

Santa Fe Station Park Master Plan

October 2026



PRESCOTT VALLEY

Santa Fe Station Park Master Plan

Today's Agenda:

1. The Master Plan
2. Survey at a Glance
3. Who Responded
4. What People Like
5. What People Want
6. Visual Preferences
7. Top Things to Improve
8. FAQs



The Master Plan

The Master Plan includes:

- Riparian Area
- Natural Landscapes
- Benches
- Solar Bollards
- Exercise Stations
- Shade Trees
- Nature Play Installations

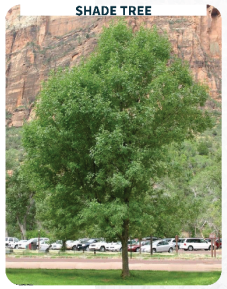

RIPARIAN AREA


NATURAL LANDSCAPE


BENCH


SOLAR BOLLARD


EXERCISE STATION


SHADE TREE


NATURE PLAY



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LOGANSIMPSON

Santa Fe Station Park - Master Plan

JULY 2026

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Survey at a Glance

Responses received August 3 – September 13, 2026

318

usable survey responses

47%

visit the park at least once a week

82%

say shade is an important addition

84%

agree the plan has a good mix of active and passive recreation

The clearest message: shade is the community's top priority, and the plan's overall direction is well supported.

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Who Responded

About 200 respondents answered the background questions at the end of the survey.

Residents

90%
live in Prescott Valley

72%
live in the 86314 zip code

82%
own their home

41%
are parents of kids under 18

35–44
is the largest age group (24%)

27%
have lived in Prescott Valley 20+ years

How they use the park

47%
visit at least weekly (12% daily, 35% weekly)

