



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

Mary Polson – on title with Boomers

Phil Gravier – Chevron

Calvin Harwood – Laytonville Trailer Park, large parcel access from Ramsey, Willis, and Branscomb Rd.

Shannon Ford – Tire and Auto

Michele Hill & Joe Hill – property next to Bio-fuel station

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’s Tire 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 mid-term 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