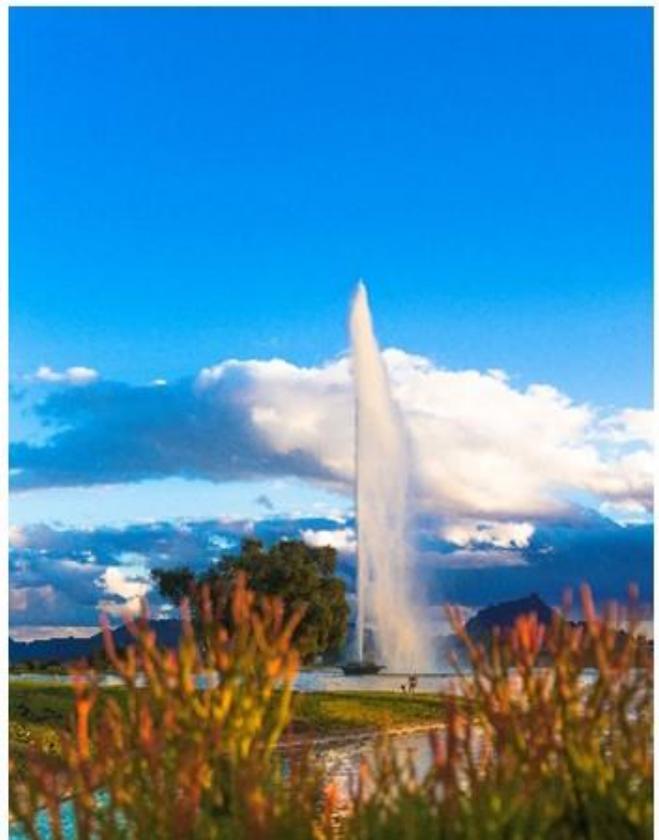


# FOUNTAIN HILLS GENERAL PLAN 2020

*Fountain Hills Thrives!*



*Plan Overview*







# FOUNTAIN HILLS GENERAL PLAN 2020

## *Plan Overview*

### Prepared for:

Town of Fountain Hills Mayor and Council  
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May 2020







# General Plan Project Team

## Mayor and Council Planning & Zoning Commission

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Mike Scharnow, Vice Mayor	Peter Gray, Vice-Chair
David Spelich, Council Member	Susan Dempster, Commissioner
Sherry Leckrone, Council Member	Mathew Boik, Commissioner
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Dennis Brown, Council Member	Clayton Corey, Commissioner

## Consultant Team

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## General Plan Technical Advisory Committee (TAC)

Grady Miller, Town Manager	James Smith, Economic Development Director
John Wesley, AICP, Development Services Director	Raymond Rees, Facilities & Environmental Supervisor
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# The Fountain Hills General Plan



The Fountain Hills General Plan is the primary overarching policy for the Town of Fountain Hills. The General Plan has a significant impact on the future of the Town by setting forth guiding policies for governance in many areas of Town responsibility that will influence future development and redevelopment within the Town's corporate boundary. Authority and direction to plan come from the Arizona Revised Statutes, expressly the Growing Smarter and Growing Smarter Plus Acts, as amended. This General Plan adheres to all applicable federal and state laws. The direction included in this plan applies to new development, redevelopment, and infill. The General Plan directives do not apply to entitlements existing at the time of adoption of this General Plan, which have already been approved by the Town and are therefore grandfathered.

Arizona Revised Statutes (ARS) 9-461.06 requires that all municipalities in Arizona update their existing general plan every ten years. Such updates ensure that the general plan complies with all applicable requirements included in Arizona Revised Statutes 9-461.05.

The Fountain Hills General Plan Update 2020 complies with all applicable Arizona Revised Statutes. More importantly, the plan incorporates other Town of Fountain Hills efforts such as Vision Fountain Hills and the 2017 Strategic Plan to ensure that such efforts are integrated with Town needs and community aspirations. The Arizona Revised Statutes also require the Town to submit this adopted General Plan to the voters for ratification.

The Town of Fountain Hills General Plan 2020 manages growth in a manner consistent with the community's vision through its ten-year planning horizon. It guides decisions by establishing goals and policies that balance maintenance of existing and developing neighborhoods, economic development, and conservation of resources. The General Plan provides the basis for new development while supporting the quality of life that makes the Town distinct. The plan includes the vision, goals, and policy framework identified during the community outreach process. It addresses specific community needs and aspirations. Under State law, actions on private land development, such as Specific Plans, Area Plans, rezonings, subdivisions, public agency projects, and other decisions, must be consistent with the General Plan ratified by the voters.



