



**TOWN OF FOUNTAIN HILLS  
STRATEGIC PLANNING PROCESS  
Our Town. Our Choices.  
A Road Map to the Future**

**Town Hall I: April 15-16, 2005  
Small Group Discussion Notes**

**Jennifer Livingston, Facilitator, Rm. 200**

**Participants**

- Kathy Ammon
- Amy Barth
- Janet Call
- Margaret Davis
- Joan Docherty
- Sue Frederick
- Richard Fredrick
- Fred Hansen
- Barb Hansen
- Karen Holloway
- Paul Kadavy
- Marti Limieux
- Susan Linkous
- Ann Taylor
- Judi Yates

***What do you like about Fountain Hills, and what would you change?***

<b>Like</b>	<b>Change</b>
Community spirit Family Reservation helps maintain small town Views FMH Health Benefits, Fountain Hills, Safe Hills, Mountains, Volunteerism Views, desert Paradise, views, small town, easy accessibility Beauty, access to other areas close by Most desirable place to live, beauty, safety, smallness, recreational Beauty and proximity to Phoenix are able to shop here and not exit town Own big piece of land in small town best of both worlds close proximity	Get movie theater Uniformity of buildings Population more environmentally conscience...recycle Transportation: more transit than mornings and evenings Senior center Downtown: lighting, benches, shade, need more retail Free standing senior center Environmental preservation Increasing density is concern Keep spaciousness area across fountain, first class Cohesive town center architecture content Enrich recreational opportunity senior center improvement pool Getting people involved, meet, talk, share ideas, include youth Strategic plan recapture architectural integrity to preserve beauty Senior center separate building (and donated arts and theater improved) parking for arts festival...no dogs...regular shuttle system, clothing stores, Kohl's less expensive, fabric/yarn store

<i>Like</i>	<i>Change</i>
Small community, views, family close, not a lot of traffic Small town volunteers friendly Small town 2 rides to feel I'm home People who are volunteers Friends Love hot weather Not retirement community	Recycle too many garbage companies improve commercial pick best Opportunity to suggest planning modifications: need stronger zoning plan business expansion plan with citizen input of type of businesses; long range financial plan; roads, schools, parks, fire, police Free-standing senior center Annexation of state land in development Small hospital; Excellence in education youth and ongoing adult education

### **Core Values**

- Ability have strong volunteer force
- Fountain park
- Architectural integrity
- Natural beauty, views
- Traditions: fairs, sunrise service, parade holiday celebration
- Having voice indecision making
- Raising family
- Small community theater
- Protect diversity: including everyone, diversity of broad socio economic backgrounds
- Goods and local services
- See stars, dark skies
- No street lights or when needed
- Public safety
- Accessibility of grocery stores
- Education: keep youth in FH school
- Keep view of fountain
- Education keep quality curriculum
- Preserve boys and girls club
- Mountain preserve
- Keep existing density limit density in future
- Protect Zoning
- Accessibility to other communities
- Communications from various agencies
- Local newspaper
- Knowing our neighbors
- Coffee with Wally sessions
- Diverse methods of knowing what's going on
- Chamber of Commerce active
- Relationship with Fort McDowell and Pima SRPMIC with learning about culture
- Library
- Community center

- Senior center
- Museum

### **Vision**

- Center of town developed
- A mature town responsible for its own
- A year round community
- All age services within community (shopping)
- Buildings: architectural compatible with each other and environment
- Place where everyone desires to live
- World class education system
- The premier school district
- Unique beautiful community in harmony with views and clean environment (little town in desert)
- Diverse age population all ages of affluence
- Diversity of socioeconomic levels
- Town owned fire and police force
- Recreational opportunities for all ages
- World class fire and police force and medical services
- Known for cultural experience (traditions/events)
- Community that values aging population
- Community that values all ages
- Self contained community
- Multi model transportation system (accessibility)
- Town that is unified: citizens, government, and businesses by leveraging exploiting
- Community as a strong tourism destination
- Community with all constituencies actively communicating
- Recognize that community values its citizens

### **What's Missing**

- Aging services
  - Needs of aging people, Medicare, wills, estate, planning, ADA, start at age 50
- Define what they mean by broad categories such as education
- Transportation: Shea is main corridor

### **Vision Attainment Strategies**

#### ***Community Resources:***

Recognize that the community values and involves its citizens

- Community input sessions like Town Hall for decision making
- Continue coffees with Wally
- Inventory of population talents
- Communication plan for those who don't participate in events like Town Hall
- Neighborhood coffee sessions
- Block parties

