www.fountainhillsaz.gov

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Fountain Hills Survey Feedback for the 2024 Downtown Plan

FOUNTAIN HILLS

Surveys

- 4 Surveys
  - Survey 1: General Survey
  - Survey 2: Land Use
  - Survey 3: Infrastructure
  - Survey 4: Placemaking and Events

Survey 1:

Q1: What three words first come to mind when you think of Downtown Fountain Hills?

- The three biggest words: Beautiful, Fountain, Quaint
- 5 positive takeaways:
  - **Beautiful, Safe, Community, Friendly, Relaxing**
- 5 negative takeaways:
  - **Boring, Incomplete, Dated, Vacant, Imbalance**

Survey 1:

Q2: Downtown Fountain Hills would be better if:

- 5 “mores”
  - Restaurants, Shopping, Year-round life, Entertainment, Families
- 5 “less”
  - Vacancies, traffic, ugly infrastructure, empty lots, closed businesses

Survey 1:

Q3: What are the Top 5 things you like about the current Downtown?

- Fountain, Green Space, Open Space, Park, Grass
  - Other options: Farmers Market, Community, Christmas Decorations, Friendly

Survey 1:

Q4: What are the Top 5 Challenges you see in Downtown?

- The top 10 responses:
  - Parking
  - Lack of Business
  - Architecture (not blended)
  - Vacancy
  - Traffic
  - Sidewalks
  - Streets look
  - Lack of public restrooms
  - Downtown image
  - Old

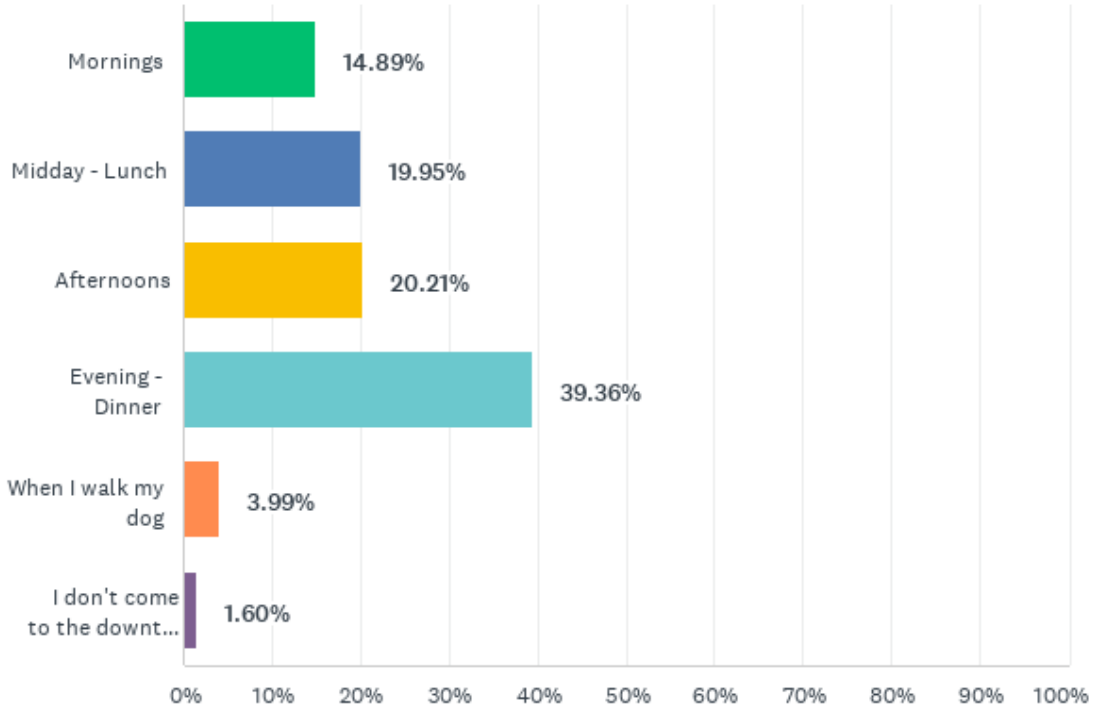
Survey 1:

Q5: What are the top 5 Businesses you visit the most?

- Oka sushi was the most written in visited business
- The 3 biggest businesses:
  - Oka Sushi
  - American Grill
  - Euro Pizza

Survey 1:

Q6 What time of day do you most often visit the downtown area for shopping, dining, entertainment, or exercise?

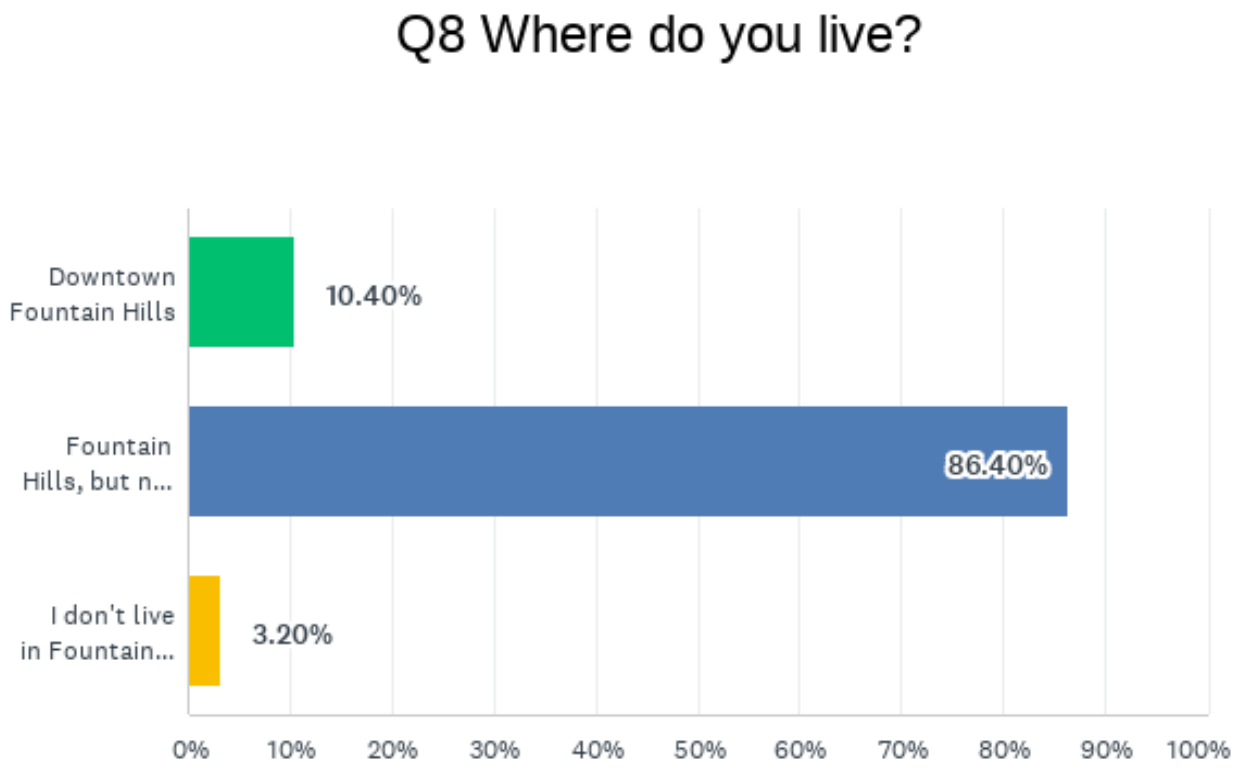


Survey 1:

