

Payson

State Routes 87 & 260 Corridors
Landscape and Signage Guidelines
May 2009



Project History

- ADOT returned the back of curb to property line Rights of Way to Payson



Project History

- ADOT returned the back of curb to property line Rights of Way to Payson
- Typical 50' setback clear of anything



Project History

- ADOT returned the back of curb to property line Rights of Way to Payson
- Typical 50' setback clear of anything
- Uneven enforcement of codes and standards to help compensate for perceived visibility issues

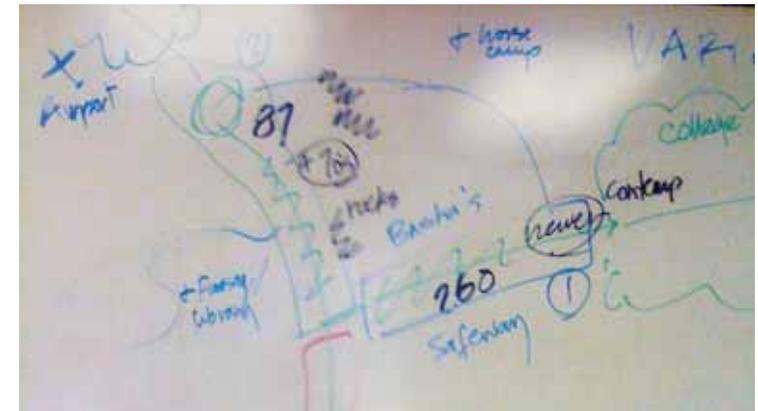


Rights of Way Opportunities

- Focus group meetings held to define overall goals for Payson and explore rights of way opportunities.

Participants included:

- Planning & Zoning
- Chamber of Commerce
- Design Review Board
- Northern Gila County Economic Development Corporation
- Green Valley Redevelopment Area
- Town Council
- Various Business Organizations (Swiss Village merchants, Wagon Wheel merchants, etc)
- Realtors
- Tonto Apache Tribe
- Town Staff



Rights of Way Opportunities *Defined Goals*

- Improve the sense of arrival for visitors to the “Gateway to Rim Country”



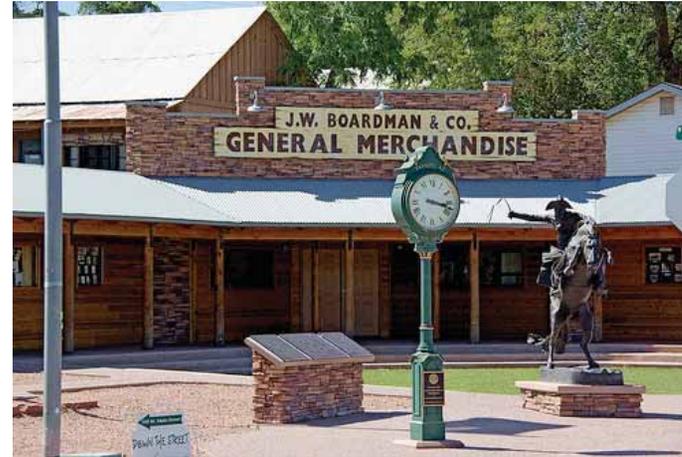
Rights of Way Opportunities *Defined Goals*

- Improve the sense of arrival for visitors to the “Gateway to Rim Country”
- Identify Town opportunities from all three approaches



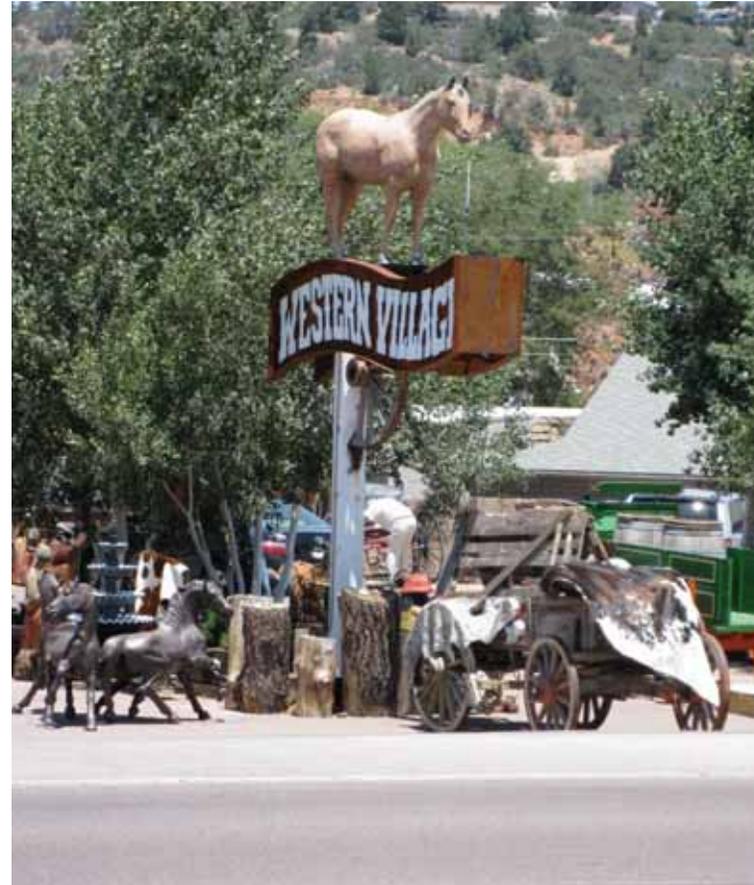
Rights of Way Opportunities *Defined Goals*