## Ability to Adapt to Change

The Fountain Hills General Plan is based on community values and an understanding of existing and projected conditions and needs, all of which are subject to change. The General Plan amendment process established by the Arizona Revised Statutes allows maps and written policy statements to be changed. The General Plan is a policy document for the entire Town and may be amended in a manner that supports the community's interest.

The Fountain Hills General Plan provides a decision-making framework for Town elected and appointed officials and staff to guide future growth, development, redevelopment, and infill and maintain the public infrastructure and services needed to support existing and future needs. Over time, unanticipated or unforeseen changes in economy, technology, environment, demographics, transportation systems, and other factors may occur. General Plan updates and major, minor, and administrative amendments allow the Town to address such changes. The Administration Chapter of the General Plan defines these administrative tools and describes their respective processes.

The General Plan Implementation chapter includes the Implementation Strategy to carry out the goals and policies identified in this General Plan and serves as the primary mechanism for General Plan implementation. The General Plan implementation actions will be utilized in conjunction with the Town Council's annual priority-setting efforts, including the Strategic Plan, the Capital Improvements Program, and the Town's Operating Budget. As priorities change, the Implementation Strategy will be updated. This approach provides an easy-to-use reference guide for the Town to monitor progress and evaluate priorities on an annual basis.



## About Fountain Hills



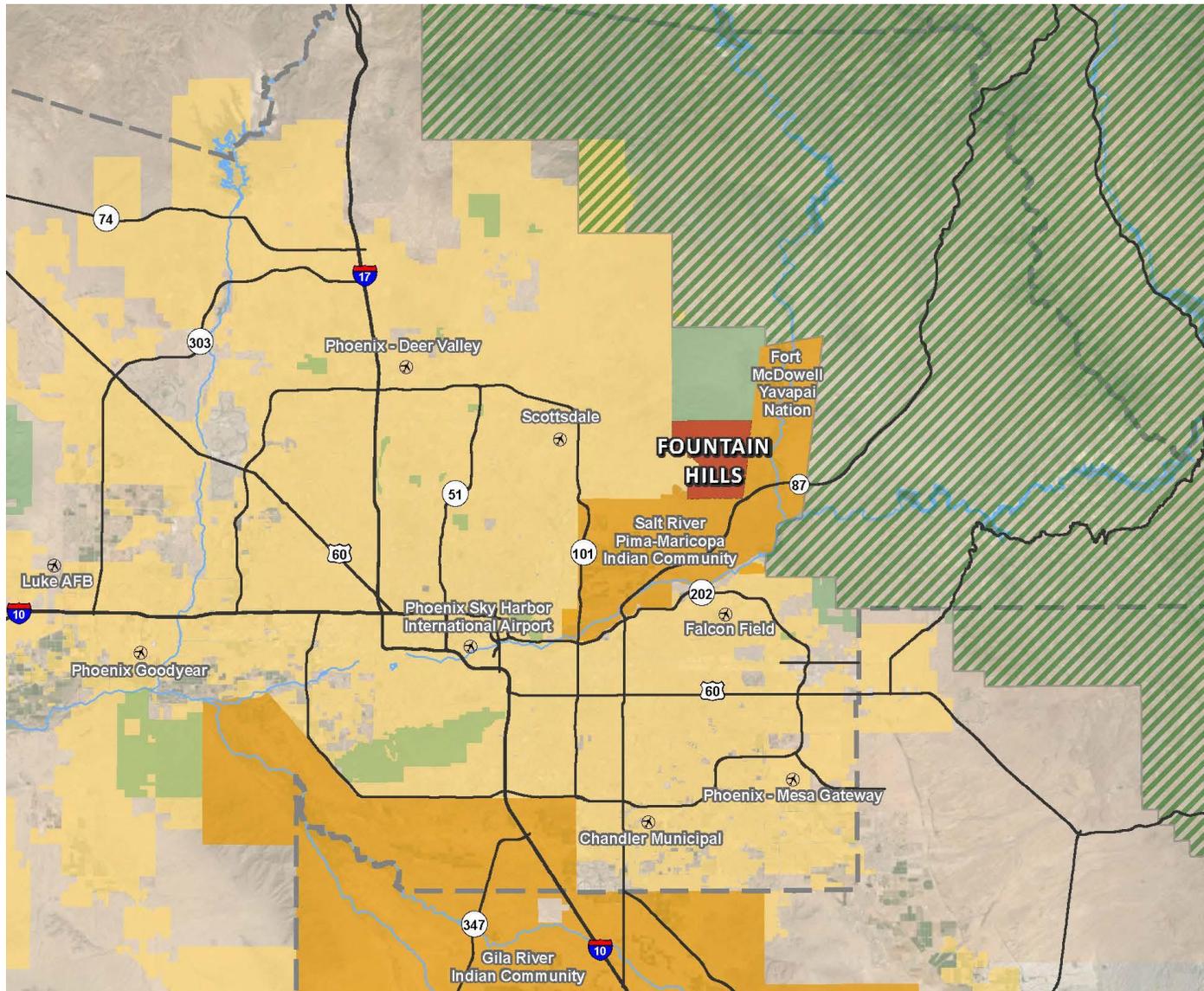
The Town of Fountain Hills (Town) is located in the northeast portion of the Phoenix Valley and is bordered by the McDowell Mountain Regional Park within Maricopa County. The Town is east of the City of Scottsdale, north of the Salt River Pima-Maricopa Indian Community and west of the Fort McDowell Yavapai Nation. One of Fountain Hills' most valuable assets is its natural beauty. The Town's scenic views and desert terrain provide for a wide range of outdoor activities, including hiking, biking, and golf, in support of healthy lifestyles. Fountain Hills contains some of the more challenging and picturesque golf courses in the State of Arizona. Its dark skies provide opportunities for stargazing.