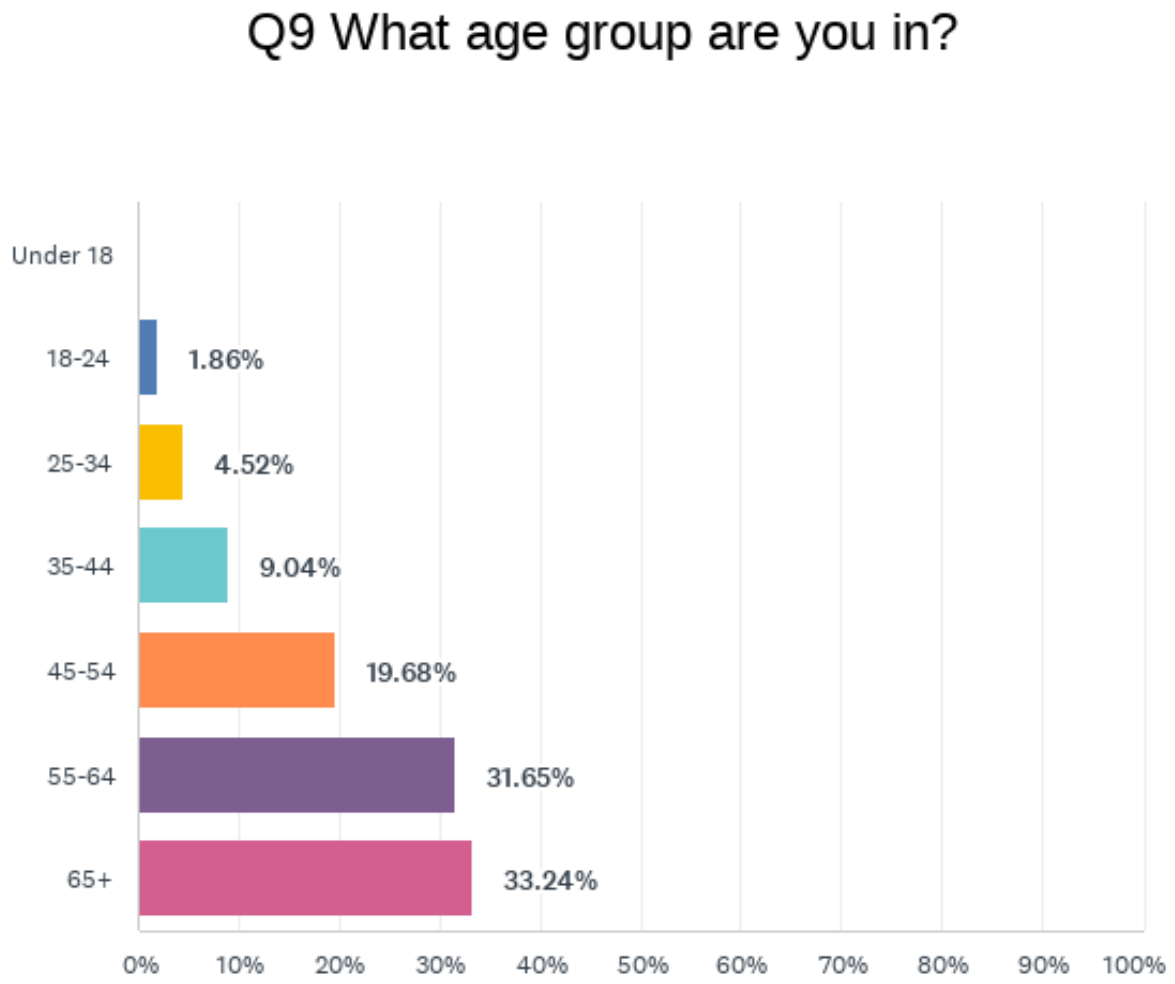
Q7: What type of Experiential activities would you like to see?

- Music had the highest responses, many would prefer a venue
- All Age entertainment was the second, most requested was Bowling, Movies, Roller rink, Pottery
- Food experiences was the third highest, preferably much more casual and experiential food places

Survey 1:

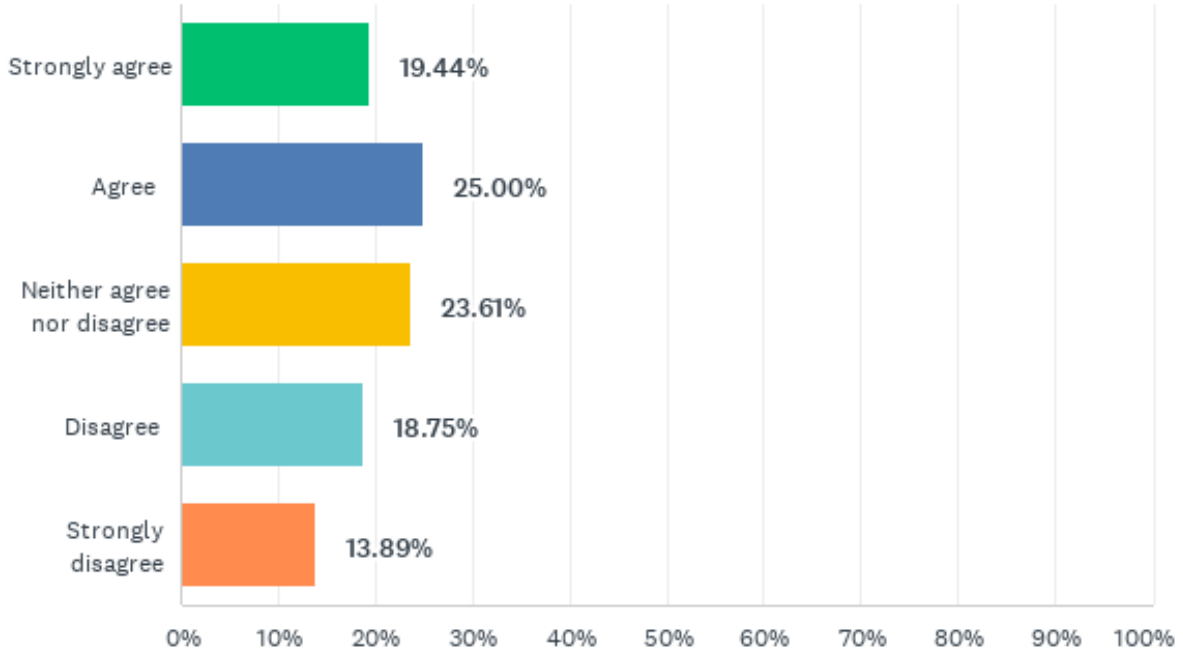

Q8 Where do you live?
Downtown Fountain Hills
10.40%
Fountain Hills, but n...
86.40%
I don't live in Fountain...
3.20%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%