- Improve the sense of arrival for visitors to the “Gateway to Rim Country”
- Identify Town opportunities from all three approaches
- Keep visitors long enough to truly introduce them to Payson



Rights of Way Opportunities *Defined Goals*

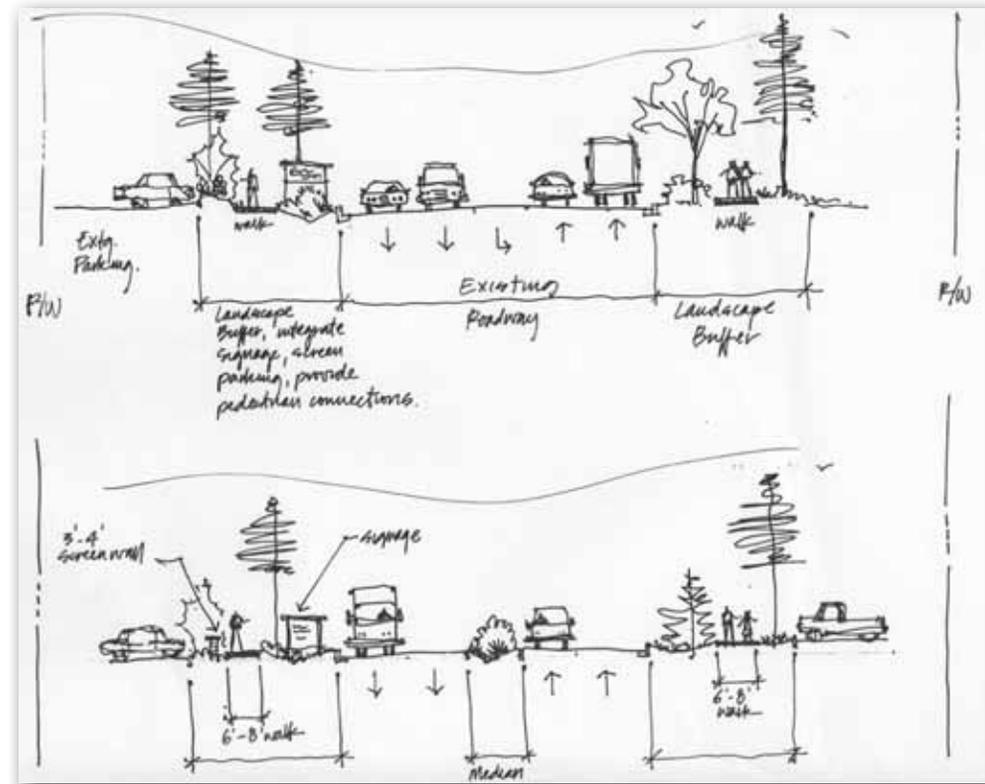
- Improve the sense of arrival for visitors to the “Gateway to Rim Country”
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- Keep visitors long enough to truly introduce them to Payson
- Enhance commercial corridors



Rights of Way Opportunities

Defined Goals

- Improve the sense of arrival for visitors to the “Gateway to Rim Country”
- Identify Town opportunities from all three approaches
- Keep visitors long enough to truly introduce them to Payson
- Enhance commercial corridors
- Make available four miles of roadway available for businesses to market with signage
- Promote connectivity for pedestrians, cyclists and motorists



Rights of Way Opportunities *Defined Goals*

- Create visual support for the
“Arizona’s Cool Mountain Town” brand



Rights of Way Opportunities *Defined Goals*

- Create visual support for the “Arizona’s Cool Mountain Town” brand
- Express community pride to visitors and residents



Rights of Way Opportunities

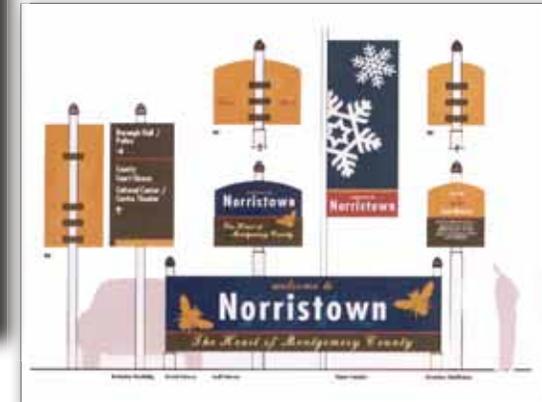
Defined Goals

- **Create visual support for the “Arizona’s Cool Mountain Town” brand**
- **Express community pride to visitors and residents**
- **Bring back the forest to reflect a “mountain town” environment**



