

# **City of Surprise General Plan Update**

**ROUND TWO**

**Visioning  
Public Meetings  
Report**

**September 2007**

**Prepared for:  
City of Surprise  
Community Development Department**

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*The information contained in this document is qualitative not quantitative, and should not be considered a statistically quantitative sample. This information is indicative of how the people who attended the meetings felt on that day. The demographic makeup of the group as a whole may not reflect the demographics of the entire community of Surprise. Also, when viewing results by demographics, some of the sample sizes are small and may be responsible for some variation in those results.*

## Introduction

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The City of Surprise is updating its General Plan and is working to involve the citizens of Surprise and other community leaders in that effort.

The General Plan is the guiding document used for the development of the City. The information and policies contained in the General Plan help Surprise decision-makers determine how to maintain a vibrant, sustainable community through the City's extraordinary growth and change.



*The City of Surprise held seven public meetings in August 2007.*

Since the City of Surprise's General Plan was last updated in 2001, the City has grown from approximately 30,000 residents to more than 100,000 residents. The projected Surprise planning area population is expected to eventually exceed one million people. The General Plan will determine how these people will live.

Arizona's Growing Smarter Plus legislation requires cities' general plans to address growth and development, and helps Arizona communities plan for growth, create a high quality of life, and acquire and preserve open space. The Surprise General Plan is a collection of goals, objectives, policies and programs that will shape Surprise forever, while setting specific growth and development objectives for the next 20 years. The process will result in a plan that can stand the test of time while remaining flexible and adaptable to changing conditions.

During May and June 2007, the City conducted nine public meetings to better understand the hopes, concerns, interests, preferences and priorities of Surprise residents. More than 200 people participated in this first round of meetings. Participants generally envisioned a future for Surprise that includes higher density housing with easy access to shopping, open space and employment. Public transportation and development along existing transportation corridors were also high priorities for the future. Creating a sustainable community and availability of higher education were important to the residents.

As a result of these meetings, the City Council adopted the following principles to achieve a vibrant city:

- Community
- Education and Technology
- Arts and Culture
- Health and Safety
- Energy, Environment and Sustainability
- Mobility and Connectivity

In August 2007, a second round of public meetings was held to discuss in greater detail the priorities of higher density, public transportation, education and environment identified earlier in the summer. Seven public meetings were held, including one in each district and one citywide meeting. Residents who participated in the previous meetings received email invitations, and advertisements were placed in the local newspaper and on the City's website. None attended the District 4 meeting.

Each meeting consisted of a brief overview and introduction by Council members or Mayor and City staff and then handed over to a facilitation team who led attendees through a computerized decision support session to determine what type of citizen participation, housing, commercial areas, transportation, education and environmental programs may be available to residents in the future.

1. What level of participation would you like in the City government?
2. How should the City develop neighborhood commercial areas?
3. How should the neighborhoods look?
4. How does the City accommodate those who do not live in single-family homes?
5. How active should the City be in implementing environmental programs?
6. In addition to passenger rail, what other transit options should the City pursue?
7. In the short-term (2-4 years), what is the most important transit option for the City to pursue?
8. What type of educational facilities would you like to see in Surprise?

The following open-ended question was also asked of participants: *What is your vision for Surprise?* The comments and suggestions recorded on flip charts and vision statements written by the participants are included in this report.



The computerized decision support system asks participants to rank preferences using a dual-paired shared comparison to determine both preferences and how strongly people feel about those preferences. Participants used the keypads shown (at left) to record their preferences.

In addition, residents who were unable to attend a meeting were encouraged to complete the survey posted on the City's website. This report also includes the preliminary results of the online survey.

*Wireless keypads allowed participants to anonymously choose options that they believed were most appropriate.*

## Executive Summary

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Although most of the participants did not participate in the first round of meetings, they preferred the attributes of a community planned along the village concept, similar to the first-round attendees.

The following is an overview of how the meeting participants and online survey respondents felt about the eight planning topics. Unless noted below, the online survey and meeting results were similar. A more detailed breakout of the results follows.



*Public meetings were held in each district as well as one citywide public meeting.*

**Participation in City Government** – Residents would like to have more participation in City government and preferred the formation of village/district committees.

**Commercial Development** – Participants would like to have more City staff and neighborhood involvement in determining the location and type of commercial areas.

**Design Guidelines** – Diversified and desert- adapted guidelines applied citywide was the preference of the participants. Online survey respondents also suggested that the City adopt character standards based on location.

**Housing Mix** – There was not a clear direction from the residents in the type of housing they would like to have in the future. Online respondents tended to feel that multi-family units and single-family housing was most appropriate. Meeting participants from District 1 and participants who have lived in Surprise less than one year felt affordable and workforce housing was most appropriate. Participants with children at home preferred the existing single-family home developments.

**Environmental Programs** – The City of Surprise should become a leader in developing environmental programs and incentives. Planning a sustainable community and being sensitive to the use of natural resources was a strong theme during the meetings and in the written vision statements. The younger participants preferred environmental program mandates, but older residents were concerned with the use of mandates.

**Public Transportation** – There was not a clear indication regarding which type of public transportation is preferred by the residents. The results did lean toward bus and trolley service over BRT and light rail, but not significantly. Online survey respondents and younger residents tended to prefer light rail more than older residents preferred this option. District 1 and 2 meeting participants felt bus service was more important. District 6 participants felt that rail was the priority. During discussion, it appeared participants in



*City planners were on hand to talk about what kind of Surprise our grandchildren will inherit.*

the second round of meetings did not feel public transportation was as high a priority as the previous participants in round one.

**Short-Term Transit Options** – Internal and connector bus service were the priorities of the meeting participants. However, the online survey respondents and younger meeting participants preferred the City begin public commuter rail stations and amenities.

**Education** – Residents felt the quality of education and type of degrees offered was a more important criterion in determining which

type of education facilities should be planned than the impact the campus would have on land use and transportation. Meeting participants felt either a commuter four-year college campus or a major university with a full campus and student housing would be appropriate.

## Participant Demographics

This report includes 261 responses from 109 meeting participants and 152 online surveys. The following is an overview of the participant demographics. A more complete breakout is included in this report.

### Participants by District:

- District 1 – 12%
- District 2 – 19%
- District 3 – 29%
- District 4 – 2%
- District 5 – 5%
- District 6 – 8%
- Non-resident – 4%
- Online respondents who didn't know district number – 21%

### Participants by Age:

- Under age 35 – 22%
- Age 36-45 – 20%
- Age 46-65 – 36%
- Over age 65 – 22%

**Participants with Children under age 18 Living at Home: 35%**

## Participant Demographics

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Each participant was asked to answer a series of demographic questions so the City may determine who participated in the meeting and if there were any differences in preferences based on demographics.

A total of 109 people participated in electronic voting in person at public meetings. Based on the demographics, a majority of these participants:

- Live in District 2 or 3
- Is age 46 or older
- Own their homes
- Have lived in Surprise between one and 10 years
- Do not have children under the age of 18 living at home



*Topics ranged from future housing and transportation, to environmental priorities.*

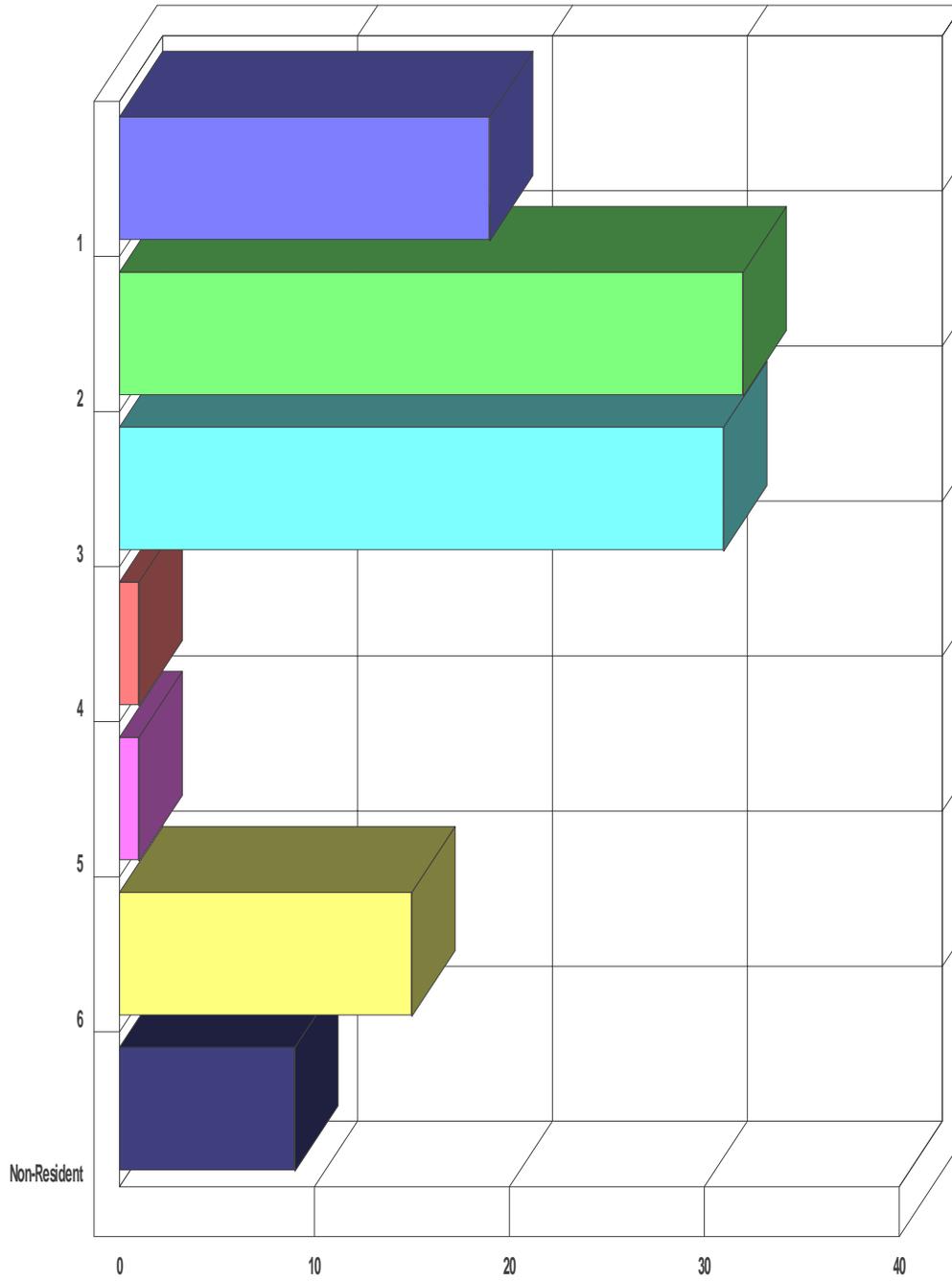
The following charts show the actual breakdown of the participants by district, length of residency, home ownership, and number of children living at home.

Participants were also asked how they found out about the public meetings. An overwhelming majority heard about the meeting from another method. Upon discussion, participants revealed that a friend told them about the meetings, or they heard about it through *Surprise Progress*.

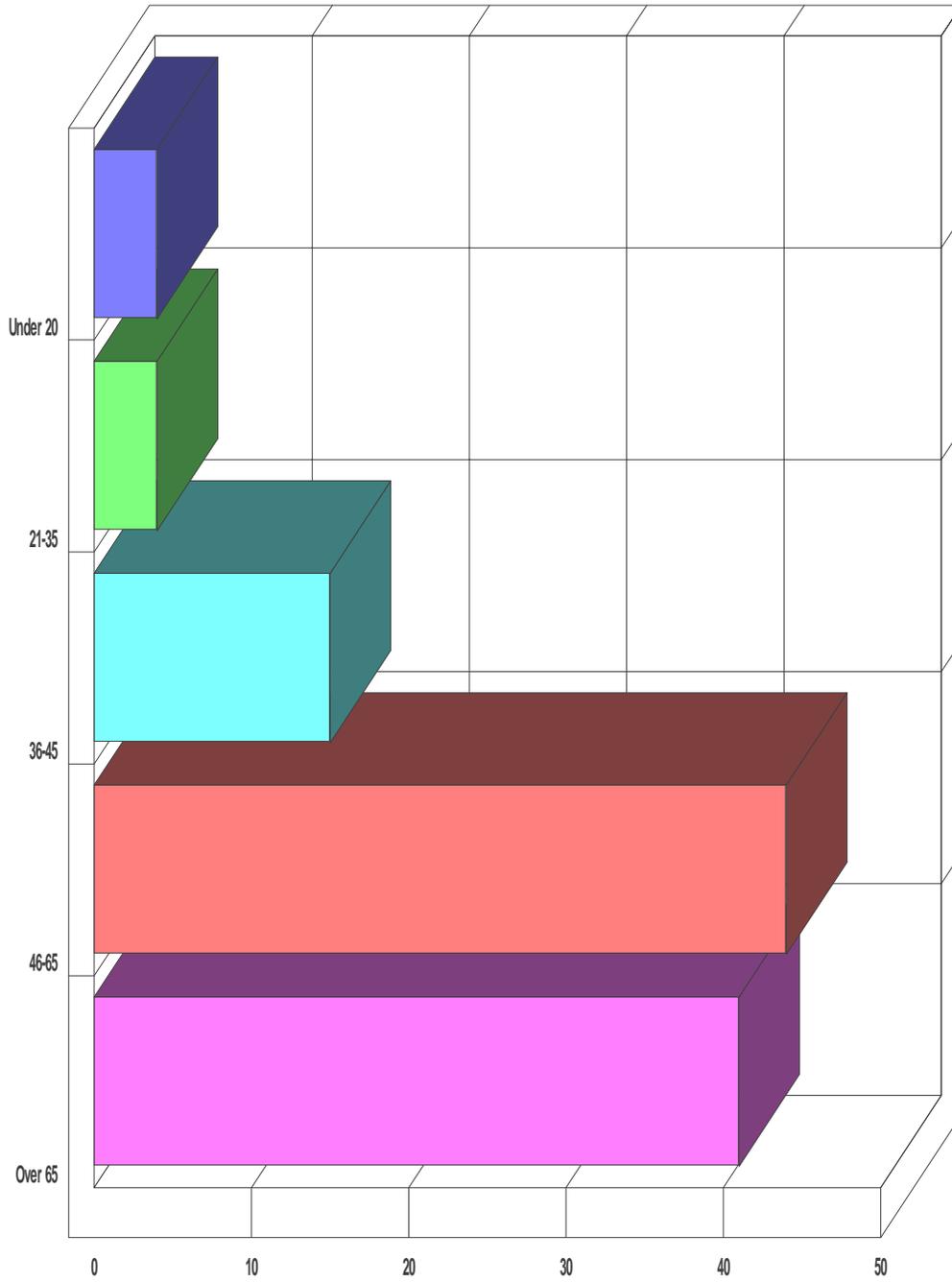
The following charts show the demographic profile of the meeting participants. Demographics questions included:

- In which City of Surprise district do you live? (DISTRICT bar chart)
- What is your age? (AGE bar chart)
- How long have you lived in Surprise? (RESIDENCY bar chart)
- How many children do you have living at home (under age 18)? (KIDS bar chart)
- Do you own or rent your home? (HOME bar chart)
- How did you hear about this meeting? (HEAR bar chart)

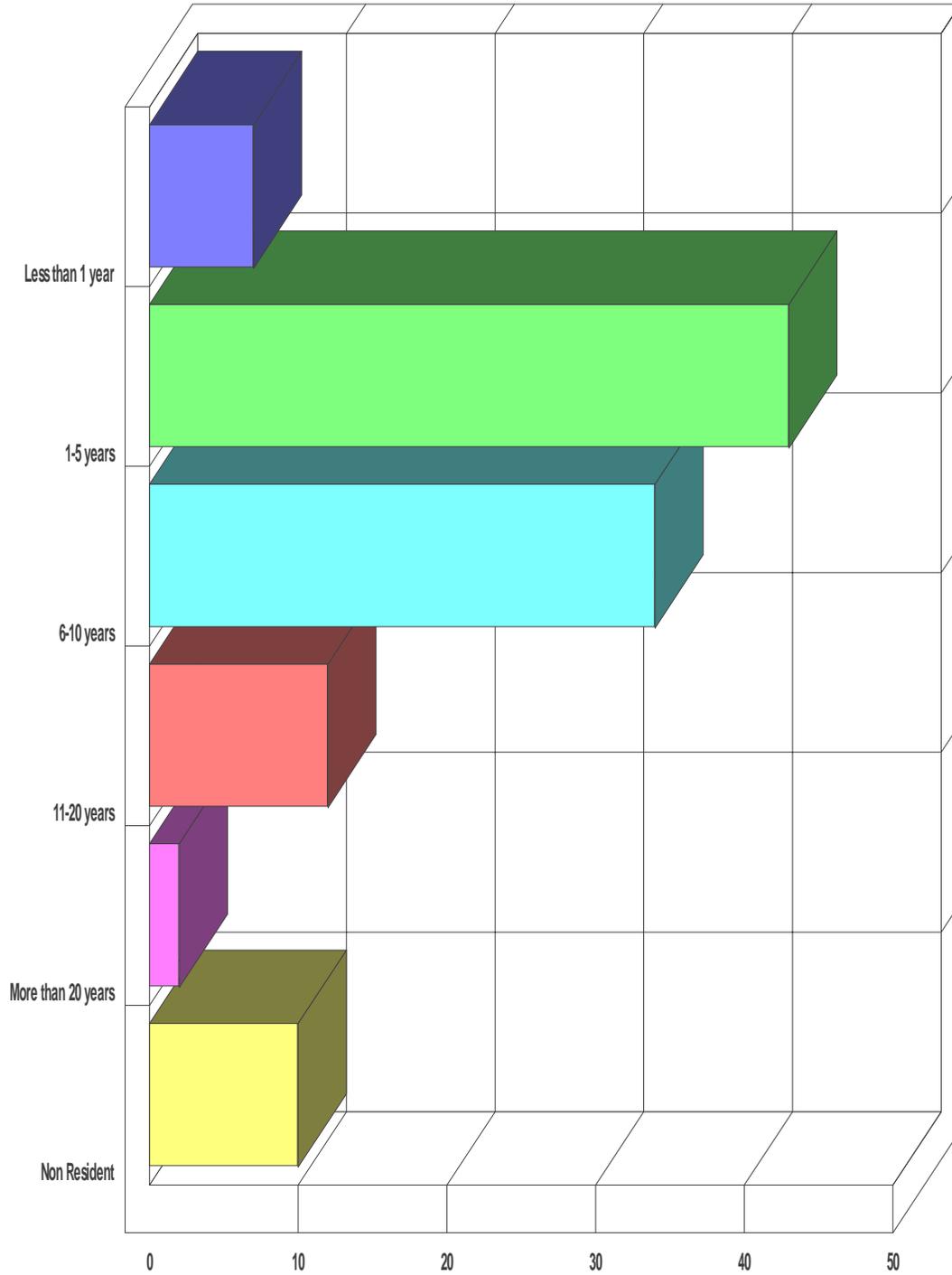
# DISTRICT



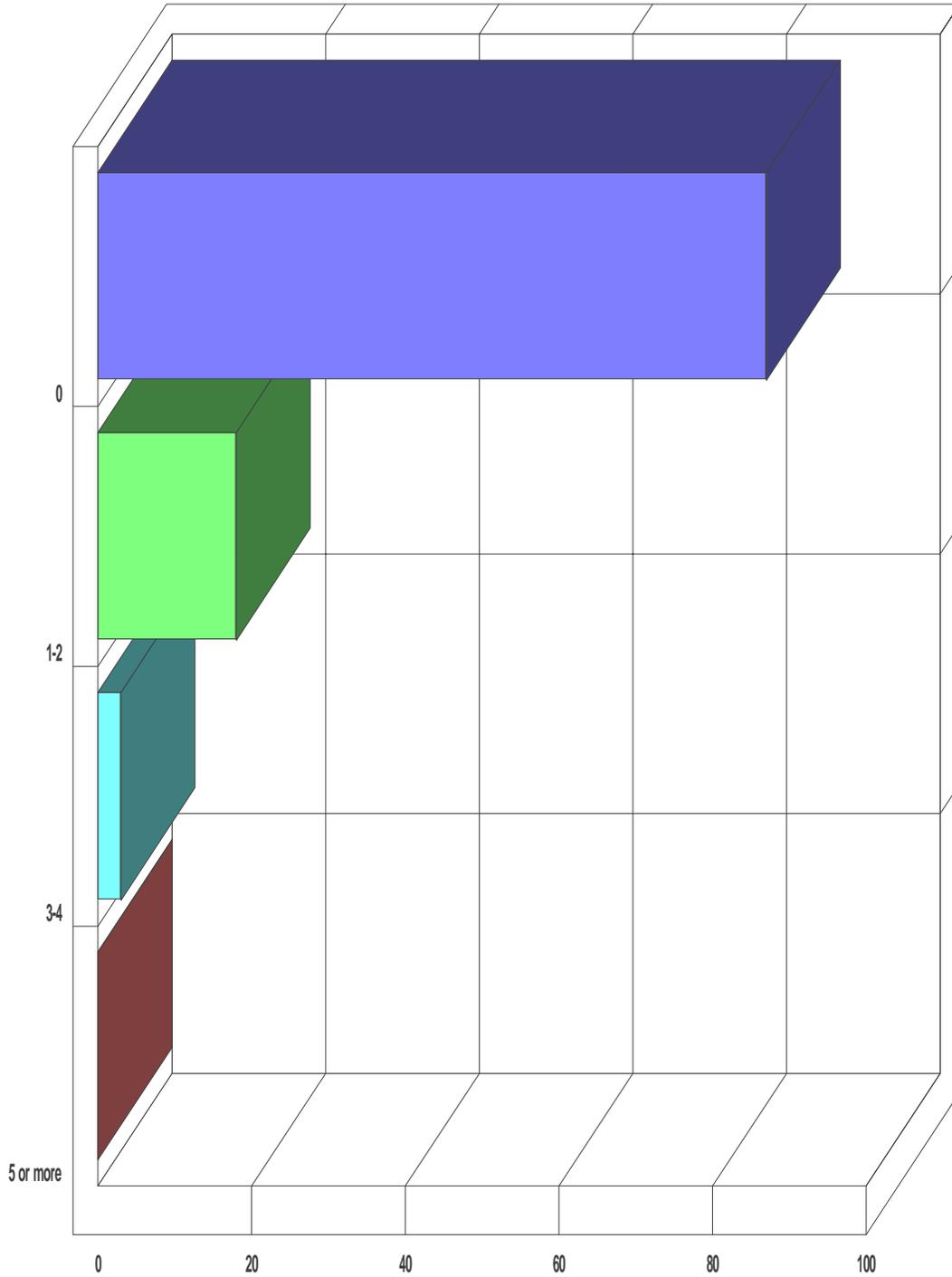
# AGE



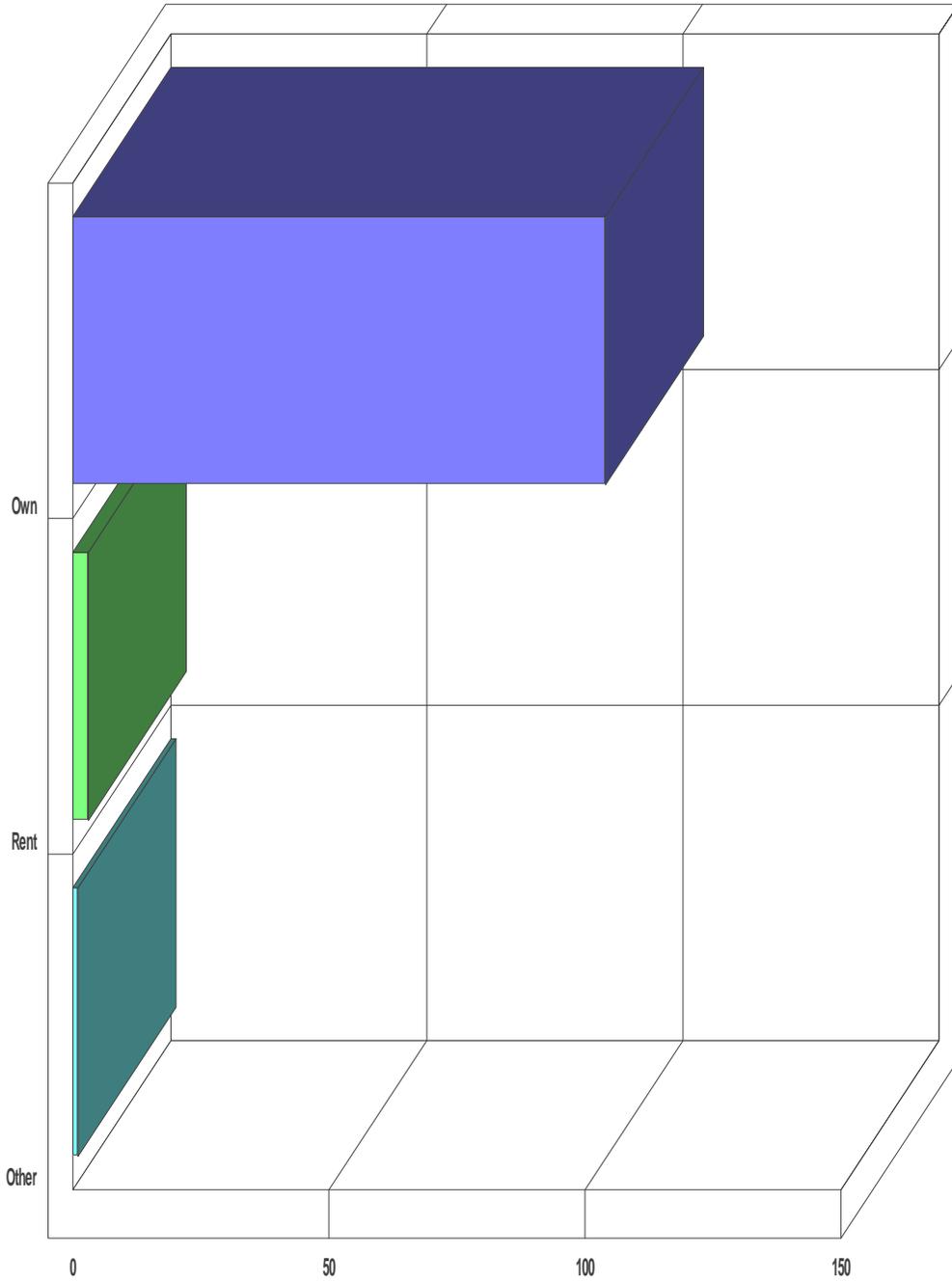
# RESIDENCY



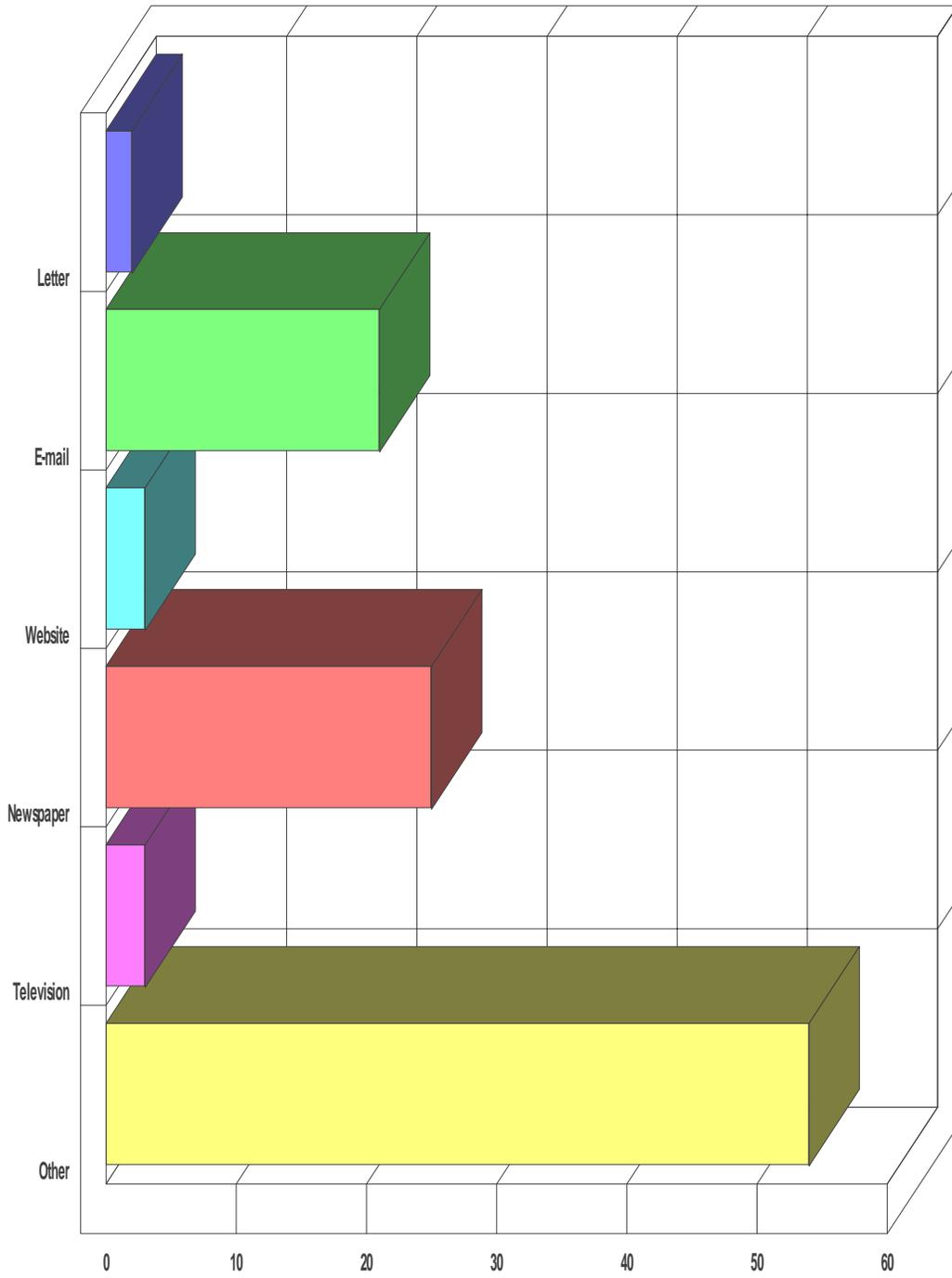
# KIDS



# HOME

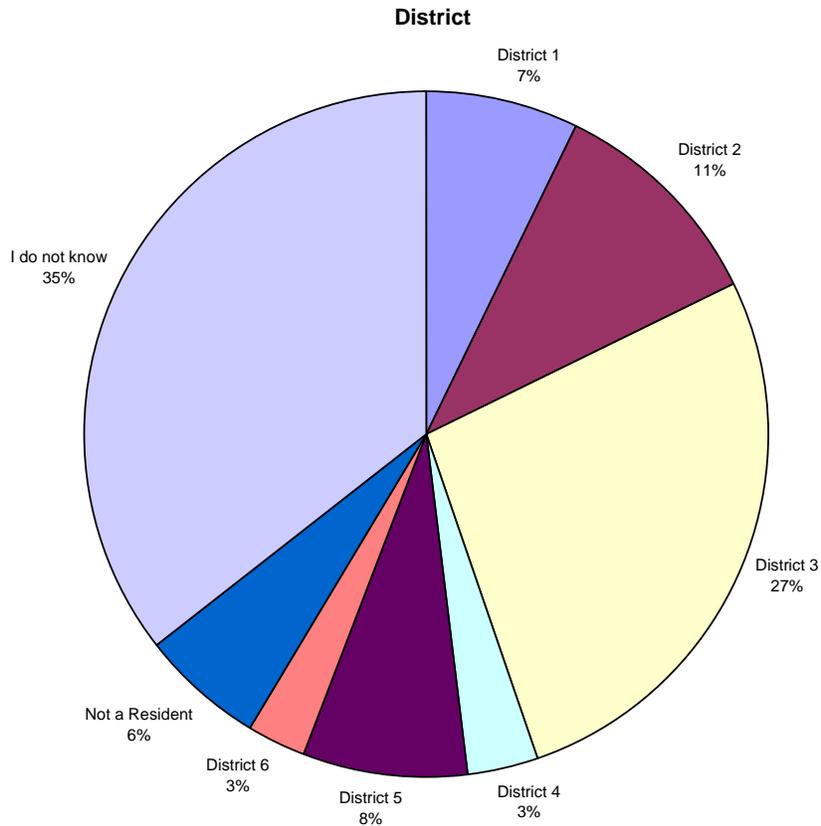


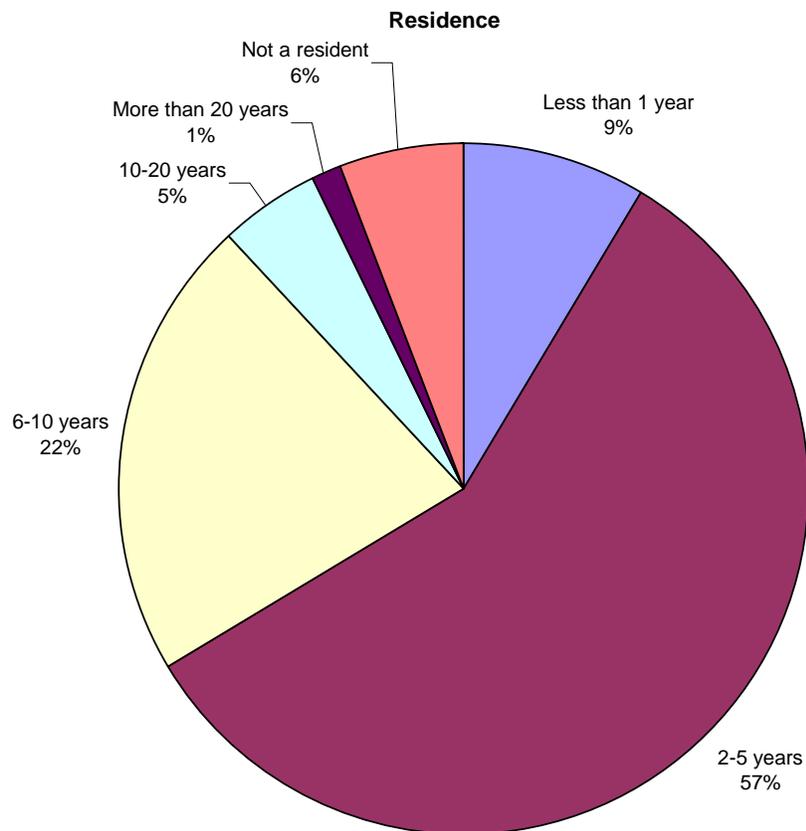
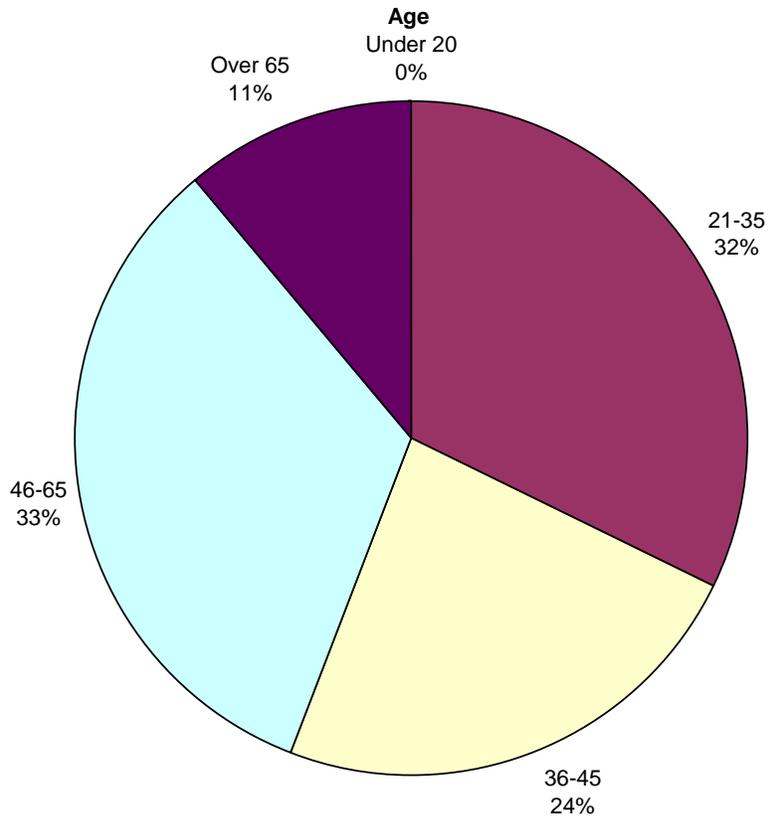
# HEAR



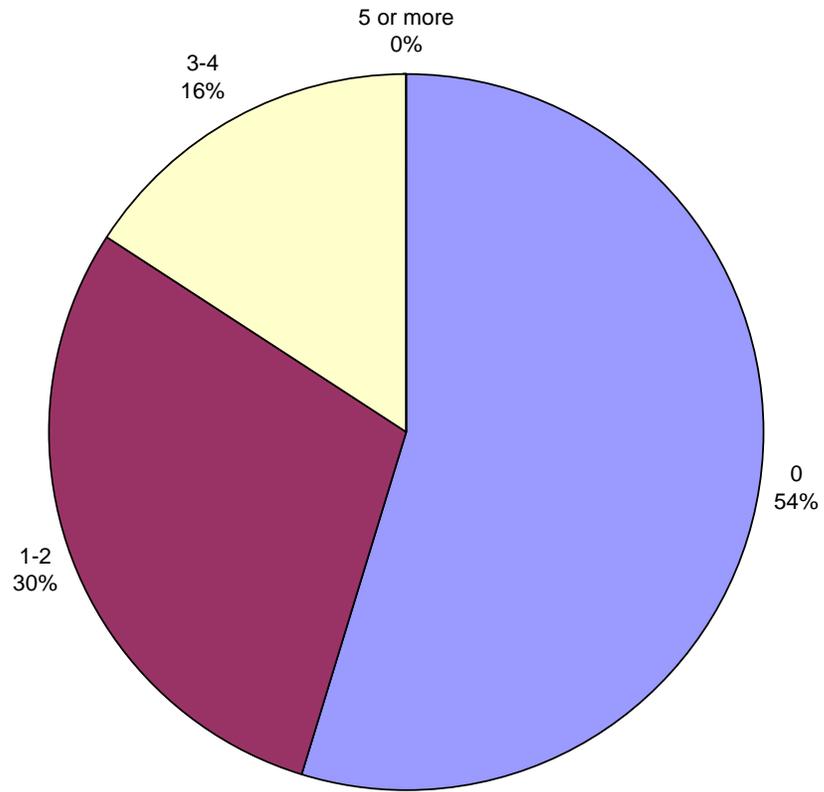
## Online Survey Demographics

As of September 6, 2007, 152 online surveys were completed. Those who participated in the online survey tended to be younger and more likely to have children under the age of 18 living at home. In addition, more residents who rented their homes responded online. Whereas during the on-site meetings, City staff used district maps to help residents determine their district number, online participants were less likely to know in which district they lived.

