



February 8, 2024

City of Prescott  
Community Development Department  
201 N Montezuma St  
Prescott, AZ 86301  
(928) 777-1207

RE: Application for a Master Plan and Rezone request for 34.7 acres of City of Prescott property  
Frontier Days Rodeo Grounds – Yavapai County Parcel 111-11-148N Site Enhancements

Dear Community Development Department Staff:

This letter is to provide notification to the City of Prescott (COP) Community Development Department that Lyon Engineering & Surveying, Inc. (LE), acting as an agent on behalf of the COP, intends to apply for a rezone request for COP-owned Parcel 111-11-148N. In conjunction with an updated Master Plan for the Prescott Frontier Days Inc. (PFD) Rodeo Grounds, the rezoning was requested by the COP to modify the existing zoning (MF-H – Manufactured Home, BR – Business Regional, and SF-9 – Single Family) to a uniform zoning of SPC – Specially Planned Community. As a part of the application, the PFD is requesting an updated City of Prescott water service agreement to be consistent with the proposed site enhancements (improved restroom accommodations). It is the intent of the Master Plan to reduce or maintain the water usage within the site with water conservation efforts. See Figures 1-3 for the Site Location, Existing Site Condition, and Proposed Site Enhancements.

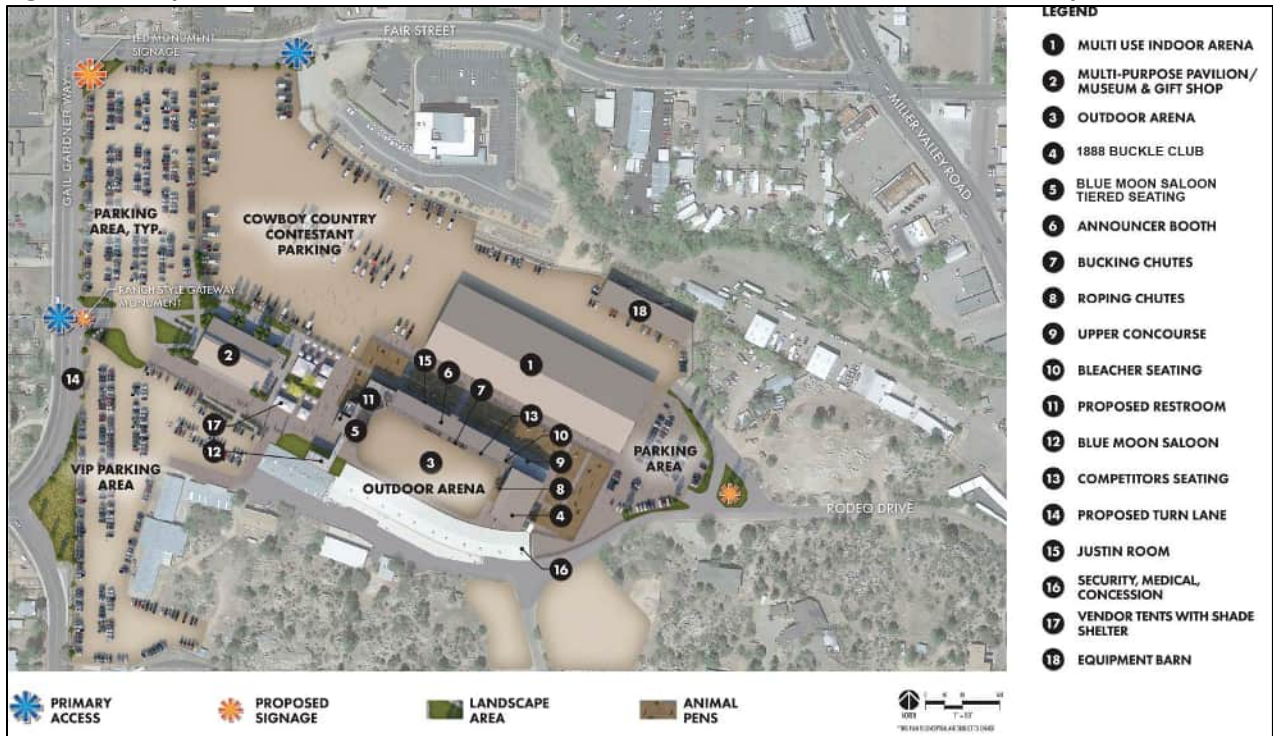
**Figure 1 - Site Location Map:**



Figure 2 – Existing Site Condition (May 2023):