61%
visit in the morning, the most popular time

60%
come mainly for the multi-use path

What People Value Today: Top 3 Existing Amenities



Walking Paths

68%

use them always or often

75% satisfied



Natural Areas

55%

use them always or often

70% satisfied



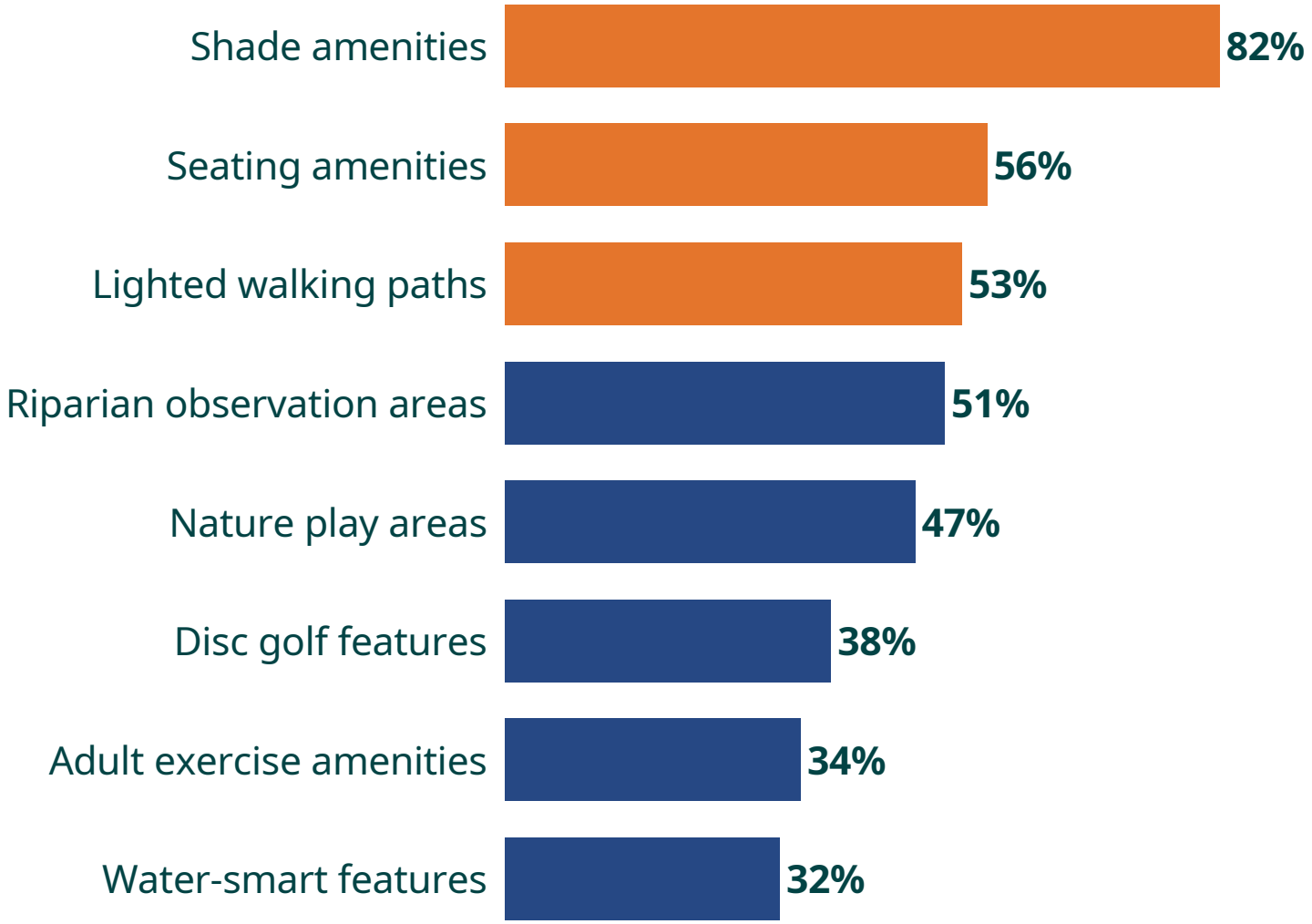
Green & Open Space

77%

satisfied, the highest of any amenity

42% use turf areas always or often

What People Want: Proposed Additions



Select all that apply | n = 205 respondents

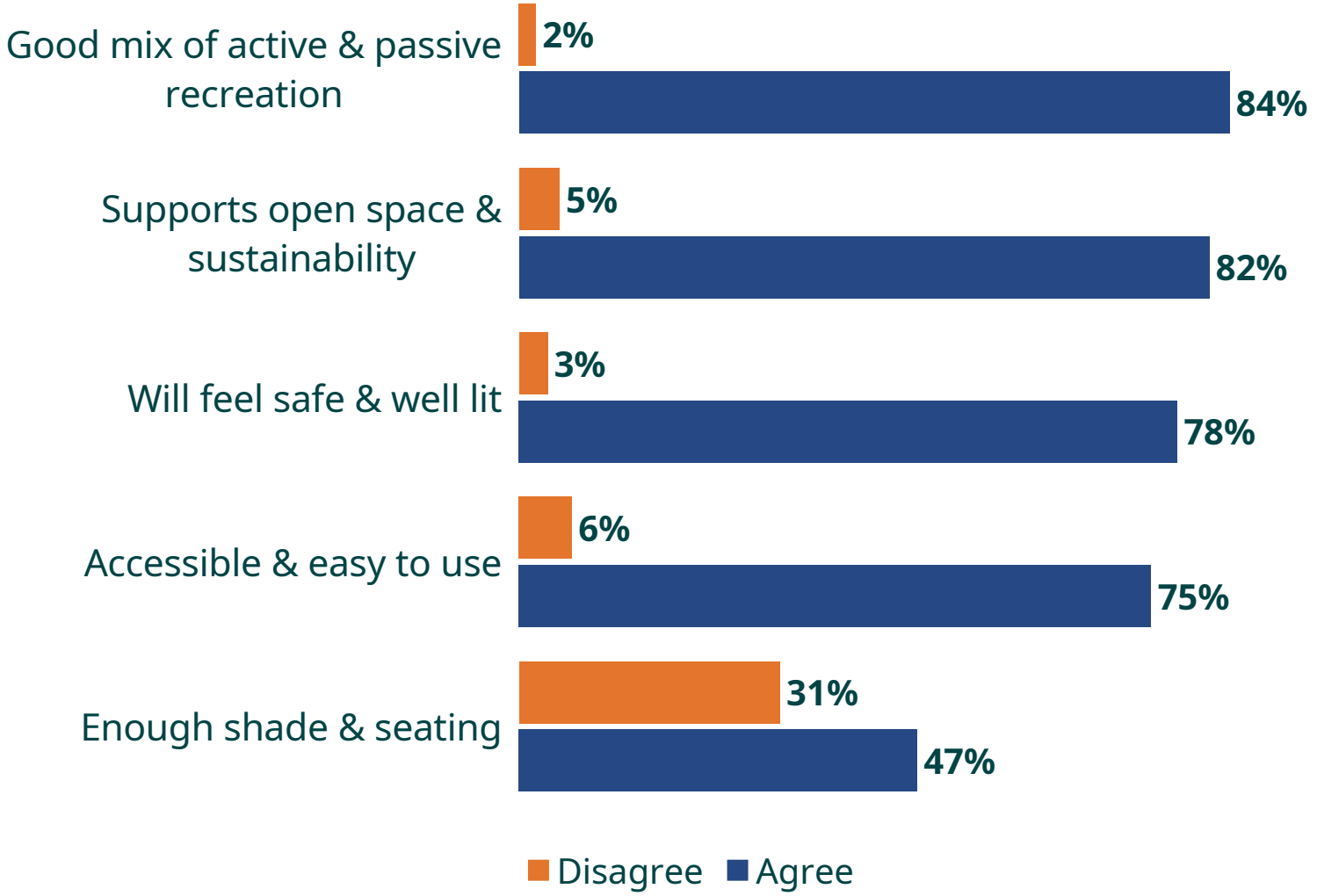
Top 3

82%
Shade

56%
Seating

53%
Lighted walking paths

How the Proposed Plan Measures Up



Strongly or somewhat agree vs. strongly or somewhat disagree | n = 203–206

The one gap

Only **47%** agree the plan includes enough shade and seating, and **31%** disagree.

Every other statement has 75% or more agreement.

Visual Preferences: Landscaping

Top 8 landscaping concepts

Share of respondents selecting each image (chose up to 8 of 16) | n = 185



1st (tie) 69%



1st (tie) 69%



3rd 68%



4th 64%



5th 62%



6th 56%



7th 51%



8th 49%

What we heard

Natural, planted settings beat hardscape. Natural Landscape 2 and 16 tie for first (69%); rock- and riprap-heavy images ranked last (under 30%).

Visual Preferences: Nature Play

Top 8 nature play concepts

Share of respondents selecting each image (chose up to 8 of 16) | n = 170



1st 75%



2nd 71%



3rd 70%



4th 66%



5th 61%



6th 51%



7th 48%



8th 46%

What we heard

Climbing, balancing, and exploring with natural materials came out on top. All six musical or sound-making elements fell outside the top 8.

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Top 3 Things to Improve



1

Shade

Only 26% are satisfied with path shading, and 70% of commenters mentioned shade.



2

Seating

37% of commenters asked for more or better seating; only 47% agree the plan has enough shade and seating.