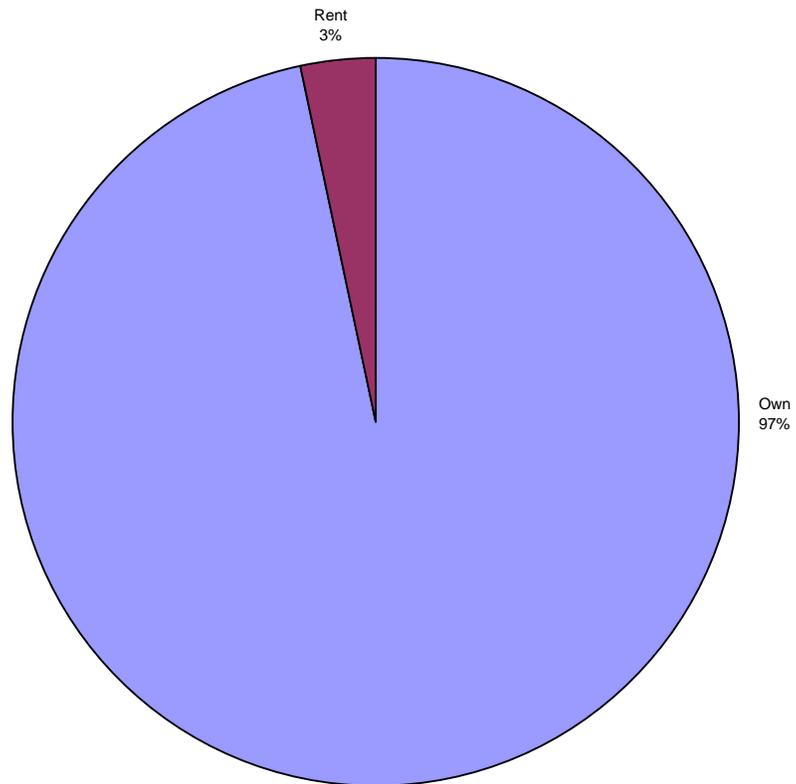




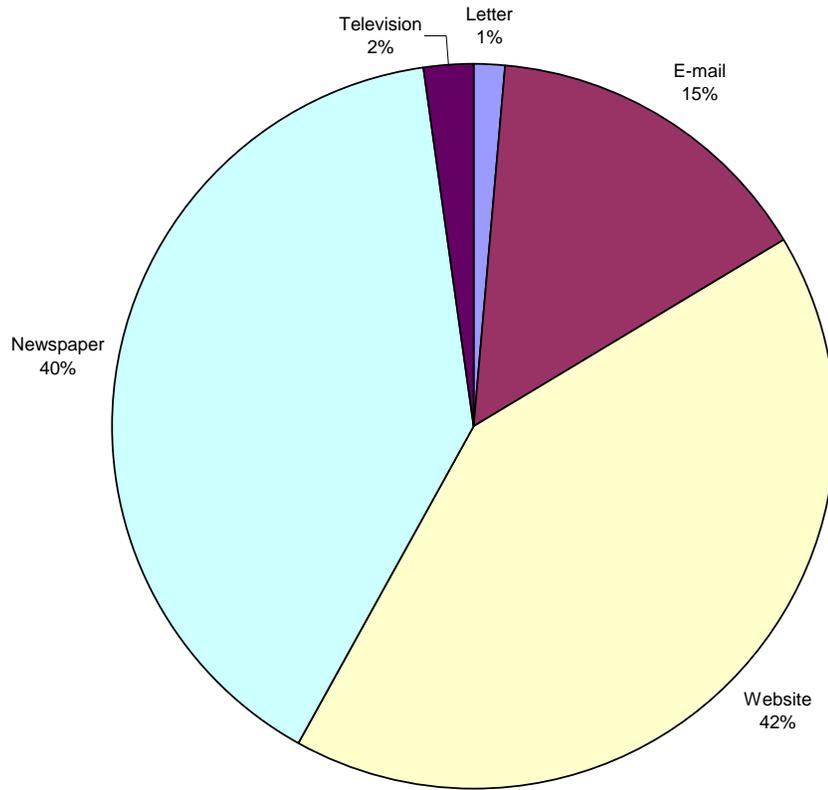
**Children at Home**



**Own/Rent**



### How You Heard



# Participation in City Government

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Citizen involvement is vital to creating a sense of community. While this participation can be viewed as time-consuming, frustrating and expensive, it also can lead to creative, speedy resolution of development issues and greater community understanding of the importance of good planning and investment.

*“What level of participation would you like in the City government?”*



Participants were given three options for community participation and asked what level of participation they would like to have in City government. The following is a list of the three options and some attributes of each.

## **A - No Change (DARK BLUE Bar)**

- Continue existing programs like Leadership Academy, and Community Outreach on major projects is fine
- Don't spend more government money on public outreach
- People will participate if they desire

## **B - HOA Outreach (GREEN Bar)**

- City leaders meet quarterly with existing HOAs
- High cost for staff attending numerous HOAs
- Not all areas have HOAs, and renters typically don't have HOAs
- HOAs usually have a narrow scope of function in the greater community

## **C - Village/District Committee Formation (LIGHT BLUE Bar)**

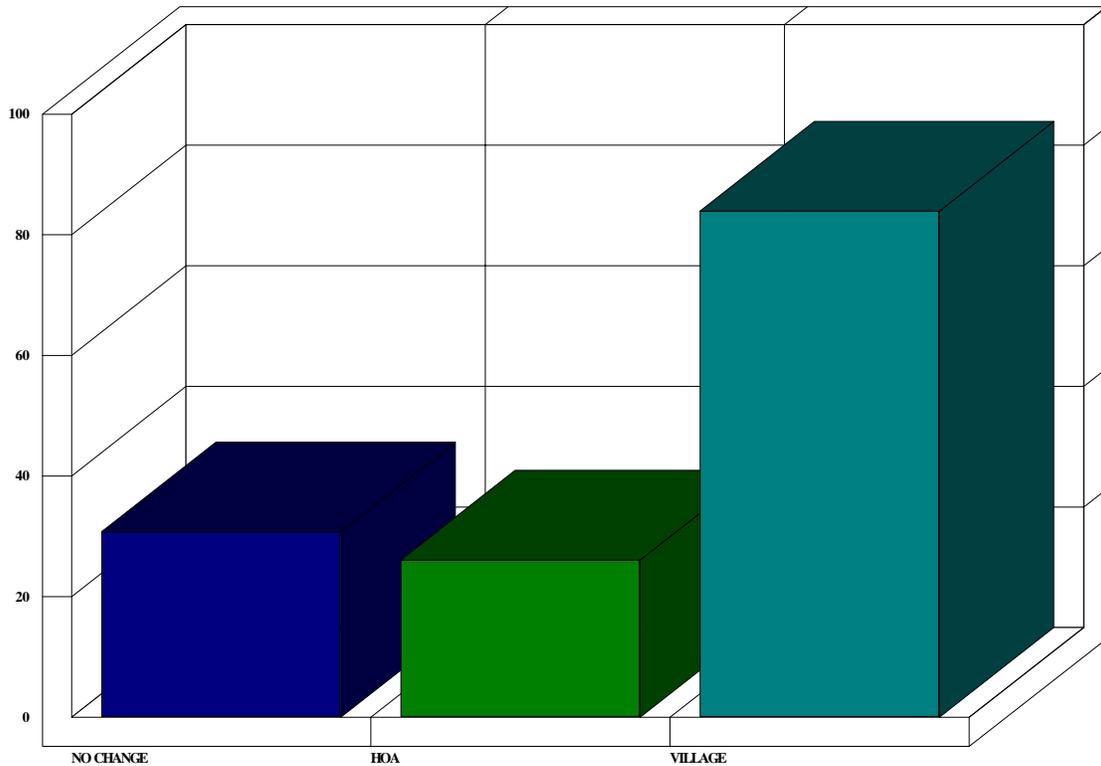
- The City creates village committees that meet quarterly or monthly and not only get information, but also provide input on village plans before the city makes formal decisions
- Police (etc.) may be present to address village concerns; city departments such as parks and recreation discuss parks issues, etc.
- Another layer added to the City's development processes but the village or district has a separate voice in upcoming city building issues
- Cost to city is less than meeting with every HOA

The computer randomly paired each of these three options and participants were asked to determine which of option in each pair was more appropriate and by how much.

Participants felt formation of village or district committees (*Village/District Formation*) was the most appropriate type community participation for Surprise in the future. *HOA Outreach* was the least preferred.

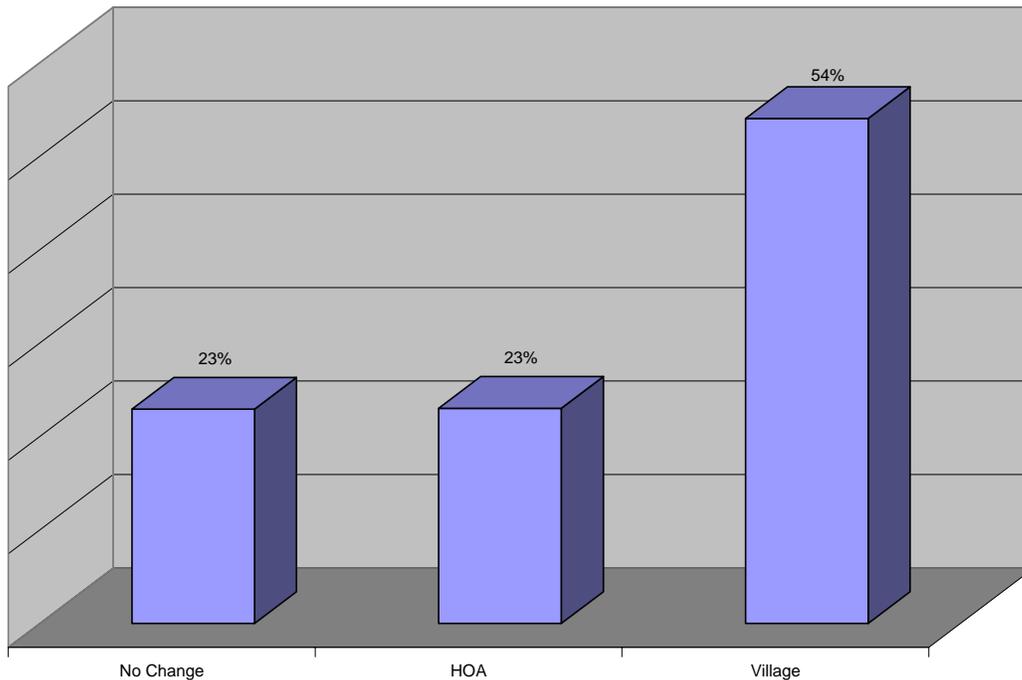
The following bar chart shows the preferences of all 109 participants. The dark blue bar is *No Change*, the green bar is *HOA Outreach*, and the light blue bar is *Village/District Formation*.

### Most Appropriate - Participation



Preferences of the people participating in the online survey were similar to the electronic voting during the meetings. The following bar chart shows *Village/District Formation* was also considered the most appropriate option by the online respondents.

### Online Survey - Participation



## Preferences by Demographics

The combined electronic responses in this category were filtered by each of the demographic categories to determine if there was any group of respondents that felt differently than the group as a whole. The following is a summary of the key differences. Also included are the bar charts for each of the demographic areas.

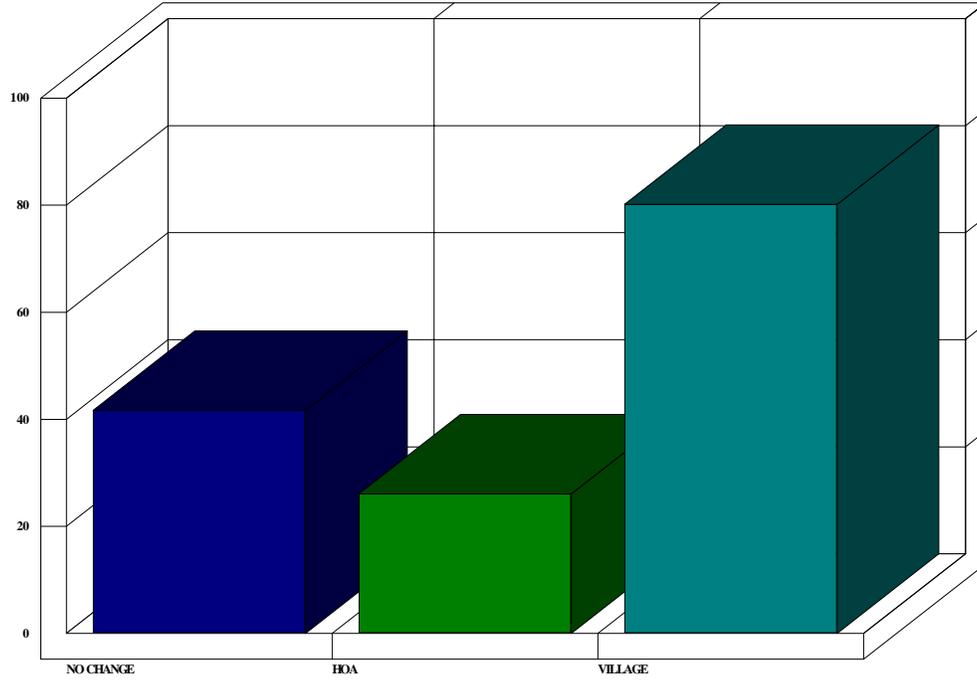
### Differences between Districts

There were only slight differences based on the district in which the participant lived.

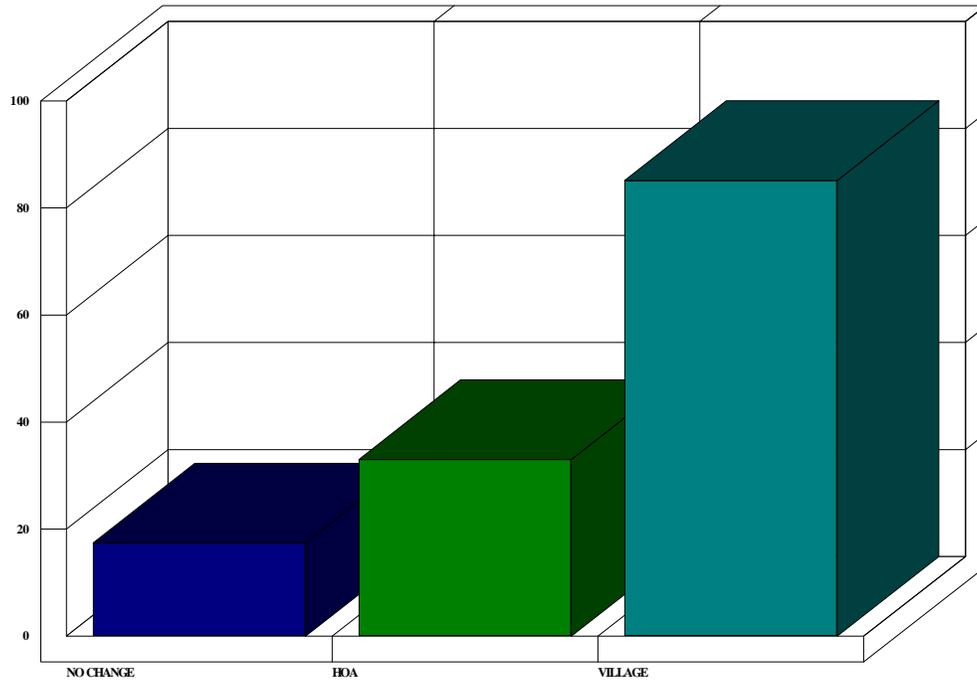
- District 2 participants felt *No Change* was more appropriate and *HOA Outreach* was less appropriate.
- Participants in District 3 felt the current participation model (*No Change*) was less appropriate than the group as a whole.
- *HOA Outreach* was more appropriate to District 6 participants than the group as a whole.

*NOTE: Districts 4 and 5 only had one participant each; therefore, those results are not included to maintain the anonymity of the respondents.*

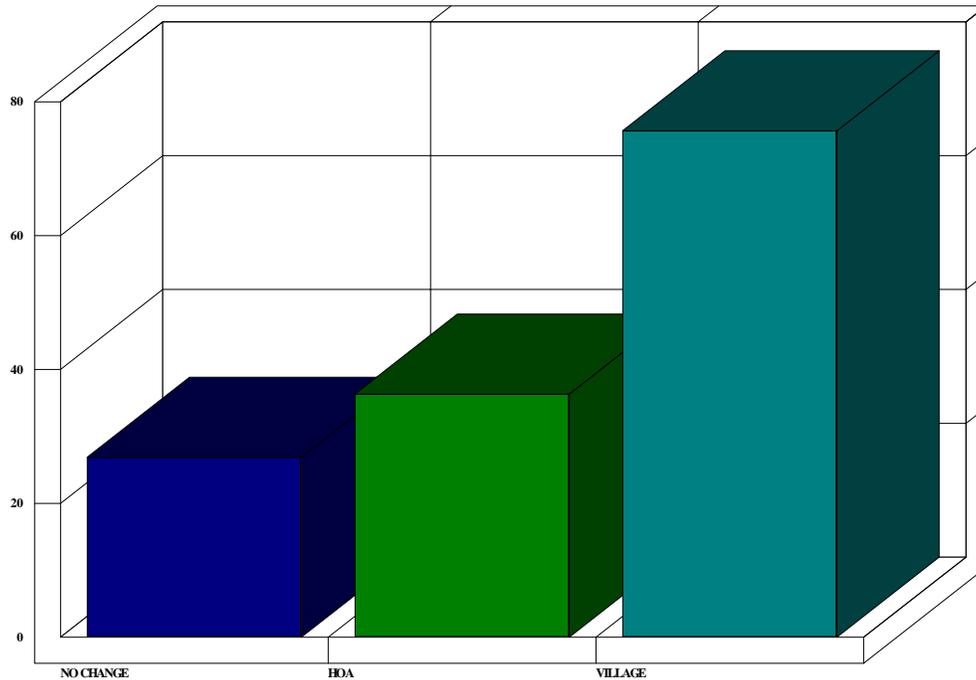
### District 2 - Participation



### District 3 - Participation



## District 6 - Participation



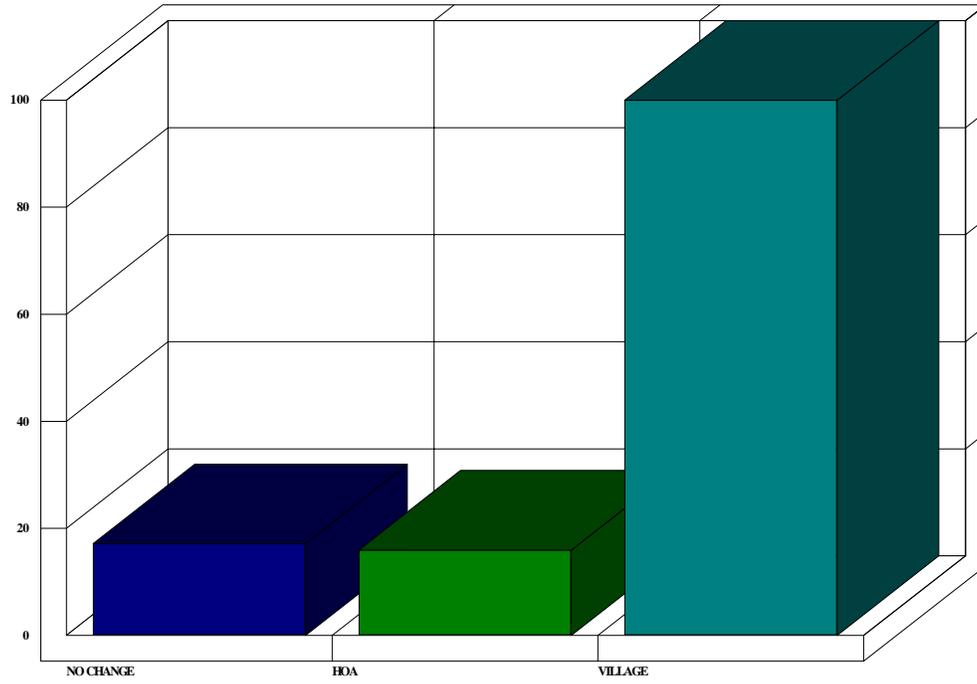
### Age Differences

There were slight differences based on the ages of the participants.

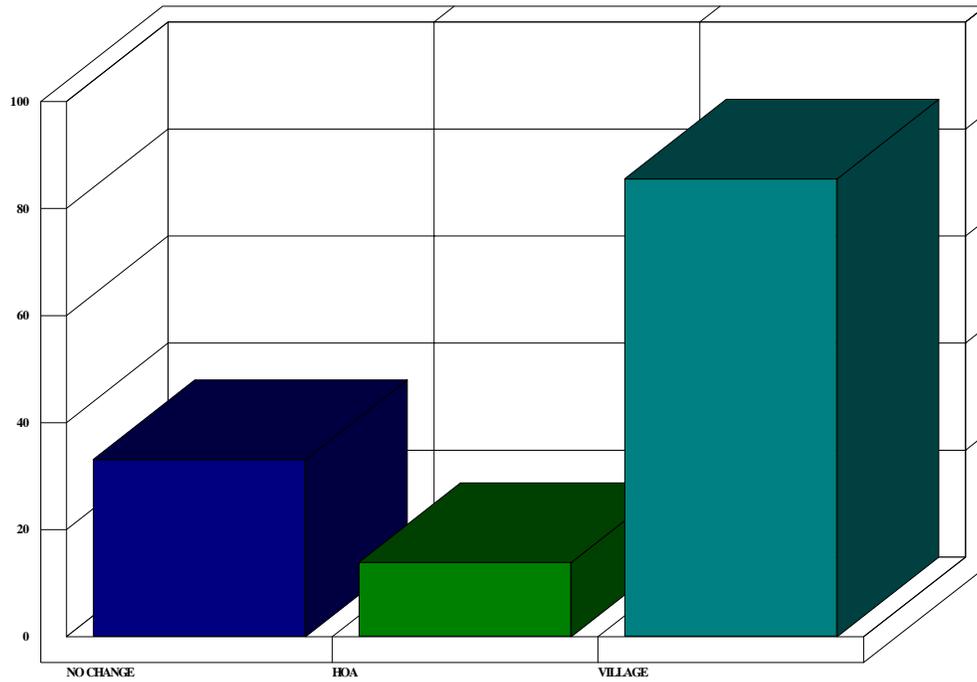
- Participants under the age of 35 felt the *Village/District Formation* was much more appropriate than the group as a whole.
- Participants between the ages of 36 and 45 felt *HOA Outreach* was less appropriate than the group as a whole.
- Participants between the ages of 46 and 65 preferred *HOA Outreach* more than the group as a whole; however, those over age 65 were more likely to prefer existing model (*No Change*) more than other participants.

It may be that those in the 46-65 age group live in communities with strong HOAs, but are likely to be working adults with limited time to attend additional meetings and therefore prefer *HOA Outreach*. Whereas residents over 65 also live in communities with strong HOAs, these individuals may have more time to participate in City events, resulting in some preference for *No Changes*.

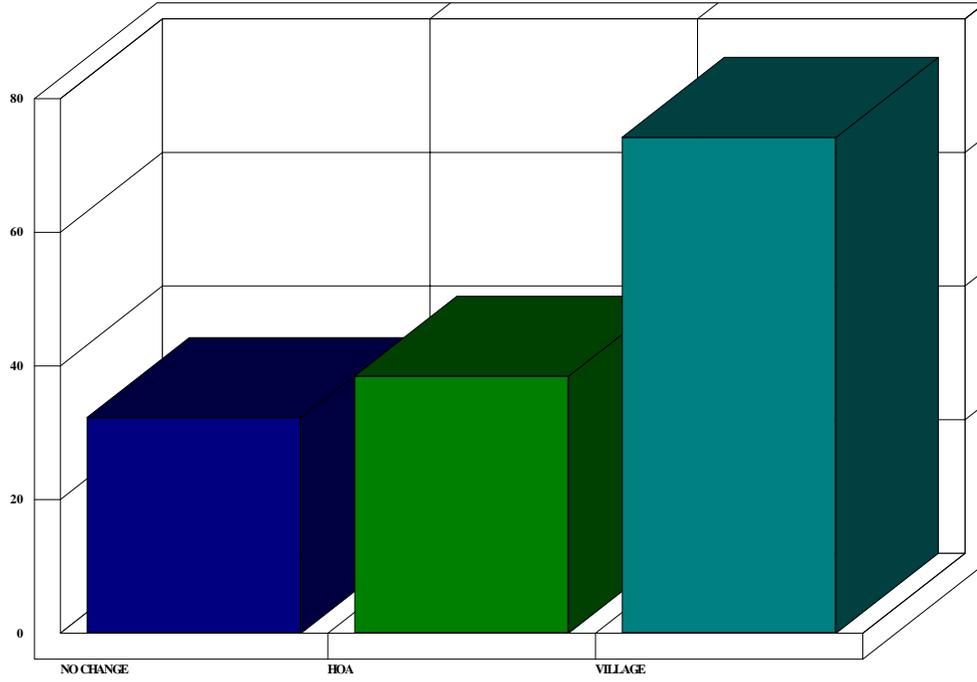
### Age (35 and Under) - Participation



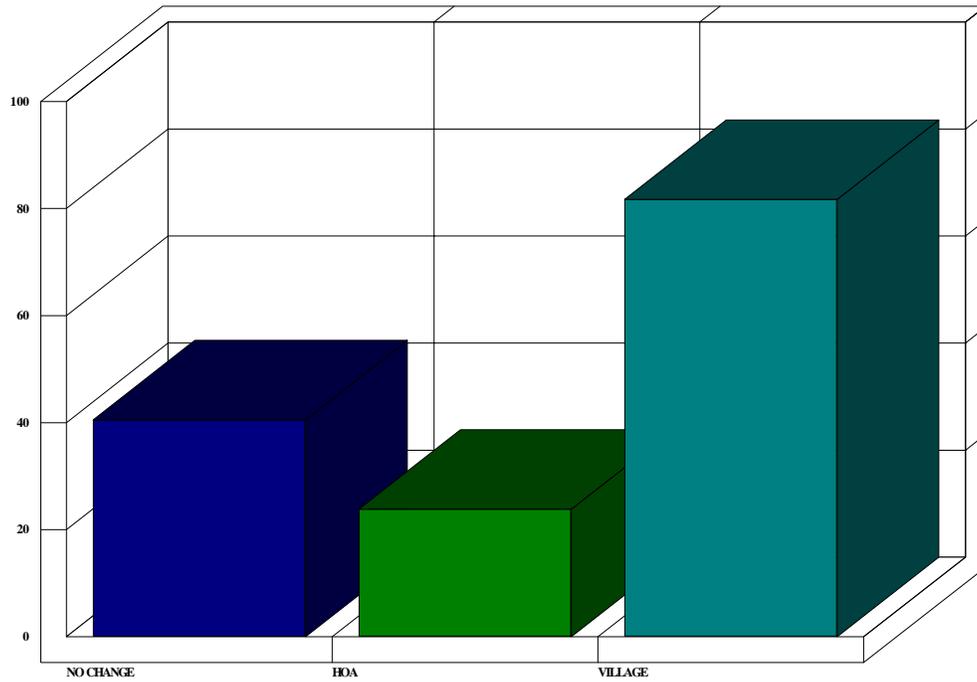
### Age (36-45) - Participation



### Age (46-65) - Participation



### Age (Over 65) - Participation

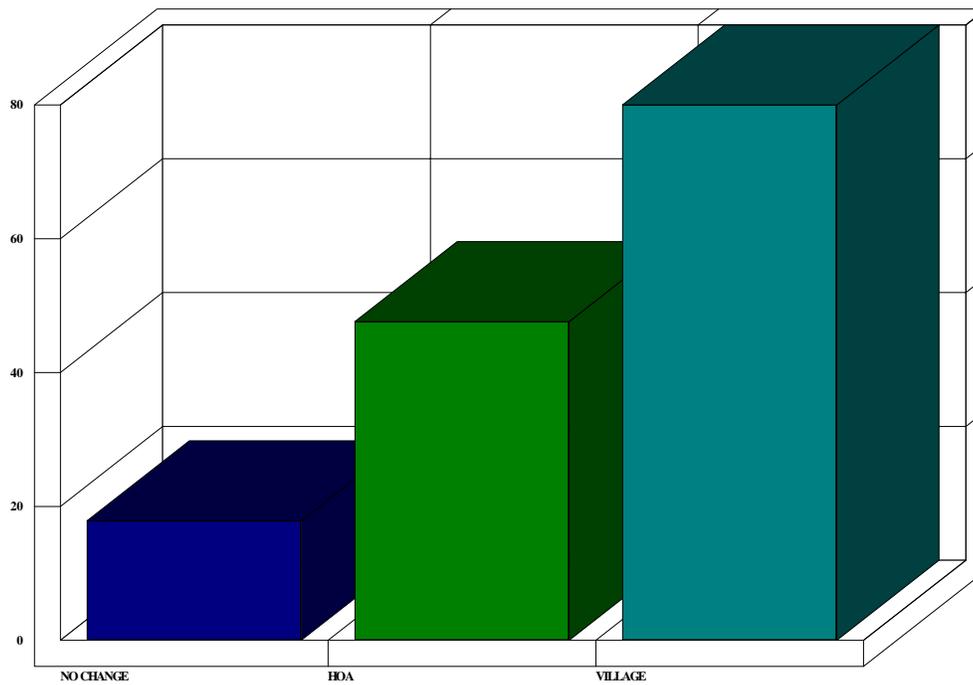


## Length of Residency Differences

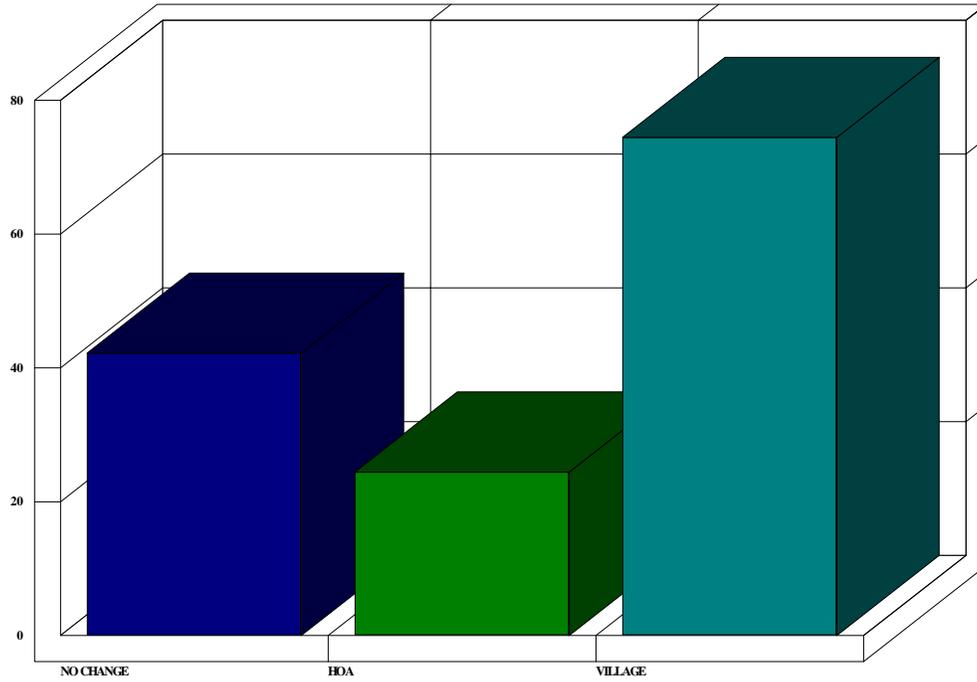
There was only one significant difference in priorities based on residency.

