



**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**

**James Atkins, Facilitator, Rm. 102**

**Participants:**

- Ross Bryant
- Linda C. Capron
- Jim Garvin
- Fred Hartell
- Chris Holley
- Roy Kinsey
- Dave Long
- Allen Siebel
- Ken Sparks

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

<b><i>Like</i></b>	<b><i>Change</i></b>
Topography	More diverse (age)
Views	Move to younger families
Open space	Redevelopment of older areas: change to more affordable housing
Isolation from metro, yet still connected	Upscale central core: shopping/restaurant and recreational
Traditional events	Limit gated communities (ordinance)
Friendliness	Limit strip malls
Safety	

**Core Values**

- Preserve mountains from development: bounded by state park/open lands (location)
- Preserve/enhance/encourage open space
- Maintain the “small town community” character; sense of community
- Continue to provide excellent facilities for Education (public schools)
- Maintain a “safe” atmosphere
- Access to government officials
- Stability of town (strategic plan) community input
- Volunteers: community involvement
- Identity: Fountain

## **Vision**

- Pedestrian friendly: trails; walkways greenbelt; connection
- Destination/vacation location
- Connection to mass transit light rail
- Local transportation (trolley system) (mass transit)
- Urban core/completed downtown
- Diverse community
  - Age, income, race, housing
- Economic stability/sustainability
- Higher education
- Good place to live or good place to visit or both
- A responsible and responsive town government and citizens
- Preserve natural environment
- Maintain small town atmosphere
- Controlled commercial development

## **Vision Attainment Strategies**

### ***Higher education***

- Rio Salado Community College
- Satellite campus
  - NAU
  - ASU
  - U of A
- Focus on unique characteristics of community
- Work with Indian Community

### ***Transportation***

- Town funded trolley loop system connecting Town to resorts and casinos
- Link (business) to light rail
- Leverage our relationship with Fort McDowell in reservation

### ***Town Center Urban Code***

- Complete downtown
- High speed data, provided by developers
- Design guideline for downtown
- Accessibility to core and within core: parking, pedestrian, bike
- Parking garage
  - Underground/mixed use structure
- Limited/integrated

### ***Economic Stability***

- Property tax
- Real estate tax
- Increase impact fees

### ***Diverse Cultures***

- Require % of “affordable” housing in new multifamily residential developments
- Require day care (subsidized)
- Recreation amenities to encourage diverse users (e.g., skate park, hip restaurants, movie theater, unique trail systems and parks)

### ***Aesthetics***

- Design requirement: open space as a % of total, for all new residential development
- NO street lights
- Natural (desert landscaping)
- Eliminate the Fountain Hills Neighborhood Property Owners Association (NPOA)
- Define requirements governing redevelopment

### ***Destination / Vacation Location***

- Market community uses to consider residents first
- Urban core completion (downtown)
- Community that supports a broad range of age, income, race, housing
- Have economic stability / sustainability
- Opportunities for higher education
- Live, work and play environment
- Being a good host
- Maintain / Develop identity of sophistication
- Enhance and expand Fountain Park

### ***Pedestrian Connection***

- Implement existing pedestrian/bike/trail plan(GP)
- Create plan to link urban core with adjacent community
- Volunteers (trail building)
- Create bike lanes for all roads



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**Aaron Aylsworth, Facilitator, Rm. 103**

**Participants**

- Paul Butler
- Bill Chambers
- Ernie Cofrances
- Carl Feinberg
- John Gibson
- Stephanie Johns
- Paul Kolwaite
- Anders Lundin
- Bill McCluskey
- Gene Slechta
- Barbara Truscott
- Esther Whitaker

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

<i>Like</i>	<i>Change</i>
Small town environment	Keep good teaching
Desert surroundings	Gated communities
Variety of communities	Evenings/down town
Growth limits	Too much development
Open spaces	Unique downtown
Peace and security	More social meetings
Serenity, space, quiet	Upscale amenities
Affluency/youth	Arroyos...walkways
Schools/museum	Traffic too fast
Atmosphere	Taxes? Future
Family amenities	More small shops
Opportunities for involvement	Condos? Too much building
	Kids arcade
	4 lane FH Boulevard
	Ingress/egress
	Preserve Fountain Avenue for small business
	Infill downtown

## **Core Values**

- Beauty (fountain)
- Uniqueness
- Isolation/island
- Peacefulness/serenity
- Good neighbors...external
- Safety/security...traffic
- Culture/amenities
- Convenience: in town amenities
- Safe for kids, seniors, family (traffic and locations)
- Quality education
- Property investment/quality
- Know neighbors

## **Vision**

- Beauty...natural/fountain
  - Continue to have best urban parks in AZ
  - Preserve/maintain natural beauty
  - Complement natural environment in terms of quality and density
  - Safety/serene/secure peacefulness/uniqueness
  - Maintain current ingress/egress and town boundaries
  - Neighbors, communities, cul-de-sacs, post office
  - Maintain and improve on current unique standards and atmosphere
- Good relations with neighbors and external neighbors
  - Active, ongoing and improved sharing, communication, and respect for neighbors
  - Sharing
  - Communications and respect
  - Fort McDowell
  - Rio Verde
  - Scottsdale
  - Salt River Pima
  - Maricopa County Parks
- Sense of community
  - Have ample opportunities for people to come to know each other
  - To promote and instill an atmosphere of being neighborly
- Cultural amenities: continue strong cultural attractions, rewards, recognition and education (town support)
- Top level in town convenience and attractions
  - Have in town amenities such that FH is a good place to stay in and come to recreate. We draw others to us because there is so much to do and see..
- Safety and security
  - Safest community in the valley (traffic, crosswalk, police pool)

- Property Values
  - Economically viable town which protects property values from decreasing thus enabling appreciation
- Quality education
  - Continue to provide education system that is recognized and award winning

## **Vision Attainment Strategies**

### ***Environment***

- Landscaping / native low-water vegetation (xeriscaping) guidelines
- Planning & Zoning Committee
- Eternal fountain
- Set aside % in new developments for open space and recreational usage
- Maintain density guidelines (possibly via charter government)...population limit to build out projections.
- Research charter government
- Look at available parcel in already developed areas
- Limit skyline heights

### ***Preserve Small Town Character***

- Maintain traditions:, e.g. holiday lights, green fountain on St. Patrick's Day
- Continue to control access, maintain current ingress/egress
- Involvement with MAG, DSL, MC, airport, etc. for transportation growth planning
- Encourage locally owned and operated businesses

### ***Good Relations with External Neighbors***

- Mutual aid agreements
- Joint participation for area planning
- Establish liaison relationships
- Investigate revenue sharing
- Research charter government!
- Mitigate competition between schools

### ***Sense of community***

- Town Hall meetings
- Free public events/downtown activities
- Public pool
- Commission on youth needs
- Skate park?
- Block parties
- Liaison among neighborhood organizations
- Revive holiday light competition

### ***Cultural Amenities***

- Government supported public arts program
- Complete Performing Arts building
- Small performing venues in medium of Avenue of the Fountains
- Special events coordinator

### ***Entertainment and Night Life***

- More live music
- Investigate restaurant/entertainment area with zoning and tax incentives
- Appropriate mixed use
  - % residential, %business, % restaurants, etc.
- Pedestrian friendly area (shaded, sitting areas, etc.)
- Complete downtown consensus team plan
  - See p. 8: *Where We Are Now* (Downtown, Economic Development)

### ***Safety and Security***

- Research police department and fire (and funding sources)
- Traffic lights at major intersections
- Enforce existing speed limits
- “Zero tolerance” education for pool drownings
- Review closed campus at high school
- Cross walk strengthening?

