



Our Town. Our Choices. A Road Map to the Future

Our Town. Our Choices. TOWN HALL MEETING #2

Where: Fountain Hills
Community Center
13001 N. La Montana Drive
East side of La Montana between
El Lago & Avenue of the Fountains

When: Saturday, August 13
Town Hall #2 – Public Discussion/
Priority Setting for the
2005 Strategic Plan
8:00 a.m. – 4:00 p.m.
Free Continental Breakfast
and Box Lunch will be provided.

Advance registration is required.
Call (480) 816-5295, or online at:
www.fh.az.gov/ourtownourchoices

Questions? Call (480) 816-5295

Town Hall #1 Honors Tradition of Citizen Input

The April Town Hall set a standard of excellence for citizen participation in the long-term planning of Fountain Hills. More than 270 participants offered their ideas about the core values they want Town structure and services to reflect, and their vision of what “Fountain Hills living” should be in the next decade.

Facilitators from outside Fountain Hills provided structure and neutrality to the 13 discussion groups. All participants’ ideas and suggestions were noted, and the structure of the data collection process assured that every point of view had equal weight and consideration. Through a series of facilitated exercises, the groups created lists of what they value currently in Fountain Hills, and also their vision relative to what they would like to:

- Keep the same or maintain
- Change or improve
- Add in the future

All these ideas were analyzed and grouped by subject into strategic focus areas. The Town staff met in June and prepared cost estimates and implementation ideas for policy, program, and project approaches for each focus area. The result of these

sessions is captured in the new *Strategic Choices; Strategic Framework Report*. It is available online at www.fh.az.gov/ourtownourchoices or by calling the Strategic Plan Update Line at (480) 816-5295.



Town Hall #2: Making Choices and Setting Priorities

Town Hall #2 is about understanding options and making choices. The *Strategic Choices; Strategic Framework Report*, along with Town Council input, will shape discussions at Town Hall #2. All residents of Fountain Hills are invited to study alternatives, weigh the costs and opportunities, and then work together to form consensus and build the road map to the future. The outcome of Town Hall #2 will be a prioritized set of focus areas that will become the foundation of the draft Strategic Plan.



CHARTING THE COURSE TOGETHER...

Future Takes Shape Around Ten Strategic Focus Areas

Ten strategic focus areas emerged out of Town Hall #1. The following are very brief descriptions of these areas. Full reports of Town Hall #1 and the *Strategic Choices; Strategic Framework Report* are available online at www.fh.az.gov/ourtownourchoices or by calling the Strategic Plan Update Line at (480) 816-5295.

Small Town Atmosphere and Town Identity

Participants indicated a desire to maintain a “small town” identity in terms of atmosphere and attitude. Many perceived a connection between maintaining traditions, volunteerism, and limiting growth as ways to ensure that the “sense of community” continues. In addition, low crime, few traffic lights, limited traffic congestion, and retailers who are also community residents add to the valued “small town” ambiance. Attendees suggested expanding attention on existing amenities such as the iconographic Fountain and Fountain Park to reinforce the Town’s identity.

Commercial Vitality and Business Development

The completion of Fountain Hills’ downtown was the cornerstone of commercial vitality discussions. Participants were united in their desire for a distinctive and “pedestrian-friendly” downtown corridor for enjoyment by residents and visitors alike. Participants supported attracting popular smaller chain stores, galleries, and boutiques to enhance and bolster customer flow for retailers. Others suggested making downtown a vacation and shopping destination center.

Housing and Affordability

Attendees expressed concern that the rising cost of housing in Fountain Hills may limit the diversity of the Town’s population, particularly affecting young and middle class professional families. Some participants felt that Fountain Hills teachers should be able to afford to live in the community.

Preservation of the Environment

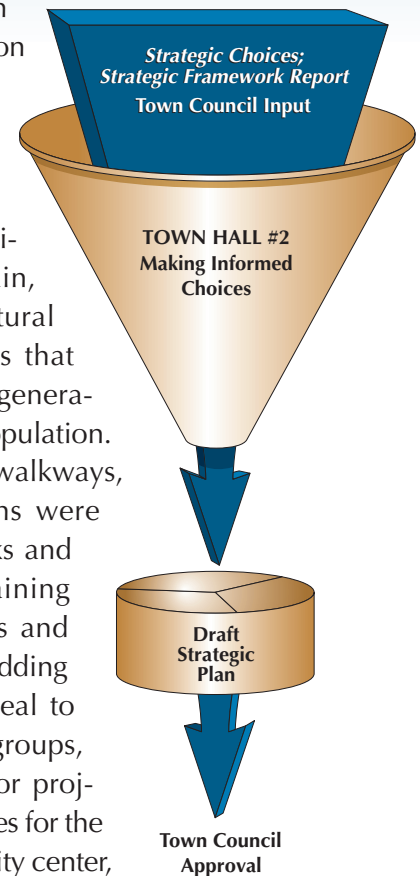
Participants were nearly unanimous in their vision to preserve open space, views, mountains, dark skies, natural desert vegetation, washes, and wildlife. They wanted to extend this vision by encouraging conservation and protecting air and water quality.