- Participants who have lived in Surprise for less than one year felt *HOA Outreach* was more appropriate than the group as a whole.
- Participants who have lived in Surprise for 6-10 years felt the current participation model (*No Change*) was more appropriate than the group as a whole.
- Those who have live in Surprise for more than 11 years felt *HOA Outreach* was more appropriate than the group as a whole.

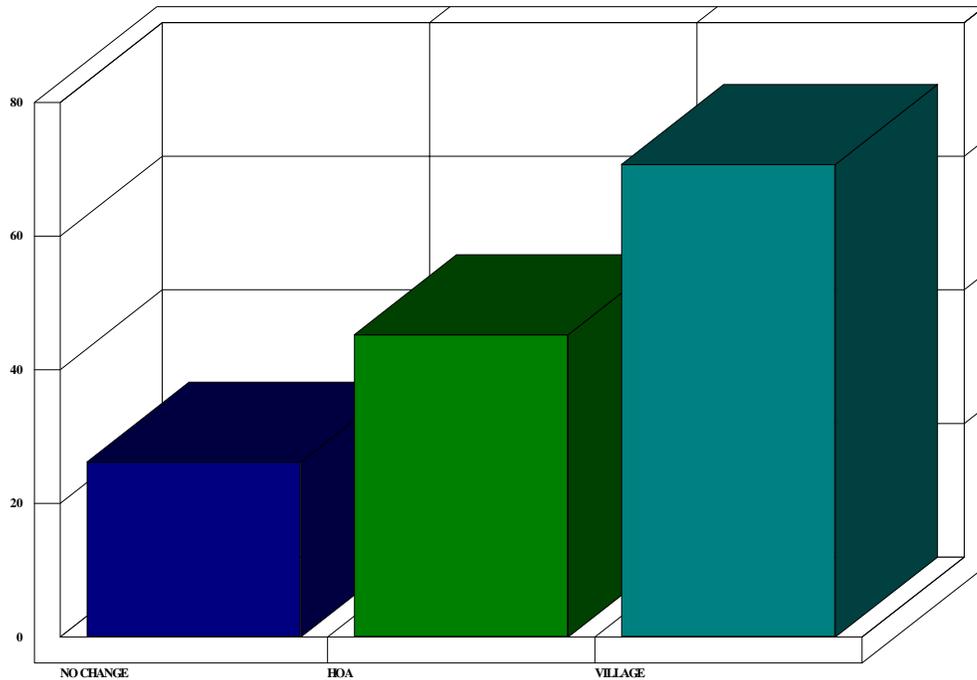
Residency (<1 year) - Participation



### Residency (6-10 years) - Participation



### Residency (>11 years) - Participation



## **Children at Home Differences**

There were no significant differences between participants depending on whether they had children under the age of 18 at home.

## Implementing Village Concept – Commercial Areas

Implementing villages in future Surprise received a great deal support in past visioning sessions. Villages are typically focused around a primary village core. The village core can be a unifying feature such as a large recreational area or regional shopping mall. Based on public input, City staff will be creating options for possible future villages as part of the General Plan update.

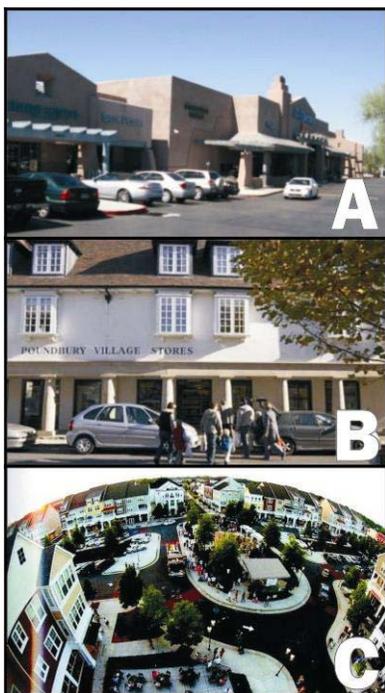
Although the village cores receive great attention, it is the neighborhoods where people live most of the time. The next three questions dealt specifically with how neighborhoods – or the lifeblood of the villages – should be designed.

The first question considered neighborhood commercial areas – those places where people most frequently stop in to pick up a loaf of bread or gallon of milk. Here in the Valley, these places are currently typically found on the corners of major roadways.

While most people don't give these spaces much thought unless they can't get a parking space, City planners give a great deal of thought and consideration to these areas. The options for neighborhood commercial areas discussed follow.

### *"How should the city develop neighborhood commercial areas?"*

For the last 15-20 years, the development community has situated commercial development at the intersections of major streets. This type of development provides a major advantage to the retailer as the buildings and signs are easily seen from the car.



#### **A. No Change (DARK BLUE Bar)**

- Developers decide where services are located
- Based on consumers driving automobile
- Can be difficult to get to from neighborhoods because it is often isolated or walled off from neighborhood
- Traffic problems are often created since driveways are so close to intersections
- Commercial corners can stay vacant for years until the demand is created.
- Not pedestrian friendly - Parents often are reluctant to allow children to walk or bike to these areas

#### **B. Limit Locations (GREEN Bar)**

- Move away from just commercial corners.
- Consider other locations like mid-block commercial that can be easier to reach by neighboring residential

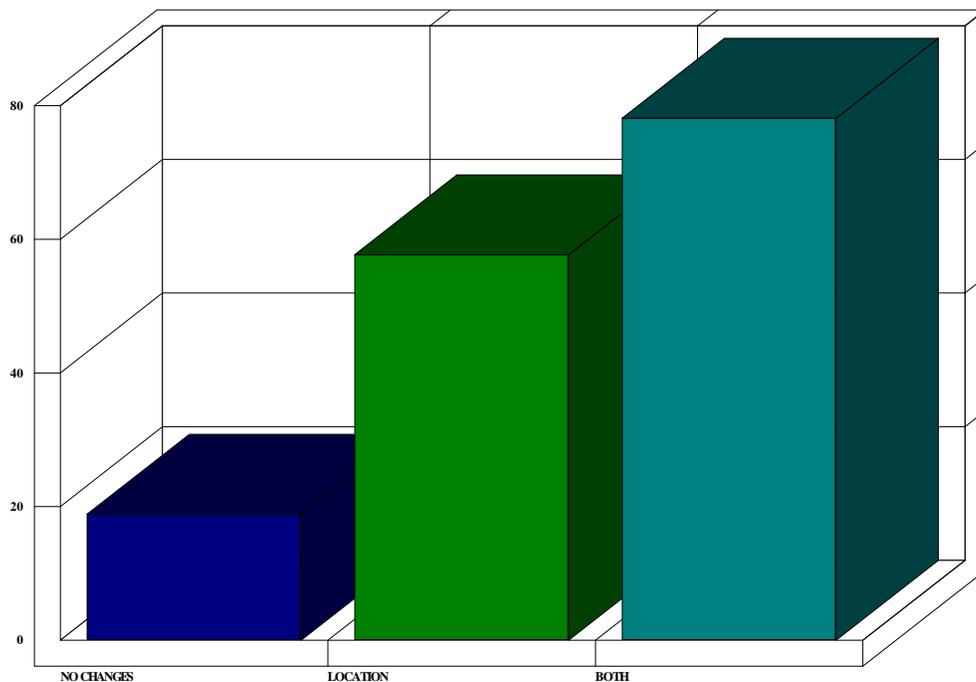
- Maybe integrate commercial development into neighborhoods. Make them the center of the neighborhood rather than a separate area. At the least, require rear access design as secondary points of access for pedestrians and bicyclists from adjacent neighborhoods

**C. Limit Both Locations and Uses (LIGHT BLUE Bar)**

- City staff works with developers and existing neighborhoods to designate appropriate commercial locations
- Consider a variety of uses to ensure that neighborhoods are adequately served by a variety of projects. Seek uses that people use daily like groceries, pharmacies, hair stylists, coffee shops, pubs and restaurants near residents
- Don't allow the same types of stores in the same area. For instance, create policies that will not allow a gas station or drug stores on every street corner
- Encourages a mix of commercial that is useful to the neighborhoods

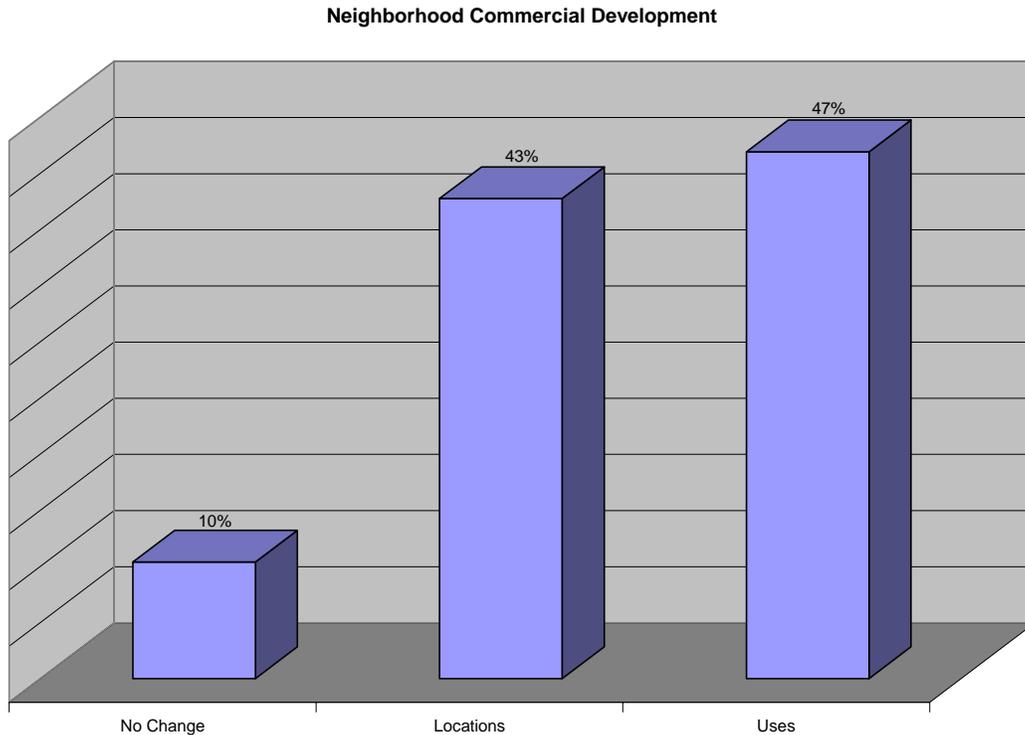
The computer randomly paired each of these three options and participants were asked to determine which option in each pair was more appropriate and by how much. Participants favored *Limit Both Locations and Uses* and *Limit Locations* as the preferred methods for future commercial development. Continuing the current practice of having commercial on major intersections and leaving the decisions to the developers without neighborhood input (*No Change*) was the least favored option.

**Most Appropriate Commercial Centers**



## Online Survey Results

Again, the online survey participants agreed with more City and neighborhood involvement in the planning of commercial areas and selected *Limit Both Locations and Uses* and *Limit Locations* as the two most preferred options.



## Preferences by Demographics

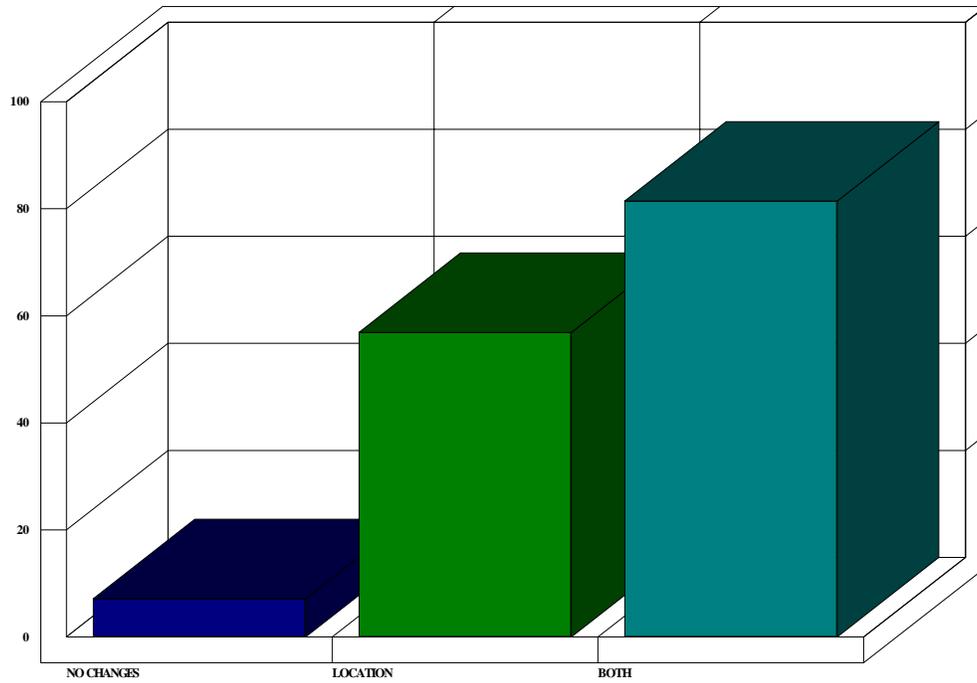
The combined responses above were filtered by each of the demographic categories to determine if there was any group of respondents that felt differently than the group as a whole. The following is a summary of the key differences. Also included are the bar charts for each of the demographic areas.

### Differences between Districts

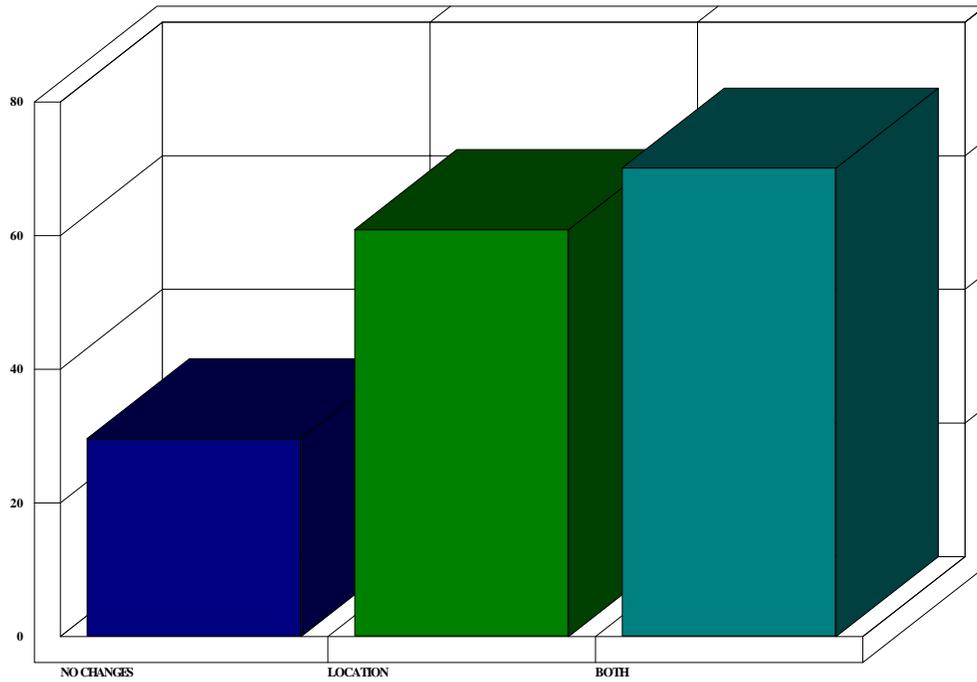
- Making a change in how commercial areas are developed was more important to District 1 participants than the group as a whole while District 2 respondents were somewhat more likely to prefer *No Change*.

*NOTE: Districts 4 and 5 only had one participant each; therefore, those results are not included to maintain the anonymity of the respondents.*

### District 1 - Commercial Centers



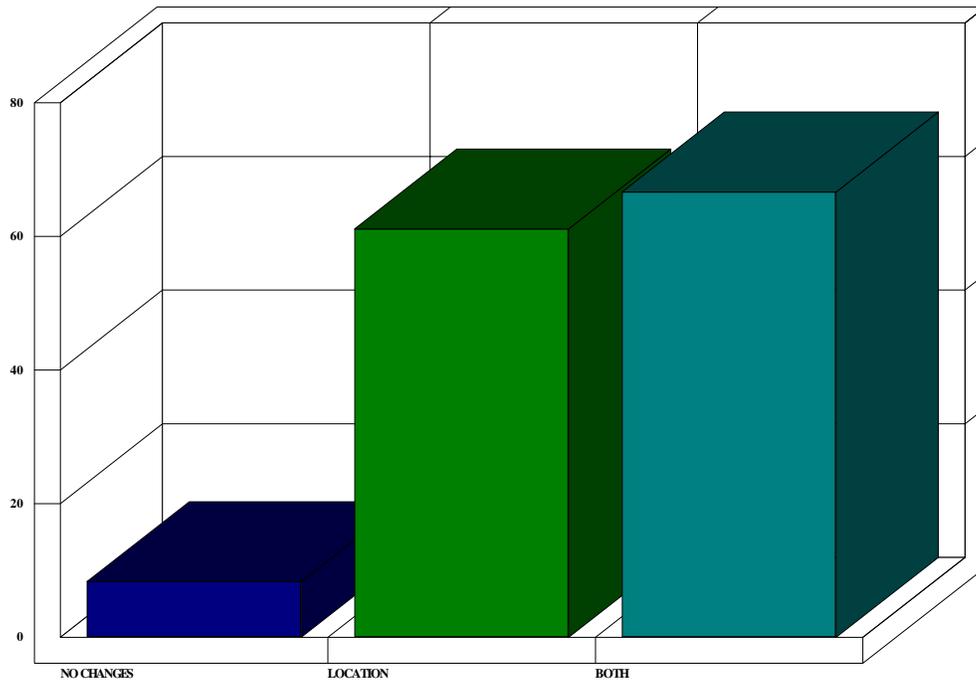
### District 2 - Commercial Centers



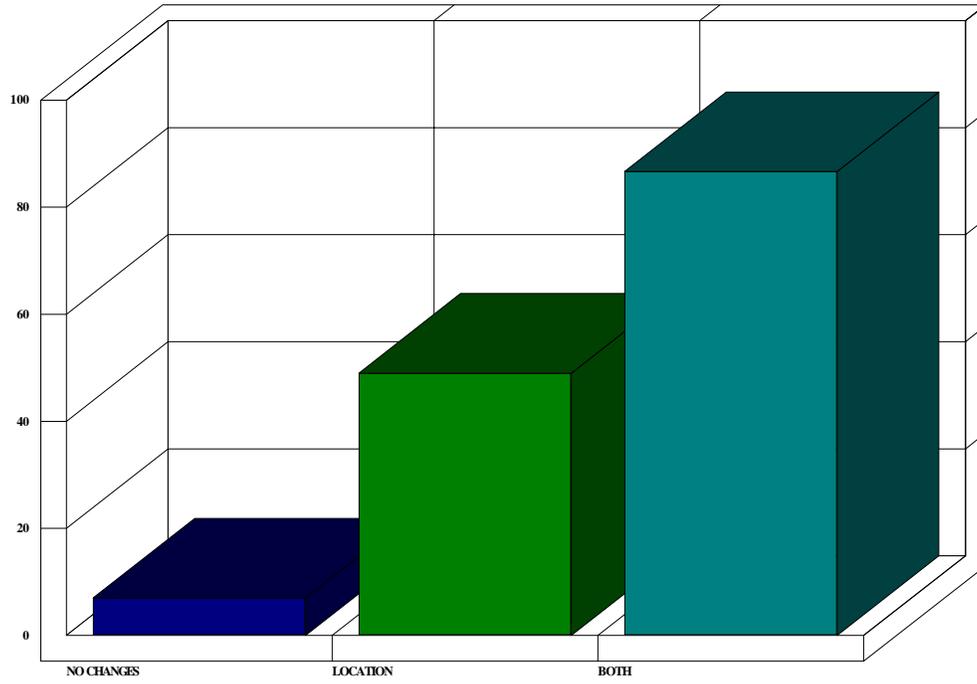
## Age Differences

- Younger participants, both those under age 35 and those age 36-45 were more likely to support changes in the development of commercial centers whether it be *Limit Locations* or *Limit Both Locations and Uses*.
- In contrast, older participants preferred *No Change* more than the younger participants.

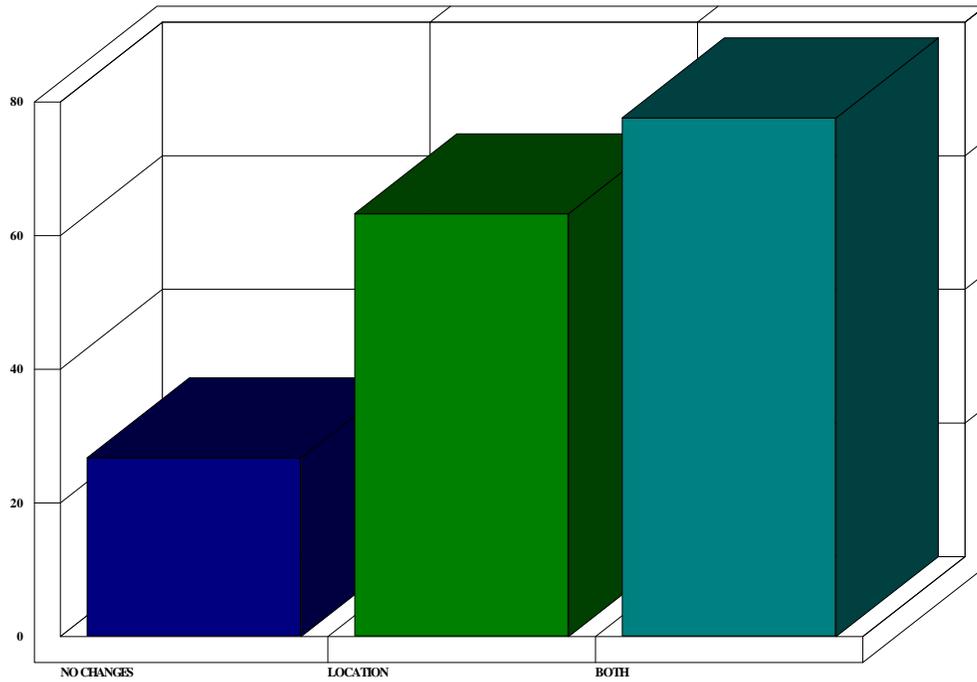
Age (Under 35) - Commercial Centers



### Age (36-45) - Commercial Centers



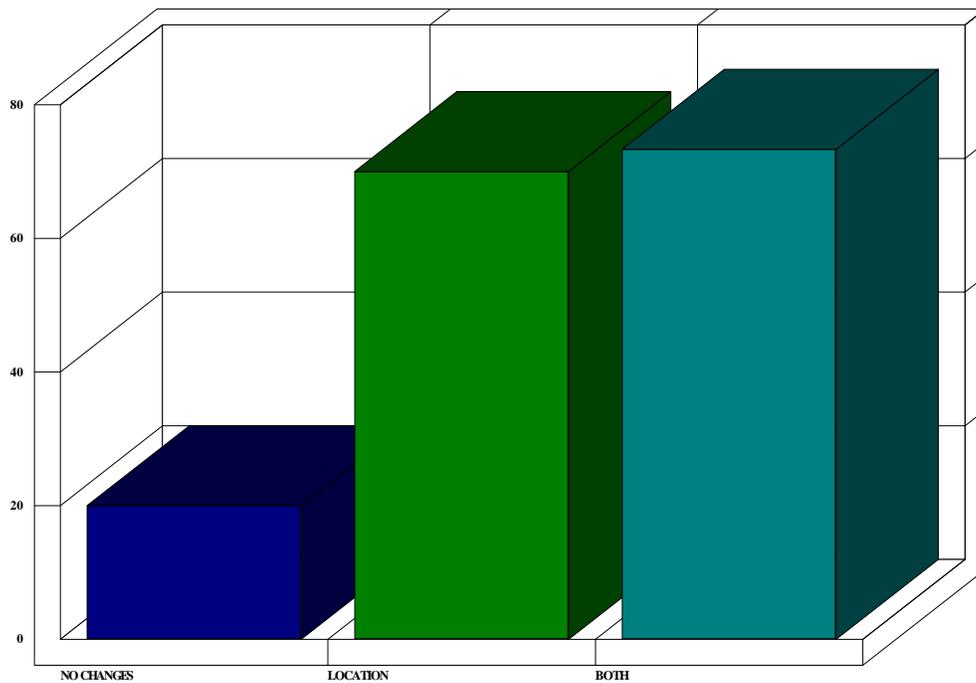
### Age (Over 65) - Commercial Centers



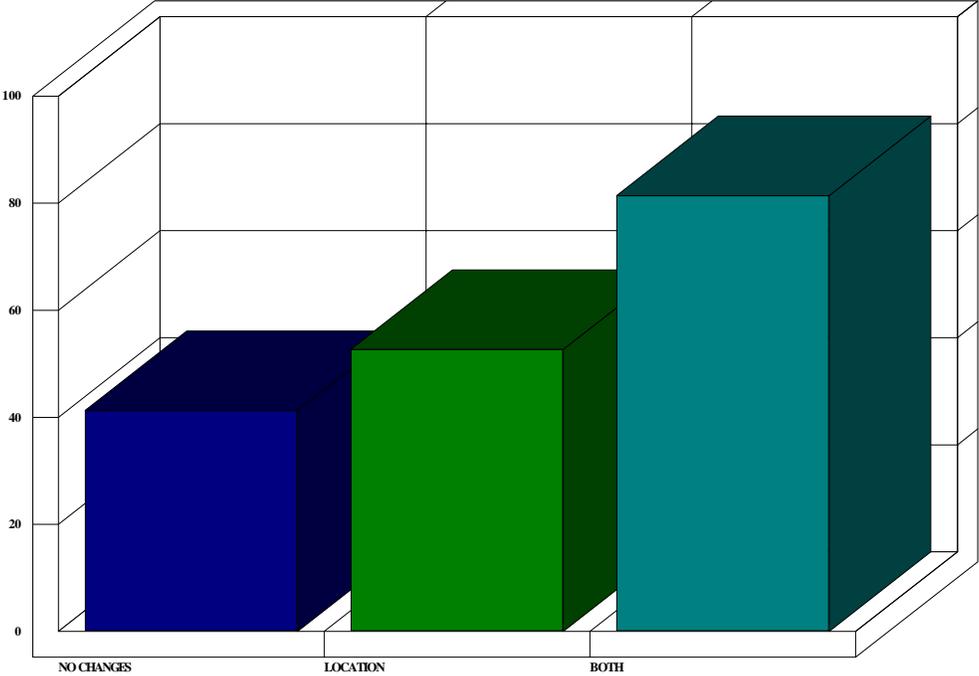
## Length of Residency Differences

- The most recent Surprise residents (<1 year) were more likely to prefer changes to commercial center development almost equally preferring *Limit Locations* and *Limit Locations and Uses*.
- The long-term residents (over 11 years) preferred existing development (*No Changes*) more than the group as a whole.

Residency (<1 yr) - Commercial Centers



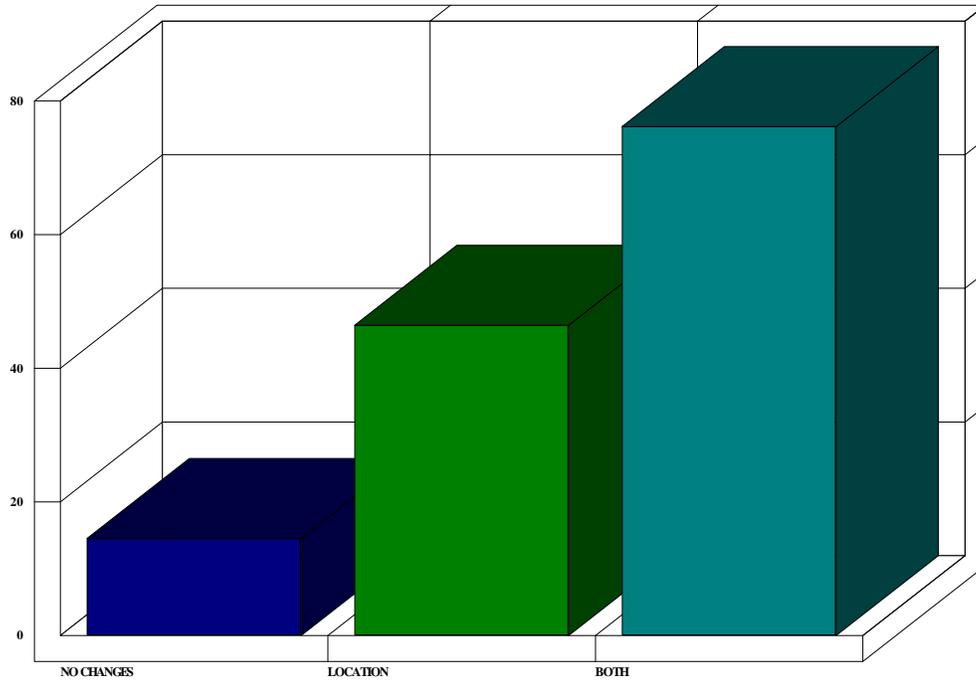
**Residency (>11 yr) - Commercial Center**



## Children at Home Differences

Participants with children under the age of 18 living at home were more likely to prefer having more neighborhood involvement in the planning of commercial areas and chose *Limit Both Locations and Uses* as their preference.

**Kids at Home - Commercial Center**



## Implementing Village Concept – Design Guidelines

The City of Surprise has adopted a limited set of design guidelines that are currently used to determine the type of neighborhoods that may be built. These guidelines sometimes limit the architectural styles.

The second question related to the implementation of the Village concept, was to determine which of the following three options is the most appropriate.

*“How should the neighborhoods look?”*

### A. No Change (DARK BLUE Bar)

- Stick to approved design guidelines
- Design Guidelines now allows French Eclectic, Spanish Mission, Mediterranean, Tuscan, Italianate, Arts and Crafts and Southwest Contemporary



### B. Diversify & Desert-Adapted – Citywide changes (GREEN Bar)

- Add other architectural styles like Pueblo, Adobe, Victorian, Modern and international styles
- Allow more colors in developments
- Encourage proper placement of homes on lots to maximize energy conservation
- Develop more desert-adapted design
- Encourage xeriscaping, use of solar panels, etc.



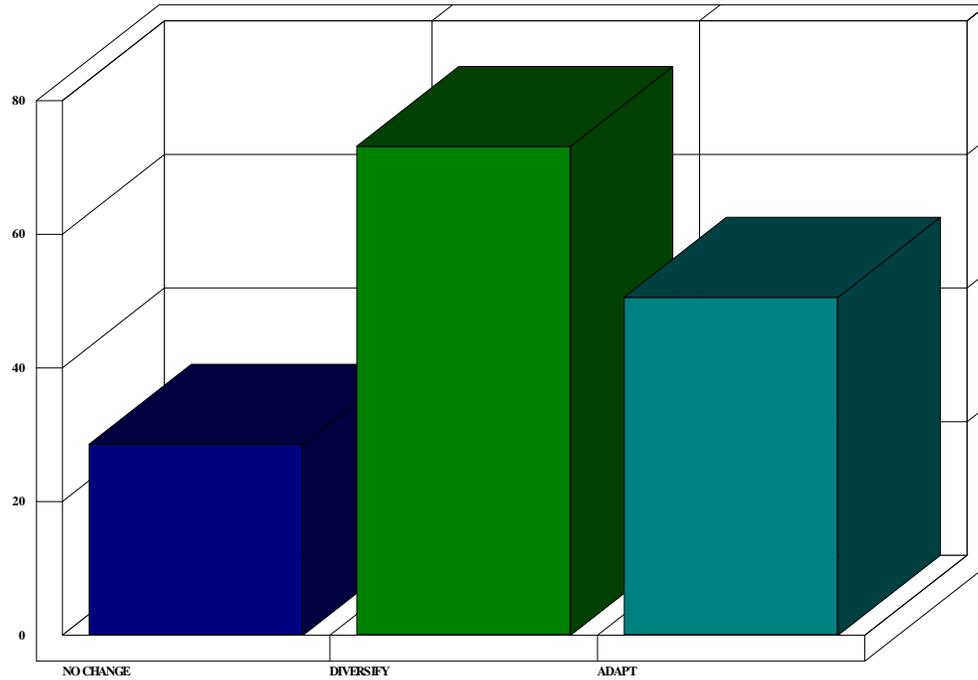
### C. Adapt Character Standards Based on Location (LIGHT BLUE Bar)

- Each area is analyzed for its best attributes
- Desert adapted design standards would be adopted if appropriate for the area
- Architecture styles would also be decided by the character or vision of the development
- Different areas of the city might highlight unique characteristics – like creating an agricultural theme for area that was previously farmland
- Expensive because it requires that staff work on community plans with neighborhoods
- The best way to develop a sense of place or neighborhood characteristics with enduring quality



Expanding the current design guidelines to offer more *Diversity and Desert-Adapted* guidelines were identified as the most appropriate by the meeting participants. There was also interest in *Adapt Character Standards Based on Location*. The least favored option was to keep the limited design guidelines available today (*No Change*).

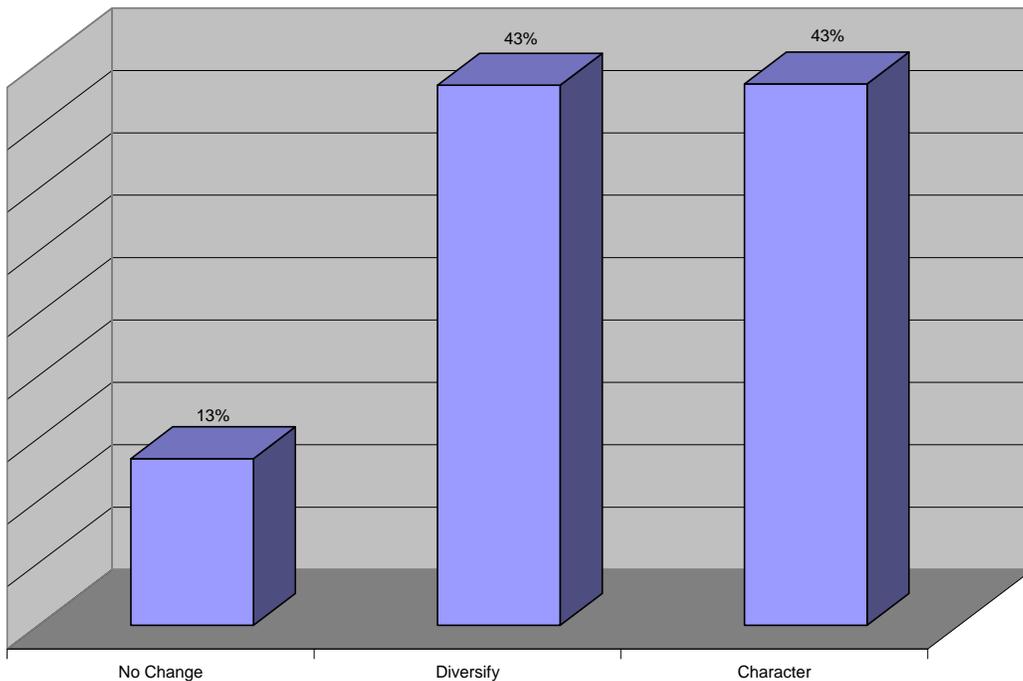
### Most Appropriate Neighborhood Appearance



### Online Survey Results

The online survey participants equally favored both of the change options of *Diversity and Desert-Adapted* guidelines and *Adapt Character Standards Based on Location*. During the meetings, some participants noted that they did not like the example of having a “farm-themed” community, which may have resulted in lower ratings in adapting the guidelines to the location. Overall it is clear participants are looking for a wider variety of design guidelines and to move away from the existing “sea of beige and tan” homes.