The landforms that comprise the Town are characterized by low ridgelines and wash corridors that were originally home to Native Americans. Archaeological studies have identified the area around the Fort McDowell Yavapai Indian Nation as a major center of Hohokam-Salado occupation from approximately 100 to 1450 A.D. Petroglyphs and lithic remains have been found in both McDowell Mountain Regional Park and the surveyed portions of the former State Trust land on the northeast area of the Town.

Fountain Hills was named by Phoenix Magazine as the best place to live in the Valley of the Sun and was cited as "a welcome oasis on the outskirts of a metropolis." The small-town charm, lakeside, Town Center, relaxed desert lifestyle, lush desert landscapes and diverse landforms, public art, and an idyllic location at the foothills of a picturesque mountain setting overlooking Fountain Park, making Fountain Hills an oasis.

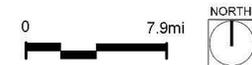
A step away from the bustling Phoenix Metropolitan area, Fountain Hills' aesthetics and natural desert setting create a desirable environment for a variety of lifestyles. Artists, professionals, retirees, singles, new families, and permanent and seasonal residents call this world apart home.

# FOUNTAIN HILLS LOCATION AND REGIONAL CONTEXT



## LEGEND

- Fountain Hills
- Phoenix Metropolitan Area
- Native American Reservations
- National Forest
- State Parks
- Maricopa County
- County Boundaries
- Interstates
- State Routes
- Major Waterways
- ✈ Airports



Sources: Fountain Hills GIS Department 2018, Arizona State Land Department, 2017; Arizona Department of Transportation, 2018; Arizona Land Resource Information Services, 2013



# The Fountain Hills General Plan Organization

The following documents are part of the General Plan in the order they are presented.

## Plan Overview

This Plan Overview summarizes the General Plan planning process and serves as a marketing tool for the Town of Fountain Hills.

## Policy Plan

The Policy Plan includes the policy framework guiding development, redevelopment, infrastructure, economic development, and resource conservation efforts within the Town of Fountain Hills. This Plan contains the community vision, overarching principles, and plan elements in compliance with all applicable Arizona Revised Statutes. Each element includes goals and policies. This volume also includes the administrative tools to manage, monitor, amend, and implement the General Plan.

## Background and Current Conditions Report

The Background and Current Conditions Report contains all pertinent analyses supporting the General Plan. This document assesses background and current conditions and identifies the physical, regulatory, demographic, socioeconomic, and fiscal realities impacting development within the Town of Fountain Hills. This technical report and the public input gathered during the community engagement process serve as the foundation of the goals and policy framework of the General Plan. The Background and Current Conditions Map Series summarizes the opportunities and constraints in map format.

## Community Vision Report

The Community Vision Report summarizes the input received at the various community meetings, workshops, and visioning efforts.



