



# Town of Thatcher General Plan Update Highway 70 Revitalization





# Discussion Items

- Preliminary Assessment
- Successful Streetscapes
- Opportunities & Constraints
- Successful Streetscape Samples

# Preliminary Assessment

Streetscape Preliminary Assessment Highway 70 segment within Town limits:

- ❑ **SIDEWALKS:** Continuous on both sides for the most part – may need repair and replacement on some segments.
- ❑ **PARKWAY/CURB APPEAL:** Strip for landscape exist on some segments of the highway lacking landscape elements.
- ❑ **TREES:** There are no trees or landscape elements along most segments. EAC frontage includes turf and historic pines. Town Hall includes desert landscape.
- ❑ **SHADE:** Low walkability due to lack of shade need shade structures and trees that provide shade.
- ❑ **BIKE RACKS:** There are currently no bike racks.



# Preliminary Assessment

Streetscape Preliminary Assessment Highway 70 segment within Town limits:



- ❑ **STREET LIGHTS:** Mostly highway bracket and arm poles with decorative poles in front of Town Hall. No light poles with the ability to hold banners.
- ❑ **SURFACE/ROADWAY STRIPING/MARKINGS:** Resurfacing and road restriping/markings needed along most of the corridor.
- ❑ **BICYCLE LANES:** There are no bicycle lanes. These may be integrated in revitalization to support alternate modes.
- ❑ **PEDESTRIAN-FRIENDLY CROSSINGS:** No decorative pavers, stamped/stained concrete or pedestrian friendly crossings.

# Preliminary Assessment

Streetscape Preliminary Assessment Highway 70 segment within Town limits:

- PUBLIC ART:** With the exception of public art at Town Hall and EAC, there is no public art along the corridor – opportunity to support public art.
- WASTE RECEPTACLES:** No theme. Lacking along most of the corridor.
- BENCHES:** No benches along the corridor.
- SHELTERED BUS STOPS:** None
- TOWN GATEWAYS:** No gateway features at entrances to the Town to convey a sense of arrival to a destination.



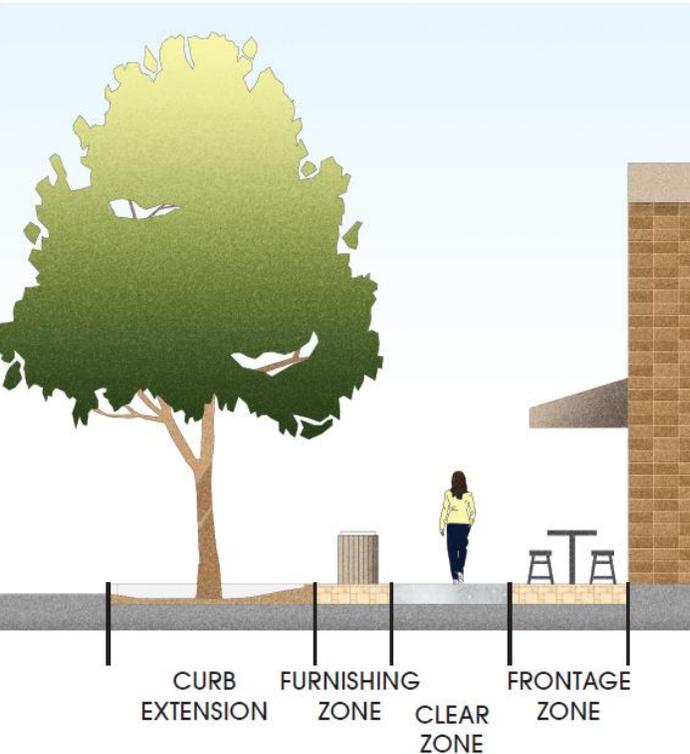
# Identity Recommendations

Streetscape Preliminary Assessment Highway 70 segment within Town limits:

- CONSISTENCY:** To create a cohesive streetscape to define the identity of the Town and enhance character and sense of place.
- CUSTOMIZATION:** To allow creativity.