### Online Survey - How Neighborhoods Look



## Preferences by Demographics

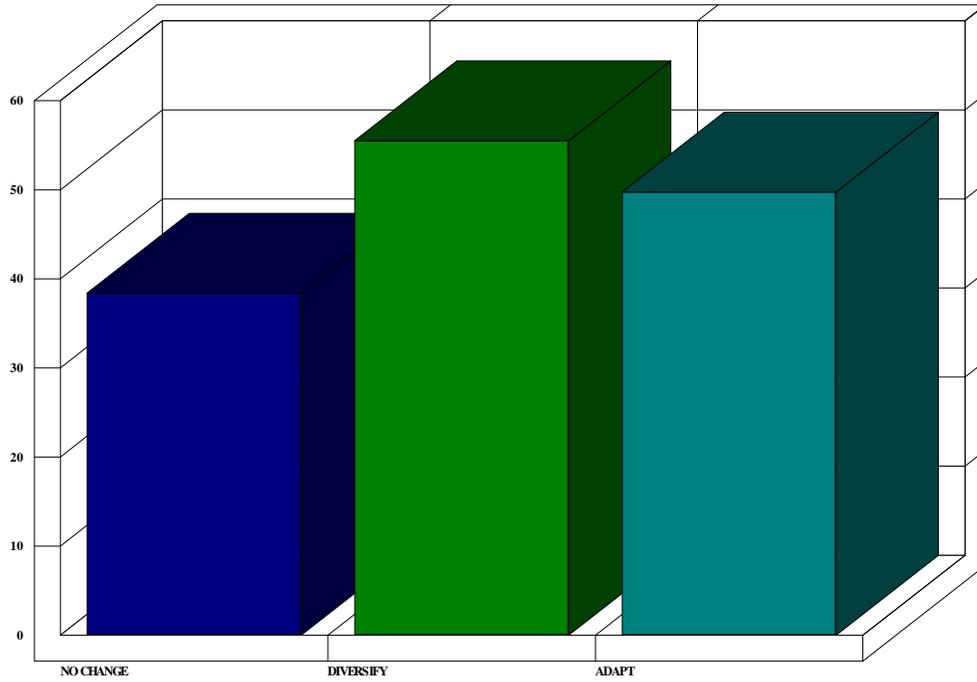
The combined responses above were filtered by each of the demographic categories to determine if there was any group of respondents that felt differently than the group as a whole. The following is a summary of the key differences. Also included are the bar charts for each of the demographic areas.

### Differences between Districts

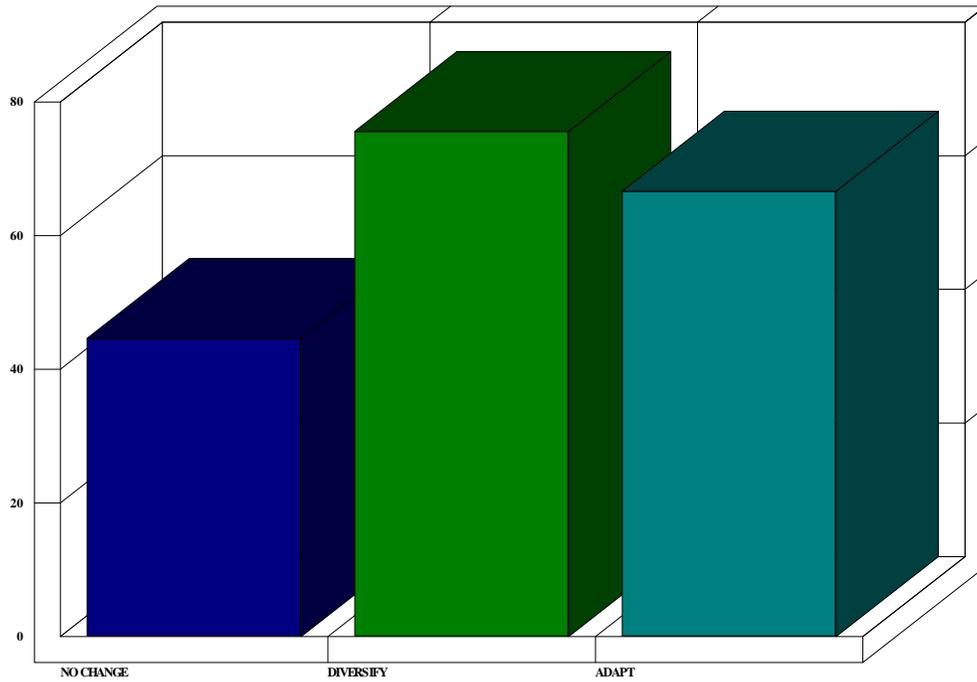
- District 2 participants preferred the existing design guidelines (*No Change*) more than those in other districts.
- *Adapt Character Standards Based on Location* was slightly more preferred by District 6 participants.
- Participants who do not live in Surprise felt the most strongly that changes need to be made to the design guidelines and preferred *Diversify and Desert-Adapted* changes made citywide.

*NOTE: Districts 4 and 5 only had one participant each; therefore, those results are not included to maintain the anonymity of the respondents.*

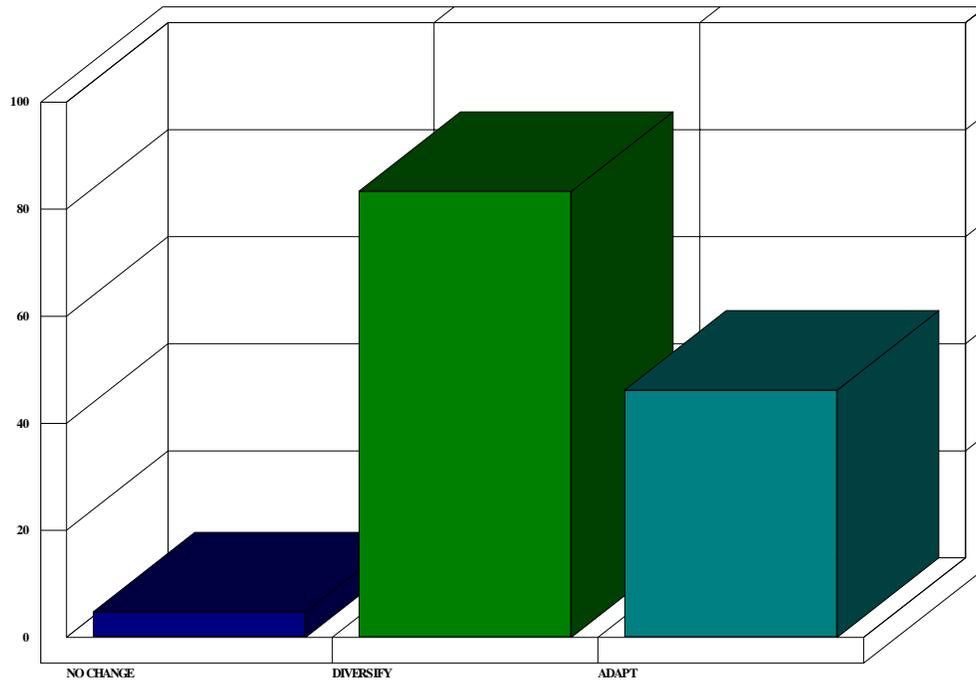
### District 2 - Neighborhood Appearance



### District 6 - Neighborhood Appearance



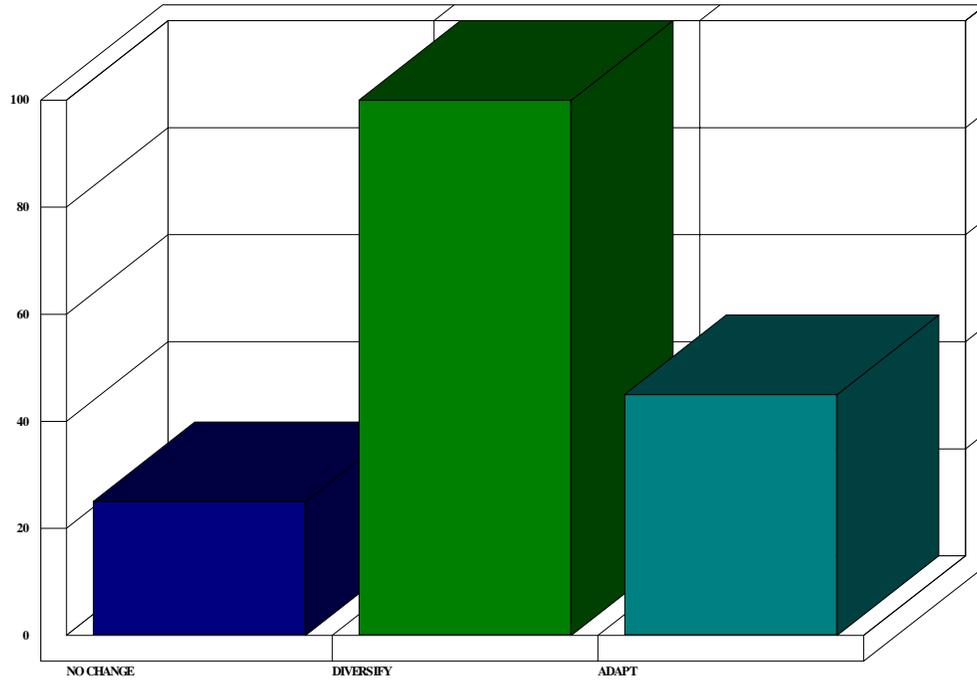
### Non-Resident - Neighborhood Appear



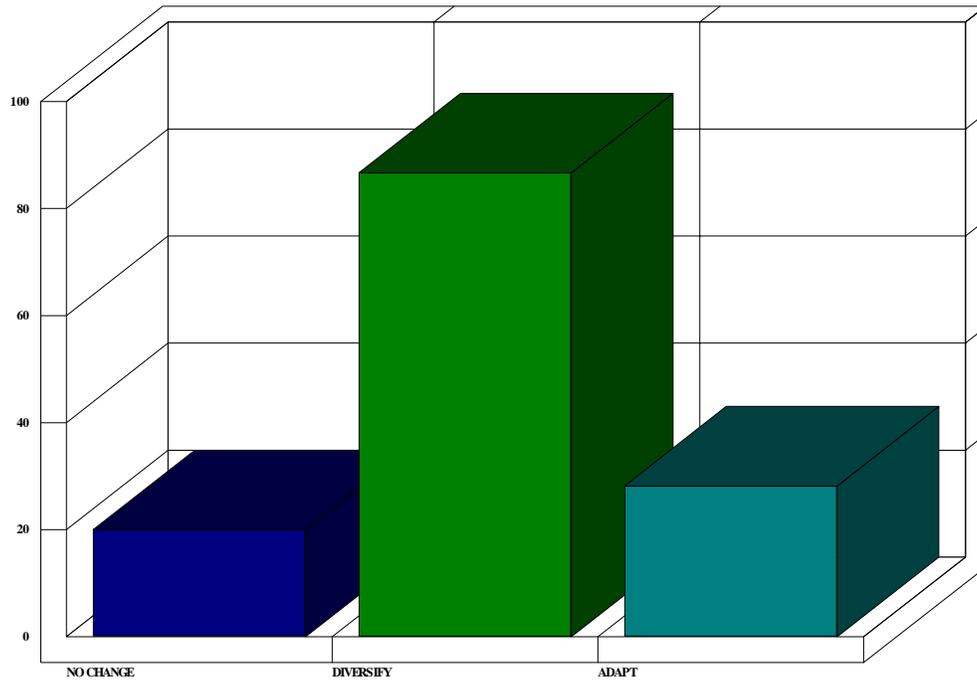
### Age Differences

- Younger participants (under the age of 35 and 36-45) felt *Diversify and Desert-Adapted* citywide guidelines should be implemented.
- Older residents, those over the age of 65, were more willing to *Adapt Character Standards Based on Location*.

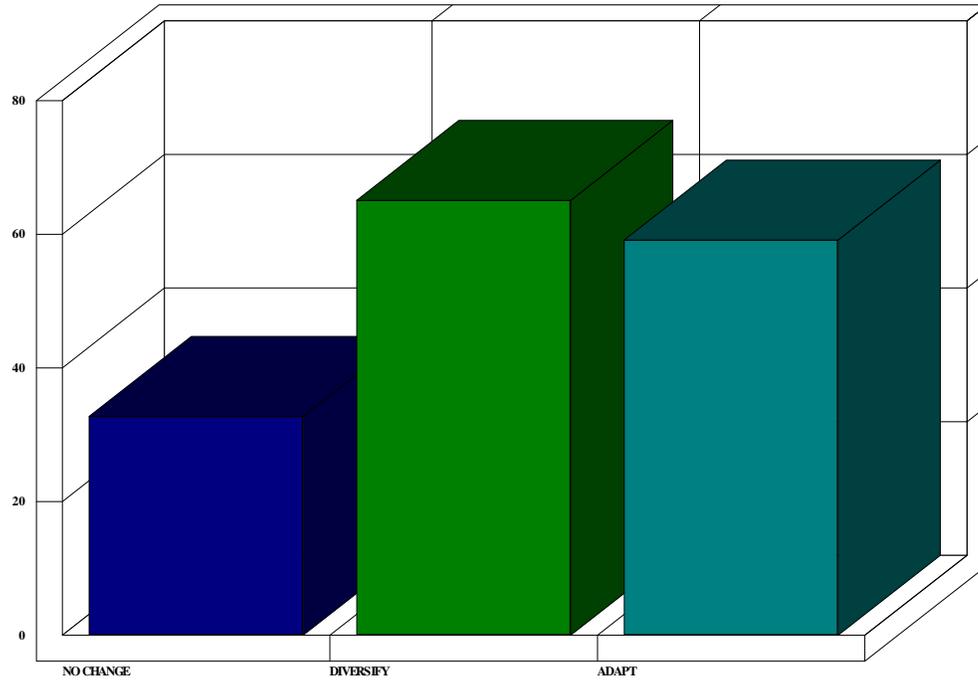
### Age (<35) - Neighborhood Appearance



### Age (36-45)-Neighborhood Appearance



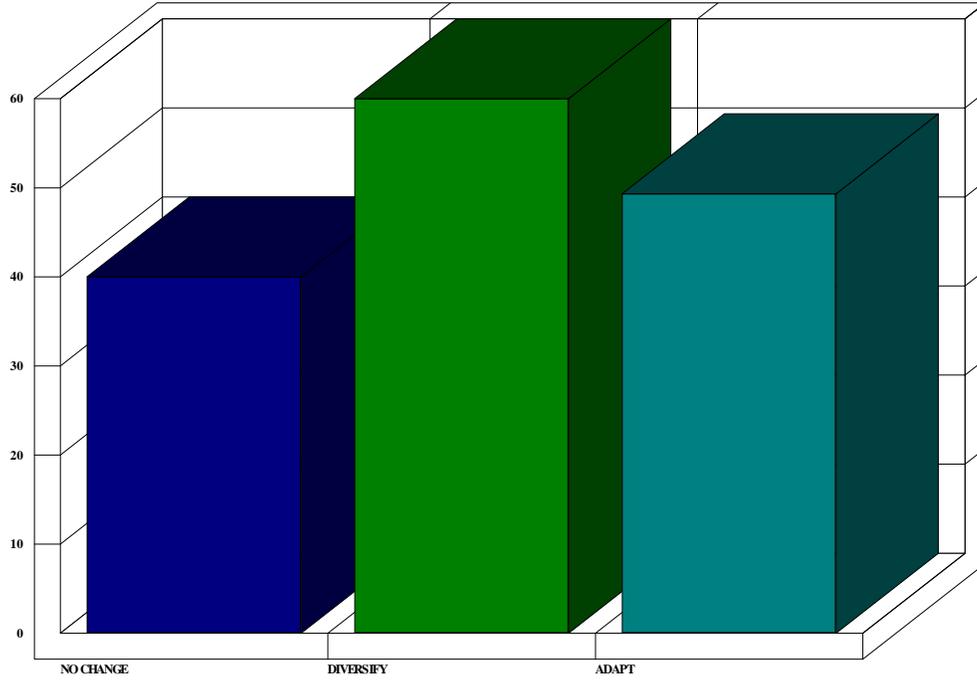
### Age (>65) - Neighborhood Appearance



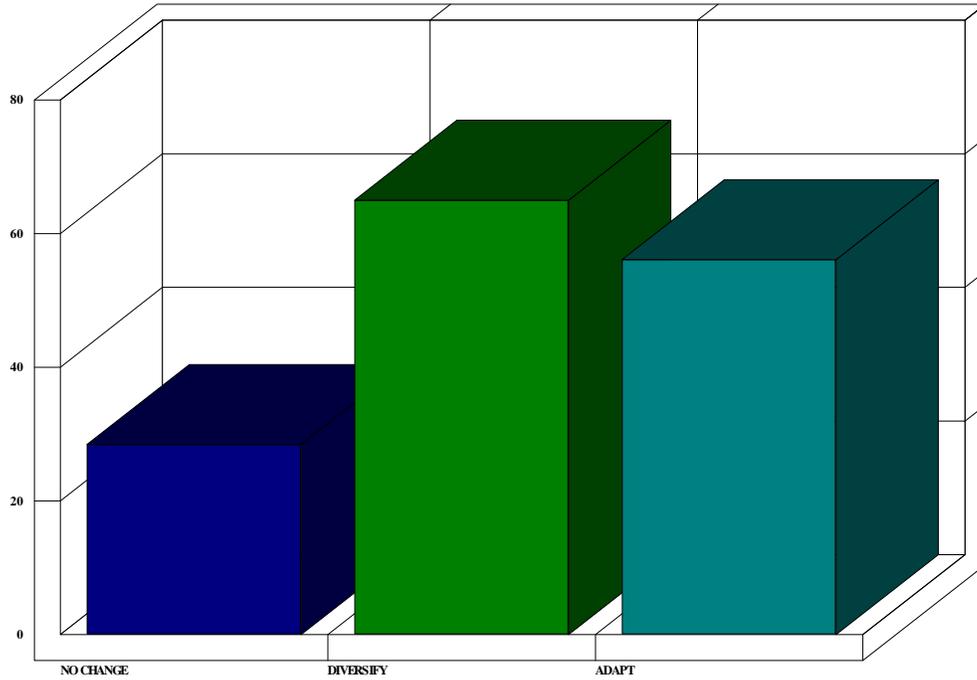
### Length of Residency Differences

- Residents who have just moved to Surprise tended to prefer the existing design guidelines (*No Change*). They stated that they moved to Surprise because they liked the homes and the community.
- Surprise residents who have been here 6-10 years are more likely to prefer *Adapt Character Standards Based on Location*.
- Long-term residents (more than 10 years) were more likely to want to keep existing design guidelines (*No Change*).

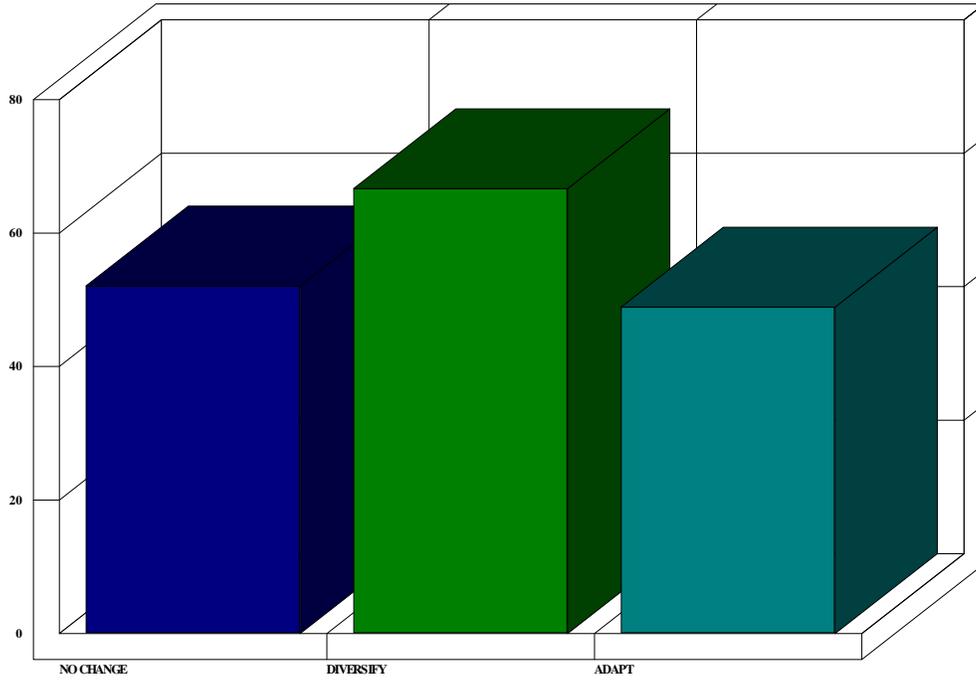
### Residency (<1 year) - Neighborhood



### Residency (6-10 years) - Neighborhood



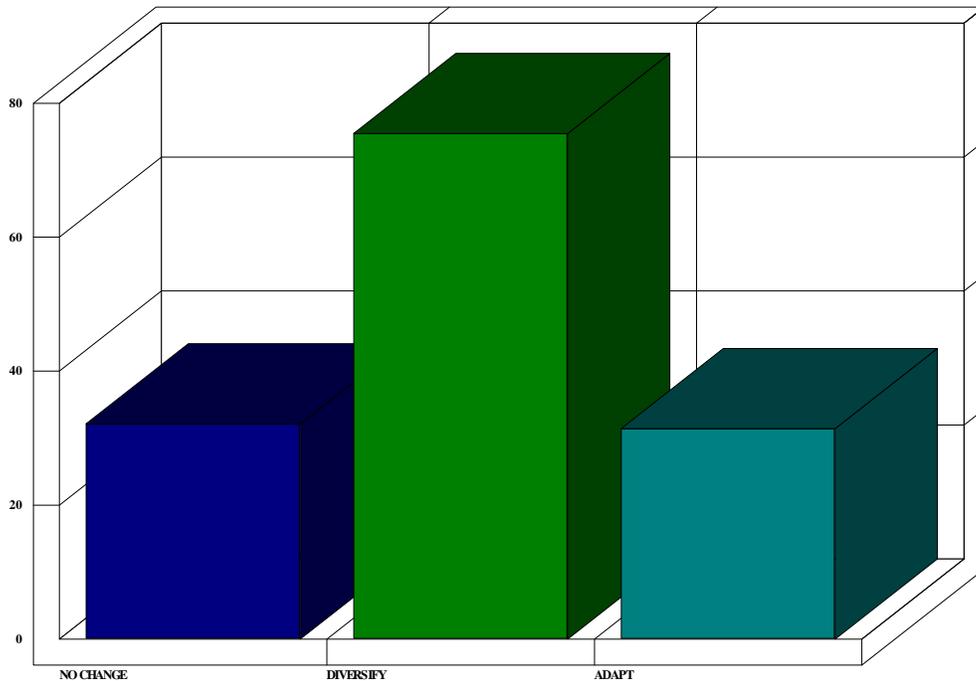
### Residency (> 11 years) - Neighborhood



### Children at Home Differences

Participants with children under the age of 18 living at home selected *Diversity and Desert-Adapted Guidelines Citywide* more than the group as a whole.

### Kids at Home - Neighborhood



## Implementing Village Concept – Living in the Community

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Communities are made up of the people who live there. The housing in Surprise is dominated by single-family homes. Although this type of home can accommodate a large percentage of the population, it is not a practical option for everyone.

Young people starting out often can't afford to buy a home. Older people often don't want the upkeep that is required in a single-family dwelling. How should the City of Surprise accommodate these diverse needs? How does the City create neighborhoods where those who can't or choose not to live in a single-family home have a housing option? Participants were asked to determine which of the four options below were most appropriate for the City of Surprise in the future.

*“How does the city accommodate those who do not live in single-family homes?”*



**A. No Change (DARK BLUE Bar)**

- Single-family dwellings are separated from other housing types
- Elderly grandparents, children may be forced to move to other areas of the city



**B. Granny Flats/Casitas/Duplexes (GREEN Bar)**

- Detached, semi-detached housing, accessory units, etc. are mixed with predominately single-family communities
- Single-family units can be altered to accommodate additional dwelling units – extended family members may live in the units



**C. Multi-Family Units (LIGHT BLUE Bar)**

- Multi-family units are required in most neighborhoods to allow for varying housing options
- Staff works with the development community to make sure multi-family units blend with single-family homes



**D. Mandate Affordable/Workforce Housing (RED Bar)**

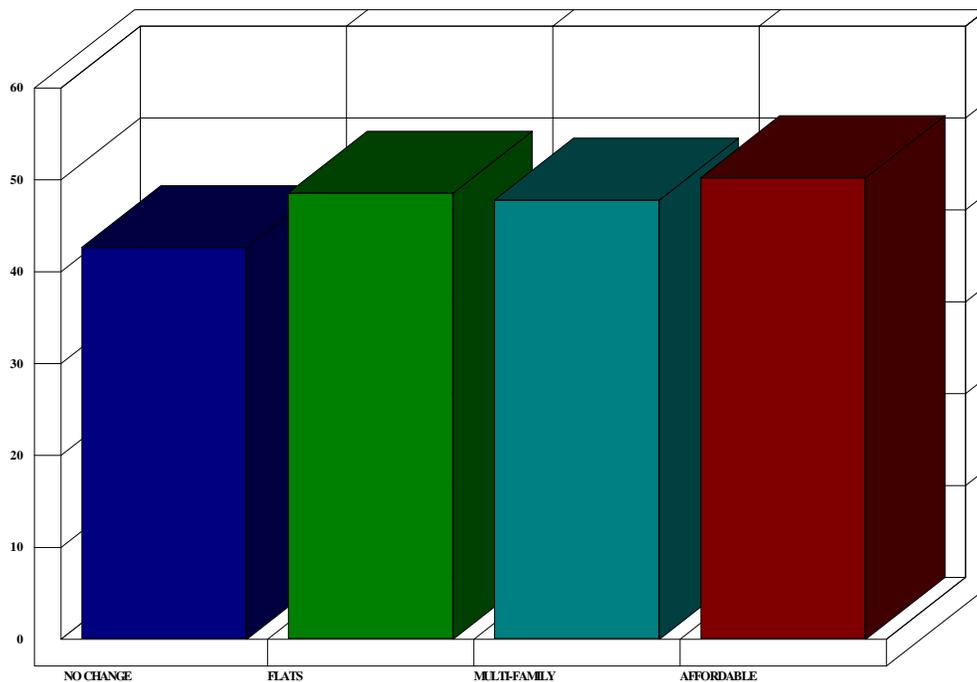
- Require affordable/workforce housing in every neighborhood
- Live/work units

There wasn't a clear preference for the type of housing mix that should be provided within the City in the future. This question generated the most discussion among the meeting participants.

People questioned how *Mandated Affordable/Workforce Housing* would be defined and implemented. Many assumed affordable housing would result in large Section 8 housing projects. Others agreed that the City needs affordable and workforce housing, but were troubled with idea of “mandating” developers to provide lower-income properties.

Continuing the development of existing single-family neighborhoods (*No Change*) was preferred by some participants. However, others stated that when residents are no longer able to maintain their homes or need assisted living options, they would have to move to another neighborhood – resulting in the loss of nearby friends, church, and doctors to find others closer to their new residential areas.

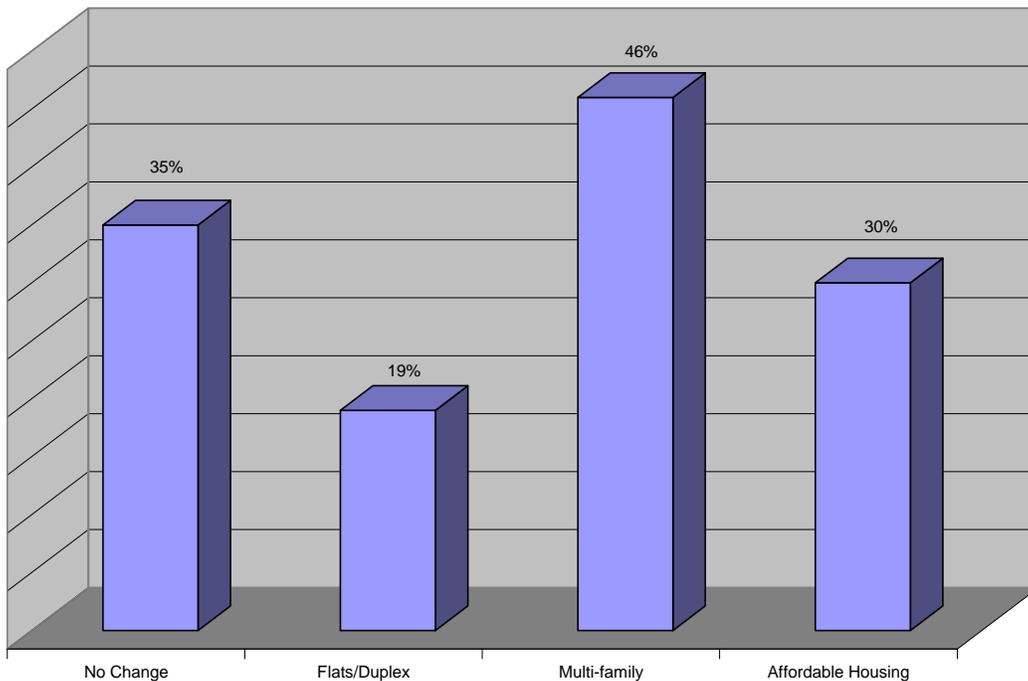
**Most Appropriate Housing**



## **Online Survey Results**

In contrast, the online survey respondents felt providing a mix of housing options within the neighborhoods (*Multi-Family Units*) was the most appropriate way to live in the future followed by continuation of the existing single-family communities (*No Change*). Allowing *Granny Flats/Casitas/Duplexes* was considered the least appropriate.

### Online Survey - Neighborhood Density



## Preferences by Demographics

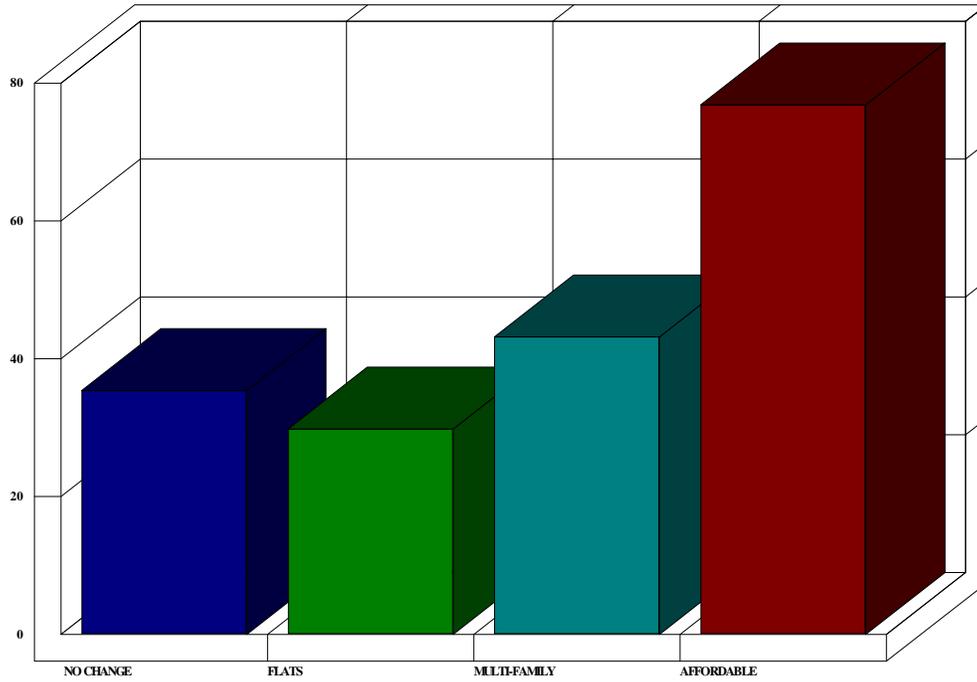
The combined responses above were filtered by each of the demographic categories to determine if there was any group of respondents that felt differently than the group as a whole. The following is a summary of the key differences. Also included are the bar charts for each of the demographic areas.

### Differences between Districts

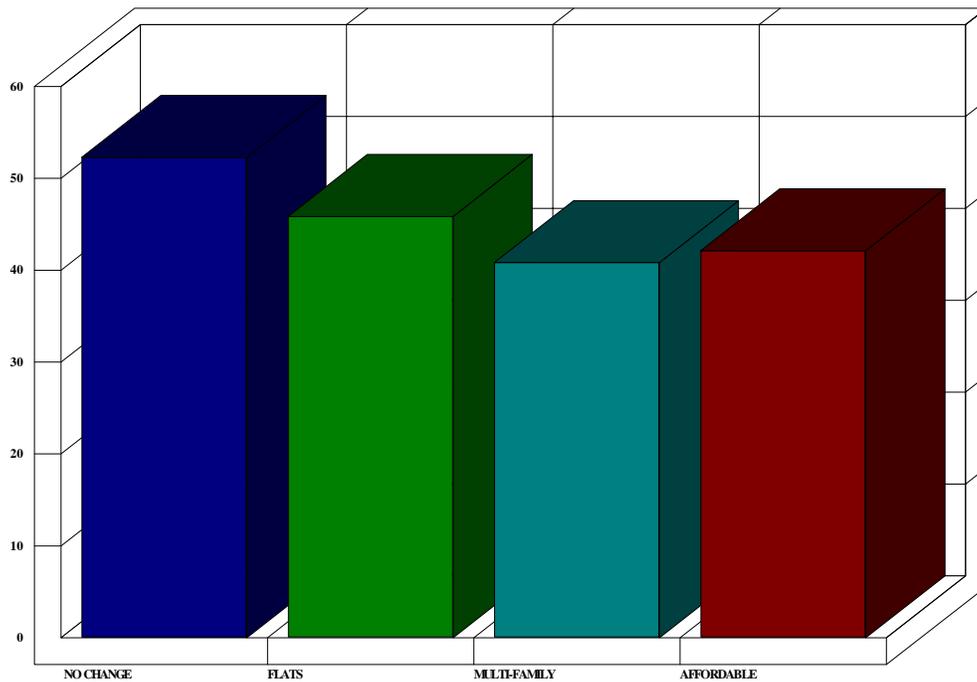
- District 1 felt that *Mandated Affordable/Workforce Housing* is much more appropriate for the City than the group as a whole.
- District 2 preferred *No Change* more than the group.
- District 3 residents preferred the single-family communities (*No Change*) and felt the *Mandated Affordable/Workforce Housing* was least appropriate for the community.
- District 6 favored more of the higher density options including *Multi-Family Units* followed closely by both *Mandated Affordable/Workforce Housing* and *Granny Flats/Casitas/Duplexes*.
- Non-residents felt it was appropriate to have *Affordable/Workforce Housing* and were more likely to prefer *Granny Flats/Casitas/Duplexes*.

