

FOUNTAIN HILLS GENERAL PLAN 2020

Fountain Hills Thrives!



Community Vision



FOUNTAIN HILLS GENERAL PLAN 2020



Community Vision

Prepared for:

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FOUNTAIN HILLS GENERAL PLAN 2020



Meeting attendees participating in the “Vision Wall” exercise

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Introduction

The Town of Fountain Hills began the General Plan process in October 2018. Public engagement throughout the planning process is a fundamental goal of the Town of Fountain Hills. The Public Participation Plan (PPP) was completed in January of 2019 and submitted to the Fountain Hills Town Council. The Town recognizes the importance of public engagement to the General Plan process and has made a concerted effort to engage the broadest segment of the Town's and region's population to participate in the General Plan.

The Community Vision Report provides a summary of the public engagement efforts and input received to this point in the process. It reviews the outreach activities conducted during the public visioning meetings and summarizes input from public comments received at the workshops and through other means. The input received will shape the vision, goals, and policies which will ultimately be incorporated in the General Plan document. The appendices include the materials presented to the public and tabulated results.

Project Overview

The Town of Fountain Hills General Plan (General Plan) serves as the roadmap managing growth through its ten-year horizon within the Town's corporate boundary in a manner consistent with the community's vision. It guides future decisions about growth while balancing economic development and conservation of resources. The General Plan provides the basis for development while supporting the quality of life desired by its constituents. The plan includes the vision, goals and policy framework identified during the community outreach process summarized in this report. It addresses specific issues of great importance to the community. Under State law many actions on private land development, such as Specific Plans, Area Plans, zonings, subdivisions, public agency projects and other decisions must be consistent with the General Plan. The Goals and Policies set forth in the General Plan will be applied in a manner to insure their constitutionality.

ARS 9-461.06 requires municipalities to adopt written procedures that provide for:

- The broad dissemination of proposals and alternatives.
- The opportunity for written comments.
- Public hearings after effective notice.
- Open discussions, communications programs and information services.
- Consideration of public comments.

It also requires municipalities to consult with, advise and provide an opportunity for official comment by public officials and agencies, the county, school districts, associations of governments, public land management agencies, other appropriate government jurisdictions, public utility companies, civic, educational, professional and other organizations, property owners and citizens to secure maximum coordination of plans.

Public Participation Objectives

The specific public participation objectives for the Town of Fountain Hills General Plan are to:

1. Make reasonable efforts to involve the public and affected entities in the planning process of the General Plan.
2. Support open discussions, innovative planning processes, communication programs, and information services to encourage public involvement in the General Plan process.
3. Provide effective, early and continuous public participation that encourages involvement from all geographic, ethnic and economic areas of the Town.
4. Provide effective notice of public hearings and meetings regarding the preparation of the General Plan.
5. Comply with all state laws and regulations related to public participation.



Public Visioning Meeting



High School Outreach



Fall Festival Visioning



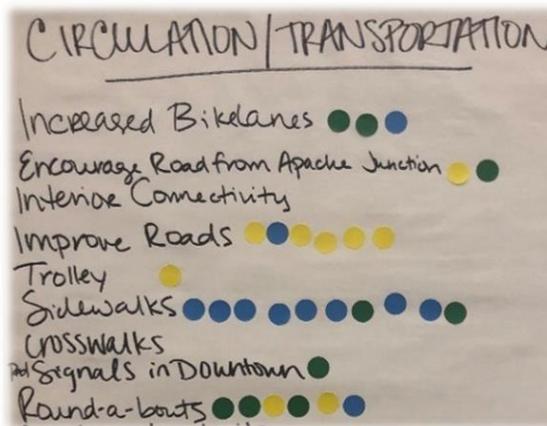
Elementary School Outreach

Public Visioning Meetings and Open Houses

As part of the Town of Fountain Hills' General Plan's Public Participation Plan, The Planning Center team conducted a Visioning Process with the Technical Advisory Committee (TAC) and Stakeholders Team on January 24, 2019. In addition, two public open houses were held on April 4th and April 10th, 2019. The main goal of these meetings was to gather input related to the Town's vision statement. This input included a review of the General Plan Vision Statement. Additionally, the meetings provided the opportunity to introduce the public to the overall General Plan process. This section provides a summary of the meetings and the methodology used to gather information on the various outreach processes.

TAC and Stakeholder Visioning Meetings – January 24th

Two identical visioning meetings were held on January 24, 2019. One of these meetings took place in the morning and the other in the afternoon. Both meetings were held at the Town of Fountain Hills Community Center. Approximately 30 people attended these meetings. The Town and Consultant Team presented topic areas related to General Plan elements and posed questions to the attendees to stimulate thoughtful discussion and input. The input received at these meetings has been used to identify themes in responses that are applicable to the various General Plan elements. See Appendix A – *Visioning Process Tabulations* for specific comments received at these meetings.



Methodology

Step 1: The facilitator asked participants to write the most important items that represent a change envisioned and/or desired for each General Plan element:

- Land Use
- Growth Areas
- Downtown Specific Area Plan
- Economic Development
- Public Facilities and Infrastructure (Sewer, Water, Solid Waste, etc.)
- Circulation/Transportation
- Open Space
- Water Resources
- Environmental Planning

Small discussions took place at each table and in the larger group. The topics were written on large sheets of paper by element of the General Plan.

Step 2: The facilitator asked participants to walk around the room, read all comments and place a colored dot next to the comments considered a top priority. Green was considered the highest priority with yellow and blue as the second and third choices.

Step 3: Total points include the sum of the frequency of a specific comment plus the number of dots received. Results were tabulated and overall scores calculated. See Appendix A – *Visioning Process Tabulations* for specific comments received at these meetings.

Key: Each comment = 1 Point; Green dot = 3 points; Yellow dot = 2 points; Blue dot = 1 point.

Public Open House – April 4th

On April 4, 2019, the Consultant team presented topic areas relevant to General Plan elements and posed questions to the participants to stimulate thoughtful discussion and input. Approximately 13 people attended the meeting in the Fountain Hills Community Center. The input received during this time has been used to identify themes in responses that are applicable to the General Plan. The themes will be used throughout the process and provide direction to the Town as to how goals and policies should be presented. See Appendix A – *Visioning Process Tabulations* for specific comments received at this meeting.

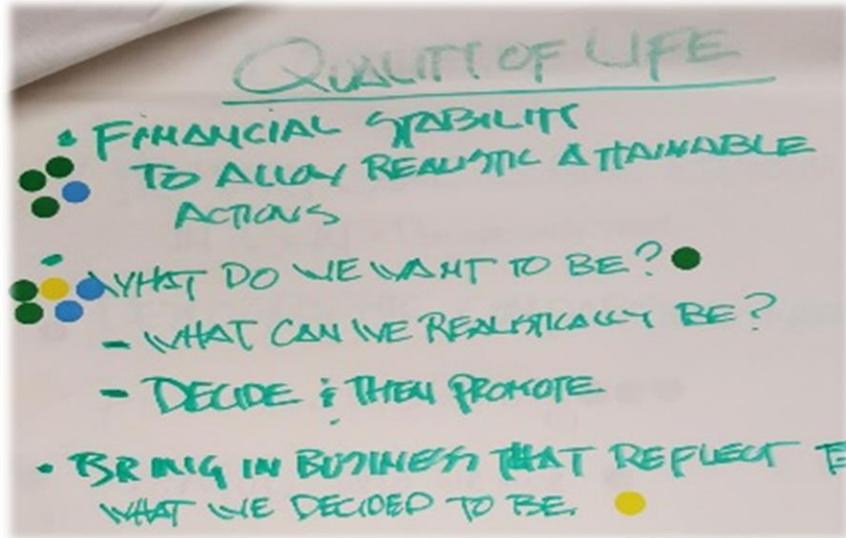


Methodology

The facilitator reviewed each General Plan Element and asked participants to write the 3 most important items that represent a change envisioned and/or desired for the Town of Fountain Hills. Small discussions took place at each table, followed by a group.

Public Open House – April 10th

On April 10, 2019, the Consultant team presented topic areas relevant to General Plan elements and posed questions to the participants to stimulate thoughtful discussion and input. Approximately 16 people attended the meeting in the Fountain Hills Community Center. See Appendix A – *Visioning Process Tabulations* for specific comments received at this meeting.



Methodology

Step 1: Participants were asked to enumerate the Town’s strengths and weaknesses. The Facilitator wrote strengths and weaknesses on large posted notes. When asked to rate their three top priorities, participants placed dots voting on those items they supported.

Rating Key:

1. Each comment base rate = 1 point
2. Each dot = 1 point
3. Total points can vary from 1 when the comment received no support by other participants to the total resulting from adding 1 point for each additional dot.

Step 2: Participants were asked to enumerate attitudes, perceptions, and/or thoughts related to sustaining/improving the quality of life in Fountain Hills. Facilitator wrote responses on large posted sheets. When asked to rate their 3 top priorities, participant placed dots voting on the items they supported.

Rating Key:

1. Each comment base rate = 1 point
2. Each dot = 1 point
3. Total points can vary from 1 when the comment received no support by other participants to the total resulting from adding 1 point for each additional dot.

Youth Outreach

Youth Outreach – Fountain Hills High School

On February 11, 2019, the Consultant team presented and solicited input from the senior and junior level students in the Economics class of Fountain Hills High School. Approximately 57 students provided input. The Consultant Team presented topic areas relevant to General Plan elements and posed questions to the students to stimulate thoughtful discussion and input. Below are excerpts from 3 high school students in the discussion.

I think that Fountain Hills needs to improve HS infrastructure, such as drainage issues in washes, Fountain Park's maintenance (the lake water sulfur smell), and more places for young adults/teens to hang out at like a water park (even if it's small).

More activities children/teens/adults could do such as bowling, ice skating, mall, movie theater, water park, trampoline park and a more variety of food that doesn't close at 11. More affordable living.

I believe that Fountain Hills needs to infill failed business and keep the small town feel. When you drive around and see so many empty business it is sad!!!

Methodology

After a brief PowerPoint presentation summarizing the purpose of the General Plan and required elements, the students were each given the same worksheet. This sheet had the General Plan Elements at the top with check boxes inquiring which were the most important elements to the Town of Fountain Hills:

What do you think is most important for the future of Fountain Hills?

