



Wickenburg Downtown Heritage Plan





Town of Wickenburg Downtown Heritage District Plan

May 2014

Prepared by



**Graduate Student Capstone
Spring 2014**

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We would like to express our sincere gratitude to the residents of the Town of Wickenburg for their participation in public meetings, surveys, and comments which helped to guide the development of this Plan. We would also like to thank the following people for their guidance:

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Vice-Mayor Scott Stewart Councilman Sam Crissman
Councilman Chris Band Councilwoman Royce Kardinal
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Executive Summary

The Town of Wickenburg partnered with the School of Geographical Sciences and Urban Planning at Arizona State University through the spring of 2014 to develop a plan to direct the future of downtown Wickenburg. Graduate students in the Urban and Environmental Planning program worked with Town staff, elected officials, and the public to address some of the economic, environmental, aesthetic, and development issues in Wickenburg's downtown area. The Wickenburg Downtown Heritage Plan identified these concerns and established practical solutions to help improve downtown economic development, urban design, and quality of life.

Town staff identified economic development, urban design, and implementation strategies as the major focus areas for downtown Wickenburg. These concerns guided the structure of the Downtown Heritage Plan, which includes the following chapters:

1. Community Profile
2. Economic Development Strategies
3. Design Guidelines
4. Funding & Implementation Strategies
5. Redevelopment Opportunities & Design Concepts

The Community Profile chapter details an in-depth look at the Town of Wickenburg, specifically socioeconomic conditions,

demographics, development history, transportation, downtown amenities, regulatory documents, plans, and other materials related to Wickenburg. The Economic Development Strategies chapter reports on a business analysis conducted on downtown Wickenburg and lists specific business strategies the Town and potential partners may implement. The Design Guidelines chapter establishes design guidelines for downtown development, urban form, and streetscape. The Funding & Implementation Strategies chapter provides a roadmap to implement the economic development recommendations within the Plan. This includes funding opportunities, timelines, and partnerships the Town can make to move forward with downtown development. The final chapter, Redevelopment Opportunities & Design Concepts, identifies specific sites in downtown Wickenburg for potential redevelopment and provides design examples for each piece of land in accordance with the Economic Development Strategies and Design Guidelines. The business analysis, public participation process, site maps, and final public presentation are included at the end of the Plan as Appendices A-C.

Overall, the Downtown Heritage Plan creates an innovative vision for downtown Wickenburg to strengthen the economy, design, aesthetics, and urban form of downtown, while improving the "Wickenburg experience" for residents and visitors alike.

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COMMUNITY PROFILE

1

Introduction

This chapter provides an overview of the Town of Wickenburg's historic growth. The topics covered include demographics, socioeconomics, transportation infrastructure, development regulations, and amenities to establish a contextual background for an in-depth study of the downtown area. This chapter also defines the boundaries of the Wickenburg Downtown Heritage District. The information in this chapter will assist local leaders, business owners, and concerned citizens, in making the most informed decisions regarding the future of downtown Wickenburg.

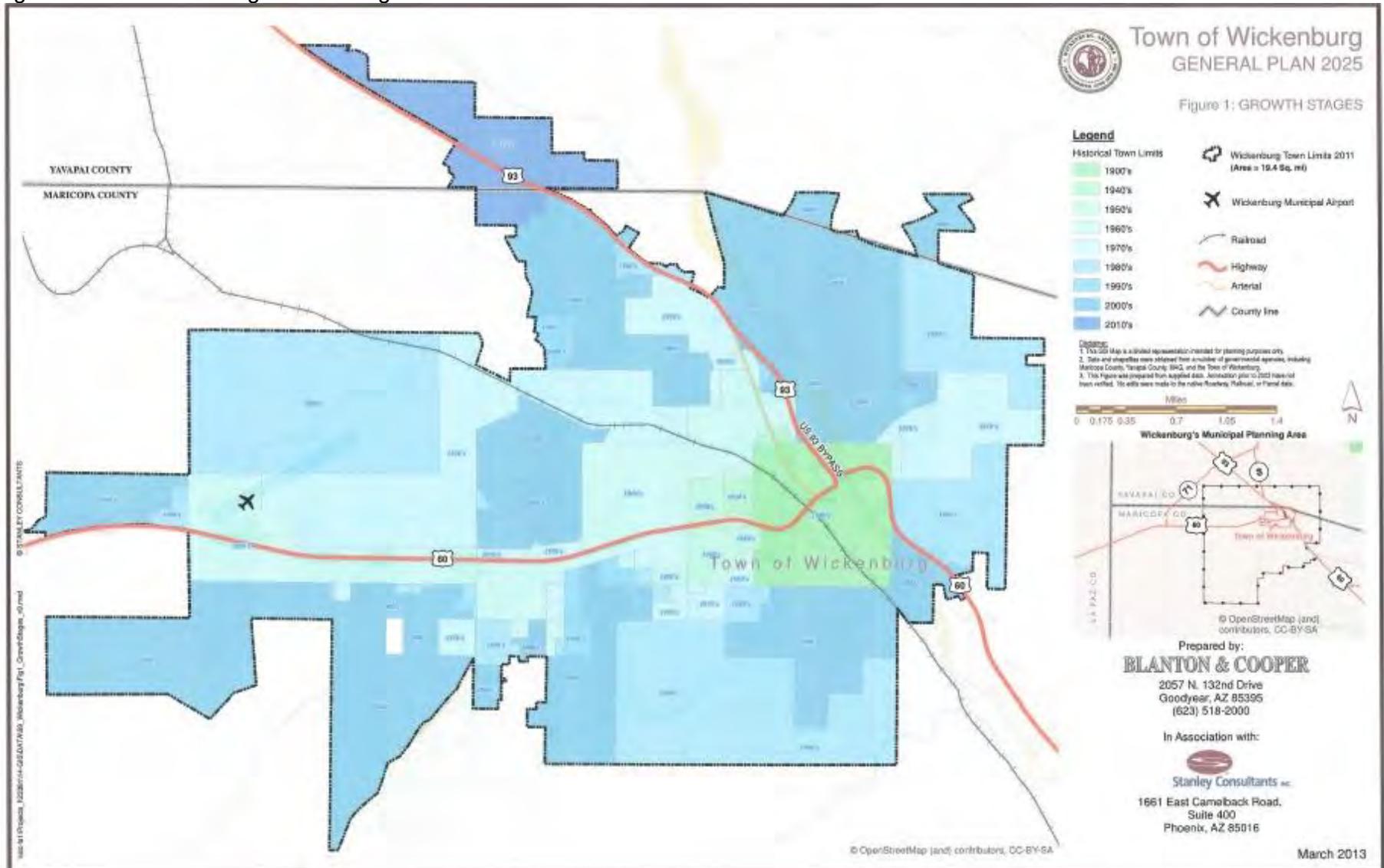
Physical Location and Development History

The Town of Wickenburg was founded in 1863 and incorporated as a town in the Arizona Territory in 1909. The Town traces its roots back to the western gold mining boom of the mid-19th century. The first official population was recorded in 1864, which included the Town surrounding the gold mine and local ranch operated by Henry Wickenburg, with a total population of seven. The Town grew around mining, agriculture, and the Santa Fe Railroad's Arizona to California line, which was built in 1905. During the post-Depression years, Wickenburg gained a reputation as the "Dude Ranch Capital of the World," a popular winter retreat, and highway tourist destination.

Its separation from the Phoenix Metropolitan Area prevented significant population growth in the Post-war boom years, as seen in other Phoenix-area communities. The current incorporated limits of the town include 19.4 square miles on the border of Maricopa and Yavapai Counties. The climate of the area is typical of the Sonoran Desert highlands, which experiences slightly cooler summer and winter temperatures than those seen in the Phoenix area, especially during the night. The Town is located along the Hassayampa River and between the Weaver and Vulture Mountains; the topography of the region has shaped the development patterns and channels it along the washes and flatlands.

The Town is located approximately 50 miles northwest of Phoenix at the intersection of US Highways 60 and 93 between Phoenix, Arizona and Las Vegas, Nevada. The original incorporated limits developed at the intersection of these highways and development since the early 1900s has continued to expand as follows: to the west along US Highway 60, to the south along US Highway 60 toward Morristown, Arizona, and to the north along US Highway 93 towards the intersection with State Highway 89. This development growth is seen in Figure 1-1 on page 1-2.

Figure 1-1 Wickenburg Growth Stages



SOURCE: TOWN OF WICKENBURG GENERAL PLAN 2025

The area adjacent to the US Highways 60 and 93 includes large amounts of commercial development, particularly at the intersection of these two highways and along the US Highway 93 in the northern stretch of the town. The areas on the current edges of the Town's development are primarily zoned for single family residential development, resort health facilities, or as environmentally sensitive areas. A proposed subdivision development five miles to the north of downtown will add several thousand homes to the Town's inventory, and would considerably increase the Town's population if annexed. The inclusion of commercial zoning in the proposed development may, although not certain at this time, affect existing businesses in the downtown area.

The Wickenburg Downtown Heritage area was defined in the Wickenburg Downtown Report of June 2005. This area is comprised of 64 acres at the crossroads of US Highway 93 and US Highway 60. The area is defined by the Sols Wash to the north, Hassayampa River to the east, the BNSF Railroad to the west, and Coconino Street to the south. The businesses west of the railroad between Yavapai Street and Center Street are also included on the western edge of the downtown area.

This area encompasses the historic intersection of the two major northwestern travel routes in Arizona as well as the area's rich western heritage in the shops, restaurants, and businesses located there. The district includes many of the Town's municipal services and continues to function as the heart of the Town of Wickenburg. This district is a valuable regional asset for visitors and tourists.

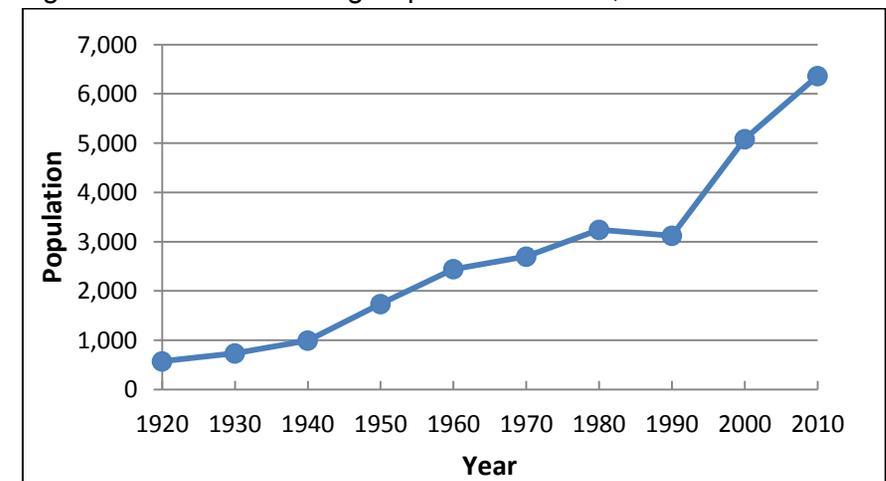
SOURCES: TOWN OF WICKENBURG GENERAL PLAN 2025; YAVAPAI COUNTY BOARD OF SUPERVISORS' HEARING MINUTES FROM JANUARY 2, 2007

Demographic Analysis

Population

The Town of Wickenburg has experienced steady growth since its incorporation as a town in 1909. This growth has become more pronounced in recent years as development from the Phoenix Metropolitan Area continues northward and reduces the distance between Wickenburg and suburban communities on the edge of the greater Phoenix area. This has resulted in tremendous growth since the 1990s due to the outward sprawl towards Wickenburg, as demonstrated in Figure 1-2 below.

Figure 1-2 Wickenburg Population Growth, 1920 – 2010



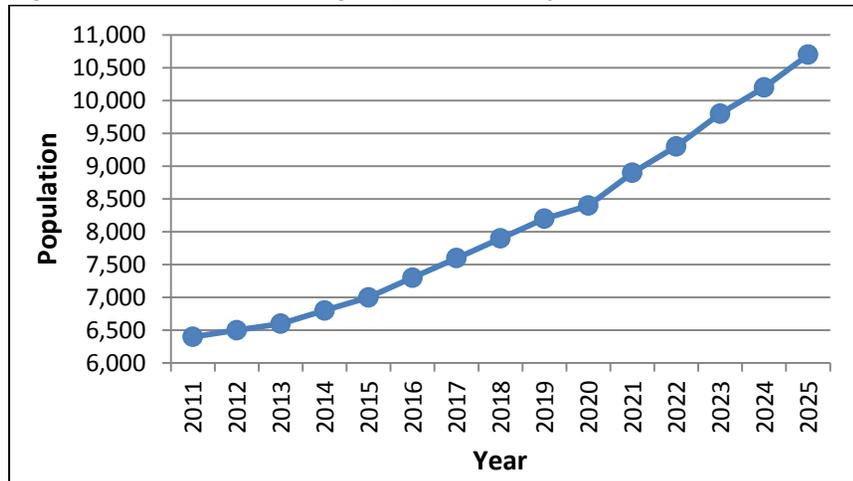
SOURCE: US CENSUS, 1920-2010

1

Community Background

Population projections provide policymakers and stakeholders with vital information on community growth which may assist them in making informed decisions on future growth patterns, infrastructure needs, and the demographic makeup of the community. The Maricopa Association of Governments (MAG) prepares population growth estimates for all local jurisdictions within the county. This MAG projection assumes Wickenburg will continue to experience a higher growth rate based on recent greater population growth trends. Figure 1-3 estimates the 2020 population of Wickenburg to be 8,400, and nearly 10,700 by 2025.

Figure 1-3 Wickenburg Population Projections, 2011 – 2025

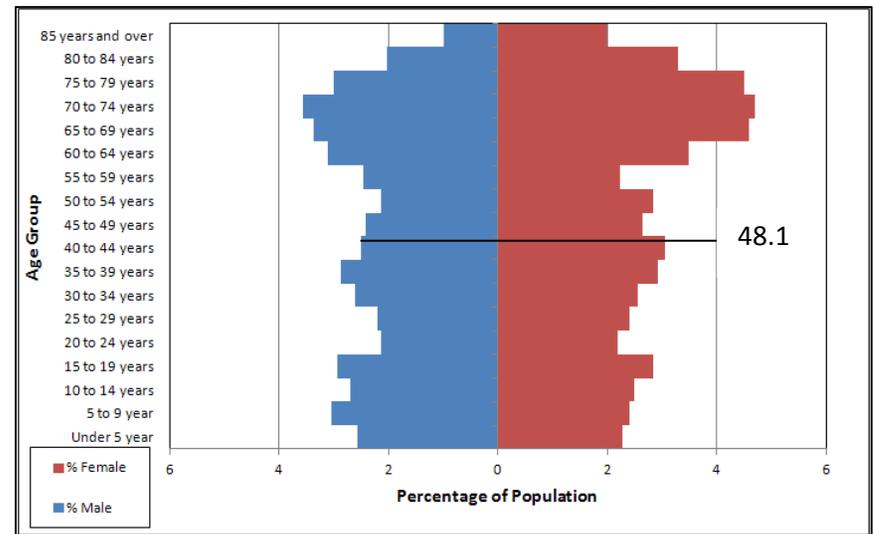


SOURCES: MARICOPA ASSOCIATION OF GOVERNMENT POPULATION PROJECTIONS, 2013

This projected growth represents significant opportunities and potential challenges for the Town of Wickenburg, as the Town must decide the method of land use conversion, transportation infrastructure, and other public services for the area. Furthermore,

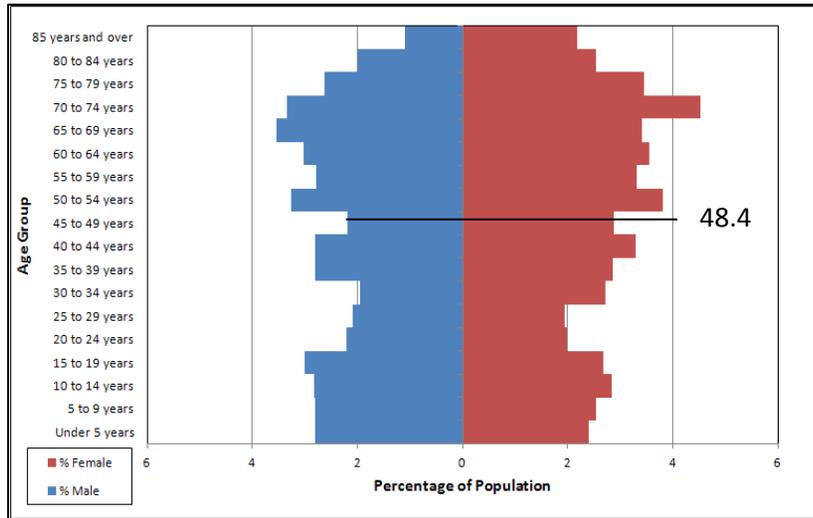
the population increase also brings a change in the traditional demographic makeup of the town. The median age in Wickenburg has increased from 48.1 years old in 1990 to 52.7 years old in 2010. This change outpaces the increase in median age for Maricopa County, which went from 32.0 to 34.6 during the same time period. An analysis of the age distribution shows that the Town has experienced an increase in the median age of residents, as shown in Figures 1-4, 1-5, and 1-6 below.

Figure 1-4 Population Pyramid for Wickenburg, 1990



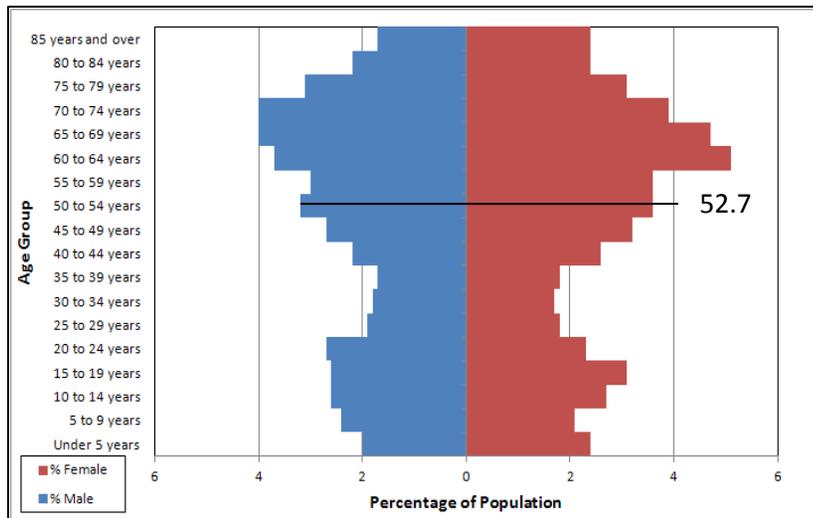
SOURCE: US CENSUS BUREAU, 1990

Figure 1-5 Population Pyramid for Wickenburg, 2000



SOURCE: US CENSUS BUREAU, 2000

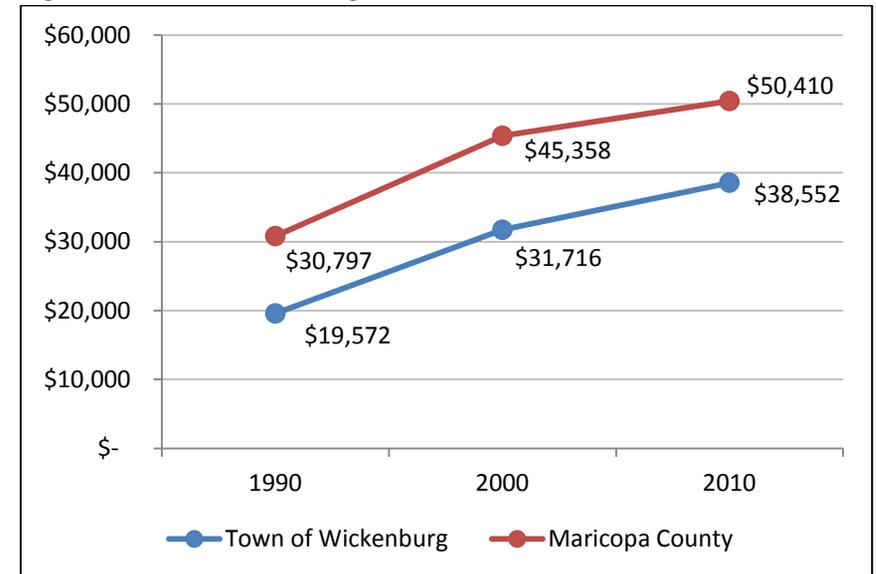
Figure 1-6 Population Pyramid for Wickenburg, 2010



SOURCE: US CENSUS BUREAU, 2010

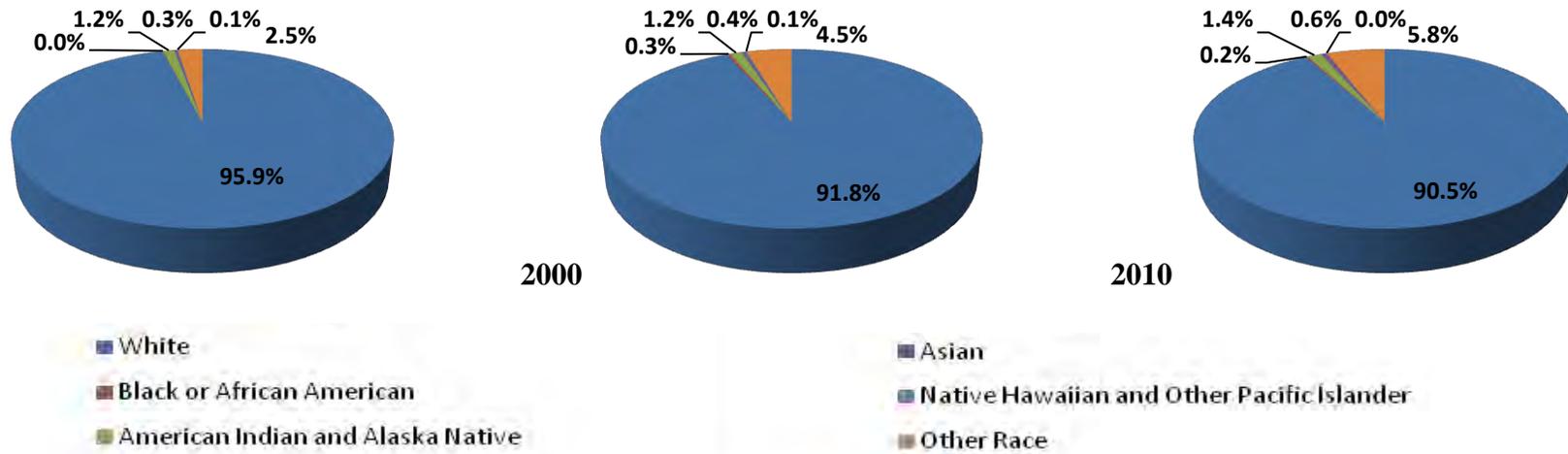
The growth in population in Wickenburg has been accompanied by an increase in the median income, home value, and age. An understanding of the influence of an older population in Wickenburg will help guide the development of a successful downtown. Median incomes continue to rise in Wickenburg, as shown in Figure 1-7 below; however, they continue to remain below the Maricopa County median income levels.

Figure 1-7 Wickenburg Median Income, 1990-2010



SOURCES: US CENSUS BUREAU, 1990-2010

Figure 1-8 Wickenburg Ethnic Composition, 1990-2010



SOURCE: US CENSUS BUREAU, 1990-2010

Ethnic Composition

According to the United States Census Bureau, the population of the Town of Wickenburg largely identifies as white. The ethnic distribution is shown for the years 1990 through 2010 in Figure 1-8. While the population growth suggests a slight increase in other ethnic groups in the past ten years, the primary ethnic makeup of the Town remains the same. The overwhelming presence of a single ethnic group may influence the use of the downtown, including the area’s design, attractions, or the preferences of the local populace. However, it may be important for the Town to expand the current population base and promote the diversification of the community.

Education

The Town of Wickenburg is served by the Wickenburg Unified School District #9. The schools in the district include two

elementary schools, Festival Foothills Elementary School and Hassayampa Elementary School; one middle school, Vulture Peak Middle School; one high school, Wickenburg High School; one preschool through 12th grade school, Wickenburg Christian Academy; and one alternative learning school, Wickenburg Digital Learning Program. Additionally, Estrella Mountain Community College holds classes at Wickenburg High School for those who are enrolled. The Del Webb Performing Arts Center is located adjacent to Wickenburg High School and offers facilities to be used by students in the district and other community residents. The Hassayampa Elementary School is located immediately south of the downtown commercial area.

The US Census estimated that in 2010 the largest proportion of students was enrolled in 1st through 8th grade, a total of 40% of total enrollment. This is down from roughly 48% in 2000. The total

student enrollment was approximately 1,550 at the start of the 2013-14 school years. In the decade between 2000 and 2010, the population of Wickenburg achieved increased levels of education. The proportions of residents that had obtained a high school diploma or less had increased slightly, as had those with some college. In addition, the percentages of residents with an Associate's, Bachelor's, or Graduate or Professional Degree had all increased from 2000 to 2010, indicating higher levels of educational attainment across the population, as shown in Figure 1-9. The change in education levels that often accompany a higher skilled workforce may bring demand into Wickenburg for new preferences or lifestyles which the downtown area can work to accommodate.

SOURCES: WICKENBURG UNIFIED SCHOOL DISTRICT HOMEPAGE, ACCESSED JANUARY 2014; TOWN OF WICKENBURG HOMEPAGE, ACCESSED JANUARY 2014; US CENSUS BUREAU, 2000 AND 2010, WICKENBURG UNIFIED SCHOOL DISTRICT #9 HOMEPAGE, ACCESSED FEBRUARY 2014

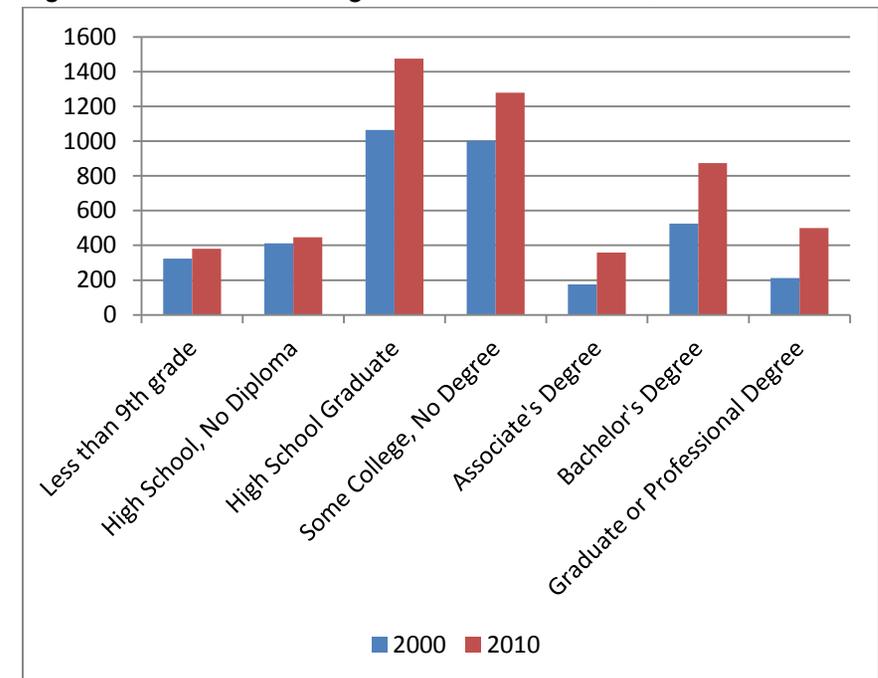
Employment

The Town of Wickenburg has experienced tremendous growth, since its founding as a mining town at the turn of the century. The region has been driven by a number of important industries, including outdoor recreation, tourism, and medical services. Furthermore, the changing demographics of the town have brought a new set of economic drivers and necessary services to the area. The major industry sectors are outlined by their employment in the North American Industrial Classification Sectors listed in Figures 1-10 on page 1-8.

When the major employment sectors for the Town of Wickenburg

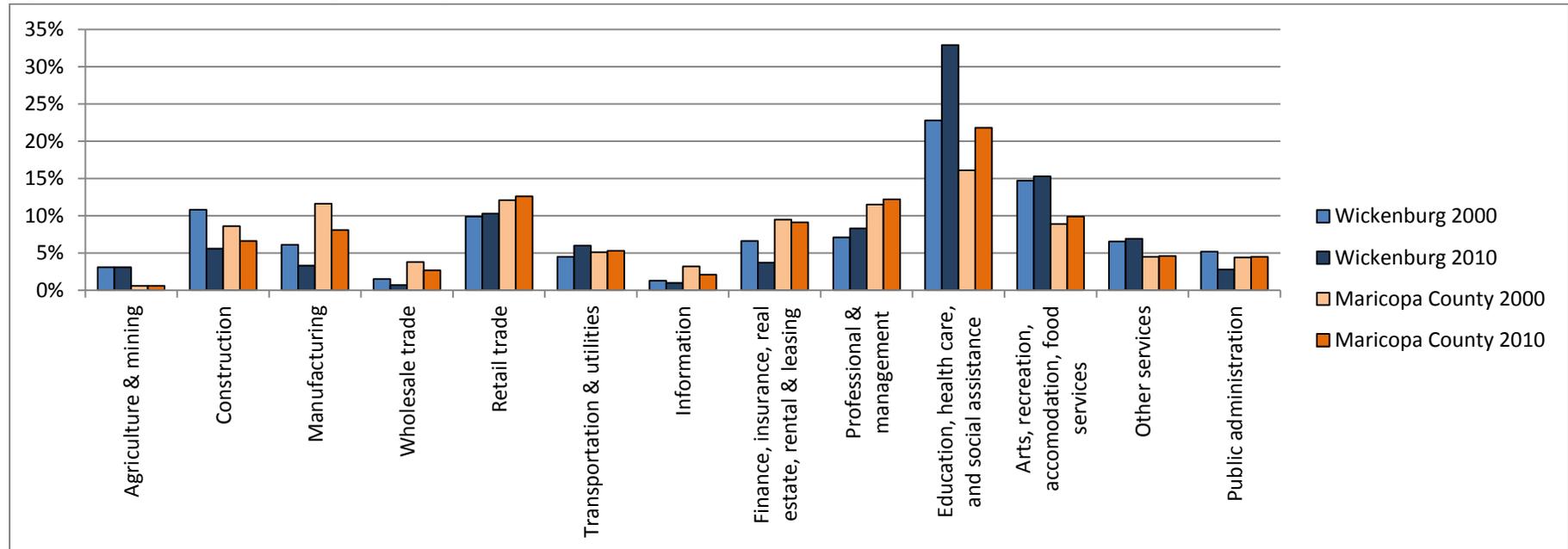
are compared to Maricopa County, the major employers and significant trends of the Town become evident. The result shows that education, healthcare, and social assistance represent a significant percentage of the total employment for the Town of Wickenburg. In addition, arts, recreation and accommodation, and retail trade represent significant industries in the Town. The future policies for downtown development should seek to solidify the strength of these industries, while exploring alternatives for developing emerging industries. The major employers in Wickenburg are given in Table 1-1 on page 1-9.