*NOTE: Districts 4 and 5 only had one participant each; therefore, those results are not included to maintain the anonymity of the respondents.*

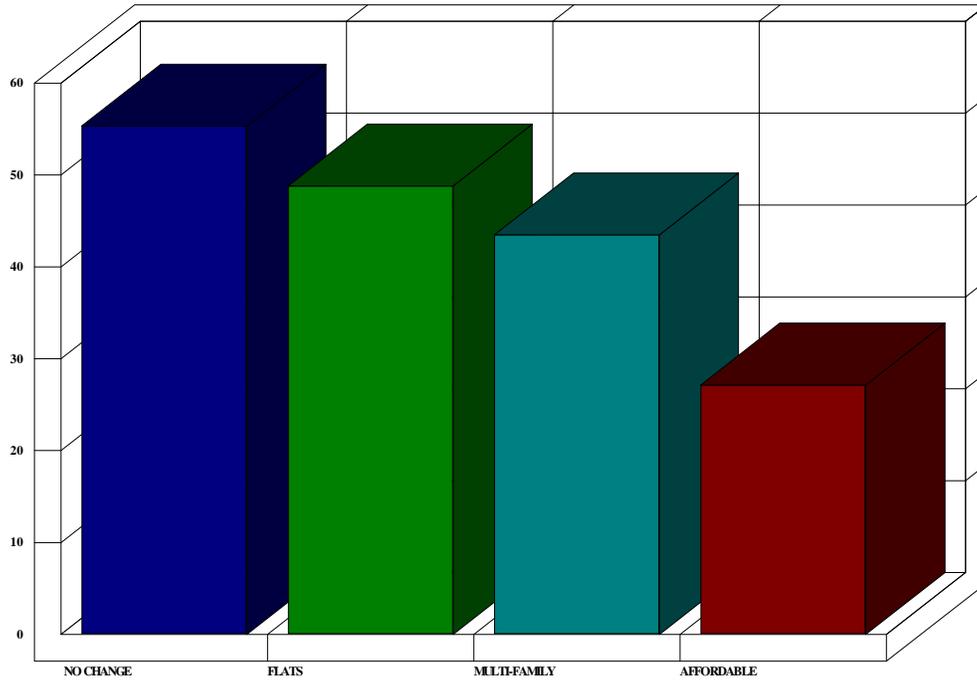
### District 1 - Housing



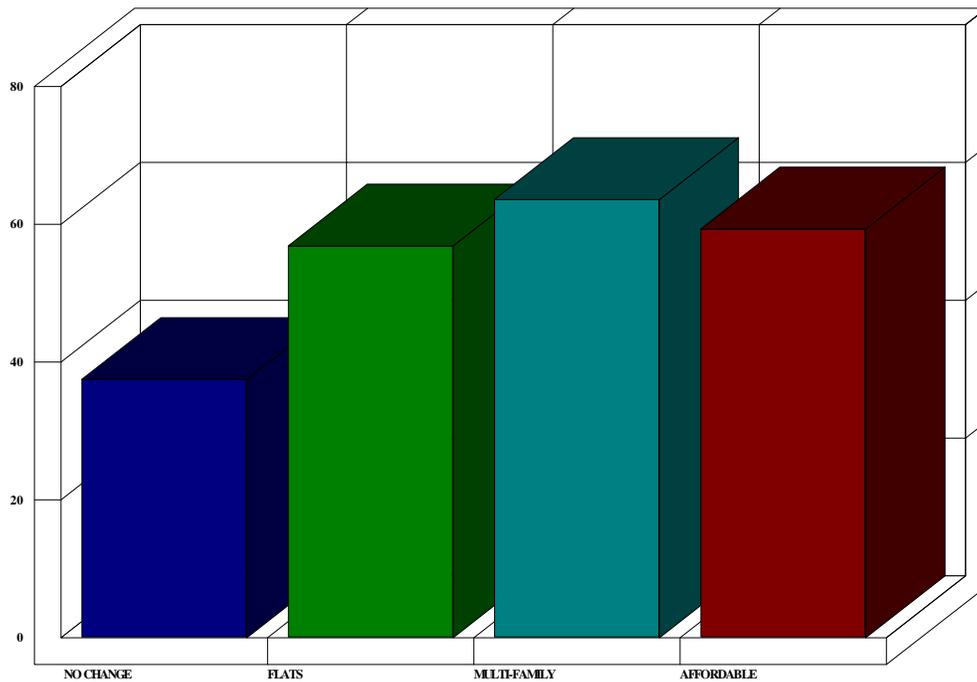
### District 2 - Housing



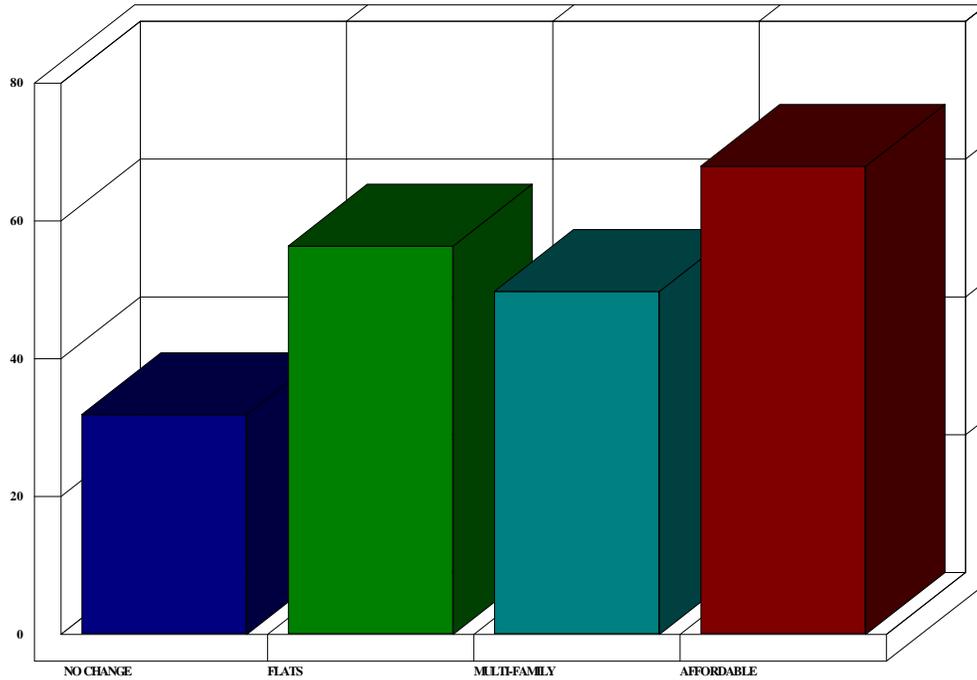
### District 3 - Housing



### District 6 - Housing



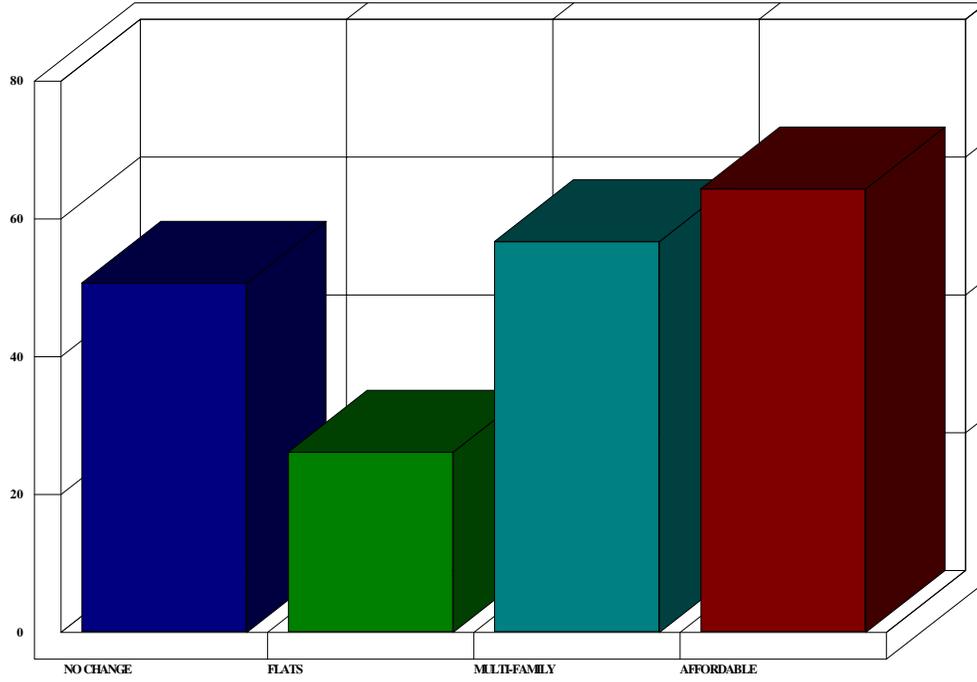
## Non-Resident - Housing



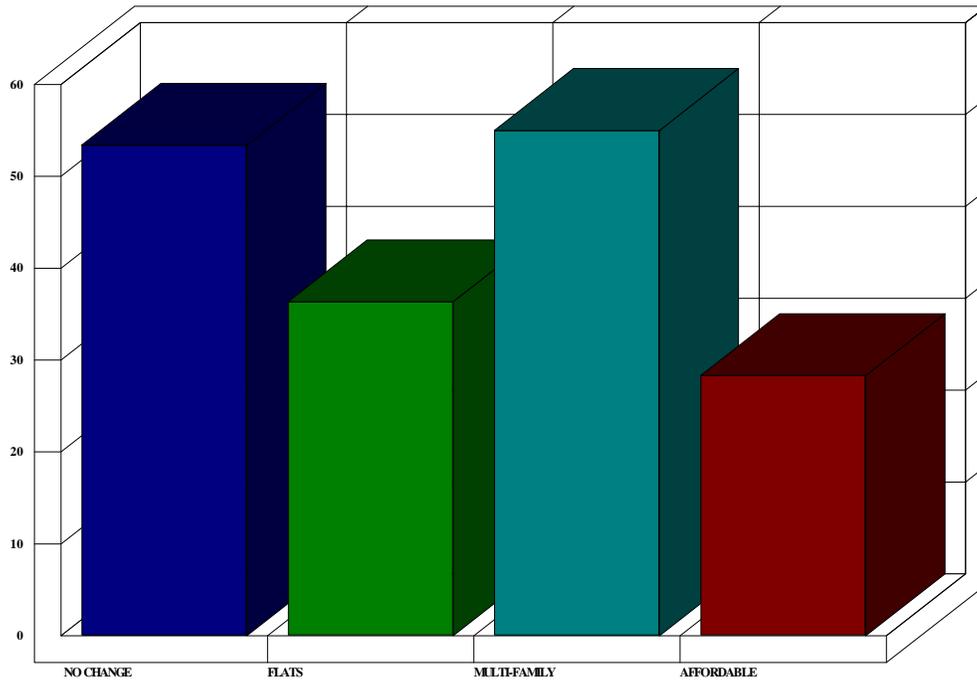
### Age Differences

- Younger residents (under 35 years) saw less of a need for *Granny Flats/Casitas/Duplexes* but felt *Mandated Affordable/Workforce Housing* was slightly more appropriate than the group as a whole.
- Residents ages 36-45 were much less likely to endorse the idea of *Mandated Affordable/Workforce Housing*.
- Residents over age 65 were less likely to feel *Multi-Family Units* were appropriate.

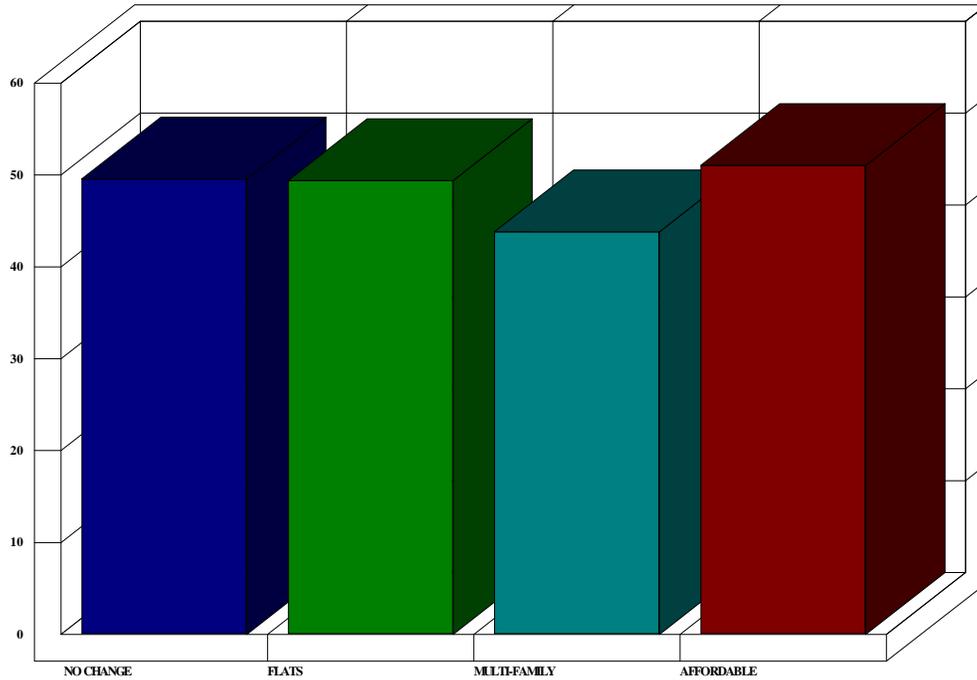
### Age (<35 years) - Housing



### Age (36-45) - Housing



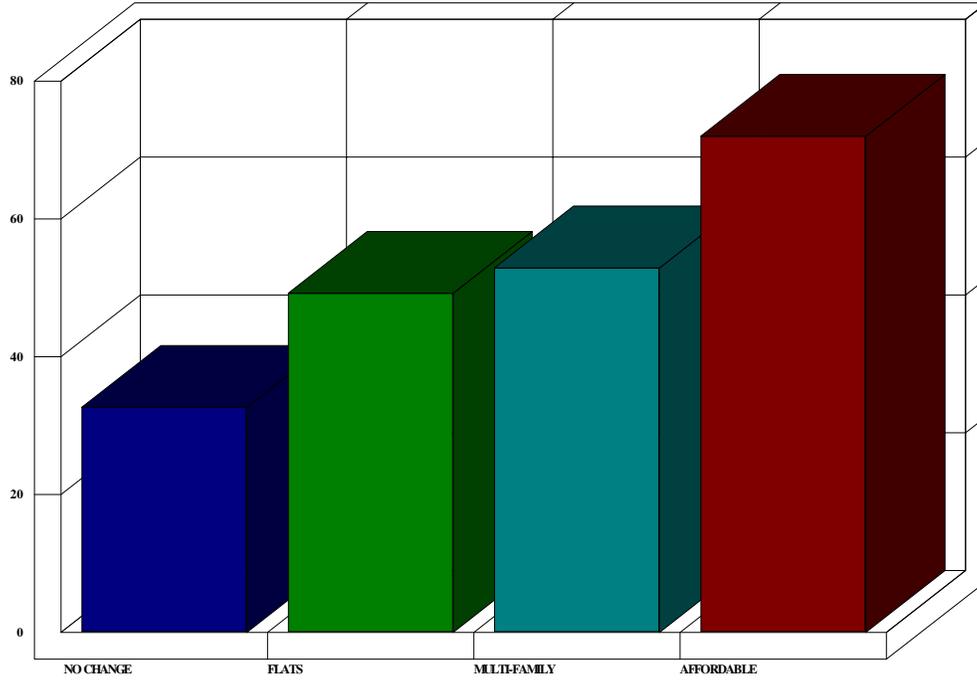
### Age (Over 65) - Housing



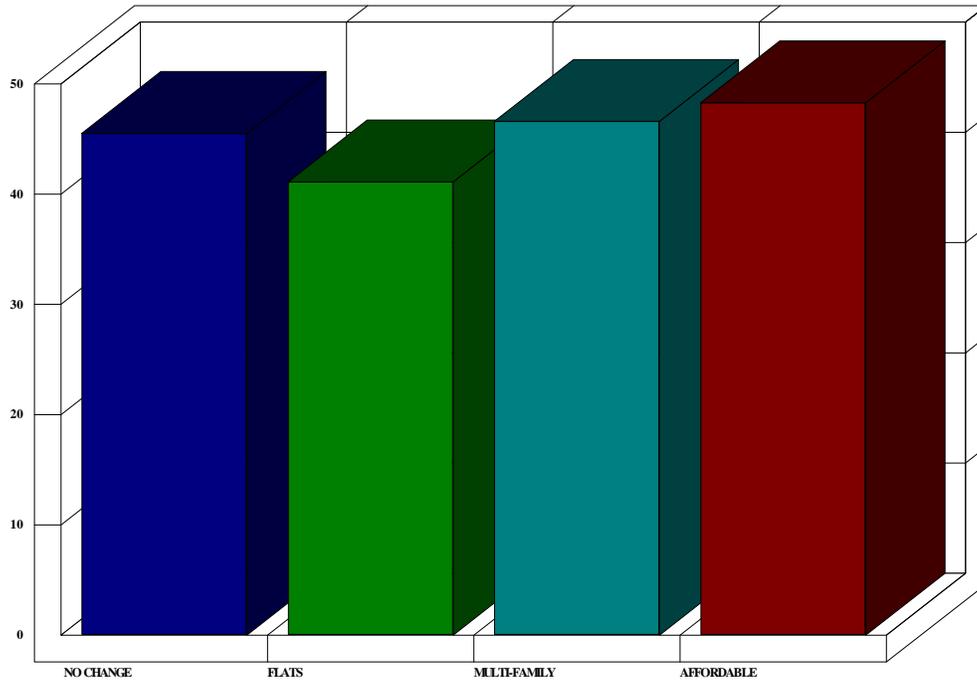
### Length of Residency Differences

- Participants, who have lived in Surprise less than one year, preferred *Mandated Affordable/Workforce Housing*. This could be the result of the recent increases in home prices.
- Residents who have lived in Surprise 1-5 years were less likely to prefer the *Granny Flats/Casitas/Duplex* option.
- The existing single-family communities (No Change) was considered more appropriate to residents who have lived in Surprise 6-10 years.
- The participants who have lived in Surprise the longest (more than 10 years) indicated that *Granny Flats/Casitas/Duplexes* and *Multi-Family Units* were more appropriate than the group as a whole. This may be related to the comment that residents wanted to stay in their neighborhoods when they needed to seek assisted living options.

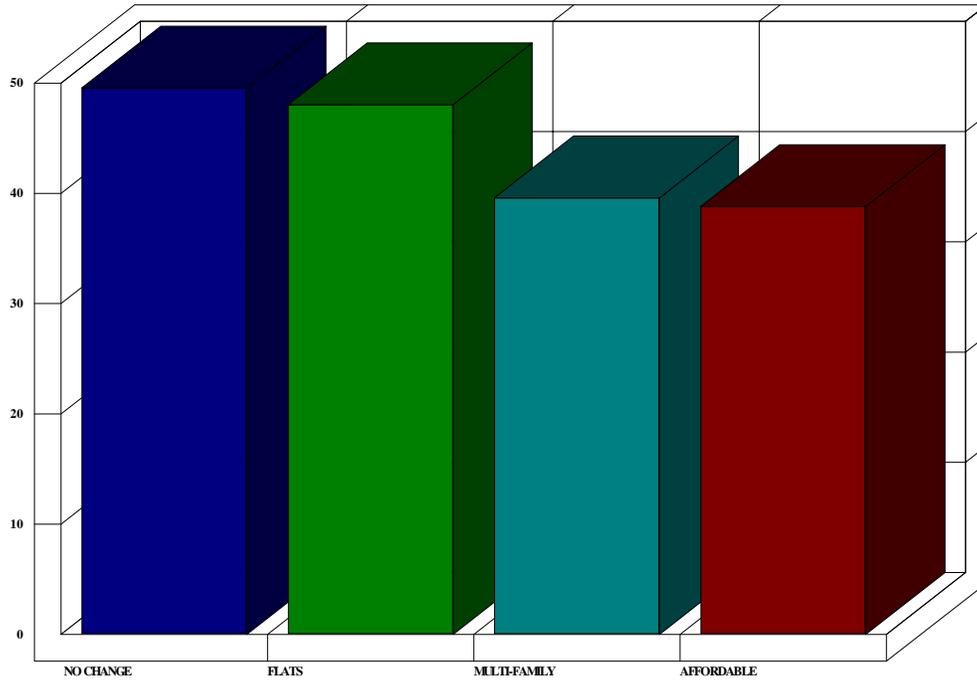
### Residency (<1 year) - Housing



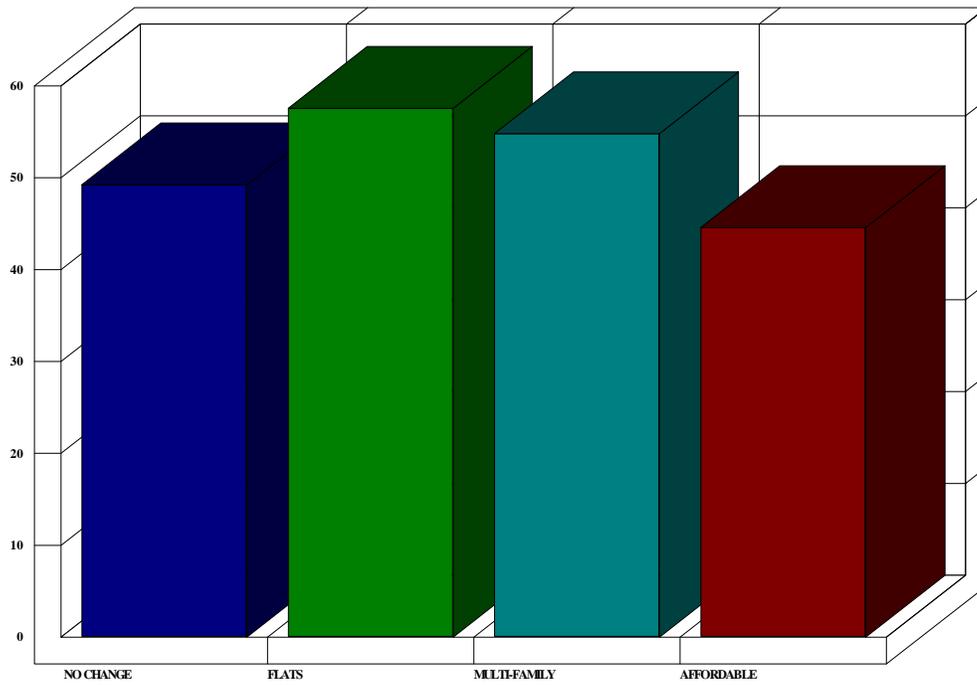
### Residency (1-5 years) - Housing



### Residency (6-10 years) - Housing



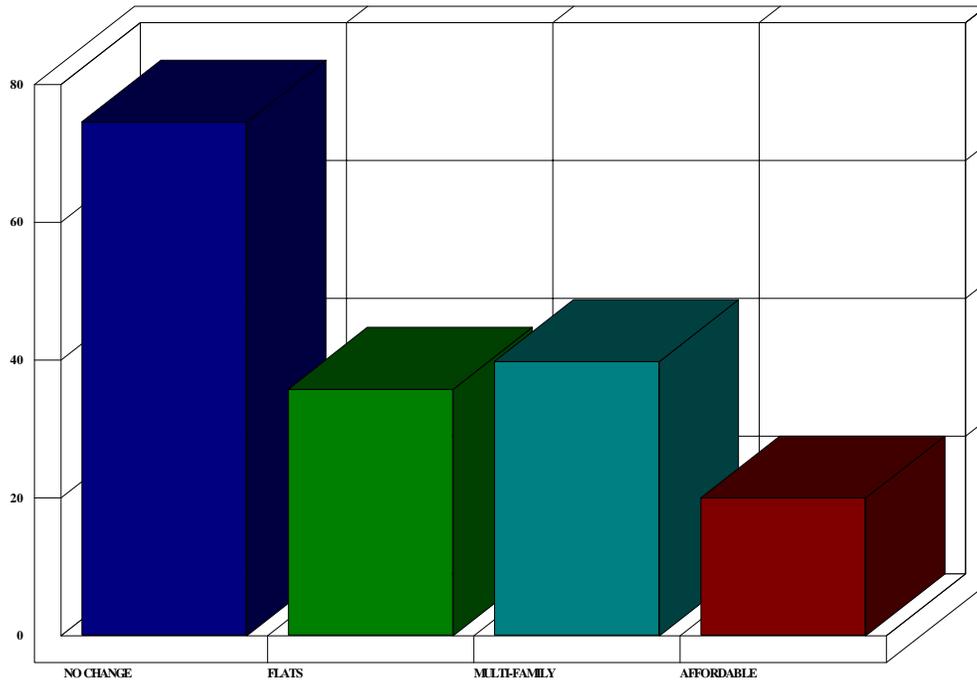
### Residency (>10 years) - Housing



## Children at Home Differences

Participants with children still living at home felt strongly that Surprise should continue developing neighborhoods consisting primarily of single-family homes (*No Change*).

**Kids at Home - Housing**



## Protecting the Environment

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Protecting the environment was mentioned at previous visioning meetings. Most authority for environmental regulation rests with the federal- or state-level governmental agencies. As rules change, cities respond to these changes. The City of Surprise recently passed a resolution in support of PM-10 policies.

The City has considered instituting other environmental protections, such as the Sun Valley Parkway Overlay, which would create standards that protect the visual character and open spaces along the Sun Valley Parkway. Other communities have considered policies outlawing use of lawns and swimming pools; however, these programs tend to be very controversial.

Since the environment appears to be important to the residents of Surprise, which of the following is the most appropriate option for the City to pursue?

*“How active should the City be in implementing environmental programs/projects?”*

**A. Keep Up with Neighbors (DARK BLUE Bar)**

- Follow the Valley and occasionally create similar programs
- As other communities institute changes analyze their programs to see if they can be used in the City of Surprise

**B. Become an Environmental Leader (GREEN Bar)**

- Creating policies, standards, retrofitting and innovating
- Possibilities include forming public-private partnerships to protect desert habitat
- Develop a Sustainable Surprise Initiative
- Require desert-sensitive design in all developments
- Education is an important component of this option
- Cost is higher – implementation is long range and ongoing

**C. Mandate Environmental Sensitivity by Ordinance (LIGHT BLUE Bar)**

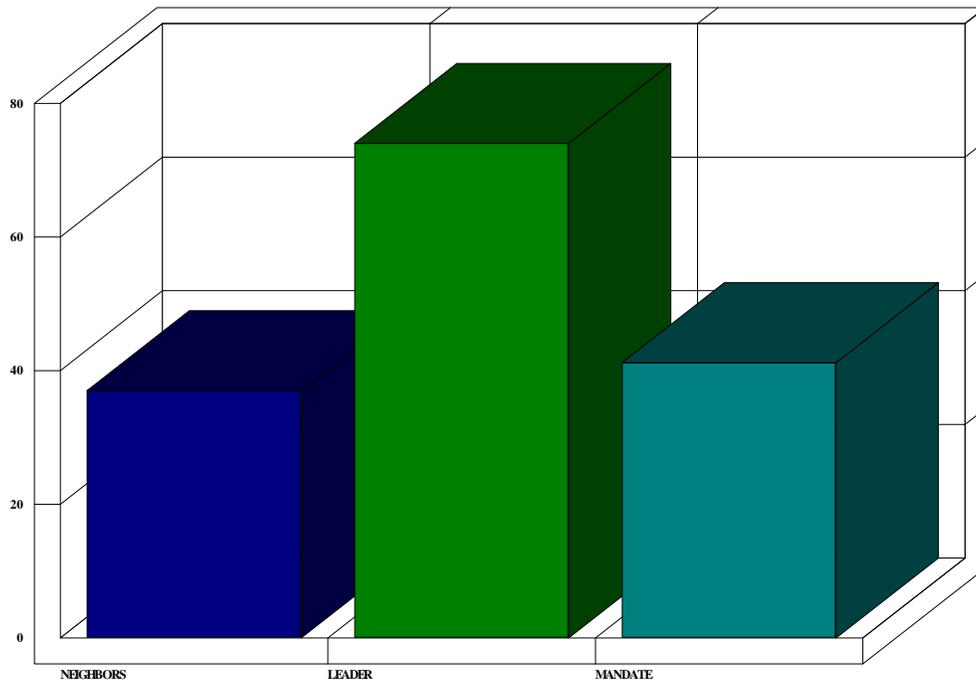
- Create ordinances to require compliance on important environmental issues
- Very structured approach
- Is inflexible and may not allow for innovation in engineering and design



- Cost to city is high due to implementation and enforcement issues
- Cost is high to development community, and ultimately consumer

*Become an Environmental Leader* was the direction given to the City by the meeting participants. Protecting the environment and creating a sustainable community seemed important to most participants; however, some were uncomfortable creating mandates and preferred the use of incentives to encourage environmental performance.

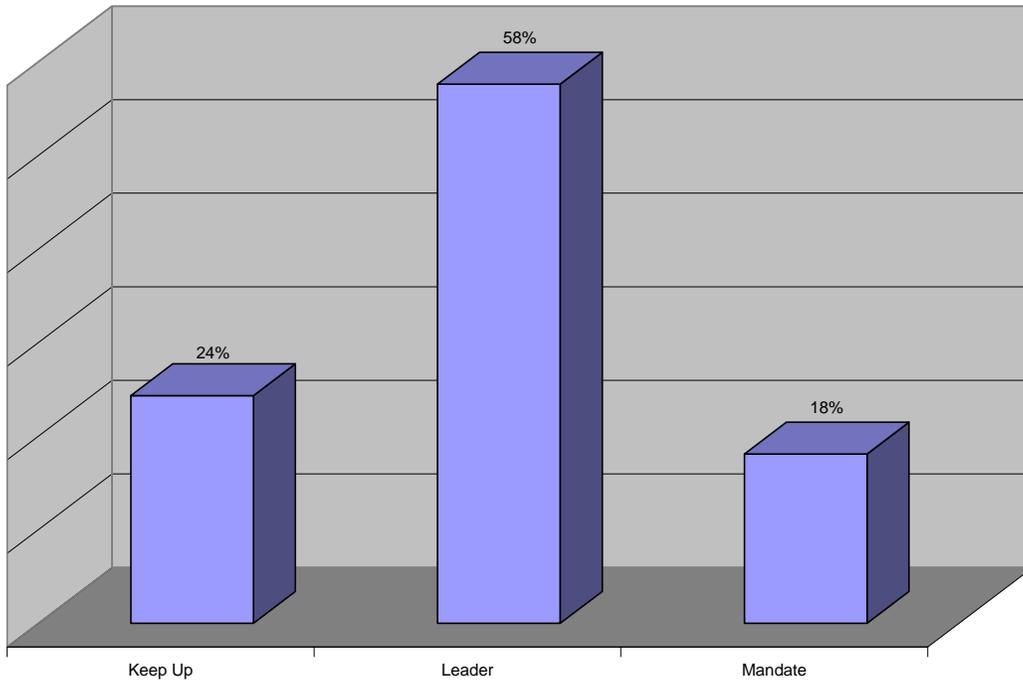
**Most Appropriate Environmental Program**



### **Online Survey Results**

The online survey results were very similar to the electronic results from the meetings with participants wanting the City to *Become an Environmental Leader*. Also, creating city ordinances (*Mandating Environmental Sensitivity*) was slightly less preferred by the online responses than the meeting participants.

### Online Survey - Environmental



### **Preferences by Demographics**

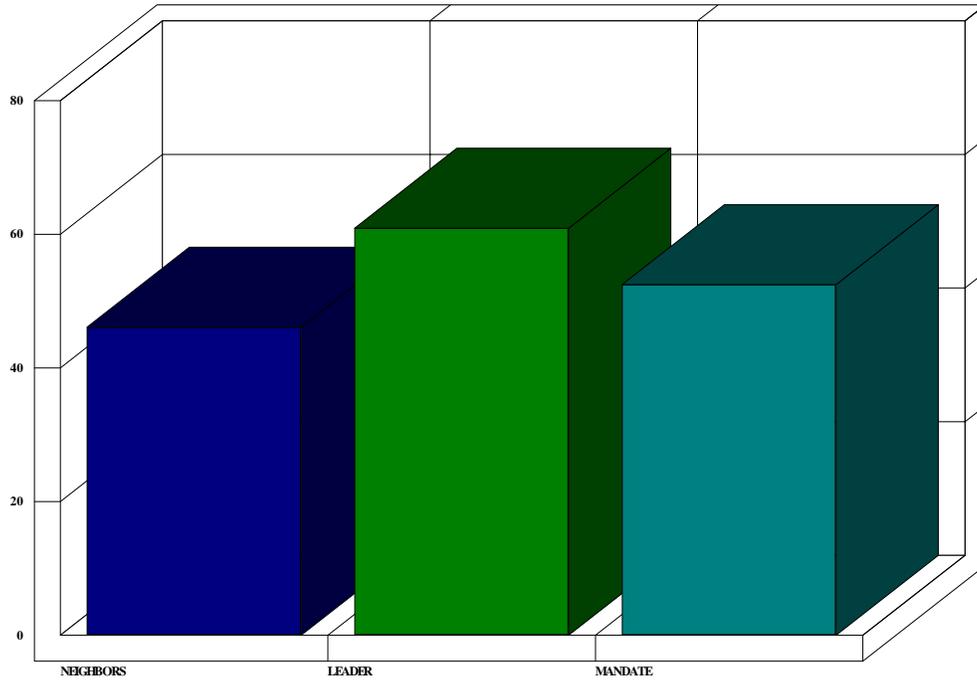
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#### **Differences between Districts**

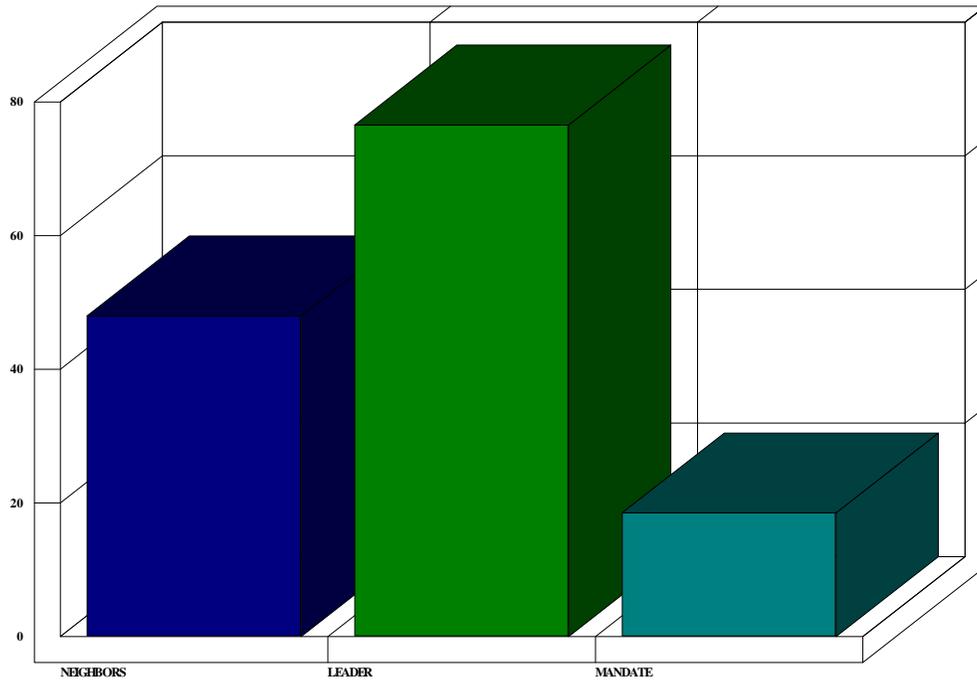
- District 2 participants felt *Mandate Environmental Performance* was slightly more appropriate than the group as a whole but still felt *Become an Environmental Leader* was slightly more appropriate.
- *Mandate Environmental Performance* by ordinance was rated much less appropriate by District 3 residents than the group as a whole. They also felt *Keep up with the Neighbors* was more appropriate.