Survey 1:


Q9 What age group are you in?
Under 18
18-24
1.86%
25-34
4.52%
35-44
9.04%
45-54
19.68%
55-64
31.65%
65+
33.24%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%

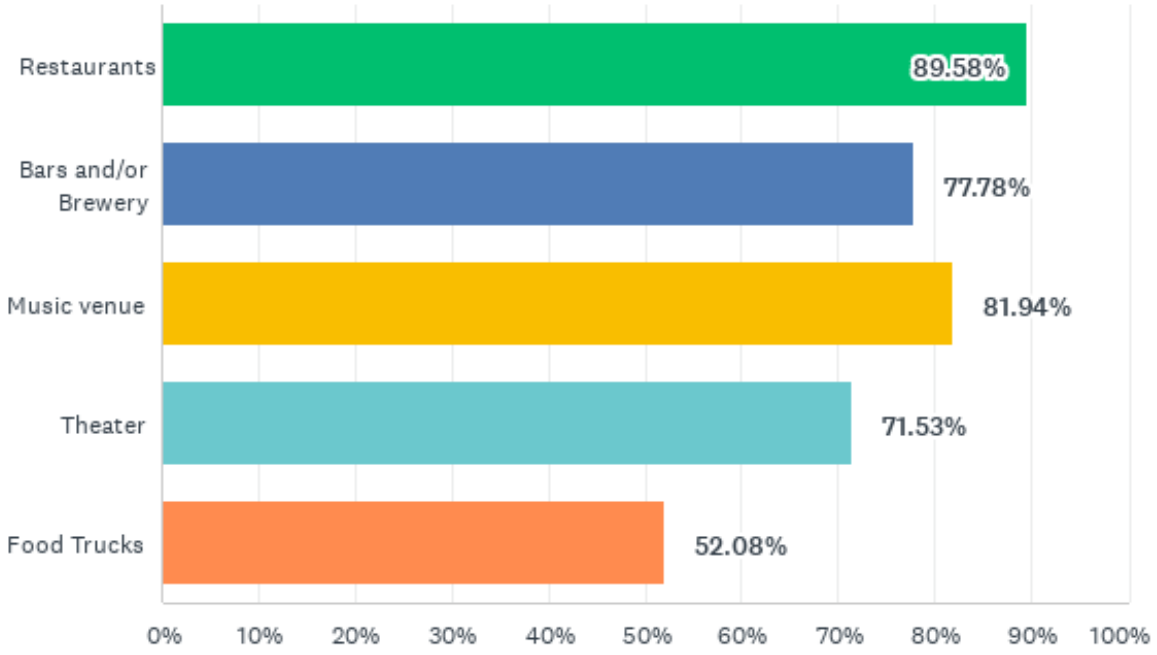
Survey 2:

Q2 The Business District (see map to identify business district) includes retail and office uses. Should the Town encourage residential uses within this district?



Survey 2:

Q3 There is a section within the Avenue District that is designated an entertainment zone. When you think of an entertainment zone in the Downtown, what type of uses do you consider? (Check all that apply)



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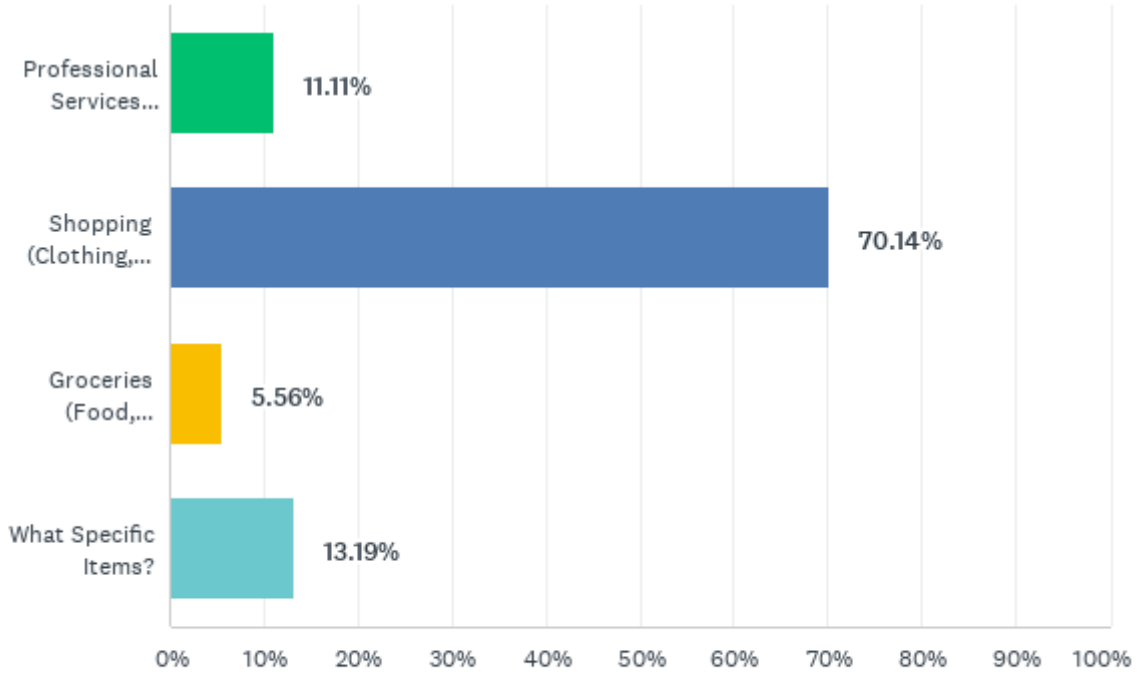
Survey 2:

Q4: When you think about restaurants in a downtown, what would you like to be considered?

- The main desire is variety with restaurants, especially with other cultural foods as well as more variety of existing restaurants.

