



**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:

- Earl Alberti
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- Sandra Beggs
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- Doug Campbell
- Lila Eisenhower
- Dolores Kehe
- Jean Madland
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- Joe Polese
- Charlene Selesnick

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

<i>Like</i>	<i>Change</i>
Services/structure	24 hour pharmacy
Views (nature)	Don't sell out, don't change
Small town	No 50 foot high buildings
Nature	Implement size relating to housing impact fees
No traffic	Need more access out of town
Location	Don't lose small town feel
Community	Need pool
Different from Phoenix area	Annexing
Location	Need senior center
	Need youth center
	Affordable housing

Core Values

- Sense of calm
- Color
- Variety of views
- Nature
- Wild life

- Smells good
- Apart from Valley
- Cooler temperature
- Proximity to metro services; airport, but remain small town and separate
- Uniqueness
- Closeness to nature and each other
- Sunsets/sun rises
- No street lights
- Cleaner air
- Quiet
- Can see stars
- Unique housing, no tracts
- "Fountain Hills" describes town
- Fountain
- No big box retailers; small town
- No corporations; keep mom and pop services for all ages. This will equal unique business owned by individuals (small town)
- Strength: restricted land mass and set downtown area equals rural small town
- Traditions; keep them (small town)
- Wildlife: keep special area available; not unrestricted roaming and feeding
- Safe desirable
- Place for youth to congregate without structure with activities and entertainment
- Feel and look of "community"
- Not tract development
- Diversity of architecture
- Limited big box retailers
- Individuality
- Neighborhoods no subdivisions
- Sense of community

Vision

- Maintain outdoor recreational activities with facilities for all
- Mixed demographically for all
 - By age...children to seniors
- Attractive to winter visitors
- Fountain at full height/green/tradition
- Performing arts esplanade: outdoor performance venue
 - Theater
- Community facility
 - Hotel and meeting facilities: Holiday Inn Express
 - Pool
 - 24 hour health care (urgent care, medical) and Pharmacy
 - Indoor elliptical bike track (Veladrome)
- Bedroom community

- “8 person” corporations similar to Scottsdale Air Park Type Development
- Art sculpture
- Senior/teen community center
- Maintain small atmosphere in natural setting (dark skies) and views
- Junior college/community college
- 2 sq. miles annexed and has:
 - Open space/trails/washes/wildlife
 - Same “feel” of Fountain Hills
- Local thoroughfares are more attractive and well maintained
 - All ages, trolley systems/routes
- Washes developed for trails, biking, but kept as wildlife preserve area
- Bike/walk paths as alternates to streets
- Have no additional 30 feet and up buildings: keep commercial and residential low rise
- Downtown pedestrian park around avenue of the fountains area
- Maintenance
- Strengthen/enhance relationship with Fort McDowell: economically, physically, culturally
- Traditions have been maintained: luminaries, fountains, Thanksgiving Day Parade, Easter Egg Hunt, etc.

Vision Attainment Strategies

Small Town Atmosphere

- Business zoning overlay to limit heights. Establishes commercial design standards for the downtown core.
- Economic development
- Position program to cultivate and negate desired commercial activity and entities to bring in small mom and pop unique businesses
- Develop/support through zoning the artistic sector (business/studio/residents)
- Cultivate “Fountain Hills Brand”
- Develop (incubate) support business/personnel
 - Small businesses
 - Legal help
 - Copy/print
 - Temporary placement agencies
 - CPA firm

Connected to Nature

- Develop the trail ways within arroyos/washes to connect residents to amenities (schools/parks/services/shopping). Accompanying concerns: trash/safety/crime...would need to address wildlife preservation...also connected to more pedestrian friendly and safe downtown...walkway under Saguaro
- Maintain policy of limited or no streetlights to keep dark skies.
- Environmental education on ecosystem and human impact.

Cultivate community

- Support of school spirit, school/team success, requires visibility of teens and their activities.
- Put senior/teen center downtown to encourage interaction alongside community center.

Public Safety

- Walkway under Saguaro connecting park to downtown
- Traffic light at Skate Park site
- Look truck routes and parking (at night)
- Trolley system for all ages (make it handicapped accessible)
- Bike paths/sidewalks
- Better enforcement of speed limits
- 24/7 availability of medical/pharmaceutical services
- At large intersections: construct roundabouts or other safety features, especially at busy 4 way stops, i.e. Avenue of Fountains and Saguaro and El Lago and Saguaro

Education

- Attract campus of community college
- Provide opportunities for community to volunteer/work in schools
- Mentoring/expand to junior and senior high school
- High schoolers could volunteer as “candy strippers” at Fountain Hills center.

Intergenerational/cross pollination of youth

- Add activities for all ages, i.e. junior and senior Olympics. Encourage adults/retirees to share experience and knowledge with youth during school day.
- IEEE (Institute of Electrical and Electronics Engineers) Model Cities Program for Youth

Fiscally Sound

- Town does not spend more than it has
- Town hires a grant writer
- Impact fees consistent with square footage
- Diversity avenue of the fountains retail to include youth oriented stuff
- Bowling alley
- Annex with affordable housing and higher density

Vision Feedback:

- Social services: what?
- Architecture (no big box)

Core Value Feedback

- Missed importance and specifics of Senior Center