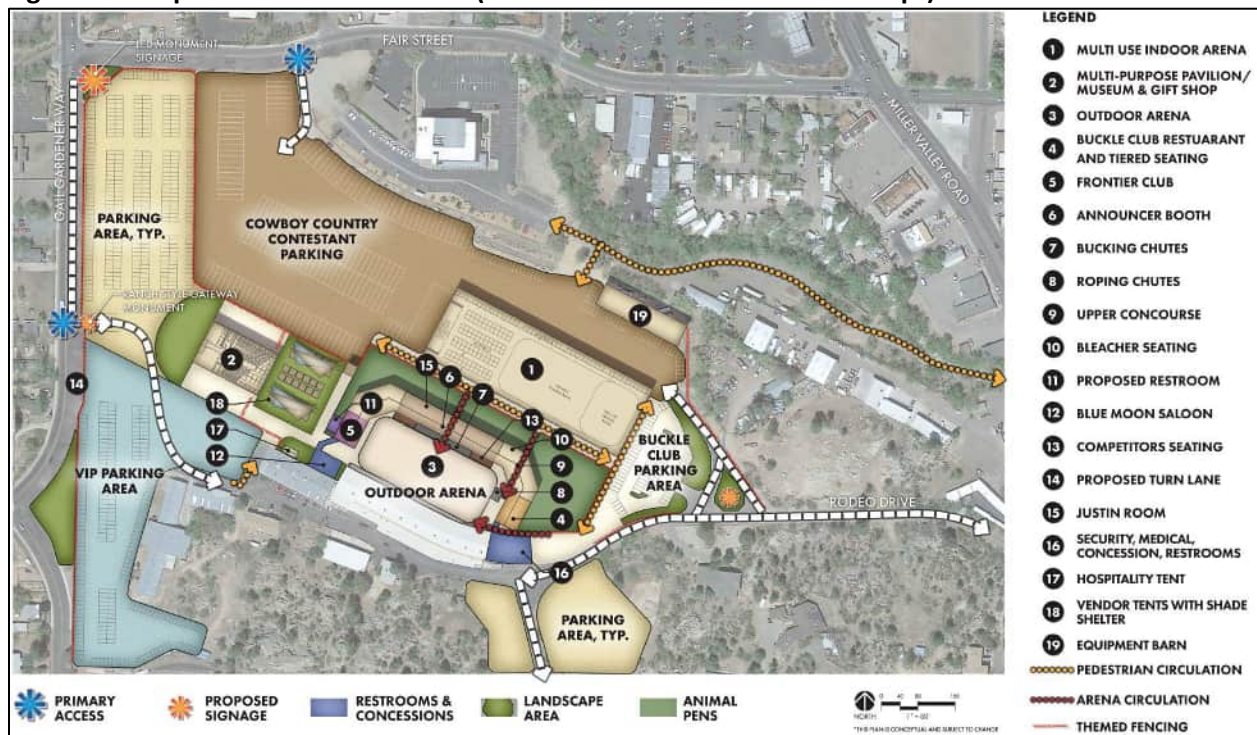
Figure 3 – Proposed Master Plan Site Enhancements (December 2022 Master Plan Excerpt):



The 35-acre parcel is currently occupied by multiple entities, predominantly by PFD for use as the rodeo grounds (Project), rodeo events and the host site for the Fourth of July World's Oldest Rodeo yearly event. PFD intends to construct enhancements and improvements to some of the older and outdated infrastructure within the project site. The current capacity of the existing grandstands, parking, and infrastructure is approximately 4,000 people. The intended capacity after the proposed site enhancements shown in Figure 3 and the accompanying Master Plan is approximately 4,500 people.

PFD has prepared a comprehensive Vision and Master Plan (VMP) document that is included as a part of this PAC submittal. The VMP document contains a detailed *Project Narrative* that should be referenced and reviewed as a part of this submittal. The *Project Narrative* discusses critical project components including an updated traffic circulation and parking concept, as shown in Figure 4. Refinements to the December 2022 Master Plan have been made based on City and public input and are included in the updated 2024 Master Plan and Rezone packet accompanying this submittal.

**Figure 4 – Proposed Traffic Circulation (December 2022 Master Plan Excerpt):**



It is desired that the proposed usage and enhancements will generate lower or consistent demands for water consumption and a minimal increase in discharge to the sewage collection system in the project area, and upgrades to the offsite master planned utility systems will not be required. Proposed additional parking and enhancements to parking surfaces will increase the total number of available parking spaces as listed in Figure 5 and as shown in the attached Master Plan.

Traffic counts were analyzed during the 2023 4<sup>th</sup> of July Rodeo weekend and the following week by a professional traffic engineer (Lee Engineering). Per the COP's request, traffic count data was provided to the City Traffic Engineer (Ian Mattingly) on 8/10/2023. It is understood that the count data taken during the 4<sup>th</sup> of July weekend represents a yearly "peak event" for the site, and other yearly events draw much fewer spectators/participants and result in less traffic to/from the site. The traffic count data taken the following week represents the normal background traffic volume in the area and was utilized in the *Prescott Rodeo Master Plan Traffic Study* by Lee Engineering dated 2/7/2024.

**Figure 5 – Proposed Total Event Parking Count**

PARKING AREA	TOTAL PARKING
AUTO PARKING (9'x19')	968
HANDICAP PARKING (9'x19')	28
COWBOY RIG PARKING w/ HOOKUPS (12'x55')	55
COWBOY RIG PARKING w/o HOOKUPS (12'x55')	100
TOTAL	
TOTAL AUTO PARKING	1151

To improve traffic circulation, the PFD proposes to separate the access points for the Cowboy Contestant and General Admission parking areas. The contestant parking access is proposed to be accessed off the existing 2-lane entrance via Fair Street and the general parking is proposed to be accessed via a 4-lane driveway off of Gail Gardner. Proposed parking, traffic, and circulation are discussed in detail in the Lee Engineering report accompanying this submittal.

A primary goal of the site enhancements is to provide an improved experience for contestants, attendees, volunteers, and local area residents. Included in the proposed improvements is a new modern sound system that is intended to make the rodeo experience better for attendees while reducing noise pollution in the surrounding residential neighborhoods. A screen wall is proposed along the Gail Gardner frontage to improve aesthetics for the adjacent neighbors and commuters.

Please feel free to contact me at 928-776-1750 or by email at [kevinhorton@lyonengineering.com](mailto:kevinhorton@lyonengineering.com) with any questions or comments. Thank you.

Sincerely,



Kevin D. Horton, P.E., CFM  
Vice President  
Lyon Engineering

Cc: Ron Owsley, Prescott Frontier Days, Inc.