Survey 2:

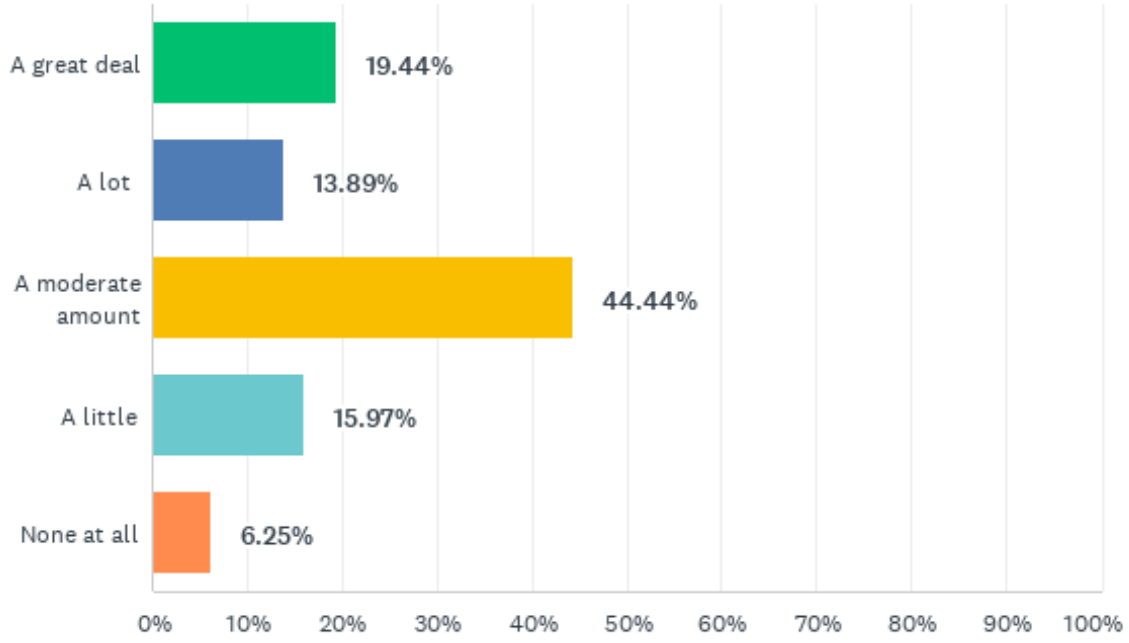
Q5 What is the main business/service/goods you need find outside of Fountain Hills? (Select one)



*For “What Specific Items”: Trader Joes, Costco, Clothing, Total Wines were the most popular businesses.

Survey 2:

Q6 I would like to see additional parks, shade options and sitting areas within the downtown.



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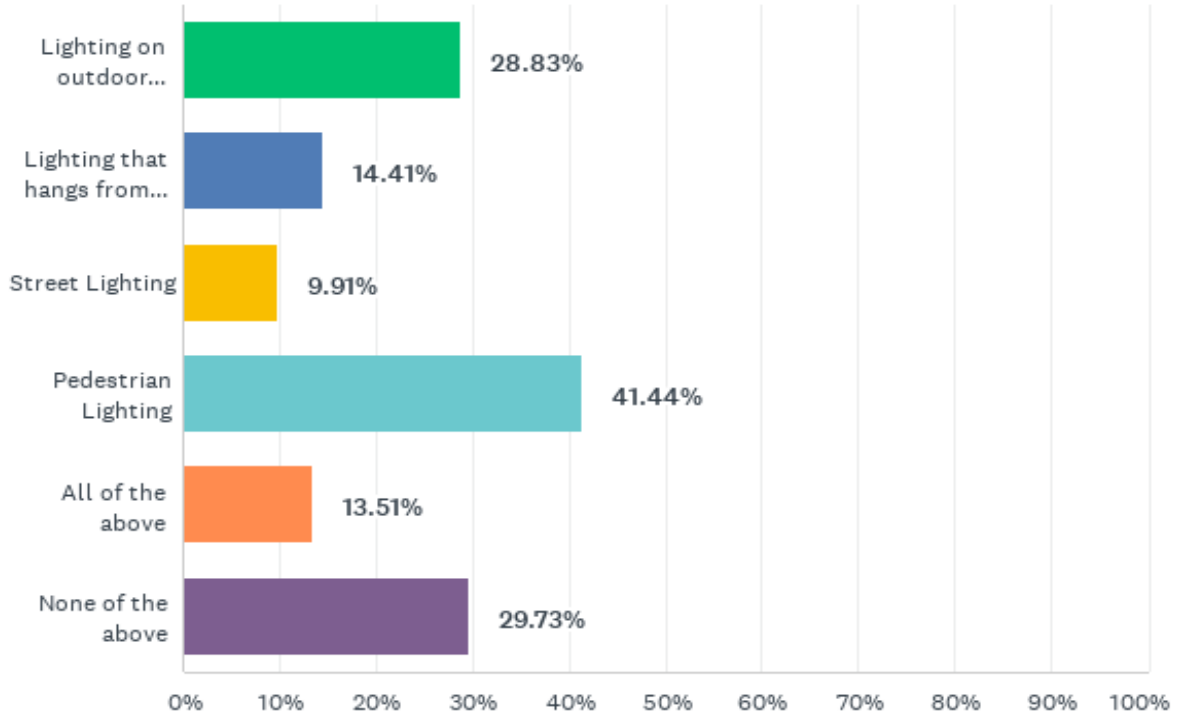
Survey 3:

Q1 Residents and businesses often request more lighting in Downtown that complies with Dark Sky requirements. Tell us more about what type of lighting you would like to see. (Check all that apply)



Survey 3:

Q2 Over the years, the Town has spent close to $2 million on improvements to the linear park in the Avenue of the Fountains. Using that as a comparison, and recognizing Parkview Avenue is not designed as an urban street like the Avenue of the Fountains, what level of improvements should be considered for Parkview? (Check all that apply)