**Figure 1: General Plan Organization**

## Fountain Hills Vision



### Our Commitment

As part of this General Plan, we embrace a positive outlook, get actively involved, and continue to take the necessary steps to support our community and our vision. As Fountain Hills grows, we:

- *Sustain the quality of life, vitality, and distinct charm of our Town;*
- *Maintain the delicate balance of land uses that make the Town a desirable place to live, work, enjoy, and visit.*
- *Further enrich the natural, built, and social environments that make the Town unique;*
- *Support existing businesses and continue to attract businesses that stimulate the Town's economy; and*
- *Provide recreational and resort opportunities to strengthen the Town's reputation as a premier desert destination.*



### Our Vision

Picture an inviting desert oasis in the Phoenix metropolitan region, a place where:

- Native desert vegetation, topography, and natural resources are valued and preserved
- Distant mountains by day and countless stars by night offer a memorable setting
- Neighbors and visitors gather at special events and festivals
- Residents enjoy a walkable community that is conducive to civic involvement and activities
- Unique dining and shopping options abound
- Multiple recreational opportunities support healthy and active lifestyles
- A stable economy invites innovation and creativity and delivers meaningful employment options to an engaged, active, and diverse population
- A variety of housing options are available in safe, quiet, pleasant, and enjoyable neighborhoods



## Fountain Hills Overarching Principle

One overarching principle supports Fountain Hills' Vision: Carefully and thoughtfully integrating neighborhoods, environment (built, natural and social) and economy to maintain a thriving community. This principle seamlessly brings together the places we live, work, shop, go to school, and recreate in a viable and sustainable manner.



# The Fountain Hills General Plan Approach



The Fountain Hills General Plan structure exceeds all applicable requirements of section 9-461.05 (General plans; authority; scope) of the Arizona Revised Statutes while addressing all its components in an integrated manner:

- **Thriving Neighborhoods** addresses housing, neighborhood preservation/revitalization, neighborhood-scale amenities, and neighborhood safety to support healthy, complete, and vibrant neighborhoods,
- **Thriving Environment** integrates all aspects of the built, social, and natural environments by carefully knitting growth areas, infill, redevelopment, and revitalization, place-based land use utilizing a character areas approach, connectivity, access and mobility supporting circulation for all travel modes, parks, recreation, trails, and open space, resource protection, energy conservation, air and water quality, infrastructure, and public services cohesively as integral parts of Fountain Hills,
- **Thriving Economy** supports a strategic economic development approach to achieve the long-range viability of the Town and provides specific mechanisms to finance new development.

## Town of Fountain Hills Growth Areas

Growth areas are identified based on land ownership, topography, hydrology, vacant land, and infrastructure availability or anticipated cost of providing needed infrastructure. This planning approach includes short-term and long-range growth strategies and directs development to those areas of the Town with the largest tracts of undeveloped lands. These areas include:

- The Canyons Character Area (short-term strategy)
- State Trust Land (long-range strategy)