- Economic Development
- Circulation/Transportation
- Community Character
- Parks, Recreation and Trails
- Growth Areas and Land Use
- Environmental/Water Resources
- Open Space/Flood Control
- Infrastructure (Sewer, Water, Internet, Streets etc.)
- Housing
- Healthy Communities/Active Lifestyles
- Public Services (Library, Police, Fire, EMS etc.)

The rest of the sheet was lined for the students to provide open-ended input regarding the Town's future needs. See Appendix A – *Visioning Process Tabulations* for specific comments received during this outreach.



Youth Outreach – Fountain Hills Middle School

On February 22, 2019, the Consultant team presented and solicited input from the 8th grade students in the Social Studies class of Fountain Hills Middle School. Approximately 34 students provided input. The Consultant Team presented topic areas derived from the mandated General Plan elements and posed questions to the students to stimulate thoughtful discussion and input. The input received during this time has been used to identify themes in responses that are applicable to the General Plan. The themes will be used throughout the process and provide direction to the Town as to how goals and policies should be presented. Below is an excerpt from one student in the class:

BETTER SKATE PARK, COMMUNITY POOL, MORE STORES (GROCERY, HOME ESSENTIALS),
ARCADES, TACO BELL, OLD-SCHOOL DINERS, PLACES WITH ACTIVITIES FOR KIDS,
TEENS, ETC., MORE PEDESTRIAN WALK-SPACE, MORE "IN" STORES (ONES WITH CLOTH-
ING, SHOES, ETC.), MORE PUBLIC SERVICES, COMMUNITY SERVICES, BOWLING ALLEYS,
AND MORE LAND (SIGHTSEEING) PLACES, POSSIBLY MORE SPACE BETWEEN RESTAURANTS
AND OTHER PLACES, ROLLER SKATING RINK WITH AN ARCADE ATTACHED, STREET
ART,

Methodology

After a brief PowerPoint presentation summarizing the purpose of the General Plan and required elements, the students were each given the same worksheet. This sheet had the General Plan Elements at the top with check boxes inquiring which were the most important elements to the Town of Fountain Hills:

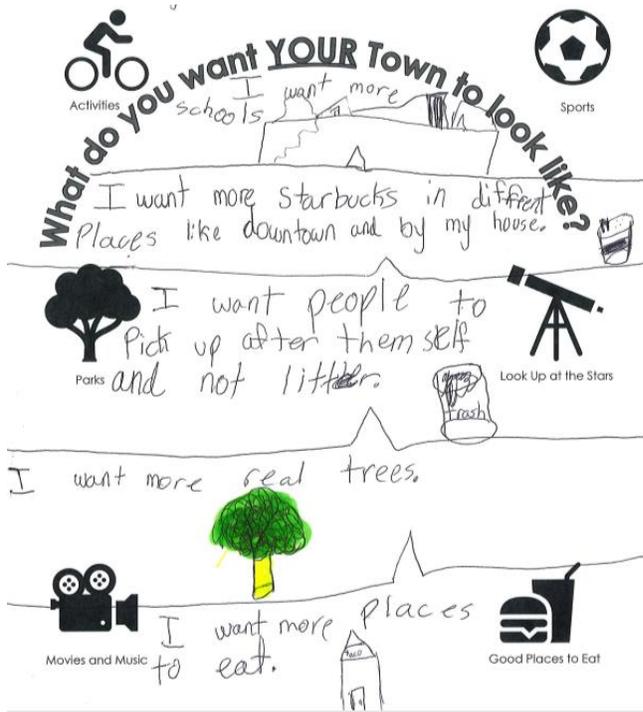
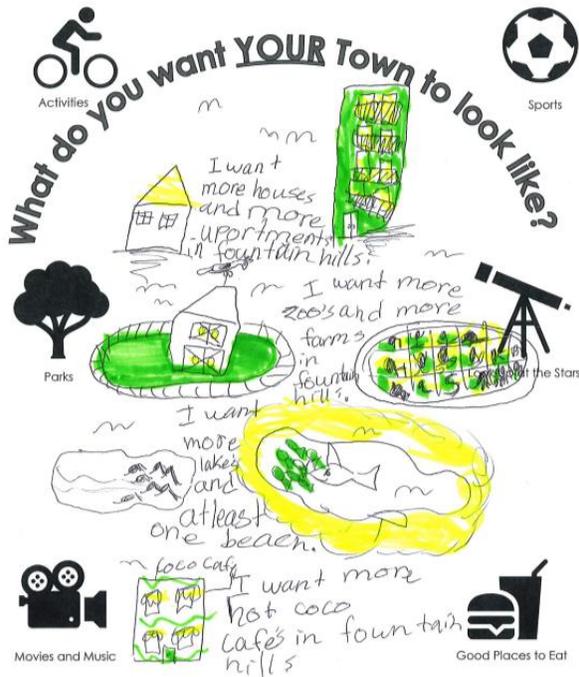
What do you think is most important for the future of Fountain Hills?

- Economic Development Circulation/Transportation Community Character
- Parks, Recreation and Trails Growth Areas and Land Use Environmental/Water Resources
- Open Space/Flood Control Infrastructure (Sewer, Water, Internet, Streets etc.) Housing
- Healthy Communities/Active Lifestyles Public Services (Library, Police, Fire, EMS etc.)

The rest of the sheet was lined for the students to provide open-ended input regarding the Town's future needs. See Appendix A – *Visioning Process Tabulations* for specific comments received during this outreach.

Youth Outreach - McDowell Mountain Elementary School

On March 6, 2019, the Consultant team solicited input from the 2nd and 3rd grade students of McDowell Mountain Elementary School. Approximately 21 students provided input. The Consultant Team presented topic areas derived from the mandated General Plan elements and posed questions to the students to stimulate thoughtful discussion and input. Below are examples from four students who participated:

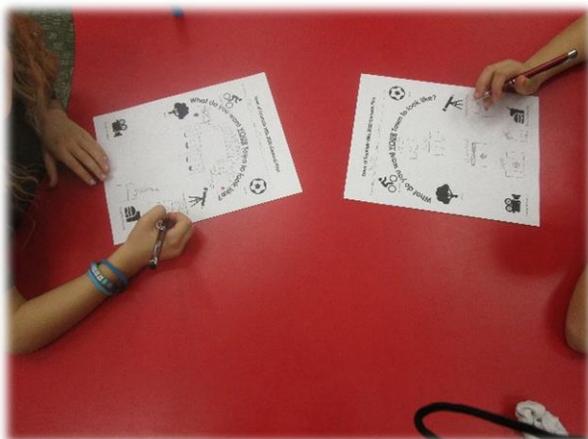


Methodology

After a brief presentation regarding the purpose of the General Plan, yes or no questions were asked to the students. A question was answered “yes” if the student raised their hand. These questions included:

1. Do you live in fountain hills? A total of 19 students responded yes.
2. Do you live by a park? A total of 12 students responded yes.
 - Keep your hand raised if you ever walk or ride your bike to that park – 3 students.
3. Do you go grocery shopping by your house? A total of 8 students responded yes.
 - Keep your hand raised if you walk or ride your bike to that store – 2 students
4. Do you go to restaurants by your house? A total of 8 students responded yes.
 - Keep your hand raised if you walk or ride your bike to those restaurants – 4 students.
5. Do you leave Fountain Hills to go shopping? A total of 18 students responded yes.

Questions then became more open ended to facilitate conversation regarding the future of Fountain Hills. The students were given an open-ended worksheet to either draw or describe through text their vision for Fountain Hills. See Appendix A – *Visioning Process Tabulations* for specific comments received during this outreach.



Attendance to Community Events

Dark Sky Festival – March 30th

On March 30, 2019, the Town and Consultant team attended the Town of Fountain Hills' Dark Sky Festival with a booth soliciting input from community members. This took place at the Community Center. Approximately 45 people stopped by the booth and provided input through comment cards and open discussion. The Town and Consultant Team presented topic areas related to General Plan elements and posed questions to the attendees to stimulate thoughtful discussion and input. See Appendix A – *Visioning Process Tabulations* for specific comments received during this outreach.



Methodology

Members of the Project Team attended the Dark Sky Festival and engaged the community by setting up a booth that included a banner advertising the Fountain Hills General Plan 2020 Update, informational brochures with contact information and comment cards for adults and children to provide input. The children's worksheet was identical to the worksheet given to the elementary school students. The adult comment cards had the General Plan Elements at the top with check boxes inquiring which were the most important topics to the Town of Fountain Hills:

FOUNTAIN HILLS GENERAL PLAN 2020 UPDATE
VISIONING

What town issues are most important to you and the future of Fountain Hills? (select three)

<input type="checkbox"/> Economic Development	<input type="checkbox"/> Open Space/Flood Control
<input type="checkbox"/> Circulation/Transportation	<input type="checkbox"/> Infrastructure (Sewer, Water, Internet, Streets etc.)
<input type="checkbox"/> Community Character	<input type="checkbox"/> Housing
<input type="checkbox"/> Parks, Recreation and Trails	<input type="checkbox"/> Healthy Communities/Active Lifestyles
<input type="checkbox"/> Growth Areas and Land Use	<input type="checkbox"/> Public Services (Library, Police, Fire, EMS etc.)
<input type="checkbox"/> Environment/Water Resources	

The comment card also provided a blank space for open-ended comments and space for the resident or visitor to add their contact information for updates regarding the General Plan. This list is being kept and utilized by the Project Team.

Music Fest – April 6th

On April 6, 2019, the and Consultant team attended the Town of Fountain Hills' Music Festival and provided a booth to solicit input from community members. The booth had information available about the general plan update and staff were available to answer questions. No citizens took the opportunity to complete and turn in comment cards at this event.

Online and Email Comments

Throughout the Town of Fountain Hills General Plan Update planning process, the Project Team also received online input from residents and stakeholders, which have been saved and are available for reference in Appendix C – *Email Comments*. These comments have been used to identify themes in responses that are applicable to the General Plan.

Advertising and Notification

The Town utilized a variety of outlets to notify community members and stakeholders about the public visioning meetings, including:

- Personal invitations through email
- Postings on the Town's website
- Postings on the Town's social media
- Brochures displayed at Town Hall, Library, Community Center and other public spaces



WHAT IS A GENERAL PLAN?

