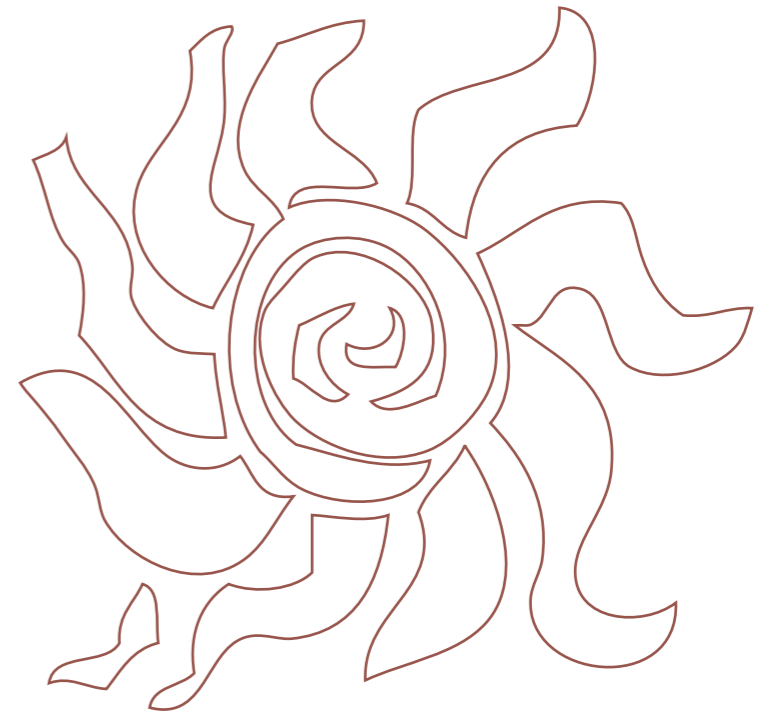


GREER, ARIZONA



THE TEJIDO GROUP
THE UNIVERSITY OF ARIZONA
COLLEGE OF ARCHITECTURE AND LANDSCAPE ARCHITECTURE



Welcome

- Please ensure you have a comment sheet
 - We want your ideas and feedback!
- A question and comment session will follow
 - Please hold questions until the end of the presentation

Who Are We?

- University of Arizona

School of Architecture and Landscape Architecture

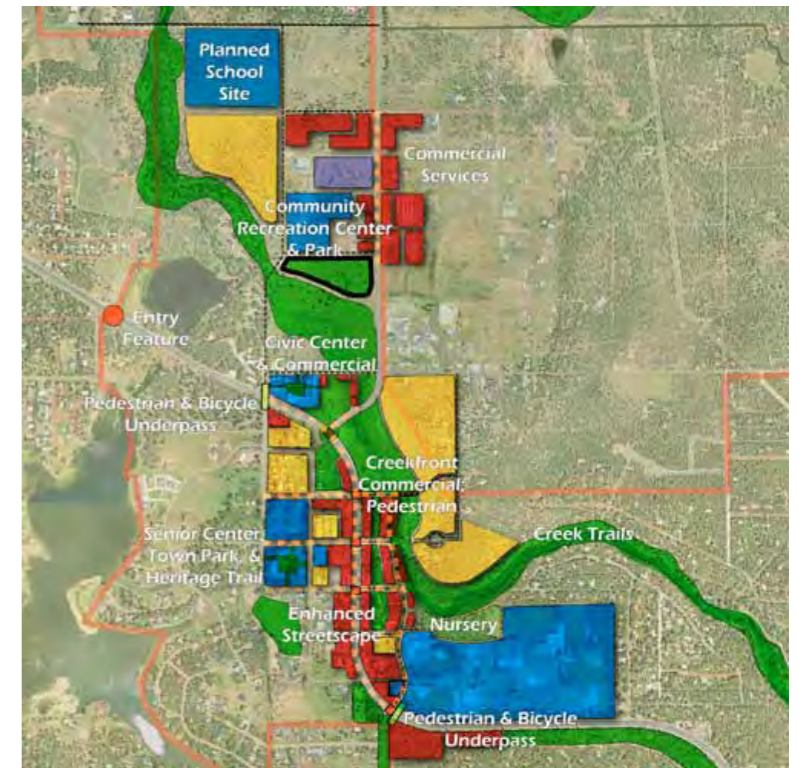
- Tejido Group



Previous Tejido Projects - Springerville



Previous Tejido Projects - Pinetop/Lakeside



Why are we here?

- Hired by Apache County
- If Greer must grow, how can it do so in a smart way?
- Preserve what makes Greer great
- Aid in fixing Greer's deficiencies

What are our Goals?

Ordering systems for design

- Economic
- Socio-cultural
- Environmental
- Functional
- Aesthetic

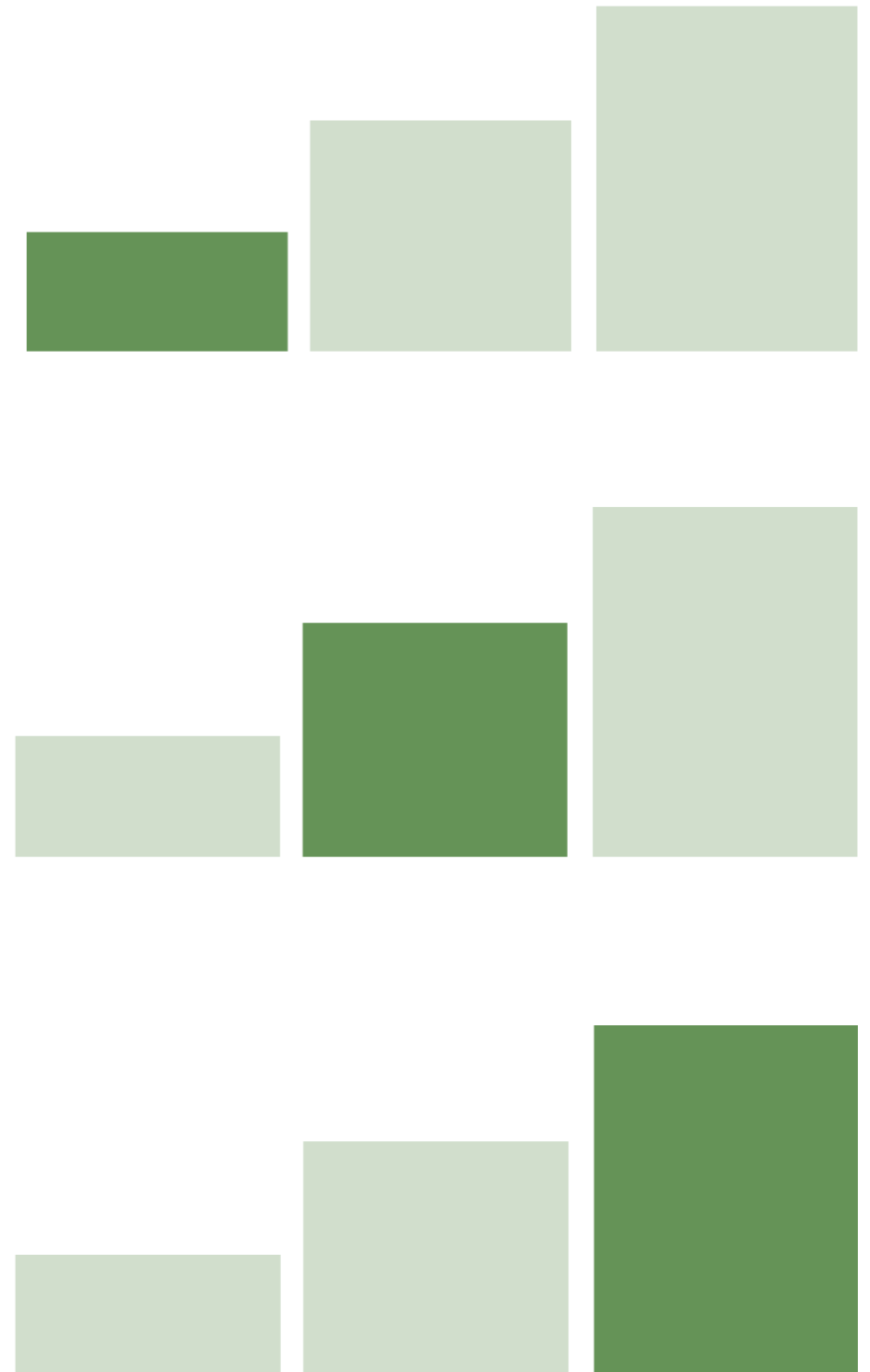


Modules of design

- Ideas that work well together, but are not necessarily dependent upon each other
- Not linear - they do not need to be built in any order
- Pick and choose
- Mix and match
- Not necessarily tied to geography
 - could apply ideas elsewhere

Modules of design

- Some modules could be appropriate now or in the near future
- Some could be years from now, only with growth
- Other modules are designed to ensure order if Greer grows substantially



Our Initial Observations

But first...

- Many of the diagrams we'll show are of specific places
 - These are just suggestions
- We have stayed fairly loose regarding property boundaries
 - We haven't really looked at who owns what
- If we've drawn on your land, it only means we are simply making suggestions for what you could do with it

Design should come first!

Land Partnership Strategies:

- Conservation Easements
- Land Trusts
- TRDs
- Fee Ownership / Fee Simple
- Subdivision Set-Asides / Conservation Subdivisions
- Forest Service Cooperation

Economic Observations

1) Dependant upon tourism



2) Reduced tourism in winter



3) Many residents have their economic ties elsewhere

Socio-cultural Observations

1) Everyone loves Greer



2) Yet, community is fractured in its vision

- Full-time residents
- Summer residents
- Greer Coalition
- Local business owners
- Large land owners
- Tourists

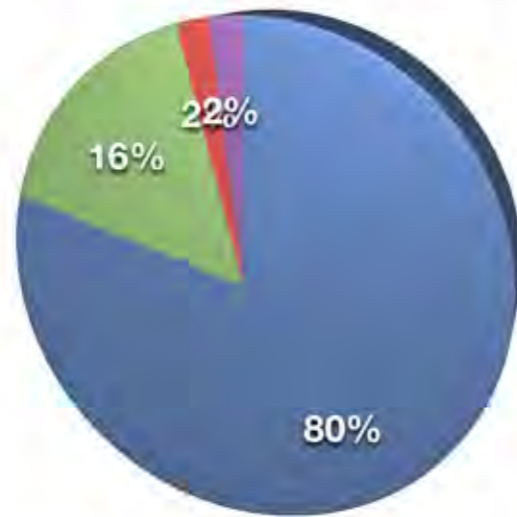


Environmental Observations

1) Greer depends on the natural environment

- If unable to support plants and animals, Greer loses its charm and primary draw

The primary draw for tourists in Greer is the natural environment.



● 1 (Strongly Agree) ● 2 (Agree) ● 3 (Unsure)
● 4 (Disagree) ● 5 (Strongly Disagree)



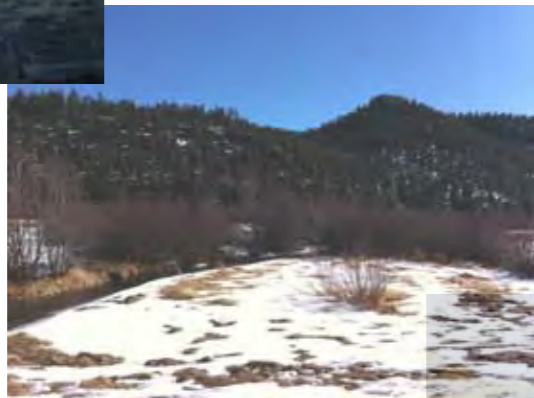
Environmental Observations

2) The watershed is a very Important natural system

- 3 Meadows caught our interest



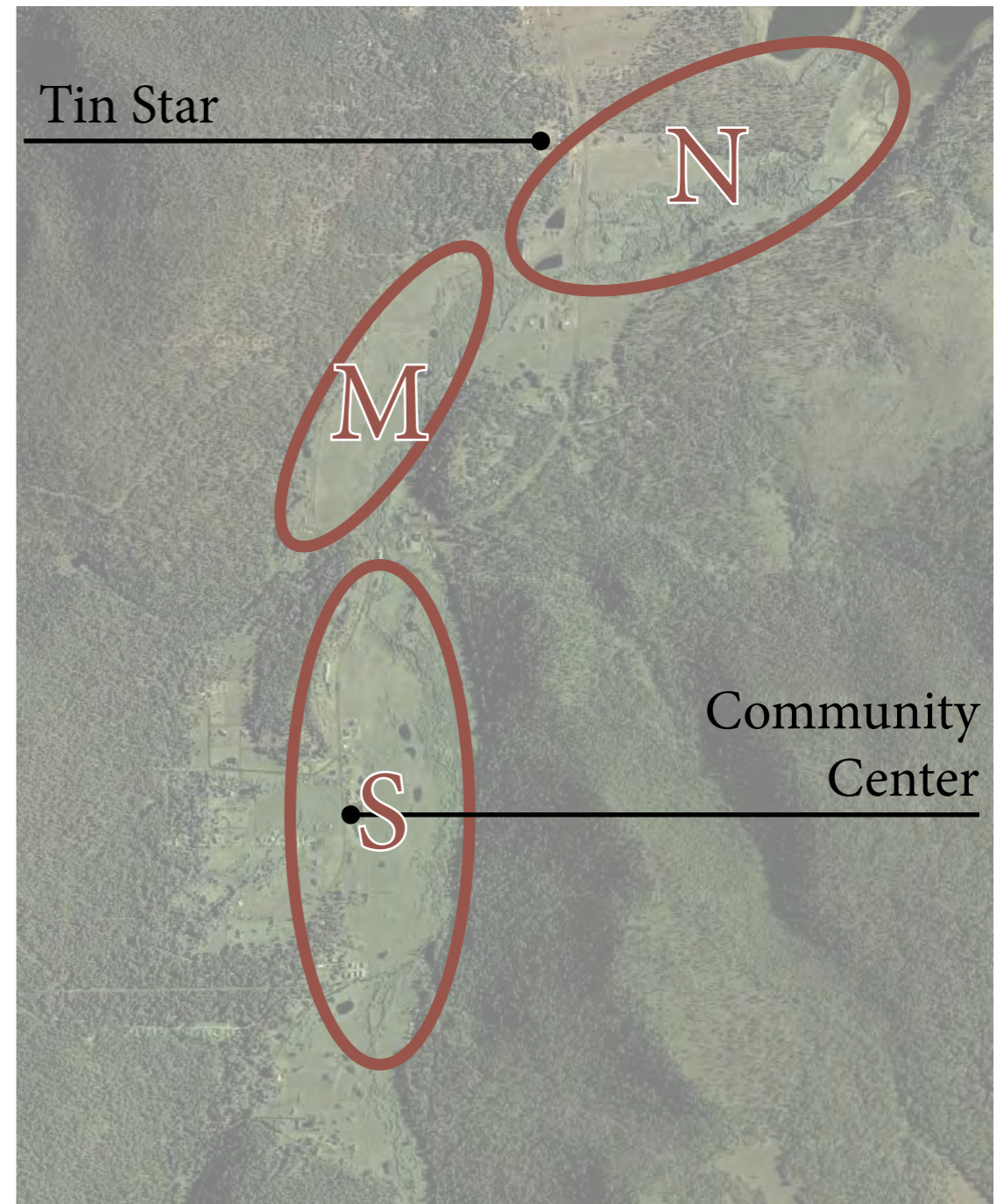
North



Middle

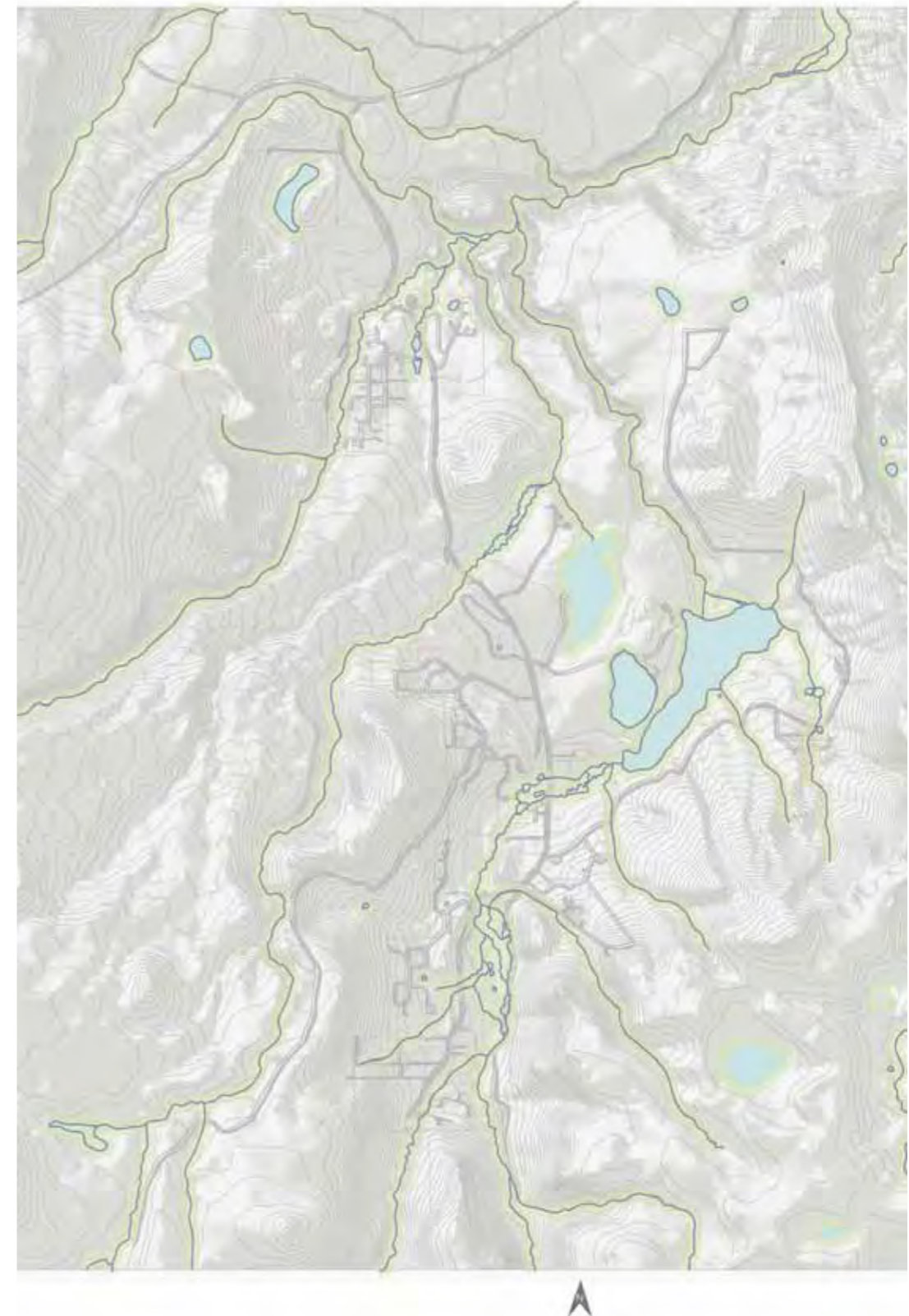


South



Environmental Observations

- 2) The watershed is a very Important natural system
 - Protection of the floodplain is important



