



**General Plan Community Issues Workshop
Tuesday, December 11, 2012**

Small Group Visioning Exercise

There were 12 groups that were asked to list their top three (3) opportunities and their top three (3) challenges for the Town of Payson. The results were:

Group 1 – Opportunities

- Water Supply – Can't grow without water – need for growth
- Post-Secondary Education - College brings residual business
- In-fill Development - Available space for new business – clean city
- **Additional Comments** –Costs?

- **Vision Statement** – Opportunities currently limited, communication, **add** friendly

Group 1 – Challenges

- Job Opportunities - No growth, no job
- Retail Diversity – Keep shopping here vs. valley
- Infrastructure Maintenance – Infrastructure – unattractive streets discourage clean image
- **Additional Comments** – Town incentives for business, lower impact fees, where is downtown, & future costs of college to town

Group 2 – Opportunities

- University campus & research park – Economic development & diversity, professional future of town & youth
- In-fill Development – Beautification – in-fill make it the 'front door' to rim country
- Outdoor Recreation –Outdoors – better capitalize on Tonto & Gila county – maps – better use trails & link
- **Additional Comments** – Healthcare, access to better technology, education – healthcare-quality of life, transportation – link to valley & rest of state/mountain states.

- **Vision Statement** – Don't like – doesn't reflect Payson's uniqueness – reflect outdoors cool mountain town – aspire to "Cool Mountain Town"-what draws people to Payson?-no front door.-improve commercial – Like the feeling but not the visual – community pride & commitment – small town but thriving, people involved-community pride, spirit, & involvement-friendliness – openness-embrace unique geographic area & identify its mountain recreation-be the front door to the rim country- and reflect our community pride, spirit & vitality.

Group 2 – Challenges

- Job Opportunities – Jobs-Camp Tontozona-spa-convention center
- Retail Diversity –How do we get people here? – hotel, resort, like 4th of July
- Infrastructure Maintenance – Water access, impact fees too high, detriment to business coming
- **Additional Comments** – University is not a negative or a challenge – will help solve for jobs, retail, growth, more exposure for local arts as a draw

Group 3 - Opportunities

- Post-Secondary Education – Brings money into Payson, property values
- Diversified Economy – So people don't move away
- Transportation/circulation improvements – Buses, reasonable taxis

- **Vision Statement** – Economy-struggle – people need to support local business – city needs to make it easier for business owner – look of town – eliminate blight – fill empty stores – ASU – make it a destination, Main Street is an embarrassment. Vision: Payson is a town that is the center of the state, educational center of the state, and a tourist destination.

Group 3 – Challenges

- Job Opportunities – Aren't any job opportunities-economic engine to keep Payson's population sustainable
- Retail Diversity – Have to leave town to shop-want to shop local, need retail diversity
- University Integration – Small minded people holding it back – our economy needs it & our children need it
- **Additional Comments** – Impact fees too high, chase business away – incentives to draw business – dumpy look of 87 & Main Street – empty lots, eyesores – need more building inspections & fines

Group 4 – Opportunities

- Transportation/circulation improvements – Need for better circulation in future
- Green Business – Opportunity for extra money
- In-fill Development – Needed to clean up town

- **Vision Statement** – Fast food vs. fine dining

Group 4 – Challenges

- Job Opportunities – Vital part of structured growth
- Infrastructure Maintenance – Have a plan for all areas
- Retail Diversity – Growth will bring business

Group 5 – Opportunities

- Diversified Economy
- Post-Secondary Education
- Transportation/circulation Improvements – Within town – Phoenix/ADOT demand will take care of 87 bypass situation

- **Additional Comments** – A more diversified economy includes: outdoor recreation, tourism, convention center, covered arena, green business and in-fill development

- **Vision Statement** – We like the vision statement. Payson isn't perfect in any of these stated positive qualities but the vision statement gives us good general goals on how to get more of the good qualities we like and moved here for – add friendly?

Group 5 – Challenges

- Job Opportunities – New job skills
- Infrastructure Maintenance
- Telecommunications

- **Additional Comments** – We picked all 3 of these as major challenges to the overall goal of attracting and nurturing a diversified economy

Group 6 – Opportunities

- Post-Secondary Education – Post-Secondary Education, vocational technical training for high school grads – opportunity to both grow local economy/business and keep grads in town and working
- Transportation/circulation Improvements – Cut down congestion, improve traffic flow – opportunity for public transportation.
- Diversified Economy – Encourage smart growth – Focus on local economy and improving local business with an eye toward green business – such as subsidies for alternative energy sources and local food, etc. – opportunity currency system
- **Vision Statement** – A variety of ways – strike those words, that is what the plan is for – prosper – resilient – are vague – possibly add adjectives such as self-sufficient – independence – economic – environmental - healthy

