for the Town.

These nodes should be specifically designed to be compact and counteract sprawl and strip development, ensuring a more sustainable and orderly pattern of growth.

This strategic approach also allows Highway 89, US-93, and US-60 to serve as prominent community gateways. US-93 and Highway 89, for instance, are poised to capture through traffic while simultaneously offering commercial prospects at a community and regional level, thanks to their proximity to Wickenburg Ranch. This facilitates the diversification of residential options, effectively transitioning low-density areas to commercial zones and providing essential entry-level housing and workforce accommodations.

Wickenburg Municipal Airport

Wickenburg Airport holds significant promise as an economic engine, offering ample opportunities for growth and development. It is crucial that the land surrounding the airport remain both compatible with and supportive of its operations. Any proposed land uses must be carefully planned to ensure they do not hinder flight operations or disrupt them. By aligning these compatible land uses with the airport's operational needs, Wickenburg can leverage its airport infrastructure to attract investment, generate employment opportunities, and foster economic prosperity, further establishing itself as a dynamic and forward-thinking community.

Digging Deeper

- ◆ 2014 Downtown Heritage Plan
- ◆ 2014 Airport Master Plan





Annexation

The strategic annexation of land is an important tool for guiding Wickenburg's future growth and development. By carefully evaluating proposed annexations, the Town can ensure new areas are aligned with the community's long-term vision and can be adequately served by public services and infrastructure as required by A.R.S. § 9-471. Wickenburg should establish a comprehensive annexation policy to provide a clear framework for both proactive and reactive annexations.

This policy can outline the key criteria and procedures to be considered, such as the Town's ability to cost-effectively provide high-quality services, the anticipated fiscal and economic impacts, and the compatibility of proposed land uses with Wickenburg's existing development pattern and character.

Larger, contiguous annexations are generally preferred, as they allow for more efficient and cost-effective service provision compared to piecemeal, fragmented annexations. This strategic approach to annexation will enable Wickenburg to thoughtfully expand its boundaries to accommodate future growth while preserving the community's small-town character and fiscal sustainability.

Goals and Policies

Land Use

Goal LU-1 The Zoning Ordinance and General Plan are consistent.

- Policy LU-1.1 Evaluate opt-out and opt-in provisions for new or modified zoning regulations.
- Policy LU-1.2 Amend the Zoning Ordinance to include site and architectural design guidelines that reflect Wickenburg's rural, small-town, Western character and implement the vision, goals, and policies of the General Plan.
- Policy LU-1.3 Amend the Zoning Ordinance to eliminate unnecessary or obsolete zoning districts and align zoning districts with the General Plan land use categories.
- Policy LU-1.4 Update the Zoning Ordinance for compliance with new laws, case law, and federal requirements.
- Policy LU-1.5 Strengthen enforcement and improve the violation/fine structure.

Goal LU-2 Low-intensity land uses are located, transitioned, and buffered from higher-intensity land uses.

- Policy LU-2.1 Develop Zoning Ordinance standards to improve the buffering and transition to lower-intensity residential land uses.
- Policy LU-2.2 Evaluate and update development standards to improve land use compatibility through on-site setbacks, landscaping, screening, lot size, and building height.
- Policy LU-2.3 Evaluate and update development standards for commercial and industrial development to fully screen, buffer, and transition to protect residential areas and other low-intensity land uses.
- Policy LU-2.4 Evaluate and update the Zoning Ordinance standards to improve impact mitigation through use standards.
- Policy LU-2.5 Amend the Zoning Ordinance to include appropriate transitions between dissimilar uses consistent with the Future Land Use Map.

Goal LU-3 Accessory equine facilities are compatible and well-integrated in residential areas.

- Policy LU-3.1** Promote appropriately regulated, equine-related, home-based businesses in compatible zoning districts.
- Policy LU-3.2** Implement development standards that align with the updated General Plan categories for commercial and accessory equine facilities.
- Policy LU-3.3** Establish zoning standards for lot size and lot coverage requirements that guarantee the appropriate scaling of equine facilities.
- Policy LU-3.4** Establish drainage and waste protocols to deter water contamination and reduce odor and pest nuisance.

Goal LU-4 Low-density rural development minimizes environmental impacts and preserves natural open space.

- Policy LU-4.1** Promote cluster housing options in low-density land use designations to preserve contiguous natural open space and minimize disturbance to the natural environment.
- Policy LU-4.2** Evaluate and implement sustainable land management practices to limit mass grading and disturbance of the natural topography, drainage patterns, and ecology.
- Policy LU-4.3** Promote developments with limited walls, fences, or other barriers to limit disturbance to watercourses and disruption of wildlife migration corridors.
- Policy LU-4.4** Utilize transfer of development rights or other mechanisms to preserve natural resources and landforms.
- Policy LU-4.5** Integrate natural resources and landforms as passive open space amenities in developments.
- Policy LU-4.6** Very low-density residential land uses can accommodate and integrate dude ranches, low-intensity resorts, equine therapy, and other similar rural character land uses that integrate natural open space.

Goal LU-5

The character of downtown Wickenburg is preserved through design guidelines and valued as a resource for recreational, retail, and tourism endeavors.

- Policy LU-5.1** Develop, implement, and regularly update a downtown specific area plan. Evaluate the 2019 Downtown Redevelopment Plan and, if appropriate, identify aspects that support the vision for the downtown.
- Policy LU-5.2** Designate the downtown Heritage Activity Center as a commercial tourism zone, in accordance with A.R.S. §16-1019.
- Policy LU-5.3** Identify policies and regulations to improve the urban character and design relationship of public rights-of-way and private property.
- Policy LU-5.4** Encourage the inclusion of pedestrian amenities and sidewalk connectivity to foster a walkable downtown.
- Policy LU-5.5** Integrate walkability and proximity between uses, including improved trails and paths between building clusters and connections to regional trails.
- Policy LU-5.6** Design distinct nodes in and around the downtown to be unique destinations in Wickenburg and regional tourism draws.
- Policy LU-5.7** Promote small-scale mixed-use, live/work, and multifamily uses downtown.
- Policy LU-5.8** Evaluate proposed uses to minimize impact and properly transition into the abutting development pattern and future land uses.

Goal LU-6 **Wickenburg's development pattern is consistent with small-town character.**

- Policy LU-6.1** Discourage stripped development and land divisions; particularly along arterials such as Vulture Mine Road, Highway 89, US-60, and US-93.
- Policy LU-6.2** Develop robust standards to support small-scale neighborhood mixed-use areas promoting integrated design and land uses, as well as safe, comfortable, walkable environments.
- Policy LU-6.3** Discourage the development of master planned communities and community facilities districts.
- Policy LU-6.4** New development should be contiguous with and integrate with the existing community development pattern.
- Policy LU-6.5** Coordinate regularly with the ASLD and BLM to promote land management and land use decisions aligned with the Town's goals.

Housing

Goal LU-7 **Housing options in Wickenburg serve residents of all ages, abilities, and needs.**

- Policy LU-7.1** Promote residential development proposals in areas that are compatible with existing and planned land uses.
- Policy LU-7.2** Encourage a range of residential options, such as housing type, housing size, lot size, and densities, to accommodate a range of family sizes, ages, and incomes.
- Policy LU-7.3** Evaluate strategies to increase multigenerational housing options, such as attached and detached accessory dwelling units and accessible housing units that support residents' ability to age in place.
- Policy LU-7.4** Promote senior housing and assisted living options proximate to medical facilities, commercial services, and community facilities.
- Policy LU-7.5** Promote integrated low-intensity multifamily and mixed-use uses in neighborhood mixed-use land use designations.

Goal LU-8 The housing stock is suitable for the needs of the community.

Policy LU-8.1 Amend the Zoning Ordinance to promote the utilization of accessory dwelling units, fostering affordability, expanding housing choices, and maintaining consistency with modern needs.

Policy LU-8.2 Encourage infill residential development in neighborhoods that are already established. Ensure that infill development maintains the character of the existing neighborhood.

Policy LU-8.3 Evaluate residential design guidelines to reinforce the rural, Western character and to improve the visual cohesion of the community in the form of landscaping, buffers, and architectural design. Encourage long-term rentals of accessory dwelling units as a way to promote housing availability and affordability in existing neighborhoods.

Policy LU-8.4 Evaluate state statutes and best practices for short-term residential rentals to inform Zoning Ordinance updates focusing on mitigating impacts and promoting compatible operation in neighborhoods.

Goal LU-9 Neighborhoods are safe and well-maintained and contribute to a high quality of life for residents and visitors.

Policy LU-9.1 Strengthen guidelines for temporary recreational vehicle dwellings and ensure that utility infrastructure is equally shared between neighbors.

Policy LU-9.2 Improve community health and the appearance of existing neighborhoods by proactively enforcing compliance with property maintenance regulations and updating nuisance codes.

Policy LU-9.3 Ensure that new developments integrate parks, open space, and trails and that they are supported by adequate public facilities such as schools and public safety facilities.

Policy LU-9.4 Amend the Zoning Ordinance so that residential properties with ancillary commercial operations can be made compatible by establishing appropriate regulations for parking, lighting, and screening.

Growth Areas

Goal LU-10 **Growth areas promote efficient use of resources and infrastructure and maintain the quality of life for residents.**

- Policy LU-10.1** Evaluate and prioritize projects and programs within the Capital Improvement Program based on their location in relation to designated growth areas and age of infrastructure.
- Policy LU-10.2** Encourage new development to be located adjacent to or near existing development, streets, and infrastructure to limit impacts to open space and natural areas.
- Policy LU-10.3** Require new development to provide a transition between uses with varying densities/intensities by incorporating compatible land use strategies.
- Policy LU-10.4** Support future commercial development opportunities along I-11 as depicted in the Future Land Use Map.
- Policy LU-10.5** Update the Airport Master Plan to attract airport-related and airport-compatible uses near the airport and reflect the needs of the growing community.
- Policy LU-10.6** Explore becoming a certified local government under the National Historic Preservation Act to protect and maintain the community's character and quality of life.

Goal LU-11 **I-11 is a trade route of significance and is utilized as an economic catalyst for the Town.**

- Policy LU-11.1** Concentrate highway-oriented commercial and industrial land use in compact nodes at highway exits/interchanges to stimulate economic development by attracting investment, diversifying employment options, and fostering revenue opportunities for Wickenburg.
- Policy LU-11.2** Discourage long infrastructure extensions, land use changes, and new development along US-60 west of Wickenburg Airport that create strip development or impact the pristine desert open space.
- Policy LU-11.3** Mandate enhanced buffering and screening in more intense areas to preserve the Town's character.

Goal LU-12 Annexations are strategic and guided by clear standards.

Policy LU-12.1 Develop and regularly update an annexation policy to identify potential annexations and define proactive and reactive annexation measures.

Policy LU-12.2 Evaluate the ability to properly serve and the cost of Town services, operations, and infrastructure maintenance before any proposed annexation. Perform fiscal and economic impact analyses prior to annexations to identify the tax revenue benefits and additional infrastructure and service costs associated with the annexation.

Policy LU-12.3 Encourage annexations to include several properties and larger contiguous areas to improve service delivery and reduce service costs.

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Circulation



Efficient and well-connected transportation infrastructure is a critical consideration as the town continues to develop. With Wickenburg experiencing rapid growth, there's an increasing demand for a circulation network that ensures safe, efficient, and convenient travel for residents and visitors. This element evaluates a comprehensive network of circulation and transportation modes catering to drivers, cyclists, equestrians, and pedestrians. It evaluates street networks, highways, and off-street trails and pathways, designed to facilitate efficient multimodal integration.



Transportation Network

The Town of Wickenburg has five key routes that facilitate both regional and local connectivity.

- US 60, known locally as Wickenburg Way, serves as a major east-west arterial owned by the Arizona Department of Transportation (ADOT). It is the principal connection to the Phoenix metropolitan area. This historic highway has played a significant role in the growth and development of the town, serving as a vital trade and commerce route and facilitating connectivity between Wickenburg and the wider region.
- US 93 is a major north-south arterial road owned by ADOT. As a gateway into the community, it serves as a vital regional access route, planned to eventually integrate with the future Interstate 11 (I-11), also under ADOT ownership. This route plays a pivotal role in connecting to historic Route 66 and Interstate 40 (I-40), a prominent east-west highway spanning the southern United States. Despite being situated outside Wickenburg's planning area, this interstate remains a crucial regional connection.

Many of these routes provide residents with enhanced access to services, amenities, and opportunities beyond the town's confines. They have been foundational in fostering population growth and the establishment of businesses, thereby contributing significantly to the town's distinct identity and character.

- SR 89 branches off from US 93, tracing the perimeter of Wickenburg's jurisdiction near Wickenburg Ranch. Northwest of the town, it connects to Prescott, marking its historical significance as one of the town's older highways. Tegner Street, running parallel to US 93, is a Town of Wickenburg right-of-way. It stands as one of the oldest streets in town, an important connection to historic downtown Wickenburg. Known for its charm and significance, Tegner Street serves as a frequent venue for community events and celebrations throughout the year.
- Vulture Mine Road is a crucial north-south thoroughfare connecting US 93 to Wickenburg Way. Owned and maintained by the Maricopa County Department of Transportation (MCDOT) and the Town of Wickenburg this road serves as a bustling corridor featuring a mix of residential and commercial establishments.

Most commutes, approximately 77.4%, in Wickenburg is vehicular. In 2013, ADOT installed a roundabout to reroute northbound traffic from US 93, directing it towards the northern roundabout and onto Tegner Street for access into Wickenburg.

Currently, there are limited bicycle, walking, and equestrian trails that allow pedestrians to safely travel throughout town. While some multi-purpose trails are routed around and throughout Wickenburg, few connect community members to essential commercial and retail services.