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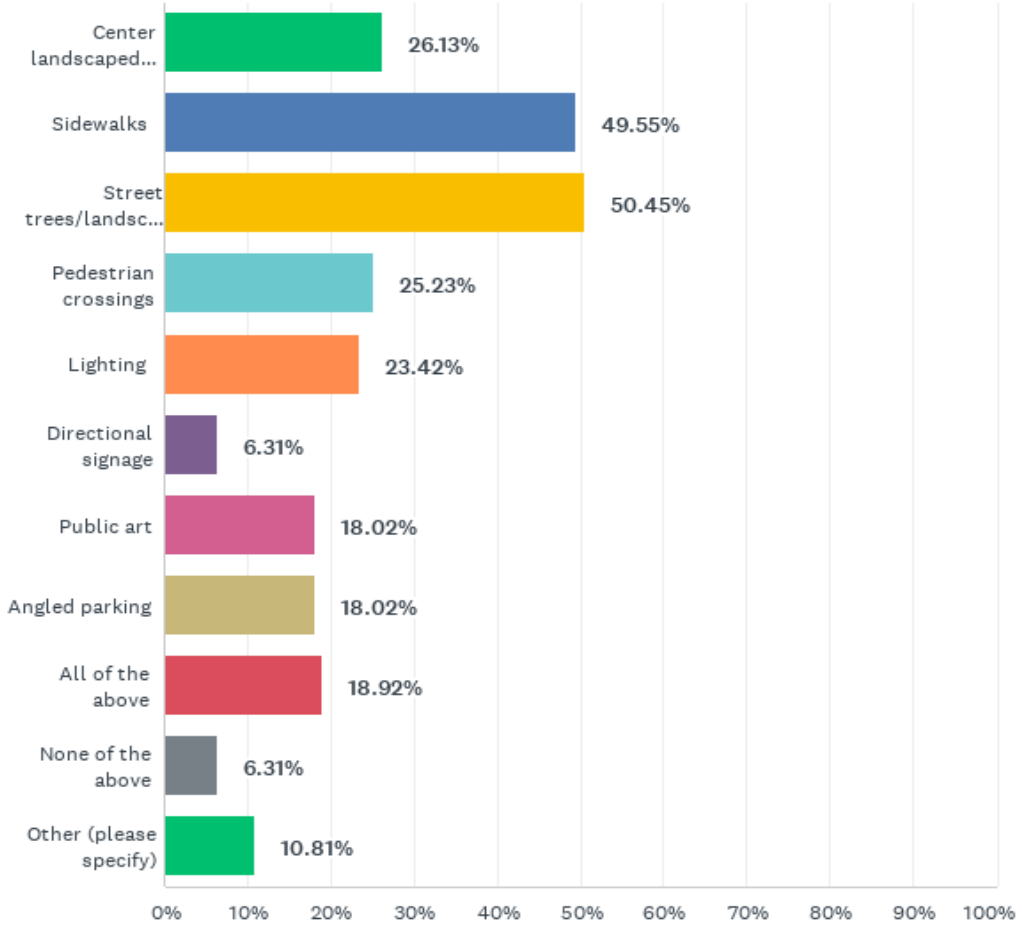
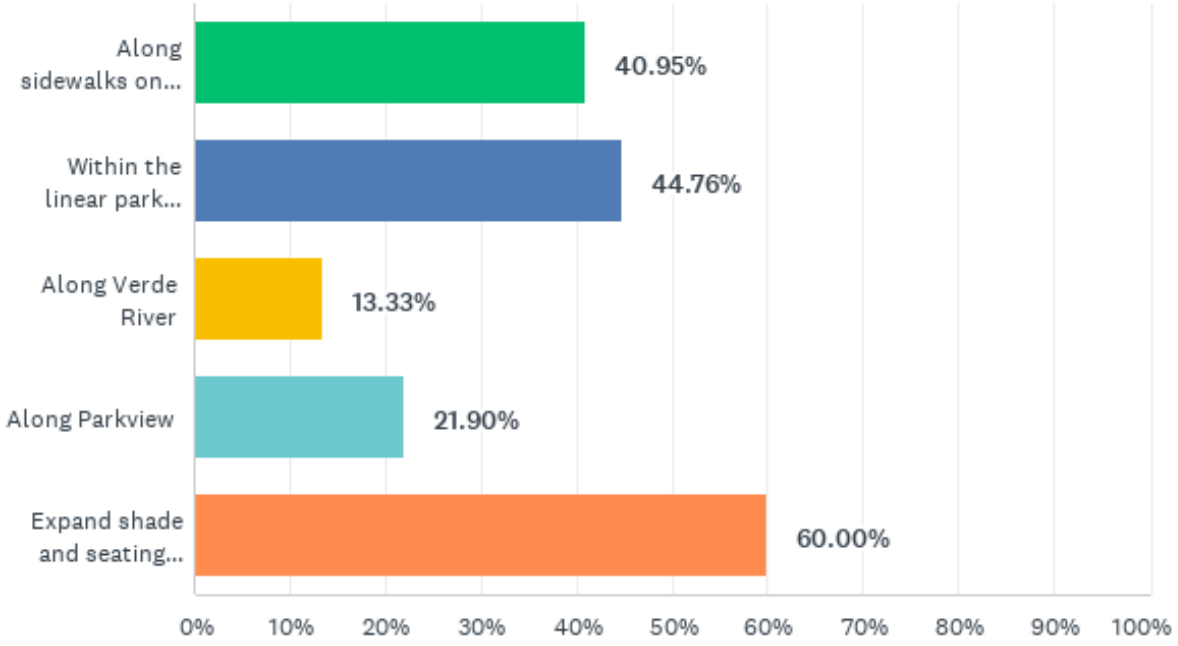


Survey 3:

Q3 I would like to see additional shade and seating area options downtown. (Check all that apply)