Figure 1-9 Wickenburg Education Attainment, 2000-2010



SOURCE: US CENSUS BUREAU, 2000-2010

Figure 1-10 Industrial Composition by Sector, 2000 – 2010



SOURCE: US CENSUS BUREAU, 2000-2010

Local employment is bolstered by the healthcare, accommodation, and retail trade industries. Medical services and healthcare, in particular, represent a growing industry in the local economy. The Wickenburg Community Hospital and multiple treatment centers in the region are significant sources of employment in the local community; policies strengthening the position of these industries could benefit downtown development by proving steady employment to local residents. In addition, local government institutions, such as the Town of Wickenburg and the Wickenburg School District represent a major source of reliable employment for the Town.

Furthermore, the legacy dude ranch industry in and around Wickenburg remains an important source of tourism, employment, and economic activity for the Town. Many of these facilities began to emerge during the 1930s through the 1970s and provided patrons with opportunities to explore western culture and outdoor activities in a myriad of social environments and activities. These attractions brought a significant number of travelers through Wickenburg; a number of these facilities remain in operation today, including the Rancho de los Caballeros, the Flying E Ranch, the Kay El Bar Guest Ranch, and Rancho Casitas. While the nature and facilities at these ranches may evolve over the years to accommodate changing tastes and preferences, these

attractions remain a significant draw for visitors to Wickenburg.

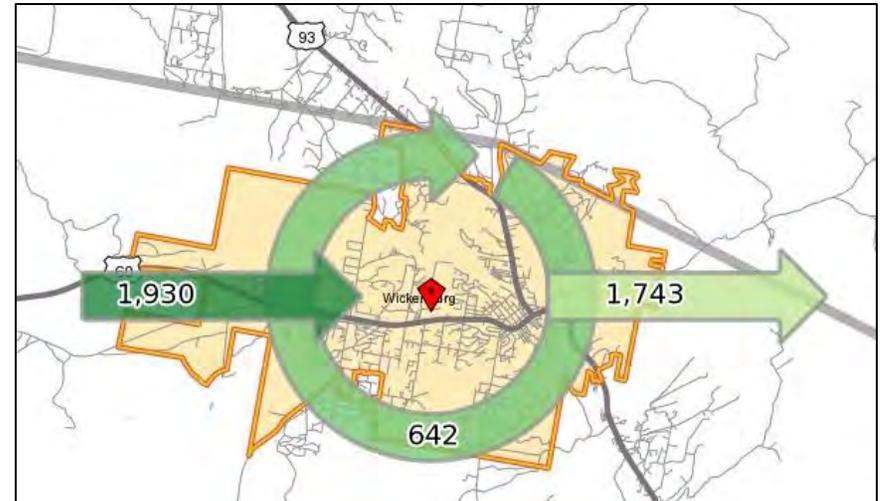
Table 1-1 Major Employers in Wickenburg, 2013

Employers	Full Time Employees	Part Time Employees
Wickenburg School District	185	69
The Meadows	162	35
Wickenburg Community Hospital	144	36
Rosewood Treatment Center	160	0
Remuda Ranch	111	30
Rancho de los Caballeros	140	0
Safeway	85	0
Town of Wickenburg	77	11
Basha's	60	0
Anita's / Nana's Restaurants	26	0

SOURCE: TOWN OF WICKENBURG HOMEPAGE, ACCESSED JANUARY 2014

The downtown plays an important host to these visitors and can benefit greatly from the continued operation of these facilities. According to the 2010 US Census, 1,930 people commute from outside the Town of Wickenburg to work, while 1,743 live within Wickenburg but work outside the Town. About 642 people both live and work within the Town, as seen in Figure 1-11. The influence of Wickenburg both as a regional source of employment and part of the commuter-shed to the Phoenix Metropolitan area is an important aspect of the economic vitality of the community. The low rate of residents who both live and work in the Town of Wickenburg can present challenges to long term economic

Figure 1-11 Wickenburg Employment Inflow-Outflow, 2010



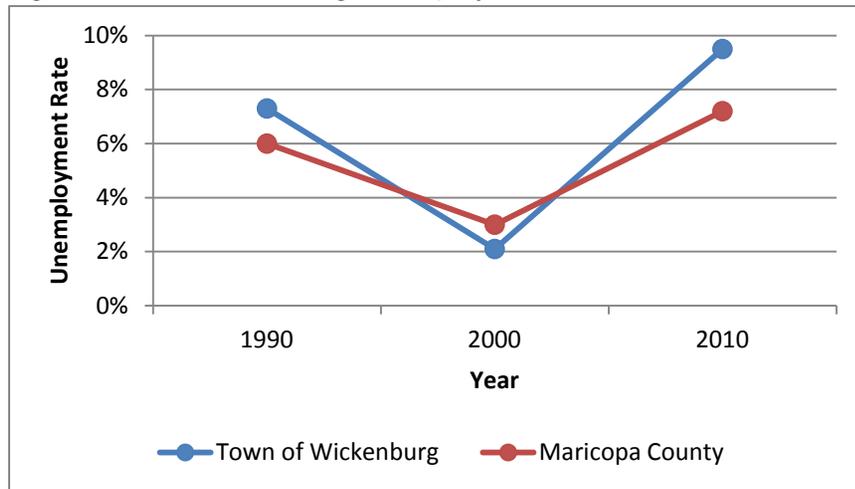
SOURCES: US CENSUS BUREAU, 2010

development as the community lags in the creation of well paying, long term employment opportunities for most of its work-aged residents. The Town of Wickenburg has been faced with a recent unemployment rate higher than the rest of Maricopa County. This has been exacerbated by the recent national recession, and Wickenburg continues to struggle with a high unemployment rate. The unemployment rates for the Town of Wickenburg and Maricopa County are given in Figure 1-12 on page 1-10.

The Town of Wickenburg created the Forepaugh Industrial Rail Park to serve as a strategic inland port to connect the Southern California, Las Vegas, and Phoenix metropolitan areas. The area currently includes 130 acres of industrial property, with an additional 640 acres available for development. The site provides both rail and highway access to promote industrial development in the region. The industrial park is operated through the Wickenburg Regional Economic Development Partnership. This

industrial area represents a significant investment by the Town to bring more jobs to Wickenburg, while moving the employment center away from the downtown area.

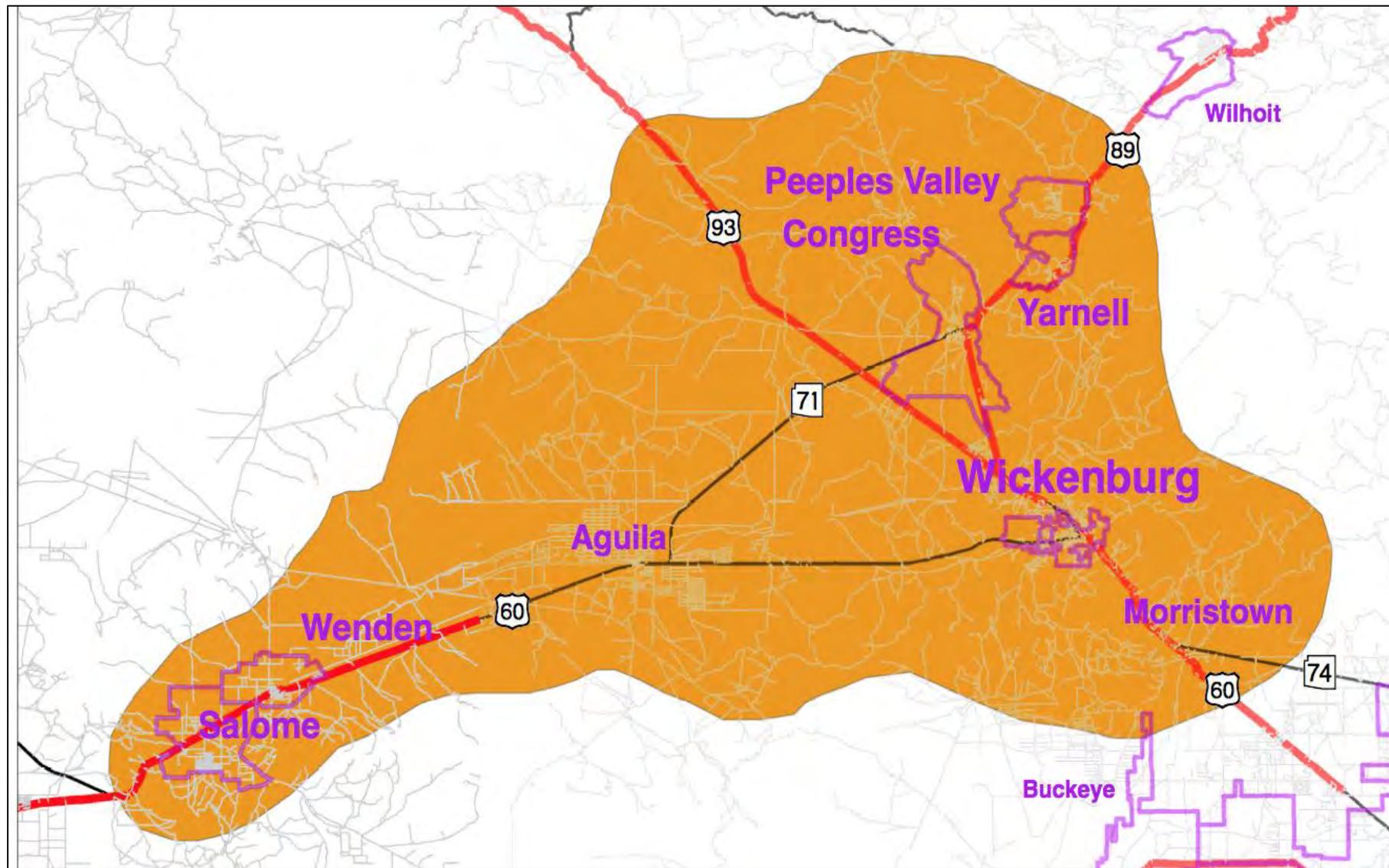
Figure 1-12 Wickenburg Unemployment Rates, 1990-2010



SOURCES: US CENSUS BUREAU, 1990-2010

Wickenburg's important location at the crossroads of the major highways in northwestern Arizona makes it an important regional economic driver and source of employment. These impacts were explored in the Wickenburg Downtown Report completed in 2005. The report extends Wickenburg's influence all the way west to Salome, north towards Congress, and south to Morristown. This region of influence is seen in Figure 1-13 on page 1-11.

Figure 1-13 The Wickenburg Economic Region of Influence



SOURCE: TOWN OF WICKENBURG DOWNTOWN REPORT, 2005

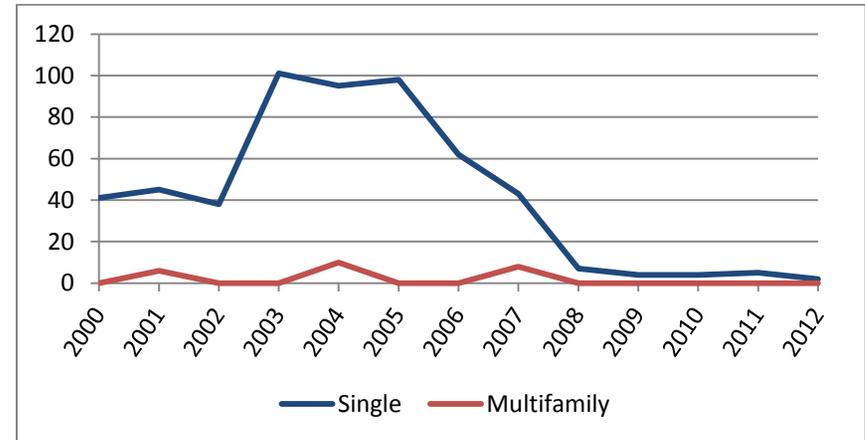
Housing

The number of housing permits issued by the Town is often indicative of the overall economic success and growth of the area. Figure 1-14 shows a rapid growth in new home construction in the early 2000s followed by a severe drop in construction. This trend was similarly seen in the Phoenix Metropolitan Area as a result of the nationwide economic recession. These permits represent a significant growth and decline in single family housing, with a lack of multi-family housing and more dense residential land uses. This reflects the Town's planning goals to maintain the rural nature of Wickenburg, which is significant for the image of the downtown area.

Wickenburg Ranch is a proposed residential development located approximately five miles north of downtown Wickenburg at the intersection of US Highway 93 and State Route 89. The development proposes nearly 3,000 housing units of varying density, both attached and detached structures. This has the potential to nearly double the total population of Wickenburg and may have significant impacts on the availability and affordability of housing in the area.

The Town has experienced a substantial increase in the median value of homes in recent years, which may also impact the overall availability and affordability of housing in Wickenburg. The Town has also seen an increase in the number of owner-occupied dwellings, which may represent a greater number of permanent residents in Wickenburg; a trend which may be the result of an older and less mobile population moving into the area. Housing indicators for the Town of Wickenburg and a comparison in Maricopa County are given in Table 1-2 on page 1-13.

Figure 1-14 Wickenburg Housing Permits, 2000-2012



SOURCE: US CENSUS BUREAU 2000-2010

Current zoning patterns discourage residential development in the downtown area. The vast majority of downtown is currently zoned for commercial and public facilities, which reflects a decades-long trend of pursuing more intense uses downtown. Currently, a limited number of single family residences exist in the downtown commercial areas that predate current policies for the downtown. The areas along Jefferson Street and southwest of the Hassayampa Elementary School are currently single family residential neighborhoods. Limited multi-family residential, such as apartments and condominiums, border the downtown area.

Table 1-2 Housing Indicators for Wickenburg and Maricopa County, 1990-2010

Housing Indicators	Town of Wickenburg			Maricopa County		
	1990	2000	2010	1990	2000	2010
Median House Value	\$75,200	\$150,100	\$173,100	\$84,300	\$129,200	\$180,800
Available Dwelling Units	2,595	2,691	3,619	952,041	1,250,231	1,640,448
Owner-Occupancy Rates	50.9%	64.9%	69.1%	53.7%	67.5%	63.1%

SOURCES: US CENSUS BUREAU, 1990-2010

Transportation

Highways

The Town of Wickenburg lies at the intersection of several important highways in northeastern Arizona. US Highway 93 and US Highway 60 are significant sources of visitors who provide commercial revenue, especially to the downtown area. The highway can be a major source of noise pollution from the heavy semi-truck traffic, as the highway is a main route for freight movement associated with the North American Free Trade Agreement (NAFTA) corridor through the western states. Increased freight traffic and congestion in the downtown area prompted the construction of the US Highway 93 Bypass, which was constructed in 2013. This has alleviated a significant amount of the freight traffic in the downtown area. The intersection of US Highway 60 and US Highway 93 form the downtown commercial district. The major highways and interstates in the Wickenburg area can be seen in Figure 1-15 below. Furthermore, the projected growth in travel on these highways can be seen in Table 1-3 on page 15.

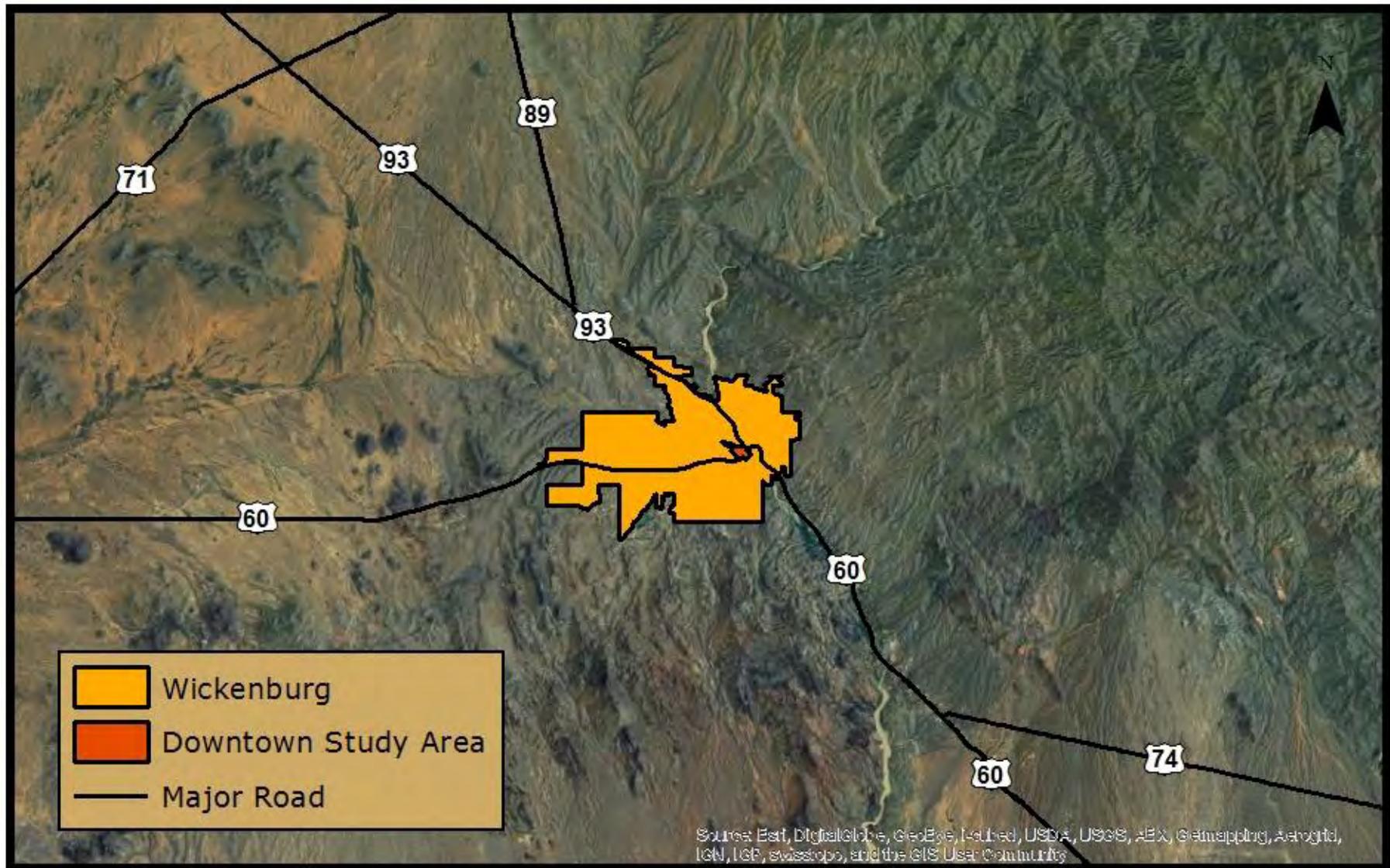
Rail Lines

The Town of Wickenburg is serviced by the Arizona and California Railroad (ARZC). This heavy rail line transports approximately 12,000 carloads of goods a year, primarily petroleum gas, steel, and lumber. The line runs from Cadiz, California through Wickenburg to connect to other major lines to the south in the Phoenix Metropolitan Area. In addition, the Burlington Northern Santa Fe (BNSF) Railway passes through Wickenburg. The Forepaugh Industrial Rail Park is located in the Town adjacent to the rail lines. Wickenburg does not currently receive service from passenger rail services; however, the Town's General Plan and MAG both support the development of rail services, including access to the BNSF rail line and a commuter rail line extending from Wickenburg to the Phoenix Metropolitan Area.

Airports

The Wickenburg Municipal Airport is a publicly-owned airport with a 6,100 foot runway which supported 36,030 flight operations in 2011-2012. Most of the aircraft based at the airport are privately-owned single engine aircraft.

Figure 1-15 Regional Highway System around Wickenburg



SOURCES: TOWN OF WICKENBURG PLANNING DEPARTMENT.

Downtown Traffic Patterns

The two key gateways into the Wickenburg Heritage District are arterial roadways which are heavily trafficked by vehicles passing through downtown to the rest of Wickenburg. The first is Wickenburg Way, the local name for US Highway 60 as it passes east-west through downtown. This road has four lanes connected to the roundabout located at the eastern entrance of Wickenburg. The street heads southwest from there and curves west to the western edge of Wickenburg. The major arterial intersecting Wickenburg Way is Tegner Street, a two-lane road with on street parking on both sides through downtown. Tegner Street travels northwest and becomes a four-lane road from the Wickenburg Heritage District to northern Wickenburg where Wickenburg Community Hospital is located. Nearly all intersections in the downtown area are controlled with stop signs. Traffic counts for the major roadways through Wickenburg are available in Table 1-3 below. The Town of Wickenburg currently supports limited

transit infrastructure. The Valley Metro Route 660 offered commuter bus service between Wickenburg and Peoria along US Highway 60 from 2003 until 2011. The current General Plan does not outline specific transit development goals for the downtown area.

Downtown Wickenburg area currently supplies nearly 337 on-street and 582 off-street parking spaces to accommodate daily, weekend, and event parking demand. Parking remains a significant issue for annual events held in Wickenburg, particularly the annual rodeos. This is further strained by the seasonal population increase during the winter months when approximately 4,000 additional residents are in Wickenburg. Daily traffic patterns currently support the demand for parking, which at this time is free to all patrons.

Table 1-3 Traffic Counts in the Downtown Wickenburg Area, 2010

Highway	Segment	Classification	2010 ADT*	2031 ADT*	Yearly Growth Rate
US 60	Aguila to Wickenburg Airport	Rural Highway	1,500	2,630	2.70%
US 60	Wickenburg Airport to Vulture Mine Road	Rural Highway	4,000	6,300	2.20%
US 60	Vulture Mine Road to US 93	Major Arterial	13,000	18,330	1.60%
US 60	US 93 to Mockingbird Road	Major Arterial	15,500	21,830	1.60%
US 60	Mockingbird Road to SR 74	Major Arterial	11,500	19,640	2.60%
US 60	SR 74 to Wittmann	Major Arterial	8,300	20,490	4.40%
US 93	SR 89 to Vulture Mine Road	Major Arterial	10,500	12,750	0.90%
US 93	Vulture Mine Road to US 60	Major Arterial	9,400	11,950	1.10%

*ADT: Average Daily Traffic

SOURCE: ARIZONA DEPARTMENT OF TRANSPORTATION 2011; HASSAYAMPA FRAMEWORK STUDY, 2011; MARICOPA ASSOCIATION OF GOVERNMENTS COMMUTER RAIL STRATEGIC PLAN, 2008; TOWN OF WICKENBURG GENERAL PLAN 2025, TOWN OF WICKENBURG HOMEPAGE, ACCESSED JANUARY 2014; VALLEY METRO PRESS RELEASE, OCTOBER 2011

Land Use and Planning Framework

Wickenburg General Plan 2025

Adopted on April 1, 2013, the Wickenburg General Plan 2025 acts as an update to the 2003 General Plan to ensure compliance with Arizona's Growing Smarter 1998 statutes (A.R.S. 9-461.05) and to respond to changes in growth patterns and community character. Planning decisions made in the General Plan are based upon the strong traditions formed as a mining and ranching town in Wickenburg's early history and includes citizen-identified planning goals throughout. It is important to note that the plan lies strongly within the context of the Town's historical development as Henry Wickenburg's "rancho," which constituted the town's first population of seven people. This rancho eventually became a mercantile district that served the mining population and afforded protection from outside threats. The land uses for the downtown area as delineated in the current General Plan are given in Figure 1-16 on page 1-17. Major elements of the General Plan include:

Land Use Element

This element includes the current and future land uses, and land use goals, objectives, and recommendations. The goals clearly state the desire to remain independent from the Phoenix Metropolitan Area; the desire to remain tourism-oriented; the need for the provision of housing in all income ranges; and the need for the development of community appearance standards. Recommendations support the goals stated in the Plan.

Transportation Element

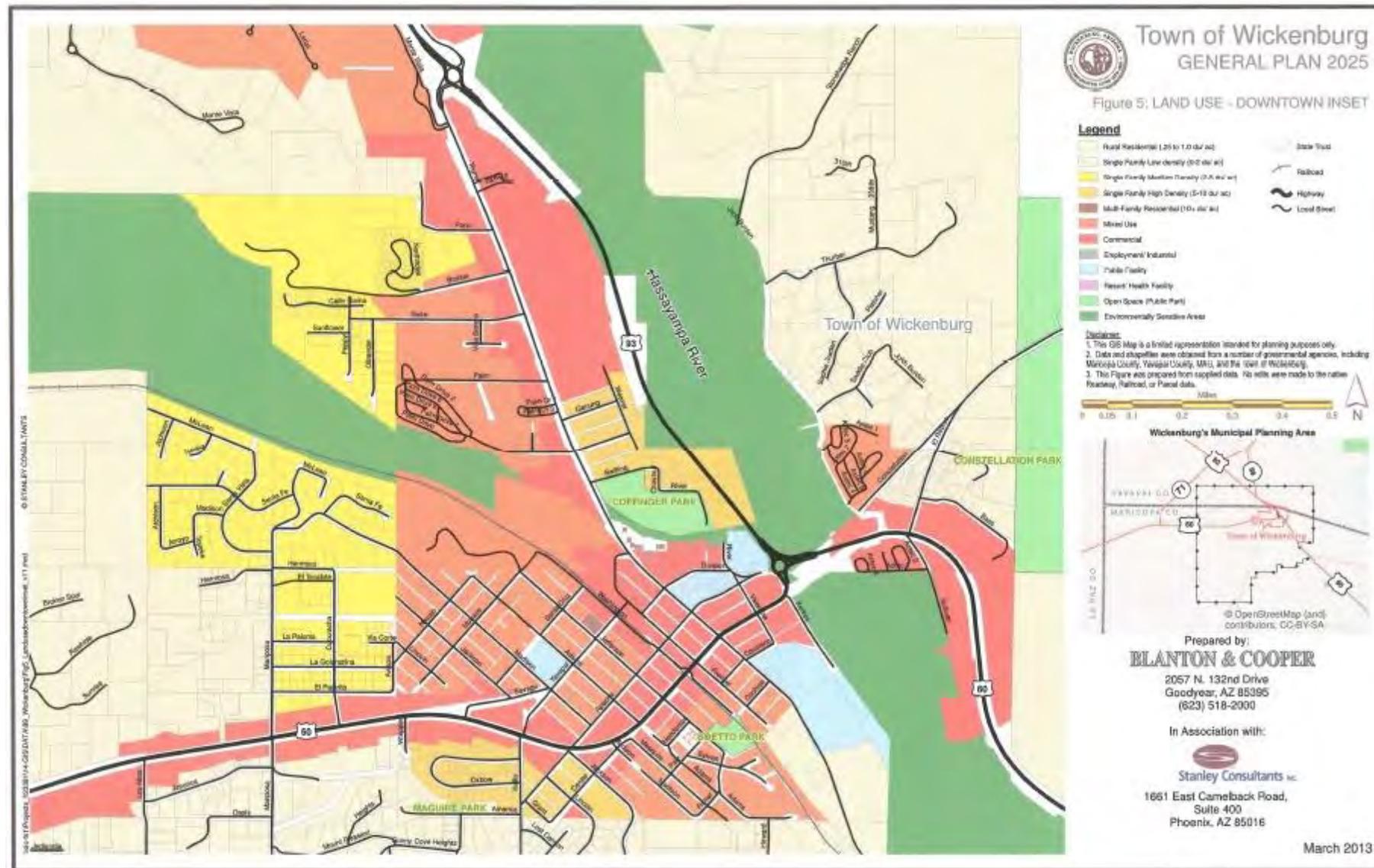
This element includes existing conditions for transportation in Wickenburg, primarily as it relates to street transportation. Street system improvements are predicted based upon projected land use patterns, and include recommendations for improvements of major roadways, both arterial and local. Proposed restriction of access along US-93 stems from forecasts showing increased density of residential and commercial development along the US-93. Interstate 11 is mentioned in passing, but ramifications of the I-11 are not considered. Recommendations for trails and bikeways are made based upon a staff questionnaire completed in 2010, and these trails have been envisioned as multi-use pathways to include access for pedestrians, bicycles, and equestrians. An example of a multi-use pathway in Wickenburg is given below. Transit options are explored in brief and recommendations are made for carpooling and vanpooling. Rail and air are both briefly mentioned, with the recommendation to improve both as viable options for transportation.

A multi-use pathway in Wickenburg



SOURCE: TOWN OF WICKENBURG HOMEPAGE, ACCESSED FEBRUARY 2014

Figure 1-16 Wickenburg Existing Land Use Map



SOURCE: TOWN OF WICKENBURG DOWNTOWN REPORT, 2005



Open Space and Trails Element

The Open Space and Trails element details the existing open spaces and “outdoor living” spaces, including the Town’s rodeo grounds, parks, museums, and other public facilities. Recommendations are made to increase trail connectivity through linkages around the Town. These recommendations include the requirement that open space standards are integrated into the planned community. Retaining scenic vistas are extremely important to the Town, which is reflected in the zoning code through strict height limitations, especially in the Heritage District.

Water Resources Element

The Water Resources element details the existing water situation, which is that the Town has adequate water supplies for the foreseeable future. The municipal and private wells are identified and detailed, most of which derive water from the groundwater flow of the Hassayampa River aquifer. Water consumption has actually decreased as the Town’s population has increased. The Town’s water supply is currently only being utilized to about 24% capacity and projected demand does not exceed the potential supply for the foreseeable future. Groundwater quality is very high and recommendations are made to ensure that the quality remains at this level.

Environmental Planning Element

This element addresses the desert environment that Wickenburg is set in. The Plan mentions that the community places a premium on the preservation and enhancement of this natural environment. The community also values its access to outdoor recreation and trails. The Plan’s recommendations are to protect the natural environment, promote human scale development, encourage sustainable design and construction, and require subdivisions to preserve the high desert.

Economic Development Element

This element focuses on the Town’s strengths as an independent community, not influenced by the Phoenix Metropolitan Area. The Town envisions an expansion and diversification of small and medium sized retail, tourism and entertainment, as well as a diversified employment base including clean industry facilities, health care, and education. According to the Plan, Wickenburg’s current conditions are economically unstable. The Town’s General Plan envisions a future for Wickenburg that is livable and sustainable; has diverse businesses that make the community attract new investment; and increases retail, hospitality, and entertainment opportunities.