Rights of Way Opportunities *Defined Goals*

- Create visual support for the “Arizona’s Cool Mountain Town” brand
- Express community pride to visitors and residents
- Bring back the forest to reflect a “mountain town” environment
- Create wayfinding system to better guide visitors to their destinations, appropriately designed for Payson



Rights of Way Opportunities *Defined Goals*

- Create visual support for the “Arizona’s Cool Mountain Town” brand
- Express community pride to visitors and residents
- Bring back the forest to reflect a “mountain town” environment
- Create wayfinding system to better guide visitors to their destinations, appropriately designed for Payson
- Inform visitors of local events and services



What We Have Now *Signage*

- Plethora of pole signs create congestion



What We Have Now *Signage*

- Plethora of pole signs create congestion
- Poor visibility due to sign clutter



What We Have Now *Signage*

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- Poor visibility due to sign clutter
- Highway signage design



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- Idea that bigger, bolder and more is better



What We Have Now *Signage*

- Plethora of pole signs create congestion
- Poor visibility due to sign clutter
- Highway signage design
- Idea that bigger, bolder and more is better
- Ineffective identification/direction to Payson's major destinations and community amenities



What We Have Now

Big Pines Are At Risk

- **Pines are the image that visitors expect - need protection to ensure long term vitality**
 - The Ponderosa Pine has officially been adopted as the town tree



What We Have Now

Big Pines Are At Risk

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 - The Ponderosa Pine has officially been adopted as the town tree
- **Trees surrounded by pavement will suffocate and die**



What We Have Now

Big Pines Are At Risk

- **Pines are the image that visitors expect - need protection to ensure long term vitality**
 - The Ponderosa Pine has officially been adopted as the town tree
- **Trees surrounded by pavement will suffocate and die**
- **Single trees are unnatural, unstable and will eventually blow down**
- **Currently, there is no replacement strategy**



What We Have Now

Landscaping

- **Sporadic/inconsistent landscaping**



What We Have Now

Landscaping

- Sporadic/inconsistent landscaping
- No landscaping



What We Have Now

Landscaping

- Sporadic/inconsistent landscaping
- No landscaping
- Non-native plants conflict with the “mountain town” image



What We Have Now

Pedestrian Connectivity

- Minimal walkway space and not enough buffer area from traffic



What We Have Now

Pedestrian Connectivity

- **Minimal walkway space and not enough buffer area from traffic**
- **Lack of designated crossing areas and lengthy roadway spaces to cross**



What We Have Now

Pedestrian Connectivity

- Minimal walkway space and not enough buffer area from traffic
- Lack of designated crossing areas and lengthy roadway spaces to cross
- Vehicles parking in Rights of Way



The Goal

To transform the highway corridors of Payson into visually attractive, friendly places to use and do business.

Implementing the Goal

- **Creating design guidelines, design standards and processes for private use of Rights of Way that will help to change the customers perception and roadway aesthetics over time**
 - Landscaping
 - Signage
 - Parking



Why Design Guidelines?

- **Help guide individual design decisions that...**
 - improve community image through better aesthetics



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- **Help guide individual design decisions that...**
 - improve community image through better aesthetics
 - improve business recognition with better placement and visibility



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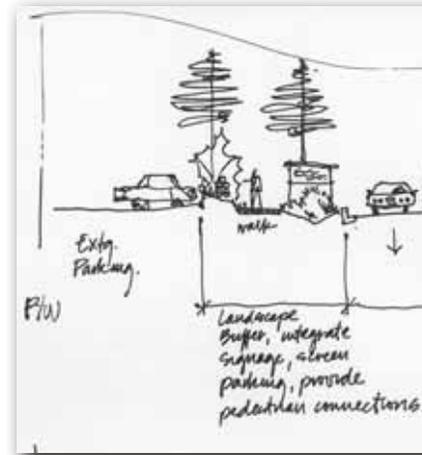
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 - encourage resident's role in building and maintaining community pride



Why Design Guidelines?

- **Help guide individual design decisions that...**

- improve community image through better aesthetics
- improve business recognition with better placement and visibility
- encourage resident's role in building and maintaining community pride
- enhance pedestrian comfort, provide easy access to businesses and encourage non-motorized traffic



How Design Guidelines Accomplish This

- Applies sound design recommendations that...
 - emphasize the “Arizona’s Cool Mountain Town” brand
 - promote creativity and uniqueness
 - allow for self expression and brand building
 - reflect best practices in good design



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- **Enforcement of existing codes and ordinances**



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- **Enforcement of existing codes and ordinances**