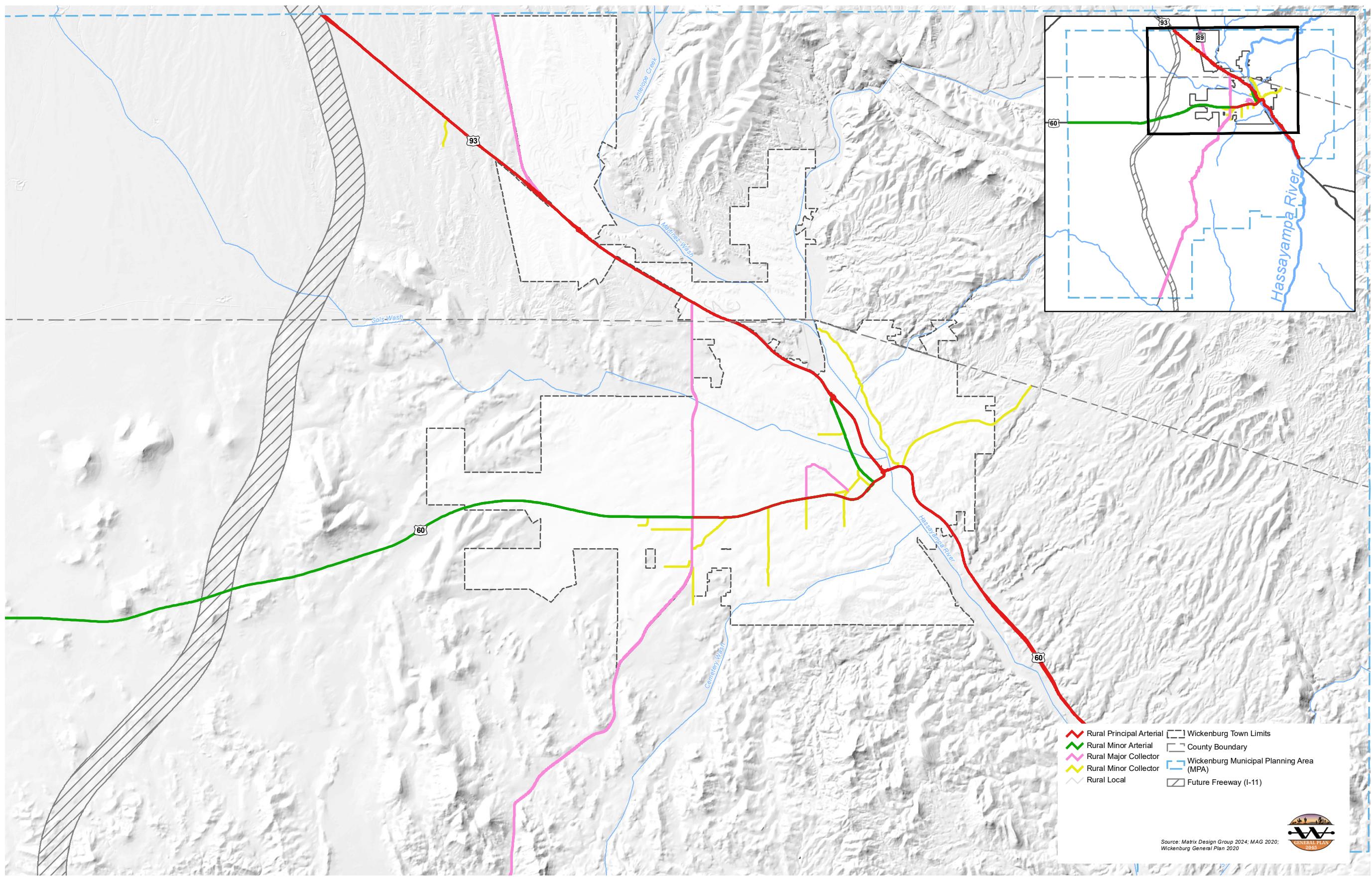
Did you know?

In 2021, 73% of commuters in Wickenburg traveled 25 minutes or less to work. More Wickenburg residents enjoy shorter commute times compared to residents in Maricopa County and the State of Arizona. As the town continues to develop and additional traffic and roadway improvements are made, more residents are expected to benefit from shorter commute times to work.

The town's street network is characterized by **functional classifications**, which are responsible for setting speed limits, establishing roadway design standards, and access controls.

- **Rural Principal Arterials** are the primary transportation corridors and are designed to accommodate high traffic volumes and longer-distance travel at higher speeds; they are divided high capacity and high speed four lane roads featuring, controlled intersections, and limited access points. Rural principal arterials facilitate regional mobility and commerce with an emphasis on efficiency and safety.
- **Rural Minor Arterials** complement the principal arterial network by providing connectivity to local centers, and intermediate destinations within rural areas. While they carry less traffic compared to principal arterials, they still support moderate to high volumes and faster travel speeds. These roads typically have one to two lanes in each direction, protected turn lanes, and less stringent access controls, allowing for a mix of through and local traffic.
- **Rural Major Collectors** are the intermediary between arterials and local streets, rural major collectors efficiently distribute traffic within rural areas, connecting residential neighborhoods, commercial areas, and recreational sites. They handle moderate traffic volumes at moderate speeds, featuring one lane in each direction, a continuous left turn lane, controlled intersections spaced two miles or greater. Rural major collectors prioritize through traffic flow and local access, balancing regional and neighborhood connectivity.
- **Rural Minor Collectors** provide local connectivity within rural areas, connecting neighborhoods, commercial and industrial zones, and agricultural areas to the wider transportation network. With lower traffic volumes and speeds compared to major collectors, they typically feature a single lane in each direction and simpler intersection configurations. These roads prioritize access to adjacent properties while still facilitating efficient movement between local destinations.
- **Rural Local** streets are designed for low speeds and minimal traffic volumes, prioritizing local access within residential areas and developments. Characterized by frequent private access points and driveways, they discourage through traffic, creating a safer environment for pedestrians and residents. While predominantly connecting with the collector system, some may also link directly to the arterial network, albeit less frequently.

FIGURE 4-3 Existing Circulation Map



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Circulation and Mobility Improvements

Future network improvements in Wickenburg are expected to focus primarily on localized intersection enhancements, the development of local trails and multi-modal infrastructure, and improvements to local street connections. While cars are likely to remain the primary mode of transportation in Wickenburg, ensuring safe and efficient travel is a top priority for community members as the town addresses and mitigates roadway congestion. Consequently, existing roundabouts and alternative intersection designs can be reviewed to accommodate both vehicles and pedestrians better, and traffic control signage throughout the town may be evaluated and updated for clarity.

Although currently situated outside Wickenburg's jurisdictional boundary, the planned I-11 is a critical regional and interregional trade route set to traverse the west side of the Metropolitan Planning Area (MPA). It is envisioned that I-11 will replace US 60 as the primary route linking Phoenix to Las Vegas, with US 60 potentially assuming a local or regional role. Identified as vital infrastructure, I-11 is poised to support and connect the economies of Arizona and Nevada. As part of this development, the designation of truck routes circumventing key areas such as downtown, tourism destinations, and residential neighborhoods will prevent heavy vehicle traffic from disrupting sensitive areas.

To enhance connectivity and accommodate a broader range of mobility options within the town, the prioritization of multi-use paths, protected bike lanes, and sidewalk improvements is essential. Safe routes for walking and biking to school are also a priority. Many residents have expressed a strong preference for developing multi-use paths that provide appropriate buffers from high-traffic roads while connecting them to various parts of the Town. These paths, catering to equestrians, bikers, and runners, can serve as both recreational and transportation solutions.

Intelligent Transportation Systems are advanced transportation systems that operate traffic control devices in a coordinated fashion to reduce travel times, facilitate emergency response, and reduce congestion.





To ensure that improvements and operational efficiency are sustained as the Town grows, Wickenburg should develop a comprehensive Transportation Master Plan. This plan would identify specific strategies for diverse modes of transportation, implementation of technology programs such as Intelligent Transportation Systems (ITS), and a funding and implementation strategy. It may encompass passenger and freight travel, public transit, traffic noise mitigation, shared ride services, walking, cycling, and equestrian travel. Additionally, the Transportation Master Plan would include a comprehensive network of shared-use paths accommodating equestrian, pedestrian, and bicycle use and enjoyment.

To facilitate ongoing investments in this infrastructure, the Town should regularly adopt, update, and fund a five-year Capital Improvement Program. This endeavor would involve technical engineering analysis as well as community outreach and input to guide the funding program. Additionally, the Town can continue collaborating with the State, Maricopa and Yavapai Counties, and the Maricopa Association of Governments to coordinate improvements, explore funding opportunities, and advance transportation goals and policies that align with local, regional, and state objectives, thereby enhancing travel conditions and air quality and contributing to a high quality of life.

Street Character

Streets, streetlights, landscaping, and other public improvements are undergoing a transformative process to enrich the Town's distinctive Western, small-town character. Cross sections must be carefully coordinated between local and state agencies, designed to complement and ensure safe access for vehicles, horses, and pedestrians while prioritizing user safety. Implementing a street tree program is recommended to augment canopy cover, offer shade, alleviate extreme heat conditions, and reinforce a rural aesthetic.

Street lighting plays a pivotal role in ensuring safety, aligning with Crime Prevention Through Environmental Design (CPTED) strategies and industry standards while also minimizing light pollution to preserve the natural beauty of dark skies. Exploring street art programs offers an opportunity to seamlessly integrate art into public infrastructure, such as lighting fixtures, utility boxes, and crosswalks, celebrating local culture and elevating the visual allure of the streetscape.

Downtown streets serve as vibrant hubs, accommodating a diverse blend of pedestrians, vehicles, and public events that foster community engagement. Enhancing safety and functionality necessitates a thorough examination of the design and utilization of these invaluable spaces. Addressing driveways and curb cuts can significantly reduce conflicts between pedestrians and vehicles, enhancing safety for foot traffic. Developing a comprehensive plan to minimize these intersections can optimize pedestrian pathways and mitigate the risk of collisions. Moreover, reevaluating on-street parking solutions holds promise in enhancing downtown accessibility. By optimizing parking availability, Wickenburg can mitigate through traffic, promoting safer speeds and minimizing the need for expansive off-street parking lots that may detract from the town's small-town, western aesthetics. Additionally, installing distinctive wayfinding signage throughout the town can enhance the mobility experience for pedestrians.

Introducing a seasonal downtown trolley or local circulator during civic events and competitions can provide an eco-friendly transportation alternative, alleviate traffic congestion, and enrich the overall downtown experience. Such initiatives not only bolster sustainability efforts but also foster a more connected and engaged community.



Goals and Policies

Circulation

Goal C-1

Roadway congestion is preemptively addressed and minimally impacts the community.

Policy C-1.1 Develop a Transportation Master Plan addressing all modes of travel, including passenger vehicles, transit, and freight transport, incorporating intelligent transportation systems.

Policy C-1.2 Designate truck routes, to the extent feasible, that provide efficient heavy vehicle connections around the Town and do not adversely impact downtown, tourism nodes, and residential neighborhoods.

Policy C-1.3 Adopt, update, and fund the 5-year Capital Improvement Program.

Policy C-1.4 Work with ADOT to assess the effectiveness and safety of roundabouts and alternative intersection designs for vehicles, pedestrians, cyclists, and equestrians.

Policy C-1.5 Evaluate traffic control signage at roundabouts and intersections for effective and clear driver understanding and update them to address local needs and comply with ASHTO standards.

Policy C-1.6 Develop public information campaigns to educate the community on proposed and implemented traffic control changes and best driving practices to promote the efficient flow of traffic and reduce congestion.

Goal C-2 Streets are safe and accommodate all users and modes of travel.

- Policy C-2.1** Design streets to discourage speeding and unsafe/illegal traffic movements.
- Policy C-2.2** Establish clear guidelines to provide accessible crosswalks and sidewalks on all streets.
- Policy C-2.3** Study and prioritize where pedestrian accessibility improvements are most needed.
- Policy C-2.4** Provide street and pedestrian lighting in tourist areas and areas with higher pedestrian volumes.
- Policy C-2.5** Identify and prioritize crosswalk and sidewalk improvements to ensure safe routes to schools.
- Policy C-2.6** Establish bike paths as necessary on public roads or in the right-of-way.

Goal C-3 Streets, streetlights, street landscaping, and other public improvements complement the Town's rural, small-town character.

- Policy C-3.1** Review and update all street classifications and corresponding street cross-sections to create streets that are safe for all users and appropriately scaled to support a rural small-town environment.
- Policy C-3.2** Evaluate and implement street tree programs to increase shade, reduce heat island, and enhance the rural small-town aesthetic.
- Policy C-3.3** Identify streets with high pedestrian, cyclist, and equestrian use and provide sidewalks, grade-separated bike lanes, and/or soft paths.
- Policy C-3.4** Provide balanced street light illumination to comply with CPTED and other industry standards and limit light pollution impact to dark skies.
- Policy C-3.5** Evaluate street art programs that incorporate art with public infrastructure such as lighting, utility boxes, and crosswalks.

Goal C-4 Downtown's streets prioritize the safety of pedestrians.

- Policy C-4.1** Evaluate driveways and curb-cuts in downtown and develop a plan to reduce these pedestrian-vehicle conflict points.
- Policy C-4.2** Study on-street parking solutions for downtown to increase parking availability, slow through-traffic, and reduce off-street parking demands.
- Policy C-4.3** Explore the feasibility of a seasonal downtown trolley or circulator during civic events and competitions.

Goal C-5 Wickenburg communicates and coordinates regularly with local, state, and regional transportation agencies.

- Policy C-5.1** Coordinate regularly with ADOT, MCDOT, Yavapai County, and MAG to align transportation plans and policies with the goals of the Town.
- Policy C-5.2** Explore partnering with other jurisdictions and government agencies to coordinate street and sidewalk projects, materials, and equipment to reduce construction and maintenance costs.
- Policy C-5.3** Identify grant funding opportunities for transportation projects and safety improvements.

Goal C-6 Community members have access to a variety of transportation and mobility options.

- Policy C-6.1** Develop a Transportation Master Plan addressing all modes of travel, including passenger vehicles, transit, and freight transport, incorporating intelligent transportation systems.
- Policy C-6.2** Improve accessibility by providing design standards for multimodal options for travel.
- Policy C-6.3** Coordinate with ADOT on street cross-sections designs which prioritize vehicular, cyclist, and pedestrian safety features.
- Policy C-6.4** Evaluate the feasibility of creating a local circulator.
- Policy C-6.5** Preserve existing equestrian and multi-use paths and explore opportunities for new ones.
- Policy C-6.6** Consider emerging or new alternate transportation means such as electric bicycles or scooters that travel at higher speeds and longer distances than human-powered devices when planning new sidewalks or connected paths to ensure they can safely integrate into the non-vehicular system.

5



Economic Development



A strong local economy is the foundation of a vibrant community. This element focuses on sustaining and enhancing a robust business ecosystem, targeting key employment growth hubs, and emphasizing small business development and job creation. The plan seeks to align these improvements with the town's distinctive character, creating an environment that attracts businesses, families, and visitors. Central to this effort is evaluating the tourism industry's impact and implementing actions to grow and diversify Wickenburg's retail, equine tourism, healthcare, and industrial sectors. By maximizing the economic benefits of tourism and pursuing targeted economic sectors, Wickenburg can achieve its goals and enhance overall prosperity.