Environmental Observations

2) The watershed is a very Important natural system

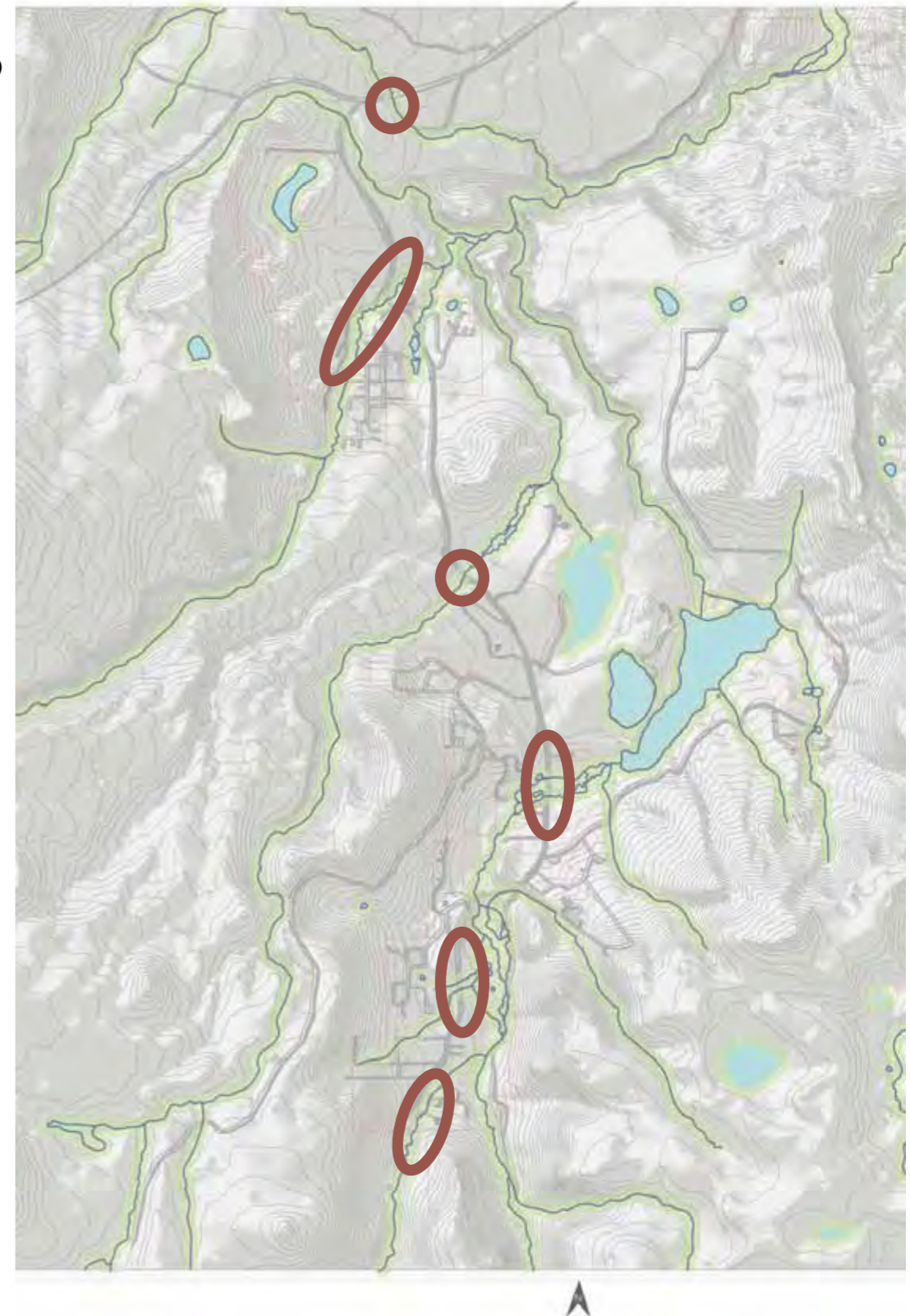
- Yet, encroachment is happening

Roads

Homes

Buildings

Human encroachment



Environmental Observations

2) Forest

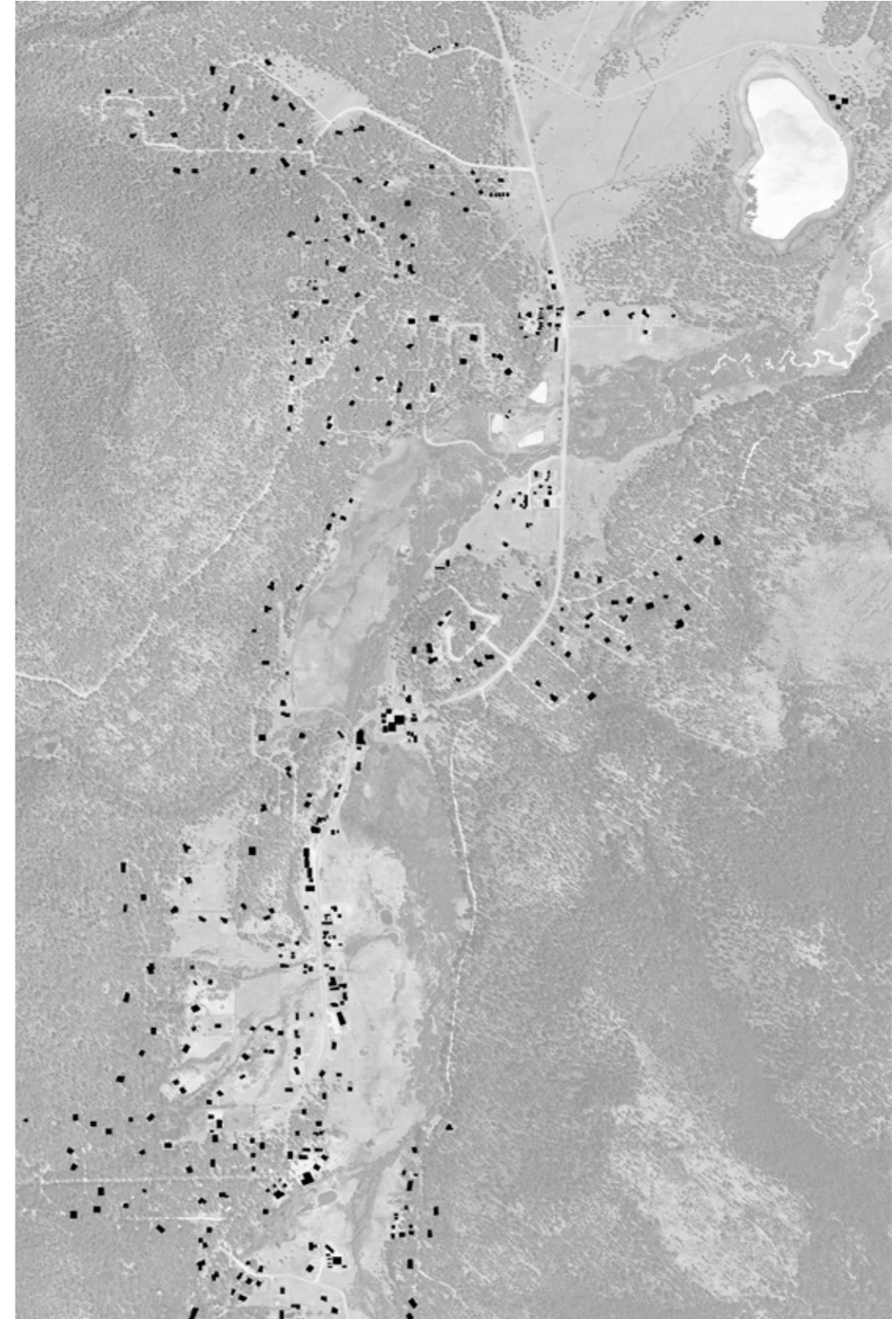
- High fire hazard is acknowledged
 - Fire dependent ecosystem, yet fire is not practical
 - People generally think Forest Service is doing a good job with thinning
 - Brush piles
- Fear of entrapment
 - One road town



Environmental Observations

2) Forest

- Residents generally enjoy living within the forest
- Residents generally do not want the surrounding forests overrun with development



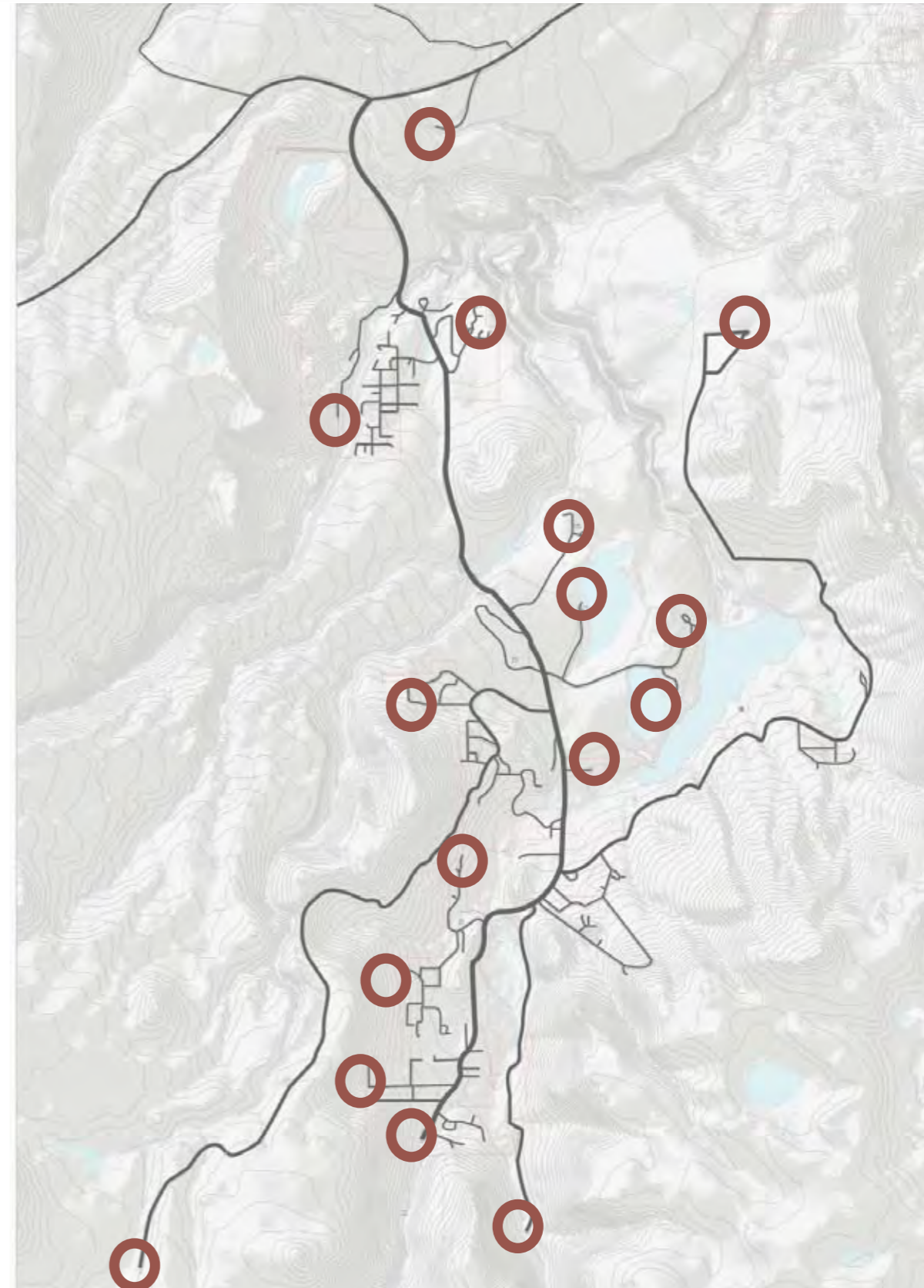
Functional Observations

1) Circulation

a) One Road

- Safety Concern
- Keeps traffic and population down

b) Many dead ends



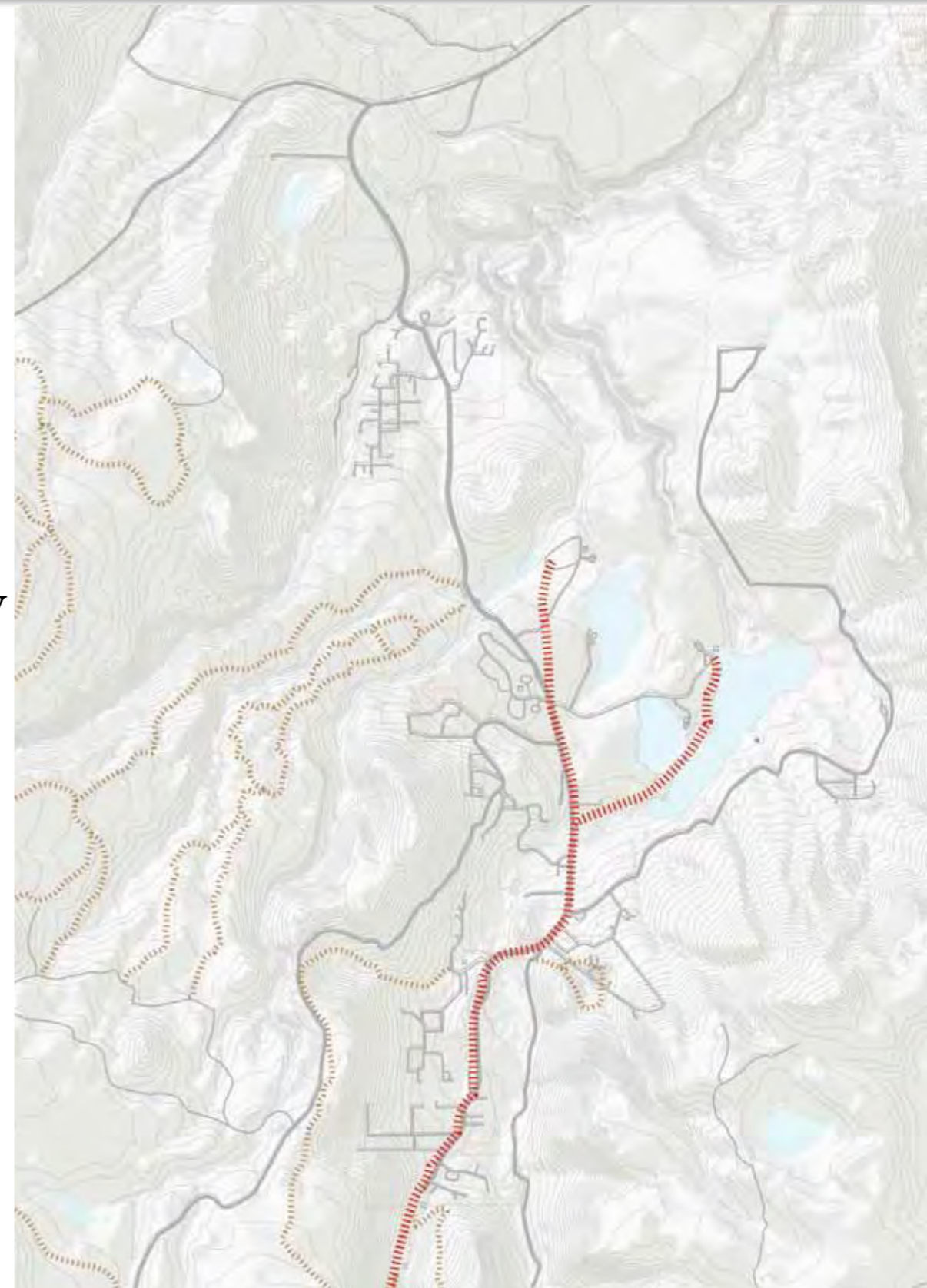
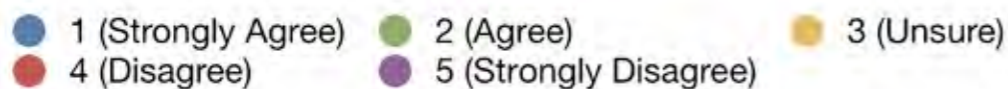
Functional Observations

1) Circulation

b) Walking

- Mainly along roadway
- Difficult with stroller
- Pedestrians end up in roadway

A trail system within the town would benefit businesses.



Functional Observations

2) Parking

- No cooperation in parking
- Each business is fronted by parking
- Often not landscaped



Functional Observations

3) Community Space

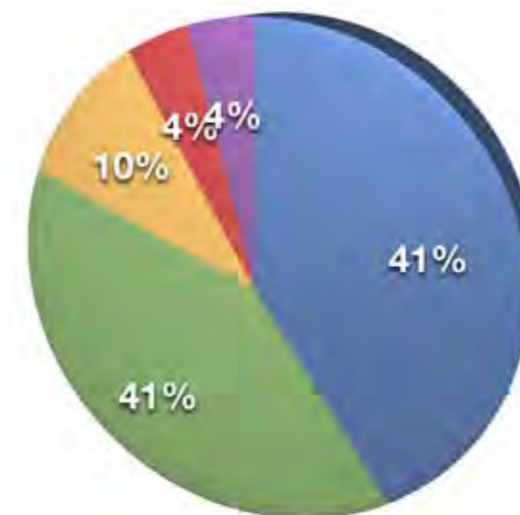
- Most feel that there is adequate meeting space
- Yet no consensus and more will be needed if Greer experience growth pressure
- Quality of outdoor meeting space could be improved - no “heart of town”

There is adequate space for outdoor meetings in Greer.



1 (Strongly Agree) 2 (Agree) 3 (Unsure)
4 (Disagree) 5 (Strongly Disagree)

There is adequate space for indoor meetings in Greer.



1 (Strongly Agree) 2 (Agree) 3 (Unsure)
4 (Disagree) 5 (Strongly Disagree)

Aesthetic Observations

- 1) Greer has a rustic feel
 - Residents generally do not want this to change
 - A little bit western, a little bit alpine cabin
- 2) “Sleepy Village” is term often used to describe Greer



Western



Alpine

Aesthetic Observations

3) But, there is a bit of an eclectic style

- Does Greer want to continue this eclectic style?



Aesthetic Observations

4) The Tri-Meadows define Greer

- The meadows are what distinguish Greer from other towns
- Greer's meadows are still fairly well preserved - Don't do what Pinetop did



Greer

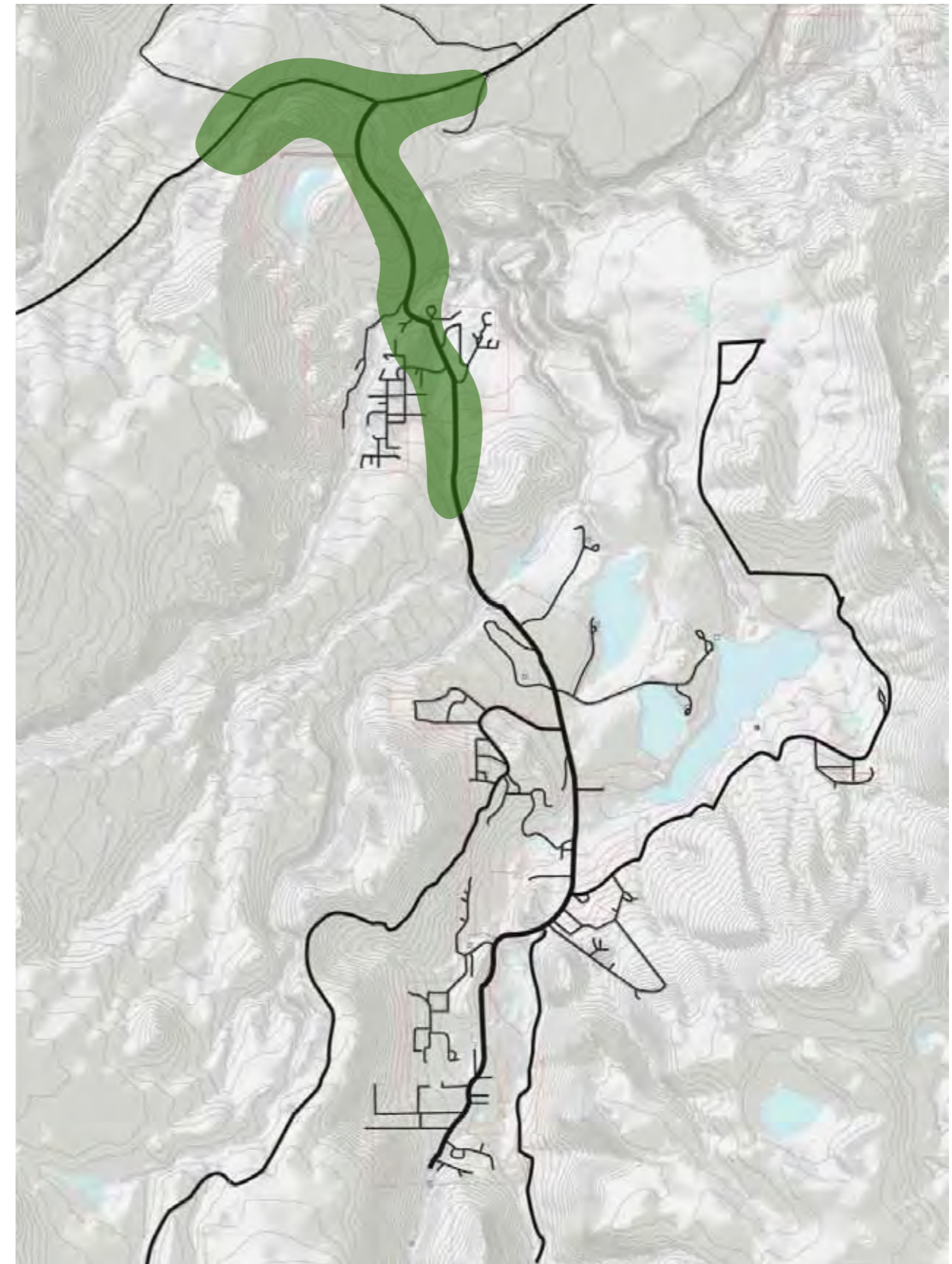


Pinetop

Aesthetic Observations

5) The wooded approach to Greer is a defining Characteristic

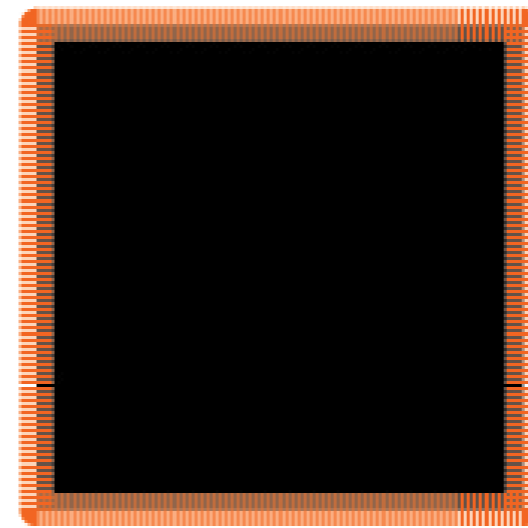
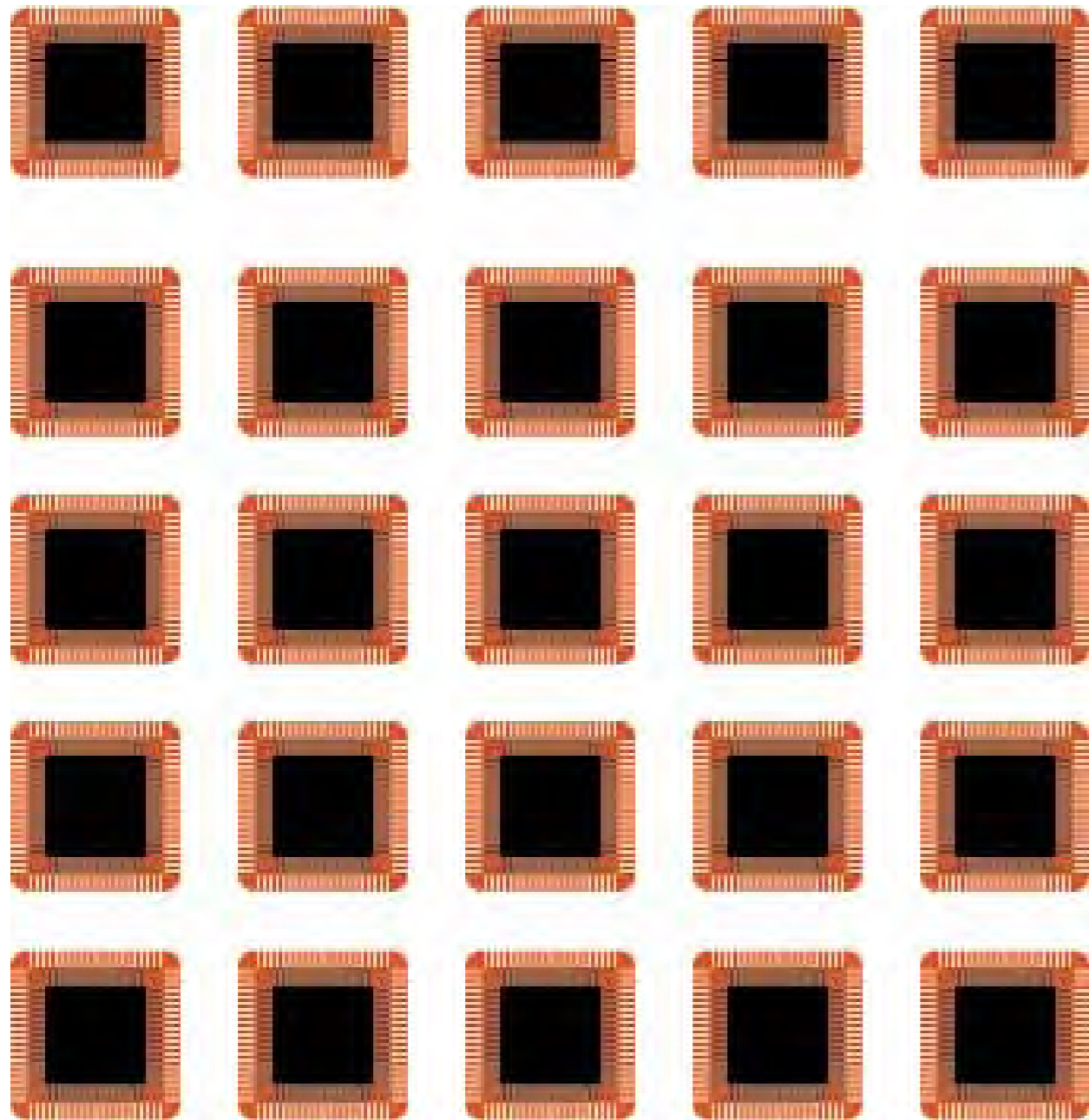
- Development north of town, which is visible from the road could damage aesthetic



Our Early Ideas

Not set in stone!!!!