Group 6 – Challenges

- Job Opportunities – Limited support for small businesses
- Retail Diversity – Big box stores take away from local business – areas like Main Street are suffering and an opportunity just waiting for revitalization
- Telecommunications – Infrastructure is limited and costly, needs improved
- **Additional Comments** – University integration – double edged sword – has pros and cons – good for job opportunities, property values, but some fear the college atmosphere

Group 7 – Opportunities

- Diversified Economy – Diversified and healthy retail, broaden tax base
- Post-Secondary Education – Education – attract and retain people, training aids diversification – incentive to stay for youth
- Outdoor Recreation – Trail systems, fishing, hiking – covered arena
- **Additional Comments** – Is western tradition worth capitalizing on
- **Vision Statement** – Too inoffensive, mom and apple pie, too simplistic, futuristic – include youth in the vision – are we retirement or tourist town – need to diversify – generosity and giving spirit of community – preservation of small town atmosphere

Group 7 – Challenges

- Job Opportunities – Tax base
- Retail Diversity – Lack of cohesion – lack of planning – centralized retail – scattered – not user friendly
- University Integration – Competes with town retail business

Group 8 - Opportunities

- Diversified Economy – Help get through down turns – better paying jobs
- In-fill Development – Get rid of vacancy, reflect badly on town – poor first impression – smart use of land
- Green Business – Economic base that supports quality of life
- **Vision Statement** – A clean safe resilient community that encourage diverse opportunities to prosper and promotes managed growth – we liked friendly also

Group 8 – Challenges

- Job Opportunities – Need to find creative ways to attract desirable business
- University Integration – Without university prosperity and resilience hard to accomplish
- Growth Management – No clear direction, clearer vision, leadership, impact fees

Group 9 - Opportunities

- Diversified Economy – Makes a healthy and well rounded community
- Water Supply – Nothing happens without water
- Post-Secondary Education – Jobs – existing and new

- **Vision Statement** – Forward looking (thinking) (replace resilient) – open to change – well rounded – (younger generation)

Group 9 – Challenges

- Job Opportunities
- Infrastructure Maintenance
- Growth Management

Group 10 - Opportunities

- Post-Secondary Education – University driver for economic development – entertainment – jobs, jobs, jobs and an educated/skilled work force
- In-fill Development – Development along 87 that reflects our vision – stay-work-play
- Outdoor Recreation – Develop for all ages and physical stature

- **Vision Statement** – Payson is a safe and vibrant mountain community which nurtures its history and its abundant natural beauty, with opportunities for intellectual and economic prosperity!

Group 10 – Challenges

- Changing the negative perception of a university in Payson
 - Financial burden of improvement on 87 – lack of concept plan to accomplish goal or vision
 - Much forest land which is not accessible for public use – lack of marking and directions to support land use and recreation!
 - Talked about streets, transportation into/through community
- Note** – They were referencing the challenges associated with the opportunities they had selected.

Group 11 – Opportunities

- Diversified Economy
- Post-Secondary Education –University will be attracted to us by making Payson better for Payson.
- Outdoor Recreation – Implement American Gulch plan – expand trail system – the above uses what we already have build – beauty-climate

- **Additional Comments** – Trees added – upgrade store fronts – upgrade Main Street for walkability

- **Vision Statement** – Positive statement, but untrue today – vision ok – add aesthetics – clarify “prosper” – different for many – add “environmentally” – “renewable”, etc – vision not very unique to Payson

Group 11 – Challenges

- Town Center – A 10 year plan can control and direct
- Fear; change/always done it that way – perhaps there is talent here, but they are uninspired
- Growth Management – Not quantity but quality – aesthetics, beauty, quality of life
- Infrastructure Maintenance – Street potholes

- **Additional Comments** – What is status of implementation of current General Plan – are we starting over – we want to learn from successes and mistakes

Group 12 - Opportunities

- Outdoor Recreation – To make our community a destination utilizing our beautiful surroundings
- Post-Secondary Education – This would create educational/employment opportunities within the community
- Diversified Economy – Creation of a diversified economy would strengthen our community through the creation of (jobs, stronger economy, better housing market, etc)

- **Vision Statement** – Payson is a clean, safe, resilient, and enjoyable community with opportunities to live, visit and prosper in a variety of ways.

Group 12 – Challenges

- Infrastructure Maintenance – The infrastructure is our community’s foundation – this must be solid
- Job Opportunities – Bringing in businesses (manufacturing or industry) for the creation of non competing/non existent jobs (not redundant)
- Growth Management – Blankets university integration and active recreation and a variety of other challenges

- **Additional Comments** – Desirable – forest management – no earthquakes, tornados, hurricanes, mud slides, tsunamis, but.....fire is a major hazard.