### ***Maintain Property Values***

- Maintain town infrastructure
- Charter government
- World class education
- Appropriate levels of property taxation
- Maintaining code enforcement

### ***Education***

- Investigate and set community college
- Competitive salaries for teachers
- More parent involvement



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**Wayne Balmer, Facilitator, Rm. 105**

**Participants**

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

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

<b><i>Like</i></b>	<b><i>Change</i></b>
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



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**Kristen Darr-Bornstein, Facilitator, Rm. 108**

**Participants**

- Jim Ciraulo
- Dan Coughenour
- Frank Ferrara
- Tim Glose
- Larry Haddy
- Joyce Henderson
- Bill Jaeger
- John McEvoy
- Dawson Rauch
- Marjorie Rennie
- John Rennie
- Clarence Walters
- Larry J. Woodlan

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

<b><i>Like</i></b>	<b><i>Change</i></b>
Scenery	More shopping and recreation
Small town	Don't have to go to Scottsdale
Ability to network	Better transportation (cab, etc.)
Lack of congestion: left turns are easy	Responsiveness of government
Comprehensive plan controls on growth	Information for newcomers
Open views: expansiveness	Liked it better the way it used to be
Beauty small town	Handicapped access (small trailer: 25 year resident)
Visual beauty	Library expansion
Lots of clubs and organizations to join	Youth entertainment opportunities
No street lights; dark skies	Code enforcement lacking (lighting)
Rural feel with proximity to city	Places like Desert Ridge for teens to hang out
Individual: not cookie cutter like Gilbert	Need to change from general law to Charter Town Government
Volunteerism and camaraderie	Youth and seniors
Small town friendly people	Stay at 30K
Target	4 wheeling in desert
Restaurants	Motorcyclists on Saguaro Blvd.: Sheriff closes off intersection to let them through with no neighbor notice
Size of town and ease of access	

## **What could make you leave?**

- Too high property tax
- Property value decreases
- If state land by McDowell Park is developed in to high density residential area
- Increase in crime
- If quality of education declines
- Rezoning land to higher density, developing open space
- Sidewalks and street lights throughout
- Changes in zoning that diminish scenic views and access to open space
- Town gets too big
- Overdevelopment of adjacent Indian Reservation Land
- Sun City feel

## **Core Values and Vision Discussion**

*Value:* Personal Financial Security

*Vision:* Property Values Maintained

*Value:* Preserve town character.

*Vision:* Slow speed of vehicular traffic, few stoplights, dark skies, no sidewalks, rural feel, maintain traditions, architectural control, fountain/park, friendly exchanges with neighbors, downtown and elsewhere.

*Value:* Sense of Community.

*Vision:* Fewer gated communities. Continue extraordinary sense of volunteerism and organizations good to know your neighbors.

*Value:* Public safety.

*Vision:* Continued sheriff patrol. Volunteerism; block watch patrol; know and look after our neighbors. Care.

*Value:* Environmental preservation.

*Vision:* Geographic isolation of town. Limited growth. Preserve views. Dark skies; see stars. Limited industrialization.

*Value:* Spirit and Vitality of town.

*Vision:* Mix of age groups. Education and culture. Library. Theater. Museum. Arts council. Adult Education. Senior Center. Service clubs/volunteers. Keep kids from moving away.

*Value:* Recreational opportunity.

*Vision:* Good and well-marked access to trails and open space. Information available about recreation with good maps, etc.

## **Vision Attainment Strategies**

1. Civic Association (existing) is good and should continue: Reexamine form and culture of government.
2. Park, Avenue of the Fountains. Cohesive group formed by town to oversee (sense of unity) group of residents to help drive (avoid problems with staff turnover) integrated focused attraction.
3. Good planning/zoning commission and enforcement. Make it difficult to get an exemption.
4. Strong land conservation policy and no building on hillsides. Regionally integrated planning with municipal neighbors. Information, educated awareness.
5. Need city-wide internet access (town run?). Need funding (taxes) to pay good teachers. Consider affiliation/nearby community colleges and ASU: hold night classes at the high school. Population too small to support full-blown community college but many students go straight to community college and may use here.
6. Property tax. Retail sales/business taxes. Take over city services (water, trash, sewer, police, fire. Be judicious about spending. Careful consideration and look into future implications, *i.e.* operations and maintenance costs. Interregional lobbying at state legislature re: taxes. If school age population declines, consider school district merger.
7. Continue existing strong events—art fair—could be diversified (seems like the same artists all the time). Draw attendance with popular music group. Bring crowd-attracting entertainment to town. Art Fair space becoming more and more limited (cultural council needs to examine...also look at Cave Creek, Carefree, Sedona for comparison purposes.)
8. Examine existing resources and determine need for more? This group does not wholly share in this vision...is there really a need? Possible partnerships with municipal neighbors. Need to address limited access to FH...only SR 87 and Shea...other ideas...Via Linda and Dynamite. Lots of discussion on transportation routes.
9. Availability of information for citizens on web. Encourage involvement of young people and new people. Some organizations not welcoming...cliquish. Need more accessibility to elected officials. Channel 11 is severely underutilized. Encourage citizens to attend meetings and vote. Volunteer appreciation (Town Council) is good. Citizen boards and commissions.
10. We want things from them but what do we have to offer? Periodic dinners or other events, inviting neighbors to network, talk, develop relationships. AZ League of Cities and Towns. FH should initiate relationship.
11. NIMBY. Housing market should be what market will bear. If yes, state land may be a good place. Low cost housing causes kids to bear stigma of poverty. No need. Land too expensive! No subsidies. Consider some high density development to make state land more affordable. Policy to set aside a portion of redeveloped areas.
12. Property taxes may be needed to provide. Group feels we are doing well. May have already attained this vision. Good now; maintain what we have using necessary means. Require fire sprinklers for new buildings. Urgent care; look at satellite facilities from neighboring hospitals.

13. Support and appreciation of elected officials and staff. Town website should have a clear link to Chamber Civic Organizations. Database of organizations and regular communication between/among.
14. High price housing; zoning; concern for higher density in redevelopment areas.
15. Good information available to residents and visitors. Clear maps, signage. Secure ROW for access, WEB, build trailheads, set aside dollars, seek grant funding in partnership with town.
16. Maintain and enforce/strengthen dark sky codes. Partnership with neighboring governments. Educate community on value of wildlife and how to interact with them.