Growth Areas Element

The Growth Areas element of this Plan clearly states that Wickenburg would like to maintain selectivity regarding the type, quality, intensity, and siting of future development. Identified growth areas within the municipal boundaries of Wickenburg are the downtown area, through both development and infill opportunities, the West Side expansion, Airport Environs, Monte Vista, and the US-93/Vulture Mine. Growth areas beyond the municipal boundaries have also been identified in accordance with Wickenburg’s annexation strategy. These areas include the potential Hassayampa Freeway corridor to the west of town limits, in conjunction with the proposed route of the future Interstate 11 to the west of Wickenburg; development areas to the north of Town, such as Wickenburg Ranch; and Town-owned property near Forepaugh. Other growth areas are identified, but the goals, objectives and recommendations strongly support the aforementioned growth areas identified in the Plan.

Cost of Development Element

This element is included in order to respond to new development

by ensuring that economically feasible infrastructure is provided by the Town. Existing conditions include underserved areas due to inadequate capacity or a lack of services in certain areas. Many areas within Wickenburg are underserved in terms of water, sewage collection, wastewater treatment, and some roadways are under-maintained. There is significant concern that development may outpace the provision of services in Wickenburg, and goals have been developed to ensure a “fair-share” of development costs are borne by those demanding new infrastructure developments.

Hassayampa Framework Study for the Wickenburg Area 2011

This report was prepared by MAG for the Town of Wickenburg as an inventory of existing transportation infrastructure in terms of existing and future conditions, environmental considerations, and other significant findings. The Plan provides alternative framework plans to deal with population growth and development in Wickenburg in conjunction with long range planning efforts. The study identifies transportation mobility alternatives which include several bypass options to increase highway traffic flow around Wickenburg. In addition, the financial feasibility of the explored options is outlined. These studies provide valuable insight into potential future regional transportation developments in the Wickenburg area, especially with the development of the Interstate 11 corridor to the west of Wickenburg.

Wickenburg Zoning Ordinance

Adopted on October 4, 2010, the zoning ordinance is an integral tool in controlling future development in the Town of Wickenburg. The study area for this project is the Heritage District, within the Central Business District in Downtown Wickenburg. Zoning within the Heritage District is primarily C-2, but with other zones

dispersed throughout. C-2 zoning is described by the zoning district as follows:

C-2 Business District: The purpose of this zoning district is to provide for shops and services in convenient locations to meet the daily needs of families in the immediate residential neighborhoods. Principal uses permitted in this zoning district include food markets, drugstores and personal service shops.

The principal uses permitted within this zoning district are retail and personal service shops based upon the business inventory described in Chapter 2 and included in detail in Appendix A. The current uses are engaged primarily in interacting with tourist and visitor groups to the town through uses such as restaurants, antique stores, and other guest services. This orientation toward tourists does not fulfill the purpose of the zoning district, and this may be a point to examine further.

Generally, the zoning code is in conformance with the General Plan; however, there are occasional conflicts between goals in the General Plan and the Zoning Ordinance. In addition, Planned Area Development (PAD), currently included in the Zoning Ordinance, is a zoning tool that the Town could employ to allow mixed density residential development with dispersed commercial buildings. PAD zoning in the Heritage District may also lend to affordability for future housing options.

Wickenburg Downtown Report 2005

This report, published in June 2005, highlights the strengths of Wickenburg’s Downtown and establishes a baseline condition of the downtown area. Included in the report is a map of

Wickenburg's Market Trade Area (MTA), which is determined by the market influence of Wickenburg's economy, attractions, and the surrounding area's assets and amenities. This map, included on page 1-11 in Figure 1-13, shows the economic influence of Wickenburg throughout the area.

This report also includes maps depicting circulation and downtown land use patterns as well as a proposed circulation and land use concept plan. The Town's current zoning pattern in downtown reflects this proposed concept plan; however, some of the proposed land uses have not yet been realized.

Wickenburg Strategic Plan 2013

The Wickenburg Strategic Plan was adopted in February 2013 and delineates five priority areas with goals, objectives, and initiatives to promote the downtown as "the best Western town in Arizona and one of America's best places to live, raise a family, do business, and enjoy an outdoor lifestyle." The five priority areas include economic development, downtown, public safety, youth & families, and natural resources & recreation.

Elements of the plan particularly beneficial to the project include goals to improve business activity in Wickenburg through regulatory measures, downtown infrastructure investment, and the marketing of growing economic activity to the Phoenix Metropolitan Area. These goals can be strengthened through the downtown economic development study.

I-11 and Intermountain West Corridor Study

Prepared for Nevada and Arizona Departments of Transportation (NDOT and ADOT, respectively), this study, which was published August 21, 2013, proposes a corridor for the Interstate 11 freeway, which would connect Phoenix and Las Vegas. The

significance of I-11 on Wickenburg's economy and future development may be large. Though the ramifications are not specifically studied in the I-11 and Intermountain West Corridor Study, it is important to note that the I-11 has the potential to either draw significant traffic away from Wickenburg or substantially affect the Heritage District by drawing away tourism revenue.

SOURCES: ARIZONA DEPARTMENT OF TRANSPORTATION I-11 CORRIDOR STUDY (2013); TOWN OF WICKENBURG DOWNTOWN REPORT, 2005; TOWN OF WICKENBURG GENERAL PLAN 2025; TOWN OF WICKENBURG ZONING ORDINANCE 2010; TOWN OF WICKENBURG ZONING ORDINANCE MAPS, 2010

Defining the Downtown Heritage District

The Wickenburg Downtown Heritage District encompasses the blocks immediately surrounding the intersection of US Highway 60 and US Highway 93. This area includes many businesses, town services, and some residential structures. The boundaries are thus defined as follows:

- North: The Sols Wash from the northwestern intersection of the Gold Mine Village rodeo grounds at the BNSF railroad line to US Highway 93 to the east.
- East: US Highway 93 above the intersection with US Highway 60; the Hassayampa River below this intersection, including the old US Highway 60 bridge.
- South: From the western edge of the Hassayampa River along the southern edge of the Hassayampa Elementary School to the southern end point of Frontier Street. The southern border west of Frontier Street extends in a line west from Coconino Street to the intersection of Jefferson

Street and Park Street.

- West: The intersection of Frontier Street and Coconino Street to the properties south of the intersection of Frontier Street and Rosebank Way. The western border west of the BNSF railroad follows Jefferson Street between Santa Cruz Street and Park Street. The border follows the western edge of the BNSF railroad between Sols Wash and Santa Cruz Street.

This area is illustrated in Figure 1-17 on page 1-22. This area includes all of the streets, easements, and lots within these boundaries.

Figure 1-17 The Wickenburg Downtown Study Area



SOURCE: THE TOWN OF WICKENBURG PLANNING DEPARTMENT, 2014

Downtown Amenities

The downtown area creates a unique arena for visitors and residents to enjoy the historic western culture of Wickenburg. The urban design characteristics portray this quality and craft a unique character for the downtown and neighboring areas. The built environment of the area utilizes multiple design elements to create this atmosphere, including specific architectural styles, signage, informational displays, shade, lampposts, and colors. In addition, green spaces, rest areas, artwork, historic displays, and wide sidewalks encourage pedestrian activity throughout the downtown area. These features create linkages among the amenities, public facilities, and businesses located in downtown Wickenburg.

The downtown area contains numerous historic landmarks and structures, site-seeing destinations, museums, and other points of interest. These sites are important cultural amenities for the community. The public facilities provided by the Town of Wickenburg including the library, town offices, and community center are valuable assets to the local community. A cursory inventory of these amenities helps to establish a baseline understanding of the existing conditions in the downtown area. These elements will be important in crafting comprehensive strategies to encourage economic development in the downtown area. Further design guidelines will be established in Chapter 3.

Parks and Open Space



Coffinger Park

Coffinger Park is located in a residential neighborhood on the northern edge of the downtown area along the Sols Wash. The municipal park includes open fields, the municipal pool, a covered picnic structure, tennis courts, a skate park, playground equipment, and recreation building. The site is also the location of the Parks Department office.



Wishing Well Park

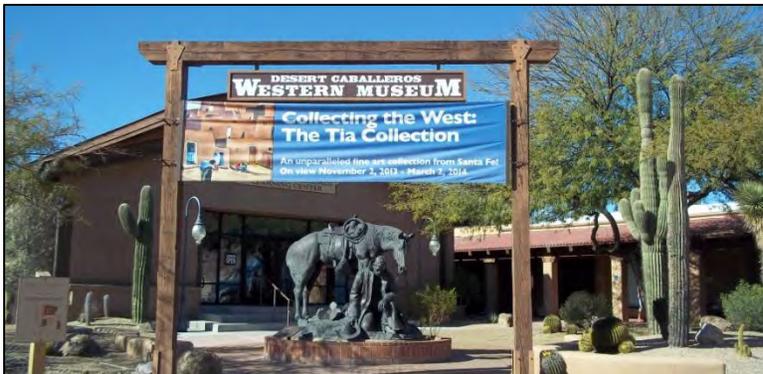
This park was created when the US Highway 93 bypass was completed in February 2010. The park features the old highway crossing over the Hassayampa River which has been converted into a pedestrian bridge. A wishing well and plaza are located at the western terminus of the bridge and serve as an entryway into the downtown area.

Cultural and Historic Assets



Gold Mine Village

One of three private roping grounds in Wickenburg, the Gold Mine Village is located in the northern edge of downtown. This site is reminiscent of the Town's rodeo heritage. The Gold Rush Days Celebration and Rodeo takes place each year, which draws nearly 30,000 visitors to the downtown area. The event first began in 1948 and has become a significant annual event for the Town of Wickenburg.



The Desert Caballeros Western Museum

This privately owned and publicly funded museum was founded in 1960. The museum includes a wide range of artifacts and exhibits which portray the western heritage of both the Town of Wickenburg and the Arizona Territory. The current larger facility is a reconstruction of the previous museum which was destroyed by fire in 1972.



Wickenburg Art Center

The Wickenburg Art Center on Tegner Street was purchased in 2001 by leaders of the Wickenburg Art Club, and now serves as the organization's main facility. The Wickenburg Art Club, which was formally organized in 1964, remains an active part of the local Wickenburg culture and heritage. Among their activities are an open studio on Tuesdays, a clay group, photography group, the Fine Arts Festival, and a youth education program.



Garcia Little Red Schoolhouse

The schoolhouse was built in 1905 on land donated by Don Ignacio Garcia, and was the first educational structure built in Wickenburg. The building is located next to the Bashas' shopping center on Tegner Street at the north end of the downtown area and was donated to the Wickenburg Children's Cultural Organization in 2003. Today, the Garcia Schoolhouse operates as an exhibit of early education in Wickenburg. It also serves as the organization's offices and hosts a music program offered to local children. It has been listed on the National Register of Historic Places.



Hassayampa Building

Also listed on the National Register of Historic Places, the Hassayampa Building was constructed in 1905 to house the Vernetta Hotel. The owner was a black businesswoman, Mrs. Elizabeth Smith, one of the first African American female entrepreneurs in the state. The Vernetta Hotel catered to overnight railroad passengers and tourists to the area, and became the finest dining and sleeping establishment in Wickenburg. The Great Depression and racial tension led to the hotel losing business, and upon Smith's death in 1935, the Vernetta Hotel was closed. Now known as the Hassayampa Building, it is currently occupied by Remuda Ranch, an eating disorder treatment center.



Santa Fe Depot

The Santa Fe Depot was the primary station along the Wickenburg section of the Santa Fe Railroad during the 1920s. The station fell out of use when the Santa Fe Railroad discontinued service between Phoenix and Williams Junction in 1969. The structure was added to the National Register of Historic Places in July 1986, and today serves as the headquarters for the Wickenburg Chamber of Commerce.



Old Town Hall

Originally built in 1909 to serve as the town hall, this structure has filled many purposes over the years, including a town hall, jail, fireman's hall, and senior citizen center. The structure is currently used by the Wickenburg Volunteer Fire Department.

Municipal Services



Wickenburg Public Library

The current Wickenburg Public Library has approximately 150,000 circulation transactions per year and three staff members to serve the local community. The library provides printed materials, multimedia, and internet connections for use by local residents.



Wickenburg Community Center

The Wickenburg Community Center is a publically owned venue with an auditorium and banquet hall to accommodate local events such as weddings, seminars, receptions, and meetings. The 4,012 square foot auditorium includes a stage, outdoor patio, and kitchen. The multi-use banquet hall is over 1,450 square feet, which is used to support local venues such as public auctions and gun shows.

Hospitality



Best Western Rancho Grande

The Best Western Rancho Grande Hotel is the only hotel located within the downtown area. The remodeled structure incorporates elements of the downtown's western heritage design. The hotel accommodates traffic along the US Highway 60 which runs through the center of Wickenburg. Its close proximity to the downtown makes it an important amenity for visitors staying in Wickenburg.

PHOTO SOURCES: ARIZONA STATE UNIVERSITY MUEP STUDENTS, 2014

SOURCES: ARIZONA DEPARTMENT OF TRANSPORTATION HOMEPAGE, ACCESSED FEBRUARY 2014; ARIZONA EDUCATION BUG HOMEPAGE, ACCESSED FEBRUARY 2014; DEL E. WEBB HOMEPAGE, ACCESSED JANUARY 2014; TOWN OF WICKENBURG HOMEPAGE, ACCESSED JANUARY 2014; WICKENBURG ART CLUB HOMEPAGE, ACCESSED JANUARY 2014; WICKENBURG CHILDREN'S CULTURAL ORGANIZATION HOMEPAGE, ACCESSED JANUARY 2014; WICKENBURG CHAMBER OF COMMERCE HOMEPAGE, ACCESSED JANUARY 2014; WICKENBURG CHAMBER OF COMMERCE WALKING TOUR BROCHURE, 2013

ECONOMIC DEVELOPMENT STRATEGIES

2

Introduction

This chapter outlines economic development strategies for the Town of Wickenburg in order to strengthen the economy of the Downtown Heritage District. These strategies are categorized in the following groups: Business Development, Quality of Life, and Marketing Strategies. Business Development focuses on ways to help new and existing businesses be successful. Quality of Life provides insight into improving the overall well being of Town residents and visitors. This includes downtown amenities such as water fountains, lighting, security, art, shade, and public space. It is through these enhancements that patrons will be attracted to the area. Finally, Marketing Strategies are included as ways that the Town can market itself and the amenities that do and will exist. Proposed recommendations in this section will lead to a successful and vibrant Downtown Heritage District with a thriving business atmosphere.

The economic development strategies outlined in this chapter were developed through a process of identifying current economic trends in the downtown, conducting comparable case study research, identifying relevant aspects of successful approaches, and tailoring development to the needs of the study area. The strategies recommended describe actions that the Town can take to expand economic activity in the downtown through tested economic activities customized specifically for the needs and opportunities of Downtown Wickenburg. This chapter is organized in the following way:

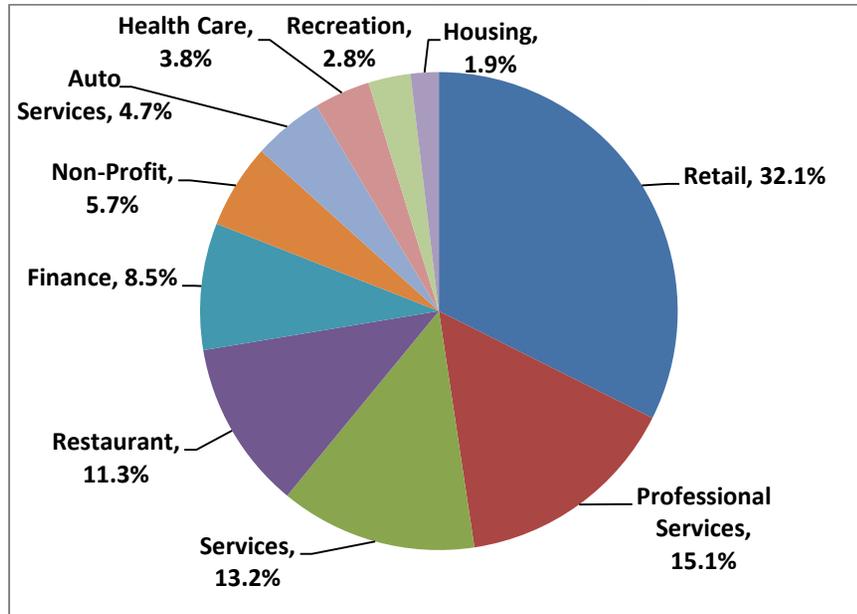
- Strategies are grouped into three major themes;
- Each strategy is accompanied by specific recommendations; and
- A rationale is provided to clarify each purpose.

This is intended to give Town staff, elected officials, and civic organizations a clear picture of the needs of the downtown area. It is assumed that the Town government will hold the lead role in each strategy unless stated otherwise.

Business Analysis

An analysis of current economic activity in the downtown was performed. This was accomplished through a survey of existing businesses in the downtown from Chamber of Commerce and Town of Wickenburg data sources. This analysis presents the predominant industries located downtown. The results are provided in Figure 2-1.

Figure 2-1 Downtown Wickenburg Business Composition, 2014



SOURCES: TOWN OF WICKENBURG, 2014; WICKENBURG CHAMBER OF COMMERCE, 2014

Retail, professional services, other services, and restaurants play a significant role, comprising over 70% of the total businesses in the downtown area. These establishments are able to support the growing number of tourists and visitors drawn to the downtown area. A detailed list of businesses located downtown can be found in Appendix A.

This finding is supported by the results of multiple site visits, discussions with community members, and community surveys. Knowledge of the current economic activities is an important step

in the development of an economic development plan for downtown.

A small amount of recreation-based retail activity currently exists downtown. There may be an opportunity to exploit this rich local asset through some of the recommendations given in this chapter. In addition, the expansion of housing opportunities in the downtown area may also contribute to diversified economic activity.

As previously stated, the successful implementation of the economic development strategies in this chapter may help to bring more visitors downtown and promote further economic growth in the area.

Economic Development Strategies

Table 2-1 on the following page outlines the economic development strategies the Town of Wickenburg may adopt with recommended actions and rationale for each strategy.

Table 2-1 Economic Development Strategies.

1. Business Development

Strategy	Recommended Actions	Rationale
<p>1. Create and strengthen partnerships among key stakeholders.</p>	<ul style="list-style-type: none"> a. Strengthen economic ties with fellow cities in the region by creating partnerships with their economic development departments and working with other similar organizations, such as the Greater Phoenix Economic Council (GPEC), the Greater Phoenix Chamber of Commerce (GPCC), the Arizona Commerce Authority (ACA), and the Maricopa Association of Governments (MAG) to encourage business development at a regional level and harness the resources of these organizations. b. Partner with the Wickenburg Chamber of Commerce to take a yearly inventory of businesses in the downtown. c. Work with the Small Business Development Center (SBDC) and the Arizona Small Business Association (ASBA) to make entrepreneurship classes available to small business owners in downtown Wickenburg. d. The Town of Wickenburg's Economic Development Advisory Committee (EDAC) could partner with the Wickenburg Chamber of Commerce to develop a Heritage District Business Alliance in order to focus on all types of downtown business development, including the retention and expansion of existing businesses and the creation of new businesses. e. Partner with Valley Metro to study the feasibility of restoring rural express service to Wickenburg, as well as the possibility of establishing a neighborhood circulator in the near future. 	<p>Partnerships with existing organizations increase the amount of resources available for business owners and improve business retention.</p>

Strategy	Recommended Actions	Rationale
<p>2. Provide resources for emerging and existing businesses downtown.</p>	<ol style="list-style-type: none"> a. Create a streamlined approval process for development downtown. b. Provide an up-to-date database on the Town’s website and other relevant sites that inventories open lots and storefront vacancies for businesses interested in locating downtown. c. Use a yearly inventory to identify and then attract industry sectors that are needed to increase the diversity of businesses in the downtown. d. Enhance the EDAC website for usability and incorporate social media into the website. e. Focus on the areas of accommodation, restaurants, and grocery in the downtown. They are identified by the Wickenburg Tourism Study as being the biggest areas of tourism expenditures for the whole Town of Wickenburg. f. Create a plan that prioritizes maintenance and expansion of downtown infrastructure and information technology services. g. Create a downtown overlay that includes tax incentives to recruit new and expand existing businesses, specifically businesses that provide basic goods downtown (groceries, clothing and household goods). h. Use research and data to develop an understanding of current business performance in Wickenburg, which will guide decisions and inform prospective regional investors. i. Provide free membership to the Chamber of Commerce for the first membership year of any new downtown business. j. Enact an ordinance that provides incentives to business owners who adaptively reuse downtown buildings for target industries, including restaurants and hospitality. 	<p>Providing resources that support existing businesses and attract new businesses to the downtown will help maintain the long-term economic vitality of the Town. These new businesses also contribute to the creation of jobs within Wickenburg. Furthermore, they provide basic goods to residents so that they do not have to drive elsewhere to find these services.</p>

Strategy	Recommended Actions	Rationale
<p>3. Utilize the Arizona Motion Picture Tax Incentive to promote the Town as a viable place to shoot movies and commercials.</p>	<ul style="list-style-type: none"> a. Inform businesses catered to film production, such as building set design, about the tax credit opportunities under the Motion Picture Production Tax Incentives Program. b. Reach out to college and university film departments to encourage students to film in the area. c. Offer tax incentives for filmmakers who use Wickenburg as a filming location. d. Partner with property owners in order to create a more “authentic” western atmosphere for filming. 	<p>Film production provides jobs to local residents as well as contributes to the local economy and tax base through consumption. Successful films can expose Wickenburg to a wider audience.</p>
<p>4. Partner with educational institutions to provide additional workforce education or specialized training.</p>	<ul style="list-style-type: none"> a. Partner with a college or university to provide specialized workforce training for the adolescent population in services that are necessary to the base economy of downtown Wickenburg. b. Leverage the existing partnerships with educational institutions to study the economic condition of Wickenburg. This will provide student learning opportunities and valuable information to the Town. c. Create a public service internship program within the Town to provide a direct line from university and college students to post-graduation employment. d. Partner with local K-12 schools to integrate entrepreneurship principles into the classroom. 	<p>Workforce development provides businesses with skilled labor. The presence of higher learning facilities could appeal to young people who would have had to leave Wickenburg to find comparable opportunities elsewhere.</p>

Strategy	Recommended Actions	Rationale
5. Ensure a safe and attractive business environment.	<ul style="list-style-type: none"> a. Repair, maintain, and improve existing community assets, including street furniture, fixtures, and landscaping. b. Plan for adequate parking for businesses and customers. c. Accommodate ADA accessible standards through universal design. d. Adopt comprehensive design guidelines for a safe pedestrian environment while simultaneously providing efficient traffic flow for vehicles. 	Downtown's streetscape should reflect a sense of pride in a safe and clean community. Creating such a space could increase the amount of visitors and provide customers to local businesses.
6. Promote outdoor recreation-oriented businesses.	<ul style="list-style-type: none"> a. Provide as many managed access points as possible to the Hassayampa River, Sols Wash, and other multi-use trails. b. Develop an outdoor information center that offers materials on trails, access points, jeep and horseback rides, as well as gear, rentals and a repair shop. c. Engage in public-private partnerships to promote the development of specific recreation-based industries in the area. d. Acquire easements for additional trails and paths in downtown to connect with the regional trail systems. e. Extend the river wash trails for additional activities such as horseback riding, biking, and hiking. f. Design an environmental and historical hiking path that connects natural and urban amenities. 	Wickenburg has been identified as an area for outdoor recreation. Catering toward outdoor recreation services may lead to extra patrons for restaurants and retail outlets.

Strategy	Recommended Actions	Rationale
<p>7. Coordinate with the Wickenburg Chamber of Commerce to expand events and programming in the downtown area.</p>	<ul style="list-style-type: none"> a. Expand existing events programming by encouraging participation from local businesses with low cost advertising. b. Develop a “First Friday”-like program to showcase local art and amenities. c. Develop a system for informing local businesses of upcoming events to facilitate their involvement. d. Utilize the historic US Highway 60 bridge as a venue to host public events. e. Expand events and programming throughout the day to support retail activity after 5:00pm. 	<p>Programmed events are a key source of outside visitors which bring significant revenue to local businesses. Current programmed events have attracted tens of thousands of visitors and local residents have shown support for an increase in number of these events.</p>

2. Quality of Life

Strategy	Recommended Actions	Rationale
<p>1. Improve the presence of arts and culture in the downtown.</p>	<ol style="list-style-type: none"> a. Move forward with the development of the South Tegner District Arts and Cultural Facilities. b. Add a small music venue or amphitheater in the downtown. c. Initiate activities that cater to young adults such as: entertainment, arts, rodeo competitions, and sports tournaments. d. Work with the local artists and business owners to set a monthly art walk that would exhibit art collections and downtown entertainment while allowing visitors to pass through local businesses and historical sites. e. Host seasonal food festivals that feature local producers and emphasize southwestern food. f. Establish a program to promote local artwork by providing public spaces as a “canvas” for emerging artists. Potential locations include parking spaces at public venues. 	<p>Arts and cultural programming could bring people and activity to the downtown. This will enhance Wickenburg’s identity as an exciting place to visit and live.</p>

Strategy	Recommended Actions	Rationale
<p>2. Increase the amount of vegetation and public open space in the downtown area.</p>	<ul style="list-style-type: none"> a. Provide unique amenities in the public space such as playgrounds, workout stations, and splash pads. b. Relocate the community garden to an area with more foot traffic, thereby enhancing its presence in the downtown community. c. Implement a community tree planting program to enhance community involvement and provide more shade. This should also include education outreach on plant and tree maintenance. d. Conduct habitat restoration on Sols Wash for trails and leisure to be connected to the downtown area. e. Plant native vegetation within public spaces with information plaques that inform pedestrians about each species and their significance as a native plant. f. Improve the historic US Highway 60 bridge as a pedestrian and bicycle corridor. 	<p>An increase in vegetation and open space can create a more enjoyable environment for patrons in the downtown area.</p>

Strategy	Recommended Actions	Rationale
<p>3. Improve the quality of life in the downtown area by investing in public infrastructure.</p>	<ul style="list-style-type: none"> a. Improve pedestrian walkways and crossings downtown by adding distinct pavement designs and crossing signs. b. Repair existing drinking fountains and add new ones in key locations downtown. c. Pass an ordinance requiring increased shading in public areas and on buildings in the Heritage District. d. Add benches where needed and keep trashcans maintained. e. Adopt the Heritage District Design Guidelines to help implement stringent lighting and shading standards to create a sense of pedestrian scale on downtown streets. f. Install high-intensity activated crosswalk beacons and pedestrian signals at future traffic lights. g. Use on-street parking as a buffer between pedestrian walkways and vehicles on the road. h. Make improvements to the Wishing Well Park to establish an attractive gateway into the downtown area. 	<p>Improved downtown conditions could provide feelings of safety and comfort which could increase the amount of visitors to downtown businesses and services at all times of the day.</p>
<p>4. Increase public participation and strengthen the collaboration between the Chamber of Commerce, public committees, and the Town.</p>	<ul style="list-style-type: none"> a. Involve the community and address their concerns early in the planning process to prevent frustrated citizens at later stages. b. Encourage community involvement through activities such as the recommended community garden and tree-planting programs. c. Distribute surveys to gauge what the residents consider to be pivotal areas of improvement in the downtown. Utilize the results to implement necessary changes downtown. d. Create a public committee with the mission of enhancing the quality of life in the downtown. 	<p>Involving the community in the planning process ensures a public voice in Wickenburg's future.</p>

Strategy	Recommended Actions	Rationale
5. Expand housing options in the Downtown Heritage District.	<ul style="list-style-type: none"> a. Develop a housing policy that supports low and moderate-income residents in the Downtown Heritage District. b. Update the zoning code to allow for more residential and mixed-use development. c. Increase flexibility on building requirements for live/work establishments downtown. 	Bringing more housing to downtown increases foot traffic. This will enhance commercial activity and provide additional opportunities for social interactions.
6. Preserve historical sites to maintain the character of the downtown.	<ul style="list-style-type: none"> a. Establish a committee to identify and maintain a database of possible historical sites that could be officially designated as such. b. Improve signage marking historical sites in the downtown. c. Improve the 'Historic Walking Tour' through downtown that includes stops at each of the historical sites. d. Maintain the appearance and infrastructure of historical sites to lengthen their life span. e. Adopt a Heritage District Overlay ordinance. 	Historic preservation helps maintain the character, culture and identity of the town. It is these features that attract tourism and instills a sense of pride in its residents.

