



## Key Districts

1. The Avenue District
2. Lakeside District
3. South End District
4. Business District
5. Civic District



# Key Ingredients

## 1 Compact Development

- Can we right-size downtown with districts.
- Connection to civic center

## 2 Integrated Mixed-Use

- Finding the right mixed uses
- Balance automobile use
- Attract Visitors

## 3 Green Streets

- Widen sidewalks
- More landscaping and shade
- Outdoor activities
- Boulevards
- Places to sit
- Appropriate trees for shade

## 4 Friendly sidewalks

- Meandering sidewalks
- Shorter blocks
- Misters/Shade
- Intriguing side areas
- Plazas and courtyards
- Integrated artwork

## 5 Brand Identity

- Unique place-making
- More fountains

## 6 Destination Program

- Strategic implementation
- Creative funding
- Public/Private partnership

# Frequently Asked Questions

## When will we see progress?

Only time will tell! Our hope is that this vision and commitment to downtown will showcase our community to the development community. The Town will aggressively look for public/ private partnership opportunities to foster an environment that promotes new development and redevelopment.

## Who owns the land?

There are numerous land owners in the downtown area, including the Town. Any new development would have to be coordinated with current land Owners. The major vacant land (14 acres) to the south of Avenue of the Fountains is Owned by a single entity. The other largest single land owner in the downtown is the Town- which owns Fountain Park and the area included in the proposed Lakeside District.

## Who will pay for this?

Once the economy turns around, the town hopes that the private sector will be attracted to these development opportunities. This may include a variety of incentives including some level of public improvements.

## How can I get involved?

Over the coming months, the town leaders, including the BVAC (Business Vitality Advisory Council of the Chamber of Commerce) will continue to look for public input relative to the downtown vision and its incorporation into the General Plan.

## What are the next steps?

The Council is expected to Adopt the Vision Plan by mid-September. The plan will then be incorporated into the Town's General Plan Update process, which is currently under way and expected to be in early 2010.

# Downtown Fountain Hills



## Vision Planning



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