- **Defines color and material palettes for signage and landscaping**

- To reflect the mountain locale
- How to use them in a locally authentic way



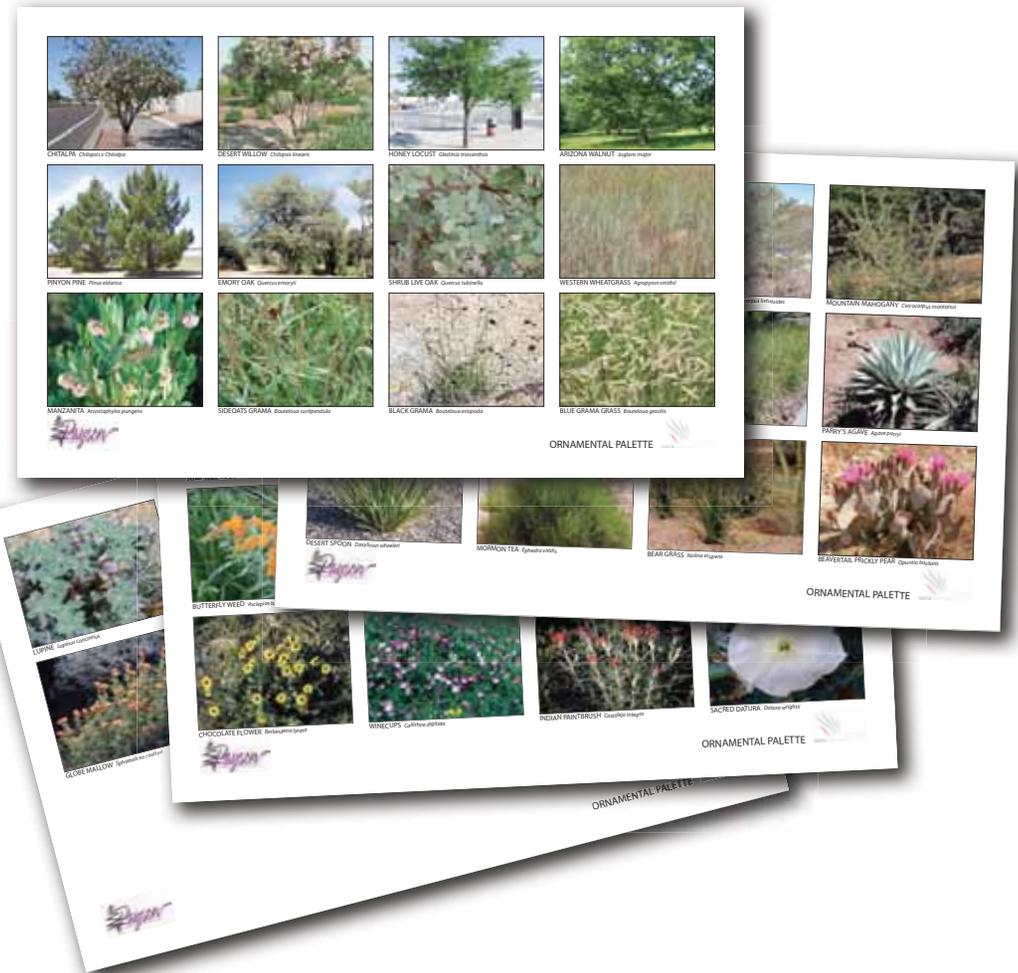
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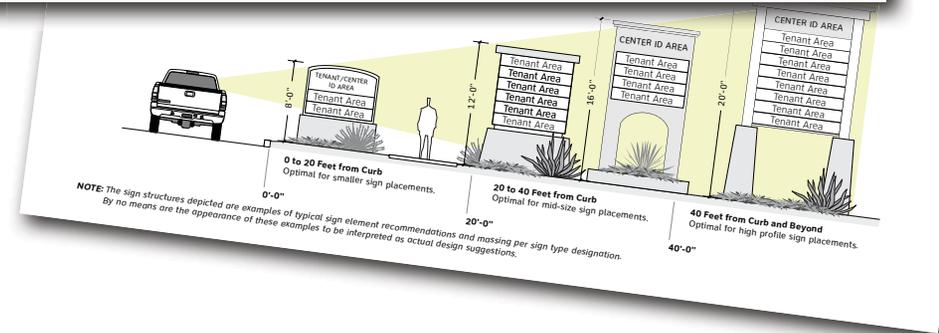
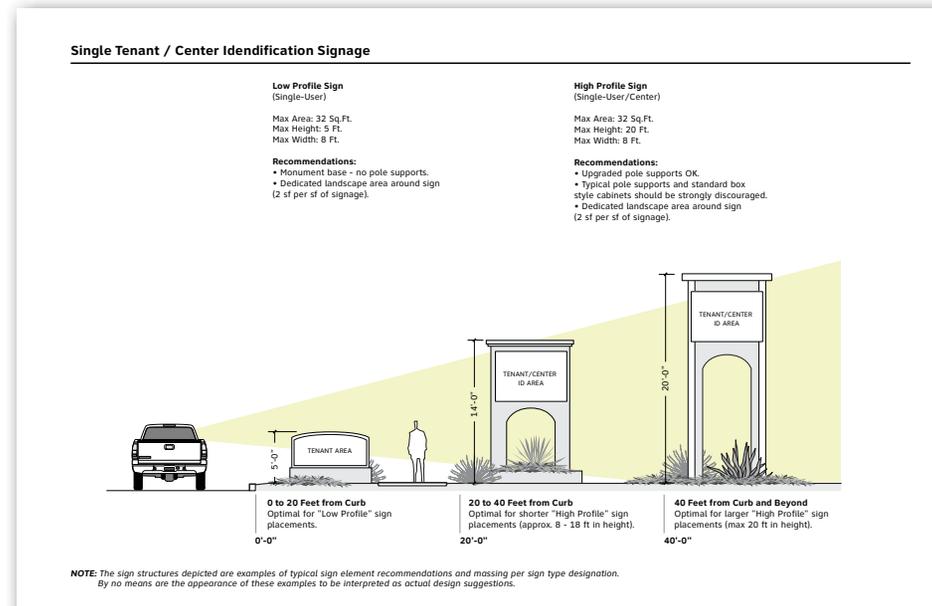
- **Provides list of native and climate appropriate plants to use**