3. Marketing

Strategy	Recommended Actions	Rationale
<p>1. Downtown Wickenburg should be marketed as a small town destination, specifically focusing on its unique attributes and businesses.</p>	<ul style="list-style-type: none"> a. Create and promote a rodeo museum that celebrates the history of the sport. b. Organize regional or national competitions in the existing rodeo arenas. c. Use Wickenburg’s existing public facilities to enhance opportunities for new artists or emerging artists from around the state to display their work. d. Partner with Local First Arizona to create a “Small Wonders” map that identifies local businesses and attractions. e. Design pedestrian way finding signage, especially for the new Arts District. 	<p>The Town of Wickenburg has a unique Old West character. This enables it to be marketed as an attractive tourist destination for both local and out of state visitors.</p>
<p>2. Marketing should be focused on attracting day and weekend visitors to downtown Wickenburg from the Northwest Valley, Phoenix and Prescott areas.</p>	<ul style="list-style-type: none"> a. Create a brochure that markets outdoor activity packages as a full-day or overnight experience with various activities to choose from, including food, hospitality, and retail. b. The Town should help facilitate a frequency shopping program as a way to attract customers through rewards for shopping in the downtown. c. Advertise at Sky Harbor International Airport to encourage out-of-state visitors to make a visit to a truly authentic Arizona town. 	<p>Close proximity to the Phoenix area creates an opportunity to attract many out of town patrons, therefore marketing to this group could be the most efficient use of marketing funds.</p>

Strategy	Recommended Actions	Rationale
<p>3. Downtown Wickenburg should utilize its marketing resources to make itself known in relevant online and print publications, outdoor media, and social media.</p>	<ul style="list-style-type: none"> a. Market horseback riding, hiking, and local shopping through outdoor media. b. Create a website to list all outdoor activities for tourists to easily access. c. Help businesses utilize websites such as Groupon, Yelp, and Trip Advisor to increase interest in downtown businesses and bring new visitors and spending. d. Strengthen social network presence on websites such as Twitter, Facebook, Instagram, and Pinterest to cheaply market downtown activities, amenities and attractions. e. Purchase advertising space in relevant publications, such as the Arizona Highways Magazine that caters to Old West history, arts and culture, outdoor recreation and unique retail and restaurant options. 	<p>These forms of media represent the most efficient marketing tools. Specifically, social media is a growing field of advertisement, and a relatively cheap initial investment.</p>

REFERENCES:

A COMMERCIAL AND INDUSTRIAL LAND INVENTORY ANALYSIS USING GIS, 2000
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CITY OF KENNEWICK, WASHINGTON ECONOMIC DEVELOPMENT MARKETING PLAN, 2010
COMMERCIAL REVITALIZATION PLANNING GUIDE: A TOOLKIT FOR COMMUNITY BASED ORGANIZATIONS, 2006
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ECONOMIC DEVELOPMENT MARKETING STRATEGY: FOR THE REGIONAL GROWTH PARTNERSHIP, 2009
ECONOMIC DEVELOPMENT STRATEGIC PLAN FOR MARTIN COUNTY, 2011
FLAGSTAFF CVB MARKETING PLAN, FISCAL YEAR 2014
LAKE COUNTY ECONOMIC DEVELOPMENT MARKETING STRATEGIC PLAN, 2011-2013
LITERATURE REVIEW: TAX ABATEMENTS AND ECONOMIC DEVELOPMENT INCENTIVES, 2001

MARTIN COUNTY COMMERCIAL & INDUSTRIAL LAND INVENTORY, 2005

SALT LAKE COUNTY COOPERATIVE COUNTY PLAN BEST PRACTICES FOR SUSTAINABLE COMMUNITIES, 2013

SALT LAKE COUNTY KEARNS TOWNSHIP GENERAL PLAN: CHAPTER 2 BEST PRACTICES, 2012

TAX- INCREMENT FINANCING: THE NEED FOR INCREASED TRANSPARENCY AND ACCOUNTABILITY IN LOCAL ECONOMIC DEVELOPMENT SUBSIDIES, 2011

THE INFILL AND REDEVELOPMENT CODE HANDBOOK, 1999

TOWN OF DRUMHELLER TOURISM MASTER PLAN, 2011

WICKENBURG VISITOR STUDY, 2011



DESIGN GUIDELINES



Introduction

This chapter presents the design guidelines for all current and future development in the Downtown Heritage District. Wickenburg's historic western architectural styles and small-town appeal are important to the overall character of the Town's downtown. New development, as well as redevelopment, should reinforce these similar western architectural styles and small-town urban form. The current Wickenburg Zoning Ordinance contains design provisions for the entire Town. The relevant sections include:

- 14-17 Off-street Parking and Loading Regulations
- 14-18 Sign Regulations
- 14-19 Landscaping, Irrigation and Lighting Regulations
- 14-21 General Additional Regulations
- 14-25 Development Review

The following design guidelines are thus intended to add an extra layer of considerations for downtown development that complement the existing Zoning Ordinance.

Purpose and Scope

The purpose of these design guidelines is to ensure that the development in Wickenburg's Heritage District is well designed and compatible with the historic architectural character of the community. In addition to preserving Wickenburg's traditional

character that appeals to residents and visitors alike, these guidelines also seek to reinforce the overall goal of providing a pedestrian-oriented and multi-use environment. This will ensure a safe and comfortable setting for local residents, businesses, shoppers, and tourists, as well as provide a range of compatible uses in downtown.

The Heritage District Design Guidelines apply in the Heritage District as defined by the map in Figure 3-1. This area generally follows the railroad tracks to the west, Sols Wash to the north, the highway to the east and Hassayampa Elementary School to the south.

Basic Design Principles

The basic design principles highlight the overarching design concepts that will apply to the Heritage District. These principles are the foundation for the Heritage District Design Guidelines, and have been developed through discussion with the public, Town staff, and elected officials. The following are the basic design principles for the Heritage District Design Guidelines:

- Design for Human Scale: Design buildings and infrastructure to human scale to create a sense of community and provide an interesting and comfortable environment for walking.

- **Community Focus:** Create an identifiable commercial core that provides a focal point where residents and visitors want to gather.
- **Historic Design Reference:** Provide guidance to owners, architects, and designers in the application of Wickenburg's character as the means of providing a unique and harmonious area.
- **Mixed Use/Multi Use:** Design for a mix of residential and commercial land uses to vitalize the community and encourage people to live near their work.
- **Application of the Historic Design Theme:** Recognize that the southwestern theme has been accepted as the best architectural style for the town of Wickenburg to maintain design continuity in the core area.
- **Maintenance:** Utilize construction materials that facilitate short-term and long-term maintenance and security.

Heritage District Architectural Styles

Based on the previous design principles, the following themes will guide downtown development:

Western Style

Wickenburg's unique western style architecture has roots dating back to the mid 1800s when the Town was settled as a mining and farming community. The Heritage District is rich with historical western and southwestern architectural styles, which contribute to the identity of Wickenburg. To keep Wickenburg's historic western character it is recommended that any new development or redevelopment projects in the Heritage District adhere to similar western architectural styles listed in Section 14-25-5 of the Wickenburg Zoning Ordinance.

Other Architectural Styles

Wickenburg's Zoning Code (Section 14-25-5) also allows for several styles of architecture that are quite similar to that of the Western style. These styles include Contemporary Spanish, Santa Fe/ Pueblo Revival, Spanish Colonial and Mission Architectures'. Continuing the use of these styles within the Heritage District will be a simple yet efficient way to preserve the Southwestern Design theme and the historical western splendor of the area.

Scale, Proportion, and Street Continuity

The Heritage District is characterized by connected western style structures fronting the street with most parking in the rear. Keeping with this style, the majority of new buildings should be attached to each other, forming a continuous pedestrian pathway in the front of the buildings. Structures in the Heritage District area should be three (3) stories or less, and should maintain a rectangular shape.

Major Design Features

The following features represent some of the major design features, which should be replicated throughout the downtown to promote a consistent western design theme:

- Zero front setback buildings;
- Maximum height of thirty (30) feet;
- Building materials should be wood or rock, stucco;
- Rectangular doors and windows with vertical proportions;
- Pedestrian amenities such as parks, shade, benches, and planters along walkway; and
- Signage should represent historic western characteristics.

Figure 3-1 Map of Area Subject to Guidelines



SOURCE: THE TOWN OF WICKENBURG PLANNING DEPARTMENT

Design Review Process

The design review process, which is intended to be used to ensure compliance with these design guidelines, will be incorporated into the existing Development Review Process that has been adopted by the Town of Wickenburg (refer to Wickenburg Zoning Ordinance Section 14-25). The Town, through the Development Review Team, will determine when a project complies with these design guidelines.

Whenever a conflict exists between the Wickenburg Zoning Ordinance and the Heritage District Design Guidelines, the more restrictive provision shall apply. A project is subject to the present design review process and design guidelines when it is located within the Heritage District, and if any of the following actions are proposed:

- Undertake major alterations on an existing structure;
- Undertake minor alterations, other than painting and routine maintenance, on an existing structure;
- Construct an addition onto an existing structure;
- Add or remove decorative elements or light fixtures;
- Remove or demolish part or all of an existing structure - principal or accessory;
- Build a new structure - principal or accessory; and/or
- Perform exterior site work such as landscaping or constructing a fences or retaining wall.

The design review process should be adopted as a part of the existing development review process mentioned in section 14-25 of the Zoning Ordinance. The guidelines, if adopted, would be required of all permit applicants within the Heritage District.

Guidelines for the Heritage District

Accessibility



In order to allow everyone to enjoy downtown Wickenburg equally, ensuring accessibility in all publicly open places is important. Although the American's with Disabilities Act (ADA) has certain requirements to ensure accessibility, downtown Wickenburg should strive to go above and beyond in making certain that every space downtown is accessible to everyone. In order to do this, the following guidelines should be enforced downtown:

- All buildings, walkways and public spaces should have a minimum of three (3) feet of unobstructed turnaround radii for accessibility by wheelchair.
- Accessible parking spaces should take precedence, even in small parking lots and on-street parking.
- Downtown signs should provide either Braille or audio recordings.
- Ramps should be included in all new designs and incorporated in all historic buildings.
- Tactile paving and rubble strips should be added to all crosswalks to assist the blind or visually impaired.

Art and Murals



Art has the ability to beautify urban areas and improve the aesthetics of buildings, utilities, and streets. Art can be public or private, although to specifically benefit downtown it should be publically accessible.

- Public artwork should be located in any public space without obstructing pathways for biking, driving, or walking.
- Private artwork is encouraged and should be maintained regularly.
- Public art should intend to improve public spaces, compliment the Heritage District's Western design, and be positioned for all to enjoy.
- Murals, paintings, water features, landscaping, decorative architectural elements, and open space are just some of the many encouraged forms of artwork.

Awnings



Awnings not only provide protection from the elements, they can also be a significant part of a building's façade and overall design. Awnings are thus encouraged downtown, especially on the south facing side of buildings. Any awnings downtown should follow these guidelines:

- Awnings should provide at least 75% coverage of the public sidewalk.
- A unique design for each building's awning is encouraged.
- Awnings should be part of the overall design of the building and should complement the surrounding buildings and awnings.

Buildings and Structures



In order to promote walkability and pedestrian comfort, all buildings or structures in downtown Wickenburg should be oriented towards the street. They should also not be too small or too large, but conform to surrounding buildings and be located adjacent to each other with small or no side-yard setbacks. The following recommendations should be implemented for all downtown development:

- Parking should be on-street or located behind buildings.
- Buildings should be located directly adjacent to the sidewalk (having a zero setback).
- Buildings and structures should maintain the size and scale of the existing structures downtown.
- Buildings and structures should be located close to each other to increase connectivity.

Building Entrances



The entrance to a building is one of the most important features, because it serves as the primary sight for people entering. Due to this visual importance, the entrances of buildings should be a focus of a building's design. In order to ensure a unique western theme, as well as maintain its practical use, the following guidelines should be implemented in all new development downtown:

- The historic context and design of the entrance should be maintained.
- Renovation and restoration are encouraged over replacement for all entrance materials.
- New entrances should not be primarily made up of glass or metal.
- All entrances are encouraged to be ADA accessible.

Chain Retail Businesses



Chain stores create their own identifiable brand and try to ensure all of their stores maintain this look and design. Although this can serve as a successful business model, it can also diminish some of the primary downtown goals of Wickenburg, such as walkability, western themes and uniqueness. Due to these issues, the following guidelines should be applied to any chain stores that develop downtown:

- All buildings should have a strong small-town, western theme.
- Designs should be unique and not follow a predefined blueprint.
- Adaptive reuse of buildings downtown is encouraged for chain stores.

Colors



The use of a specific color palate can create a desired theme and improve the overall aesthetics of an area. An earth tone color palate should be used in the Heritage District to accomplish these goals.

- An earth tone color palate includes tans, browns, greens, and warm grays.
- Colors should resemble a native desert environment.
- The use of any other colors is discouraged.

Doors



Doors play an important role in the overall design and effect of a building because they are a gateway to what lies within the building. For this reason, the designs of doors in the Heritage District should complement the Town's western theme and provide unique entrances to each building.

- Any historic doors should be preserved instead of replaced.
- All new doors should be made of wood.
- Door frames should be made of wood, bronze, or brown aluminum.
- Door designs with multiple panels or panes of glass are encouraged because they allow for natural lighting.
- Doors made entirely of glass or metal are discouraged.
- Automated doors are discouraged.

Façades



The facade of a building is an essential component for creating the feel of a town. Building façade elements for the Heritage District should be regulated to enforce the western theme.

- Facades should utilize brick, wood, exposed lumber, adobe, and/or stucco.
- Large amounts of glass and steel are discouraged.

For more requirements, see Wickenburg Zoning Ordinance section 14-21.

Gutters and Downspouts



Most structures in the downtown area do not utilize visible gutters and downspouts. Awnings are commonly used to divert rooftop water collection and protect walkways and entrances from runoff. If gutters are utilized, the following guidelines should apply:

- Preserve and maintain historic gutters.
- If gutters are missing or damaged beyond repair, use half-round gutters or ogee gutters as replacements.
- Gutters and downspouts should be constructed on materials reflective of common local building materials .
- Gutters and downspouts should be painted or designed to blend into local features.
- Downspouts should be located away from architectural features and on the lowest public elevation in alleys or towards the rear of lots to reduce surface water accumulation on public walkways and access areas.

Historic Preservation



The preservation of historic buildings and features is an important part of maintaining the character and culture of a downtown. Wickenburg has the benefit of having many historic properties downtown. In order to protect these important cultural resources, the following guidelines should apply:

- Historical sites should be preserved or given a new use that does not greatly alter their original use.
- Historical exterior features should be preserved.
- Damaged or deteriorating features on historical buildings should be repaired rather than replaced.
- Additions to historical sites should not detract from the original historical significance of the site.
- Any modifications to a historical site should adhere to similar architectural styles as the original site.
- Historic buildings and eligible historic buildings are encouraged to display their historic designation plaques (if applicable) on their front façade.

Landscaping and Vegetation



Vegetation in the form of landscaping is an important component of any urban setting. It has many benefits, including providing shade, cleaning the air, keeping areas cooler and improving the aesthetics of urban areas. Due to these benefits, vegetation and landscaping are encouraged in all downtown developments.

- Tree should be placed to provide shading on walkways and gathering places.
- Plants should be utilized to screen unattractive features, such as utilities.
- All new development should utilize native or drought resistant plants for landscaping.
- Plants should reflect the desert environment where possible and should include cacti where appropriate.
- Landscape buffers downtown should have one tree and four shrubs per twenty feet.
- Interior landscaped areas should have one tree and six shrubs per four hundred square feet or a minimum of ten percent landscaping within the interior of the site.

For more requirements, see Wickenburg Zoning Ordinance section 14-19.

Lighting



Ensuring adequate lighting downtown provides safety and security for people to enjoy nightlife and stay active during all times of the day and night. Lighting can also be used to improve aesthetics, enhance commercial storefronts and keep activity levels high in public spaces. Although lighting can serve these purposes, it can also have negative impacts, such as making it difficult to see the night sky.

- All lighting should follow the criteria set out in Wickenburg's Western Sky Ordinance (Section 14-19A).
- Public and private lighting fixtures should contribute to the overall design of downtown.
- Adequate street lighting should be provided by public streetlights and private storefronts.
- Lights should be placed at a reasonable distance apart to ensure adequate lighting for safety purposes.
- All area lights, including streetlights and parking area lighting, should be full cut-off fixtures and shall be ninety (90) degree or less cut-off type fixtures.
- Streetlights should be high pressure sodium, low pressure sodium, or metal halide
- Lighting is encouraged along pedestrian pathways.

For more specific requirements, see Wickenburg Zoning Ordinance section 14-19.

Mounted Equipment



Mounted equipment on buildings can include air conditioning units, solar panels and satellite dishes, among other things. These pieces of equipment, although necessary for the day-to-day operation of downtown, can have negative impacts on aesthetics and overall building design. As such, the specific guidelines below are recommended to ensure their use does not take away from downtown Wickenburg's character or design.

- All mounted equipment should be placed in such a manner that it is not clearly visible from the street. Buffers including vegetation, walls, and fences may be used as long as they adhere to the guidelines.
- If items must be placed where they are visible, measures should be taken to screen them (art, vegetation, screens, etc.).
- Solar panels are encouraged downtown, as they provide renewable energy and have many benefits.
- If possible, mounted equipment should be incorporated into the overall design of a building, or at the very least, not take away from its historical, cultural, or aesthetic qualities.

Parking



The design guidelines for parking space within the Heritage Design Area are oriented towards the minimization of the negative impacts that parking lots have on the urban form and the natural environment. In this perspective, the purpose of this section is to integrate the needed parking space within the framework of a pedestrian-friendly environment and a pleasant landscape. The following are additional guidelines for parking and parking surfaces:

- Parking should be limited, with on-street parking as the majority of available spaces. Angled or parallel on-street parking is encouraged.
- Pervious or semi-pervious parking area surfacing materials are encouraged.
- Dedicated asphalt lots should be avoided; however if they are necessary they should include landscaping (specifically shade trees) and be oriented away from the street or behind building.
- The use of non-traditional and innovative paving materials for new public and private development is encouraged. These include but are not limited to: reflective coatings, porous pavements, and polymer-modified pavements.

The parking requirements for land uses within the Heritage District are given on page 3-15. For more specific requirements, see Wickenburg Zoning Ordinance section 14-17.

Use	Parking Guideline	Use	Parking Guideline
Residential Uses		Private clubs / Lodges	1 space per 600 sq. ft. of floor area
Bed and breakfast	1 space for every 1 guest rooms	Secondary and Post-Secondary Educational Buildings	1 space per 3 employees + 1 space per 10 students
Boarding and lodging houses	1 space per room	Theatres	1 space per 5 seats
Convalescent/Nursing home	1 space per 3 beds	Commercial	
Group home	1 space per 3 beds	Hotel, motel	1 space for every 1 guest room
Mobile home park	1 space per mobile home space	Kiosks and outdoor dining areas	0 spaces
Manufactured home subdivision	1 space per mobile home space	Restaurant and Bars	1 space per 300 sq. ft. of public floor area
Recreational Vehicle park	1 space per RV	Other Commercial uses	1 space per 300 sq. ft. of public floor area
Residential dwelling 0 - 2 bedroom	1 space per dwelling unit	Industrial	
Residential dwelling 3+ bedroom	2 space per dwelling unit	Industrial	1 space per 4 employees or 1 space per 700 sq. ft. of floor area when total number of employees cannot be determined.
Public Assembly		Accessory structures of 500 square feet or less	0 space per structure
Funeral Homes	1 space per 600 sq ft. of floor area	All other uses within the Permitted Uses Matrix in Wickenburg Zoning Ordinance (section 14-4-2)	1 space per 600 sq. ft. of gross floor area.
Religious Assembly	1 space per 6 seats provided in Main Auditorium / Sanctuary		

Parks and Open Space



Parks and open space are valuable amenities. They provide numerous health benefits and enhance the pedestrian experience in the Town.

- It is recommended that public open space be kept in public plazas or parks. Parklets are an exception and may be included as deemed appropriate.
- The incorporation of design elements such as sculptures, fountains, public art, architectural elements, or trees in courtyards and plazas is encouraged.
- To accommodate the needs of the elderly and people with disabilities, in the process of planning new public or private development, renovations and/or additions, the site design should take into account the presence or absence of resting areas, such as benches, which in the Heritage District should not be far from each other more than 330 feet.

Recycling and Trash



While the storage of recycling and trash is necessary, it should be done in a way as to not distract from the overall appearance of the main building. An off-street area is recommended to ensure removal of these functions from major streets. Guidelines for location of trash collection are as follows:

- Trash and recycling receptacles should be hidden from view. Location in the rear of buildings or alleyways is preferable.
- Service and loading areas should be serviced from the rear of the building, an alley, or a side street while mitigating odor and visual impacts to pedestrian areas.
- Trash container enclosures should be a minimum six (6) feet high and be of the same or complementary materials as the main structure. Special attention shall be given to door and enclosure hardware.

Roofing



Roofs help define a building's character, especially when historical period materials are used. Maintaining a roof's historic or western character is important to the overall design of a building, as well as the building's longevity.

- Retaining the historic shape of roofs is encouraged.
- Retaining and maintaining roof-related features such as parapet walls, cornices, and chimneys is encouraged.
- Modern roof elements and equipment are discouraged, but if desired, should be hidden from view.
- Maintain historic roof materials like slate and sheet metal.
- Parapets, coping, and ornaments should contribute to historic character.
- Differences between residential and commercial roofing should be taken into consideration.

Setbacks



Setbacks in the Heritage District are intended to provide a separation between a building and street for a pedestrian-oriented streetscape. Providing appropriate setbacks in the Heritage District will produce a stronger nexus between buildings, encourage pedestrian activity, and create a well-defined public realm.

- Setbacks should contribute to a streetscape, not detract from it.
- Setbacks, including side setbacks, should remain minimal or non-existent in the Heritage District in order to reduce building isolation.
- Applicants are encouraged to discuss setback variances for their property in the Heritage District with Town staff.
- Building setbacks for commercial establishments in the downtown area should be large enough to allow for pedestrian traffic and activity on street frontage, but small enough to prevent detracting from the urban form.

For more specific requirements, see Wickenburg Zoning Ordinance section 14-4-4 (Residential), section 14-11-4 (Commercial) and section 14-13-3 (MUDD).

Sidewalks and Walkways



Sidewalks and walkways provide essential connectivity for non-motorized transportation and recreation. Maintaining historic sidewalks and walkways while integrating new designs and materials for new sidewalks will be important for preserving the Heritage District's historic character.

- Sidewalks should be widened at street intersections in order to shorten the distance required to cross streets.
- Bricks, pavers, strained cement, and other appealing materials should be used in order to beautify the pedestrian environment.
- Sidewalks should be used to define street edges, encourage street-level activity, and increase connectivity between streets and buildings.
- Shared entry alleys with adjacent property are encouraged to allow for pedestrian penetrations from parking located behind shops, to the main sidewalk and shop fronts.

Signage



Signage is an important element in contributing to the western character of downtown Wickenburg. Signage also attracts people to particular locations, whether it is businesses, parks, or public buildings. It is important that signage be coherent in design and not distract motorists, but must also catch the attention of pedestrian passersby.

- Signage should be oriented to the pedestrian environment.
- Signage should utilize materials that are incorporated by buildings in the Heritage district.
- Lighting for signage should not detract from the ambiance in the Heritage district, and should comply with the existing Western Sky ordinance passed by the Town of Wickenburg.
- Neon signs, backlit fiberglass, plastic signs, and "A frame" signs are discouraged in the Heritage District.

For more specific requirements, see Wickenburg Zoning Ordinance section 14-18.

Streetscape



New streetscape elements should maintain compatibility with the downtown elements that support the traditional character of the commercial area.

- Maintain trees in the commercial area.
- Utilize unique sidewalk materials, such as brick pavers.
- Encourage bulb outs to promote pedestrian safety.
- Murals should be utilized along any long or blank walls facing streets.
- Encourage the incorporation of pedestrian infrastructure such as benches, garbage receptacles, and water fountains.

Undesirable Uses



Although every Town requires many different land uses to support a diverse economy, there are some uses that are undesirable in a downtown no matter how they are designed. Specifically, uses that promote automobile use, decrease walkability or are adult-oriented are not desired in downtown Wickenburg. The following uses meet these definitions:

- Adult-oriented uses;
- Automotive body shops, mechanics or repair;
- Automotive dealerships or rental agencies;
- Car washes;
- Drive through restaurants; and/or
- Gas or service stations.

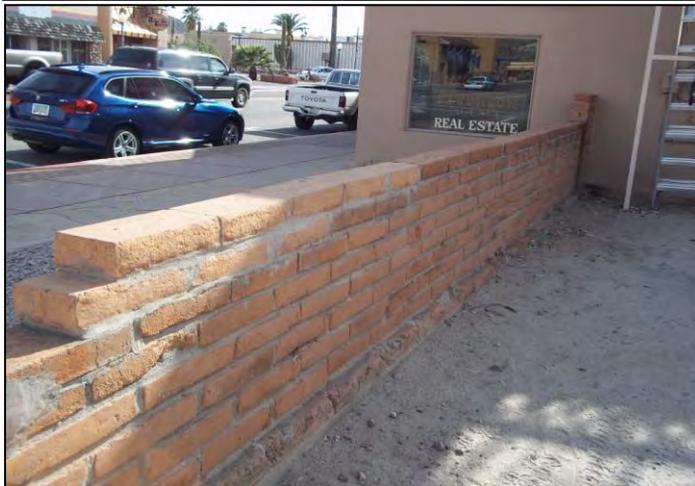
Utilities



Utility systems should be hidden from plain sight if possible.

- Encourage placement of garbage receptacles behind buildings.
- Encourage hidden mechanical systems behind or on top of buildings.
- Meters, conduits, and other equipment should be on rear elevations.
- If any utility systems are within view of the street, public art or decorative fencing should be utilized to block their view.

Walls and Fences



Walls and fences are meant to add to a building and not detract. They can further add to the western architectural features of a building and can provide protection from outside hindrances or weather. Walls and fences can also shield the public eye from obtrusive structures, provide boundaries, and noise buffering. No wall or fence should be located within any required drainage or utility easement.

A. Walls

- Historic walls should be maintained.
- New walls should support the western historic character of the Heritage District.
- Preferred materials include natural materials such as wood, brick, adobe, mortar washed slump block, split face block, rock, and stucco or plaster with a smooth or sand finish.
- Walls are required to screen the following: trash and refuse areas, mechanical equipment, parking lots, and other uses specified.
- Screening walls should be constructed in accordance with the materials and restrictions cited in section 14-25-6 of Wickenburg Zoning Ordinance.
- Refer to section 14-21-9 of the Wickenburg Zoning Ordinance for specific dimensions of wall height.

B. Fences

- Historic fences should be maintained and preserved.
- New fences should support the western historic character of the Heritage District.
- Preferred fence material: Smooth or sand finished stucco over concrete masonry units (CMU), adobe brick, wood, stone, or wrought iron.
- The use of vegetation alongside fencing is encouraged.
- Refer to section 14-21-9 of the Wickenburg Zoning Ordinance for specific types of fencing.

Windows



The Downtown Heritage Area is pedestrian-oriented and should reflect that in the design and dimension of windows. The scale of windows should align with pedestrian height and provide ample viewing of inside businesses, while patrons inside the building can observe the street, improving safety and surveillance.

- Historic original windows, opening dimensions, and details should be preserved and maintained.
- Replacement windows are encouraged to match historic windows.
- Windows should occupy a majority of the frontage of commercial buildings.
- Buildings placed on corner lots are encouraged to have windows on frontage and side wall fronting sidewalk.

References

APPENDIX A: CITY OF DRIGGS COMMERCIAL DESIGN STANDARDS AND GUIDELINES, MAY 2006

CITY OF FRANKLIN HISTORIC DISTRICT DESIGN GUIDELINES, JULY 2010

DESIGN GUIDELINES FOR HISTORIC DISTRICTS AND HISTORIC SITES PARK CITY, JUNE 2009

DOWNTOWN TOLLESON CORE ZONING DISTRICT, AUGUST 3013

LOS ALAMOS BELL STREET DESIGN GUIDELINES, JANUARY 2011

OLD TOWN ORCUTT DESIGN GUIDELINES, 2006

OLDE TOWN HISTORIC DISTRICT AUGUSTA GEORGIA DESIGN GUIDELINES

TOWN OF ANDREWS DESIGN GUIDELINES, SEPTEMBER 2007

WICKENBURG ZONING ORDINANCE, OCTOBER 2010

Please see next page.

FUNDING & IMPLEMENTATION STRATEGIES 4

Introduction

The overall success of the Wickenburg Downtown Heritage Plan rests in the Town's ability to implement the recommendations and guidelines from Chapters 2 and 3. This chapter provides the information necessary for the Town to adopt the business strategies and design guidelines previously outlined.

This Chapter also identifies challenges to implementation and recommended solutions. A table is used to outline key strategies and recommendations, potential agencies with which the Town of Wickenburg may partner with to accomplish these tasks. A timeline for implementation is also provided. This table is followed by a discussion of the implementation of the design guidelines and a list of potential funding sources the Town may employ to begin these processes.

Challenges to Implementation

The purpose of this plan is to identify both the opportunities and potential challenges the Town of Wickenburg may encounter, as it seeks to direct the development of the historic downtown in the coming years. Some of the potential challenges include:

- Responsibility: Which agency, department, or individual will be responsible for each element, strategy, or tool of the plan?
- Timeline: What is a realistic implementation timeframe for tasks to be completed and when will follow up activities occur?

- Funding: Who will pay for the improvements, upgrades, programs, or other responsibilities to support the successful implementation of the plan?
- Public Support: How does the plan represent the needs and interests of the public? How can future concerns or recommendations be addressed? How can the public be kept informed of the progress of the plan's implementation? Is the public supportive of the plan?
- Monitoring Progress: What mechanisms are in place to measure progress towards successful implementation of the tools, programs, and improvements outlined in the plan?

The sections in this chapter address these key issues for the successful implementation of this plan and the continued success of the downtown Wickenburg area. Table 4-1 identifies potential agencies with which the Town of Wickenburg can partner and share of responsibility for implementing each strategy and recommendation. These agencies were chosen to encourage increased partnerships to benefit the downtown.

Local public support is also crucial to getting plans accomplished. Securing funding is important in gaining public support, but other crucial steps include consulting with non-governmental agencies, the Chamber of Commerce, special interest groups, and other citizen groups. Additionally, developing a vision for downtown,

following the vision, and making downtown a regular election issue will also aid in garnering support from the public.

It is recommended that an annual review be conducted by the Town staff and presented to council to follow up with the progress of the implementation of the plan. The review will include a progress report stating the current phase of implementation for each strategy outlined in Chapter 2. Furthermore, the plan should be updated every five to ten years to ensure the plan remains relevant and applicable to the needs and interests of the downtown area, business owners, the Town, and local residents.

Implementation Table

The Implementation Table in this chapter outlines the business strategies and recommendations delineated in Chapter 2 of this plan. Each recommendation is accompanied by a list of agencies the Town should cooperate with to successfully implement these strategies, a timeline that shows the estimated time commitment to successfully implement the recommendations, and any identified funding sources. The list of partner agencies is not

exhaustive and does not preclude the involvement of other groups or entities, but is intended to serve as a starting point in the identification of potential stakeholders. The time horizons within the table roughly follow the following time frames:

- On-Going: Current policies or actions which should be continued by the Town;
- Short-Term: Policies or actions which the Town could implement within one year of adopting this plan;
- Mid-term: Policies or actions which the Town could implement within one to five years of adopting this plan;
- Long-Term: Policies or actions that the Town may need more than five years to implement.

Below the implementation table, several funding sources are identified for implementation of particular initiatives. These have been numbered and are referenced a cell to the right of each relevant recommendation in the Implementation Table. If the cell is left blank, the Town will need to fund the project through local taxes, bonds, or transfers from the General Fund.