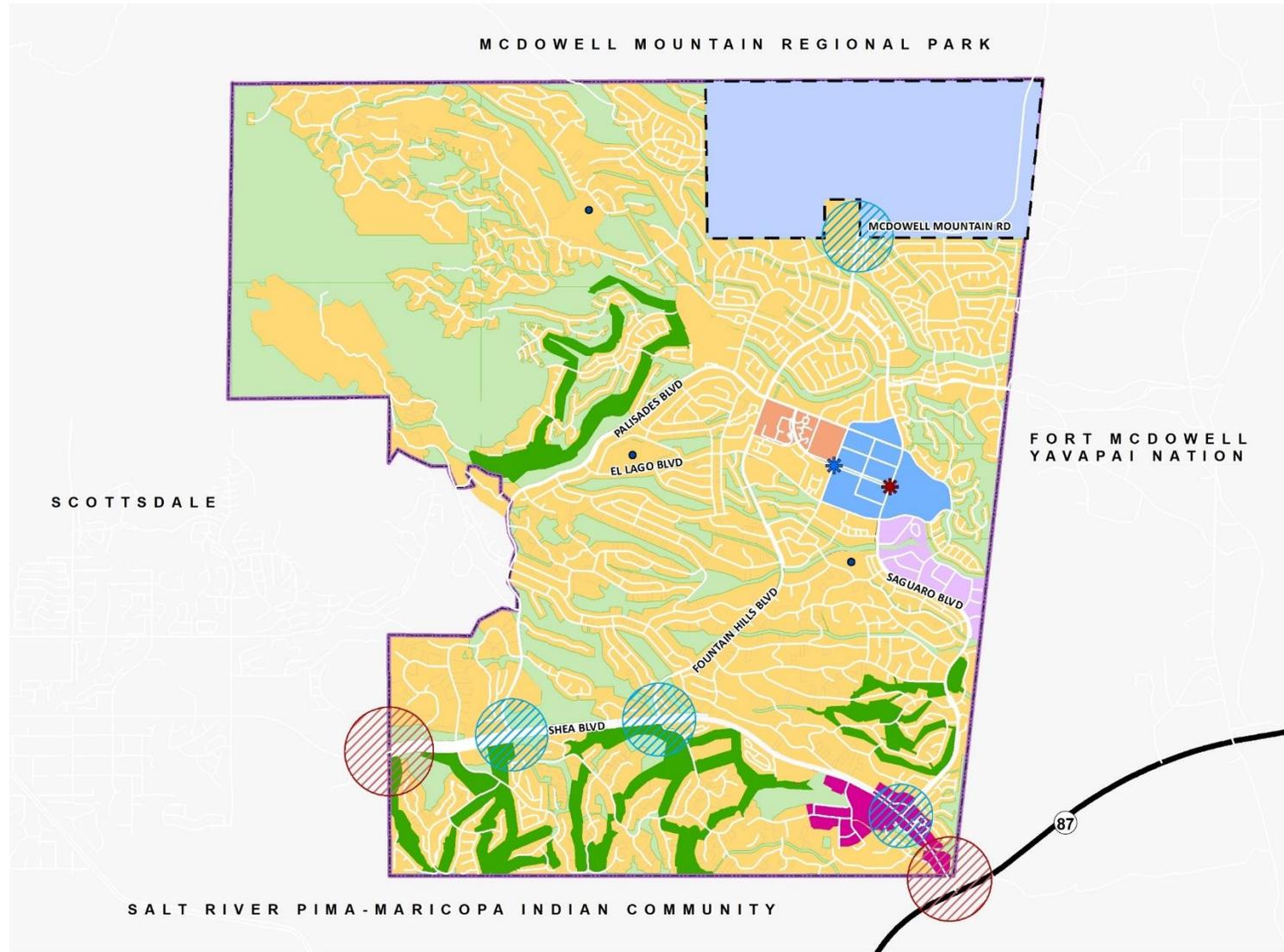
## Character Areas

The map on page 10 depicts the Character Areas for Fountain Hills. To maintain a thriving community, the Fountain Hills General Plan utilizes these Character Areas to organize land uses in a way that reinforces and maintains the character of each portion of the Town. The character areas and their opportunities for redevelopment, revitalization, and infill include:

- **Neighborhoods:** Residential areas throughout the Town, along with associated non-residential uses such as schools, parks, churches, offices, with opportunities for continued development, maintenance, and infill.
- **Town Center:** Located along the Avenue of the Fountains and envisioned as a vibrant walkable and bikeable mixed-used district, the Town Center functions as the heart of the Town and includes Fountain Park, Civic Center (Town Hall, Community Center, Library) and Visitor's Center. The Town Center includes infill opportunities for mixed-use, residential, retail, business, entertainment, and services. Reconfiguration of underutilized surface parking could open more areas for development.
- **Commerce Center:** Located east of Fountain Hills Boulevard, Commerce Center is bounded on the north by Palisades Boulevard, on the south by Keith McMahan Drive and Avenue of the Fountains and on the east by the Town Center. Within walking distance from the Town Center, this character area includes two significant commercial areas and higher density multifamily residential, Fountain View Village, a mixed-use independent and assisted living community (ranked as one of the top ten retirement communities in Arizona), and general commercial uses. The Plan is to continue this mix of uses while working to improve walkability within the area and to the surrounding areas.
- **Shea Corridor:** Functions as the main gateway to Fountain Hills from State Route 87 and includes an industrial park along Technology Drive. Shea Corridor is envisioned as a commerce and employment corridor serving residents and welcoming visitors. Although it includes few infill parcels, reconfiguring underutilized commercial development would open additional opportunities for revenue-generating and employment uses, further supporting the long-range viability of the Town. The strategic location of this center with access to State Route 87 in proximity to resort and gaming facilities at the Fort McDowell Yavapai Nation could support economic development partnerships with the Nation.
- **Saguaro Boulevard:** Primarily a commercial corridor, this area includes few significant parcels for commercial/retail infill along Saguaro Boulevard as well as redevelopment opportunities.