I - Consider Nodal Development in exchange for preserving large swaths of land

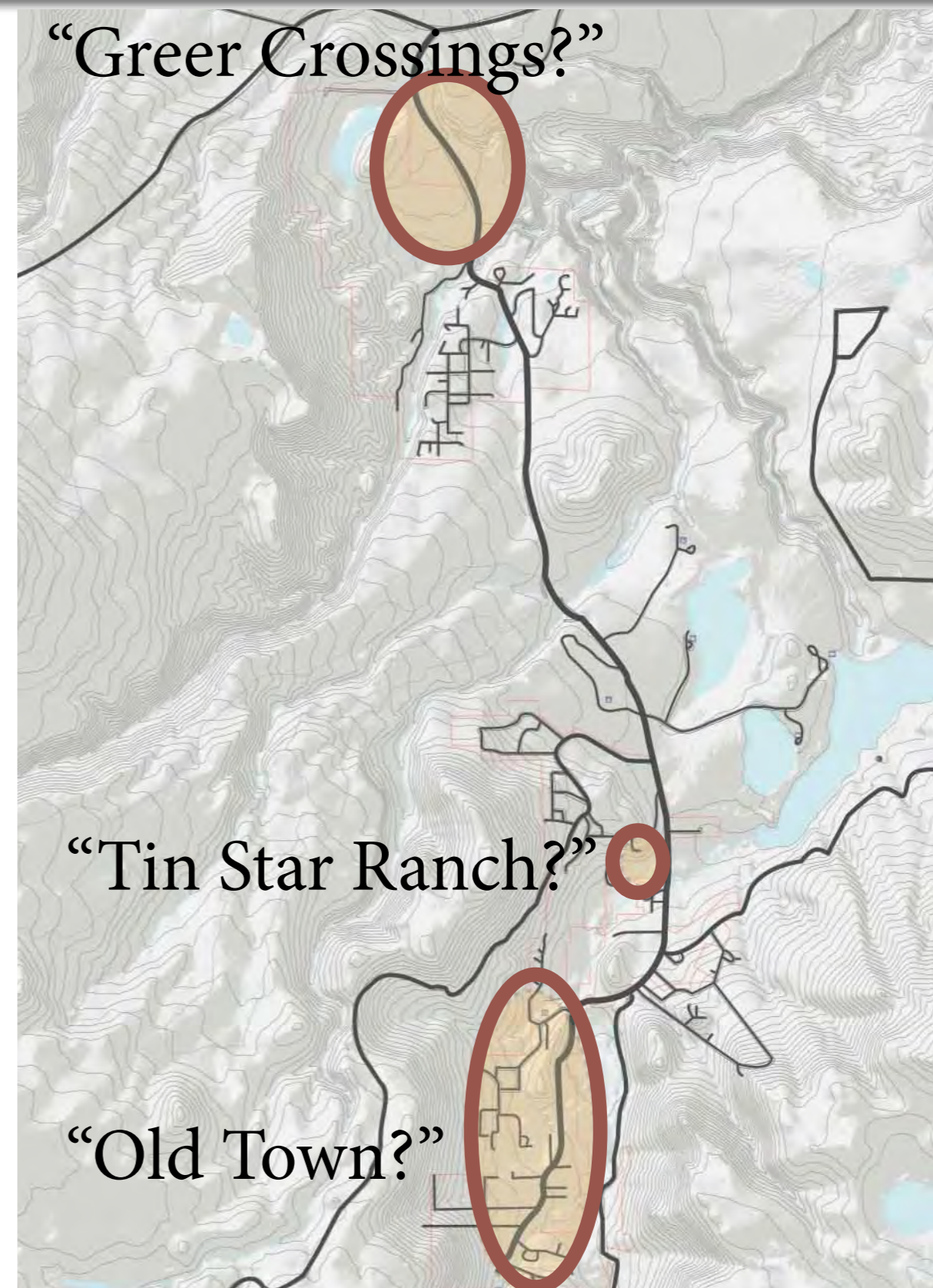


Concentrating growth allows for large areas of open space

It is also less expensive to build:
Fewer roads, fewer utilities, etc

Consider limiting growth to a few concentrated areas in exchange for large protected areas

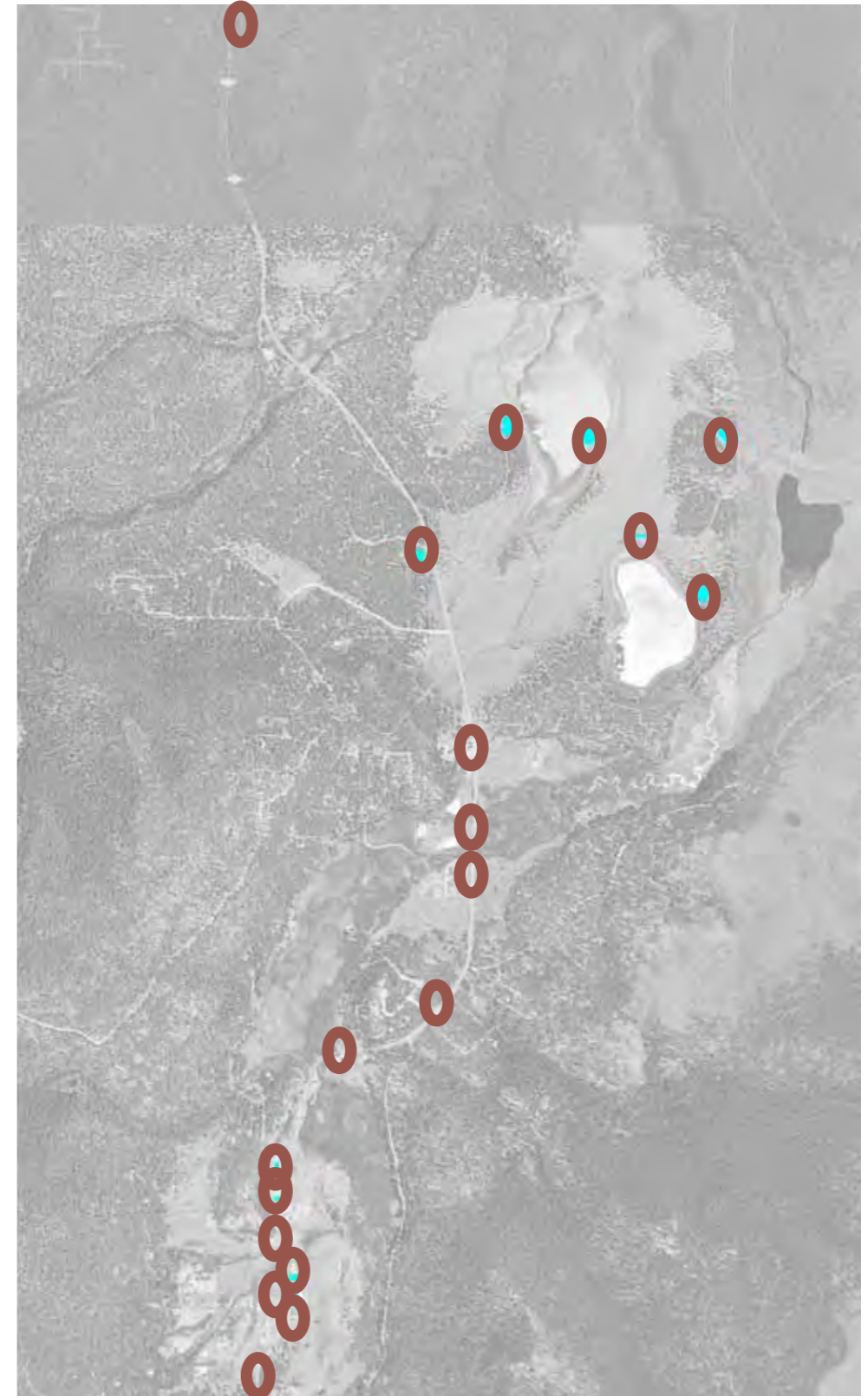
- We have identified three potential development nodes
- We'll speak to this in detail later in the presentation



Consider limiting parking to concentrated areas

Current Parking -

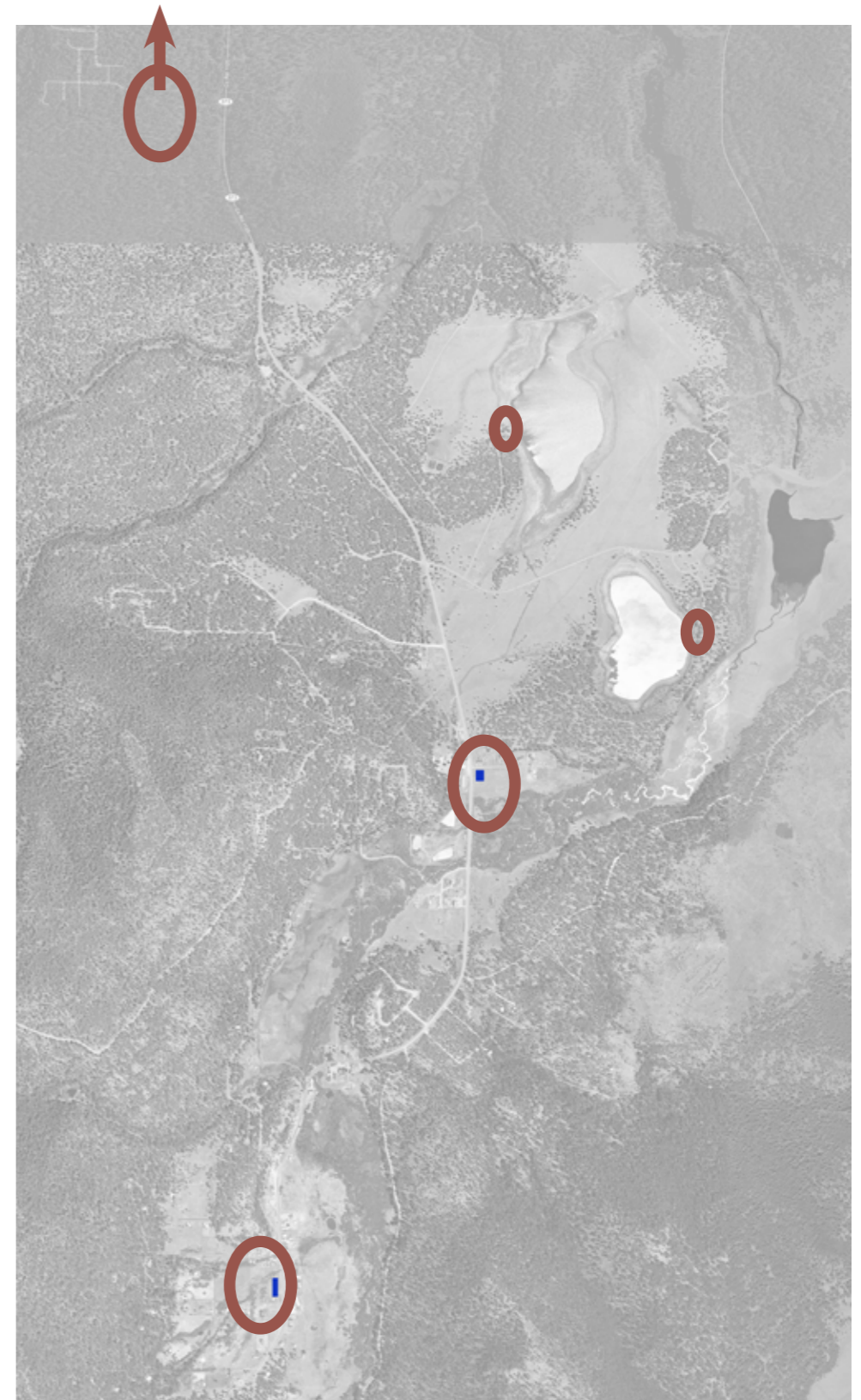
- Forces people to park along the roadway, or in front of business
- Separates people from each other
- Isolates businesses and prevents a cohesive community
- Is insufficient during peak visitation
 - Summer
 - Special events



Consider limiting parking to a few concentrated areas

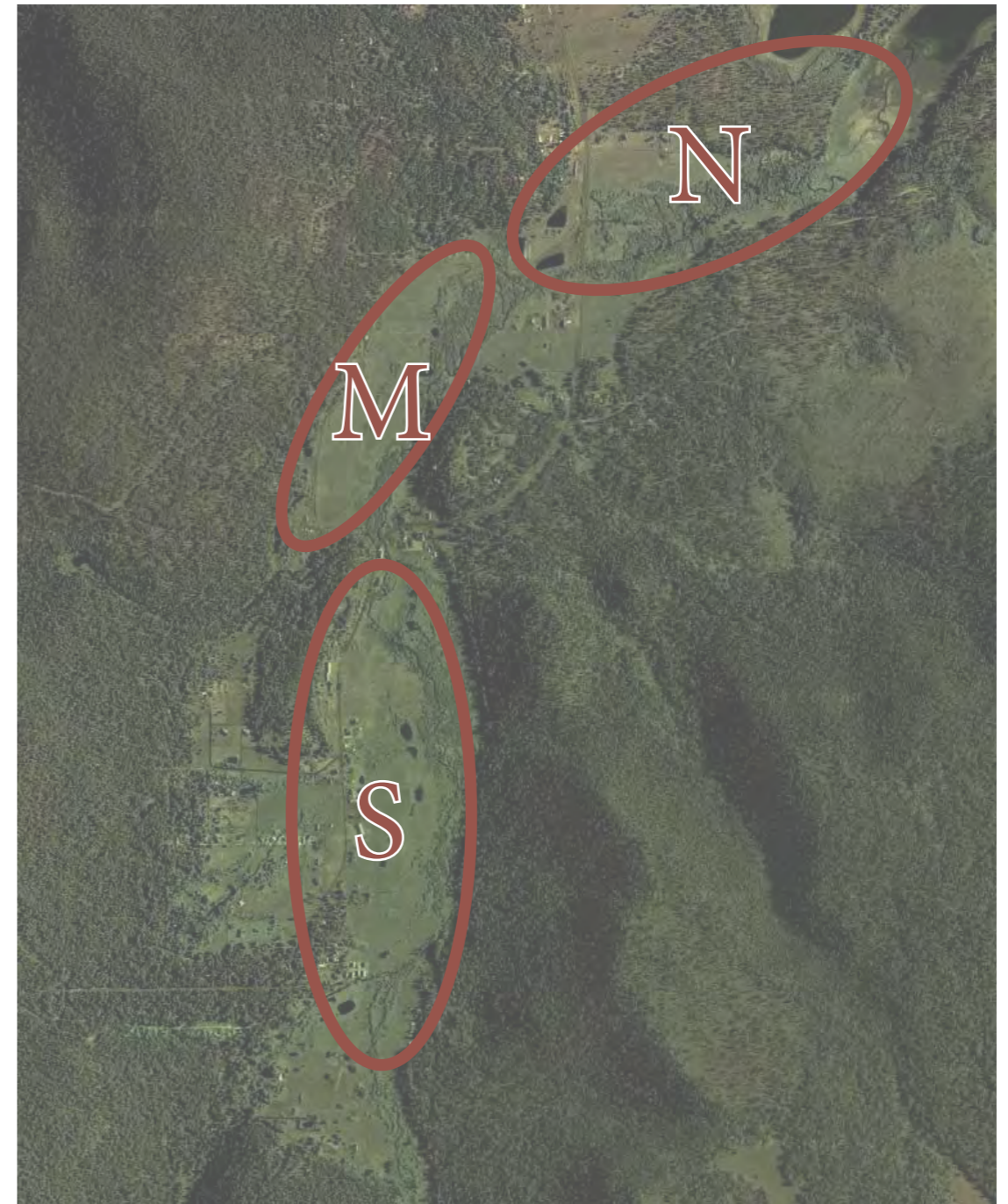
Proposed Parking -

- Ensure more natural open area
- Focuses growth
- Concentrates activity
- Makes businesses more attractive
- Makes Main St. safer



Consider bringing attention to Greer's Tri-Meadows

- Give each meadow its own character
 - North = Recreation nearby
 - Middle = Quiet
 - South = Town focus & greatest amenity
- Greer's largest amenity
 - Do not forget that it is one system though



Consider Streetscape beautification & responsible engineering

1) Vegetation enhancement

- People visit Greer for its natural beauty, yet Main St. is fairly devoid of trees
- Highlight native vegetation
- Consider median plantings (islands) to indicate areas of interest or stopping points



Consider Streetscape beautification & Responsible Engineering

2) Highlight areas where the roadway crosses water features

- Why culverts, not bridges?



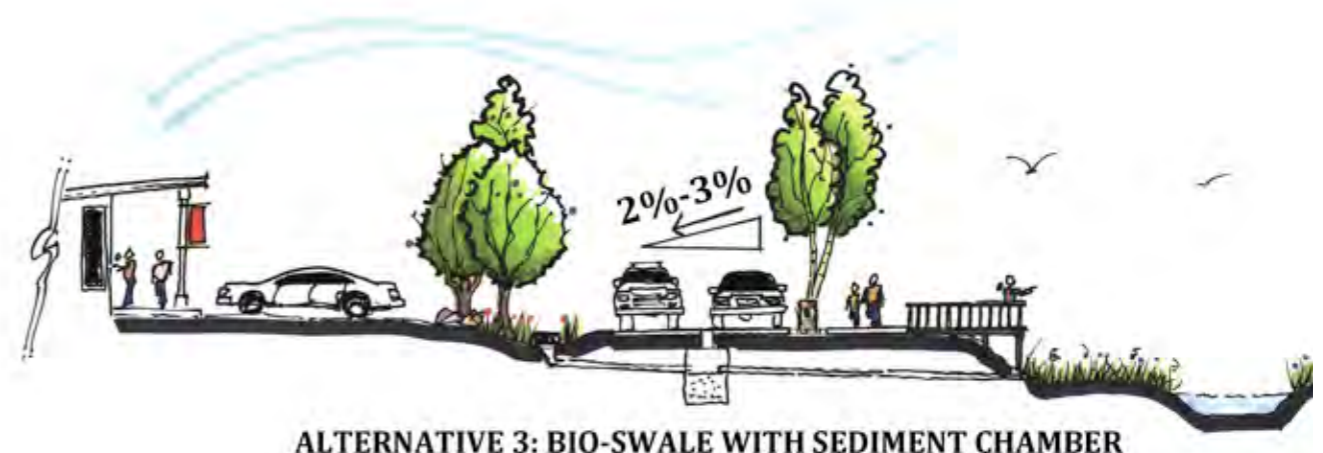
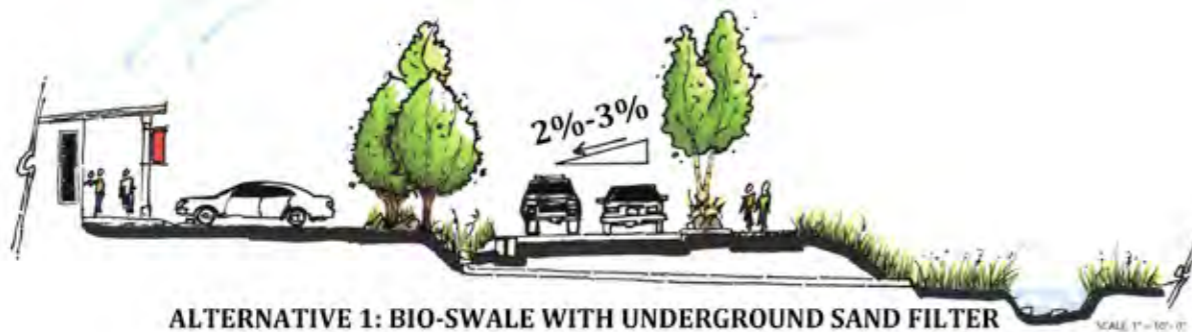
Daylighting
water features



Consider streetscape beautification & responsible engineering

3) Responsible engineering

- Slope roadways to bio-swales
- Don't drain directly into the Little Colorado



Consider streetscape beautification & responsible engineering

- Increases land values
- Costs very little
- Is a good place to start
- Encourages wise investment
- Makes an area more pleasant

Consider Developing a Tourism Strategy

1) Increase tourism season

- Skating rink
 - Winter draw
 - Creates central meeting point
 - Encourages businesses to cluster
- 260 Crossing Enhancement
 - Draws visitors into greer
 - Could allow tourists to use Greer as a home base
- Trail Network - Cross-country
 - Brings another winter activity to area



www.outdooriceskating.org/wp-content/uploads/2008/11/gb.jpg



www.donerickson.com

2) Expand Tourism Demographic

Ways to attract ideal tourists:

-Not all tourism is the same

What type of tourism does Greer want to attract?



Consider Developing a Tourism Strategy

2) Expand Tourism Demographic

Tourism has the ability to create sustainable communities

The Benefits of Sustainable Tourism in Greer

- Economic- Create Jobs, keep money local
- Environmental- conservation of natural resources
- Social/Cultural- targeting selective user groups
- Functional- amenities for residential and tourist use
- Aesthetic- enhance the unique identity Greer



Consider Developing a Tourism Strategy

2) Expand Tourism Demographic

Sustainable Tourism Lodges

Casual

Dedicated

Educational

Agricultures

Ecolodges



Casual



Dedicated



Educational



Agriculture

Consider Developing a Tourism Strategy

2) Expand Tourism Demographic

Tourist Selection-

By creating specific attractions, the residents of Greer can attract good stewards

Casual:

Well-serviced, accessible areas, with a majority of tourists engaged in nature observation and relaxation



Dedicated:

Engaged in specialized activities such as bird watching, outdoor excursions and volunteerism



Consider Developing a Tourism Strategy

2) Expand Tourism Demographic

Case Study

Napika Eco Lodge in Invermere, BC, Canada

“The primary goal at Napika Mountain Resort is to offer comfortable accommodations and exciting and interesting activities in a sustainable, non-consumptive manner.”



Consider Developing a Tourism Strategy

2) Expand Tourism Demographic

What is an Eco Lodge?

- Environmental
 - Renewable energy
- Socio-cultural
 - Interaction with local community
- Economic
 - Keeps money in local hands
- Functional
 - Constructed following natural form
- Aesthetic
 - Keeping the unique identity of an area



Consider Developing a Tourism Strategy

2) Expand Tourism Demographic

Case Study

Canyon Ranch - Tucson, AZ

“Discover the spa resort vacation that can transform your life. At Canyon Ranch in Tucson, revitalize your spirit, expand your boundaries and explore new ways to lead a healthier, more fulfilled life.”