Table 4-1 Implementation Table

No.	Strategy & Recommendations	Partner Agencies	Implementation Timeline				Funding Source (#)
			On-Going	Short-Term	Mid-Term	Long-Term	
Business Development							
1.1 Create and strengthen partnerships among key stakeholders.							
a.	Strengthen economic ties with neighboring cities and organizations.	Wickenburg Chamber of Commerce, GPEC, GPCC, ACA, MAG, SBDC, ASBA, EDAC		X			5
b.	Conduct a yearly downtown business inventory.	Wickenburg Chamber of Commerce	X				9
c.	Provide business classes to downtown business owners.	Wickenburg Chamber of Commerce, SBDC, ASBA, ACA		X			9
d.	Develop a Heritage District Business Alliance.	Wickenburg Chamber of Commerce			X		
e.	Conduct a mass transit feasibility study with Valley Metro.	MAG, Valley Metro				X	10
1.2 Provide resources for emerging and existing businesses downtown.							
a.	Streamline development approval process.			X			
b.	Create an online inventory of businesses, open lots, and vacancies.	Wickenburg Chamber of Commerce		X			9
c.	Increase business diversity.	Wickenburg Chamber of Commerce	X				

No.	Strategy & Recommendations	Partner Agencies	Implementation Timeline				Funding Source (#)
			On-Going	Short-Term	Mid-Term	Long-Term	
d.	Enhance EDAC website and social media.	EDAC		X			
e.	Encourage business development as outlined in the Wickenburg Tourism Study.	Wickenburg Chamber of Commerce				X	
f.	Create a plan to expand infrastructure.	Wickenburg Chamber of Commerce			X		3, 11
g.	Create a downtown overlay for tax purposes.				X		
h.	Conduct continued research on downtown business performance.	Wickenburg Chamber of Commerce	X				
i.	Provide free membership to the Wickenburg Chamber of Commerce.	Wickenburg Chamber of Commerce	X				
j.	Enact an adaptive reuse ordinance for the downtown area.				X		
1.3 Utilize the Arizona Motion Picture Tax Incentive to promote the Town as a viable place to shoot movies and commercials.							
a.	Educate businesses regarding the Motion Picture Production Tax Incentives Program.	Arizona Film and Media Coalition, Wickenburg Film Commission		X			
b.	Encourage student film production.	Arizona Film and Media Coalition, Wickenburg Film Commission, Arizona State University, University of Arizona		X			

No.	Strategy & Recommendations	Partner Agencies	Implementation Timeline				Funding Source (#)
			On-Going	Short-Term	Mid-Term	Long-Term	
c.	Offer tax incentives to filmmakers.				X		
d.	Partner with property owners to create an “authentic” western atmosphere.	Wickenburg Chamber of Commerce, Arizona Film and Media Coalition, Wickenburg Film Commission			X		6
1.4 Partner with educational institutions to provide additional workforce education or specialized training.							
a.	Provide specialized workforce training.	University of Arizona Cooperative Extension, Maricopa Community Colleges, Arizona State University, Wickenburg Unified School District			X		
b.	Study economic conditions in downtown Wickenburg.	University of Arizona Cooperative Extension, Maricopa Community Colleges, Arizona State University	X				9
c.	Create local internship positions.	University of Arizona Cooperative Extension, Maricopa Community Colleges, Arizona State University, Wickenburg Unified School District			X		
d.	Integrate entrepreneurship principles in K-12 education.	Wickenburg Unified School District		X			
1.5 Ensure a safe and attractive business environment.							
a.	Repair, maintain, and improve existing downtown amenities.	Wickenburg Chamber of Commerce	X				11

No.	Strategy & Recommendations	Partner Agencies	Implementation Timeline				Funding Source (#)
			On-Going	Short-Term	Mid-Term	Long-Term	
b.	Plan for adequate parking downtown.	Wickenburg Chamber of Commerce		X			
c.	Accommodate ADA accessible standards.				X		
d.	Adopt design guidelines to create a safer pedestrian environment.			X			
1.6 Promote outdoor recreation-oriented businesses.							
a.	Provide access points to the Hassayampa River, Sols Wash, and other multi-use trails.	U.S. Army Corps of Engineers, Arizona Department of Transportation, Maricopa County Department of Parks and Recreation, Arizona State Parks, U.S. Environmental Protection Agency			X		1
b.	Develop an outdoor information center.	Wickenburg Chamber of Commerce			X		
c.	Develop recreation-based industries.	Wickenburg Chamber of Commerce			X		
d.	Acquire easements for additional trail paths.	U.S. Army Corps of Engineers, Arizona Department of Transportation, Maricopa County Department of Parks and Recreation, Arizona State Parks, U.S. Environmental Protection Agency				X	1

No.	Strategy & Recommendations	Partner Agencies	Implementation Timeline				Funding Source (#)
			On-Going	Short-Term	Mid-Term	Long-Term	
e.	Extend river wash trails for outdoor recreation activities.	U.S. Army Corps of Engineers, Arizona Department of Transportation, Maricopa County Department of Parks and Recreation, Arizona State Parks, U.S. Environmental Protection Agency				X	1
f.	Design hiking trails to connect urban and natural amenities.	U.S. Army Corps of Engineers, Arizona Department of Transportation, Maricopa County Department of Parks and Recreation, Arizona State Parks, U.S. Environmental Protection Agency			X		1
1.7 Coordinate with the Wickenburg Chamber of Commerce to expand events and programming in the downtown area.							
a.	Expand existing events programming with low cost advertising.	Wickenburg Chamber of Commerce			X		
b.	Develop a “First Friday” program.	Wickenburg Chamber of Commerce		X			
c.	Inform local businesses of upcoming events to facilitate involvement.	Wickenburg Chamber of Commerce		X			
d.	Utilize the old US Highway 60 as a public venue.	Wickenburg Chamber of Commerce, Arizona Department of Transportation, U.S. Department of Transportation				X	

No.	Strategy & Recommendations	Partner Agencies	Implementation Timeline				Funding Source (#)
			On-Going	Short-Term	Mid-Term	Long-Term	
e.	Expand event programming to support evening activities.	Wickenburg Chamber of Commerce		X			
Quality of Life							
2.1 Improve the presence of arts and culture in the downtown.							
a.	Develop the South Tegner District Arts and Cultural Facilities.	Desert Caballeros Western Museum, Wickenburg Art Club, Del E Webb Center, Wickenburg Unified School District			X		8
b.	Build an outdoor amphitheater venue.				X		1, 8
c.	Encourage activities catered to young people.	Wickenburg Chamber of Commerce		X			
d.	Establish a monthly art exhibit.	Wickenburg Chamber of Commerce, Desert Caballeros Western Museum, Wickenburg Art Club, Del E Webb Center		X			8
e.	Host seasonal food festivals.	Wickenburg Chamber of Commerce			X		
f.	Establish public canvas spaces for local artists.	Wickenburg Chamber of Commerce, Desert Caballeros Western Museum, Wickenburg Art Club, Del E Webb Center		X			8
2.2 Increase the amount of vegetation and public open space in the downtown area.							

No.	Strategy & Recommendations	Partner Agencies	Implementation Timeline				Funding Source (#)
			On-Going	Short-Term	Mid-Term	Long-Term	
a.	Provide public space amenities for outdoor activities.	Maricopa County Department of Parks and Recreation, Arizona State Parks, Wickenburg Chamber of Commerce			X		1
b.	Relocate the community garden.	Wickenburg Chamber of Commerce			X		
c.	Implement a community tree planting program.	Wickenburg Chamber of Commerce			X		
d.	Conduct habitat restoration and trail establishment for the Sol's Wash.	U.S. Army Corps of Engineers, Arizona Department of Transportation, Maricopa County Department of Parks and Recreation, Arizona State Parks, U.S. Environmental Protection Agency			X		1
e.	Plant native vegetation in public spaces.	Wickenburg Chamber of Commerce	X				
f.	Improve the US Highway 60 bridge as a pedestrian and bicycle corridor.	U.S. Army Corps of Engineers, Arizona Department of Transportation, U.S. Department of Transportation, U.S. Environmental Protection Agency				X	
2.3 Improve the quality of life in the downtown area by investing in public amenities.							
a.	Improve pedestrian walkways.	Arizona Department of Transportation, Wickenburg Chamber of Commerce			X		11

No.	Strategy & Recommendations	Partner Agencies	Implementation Timeline				Funding Source (#)
			On-Going	Short-Term	Mid-Term	Long-Term	
b.	Repair existing water fountains.				X		1
c.	Adopt an ordinance increasing shade in the downtown area.			X			
d.	Add benches and maintain trash cans.		X				1
e.	Adopt the Downtown Design Guidelines.			X			
f.	Install high-intensity activated crosswalks and signals.	Arizona Department of Transportation, U.S. Department of Transportation, U.S. Environmental Protection Agency			X		11
g.	Maintain on-street parking.	Arizona Department of Transportation, U.S. Department of Transportation, U.S. Environmental Protection Agency	X				
h.	Make improvements to the Wishing Well Park.	Arizona Department of Transportation, U.S. Department of Transportation, U.S. Environmental Protection Agency, Maricopa County Department of Parks and Recreation, Arizona State Parks			X		1
2.4 Increase public participation and strengthen the collaboration between the Chamber of Commerce, public committees, and the Town.							

No.	Strategy & Recommendations	Partner Agencies	Implementation Timeline				Funding Source (#)
			On-Going	Short-Term	Mid-Term	Long-Term	
a.	Increase public involvement in the planning process.	Wickenburg Chamber of Commerce	X				
b.	Encourage community involvement in Town-sponsored community activities.	Wickenburg Chamber of Commerce	X				
c.	Utilize surveys to gauge public opinion on downtown activities.	Wickenburg Chamber of Commerce		X			
d.	Create a public committee to improve the quality of life downtown.	Wickenburg Chamber of Commerce		X			
2.5 Expand housing options in the Heritage District.							
a.	Develop a mixed income housing policy.	U.S. Department of Housing and Urban Development, U.S. Environmental Protection Agency, U.S. Department of Transportation, Arizona Department of Housing, MAG			X		1, 3
b.	Amend the zoning ordinance to increase residential and mixed uses downtown.			X			
c.	Support live/work establishments downtown.			X			
2.6 Preserve historical sites to maintain the character of the downtown.							

No.	Strategy & Recommendations	Partner Agencies	Implementation Timeline				Funding Source (#)
			On-Going	Short-Term	Mid-Term	Long-Term	
a.	Establish a committee to maintain a database of historically designated sites.	Wickenburg Chamber of Commerce, Arizona State Historic Preservation Officer		X			6
b.	Improve historical markers.	Wickenburg Chamber of Commerce, Arizona State Historic Preservation Officer			X		6
c.	Improve the “Historical Walking Tour.”	Wickenburg Chamber of Commerce, Arizona State Historic Preservation Officer	X				6
d.	Maintain historical sites.	Arizona State Historic Preservation Officer	X				6
e.	Adopt a Heritage District Overlay ordinance.			X			6
Marketing							
3.1 Downtown Wickenburg should be marketed as a small town destination, specifically focusing on its unique attributes and businesses.							
a.	Promote a rodeo museum downtown.	Wickenburg Chamber of Commerce				X	
b.	Organize national rodeo events.	Wickenburg Chamber of Commerce			X		
c.	Utilize existing facilities for new artists.	Wickenburg Chamber of Commerce	X				8

No.	Strategy & Recommendations	Partner Agencies	Implementation Timeline				Funding Source (#)
			On-Going	Short-Term	Mid-Term	Long-Term	
d.	Partner with Local First Arizona to identify local businesses.	Wickenburg Chamber of Commerce, GPEC, GPCC, ACA, MAG, SBDC, ASBA, EDAC		X			
e.	Design pedestrian way finding signage.	Wickenburg Chamber of Commerce			X		
3.2 Marketing should be focused on attracting day and weekend visitors to downtown Wickenburg from the Northwest Valley, Phoenix and Prescott areas.							
a.	Create a brochure to market outdoor activity packages.	Wickenburg Chamber of Commerce, GPEC, GPCC, ACA, MAG, EDAC			X		
b.	Facilitate a frequency shopping program.	Wickenburg Chamber of Commerce, GPEC, GPCC, ACA, MAG, SBDC, ASBA, EDAC			X		
c.	Advertise at Sky Harbor International Airport.	Wickenburg Chamber of Commerce, GPEC, GPCC, ACA, MAG, EDAC		X			
3.3 Downtown Wickenburg should utilize its marketing resources to make itself known in relevant online and print publications, outdoor media, and social media.							
a.	Market outdoor activities through outdoor media.	Wickenburg Chamber of Commerce, GPEC, GPCC, ACA, MAG, EDAC		X			
b.	Create a website to list all outdoor activities for tourists.	Wickenburg Chamber of Commerce, GPEC, GPCC, ACA, MAG, EDAC		X			

No.	Strategy & Recommendations	Partner Agencies	Implementation Timeline				Funding Source (#)
			On-Going	Short-Term	Mid-Term	Long-Term	
c.	Help businesses utilize marketing websites.	Wickenburg Chamber of Commerce	X				
d.	Strengthen Wickenburg's online social network presence.	Wickenburg Chamber of Commerce	X				
e.	Diversify Wickenburg's media advertising.	Wickenburg Chamber of Commerce, GPEC, GPCC, ACA, MAG, EDAC		X			
Design Guidelines							
4.1 Implement the downtown Wickenburg design guidelines.			X				
4.2 Establish a Design Review Team to review design and development proposals within the downtown area.			X				

Implementation of Design Guidelines

The first step towards implementation is for the Town of Wickenburg to create the Downtown Heritage District overlay with the dimensions delineated in Chapter 1 of this plan. The Design Guidelines in Chapter 3 can be adopted by the Town of Wickenburg as design guidelines for the Downtown Heritage District as an addendum to the requirements specified in the Wickenburg Zoning Ordinance.

Funding Strategies

The funding opportunities listed below provide the Town of Wickenburg with viable opportunities for federal, state, and local funding to support many of the projects and programs recommended in this report. The funding sources listed may be available in the form of grants, loans, tax credits, or other payment options to support local development, redevelopment, transportation, education, or other projects that would greatly benefit the Town. This section is intended to serve as a starting reference for staff to support Town Council decisions on actions for the downtown area. For example, other common sources for

municipal funding, such as sales revenue, improvement districts, and general obligation bonds, are also recommended though not included in this section.

1. Arizona State Parks Grant Programs

The State of Arizona provides several sources of funding through their State Parks Grant Programs. This includes the Non-Motorized Project Grants of the Recreational Trails Program (RTP), which offers as much as \$80,000 for the creation of new trails, maintenance or renovation of existing trails and supporting facilities or signage. The State Parks RTP Trail Maintenance Program offers \$30,000 for maintenance and realignment of trails only. Additional funding is available through the Growing Smarter State Trust Land Acquisition Program and the Off-Highway Vehicle Recreation Fund ([Link](#)).

2. Arizona Renewable Energy Tax Credit

The Arizona Renewable Energy Tax Credit was created to promote the renewable energy industry through business investment. The goal of the tax credit is to position Arizona as a center for the production and use of renewable energy. This is accomplished by offering two benefits: up to 10% in refundable income tax credit and up to 75% off property taxes ([Link](#)).

3. Community Development Block Grant

Community Development Block Grants (CDBG) are provided by the U.S. Department of Housing and Urban Development (HUD). They are targeted toward providing affordable housing, services to the most vulnerable and the creation of jobs through business retention and expansion. Applicable program areas include:

- State Administered CDBG: Also known as the Small Cities CDBG program, this grant is administered by the State and awards towns for engaging in community activities.
- Section 108 Loan Guarantee Program: This program provides federally guaranteed loans to assist in redevelopment projects, particularly ones large enough to impact entire neighborhoods.
- Neighborhood Stabilization Program: Provides grants to disadvantaged neighborhoods due to foreclosures and delinquencies. The main goal is provide stabilization for the community that has been lacking ([Link](#)).

4. Community Facilities Districts Bonds

The Arizona Community Facilities District Act was passed in 1988 to allow municipalities to use voter-approved bonds to finance public projects. Projects can include enhancements to infrastructure or municipal services. 'Districts' have to be identified as areas where the improvement will occur and also as the source of funding ([Link](#)).

5. FY 2014 Economic Development Assistance Program

The FY 2014 Economic Development Assistance Program is provided by the Economic Development Agency (EDA) and the US Department of Commerce and focuses on innovation. The goal of this program is to create a competitive regional ecosystem in economically depressed areas ([Link](#)).

6. Historic Preservation Grants for States

Since 1970, Historic Preservation Funds have been available through State and Tribal Historic Preservation Offices. Funds can be used for preservation studies, National Register nominations,

and education, among others. At least ten percent of the funds awarded to the State must be passed on Certified Local Governments ([Link](#)).

7. Low-Income Housing Tax Credits

The Low-Income Housing Tax Credits (LIHTC) are provided by HUD to assist in the acquisition, rehabilitation, or construction of lower-income housing. State and local agencies are given roughly \$8 billion for these tax credits ([Link](#)).

8. National Endowment for the Arts

The National Endowment for the Arts (NEA) provides grants to fund new and existing projects, events or activities. Projects can be of any size, and are aimed at making a difference in the community. The applicable matching grants include Art Works and the Challenge American Fast-Track Grants ([Link](#)). Similarly, the National Endowment for the Humanities (NEH) offers Challenge Grants which can be used to support humanities programs and resources ([Link](#)).

9. Planning Program and Local Technical Assistance Program

The Planning Program and Local Technical Assistance Program, administered by the EDA, provides up to \$100,000 to local governments and institutions for the purpose of stimulating economic development in the region. Specifically, the EDA provides support for the development and implementation of comprehensive economic development strategies ([Link](#)).

10. Rural Transit Assistance Program (MAP-21)

The Rural Transit Assistance Program provides funding to assist with transit operations in areas with less than 50,000 people that

have residents that would utilize public transportation. This includes planning, capital, commute projects, as well as others. Funding from this program has been received in the past ([Link](#)).

11. Street Bonds

Similar to Community Facilities Districts Bonds, Street Bonds can be issued to fund street improvement projects upon voter approval. Street Bonds are being used in other municipalities around the state as a form of economic development ([Link](#)).

REDEVELOPMENT OPPORTUNITIES & DESIGN CONCEPTS 5

Introduction

The Wickenburg Downtown Heritage District is a valuable example of western culture and architecture in Arizona. Its location on two major US Highways and proximity to the Phoenix Metropolitan Area make it an important asset to the region's heritage. The downtown area has the unparalleled ability to attract visitors with its well-defined examples of western architecture, historic locations, desert scenery, and authentic memorabilia of bygone days. Both of these are reminiscent of the "Old West" of the 19th century and the highway road trip culture of the mid 20th century. The Town's ability to protect and enhance this image is a powerful tool to attract the growing tourism industry in the area.

This chapter presents sites located throughout downtown Wickenburg which may be selected for enhancement to better conform to the existing downtown style, provide more valuable uses to attract business, and increase revenues in the downtown area.

The sites were selected based on analyses of current land uses in the downtown, the quality and state of structures, and recommendations from public participation and Town staff. The site recommendations outlined below are intended to begin a dialogue to explore future development alternatives in the downtown which conform to the design guidelines provided in this document. These recommendations are to serve as models for

developers, architects, business owners, town leaders, and local residents as they consider the future uses and styles within the downtown area.

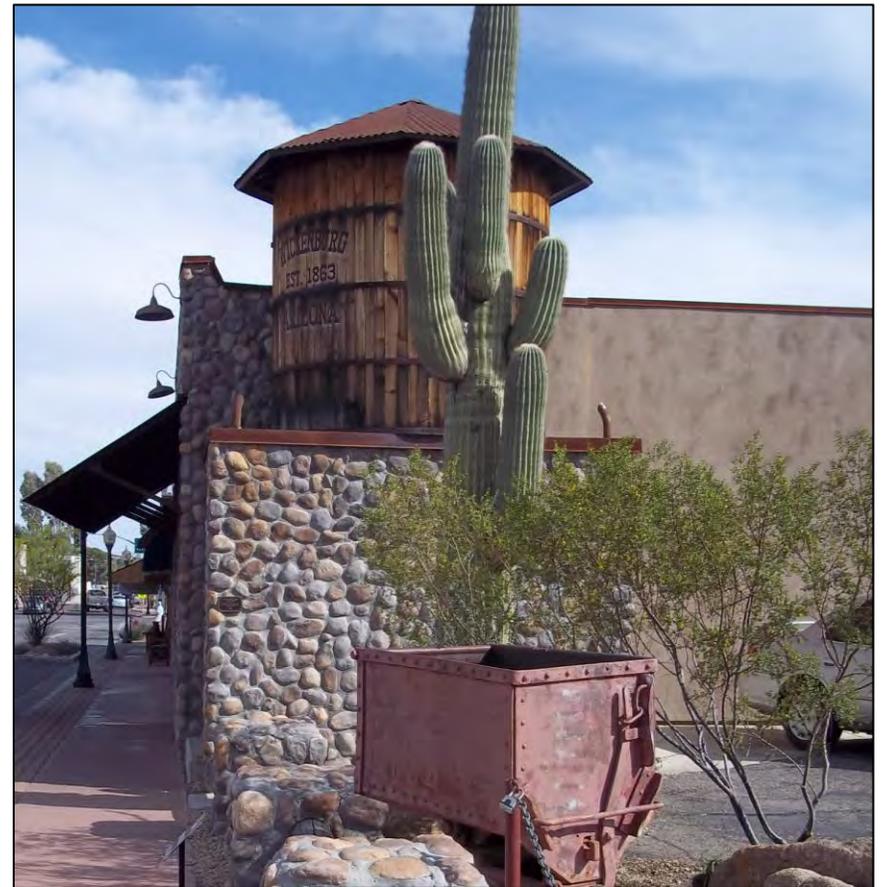


Figure 5 – 1 Potential Downtown Redevelopment Sites



SOURCE: ARIZONA STATE UNIVERSITY MUEP STUDENTS, 2014

Please see next page.

Existing Conditions of Redevelopment Sites in the Downtown Heritage District

1. Wickenburg Town Hall & Civic Center



2. Santa Cruz Extension



3. Sols Wash Restoration Area



4. Bashas' Frontier Center



5. The Frontier Area



6. Wickenburg Town Park



7. Wickenburg Convention Center



8. Railroad Tracks



9. South Tegner Districts Arts & Cultural Facilities



Existing Conditions of Redevelopment Sites in the Downtown Heritage District

10. Roundabout Area



11. Downtown Coffee Shop & Corner Market



12. Infill Development



13. Frontier Village Condominiums



14. Transportation & Streetscape Enhancements



Site 1: Wickenburg Town Hall & Civic Center

Area: 644,039 ft.² (approx. 15 acres)

Current Zoning: I-2 (Light Industrial)

Existing Land Use: Vacant (Seasonal Commercial)

Proposed Land Use: Public

Location: West of Tegner St. & south of Sols Wash



The current Wickenburg Town Hall & Civic Center site hosts private roping events throughout the year and provides overflow parking during the annual Wickenburg Gold Rush Days. These events draw large amounts of people over a few days, however, during the rest of the year the land is largely vacant. The property follows the northern edge of the Santa Fe railroad line and extends between the Sols Wash and Tegner Street. The railroad line severely limits adequate pedestrian and vehicular access, and the single point of entry is currently located on Tegner Street. In addition, a small public easement exists for the Town's wellhead on the northern edge adjacent to the Sols Wash.

This area is largely underutilized considering its proximity to the heart of downtown. Wickenburg residents and Town staff have expressed support for the site to be considered for the development of a new Town civic center. As future growth requires larger Town Hall facilities to adequately serve the public, residents expressed interest to relocate municipal facilities to the periphery of the downtown area. This will also better utilize the current Town Hall location for commercial and retail uses.

The site development proposal includes the following elements:

- Space for a new Town Hall with office space for all public services and staff;
- A new community center, youth center, and senior center;
- New parking facilities to accommodate daily use and special event overflow; and
- Connectivity with the proposed downtown loop trail along the railroad tracks and other public open space.

Figure 5 – 2 Wickenburg Civic Plaza



SOURCE: ARIZONA STATE UNIVERSITY MUEP STUDENTS, 2014

5 Site Development

The site would be landscaped utilizing xeriscaping techniques, with the portion along Sols Wash transitioning to riparian landscaping along the proposed Sols Wash Restoration Area (Site Development 3). The civic center will include permeable surface walkways, parking lots, ample shade from trees and structures, native vegetation, and a uniquely western design to conform to other structures in the downtown area. A vehicular and pedestrian at-grade crossing over the railroad at Mohave Street will connect the new civic center with the community to the southwest. Frontier Street will be straightened to provide additional access to the civic center.

This redevelopment will greatly benefit the community and downtown by combining Town departments and services into one area. This can benefit the community by increasing government efficiency and making services more convenient to access. The design of the civic center would give residents new open space for public gatherings and events. The upgraded facilities will be better suited to host local or regional events and provide an updated venue which the Town can make available for business or organizations to rent. A sizeable parking lot will accommodate the parking needs of the Town and large events without interrupting the pedestrian orientation of downtown. Overall, this will provide a more intense use of this piece of land and will allow future redevelopment of the current civic offices in the business district.



Site 2: Santa Cruz Extension

Area: 111,566 ft.² (approx. 3 acres)
Zoning: I-2 (Light Industrial)
Existing Land Use: Industrial; Office
Proposed Land Use: Public; Commercial
Location: Intersection of Frontier St. & Tegner St.



This site is currently utilized as a cement mixing plant and small office spaces. This site is a unique shape because of the railroad tracks and the crossing of Frontier Street on the south. Due to its location, the site would be best served by utilizing a part of it as the same civic center outlined in the Site 1 redevelopment plan. The remaining portion will be used to continue the block structure of small commercial buildings found on Tegner and Frontier Streets.

Along with the possible realignment of Frontier Street suggested in Site 1, it is proposed that Santa Cruz Street extend over the railroad tracks to connect to Tegner Street. This will allow the continuity of the block structure in downtown while increasing the connectivity throughout downtown and the neighborhoods west of the railroad tracks. The new parcels made available by this realignment should be used for commercial and retail development similar to other uses in the downtown area.

Industrial uses have been identified by Town staff as being incompatible with the long-term nature of the downtown area. Redevelopment can mitigate a less compatible land use and provide greater development opportunities for land owners.

Site 3: Sols Wash Restoration Area

Area: 132,759 ft.² (approx. 3 acres)

Zoning: R1-12 (Single-Family Residential)

Existing Land Use: Open Space; Environmentally Sensitive Area

Proposed Land Use: Open Space; Environmentally Sensitive Area

Location: South of River St.

The Sols Wash is currently an ephemeral waterway at the northern edge of downtown Wickenburg. The wash is currently inaccessible to the public from the north at Coffinger Park and the south in downtown due to the retention walls which border the wash. This limits accessibility between Coffinger Park and downtown to the pedestrian walkway along the US Highway 93 bridge to the east or the Tegner Street bridge to the west. As the wash is completely dry for most days of the year, very little vegetation and wildlife is present.

The Sols Wash should be restored to a desert riparian habitat with pedestrian trails connecting downtown, the new proposed civic center, and Coffinger Park to serve as a greater natural amenity to the urbanized area of Wickenburg. Similar restorations have taken place in the City of Phoenix where the Salt River was restored to create a vibrant riparian habitat. This was done by pumping water to the surface and letting it flow to a designated endpoint where it then flows back below ground. The area was improved with the planting of native vegetation, the construction of trails, paths, and bridges, and improved access points at key locations. Small dams upstream of the restored area serve to

protect the riparian area from flashfloods. Additional information can be found at the City of Phoenix's website ([Link](#)).

Similar improvements are proposed for Sols Wash for the portion between the new civic center to the US Highway 93 bridge. Native riparian plants and trees will be planted along the new trails and the current wall will be replaced with sloping land containing desert landscape. Access to the downtown trail will run the length of the riparian area and alternate paths will connect downtown with Coffinger Park. East River Street north of the wash will be converted into desert landscaping that will serve as a transition from the park to the riparian area.

These habitats support hiking, bird watching, equestrian activities, and other outdoor activities. It will also provide a unique outdoors experience integrated with other downtown activities and can become an important attraction to the Wickenburg area.



Figure 5 – 3 Sols Wash Restoration Area



SOURCE: ARIZONA STATE UNIVERSITY MUEP STUDENTS, 2014



Site 4: Bashas' Frontier Center

Area: 209,088 ft.² (approx. 5 acres)

Zoning: C-2 (Central Business)

Existing Land Use: Commercial; Residential

Proposed Land Use: Mixed-use

Location: Intersection of Tegner St. and Yavapai St.

This site is currently utilized as a large retail shopping center at the northern edge of the downtown area. Bashas' Frontier Center includes a Bashas' grocery store, Ace Hardware, and other smaller businesses. In addition, two single-family residences are located on the northeast corner of the site along the Sols Wash. Adjacent to the site is the Garcia Little Red Schoolhouse, which is listed on the National Register of Historic Places, as well as other redevelopment sites outlined in this chapter, including Sites 3, 6, and 7. A large parking lot along Tegner Street and Apache Street covers almost half of the site.

The redevelopment plan seeks to maintain Bashas' and Ace Hardware as important downtown commercial anchors while redesigning the structures and layout to create a more congruent design to the rest of the downtown area. This supports the goals of enhancing pedestrian accessibility and safety while preserving the unique character of the downtown.

A new Bashas' store will be developed at the corner of Garcia Street and Yavapai Street and a new Ace Hardware will be developed at the corner of Tegner Street and Yavapai Street. These buildings will have zero setbacks along Yavapai Street,

shade awnings over pedestrian walkways, and pedestrian entrances at the corners. The two anchors will be connected by smaller venues for other retail, restaurant, or service businesses. A small parking lot with approximately 100 spaces will be located behind the buildings.

Multi-family residential structures, such as apartments or condominiums, will be located along the western Sols Wash boundary. This overlaps with Site 13 and will be discussed in more detail later on this chapter. This design supports comments made in public meetings to increase housing availability and options in the downtown area through the building of apartments, condominiums, or mixed-use structures. The requirements for multi-family residential units similar to the Frontier Village Condominiums are defined by the Wickenburg Zoning Ordinance as RM-1 or RM-2 land uses. These apartments will provide housing for all levels of income, with three residential buildings on Tegner provided as mixed-use, and will be designed to support greater walkability in the area while drawing on amenities such as the proposed Sols Wash Restoration area.

This redevelopment provides numerous benefits to the downtown, including:

- The rejuvenation of an outdated shopping center;
- Increased pedestrian orientation and connectivity to support a walkable downtown area;
- The preservation of parking spaces and requirements;
- Increased continuity with the historic downtown area;
- Increased housing options and availability.

