Focus Group

Downtown Business Owners & Property Owners

May 17, 2007 1:30 – 3:00

Long Valley Garden Club

Participants:
Kimber Holmes – Biofuel Station and Mini Storage
Sheila Larson – Boomers Bar and Grill (5 acres)
Mary Polson – on title with Boomers
Phil Gravier – Chevron (1 acre)
Calvin Harwood – Laytonville Trailer Park (in escrow), large parcel access from Ramsey, Willis, and Branscomb Rd.
Shannon Ford – Tire and Auto
Michele Hill & Joe Hill – property next to Biofuel station (2 commercial lots & 3 residential)
Kent Westwood – Coastal Mountain Mortgage and Long Valley Roadhouse
Albert Repovsch – Albert’s, Rodeo

What issues are foremost in your minds?

• Small Vision is to come back to state of Laytonville in 1964. There were beautiful planter boxes with flowers and apple trees. It lasted for about a year. The kids vandalized it. I’d like to see flowers, trees, and continuity.

• The two-lane Willits bypass will impact our community – we need to be prepared to accommodate them. They will be passing services in Willits...its not so much new people.

• Branscomb Rd. and Highway 101 is a potential traffic problem. Left and right turns are dangerous, especially during holiday weekends.

• There was a feeling that its inevitable to have a stoplight. Would like to reduce speed limit to 25mph. Slowing traffic is a key issue.

• It is common to see speeds of 55 mph at Chevron. Semi trucks pulling in and blocking business is a major issue at Albert’s and The Biofuel Station.

• Used to be a 25 mph sign in town...would be good to get it again.

• A better sense of beginning and ending to town (gateway) would be helpful in slowing traffic. Possible southern location between George’s Granite shop and Calvin’s trailer park. North location: at Gravier’sTire and Auto.

• Slowing the speed limits help people observe businesses and stop and spend money.

• One of the challenges to development is the lack of waste water treatment. Commercial space in downtown has to be set aside for leach field and alternative leach field.

• Calvin is fine with having the waste water treatment facility on his site for future residential development. Any new development is going to put pressure on Branscomb Rd.

• Laytonville needs murals and a spot for artists, there is not place to show off the art from the great artists in our downtown. There are county grants for murals and designers come with it!
• A Chamber of Commerce would help provide some continuity (Planter boxes)
• Concern about vandals.
• Public restroom is needed....respite area and dog run.
• The lot behind Park N Takit (Bailey’s property) would be a great place for a plaza. It is not a leach field. It’s central to services, post office, schools.
• We need to pull people off the highway to support the businesses. Do we want unbranded, unnamed businesses off the highway? Or do we want some recognizable business names?
• How do we get people shopping more locally? Slowing down the traffic.
• Amenities that are desired include a millery w/ bakery, restaurants, housing, center place to park.
• The 80’ centerline setback from Highway 202 is a hurdle to creating good people spaces, building up to the highway.
• The buildings are so spread out due to the leach lines. Intensifying development in the downtown would create a more friendly people place. Eventually the property values will support intensification.
• Cottage Industry or Light Industry zone to promote/manufacture local products

What are your ideas for short-term and midterm solutions for the downtown?:
• Trash cans, recycling containers.
• Nice sidewalks, easy parking.
• Signage for parking
• Town restroom & plaza
• Skate park land designation
• Gateways

What are Indigenous Design Elements in Laytonville?:
• Blue Rock
• TanOak
• Redwood
• Lumber Forests
• Madrone
• Face planter boxes with rock
• Boomer’s Building - western theme w/ mezzanine
• Coastal Mountain Mortgage tried to play on western theme
• “homey” feel
• An emphasis of People