Population and Workforce

Wickenburg's economic vitality is closely linked to several key indicators. Over the past decade, the town has experienced steady population growth, attracting more individuals due to its scenic beauty and small-town charm. The median household income in Wickenburg lags behind the regional, state, and national averages, likely because of the high number of retirees compared to the working-age population. According to the 2020 Census, the median age in Wickenburg is 61, reflecting a three-decade trend of an aging population. This demographic insight helps explain the town's economic needs, dynamics, and opportunities.

As the national and local economies fluctuate, a strategic approach to the town's role and focus will foster a skilled and adaptable workforce, contributing to a resilient and effective local economy.

Cost of Living

Historically, the lack of workforce housing in general as well as specifically multifamily housing in Wickenburg has been a hurdle for the economic health of the Town. The cost of living and lack of affordable options has limited the Town's ability to recruit and retain employees for average income, professional level jobs.

According to 2023 Zillow metrics, the median sales price of a new or resale home in Wickenburg is \$510,000. This high cost indicates that much of the housing stock is not attainable for households with a median income of \$53,000 (2020 ACS, 5-year estimates). Consequently, Wickenburg imports most of its workforce, including teachers, police, firefighters, healthcare professionals, and retail and service industry workers, from neighboring areas with more diverse workforce housing options.

The long commutes and lack of intercity public transportation make it likely that moderate- and low-wage earners will change jobs when opportunities arise to reduce transportation costs and time. This results in workforce retention and availability issues for local businesses.

In early 2024, planning began on a 208-unit attainable housing development. This project, made possible through an intergovernmental agreement with Maricopa County and federal funding from the American Rescue Plan Act (ARPA), is expected to ease some of the workforce housing pressures in Wickenburg. The new housing option may be a harbinger of opportunities to come, inviting a broader workforce to the area.

What is Workforce Housing?

According to the U.S. Department of Housing and Urban Development, affordable or workforce housing is defined as housing where the monthly mortgage or rent payment does not exceed 30% of the total household income.

For the median household in Wickenburg, this means housing costs should be no more than \$1,325 per month.

With no debts and a 20% down payment, a median household in Wickenburg could afford a home priced at \$196,250

(mortgage with a 7% APR, May 2024 USA average APR)



Economic Growth Areas

These areas capitalize on their context and existing and planned transportation corridors to foster additional employment opportunities, economic diversity, and town revenue sustainability.

- **Future Strategic Business Clusters:** Positioned along the potential/future I-11 Corridor, these clusters highlight opportunities in tourism, travel, transportation, and logistics. Advanced planning of these areas and developing relationships with developers of targeted industries can position the clusters for quick success with the construction of I-11.
- **Wickenburg's Historic Downtown (Heritage Activity Center):** This cultural and commercial nucleus attracts locals and visitors alike with its events, history, charm, and diverse offerings. Development of a comprehensive and refined plan for downtown that is focused on small businesses that provide unique experiences, tourism support, and unique living options can enhance Wickenburg's appeal and contribute to the local economy's growth and vibrancy.
- **Wickenburg Ranch:** With the growth of Wickenburg Ranch, a promising commercial hub catering to residents and tourists with upscale amenities and recreational opportunities is possible. Positioned adjacent to the well-traveled U.S. 93 corridor, this area may support lodging, restaurants, and other community-serving commercial opportunities.

Digging Deeper

*Town of Wickenburg Strategic Plan, 2024
Wickenburg Focused Future, 2010*

Creating Opportunities

Tourism

Tourism is a cornerstone of Wickenburg's economy, and by enhancing and diversifying its offerings, the town can attract a broader range of visitors.

Three main sectors of tourism should be targeted for growth: agritourism, medical tourism, and additional accommodations for lodging and dining.

Agritourism

Wickenburg's western heritage provides a unique platform for agritourism that extends beyond traditional equine activities. This includes innovative and creative experiences that resonate with both locals and tourists.

- **Equine barn and ranch tours:** Showcasing the quality of horse training and world-class facilities in the area, Wickenburg can attract visitors while partnering with community members to market their businesses.
- **Fashion and Craftsmanship:** Develop a western-themed fashion and craftsmanship industry, featuring leather and silversmithing. Local artisans, jewelers, and designers can create and sell western-style clothing, accessories, and crafts. Events such as fashion shows, exhibitions, and workshops can attract enthusiasts and promote local talent.
- **Farm-to-Table Experiences:** Partner with local and regional farms to offer farm-to-table dining experiences. Visitors can tour farms and cattle ranches, participate in harvesting, and enjoy meals made from locally sourced ingredients, supporting local agriculture and enhancing culinary tourism.





Medical Tourism:

Leverage the presence of The Meadows, a renowned treatment facility, to position Wickenburg as a medical and self-care destination.

- **Wellness Retreats:** Develop retreats that complement the services offered by The Meadows, including holistic health services, mental health workshops, fitness programs, and relaxation therapies.
- **Specialized Accommodation Packages:** Create accommodation packages for medical tourists, patients, and their families, including transportation, meal plans, and access to recreational activities that promote healing and relaxation.

Equine-Related Industry

Wickenburg's equine heritage is a significant draw for visitors and a pillar of its identity. By expanding and modernizing the equine industry, Wickenburg can continue to attract enthusiasts and professionals.

- **Equine Events and Competitions:** Host a variety of equine events, including rodeos, horse shows, and exhibitions. These events can draw participants and spectators from across the region and beyond.
- **Equine Education and Training:** Establish a partnership with West-MEC (Western Maricopa Education Center) to offer courses in horse care, riding techniques, and equine management. These centers can attract students and professionals seeking specialized training.

Art and Culture/History Industry

While Wickenburg already boasts a rich cultural and historical heritage, there is significant potential for growth in the arts and culture sector.

- **Del E. Webb Center for the Performing Arts:** The Del E. Webb Center is an asset to Wickenburg, hosting over 25 performances from national and international artists each year. The Center injects over \$800,000 annually into the local economy providing year-round residents, seasonal residents, and tourists with invaluable arts and culture opportunities not usually found in smaller communities. As the Center is a significant contributor to the local economy and residents' quality of life, the Town should continue to enhance its partnership with the Center to support ongoing and future efforts that expand the Center's positive community impacts.
- **Western Film Festivals:** Community festivals could help bring awareness to the community and celebrate its heritage.
- **Film Location Partnerships:** Collaborate with the Arizona Commerce Authority to market Wickenburg as a filming location, leveraging its unique landscapes and historical sites.
- **Art Galleries and Studios:** Support the establishment of art galleries and studios that showcase local artists and craftsmen. These spaces can host exhibitions, workshops, and art classes, attracting art lovers and providing creative outlets for local talent.
- **Cultural Festivals and Events:** Organize cultural festivals and events that celebrate Wickenburg's history and heritage. Events such as heritage days, art fairs, and music festivals can draw visitors and create a sense of community pride.
- **Historical Tours and Museums:** Develop historical tours and partner with the Desert Caballeros Western Museum to highlight Wickenburg's unique history. Interactive exhibits, guided tours, and reenactments can provide educational and entertaining experiences for visitors. To continue supporting historic Wickenburg, the Town should consider incorporating historic preservation efforts. This helps implement the goals of celebrating heritage and maintaining the established small-town feel. The Town can collaborate with the State Historic Preservation Office to achieve these objectives.





Regulatory Environment

Creating opportunities entails fostering a business-friendly environment by simplifying licensing and commercial building permitting processes. This can be achieved by streamlining procedures, utilizing technology for applications and payments, and reducing bureaucratic hurdles. Providing clear guidelines and timelines for businesses ensures transparency and predictability in the development process. By leveraging digital tools, such as online portals for applications and virtual inspections, Wickenburg can enhance efficiency and reduce costs for businesses and developers. Regularly reviewing and updating these processes based on stakeholder feedback will help maintain a supportive regulatory environment that adapts to the needs of the community.

Telecommunications

Modern telecommunication infrastructure is critical for economic development. Wickenburg must partner with telecommunication companies to upgrade and expand high-speed internet and mobile services throughout the town. By implementing a comprehensive digital infrastructure plan, the town can ensure that fiber-optic installations and 5G networks are context-sensitive and compatible with local aesthetics. Equitable access to reliable high-speed internet in underserved and rural areas will support local businesses, attract new industries, and improve the quality of life for residents.

Workforce Development

Developing a skilled and adaptable workforce is essential for Wickenburg's economic vitality. Partnering with educational institutions like WestMEC to offer vocational and technical training programs tailored to local industry needs, including healthcare, tourism, agritourism, and technology, will prepare residents for high-demand jobs. Supporting scholarship programs to assist residents in obtaining necessary certifications and advanced training will further

enhance workforce capabilities. Additionally, promoting continuous learning and professional development opportunities ensures the existing workforce remains competitive in a changing job market. Collaboration with local businesses to develop internship and apprenticeship programs will provide practical experience and career pathways for young residents.

Training a workforce is only one aspect of the challenge faced by the Town. Given the average age of residents at about 61 years old, the availability of workforce-aged employees is much lower than comparable communities. When coupled with the part time residency status of many residents, the problem compounds. Many retirees in Town may be great candidates for part time skilled employment but finding, training and placing younger employees looking for full-time and career-oriented positions remains a challenging economic factor in Wickenburg.

Entrepreneurship and Small Businesses

Encouraging entrepreneurship through incentive programs and partnerships with educational institutions and start-up experts will stimulate and sustain grassroots economic growth. Community investment and partnerships through grants, incubators, and shared office spaces reduce barriers that prevent many small businesses from getting off the ground. Implementing a Business Retention and Expansion (BRE) Program will support existing businesses, while evaluating and enhancing current programs and cooperatives will ensure they meet the evolving needs of the business community. Strengthening partnerships with organizations like the Chamber of Commerce will provide additional resources and support for small businesses, fostering a vibrant entrepreneurial ecosystem in Wickenburg.



Goals and Policies

Economic Development

Goal ED-1 **The community is well-served by commerce and employment, providing goods, services, and jobs that offer livable wages for residents.**

- Policy ED-1.1** Support land uses in designated employment areas that align with emerging economic conditions and the Town's target industry sectors, such as retail, tourism, and food service.
- Policy ED-1.2** Support local, community, and regional-scale commercial land uses in future growth areas and the appropriate commercial land use category.
- Policy ED-1.3** Pursue a balanced jobs-to-housing ratio that increases housing options and reduces commute length and traffic volumes.
- Policy ED-1.4** Pursue partnerships and develop area plans to facilitate growth in target areas, such as the I-11 Corridor.
- Policy ED-1.5** Create partnerships with economic development agencies to attract businesses that are likely to provide sustainable and livable wage employment opportunities.
- Policy ED-1.6** Conduct market research to identify and attract businesses and industries that complement Wickenburg's existing strengths and targeted growth sectors.
- Policy ED-1.7** Attract and support the growth of light industrial business.

Goal ED-2 Wickenburg capitalizes upon its unique Western character, its natural environment, arts & culture, and equine tourism.

Policy ED-2.1 Conduct a visitor-profile survey to better understand the type of tourists visiting the region, including collecting demographic information from visitors that will assist the Town in developing a targeted marketing campaign.

Policy ED-2.2 Consider adapting opportunities to support accommodations related to seasonal activities and trends such as temporary horse trailers.

Policy ED-2.3 Track tourism visitor data, such as hotel stays, average daily rates, revenue per room, and vacancies, to help support and promote the need for additional lodging as the tourism sector grows.

Policy ED-2.4 Promote the Town's Western heritage, events, and culture in targeted marketing and tourism campaigns to national and international tourists.

Policy ED-2.5 Partner with local businesses, cultural institutions, and event organizers to create unified branding that highlights Wickenburg's unique cultural attractions.

Policy ED-2.6 Regularly review and update wayfinding signage across Wickenburg to improve navigability for tourists, making it easier for them to access attractions, accommodations, and services.

Policy ED-2.7 Consider the integration of digital tools, such as mobile apps or augmented reality, to enhance the visitor experience through interactive maps and real-time information.

Policy ED-2.8 Coordinate with the State Historic Preservation Office to identify, celebrate, and protect the Town's historic assets.

Policy ED-2.9 Coordinate with and support the Del E. Webb Center for the Performing Arts and other arts and culture groups to promote and enhance the arts and culture environment for residents and tourists.

Goal ED-3 *The downtown commercial growth area is a visually unified, sought-after business and tourism hub.*

- Policy ED-3.1** Promote the Town's Western heritage, events, and culture in targeted marketing and tourism campaigns to national and international tourists.
- Policy ED-3.2** Develop and enforce design standards that ensure new developments and renovations in the downtown area align with the Town's historical and cultural aesthetics.
- Policy ED-3.3** Facilitate public-private partnerships to invest in and revitalize key properties within the downtown area.
- Policy ED-3.4** Implement streetscape improvements, including landscaping, lighting, and pedestrian-friendly pathways, to enhance the visual and functional appeal of downtown.
- Policy ED-3.5** Encourage mixed-use developments that combine retail, office, and residential spaces to create a vibrant downtown environment.
- Policy ED-3.6** Continue to support the establishment of art galleries, cultural festivals, and events that draw visitors to the downtown area.

Goal ED-4 *Wickenburg cultivates an efficient, transparent, and supportive environment for business growth and development.*

- Policy ED-4.1** Streamline and simplify the development review, permitting, and inspection process.
- Policy ED-4.2** Publish and regularly update clear guidelines and checklists that outline each step of the process for different types of development requests.
- Policy ED-4.3** Conduct annual reviews of staffing levels and department procedures to ensure they meet the needs of the community and promote a business-friendly environment.
- Policy ED-4.4** Implement a feedback system where developers and the public can suggest improvements to the development process.
- Policy ED-4.5** Introduce digital tools for virtual inspections, when possible, to speed up the inspection processes and reduce the need for on-site visits.

Goal ED-5 Wickenburg has high-quality and modern citywide telecommunication infrastructure.

- Policy ED-5.1** Partner with telecommunication companies to develop and implement a phased plan for upgrading infrastructure and wireless coverage, prioritizing areas with the most critical needs or greatest potential for economic and public safety impact.
- Policy ED-5.2** Update zoning and rights-of-way regulations as necessary to promote context-sensitive and compatible fiber-optic installations and the expansion of 5G networks across the town.
- Policy ED-5.3** Attract investment from leading technology providers by offering incentives, such as public-private partnerships that reduce the cost of infrastructure development and operation in Wickenburg.
- Policy ED-5.4** Ensure equitable access to reliable high-speed internet and mobile services in underserved and rural areas of the town.
- Policy ED-5.5** Monitor and evaluate the effectiveness of telecommunication infrastructure upgrades and adjust based on community feedback and technological advancements.