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**Carlos Duarte Herrera, Facilitator, Rm. 109**

**Participants**

- Carol Crane
- Mary Dahl
- Bruce Florence
- Stephanie Haddy
- Hugh B Henry
- Joan K Jaeger
- Jim Land
- Jackie Miles
- Claire Rosenfeldt
- John Stiles
- Richard Stimmler
- Oronzo Ventrella
- Frank Walters

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

<b><i>Like</i></b>	<b><i>Change</i></b>
Not a retirement community	Emergency medical services
Friendliness	Architecture
Progressive town	Cost of real estate
Well educated	Lack of community space
Community spirited	Funded senior center
Having friends in town	Transportation to the valley
Volunteerism	Functioning bus service
Feeling that change is possible	Improved arts
Culture: arts, letters, sciences	Promote and encourage arts
Arts and sciences community	Armadas in trust land for arts and or science
Town in process	Planetarium
Less traffic	Inconsistency rules
Know people	Time/dollars/construction permits
Easy to get involved	Concern: land trust
Quiet, peaceful, relaxed	No light industry
Natural beauty	Diversity jobs
Landscaping	Affordability of housing
Closeness to major cities	Natural resources
Not only retirement community	Bo on guard
Mixed age population	Expand volunteer base
Topography openness	Recycling
Stars at night	Multi purpose auditorium
Relaxed atmosphere	Become full service self contained community

<i>Like</i>	<i>Change</i>
Paradise Choice Golf Skies and mountain views Weather Friendliness Natural beauty Closeness to native Americans Programs (in house concerts) Community openness Civic participation Smallness You are not anonymous Safety	Arts center Hospital Downtown expand Neighborhood watch Self sustaining Dollars Quality dining, groceries, shopping Need of an image, identity, architecture, continuity of design Cohesive downtown Need to travel to Scottsdale cultural center Lack of common style Expensive golf Becoming too affluent Impact in schools

**Core Values**

- Community
- Culture (arts)
- Environment (Natural beauty)
- Neighborly town (neighbor support)
- Aesthetics
- Responsible government
- Civic participation
- Safety
- Mixed age
- Cultural/racial diversity
- Identity
- Sustainable/self sufficient
- Freedom (personal)
- Economic vitality
- Friendliness
- Education
- Cultural diversity
- Public safety
- Environment
- Community participation and volunteerism
- Preserve small town character
- Recreational opportunities
- Sense of community (no gates)
- Community events
- Fountain and town identity
- Affordability/degree/compatibility/for whom
- Arts and culture
- Limit growth, quality, continuity
- Architecture (unique, non-uniform)  
Compatibility, commercial residential continuity
- Local public transportation
- Accessibility to town
- Communications and technology
- Community resources (water)
- Traditions and entertainment
- Kid friendly in schools, community and parks
- Fiscally sound government
- Dark skies
- Social services
- Entertainment and night life
- Spirit of commercial vitality
- Maintain property values
- Sustainability: self sustaining town



## **Vision Components**

- Government that encourages public participation and is responsive to it
- Financially strong community that is able to fund and support its core values
- Be a destination point for others to enjoy and spend in
- FH is a self contained community that meets the needs of all its residents
- Become a cultural center in AZ
- Preserve the natural beauty
- Quality aesthetic development
- Become the cultural center in AZ
- Identity is established by the presence of fountains in private and public facilities
- Meet the recreational needs of all groups

## **Vision Attainment Strategies**

### ***Accessibility/Transportation***

- Via Linda (open for transit)
- Build road to Mesa
- Increase bus service
- Financial incentives to public safety and education and security
- Good benefits for town employees
- Premium pay for contractors

### ***Recreational/Culture***

- Local artists presentations
- Regular music in the park (variety)
- Movie theater
- Old classic movies/discussion
- Shakespeare in the park
- Chapter of lyrical Opera with facilitator
- Travelogues
- Freestanding senior center
- Public swimming pool
- Recreation center for teens, after school and evening

### ***Architecture Identity***

- Hire city planning consultant to work with architecture committee
  - Encourage new business via fast permitting processes
  - Define continuity of style
  - Restrict height of construction
  - Combine commercial & residential (lofts above retail)
  - Businesses should be revenue generating
  - Diverse business that draw from outside the community
- Enforcement of guidelines
- Architectural clarification: compatibility yes but “diverse” buildings do not make sense as architectural compatibility doesn’t fit with diversity.

## **Identity**

- Small friendly town beautiful vistas and quaint restaurants and shops with local artists and a big fountain – composite

## **Environmental**

- Plan to preserve & maintain washes, etc.
- Limit public lighting for dark skies

## **Economic Sustainability**

- Volunteerism has saved the town \$\$\$ ( example Fountain Hills Meals on Wheels outstrips Phoenix's efforts)
- Taxes – dirty word- likely to raise taxes to raise taxes ½% to provide for the arts
- Reach out to educational institutions across the state
- Arts/Parks/ performances – start charging something
- Maintenance infrastructure in town and utilities, sewer piping, etc. –plan for infrastructure checks and maintenance so don't have too many expenditures
- Tie sales tax to arts and culture – SEE Video of Arts Campus:
- Become a Cultural Center – (“Major” Cultural Center may be presumptuous) – Under one campus who are artist – painters, writers, performers put their work in progress can work and meditate and encouraging townfolk to come to this center; public viewing and open artist (e.g. a Taliesin) visual arts and performing arts and classrooms and studios and community theater

## **Additional Notes:**

### **Individual Likes/Dislikes**

1. Likes living in paradise; everyone used to live close to their business or in crappy place; now choice to live here; clear skies, playing golf vs. smog, crazy people. Wants self sustaining funding to sustain community to bring in funding to support community activities and to do things here vs. Scottsdale. Good dining, shopping, be able to buy trash or trinkets
2. Weather; friendly related to weather and so many transients all in the same boat together; people have to make friends; FH is dire need of an image i.e. architecture is lacking – no continuity of design in downtown are; need guidelines, and help define community
3. Natural beauty and diversity of people and closeness of native people and proximity; programs offered in-house concerts to community, not happen in Willamette; feel comfortable to be here; changes will come by citizen input exciting process personally very exciting; architectural identity and cohesive downtown area to allow us to have a place of destination to go to; spend time going to Kerr cultural center and want to go here; good starts are Wells Fargo days are nice for events but a place of destination is needed.
4. Resident now – like smallness of the community; say hello and recognize people on the street so important to me; more safety here than in larger metro areas; agree with needs and architectural issues – isn't there any planning to community no rhyme or reason; the town center area it is a shame it could have been another unique area like Kierland and it is a hodgepodge a mishmash and hopefully in future

newer buildings in town center and continuity in building codes. Golf is way too expensive for the avg. person so a municipal course or if you are a resident get a more reasonable rate; we drive all over valley to play golf at reasonable prices; concern about too affluent a community and want a mix of people living here are we able to attract younger couples; need not just a retirement community what will happen to schools and standards if not be able to support.