A **General Plan** is a legal document that Arizona law requires towns and cities to adopt as a long-range guide for land development decisions. The Fountain Hills General Plan represents the collective visions of our residents and provides the policies necessary for the Town to endure as a vibrant and thriving community. It is the foundation used to establish zoning regulations, develop our Strategic Plan, create Capital Improvements Plans, and amend the Town Code. It can also be used as support to solicit grant funding.

Arizona law requires the General Plan be updated every ten years. The last General Plan was adopted in 2010. The plan must include elements (chapters) for Land Use, Circulation, Open Space, Growth Areas, Environmental Planning, Cost of Development, and Water Resources. Additional elements may be included if public dialogue directs a need, such as Economic Development and Housing. Once the General Plan is adopted, it will go on the 2020 General Election Ballot to be ratified.

The success of the Town's General Plan Update depends on your participation! We truly look forward to hearing from you!

Community Engagement Process Results

Themes

There was significant response to the presentations and exercises, spanning a wide range of comments and input. The input received during the extent of the public participation process has been used to identify major themes for the Fountain Hills General Plan. The themes were developed in consideration of the following criteria:

- Quantity and similarity of comments received
- Discussions with meeting attendees
- Comment's ratings– concentration of dots
- Applicability of input to the General Plan

The following major themes were identified in the responses received during the visioning process, including both written and verbal comments. The comments mentioned most frequently are called out in bubble illustrations.

Land Use Themes

The Land Use themes elicited from the public centered around topics such as affordable housing, preserving open space and addressing redevelopment goals related to specific areas such as Downtown and the Shea Boulevard Corridor.

- **Residential:** Create affordable, mixed-use housing opportunities.
- **Downtown Revitalization:** Work on the scale of Downtown while sustaining and building the core of Fountain Hills through entertainment, housing, retail and healthy food opportunities.
- **State Land:** Develop the State Land-owned property to the north into residential and neighborhood commercial. *
- **Good Neighbor:** Foster a partnership between Fountain Hills and the surrounding communities through economic development and policy.
- **Retail and Service:** Cultivate opportunities to allow a diverse variety of service and retail uses for residents and visitors of all ages.



***Note:** Although a comment receiving high rating based on the perception that State Trust land is available for residential development, a feasibility study conducted by the Arizona State Land Department indicates that such area is not feasible for residential development due to infrastructure costs.

Growth Area Themes

The Growth Area determination is difficult for the Town of Fountain Hills as it is land locked by the McDowell Mountain Preserve, City of Scottsdale, Fort McDowell Yavapai Nation and Salt River Pima-Maricopa Indian Community. Comments centered around supporting infill of vacant lots, revitalization of existing areas, redesignation of land uses and updating ordinances to reflect the current needs of Fountain Hills.

- **State Trust Land:** Development of State Trust Land for residential, neighborhood commercial and recreational opportunities. *
- **Shea Corridor:** Expand the Target Plaza while allowing for a greater mix of commercial and industrial.
- **Downtown:** Revitalize the Downtown area with a variety of tools including interior and exterior redevelopment.
- **Saguaro Boulevard:** Utilize Saguaro Boulevard as an entry corridor into Fountain Hills and revitalize the facades for a more aesthetically pleasing experience.
- **Infill:** Utilize existing buildings and vacant lots to create connected and vibrant live, work, play spaces.
- **Keep Small Town Feel:** Promoting growth within the context of Fountain Hill's small-town feel.



Focus Efforts on Revitalization, Redevelopment and Infill while Preserve and Promote "Small-Town" Feel

***Note:** Although a comment receiving high rating based on the perception that State Trust land is available for residential development, a feasibility study conducted by the Arizona State Land Department indicates that such area is not feasible for residential development due to infrastructure costs.

Downtown Area Specific Plan Themes

The Downtown Area Specific Plan was created in 2009 and outlines 9 districts in the Downtown area. Comments centered around the current needs of the Downtown area, expanding the 2009 boundary and allowing for a greater attraction to the Downtown area.

- **Plat 208:** Plat 208 describes a prominent Downtown area, which includes a large open parking lot surrounded by commercial use. The main concern for Plat 208 is the need for redevelopment and revitalization to bring residents and visitors back to Fountain Hills Downtown.
- **Boundary:** The current boundary of Downtown expanded to Fountain Hills Boulevard.
- **Architectural Design Standards:** Providing architectural design standards which could encourage cohesiveness throughout Downtown. This includes color palette for the exterior of buildings and facades.
- **Events:** Support and expand upon the already successful Fountain Hills event programs that allows for residents and visitors to understand and enjoy the Town.



Support and Expand Events

Economic Development Themes

Economic development has been a high priority for Fountain Hills residents and stakeholders. There is potential for economic growth through commercial, recreational and entertainment avenues. Therefore, topics regarding economic development include attracting businesses, promoting and supporting small businesses and diverse job creation unique to Fountain Hills.

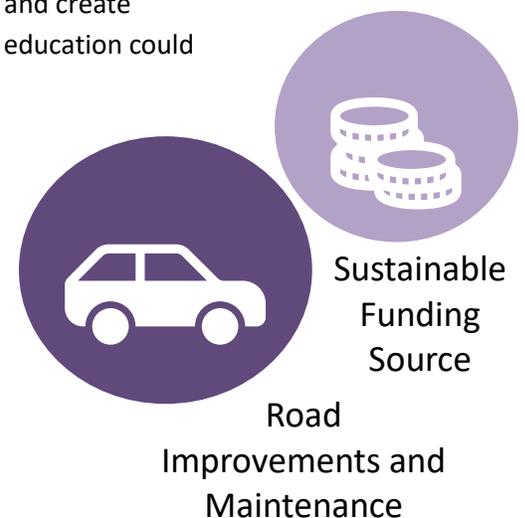
- **Defining Fountain Hills:** Define the Town of Fountain Hills economic development identity in order to be able to brand and market the types of businesses and retail needed to support such identity.
- **Technology:** Embrace the high-tech industry through e-commerce, collaborations with technology-based businesses and schools and evolving transportation needs.
- **Tourism:** Create and promote opportunities for tourism through recreation, events, ecotourism and astrotourism. This includes the increasing demand for hospitality uses and short-term rentals.
- **Appeal to Younger Demographic:** Appeal to the younger demographic through entertainment uses, public amenities and affordable housing.
- **Attraction:** Foster an economic development strategy which promotes a variety of retail services, which in turn creates job attraction.



Public Facilities and Infrastructure Themes

A strong infrastructure system would allow the Town of Fountain Hills to provide a means for continued growth, safety and connectivity. Public facilities and services in Fountain Hills include partnerships with agencies such as, but not limited to, Maricopa County Sheriff's Office, Rural Metro and the Sanitary District. Concerns/issues shared during the visioning process related to public facilities and services included: upgrading and maintaining existing facilities; planning for additional services; improving current technology; supporting energy efficient sources; and exploring funding options for these measures.

- **Wastewater System:** Upgrade and maintain collection system and create innovative ways to treat wastewater. This coupled with public education could solve the increased problem of sodium in the wastewater.
- **Roads:** Address the status of deteriorating roads. Additionally, study the scale of Fountain Hills Roads in certain areas whether too narrow or too wide.
- **Funding:** Identify funding sources for infrastructure and public facilities in the Town. Present a plan of action for future development that supports sustainability.
- **Communications:** Improve WiFi connection and overall accessibility for evolving technologies and communications.



- **Public Amenities:** Develop a community pool or water park as well as an improved skate park for residents and visitors of all ages.

Open Space Themes

The Parks, Recreation and Trails section had a considerable amount of input from the public regarding the establishment of trails and sports facilities, improvement of existing facilities, utilization of the McDowell Mountain Preserve and accessibility/safety.

- **Parks, Recreation and Trail System:** Create a plan for existing and future outdoor recreation opportunities. This could include utilizing the existing natural wash system for recreation.
- **Improvements:** Add new facilities such as bike, rock hunting and jogging trails, dog park, hand gliding and mountain climbing.
- **Connectivity and Wayfinding:** Walking paths to and from different areas of Town with improved signage.
- **Access and Safety:** Good, safe and accessible walking (strollers/wheel chairs) and bike trails, especially with children.



Utilize Washes and
Open Space

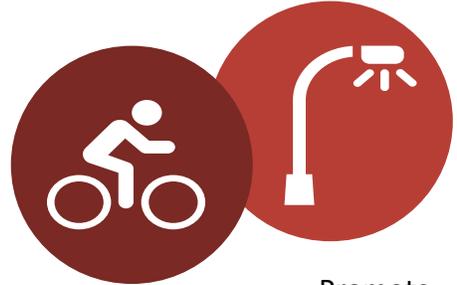


Source: David Reynolds, 2019

Circulation and Transportation Themes

The Transportation and Circulation themes elicited from the public centered around topics such as safety, street improvements, providing multi-modal transportation and traffic.

- **Multi-modal Connectivity:** Designate and plan for increased pedestrian and bicycle activity.
- **Street Improvements and Maintenance:** Provide shade, lighting and other investments along sidewalks and streets to promote all modes of transportation.
- **Parking:** Strategically plan for public and private parking areas including on-street parking.
- **Forms of Transportation:** Incorporate ride share, bike share and public transportation services to internal and external destinations.
- **Safety:** Provide safe pedestrian usage by delineating marked crossings and pedestrian buffers.



Maintain and Improve Existing Bike Lanes, Roads, Pedestrian Crossings

Promote Safety

Water Resource and Environmental Planning Themes

Water resources plays a critical role to the Town of Fountain Hills. Public comments related to water resources and environmental planning include restoration, conservation and exploring energy efficient resources.

- **Drought Planning:** Ensure a sufficient plan of action is in place for drought situations and status of water available in the Maricopa AMA.
- **Water Resources:** Water conservation efforts to allow for future sustainable growth potential.
- **Energy:** Explore clean energy production and use.
- **Local Food Systems:** Place emphasis and support for local food systems including community gardens, farmers markets and local grocery stores.
- **Active Lifestyles:** Promote healthy activities within the community.
- **Aging in Place:** Provide methods to age in place with access to local food system and recreation.
- **Light Pollution:** Preserve the dark skies by limiting light pollution.