Goal ED-6 Wickenburg has a strong and vibrant entrepreneur and startup environment.

Policy ED-6.1 Encourage the growth of small business resources through training courses or the establishment of a business incubator or coworking spaces that provide affordable office space, mentoring, and access to capital for startups and entrepreneurs.

Policy ED-6.2 Partner with local educational institutions and business organizations to offer workshops, training sessions, and networking events that build business acumen and local industry connections.

Policy ED-6.3 Develop a mentorship program that pairs experienced business leaders with new entrepreneurs to provide guidance and support.

Policy ED-6.4 Promote Wickenburg as a hub for innovation and entrepreneurship through targeted marketing campaigns.

Policy ED-6.5 Ensure that local regulations and policies support and do not hinder the growth of startups and small businesses.

Policy ED-6.6 Utilize technology and online platforms to offer virtual mentoring, training, and networking opportunities.

Goal ED-7 Wickenburg has a diverse and skilled workforce.

Policy ED-7.1 Partner with educational institutions to develop and offer vocational and technical training programs tailored to local industry needs, including healthcare, tourism, agritourism, and technologies.

Policy ED-7.2 Support scholarship programs to assist residents in obtaining necessary certifications and advanced training in key sectors.

Policy ED-7.3 Develop internship and apprenticeship programs in collaboration with local businesses and educational institutions to provide practical experience and career pathways for young residents.

Policy ED-7.4 Promote continuous learning and professional development opportunities for the existing workforce to ensure they remain competitive in a changing job market.

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6



Environmental Planning



Wickenburg's natural environment is truly unique. Residents and visitors alike recognize the privilege of inhabiting such a special space.



Throughout history, built environments emerged from a connection with the landscape. Communities have grown using their natural assets for recreation, agriculture, industry, tourism, or other opportunities. Preserving and carefully managing these natural systems leads to vibrant communities with healthy citizens, safe neighborhoods, and strong economies.

However, a lack of proper planning can increase environmental stress on these assets and affect community health, safety, and welfare. The urban heat island and excessive heat diminish ecological resiliency, as well as air quality, affecting flora, fauna, water resources, and human environments. Unmanaged growth increases wildfire risks in the wildland urban Interface, and the threat of drought factors into the overall health of a community and its environs. These issues require thoughtful environmental planning. To mitigate risk of disruption, Wickenburg can focus on building sustainability and resiliency by planning community systems that support enduring built and natural environments.

Stewardship of the Natural Environment

In order to support the residents of Wickenburg, it is important to acknowledge and care for the natural environment in which it is situated. The two are inextricably linked, and the health of the environment affects all species. In that spirit, an examination of the needs of the community should always prioritize stewardship of the land.

Drainage & Flood Control

Federal Emergency Management Agency (FEMA) Flood Insurance Rate Maps (FIRM) reveal that Wickenburg's logical flood patterns mirror the path of natural topography. Sols Wash from the west and Martinez Wash from the northwest both flow into the Hassayampa River. Their **floodways** are areas of regular streamflow, and their much larger 100-year flood zones indicate areas that are prone to flooding.

Proper management of floodways is important for human safety and critical to the health of the local ecosystem. Minimizing disruption of established drainage patterns, utilizing modern stormwater management techniques, and integrating floodways into future development help preserve the long-term vitality of drainage floodways and protect and benefit the entire community.

The Flood Control District of Maricopa County and the Flood Control District of Yavapai County have authority as the Town straddles the county line. Both agencies require permits for development of certain parcels designated to be at risk for flooding.



Air Quality Highlight

Tree planting – ZONE9A and 9B Arizona’s Intermediate Desert (Arizona Sycamore, Desert Willow, Atlas Cedar, Netleaf Hackberry, Evergreen Elm, Mesquite, and Ironwood)

Air Quality

Wickenburg enjoys above-average air quality (average 72/100 Air Quality Index: www.airnow.gov), which underscores the benefits of rural, less-populated living and likely is an attractive feature that draws visitors and seasonal residents. Unfortunately, multiple factors threaten the current air quality such as residential fires (fireplaces and burn piles) and wildfires, dust particulates (particulate matter) from grading and cars traveling on unpaved roads, smog drift from adjacent metropolitan areas, agricultural land uses, and the natural topography of Wickenburg can all contribute to poor air quality. Air quality is impacted by highway traffic transecting the Town from U.S. Highway 60 and U.S. Highway 93. A lack of local circulators and public transportation results in much of the local traffic being comprised of single-occupant vehicles. Small efforts to diversify transportation choices and reduce trip frequency and length could make a significant difference over time. Setting future air-quality goals and planning for the management and protection of the Town’s air quality will certainly benefit all residents and visitors.

Geology

The Hassayampa River flows southeast along U.S. Highway 93 separating the Vulture Mountains to the southwest and Wickenburg Mountains to the east. The Vulture Mountains are part of a rugged terrain of dissected bedrock hills and valleys in contrast with the extensive alluvial piedmont emanating from the Wickenburg Mountains. Tributaries from both areas drain into the Hassayampa River. Proterozoic metamorphic and igneous rock and Cretaceous igneous and volcanic rock (often associated with the presence of gold) are the predominant geologic components in the area.

Source: University of Arizona Geological Survey,
<https://geomapaz.azgs.arizona.edu/>



Aggregate Resources

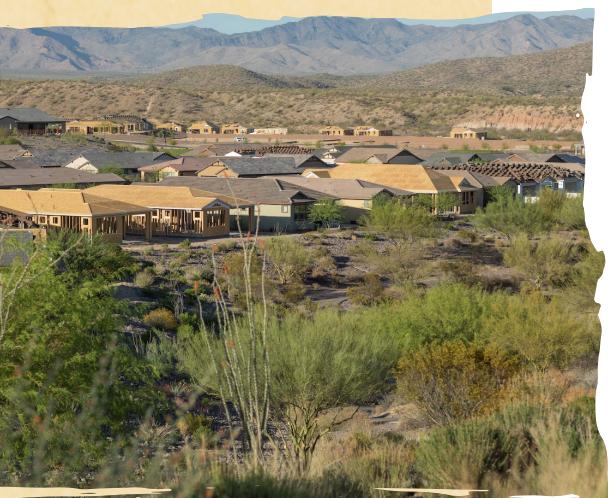
Arizona Revised Statutes (ARS) require cities and towns to identify current aggregate operations within their Municipal Planning Area (MPA) and develop measures to preserve currently identified aggregates for future development needs. Policies should be implemented to prevent incompatible land uses near mining operations and highlight the impact and importance of mining.

The Arizona Geological Survey (AZGS) Mining Database and the U.S. Geological Survey (USGS) Mineral Resource Data Systems (MRDS, <https://mrdata.usgs.gov/mrds/>) database reveal no active aggregate mining operations within the Town boundary although the MPA contains two aggregate processing operations (of unknown size and capacity). The Town leadership has no knowledge of active permits for aggregate mining, nor are they aware of any current operations.

The resources available through the AZGS and USGS are limited and do not reflect any potential use-by-right aggregate mining that may be intrinsic in some zoning districts. Indications are strong that aggregate mining is not currently taking place, and every reasonable effort has been made to confirm this.

Digging Deeper

**Mineral Resources
Data System (MRDS)
usgs.gov**



Hillside Preservation

Grading-caused impacts such as erosion leading to the loss of topsoil and sedimentation runoff are often the cause of contamination of rivers and streams. Degraded lands are less fertile and less able to absorb water (in an already arid landscape), leading to higher risks of flooding. Wickenburg Zoning Ordinance policy coincides with the effort to preserve the integrity of the topography within Town limits.

Wildland Urban Interface (WUI)

The areas where more densely developed communities transition to rural development patterns are considered the wildland urban interface. Much of Wickenburg is in the WUI. Though Wickenburg lacks dense forests and heavy grasslands, it is adjacent to three mountain ranges and prone to windy conditions. These are all risk factors for the community. Wickenburg can work to prevent wildfires from spreading to structures and structure fires from spreading to wildland fuels by educating property owners about the importance of defensible space around homes and structures. Defensible space is the safe distance between trees, grasses, and scrub overgrowth and structures, calculated to minimize the chance of fire spreading. Working collaboratively with adjacent land managers, fuel reduction projects on private and public lands can help safeguard Wickenburg and improve resiliency.

Water Resources

Aquifer Protection

The primary aquifer in the region is the **Upper Hassayampa Basin Aquifer**, one of the more abundant groundwater sources in Arizona. Five Community Water System (CWS) active well sites pump water to six water storage tanks, with a combined capacity of 4.4 million gallons of water. This system delivers more than 1.256 million gallons of water per day (gpd) to the residents and businesses of Wickenburg. The area that comprises the Town boundary is outside an Active Management Area (AMA), thus a 100-Year Assured Water Supply is not required of the Town.

Source: <https://azwatermaps.azwater.gov/cws>
and Wickenburg Water Master Plan 2022

Adequate Water Supply Designation

New developments located outside of AMAs are required to obtain an Adequate Water Supply determination prior to applying for a water report per Arizona state statute. The following five criteria must be met to receive a designation of Adequate Water Supply (AWS) per the requirements set by state law: physical water availability, continuous water availability, legal water availability, water quality, and financial capability.

Wickenburg obtained an Adequate Water Supply designation on May 17, 1973, and the designation has no expiration date (DWR 40-900016.0000).

Per the most recent 10-year growth rate and forecast, the population of Wickenburg is expected to grow from less than 7,708 in 2020 to 9,800 by 2050, representing a 27% increase in a 30-year span. If 7,708 residents used 500 million gallons per year, it is projected that 9,800 residents will use just over 700 million gallons. The projected need falls well within the projected availability of water. The 2022 Town of Wickenburg Water Master Plan contains projections through 2050.





Recent evaluation of the performance and capacity of Wickenburg's water production revealed opportunities for improvements to support the projected growth and subsequent water demands. Several projects and repairs were suggested to help safeguard the water system's longevity such as an additional storage tank, additional well sighting/drilling/development, and flow and pressure management improvements, as well as some pipe replacements. The improvements are listed in the 2022 Water Master Plan for the Town of Wickenburg.

Hassayampa River

The upper Hassayampa River, emerging in the Bradshaw Mountains is characterized by narrow canyons, shallow bedrock, and riparian vegetation. In normal times, it has a small but perennial flow fed by snowmelt, rainfall, and natural springs. For most of its 100-mile course through the desert, the Hassayampa River flows only underground. But within the 770-acre preserve southeast of the Town, managed and owned jointly by Maricopa County Parks and Recreation and the Nature Conservancy, the river waters emerge. The preserve is a component of the planned Vulture Mountains Recreation Area, a 71,000-acre regional recreational area west and south of Wickenburg. The ecology of the river is critical to the survival of the most threatened forest type in North America, the cottonwood-willow forest. A staggering number of these wet landscapes have already been lost or damaged. The loss of both the wetlands and the cottonwood-willow forests threatens most of the Arizona wildlife species that depend on riparian habitat.

Water Conservation

The water availability for the Town of Wickenburg is unusually plentiful thanks to the ample aquifer and community wells serving citizens. The Town is well-poised to take measures now that safeguard the resource for future use.

The average Arizonan uses about 146 gallons of water per day. About 20% of the State's water supply is used for municipal purposes, and most of this is residential. Up to 70% of that water is used outdoors (watering plants, swimming pools, washing cars, etc.), especially during warmer months, with the remaining water used indoors. Wickenburg may have an even higher average usage relating to livestock populations and residential dust-control measures. Some communitywide conservation measures could include native and low-water-use plant education (Water Use It Wisely - Landscape Watering by the Numbers), as well as youth water conservation education. The Arizona Water Wise program is a free public resource providing tools to reduce residential water usage.

Wickenburg residents could engage in the **Arizona Growing Water Smart: Integrated Water and Land Use Planning** program, which provides training and assistance on a full range of communications, public engagement, planning, and policy implementation tools to improve watershed health and community resiliency goals by integrating land use and water planning.

Source: <https://resilientwest.org/>
<https://www.azwater.gov/conservation/public-resources>





Wildlife

Beyond the river habitat, which is a sanctuary to many species of birds and bats, Wickenburg is home to a plethora of ground dwelling wildlife. The semiarid, warm steppe climate is the perfect environment for javelinas, coyotes, gray foxes, badgers, racoons, and gophers, as well as deer. Of critical importance is the maintenance of corridors and havens within the community that ensure the ability of animal populations to safely travel among different areas of the community. This becomes increasingly important as the community grows and road systems develop, such as the planned I-11 corridor.

Dark Skies

Carefully planned and regulated lighting not only supports the viability of wildlife and resiliency of the natural environment, but it also enhances residents' quality of life and safety by reducing over illumination of property and preventing disruptive glare and light trespass. Other Arizona communities, like Flagstaff, have embraced dark skies as an important and valuable characteristic. Similarly, dark skies can remain a treasured Wickenburg asset, one that creates opportunities for stargazer tourism and reinforces Wickenburg's rural, small-town tranquility.

Goals and Policies

Environmental Planning

Goal ENV-1 Land is conserved and natural vegetation and resources are protected.

- Policy ENV-1.1** Integrate environmental planning into land use decisions to conserve and reduce development impacts on natural resources, including natural drainage corridors, native vegetation, riparian areas, known wildlife habitats, and other sensitive natural features of the land.
- Policy ENV-1.2** Coordinate with the Hassayampa River Nature Conservancy on best practices for protecting natural environments and resources.
- Policy ENV-1.3** Encourage new development to retain natural open space in development plans.
- Policy ENV-1.4** Employ best practices for development in conformance with natural site topography to avoid significant alterations of the landscape and to limit grading impacts.
- Policy ENV-1.5** Discourage the disturbance of washes, riparian areas, and ephemeral/intermittent streams.
- Policy ENV-1.6** Pursue incentives, exactions, and dedications to preserve and conserve natural resources.

Goal ENV-2 The sky in Wickenburg is dark, and light pollution is actively prevented.

- Policy ENV-2.1** Apply dark sky lighting best practices to eliminate glare and light pollution without compromising community safety.
- Policy ENV-2.2** Amend the Zoning Ordinance to require full cutoff fixtures, shielding, and timers for on-site lighting and signs.
- Policy ENV-2.3** Evaluate using “lighting budgets” and use-specific lighting standards to limit total light output on private property.
- Policy ENV-2.4** Incentivize light fixture retrofit efforts.

Goal ENV-3 Wickenburg proactively protects air quality.