How Design Guidelines Accomplish This

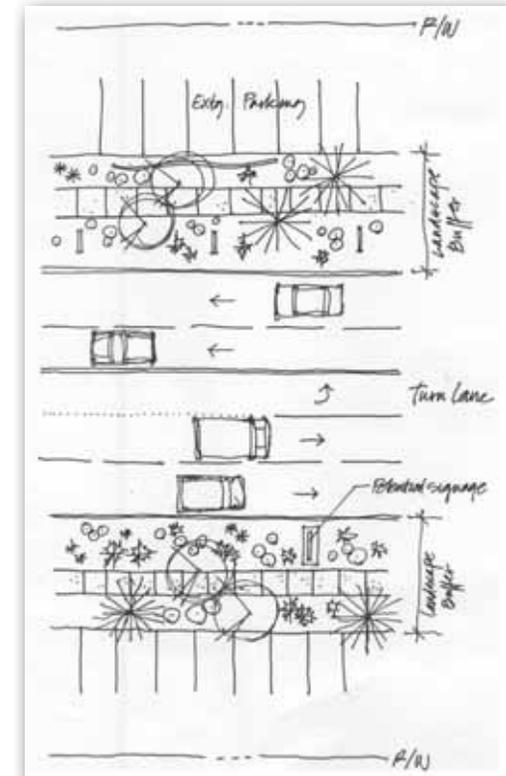
• Establish new signage standards for the Rights of Way

- Signage setbacks
- Incremental heights based on location
- Illumination standards that are more in line with rural communities and dark sky provisions



How Design Guidelines Accomplish This

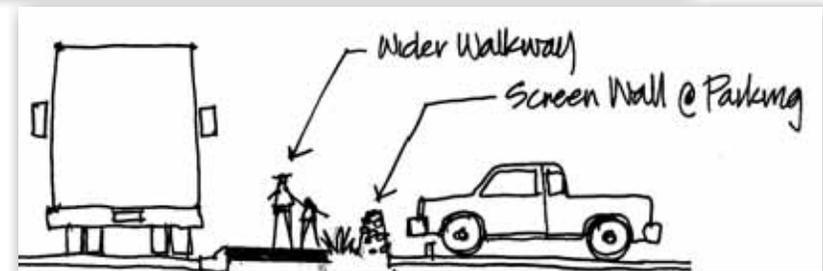
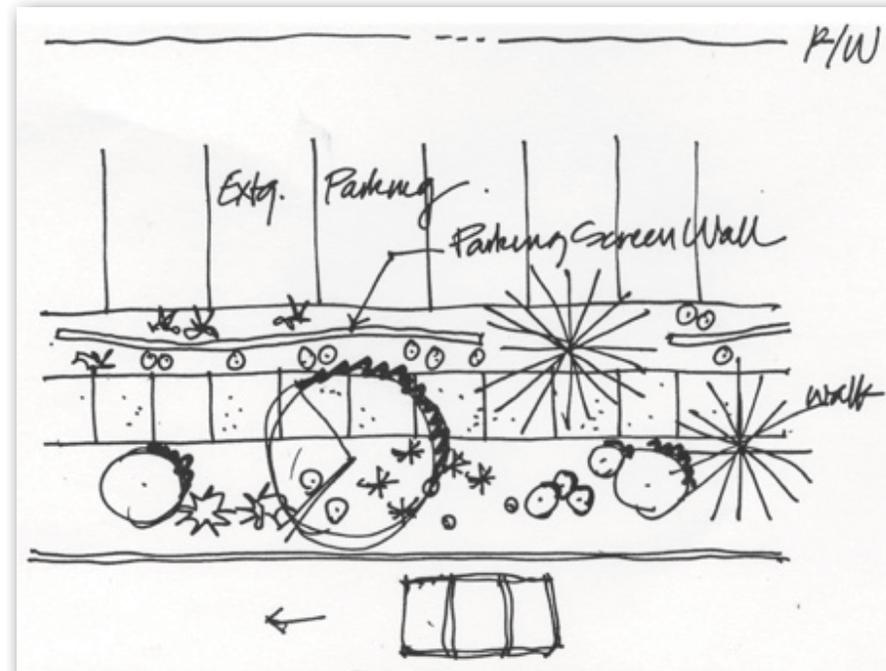
- **Establish new Landscape standards for the Rights of Way**
 - Use of Ponderosa Pines
 - Heights and density of plants similar to that of the surrounding area
 - Plants that offer seasonal color and provide shade
 - Variety of trees to promote diversity and interest



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 - Heights and density of plants similar to that of the surrounding area
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- **Establish new screening requirements for parking lots**
 - Low profile walls comprised of authentic materials



Who Will Use The Guidelines?