Consider Developing a Tourism Strategy

2) Expand Tourism Demographic

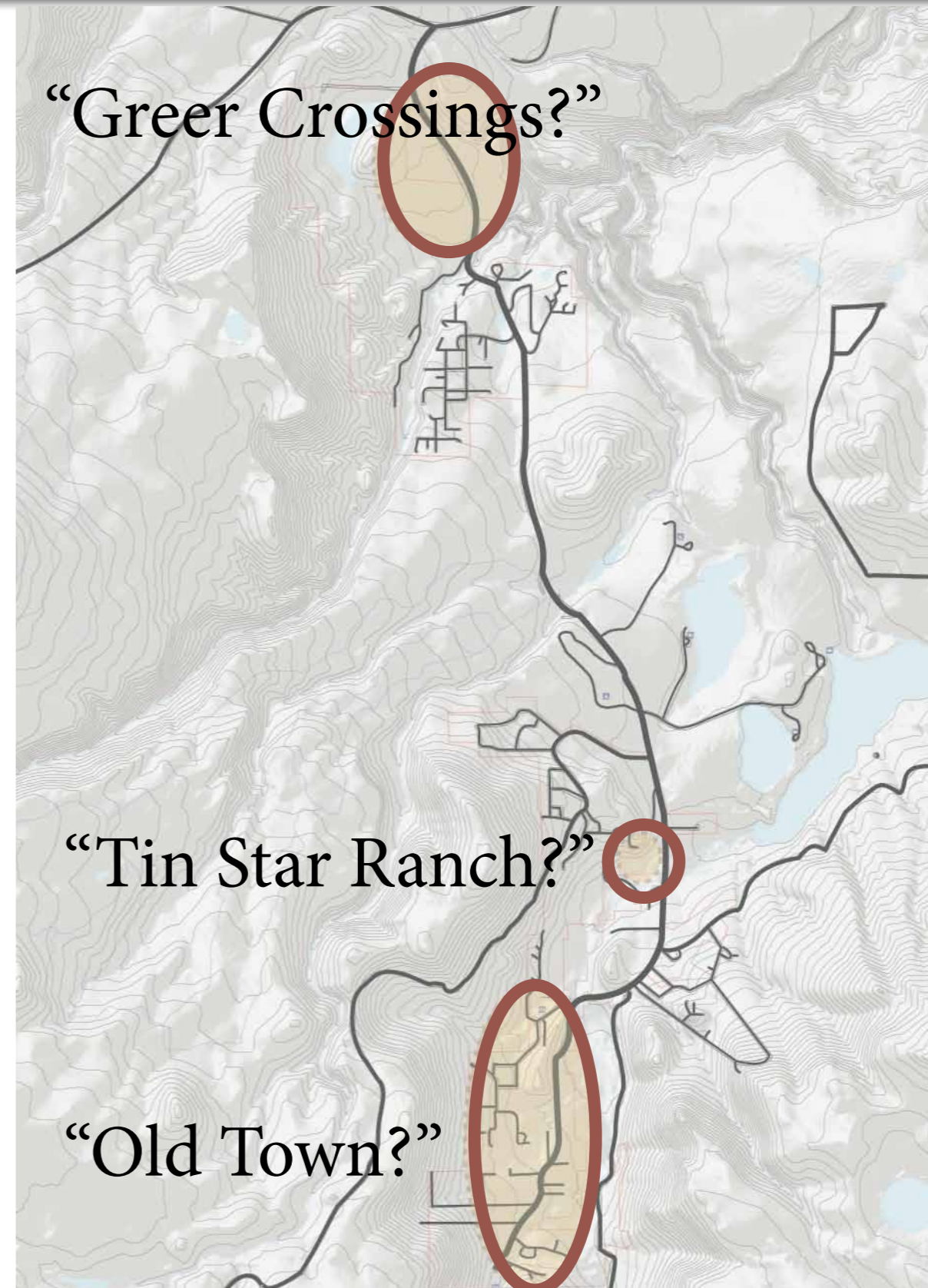
Health Resorts

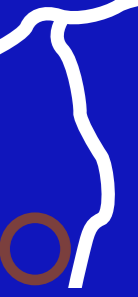
- Health and wellness (Approach to medicine)
- Spas (classic relaxation)
- Nutrition (healthy eating)
- Fitness (lots of activities)



A detailed look at the development nodes we have identified

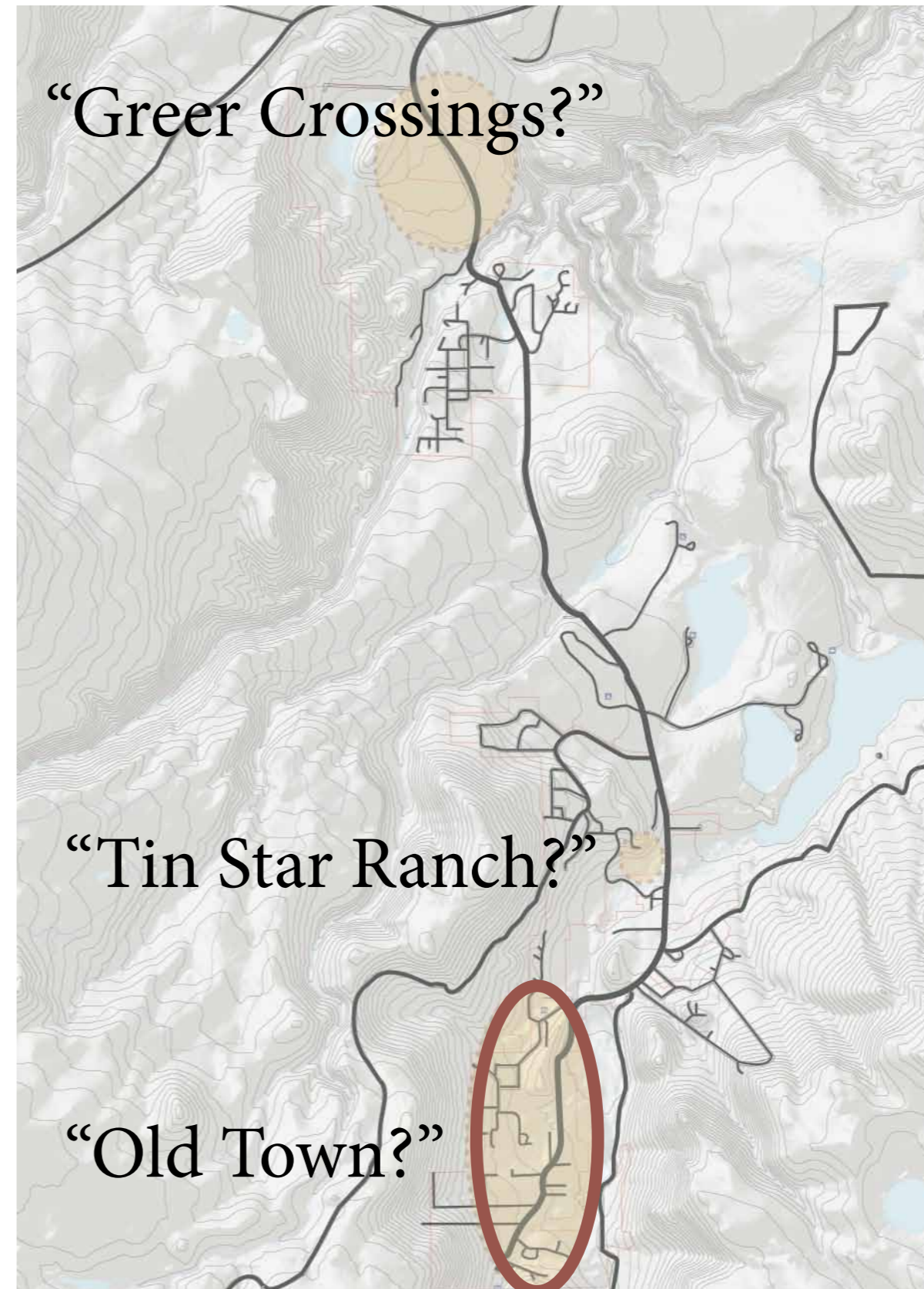
- Each area uses module of design
- Each area has its own personality
- Each has come of with designs for immediate use and to use if Greer grows





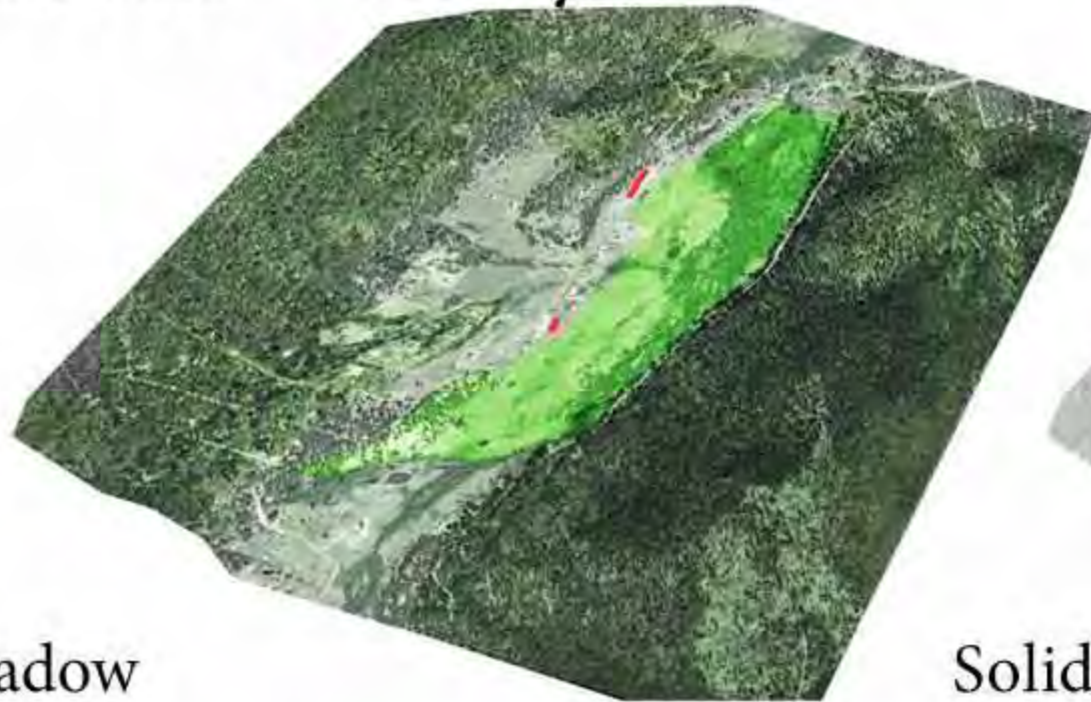
“Old Town”

The heart of the town

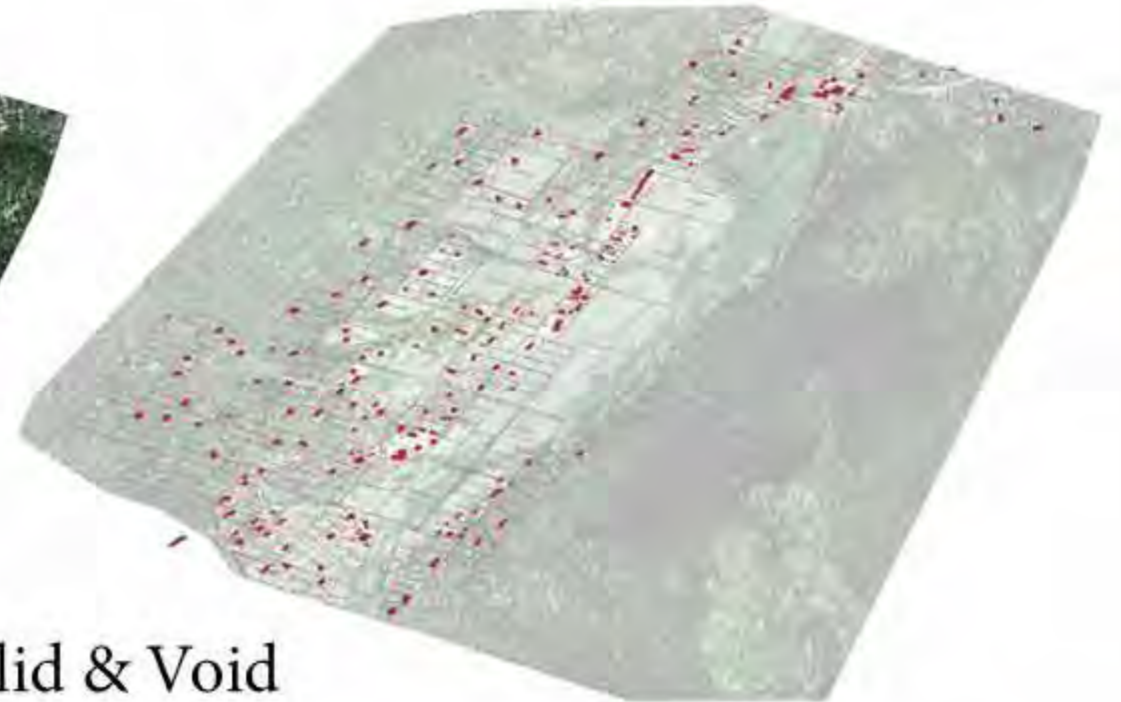




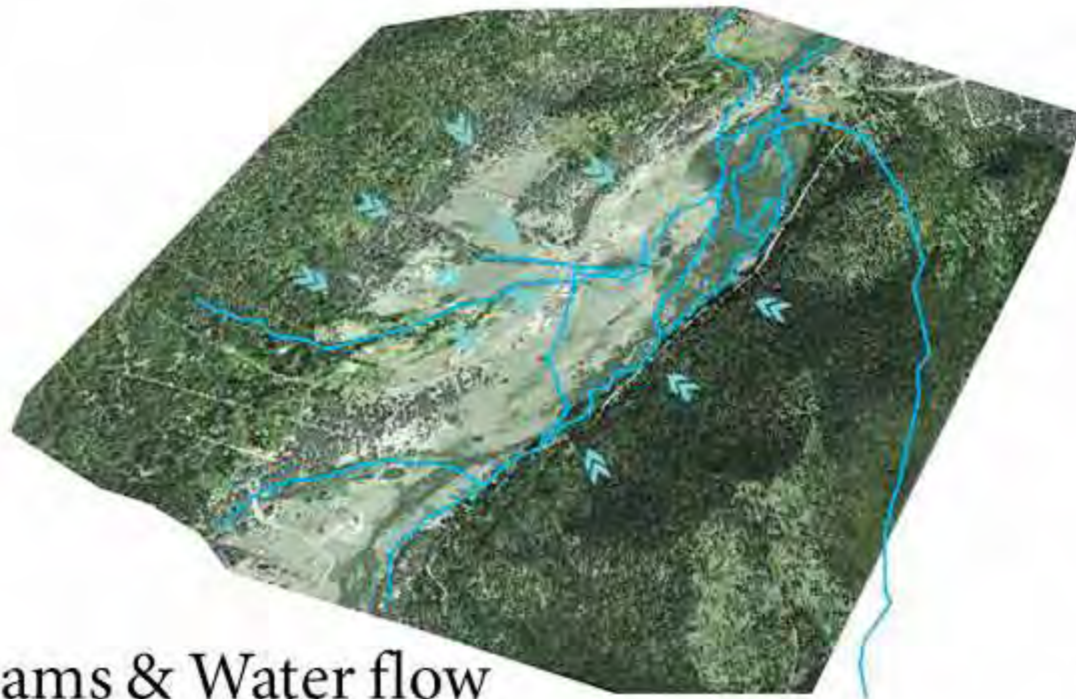
“Old Town” - Analysis



Meadow



Solid & Void

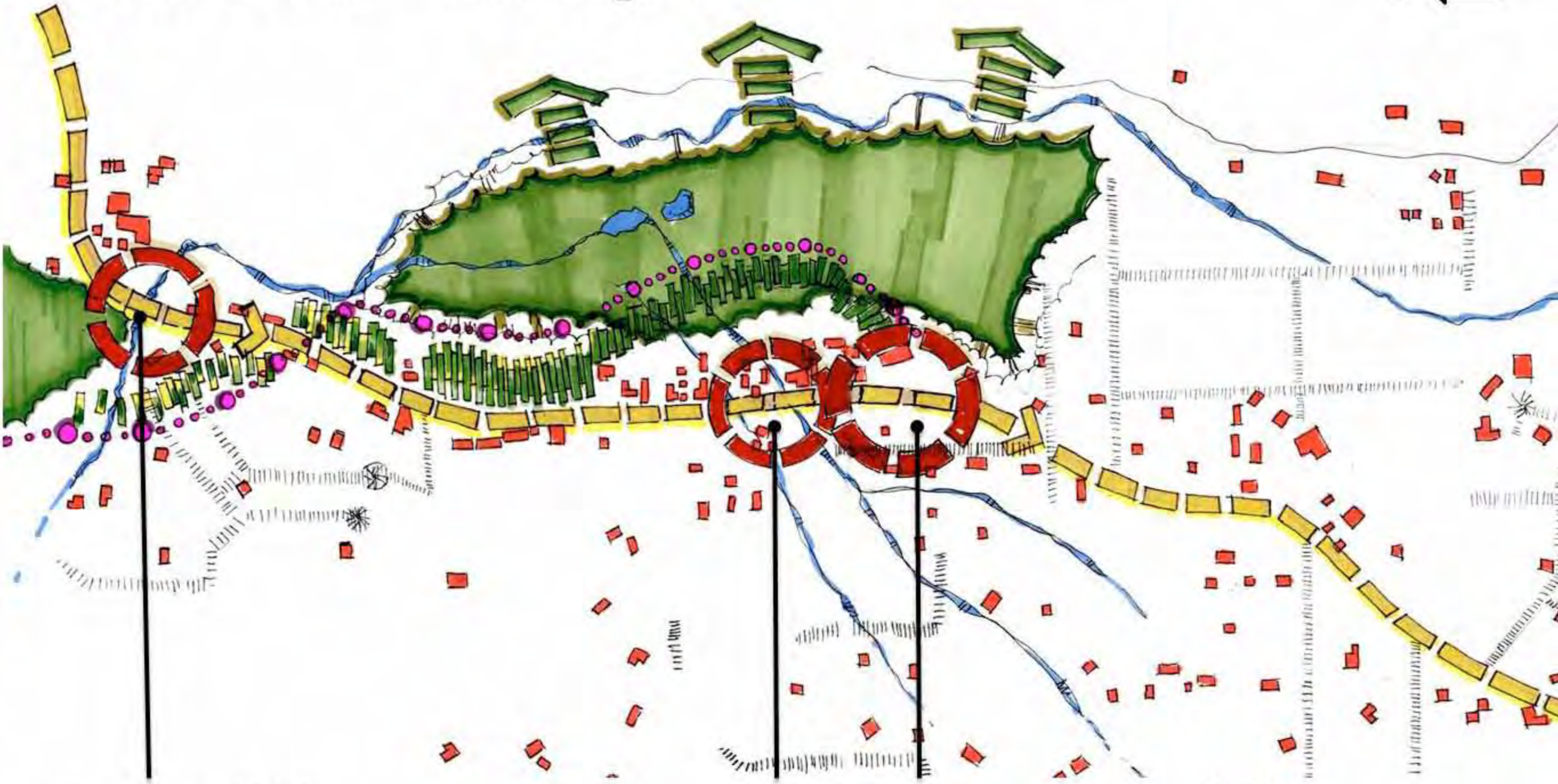


Streams & Water flow



Vehicular Circulation

“Old Town” – Low impact



Entry into Old Greer

Water crossings

Community center/Village square



“Old Town” - Bridge overlook

Before:

- poor pedestrian path
- unprotected stream bank
- lacking character



After:

- sidewalks added
- overlook provides room for people to stop and view meadow
- small deck at water's edge provides access and prevents erosion
- trees added to screen home and add privacy



“Old Town” - Safe street crossings

Before:

- uncontrolled parking
- unsafe for pedestrians



After:

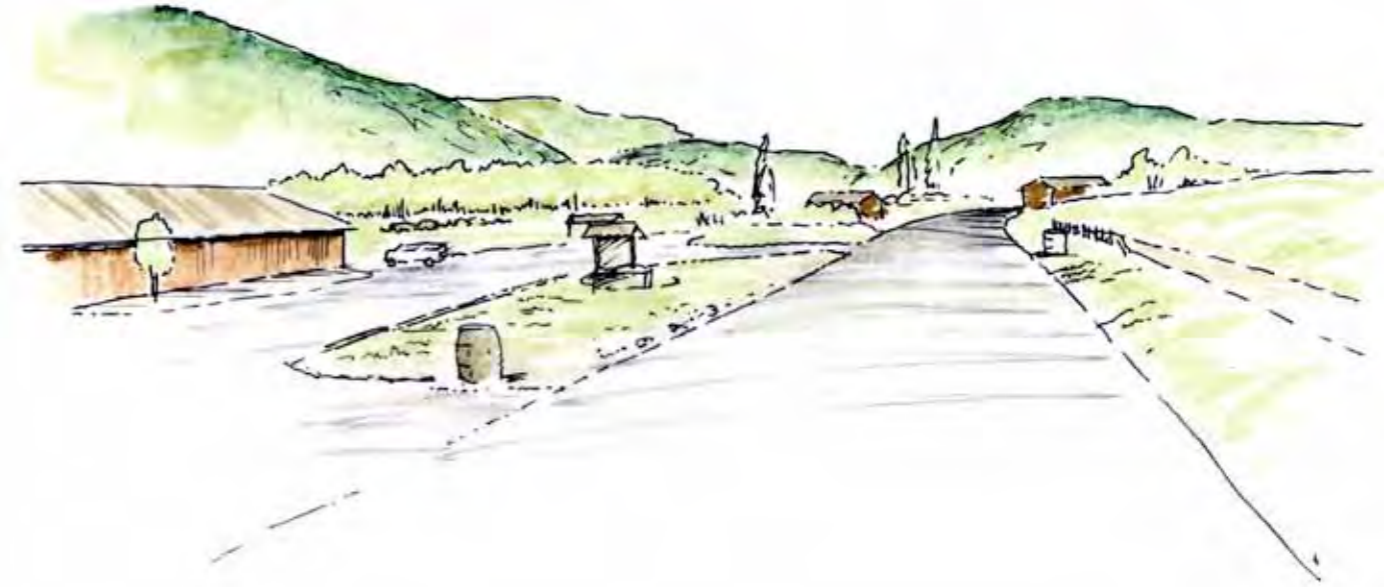
- islands for safe crossing and traffic calming
- connection to boardwalk deck to view meadow
- aspen trees at crossing protect pedestrians, provide visual interest
- organized parking



“Old Town” - Community Center

Before:

- exposed to the roadway
- limited pedestrian access

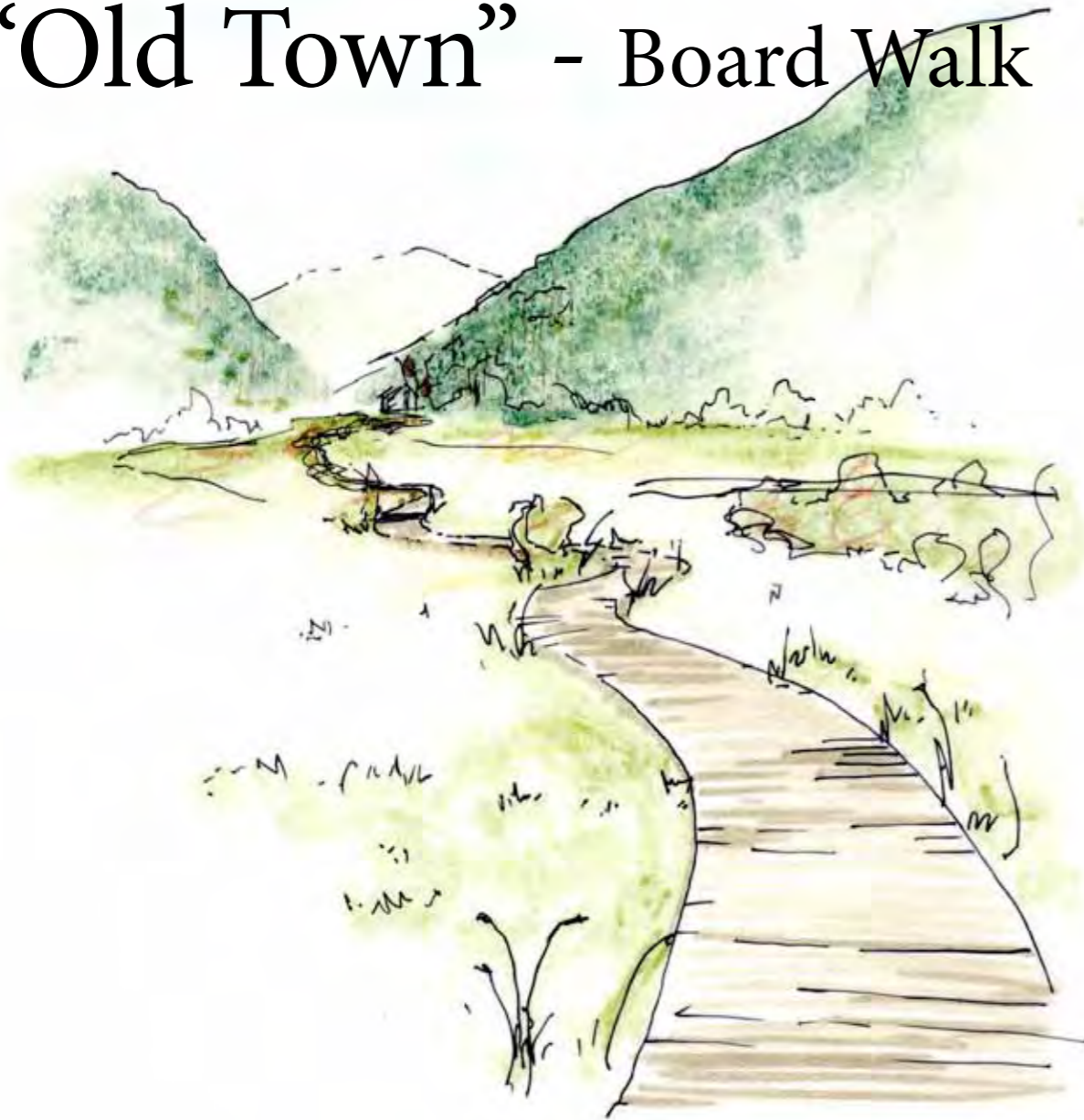


After:

- parking moved to side of building
- pedestrian paths on both sides of road
planted with aspen trees
- brings nature closer to the building



“Old Town” - Board Walk



Meadow boardwalk

- Protects the meadow
- Provides universal access



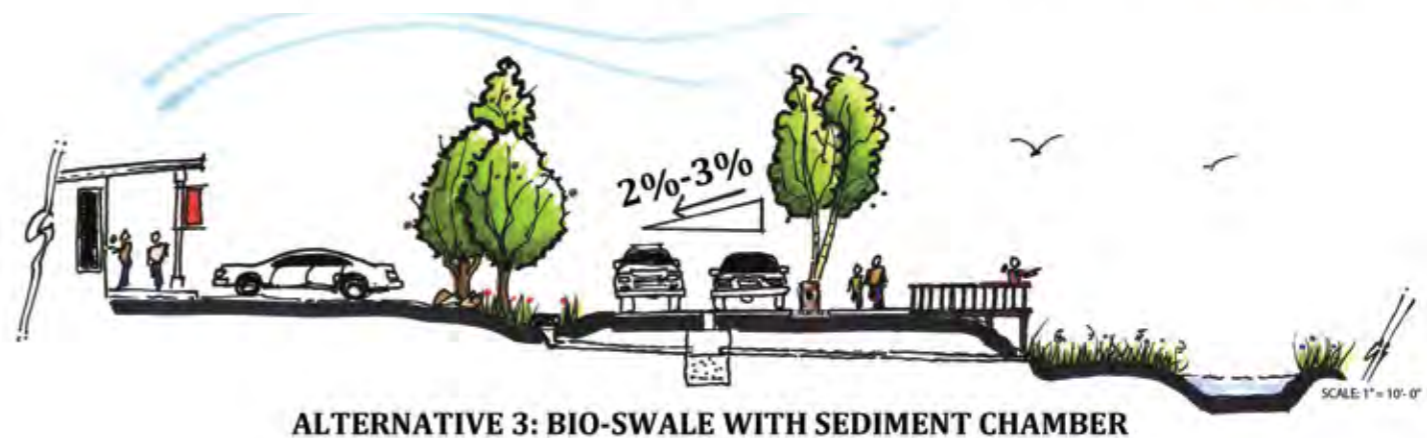
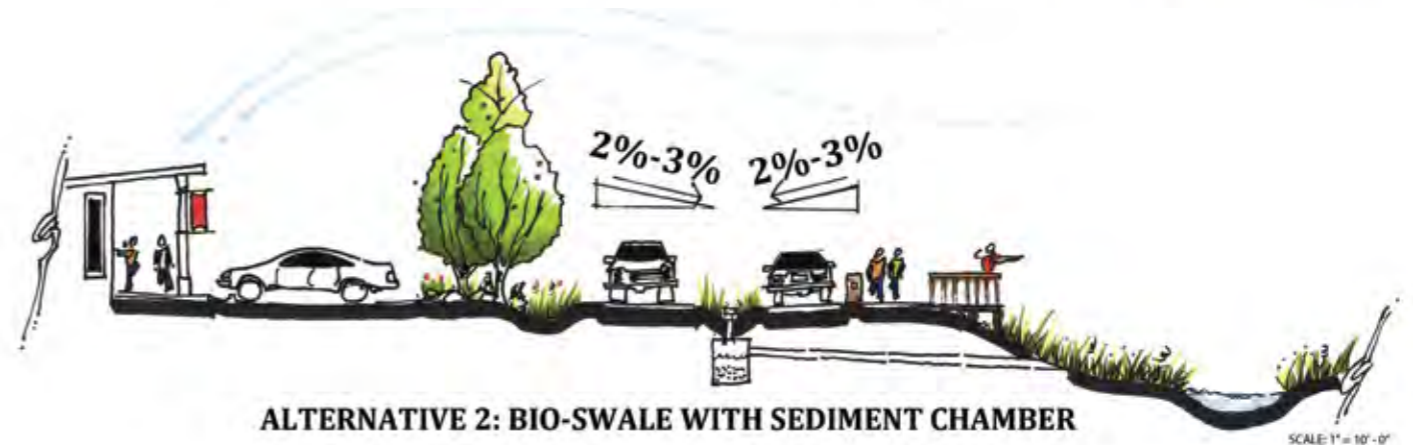
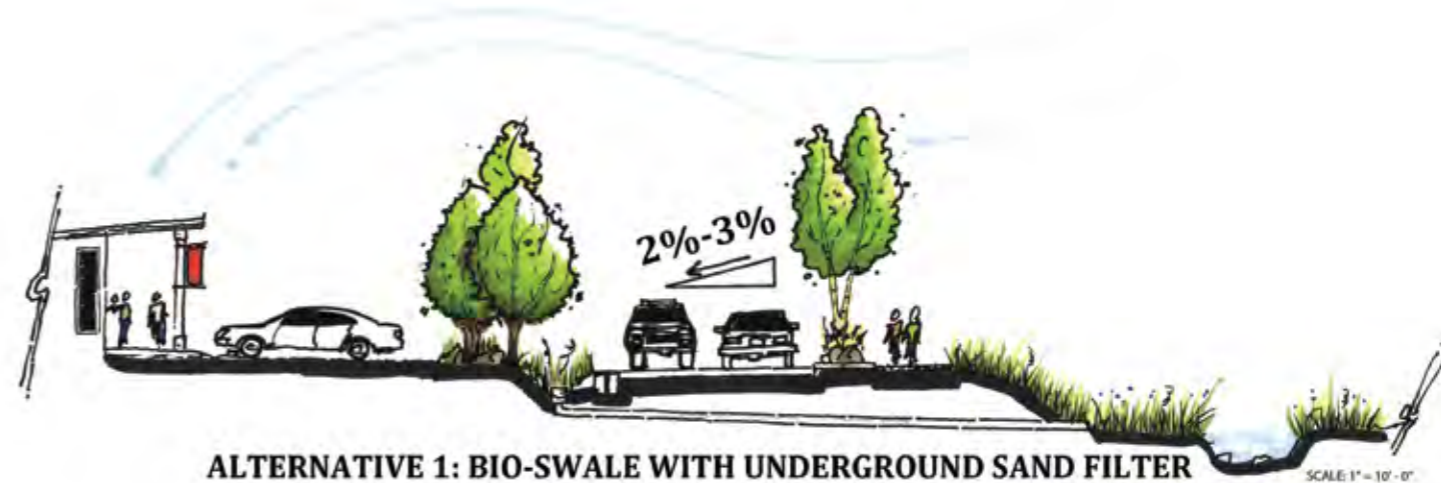
Seating edge

- Also acts as safety ledge
- Protects stream bank from erosion



“Old Town” - Street Engineering

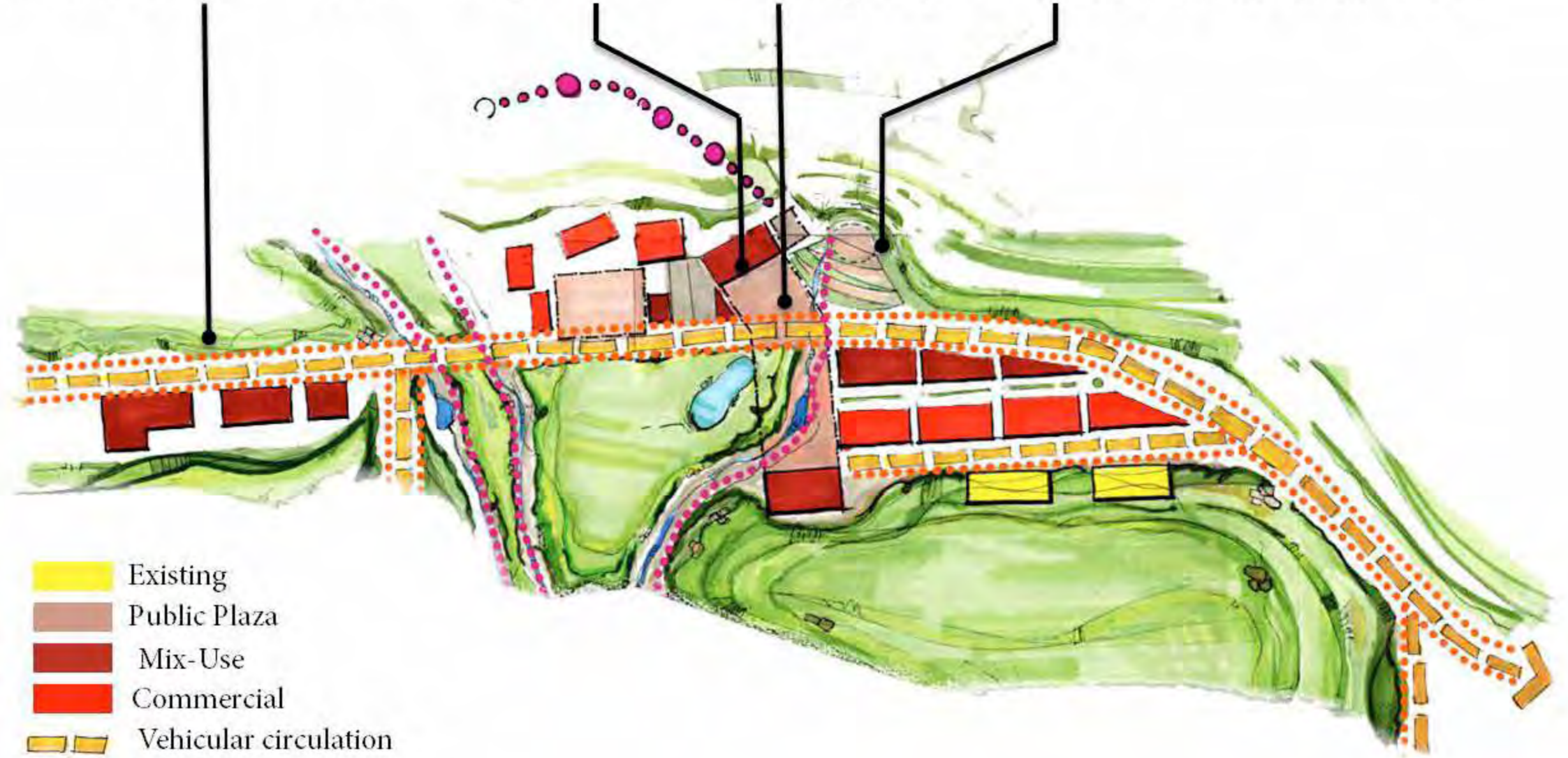
- SLOWS AND FILTERS STORM WATER RUNOFF
- HELPS MEDIATE EROSION
- PROVIDES NATURAL IRRIGATION TO NATIVE PLANTS
- PROVIDES BETTER PERCOLATION FOR AQUIFER RECHARGE
- HELPS TO BREAK DOWN POLLUTANTS
- BENEFITS BIODIVERSITY AND WILDLIFE
- REQUIRES MINIMAL MAINTENANCE



“Old Town” – Medium impact

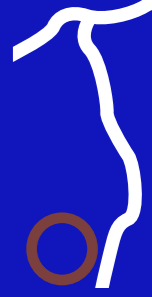


Linear Park Community center Village Square Music in the meadows

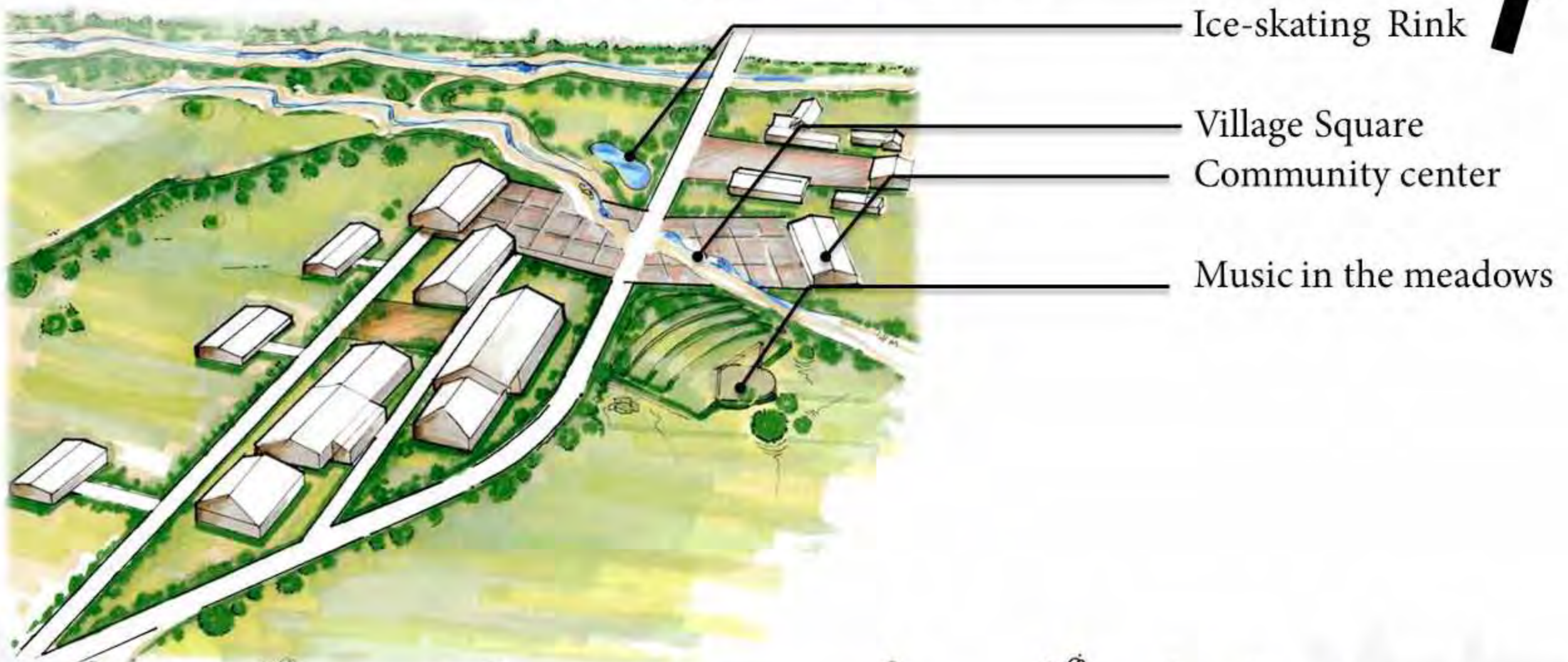


-  Existing
-  Public Plaza
-  Mix-Use
-  Commercial
-  Vehicular circulation
-  Pedestrian circulation
-  Trails





“Old Town” – Medium impact - perspective



Ice-skating Rink

Village Square

Community center

Music in the meadows



Service Road

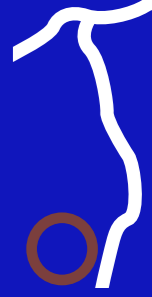
Pedestrian promenade

Main Street

Music in the meadows









Community center



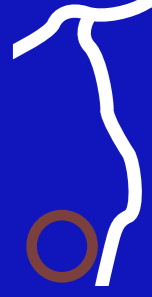


“Old Town” – High impact



-  Existing
-  Mix-Use
-  Public Plaza
-  Commercial
-  Resort -hotel
-  Vehicular circulation
-  Pedestrian circulation
-  Trails





“Old Town” – High impact - perspective



Pond

Mix-Use Development



New Road

Parking

Pedestrian promenade

Open grassland

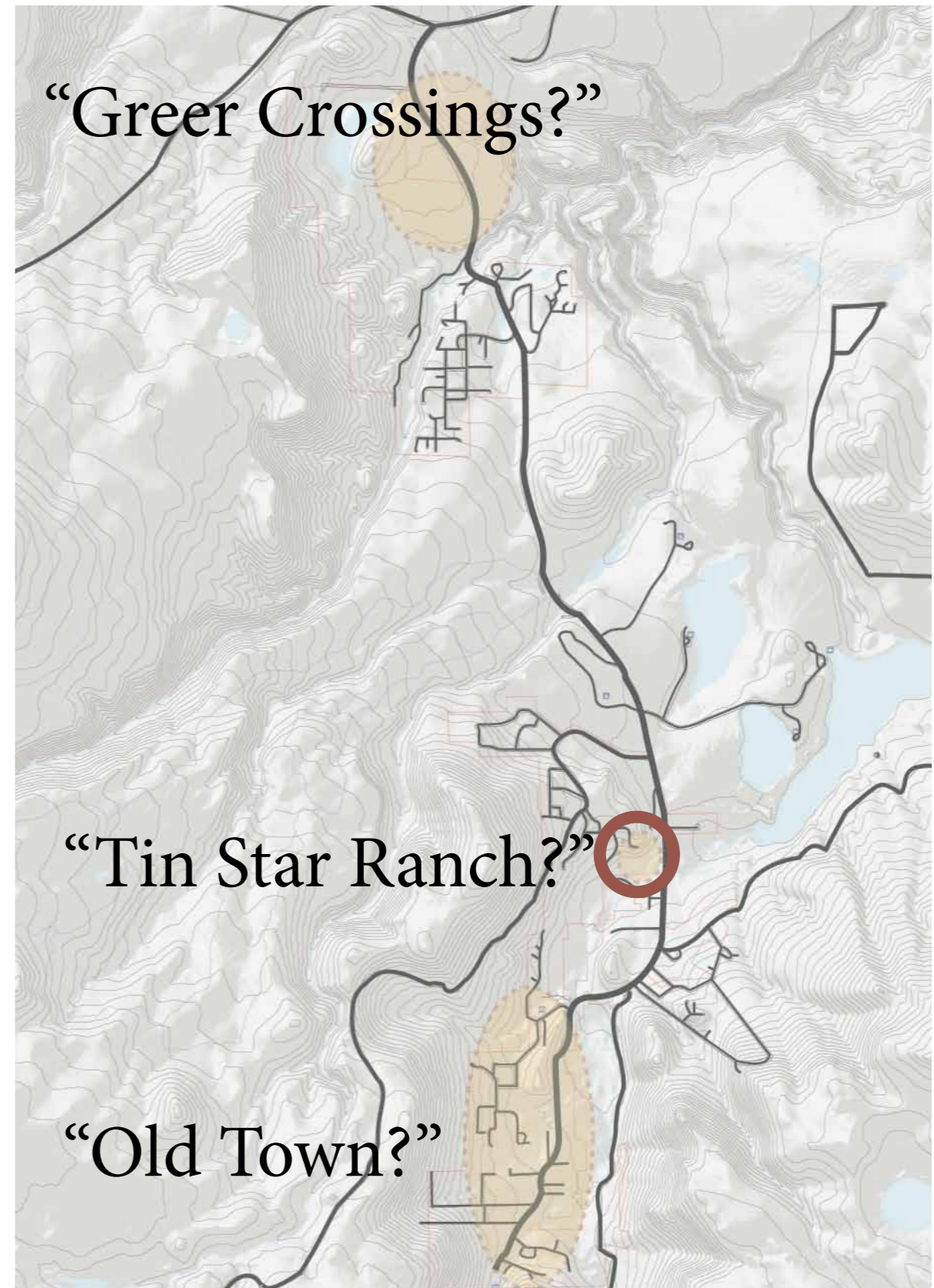
Conclusion:

- Old Town Greer becomes the heart of the town
- Protect the meadow and celebrate the waterways
- Share parking
- Street side beautification and responsible engineering is a good start



“Tin Star Ranch”