- Policy ENV-3.1 Develop and distribute brochures and educational materials outlining best practices for rural and recreational dust prevention.
- Policy ENV-3.2 Require evidence of dust-control permits and enhanced dust prevention and track-out prevention measures with construction and new development.
- Policy ENV-3.3 Stabilize, oil, or pave gravel or dirt public roads that are prone to erosion or that meet a specified traffic volume threshold.
- Policy ENV-3.4 Pursue grants to assist with funding public road surface improvements and dust mitigation.

Goal ENV-4 Aggregate mining operations are compatible with surrounding uses.

- Policy ENV-4.1 Evaluate the Zoning Ordinance and establish buffer standards between aggregate mining locations and development that is not compatible with mining operations.
- Policy ENV-4.2 Evaluate and adopt development standards to maximize the compatibility of aggregate mining with adjacent properties, maintain air quality, minimize impact to recreation and open space, and require the restoration/reuse of the land once mining has ceased.
- Policy ENV-4.3 Ensure that codes support, per state law, existing aggregate mining operations.
- Policy ENV-4.4 Ensure that future aggregate mining operations are consistent with state law on AZGS information relative to location and geological resources.
- Policy ENV-4.5 Permit aggregate resource extraction, as identified by state agencies, in accordance with ARS 9-461.05.C.1(g).

Goal ENV-5 The preservation of hillsides and undisturbed desert is calculated as an element of air quality and erosion ultimately affecting water quality.

- Policy ENV-5.1** Evaluate existing hillside ordinance standards. Prioritize erosion and runoff prevention.
- Policy ENV-5.2** Evaluate grading standards. Consider dust particulates and desert ecosystems.

Goal ENV-6 The WUI is resilient and defensible.

- Policy ENV-6.1** Develop a WUI education program in partnership with the U.S. Forest Service (USFS) and the Arizona Department of Forestry and Fire Management.

Goal ENV-7 Wildlife corridors are prioritized in the built environment.

- Policy ENV-7.1** Federal Highway Administration, Wildlife Crossings Pilot Program (WCPP) grant funding should be sought to help Wickenburg plan and prevent dangerous wildlife–vehicle collisions and improve habitat connectivity.
- Policy ENV-7.2** Integrate wildlife corridor preservation into new development design by preserving known corridors and designing surface drainage infrastructure and trailways with wildlife migration co-use in mind.

Water Resources

Goal ENV-8 The Wickenburg water supply is actively protected through a proactive conservation plan.

- Policy ENV-8.1 Establish a water conservation education program that informs residents on appropriate water conservation strategies.
- Policy ENV-8.2 Incentivize drought prevention measures.
- Policy ENV-8.3 Explore the establishment of a structured water conservation program, including drought-tolerant plants, irrigation standards, rainwater harvesting, irrigation system water budgeting and reduction, and public programs that encourage water conservation practices.
- Policy ENV-8.4 Encourage the preservation of native plants and the use of drought-tolerant landscaping in new development. Require the use of xeriscape landscaping and plants with low water needs in appropriate areas of the Town.
- Policy ENV-8.5 Investigate aquifer recharge opportunities locally. Potentially partner with university programs.
- Policy ENV-8.6 Pursue grants and invest in effluent water treatment infrastructure to limit freshwater use for landscape irrigation and other appropriate uses.

Goal ENV-9 Wickenburg is resilient to natural hazards that may impact the community.

- Policy ENV-9.1 Develop and regularly update a drought management plan, consistent with the Arizona Drought Preparedness Plan, to prepare for potential long-term water shortages during drought conditions.
- Policy ENV-9.2 Develop a stormwater master plan to identify areas that are most prone to flooding and flood hazards, as well as potential mitigation strategies.
- Policy ENV-9.3 Address sheet flooding through a partnership with the Flood Control District of Maricopa County, Yavapai County Flood Control District, and FEMA. Mitigation strategies and funding should be prioritized.

Goal ENV-10 Wickenburg's water sources are reliable and sustainable.

Policy ENV-10.1 Balance development and growth with the Town's resource capacity. Consider the social, economic, and environmental impacts of development and growth on the Town's existing and future resource capacity.

Policy ENV-10.2 Review development proposals to ensure that they will not result in potential adverse impacts to the Town's water resources portfolio or to the physically available water supplies within the aquifer.

Policy ENV-10.3 Collaborate with local watershed management organizations and municipal water agencies to actively engage in the implementation of water-efficient infrastructure projects aimed at securing a resilient and locally sourced water supply for the region.

Policy ENV-10.4 Develop drainage requirements for residential equine properties to minimize groundwater contamination and ensure that manure does not run into washes.

Policy ENV-10.5 Safeguard public wellheads by implementing measures that prevent contamination, mitigate risks from natural and human-made threats, ensure regulatory compliance, and maintain the integrity of water sources.

Goal ENV-11 Wickenburg is a Growing Water Smart Community

Policy ENV-11.1 Train citizens in partnership with local leadership to serve as stewards of logical tools and information to help preserve the water supply of the Town.

<https://resilientwest.org/2021/az-gws-rfa/>

7





Open Space & Parks



The difference between basic communities and great places is almost always the space where residents and visitors recreate and congregate. Wickenburg understands the intrinsic value of public spaces to gather, celebrate, and recreate and aspires to provide world-class recreational facilities, parks, trails, and open spaces that meet current and future residents' needs.



Recreation can take many forms. Most people associate sports and physical activity with “recreation,” but so many more types of activities qualify as recreation. High-quality facilities, well-managed programs, and iconic community events enhance Wickenburg’s social fabric and improve the health and lives of residents.

Communities that recreate together enjoy strong social cohesion by fostering a sense of belonging among residents and reinforcing community ties. Wickenburg hosts some of the best-attended festivals, art shows, and equestrian events in the State, especially relative to its size and population. Events such as the Bluegrass Festival, the Christmas Parade of Lights, and the Annual Gold Rush Days Parade and Rodeo solidify a sense of community pride and contribute significantly to Wickenburg’s tourism economy.

Wickenburg’s parks, facilities, and community spaces play host to these events and provide residents with unstructured participative and observational recreation that enhances the physical and mental well-being of individuals and, by extension, the community.

Wickenburg’s natural desert setting creates opportunities for partnerships with other agencies such as the Arizona State Land Department, the Bureau of Land Management, and Maricopa County to provide very diverse and interconnected recreational offerings in addition to those recreational services, such as neighborhood parks and recreational facilities typically associated with communities.

Importantly, the community events, facilities, and spaces should be continuously evaluated to offer diverse programs and align with the characteristics and needs of Wickenburg’s residents.

Existing Facilities, Parks, and Trails

Urban and Nature Trails

- Sunset Loop Multiuse Path – Approximately 1 mile around Sunset Park
- Kerkes Trailhead – trailhead and restroom



Community Arena

- Everett Bowman Rodeo Arena Campgrounds
- Constellation Park RV Campground

Community Parks

Coffinger Park & Recreation Center

- ◆ Benches
- ◆ BBQ Grills
- ◆ Multiuse Concrete Path
- ◆ Multiuse Field with Lights
- ◆ Municipal Pool
- ◆ Picnic Tables
- ◆ Playground
- ◆ Ramada with Lights (1)
- ◆ Recreation Building
- ◆ Restrooms
- ◆ Skate Park
- ◆ Tennis Courts with Lights (2)

Stone Park

- ◆ Benches
- ◆ Picnic Tables
- ◆ Wickenburg Time Capsule
- ◆ Restrooms
(Available in Town Hall and only during normal operating hours)



Boetto Park

- ◆ Benches
- ◆ Exercise Stations
- ◆ Henry Wickenburg Historic Home
- ◆ Multiuse Concrete Path
- ◆ Picnic Tables
- ◆ Playground
- ◆ Restrooms

Maguire Park

- ◆ Basketball Court (1)
- ◆ BBQ Grills
- ◆ Picnic Tables
- ◆ Playground
- ◆ Ramada (1)
- ◆ Restrooms

Sunset Park

- ◆ Baseball Fields with Lights (4 Total, 2 Being Multiuse Fields)
- ◆ Basketball Court with Lights (1)
- ◆ Batting Cages
- ◆ BBQ Grills
- ◆ Benches
- ◆ Concessions Building
- ◆ Multiuse Fields (4 Total, 2 Being Basketball Courts)
- ◆ Playground
- ◆ Ramadas with Lights (3)
- ◆ Restrooms
- ◆ Sand Volleyball Court (1)
- ◆ Splash Pad
(Open From 8 a.m. – 8 p.m. During Summer Hours)
- ◆ Tennis Court with Lights (1)

Dog Park

- ◆ Canine Obstacle Course
- ◆ Fenced Area for Large Dogs
- ◆ Fenced Area for Small Dogs
- ◆ Picnic Tables
- ◆ Ramada (1)
- ◆ Waste Receptacles and Bags
- ◆ Water for Animals

Community Recreation Facilities

- ◆ Wickenburg Public Pool (at Coffinger Park)
- ◆ Wickenburg Public Library
- ◆ Wickenburg Community Center and Park

River Recreation

- ◆ Wishing Well Park & the Hassayampa Riverwalk Event Bridge
- ◆ Large Grassy Area
- ◆ Benches
- ◆ Restrooms
- ◆ Wishing Well Attraction

Other Parks and Facilities

While not operated and owned by the Town, these facilities provide additional important cultural and recreational opportunities for Wickenburg. Any recreational activity being conducted on State Trust land and federal land should be coordinated with and approved by the appropriate agencies, such as the Arizona State Land Department (ASLD) and the Bureau of Land Management (BLM).





Hiking, Camping, Cycling, OHV Trails

- Sophie's Flat (Partnership with the Bureau of Land Management and Wickenburg Conservation Foundation)
- Box Canyon (Bureau of Land Management)
- Vulture Mountain Recreation Area (Maricopa County)
- Hassayampa River Preserve (Maricopa County)

Cultural Recreation

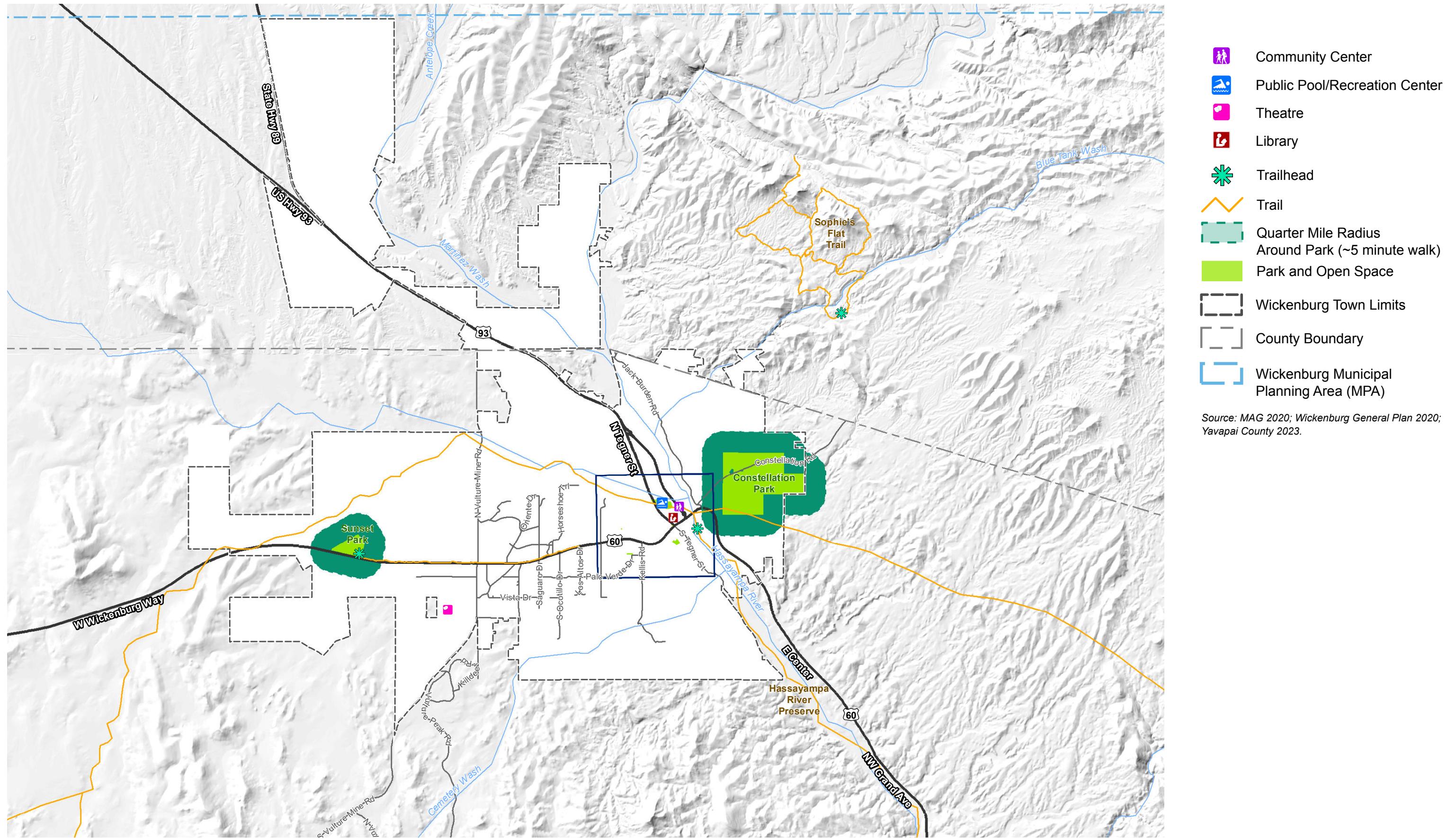
- Desert Caballeros Western Museum
- Del E. Webb Center for the Performing Arts

Golfing Recreation

- Wickenburg Country Club (18-Hole Golf Course) – 70 Acres of Open Space
- Wickenburg Ranch Golf Course (18-Hole Golf Course)
- Rancho de los Caballeros Golf Course (18-Hole Golf Course)

The Vulture Mountain Recreation Area is an integral part of the regional park network. Though it lies outside Wickenburg's municipal boundary, residents frequently enjoy the park's amenities, including the nature center, campgrounds, and trails for off-highway vehicles (OHV), hiking, biking, and equestrian activities.

FIGURE 7-5 Parks and Open Space Map



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Parks Metrics

Parks per Resident

The national average park-to-resident ratio is one park for every 2,386 residents or 10.6 acres of park per 1,000 residents (2024 National Recreation and Parks Association Agency Performance Review). Wickenburg's rural setting and natural desert parks and trails help the Town easily exceed this metric.