5. Long term resident - happy with mountain views etc. But 153 days to get a building permit and rules are difficult, nit/nat to death and inconsistent; 20 feet from road vs. 50 feet from road now. Prices of things are unbelievable \$1,100 for building permits etc. in Payson? And here. Ridiculous.
6. Opportunity to see town still in process; back East is really a done deal; the vision will impact 10-15 years down the road; the land trust and density; any light industry or how jobs and families would establish themselves; 4-7.5K more people is crisis/-opportunity; can school teachers afford to live here? Natural resources and preservation; encompass preserve the natural views in strategic plan; Scottsdale is too late.
7. Safety and familiarity with neighbors; concerts started; change the volunteers as we grow to more people getting involved; more recycling plastic and glass; performing arts or multi-use facility or part of senior center for more activities.
8. Quiet and peaceful and relaxing community; no changes in mind- a satisfied customer.
9. Attracted to area is natural beauty and signage, low density and small town feel and close to major cities and sport and cultural events; like the low traffic but maintain that if town grows. Town needs to grow from bedroom community to be more self contained - hospital, dining, arts, example of community center attached to school and a variety of ages; providing of jobs broader based than retail and housing.
10. Lay of the land topography and openness and not hemmed in an urban context- e.g. hiccup and your neighbor hears you; no commercial aspect and no hunger for that keep open stars at night and keep that feel; downtown needs plan – fountains are what all roads lead to but the down town is only half-baked. Big concern the medical services – where is the nearest medical emergency room? There is a little clinic of sorts – but there is no emergency room ( group discussion).
11. Bought property 33 yrs. ago. Look forward to moving out here not want to go to a Sun City. Fountain Hills is ideal – 62% of our community is still working. Like relaxed friendly atmosphere and camaraderie, blessed with affluent, well-educated and community spirited group. Number one thing that bugs me is architecture- everything under the sun; Jackie's husband is on architectural committee but doesn't get into the commercial properties and it is all volunteer. Fountains on one side and desert on another and plan to be controlled and lots of thoughts over the years but architectural needs to be controlled. And preserve Friendly atmosphere
12. Friendly small town sharing and spirituality of using talents to volunteer for community. Concern for future is a Senior Center and they need to have some attention paid to them; getting squeezed out by other functions – as we share with Parks & Recreation and getting squeezed out. Need a freestanding community center for seniors – population and participation is growing ( have statistics

- available). Transportation in and out of the town drive in and out of Phoenix; seniors don't drive and need access to large metro area ; our bus service is not there yet.
13. 1988 resident Town services on permits etc. not like it used to be. The arts and culture, letters and sciences – choir, concerts, art league, and Friday night jazz – marvelous things are happening! I like to see us take advantage of them that we are know as the cultural center of the state. We can become the “Santa Fe of AZ.” Trust land ramadas and artist can keep materials and work at times in Fountain Hills – Planetarium. Build on out writers, scientists, artists and couple that with the mountains and scenery – couldn't we attract an institution that combines all of this.

**VALUES – Exercise of break into pairs and develop from likes/dislikes what FH Values are so important that you don't want to compromise.**

**Group 1**

- Community
- Culture
- Environment

**Group 2**

- Neighborly town – friendliness, community spirit, volunteerism

**Group 3**

- Community
- Environment
- Culture

**Group 4**

- Environment – opens space, architecture, natural beauty
- Culture- expand the existing environment to include a cultural center and combine under one umbrella
- Town Government – responsive to community needs to ensure continued civic participation

**Group 5**

- Protect Natural Beauty
- Safety – but not shared by group partner; example of big drug bust in FH not a top priority but perhaps more neighborhood watches.
- Diversity – mixed age groups, mixed races and age groups; close proximity to ASU bring in programs from ASU ( similar to Kerr Center)
- Responsive Government – less politics, more politics?

**Group 6**

- Community identity – what is FH? Like teenagers, what do we really want to be?
- Sustainable and Self-Sufficient – Economic viability not always having to go to Scottsdale for shopping, health care

### ***Anything else on VALUES?***

- Freedom – freedom from drawbacks from other towns; the old west spirit – you have your piece of dirt and you can do what you want with it; people built what they wanted to build – shacks or ? Not accountable to the government. History of the town was simple in its politics and development; parameters not envisioned to be a Scottsdale – Scottsdale I and II; less restrictions accomplish what you want to accomplish without government jumping on your backs all the time. Provide services and enabling spirit. Felt yesterday was back in Colonial times – bring in witches, get together, ( likes process) good to get public
- Economic Vitality –
- Neighborly Community – Most friendly town AZ. We had an unwritten code of friendliness– everyone said good morning and big smile. Water themes and Fountains and all new communities and fountains everywhere in developments and an identity. Oasis in the desert idea.

### **VISION**

#### **Group 1**

- Become a Cultural Center – (“Major” Cultural Center may be presumptuous) – Under one campus who are artist – painters, writers, performers put their work in progress can work and meditate and encouraging townfolk to come to this center; public viewing and open artist (e.g. a Taliesin) visual arts and performing arts and classrooms and studios and community theater
- Preserve the Natural Beauty of the Environment – Preserve pristine environment the mountains, land, parks and landscape medians; the physical things we came here for; the trees (e.g. trees not top heavy so they topple)
- Quality Aesthetics in Development /Environment –

#### **Group 2**

- Become the Cultural Center of Arizona – Performing arts, summer camps and spaces all over top where activities
- FH Identity Established by presence of Fountains and Community/Private Residences – More fountains and tax credits; or show support
- Meet the Recreational Facilities Needs of all Age Groups --- Parks, and age groups and Recreational Facilities

#### **Group 3**

- Government that Encourages Public Participation and is Responsive to It- (e.g. like this town meeting and mile markers and how are we doing? Hard to get folks to participate and continue volunteerism, more specific or focused committees – cultural issues, planning issues
- Financially Strong Community that is able to Fund and Support its Core Values
- Meet community needs of health and welfare and self-contained and sufficient.
- FH is a self contained and sufficient community that meets the needs of all residents.
- A Destination Place that People want to Enjoy (Tourists come enjoy and spend their Money) –

## Values Check

- **Identity – the** Identity of the town is not limited to the Fountain
- **Architecture** – unique, non-uniform is opposite than we meant so we need architectural continuity, but not cookie-cutter residential; but we want a quality development and possible conformity. Continuity is required. Our group wants the downtown area to be compatibility and continuity of architecture and was not represented in this 1<sup>st</sup> Tier Value. Example of the Holiday Inn – commercial can come in and do anything they want? Developer can do design and why is that happening why? I hope this is what this exercise is about to have citizens set what their needs are and affect the process. This comes from citizens so we need a downtown plan. In downtown 3-4 story buildings so set some sort of height limit. Next Thursday AM downtown plan – Walnut Creek speaking to Chamber; why not public?
- **Limit Growth** – our group did not come up with that. Keep density as it is now. We don't want to be too dense. Once we get to 30K will be a bit more crowded but not a lot of traffic or too dense or too high rise. Only 125 build-able lots as we are land-locked so didn't think this was a big issue. High, medium or low density. Figures not available but one participant did talk to lot sizes and density issues.

## Vision Check

- We like the self-sufficient small town idea. “Grown-up and sophisticated” is a kid but I am thinking of jobs and sophisticated is mostly college graduates and attend arts if that is the meaning. This is a question is of degree.
- **Affordability or not?** Define “affordability” for Fountain Hills:
  - Protecting property values at the risk of sounding biased.
  - If talking about government too many economic engines. Don't want it to revert back to ghettos, upscale development, cyclical development so can't go back to
  - Not going to be totality affordable. Not sure that we would go into subsidized housing. People have options and diversity of housing today– condos, larger homes and large lots; maintain compatibility to what we have now.
  - City fathers can encourage housing options. Developers can have 77 units and X% of those units have to be lower priced housing. So school teachers can live here.
  - This Country Doesn't Stand For Subsidies! Have school board pay stipend of \$3,000 – 4,000 to teachers who want to move here. Against any subsidies ( as un-American).
  - How do we adjust the fear to who should live here? Do we want service people to live here? In NJ we put in lower income housing but there was no transportation? Columbia Maryland example a planned development community with planned needs for housing, transportation, no signage, etc...need planning.

