



**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**

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Participants:

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- Walt Dunne
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- Sheila Nichols
- Sari Roemer
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- Russ Taylor
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What do you like about Fountain Hills, and what would you change?

<i>Like</i>	<i>Change</i>
Small town	Architectural style of high density building
Beauty, views	More appropriate commerce
Community feel/civic mind	More family centered
Not flat topo	Enhance community involvement
Town government	More activities for kids and seniors
Dark skies	Keep beauty
Can't get too much bigger	Finish downtown
Spread out community	More downtown retail
Mountain views/security	Developing arts

Core Values

- Positive sports (parks and recreation)
- Volunteerism
- Lack of status consciousness
- No exclusiveness: gated communities)
- Manage growth/control destiny
- State land control
- Maintain non partisan perspective

- Maintain 2 arts fairs (quality)
- Safety/evacuation plan/fire
- Parks and recreation programs
- Good education for any age
- Lots of activities for any age
- Safe place to live
- Convenience
- Non uniformity of town (people/architecture)
- Self sufficient (transportation, education, commerce: don't have to leave)
- Community works together to achieve goals, activities, sense of community
- Volunteer spirit
- Tourism
- Preserve beauty and scenery
- Keep fountain park (preserve)
- Senior services, home delivered meals, shuttle, center
- Honor original general plan (1989) maintenance of size
- Natural resources: uniqueness, other than fountain: how town is different
- Business center to encourage and help social arts/entrepreneurial
- Commercial vibrancy
- Shuttle service for all ages; trolley
- Community theater
- Youthness (multi generational)
- Boys and Girls Club
- Senior Center
- Good relationship with town, neighbors (mutually beneficial, respectful)

Vision Components

- Fountain, fountain park, mountains, no tall buildings blocking views
- Community college
- A great rec. center: pool, safe place, BMX track, multigenerational activities
- Senior center
- Town center has entertainment, food, commerce, unique, artwork, ex: boardwalk
- Top education system (K-12, adult, senior) college prep
- FH is a destination for arts/ theater
- Community garden/farmer's market
- Entrepreneurial/business support program
- Small town: remain same: residential (some development youth quality of life service oriented development no structural development)
- Small scaled atmosphere
- Business community supports residential, and vice-versa
- Districts
- Appropriately vibrant center leading to FH Blvd. (Main street)
- Urgent care facility: 24 hour
- Sound transit system: municipal parking

- FH has established road maintenance program
- Non professional theater facility that performs community-based best-of-class productions and theater organization
- Offers educational workshops and other opportunities quality facility based on size of town: not inhibited
- Winter concert series/programs outdoor venue/opportunity performing arts district
- Water, air, land day and night air quality: water conservation/availability; land conservation
- Neighbors Fort McDowell: continues to honor town's charter/values and tourism (FH provides education, shopping, infrastructure) Rio Verde: support shopping economy, golfing, educational opportunities, Scottsdale: emergency, arts, economy
- FH has an emergency program developed together with neighbors, roads
- Transportation plan
- Not a pass through area with balance: consistent balance between local economy and tourism economy

Core Values Discussion

What's missing:

- 1st tier: needs to include entertainment, social services, resource management, water, air, transportation

Vision Attainment Strategies

Education:

Vision: Center of excellence for continuing education opportunities: community college, K-12, arts, theater, trade

Attainment strategy: set standards by which we're measured (ranked No. 1 in region)

- Partnership strategies (community colleges, internships opportunities, outside experts)
- Corporate sponsorship, grants
- Involve and attract stakeholders in development and measures
- Develop model program to apply for federal grants using grant writers and professional
- Identify state/federal programs for funding
- Need facilities

Safety

Vision: 24 hour urgent care facility

- Evacuation plan
- More sufficient police, fire, effective road maintenance program

Strategy: allocate appropriate consistent long term funding

- Adequate public education to obtain community support for funding
- Recruit non profit/private's that are looking to establish health care that is also financially affordable

Environment

Vision:

- Maintain scenic views without tall buildings
- Develop with environmentally responsible standards
- Maintain original plan/conservation of resources
- Develop plan with neighboring communities

Strategy:

- Fort McDowell strategic planning initiative: establish good working relationship
- Annex state land
- Establish building standards
- Set and enforce standards

Community

Vision:

- Recreation center with pool / BMX, multi generational activities
- Farmer's market
- Main street/town center

Strategy:

- Public/private partnership to build recreation center
- Funding through fees and advertising/sponsorship
- Garden near library/community center
- Volunteer garden specialists
- Districts identified through urban planning
- Downtown has vibrant "main street" character
- Botanical garden of native plants

Commerce/economy

Vision:

- Business support program
- Business community supports residential (visa versa)
- Balanced local and tourism economy

Strategy:

- Attract retired executives
- Public/private program to establish plan
- Small business funding programs
- Chamber of commerce
- Equipment donations
- Consider attractions feasibility of economic business that fits with town values

Arts and Entertainment

Vision:

- Destination for arts and theater, community non-professional facility, town center, outdoor venue, arts district

Strategy:

- Grants through state, federal, private

- Involve cultural arts committee under civic association
- Enhance theater facility to support new programs
- Enhanced partnership through parks and recreation
- Promotion/marketing of arts entertainment
- Attract outside performers
- Attract celebrities and high profile entertainers
- Quality not quantity