



**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

- Randy (Pickleball) Becklund
- Jim Docherty
- Jozsef Erdos
- Rosemary Hansen
- Stephen Jacobs
- Helen Lee Lockie
- Ruby Moreno
- Carol Nigro
- Lowell Peters
- Barbara Romeo
- Dick Schmidt
- Jim Theiring
- Stan Ziefert

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

<i>Like</i>	<i>Change</i>
Mountains	Preserve the land, not build, build
Sun	More people...not to just enjoy it but
Friendly	truly participate in FH
Blue sky	Maintain park rather than bare grass
Low humidity	and utilize it to full extent...too much
The hills – you are in them	retail leaking
Views	A few more things to keep us
Limited ability for growth	here...business is pretty limited/need
Park is an asset	to know what people to use for
We are modern day pioneers	services
Small town but close to downtown and airport	Like to see by fountain a more
Small town and limited area for urban sprawl	centralized business district
This is good news and bad news because it	Get rid of condos by the park and put in
limits businesses	business magnets instead of family
We will move from growth to maintenance	restaurants
Lack of gated communities...they are anti	Moved downtown but there isn't one
social and like fortresses	here: no theater, cocktail lounge,

<i>Like</i>	<i>Change</i>
Moved downtown FH to be around people (social life)	arts, town closes down early
The serenity	Park is used too much for dogs...there is no code enforcement
Like driving away from the city and that there is no freeway	Bring back town marshals (community based) quality of life enhanced due to them
Walk safely	Not enough traffic enforcement
When I drive on Palisades, I don't feel like I live in a metropolis	Love El Pedregal at Boulders: all business in 2 levels: wish we had something like that
Don't like anyone looking in my backyard (privacy)	Need to insure a readily affordable education
Nicest place in the world	Air traffic bit too much over town
The beauty	Have to preserve what we got (be defensive to avoid mistakes)
Stress free	Limit growth
Where home prices appreciate: main driver	Limit tourism
Sunshine	Don't like quietness of evenings: perhaps community activities
Weather	Volunteerism
Fountain	More community participation (night life)
Bug free	Used to be wonderful plaza by fountain
Friends in FH	Construction breaks my heart
Tranquility	75% of teachers don't live in FH
Feel safe	Pay teachers more
Pretty place	See fountain at full height once a week so people can see it
Died and went to heaven (from NYC)	Don't want to be second fiddle to other cities
Breathe and park safely	Better access (alternate to Shea)
Kids	Community trash pick up (contract with one service provider)
Gorgeous	If buy state trust land, turn into a municipal golf course park
Because sun never came out in Chicago for 1.5 months	Park looks pretty dead
Enclave: limited in size	
Don't see dynamic growth opportunity: like to drive to big city...airport within 35 minutes	
Sister lives here	
Boxed in, can't get bigger	
Small town comfy feel	

Community Values

Parks and Recreation

- Pickleball
- Recreation
- Recreation
- The fountain
- The park system
- Quality parks

Serene View

- Fountain Hills Boulevard
- Visual enjoyment
- Maintain beautiful landscape
- Mountain views
- Preserve the beauty
- Beautiful views

Environment friendly

- Air quality
- Clean air

Economics

- Affordable housing in annexed area
- Utilities affordable
- Affordable housing taxes
- Affordability
- Home appreciation
- Cap taxes; if could not afford the expenses, taxes, services

Community Affairs

- Resident involvement
- Community activation (volunteers)
- Community events
- Encourage volunteerism
- Community participation
- Community feeling

Education

- Great schools
- Education
- Quality of people...higher educated population
- Excellent education
- Better education
- Excellent education
- State of the art communications technology

Small town feeling

- Limit growth
- Limited growth
- Privacy
- Open space
- Serenity
- Preserve the land and stop building

- Respect for one another
- No more fast food
- Night time serenity
- Small town feel
- Retain small town concept; do not destroy environment; keep building to a minimum.
- Concentrated business and night life downtown
- Avenue of the fountains more pizzazz
- Friendly
- Stress-free living
- Small town atmosphere
- Keep small town feel
- Low stress
- Limited congestion
- Easy access

Zone Regulation

- Building codes and maintenance
- Value of planning for the future

Crime Free

- Crime free
- Safety: low crime
- More marshals for traffic control
- Freedom to walk safely
- Safety
- Peace and safety
- Low crime rate, i.e. no drugs
- Security
- Decrease crime

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Vision Components

- Community involvement: we are friendly and residents are involved in educational system and we are sociable
- It is easy to get to and from FH to big city and there are many ways to do so but we are still a small town
- We are technologically advanced: latest technologies, good cell phones, broad band coverage, wireless available everywhere
- We are a vibrant small town bedroom community that thrives economically via a partnership with McDowell that focuses on collaboration

- Avenue of Fountains is really involved with community of FH (involving all ages and economic levels). It draws people from inside and outside of FH
 - Good quality shops
 - Artisans
 - Crafts
 - Artists themselves
 - Celebrations (lots of them) in the evening and every weekend
 - Beautiful place to walk around
 - Social places
- Our teachers are the best teachers and live in this town
- I never want to leave FH because everything is here
- It is a nice quiet little town and does not have the hustle and bustle of Scottsdale
- Socialized centers: free movies in the park with plenty of seating
- To maintain and expand the very unique nature
 - Volunteerism
 - Vibrant and diverse downtown
 - Current technologies
- We have land to build parks and recreation activities (including golf) that exceeds the national standards

Vision Attainment Strategies

Discussion about selection of values/vision.