***From one of the participants in this group:***

The hills are alive  
With the sounds of  
Culture and  
With the sounds that come from  
A strong, local economy  
Let's take a look at a plan that will  
Assure us of a long term strong economy.  
Let's build on education, culture (arts, letters, sciences)  
and the natural beauty that surrounds us.

**Let's also build on this premise:  
That communities with quality  
Education institutions tend to have  
More stable economics.**

As part of a strategic plan, let's establish a  
Cadre of AMBASSADORS and a set of guidelines  
With the single purpose of  
Establishing a satellite educational institution  
In FH. By satellite, I mean buildings,  
Not an antenna.

Two examples might be Julliard School of Music West  
or Cranbrook Academy of Arts and Science West  
Ambassadors would be residents  
Who have ties with established  
Educational institutions who would be  
Authorized to represent FH  
as liaisons.

With such a plan in place, we can  
Look ahead to a greater degree of  
**LONG TERM economic stability.**

**Communities with quality  
Education institutions tend  
To have more stable economies.**

Let's tie in with education, culture (arts,  
Letters, sciences) and the natural beauty that  
surrounds us.

We here in FH have so many  
things working in our favor. But to take  
Advantage of all of that, we should now be  
Making this proposal a component of the  
larger Strategic Plan.

Because it will take time, the sooner we  
Plan and implement it, the sooner we can  
See the benefits that will accrue.



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**Town Hall I: April 15-16, 2005  
Small Group Discussion Notes**

**Jacqi Fifield, Facilitator, Rm. 110**

**Participants:**

- Nancy Blumenstein
- Dan Foster
- R. Eva Hodges
- Robert C. Hodges
- Dave Huggins
- Tom Jensen
- Joan H. Larson
- Marc LeBeau
- Angela Muligano
- Mary Rosenfeldt
- Carolyn Rosenquist
- Don Roth
- James Yates

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

<i>Like</i>	<i>Change</i>
People (smiles, friendly) Not minority Activities Whole town Natural environment Low density Proximity to cultural events Small community Proximity to Saguaro Lake Metro and desert Views Character: people and little traffic Pristine desert Mayo clinic	Recycling Diff seasonal Lack architectural integrity Over commercial properties (rental, town hall, 4 story condo) Lack of continuity, focus of architecture, type of businesses Majority vs. lack of type of businesses Consider charter to address above Planning and zoning Hook for downtown because lower revenue Traffic lights because of hot rodding



## Core Values

- Commercial architectural integrity defined stylistic guidelines
  - Preserve small town look: height restrictions, density, type of businesses (no auto mall)
  - Preserve dark night skies and avoid light pollution
- Fiscal responsibility/stability
  - Keep taxes as they are and not compromise other core values
  - Blended model
  - Revenue model supporting core values: Sales tax dependent on higher or lower economy; sustaining
- Small town preservation (people)
  - Community involvement; volunteerism
  - No crowded spaces
  - No gated communities; results in isolation
- Preservation
  - Open spaces
    - Big lots (1 acre lot) on proposed annexation
    - No subdividing
    - Maintain footprint restriction
    - No development of washes and no jogging
    - Strict zoning to maintain general plans
    - Maintain view from future structures
    - It preserves wildlife
- Recreation
  - Variety of recreations for all ages
    - Passive park vs. active park
    - Love amphitheater
  - Natural environment
  - Natural plans
- Education
  - Culture
  - Social services
  - Public safety
  - Contracted public
  - Own police and fire
  - Visibility
  - Speeding
  - Maintain public safety; burglary, home, trespass
    - Fire OK
    - Rural Metro back up for Scottsdale
  - Shea only access
  - Maintain medical

## **Vision**

- Long term fiscal stability while addressing core values
- Open space views and landscape (washes) have not been degraded
- Residents feel safe in their home, on streets
- Emergency medical is readily available (Shea only access)
- FH is architecturally harmonious (emphasis on commercial)
- FH has a distinctive downtown area
- FH is a destination for upscale retail
- FH is the ideal small town
- FH has beautiful starry nights
- FH has a variety of recreational for all ages
- FH remains a natural desert landscaped town
- FH supports high environmental quality (air, water)
- FH provides high quality education for all ages
- FH has a lively cultural environment
- FH enjoys a wide variety of social services for all ages

## **Vision Attainment Strategies**

Core value: Preserve small town character

*Vision:* Small, mature, strong sense of community

- Maintain open spaces, low density
- No variances from commercial building zoning: height, set back
- Low crime; public safety
- Pedestrian friendly downtown
- Distinctive downtown area
- Low density traffic
- People friendly: places to converse and parks

*Vision:* Cultural center: arts

- Performing arts building (live theater, gallery, dance, concerts, exhibitions)
- Attract movie theater
- Community center: library...land...plan for arts related

*Vision:* FH is architecturally harmonious

- Commercial architecture binding professional (style, materials) guidelines no variances binding
- Professionals to implement

*Vision:* Economic Development

- Raise revenue
- Small town: relate to core values
- Partner with Chamber of Commerce
- Promote business types that support the core values



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**Jennifer Livingston, Facilitator, Rm. 200**

**Participants**

- Kathy Ammon
- Amy Barth
- Janet Call
- Margaret Davis
- Joan Docherty
- Sue Frederick
- Richard Fredrick
- Fred Hansen
- Barb Hansen
- Karen Holloway
- Paul Kadavy
- Marti Limieux
- Susan Linkous
- Ann Taylor
- Judi Yates

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

<b>Like</b>	<b>Change</b>
Community spirit Family Reservation helps maintain small town Views FMH Health Benefits, Fountain Hills, Safe Hills, Mountains, Volunteerism Views, desert Paradise, views, small town, easy accessibility Beauty, access to other areas close by Most desirable place to live, beauty, safety, smallness, recreational Beauty and proximity to Phoenix are able to shop here and not exit town Own big piece of land in small town best of both worlds close proximity	Get movie theater Uniformity of buildings Population more environmentally conscience...recycle Transportation: more transit than mornings and evenings Senior center Downtown: lighting, benches, shade, need more retail Free standing senior center Environmental preservation Increasing density is concern Keep spaciousness area across fountain, first class Cohesive town center architecture content Enrich recreational opportunity senior center improvement pool Getting people involved, meet, talk, share ideas, include youth Strategic plan recapture architectural integrity to preserve beauty Senior center separate building (and donated arts and theater improved) parking for arts festival...no dogs...regular shuttle system, clothing stores, Kohl's less expensive, fabric/yarn store

<b>Like</b>	<b>Change</b>
Small community, views, family close, not a lot of traffic Small town volunteers friendly Small town 2 rides to feel I'm home People who are volunteers Friends Love hot weather Not retirement community	Recycle too many garbage companies improve commercial pick best Opportunity to suggest planning modifications: need stronger zoning plan business expansion plan with citizen input of type of businesses; long range financial plan; roads, schools, parks, fire, police Free-standing senior center Annexation of state land in development Small hospital; Excellence in education youth and ongoing adult education