- **Town Council**
- **Town Government**
- **Planning and Zoning Commission**
- **Architects, Contractors and Developers**
- **Design Review Board**
- **Business and Property Owners both local and national**
- **Business Organizations**
 - NGCEDC (Northern Gila County Economic Development Corporation)
 - Chamber of Commerce
 - GVRA (Green Valley Redevelopment Commission)
- **Town Staff**



**RIM COUNTRY REGIONAL
CHAMBER OF COMMERCE**

PAYSON, PINE, STRAWBERRY, STAR VALLEY, CHRISTOPHER CREEK



Implementing The Guidelines

Immediate Action Items

- Promote the sole use of “Arizona’s Cool Mountain Town” as the slogan for Payson



Implementing The Guidelines

Immediate Action Items

- Promote the sole use of “Arizona’s Cool Mountain Town” as the slogan for Payson
- Capitalize on views of the rim



Implementing The Guidelines

Immediate Action Items

- Promote the sole use of “Arizona’s Cool Mountain Town” as the slogan for Payson
- Capitalize on views of the rim
- Enhance welcome sign, and add native landscaping to mitigate the “highway billboard” look



Before

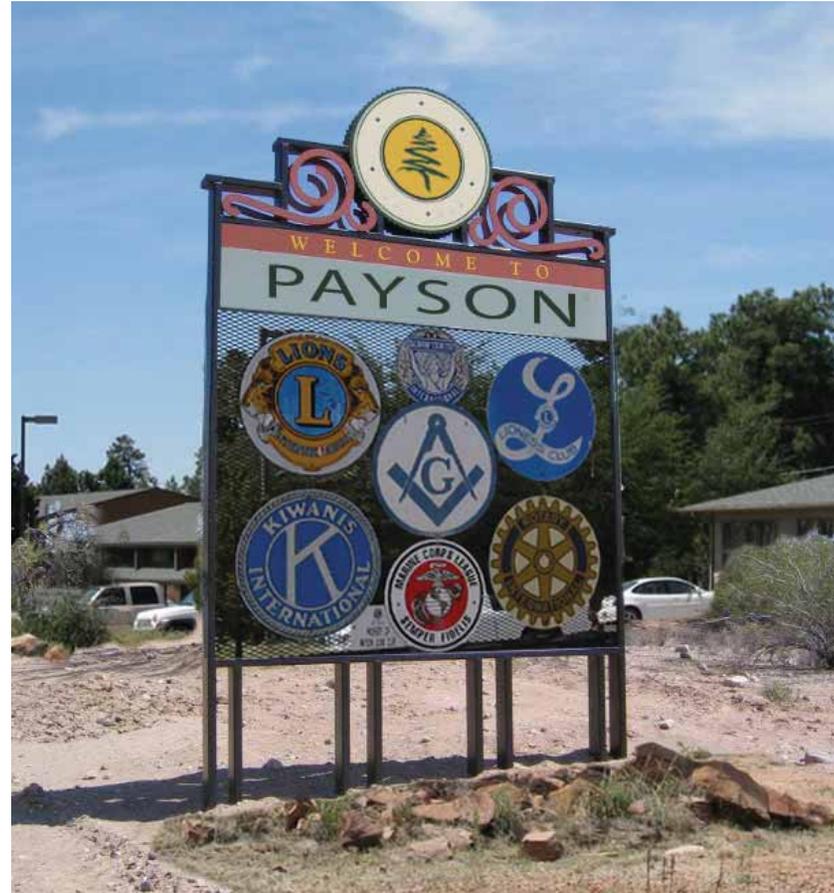


After

Implementing The Guidelines

Immediate Action Items

- Promote the sole use of “Arizona’s Cool Mountain Town” as the slogan for Payson
- Capitalize on views of the rim
- Welcome sign enhancement, and add native landscaping to mitigate the “highway billboard” look
- Introduce potential customers to the community



Implementing The Guidelines

Immediate Action Items

- **Promote the sole use of “Arizona’s Cool Mountain Town” as the slogan for Payson**
- **Capitalize on views of the rim**
- **Welcome sign enhancement, and add native landscaping to mitigate the “highway billboard” look**
- **Introduce potential customers to the community**
- **Create exciting and eye-catching community and regional event banners**



Implementing The Guidelines

Immediate Action Items

- Promote the sole use of “Arizona’s Cool Mountain Town” as the slogan for Payson
- Capitalize on views of the rim
- Welcome sign enhancement, and add native landscaping to mitigate the “highway billboard” look
- Introduce potential customers to the community
- Create exciting and eye-catching community and regional event banners
- Create significant gateways at important access areas along highway corridors



Implementing The Guidelines

Immediate Action Items

- Promote the sole use of “Arizona’s Cool Mountain Town” as the slogan for Payson
- Capitalize on views of the rim
- Welcome sign enhancement, and add native landscaping to mitigate the “highway billboard” look
- Introduce potential customers to the community
- Create exciting and eye-catching community and regional event banners
- Create significant gateways at important access areas along highway corridors
- “Mountainize” and upgrade existing quality structures to enhance image and aesthetics