# FOUNTAIN HILLS CHARACTER AREAS PLAN



## LEGEND

### CHARACTER AREAS

- Neighborhoods
- Commerce Center
- Town Center
- Shea Corridor
- Saguario Boulevard
- Development Reserve
- Natural (Restricted) Open Space
- Golf Course

### GATEWAYS

- Primary Gateway
- Secondary Gateway

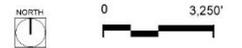
### Town Center Gateways

- Signature Entrance
- Secondary Entrance

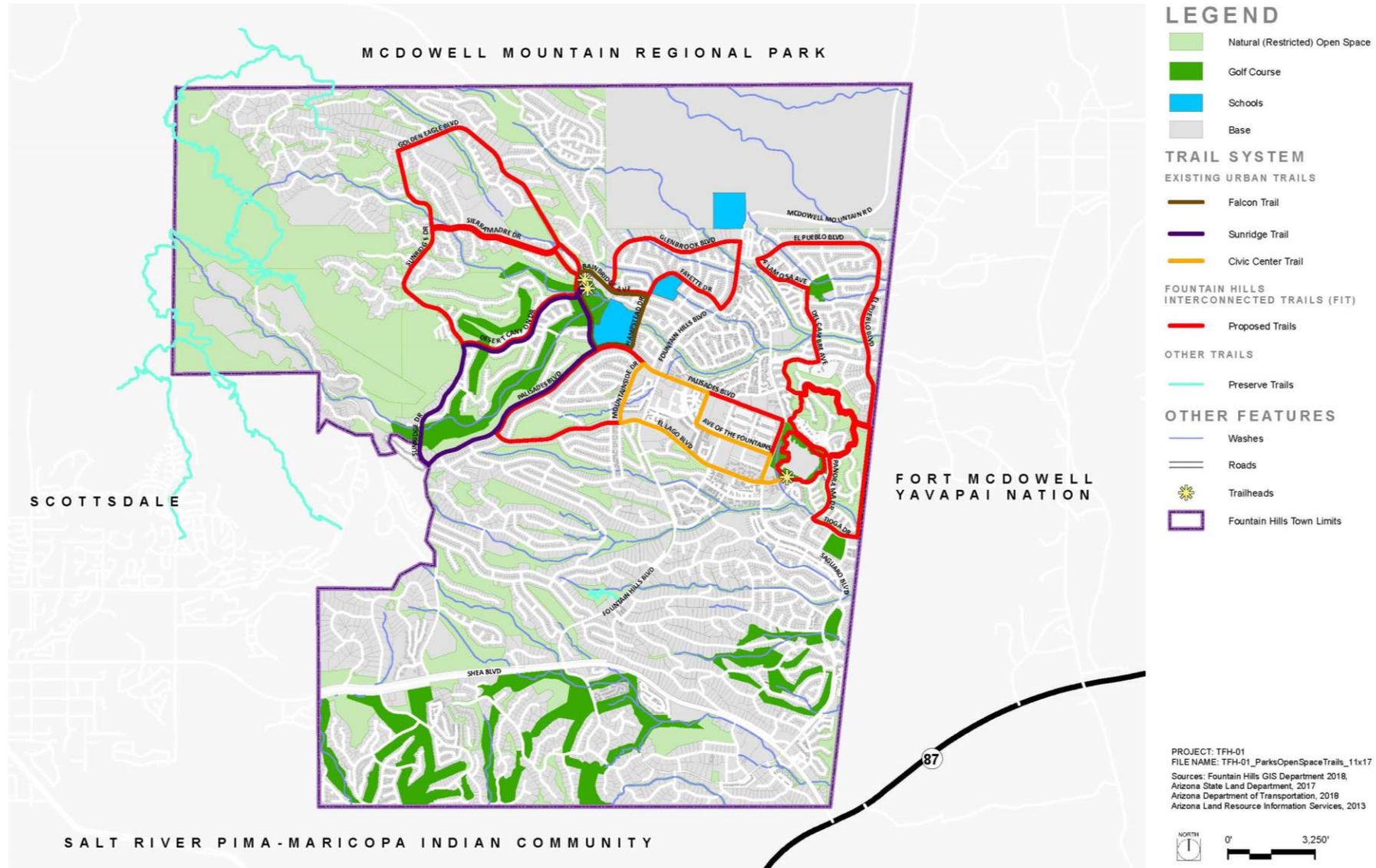
### OTHER FEATURES

- Fountain Hills Town Limits
- Arizona State Land Department Land Trust
- Parcels
- Roads
- FHUSD-Owned Properties