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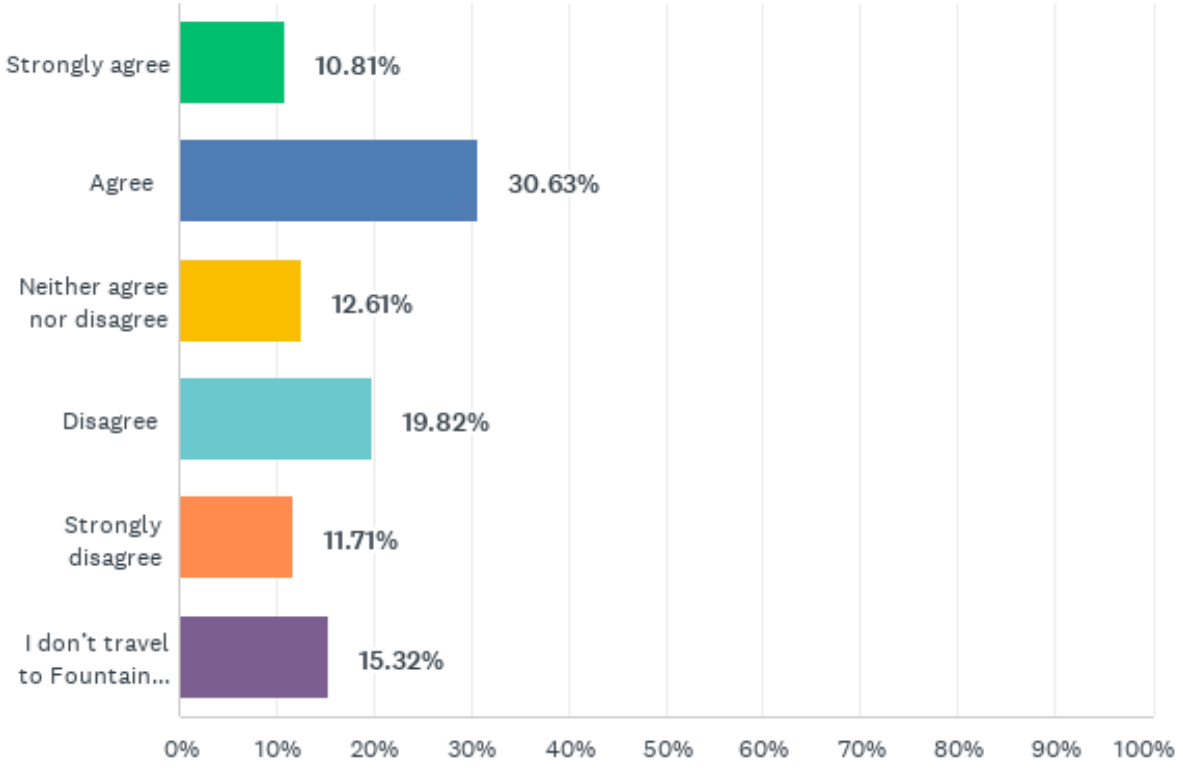
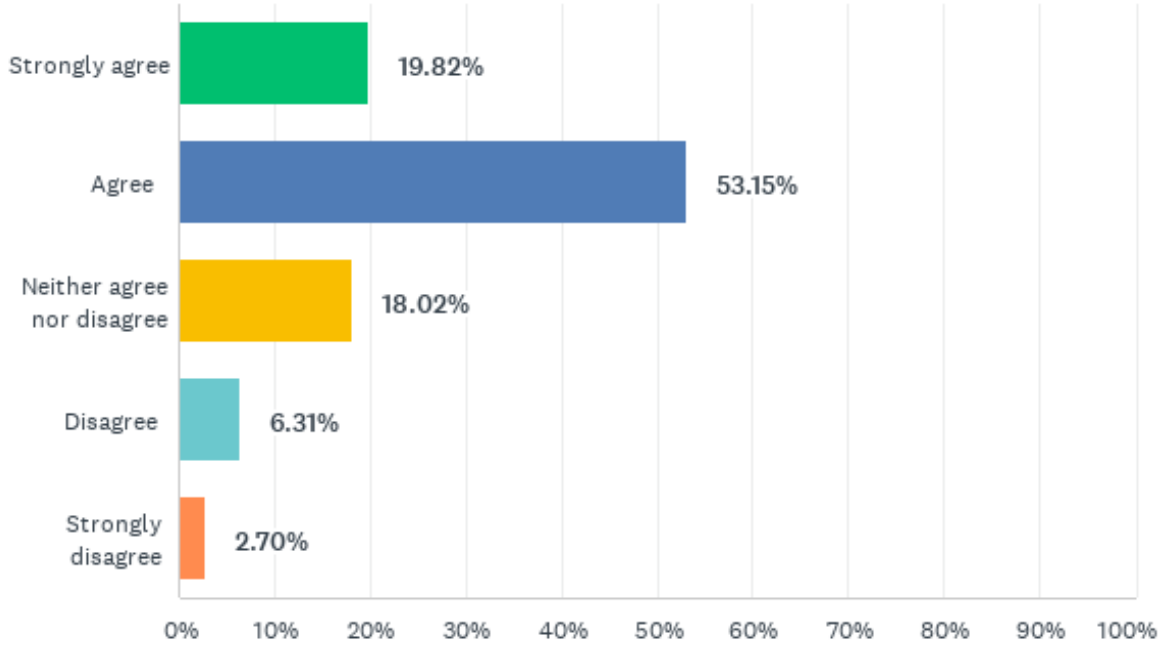
Survey 3:

Q4 When crossing Saguaro (by foot or rolling) from Downtown (at Palisades, Parkview, Avenue of the Fountains, or El Lago) to Fountain Park, I feel safe.



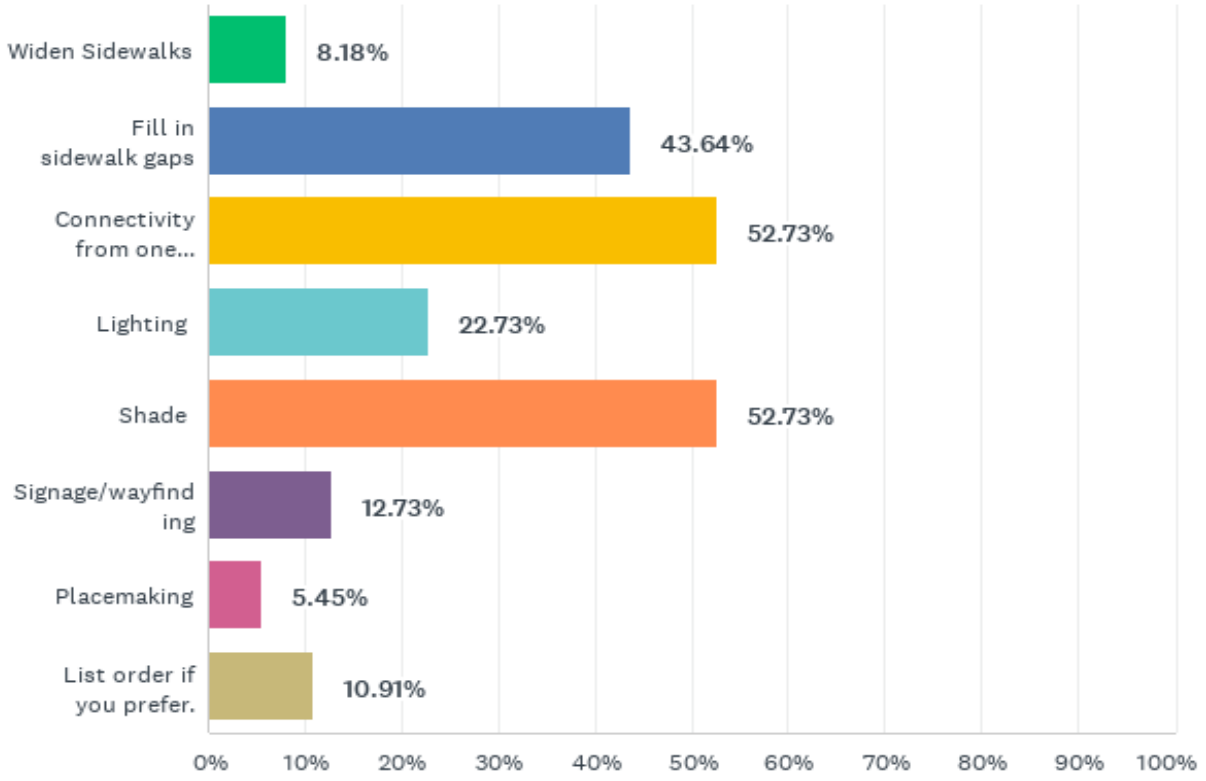
Survey 3:

Q5 While visiting Downtown (Avenue of the Fountains, Parkview, Palisades, El Lago, etc.), I can find parking within a reasonable distance of my desired location.