Figure 5 – 4 Bashes' Frontier Center



SOURCE: ARIZONA STATE UNIVERSITY MUEP STUDENTS, 2014

Site 5: The Frontier Area

Approximate Area: 34,738 ft.² (under 1 acre)

Zoning: C-2 (Central Business)

Existing Land Use: Commercial

Proposed Land Use: Commercial

Location: Intersection of Frontier St. & Tegner St.

This site encompasses the area south of the curve created by the intersection of Frontier Road and Tegner Street. Several small commercial buildings are currently located on the site, with parking lots and vacant land occupying most of the surface area. Site 5 does not include the two buildings and public space on the corner of Tegner Street and Frontier Street. These currently conform to the land use and design goals of the downtown area and the Site 5 redevelopment plan will work towards greater integration with these sites.

The proposed extension of Santa Cruz Street to Tegner Street will remove the current segment of Frontier Street which bisects the site to complete the block. This site will seek to continue the business pattern seen along Frontier Street including retail, commercial, and restaurant uses in the area. The design calls for using minimal setbacks to conform to the current design patterns in the downtown area.

The continued use of the block structure will greatly improve the connectivity of this portion of downtown Wickenburg and provide numerous places for economic development.

Figure 5 – 5 The Frontier Area



SOURCE: ARIZONA STATE UNIVERSITY MUEP STUDENTS, 2014



Please see next page.

Site 6: Wickenburg Town Park

Approximate Area: 86,438 ft.² (approx. 2 acres)

Zoning: C-2 (Central Business)

Existing Land Use: Public

Proposed Land Use: Commercial; Open Space

Location: Intersection of Tegner St. & Yavapai St.

This site is located along Tegner Street in the geographic center of the downtown area and includes the Wickenburg Town Hall, the Old Town Hall building, a Town library and park. Town staff and residents have mentioned a desire to relocate Town Hall to better utilize the area for tourism-based services. The existing park includes grass-covered open space, mature shade trees, and picnic tables. Two small parking lots are accessible from Yavapai Street while on-street parking completely encompasses the site.

The proposed development of the Civic Center and new Town Hall on Site 1 and Site 2 opens this site for redevelopment opportunities. The proposal includes dividing the site into two separate developments. The segment fronting Tegner Street would be used for potential commercial development including storefronts similar to shops located directly across Tegner Street from the site.

The eastern area of the lot would be redeveloped to expand the park and provide other public uses, including preserving the historic Old Town Hall structure; supporting a more accessible urban garden; amphitheater; green space; sports facilities; and a playground.

In order to not compete with facilities at the nearby Coffinger Park, this space will include different amenities than its neighboring

facility. The portion of the site east of the Old Town Hall building will be redeveloped into a public amphitheater, splash pad for children, public restroom, and picnic areas. The amphitheater will be available for food vendors, public events, and artistic performances.

This site will expand business development opportunities on prime retail space while improving pedestrian connectivity along Tegner Street by strengthening the continuity of development. The park and its amenities can become a notable downtown destination for visitors and residents. Utilizing the amphitheater and park as event space will help solidify this area as the heart of downtown. Increasing public amenities can increase economic activity in addition to improving the comfort level of visitors and visual aesthetics of the downtown.



Figure 5 – 6 Wickenburg Town Park



SOURCE: ARIZONA STATE UNIVERSITY MUPE STUDENTS, 2014

Site 7: Wickenburg Convention Center

Area: 131,000 ft.² (approx. 3 acres)

Zoning: R1-12 (Single-Family Residential)

Existing Land Use: Public

Proposed Land Use: Public; Hospitality

Location: Along Garcia St. at the terminus of Yavapai St. & Valentine St.

This site is currently occupied by the Wickenburg Community Center. The Community Center can be rented out by individuals, businesses, or other organizations for public or private uses. The Town currently rents parking spaces for recreational vehicles and provides electrical and water hook-ups, although Town staff has identified this as a less-than-optimal use of the space. The current facility has many outdated features and rental fees do not support operational costs.

This large site in the downtown area would be made available for redevelopment with the implementation of the Site 1 plan for a new civic center. Public comments supported the development of a convention center and hotel in the downtown area, which is proposed on this site. This site would also provide space for a unique attraction, such as a cowboy and rodeo museum to showcase elements of Wickenburg's unique history and culture.

The redevelopment of this site would be improved by the downtown loop trail with access to the Sols Wash Restoration Area. The construction of this site would include infill of the natural depression on this site, bringing the area to grade with the rest of the downtown area and US Highway 93. The plan calls for the protection of mature trees where possible.

The convention center will provide a modern rental space for conventions and meetings to provide the Town with increased opportunities to draw in new events and programming. The placement of another hotel downtown would provide additional rooms to serve conventions, downtown events, and additional visitors. The proximity to downtown makes the site an attractive option for guests and provides a convenient, walkable alternative to visiting downtown. A rodeo museum would complement the existing museum and art presence downtown, and become a distinctive destination by itself.



Figure 5 – 7 Wickenburg Convention Center



SOURCE: ARIZONA STATE UNIVERSITY MUEP STUDENTS, 2014

Site 8: Railroad Tracks

Area: 270,735 ft.² (approx. 6 acres)

Zoning: C-2 (Central Business)

Existing Land Use: Transportation; Open Space

Proposed Land Use: Transportation; Open Space

Location: Adjacent to Frontier St.

This redevelopment opportunity seeks to improve the corridor along the right-of-way of the north-south running railroad in the western area of the downtown. The line currently provides freight service for the ARZC and the BNSF railroads. The right-of-way currently has very little vegetation and poor pedestrian walkways and crossings, aside from the improvements near the old Santa Fe Railroad Depot / Chamber of Commerce building. Part of the right-of-way is also utilized for on-street parking.

As an active railway, there is very limited redevelopment opportunity for the track itself. The right-of-way provides a unique opportunity to improve pedestrian connectivity and increase on-street parking. An ideal use of this land would be to incorporate a significant portion of the rail's right-of-way into the downtown loop trail along the northeast side of the tracks, running from the Sols Wash Restoration Area to Rosebank Way. The creation of this trail will be augmented by an intense native tree and vegetation planting along the entire pathway and railway to create an effect similar to the large shade trees planted along the line at the Cool Water Lane crossing to the south. On-street parking on Frontier Street would be expanded on each side of the road to increase parking downtown without large surface lots and using parked cars to provide a barrier between pedestrians and vehicle traffic.

The loop trail would increase connectivity throughout downtown Wickenburg and increase recreational opportunities for visitors and residents. Mature shade trees would provide cover for both pedestrians and on-street parking. Increased parking generated here offset the need for dedicated surface parking lots in the downtown, allowing more space for redevelopment and improving pedestrian safety and comfort downtown.



Figure 5 – 8 Railroad Tracks



SOURCE: ARIZONA STATE UNIVERSITY MUEP STUDENTS, 2014

Site 9: South Tegner Districts Arts & Cultural Facilities

Area: 73,640 ft.² (approx. 2 acres)

Zoning: I-2 (Light Industrial); C-2 (Central Commercial)

Existing Land Use: Commercial; Vacant

Proposed Land Use: Public

Location: Intersection of Tegner Street & Wickenburg Way

This site, at the intersection of Tegner Street and Wickenburg Way, is the historic center of downtown Wickenburg and where the two US Highways intersect. The site is currently occupied by an auto mechanics shop and a neighboring Town-owned parking lot. The Desert Caballeros Western Museum is located on the north side of Wickenburg Way. Town staff and community members have noted that the auto body shop is an incompatible use with the pedestrian-oriented downtown and that the adjacent vacant areas are prime developable land.

The Town of Wickenburg is currently reviewing the feasibility of an arts and cultural center on this property. The proposed center would have space for stage performances, studios, art display areas, and supporting office space. The Town has partnered with the Desert Caballeros Western Museum and the Del Webb Center for Performing Arts to fund the initial feasibility study and conceptual plans.

This project represents a significant financial investment from the Town and this site redevelopment plan seeks to incorporate the

future arts and cultural facilities with the remainder of the downtown area. Potential steps towards further integration would include improving pedestrian crossings on Wickenburg Way, from the site to the downtown loop trail, and other pedestrian walkways.

This type of development will be highly successful in downtown Wickenburg. There is robust public support and private funding for expanded arts and cultural facilities downtown. This center will help create regular events that will draw people downtown and support local businesses. Arts and culture also improve the quality of life of residents and improve the Town's aesthetic qualities. The center will also replace an incompatible use downtown and help redevelop an underused parking lot and vacant land.



Site 10: Roundabout Area

Area: 29,330 ft.² (under 1 acre)
Zoning: C-2 (Central Commercial)
Existing Land Use: Vacant
Proposed Land Use: Commercial
Location: Yavapai St. adjacent to the US Highway 93 roundabout

This small, vacant parcel of land is located adjacent to the US Highway 60 and US Highway 93 roundabout. This area is one of the first sites seen when entering downtown from the east. The parcel is also uniquely shaped, as its northern border is curved and slopes downward from Wickenburg Way towards Apache Street. These factors make it an important and somewhat difficult site to redevelop.

This area presents significant opportunity for the Town of Wickenburg to develop a visitor’s center to serve as an entrance into the Wickenburg Heritage District. The site would greatly benefit from the extension of Apache Street to the highway roundabout interchange. The limited street frontage and proximity to the intersection may make obtaining additional access on Wickenburg Way difficult. It is proposed to utilize this area for landscaping to serve as a gateway into the downtown and pathway for pedestrians. The area may utilize desert landscaping, historic monuments and other gateway signage, or a water feature to attract attention to the area.

Figure 5 – 9 Roundabout Area



SOURCE: ARIZONA STATE UNIVERSITY MUEP STUDENTS, 2014

Site 11: Downtown Coffee Shop & Corner Market

Area: 19,615 ft.² (under 1 acre)

Zoning: C-2 (Central Commercial)

Existing Land Use: Commercial

Proposed Land Use: Commercial

Location: Intersection of Tegner St. & Wickenburg Way

Site 11 is a small, yet geographically significant site in downtown Wickenburg. It occupies the northeast corner of Wickenburg Way and Tegner Street, which serves as the center of pedestrian and vehicular activity downtown. The site currently has a small Circle K convenience store and gas station with accompanying parking lot, as well as the historic Jail Tree. The gas station is incompatible with a pedestrian-oriented downtown and provides a poor use of the limited land located downtown. Another Circle K is located under a half-mile down Wickenburg Way, just outside of the downtown area.

Due to its location on the corner of a major intersection, it is important to design structures that promote connectivity. For this reason, we propose removing the current gas station and utilizing the parking lot to add a new building that will house a corner market. The development of a corner market will replace the convenience store aspect of the Circle K and will offer healthy and local food options. There will be a small parking area between the back of the corner market and the old Circle K building with the only entrance coming from Wickenburg and exiting only on Tegner Street. The existing Circle K building will be adaptively reused as

a coffee shop with an outdoor seating area. This seating area and the surrounding landscaping will seamlessly transition to the Jail Tree public space, providing an integration of public and private spaces.

The replacement of an auto-oriented land use with a mixed pedestrian/automotive use will create a more successful corner lot and serve both the heavy pedestrian traffic in downtown and the busy vehicular traffic down Wickenburg Way. Developing the new corner market as a curved, zero-setback building with a shaded façade will help create a stronger pedestrian connection between Wickenburg Way and Tegner Street, while also improving the aesthetics of one of the most notable intersections in Wickenburg. This site will also provide a place for pedestrians visiting the Jail Tree to grab a cup of coffee or pick up a snack. It will also be a great site for passersby, and with the development of Site 9, will help complete the development of an important intersection in downtown Wickenburg.

Figure 5 – 10 Downtown Coffee Shop & Corner Market



SOURCE: ARIZONA STATE UNIVERSITY MUEP STUDENTS, 2014

Site 12: Infill Development

Area: N/A

Zoning: C-2 (Central Business)

Existing Land Use: Vacant

Proposed Land Use: N/A

Location: Various vacant properties downtown

This redevelopment strategy encompasses multiple sites throughout the downtown area. These sites have been grouped together based on similar size and general characteristics. The recommendations focus on broad land uses and design recommendations to improve the use of these areas to make them more compatible with the activities downtown.

These sites feature similar neighboring design characteristics: one-story, western-themed commercial and office buildings. New developments on these sites should seek to maintain this urban form and complement existing structures and features. Potential land uses should include other commercial or retail businesses, such as restaurants, boutiques, or shops.

These sites are prime areas for temporary site improvements to increase property values and the use of the sites. Examples of potential temporary uses include food trucks, a farmer's market, pocket parks, outdoor restaurant seating, and additional parking.

Infill development contributes to a compact form of development which fosters a more complete urban design, enjoyable pedestrian experience, and additional business opportunities. Empty lots between buildings create a patchwork of businesses and

decrease overall connectivity and aesthetic qualities of the downtown.



Site 13: Frontier Village Condominiums

Area: 61,929 ft.² (about 2 acres)
Zoning: RM-2 (Multi-Family Residential)
Existing Land Use: Residential
Proposed Land Use: Residential
Location: Tegner St. adjacent to the Bashas' Frontier Center & Sols Wash

The site currently occupied by the Frontier Village Condominiums was considered for redevelopment after specific comments from Town staff and local residents. The current condominiums include nine separate buildings that surround a central shared pool. The site is adjacent to the Bashas' Frontier Center parking lots and borders the southern edge of the Sols Wash.

In order to improve the existing housing stock in the downtown area, it is recommended that eight new housing structures be constructed. These buildings will be added in the current parking lot and open space surrounding the development. Additional on-street parking will be provided alongside the access road through the development to accommodate the loss of surface parking from these developments. These condominiums will overlap with Site 4 and share a common access point on Tegner and Garcia Streets.

Maintaining owner-occupied housing downtown will provide diverse options to Wickenburg residents. Renovation may be a more affordable means of supporting this diversification over new construction. Additional residents can increase the amount of people who are present downtown, specifically during the evening, a key cliental business owners are seeking to improve. The

proximity to downtown and access to the Sols Wash Restoration Area will make this an attractive place to live in Wickenburg.



Site 14: Transportation & Streetscape Enhancements

Approximate Area: Downtown Area

Zoning: N/A

Existing Land Use: N/A

Proposed Land Use: N/A

Location: All Downtown Streets

The recommendations in this section incorporate a combination of improvements to existing streets and the addition of some new streets to improve accessibility for vehicles, pedestrians, bikes, and other modes of transportation in the downtown. These additions seek to improve the overall “streetscape” which can include landscaping, sidewalks, crosswalks, façades, public art, lighting, bike lanes, medians, signage, and other design aspects of the street.

Specific street additions have been identified in previous site proposals, which include:

- Straightening Frontier Street to Site 1 along the BNSF railroad tracks;
- Extending Mohave Street across the railroad tracks to the new Frontier Street extension;
- Extending Santa Cruz Street across the railroad tracks to Tegner Street; and
- Connecting Apache Street to the US Highway 93 and US Highway 60 roundabout at the eastern entrance of downtown Wickenburg.

A downtown loop trail, which has been mentioned in previous site proposals, will be developed as shown in Figure 5 – 10. This trail will be for pedestrians and bicyclists, beginning and ending at the new civic center outlined in the Site 1 and Site 2 proposals. The trail will head south from the civic center along the railroad tracks; turn east on Coconino Street; head north on Kerkes Street and join up with the new Hassayampa River access point; it will follow Kerkes Street and cross Wickenburg Way, Site 10 and then Site 7 and join up with Sols Wash; the trail will then follow the south side of Sols Wash until the new civic center is reached.

The proposed connection of Apache Street to the roundabout will provide greater connectivity and access to downtown Wickenburg. This additional access point will expose the properties south of the interchange to vehicle traffic, providing opportunities for greater economic development and a decrease of congestion on Wickenburg Way.

The streetscape recommendations are broad and apply to all of the streets in downtown Wickenburg. These include tree-lines streets, public art and street pavers. Specific design guidelines for the Downtown can be found in Chapter 3.

Figure 5 – 11 Downtown Wickenburg Trail



SOURCE: ARIZONA STATE UNIVERSITY MUEP STUDENTS, 2014

5 Site Development

Figure 5 – 12 Full Downtown Redevelopment Map



SOURCE: ARIZONA STATE UNIVERSITY MUEP STUDENTS, 2014

Please see next page.

Appendix A

Downtown Business Inventory, 2014

Name	Address
American Family Insurance	261 N Frontier Street
American Legion	176 N. Frontier St.
Anita's Cocina family Restaurant	57 N. Valentine
Arizona Legends Real Estate	139 N. Frontier St.
Arizona Legends Realty LLC-Cindy Logan	139 N Frontier St
Bashas	275 N Tegner St
BC Jeep Tours	295 E. Wickenburg Way
Bedoian's Baker and Bistro	233 E. Wickenburg Way
Bedoian's Oriental Rugs	233 E. Wickenburg Way
Ben's Saddlery and Shoe repair	174 N. Tegner
Best Western Rancho Grande Motel	293 E. Wickenburg Way
Candy Wagon Treats and Antiques	250 E. Wickenburg Way
Carriage House Jewelry	164 N Tegner St.
Casa Bella Realty	20 E. Yavapia St.
Casa Ranchera	134 N. Tegner
Chaparral Homemade Ice Cream	45 N. Tegner Street
Children Cultural Organization	245 N. Tegner Street
Circle K	104 E. Wickenburg Way
Copper State Cowboy	240 E. Wickenburg Way
Cowgirl Bling Bling	124 N. Tegner St.
Craig Motorcraft/CMC Trucking	12 S. Tegner
Crissman's Flower Barn	272 E. Wickenburg Way
Danny's Jewelry	164 N. Tegner
Desert Caballeros Western Museum	21 N. Frontier St.
Devries Custom Coachworks	176 N. Washington St.
Dragon Legacy Kung Fu	24 E Yavapai St

Name	Address
Edward Jones	10 S. Kerkes Street Suite 1
Edward Jones Investments	10 S Kerkes St #1
Elks Lodge #2160	123 N. Frontier Street
Farm Bureau Financial	82 N Valentine St.
Farm Bureau Financial Services	82 N. Valentine Street
Farmers Insurance Group	167 N. Frontier Street
Frontier Accounting	125 E Apache Street
Frontier Street Dojo	
Gold Nugget Restaurant	222 E. Center
Hacienda Hair Salon	211 N Frontier Street
Hassayampa Elementary School	251 S. Tegner St.
Hog Trough Smokehouse	169 E. Wickenburg Way
John Schrolucke, O.D.	25 W. Yavapai St.
Johnson Lumber	188 E. Yavapai Street
Johnson's Dry Goods	72 N. Tegner
Just for Kicks	58 S. Tegner St.
Keen Independent Research LLC	172 N. Washington
Kokopelli Village Apartments	278 S. Tegner St.
L&S Safety Solutions	
La Cabana Saloon	132 E. Wickenburg Way
Lanna Mesenbrink & Associates	
Lazy D Rockin P Ranch Custom Carriage and Wagon Rental	2 E. Apache St
Lewis and Clark Tobacco	275 N Tegner St. #4
Linda's Collectibles	260 E. Wickenburg Way
Long Horn Complex	Frontier & Yavapai Streets

Name	Address
Massage by Hannah	108 N. Frontier St.
McKeever's Ace Hardware	275 N Tegner Suite 2
Mecca Restaurant	162 E. Wickenburg Way
Miner's Creek	10 Kerkes St. #4
Museum Store	21 N Frontier St
My Designing Daughters	162 E. Wickenburg Way, #4
Nana's Sandwich Saloon	48 N. Tegner
Old Livery Mercantile	104 N. Tegner
Peterson Agency	178 E Wickenburg Way
Pioneer Title Agency, Inc.	510 N Tegner Suite B
Pollay Electric	520 N. Frontier St.
Pottery B	162 E. Wickenburg Way
R & R Respite Care Center	246 N. Washington Street
Ranch Dressing Museum Store	18 N. Tegner
Rancho Bar 7	111 E. Wickenburg Way
Remuda Ranch Center	1 East Apache Street
Reset Design	221 E. Wickenburg Way
Riata Custom Saddlery	70 E. Apache
Rustic Barn	28 N. Tegner Street
Saddle Up Realty	36 S. Washington St. Ste. B
Saguaro Theatre	176 E. Wickenburg Way
Salon 221	221 E. Apache St.
Serendipity Salon and Spa	162 E Wickenburg Way
Snyder Mini Storage	261 N. Frontier St.
Soroptimist Thrift shop	74 W. Wickenburg Way
Southwest Gas Corp	500 N. Tegner St.
St. Anthony's Catholic Church	232 N. Tegner
State Farm Insurance	37 N. Jefferson Street
Sweet Something n What Knots	80 E. Apache St.
Tapin2Freedom	59 N. Jefferson
Telescope Ranch	162 E. Wickenburg Way, #5
The Candy Wagon - Treats and Antiques	250 E. Wickenburg Way

Name	Address
The Eclectic Elephant	91 S. Valentine
The Gun Trader	36 E. Yavapai
The Horseshoe Café	207 E. Center
The Refried Bean	144 N. Tegner
The Wickenburg Sun	180 N. Washington
The Winter Range Gallery	260 E. Wickenburg Way
Trails West Merchants	162 E. Wickenburg Way
Twin Wheel Café and Old Time Photos	172 E. Wickenburg Way
United Country Double Star Realty	90 E. Apache St.
Wells Fargo Bank-Bashas' Center	275 N. Tegner, Suite 3
Western Gardens Apartments	90 W. Yavapai St.
Western Laundry	211 N Frontier Street
Wickenburg Antiques and Artisans	278 E. Wickenburg Way
Wickenburg Dialysis	
Wickenburg Family Dentistry	130 E. Yavapai Street, #3
Wickenburg Feed Co. Bar and Grill	107 E. Wickenburg Way
Wickenburg Home Interiors	274 Wickenburg Way
Wickenburg Kwikprint	10 S. Kerkes St. #3
Wickenburg Legal Document Prep Service	23 S Tegner
Wickenburg Legend and Ghost Stories Tours	416 Frontier St.
Wickenburg Motors	10 S. Jefferson
Winter Range Gallery	240 E. Wickenburg Way
Wise Owl Senior Center	255 N. Washington
Yvonne's Hair Design	275 N Tegner St

Please see next page

Appendix B

Public Participation

Introduction

Public participation is a cornerstone of the modern local governance. It provides citizens the opportunity to be active members in determining their own future by providing input, comments, ideas and ultimately approval to a specific plan, action or proposal. Since the Downtown Heritage Plan will guide future economic development, design guidelines and site specific development for downtown Wickenburg, public participation was going to be an important aspect of the Plan. The following Appendix outlines the initial public participation plan developed at the beginning of the project, the results from the public participation activities, the overall conclusions and how these conclusions influenced the plan.

Public Participation Plan

Goals

The following goals will help guide the public participation process:

- 1) **Inclusive:** public participation should include all concerned members of the public.
- 2) **Broad:** the more people who participate in the process, the more likely it is to succeed.
- 3) **Continuous:** public participation does not stop during the planning process.

Methods

In order to achieve the inclusiveness and broad participation called for in our goals, the following methods will be utilized to garner input and comments throughout the planning process:

- **Notifications:** The notification of all public meetings will follow the Town's standard procedures. Social media, where appropriate, will be utilized to notify the general public of any related activities. Town staff all identified the Town's mailing list as a possible venue for reaching the community, which could be useful for identifying and contacting stakeholders. Other means of notification will be utilized when necessary.
- **Community Workshop:** A community workshop is a less formal public meeting that differs from the traditional format of 'review and comment'. It focuses on getting the public to interact with the plan and encourages the brainstorming of new ideas. This workshop will include a brief introduction to the Downtown Heritage Plan, brainstorming and group activities with the goal of defining the major economic develop and design goals for downtown Wickenburg.
- **Town Staff:** Throughout the entire planning process we will continually consult Town staff for their opinions and expertise. They will be essential to ensuring a successful

Plan because they are both residents of Wickenburg and professionals with unique knowledge and skill set. These discussions will include less formal interaction, such as phone calls and emails, as well as formal meetings with specific agendas and issues.

- **Town Council:** As the governing body for the Town, Council participation is essential to the development of a successful plan. A total of two Council presentations are planned; each one will provide Councilmembers an opportunity to review the plan and provide comments, suggestions and recommendations. It is the goal of our team to provide a final draft for the Town Council's consideration at the last Council meeting.

Review

As part of the final Plan, a section will be devoted to the public participation process. This section will outline all of the different methods of public participation, the issues that were raised during the process and a review of how successful the process was. It is the hope of this team that all of the issues brought up during the process will be addressed in the final Plan.

Staff Comments

Town staff was interviewed on two occasions to discuss the main issues that the Town was facing. The first questions that were asked were about what properties downtown they would like to see maintained and which properties they would like removed. Staff mentioned that most of the small commercial buildings were solidified in the Town and recommended that they be maintained. They also mentioned the old US 60 highway bridge as a property that they were currently working on to develop as a pedestrian crossing and gathering place. Staff did

say that there were a few properties downtown that did not work and should be removed at some point in the future. This included the auto body shop on the corner of Wickenburg Way and Tegner Street; the industrial uses on Frontier Street; Town Hall; the condominiums on Tegner Street and the Bashas' Frontier Center. The reasons cited for removing these properties were: incompatible uses, age of the structures and the ability to develop a better use on the land.

Further discussion led to some specific recommendations:

- Increase downtown connectivity
- Improve signage downtown
- Maintain arts and culture, as they are important to Wickenburg residents
- Review the 2005 downtown Plan, MAG Framework Study and the ASU Tourism Study
- Do not propose buildings taller than two stories
- Look to current commercial and retail buildings as a basis for downtown design guidelines
- The Wickenburg Ranch development has the potential to double the Town's population and create a new residential and commercial "downtown"

Town staff continued to be part of the process throughout the entire development of the Plan. They reviewed drafts and provided technical feedback, as well as provided initial comments on draft presentations to the Town Council. At the end of the project, they also reviewed the final draft and provided suggestions and comments.

Town Council Meeting

A presentation was given at a Town Council meeting to help keep the elected leaders of Wickenburg informed of the progress of the Plan. This also provided the Town Council with the opportunity to review and comment on the specific proposals. The meeting provided the Town Council with an overview of the project, its scope and the proposed schedule. At the final meeting, the Town Council was provided with a final copy of the Plan for review and comment and a presentation was given outlining the basic proposals and recommendations.

The agenda of each meeting, as well as a short summary of the comments received from the Town Council is provided below.

Council Meeting (February 18, 2014)

The Town Council only had a few comments after the presentation. They wanted clarification of when and where the public workshop was going to take place. They also thanked the Team for coming up to Wickenburg, showing interest in their Town and stated they looked forward to seeing the final plan.

Town of Wickenburg
MEETING NOTICE
 DATE OF NOTICE: February 12, 2014
 TOWN OF WICKENBURG, COUNTY OF MARICOPA, STATE OF ARIZONA
 NOTICE IS HEREBY GIVEN, AS OF THE ABOVE DATE, PURSUANT TO ARIZONA REVISED STATUTES §38-431, ET. SEQ., AND RESOLUTION NUMBER 386 OF THE TOWN OF WICKENBURG, THAT THERE WILL BE A MEETING OF THE:
WICKENBURG COMMON COUNCIL
 (Name Of Body)
 ON **TUESDAY, FEBRUARY 18, 2014**
 (Date)
 BEGINNING AT **5:30 P.M.**
 (Time)
 IN/AT **COUNCIL CHAMBERS, 155 NORTH TEGNER STREET**
 (Location)
 FOR THE PURPOSE OF: HOLDING A "REGULAR" MEETING OF THE COMMON COUNCIL PER THE ATTACHED AGENDA.
 As Specified By State Statutes And Subject To The Exceptions Thereof, This Meeting Shall Be Open To Public Observation, And Minutes Of Its Proceedings Shall Be Taken And Filed With The Town Clerk For Public Inspection.
 John H. Cook, Mayor
 SIGNATURE & TITLE
 John H. Cook, Mayor
 PRINTED NAME/TITLE

Wickenburg Town Council Meeting
 February 18, 2014
 Page 2

- 1. Consider Resolution No. 1736 Vacating, Abandoning, and Extinguishing All of the Town of Wickenburg's interest in the Right-of-Way Adjacent to South West Road and Next to the West Haven Apartments and Providing for Repeal of Conflicting Resolutions. **Steve Boyte, Community Development & Neighborhood Services Director**
- 2. Consider Approving a Special Event Contract Between the Town and Don E. Wertz Center for the Performing Arts for their Guys Who Grill Fund Raising Event, Scheduled for March 16, 2014, at the Community Center, and Authorize the Donation of Town Services in an Amount Estimated at \$385.00. **Gloria Luján, Town Clerk**
- 3. Consider Approving a Special Event Contract Between the Town and Wickenburg High School for their Annual High School Softball Tournament Event (Wangler Softball Classic), Scheduled for March 7, 2014 through March 8, 2014, at Sunset Park, and Authorize the Donation of Town Services in an Amount Estimated at \$550.00. **Gloria Luján, Town Clerk**
- 4. Presentation by Students from the Arizona State University School of Geographical Sciences and Urban Planning Concerning their Project on the Downtown Heritage Plan for the Town of Wickenburg. **Steve Boyte, Community Development & Neighborhood Services Director**
- 5. Public Hearing and Consider Approving a License Application for Agent Change and Acquisition Control for the Rancher Bar, 910 W. Wickenburg Way, to Bobbi M. Binels. **Gloria Luján, Town Clerk**
- 6. Consider Approving Resolution No. 1735 Supporting the Full Restoration of Highway User Revenue Fund Distributions to Cities, Towns, Counties, and the State Highway Fund. **Josh Wright, Town Manager**
- 7. Consider Ordinance No. 1130, Amending the Town of Wickenburg Code Chapter 12 Traffic and Streets, By Amending Article 12-2 Traffic Control, Section 13 Speed By Reducing the Speed Limit on Unpaved Roads to 15 Mph; Providing for Repeal of Conflicting Ordinances; Providing for Severability; and Providing for Penalties. **Vince Lovelace, Public Works Director**

1. EXECUTIVE SESSION - (Council May Vote To Go Into Executive Session Pursuant To A.R.S. §38-431(A)(2) To Receive Legal Advice From The Town Attorney On Any Of The Above Agenda Items.) **Mayor**

J. SCHEDULING OF FUTURE COUNCIL AGENDA ITEMS **Mayor**

K. CALL TO THE PUBLIC **Mayor**

L. ADJOURNMENT **Mayor**

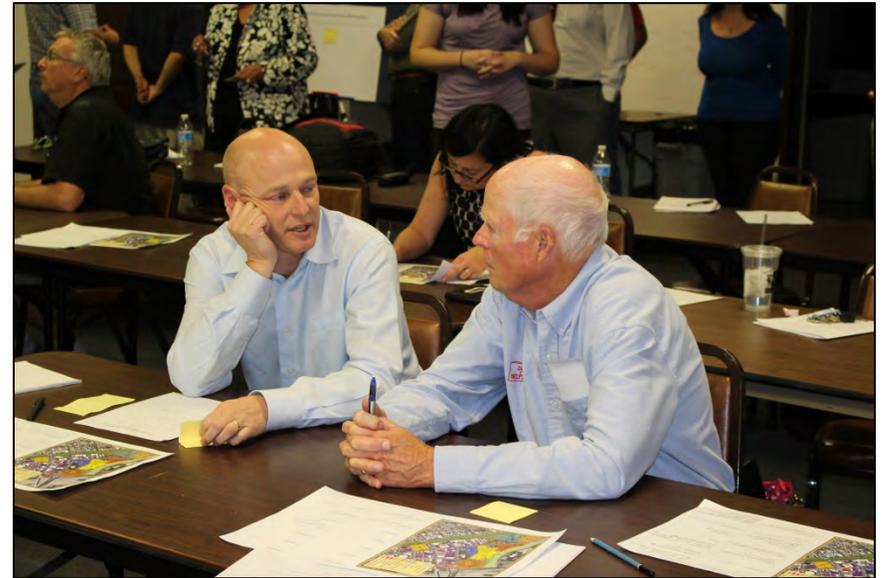
Town of Wickenburg
AGENDA OF THE REGULAR MEETING OF THE WICKENBURG COMMON COUNCIL
 TUESDAY, FEBRUARY 18, 2014
 5:30 P.M.
 COUNCIL CHAMBERS
 WICKENBURG, ARIZONA

- A. CALL TO ORDER **Mayor Cook**
- B. PLEDGE OF ALLEGIANCE **Mayor Cook**
- C. INVOCATION **Mayor Cook**
 The Invocation May Be Offered By a Person of Any Religion, Faith, Belief, or Non-Belief, as Well as By Councilmembers; A List of Volunteers Is Maintained By the Town Clerk and Interested Persons Should Contact the Clerk for Further Information.
- D. ROLL CALL **Mayor Cook**
- E. TOWN MANAGER'S REPORT **Josh Wright, Town Manager**
- F. MAYOR & COUNCILMEMBERS REPORT ON CURRENT EVENTS **Mayor Cook**
- G. OLD BUSINESS **None**
- H. NEW BUSINESS **Mayor**
 - 1. Approval of the Consent Agenda -
 All items with an asterisk (*) are considered to be routine matters and will be enacted by one motion and vote of the Town Council. There will be no separate discussion on these items unless a Councilmember requests, in which event the item will be removed from the consent agenda and considered in its normal sequence on the agenda.
 - *a. Approval of Minutes - Regular Meeting February 3, 2014. **Gloria Luján, Town Clerk**
 - *b. Consider Acceptance of a Quit Claim Deed for Real Property Located on Alcalá Drive from the Paul E. Lawrence Trust to the Town of Wickenburg for Use of Right-of-Way. **Steve Boyte, Community Development & Neighborhood Services Director**



Public Workshop Results

An important part of public participation is meeting with residents to discuss the issues. It was decided that due to the short time frame of the project, a single public workshop would be held in the Town. This workshop has held at the Wickenburg Community Center on March 19, 2014. Fourteen Wickenburg residents and one Town Councilmember participated in the workshop, which consisted of four separate activities. Included below is the workshop agenda, the presentation shown at the workshop and the results of each activity.