# Successful Streetscapes



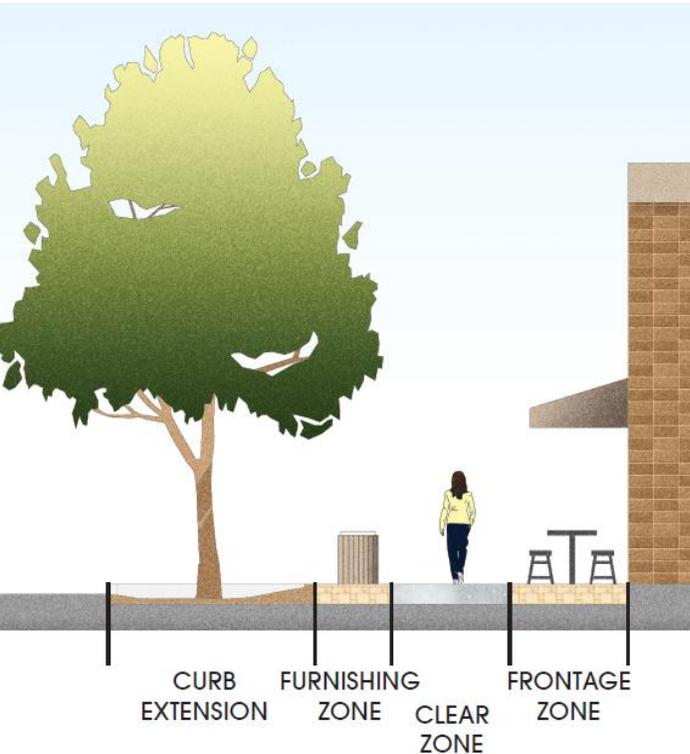
## FRONTAGE ZONE

Minimum Width: 2'

Use:

- Displays
- Café/restaurant seating
- Furnishing aligned with frontage
- Planters (surface or above ground)
- Overhanging elements (canopies, metal, other) or shade structures

# Successful Streetscapes



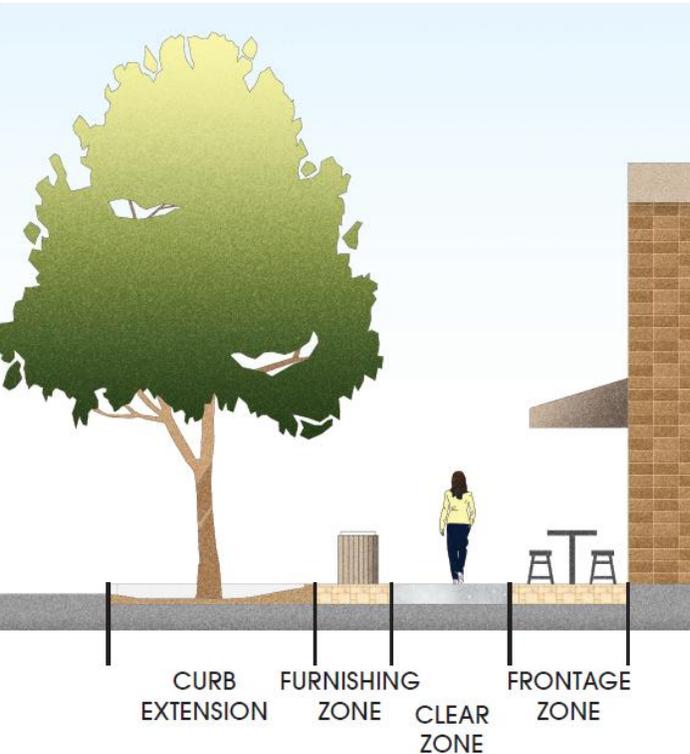
## CLEAR ZONE

**Minimum Width: 4'** (Wider is better!)

### Use:

- Wheelchair Accessible/ADA compliant
- Clear of obstacles
- Accessible walking surface
- Overhanging elements (>80")

# Successful Streetscapes



## FURNISHING ZONE

**Minimum Width: 3'** (Wider is better!)

### Use:

- All site furnishings including:
  - ✓ Trash receptacles
  - ✓ Benches
  - ✓ Public Art
- Landscaping