*NOTE: Districts 4 and 5 only had one participant each; therefore, those results are not included to maintain the anonymity of the respondents.*

### District 2 - Environmental Program



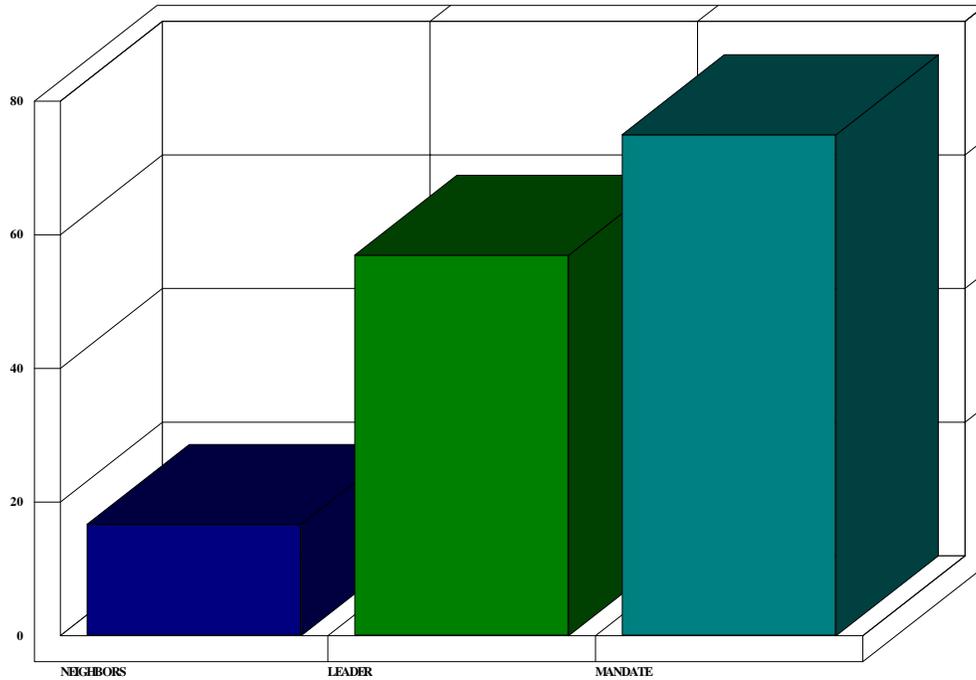
### District 3 - Environmental Program



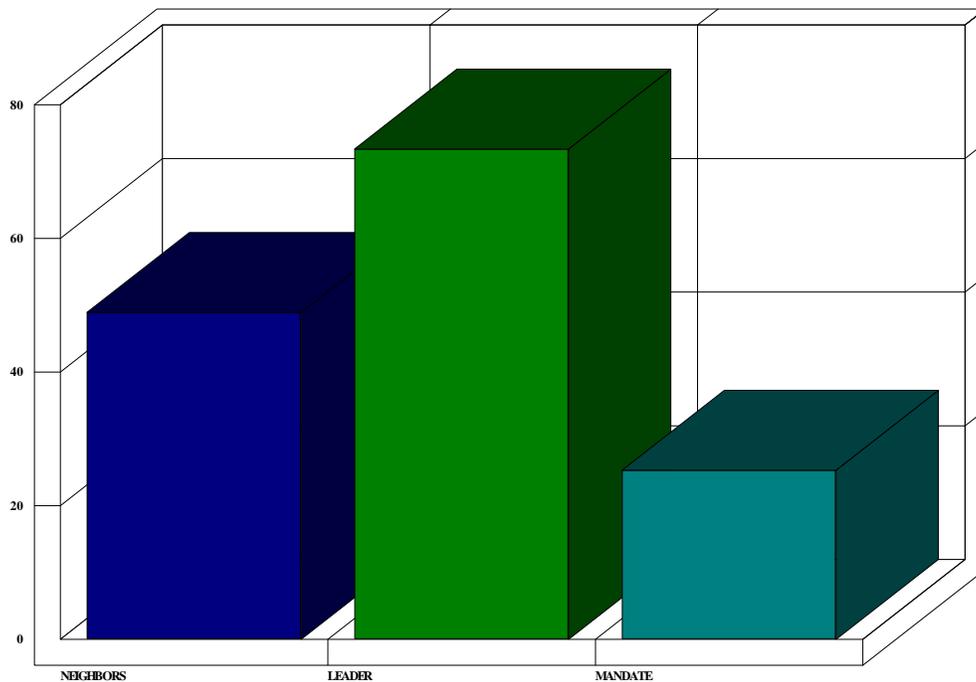
## Age Differences

- The youngest participants (under age 35) were much more willing to *Mandate Environmental Performance* and rated it as the most appropriate for the community.
- In contrast, middle age residents (age 44-65) were the least likely to prefer *Mandate Environmental Performance* by ordinance.

Age (<35) - Environmental Program



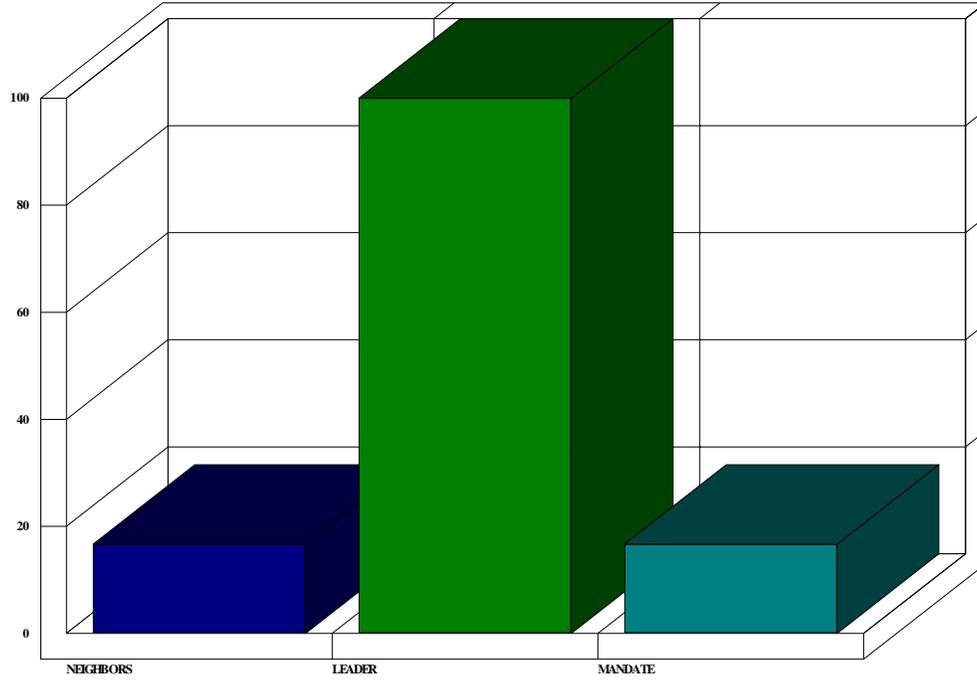
### Age (44-65) - Environmental Program



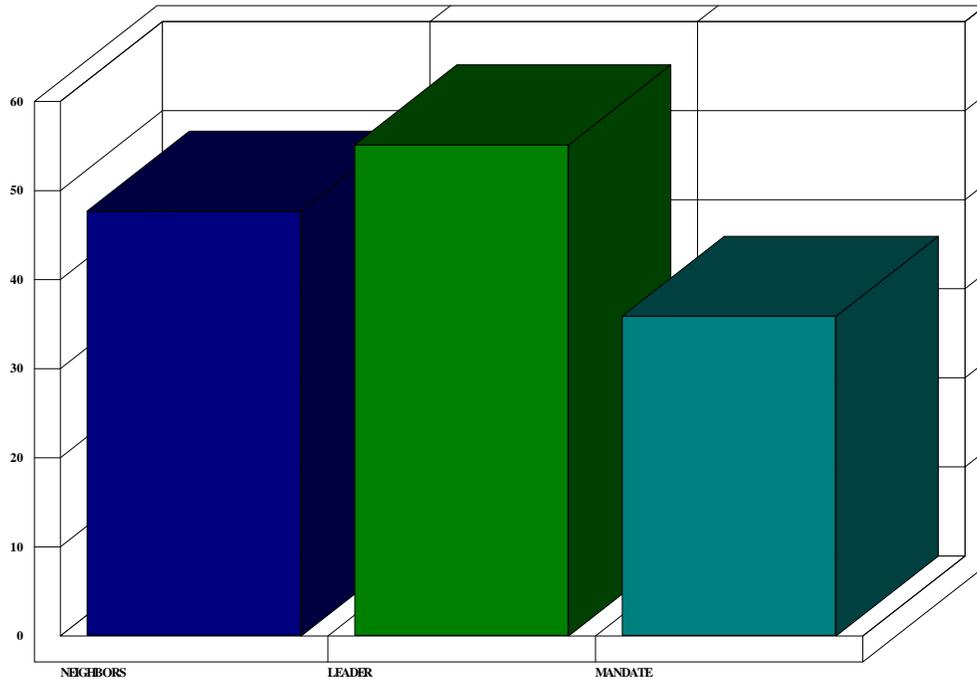
### Length of Residency Differences

- Participants who have lived in Surprise less than one year, overwhelmingly preferred *Become an Environmental Leader* over the two other options.
- While longer-term residents (over 11 years) were more mixed in their views and felt *Keep up with the Neighbors* was more important than the group as a whole.

### Residency (<1 year) - Environmental



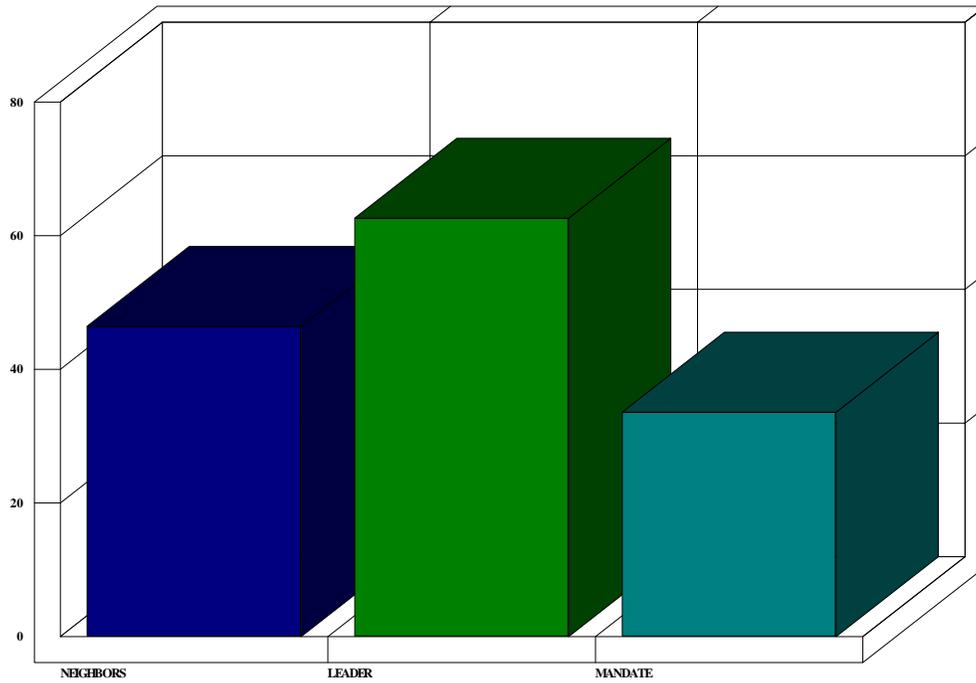
### Residency (>11 years) - Environmental



## Children at Home Differences

Participants with children still living at home felt *Keep up with the Neighbors* was more appropriate than the group as a whole.

Kids at Home - Environmental



## Public Transportation Priorities

Residents are experiencing longer commutes, clogged streets and traffic delays. People at previous visioning sessions agreed on the importance of creating a public transit system to be a part of the transportation solution. Participants were asked which type of public transportation they felt was the most appropriate for the City's future.

*“In addition to passenger rail, what other transit options should the City pursue?”*

### A. Bus Service and Trolleys (DARK BLUE Bar)

- When funding is available, a local bus service is developed
- Typical service would consist of circulator routes around the city and express buses to other locations
- A Surprise Trolley operates between major residential areas and activity centers
- During special events the trolley would run more often



### B. Bus Rapid Transit (BRT) (GREEN Bar)

- Flexible rubber tire rapid transit mode of transportation that operates in a designated lane
- Possibilities include east-west lines on Bell, Jomax and Dove Valley that connect people to commuter rail on Grand Avenue
- Other possible line(s) running north-south in the western part of the city
- BRT Routes can be relocated as activity centers evolve
- Start-up cost is lower along already established routes



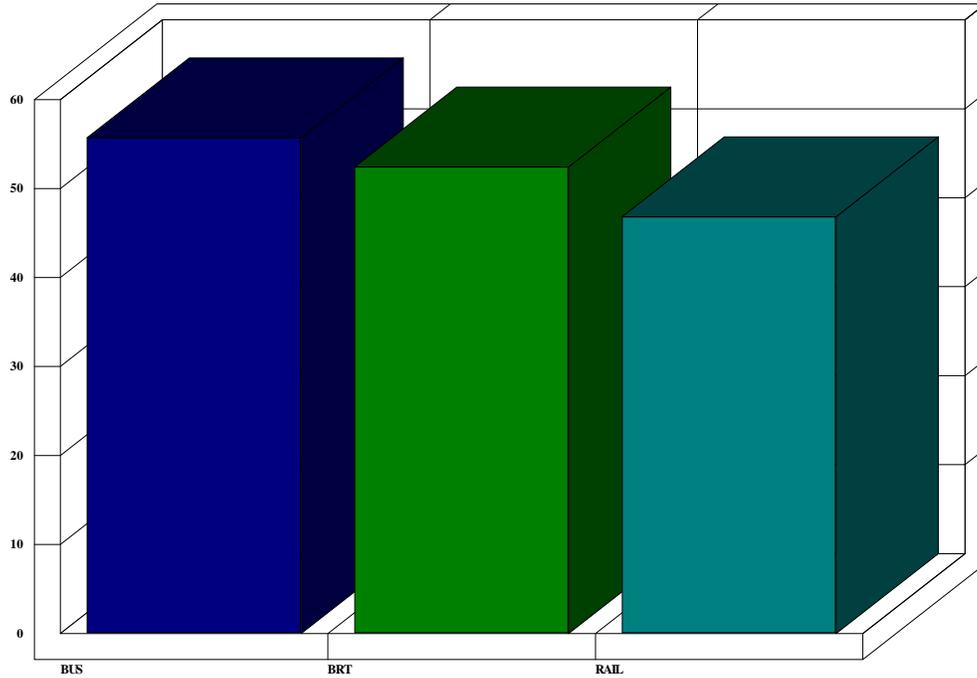
### C. Light Rail or Monorail Options (LIGHT BLUE Bar)

- Possibilities include east-west lines on Bell, Jomax and Dove Valley Road that connect people to commuter rail on Grand Avenue
- Possible line running north-south in the western part of the city
- Fixed routes
- Expensive option due to initial infrastructure costs
- May have to wait for regional funding due to cost



Although public transportation was identified as a high priority during the first round of meetings, there is not a clear consensus on the best mode of transit. *Bus Service and Trolleys* were the slight favorite of the meeting participants with *Light Rail or Monorail Options* being the least appropriate for the future. Based on group discussions, there may not be a clear understanding of the differences in modes especially the BRT and the light rail options.

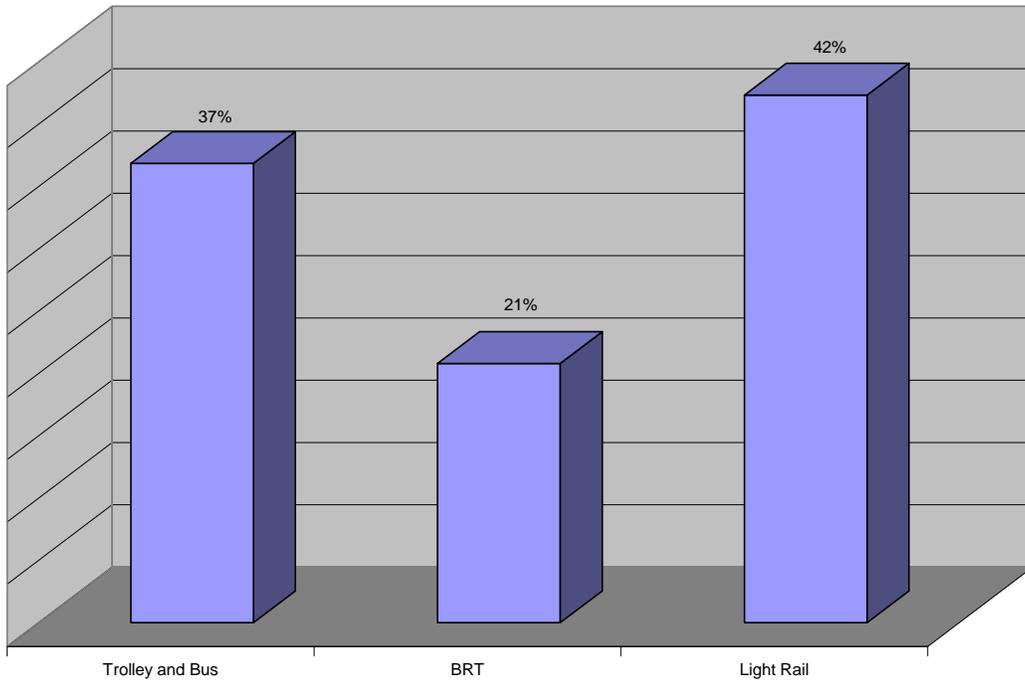
### Most Appropriate Transit Option



### Online Survey Results

The online survey results indicate that *Light Rail or Monorail Options* was somewhat favored over *Bus Service and Trolleys*, with *BRT* clearly the least favorite mode.

### Online Survey - Future Transit



## Preferences by Demographics

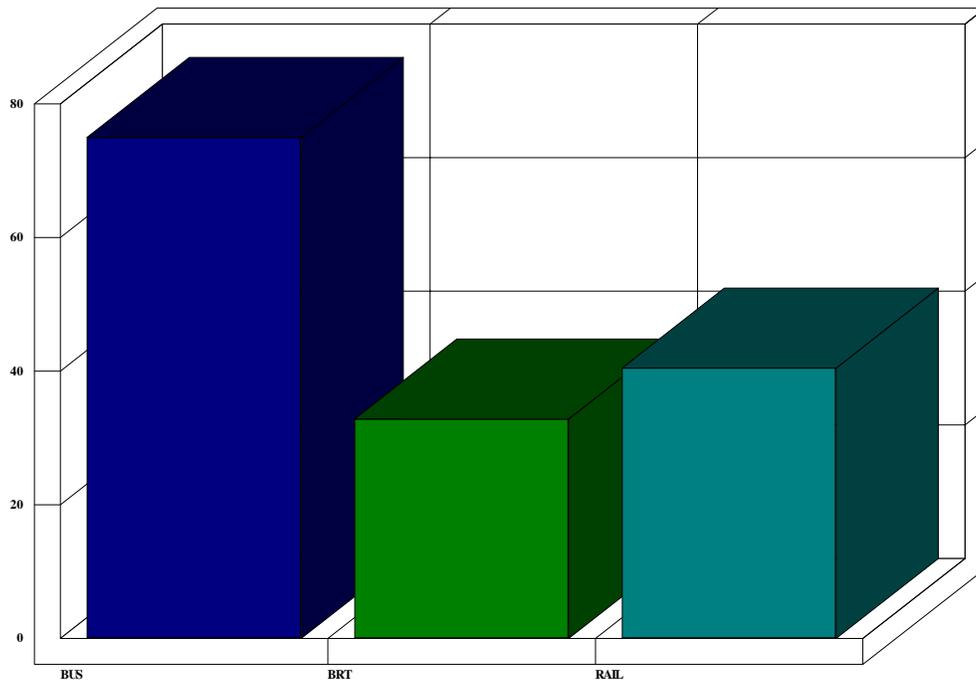
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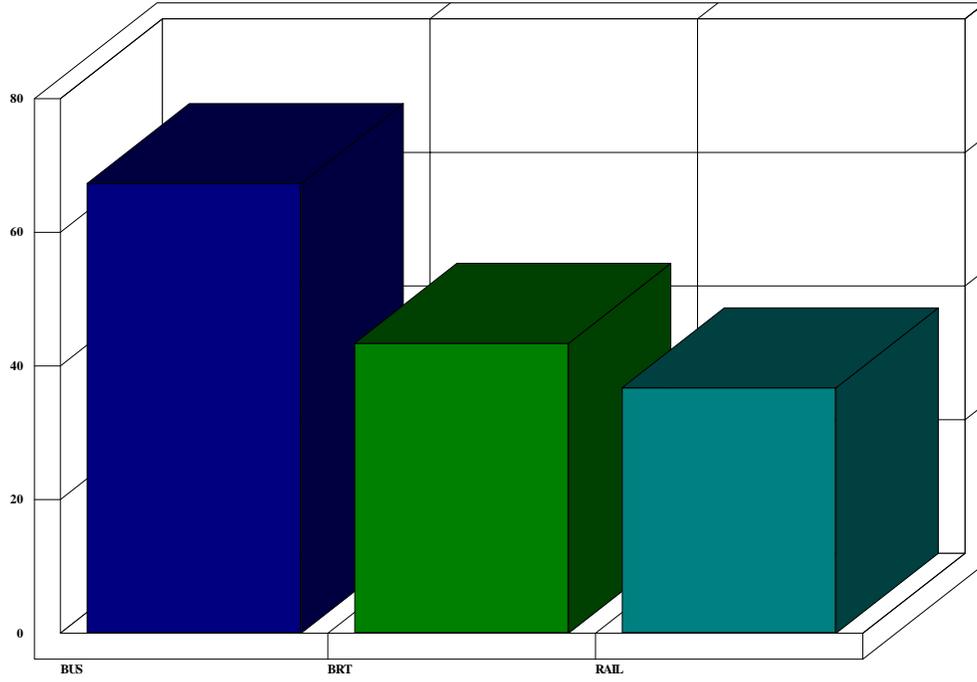
- Districts 1 and 2 preferred *Bus Service and Trolleys*.
- *BRT and Light Rail or Monorail Options* were preferred by residents in Districts 3 and 6 and non-residents.
- District 6 preferred *Light Rail or Monorail Options* more than the group as a whole.

*NOTE: Districts 4 and 5 only had one participant each; therefore, those results are not included to maintain the anonymity of the respondents.*

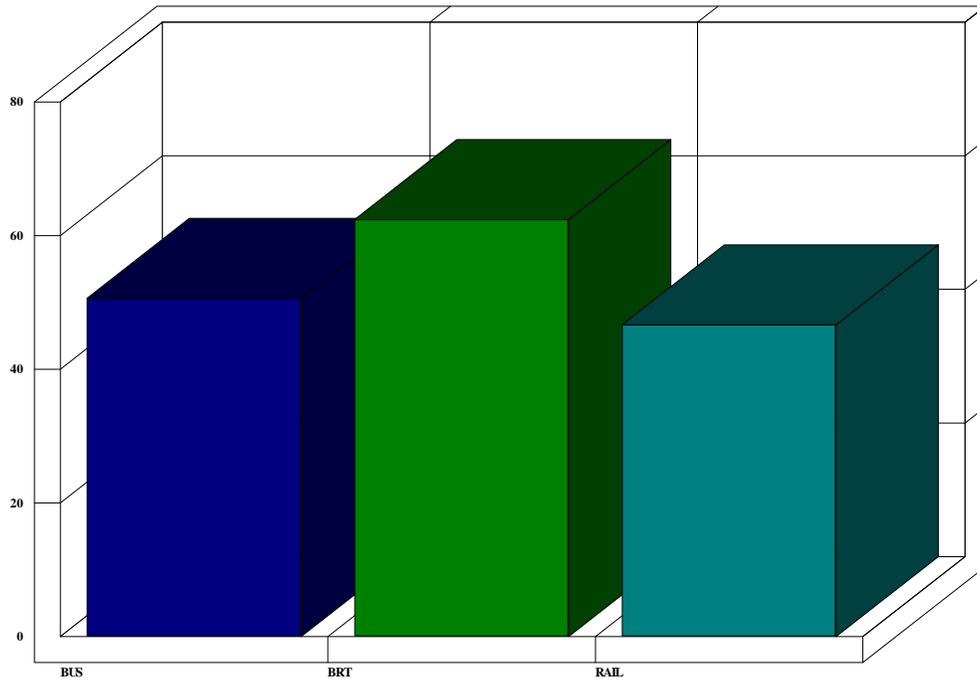
District 1 - Transit Options



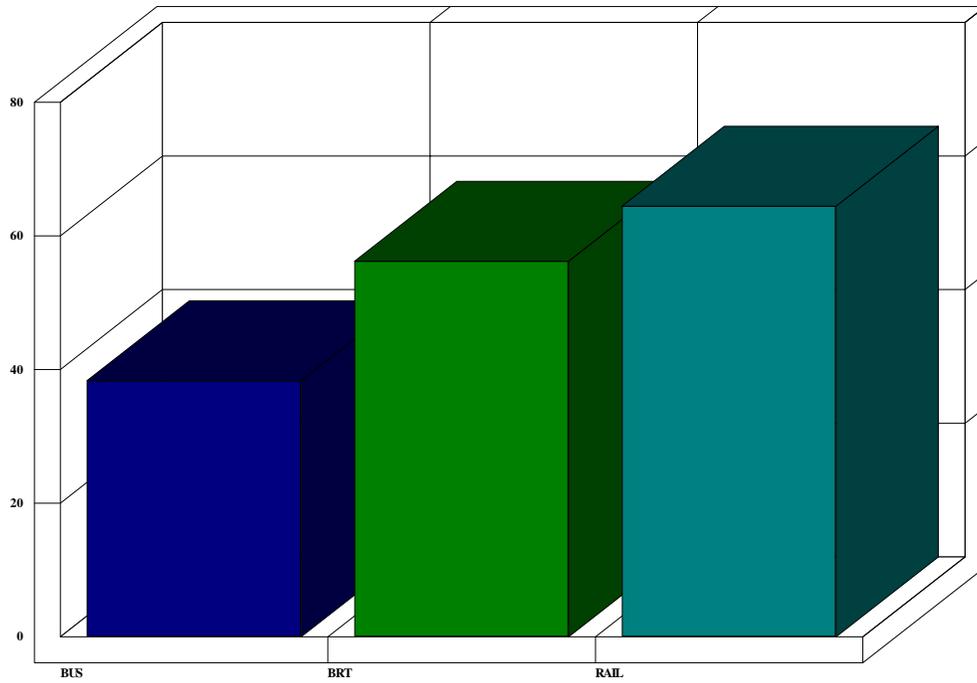
### District 2 - Transit Options



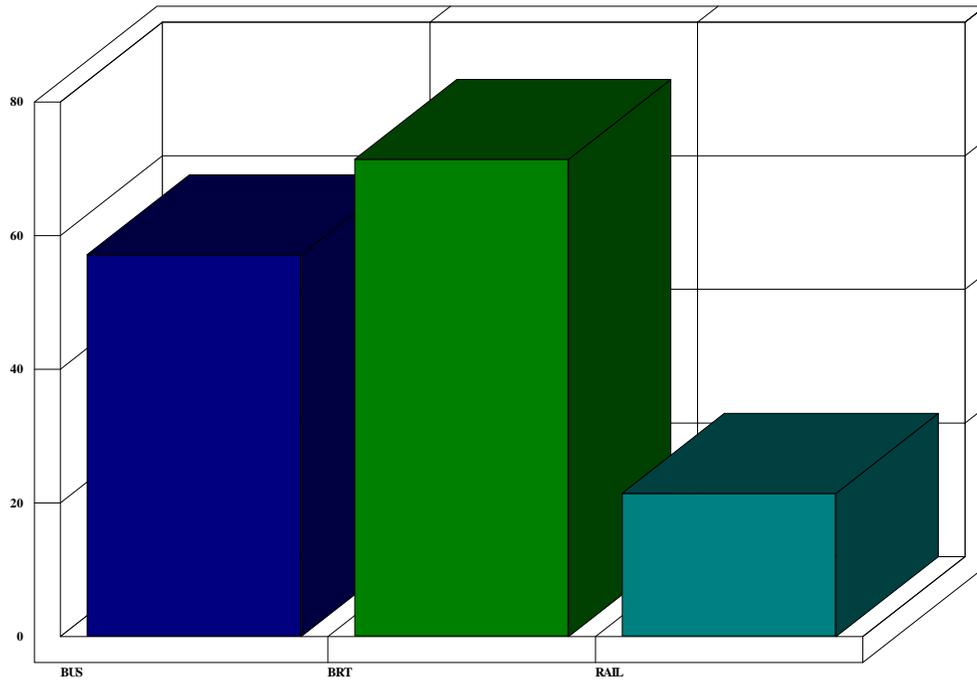
### District 3 - Transit Options



### District 6 - Transit Options



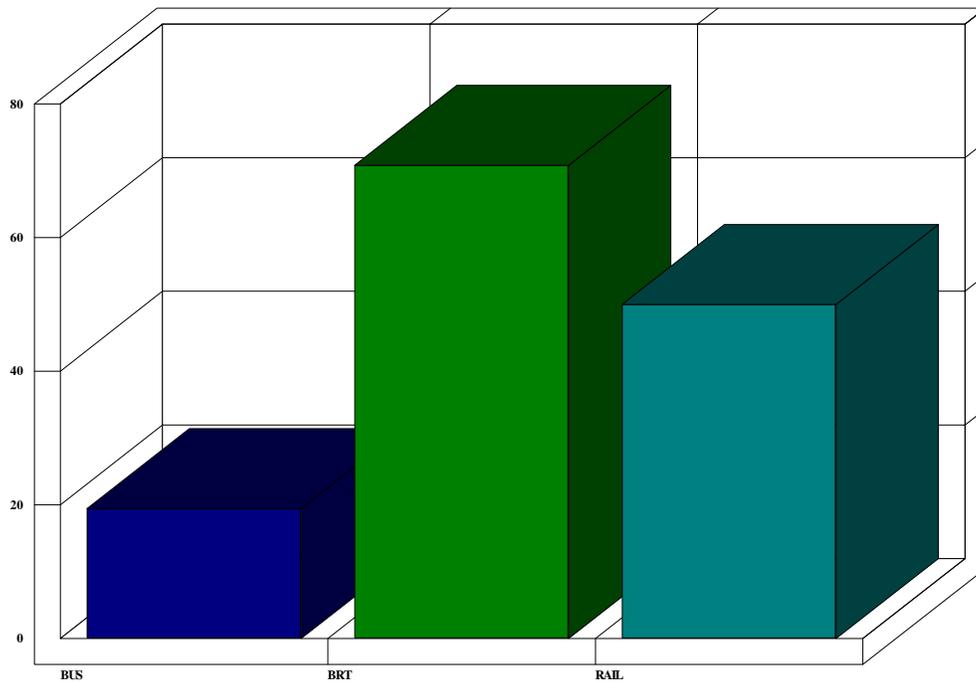
### Non-Residents - Transit Options



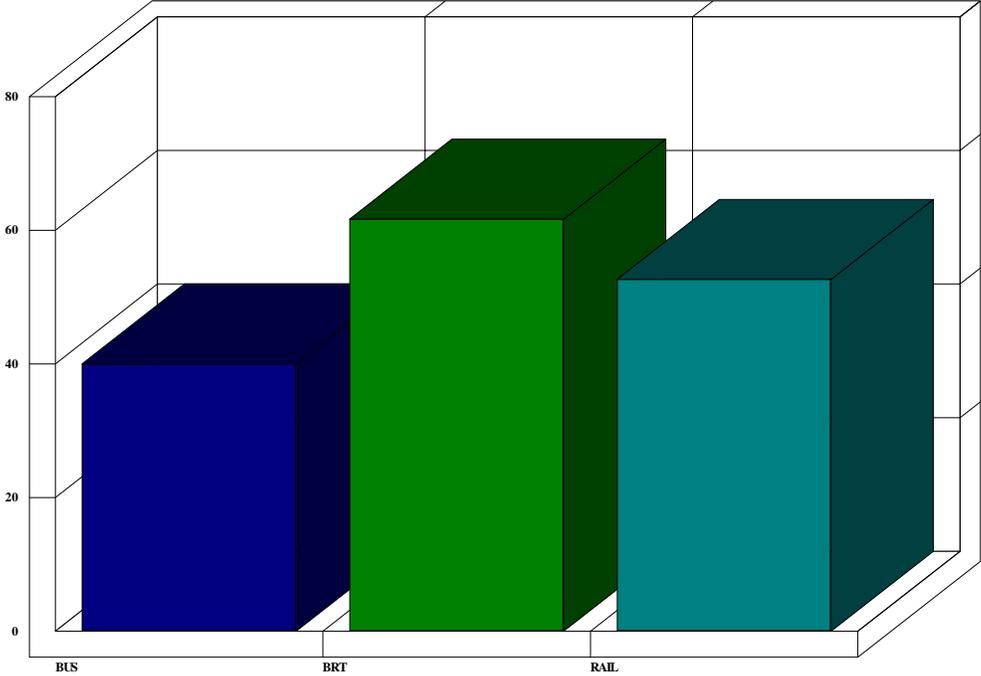
## Age Differences

- Younger participants (under age 35 and those aged 36-45) preferred the higher capacity options of *BRT* and *Light Rail or Monorail Options* much more than *Bus Service or Trolleys*.
- Older residents (ages 46-65 and over 65) preferred the *Bus Service or Trolleys* option in comparison to the higher capacity options.
- Those over age 65 preferred *Light Rail or Monorail Options* more than the ages 46-65.