Next Steps

Based on the input summarized in this report and the results of the *Background and Current Conditions* technical report completed during an earlier phase, the Consultant will draft:

- **Vision Statement**, which will summarize the intent and direction of the General Plan Update
- **Goals** per element that will state the overarching direction
- **Policies** or actions needed to support such goals
- **Implementation Strategies** designed to implement the policies and goals.

Appendix A - Visioning Process Tabulations

Visioning Process Results to Date

Comments provided by participants during all visioning sessions were tabulated by General Plan Element into major themes. Each theme includes various topics. This approach summarizes the needs/priorities identified by the Fountain Hills community during the public input phase of the General Plan. Each outreach process has been documented in a separate table:

- **Public Visioning Meetings**
 - A. TAC – January 24, 2019
 - B. Stakeholder Team – January 24, 2019
 - C. Public Open House – April 4, 2019
 - D. Public Open House – April 10, 2019
- **Youth Outreach**
 - E. Fountain Hills High School – February 11, 2019
 - F. Fountain Hills Middle School – February 22, 2019
 - G. McDowell Mountain Elementary School – March 6, 2019
- **Community Events**
 - H. Dark Sky Festival – March 30, 2019
 - I. Fountain Hills Music Festival – April 6, 2019

A. TAC Visioning Process Results

The following pages include the TASC Visioning Process results by General Plan element. The attendance roster listing the participants for this meeting is included in Appendix B – *Sign In Sheets*. A total of 19 participated in this visioning process.

Land Use		
Comment	Number of Dots	Points
Be good neighbors to surrounding communities	5	13
Affordable Housing	5	12
Residential Development on State Land	5	12
Sustain/Build Core	4	11
Downtown Entertainment	4	11
Walkability	5	9
Unify Small Lots	4	7
Preserve Sonoran Desert View	3	7
Educational Opportunities	4	7
Patio Homes Downtown	3	5
Capitalizing on Fountain Park	3	5
Lower Density Residential	3	3
Wastewater Treatment Costs for Expansion	2	2
Work on the scale of Downtown	1	1

Growth Areas

Comment	Number of Dots	Points
Traffic/Parking	7	19
Plat 208	9	19
Expand McDowell Mountain Park	5	18
Parks	6	18
Higher Density Residential on State Trust Land	6	12
Commercial Development on State Trust Land	6	11
Revitalization of Target Plaza	5	9
Safety	4	9
Educational Uses	6	8
Affordable Housing on State Trust Land	2	5
Mixed-Use	4	5
Utilizing Washes for Trails within State Trust Land	2	4
Expansion South of Shea	2	4
Health Care	2	4
Expansion of School District	1	2

Downtown Specific Area Plan

Comment	Number of Dots	Points
Parking Garage	10	26
Entertainment	6	14
Walkability	6	12
Redevelopment	6	11
Mixed-Use	5	9
Finishing Sidewalks	4	6
Safety	2	5
Park Place Colors	2	2
Events	1	1
Outdoor Seating	1	1

Economic Development

Comment	Number of Dots	Points
Downtown "Best of the Best"	8	23
Defining Fountain Hills	9	21
More Full Time Residents	8	17
Home Occupations	7	11
School District Involvement	6	9

Public Services and Infrastructure

Comment	Number of Dots	Points
Staffing Issues for Public Facilities	6	15
Width of Roads (Too Large/Too Small)	5	13

Expiring Bonds	7	12
Status of Roads	4	8
Deteriorating Roads	3	3
Wastewater Treatment Plant	1	1
Open Space		
Comment	Number of Dots	Points
Utilizing Washes and Trails	10	23
Hillside Protections	9	21
Family Parks	6	12
Circulation/Transportation		
Comment	Number of Dots	Points
Connect to Amenities (McDowell Mountain and Fort McDowell)	9	23
Safety at Intersections	8	22
Bike Trails	5	9
Mountain Bike Trail	4	6
Connection to Trailheads	2	5
Revitalization of Saguaro Blvd	2	4
Mitigate Traffic	3	3
Water Resources		
Comment	Number of Dots	Points
Drought Planning	11	30
Status of Water Available in the Maricopa AMA	7	14
SL Effluent	3	3
Environmental Planning		
Comment	Number of Dots	Points
Parks	10	26
Renewable Resources	9	23
Healthy Communities	6	12
Environmentally Sound	8	12
Wash Maintenance	6	10
Views/Beauty	4	9
Hillsides	3	5

B. Stakeholders Team Visioning Process Results

The following pages include the Stakeholders Team Visioning Process result by General Plan element. The attendance roster listing the participants for this meeting is included in Appendix B – *Sign In Sheets*. A total of 6 participated in this visioning process.

Land Use		
Comments	Number of Dots	Points
Tax Incentives for Downtown Revitalization	7	18
Redevelopment in Downtown	4	10
Develop State Trust Land	7	10
Mixed Housing	4	9
Parking	4	7
Manufacturing and Heavy Commercial	2	5
Commercial Efficiency in Downtown	3	3
Affordable Housing	1	2
Condos/Apartments in the Downtown	1	2
Growth Areas		
Comments	Number of Dots	Points
Revitalize Downtown	8	17
State Trust Land	7	15
Redevelopment of Saguaro Blvd	5	13
Technology Park	6	10
Shea Corridor	2	6
Mixed-Use in the Downtown area	3	5
Low Density Properties to Higher Density	3	5
Infill Lots Downtown	2	4
Interior and Exterior Redevelopment Downtown	1	3
School Parcels	1	2
Town Owned Land	1	1
Golf Courses	1	1
Face Lift of Saguaro Blvd	1	1
Downtown Specific Area Plan		
Comments	Number of Dots	Points
Community Events	4	10
Pedestrian Walkability and Safety	5	8
Expand Hours of Operation for Businesses	3	8
Architectural Design Standards	4	8
Outdoor Restaurants Downtown	4	7
Entertainment Venues	3	7
Unique Shops	2	4

ADA Accessibility	3	4
Downtown Color Palette	1	3
Extend the Current Boundary to Fountain Hills Blvd	2	3
Close Saguaro Blvd	1	2
Bring Focus Inward to Plat 208	1	2
Economic Development		
Comments	Number of Dots	Points
Electric Car Staging Area	6	12
Events	5	11
Recreational Capital of AZ	4	10
Update Retail Environments	5	10
Light Industrial	4	10
Astroscience Discovery Center (Dark Sky)	4	9
Collaboration with Fort McDowell	5	7
Low Pollute/High Tech Industry	2	6
E-Commerce	4	6
Tourism	2	5
Hotel/Hospitality	3	4
Collaboration with Business and Tech Schools	2	4
Bowling Alley	1	3
Diagonal Parking on Avenue of the Fountains	1	2
Home Occupations	1	1
Encourage Collector Car Business	1	1
Utilize Student Housing/Rentals/Vacant Hotels	1	1
Public Services and Infrastructure		
Comments	Number of Dots	Points
Revenue Problem	12	34
Roads	10	17
Facility Maintenance	8	11
Sodium in Wastewater	4	8
Updating Community Center	2	4
Wi-Fi	1	2
Public Education	2	2
Open Space		
Comments	Number of Dots	Points
Astrotourism	9	18
Use Fountain Park Potential	7	16
Bathroom Facilities	6	10
Trails in Washes	3	9

Promote McDowell Mountain Preserve	5	8
Pickleball/Disc Golf in Parks	3	6
Dedicated Trail from McDowell Mountain to Downtown	3	4
Preserve Existing Open Space	2	4
No Trails in Washes	2	4
Connectivity of Trails	1	3
Adero Canyon	1	2

Circulation/Transportation

Comments	Number of Dots	Points
Round-a-bouts	6	14
Sidewalks	10	14
Safety	5	13
Improve Roads	6	11
Increased Bike Lanes	3	7
Encourage Road from Apache Junction	2	5
Complete Urban Trail System	2	5
Traffic Calming	3	4
Pedestrian Signals in Downtown	1	3
Trolley	1	2

Water Resources

Comments	Number of Dots	Points
Infrastructure Upkeep and Maintenance	10	23
Drought Planning	9	16
Water Conservation	8	14
Water Quality	7	14
Funding Water/Wastewater Infrastructure	4	10

Environmental Planning

Comments	Number of Dots	Points
Recycling Center	9	18
Dark Sky	7	18
Solar Energy	9	16
Hazardous Waste/Electronics Drop Off Days	6	15
Shredding Events	3	5
Noise Ordinance	4	5

C. Public Open House – April 4th

The following pages include the April 4th Public Open House results by General Plan element. The attendance roster listing the participants for this meeting is included in Appendix B – *Sign In Sheets*. A total of 13 participated in this visioning process.

Land Use

Comment

Affordable Housing
 Lower Density Residential
 Walkability
 Preserve Sonoran Desert View
 Improve and Expand Education Ventures
 Be good neighbors to surrounding communities
 Downtown Entertainment
 Preserve Small Town Feel
 No more Nursing Homes
 Capitalizing on Fountain Park
 Right Kind of Businesses in Park Place
 Attract Smaller but Focused Retail (Trader Joes, 2-3 screen movie theater)

Growth Areas

Comment

Revitalize Shae Corridor as "Gateway Corridor"
 Revitalization of Target Plaza
 Expansion of School District
 Improve Schools (Science Specifically)
 Traffic/Parking
 Safety
 Plat 208

Downtown Specific Area Plan

Comment

Entertainment
 Events
 Redevelopment
 Walkability
 Safety

Economic Development

Comment

Protect the Secluded Small-Town Feel of Fountain Hills
 Business Development Incentives
 Better Advertisement of Town

Higher Population (more customers for local businesses)
Increase Property Tax
Reduce Property Tax
Reduce Average Age of Residents
Improve Restaurants
Build on Fountain hills Existing Arts and Cultural Strengths

Public Services and Infrastructure

Comment

Expiring Bonds
Status of Roads
Promote Volunteer Opportunities
Great Community Facilities
Sustainable Revenue Options

Open Space

Comment

Preserve Existing Open Space
Support More Outdoor Opportunities/Activities for All Age Groups

Circulation/Transportation

Comment

Mitigate Traffic

Environmental Planning

Comment

Environmentally Sound
Views/Beauty
Raise Temperature of Government Buildings

D. Public Open House – April 10th

The following pages includes the April 10th Public Open House results organized by strengths and weaknesses of Fountain Hills currently, then by General Plan element. The attendance roster listing the participants for this meeting is included in Appendix B – *Sign In Sheets*. A total of 16 participated in this visioning process.