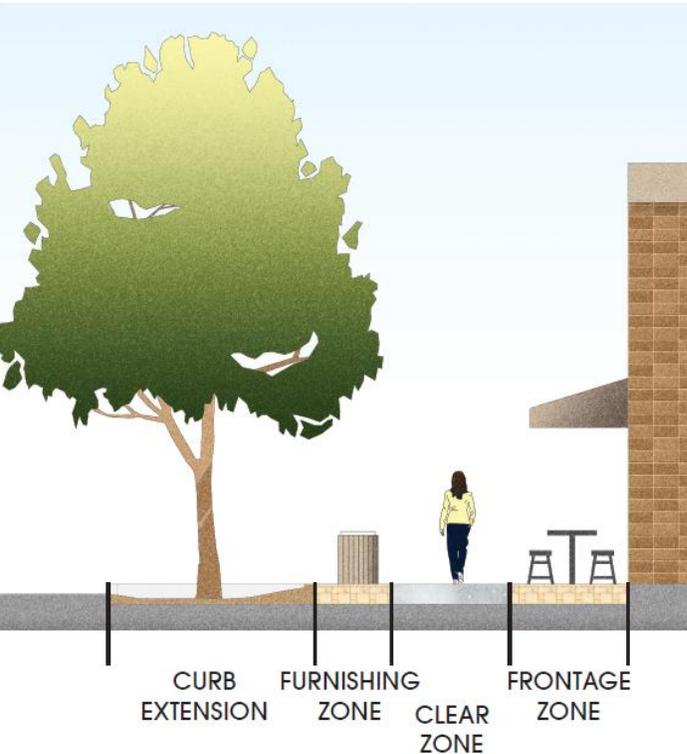
# Successful Streetscapes

## Curb Extension

**Minimum Width:** Width of parking lane

**Use:**

- All site furnishings
- Trees and landscaping
- Street lighting
- Utilities
- Temporary Revocable Easements (TRE)



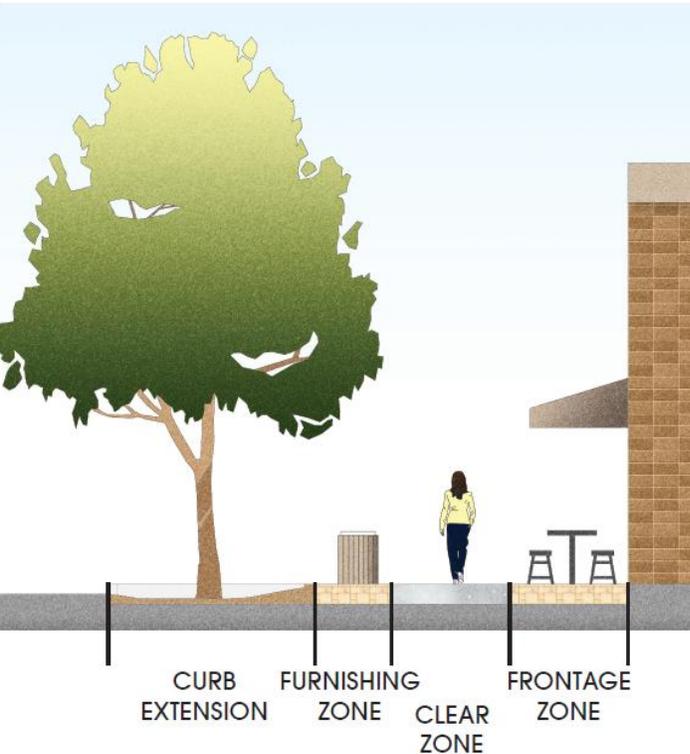
# Successful Streetscapes

## **PARKWAY (a narrower curb section)**

**Minimum Width:** Necessary to sustain landscape elements

### **Use:**

- Trees and landscaping
- Street lighting
- Utilities



# Constraints



- ❑ **COMMUNITY GATEWAYS:** There is no monumentation welcoming visitors and suggesting arrival to a destination.
- ❑ **WAYFINDING:** There is no directory inviting visitors to parks and other Town amenities.
- ❑ **ELECTRICITY POLES:** Provide a visual clutter along corridor. Underground utilities could substantially increase cohesiveness. Tree selection will be impacted by electricity poles. Maintenance can become a major issue.
- ❑ **ARCHITECTURAL STYLES:** There is no specific style conveying the character of the Town.
- ❑ **PARKING:** Parking may not be allowed along ADOT-maintained highways.
- ❑ **IRRIGATION SYSTEM:** There is no irrigation system along parkway areas.
- ❑ **VISUAL CLUTTER:** Utility poles, tall highway light poles, business parking poles of different styles, signage, etc. contribute to visual clutter.

# Constraints

- What additional constraints are you currently dealing with?
- How do you propose resolving some of those challenges?
- How can the Town turn weaknesses into strengths?