Workshop Agenda and Presentation Materials

Agenda

***Downtown Heritage Plan – Public Workshop
Meeting Agenda***

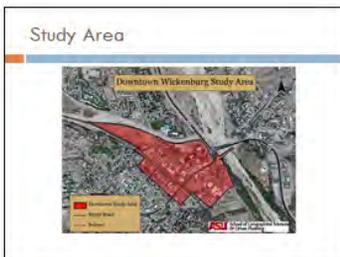
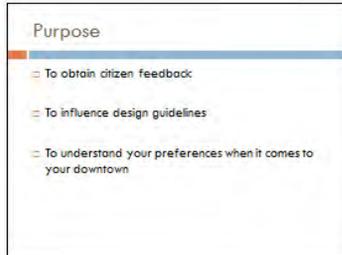
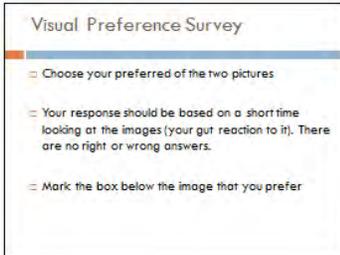
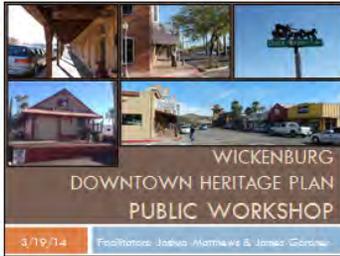
March 19, 2014
4:30- 6:30pm
Banquet Room, Community Center (160 N. Valentine St)

Meeting Facilitators: Joshua Matthews & James Gardner

- 1) Introductions (5-10 minutes)
 - a) Introduce team
 - b) Brief overview of project
 - c) Review Agenda
- 2) Visual Preference Survey (15-25 minutes)
- 3) Site Specific Opportunities (15-25 minutes)
- 4) Review of Business Strategies (15-25 minutes)
- 5) Conclude Meeting (20-30 minutes)
 - a) Open time for comments/questions

Town of Wickenburg Contact: Steve Boyle sboyle@wickenburgaz.org
ASU Contact: Dan Barusch amcapstone2014@gmail.com

Presentation



On-Street Parking

On-street Parking

Map of Sites

Business Strategy Review

- Strategies help guide future plans
- Stand up and review strategy boards
- Utilize post-its to show support or opposition
 - Write on the post-its why you made your choice
- Empty idea board is for your ideas!

Setbacks

Signs

Thank you

- Your answers will be included in the public participation portion of this report.
- Your ideas will guide our report and help shape the future of Downtown Wickenburg
- If you would like to receive a digital copy of the final report, please let us know

Comments & Questions?

- The team will be available until 6:30pm to answer any questions or take down any comments
- Stakeholder Survey
- Thank you for your time!

Signs

Signs

Signs

Site Specific Opportunities

- What could be developed in these places in 5, 10, 15 or 20 years?
- Identified because they are vacant or have been there for a while
- Be creative and do not constrain yourself!
- Sometimes great ideas start small!

Visual Preference Survey Results

The first activity of the public workshop was a Visual Preference Survey. A Visual Preference Survey is a tool that is used in order to determine public preference for certain elements of urban design. The Visual Preference Survey given at the public workshop consisted of 20 sets of two photographs for a total of 40 photographs. Residents were encouraged to make comments on each picture and choose the picture that they preferred of the two. A matrix of the exact responses received during the survey is provided in the matrix below.

Crosswalks 1		Off-Street Parking	
Left	Right	Left	Right
no preference	no preference	Obvious use of green shade/less heat island	Parking space is limited. Greening is nice but, the trade off is space
	Safety aspects	Like trees	
	Friendlier	Warmer	
too "big city"	pedestrian. Friendly	Like the planters (definitely need native vegetation or similar)	too "big city"
x	Traditional style seems more appropriate - Wickenburg Way is a state highway and won't consider crosswalks	x	No trees, need room for big delivery trucks
	Prefer at intersection	Maybe 4-6 cars between trees instead of 2	x
Too urban	more of western feel	Shaded parking is good for Wickenburg	costs less to maintain?
	Like cobblestone	Screening walls and landscaping	
	Cobblestone would match existing streetscape	Better visual but more maintenance for town budget. Tree growth damaged curbs during growth	
	Prefer this - but at what cost?	x	
	Permanent look	Green space at end vs. every 2 spaces	
	Brick insert		
	Cobblestone enhances atmosphere		
	Looks more friendly	All parking needs trees	

Crosswalks 2		On-street Parking 1	
Left	Right	Left	Right
no preference	no preference	Slanted parking preferred, except remember we are a retirement community older residents have	Why not angle?

		challenges backing in	
	x	Prefer relationship to buildings but perpendicular may be preferred. Back-in angled may be easier for one-way streets	No back-in whichever gives best and highest count of spaces
	x (left is very ugly)	x	x
	No name on crosswalk	No to back-in angled parking	Don't have any perp. On-street parking, don't want it
	Lettering too large for community	Angled but not back-in	
Neither	Neither		Market here is too old for back-in
	Less confusing	What we have now	X easier to park
Too confusing	x	x	
	x (hate names on crosswalk)		
	x (left doesn't fit in small town, strong negative)		
	Prefer plain		Backing in on a busy street would seem difficult
Not good on both	Not good on both	Both	Both
Don't like either (too busy)	Don't like either (junky)	Like the angle - backing in would eliminate backing out onto a busy street	
I like the street name in the crosswalk. But probably would not work in a small town	x	no preference	no preference

Open Space 1		On-street Parking 2	
Left	Right	Left	Right
x	More natural, friendly useable		x
Casual style more suitable		no preference	no preference
Smaller is better			Angled preferred
Enjoy structured area			but we don't have the room
x	unrealistic		x
Would be better for space			x
Dirt trails more western			More visible to street traffic
x		Both have a place	Both have a place



B

Appendix B Public Participation

x	too open		x
Like small open space			Not as difficult to park
Like large gravel walks			x
Small pocket parks adding amphitheatre		Combination of both	Combination of both
Prefer plaza space if it ties spaces - acts as a connector	Like more pathways, more skating opportunities		x

Open Space 2		Setbacks	
Left	Right	Left	Right
Grass is soothing in the desert	x		x (not even comparable)
Prefer, add seating	x		Leave as is - don't waste space
Grass is great but increased maintenance for Town	Less water use is good but need more plantings		Small setbacks
	Like hardscape with shade		x
Spaces have different feeling - grassy areas like the library are good	Landscaped plazas are also needed		x
no preference	no preference		x
	More of a community feel		Downtown application
	x		x
actually, if this would have had desert vegetation rather than grass, I would prefer	desert plants		Need too much land for big setbacks
x			For downtown this is better
	Needs more green (but preferred)	This wouldn't work downtown	x
			Unrealistic to go more than 2-3'
Give me grass! Tired of seeing brown			Bring building close to road for the historic character of Wickenburg. Left is more suburban feeling
			x
			x

Facades 1		Signs 1	
Left	Right	Left	Right
Downtown needs color		Un-obstructive neon okay, right is "too cutesy"	x
x (right is Too commercial)	x	Combo of both or either	good placement
More like Wickenburg or historical or like Wickenburg Feel		Neon is great	wood is also fine
x	too modern		Combo of wood and metal
Continue heritage design	NO	Don't like neon design, might look better with better design	X
Like different style roof lines		X	
Appropriate for Wickenburg		Business specific	Poor sign but applies to Wickenburg's Style
x		No way!	so-so
Easily visible/more western			For Wickenburg, this is best
Historic look important			Lighted but without neon is preferred
Color is in!		Both work in Wickenburg	Both work in Wickenburg
Like "period" façade			
Ugly!	Ugly!		Better for Wickenburg, but some neon could be okay
Prefer animation of this façade		Like them both	x

Facades 2		Signs 2	
Left	Right	Left	Right
Like the building - more character	Prefer open to street - animated space	Like them both (neon is nice at night)	wood is nice also
Historic preferred, like outdoor dining	x	x	Combo of both or either
x		x (right is ugly, cluttered)	
x		Signs attached to building - no more sidewalk signs	
x		x	too big city
Buildings not comparable, place for both in Wickenburg	x	x (A-frames are ugly and too cluttery)	

B

Appendix B Public Participation

A bit of both	A bit of both	X	
Prefer this, but with outdoor dining		x	
outside dining would be better	nice outside eating area	Love the feel of this	HATE
x		Frees up sidewalk traffic	-
No either	No either	x	-
		x	-
SW type structure lends itself to Wickenburg		x	
Traditional is much better - I do like the outdoor dining		Like the shingle feel (more visible. (right gets in the way)	

Building Heights 1		Signs 3	
Left	Right	Left	Right
x	x	Hate both, but shorter is preferred	
Both	Both (like contemporary and "aged")	Both poor for Wickenburg	Both poor for Wickenburg
	Like apartments over stores	x	
Like a combination of different heights	Like a combination of different heights	Better	too big for town
	We have 2 story now, provides extra space, lofts, apartments, storage, etc.	Shorter is better	
	x (Building design is more town)	x	
Prefer lower scale with street used for activity	Materials, brick, height less than 30'	x	
	Higher height is fine for living above	x - too cluttered otherwise	
no preference	no preference	No way! Not downtown	No way! Not downtown
	More adaptive to today's market. Add patio	More suitable to walking downtown	
		x	
Either building height would be okay in Wickenburg	Either building height would be okay in Wickenburg	x	
		NO	NO

	Like the façade and the height	x	
	Like higher buildings	Depends on where they are located monument signs are nice but hard to reading while driving	Depends on where they are located monument signs are nice but hard to reading while driving

Building Heights 2		Signs 4	
Left	Right	Left	Right
x	Scale is preferred has human scale, left one is too grandiose	More in character with Wickenburg	x
	Grass = cooler temps (more maintenance)	Offers more information	Few awnings in town
x	Structure historical	x	x
Prefer Santa Fe style	x		Prefer consistent signage size and placement on building, awning signage nice
Either is okay for various uses	Either is okay for various uses	both	both
New buildings should combine new/old details	x (left is too high)	x	Like awnings
Both are good	Both are good		Prefer awning signage
	x		More of a western feel
	like the façade	x	Not enough exposure
	x		x
Like 'em both	Like 'em both	Possibly both	Possibly both
		x	

Site Specific Activity Results

The second activity of the public workshop was an activity that focused on specific sites in downtown Wickenburg. The participants were provided a handout that was a map with different colors of transparent shading on specific sites that were identified by Town staff or the Team as having the possibly of being

redeveloped in the near future. The participants were told that if they could do anything to these sites (e.g. redevelop, maintain status quo, renovate, etc.), what would they do? The participants were given 15 minutes to write down their ideas on the handout, which were then collected. The results of this activity are provided below.

<p>1. Rodeo Grounds (team roping area) (Downtown Arena)</p> <ul style="list-style-type: none"> • Downtown parking/rodeo grounds • Keep as arena, add stables, keep as horse area • Develop area for equestrian center/stables • Strip center with popular stores, restaurants. 2 story with loft, apartment suites housing upstairs • New facility needed retail • Like! Leave as is • Update entrance • Need downtown hotels • Improve circulation • Neighborhood center or downtown housing • Expand Coffinger Park • Aquatic center • Community center • Combine with industrial area (#2) • Civic center-town hall • Great spot for commercial development 	<p>2. Industrial Area</p> <ul style="list-style-type: none"> • Needs redevelopment • Keep as is • Forgotten area, no idea • Strip center with office space • New facility needed retail • Change from industrial zoning if it is in that zoning • Bring in residential • Combine with rodeo grounds (#1) • Move to industrial park out on W Wickenburg • Add to frontier area, change street • Eyesore now
<p>3. Wash</p> <ul style="list-style-type: none"> • Needs to stay as wash, could add trails, bike paths • Waterpark, specifically for young people • Add walkway along wash • Add bridge to connect park to community center • Bike path/horse trail into river • Equestrian trails system • Wash or Riverwalk • Pedestrian bridge crossing • Crosswalk over, access from downtown to park 	<p>4. Bashas'</p> <ul style="list-style-type: none"> • Could be redeveloped as park and new community center • Total remodel of Bashas or a company willing to spend the money to modernize • Needs restoration • Needs updating • Better parking, too small • Remodel building façade • Shopping center with new grocery, small café • The shopping center needs to be refurbished

<ul style="list-style-type: none"> • Recreation zone, road biking, make it a feature • Leave it/open space • Redevelopment area • Boutique shops, eateries, civic, etc. • Bridge across in heritage style • Walking trails along wash • Pedestrian access into wash for horseback riding, pedestrian walkway • Walkways? What about flooding 	<ul style="list-style-type: none"> • Update-Western theme • Redevelop with some frontage on enhanced wash area • Retail/residential • Redevelopment area • Needs to be cleaned up, although I love Johnson’s lumber • Redevelop, shopping, retail • New AJ’s, Bashes, café, public services • Needs new store- I like the downtown Ace Hardware store
<p>5. Frontier area</p> <ul style="list-style-type: none"> • Needs new development, small scale • Make office space to utilize area • Keep as is • Move the Meadows Downtown building here • Needs reason for folks to get to that area • New repair center, cap office • Redevelop, bad location for retail, perfect for bed & breakfast • Business, no residences • Redevelopment area • Retail • Park area • Daycare • New Senior Center complex • Clean up, eye sore 	<p>6. Town hall</p> <ul style="list-style-type: none"> • Move it out west • Retain but could be persuaded by arguments as a new center for downtown • Seems fine • Keep as is • New building or leave as is • Amphitheater • Fill it with great staff • Like! Leave as is except move town hall out of downtown • Can this become more of a core open space? • Incorporate into redevelopment area • Need a town square with bandstand • Maybe open park meeting area • Amphitheater park • Like grounds, green space
<p>7. Community center</p> <ul style="list-style-type: none"> • Move it out west • Need to keep community center somewhere downtown 	<p>8. Railroad tracks</p> <ul style="list-style-type: none"> • Probably needs to remain as railroad tracks • Would be great trail if it could be reformulated

<ul style="list-style-type: none"> • Parking doubles as event space, includes Gold Rush days location • Conference center • More park, no RV's, signage • Make it the heart of Wickenburg • Better signage • Add electronic billboard to back of building towards roundabout to announce upcoming events • Leave structure • Save use. Does there need to be that much parking? • Needs expansion • Additional parking • 2 story convention center • Functions now as large event space, should connect to bridge (#14 and #10) • Redevelopment area • Bridge to Coffinger Park • Mural on back of building • Possibly change façade, expand upward with 2nd floor with rooms for classes • If the camping stayed there, then a restroom/showers need to be built • Downtown housing • Needs to be remodeled, provides a very useful venue space for a wide variety of events 	<ul style="list-style-type: none"> • Look at possibility of upgraded signal so that it could have 'silent no horn' traits • Keep as is • Take hint from Durango, CO, run historical trips • Add parking • Just try to deal with the Railroad • Get railroad to spruce up landscape • Leave • Greenbelt • Some parking • Walking paths • Leave it • I would send them West of town out to I-11 • Parking • Minimize industrial aspect of railroad equipment. Move it out of town. It's noisy, smoky, etc.
<p>9. Arts center (Auto shop)</p> <ul style="list-style-type: none"> • Arts center with performing arts and new museum facility with community space 	<p>10. Roundabout area</p> <ul style="list-style-type: none"> • Access from roundabout or Apache would be good • This space should tie into pedestrian bridge

<ul style="list-style-type: none"> • Forget another arts complex, Wickenburg needs entertainment and a reason to come here. It's boring here! • Arts Center-love this idea • Expand art center • Add gallery space like 'the mecca' for artists to rent • Area for park concept, development • Arts Center- great idea, add specialty shopping & dining • Development • Museum expansion • Blackbox (theatre) • Outdoor space • Cultural center, arts, museums • Downtown housing • Would be a great idea for Performing Arts Center, more museum space • This space is way underutilized. Would make a great spot for patio homes 	<ul style="list-style-type: none"> • A waterpark • Restaurant/not accessible from roundabout • Wickenburg Ranch and welcome center • Starbucks • Pedestrian access to pedestrian bridge • Wickenburg Ranch welcome center • Starbucks • Add bridge for pedestrians to access old road • Historical shopping or business structure • Park, signage about historic downtown Wickenburg • Parking with attractive landscapes on building in Western style • Parking garage • Useful park space as gateway to town, draw in visitors • Expand to include entire block (I own it) • Redevelopment area • Expand businesses building in style like Texas Hotel • Restaurant/retail • Landscaped needs to be more inviting
<p>11. Circle K</p> <ul style="list-style-type: none"> • Get this dump to clean it up • Tear down and replace by pocket park or flex community space • This building constrains pedestrian access to Tegner from E Wickenburg Way • Circle K is good here but it could use a facelift as well • Eliminate and update • More green, seating area picnic style 	<p>12. Infill development</p> <ul style="list-style-type: none"> • Need to retain parking • Large parking lot across from library now serves as community space (blocked off for events) • Smaller apartments (affordable) • Eliminate office space downtown and make it exclusively retail • More restaurants with outdoor seating • Build or redevelop area business/shopping

<ul style="list-style-type: none"> • Eliminate and add more downtown park area next to jail tree • Add picnic bench • Remodel building • Circle K ok • Upgrade building, Santa Fe style • Open space • Park that ties in with new arts center • Relocate Circle K • Starbucks • Needs to change façade, actually needs to be replaced • Pocket park • Outdoor dining • Probably do a western theme facelift. Good facility for walkers to get refreshments 	<ul style="list-style-type: none"> • Building in some areas • Use some as park- infill, housing, condos, patio homes • Parking • Need parking • Need something for even young people • Destination restaurants, destination shopping • Encourage retail development • Expand business uses • Artists in residence • Retail • Any new buildings need to fit the historic downtown, I like quaint • Downtown retail/2 story • Patio housing • Shops with living space above
<p>13. Condo Complex</p> <ul style="list-style-type: none"> • Keep • Update or remove and expand Bashas’ shopping area • Eliminate and expand Bashas’ or add new tenants to mall like area • Clean up development • Clean up/landscape • Add to (Site #4) • Renovate, does not tie in with town • Add residential and mixed use • Leave it • Downtown housing 	<p>14. Miscellaneous ideas</p> <ul style="list-style-type: none"> • Look at existing place for pedestrian bridge (do something with party bridge) • Wickenburg needs a full on walking/skating path around downtown • Wickenburg needs to get younger with some vibrant life! • Pedestrian bridge activities and more plantings • Event signage and pedestrian friendly • 4+ major events a year • Pedestrian bridge- food, vendor carts, art shows, kids contests, pet parkade • Downtown cleanliness • Keep Downtown with a Western feel

- Shuttle services (cable car style), especially on weekends
- More lodging downtown
- Job opportunities, employment services
- Senior services
- If wash was developed these paces would be more desirable

- Bridge development for activities, events, festivals
- Signage on bridge for businesses
- Valentine South of Wickenburg Way parking
- Keep Wickenburg western, strengthen signage code
- Restore/preserve old buildings
- Bridge needs to connect in some way to (#10) and rest of town. Space needs to be animated and filled with programming
- All need to connect with retail space
- Bring a community college or private college
- Bring back the 'cowboy hat' building
- Remove the by-pass
- Street level buildings with office space upstairs
- Hotel back as B&B (bed and breakfast)
- Garbage cans that match lights
- Murals on buildings, several towns in B.C. & Washington have these and people come far and wide to visit
- Incorporate historical heritage design
- Relocate town hall to #1 or #9.
- Devote #6 to library space

Strategy Boards Results

The third activity of the public workshop gave the participants the opportunity to get up and move around. Five boards were put up around the room and each participant was given a stack of sticky notes. On four of the boards was a specific business strategy and two columns, one for showing support and one for showing opposition. Each participant was asked to read the strategies and

place a sticky note on each board showing their support or opposition to the business strategy. They were also told that they could write any comments regarding the strategy or their opinion on the sticky note. Lastly, the fifth board was empty; the participants were told that they could write down and post any of their ideas for the future of downtown Wickenburg. The results of this activity are provided below.

Strategy #1- Promote outdoor recreation oriented businesses

Yes (9)	No (5)
<ul style="list-style-type: none"> • Hot-air ballooning • Gliders airport • Place for horses • Hitching posts • Equestrian/ATV • Hiking trails • Water park • Depends on the size of the building proposed, None over 30,000 sq ft • Enhance carriage tour business 	<ul style="list-style-type: none"> • Not downtown (more retail) • Not downtown

Strategy #2- Focus on the rodeo presence and improve on Wickenburg's title as the roping capital of the West

Yes (11)	No (2)
<ul style="list-style-type: none"> • Equestrian community • Rodeo presence is good but congestion from rigs is bad • Team roping but not rodeo • Chamber is doing great job getting word out • Use the rodeo/western handle for creating and identifying for Wickenburg 	<ul style="list-style-type: none"> • Too small a market, won't support Downtown • No, they need more space

Strategy #3- Improve the presence of arts and culture downtown

Yes (13)	No (1)
<ul style="list-style-type: none"> • Great museum • Expand art culture • Lots of artists in area • Yes, attracts tourism • Music in park • Encourage arts/culture downtown for economic 	

development <ul style="list-style-type: none"> • More arts & culture will attract more tourism • Arts & culture helps bring shoppers, small shops, galleries • Make Wickenburg friendly and inviting to arts/retail 	
--	--

Strategy #4- Expand and promote the presence of health related businesses downtown

Yes (1)	No (15)
<ul style="list-style-type: none"> • Senior focused facilities would be good 	<ul style="list-style-type: none"> • Displaces retail, ups rental cost • No, retail only • Need shops, not health care offices • No commercial office space downtown • Prime downtown spots occupied by non-retail healthcare facilities leads to a dead looking downtown • Not in downtown • It will exist outside downtown • Get rid of 'The Meadows' taking up downtown space

Ideas for future of Downtown Wickenburg

<ul style="list-style-type: none"> • Keeping the Western feel • Cowboy hats on top of light poles • Trolley on railroad • Keep Wickenburg western • Entertainment/arts district • Friendly and walkable • Amphitheater • Horses have right of way • Cave Creek example • Look for ideas like Williams, AZ • Events for every weekend to bring tourists • Parking 	<ul style="list-style-type: none"> • Consolidate space • More pedestrian friendly • Town hall relocation • Thriving cultural and arts mecca • Lively retail • Outdoor activity • No vacant buildings • Promotion of historic western theme with facades • Promotion of downtown retail • Downtown Wickenburg is a brand that aids the entire region. Brand small, authentic Western town with tangible ways to experience it
--	--



<ul style="list-style-type: none"> • Pedestrian friendly • More events • More housing • Destination • Less off-street parking 	<ul style="list-style-type: none"> • Need to preserve character • Eliminate conflicting uses & promote a cultural experience
--	--

Group Discussion Results

The final group exercise of the public workshop was an open-ended discussion about the participants themselves. They were asked to provide their name, connection to Wickenburg and their overall views

of the Town. Due to the personal nature of the information, instead of a transcript of this discussion, a summary of each person’s views and points are provided below.

<p>1. “It’s hard to believe that almost nothing positive can be done in Wickenburg, it’s very challenging, people don’t want to see change.” Site 6 - consider that as heart of the downtown- Amphitheater or lawn for events, that will attract people.</p>	<p>2. Would like to see a larger Convention Center. There is some space at the conference center of “Los Caballeros”, but not enough.</p>
<p>3. Focus more on downtown residential development and keeping those neighborhoods nice. Interested in quality of downtown residential neighborhoods</p>	<p>4. Dog parks Downtown made progress over time Downtown is pleasant to walk but it’s absolutely dead at night after 8 pm Remodel community center and facilities, though they are used all the time for good deal of money. Wants a remodeled community center with heavy usage.</p>
<p>5. Town needs more multiuse or mixed use, more residential in downtown for nightlife. buildings/facilities are underutilized Increase pedestrian friendliness</p>	<p>6. Would like to see more marketing and more events for people to come to the town. Reasons to come to Wickenburg People should come to discover Wickenburg Expansion of Wickenburg (roping, Western town) Large market in Surprise Boutiques and all can bring more money.</p>
<p>7. We have a walkable downtown, but would love to see more</p>	<p>8. There are no places to stay.</p>

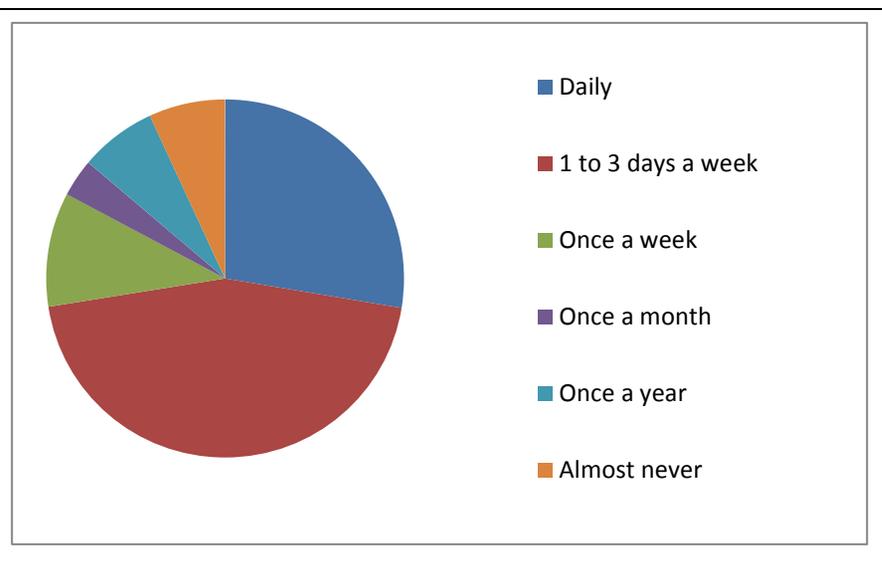
<p>infill housing. Townhouses, or studios above retail. We need additional money to market the town. Refresh area Infill downtown, studios above retail Single family and studio above retail market Wickenburg downtown as destination Want a wonderful restaurant as a destination downtown. Need \$\$ to market Wickenburg destination restaurant</p>	<p>Bed and breakfast more Office up and retail down Bring bike on weekends. Everything closes at 9 pm Something for visitors from other state. More hotels and drinking places at walking distance and not driving distance. Multi-use Need more downtown vibe</p>
<p>9. The downtown is unique. Downtown is an asset. Town is in transition Downtown is in the heart to bring people What we can put in downtown to give it synergy and become a destination? Some experience that people can have, need visitor experience (museum, art center, ect.) destination restaurant/shops Overnight stay Day visit - not stopping for dinner performing arts, more restaurants and destination shops</p>	<p>10. Town joy and civic space away from downtown not near retail. Town hall should not be downtown. Community center, library not in downtown separation from locals and tourists</p>
<p>11. Historical preservation Restoration of old buildings Downtown should remain western. Wickenburg is one of few small towns that has actual Downtown (according to source)</p>	<p>12. Walks a lot around downtown. People with retail business are depressed, no sale all day long Residents go to Surprise, Peoria, etc. No business here has wifi! No cars on tegner in summer Make destination More lights that draws people People don't spend money in Wick, they spend on Surprise. Need draw to make Wickenburg a destination</p>
<p>13. Arts and culture in downtown required in order to make it destination Museum expansion Del Web people come for event but leave without dinner</p>	<p>14. As landscape Architect point of view, connection in downtown is important and works as catalyst to development. Making walkable downtown. House for Artists</p>

	<p>No health businesses shop front in downtown. Health offices are increasing rent and small business owners can't afford it. Connection between destination and with downtown retail Do something in the bridge! Blackbox theater downtown?</p>
<p>15. Needs event every weekend Roundabout adding lane idea good for her Social business in January People Riding carriage - customers come from surprise, Prescott, not taking downtown heritage tour No signage or support for people so they leave. Theaters and other activities like shot out required.</p>	<p>16. pedestrian traffic Lots of people come from valley Too many empty buildings downtown (owners are sitting on empty buildings) Town needs good Restaurants with outdoor seating that you can take your pets to. There are many dog lovers, dog parks good idea. Electronic billboard at roundabout / back of community center area to announce events/activities and attract people i.e. site 7 What can be done for Youth.</p>
<p>17. Town has tremendous opportunity to grow. Inclusiveness required Depressed retail Add energy in old buildings/longtime business owners Bring in new energy</p>	<p>18. Bike rallies</p>

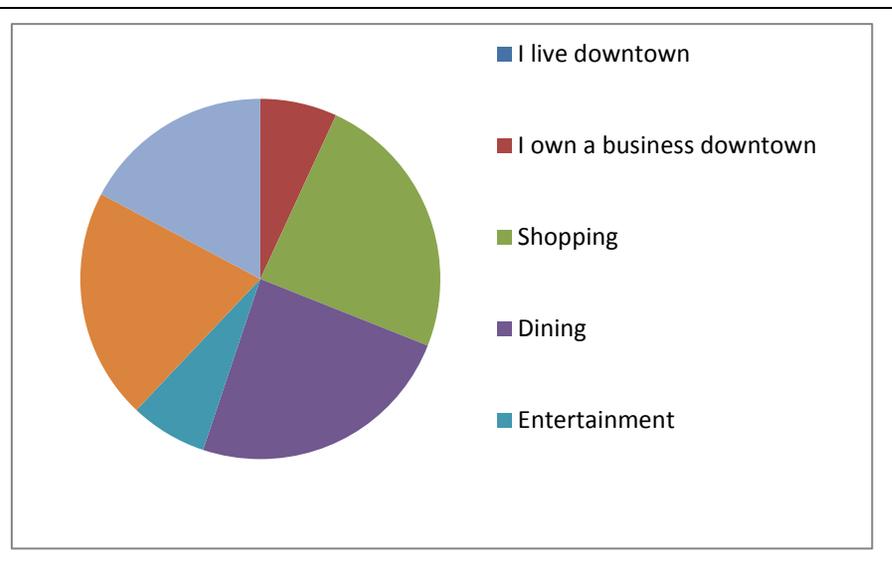
Community Survey Results

In order to reach a broader audience, as well as be able to collect data-driven answers, an online survey was created and distributed between the days of March 19 and March 31. This surveyed asked specific questions for each chapter of the report and provided a place for a final comment. The survey received 29 responses. The report of the results is provided below.