### **Core Values**

- Ability have strong volunteer force
- Fountain park
- Architectural integrity
- Natural beauty, views
- Traditions: fairs, sunrise service, parade holiday celebration
- Having voice indecision making
- Raising family
- Small community theater
- Protect diversity: including everyone, diversity of broad socio economic backgrounds
- Goods and local services
- See stars, dark skies
- No street lights or when needed
- Public safety
- Accessibility of grocery stores
- Education: keep youth in FH school
- Keep view of fountain
- Education keep quality curriculum
- Preserve boys and girls club
- Mountain preserve
- Keep existing density limit density in future
- Protect Zoning
- Accessibility to other communities
- Communications from various agencies
- Local newspaper
- Knowing our neighbors
- Coffee with Wally sessions
- Diverse methods of knowing what's going on
- Chamber of Commerce active
- Relationship with Fort McDowell and Pima SRPMIC with learning about culture
- Library
- Community center

- Senior center
- Museum

### **Vision**

- Center of town developed
- A mature town responsible for its own
- A year round community
- All age services within community (shopping)
- Buildings: architectural compatible with each other and environment
- Place where everyone desires to live
- World class education system
- The premier school district
- Unique beautiful community in harmony with views and clean environment (little town in desert)
- Diverse age population all ages of affluence
- Diversity of socioeconomic levels
- Town owned fire and police force
- Recreational opportunities for all ages
- World class fire and police force and medical services
- Known for cultural experience (traditions/events)
- Community that values aging population
- Community that values all ages
- Self contained community
- Multi model transportation system (accessibility)
- Town that is unified: citizens, government, and businesses by leveraging exploiting
- Community as a strong tourism destination
- Community with all constituencies actively communicating
- Recognize that community values its citizens

### **What's Missing**

- Aging services
  - Needs of aging people, Medicare, wills, estate, planning, ADA, start at age 50
- Define what they mean by broad categories such as education
- Transportation: Shea is main corridor

### **Vision Attainment Strategies**

#### ***Community Resources:***

Recognize that the community values and involves its citizens

- Community input sessions like Town Hall for decision making
- Continue coffees with Wally
- Inventory of population talents
- Communication plan for those who don't participate in events like Town Hall
- Neighborhood coffee sessions
- Block parties

All age: services within the community

- Senior center
- Assisted living center
- Youth center...rec center
- Pool
- Hospital
- Library expansion
- Museum expansion...promotion
- Community college
- Community center

Developed town center (Palisades to Parkview Avenue to La Montana)

- Renovate: lighting benches
- Create a Master Plan (define town) center area
- Review zoning

***Traditions/Entertainment:***

Community as a strong tourism destination

- Develop a reason for people to visit (shop, eat)
- Develop strong downtown identity
- Administrators visit La Jolla, Kierland as examples
- Benchmarking of other destinations and develop “one day” visit
- Public art program
- Better event parking buses to shuttle for events
- Performance art center
- Communicate cultural opportunities proactive and direct

Recreational opportunities for all ages

- Recreation center
- Senior center – stand-alone
- Swimming pool
- Cultural center
- Enhanced sports opportunities
- Theater
- Teen center (investigate why not using Boys and Girls Club Center without supervision underlying reason). Ask what teens want on Teen Center

Community known for its cultural experiences

- Cultural center
- Fine arts center
- Continue public art
- Concerts park
- Create more events
- Expand community theater
- Continue traditions
- Arts program in school

***Town that is unified***

Leveraging and utilizing its citizens, government, and businesses

- Community list of talents
- Direct control of communications and promotions
- Understand resources being spent on communications and promotion

***Transportation:***

Fiscally Sound Multi modal transportation system that provides accessibility

- Study of existing and future patterns of movement to develop successful system
- System to get people out and in and within
- Trolley (or within)
- System that is ADA compatible

Streets & Traffic

- More signals
- Improve Saguaro, El Lago, Sunridge, Palisades, Avenue of Fountains to Park, Post Office
- Enforcement
- Signage

***Environment:***

Diversity of socio economic levels

- Investigate social clubs based on ethnicity
- Continue promotion of social clubs
- Club celebration day
- Community garage sale
- Strategic planning of state trust land for affordable housing, zoning protects density, service and industry live here
- Marketing and transportation issues address this as well (see other visions)
- More diversity of people who work or visit

#### Diverse age of population

- Good education system
- Transportation system
- Local shopping
- Community college
- Subsidized system
- Discussion with realtors on education system
- Promotion/marketing of FH school system

#### Year round community

- Improve year round recreational opportunities
- Misting system downtown
- Educational system...open facilities up for professionals
- Drawing groups in during summer to underused facilities
- Can you use (school, public, private) buildings for events?
- Identify multi use opportunities and market them?

#### Buildings are architecturally compatible with each other and the environment

- Strict design review
- Architectural guidelines developed
- Landscaping (better)
- Code enforcement
- Maintain park (better)
- Dog park needs better drainage

#### Place where everyone desires to live

- All of the above
- Improved marketing

#### Community that values an aging population

- Free standing senior center
- Assisted living facilities (more)
- Enhanced recreation opportunities
- Enhanced transportation system include volunteer (including out of FH)
- Hospital

#### Community that values all ages

- Community center
- Babysitting pool of resources
- Quality preschools like Montessori
- Intergenerational activities



***Fiscally Sound:***

A mature town responsible for its own

- Study becoming charter government and communicate/educate citizens about charter government
- Developed and support retail
- Strategies to self sustain
- Assessment/investigation of citizens on what willing to pay for
- Education on tax structure sales tax and property tax
- Communication (coffee with Wally good) but need expanded plan...investigate voting newspaper
- Long term funding mechanism instead of high sales tax

***Public Safety:***

World class fire, police, and medical services

- Town owned fire and police
- Hospital that takes Medicare
- Potential collaboration with Verdes and Fort McDowell
- Develop/enhance block watch, educate that it is available

***Communication:***

Community with all constituencies actively communicating

- Continue Town Hall
- Ambassadors from this town hall
- Virtual town halls provides opportunity for feedback
- Email of issues/education
- Continue Channel 11
- Database of talents, skills
- Encourage people to come to second town hall

***Education:***

World class education system

- Investigate/diagnosis of where we are (teacher turnover)
- Better benefits: talk to school board
- Community college

**Attainment Strategies:**

- Expand: theater/arts
- Street lights where applicable
- Reflective street signs (larger)
- Entertainers
- Teacher retention
- Education diagnosis
- Landscaping at high school
- Retirement home
- Swimming pool
- Assisted living
- One trash company
- Pay teachers
- High speed transit to/from airport
- Trolley
- Hospital
- Hiking trails
- Community college
- Parking facilities/event
- Map



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**Marsha Miller, Facilitator, Rm. 201**

**Participants:**

- Marjorie Brooks
- Jim Dickey
- Walt Dunne
- Paul J Lemieux
- Eric Keosky-Smith
- Sheila Nichols
- Sari Roemer
- Carolyn Schmidt
- Russ Taylor
- Lori Troller
- Margaret Ziefert

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

<b><i>Like</i></b>	<b><i>Change</i></b>
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:

- 1<sup>st</sup> 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



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**Lynne Brown, Facilitator, Rm. 203**

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- 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

-

### ***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 Saguario
- 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.