## Opportunities



### ❑ CHARACTER/IDENTITY:

- Blank canvas presents an opportunity for developing a local identity along the corridor that articulates desired architectural styles, landscape and signage themes and supports the history of the area.
- Town Hall and Eastern Arizona College provide an opportunity to establish an active pedestrian node with a Main Street identity without compromising highway traffic flows.
- Transition from more urban to rural areas and agricultural fields and Mount Graham views add a distinct flavor to the corridor presenting an opportunity to extend visitors stay and increase Town revenues.
- Gateway definition, wayfinding/directory signage within the streetscape can capture visitors passing through and increase revenues by extending their stay.

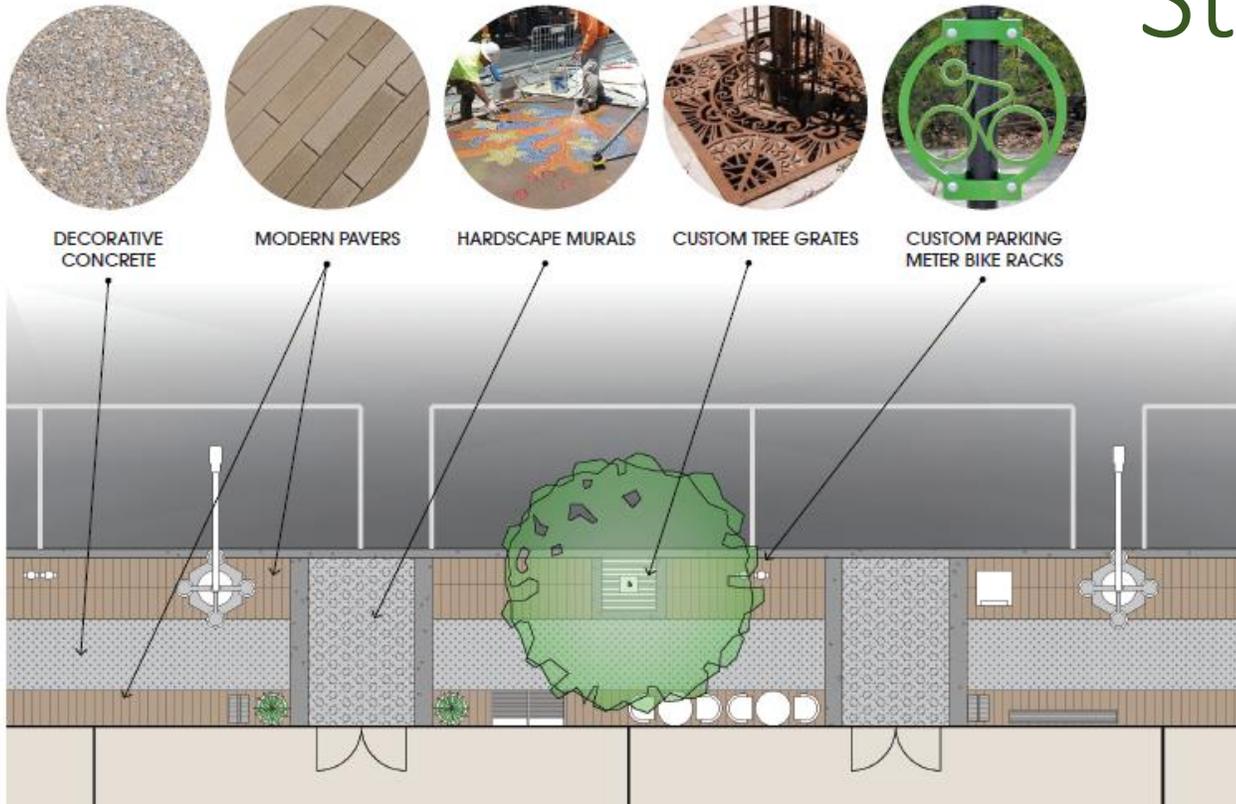
### ❑ Universal Access: Opportunity for supporting other modes of transportation (pedestrian, transit, bicycle, wheelchair, other).

# Opportunities

- What additional opportunities do you envision for the corridor?
- How do you propose taking advantages of those opportunities?
- Success is contagious! What types of public/private partnerships can benefit the Town and the region?