On average, how often do you visit downtown Wickenburg?		
Answer Options	Response Percent	Response Count
Daily	27.6%	8
1 to 3 days a week	44.8%	13
Once a week	10.3%	3
Once a month	3.4%	1
Once a year	6.9%	2
Almost never	6.9%	2

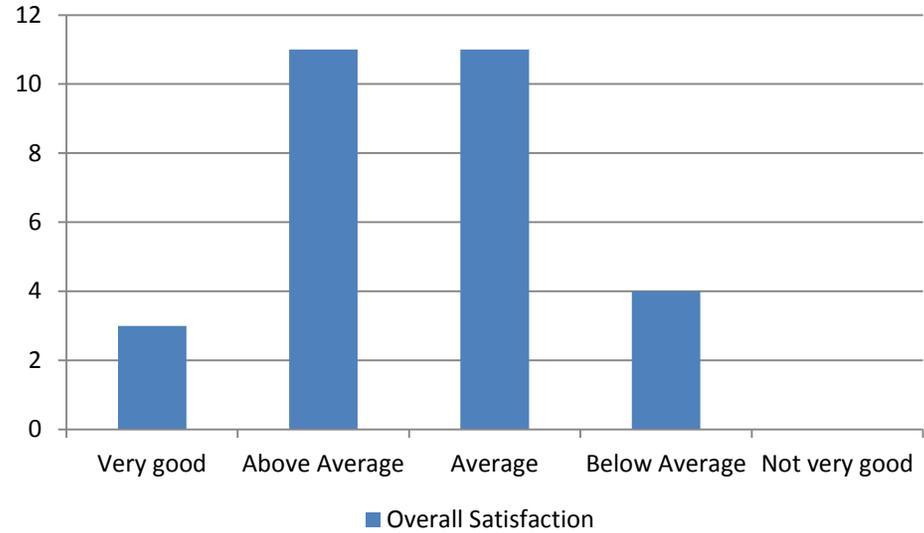


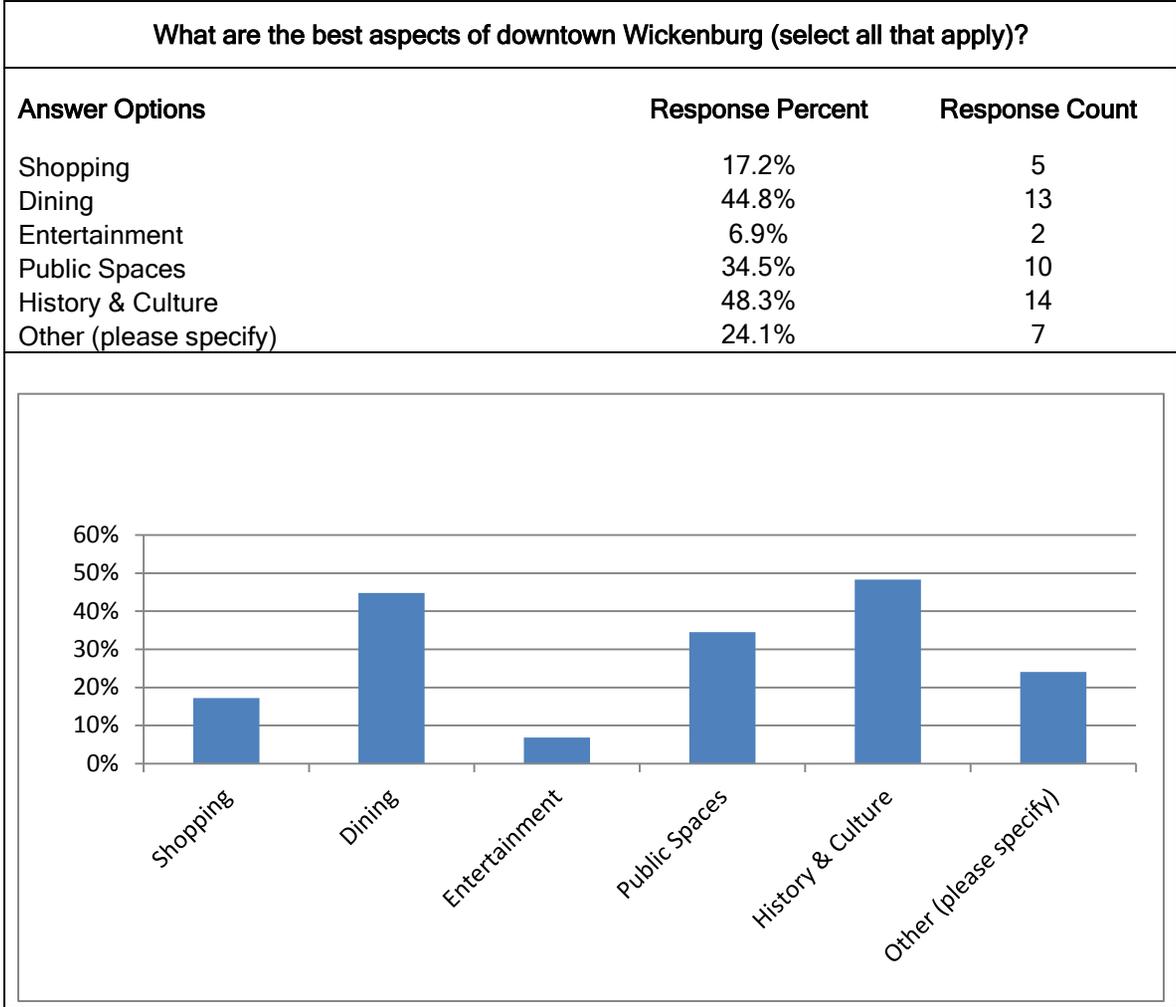
What is the main reason you visit downtown Wickenburg?		
Answer Options	Response Percent	Response Count
I live downtown	0.0%	0
I own a business downtown	6.9%	2
Shopping	24.1%	7
Dining	24.1%	7
Entertainment	6.9%	2
Civic Services (Library, Town Hall, Community Center, public parks, etc.)	20.7%	6
Other please specify)	17.2%	5



How would you rate your overall satisfaction with downtown Wickenburg?

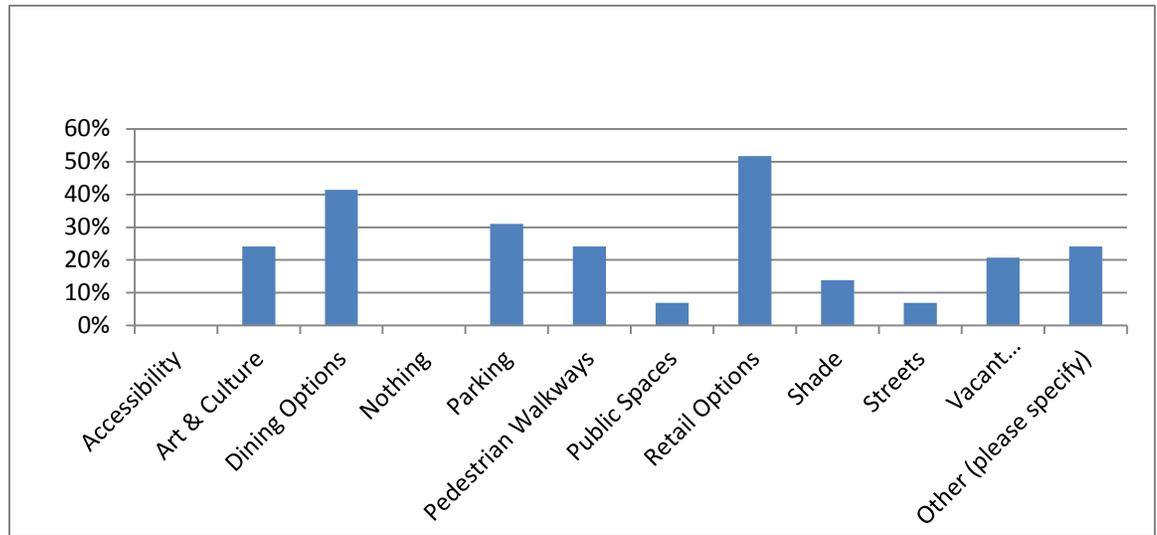
Answer Options:	Very good	Above Average	Average	Below Average	Not very good	Rating Average	Response Count
	3	11	11	4	0	3.45	29





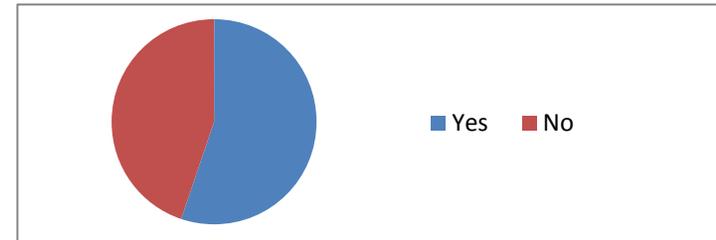
What aspects of downtown Wickenburg could be improved (select all that apply)?

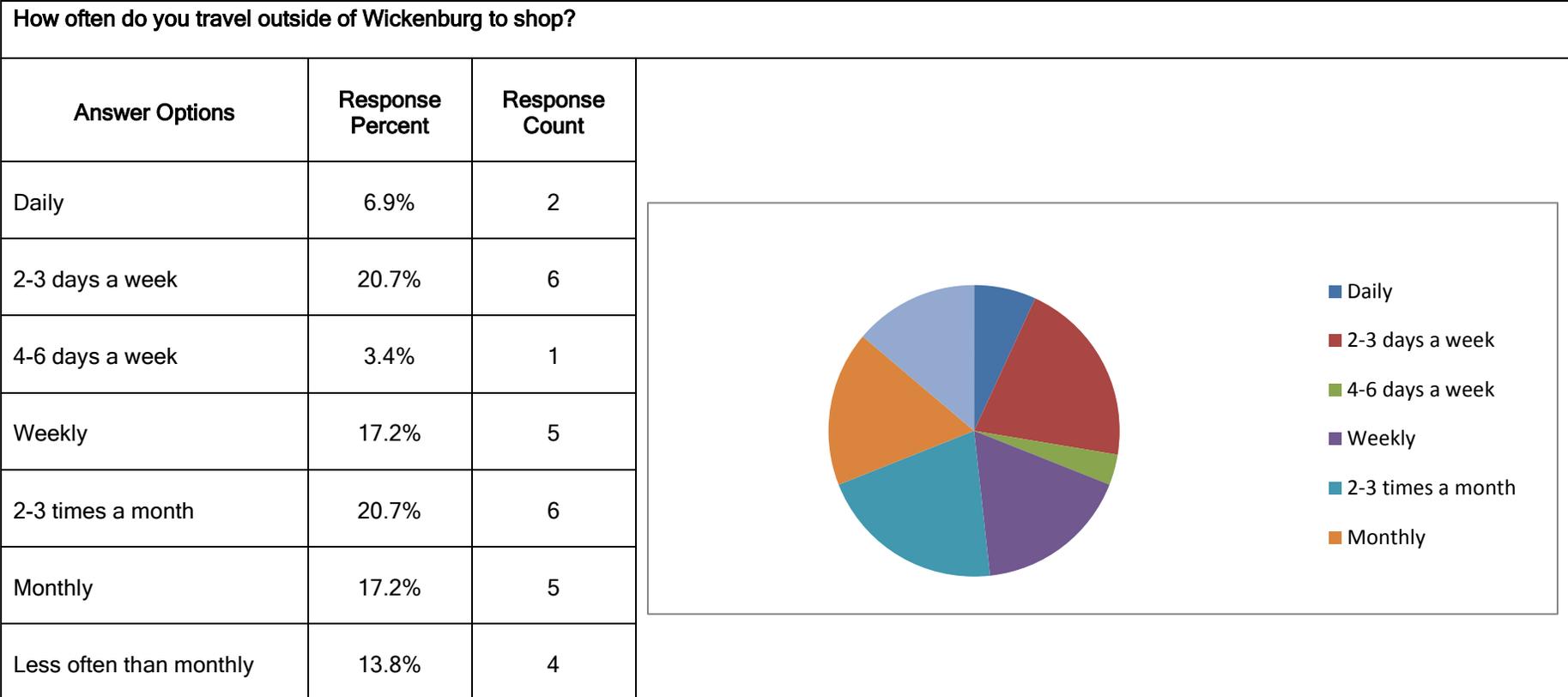
Answer Options	Response Percent	Response Count
Accessibility	0.0%	0
Art & Culture	24.1%	7
Dining Options	41.4%	12
Nothing	0.0%	0
Parking	31.0%	9
Pedestrian Walkways	24.1%	7
Public Spaces	6.9%	2
Retail Options	51.7%	15
Shade	13.8%	4
Streets	6.9%	2
Vacant Land/Buildings	20.7%	6
Other (please specify)	24.1%	7



Is there adequate parking to serve downtown businesses throughout the year?

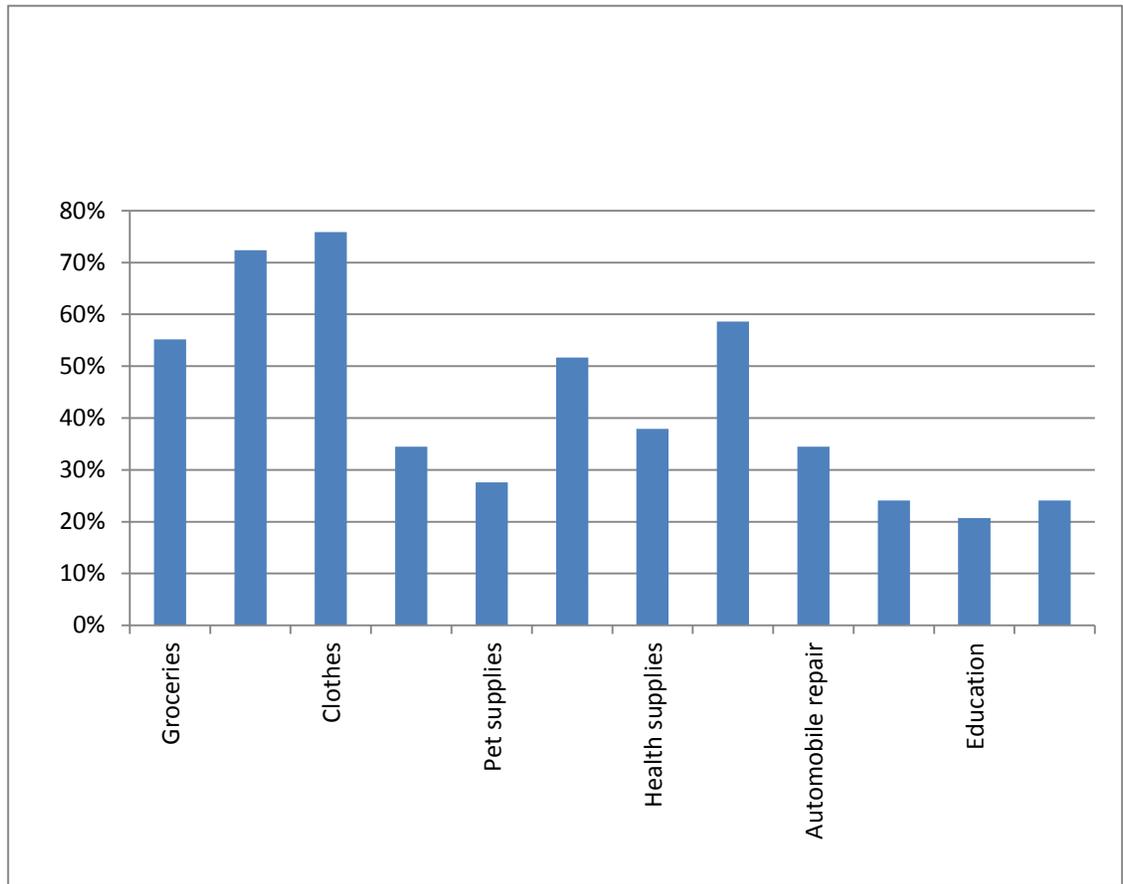
Answer Options	Response Percent	Response Count
Yes	55.2%	16
No	44.8%	13

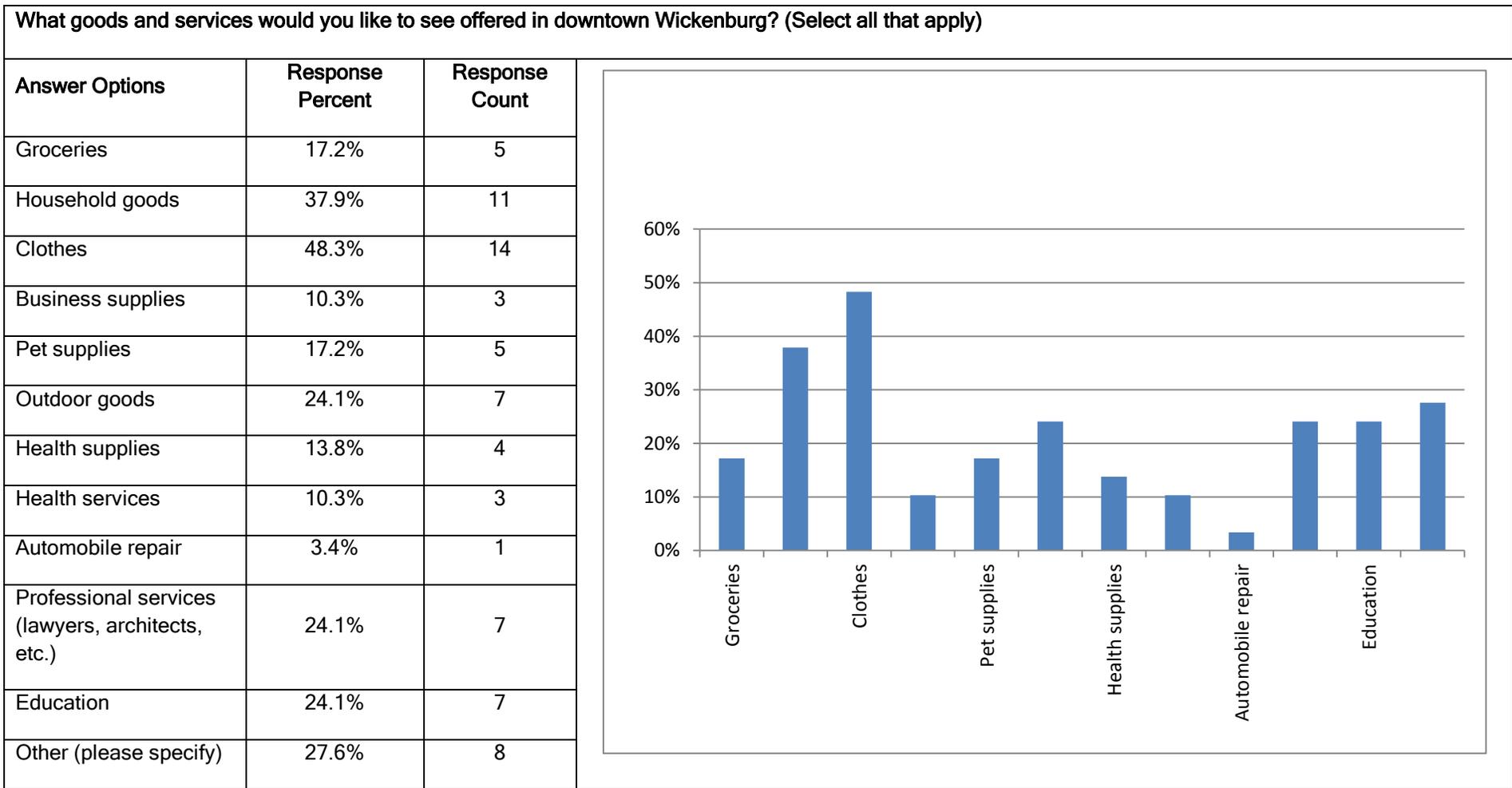




What type of goods or services do you purchase outside of Wickenburg? (Select all that apply)

Answer Options	Response Percent	Response Count
Groceries	55.2%	16
Household goods	72.4%	21
Clothes	75.9%	22
Business supplies	34.5%	10
Pet supplies	27.6%	8
Outdoor goods	51.7%	15
Health supplies	37.9%	11
Health services	58.6%	17
Automobile repair	34.5%	10
Professional services (lawyers, architects, etc.)	24.1%	7
Education	20.7%	6
Other (please specify)	24.1%	7





Conclusions

The public participation plan was designed in order to be inclusive, broad, and continuous. Different methods were incorporated into the public participation process to ensure the inclusion of a broad audience throughout the length of the planning process.

Constant communication with Town staff gave the consultant team insight into the local process and politics, and staff expertise guided decisions made by the team. The Town Council meetings were an opportunity to communicate with the Council regarding the intent for the project and its progress. The first of these meetings was used to present progress made and the scope of work for the project, and the final meeting was used to present a final copy to the Council and receive comments regarding specifics. The public workshop served as an opportunity to obtain direct input regarding design guidelines and proposed

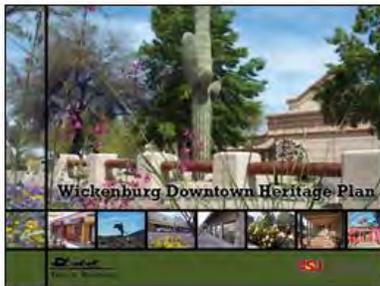
redevelopment options, and was attended by 18 residents and staff. Lastly, the stakeholder survey was presented in an online format, and was taken by 29 people, and gave an opportunity to ask more data-driven questions about the current conditions and future desires for the Heritage District.

Overall, the public participation process was successful. Considering the size of Wickenburg and the condensed time frame of the project, participation was both broad and inclusive. Elected officials, Town staff, business owners, community leaders and residents were given the opportunity to guide the development of the Plan. Multiple ideas from the public participation effort were utilized throughout the Plan and led to a publically supported downtown Plan. Lastly, the Plan outlines a yearly review and a 10 year renewal effort that will allow the public to continually determine the future of their downtown.

Appendix C

Final Town Council Presentation

May 5, 2014



Agenda

- Introductions
- Outline of the Plan
- Next Steps
- Comments/Questions

1. Community Profile

- Purpose: Define the history, culture and identity of downtown Wickenburg.

2. Economic Development Strategies

- Purpose: Strategies the Town and its partners can take to improve economic activity downtown.

The Team

- SGSUP at ASU
- MUEP Capstone Studio Course
- 15 graduate students
- Professor Joochul Kim

Downtown Heritage Plan

- Provides guidance for future downtown development & design

3. Design Guidelines

- Purpose: Ensure that future development is well designed and compatible with downtown Wickenburg.

4. Funding & Implementation Guidelines

- Purpose: Outline for implementing and funding for Chapters 2 and 3.

Item	Category	Priority	Timeline	Status
1. Downtown Heritage Plan	Historic Preservation	High	2014	Complete
2. Downtown Design Guidelines	Historic Preservation	High	2014	In Progress
3. Downtown Economic Development Strategies	Economic Development	Medium	2015	Not Started
4. Downtown Cultural District	Cultural	Medium	2015	Not Started

5. Site Redevelopment

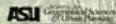
- Purpose: Ideas for development on specific sites downtown.





Next Steps

- Adoption of the Plan
- Designate staff roles and priorities
- Investigate proposed funding sources & pursue partnerships
- Yearly progress review



Questions or comments?

Thank you for your time and support!






Glossary

Glossary

Adaptive Reuse: The reuse of existing structures for new uses or purposes.

Amenity: A desirable feature, facility, or service that adds value to a place.

Annexation: The formal incorporation of territory into the corporate boundaries of the Town.

Banding: A decoration consisting of a strip of contrasting color or material.

Building Module: The section of a building that is clearly distinguished by use of design features.

Bulb-out: The extension of the sidewalk at intersections to decrease the distance needed to safely cross the street and to slow vehicular traffic.

Commute-shed: The potential area from which people commute between their home and workplace.

Corbelling: A structural piece of stone, wood, or metal jutting from a wall to carry an overlying weight.

Double hung: A window that has two vertically sliding sashes that allows two different halves of the window to be open; a single hung window only has one bottom sash that opens.

Dwelling: A place of residence.

Earth tones: A color scheme which utilizes natural colors, including browns, greys, and greens. Wickenburg's Zoning Ordinance recommends a desert palette.

First Friday: A monthly event where artists display their work held on the first Friday of the month.

General Plan: A planning document that guides the development and manages growth of a jurisdiction by providing policies, objects, and goals.

Gross Floor Area: The total floor area inside the building envelope, including external walls and excluding the roof.

High-intensity Activated crossWalk (HAWK) beacons: A pedestrian-activated signal to stop traffic to ensure a safer crossing environment. These signals occur midblock or in high volume traffic areas.

Historical markers: A plaque that marks a structure or location of historical significance as identified by the National Register of Historic Places.

Infrastructure: The basic physical and organizational structures necessary for economic activity and daily life. Examples include hard infrastructure (e.g. transportation, waste removal, energy development, and communications) or soft infrastructure (e.g. governance, financial, and social).

Mixed-use: Any development that utilizes two or more land uses on the same property.

Mortar-washed slump block: A design technique of softening the look of block by sandblasting the surface to be used for exterior walls.

Mullions: A heavy vertical divider between windows or doors.

Multi-Family Residential: Two or more connected dwelling units.

Municipality: A district, town, or city that holds corporate status and operates a government.

Muntins: A secondary framing member to divide and hold the panes of glass in a window or glazed door.

Neighborhood Circulator: A transportation system that utilizes minibuses that travels through neighborhoods to connect residents with major destinations. These systems have flag stops, and do not necessarily follow main roads.

Ogee: A design feature which uses a double curve resembling the letter S.

Open Space: Land that is developed (e.g. parks, golf courses, pathways) or undeveloped (e.g. washes, trails, greenways) and is free of structures.

Overlay: A defined geographic area that establishes additional guidelines or regulations specific to that area.

Parklet: A small space serving as an extension of the sidewalk to provide amenities and green space for people using the street.

Planned Area Development (PAD): An overlay zoning district that provides flexibility in the number of land uses and design standards. Property owners applying for a PAD are allowed to mix uses and specify their own design standards, so long as they meet or exceed the underlying zoning district(s) requirements.

Pedestrian Scale: A design method that emphasizes walking and street-level interactions.

Pier: A vertical structural element, square or rectangular in cross-section.

Public Space: An area that is open for public use and freely accessible.

Rehabilitation: The process of returning a building to a functional state through repairs and alteration.

Restoration: The process of returning a building to its original state.

Roundabout: A multi-lane circular intersection where traffic flows in one direction used to increase efficiency by maintaining constant traffic flow.

Single-Family Residential: A home or dwelling unit that exists as a single, detached structure.

Small Wonders Map: A pocket guide to main attractions, events, and dining in an area.

Stakeholder: An individual or group with a vested interest in a particular process, project, or area.

Streetscape: The physical design of roadways that impact the movement and interaction of pedestrians and other modes of transportation.

Tilt-up Concrete: Type of construction technique that uses concrete poured horizontally until it is ready to be erected to form a building structure.

Transoms: A window placed over a door/building entrance.

Wayfinding signage: A concept of creating maps, signs, and other attractive markers to assist pedestrians and motorists in navigating a designated area.

Zoning District: A district designated by the Zoning Ordinance that allows a defined set of uses.

Zoning Ordinance: A legal document containing land use regulations delineating uses for certain plots of land.

Please see next page