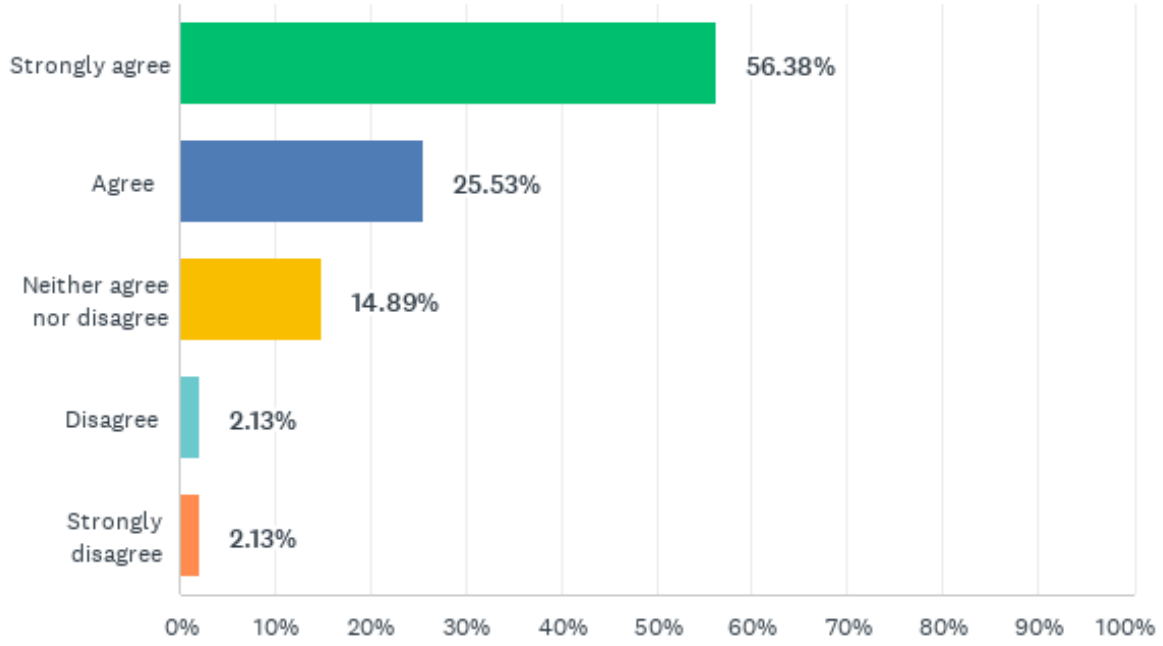
Survey 3:

Q6 How should the town prioritize infrastructure improvements in Downtown? What is your most desired improvement?



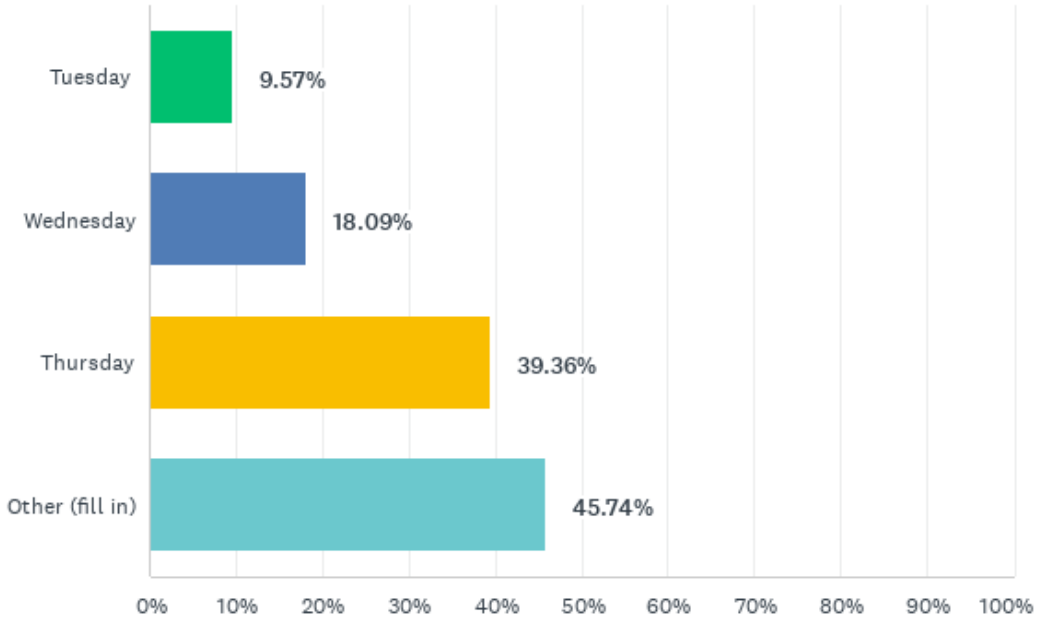
Survey 4:

Q1 The Town installed murals on utility boxes in the Fall 2023 and more are planned for Fall 2024. Would you like to see more murals on utility boxes and on businesses walls downtown?



Survey 4:

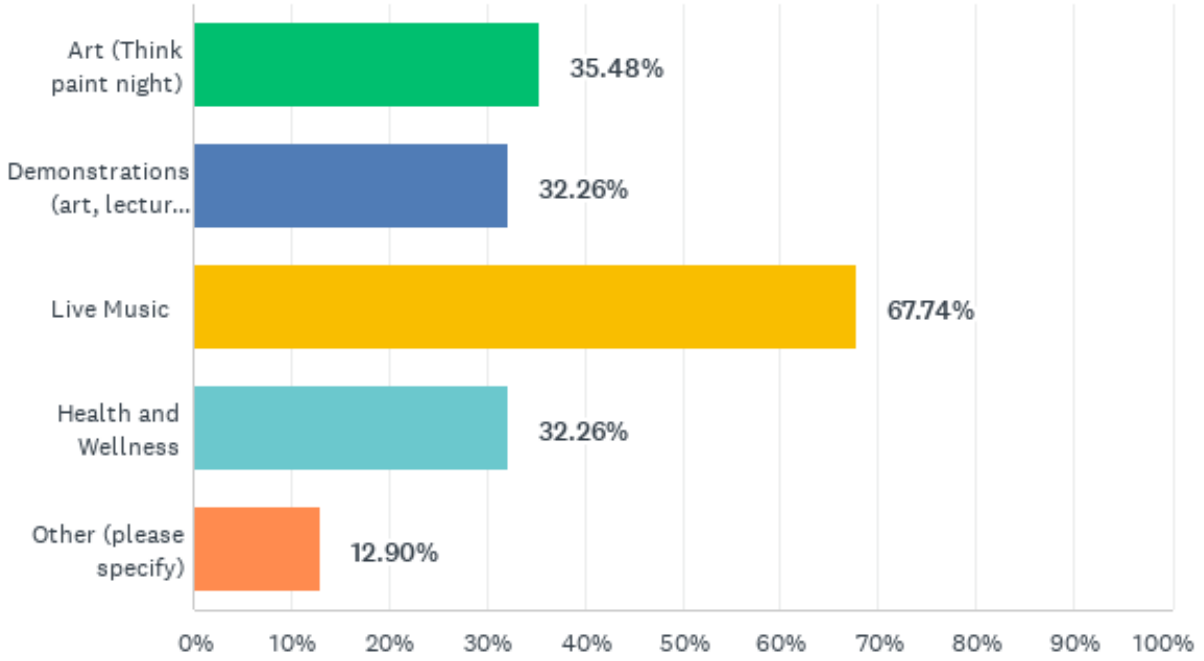
Q2 On Wednesdays, from November – April the Avenue of the Fountains is activated with the Farmer's Market and Art on the Ave. The Fountain Hills Chamber of Commerce is launching a First Friday concept. The Town is considering an additional concept in the evenings that includes live music, art, etc. What day works best for you? (Please select one).



