

**DESIGN REVIEW TASK FORCE AND BEAUTIFICATION TASK FORCE
JOINT SUMMARY REPORT
JANUARY 2007**

	Beautification Task Force	Design Review Task Force
Mandates:	<p>This task force was established to define the scope and target areas of town beautification. Mandates include:</p> <ol style="list-style-type: none"> 1) Define the types of beautification needed and/or desirable (neighborhoods, public areas, gateways, commercial, parks and recreational areas) 2) Develop a realistic plan to address the need 3) Define the role the town can play (recognition of efforts and achievements, publicity, and other public relations activities) 	<p>Design Review is a subcommittee of the Economic Development Task Force with the mandates to:</p> <ol style="list-style-type: none"> 1) Safeguard and facilitate a "small town mountain forest" character 2) Provide and monitor the overall visual direction for land use development including buildings, site design, and ancillary items such as signage/banners. 3) Be responsible stewards of Payson's natural environment and scenic location.
Goals:	<ol style="list-style-type: none"> 1) Establish an Education and Advertising Program for beautification of the town to promote understanding of role and function of the Task Force to encourage citizens to become involved in effort of maintaining an attractive community showing the pride of its citizens. 2) Establish an on-going formal neighborhood program for the entire town to ensure all neighborhoods have a clean-up program to ensure clean, safe and attractive areas. 3) Identify possible themes for the business frontages along 87 and 260 for the Town of Payson to have a pleasing visual as folks access the town that will support the businesses along these roads. 	<ol style="list-style-type: none"> 1) To assure that a meaningful design review process is implemented by the town, including design review guidelines. 2) To provide effective mechanisms to implement and safeguard the desired image of Payson. This can only be accomplished if it is "championed" by Town officials, supported by the community and implemented in a collaborative effort with private development.
Research	<p>Members of the Task Force met with Patrick McDermott, Assistant City Manager of Chandler, Arizona to identify the keys to Chandler's success both in downtown renovation and in reducing the barrios that existed adjacent to the downtown area. Members also met with Patrick Murphy, Senior Town Center Development Specialist to discuss the Downtown Streetscape Project as well as residential neighborhood improvements in Mesa, Arizona. Follow up meeting was held with Jerry Owen and Sheila DeSchaaf; Jerry recommended coordinating with the Design Review Task Force to have unified work as relates to commercial areas.</p>	<p>The Task Force Chair along with Payson Town officials attended the "Boomtown" workshop, an APS Community Forum, on November, 15, 2006. At the "Boomtown" workshop the chair discussed town development and image with the Mayor of Show Low, Arizona and subsequently with the City Planner of Pinetop, an Economic Development official from the town of Camp Verde, Arizona and a Scottsdale city planner. Renovations in downtown Camp Verde benefited from ADOT funds from the Town Bypass Project.</p>

Findings/Recommendations

- *A vision of a town signature cityscape with a plan to implement this vision must be established.*
- *A consultant to work with the Town and obtain input of all stakeholders is essential to the success of developing a vision and a plan for implementation of the corridors –Hwy 87 and 260.*
- *Design Review Guidelines for landscaping, structures, and signs consistent with the vision and plan must be incorporated into ordinances.*
- *A Design Review Commission must be established to implement the established guidelines.*



Introduction: Dr. Mark Frederickson, Professor & Director of the Tejido Group, College of Architecture and Landscape Architecture, University of Arizona will make a presentation. The Tejido Group worked with Show Low and Camp Verde, Az.