3

Disc Golf Maintenance, Upkeep & Signage

The third most-mentioned topic (16% of commenters): mowing, clearing overgrowth, drainage, tee signs, and course maps.

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FAQs

Understanding the Data

Common questions that help interpret the results correctly.

Why 318 responses instead of 485?

165 people opened the survey but answered nothing, and 2 records were internal tests.

Did anyone submit more than one response?

No identical repeat submissions were found. Stricter checks change no result by more than about 3 points.

Is this a statistically valid survey?

No. It is an opt-in survey showing community priorities, best considered alongside other outreach.

Why do question totals differ?

Every question was optional, many people finished only part (199 complete, 119 partial), and some follow-ups were shown only to certain respondents.

Why do some totals exceed 100%?

“Select all that apply” and “choose your top 8” questions allow more than one answer.

Did a low-ranked image mean people opposed it?

No. It was chosen less often. Images show the feel of an idea, not a final design.

FAQ: Why Do Some Satisfaction Ratings Seem Low?

Respondents could skip any question or choose “Prefer not to answer,” and many chose “Neutral” for amenities they don’t use. **Very few said they were dissatisfied.**

Every answer is kept in the results so they are reported accurately, matching the survey platform.

Amenity	Reported	Among those with a clear opinion
Pickleball court	43%	**96%**
ADA accessible playground	52%	**92%**
Turf areas	69%	**96%**
Ramadas	65%	**95%**

Is anything actually rated low? Yes. Path shading is low however you count it: only 26% are satisfied (27% even after removing “Prefer not to answer”). That is why shade stands out as the top community priority.



Thank You!

Questions?