## Streetscapes Samples



### PARALLEL PARKING

(May be Applicable to streets connecting to Highway 70 only – need to be discussed with ADOT)

### FURNISHING ZONE

### CLEAR ZONE

### FRONTAGE ZONE

### STORE FRONT

## Pedestrian Friendly Crossings



SPECIALTY PAVERS



BOLLARDS



PUBLIC ART



DECORATIVE PLANTERS

# Town of Thatcher General Plan Update Highway 70 Revitalization

## SITE CONCEPT 'A'



### NOTES

ADDRESS: 3371 W. MAIN STREET  
 AREA: 4.4 AC  
 EXISTING ZONING: C-2  
 JURISDICTION: TOWN OF THATCHER

RETAIL AREA: 26,500 SF (88 STALLS)  
 RESTAURANT AREA: 11,000 SF (approx. 110 STALLS)

TOTAL PARKING REQUIRED: approx. 198 STALLS  
 TOTAL PARKING PROVIDED: 206 STALLS



### EXAMPLE IMAGERY

### NARRATIVE

Neo-Traditional architecture featuring clusters of attached retail buildings and restaurants. Traditional materials define the character of the development. Multiple plazas provide an active, vibrant connection to Thatcher Boulevard.

Parking is located behind the buildings. A wide pedestrian route runs north/south, providing a connection to Eastern Arizona College.

## TOWN OF THATCHER - RED LAMP PROPERTY

THIS ENHANCEMENT WAS CREATED USING THE MOST RECENT AVAILABLE SOURCE DATA, ROAD ALIGNMENT, AND EXISTING DATA PROVIDED BY THE OPERATIONAL ACOOPERATION OFFICE AND ENGINEERING FIRM AND IS FOR PLANNING PURPOSES ONLY. FINAL AREA TOTALS BASED ON ENGINEERED DATA. MAY VARY FROM THOSE SHOWN ON THIS ENHANCEMENT.

PROJECT NO: 2410000010  
 FILE NAME: TOWN OF THATCHER SITE CONCEPT A.DWG

# Town of Thatcher General Plan Update Highway 70 Revitalization

## SITE CONCEPT 'B'



### NOTES

ADDRESS: 3371 W. MAIN STREET  
 AREA: 4.4 AC  
 EXISTING ZONING: C-2  
 JURISDICTION: TOWN OF THATCHER

RETAIL AREA: 15,000 SF (50 STALLS)  
 RESTAURANT AREA: 18,000 SF (approx. 140 STALLS)

TOTAL PARKING REQUIRED: approx. 190 STALLS  
 TOTAL PARKING PROVIDED: 190 STALLS



EXAMPLE IMAGERY

### NARRATIVE

Individual buildings provide opportunities for separate ownership. A large green space provides a strong connection to Main Street and visual access into the development. A drive thru restaurant is located along the eastern property boundary.

Parking is located behind the buildings. A wide pedestrian route runs north/south, providing a connection to Eastern Arizona College.

## TOWN OF THATCHER - RED LAMP PROPERTY

# Town of Thatcher General Plan Update Highway 70 Revitalization

## SITE CONCEPT 'C'



### NOTES

ADDRESS: 3371 W. MAIN STREET  
 AREA: 4.4 AC  
 EXISTING ZONING: C-2  
 JURISDICTION: TOWN OF THATCHER

RETAIL AREA: 25,500 SF (85 STALLS)  
 RESTAURANT AREA: 15,500 SF (approx. 155 STALLS)

TOTAL PARKING REQUIRED: approx. 240 STALLS  
 TOTAL PARKING PROVIDED: 160 STALLS



EXAMPLE IMAGERY

### NARRATIVE

Attached strip development provides flexible, economical commercial space. A large green space is bounded by commercial uses, yet remains visible from Main Street.

The site is intentionally underparked, due to its proximity to the College and high pedestrian traffic. Additional on street parking could be provided.

A wide pedestrian route runs north/south, providing a connection to Eastern Arizona College.



GREENWAY

DO NOT ENTER

DO NOT ENTER

TCB

NOW OPEN





MILLER'S

COOLERS \* LAN

STOP

ALL WAY

LOOK BOTH WAYS

6th











4TH AVE

IT'S Miller TIME ARIZONA

campus...  
Student Living...  
(666) 979-1570

4th AVENUE

012711

30

2.99

THE TAP & BREWERY







DOWNTOWN SAFFORD  
MAIN STREET

DOWNTOWN SAFFORD  
MAIN STREET

STOP









**PIMA  
PROSPERS**



PLJ 243





Harvest Festival  
FRESH LOCAL PRODUCE  
Saturday and Sunday morning

Cantina