Park Accessibility

Much like "parks per person," there are no specific regulatory requirements for park accessibility; however, locating parks proximate to where people live provides opportunities for social interaction, community building, and improved resident health. The National Recreation and Park Association recommends providing parks within one-quarter mile of all homes in urbanized communities. This generally means a park should be located within a five- to 10-minute walk of any home. While many portions of Wickenburg meet this goal, many areas do not, which can be mostly attributed to its rural, large-lot development pattern. However, future parks and community recreational facilities should be located with residential proximity in mind and prioritize walkability from population clusters whenever possible.





Team Roping Capital of the World

Digging Deeper

The Town of Wickenburg Parks and Recreation Master Plan – 2024 is a detailed assessment and refined vision for Wickenburg's parks and recreation services. It builds upon the goals and policies of the General Plan, digs deeper into the future of recreation in the Town, and reinforces the commitment of Wickenburg to prioritizing the health and well-being of community members.

Equine Recreation

In Wickenburg, a significant component of the tourism and recreation industry focuses on roping. While most people classify equine sports as recreation, others doubtlessly consider them a lifestyle. Equine non-profit groups and sportspeople from all over the world are drawn to the "Team Roping Capital of the World" to participate in roping events, and many stay to find seasonal refuge from their own harsh winter climates. Wickenburg should continue to study, evaluate, and enhance equine-centered recreational facilities like arenas and horse parks, including equine accommodations for the trails and trailhead parking areas.

About the Opportunities

Sports Fields and Community Facilities

As established, recreation is not just for kids. The child, adult, and mature adult populations in Wickenburg all benefit from movement. While equine-focused recreation is a driving factor in the Town, some gaps in opportunity can be found in sports fields. Population segments that wish to use soccer, football, and baseball/softball fields are underserved, leaving the situation ripe for improvement. Sunset Park is the only baseball/softball field in Town and currently only consists of four fields. While the primary user group for these fields is younger residents of Wickenburg, a wide array of users could benefit such as adult soccer or baseball/softball leagues, travel team tournaments and community events, and festivals or art shows. The Town lacks facilities that support indoor sports and suit large, versatile gatherings. Pickleball and tennis are also underrepresented in the community: The only pickleball courts are at Sunset Park, and the only tennis courts are at Sunset and Coffinger Parks.

Trails and Paths

Trail and path connectivity is an aspect of recreation that should be considered when future improvements are planned. Even in rural, spread-out communities, the ability of humans (and animals) to safely and efficiently move between different areas is critical to reinforcing a tight-knit feeling and promoting community health. Safe, accessible, attractive crossings are key. Linking these areas also requires coordination with the many public land ownership agencies in undeveloped parts of Wickenburg. Many unauthorized trails cross these public lands. Wickenburg should prioritize coordination with the BLM, Maricopa County, the Arizona Department of Transportation (ADOT), and the ASLD to establish long-term access easements for improved trails to connect Town parks and facilities to County and BLM recreational destinations. One example is a possible new trailhead site: Mariposa Trailhead, which is located on ASLD property. Coordination and partnership between the Town and the state agency could create an additional opportunity for recreation. The Town should coordinate with ASLD for any new trailheads.



Youth-Focused Recreation

A clear gap in recreational resources is teen- and youth-centered gathering spaces to house an afterschool program with sports and academic resources.

A well-located facility could serve a large number of young Wickenburg residents and provide a safe space for afternoon and evening supervised care.

Shade and Comfort

The sunny climate of Arizona necessitates shade structures and trees as key elements of any recreational space. Shade is important for trails, paths, parks, and passive recreational spaces such as downtown park benches. Overhead infrastructure should be prioritized by the Town to provide shelter and shade as well as lower urban temperatures.

Goals and Policies

Open Space and Parks

Goal OSP-1 Wickenburg's natural recreation aesthetic is preserved.

- Policy OSP-1.1 Retain Wickenburg's values and heritage visually by using natural, drought-tolerant, low-maintenance landscaping in recreational areas.
- Policy OSP-1.2 Evaluate tree density and shade coverage along public streets and in areas where people recreate and maximize sidewalk and trail shade coverage using native shade tree species.
- Policy OSP-1.3 Establish public-private partnerships and secure easements to preserve important recreational areas and ensure access to trailheads.

Goal OSP-2 Wickenburg's parks and trails are well-integrated into regional recreational and open space facilities.

- Policy OSP-2.1 Prioritize attractive, safe recreational crossing treatments wherever roads intersect trails or paths.
- Policy OSP-2.2 Promote multiuse trails connecting all Town and County parks.
- Policy OSP-2.3 Promote multiuse trails connecting to preserves and conservation areas such as the Hassayampa River Preserve.
- Policy OSP-2.4 Coordinate with Maricopa County, ASLD, and BLM to connect trail systems and obtain trail easements.

Goal OSP-3 **Recreational facilities and programs are extensive, well-maintained, and engaging for residents of all ages and abilities.**

- Policy OSP-3.1** Adhere to the recommendations and goals detailed in the Town of Wickenburg Parks and Recreation Master Plan 2024.
- Policy OSP-3.2** Support the enhancement of the existing parks by adding amenities and elements that accommodate a more diverse range of ages and abilities.
- Policy OSP-3.3** Expand the availability of youth and teen recreational programs and amenities at existing and new Town parks and community centers in response to growth.
- Policy OSP-3.4** Explore the opportunity to develop a youth recreation center to provide athletic and academic resources for the young population.
- Policy OSP-3.5** Build on relationships with existing senior programs to ensure access and opportunities for aging populations.

Goal OSP-4 **Equestrian recreation infrastructure is prioritized and is seamlessly integrated into parks and open spaces.**

- Policy OSP-4.1** Expand equine and multiuse paths and trails at existing and new park sites.
- Policy OSP-4.2** Establish design standards for trails. The design and footing of the paths should be safe and friendly to animals, pedestrians, and bikers of all ranges of ability.
- Policy OSP-4.3** Design grade-separated crossings at railroads, washes, and major roads to ensure safe and accessible trails and comfortably accommodate animals, bikers, and pedestrians.
- Policy OSP-4.4** Identify locations for new trailheads and design them to allow adequate maneuvering and parking of horse trailers.
- Policy OSP-4.5** Support the expansion and promotion of a connected multiuse trail system for recreational and tourism opportunities.

Goal OSP-5 **Sports fields and facilities address community needs and are diverse, high quality, and versatile.**

- Policy OSP-5.1** Prioritize field and facility improvements to coincide with community needs and demands.
- Policy OSP-5.2** Ensure sports fields and facilities provide activities for a large age range.
- Policy OSP-5.3** Plan and budget for four-season recreational facilities that present a range of opportunities for the Town to gather as a community.
- Policy OSP-5.4** Evaluate the field and facility improvements needed to support traveling programs as a potential revenue stream.
- Policy OSP-5.5** Explore grant funding for construction of new facilities (Arizona Sports & Tourism Authority Biennial Grant, Arizona State Parks & Trails Grant Funds).



WICKENBURG
FIRE STATION



Public Facilities & Services



The Public Facilities and Services Element outlines the Town's strategy for delivering essential services, infrastructure, and facilities to meet the needs of its residents, businesses, and visitors. Cost considerations associated with the Town's growth and the corresponding development of services and facilities are also detailed. Within this context, the Element identifies the necessary building space and personnel required and the finance approaches that maintain the Town's essential governmental and service functions as the community grows and evolves.



Growing With the Town

Public facilities and services form the foundation of a safe and healthy community. It is imperative to ensure that the Town's services remain effective, efficient, and reliable.

Based on the latest 10-year growth rate data from the U.S. Census, it is projected that the population of Wickenburg will increase from 7,708 residents in 2020 to approximately 9,800 residents by 2050. This growth forecast differs from the 2050 population estimate developed by the Maricopa Association of Governments (MAG) in July 2023. MAG estimates a 2050 population of 8,700, which does not include the portion of Wickenburg in Yavapai County.

With an increase of more than 27% in the 30-year forecast period, Wickenburg will need to plan for the additional population and corresponding changes to the Town's land use patterns, as there will be an additional need for services and facilities.

Despite the increase in population in Wickenburg, response times have consistently remained better than national averages for similar sized towns.

Town Facilities

Town Hall

Town Hall is the hub for government services and Town departments in Wickenburg. It is centrally located in the historic heart of downtown. However, as the community grows and the demand for services increases, the size and location of Town Hall should be evaluated to ensure the facility provides the best and most convenient services to residents. As one of the key municipal houses, Town Hall plays a crucial role in the Town's operations along with other administrative buildings. The following are municipal departments housed within Town Hall and the services they provide:

Department	Public Services Provided
Town Manager	<ul style="list-style-type: none">■ Department Oversight■ Intergovernmental Relations■ Strategic Planning
Town Clerk	<ul style="list-style-type: none">■ Public Records & Information Services■ Business Licensing
Community Development	<ul style="list-style-type: none">■ Development Review■ Permitting■ Inspections■ Code Compliance
Economic Development	<ul style="list-style-type: none">■ Business Development Services■ Business Recruitment
Recreation and Special Events	<ul style="list-style-type: none">■ Facility Rentals■ Parks & Recreation■ Rodeo Grounds■ Special & Community Events
Finance	<ul style="list-style-type: none">■ Budget Forecasting■ Procurement■ Utility Billing
Human Resources	<ul style="list-style-type: none">■ Employment■ Benefits Administration

The purpose of Code

Compliance is to protect the public's health, safety, and welfare while providing every citizen of Wickenburg with clean and enjoyable neighborhoods. This is accomplished when the Town of Wickenburg works with citizens to ensure they are educated on codes and ordinances and then enforces these standards. Throughout the General Plan process, community members and Town staff identified the critical need for a dedicated Code Compliance Office and active preventative compliance inspections rather than only complaint-based inspections. Initially, this department should be staffed with a senior code enforcement officer, with plans for expansion based on the community's evolving needs.

Public Safety

Wickenburg's Police and Fire Departments are recognized for their responsiveness and comprehensive service coverage.

The Wickenburg Police Department operates within the Town's jurisdiction, focusing on various law enforcement activities, including patrol, traffic management, and criminal investigations. The Fire Department is a unique fire district and extends its services beyond the Town, covering both the local and surrounding rural areas.

With a staff of 23, the Police Department maintains a staffing ratio of 3.67 officers and civilians per 1,000 residents, which is higher than the national average. This high staffing ratio allows for more proactive policing, faster response times, and stronger community engagement, all of which contribute significantly to crime prevention and maintaining public trust. The Police Department Strategic Plan identifies many strategies and actions that will be pursued through 2028 to continue and to enhance this high level of service.

The Wickenburg Fire Department has 27 staff members, including administrative support and responders. With the recent completion of a new fire station near Wickenburg Ranch, response capacity and response times will be improved, particularly for the northern community areas. The Fire Department Strategic Plan outlines many aspects of continued service enhancement through regular equipment and technology upgrades and replacements, training, EMT/paramedic programs, and evaluation of staffing.

Both departments' strategic operations have led to Wickenburg's low crime rates and high safety standards. The Town is noted for having one of the lowest violent crime rates in the country, highlighting the effectiveness of its public safety strategies.

Digging Deeper 2024 Strategic Plan

The Town should conduct annual assessments of population growth, development trends, and service demands. Staffing strategies should be designed to scale incrementally in response to the growing needs of the community, ensuring that each department can continue to operate efficiently and effectively. This proactive approach will facilitate sustained community support and development.

Additionally, the Police and Fire Departments adhere to regularly updated strategic plans and the Hazard Mitigation Plan to guide their emergency response efforts. As Wickenburg continues to grow, incremental enhancements to these departments will be crucial in maintaining effective response times and high-quality service.

Wickenburg Municipal Airport

Wickenburg Municipal Airport, owned and operated by the Town of Wickenburg, is a vital public-use airport. With a single 6,100-foot asphalt runway and two helipads, it caters to a diverse range of aircraft, including ultralights, helicopters, single- and multi-engine general aviation aircraft, and smaller, lighter-weight jets. Predominantly serving general aviation needs, it also accommodates air taxi services, offering both self-service and full-service fueling options, as well as aircraft repair, maintenance, and painting services through on-site companies. Beyond its operational role, the airport plays a crucial part in the local economy, serving guest ranches and medical facilities in the area. The surrounding land, primarily vacant, has potential for future development. The 2045 Future Land Use Map identifies an Airport Industrial category, allowing for possible expansions of the airport and introducing other uses that align with its operations.

Town Court

The Town Court's responsibilities include handling criminal misdemeanors, town code violations, traffic violations, and certain juvenile offenses committed within the Town of Wickenburg. Additionally, the court is authorized to issue protective orders in cases of domestic violence and harassment, as well as search warrants for both misdemeanors and felonies. With the Town's population projected to grow, the caseload handled by the court is expected to rise accordingly. The Town should regularly evaluate the facility for potential expansion so it can incorporate additional courtrooms and administrative spaces, which are vital for effectively managing changes in workload. Additionally, the workloads and staffing levels of judges, clerks, and administrative staff should be monitored and adjusted to maintain timely case processing.

Digging Deeper

- ◆ **2022 Hazard Mitigation Plan**
- ◆ **2016-2020 Fire Department Strategic Plan**
- ◆ **2023-2028 Wickenburg Police Department Strategic Plan**
- ◆ **2013 Airport Master Plan**

Community Services

Community Center

The current Community Center, situated near downtown Wickenburg, plays a pivotal role as a hub for various community activities and events throughout the year, offering a versatile multipurpose venue. During the General Plan process, many residents voiced a desire for further enhancements to the center to keep pace with growth and meet the evolving needs of the Town.

The Town should evaluate the Community Center's rooms, functional spaces, and condition to determine if it remains suitable for the community and if it should be renovated or replaced. As Wickenburg grows, there will likely be an increased demand for modern, flexible communal facilities. To address this, the Town should consider expanding the facilities to accommodate more individuals and offer additional amenities such as more meeting rooms, a larger banquet hall, and improved recreational facilities. Additionally, creating a space that can cater to indoor and outdoor activities would be useful and could help diversify the programs and services offered.

Aquatic Center

Wickenburg Municipal Pool, the Town's aquatic center, is embedded in Coffinger Park. Alongside its pools and slides, it provides a small recreation building and various swimming programs tailored to different age groups and skill levels.

The Parks and Recreation Element includes goals and policies to ensure the recreational programs and facilities are adequately sized, furnished, and aligned with the preferences, needs, and demographics of the community.

As the population grows, the existing facilities may need upgrades to accommodate more users.