The group felt the ranking of the values was incongruent with the ranking of the visions. They asked, "How are you going to reconcile the values vs. the vision? They chose to work on those visions that they felt were most congruent with their values. The philosophy seems to be preservation vs. having all of the amenities for self sufficiency. It became clear that half the group does not understand where the town spends its revenue dollars. Many people asked why the next town hall is in August when most people will be gone?

Vision: Thriving Downtown Center

- Improve Fountain Park Garden
- Schedule many downtown activities
- On demand light at cross walk access to Fountain Park
- Instead of condos, more retail at Avenue of the Fountains and Saguaro
- Arts & crafts coop for modest rent; front retail for blacksmith, artwork, pottery, crafts
- Proposed lights on Avenue of the Fountains
- Book store, coffee shop, discount books (including at night a folk singer/poetry readings)
- Movie theater
- Outside and inside concerts with strolling musicians in the park
- Dance venue
- Free community newsletter distributed at grocery stores and inserted in the FH *Times*.

- Make area outstanding and beautiful and lush
- Clean and beautiful
- Remote parking and easy access
- Develop both sides of Avenue of the Fountains
- Have a good mix of restaurants; no chains and comfortable
- Have a good mix: good art mix, artist demonstrations; group marketing and advertising for them
- Sponsor entertainment
- Weekly activities, i.e. concert in park, art exhibits, hiking groups
- Holiday parades
- Events, *i.e.* craft shows
- Have two stories and misted outdoor mall, e.g. like El Pedregal, located in the Avenue of the Fountains area connecting with the Fountain through a sky bridge, and including:
 - Shopping
 - Restaurant
 - Book and music store
 - Working artisans
 - Bakery and coffee shop
 - Entertainment venues
 - Cocktail/martini bar
 - In close proximity to theaters

Vision: Fiscally sound

- Revenue sources other than sales taxes
- Get our share from state and federal
- Encourage business to increase business taxes
- Lobbying the state for more dollars

Vision: Clean environment and stewardship

- Youth to be very involved
 - Conservation education
- Teach the kids
 - The adults also learn
- Teach responsibility
- Town ownership of water
- Environmental friendly chemicals

Vision: World Class Fire/Police/Urgent Care Emergency

- Training
- Quality personnel
- Salary
- Community support
- Utilize retirement independent living home for emergency room for stabilization

- Low crime...neighborhood watch
- 24 hour medical treatment center
- Community based, i.e. they live here
- Utilize volunteers for police and fire
- Block watch
- Photo radar
- Involved with schools
- 24 hour emergency clinic and wellness center
- CPR training/pool safety training/drivers education training

Vision: Limit growth/density

- Increase park space from new acquisition from state trust land
- Limit acreage to ½ or more for parks, ½ or less for homes
- Keep space for minimal cost golf range. Golf would bring more revenue to town than the new construction fees from the state trust fund. Golf course can be self sustaining or even profit making
- Keep home acreage large single family lots
- Limit more road access to safety needs only. With more roads, come more people.
- Stop subsidizing business to come to town with free tax offers, i.e. Target.
- No need for large hotels since Indian Reservation is building one.
- Subsidy for tourist trade not needed. Fountain Hills should stay a “bed room” town, not a “shopping destination.”
- Have a plan for business district. This scattering of businesses, limits their success.
- Use what is built before building more
- In future, use money revenue wisely for essential services.
- Seek ways to finance town without increase of sales tax and new development.

Vision: Premier School System

- State of art (wireless) on line classes
 - Can connect from home
 - Can connect with state and or community colleges
 - Dual enrollment with university system
- Have better qualified and compensated teachers
- If students had education on line, than the current school property could be used as recreation centers for youth

Proposal for Community Trash Removal

Proposal

That the town of FH establish a contract for trash/garbage removal for the entire community. This is not a recommendation for the Town to get into the trash business, but to issue a yearly contract with a professional trash service company.

<i>Positives</i>	<i>Negatives</i>
Probable better pricing for the residents Possible revenue for the Town Fewer trucks on the same streets Reduced wear on the streets. Currently there are often numerous trucks driving on the same streets every day to pick up only or two cans per block. Improved appearance. Trash cans are out every day of the week. Fewer trucks per day per block. Improved safety. Fewer trucks, slower speeds because of increased stops. Better able to introduce a recycle program that is cost effective. Reduced noise. Better control of program.	Increased Town staff time to bid contract and coordinate details with service provider regarding their insurance, workers' comp, performance bond, etc. Prime contractor may need to subcontract by region. Lack of "freedom of choice."

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