Gateway to the outdoors



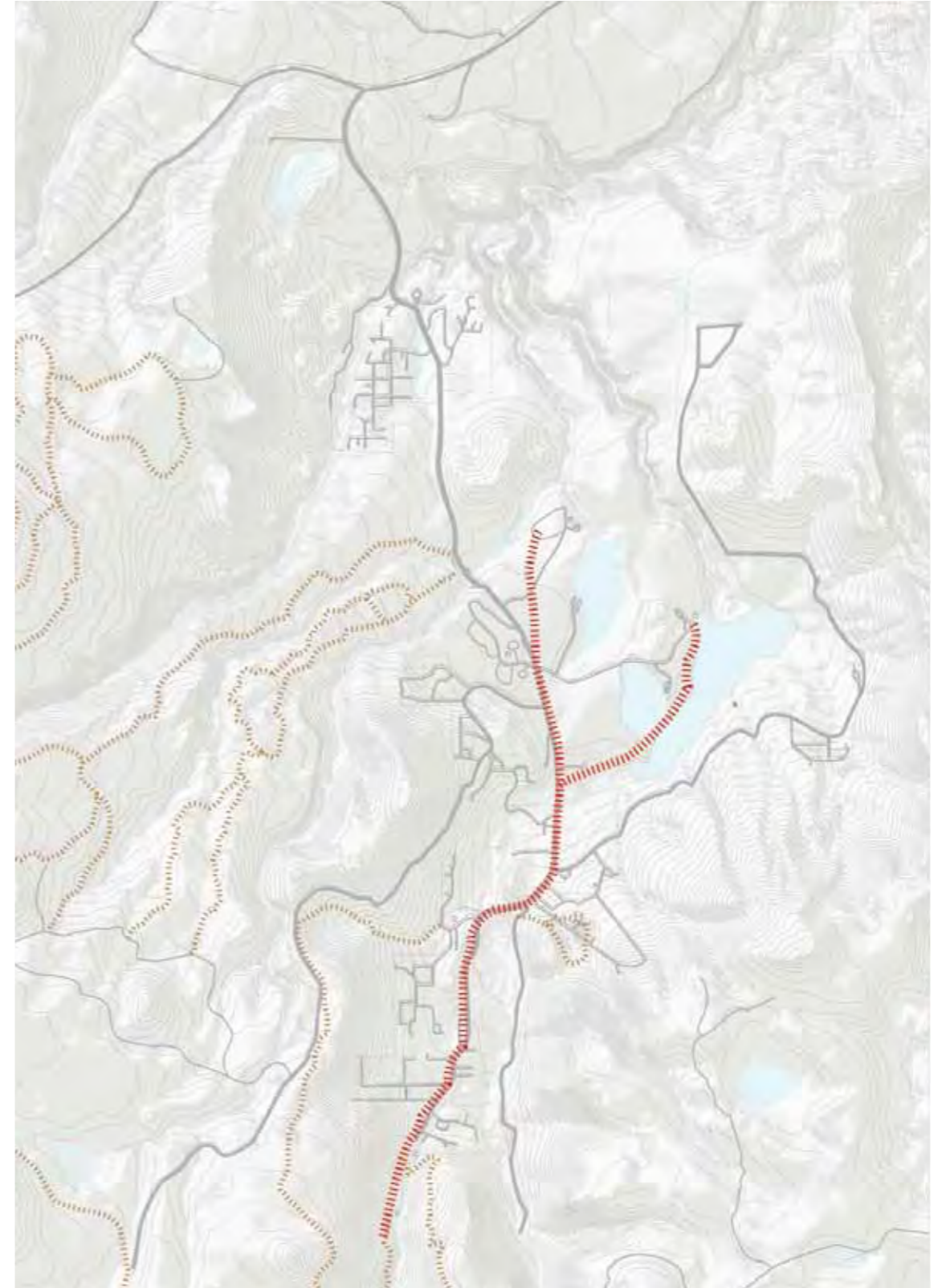


“Tin Star” - Low Impact

No Development:

Street Beautification:

Trail Development:
- Connection to lakes

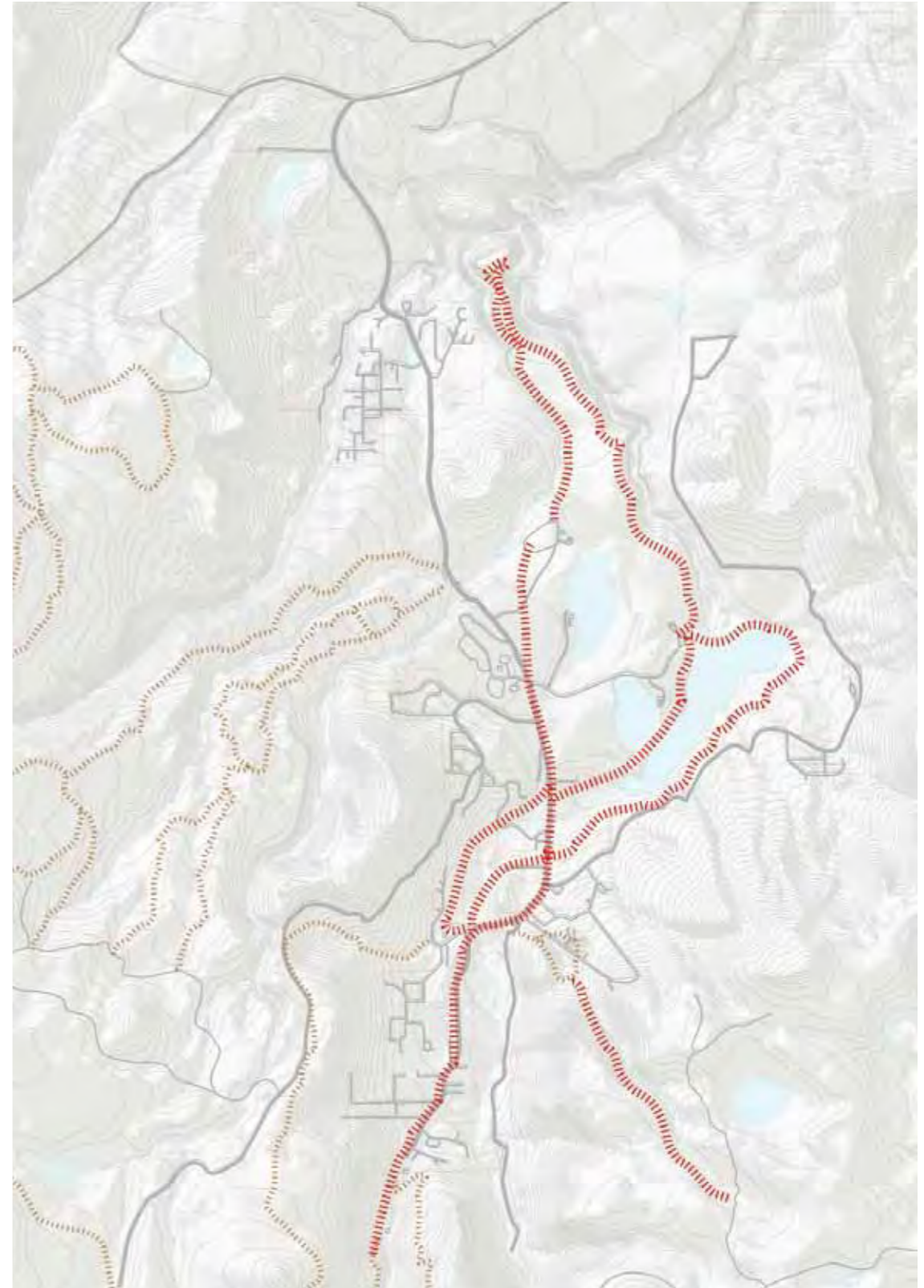


“Tin Star” - Medium Impact

Development of Tin Star Ranch:

Expansion of Trail System:

- Connection to northern canyons
- Connection to riparian corridors



“Tin Star” - High Impact

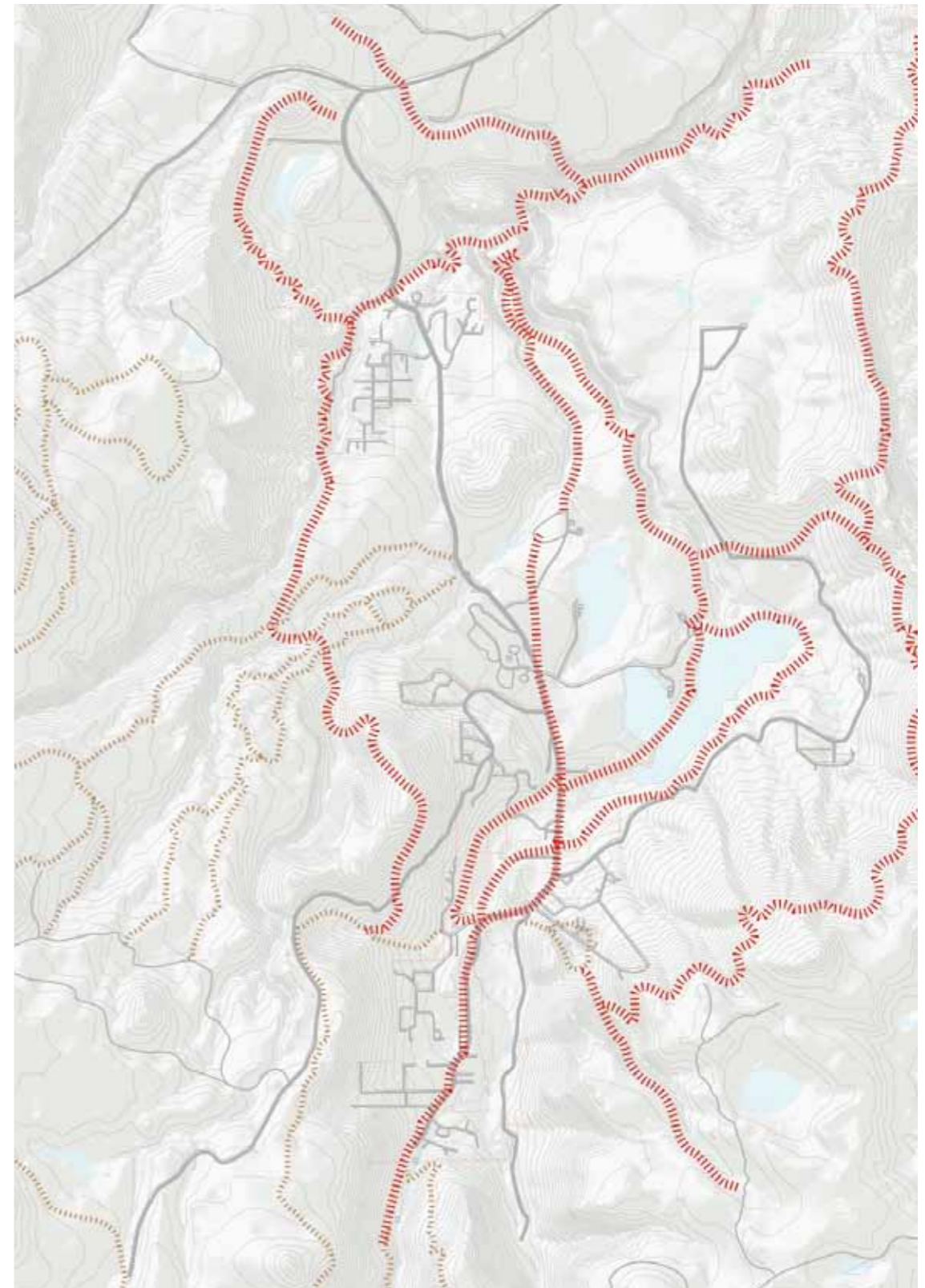
Full Development of Tin Star Ranch:

Further Expansion of Trail System:

- Connection to Greer Crossing
- Connection to Existing Trails
 - Loops
- Connection to Outside areas
 - ShowLow/Pinetop
 - Springerville
 - Ski area, Big Lake etc..
- Trail City USA

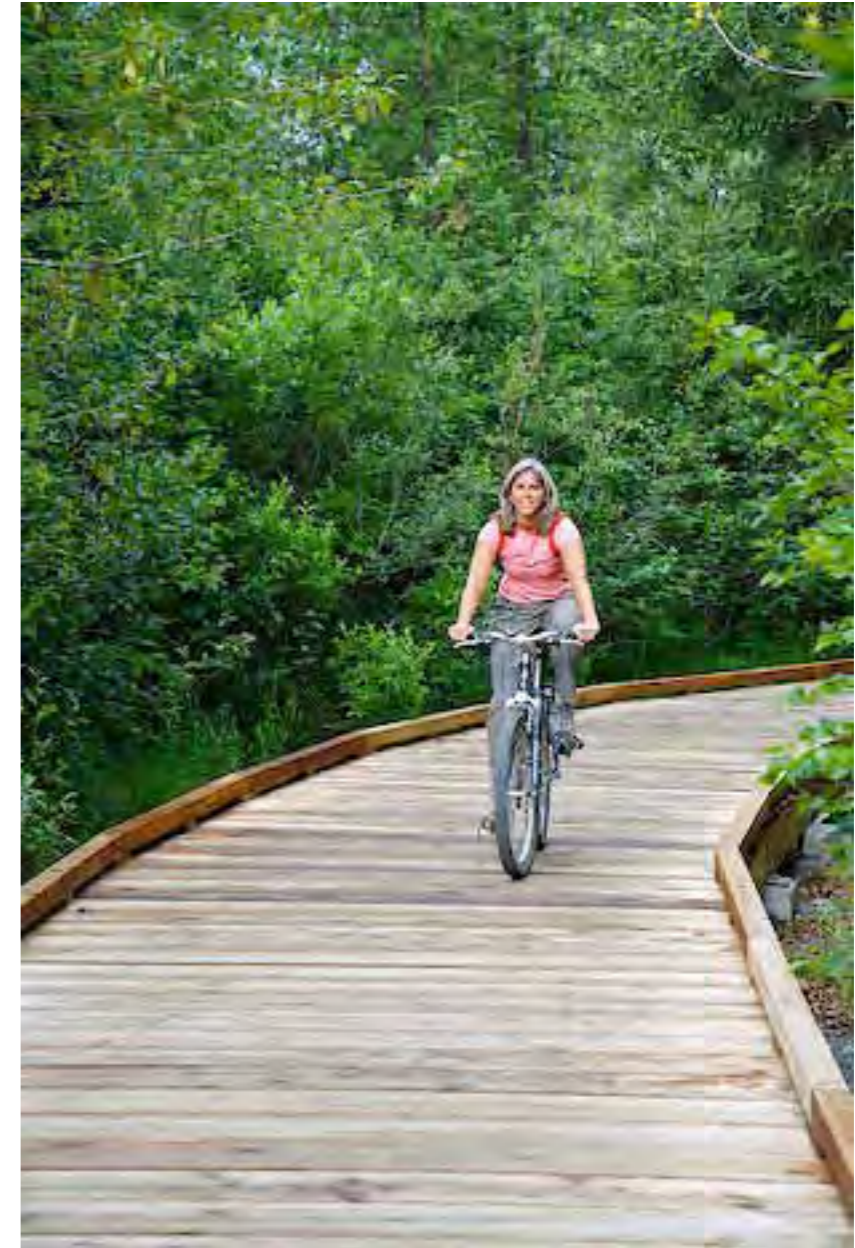
Ecolodge Development:

- Casual users
- Dedicated users



“Tin Star Ranch”

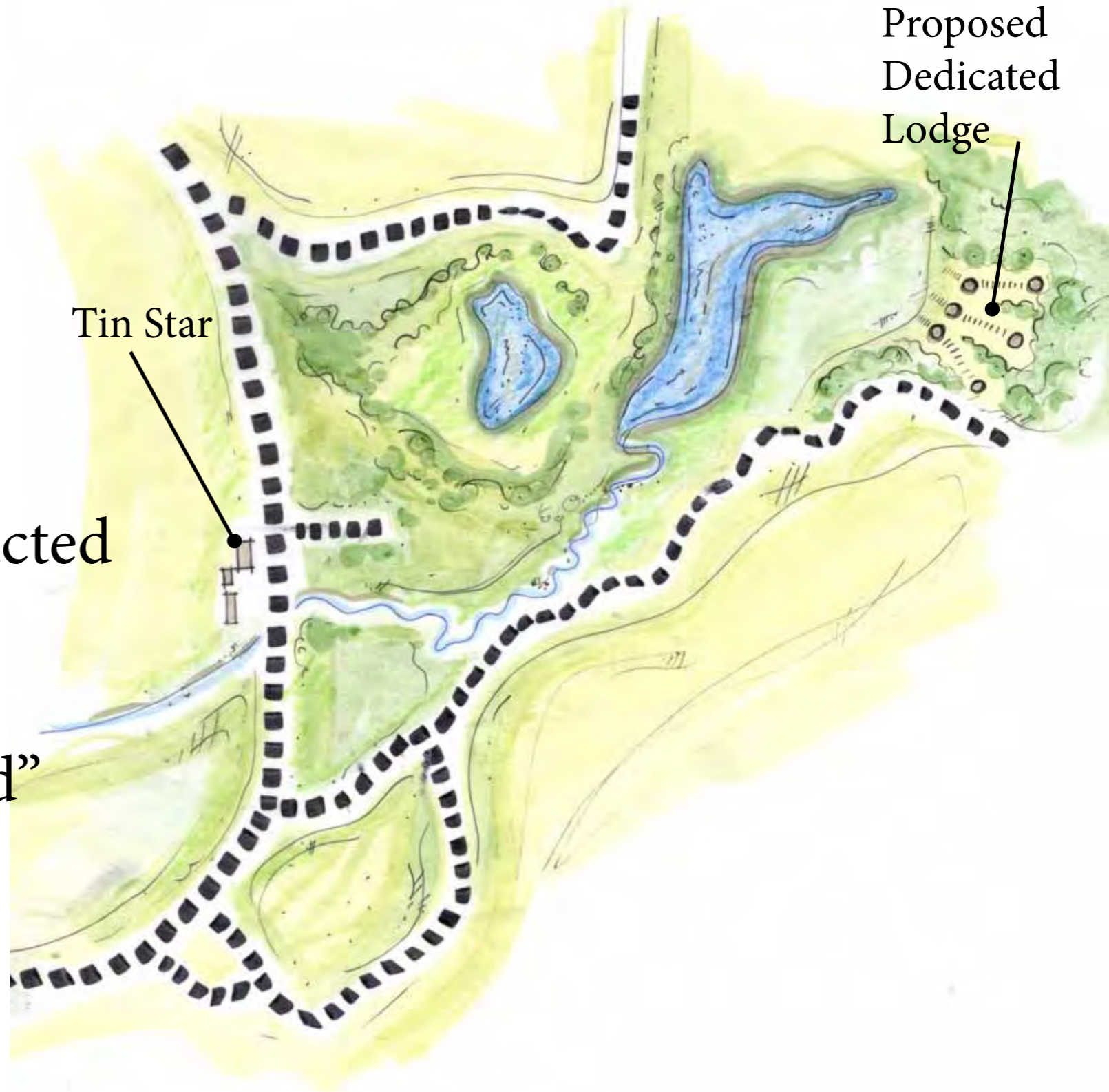
- Recreation hub
- Maybe rent bikes here
and ride into Old Town?
- Park and go on a hike
- Get your fishing gear
here

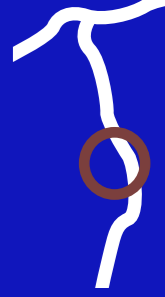




“Tin Star Ranch”

- Eco lodge
- Low impact
- Minimizes constructed Area
- Can be “off the grid”





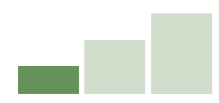
“Tin Star Ranch”



Tin Star



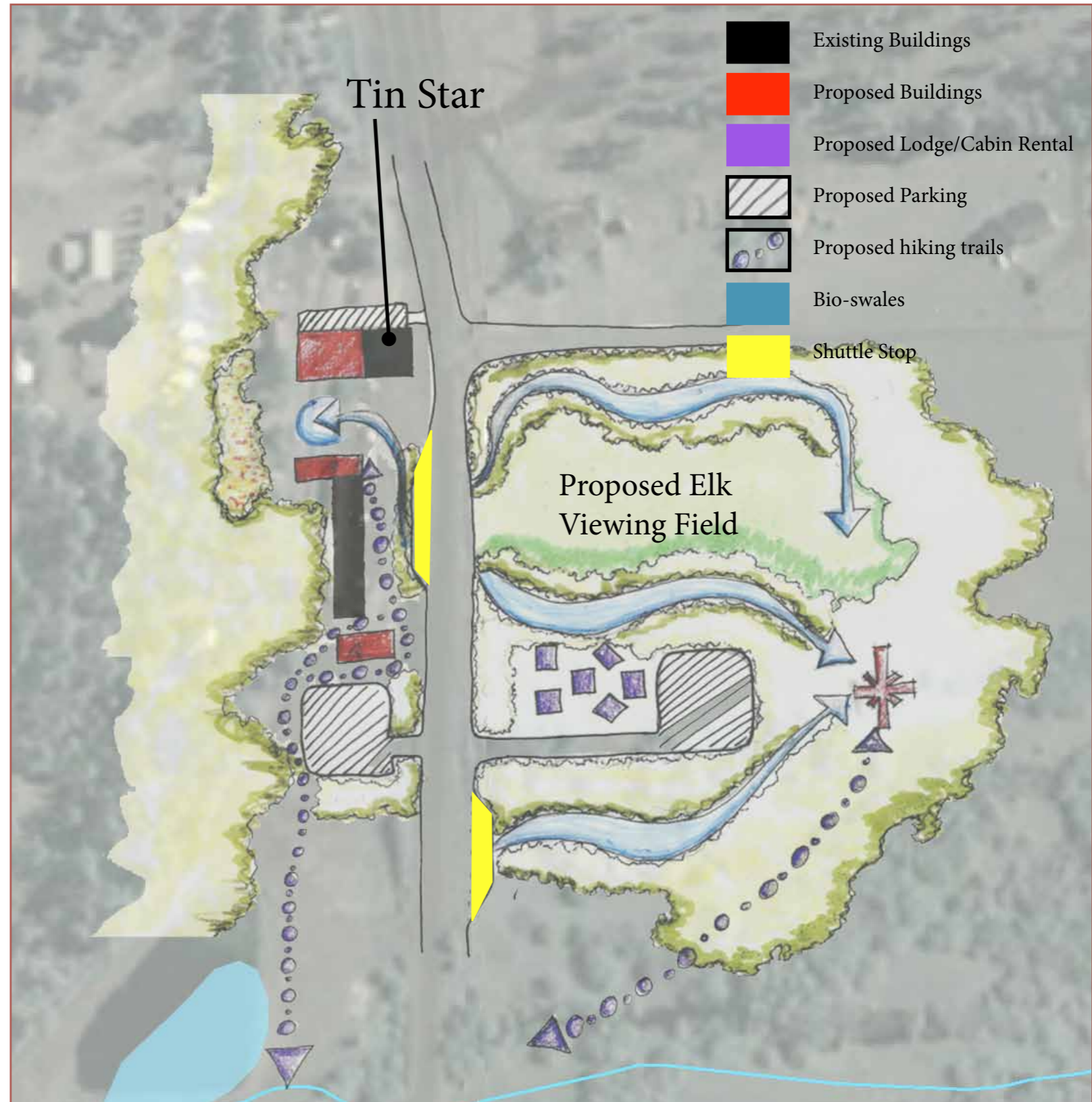
NTS - Dedicated Tourism Footprint

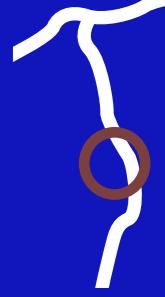




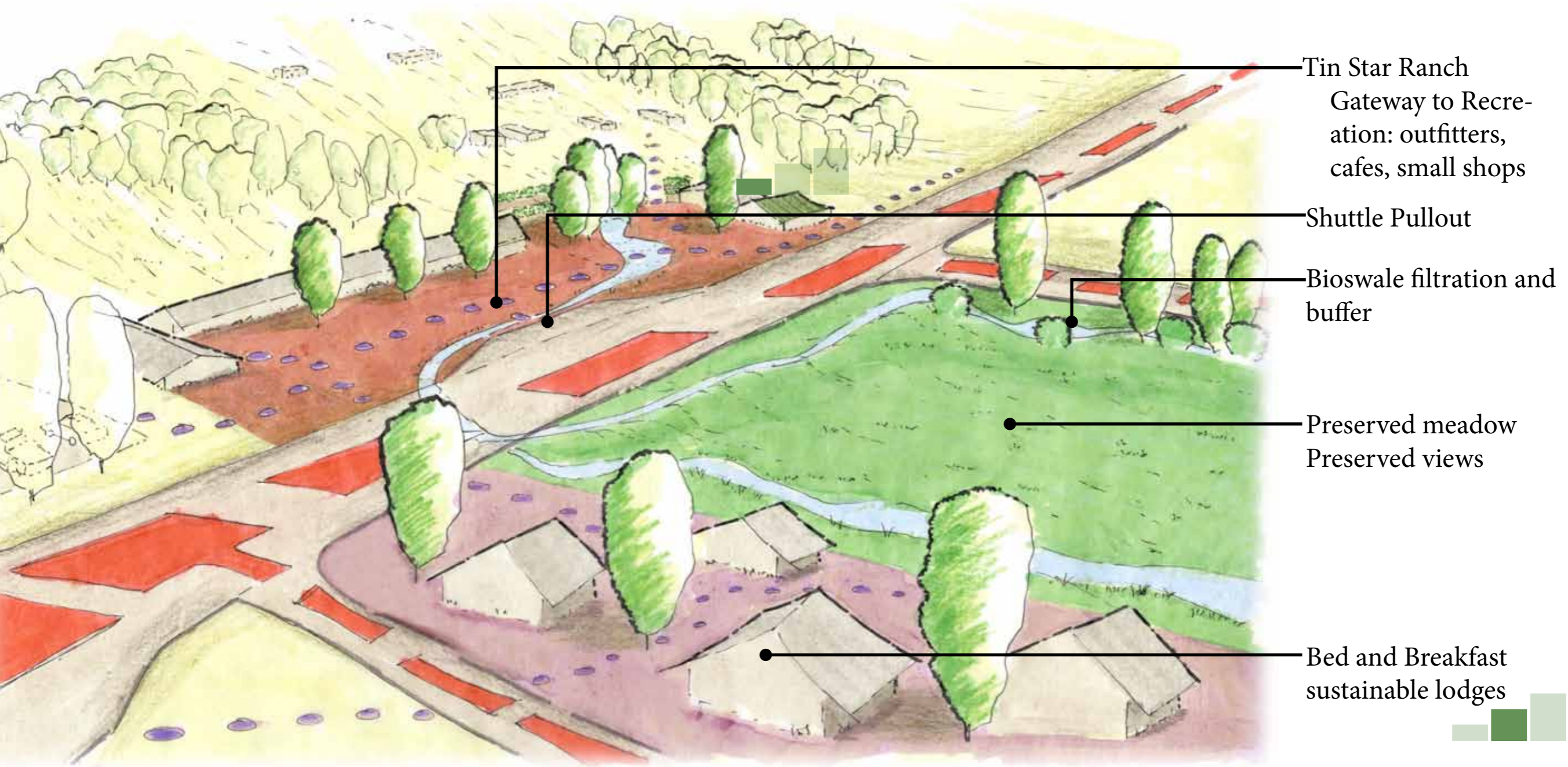
“Tin Star Ranch”