All age: services within the community

- Senior center
- Assisted living center
- Youth center...rec center
- Pool
- Hospital
- Library expansion
- Museum expansion...promotion
- Community college
- Community center

Developed town center (Palisades to Parkview Avenue to La Montana)

- Renovate: lighting benches
- Create a Master Plan (define town) center area
- Review zoning

***Traditions/Entertainment:***

Community as a strong tourism destination

- Develop a reason for people to visit (shop, eat)
- Develop strong downtown identity
- Administrators visit La Jolla, Kierland as examples
- Benchmarking of other destinations and develop “one day” visit
- Public art program
- Better event parking buses to shuttle for events
- Performance art center
- Communicate cultural opportunities proactive and direct

Recreational opportunities for all ages

- Recreation center
- Senior center – stand-alone
- Swimming pool
- Cultural center
- Enhanced sports opportunities
- Theater
- Teen center (investigate why not using Boys and Girls Club Center without supervision underlying reason). Ask what teens want on Teen Center

Community known for its cultural experiences

- Cultural center
- Fine arts center
- Continue public art
- Concerts park
- Create more events
- Expand community theater
- Continue traditions
- Arts program in school

***Town that is unified***

Leveraging and utilizing its citizens, government, and businesses

- Community list of talents
- Direct control of communications and promotions
- Understand resources being spent on communications and promotion

***Transportation:***

Fiscally Sound Multi modal transportation system that provides accessibility

- Study of existing and future patterns of movement to develop successful system
- System to get people out and in and within
- Trolley (or within)
- System that is ADA compatible

Streets & Traffic

- More signals
- Improve Saguaro, El Lago, Sunridge, Palisades, Avenue of Fountains to Park, Post Office
- Enforcement
- Signage

***Environment:***

Diversity of socio economic levels

- Investigate social clubs based on ethnicity
- Continue promotion of social clubs
- Club celebration day
- Community garage sale
- Strategic planning of state trust land for affordable housing, zoning protects density, service and industry live here
- Marketing and transportation issues address this as well (see other visions)
- More diversity of people who work or visit

#### Diverse age of population

- Good education system
- Transportation system
- Local shopping
- Community college
- Subsidized system
- Discussion with realtors on education system
- Promotion/marketing of FH school system

#### Year round community

- Improve year round recreational opportunities
- Misting system downtown
- Educational system...open facilities up for professionals
- Drawing groups in during summer to underused facilities
- Can you use (school, public, private) buildings for events?
- Identify multi use opportunities and market them?

#### Buildings are architecturally compatible with each other and the environment

- Strict design review
- Architectural guidelines developed
- Landscaping (better)
- Code enforcement
- Maintain park (better)
- Dog park needs better drainage

#### Place where everyone desires to live

- All of the above
- Improved marketing

#### Community that values an aging population

- Free standing senior center
- Assisted living facilities (more)
- Enhanced recreation opportunities
- Enhanced transportation system include volunteer (including out of FH)
- Hospital

#### Community that values all ages

- Community center
- Babysitting pool of resources
- Quality preschools like Montessori
- Intergenerational activities

***Fiscally Sound:***

A mature town responsible for its own

- Study becoming charter government and communicate/educate citizens about charter government
- Developed and support retail
- Strategies to self sustain
- Assessment/investigation of citizens on what willing to pay for
- Education on tax structure sales tax and property tax
- Communication (coffee with Wally good) but need expanded plan...investigate voting newspaper
- Long term funding mechanism instead of high sales tax

***Public Safety:***

World class fire, police, and medical services

- Town owned fire and police
- Hospital that takes Medicare
- Potential collaboration with Verdes and Fort McDowell
- Develop/enhance block watch, educate that it is available

***Communication:***

Community with all constituencies actively communicating

- Continue Town Hall
- Ambassadors from this town hall
- Virtual town halls provides opportunity for feedback
- Email of issues/education
- Continue Channel 11
- Database of talents, skills
- Encourage people to come to second town hall

***Education:***

World class education system

- Investigate/diagnosis of where we are (teacher turnover)
- Better benefits: talk to school board
- Community college

**Attainment Strategies:**

- Expand: theater/arts
- Street lights where applicable
- Reflective street signs (larger)
- Entertainers
- Teacher retention
- Education diagnosis
- Landscaping at high school
- Retirement home
- Swimming pool
- Assisted living
- One trash company
- Pay teachers
- High speed transit to/from airport
- Trolley
- Hospital
- Hiking trails
- Community college
- Parking facilities/event
- Map