



## Wickenburg Downtown Plan Public Workshop #2 April 12, 2018

### WORKSHOP #2 OVERVIEW

Workshop #1 was held on April 12, 2018 at 6:00 PM at the Wickenburg Community Center. The purposes of the workshop for the Downtown Plan were to:

- Engage the public in developing a vision for the Downtown area;
- Identify issues affecting Downtown and opportunities that can be captured to enhance the area; and
- Identify key assets and challenges that make Downtown Wickenburg unique.



### WORKSHOP #2 SUMMARY

#### What Happened at Public Workshop #2?

A total of 42 participants attended the second public workshop. Participants learned about the Downtown Wickenburg project, brainstormed issues and opportunities facing the community, and created an overall vision statement for Downtown Wickenburg. The public workshop followed the format listed below:

#### Sign-In and Where Do You Live / Where Do You Own Property

Participants signed in and were asked to place a red dot on a map of where they live or work in Wickenburg and a blue dot of where they own property within the Downtown area. Participants who live in Wickenburg were located throughout the town, mainly west of US 93. In total, 22 participants placed a red dot on the map of Wickenburg, 10 of which live north of US 60, 10 of which live south of US 60, and two that do not live in Wickenburg. Those who have a business or own property with the Downtown Plan study area totaled 19 and are mainly located along US 60 between Kerkes Street and Tegner Street. Five others were located on Apache Street between Tegner Street and Jefferson Street, one on Cochise Street, and two on Yavapai Street.

The Where Do You Live Map and Property / Business Owners Map can be found on the project website under [Resources](#).

#### Comment Cards

Comment cards were available at the sign-in table. Participants were encouraged to fill out comment cards throughout the meeting for any questions, issues or opportunities they wanted to bring to the



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Town's attention. Although the comment cards were available throughout the meeting, no comment cards were returned.

### Welcome and Presentation

A presentation was given to provide an overview of the Downtown Plan. Throughout the presentation, survey questions were asked to gauge participants' views on various needs in Downtown.

### WORKSHOP EXERCISES

There were four participant exercises that occurred during the workshop. The first exercise was an interactive survey that took place during the presentation. Survey questions were asked on the screen and participants were asked to respond using a polling device. The other three exercises took place after the presentation. These were: developing a vision statement, identifying key issues and opportunities in Downtown, and mapping the assets and challenges in Downtown.

### Exercise 1 – Survey Questions

During the presentation, participants were asked 13 questions regarding various topics related to Downtown Wickenburg. Survey responses were provided by using an electronic polling device. Below are highlights from the survey results.

- 67% of participants have been involved with previous Downtown projects
- 81% are supportive of the direction of the Council Strategic Plan, which prioritizes creating a sense of place in downtown Wickenburg by supporting economic activity and continuing investment in infrastructure, planning, and aesthetics in the downtown area
- 62% live or own a business or property in the planning area
- 66% rated their satisfaction with **shopping** in downtown as either average or below average
- 64% rated their satisfaction with **dining** in downtown as either below average or not good
- 76% rated their satisfaction with **entertainment** in downtown as below average or not good
- The top 3 things that participants like about downtown are:
  - Pedestrian friendly environment (30%)
  - Community events (22%)
  - Shopping (16%)
- The top 3 things that need to be improved are:
  - Dining (22%)
  - Community spaces (17%)
  - Jobs (17%)
- When asked to identify the biggest threat to the future of Downtown, the participants cited:
  - Lack of shopping/dining and entertainment (20%)
  - Vacant buildings/land (20%)
  - Ineffective marketing/economic development strategy (17%)



- Reduced through traffic due to I-11 (14%)

All of the responses are shown in the presentation and can be found on the project website under [Resources](#).

**Exercise 2 – Vision Statement**

The second exercise involved developing a Vision Statement for Downtown Wickenburg. A Vision Statement reflects what community members value the most about their community and the shared aspirations of what they want their community to become. The Vision Statement should be inspirational and set the tone for Downtown’s goals, policies and actions.

The purpose of the visioning exercise was to develop a Vision Statement to guide the future of Downtown. During this exercise, participants were asked to individually create a vision statement using a worksheet that had two ‘fill-in-the-blank’ examples, and one area to create their own Vision Statement(s). Once completed, the participants were grouped to write one vision statement that best reflected their ideas about Downtown’s future.

**Top Vision Statement Descriptors**

The following are the top terms that were used to describe Downtown as part of participants’ vision for the community’s future.

**Adjectives:**

- Western
- Charming
- Historic

**Values:**

- Friendliness
- Community spirit
- Integrity

**Assets**

- Arena
- Cultural venues and resources
- Western character

**Visioning Exercise**

The fill in the blank examples provided were as follows:

<b>Option 1</b>	Downtown Wickenburg promotes a/an [adjective] _____ quality of life that is built on [values] _____, _____, and _____. We pride ourselves with having [assets] _____, _____, and _____ that respond to our diverse needs. Downtown Wickenburg will grow in a manner that ensures that new growth and development improves our community and retains our shared values.
<b>Option 2</b>	Downtown Wickenburg is recognized as a/an [adjective] _____, _____, and _____ place to live, work and play. Our community, with its [assets] _____, _____, and _____ provides [future assets] _____, _____, and _____ and is a preferred regional and national destination.
<b>Option 3</b>	Create Your Own



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The following provides the group results from each of the groups. For the two fill in the blank options, words filled in by the groups are shown in **ALL CAPS**. One group wrote their own Vision Statement, which is shown in **bold**. Note: there was no Group 3, or 5.