- Recreation nucleus
- Outfitting hub
- Gateway to recreation





Preserve the Meadow: Preserve Greer



Tin Star Ranch
Gateway to Recreation: outfitters, cafes, small shops

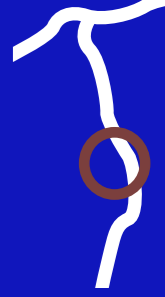
Shuttle Pullout

Bioswale filtration and buffer

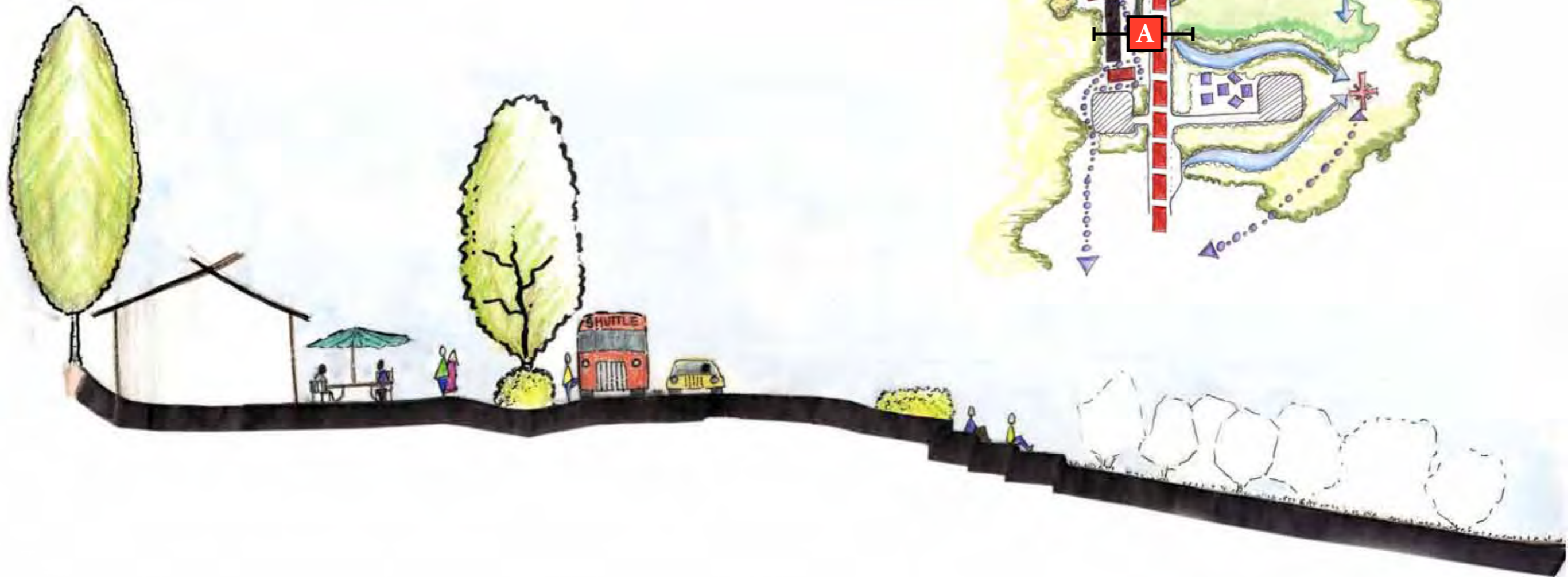
Preserved meadow
Preserved views

Bed and Breakfast sustainable lodges





A



Tin Star Ranch: Commercial Urban Planted Trail Buffer Street with Shuttle Pull Out Terraced Seating Preserved Meadow

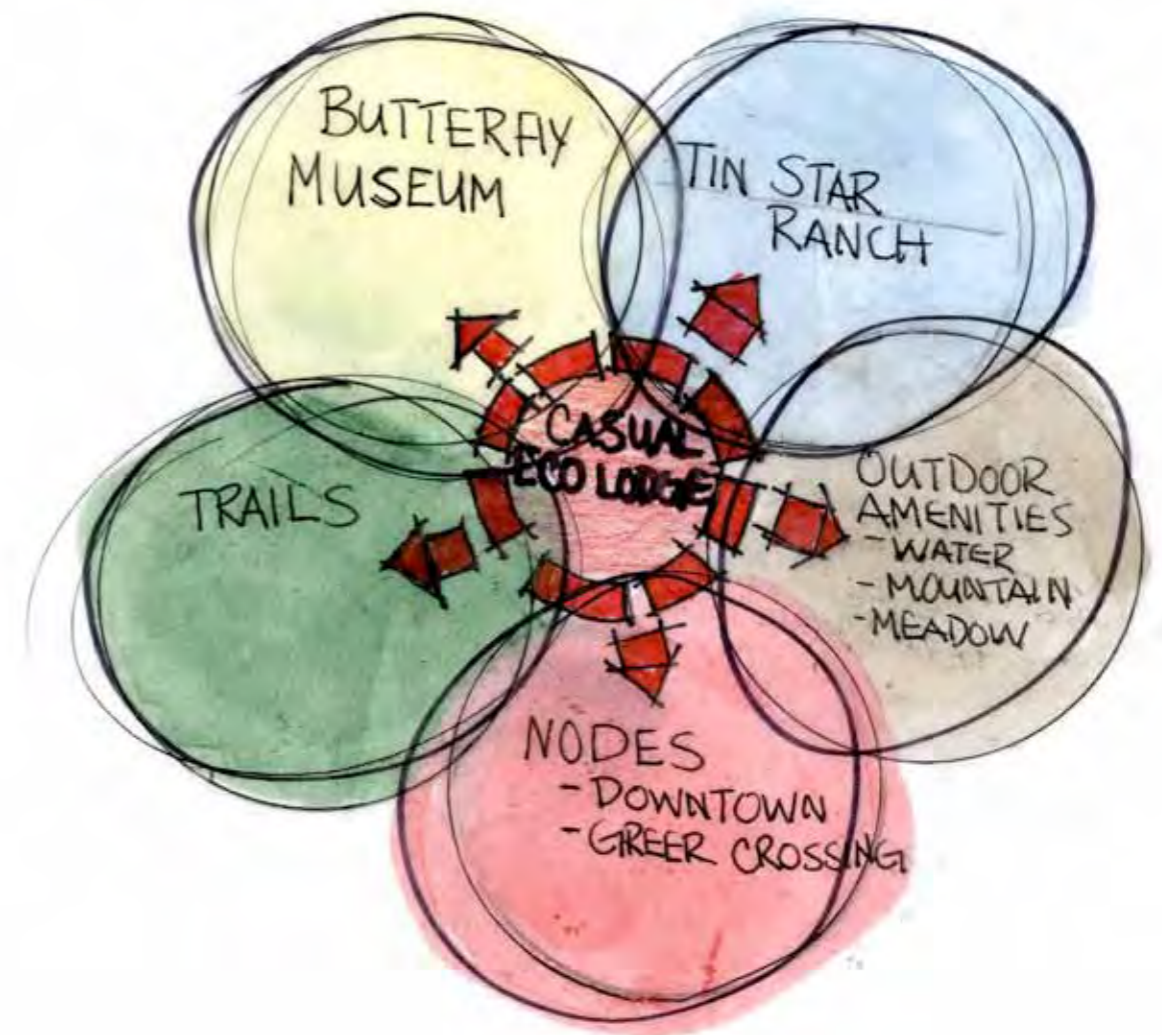


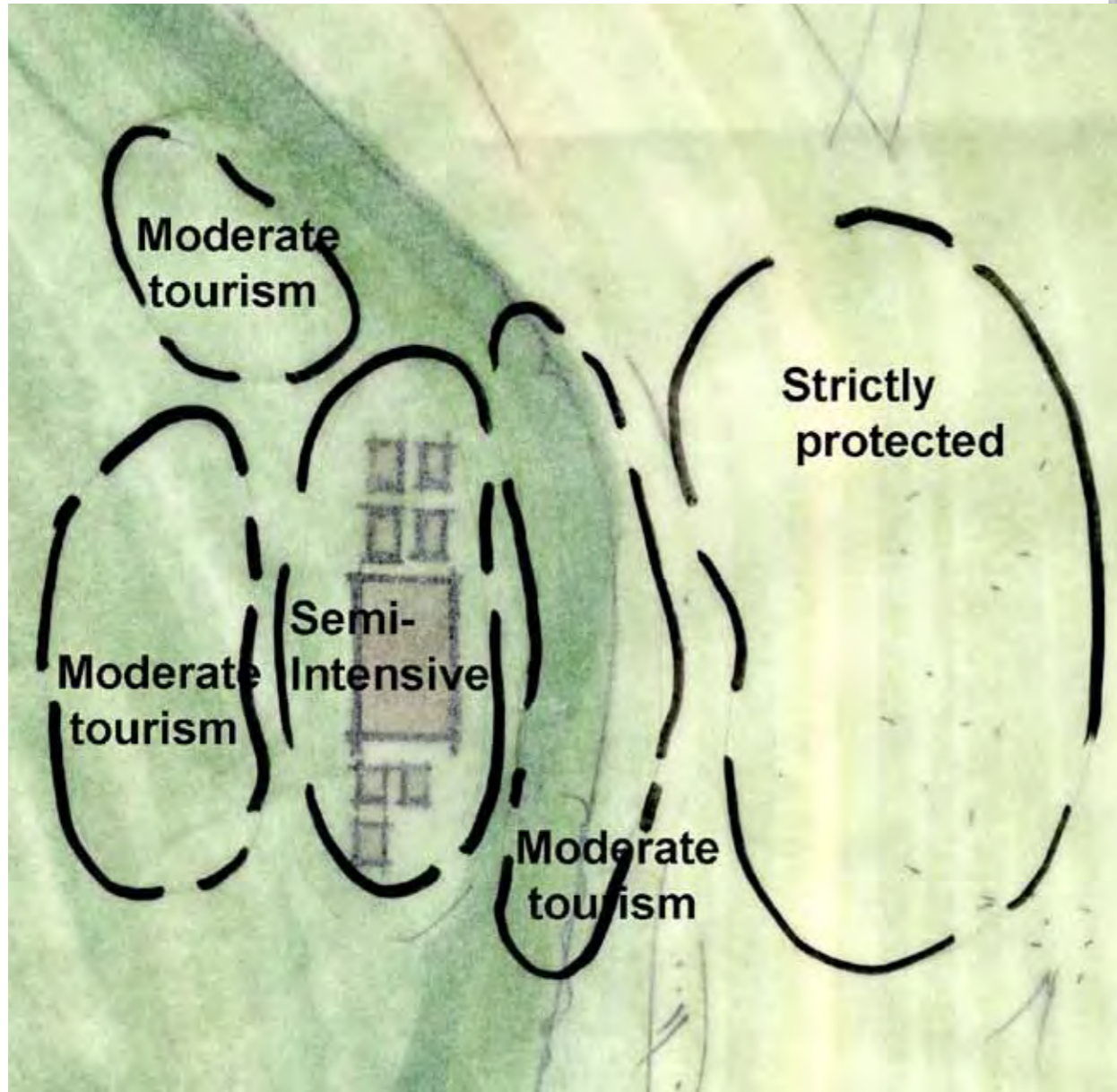
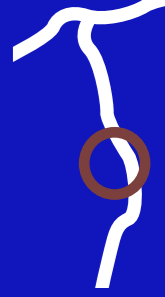


A 'Casual' Sustainable health lodge in Greer

Why Greer?

- Restful environment
- Attracts users who will be respectful of Greer
- Many outdoor activities
- Easy access to downtown area
- Connectivity to many areas to provide a 'casual visit'
- Connectivity to outdoors
- Quiet surroundings
- Natural, meditative healing environment
- Amazing views
- Provide facilities to residents of Greer

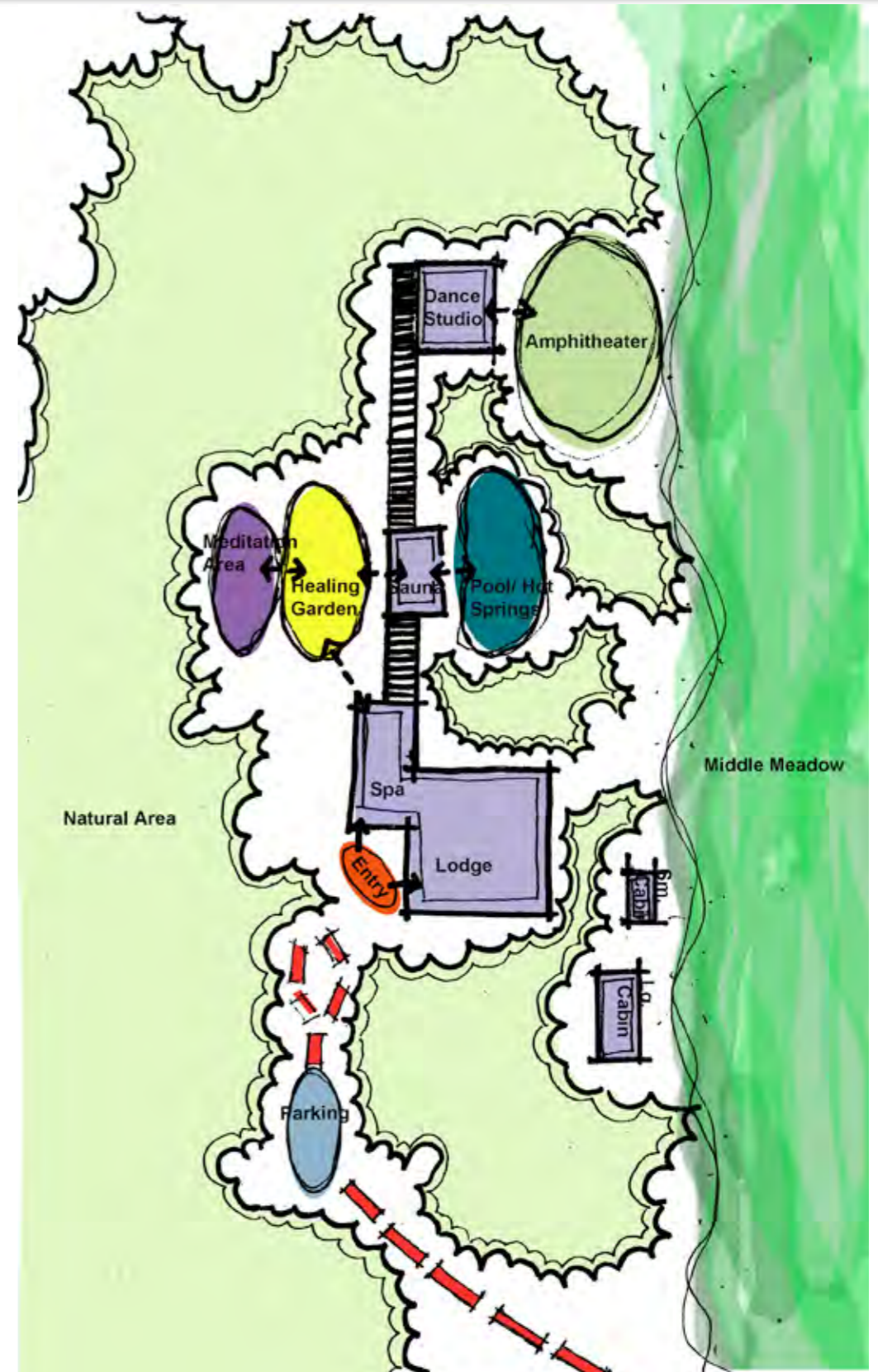






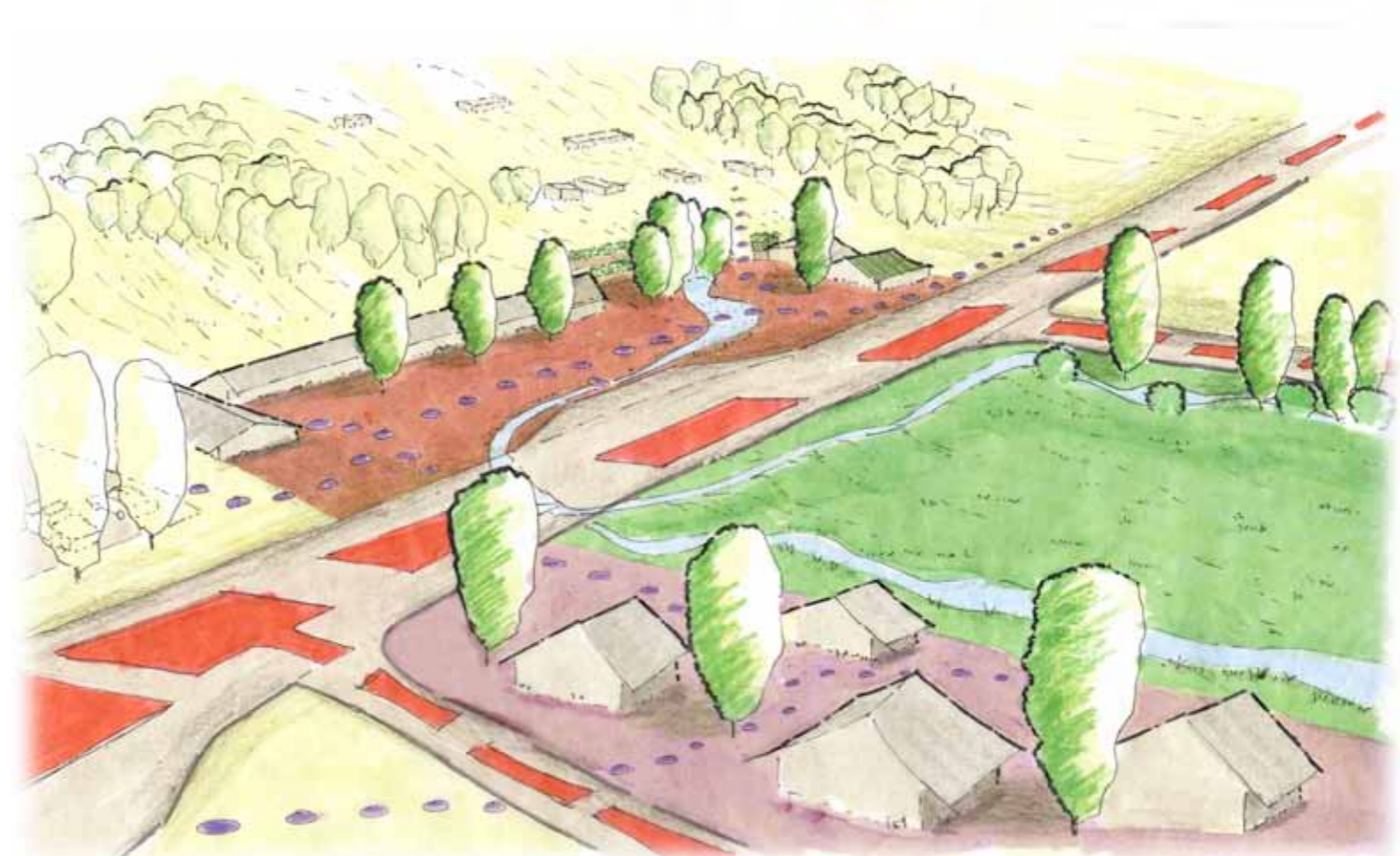
-Utilize contours of land; sun and wind; solar; views; hydropower; water harvesting; composting; recycling; native plantings; existing trees; materials on site, night skies through low lighting options

Protect- meadows, wildlife corridors, natural habitat through zoning
Reduce- Traffic (shuttle)