Parks and Recreation

Town Hall participants indicated a desire to maintain, enhance, and create cultural and recreational activities that would appeal to a multi-generational and multi-cultural population. Pedestrian-friendly trails, walkways, and greenbelt connections were suggested to enhance parks and downtown areas. Maintaining traditions such as art fairs and holiday celebrations, and adding more free events that appeal to wider and more diverse groups, were popular topics. Major projects, including larger facilities for the Senior Center, a youth activity center, and a multi-generational aquatic center were also proposed. Another suggestion was to expand the parks to meet national standards.

Government Financial Stability

Participants expressed a desire for a Town government that is both responsive to citizens and financially stable. Attendees discussed the need to have a reliable revenue stream to fund and support its core values. There was recognition that the sales tax and state funds on which



KICKOFF
JANUARY 29

YOUTH VISIONING
MARCH 16

TOWN HALL #1
APRIL 15-16

INFORMED CHOICES
WORKSHOPS
JULY & AUGUST



the Town currently depends for over 80% of its general budget are both unpredictable. A number of groups suggested alternative tax structures, such as a property tax. Some groups suggested looking at the benefits of charter government.

Municipal Government Services

Maintaining public safety was high on the list of discussion topics, many voicing a desire for additional speed controls, lights at unsafe intersections, and additional biking and walking trails in the public areas. Town Hall participants expressed a desire for additional mass transit to the Valley. Many also voiced support for a trolley or mini-bus system of transportation within Fountain Hills. Some participants recommended limiting the number of waste management service providers, starting a recycling service, and consolidating all vital public services under the Town government. Others supported continuing collaboration with neighboring jurisdictions regarding fire, police, and emergency operations. Some were also concerned about the lack of 24-hour urgent medical care in the Town.

Arts and Culture

Participants suggested increasing the visual and performing arts venues (live theater, art galleries, dance, concerts, and exhibitions) around downtown and Fountain Park. Attendees perceived a lively cultural environment as an opportunity to become a destination center for arts and theater. Many ideas surfaced around expanding public art as a component of the Avenue of the Fountains upgrade.

Education: Higher and Continuing Education and Support of Educational Excellence

Many residents wanted opportunities for lifelong learning in Fountain Hills through the expansion of adult, vocational, and university level instruction. They indi-

cated a need for a learning center (possibly sharing space after hours with the high school or Senior Center) and expanded online learning programs. Others were interested in integrating Town activities and school activities (much like the Boys and Girls Club shared facilities model) to create and manage amenities such as an aquatic and fitness center or a performing arts facility.



Physical Planning: Zoning and Architecture

Issues around zoning, planning, and commercial architecture were prevalent in every group session. Citizens voiced a strong desire for the Council and the Town to control development. Some participants wanted the Town to annex State Trust Land. Attendees were in agreement about maintaining view corridors, height restrictions, and open spaces. They also advocated policy and enforcement to regulate density, encourage natural landscaping, and oversee architectural compatibility of new commercial structures.

At the August 13 Town Hall #2, participants will face the tough task of reducing all these issues to a manageable list of policies, programs, and projects that residents are willing to pay for.

TOWN HALL #2
AUGUST 13

SURVEY
SEPTEMBER

TOWN COUNCIL
APPROVAL

CELEBRATION
JANUARY 2006

STAY CONNECTED

Sign up for e-mail updates, register for the Town Hall meetings, find detailed information on the process, download reports, and provide feedback at: www.fh.az.gov/ourtownourchoices

The Strategic Plan Update Line, (480) 816-5295, is available to provide general information about upcoming events, receive inquiries, and accept registrations for *Informed Choices* workshops and for Town Hall #2.

Informed Choices Workshops

The Fountain Hills Strategic Plan is about making *informed choices* that reflect the core values of our Town. The Civic Association, in conjunction with Town staff, has designed a series of workshops for interested citizens to learn more. Some topics will be:

- Charter government
- Town finances – tax and spending choices for the future
- Park standards
- Architectural controls and view corridors

The workshops will be held at the Community Center. Please refer to the Calendar of Events for dates and times. Advance registration is requested. Call (480) 816-5295 or register online.

Technical Advisory Committee (TAC):

Janice Abramson, Market Research
Subcommittee Chair

Curt Dunham, Town Hall
Subcommittee Chair

Peggy Fiandaca, Youth Visioning
Institute Subcommittee Co-chair

Jim Hamblin, Civic Leader Interviews Chair

The Hon. Edwin Kehe, Town Council
Representative

Henry Leger, Youth Visioning
Institute Subcommittee Co-chair

Roger Riggert, Fountain Hills
Civic Association

Mike Tyler, Communications
Subcommittee Chair

Tim Pickering, Town Manager
Shaunna Williams, Town Staff,
Executive Assistant

Strategic Plan Update Line:
(480) 816-5295
strategicplan@fh.az.gov

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Fountain Hills, AZ 85269

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Calendar of Events

July

Wednesday July 13

Informed Choices Workshop:
Charter Government
6:00 p.m. – 7:30 p.m.
Community Center

Wednesday July 20

Informed Choices Workshop:
Town Finances
6:00 p.m. – 7:30 p.m.
Community Center

Wednesday July 27

Informed Choices Workshop:
Park Standards
6:00 p.m. – 7:30 p.m.
Community Center

August

Wednesday August 3

Informed Choices Workshop:
**Architectural Controls & View
Corridors (what the Town can and
cannot mandate)**
6:00 p.m. – 7:30 p.m.
Community Center

Saturday August 13

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