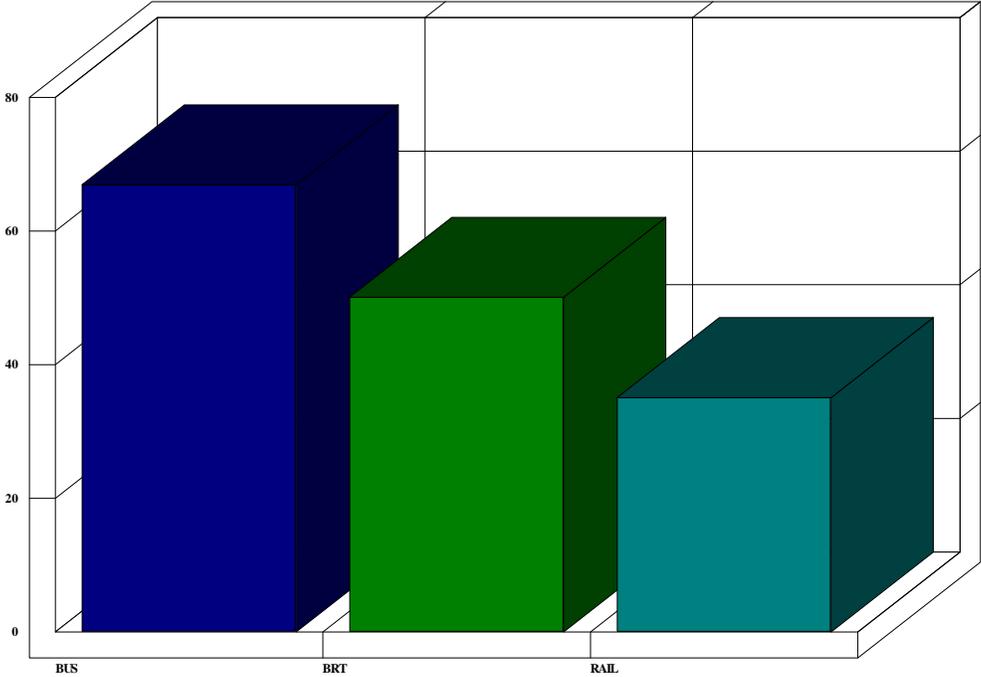
Age (<35 years) - Transit Options



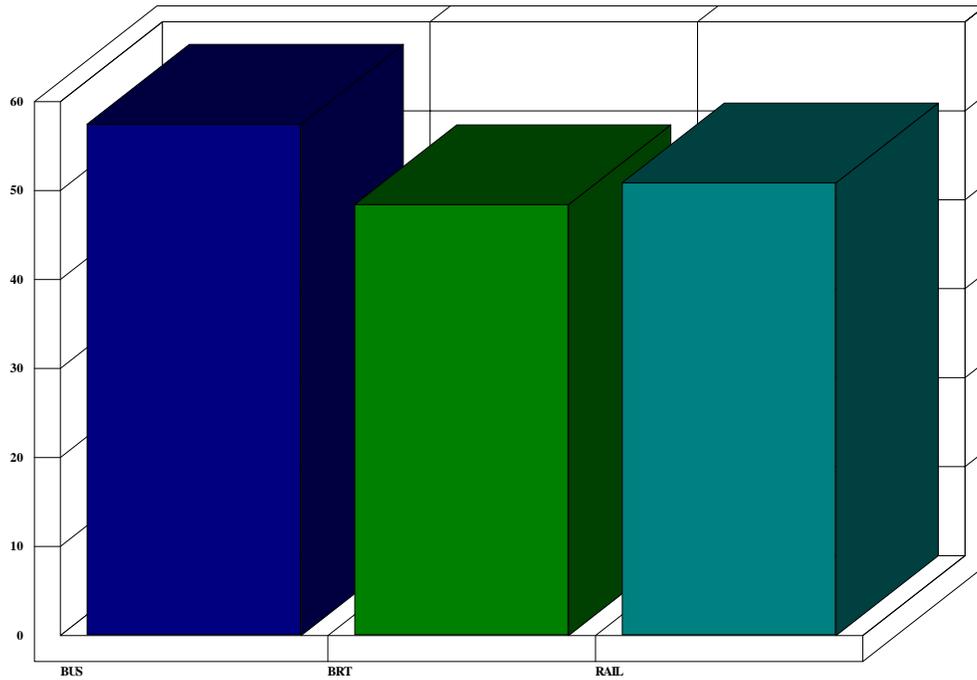
**Age (36-45 years) - Transit Options**



**Age (46-65 years) - Transit Options**



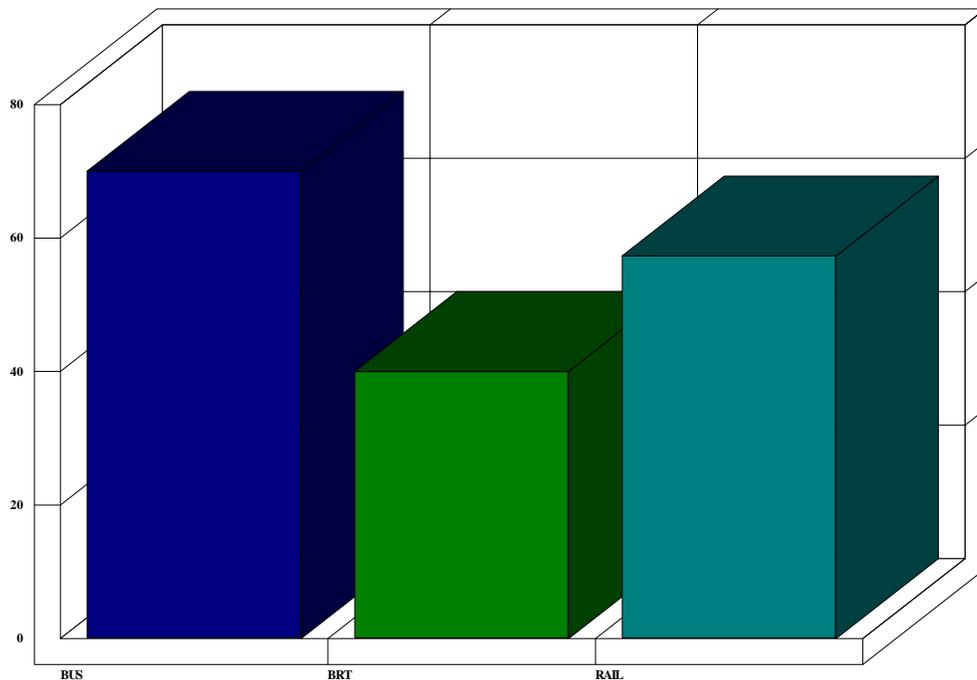
### Age(> 65 years) - Transit Options



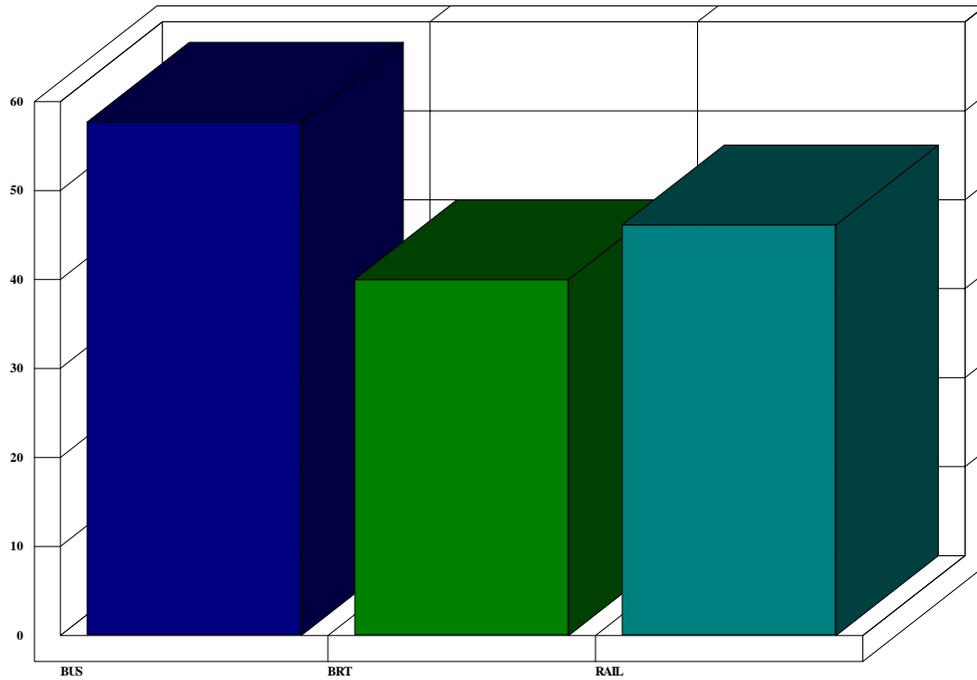
### Length of Residency Differences

- Residents who have lived in Surprise less than one year or more than 11 years preferred *Bus Service or Trolleys* more than the group as a whole.

### Residency (<1 year) - Transit Options



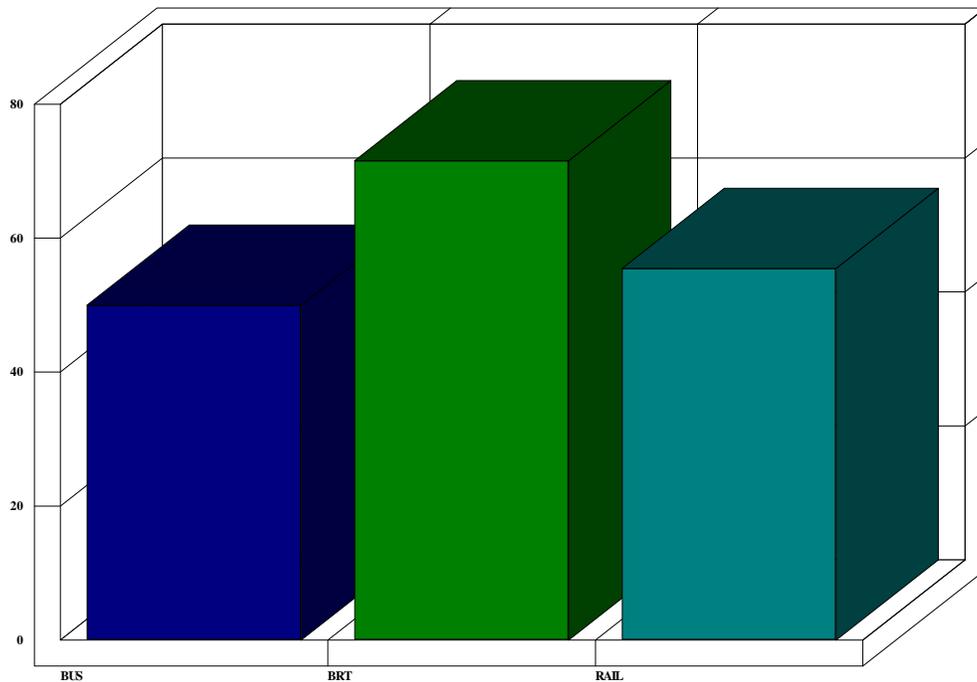
### Residency (>10 years) - Transit Options



### Children at Home Differences

Participants with children still living at home rated *BRT* option as the most preferred followed by *Light Rail* or *Monorail* Options.

### Kids at Home - Transit Options



## Public Transportation Short-Term Priorities

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Transit planning is currently underway in the City of Surprise. To help provide input into that process, the participants were asked which of the following three options were most important in the short-term.

*“In the short-term (2-4 years), what is the most important transit option for the City to pursue?”*



**A. Internal Bus or City Trolley Service (DARK BLUE Bar)**

- Typical service would consist of circulator routes and special event services within Surprise



**B. Connector Service to External Destinations (GREEN Bar)**

- Destinations may include such places as Arrowhead Towne Center, Luke Air Force Base, Estrella Mountain College, and connections to other Valley Metro Rapid
- Connections to other Express Routes not located in Surprise

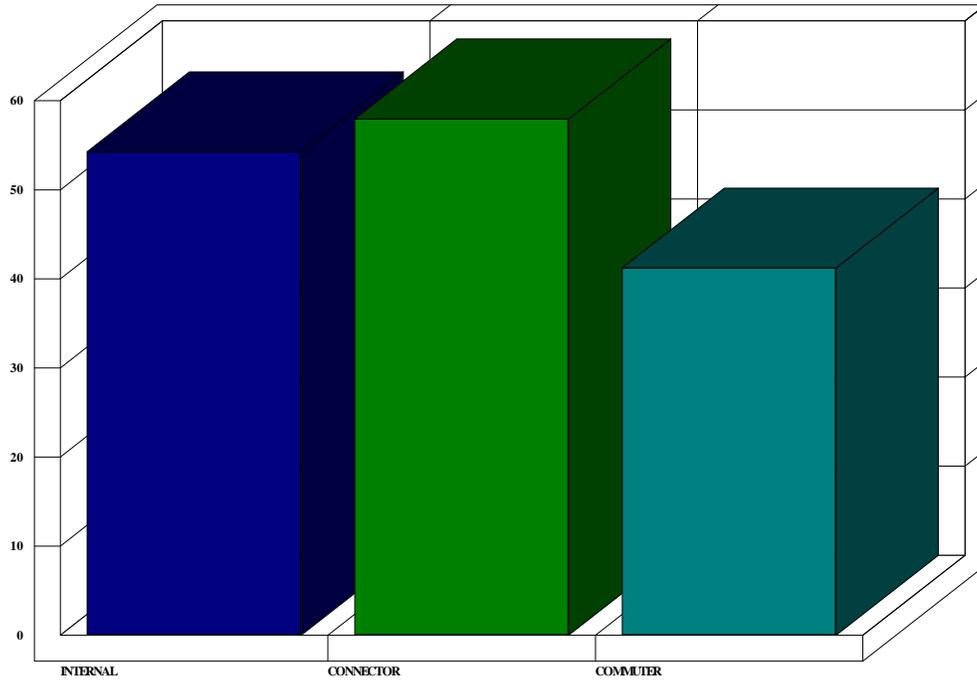


**C. Commuter Rail (LIGHT BLUE Bar)**

- Start building rail stations and park and ride lots
- Locations along Grand Avenue with connections to Downtown Glendale and Phoenix

Meeting participants preferred the City focus on *Connector Service to External Destinations* and *Internal Bus or City Trolley Service* to provide more short-term options for traveling outside of Surprise. During discussion, the participants seemed supportive of *Commuter Rail* along Grand Avenue but were skeptical whether the service would be implemented and did not want the city to begin building stations until a specific program was established.

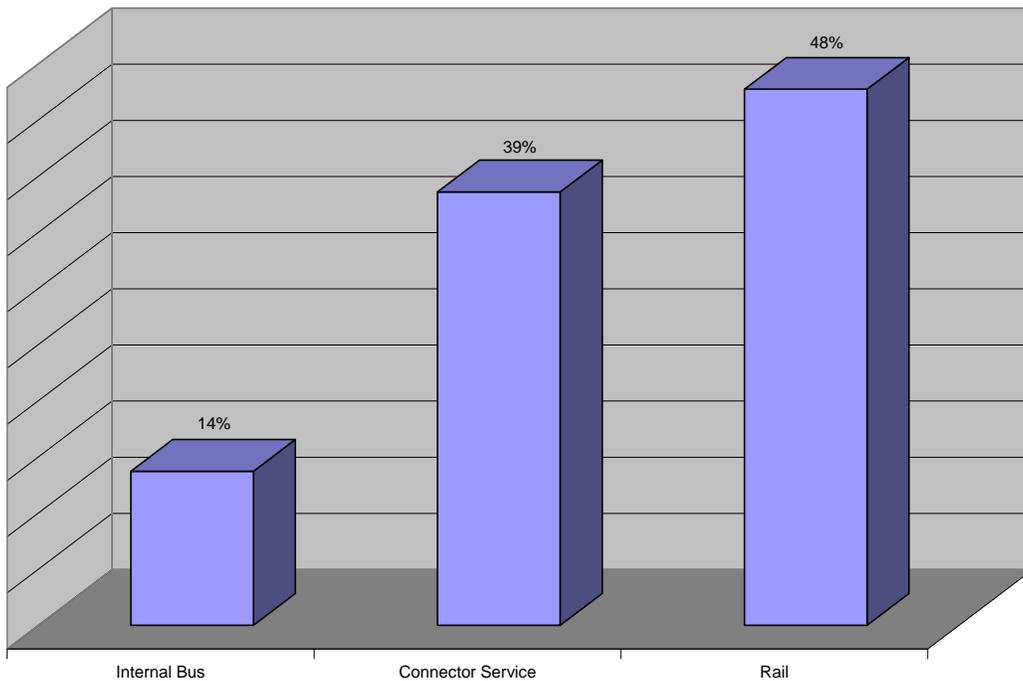
### Most Appropriate Short-Term Solution



### Online Survey Results

The feasibility of commuter rail did not seem to be an issue for online survey respondents who felt the City should begin investing in *Commuter Rail*. The next highest priority was *Connector Service to External Destinations*. Since the online participants were younger, it can be assumed they are more likely to be commuting to work thus making the commuter services such as *Connector Service to External Destinations* and *Commuter Rail* higher priorities than the *Internal Bus or City Trolley Service*, which was more attractive to the older, mostly retirement-aged meeting participants.

### Online Survey - Short Term Transit



### **Preferences by Demographics**

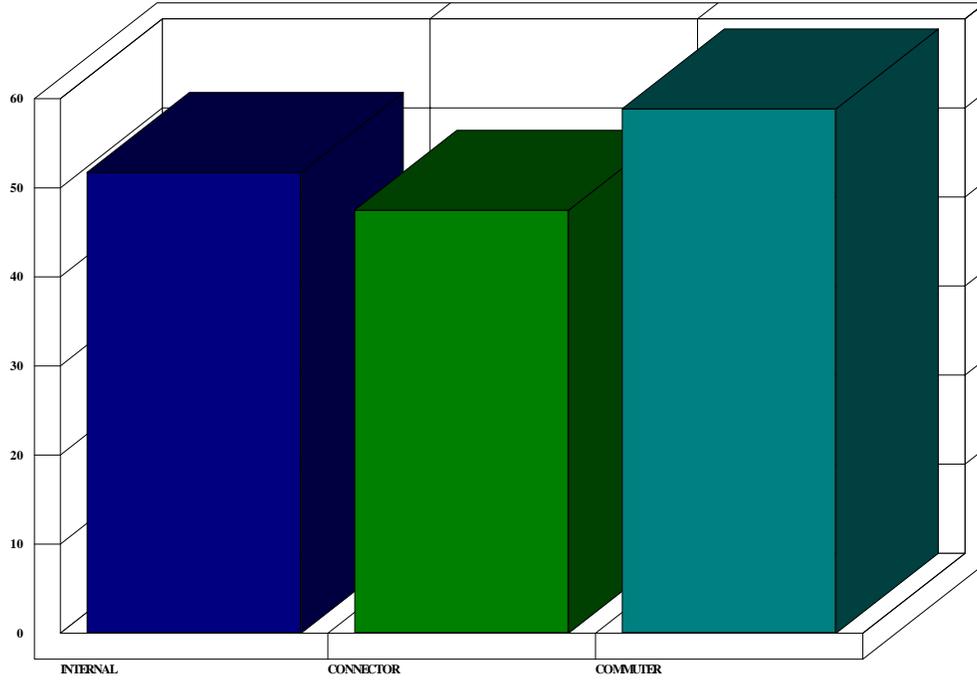
The combined responses above were filtered by each of the demographic categories to determine if there was any group of respondents that felt differently than the group as a whole. The following is a summary of the key differences. Also included are the bar charts for each of the demographic areas.

#### **Differences between Districts**

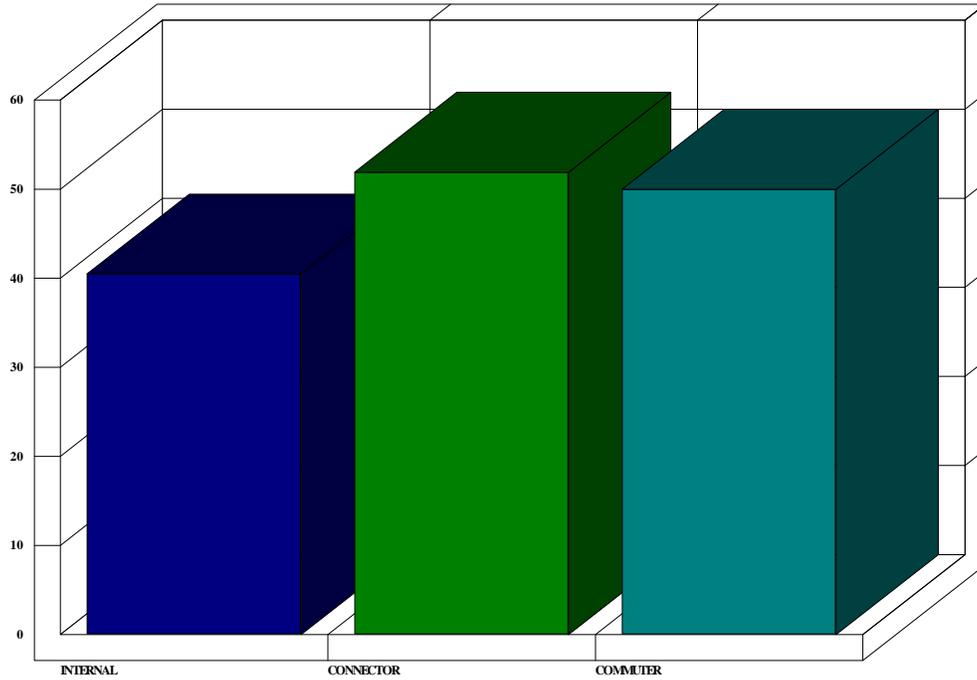
- District 3 participants preferred *Commuter Rail* as the most appropriate short-term option for the City.
- Non-residents also preferred *Connector Service to External Destinations* and *Commuter Rail* as their top priorities.

*NOTE: Districts 4 and 5 only had one participant each; therefore, those results are not included to maintain the anonymity of the respondents.*

### District 3 - Short-Term Transit



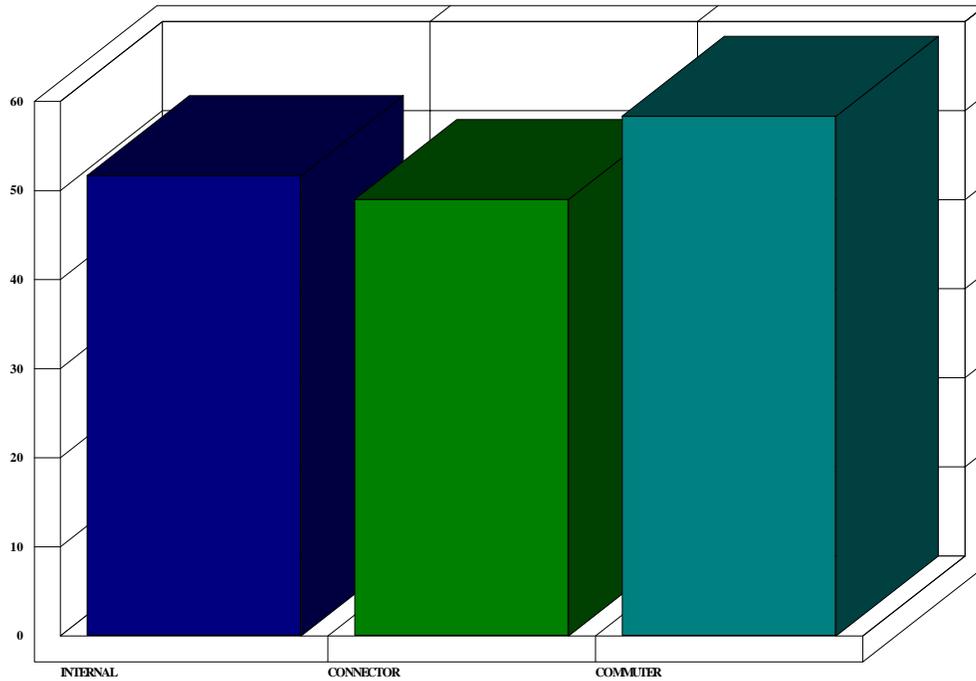
### Non-Resident - Short-Term Transit



## Age Differences

The only difference according to age is that participants age 36-45 preferred *Commuter Rail* as the top short-term priority.

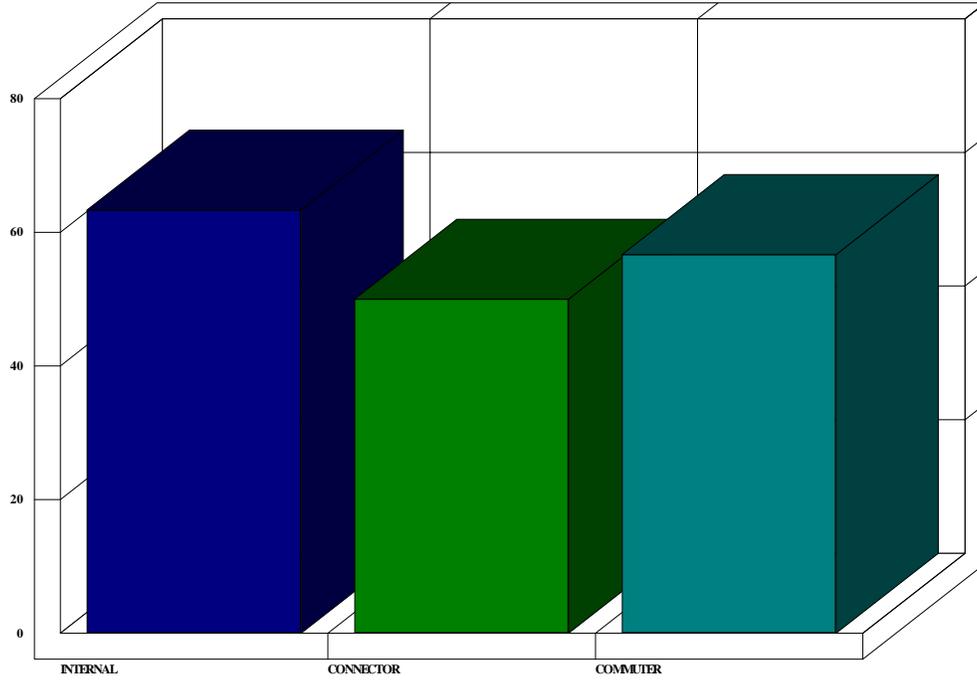
Age (36-45) - Short-Term Transit



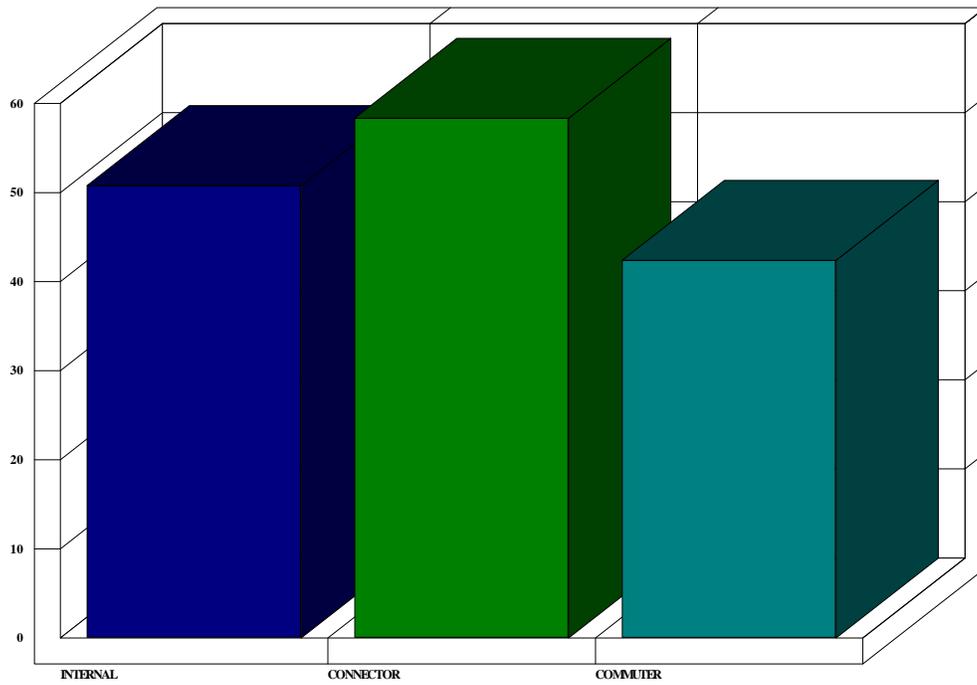
## Length of Residency Differences

- Residents who have lived in Surprise less than one year felt *Internal Bus Service* was the top priority.
- Longer-term residents (6-10 years) felt *Connector Service to External Destinations* was the most important.

### Residency (<1 yr) - Short-Term Transit



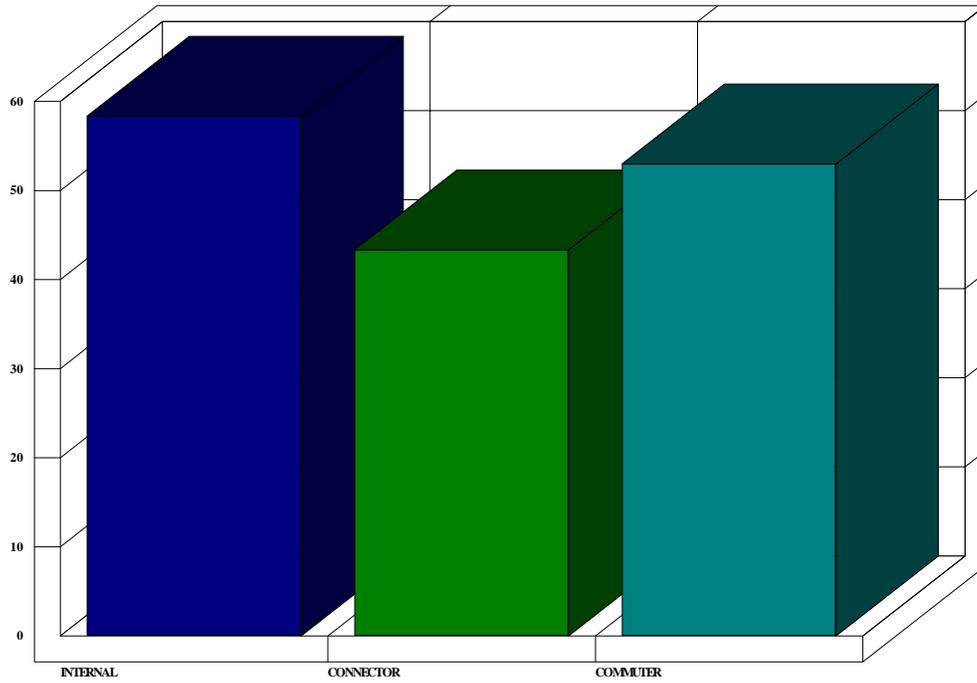
### Residency (6-10 yr)-Short-Term Transit



## Children at Home Differences

Participants with children still living at home felt *Internal Bus or City Trolley Service* and *Commuter Rail* were the top priorities.

**Kids at Home - Short-Term Transit**



## Higher Education

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In the first round of meetings, participants noted that higher education was not included in the key topics discussed. To help better understand the importance of higher education and the type of educational facilities most appropriate for Surprise, participants were asked to consider the following options.

*“What type of educational facilities would you like to see in Surprise?”*

### 1. Satellite School (DARK BLUE Bar)

- Like Rio Salado
- Maricopa County Community College classes at high schools
- Satellite campus for ASU operating at an existing facility

### 2. Local Campus (GREEN Bar)

- Maricopa County Community College Surprise campus
- University of Arizona extension
- Arizona State University Surprise campus
- Commuter Campus
- Limited student housing

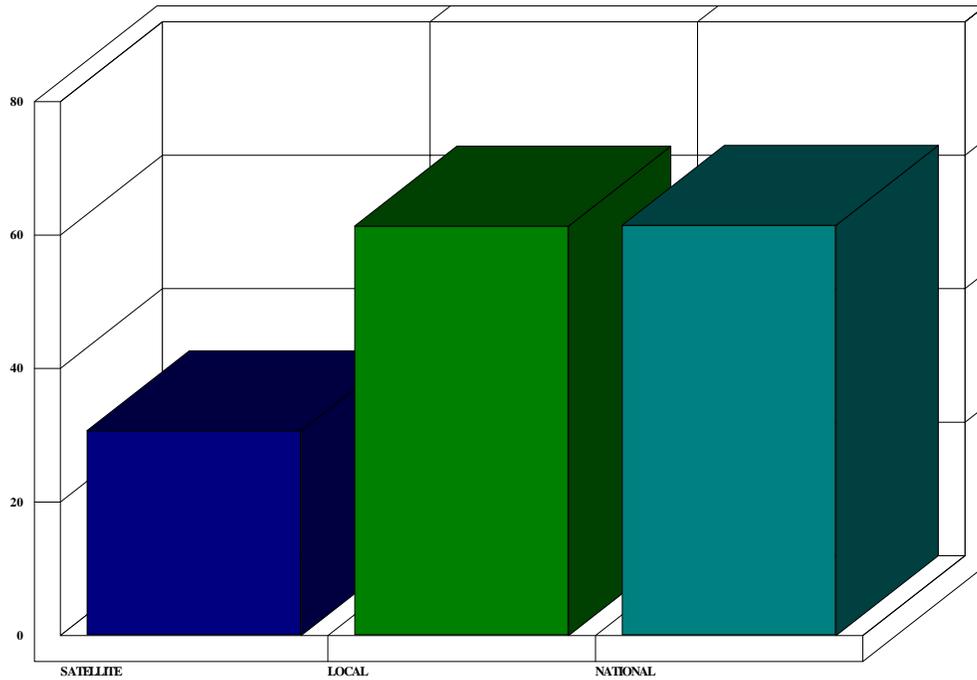
### 3. Major University (LIGHT BLUE Bar)

- In addition to a state university, work to attract a national and/or private university to the city
- Specialty schools like medical, management, and technical
- Private colleges and universities similar to Cornell, Notre Dame, St. Thomas
- Full campus
- Student housing



The availability and quality of four-year and graduate degrees was more important to the meeting participants than the impact a local or major campus might have on the community; therefore, participants preferred the *Local Campus* and *Major University* to the *Satellite School* option. Some acknowledged that the larger campuses would change the community more than a community college would, but they felt the availability of higher education was critical to the success of the community.