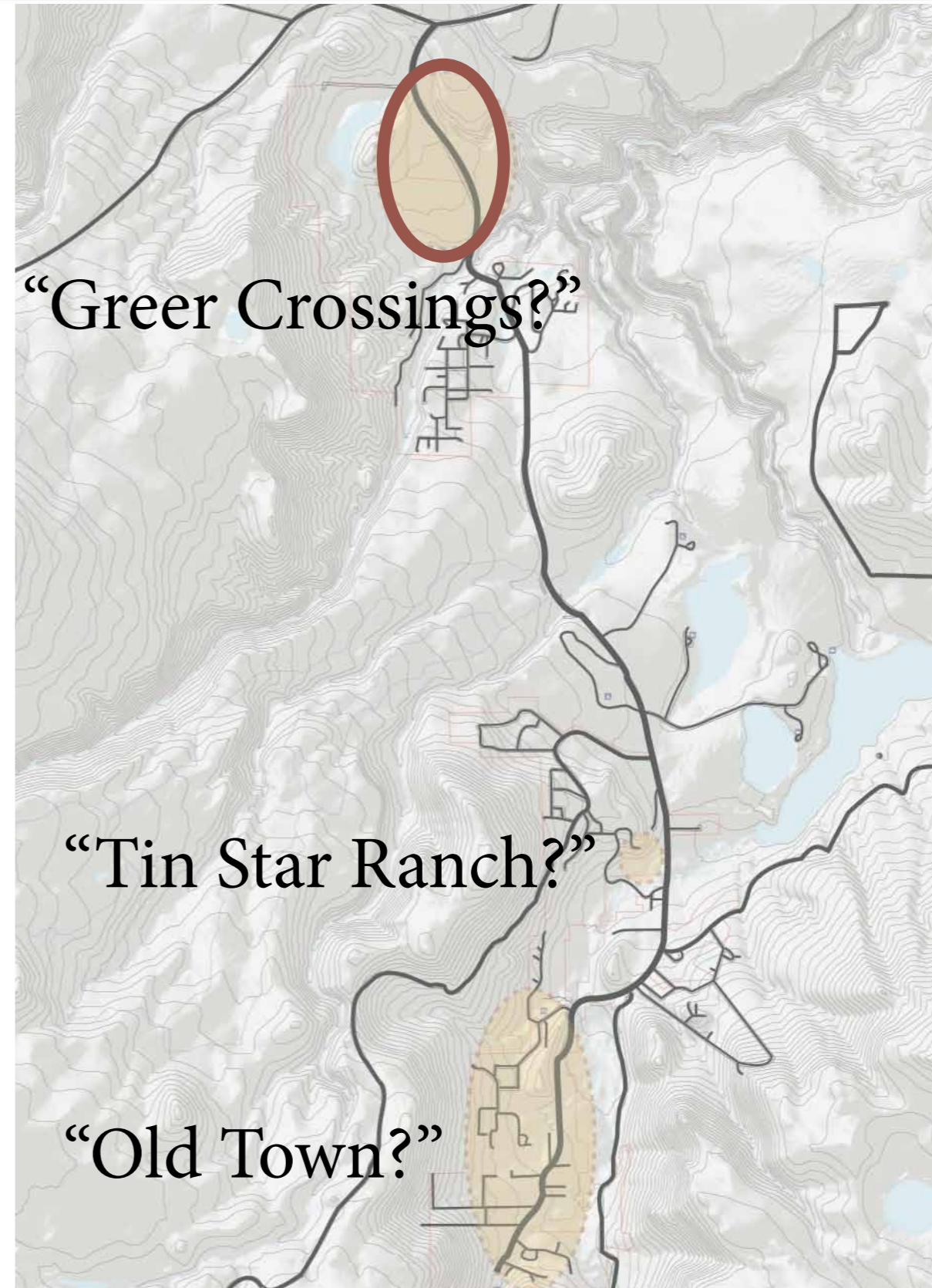
Conclusion:

- Important gateway in and out of Greer
- Close location to recreation amenities make it the bridge to the outdoors
- Recreation hub
- Aids in tourist diversity



“Greer Crossings”

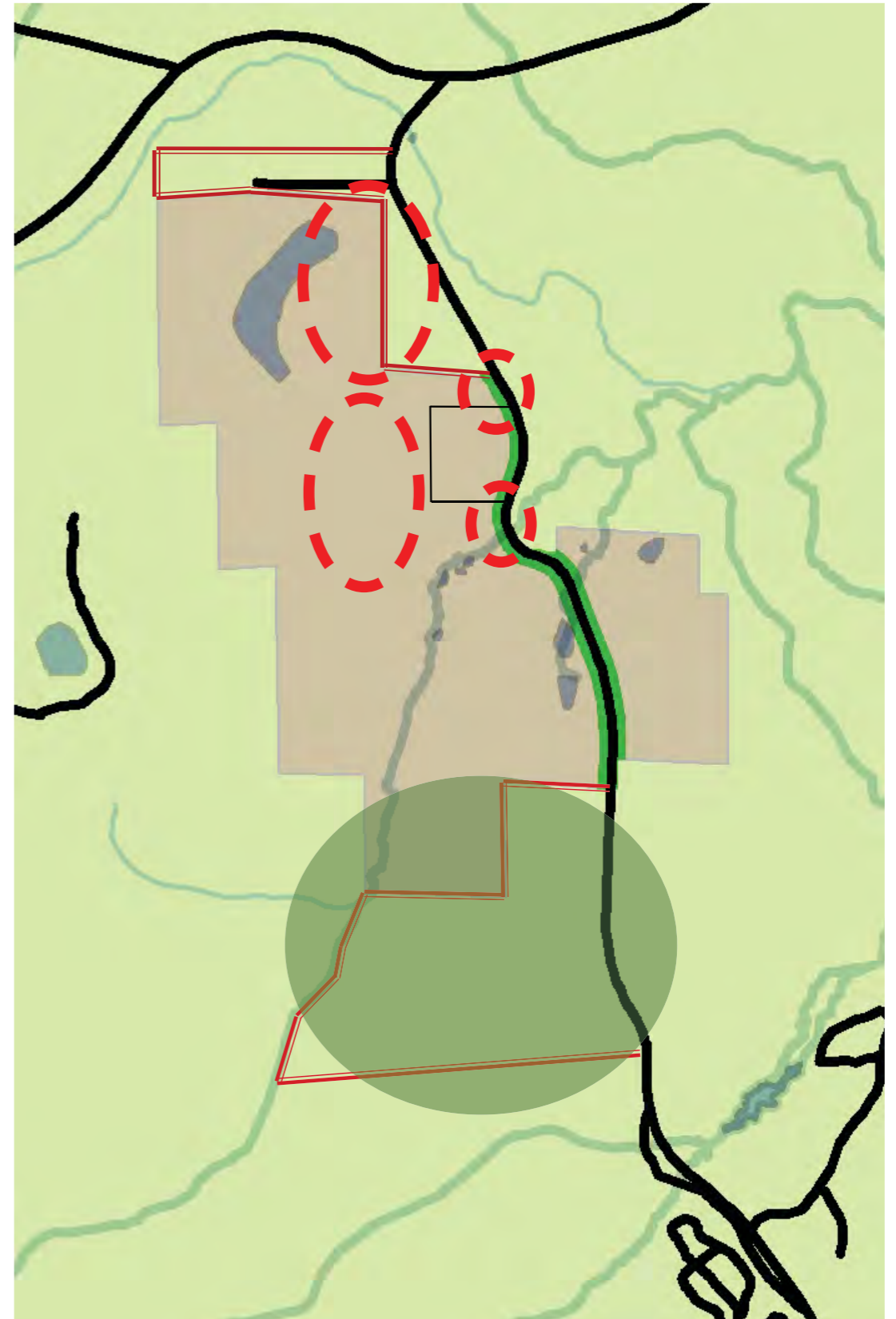
Development’s release valve





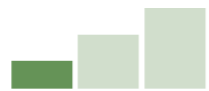
“Greer Crossings”

- Land Preservation Strategies
- Developmental Phases
- View shed Preservation
- Utilizing Waterways
- Clustered Development
- Sleepy Town/Western Style
- Low Carbon Footprint
- Aspen Tree Additions
- Greenway/Linear Park
- Cider House/Gas Station





Greer Crossing - Development Phase 1



Greer Crossing - Development Phase 2



Greer Crossing - Development Phase 3





DRIVE INTO GREER ALONG 373 INVOKES MOUNTAIN TOWN FEEL

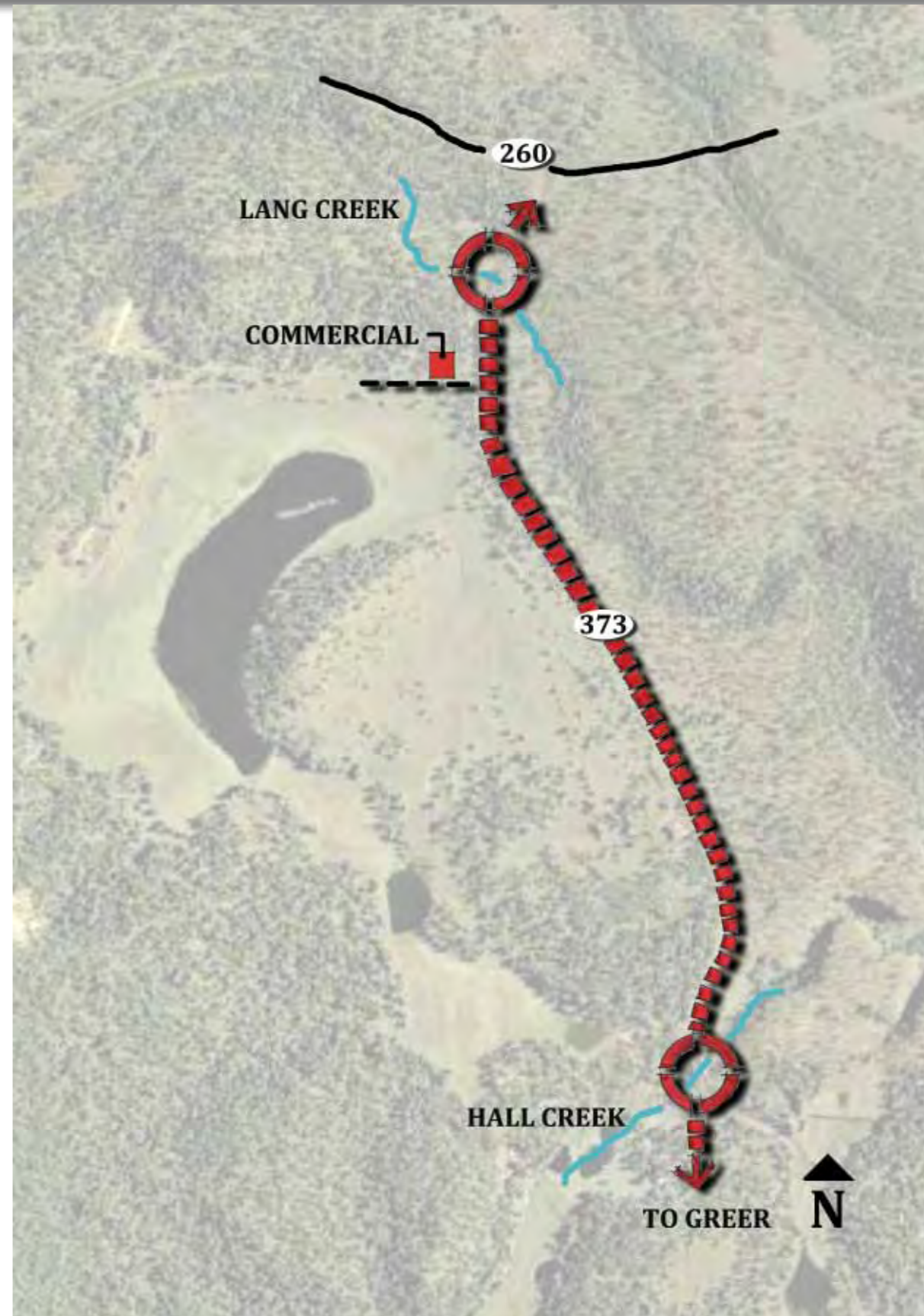
NATURAL AESTHETIC OF ASPEN AND PONDEROSA PINE

RETAINING VEGETATION ALONG ROADSIDE WILL PROVIDE VISUAL SCREEN FOR FUTURE DEVELOPMENT



WHERE CREEKS CROSS THE HIGHWAY OPPORTUNITIES FOR LANDMARK EXPERIENCES ARE PRESENTED

CELEBRATING THE INTRINSIC VALUE OF WATER WITH SCENIC PULL OFFS AND SEATING AREAS GIVES VISITORS TIME TO SLOW DOWN AND ABSORB THE ENVIRONMENT

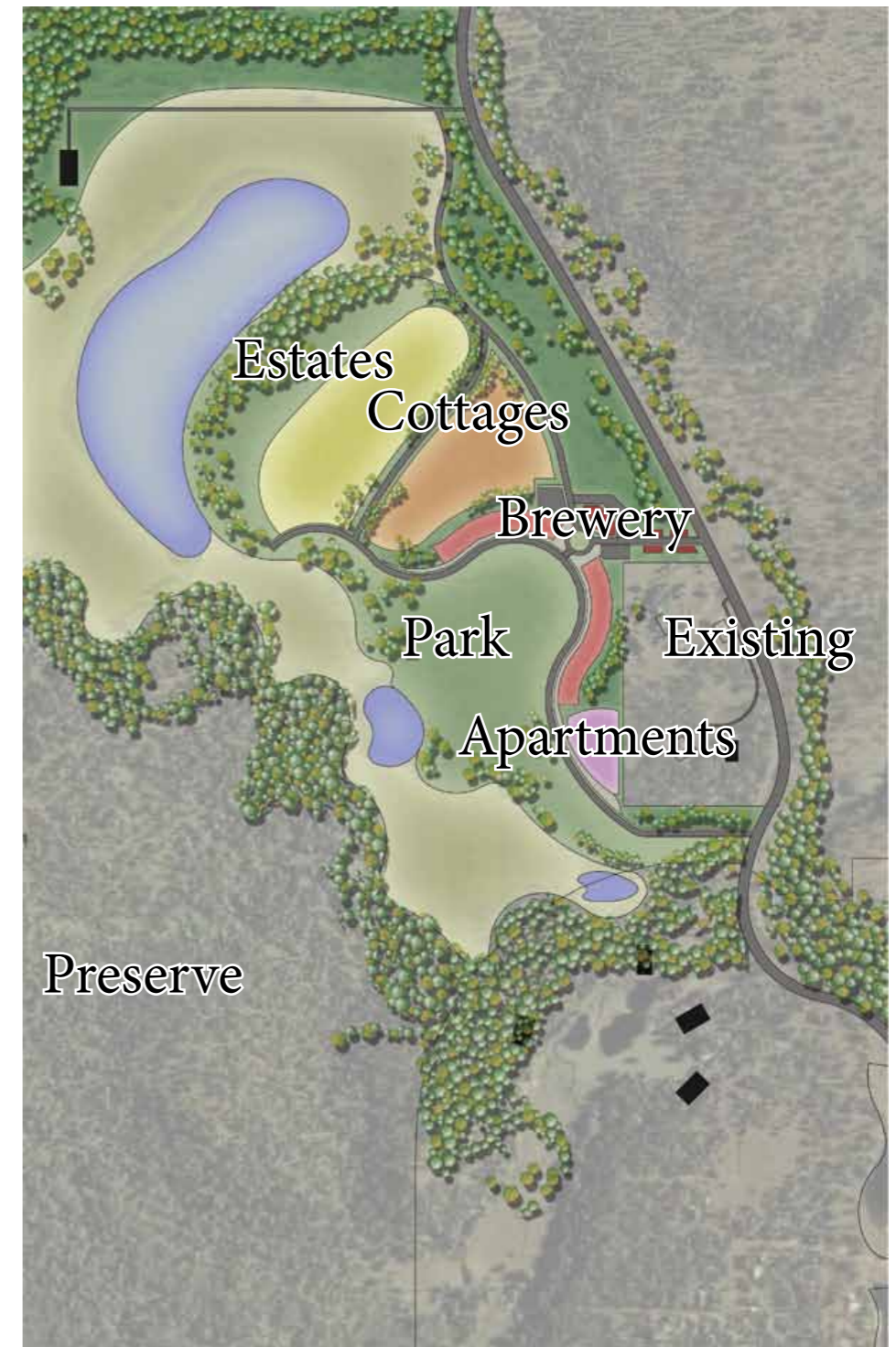




“Greer Crossings”

-  RESIDENTIAL ESTATES
-  COTTAGES
-  MIXED USE
-  COMMERCIAL

- PRESERVATION OF RECENTLY ACQUIRED LAND SOUTH OF CROSBY ACRES
- NORTHERN SITE MAY BE DEVELOPED WITH TIGHTER DENSITIES
- MAXIMIZES PRESERVATION OF RIPARIAN AREAS, EXISTING ENVIRONMENT AND NATURAL AESTHETICS
- PRESERVES INTEGRITY OF GREER ENTRY ALONG HIGHWAY
- UNIQUE ARCHITECTURAL BLEND OF VARIOUS MOUNTAIN AESTHETICS
- FOLLOWS GUIDELINES FOR WALKABLE COMMUNITIES
- MIXED USE DEVELOPMENT INCORPORATES RETAIL, COMMERCIAL, AND YEAR ROUND RESIDENCES
- PROGRAM HIGHLIGHTS -
OLD-FASHIONED GAS STATION & CIDER HOUSE BREWERY
- ENVIRONMENTALLY SUSTAINABLE





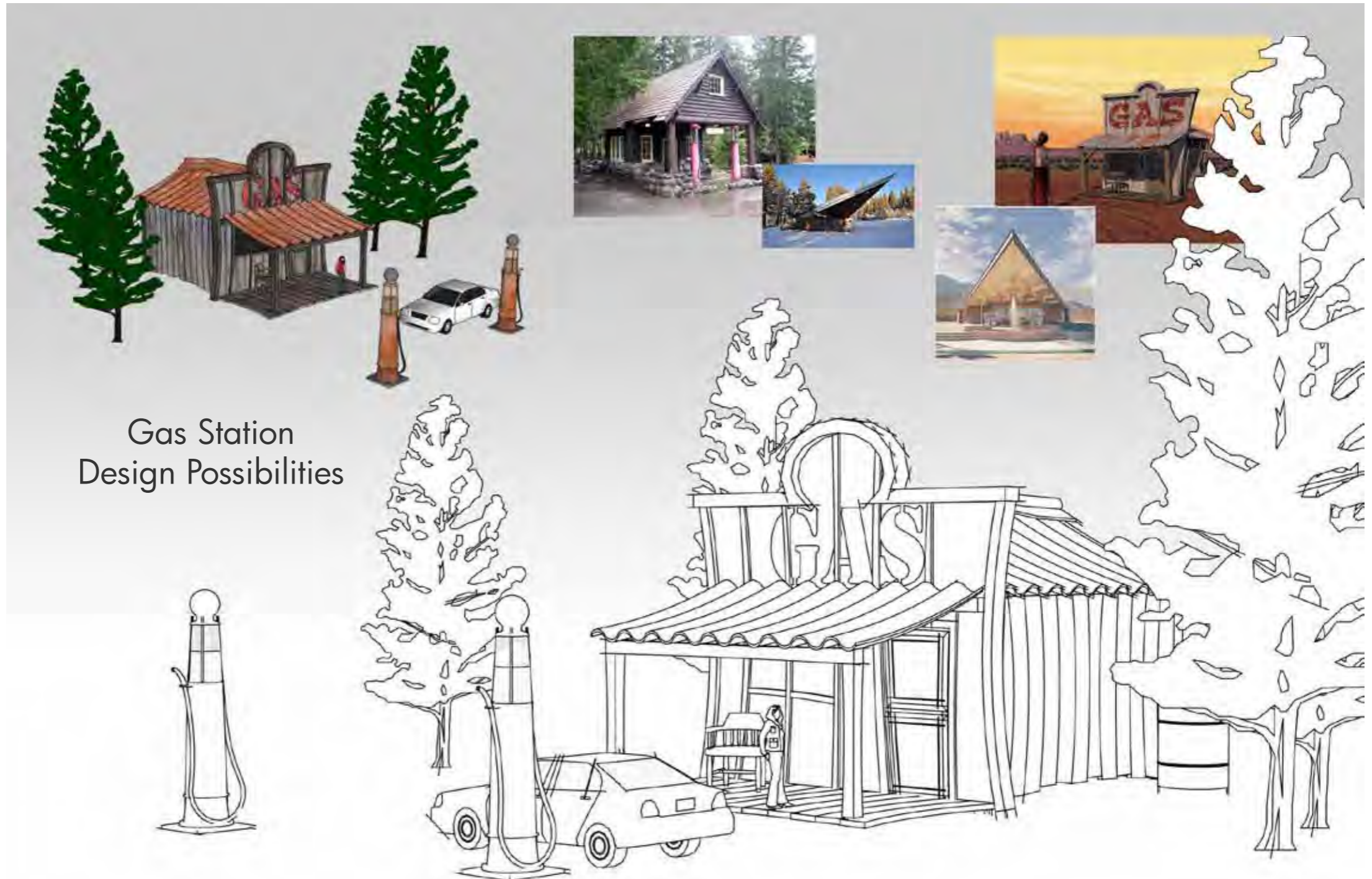
“Greer Crossings”

- MAINTAINS ENVIRONMENTAL AESTHETIC
- CENTRAL GREEN ISLAND PARK
- PARALLEL PARKING WITH SHADE TREES
- CURB-CUTS ALLOW FOR IRRIGATION
- REMAINING WATER HELD IN RESEVOIRS
- MINIMIZES IMPACT OF PAVEMENT










“Greer Crossings”





“Greer Crossings”

-  RESIDENTIAL ESTATES
-  COTTAGES
-  MIXED USE
-  COMMERCIAL
-  RESPONSIBLE RESORT

- PRESERVES EPHEMERAL STREAMS AND WATER BODIES
- PROVIDES HOUSING WHILE PRESERVING OPEN SPACE
- PROVIDES TOURISM NORTH OF OLD GREER
- COLLECTS WATER FOR USE DURING DRY SEASONS
- PARK AND RIDE DURING BUSY FESTIVALS
- MAINTAINS NATURAL VISUAL BUFFER ALONG 373
- PROGRAM HIGHLIGHTS -
OLD-FASHIONED GAS STATION & CIDER HOUSE BREWERY
ENVIRONMENTALLY RESPONSIBLE RESORT





“Greer Crossings”

RESIDENTIAL CLIMBS UPHILL PROVIDING VIEWSHEDS WHILE,
AVOIDING FLOODPLAINS, AND PRESERVING EPHEMERAL WATER BODIES

HOUSES ARE HIDDEN FROM
THE LAKE SIDE OF THE HILL



Conclusion:

- Greer's safety release valve for development
- A way to preserve Greer's scenic northern approach
- Concentrated development in exchange for large preserves
- A way for Greer to grow, yet maintain a quaint Old Town



Conclusion

- 1) Use Nodes in exchange for large preservations
 - Development
 - Consider our three suggested areas
 - Protect the meadow - It makes Greer special
 - Parking
- 2) Create identities for each meadow
 - Design activities for each area
- 3) Enhance streetscape aesthetics and engineering
- 4) Develop a tourism strategy

Thank You

10 minute break to be followed with discussions
with team members throughout the room