*For "Other": Friday had the most responses at 46% of the option, with Saturday following at 32%

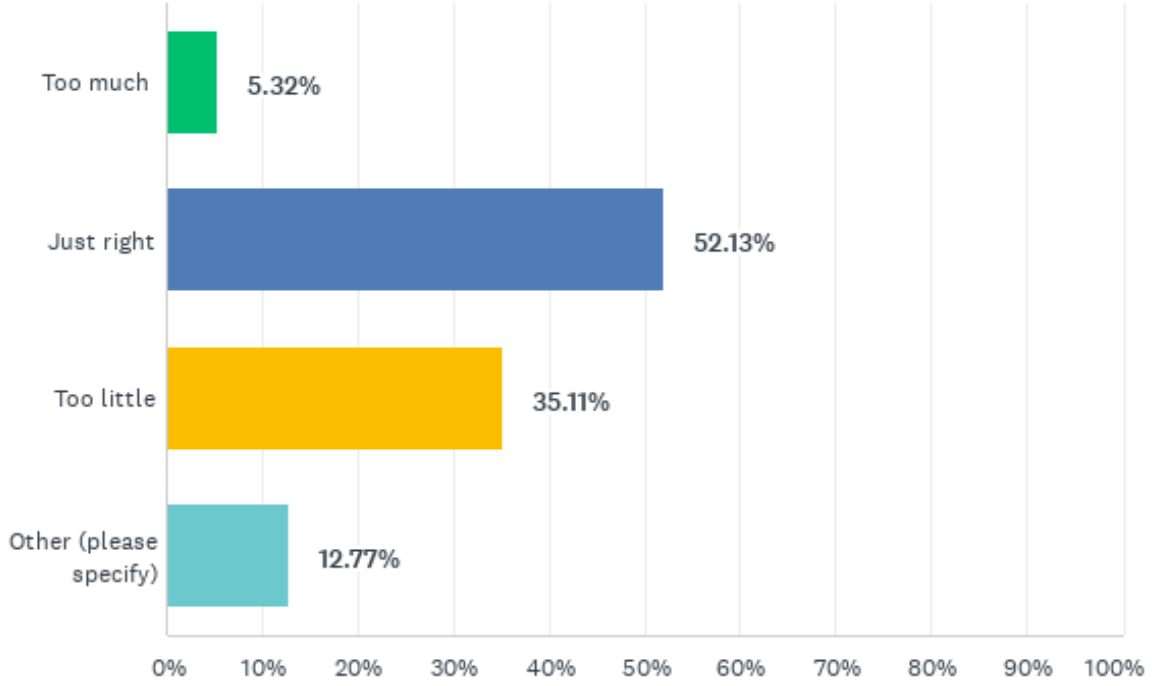
Survey 4:

Q3 During focus group meetings, participants requested more activations/programming in the linear park located on the Avenue of the Fountains. What type of programming should be considered?



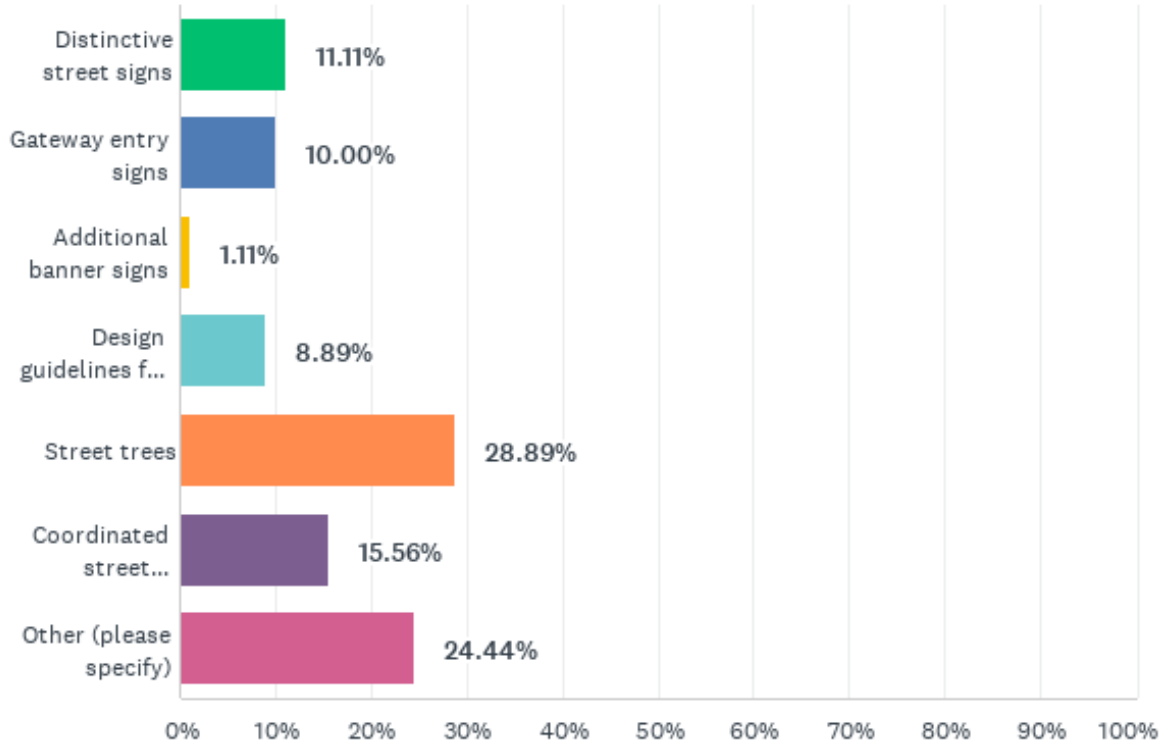
Survey 4:

Q4 There are many events held in the Downtown throughout the year, such as Concerts on the Avenue, Farmers Market, Art on the Ave, Wine Walks, Fountain Festival of Fine Arts. What do you think of the frequency of events? (Please select the best response)



Survey 4:

Q5 Other options are available to help create a unique place. Which of the following should the Town consider?



*For Other: Improvement of building creation, street improvements, and overall façade improvements