Before



After

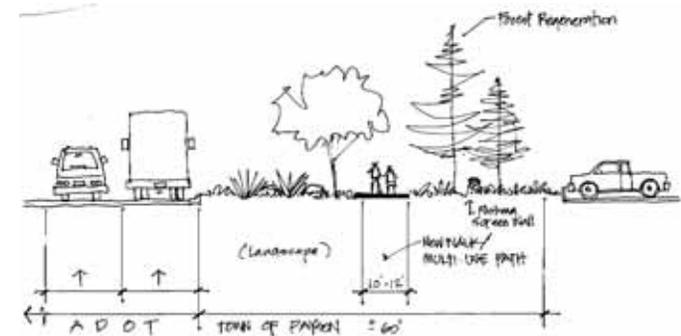
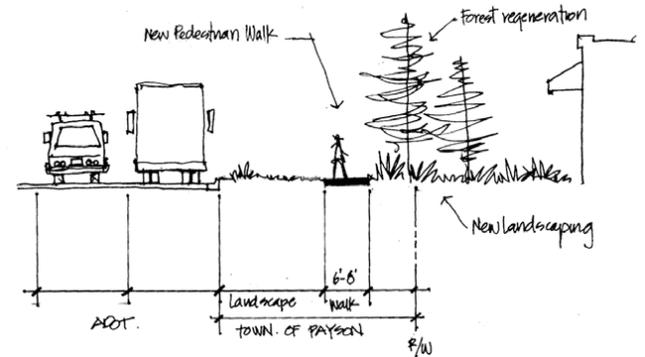
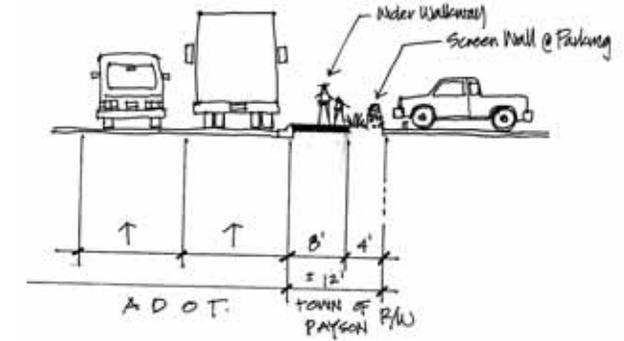
Implementing The Guidelines *Enhance What You Have*

- Identify a “champion” to kick-off community participation
- Provide design options for “first few”
 - Signage



Implementing The Guidelines *Enhance What You Have*

- Identify a “champion” to kick-off community participation
- Provide design options for “first few”
 - Signage
 - Landscaping



Implementing The Guidelines

Public Relations and Marketing

- **Publications** - Local Newspapers



Implementing The Guidelines

Public Relations and Marketing

- **Publications** - Local Newspapers
- **Radio** - Public Service Announcements



Implementing The Guidelines

Public Relations and Marketing

- **Publications** - Local Newspapers
- **Radio** - Public Service Announcements
- **Television** - Payson Cable Channel 4



Implementing The Guidelines

Public Relations and Marketing

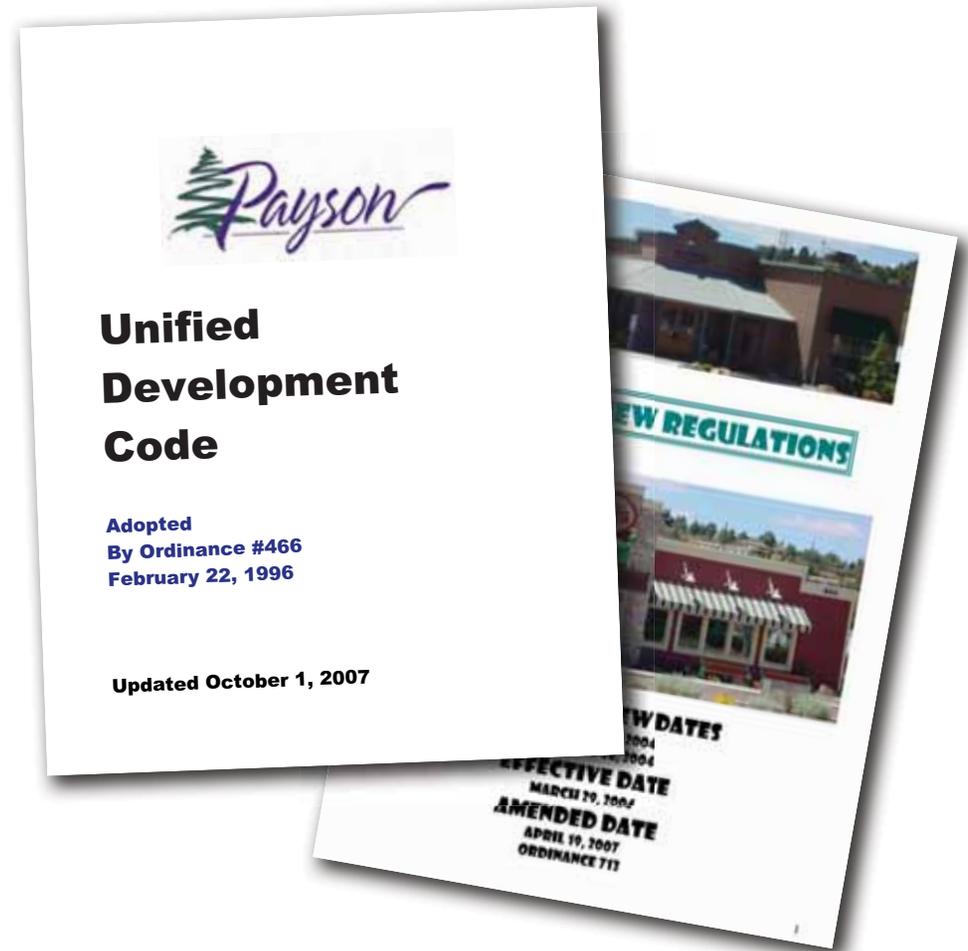
- **Publications** - Local Newspapers
- **Radio** - Public Service Announcements
- **Television** - Payson Cable Channel 4
- **Chamber of Commerce** - Coordination of regional and local banner program