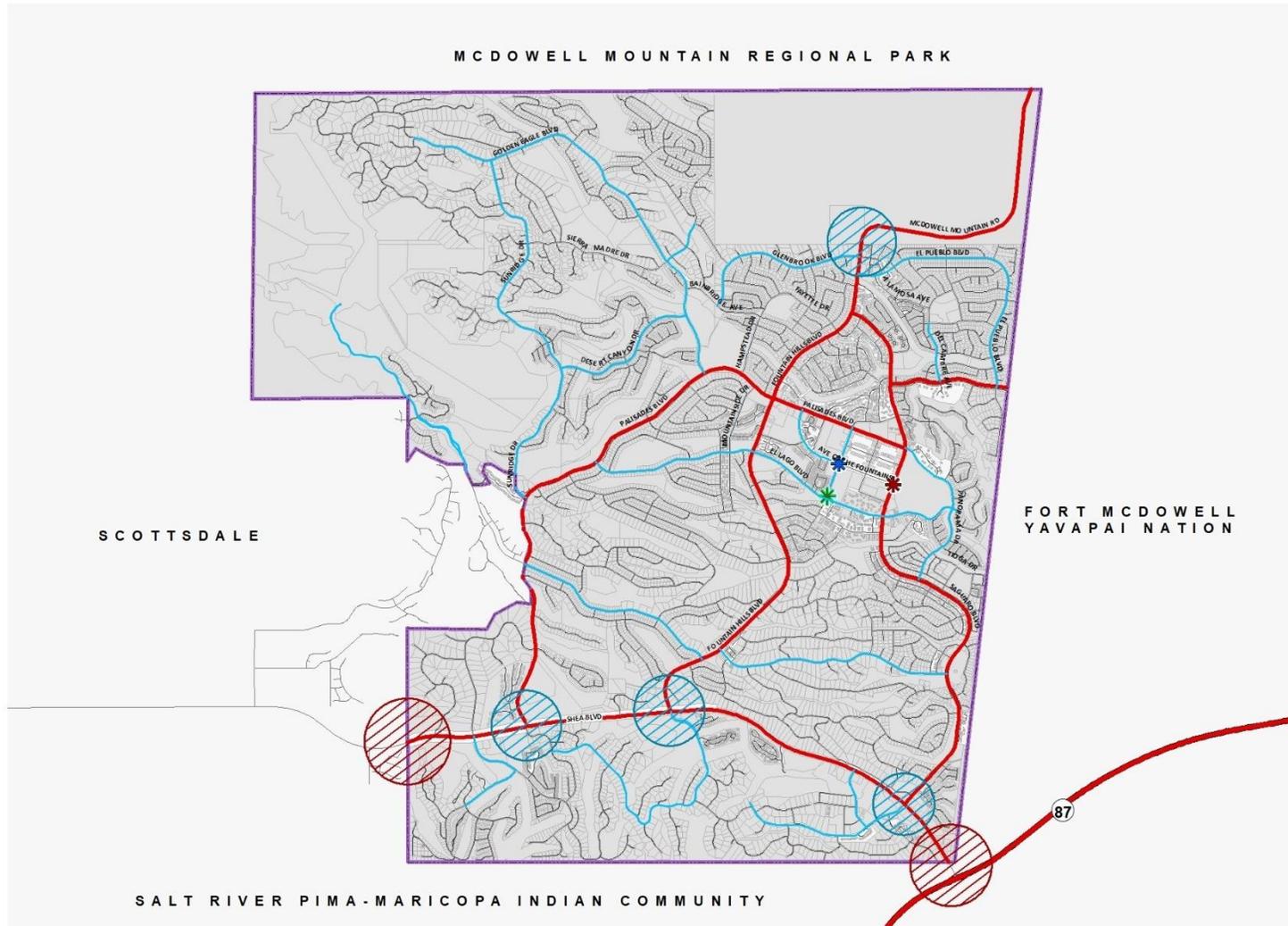
PROJECT: TFH-01  
 FILE NAME: TFH-01\_CharacterAreas\_11x17  
 Sources: Fountain Hills GIS Department 2018,  
 Arizona State Land Department, 2017  
 Arizona Department of Transportation, 2018  
 Arizona Land Resource Information Services, 2013