Wickenburg Public Library

The Wickenburg Public Library offers an extensive catalog of physical and digital books and materials to Wickenburg community members. The library is a part of the Maricopa County public library system and offers a variety of learning and cultural activities. The facility also includes a small community room.

Libraries have become more than centers for books and community education; they have matured into critical community centers that provide services, activities, and programs that enrich the community at large and address the needs of disadvantaged or differently abled residents.

As Wickenburg grows, additional facility improvements and community programs should be provided to improve the residents' experience and meet community needs. Wickenburg should keep abreast of the innovative and unique services that libraries across the country provide, such as 3D-printing and maker spaces, dance and art classes, "library of things" (musical instruments, tools, and telescopes), and the provision of devices and materials to make it easier for vision- and hearing-impaired residents to enjoy the library resources.

Additionally, developing more comprehensive educational programs, such as digital literacy classes, job training workshops, and other community-focused services, can address the broader needs of the community.



Town Services

Utilities

Electrical Services	<ul style="list-style-type: none">■ APS■ Town of Wickenburg
Natural Gas	<ul style="list-style-type: none">■ Southwest Gas
Telecommunications	<ul style="list-style-type: none">■ CenturyLink■ Cox Communications

Recycling and Trash

Wickenburg provides trash and recycling services to residential and commercial customers. As of 2022, the Town serviced 3,426 residential customers and 196 commercial customers. In 2022, 0.22 tons of recycling and 0.99 tons of trash were collected per customer, which included all residential and commercial customers.

Town Water and Wastewater

As of December 2021, the Town served 2,274 residences and 367 commercial customers with municipal water. Groundwater is sourced through the Upper Hassayampa Basin Aquifer. Current infrastructure includes five well sites and six storage tanks with a combined holding capacity of 4.4 million gallons. The Town is the owner and operator of the Wickenburg Municipal Public Water System, which is the Operational Environmental Services Department.

Wickenburg Ranch is outside the Town's service area and is therefore serviced by the Wickenburg Ranch Water Reclamation Facility. This facility provides wastewater treatment and recycling specifically designed to support Wickenburg Ranch, which includes amenities such as single-family residences, a clubhouse, and golf courses.

In 2023, the Town Council approved entering into a loan agreement with the Water Infrastructure Finance Authority of Arizona (WIFA) for the Town's Wastewater System 1 and Water System 1 projects. This loan agreement is anticipated to benefit residents by providing assistance with overall water costs.

Digging Deeper

- ◆ *2018 Wickenburg Ranch Wastewater Master Plan*
- ◆ *2019 Wickenburg Unified Wastewater Master Plan*
- ◆ *2023 Water and Wastewater Utility Rate Study*
- ◆ *2023 Wickenburg Water System Master Plan*

*Private Well Registry ADWR
maintains a map and
database registry of all wells
in the State of Arizona. This
includes permit information,
production estimates, and
general locations.*

<https://azwatermaps.azwater.gov/wellreg>

Private Wells

The Hassayampa River watershed supplies water to private wells. According to the Arizona Department of Water Resources (ADWR), there are over 660 exempt wells within Wickenburg. Information is not available as to whether the wells are active or inactive. Exempt wells have a production limit of 35 gallons per minute and are typically used for domestic residential water supply but may also be used for ancillary uses such as landscape irrigation and domesticated livestock. Many of the residential wells are shared private wells in which several residential properties share the water and maintenance of the well and water lines. Shared wells are subject to private shared agreements or covenants that specify how the water may be used and how much each user is allowed. The Town has no regulatory authority over existing exempt and shared wells.

Septic Systems

According to the Maricopa County Environmental Services Department, nearly 1,000 septic systems are permitted in the Maricopa County portions of Wickenburg. Septic permits are applicable only for lots that are over one acre and are issued through Maricopa and Yavapai Counties. The Arizona Department of Environmental Quality (ADEQ) has specific requirements for the siting of septic tanks to ensure that they are located in suitable areas and do not pose a risk to public health or the environment.

Cost of Development

Desirable communities not only fund existing services, infrastructure, and facilities but also effectively plan and finance new infrastructure and services to serve new development. Towns should understand the per property/per development costs associated with providing services and should take the following actions to ensure that development supports the cost of providing those services:

- Identify the level of service standards for the community and the ability of existing facilities and services to maintain that level while supporting future development.
- Determine the financial impact of meeting the level of service and maintenance standards.
- Evaluate the per capita costs and benefits to existing and future residents when developing new financing sources for infrastructure and services.
- Identify new developments' fair share of costs required for municipal services for the development.

Developing, regularly updating, and continually managing asset inventories, infrastructure maintenance plans, and capital improvement plans is instrumental to understanding the costs of development. The Town has implemented or may implement the following mechanisms to assist in funding the cost of new development:

Digging Deeper

Wickenburg's annual budget includes a detailed breakdown of all revenue received from property taxes, transaction privilege taxes, fees, utilities, shared revenue, and grants.

Impact Fees

Impact fees are fees assessed on new development to offset the cost of new infrastructure and service delivery to the new development. As part of Wickenburg's 2024 Strategic Plan, the Town will Evaluate development impact fees.

Bonds

- **General Obligation Bonds** are typically used for funding large public facilities that have a town-wide benefit, such as a community park or open space, and this requires voter approval at a general election.
- **Revenue Bonds** can be issued for public utilities such as sewer and water mains and for recreational facilities such as swimming pools and ball fields, and this does not require voter approval.
- **Improvement Districts** are special taxing districts that pay for capital improvements for the improvement district area. At least 50% of property owners in the prospective district must agree to establish the district and the projects the district will fund.
- **Community Facility Districts** are usually best suited for large specific developments where a special tax on the benefiting property is established to fund capital improvements through assessments to property owners of the development.

Taxes

- **Transaction Privilege Sales Tax** is a sales tax within a municipality's jurisdictional boundaries to fund public services and capital facilities. Wickenburg levies several different rates for different sales prices (large vs. small purchases), uses (restaurants, hotels/lodging), and services (communications, construction, commercial leasing). The general combined sales tax in Wickenburg is 8.5% in Maricopa County and 8.55% in Yavapai County.
- **Franchise Tax** is a gross sales tax generated by sales from all public utility providers within a municipality's jurisdictional boundaries.
- **Property Tax** is a tax assessed against all real property within the Town and supports municipal administration, operations, infrastructure, and public safety services. The total property tax for each property includes the tax assessment from all applicable districts and taxing bodies. As of the 2023-2024 fiscal year budget, the Town of Wickenburg's tax levy is \$0.4646 per \$100 of assessed property value.

Fees

- **Permit Fees** are commonly imposed for public services such as planning and zoning fees, building permits, plan reviews, subdivision fees, and other uses, permits, and programs.
- **User Fees** are typically one-time fees for the rental and use of a public facility, such as a pool, park, or event facility, paid by those wishing to use the facility.

Other Mechanisms

- Dedications are allocations of land or capital facilities such as roads and water and sewer lines, that are required by a municipality to serve a particular development. Dedications are typically required with the approval of zoning or subdivision requests.
- Development Agreements require a developer to provide for or to construct the capital facilities needed to serve a new development as a condition of development approval. Typically, they address unique circumstances, equipment, or facilities not addressed by standard municipal dedication and exaction codes.
- Exactions are promised payments or dedications for improvements directly related to the need created by the development, such as a dedication and construction of a half-street adjacent to a development, in return for the right to proceed with a project requiring approval by the Town.

Revenues Available from the State

- **State-Shared Revenues** are State distributed shares of the State sales tax collected to cities and towns based on the municipality's specific population as a percentage of the total State population.
- **Income Tax Revenues** are distributed by the State as a percentage of the collected State income tax to municipalities based on the specific municipality's population as a percentage of the total State population. The cities and towns do not have the authority to assess the income tax.
- **Transportation Revenues**, including Highway User Revenue Funds (HURF), Local Transportation Assistance Funds (LTAF) from the State gas tax, State lottery, and vehicle license fees are provided by the State exclusively for street and highway funding.

State and Federal Grants

A wide variety of state and federal grants exist today that can help a community fund capital facilities and projects, such as government buildings, police and fire stations, public swimming pools, sports fields, community parks, and water and sewer infrastructure. They can also assist in paying for portions of road and street improvements, gateways into communities, community way-finding signage and a plethora of other facilities and services offered by cities and towns.

- State of Arizona Granting Agencies can help cities and towns fund their capital, infrastructure, internet, facilities, and road and street projects. These agencies include:
 - Arizona Commerce Authority,
 - Arizona Community Economic Development,
 - Arizona Department of Transportation,
 - Arizona State Broadband, and
 - Arizona Tourism and Economic Development.
- Federal Granting Agencies annually offer full-funding grants and matching grants to help cities and towns across the United States fund projects that alone are often too large to accomplish without financial assistance. These agencies include:
 - Economic Development Administration,
 - Federal Aviation Administration,
 - Federal Highway Administration,
 - Federal Treasury,
 - Housing and Urban Development, and
 - United States Department of Agriculture.

Goals and Policies

Public Facilities and Services

Goal PFS-1 **Public services and municipal facilities support and efficiently serve current and future growth.**

Policy PFS-1.1 Develop and regularly update a comprehensive facilities master plan that assesses current and future needs, identifies strategic locations for new facilities, and establishes a phased implementation approach based on projected growth and funding availability.

Policy PFS-1.2 Prioritize the design and construction of flexible, multipurpose public buildings and facilities that can adapt to changing community needs and maximize operational efficiencies through shared spaces and resources.

Policy PFS-1.3 Establish design guidelines for public buildings and facilities that reflect Wickenburg's unique Western character, incorporate sustainable building practices, and promote accessibility for all users.

Policy PFS-1.4 Require that future municipal buildings are designed with consideration of the local climate, are energy and cost efficient, and are built with durable, sustainable materials.

Policy PFS-1.5 Implement a proactive maintenance and asset management program for all Town facilities, including regular condition assessments, preventive maintenance schedules, and funding strategies to ensure long-term viability and efficiency.

Policy PFS-1.6 Conduct regular staffing assessments for development services and other key departments to ensure adequate personnel to maintain high-quality service delivery, streamline processes, and respond to increasing demands as the community grows.

Policy PFS-1.7 Invest in technology and staff training to enhance customer service, improve application processing times, and facilitate effective code enforcement.

Policy PFS-1.8 Conduct a survey to identify the services and activities that can best serve the Town's shifting demographics and maturing residents.

Goal PFS-2 Wickenburg residents receive timely, responsive, and efficient public services.

Policy PFS-2.1 Update and maintain a comprehensive capital improvement plan (CIP) that prioritizes investments in new and expanded public safety facilities, community services, and infrastructure based on identified needs, growth projections, and equity considerations.

Policy PFS-2.2 Conduct a public safety needs assessment to identify optimal locations for new fire stations and police substations, considering factors such as response times, population density, and risk profiles.

Policy PFS-2.3 Establish level of service standards for police, fire, and emergency medical services based on national best practices and community expectations, and regularly monitor staffing levels and performance metrics to ensure compliance.

Policy PFS-2.4 Develop a comprehensive public safety training and recruitment program to attract and retain high-quality personnel, promote diversity and inclusion, and foster a culture of community-oriented policing and service.

Policy PFS-2.5 Explore opportunities for regional collaboration and resource sharing with neighboring jurisdictions and service providers to enhance service efficiency, reduce costs, and improve emergency response capabilities.

Goal PFS-3 *Infrastructure is strategically planned, well-funded, well-maintained, and properly serves all current and future property, uses, and residents.*

- Policy PFS-3.1** Develop and regularly update water, sewer, and stormwater master plans.
- Policy PFS-3.2** Prioritize public facility infrastructure improvements and public service extensions in existing developed areas and where sustainable funding is available for maintenance and operations of the new service or facility.
- Policy PFS-3.3** Promote public and private infrastructure expansion that is timely and financially sound.
- Policy PFS-3.4** Implement a proactive asset management and maintenance program for all public infrastructure, including streets, utilities, and recreational facilities, to ensure timely repairs, replacements, and upgrades.
- Policy PFS-3.5** Coordinate the CIP and infrastructure improvements with economic and community development to incentivize desired development in appropriate locations.

Goal PFS-4 *The Town's revenue structure is diverse, sustainable, and adequate to support new and existing development.*

- Policy PFS-4.1** Study impact fees as a potential tool to ensure new development bears the cost of necessary and planned capital improvements and infrastructure.
- Policy PFS-4.2** Regularly evaluate and adjust fees and taxes to maintain compliance with state statutes and meet the Town's service and operational goals.
- Policy PFS-4.3** Evaluate the need for a Town grant administrator to pursue and manage grants to supplement revenue and facilitate priority capital investments.
- Policy PFS-4.4** Require new development to not exceed the capacity of existing infrastructure and develop the infrastructure necessary to meet the Town's level of service requirements.

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9



Administration



The plans' success hinges on clear administration guidance and implementable actions that the Town can use to accomplish the goals and policies, and ultimately the General Plan's vision. The implementation actions are organized by element, relevant goal, and timeframe for completion. This element also addresses how the General Plan is administered and amended.



Plan Administration

Administration of the General Plan is focused on how updates are made to the plan and how the plan is maintained, such as when and how to make revisions, the level of public participation, and the timing of the updates.

Plan Adoption

Arizona statutes prescribe a comprehensive review and adoption of the General Plan once every 10 years. This decennial update of the General Plan may be a simple readoption for a new 10-year period, or it may be a partial revision or a complete update. Based on Wickenburg's 10-year annual growth (2010 census – 2020 census) rate and total population, two public hearings are required: a review and recommendation by the Planning and Zoning Commission and an adoption hearing by the Town Council. The General Plan shall be adopted by resolution of a two-thirds affirmative vote of the Town Council.

Interpretation

As defined by the ARS Title 9, Article 6 (A.R.S. §9-461, Definitions), the general plan is a “municipal statement of land development policies” This is explicitly distinct and separate from a Zoning Ordinance, which is defined in the same Section as, “... a municipal ordinance regulating the use of land, structures or both ...”

For the purposes of implementing this General Plan, it is noted that the term ‘will’ provides specific and certain guidance for development. Whereas terms such as ‘may’ and ‘should’ signify a less rigid directive, to be followed in the absence of alternatives. However, in no case will the use of any of these terms be implied and or interpreted to rise to the level of an adopted ordinance.

General Plan Amendments

Amendments to this General Plan may be initiated by the Town or may be requested by private individuals or agencies in accordance with the procedures set forth in state law. Amendments to this General Plan shall be classified as major amendments or minor amendments.

For the purposes of General Plan Amendments, the following applies.