Implementing The Guidelines

Establish Design and Approval Process

- New project vs. existing project
- Determine department to start with
- Outline application process and timing



Initiate Town ID Program

Develop Wayfinding Program

- **Establish Payson Wayfinding Committee**
Participants from:

- Main Street Program
- Chamber of Commerce
- Parks, Recreation and Tourism
- Northern Gila County Historical Society and Historic Preservation Commission
- Town Planning and Zoning
- Surface Transportation Advisory Committee
- Green Valley Redevelopment Area Commission
- Community Development
- Payson Hospital
- Department of Public Works
- Northern Gila County Economic Development Corporation
- General public representatives

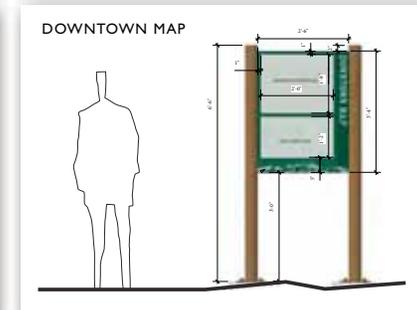
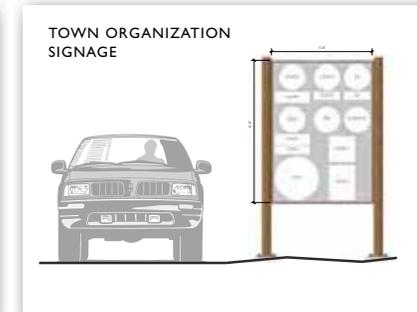
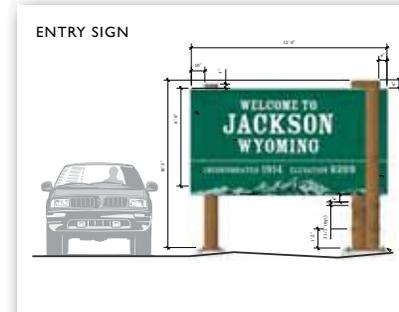
Initiate Town ID Program Develop Wayfinding Program

- **Define destination inclusion criteria for public wayfinding program**

- Public buildings
- Destinations with high visitor use
- Transportation
- Historical sites
- Large local event facilities
- Community Services

- **Develop hierarchy and designs based on thorough research, programming and planning processes with public and private community input**

- Monument
- Marketing
- Community Organizations
- Business Identification
- Wayfinding



Examples of various sign types within a hierarchy

Special Action Items for Consideration and Coordination

• ADOT

- Create corridor and access management plans,
- Work on future enhancement grants (SAFET-LU)

• Tonto Apache Tribe Coordination

- Foster relationship for mutual enhancement of Payson and the Tribe's Casino south entry

• Chamber/Regional event banner program

- Establish program with graphic guidelines for banners compatible with the Town's brand

• Sign Code Upgrade and Enforcement

- Consider certain issues such as grandfathering and special use permitting

• Landscape/Parking Upgrade and Enforcement

- Incorporate and enforce plants with low water usage, plant diversity and maintenance guarantees
- Establish an Urban Forest Preservation Plan
- Integrate conservation plan for Rim Country
- Promote integration of new development with existing landscape character

• Mining Reclamation and Mitigation Plan

- Develop plan for future mining areas visible from the highway corridor

• Incentives for conformance/upgrades and rewards for champion/leadership participation

- Consider reducing parking and other site planning requirements in exchange for being a "champion"

Conclusion

	Complete	In Progress	To Do
• Research	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Public Participation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Stakeholders / Community Informed	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Recommendations	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Guidelines Booklet	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Guidelines Booklet Approval	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Implementation Process by Town	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Initiate Wayfinding Program	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Initiate Champion Program	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>