Part 1: Strengths and Weaknesses

Strengths

Comment	Points
Need Identity “What Do We Want to Be?”	6
· What can we realistically be?	
· Decide and then promote	
Improve Education, Performance and Culture to Keep Fountain Hills’ Kids in Fountain Hills	6
Options for Outdoor Activities/Utilization of Outdoor Space	5
Financial Stability to Support Realistic Attainable Actions	5
Bring in business that reflect what we decided to be	2
Small Town Community	2
Availability of “Convenient” Food	1
Public Activities for All Ages	1

Weaknesses

Comment	Points
General lack of Solid Plan for Future	6
Lack of Partnerships (Indian Communities/Chamber of Commerce)	4
Weak Economic Development	4
Lack of Self Promotion	3
Lack of Sustainable Revenue	3
Demographics	2
Lack of Identity	2
Confusion	1
Misperception (over all)	1
Public Organization	1
Large Amount of Vacant Commercial	1
Not Walkable	1
Aging Isolation	1
Tax Payer Mistrust	1

Part 2: General Plan Elements

Land Use

Comment	Points
Focus on Downtown	6
Share development approaches and participate in Fort McDowell Plans	9
Address excess commercial zoning by supporting mixed-use districts	4
Support Redevelopment	3
Increase residential land uses	2

Economic Development:

Comment	Points
Identify Funding to Promote Fountain Hills and Engage in Cross Promotion with Fort McDowell (Resorts/Casinos)	7
Actions leading to Financial Stability	7
Promote "Who We Are"	6
Demographic Comparisons Needed	3
Bring Businesses that Support Who We Are	3
Support Desired Businesses	2
Establish Primary Care Clinic in Town	2

Open Space

Comment	Points
Improvements to Make Fountain Hills Park a "World Class" Destination	8
Capitalize on Natural Beauty	6
Need Parks to Attract Youth	2

Public Facilities

Comment	Points
Keep Kids in School in Fountain Hills	12
Prioritize Public Safety	10
Support Opportunities for Higher Education	7

Circulation/Connectivity

Comment	Points
Improve Overall Walkability/Connectivity	8
Address ADA access	8
Address Parking Issues	7

E. Fountain Hills High School Visioning Process

The following pages include the student visioning input by General Plan element. A total of 57 participated in this visioning process.

Land Use (Times Checked - 21)	
Comment	Mentioned
Restaurants	31
Shopping	22
Affordable housing	11
Walkability	2
Provide more housing	1
Nicer/Better Homes	1
Paint the apartments on the Avenue (brown maybe?)	1
Mixed Use	1
Move the hospice to an area with a better view/more peaceful	1
Grocery Store	1
Growth Areas (Times Checked - 22)	
Comment	Mentioned
Keep the small-town feel	6
Empty buildings could be turned into new businesses	4
Better Downtown	4
Redevelop Target Area	3
Shea Corridor	3
Plot of land across from the Middle School	2
Lot behind Bashas	2
More Art and Color	1
Redevelop Degrading Areas	1
Economic Development (Times Checked - 20)	
Comment	Mentioned
More entertainment businesses	20
Appeal to younger demographic	19
Movie theater	18
Bowling	7
Tourism	7
Events	3
Expand Hours of Operation	3
Hotel	2
Help failing businesses	1
Tech jobs	1
Color Run	1

Job opportunities for recent college grads	1
Public Services and Infrastructure (Times Checked - 22)	
Comment	Mentioned
Water Park or Public Pool	10
Clean the Fountain	9
Sewer and road improvements needed	8
Fix flooding issues	7
Parking Garage	5
Street lights for safety	3
Better parking	2
Raise speed limits	2
Improved internet	1
Work on cleanliness	1
Less stop signs	1
Both ends of Ave of the Fountains need streetlights	1
Park maintenance	1
Child care and family activities	1
Expand skate park	1
Utilize sidewalks around the park	1
Increase pedestrian safety	1
Changing intersections to reduce blind spots	1
More sidewalks for pedestrians	1
Hospital or 24-hour emergency room	1
More shade on parking lots	1
Open Space (Times Checked - 31)	
Comment	Mentioned
Roller/Ice Skating	5
Add more hiking trails	4
Use Fountain for recreation (kayaking, swimming etc)	3
Add ways to get people outside	1
Horse Riding Trails	1
Later closing times	1
Biking Trails	1
Expand and create parks	1
Circulation/Transportation (Times Checked - 3)	
Comment	Mentioned
Lime bikes/scooters	2
Environmental Planning (Times Checked - 13)	

Comment	Mentioned
Become more environmentally friendly	2
Legalize Owning Chickens Again	1
More opportunities for recycling	1
Solar Power	1
Less trash	1

F. Fountain Hills Middle School Visioning Process

The following pages include the student visioning input by General Plan element. A total of 34 participated in this visioning process.

Land Use (Times Checked - 12)	
Comment	Mentioned
Restaurants	23
Shopping	19
Walkability	4
Mixed Use	3
Utilize vacant land	3
Grocery Store (healthy, organic)	2
Stop building apartments near downtown	2
Nicer/Better Homes	1
Change the apartments on the Avenue (festive lights/garden style)	1
Keep low density housing	1
Growth Areas (Times Checked - 13)	
Comment	Mentioned
Expand Art Culture (Art Studios, Street Art, Museum, Craft Stores)	4
Redevelopment of Failing Businesses	2
Keep the small-town feel	1
Don't keep the small-town feel	1
Empty buildings could be turned into new businesses	1
Better Downtown	1
Redevelop Target Area (mini mall)	1
Shea Corridor	1
Chase Bank Area	1
Economic Development (Times Checked - 13)	
Comment	Mentioned
Arcade	19
Appeal to younger demographic	15
Movie theater	12

Bowling	8
More entertainment businesses	5
Paintball/laser tag	4
Trampoline Park	3
Events (First Fridays, Fairs w/ rides)	2
Mini golf	2
Video game center	2
Expand Hours of Operation	1
Build colosseum to do old roman battles	1
Snowboarding Place	1
Technology Building/co-op for jobs and teaching/learning/museum	1
Advertisement by the Beeline Freeway	1
Amazon Headquarters	1
Public Services and Infrastructure (Times Checked - 15)	
Comment	Mentioned
Water Park or Public Pool	19
Gym/Indoor Basketball Court	13
Create a Fountain Hills Police/Fire Departments	5
Funding for Animal Rescue Centers	5
Expand skate park (bowls, gap jumps, flat rails, more space)	4
Increase pedestrian safety	1
More sidewalks for pedestrians	1
Expand Fountain Hills Theatre (main stage)	1
Zoo/Reptile/fish/invertebrate center	1
Expand or add another library	1
Repair Roads	1
University	1
Add a dock to Fountain Hills Park	1
Make the metal point of the fountain less ugly	1
Open Space (Times Checked - 17)	
Comment	Mentioned
Roller/Ice Skating	14
Add more hiking trails (longer/more difficult)	5
Expand, improve and create parks	3
Biking Trails	2
More volleyball, softball, baseball courts/fields	2
Dirt bike jumps	1
Add fishing area	1
Use Fountain for recreation (swimming)	1
Circulation/Transportation (Times Checked - 3)	

Comment	Mentioned
Roads near Fountain turned into pedestrian corridor	2
Widen streets	1
Environmental Planning (Times Checked - 8)	

G. McDowell Mountain Elementary School Visioning Process

The following pages includes the student visioning input by General Plan element. A total of 20 participated in this visioning process.

Land Use	
Comment	Mentioned
Restaurants	14
Shopping	4
Walkability	1
Grocery Store (healthy, organic)	1
More schools	1
More housing	1
More apartments	1
Agricultural land	1
More People	1
Economic Development	
Comment	Mentioned
Movie theater	10
Zoo	4
Technology Building/co-op for jobs and teaching/learning/museum	2
Check E Cheese	2
Appeal to younger demographic	1
Ice Den/Hockey	1
Teachers	1
Public Services and Infrastructure	
Comment	Mentioned
Water Park or Public Pool	4
Expand skate park	1
Open Space	
Comment	Mentioned

Sports (Football, Baseball, Basketball, Cheer, Soccer, Volleyball, etc.)	7
More playground equipment	4
More Parks	4
Star Gazing	3
Lakes/beach	2
More fun	1
More trees	1
Circulation/Transportation	
Comment	Mentioned
Hoverboard	2
Environmental Planning	
Comment	Mentioned
Keep Fountain Hills Clean	5

H. Dark Sky Festival Visioning Process Results

The following pages include the Dark Sky Festival community visioning input by General Plan element. A total of 45 participated in this visioning process.