TABLE 9-1 *Land Use Groups
(Future Land Use Map)*

Land Use Type	Future Land Use Category
Rural Land Uses	<ul style="list-style-type: none">■ Open Space■ Rural Agribusiness■ Rural Ranch
Residential Land Uses	<ul style="list-style-type: none">■ Single Family Very Low Density■ Single Family Low Density■ Single Family Medium Density■ Multi-Family Residential
Commercial/ Mixed Use Land Uses	<ul style="list-style-type: none">■ Neighborhood Commercial■ Commercial Office■ Highway Commercial■ Neighborhood Mixed Use
Employment Land Uses	<ul style="list-style-type: none">■ Light Industrial■ Airport Industrial■ Business Park
Master Planned Land Uses	<ul style="list-style-type: none">■ Heritage Activity Center■ Master Planned Community

Major Amendments

In accordance with A.R.S. §9-461.06, a change is to be considered a major amendment if the resulting change is a “substantial alteration of the municipality’s land use mixture or balance as established in the agency’s general plan land use element. The agency’s general plan shall define the criteria to determine if a proposed amendment to the plan affects a substantial alteration.” Major amendments will be considered by the Town Council within 12 months of receipt of a complete application and must receive an affirmative two-thirds majority vote of the Town Council in order to be approved.

Amendments to this Plan will be considered major if they meet one of the criteria in **Table 9-2, Amendment Classification Matrix (Future Land Use Map)** or the **text change exception listed** below, the occurrence of which results in a substantial alteration of the municipality’s land-use mixture or balance.

Text Change Exception

Text changes that include the **addition or removal or land use categories** or **an increase or decrease exceeding 25% of the average land use density of a land use category** are considered **Major Amendments**.

Minor Amendments

Minor amendments include corrections or minor changes to the text or maps that have no major impact on the balance of land use. Minor amendments include changes to all text of the General Plan, including minor changes to the future land use category descriptions, densities, intensities, and related future land use goals and policies. The Town Council may address a minor amendment at any point in the calendar year according to the regular review and hearing process, and it must receive an affirmative simple majority vote for approval.

No Amendment

No amendment is required for updates to formatting, scrivener errors, photos, graphics, tables, charts, or maps other than the Future Land Use Map.

TABLE 9-2 *Amendment Classification Matrix*
(Future Land Use Map)

Existing Land Use Group	Minor Amendment	Major Amendment
Rural Land Uses	Change to Residential Land Uses , up to 20 acres	All other changes
Residential Land Uses	Change to Rural Land Uses , up to 80 acres ; Change to Commercial/Mixed Use Land Uses , up to 10 acres	All other changes
Commercial/Mixed Use Land Uses	Change to Residential Land Uses up to 10 acres ; Change to Employment Land Uses up to 5 acres	All other changes
Employment Land Uses	Change to Commercial/Mixed Use Land Uses , up to 30 acres	All other changes
Master Planned Land Uses	None	All other changes

Implementation

The Implementation Plan includes actions to achieve the goals and policies of the General Plan. This set of actions will be carried out over the next 20 years to help the Town accomplish the vision, goals, and policies adopted in the Wickenburg Way 2045 General Plan. The actions should be addressed within specific timeframes to facilitate the continued advancement of the plan's goals and policies. Many mid- and long-term actions are dependent on the completion of short-term actions.

Implementation Action Timeframes

The following timeframes are meant to be a guide for completing the implementation actions. Completion of the actions may be dependent upon available Town resources such as staff and budget.



Actions should occur on a **continuous** basis once implemented.



Short-term

Actions should be completed within **1 to 4 years** of Plan adoption



Mid-term

Actions should be completed within **5 to 10 years** of Plan adoption.



Long-term

Actions should be completed more than **10 years** after the Plan's adoption.

TABLE 9-3 *Implementation: Land Use*

Action	Supporting Goals	Timeframe	Responsible Division/Department
Evaluate and regularly update the Zoning Ordinance to eliminate unnecessary regulations, streamline processes, and conform with new laws and case law.	LU-1 LU-9		Planning & Zoning
Amend the Zoning Ordinance to include site and architectural design guidelines that reflect Wickenburg's rural, small-town, Western character.	LU-1 LU-5 LU-6 LU-8		Planning & Zoning
Update the Zoning Ordinance to align zoning districts with the General Plan land use categories.	LU-1 LU-4 LU-7		Planning & Zoning
Strengthen code enforcement regulations and improve the violation/fine structure.	LU-1 LU-9		Code Enforcement
Develop standards for buffers and transitions between dissimilar uses, building heights and siting, and site elements, including loading areas, lighting, parking, and landscaping.	LU-2 LU-3 LU-6		Planning & Zoning
Establish clear annexation policies and procedures.	LU-12		Planning & Zoning

TABLE 9-3 Implementation: Land Use CONTINUED

Action	Supporting Goals	Timeframe	Responsible Division/Department
Develop Cluster Housing Development Standards.	LU-4 LU-7	 Mid-term	Planning & Zoning
Develop and implement a Downtown Specific Area Plan.	LU-5 LU-6	 Mid-term	Economic Development Planning & Zoning
Implement low-impact and sustainable development practices.	LU-4	 Mid-term	Planning & Zoning Public Works
Update the Airport Master Plan.	LU-10	 Mid-term	Airport Planning & Zoning
Establish and adopt an I-11 Corridor Plan for commercial and industrial nodes.	LU-10 LU-11	 Mid-term	Economic Development Planning & Zoning

TABLE 9-4 *Implementation: Circulation*

Action	Supporting Goals	Timeframe	Responsible Division/Department
Adopt, update, and fund the 5-year Capital Improvement Program.	C-1		Finance Public Works
Coordinate regularly with ADOT, MCDOT, Yavapai County, and MAG to align transportation plans and policies.	C-1 C-5 C-6		Planning & Zoning Public Works
Implement traffic calming street design for speed reduction and the safety of all users.	C-2 C-4		Planning & Zoning Public Works
Identify grant funding opportunities for transportation projects and safety improvements.	C-5		Finance Public Works
Preserve existing equestrian and multi-use paths and explore opportunities for new ones.	C-6		Parks and Recreation Public Works
Develop a Transportation Master Plan addressing all modes of travel, including passenger vehicles, transit, and freight transport, incorporating intelligent transportation systems.	C-1 C-6		Planning & Zoning Public Works
Designate truck routes around sensitive areas.	C-1 C-5		Planning & Zoning Public Works

TABLE 9-4 Implementation: Circulation CONTINUED

Action	Supporting Goals	Timeframe	Responsible Division/Department
Identify and prioritize crosswalk and sidewalk improvements to ensure safe routes to schools.	C-2	 Short-term	Public Works
Review and update all street classifications and corresponding street cross-sections.	C-3	 Short-term	Public Works
Implement a street tree program to increase shade and enhance the rural small-town aesthetic.	C-3	 Mid-term	Planning & Zoning Public Works
Study on-street parking solutions for Downtown.	C-4	 Mid-term	Economic Development Planning & Zoning
Evaluate the feasibility of a local circulator.	C-4 C-6	 Long-term	Public Works

TABLE 9-5 *Implementation: Economic Development*

Action	Supporting Goals	Timeframe	Responsible Division/Department
Promote agritourism through equine events and competitions.	ED-2		Economic Development
Partner with local educational institutions and business organizations to offer workshops, training sessions, and networking events.	ED-6 ED-7		Economic Development
Develop a unified marketing and branding portfolio.	ED-2 ED-3		Economic Development
Promote the Town's Western heritage and events in targeted marketing and tourism campaigns.	ED-2 ED-3		Economic Development
Develop and enforce design standards that ensure new developments and renovations in the downtown area align with the Town's historical and cultural aesthetics.	ED-3		Planning & Zoning
Conduct market research to identify and attract businesses and industries that complement Wickenburg's existing strengths and targeted growth sectors.	ED-1		Economic Development

TABLE 9-5 Implementation: Economic Development CONTINUED

Action	Supporting Goals	Timeframe	Responsible Division/Department
Establish small business resources such as training courses, a business incubator, or coworking spaces.	ED-6	 Short-term	Economic Development
Streamline and simplify the development review, permitting, and inspection process.	ED-1 ED-4	 Short-term	Planning & Zoning
Conduct a visitor-profile survey to understand the type of tourists visiting the region and collect demographic information.	ED-2	 Mid-term	Economic Development Parks and Recreation
Create a Downtown Wayfinding Plan.	ED-1 ED-2	 Mid-term	Economic Development Public Works
Implement streetscape improvements, including landscaping, lighting, and pedestrian-friendly pathways, to enhance the visual and functional appeal of downtown.	ED-3	 Mid-term	Economic Development Public Works Planning & Zoning
Partner with telecommunication companies to develop and implement a phased plan for upgrading infrastructure and wireless coverage.	ED-5	 Mid-term	Economic Development Public Works

TABLE 9-5 Implementation: Economic Development CONTINUED

Action	Supporting Goals	Timeframe	Responsible Division/Department
Partner with educational institutions to develop and offer vocational and technical training programs tailored to local industry needs.	ED-7	 Mid-term	Economic Development
Conduct an equine industry market study.	ED-2	 Mid-term	Economic Development Parks and Recreation
Establish medical and wellness tourism.	ED-2 ED-6	 Long-term	Economic Development

TABLE 9-6 *Implementation: Environmental Planning*

Action	Supporting Goals	Timeframe	Responsible Division/Department
Pursue incentives, exactions, and dedications to preserve natural resources.	ENV-1	 Ongoing	Planning & Zoning
Require dust-control permits and prevention measures for construction.	ENV-3	 Ongoing	Engineering Planning & Zoning
Pursue grants for public road improvements and dust mitigation.	ENV-3	 Ongoing	Engineering Public Works
Coordinate with the Hassayampa River Preserve to protect natural environments.	ENV-1	 Ongoing	Parks and Recreation Public Works
Evaluate and update the Hillside Ordinance for erosion and runoff prevention.	ENV-5	 Short-term	Engineering Planning & Zoning
Establish a water conservation education program and explore structured measures.	ENV-1	 Short-term	Public Services
Develop and regularly update the Drought Management Plan.	ENV-2 ENV-9 EN-10	 Short-term	Public Services
Develop drainage requirements for residential equine properties.	ENV-3	 Short-term	Engineering Planning & Zoning

TABLE 9-6 Implementation: Environmental Planning CONTINUED

Action	Supporting Goals	Timeframe	Responsible Division/Department
Amend the Zoning Ordinance to require additional open space in new developments.	ENV-1	 Short-term	Planning & Zoning
Train citizen water stewards through the Growing Water Smart program.	ENV-4	 Short-term	Public Services
Amend the Zoning Ordinance for dark-sky lighting standards.	ENV-2	 Short-term	Planning & Zoning
Develop educational materials on rural/recreational dust prevention.	ENV-3	 Short-term	Public Works
Evaluate the Zoning Ordinance and establish buffer standards for aggregate mining.	ENV-4	 Short-term	Planning & Zoning
Develop a Stormwater Master Plan identifying flood-prone areas and mitigation strategies.	ENV-2	 Short-term	Engineering Public Works
Establish partnerships and prioritize mitigation for sheet flooding.	ENV-2	 Mid-term	Engineering Public Works
Seek wildlife corridor preservation grants (e.g., Wildlife Crossings Pilot Program).	ENV-7	 Mid-term	Planning & Zoning Public Works

TABLE 9-6 Implementation: Environmental Planning CONTINUED

Action	Supporting Goals	Timeframe	Responsible Division/Department
Review development impacts on water resources and capacity.	ENV-3	 Mid-term	Engineering Planning & Zoning
Implement additional wellhead safeguarding and contamination-prevention measures.	ENV-3	 Mid-term	Engineering Public Works
Investigate aquifer recharge opportunities and potential partnerships.	ENV-1	 Mid-term	Engineering Public Works
Pursue grants and invest in effluent water treatment infrastructure.	ENV-1	 Mid-term	Engineering Public Works

TABLE 9-7 *Implementation: Parks, Open Space, & Recreation*

Action	Supporting Goals	Timeframe	Responsible Division/Department
Strengthen partnerships with senior programs and service providers.	OSP-3	 Ongoing	Parks and Recreation
Implement a Wickenburg Community Trails Master Plan.	OSP-2	 Ongoing	Parks and Recreation Planning & Zoning Public Works
Use native, drought-tolerant landscaping in parks and public spaces.	OSP-1	 Short-term	Parks and Recreation Public Works
Expand youth and teen recreation programs and amenities.	OSP-3	 Short-term	Parks and Recreation
Assess community needs and prioritize sports field and facility improvements.	OSP-5	 Short-term	Parks and Recreation
Develop and adopt a Parks and Recreation Master Plan.	OSP-3	 Short-term	Parks and Recreation
Establish design standards for equestrian and multi-use trails.	OSP-4	 Short-term	Parks and Recreation Planning & Zoning Public Works

TABLE 9-7 Implementation: Parks, Open Space, & Recreation CONTINUED

Action	Supporting Goals	Timeframe	Responsible Division/Department
Develop an Urban Forestry Master Plan to guide tree planting and maintenance.	OSP-1	 Mid-term	Parks and Recreation Planning & Zoning Public Works
Explore the development of a new youth recreation center.	OSP-3	 Long-term	Parks and Recreation

TABLE 9-8 *Implementation: Public Facilities & Services*

Action	Supporting Goals	Timeframe	Responsible Division/Department
Conduct regular staffing assessments for development services and key departments.	PFS-1	 Ongoing	Town Manager
Coordinate CIP and infrastructure improvements with economic and community development.	PFS-3	 Ongoing	Economic Development Public Works Planning & Zoning
Review impact fees to ensure new development funds necessary capital improvements.	PSF-4	 Short-term	Economic Development Engineering Finance Planning & Zoning Public Works
Develop and update water, sewer, and stormwater master plans.	PFS-3	 Short-term	Engineering Public Works
Implement a proactive maintenance and asset management program for Town facilities.	PFS-1	 Short-term	Public Works
Conduct a public safety needs assessment for optimal facility locations.	PFS-2	 Mid-term	Public Safety
Develop a Comprehensive Facilities Master Plan.	PFS-1	 Mid-term	Public Works

TABLE 9-8 *Implementation: Public Facilities & Services* **CONTINUED**

Action	Supporting Goals	Timeframe	Responsible Division/Department
Explore regional collaboration for enhanced service efficiency.	PFS-2	 Mid-term	Public Safety
Evaluate the need for a Town grant administrator to manage grants for priority investments.	PFS-4	 Long-term	Town Manager