<b>Group 1</b>	Downtown Wickenburg promotes a <b>VIBRANT</b> quality of life that is built on <b>FRIENDLINESS, COMMUNITY SPIRIT, and COLLABORATION</b> . We pride ourselves with having <b>WESTERN CHARACTER, CULTURAL RESOURCES, INCLUDING DINING, and RECREATION AMENITIES</b> that respond to our diverse needs. Downtown Wickenburg will grow in a manner that ensures that new growth and development improves our community and retains our shared values.
<b>Group 2</b>	<b>To grow into the prestigious community we want in the future, we need to call upon our past, friendliness, community spirit, and sense of heritage and tradition. Our western character should not be sold out at any cost or lose our western identity. We need to protect our historic and cultural resources and expand our arts.</b>
<b>Group 4</b>	Downtown Wickenburg promotes a <b>DISTINCTIVE SENSE OF BELONGING</b> that is built on <b>COMMUNITY SPIRIT, WESTERN TRADITION AND HISTORY, and INTEGRITY</b> . We pride ourselves with having <b>NATIVE AMERICAN HISTORY, CULTURAL VENUES AND RESOURCES, and HIGHWAY CONNECTIVITY</b> that respond to our diverse needs. Downtown Wickenburg will grow in a manner that ensures that new growth and development improves our community and retains our shared values.  Downtown Wickenburg is recognized as a <b>WESTERN, HISTORICAL, and WALKABLE</b> place to live, work and play. Our community, with its <b>ROLLING HILLS AND DESERT, RECREATION, and ENTERTAINMENT</b> provides <b>MORE VISITORS, MORE SUMMER EVENTS and LESS VACANT BUILDINGS</b> and is a preferred regional and national destination.
<b>Group 6</b>	Downtown Wickenburg promotes a <b>WESTERN</b> quality of life that is built on <b>FRIENDLINESS, INTEGRITY, and COMMUNITY SPIRIT</b> . We pride ourselves with having <b>ARENAS, WALKWAYS, and HISTORIC RESOURCES</b> that respond to our diverse needs. Downtown Wickenburg will grow in a manner that ensures that new growth and development improves our community and retains our shared values.  Downtown Wickenburg is recognized as a <b>CHARMING, HISTORIC, and WESTERN</b> place to live, work and play. Our community, with its <b>ARENAS, MUSEUM, and COMMUNITY CENTER</b> provides <b>SHOPS, RECREATION, and CONNECTIVITY</b> and is a preferred regional and national destination.
<b>Group 7</b>	Downtown Wickenburg promotes a <b>WESTERN</b> quality of life that is built on <b>FRIENDLINESS, ENJOYMENT, and SENSE OF HERITAGE AND TRADITION</b> . We pride ourselves with having <b>MUSEUMS, ARTS, and SHOPS</b> that respond to our diverse needs. Downtown Wickenburg will grow in a manner that ensures that new growth and development improves our community and retains our shared values.

The results of the Vision Statement exercise can be found on the project website under [Resources](#).



### **Exercise 3 – Issues and Opportunities**

The third exercise allowed participants to write specific issues and opportunities they feel are important to address in the Downtown Plan process. In this exercise, participants were asked to write issues on pink index cards and opportunities on green index cards. The issues and opportunities were then sorted into one of six categories: Bike / Ped Trails and Open Space, Streets & Parking, Restaurants & Retail, Arts & Culture, Shopping & Tourism, and Community / Event Spaces and posted on a board for viewing.

#### ***Issues and Opportunities (top items)***

The following are the top issues and opportunities mentioned in the workshop exercise.

##### **Top Issues**

- Need for road maintenance in town limits, including rights-of-way, such as repaving and fixing pot holes
- Need for improvements to vacant buildings
- Limited shop hours, especially in the evening
- Need new community center
- Need for signage into town and on all streets

##### **Top Opportunities**

- More walking / bike paths and horse trails, such as walkway to Coffinger Park from Community Center, and trails along Wickenburg Way, Vulture Peak, Highway 93
- More dining options
- Small Western Town / Western heritage
- Expand shopping for locals and boutique shops
- Natural beauty / good weather for outdoor activities

The results from the Issues and Opportunities exercise can be found on the project website under [Resources](#).



### **Exercise 4 – Mapping Exercise**

The last exercise was a Mapping Exercise where participants were given a set of red, green, and yellow stickers and were asked to identify positive attributes with a green sticker, things to be improved with a red sticker, and a defining characteristic of Downtown with a yellow sticker on a map of Downtown. The following are highlights from this exercise:

<b>Green Dot</b>	<b>Red Dot</b>	<b>Yellow Dot</b>
<i>Positive Attributes:</i>	<i>Need Improvements:</i>	<i>Defining Characteristics:</i>
<ul style="list-style-type: none"><li>■ Park</li><li>■ Improved parking lot</li><li>■ Roping arenas</li><li>■ Desert Caballeros Western Museum</li><li>■ Saguaro Theater</li><li>■ Chamber of Commerce and Train Depot</li></ul>	<ul style="list-style-type: none"><li>■ Roundabouts</li><li>■ Vacant buildings</li><li>■ Community Center</li></ul>	<ul style="list-style-type: none"><li>■ Desert Caballeros Western Museum</li><li>■ Rodeo grounds</li></ul>

The results of the Asset Mapping exercise can be found on the project website under [Resources](#).