Land Use (Times Checked - 11)	
Comment	Mentioned
Restaurants	5
Affordable housing	2
Paint the apartments on the Avenue	1
Growth Areas (Times Checked - 7)	
Comment	Mentioned
Keep the small-town feel	3
Arts	3
More visibility of cultural influence	1
Economic Development (Times Checked - 14)	
Comment	Mentioned
Growth of Businesses	5
Movie theater	3
More entertainment businesses	2
Expand Hours of Operation	2
Appeal to younger demographic	1
News Coverage	1

Public Services and Infrastructure (Times Checked - 14)

Comment	Mentioned
Need a property tax	3
Police	3
Urgent/Medical Care	2
No property tax	2
Community Swimming Pool	1
Better parking	1
Maintain current amenities	1
Domestic Violence Shelter	1
Better night time traffic control	1
ADA Accessibility	1
Advertise EVIT	1
Higher education and classes for seniors	

Parks, Rec and Open Space (Times Checked - 11)

Comment	Mentioned
Clean the Washes	1

Circulation/Transportation (Times Checked - 3)

Comment	Mentioned
Speeding and Noisy Vehicles	2
Improved transportation to/from airport	

Environment/Water Resources (Times Checked - 5)

Comment	Mentioned
Wildlife	1
Stars	1
Light Pollution	1

Appendix B - Sign In Sheets

TASC Visioning Process – January 24, 2019



Town of Fountain Hills 2020 General Plan Update

Visioning Meeting Sign In - TASC

Name	Title	Phone	Email	Signature
Robert Rodgers	Development Services Director	480-816-5138	rrodders@fh.az.gov	
Marissa Moore	Senior Planner			
Jessica Sarkissian	Principal/PM The Planning Center			
Amanda Bayham	Planner			
John Gray	Senior Engineer, Bowman Consulting			
Rick Merritt	President, Elliot D. Pollack Economic Dev			
Loras Rauch	Contract Planning Services			
Grady Miller	Town Manager			
Ginny Dickey	Fountain Hills Mayor			
Dennis Brown	Vice Mayor			
David Spelich	Council Member			
Sherry Leckrone	Council Member			
Michael Scharnow	Council Member			
Alan Magazine	Council Member			
Art Tolis	Council Member			
Aaron Amson	Fountain Hills Town Attorney			

Paula

Fountain Hills General Plan 1/24/2019

TASC Visioning Process – January 24, 2019



Town of Fountain Hills 2020 General Plan Update

Name	Title	Phone	Email	Signature
Susan Dempster	Chair, Planning & Zoning Commission			
Matthew Boik	Planning & Zoning Commission			<i>Matthew Boik</i>
Chris Jones	Planning & Zoning Commission			
Erik Hansen	Planning & Zoning Commission			<i>ERIK HANSEN</i>
N'Marie Crumbie	Planning & Zoning Commission			
Peter Gray	Planning & Zoning Commission			
Paul Ryan	Chair, Board of Adjustments			
Larry Kratzer	Maricopa County Sheriff's Office District 7			
Dave Ott	Chief, Fire Department			
Justin Weldy	Public Works Director			
Jeff Pierce	Streets Superintendent			
Roy Jaffe	Code Enforcement Officer			<i>Roy Jaffe</i>
Shelley Reddy	Fountain Hills Public Library			
Jim Lane	City of Scottsdale Mayor			
Daniel Worth	City of Scottsdale, Public Works Director			
Steve Chucuri	Chair, Board of Supervisors, Maricopa County			
Scott Cooper, CEcD	Fountain Hills Economic Development Director			



TASC Visioning Process – January 24, 2019



Town of Fountain Hills 2020 General Plan Update

Name	Title	Phone	Email	Signature
Craig Rudolph	Fountain Hills Finance Director	480-816-5162	crudolph@fh.az.gov	
Grace Rodman-Guetter	Communication and Marketing Coordinator	48		
Clemenc Ligocki	Arizona Department of Transportation	60		
Bernadine Burnette	Fort McDowell Yavapai Nation	48		
Dr. Robert Allen, Ed.D.	Superintendent, Fountain Hills Unified School District	48		
Rachael Goodwin	Fountain Hills Community Services Director	48		
Rosaria Cain	Fountain Hills Chamber of Commerce, Chair	60		
Mark Edelman	Arizona State Land Department	60		
Delbert W. Ray, Sr.	Salt River Pima-Maricopa Indian Community President	48		
Elizabeth A. Burke	Town Clerk	48		
Paula Woodward	Executive Assistant Development Services	48		
Jessica Sarkissian	The Planning Center	48		
Loras Rauch	Contract Planning Services	48		
Joe & Nancy Bill	Fountain Hills Dark Sky Assoc			
Ken Valverde	GIS/Mapping			



TASC Visioning Process – January 24, 2019



Town of Fountain Hills 2020 General Plan Update

Name	Title	Phone	Email	Signature
Erika McCalvin	Fort. McDowell Planning Manager			
Mark Frank	Environ. Mgr			
Diandra Bened	FM YK General Counsel			
Paul Perreault				
Raymie Boes	T8 FH Facilities/Environment			
Jay Schlan				



Stakeholders Visioning Process – January 24, 2019



Town of Fountain Hills 2020 General Plan Update

Visioning Meeting Sign In – Stakeholders

Name	Title	Phone	Email	Signature
Linda M. Kavanagh	Former Mayor			
Jerry Miles	Former Mayor			
Jay Schlum	Former Mayor (Real Estate)			
Sharon Morgan	Former Mayor			<i>Sharon Morgan</i>
Chad Fischer, Jaime Taylor	Toll Brothers			
	EPCOR (Water Company)			
Scott Soldat-Valenzuela	Fountain Hills Chamber of Commerce			
Stephanie Fee	Firerock Community Association			
Julia Bishop	Sunridge Canyon Community Association			
Janell Kiehl	Eagle Mountain Community Association			
Henry Leger	Former Councilman			
Nick DePorter	Former Councilman			
	Maricopa County Parks & Recreation			
Dana Trompke, PE	FH Sanitary District			<i>Dana Trompke</i>
Cynthia Magazine	Chair of "Save our Town"/Active Resident			



Stakeholders Visioning Process – January 24, 2019



Town of Fountain Hills 2020 General Plan Update

Name	Title	Phone	Email	Signature
Jenny Willigrod	President, Fountain Hills Cultural and Civic Ass			<i>Jenny Willigrod</i>
Jean Linzer	Friends of the Fountain Hills Chamber			
Ron Tovella	Plat 208 Association			
	Maricopa Dept of Transportation (McDOT)			
Dori Wittrig	FH Leadership Academy			<i>Dori Wittrig</i>
Phylis Kern	Kern Realty			<i>Phylis Kern</i>
Jerry Butler	FH Greening Committee			<i>Jerry Butler</i>
Dave Long	President, Fountain Hills Democratic Club			
Rosemary Hansen	President, Fountain Hills Republican Club			
Denise Lacey	AZ Dept of Transportation (ADOT)			
Lynne Hillian	AZ Dept of Transportation (ADOT)			
Richard Karr	FH Rotary Club- President Elect			
Matt Jefferson	President, Noon Kiwanis Club			
Bernie Hoenle	Past President of Noon Kiwanis and SPAC			
Scott Wilken	Maricopa Association of Governments (MAG)			
Susan Dempster, President	Neighborhood Property Owners Association (NPOA)			
Heather Ware	Volunteer Coordinator	(480) 810-5108	hware@fh.az.gov	



Stakeholders Visioning Process – January 24, 2019



Town of Fountain Hills 2020 General Plan Update

Name	Title	Phone	Email	Signature
Dana Saar, Chair	Strategic Planning Advisory Commission			
Bill Myers, Chair	McDowell Mountain Preservation Commission			
Raymond Rees	STORM Representative			
Debbie Skehan	Former Chair River of Time Museum Board			
Matthew Birk				<i>Matthew Birk</i>



Public Open House – April 4, 2019



Town of Fountain Hills 2020 General Plan Update

Visioning Open House

Name	Phone	Email	Signature
Clayton Corey			<i>CC</i>
Bob Burns			<i>Bob Burns</i>
Alan Rousseau			<i>Alan Rousseau</i>
Lune Sine			<i>Lune Sine</i>
JOE BURKETT			
Bill Mraz			<i>B</i>
Sharon Graybow			<i>Sharon Graybow</i>
Michelle Werbo			<i>M Werbo</i>
CAROL KELSO			<i>C Kelso</i>
Ed Kelso			<i>E Kelso</i>
Nancy Bill			<i>Nancy Bill</i>
Joe Bill			<i>Joe Bill</i>
KEV TALL			<i>Kev Tall</i>



Fountain Hills General Plan 4/4/2019 – 6:30pm-8:00pm

Public Open House – April 10, 2019

NAME
BOB SHELSTROM
Jean Divine
Michelle Webb
Suzie Downe
ART TOLIS
Denise Weinreich
Joy WESTERPAITZ
John CRAFT
Jerry Butler
Charles Kern
BRETT OODEN
John Wesley
KARL IVARSSON
TAY SCHLUM
BOB KUWIK
Eric Walker

Appendix C - Email Comments

April 26, 2019

Here are some ideas, and several have been discussed and may be under consideration like putting solar on parking structures. There are also lists of ideas from previous plans that haven't seen the light of day, some due to lack of public funding and others based on limited benefits. So I don't think there is a shortage of ideas, just in ability to execute which has caused frustration.

The latest trend appears to be integrating several plans for a "connected" approach - Active Transportation Plan. Please take a look at the Apache Junction Plan which has recently been adopted (ajcity.net). Others around the metro area are in various stages of progression.

The maps in our draft general plan have been updated, but are also misleading since they don't necessarily show the disconnects with walking paths, sidewalks, bike paths vs bike routs, etc.

Also, there needs to be increased attention to environmental planning and published criteria for evaluation. This is not only for facility construction, but also for trail building in our surrounding area. For example, Copper Wynd is working to build their own trail head and trail from the resort. How will the town make a decision to approve?

Finally, topics in the past have been hampered by lack of funding, but commercial entities and/or not for profit organizations may be able to get grants for "healthy" recreational projects, safety, and innovation. One such project could be a swimming pool with solar heating... others include road or trail improvements. The Loop around Tucson is providing multiple benefits by connecting entities - flexibility and convenience for citizens. Connecting to light rail could be a target for us too.

Agree that roads and infrastructure are important, but if amenities for citizens don't improve, it will be much more difficult to draw a mixed demographic. WiFi for the central town corridor and fountain park will have benefits, just like charging stations for vehicles (which don't need to be free). These are just small examples of items that would be part of demonstrating a future looking community. Embrace technology and be environmentally responsible.

Making the town more pedestrian friendly along with embracing bicyclists, scooters, etc in a managed manner with bring tourism and support locals. Seems to go along with keeping a calming approach to growth.

The plan should emphasize a cooperative and collaborative approach to move forward for both development and execution.

V/R
Bernie

April 8, 2019

My suggestion would doubtless be controversial as an initial proposal due to substantial unpopularity of such devices, but I believe the Town should contract with a red light camera company for installation of such equipment where needed. At present I have a single location in mind, the right turn from Palisades Boulevard to westbound Shea Boulevard. As a 20+ year resident I have long witnessed one or more violations of the triple signage prohibiting right turns on red, on perhaps a third to half the occasions when I approach that intersection to make the same turn. Apparently absent the ability of MCSO to station a deputy sheriff for long periods daily in order to enforce the restriction, this would be a viable alternative. I believe a study, perhaps conducted gratis or at minimal cost by a contractor eager for the business, would support the economic feasibility of this not only being a necessary safety measure but also a net contributor to Town revenue.