<b><i>Positives</i></b>	<b><i>Negatives</i></b>
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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**Town Hall I: April 15-16, 2005  
Small Group Discussion Notes**

**Barbara Shuck, Facilitator, Rm. 205**

**Participants**

- Walt Angelini
- Jerry Butler
- Fred Bedell
- Arthur Eisenhower
- Linda Femiano
- Barry Halla
- Grace Jakubs
- Frank Jakubs
- Phil Jones
- Ronald Lockie
- John McNeill
- Evelyn Munn
- Kay Parch
- Bob Romeo
- Clark Summerfield
- Maureen Thiering
- Terri Zimmerman

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

<b><i>Like</i></b>	<b><i>Change</i></b>
Quiet No light pollution (dark sky policy) Less view obstruction Family oriented events Sanctuary Less dense Architectural diversity Safety/security/crime/comfort Access to hiking and walking Size of school (not too big) Preserve the environment Lack of traffic signals Sense of community traditions Spirit of volunteerism preserving...would like to increase participation	Overdeveloped Less access to hiking/walking Too many traffic controls Too much traffic congestion No longer affordable housing Unable to sustain a good school system Build out has consequences Local job opportunities (self sustainability) Downtown development and state land development: fit the land use standard and culture of the community Community theater Add to community facilities/amenities



## Vision

- Sense of Community
- Family oriented events
  - Survey and gain public comment on needs and interest, improving public interaction process, shared central resources for town and school
  - Parades, Halloween, etc., diverse events for everyone, expand menu, parks and recreation, little league, clubs
- Spirit of volunteerism
- Safety: more police patrols
- Architectural diversity
- Facilities/amenities: recreational sites for kids and all ages and improved communication..per capita list for services
- Economic development
- Create more local jobs
  - Non threatening industry re: Art College
  - Aesthetic appeal
  - Encourages sanctuary feel
  - Helps local merchants
  - Non polluting (air and noise)
- Monitor development
  - Balanced housing
  - Density (lower and higher)
  - Building height
  - Parking
  - Fair: how are local events affected and adjusted
  - Fireworks on 4<sup>th</sup> of July
  - Development fit in the area, architectural and traditions
- Population density
- Limited town size (build out)
- Preservation of Environment
  - Sanctuary (Fountain Hills is a sanctuary)
  - Quiet, dark, light, views
  - Hiking and walking
  - Maintain open space, wash, hillsides,
  - Balance preservation by balancing affluence with affordable housing
  - Stricter controls on selling town property
- Growth
  - Traffic: monitor key intersections, lights for safety
  - Communicate program, reports, issues
  - Develop transportation strategies that are safe and effective
  - Encourage generating revenue as a consequence
- Schools
  - Consider joint project for schools to help its sustainability
- State land

- Ties to traffic
- Take proactive position; control
- Ensure issues are addressed up front
- Address political issues
- Assess how residents can participate

### **Vision Attainment Strategies**

*Question:* Is there lack of services for seniors, was this discussed?

### ***Growth re: Bridging gap between Native American Community and Town of FH***

#### ***Growth: Re: Native American Community: using Indian Lands***

- Strong communication link exists
- Link with tourism bureau
- Use land for town fair: park RVs there
- Yavapai contribute money to town for tourism and schools
- What can they do for us (one sided)
- Foster working together
- Look at duplicated services (combine and everyone wins) fire, school, medical
- Maintain community values
- Continue communication
- Partnering (expand)
- Partner with Indians for space for community pool
- Town/school partnership for community pool
- Assess the impact of their growth/traffic, its affect on the FH quality of life

#### ***Non Threatening Industry/Affordable Housing***

- Small college
- Premier school/community college
- Affordable housing
- Develop a “student” market for a school or college
- Specialized school to keep it small, “niche”
- Partner with schools to share facilities
- Address “remote” obstacle
- Evaluate competition
- Build town support
- Address employee college housing and transportation
- Evaluate site considerations (current stock)
- Assess zoning issues
- Partnerships with Mayo Clinic (R and D)

### ***Economic Development***

- Consider regional approach
- Leverage proximity to other communities (vs. isolationism)
- FH regional/economic context
- Build up development along Shea Corridor, Palisades, Saguaro, Avenue of the Fountains, etc.
- Look to Payson for customers
- Do away with the NIMBY attitude
- Reevaluate tax structure
- Get residents to shop in FH...not go to other nearby towns
- Community theater: communicate its impacts on local revenues
- Goldfield Ranch
- Develop incentives for new businesses
- Remove economic development hindrances
- Make FH easy to do business with
- Citizen support, survey
- Quality roads, schools, maintenance

### ***Bedroom Community (are we?)***

- Commute to jobs
- Deal with reality (not creating jobs)
- Let high priced housing continue vs.
- Provide a variety of housing with wide price range
- Reevaluate low end housing for teachers and workers
- Affordable housing is being bought up quickly
- Aspen, Breckenridge, Tempe as models

### ***Notes:***

- Growth re: Indian Community
- Strong communication link exists



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**Becky Thacker, Facilitator, Rm. 206**

**Participants:**

- Earl Alberti
- Loras Bauch
- Sandra Beggs
- Rosemarie Bock
- Doug Campbell
- Lila Eisenhower
- Dolores Kehe
- Jean Madland
- John O'Flynn
- Joe Polese
- Charlene Selesnick

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

<b><i>Like</i></b>	<b><i>Change</i></b>
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



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

<b><i>Like</i></b>	<b><i>Change</i></b>
Natural environment	Cost of housing
Views	Transportation
Distinct/different types of homes	Educational structure
Involvement with neighbors	Appearance of streets
Volunteerism	Gated communities/loss of neighborliness
Small town atmosphere	We vs. they attitude
Climate	Swim resources
	More facilities...less travel
	Political partisanship

**Core Values**

- Citizen involvement and respect
- Environment
- Quality of life
- Well planned facilities and amenities
- Education
- Appreciate input/listened to
- Sense of belonging



- Respect for the natural environment
- Public safety
- Quality education
- Sense of permanence
- Tradition
- Citizen involvement
- Arts in community
- Standard of living
- Sense of community
- Water conservation
- Protect environment
- Feel appreciated
- Respect citizen input
- Dark skies
- Recreation facilities
- Parks
- Access to mountains
- Better local public transportation
- Better commuter transportation
- Socio economic diversity. Cost of housing.
- Trust in local government

### **Vision**

- Volunteers and citizens still drive the community. Government responsive to them.
- Strong partnership with our neighbors. Scottsdale, Fort McDowell, Salt River
- Community of diverse ages and socioeconomic levels including housing
- World class fire, police, and emergency services with urgent care available
- Strong organizations and clubs partnership within town
- Growth and density limited
- Small town grown up and sophisticated, strong sense of community
- Thriving town center has been developed, multitude of activities
- Architectural compatibility, diverse building that are not tall
- Views and unique relationship with nature has been preserved
- Premier school district in AZ, offering life long learning and a community college
- Town is fiscally sound, reliable revenue streams
- Cultural center, known for its experiences in the arts, events and traditions
- Multimodal transportation planning is successful, including public transportation
- Access to open spaces, hiking and walking facilities, open spaces, hiking
- Environmental stewardship, natural desert, dark skies, air and water quality
- Sophisticated adult community
- Downtown shops/dining/pedestrian/entertainment/old town Scottsdale/only newer
- Diverse family oriented
- Intergenerational population
- Renovated artist colony

