



**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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- Thom Bohlen
- Pat Chambers
- Ginny Dickey
- Ann Heald
- Maurice Heald
- Ann Marie Huske
- Edward P Huske
- John Kovac
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- Nancy Land
- Rick Lyons
- Walter T. McCoy
- Val Stasik
- Tom Truscott

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

<i>Like</i>	<i>Change</i>
Lack of congestion	No community pool
Small town atmosphere	Lack of activities center
Beauty	No Wal-Mart
Opportunity	No walking trails
Quietness	Unplanned building
Safety	Traffic control
Crime free	Not policing speed
Ability to be involved	No recycling program
Citizen partnership	Apartment buildings a four story condos
Everything new	Limited access only Shea
Attractive homes	More diversity: jobs, people, affordable
Location near mountains/enjoy AZ	housing, sustainability, green arch, solar, air
Beauty of mountains and views	Lack of parks
Upland desert	Unwillingness to pay

<i>Like</i>	<i>Change</i>
Nice people Schools: safe, excel Volunteer community Know a lot of people: belonging Lack of congestion Wonderful library Theater Community center Neighborhoods COA's	Intolerant Personal attacks on leaders Find the negative NIMBY people or care More commercialism to provide tax base Estimated municipal property tax No performing arts center Future in hands of development committee Air quality Neighborhood COA's

Core Values

- Safe neighborhoods
- Small town atmosphere
- Kid friendly schools and parks
- Quietness, lack of congestion
- Low crime
- Mountain views
- People oriented opportunities
- Community pride
- Cleanliness, maintenance
- Cultural emphasis
- Outside recreational emphasis
- High quality education
- No street lights
- Civic organizations and volunteerism
- Arts emphasis
- Natural "wildlife"
- Fountain emphasis
- Community identity AZ atmosphere
- Educational opportunities
- Security

Vision

1. Reliable revenue stream
2. Additional superior amenities
3. Stable infrastructure
4. Thriving CBD that supports arts
5. Building standards that reflect community values
6. Preserve open space
7. Arts are essential to community
8. Superior public safety, fire and police
9. Positive community identification
10. Balanced demographic needs (housing and health)
11. Sustainable community, renewable resources, economic base, jobs/services
12. Education/lifelong learning: vocational, community colleges
13. Tourism destination
14. Positive business environment
15. Community involvement and information
16. Public transportation: rail, mass transportation
17. Good relations with tribal communities

Vision Attainment Strategies

1. *Reliable revenue stream:* Investigate charter government. Research city property tax. Bond expiration and alternatives. Level tax load with total identified. What is the total? 1% transfer tax on real estate sales. Track state revenue sharing.
2. *Additional superior amenities:* Performance arts center. Youth and other recreational activities. Privatize amenities. Investigate small (14-24 beds) emergency medical center.
3. *Stable infrastructure:* Plan ahead for dollars for roads and transportation. Establish funding (rotating) for road maintenance. Establish own police department and fire department but do financial studies first. Water and sewer and trash adequately planned to meet future needs and look at financial benefit of city acquisition. Investigate solar and other renewable resources. Traffic flows smoothly.
4. *Thriving CBD that supports arts:* Develop marketing campaign. Establish % of sales tax for arts. Establish a “draw” for downtown. Create artistic environment and unique physical environment.
5. *Building standards that reflect community values:* Minimize variances. Maintain emphasis on architecture compatibility and sign regulations.
6. *Preserve open space:* Set a specific goal. Establish goal for state land open space. Establish a % of open space per 1,000 population. Establish 2 new full family parks.
7. *Arts are essential to community:*
8. *Superior public safety, fire and police:*
9. *Positive community identification:* Nice new entry features. Improve appearance of roads, city lands and signs landscaping. Decide on appropriate image for FH and then market it.
10. *Balanced demographic needs (housing and health):* Encourage more affordable housing
11. *Sustainable community, renewable resources, economic base, jobs/services:* Zone consistent with general plan
12. *Education/lifelong learning: vocational, community colleges:* New education facilities generates jobs, help local businesses, improve quality of life, recruit new community college (branch of SCC and NAU)
13. *Tourism destination:* Market FH as a destination with Chamber of Commerce and others. Focus on daily visitors.
14. *Positive business environment:*
15. *Community involvement and information:* Promote/expand cable channel. Promote web site. Establish public information staff to generate good promotion for FH. Radio station more powerful. Broadcast council and other meetings live.
16. *Public transportation: rail, mass transportation:*
17. *Good relations with tribal communities:* Open communication, regularly. Involve in community boards and functions. Coordinate with tribal activities. Showcase tribal cultures in city arts events. Model green building program after Scottsdale. Review Scottsdale development regulations and services to see which ideas would benefit FH. Participate more fully in League of AZ Cities and Towns