Eric

1. Threefold Vision for Fountain Hills

- a. Bedroom Family Community
- b. Retirement Community
- c. Tourist Destination

1. Bedroom Family Community

- a. Affordable family homes subdivisions with 3 - 4 bedrooms
- b. Low crime community reputation
 - i. Have more volunteer or paid police presence on bikes, horseback, motorcycles and/or cars
that can be free to stop and speak with residents keeping up to date on happenings in neighborhoods.
- c. Ask school district if might put out an open ended survey for the students
 - i. Ask all students in each grade level for three activities/venues/recreation opportunities they wish they had
 - ii. Compile all of these and find out what the most popular requests are
- d. Sprouts and/or Trader Joe's
- e. Bring in stores that focus on children's needs of all ages that are affordable, not designer priced

1. Retirement/Snowbird Community

- a. Fountain Hills is already doing pretty well with this.
- b. Only issue is that quite a number of homes/condos used for snowbirds is not being taxed correctly.
The town is missing out on a lot of tax revenue.
- c. If need be, hire an employee to monitor all properties to ensure tax revenue is not lost. Have them watch rental sites, etc.

1. Tourist Destination

- a. Number One - the town is in desperate need of a dedicated Visitor/Tourist/Cultural Center that:
 - i. Can be easily found, being close to the lake
 - ii. Staffed by knowledgeable people that can answer anyone's question or locate an answer to any question within an efficient time span
 - iii. Very friendly and willing to go the extra mile to ensure every visitor leaves wanting to share

their wonderful experience with their friends.

iv. Whenever a person calls or contacts over the internet, a staff member will answer the phone

or return the call in a timely manner or respond over the internet within a few hours.

v. Have a user friendly website for Fountain Hills that links a user to:

1. Every available tourist activity in town, including interactive maps of all the hiking/biking/riding trails in and close to town
2. Easy to use calendar of events
3. A place for rental property owners to advertise their properties for rent
4. Restaurant and store owners to advertise in one place
5. A page for the history of the town.

b. Advertise Fountain Hills in hiking, biking, horseback riding, frisbee golf, and golf magazines and websites.

c. Whenever we mention Fountain Hills to people in the Valley it is surprising how few people have even

heard of it.

2. Business Atmosphere of community:

a. Work with retail office owners

b. Many of them we have found are out of state owners and prefer to use their empty retail areas

as tax write-offs rather than reduce their rent rate to keep renters. Therefore, over the years quite a

number of them have left.

c. Could the town offer tax incentives to retail business owners that had a 75%+ occupancy rate that benefits the town?

If you have any questions, please feel free to contact me. Thank you for reading these ideas.

Deborah

April 10, 2019

I am unable to make the meeting tonight but am very interested in the future of this community. It seems that we should capitalize on our strengths. Fountain hills is a destination for people looking for a quiet, safe, beautiful community. Trying to make it anything else is not going to be successful. I believe it would make more sense to encourage development of existing empty parcels to single family homes and condominiums. Having these parcels on the tax roles will help our financial situation and having a denser residential base can help attract new retailers to all the empty storefronts around town. I am not sure of the law but why do we allow land owners to keep empty stores for years? This is what turns a town to blight. People driving through get the idea that we are out of business. The fact that the gorgeous retail plaza at Frys is completely empty is ridiculous. It would do so much better as residential then empty retail contributing nothing. I also feel it would make sense to go after some big retailers and incentivize them to come to fountain hills. Panera bread, wildflower bread, chicos, chipotle, dairy queen, trader joes are just a few that come to mind. We need to make an effort to revitalize the downtown area which is the star of fountain hills.

There also needs to be a universal code for outside of buildings. The new apartments which I would have thought was a great idea do not fit in. The idea was good the execution awful.

Condominiums would have been a better idea as it adds to the tax base and has vested owners not short term renters filling the town. The empty retail on these buildings just adds to the look that fountain hills is out of business. I would love to help and get involved. Let me know what I can do.

Mary

April 14, 2019

Thank you for the opportunity to provide and your consideration of this humble input on our future general plan. My best wishes on the planning effort. Additionally, many thanks to staff for their effort and interest in bettering our community. Your commitment to implementing this plan will be its sole source of value. Please structure its focus heavily on implementation with accountability clearly outlined. This is usually the most ignored element in plans. My input follows.

Vision

Fountain Hills does not need to become a Beverly Hills or a Scottsdale ...it is Fountain Hills. A unique, beautiful community that is a peaceful and great place to live. It has its own identity and does not need to copy anybody. Its own path should be forged. This wonderful living experience needs to become fiscally sustainable. Maintaining this should be the focus, not massive economic development efforts at the expense of its character.

Circulation

- Complete the downtown area sidewalk network on developed lots. Continue to hold future development on vacant lots responsible to do the rest.
- Consider reducing the width and size of many streets with future reconstruction.
- Review street design standards to minimize future street width and the associated lifecycle fiscal burden.

Land Use

Commercial

- Designate obsolete and excess commercial development for conversion to residential use on the land use plan.
- Force slight scarcity to increase commercial land value and force commercial rental rates to climb. The old land use planning rations are excessive, and even more so for outlying communities in metropolitan areas. This increased investment value will result in more attractive and diverse development. Developers can always apply for a general plan amendment if there is a compelling economic case to be had otherwise for rezoning.
- Focus non-industrial commercial development on downtown in this effort.
- Limit any commercial designation on annexed state land or eliminate any commercial designation on this land at all.

Residential

Fountain Hills has character because it was not developed in a cookie-cutter, mass production fashion. In many cases, developers were involved in single lots on a street. Policies (architectural diversity) should be developed to maintain this character for larger developments ...especially on the annexed state land.

Very careful consideration of the housing market is needed for demographic, economic, and fiscal vigor. Arguably, well over a third of homes are owned by people or entities that do not produce anything close to year-round occupancy. Certain home types (e.g. condos) and locations (e.g. near the fountain) lend themselves to absentee ownership. This type of investment should be minimized going forward.

No expensive study is needed. It is clear from extensive surveys that millennials and younger generations want the same things through their family development and life cycle as prior generations: Single-Family detached dwellings in safe communities with good school districts. The key issue is affordability. Competing with older investors and snow-birds for housing hurts this affordability.

Land use policies have their role in this, but won't alone solve the problem. Careful integration of starter single-family detached dwellings will provide these opportunities while maintaining the quality and character of fountain hills.

A non-profit entity could assist with loan access to qualifying younger families. Deed restrictions or covenants might assist with owner-occupation. Incentive zoning / subdivision regulation exceptions can entice such restrictions on individual homes. The Town can be a controlling review entity in these agreements.

A large subdivision of these homes will become rental central and look like a dump in 10-20 years. Instead, policies that encourage 10% - 15% percent of homes in all new subdivisions to be starter homes will produce better results. Policy examples:

- Use policies and regulations similar to the following as incentives that are only provided with delivery of starter homes;
- Allow and encourage narrower lots (and streets) for starter homes;
- Allow and encourage smaller lot area for starter homes;
- Encourage single car-width driveways for starter homes with angled on-lot parking spaces accessed from the driveway;
- Encourage consideration of tandem garage design with the preceding;
- Allow zero interior side setback on one side of lots for starter SFD homes as long as adjacent homes are not zero setback;
- Allow reduced rear yard setbacks for starter homes;
- Aesthetic Quality: Require garages to be setback at least 2' behind the front building line (no snout houses);
- Aesthetic Quality: Require garages not to be more than 50% of front building width (tandem garages still allow narrower lots with this approach);
- Aesthetic Quality: Require front home facades to have variation in building setback (min 2') integrated in at least 2 locations.
- Aesthetic Quality: Require adjacent homes to vary the front-most building line by a minimum of 2'; and
- Continue to pursue timely development of annexed state land with the state (when demand warrants).
- Fountain Hills should not become the premiere destination for the dying. We have enough assisted living / nursing homes. They produce little economic value with low employment density, money heading to out of state companies, and little spending by residents in the community. Revise the land use plan and zoning to further restrict these development opportunities and their demographic distortion.

Fiscal

- Sales taxes come from residents and visitors, not commercial entities. Elected officials will do well to recognize this in their decisions on the budget and land use. Even the accounting for sales taxes by businesses show it as pass-through money ...not sales revenue.
- Consider pairing a modest property tax with an elimination of the environmental fee and sales tax on foods purchased for home consumption. The property tax should be sized so that the average year-round family of 4 has a slightly reduced annual burden. Such a tax should produce a slight increase in revenue and result in more equity with those that do not reside year-round. The political difficulty of this task is understood.
- Streets first, fluff and recreation last. Priorities need to reflect long-term fiscal sustainability.
- Design development fees in relation to long-term fiscal impact. Designs that reduce the community burden should result in lower fees and more affordable homes.

R.

April 20, 2019

It's with regret that I was unable to attend the April 10th Community "Vision" meeting, but I would like to submit my suggestion to you with this email for review. I commend this committee for holding this event and listening to the Fountain Hills community with their ideas and suggestions.

With the past tragic pedestrian accident on Saguaro Blvd by the fountain, it's with great importance to figure out a way to keep the walking public safe in this very busy area. Also, it would be very nice to find a way to connect the Fountain Park activities to the main street of Fountain Hills- Avenue of the Fountain for further shopping and dining. There is a big dis-connect between these two areas as crossing Saguaro Blvd is a big challenge with all of the traffic and no crossing lights. You typically pick one area or the other which is a big miss of increased activity and revenue for the stores and restaurants in both areas.

My suggestion would be to put an arched walking bridge over Saguaro Blvd at the entrance of Avenue of the Fountain to the sidewalk area of the fountain. On each side would be a circular walk up so people could have a raised area to take photos of the fountain as they are walking up to the cross over, along with a glass elevator on each side for people who cannot do the walk around. On the top arch of the bridge could have lighted letters "Town of Fountain Hills" that would light at night. This could serve as the centerpiece or main street of the town.