- Beautiful desert environment
- Outdoor recreation flourishing
- Well planned density
- Recycling center
- Maintain preservation of land
- Able to deal with development of other neighbor communities
- Trusted local government
- Maintain appropriate mix of permanent residents
- Partner with other communities for shared resources
- Variety of housing options
- Model school system
- Adult/higher education sites
- Trolley system
- Increased range of employment opportunities
- Urgent care facility/clinic (24 hours)
- Funding for these items sources
- State of the art aquatic center
- Small town traditions
- Add/develop more activities

### **Vision Attainment Strategies**

- Increase density in specified areas
- Citizens stay involved in this process
- Develop diverse citizens committees to follow through on strategic planning
- Establish design plan and oversight committee
- Provide employment subsidy designated police, fire, teacher services
- Provide housing subsidy
- Educate voting public about desirability of vision
- Acknowledge and resolve trust problem between citizens and government
- Decrease class size in schools
- Vote on relevant issues
- Expand HS campus to include lifelong learning activities
- Share resources/facilities to achieve vision elements
- Communicate with neighbor communities about mutual issues and benefits
- Negotiate toward mutual gain
- Develop major cultural event, i.e. Spolelto, Pageant of Masters
- Develop heritage component in collaboration with neighbor communities
- Develop arts center
- Explore tubing opportunities with Indian governments
- Develop "intra" city transportation (work with Chamber of Commerce)
- Acquire more "park..indoor and outdoor" land and facilities
- Devise innovative strategies to fund vision elements
- Establish grant writing division
- Find and grow stable funding source

- Find ways to get more tax money back to FH
- Research what other communities have done to expand healthcare services
- Create a Town lottery to diversify funding sources
- Open washes to public access
- Devise ways to increase comfort for outdoor activities in summer
- Maintain and improve infrastructure (electricity, water, gas, fiber optics)



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**Linda Winslow, Facilitator, Rm. 212**

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- Art Ammon
- Todd W. Brecto
- Jerry Bryan
- Nancy Buel
- Sid Coates
- Carol Coates
- Jack Erlich
- Karl Gaardsmore
- David Hansen
- Bev Kinsey
- Joanne Moorman
- Brice Moorman
- Mike Pisarik
- Bob Scarpetti
- Toni Vallee
- Linda Warren

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

<b>Like</b>	<b>Change</b>
Environment: the views/quiet/outdoor activities Environmentally preserve the desert Remoteness Most beautiful place in Valley Landlocked Environmental orientation Volunteer spirit Participation Small town "feel" Safety/medical response and fire Scenery Closeness to Phoenix and other areas What the town has done in terms of relationships with sister communities, i.e.: sense of family values...small town feel, sense of belonging, environmental beauty, opportunity to volunteer and contribute, community efforts to save the environment	Slow down on multi family housing Make FH a destination for tourism events...to increase revenues Emphasize efficiency of how government spends dollars More public exposure of how dollars are allocated Minimize/expose special interest control Add a movie theater Add a pool Be more innovative in including people of all ages in community activities in government Speeding/recklessness of drivers Increase overall safety Enforce traffic regulations and encourage good behavior Gated communities Keep residents better informed about what's happening Have service establishments stay open longer...evenings, etc. More recycling...need a major program

<b>Like</b>	<b>Change</b>
<p>Small town feel/rural environment  Environmental beauty  Community involvement  Library  Open feel  Cultural events (theater, concert, etc.)  No streetlights  Small town feel  Everything  Opportunity to be involved  Feeling of community, family</p>	<p>Stop relying on sales tax for revenue (tax is high). Need to find new sources now.  Improve quality of schools  Refurbish strip malls and downtown areas/plan open space  Expand library  Expand recreation center  More nice chain restaurants  Ensure infrastructure technology and other resources are available for growth  Find more innovative ways to build condos and other middle income housing (more attractive)  More support and facilities for cultural events (parking, buildings, theater facilities)  Need a property tax for revenues  More town council information on Channel 11  Use lake venue for more events  More shade  Need an aquatic center or pool  Improve schools to keep kids here  Maintain lower density housing and open space  Have fountain going continually  Park needs refurbishing (more trees) Arbor Day  Limit high density  Maintain multi generational population  Limit "selfish senior syndrome" and don't denigrate youth  Speed up council decisions and follow through  Minimize "not in my back yard" attitude, i.e. state park, Target, etc.  Add some jobs/industry  Add a community college branch  Add a second route to Scottsdale (traffic is terrible)  Put large power lines underground (on Shea at entrance)  Improve transportation opportunities (more bus pick up times, etc.)  Stop relying on sales tax  Add property tax with proper controls on spending  Improve schools  Annex trust land to keep control  Increase communication  Own public services...fire, water, police, garbage</p>

## **Core Values**

- Commitment to accessibility and preservation of natural environment
- Small town/village/neighborly feel
- Diverse cultural and recreational activities
- Public safety and security
- Community involvement volunteerism
- Multi generational and diverse community
- High quality education system

## **Vision**

- Fountain Hills is as environmentally attractive in 2025 as it was in 2005 (and well-maintained)
- Fountain Hills is a safe, friendly, and vital community with diverse cultural, recreation, educational, amenities for all ages and cultures
- Fountain Hills is an involvement/citizen-driven community

## **Vision Attainment Strategies**

### ***Environmental Stewardship***

#### **A. Maintain Open Space:**

- Annex state trust land and develop according to town zoning and codes (low density and open space)
- Follow recommendations of Planning and Zoning Board and rigidly adhere to and enforce zoning rules and codes already in place; limit variances and changes
- Ensure codes mirror the vision of environmental stewardship (include dark skies: limit lighting)

#### **B. Environmental Maintenance**

- Ensure this has high budget priority
- Ensure maintenance is planned and carried out on a regular basis (keep washes clear, control erosion, re-vegetate, etc.)

#### **C. Replant and refurbish parks in a style compatible with natural environment**

#### **D. Ensure public access to open areas through planning**

#### **E. Ensure that commercial and residential new construction is styled in line with the environmental vision**

#### **F. Ensure existing commercial buildings are well maintained and refurbished as needed**

#### **G. Control/limit signage**

#### **H. Encourage conservation and use of green materials/energy efficiency.**

### ***Community of diverse ages and socioeconomic levels***

#### **A. Improve quality of schools**

- Ensure teacher pay is attractive
- Meet with school board to discuss and identify action steps

#### **B. Attract a Community**

- Provide additional cultural and recreational opportunities, senior center, theater, pool recreation center, skate park, library expansion

***Small town, sophisticated, strong sense of community***

- A. Investigate community based service: fire, police
- B. Provide community events: concerts and art fair
- C. Encourage involvement in community groups that bring people together; help groups increase visibility (partner with the town)
- D. Encourage use of technology to keep commuters in the loop