# PARKS, RECREATION, TRAILS, AND OPEN SPACE PLAN



# CONNECTIVITY, ACCESS AND MOBILITY PLAN



## LEGEND

### ROADWAY SYSTEM

- ▬ State Route 87
- ▬ Arterial
- ▬ Collector
- ▬ Local

### GATEWAYS

- ▨ Primary Gateway
- ▨ Secondary Gateway

### TOWN CENTER GATEWAYS

- ✱ Signature Entrance
- ✱ Secondary Entrance

### OTHER FEATURES

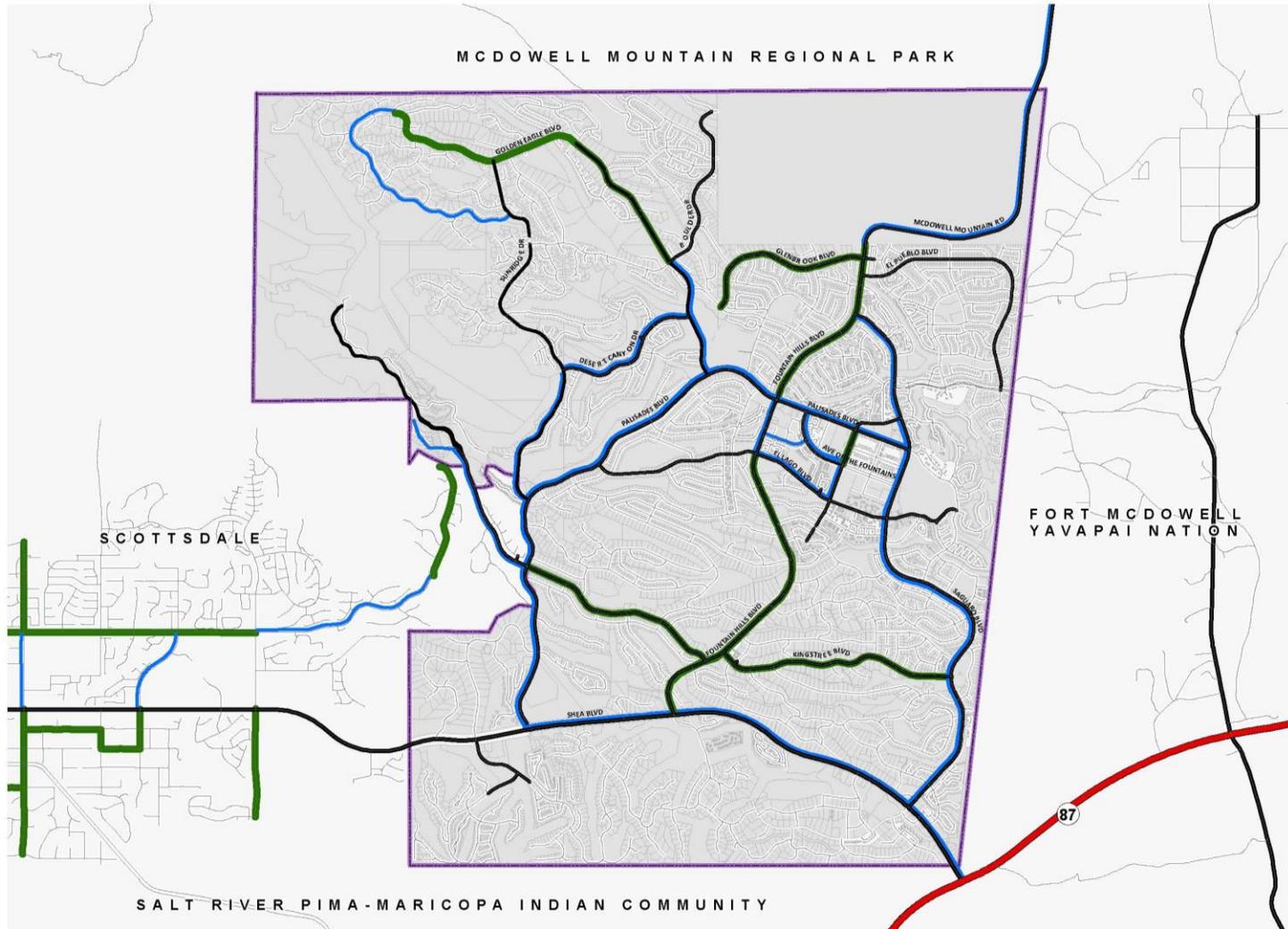
- Fountain Hills Town Limits
- Base
- ✱ Transit Stop

PROJECT: TFH-01  
FILE NAME: TFH-01\_Transportation\_11x17

Sources: Fountain Hills GIS Department 2016,  
Arizona State Land Department, 2017  
Arizona Department of Transportation, 2016  
Arizona Land Resource Information Services, 2013



# BICYCLE CONNECTIVITY PLAN



## LEGEND

### ROADWAY SYSTEM

- State Route 87
- Arterial Roads
- Collector Roads
- Local Roads

### BICYCLE SYSTEM

- Bike Lane
- Bike Route

### OTHER FEATURES

- Fountain Hills Town Limits
- Base

PROJECT: TPH-01  
 FILE NAME: TPH-01\_BicycleRoutes\_11x17  
 Sources: Fountain Hills GIS Department 2018,  
 Arizona State Land Department, 2017  
 Arizona Department of Transportation, 2018  
 Arizona Land Resource Information Services, 2013



# *Fountain Hills Thrives!*