This bridge would need to be designed with a style or charm showcasing the essence of Fountain Hills. The architecture of the Avenue of the Fountains (main street) currently lacks a congruent style that can create a more consistent flow and feel of the town's flavor. There is Tuscan stone store fronts, Southwest stucco buildings and Colorado boulder rock iron pillars, tropical thatched straw covered outdoor dining and then the very urban looking, contemporary block style painted new condos across the street, which would have fit in perfectly in a urban city area, like Kirland of Scottsdale.

It would be nice to develop a more consistent theme and charm for the downtown area, going forward. It's always easy to build in the style of what's current and popular, but that doesn't always fit into every site or area.

The bridge might be designed with an ornamental iron look found in many small country towns that wouldn't make it look too heavy, but more artistic in design. Most importantly, safety to all of our residents and guests is the main thing. I think this bridge, however its designed would be a great addition to our charming town.

Thank you for reviewing my idea. I appreciate your time and consideration.

Dawn

Appendix D - April 10th, 2019 Open House Results

Total Number of Participants: 16

Total Number of Comments: 55

Part 1: Strengths and Weaknesses:

Methodology:

Participants were asked to enumerate the Town's strengths and weaknesses. Facilitator wrote strengths and weaknesses on large posted notes. When asked to rate their three top priorities, participant place dots voting on those items they supported.

Rating Key:

1. Each comment base rate = 1 point
2. Each dot = 1 point
3. Total points can vary from 1 when the comment received no support by other participants to the total resulting from adding 1 point for each additional dot.

Strengths:

Comment	Points
Potential to partner with Indian Communities	4
Uniqueness	2
Education	2
Fountain Park	4
Quality of Life	3
Scenery/Natural Beauty	4
Trails	1
Small Town Community	2
Outdoor Space	2
Safe Community	2
Weather	1
Total Points	27

Weaknesses:

Comment	Points
Lack of Self Promotion	3
Lack of Partnerships (Indian Communities/Chamber of Commerce)	4
Confusion	1
Misperception (over all)	1
Public Organization	1
Lack of Sustainable Revenue	3
Large Amount of Vacant Commercial	1
Not Walkable	1
Aging Isolation	1
Tax Payer Mistrust	1
Demographics	2
Lack of Identity	2
Weak Economic Development	4
General lack of Solid Plan for Future	6
Total Points:	21

Strengths and Weaknesses Analysis

Overall enumerated strengths (27 points) slightly outnumbered weaknesses (21 points). In terms of weaknesses, the top weakness included:

- “General Lack of Solid Plan for the Future (6 Points)
- Lack of Partnership with Indian Communities/Chamber of Commerce (4 Points)
- Weak Economic Development (4 Points)
- Lack of Sustainable Revenue (3 Points)
- Lack of Self Promotion as A Town (3 Points)

Part 2: Attitudes, Perceptions and Needs Related to Sustaining/Improving Quality of Life:

Methodology:

Participants were asked to enumerate attitudes, perceptions, and/or related to sustaining/improving the quality of life in Fountain Hills. Facilitator wrote responses on large posted notes. When asked to rate their three top priorities, participant place dots voting on those items they supported.

Rating Key:

1. Each comment base rate = 1 point
2. Each dot = 1 point
3. Total points can vary from 1 when the comment received no support by other participants to the total resulting from adding 1 point for each additional dot.

Attitudes, Perceptions and/or Needs to Sustain/Increase Quality of Life:

Comment	Points
Financial Stability to Support Realistic Attainable Actions	5
Need Identity "What Do We Want to Be?" <ul style="list-style-type: none"> • What can we realistically be? • Decide and then promote 	6
Bring in business that reflect what we decided to be	2
Improve Education, Performance and Culture to Keep Fountain Hills' Kids in Fountain Hills	6
Availability of "Convenient" Food	1
Public Activities for All Ages	1
Options for Outdoor Activities/Utilization of Outdoor Space	5
Small Town Community	2
Total Points:	28

Attitudes, Perceptions and/or Needs Analysis

The highest ratings went to those attitudes, perceptions, and/or needs related to defining a specific and realistic identity for Fountain Hills. Once such identity is defined ("What Do We Want to Be based on realistic expectations") that identity can be promoted, which indicates the need for a Town branding exercise. Of equal importance was the need to improve education, performance and culture to keep Fountain Hills' kids/youth in Fountain Hills. Financial stability to allow realistic and attainable actions and increasing options for outdoor activities/utilization of open space scored in second place, followed by bringing business that reflect the identity agreed upon while keeping the small town feel of the community.

Actions to Sustain/Increase Quality of Life by General Plan Topic:

Economic Development:

Comment	Points
Establish Primary Care Clinic in Town	2
Demographic Comparisons Needed	3
Actions leading to Financial Stability	7
Promote "Who We Are"	6
Bring Businesses that Support Who We Are	3
Difficult for Desired Business to be Here (Need to Support Desired Businesses)	2
Identify Funding to Promote Fountain Hills and Engage in Cross Promotion with Fort McDowell (Resorts/Casinos)	7
Total Points:	30

Environment/Open Space

Comment	Points
Need Parks to Attract Youth	2
Fountain Improvements to Make Fountain Hills Park a "World Class" Fountain/Destination – The Bellagio of Fountain Hills	8
Capitalize on Natural Beauty	6
Total Points:	16

Note:

"Walkability" was moved to the table addressing circulation/connectivity.

Public Facilities

Comment	Points
Keep Kids in School in Fountain Hills	12
Prioritize Public Safety	10
Support Opportunities for Higher Education	7
Total Points:	29

Circulation/Connectivity

Comment	Points
Improve Overall Walkability/Connectivity	8
Address Parking Issues	7

Address ADA access	8
Total Points:	23

Land Use

Comment	Points
Address excess commercial zoning by supporting mixed-use zoning districts	4
Increase residential land uses	2
Support Redevelopment	3
Focus on Downtown	6
Share development approaches and participate in Fort McDowell Plans	9
Total Points:	24

Actions to Sustain/Increase Quality of Life by General Plan Topic Analysis

The highest ratings went to **Economic Development** theme with actions leading to attaining financial stability and identification of funding to Promote Fountain Hills and engage in cross promotion with Fort McDowell (Resorts/Casinos) being the top priority, followed by the need to promote Fountain Hills identity (once decided what that identity would be).

The second theme receiving a high priority was **Public Services and Facilities**. This theme prioritized: keeping kids in school in Fountain Hills; public safety; and opportunities for higher education. All categories received strong support.

The **Land Use** theme ranked third. The highest need identified was to share development approaches and participate in Fort McDowell Plans, followed by focusing on Downtown revitalization, addressing overallocation of commercial uses and the need to include quality mixed-use development and support redevelopment efforts throughout the town.

The **Circulation and Open Space** theme also ranked third with a need to improve walkability, ADA access and parking similarly prioritized.

Although identify as one of the highest strengths of the Town during the weaknesses and strength exercise, the **Environment/Open Space** theme received the lowest rate from participants, with fountain improvements identified as the highest priority to make Fountain Hills Park a “World Class” destination – or what some participants labeled, “The Bellagio of Fountain Hills followed closely by the need to capitalize on the Town’s natural beauty, one of the Town’s top strengths.

STRENGTH

- POTENTIAL TO PARTNER WITH INDIAN COMMUNITIES ●
- UNIQUENESS ●
- EDUCATION
- FOUNTAIN PARK
- QUALITY OF LIFE
- BEAUTY - NATURAL ● = 3
- TRAILS
- SM TOWN COMM
- OUTDOOR SPACE
- SAFE COMMUNITY
- SCENERY
- WEATHER

Completed = Home

WEAKNESS

- LACK OF PROMOTION ^{SELF-} ●●
- LACK OF PARTNERSHIPS
 - INDIAN COMMUNITIES (2) ●●
 - CHAMBER OF COMMERCE ●●
- CONFUSION
 - CL
 - PUBLIC ORG
- SUSTAINABLE REV \$\$\$ ●●
- TOO MUCH VACANT COMM
- NOT WALKABLE
- AGING ISOLATION
- TAX PAYER MISTRUST
- MISPERCEPTION (overall) ●●
- DEMOGRAPHICS
 - TOWN / INFRASTRUCTURE LOOKS OLD ●●
- LACK OF IDENTITY
- ECON DEV. ●●●●
- General ~~Plan~~ lack of solid plan for future ●●●●

QUALITY OF LIFE

- FINANCIAL STABILITY
TO ALLOW REALISTIC ATTAINABLE
ACTIONS
- WHAT DO WE WANT TO BE?
 - WHAT CAN WE REALISTICALLY BE?
 - DECIDE & THEN PROMOTE
- BRING IN BUSINESSES THAT REFLECT ~~THE~~
WHAT WE DECIDED TO BE.
- IMPROVE EDUCATION PERFORMANCE & CULTURE
TO KEEP FH. KIDS IN FH.
- AVAILABILITY OF "CONVENIENT" FOOD
- PUBLIC ACTIVITIES FOR ALL AGES.
- OPTIMIZE THE OUTDOOR ACTIVITIES.

Recorded
by Maria

ECONOMIC DEV.

- PRIMARY CARE CLINIC EST. ^{AT BUSH}
IN TOWN & PARTNER WITH THEM
- DEMOGRAPHIC COMPARISON NEEDED
 - Financial Stability ●●●●
 - Promote "who we are" ●
 - Bring in businesses who we are
 - Difficult for desired businesses to be here
 - \$\$ to promote FH
 - Cross promotion w/ Ft. McJ ●

Environment / OPEN SPACE

^{capitalize}
 • Natural beauty ~~Strength~~

• walkability • Strength

• Parks to attract youth •

• FH PARK TO BE "WORLD CLASS" FOUNTAIN •
 • — FOUNTAIN IMPROVEMENTS / BELAGIO FTN. •

Public Facilities

 Keep kids in school in FH 

 Public Safety 

 Higher Ed 

Circulation

 walkability ●

 parking issues ●

 ADA access ●

LAND USE

••• TOO MUCH COMM. ZONING - CAN WE REZONE OR
CHANG ZONING REGS. TO ALLOW MIXED-USE ZONING

• Increase Residential

•• Redevelopment

••• Focus on Downtown

••• Share ^{participate in} development
approach w/ Ft McDowell
plans

done
Maura