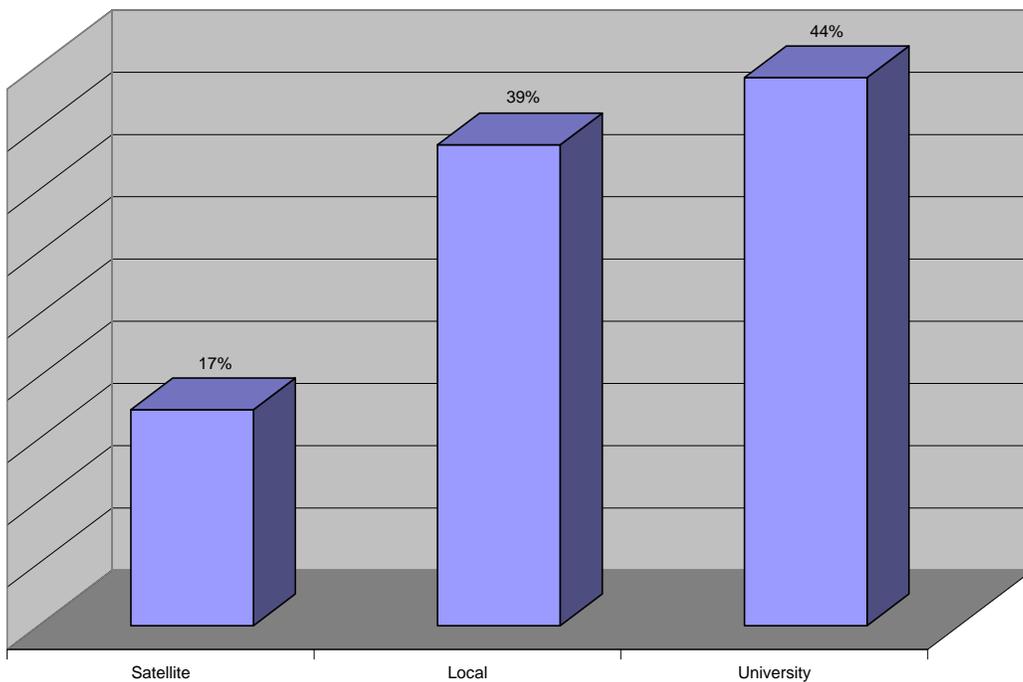
### Most Appropriate Educational Facility



### Online Survey Results

Online survey results were similar to the electronic results from the meetings. The emphasis is on a higher quality education with the majority preferring a *Major University*.

### Online Survey - Education



## Preferences by Demographics

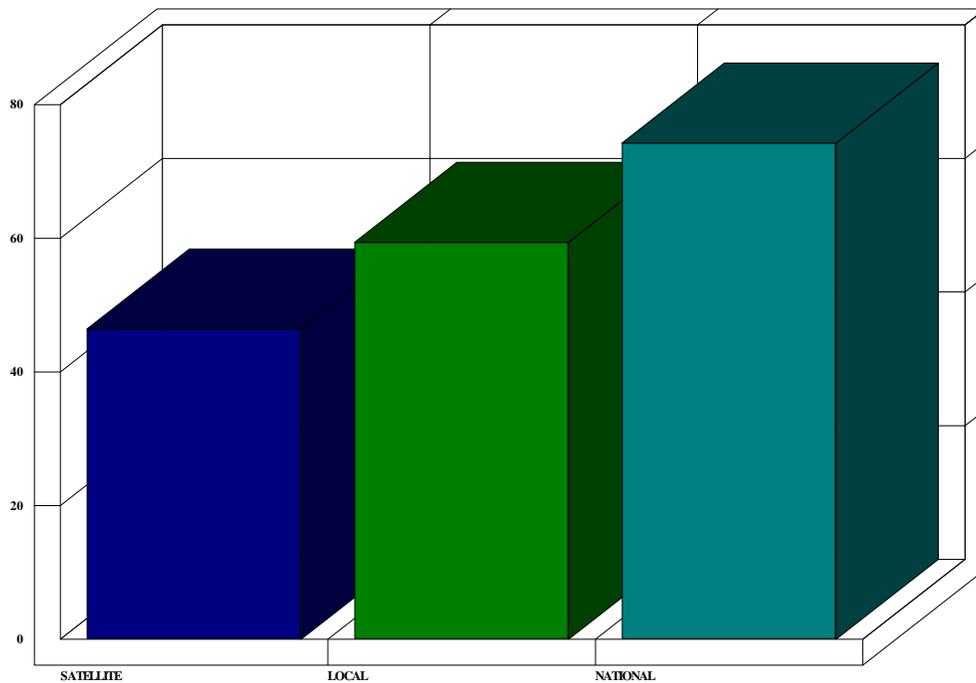
The combined responses above were filtered by each of the demographic categories to determine if there was any group of respondents that felt differently than the group as a whole. The following is a summary of the key differences. Also included are the bar charts for each of the demographic areas.

### Differences between Districts

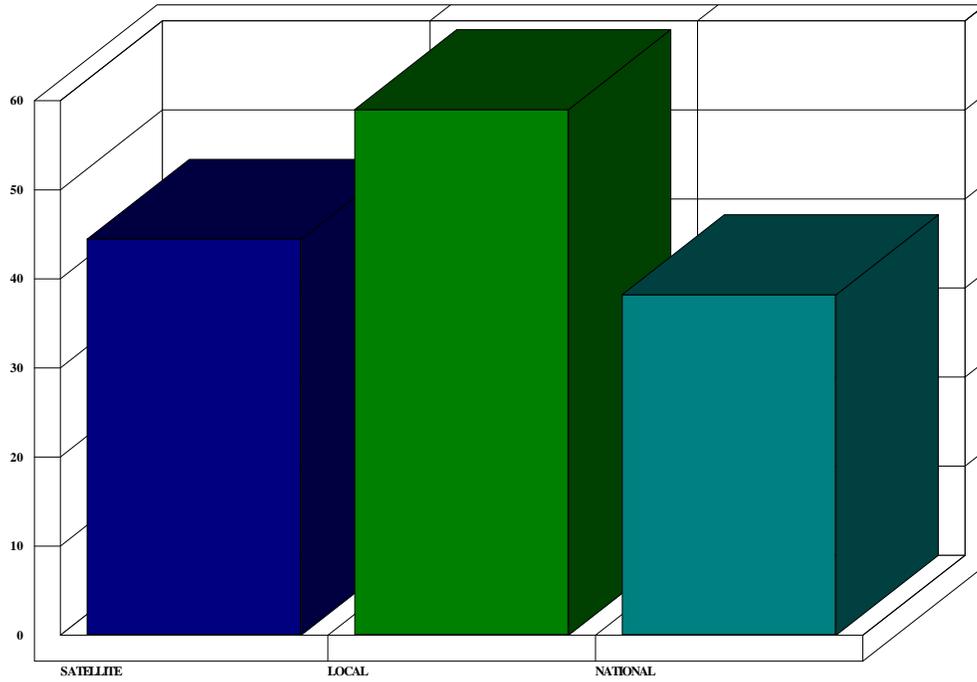
- Participants from Districts 1 and 6 felt *Major University* was the most appropriate for the City of Surprise.
- District 2 participants and non-residents felt a commuter campus with limited student housing (*Local Campus*) was the preferred option.

*NOTE: Districts 4 and 5 only had one participant each; therefore, those results are not included to maintain the anonymity of the respondents.*

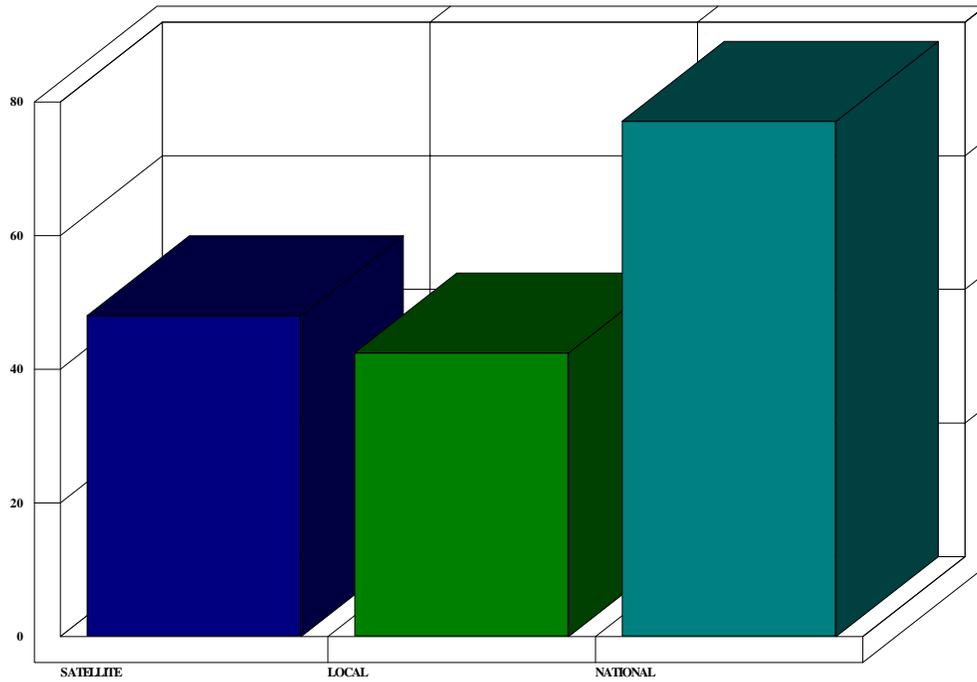
**District 1 - Education**



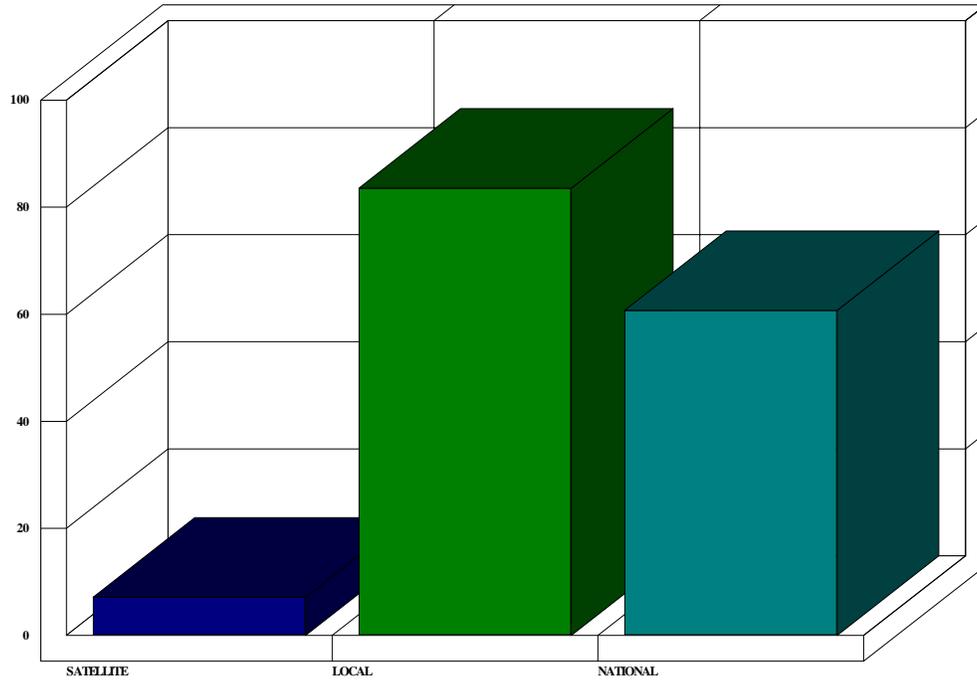
### District 2 - Education



### District 6 - Education



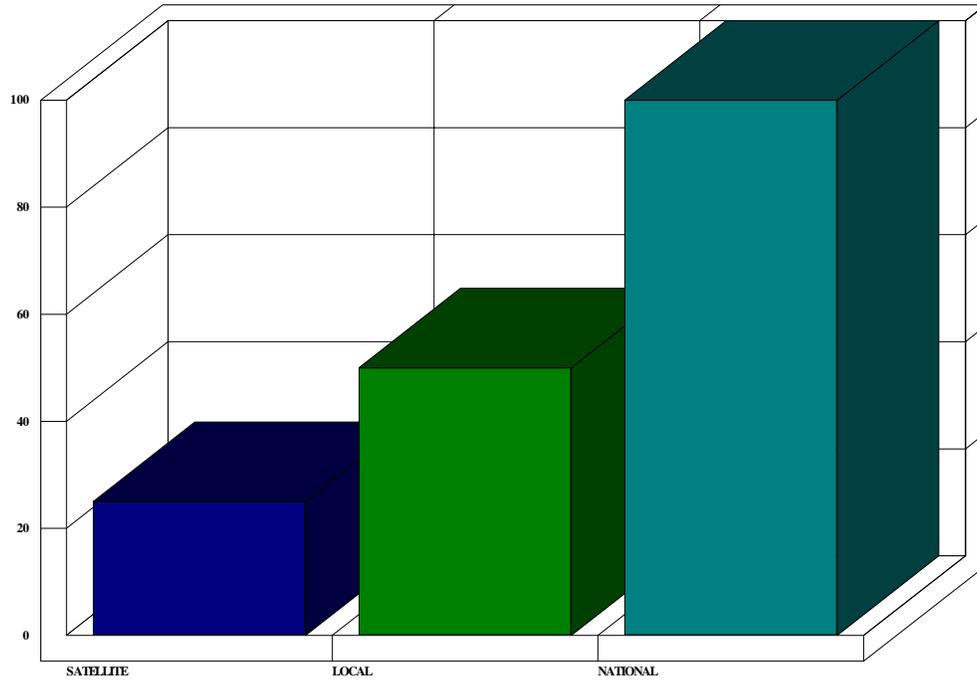
### Non-Resident - Education



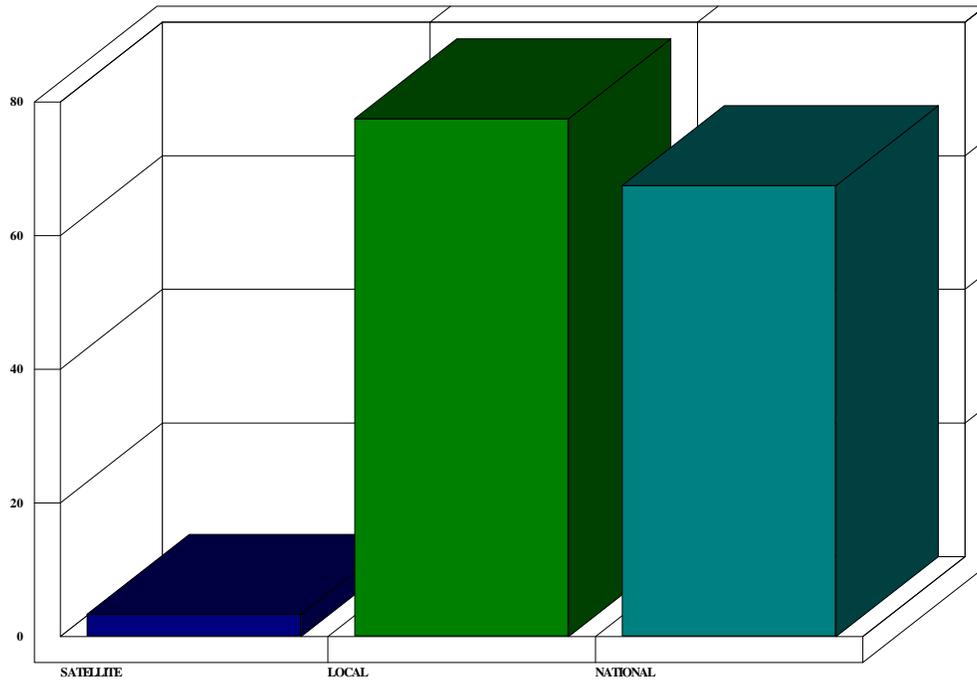
### Age Differences

- Younger participants (under age 35) preferred a *Major University* campus with student housing was the best option.
- Participants ages 36-45 felt *Satellite Colleges* was not appropriate for the City.
- Older participants (over age 65) rated the *Local Campus* as the most appropriate.

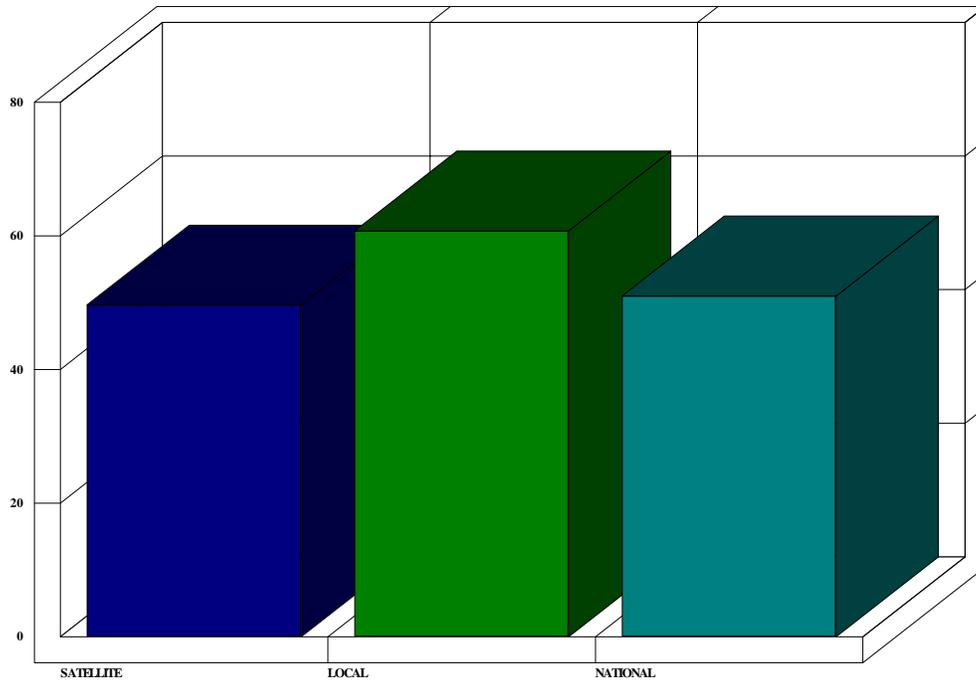
### Age (Under 35) - Education



### Age (36-45) - Education



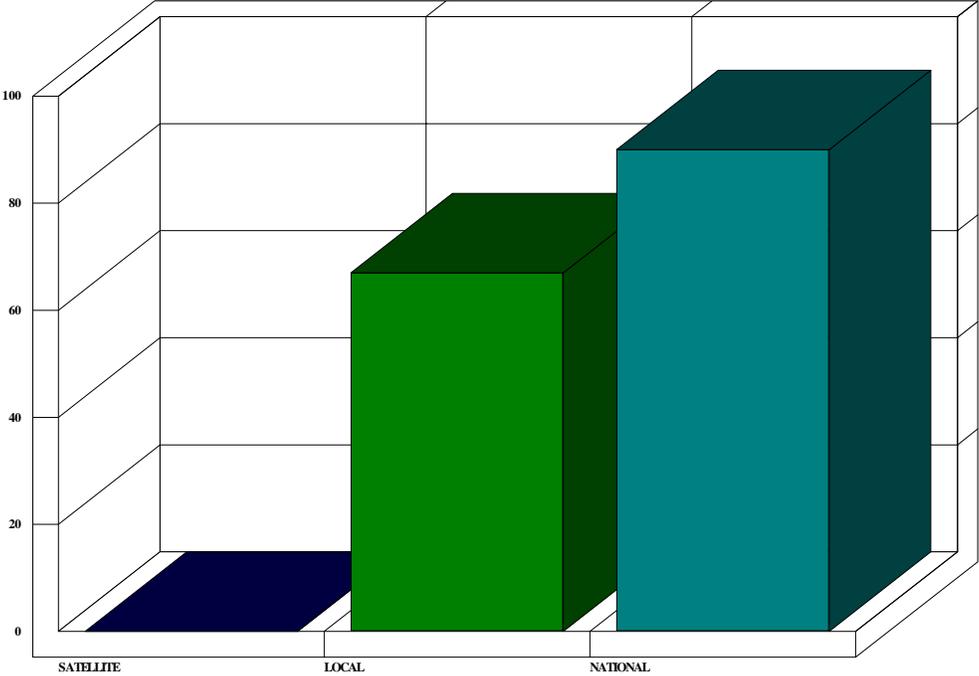
### Age (Over 65) - Education



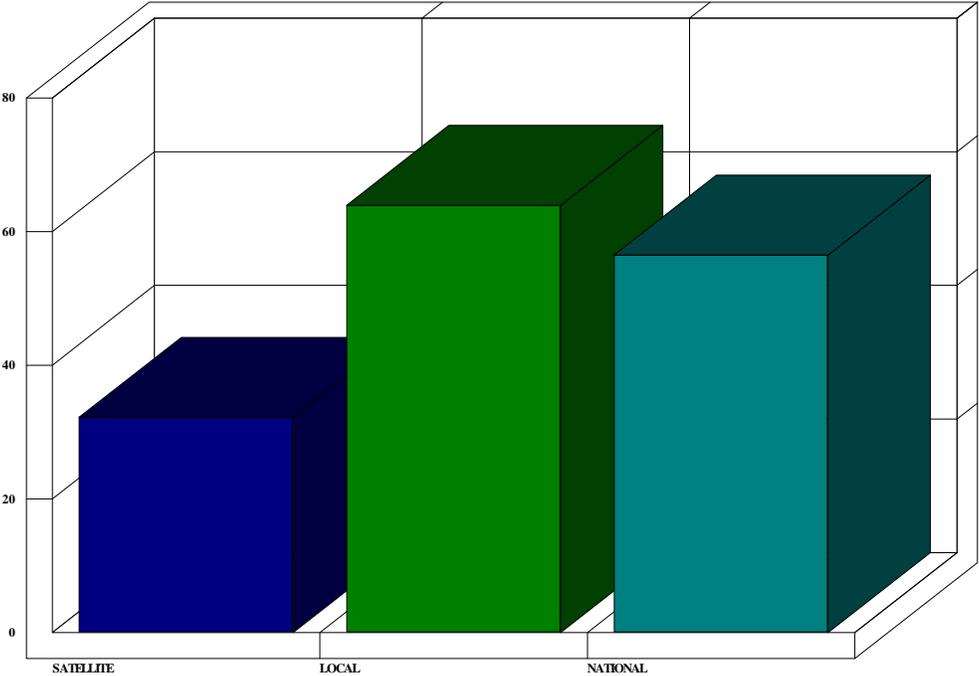
### Length of Residency Differences

- Participants who have lived in Surprise less than one year preferred the *Major University* and did not think the City should pursue *Satellite Colleges*.
- Residents who have lived in the City between 6 and 10 years prefer a *Local Campus*.
- The participants who have lived in Surprise the longest (more than 11 years) thought *Major University* was the most appropriate.

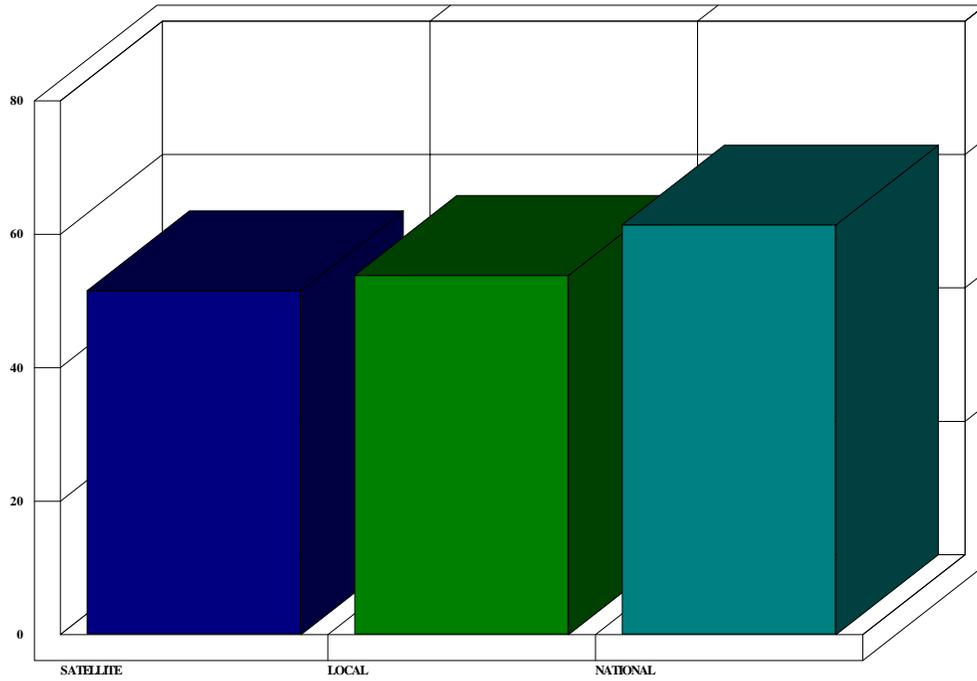
**Residency (<1 year) - Education**



**Residency (6-10 years) - Education**



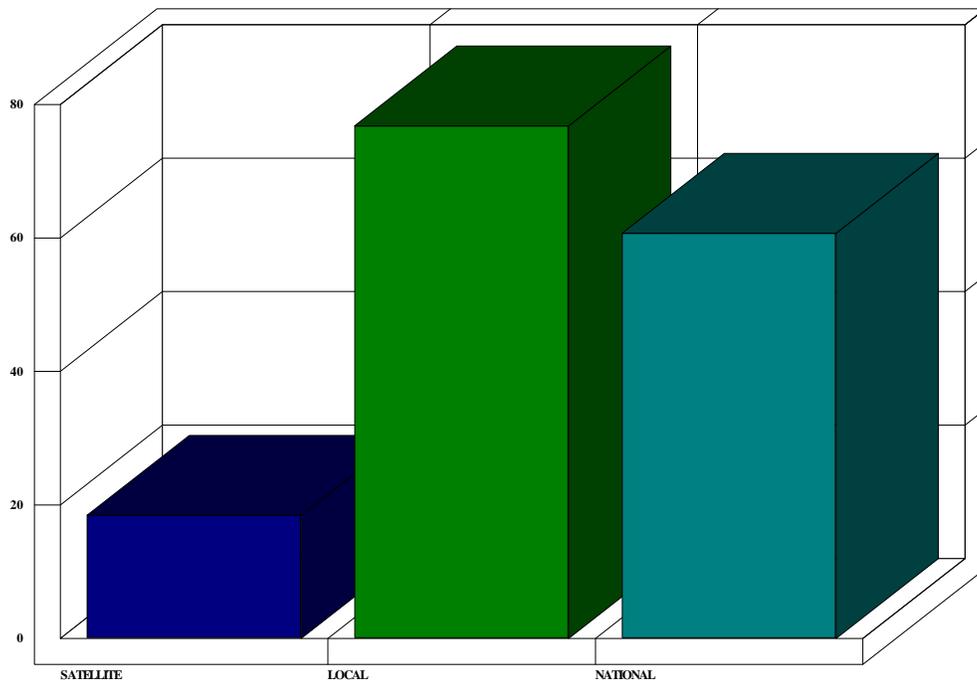
### Residency (Over 10 years) - Education



### Children at Home Differences

Participants with children still living at home preferred a *Local Campus* compared to the *Major Campus*.

### Kids at Home - Education



## Vision Statements

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At the conclusion of each meeting, participants were asked to write down their vision for the City of Surprise. Common elements mentioned in the statements included:

- Diverse community with multi-generations
- A community based on the village concept where you can live, work and play
- Higher educational opportunities for the entire community
- High-end retail opportunities focusing on smaller shops and a regional theater, museum and entertainment options
- Employment opportunities within the community
- A safe community
- More diverse design guidelines and types of housing
- A sustainable community which makes effective use of its resources
- Appropriate healthcare facilities
- A wide variety of transportation alternatives including public transportation and street connections
- A well-governed community

The vision statements have been sorted into general categories below. If multiple topics were contained in the statement, they were sorted by the first one mentioned. Some statements included comments related to the meeting process and have been included under general comments.

### *“What is your vision for Surprise?”*

#### **Diversity**

- My vision for Surprise is a city where there are services for both families and for seniors. This would include transportation, education and entertainment for all ages.
- Surprise would be a city with multi-generations. Easy to get around within Surprise and outlying areas. Many jobs and industry so that people would not have to commute too far.
- A significant city with a large cross section of the population and a variety of options for entertainment, dining, education, play etc. But not self-contained, not isolated from the rest of the Valley but a key part of it. We want to continue to attract people (not just retirees) from all over the community. We need to avoid decisions that lead to a deterioration of the quality of life, e.g. lack of adequate maintenance of infrastructure, attraction of an element that will lower the desirability of Surprise a loss of open space, taxes that are too high etc. We need

to keep the tax base strong and have as many new developments (not just housing) pay for themselves as possible. Surprise should be for the residents, not to attract temporary visitors from elsewhere.

- A mixed community – age groups income levels, ethnicity, housing types. The kind of community where young people come, marry, raise their families then stay to enjoy their “golden years.” Even though huge in size (predicted to be as much as 200 sq miles) – have a real community feel. Make it the place to live, work and play beyond expectations by enjoying resident participation in planning, City governmental and especially utilizing these things.
- Diverse community, jobs in Surprise.
- A multi-generational community with opportunities for all the generations. Housing, healthcare, education, work opportunities, cultural opportunities. If in fact, Surprise grows to one million people, these will need to be addressed.

## Education

- Major private university, 303 completed, Bell Road – keep in top shape, a safe low-crime community, a new major hospital, new crossings across Agua Fria River, commercial buildings set back farther from the roads.
- Advanced education, helping to make Surprise a more college-friendly community – bringing in public opportunity for classes, the arts etc.
- Good educational schools with higher standards.
- Glendale Medical College has a very good setup.
- Provide education opportunities for the entire community, provide incentives for research and development of medical, electronic and alternative fuel resources.
- Community colleges.
- Good schools.
- As a senior I realize that education should be a primary concern.
- I feel that if young people cannot get an education there will be more social problems than what we have now.
- Good schools, technical and higher education, mix of more jobs, blue/white.
- Education – higher education is the lifeblood of ongoing civilization.
- Regional scale university – Central Arizona University – 10,000-15,000 students, not ASU-size.
- I envision a city which would concentrate on culture and education. Architectural diversity and excellent transportation would be a big plus. I would not want to see Surprise turn into a tourist trap but would like to see it as a great place to live.

## Employment

- New manufacturing.
- Solve the truck parking problem before permitting any light or heavy manufacturing or warehousing businesses. Set aside an industrial area where truck parking is permitted and encouraged.
- More about industrial jobs, due to the nature of transit and public transportation, I think it revolves around the same subjects.
- Basic employment – beyond only retail industrial along rail corridors or areas least impact to residential areas, professional jobs.
- Industrial park, planned communities, planned shopping centers, transportation plan, and cultural center.
- Good paying long-term jobs, professional City employees and council board members, Costco, affordable but good family restaurants, more recreation – not just sports, water park, meeting rooms for HOAs and groups, fewer strip malls, public transportation, colleges.

## Governance

- Taxes that remain at a reasonably low level.
- City government that is interested in the people.
- Change all of present government.
- More of a city, not a town.
- Be one of the outstanding cities in the West Valley. With planning that is being done like this. There is great thought in this current planning.
- My vision – see honesty in our leaders and business people.
- Emphasize the concept of resiliency in the face of possible disasters. All city officials read the *Edge of Disaster* for more info on this concept, and develop departmental plans.
- To continue as the great city it is now.
- Increased community participation/involvement.
- Proper planning and zoning. It seems that wherever there is a space something commercial is built without complete disregard for what's already there. A terrible mistake, which will result in numerous vacant buildings and eyesores.
- To become more sophisticated and leave the “hicktown” image behind us.
- Surprise should be at the forefront of a 21st Century city. This means to embrace all the new and cutting edge ways a city should be run and developed. Aim high.

## Housing

- Practical future planning for increased population growth and housing. May consider control of the above. Affordable housing could include tax subsidies for residents and this housing could include solar power and other cost savings ideas.
- More past retirement areas to live.
- Design review – greater use of color, façade articulation etc.
- To continue a goal of a first class community which includes affordable housing, a top-notch educational facilities with more open space (parks). I like the village approach with more diversity – close to a store and work. Connecting to light rail is great for the future – get light rail!

## Healthcare

- This community needs more major healthcare facilities, more options are needed for our seniors – housing, senior centers, transportation, more volunteer services would be helpful for home bound seniors.
- Good medical care and facilities.
- Additional medical centers throughout Surprise.
- (More) hospitals or medical facilities.
- Hospital – multiplier effect; spin-off on clinics, medical support etc.
- More hospitals, theaters, university, rail.
- Hospitals, white-collar jobs, freeway completion 303, educational facilities, appropriate recreation and park development along with growth, computer, industry affiliated jobs.

## Open Space, Recreation and Parks

- Expectations- open space- green area, walkways, varied architectural style, transit, community projects for residents.
- More running trails, more home-owned restaurants, upscale shopping centers, commercial in an area other than Bell Road; something needs to be done to make the 303 safer, I'd like to see photo, radar and red light cameras.
- Recreation areas for older children, teens and adults i.e.: 1) ultimate Frisbee or often called Frisbee golf, 2) skate board park (Scottsdale has used a floodplain area in the green walk area), 3) bike parks, trail, junior college, public transportation. More high tech jobs for our younger adult residents, walking trails between commercial areas (away from the roads), curbside parking allowed in HOA controlled communities, large lighted road signs, easy to read. Water conservation, solar energy for electricity on residents.
- Civic campus, tennis center, aquatics, Heard Museum, excellent!!

- More family focused activities and businesses, an upscale bowling center – not Brunswick or AMF. Attracting and building strong educational organizations. Transit that makes sense – I like what is being considered, water park, public safety and hospitals. Thank you for organizing this for the citizens.
- To have bigger parks for our kids to play in. More upscale restaurants and shopping units. We need to be able to do everything in Surprise and not have to go outside of our city to get things.
- Parks, schools and higher education. Schools, university, theaters and cultural activities are important as well as medical care.

## **Retail/Commercial/Entertainment**

- More high end stores (clothing). Also high-end restaurants, better streets to accommodate traffic.
- Building more commercial shopping areas (e.g. Westgate).
- Better shopping.
- More setbacks in building development along the major roads.
- Smaller shopping centers – no more mega centers or stores.
- Develop a farmer’s market. Encourage stores to market or support Arizona grown/made items.
- Continued progress in the areas of commercial parks. Less Wal-Mart facilities.
- Well-planned diverse community with all public facilities such as theater live great libraries.
- Neighborhoods with museums, great restaurants (not Denny’s or Golden Corrals) and diverse architecture and great transit options.
- The younger families need some room to roam where all age group(s) can enjoy.

## **Safety**

- A safe community.
- Safe community.
- We need safety and protection with available facilities.
- The friendliest and safest city in America.
- Adequate police and fire protection.
- Safe city.
- Police walking beats – Crime is going to be very bad very soon in the area.
- Police/fire infrastructure connected to city parks.
- I see Surprise as a safe, environmentally friendly community that has grown in an organized manner with leadership whose interests are not selfish in nature.

## Sustainability/Environment

- A city that promotes effective use of solar energy at reasonable prices.
- More self-sustaining – less need to focus on travel, commuting etc.  
Opportunities/options for individual transportation options – small NEVs etc.
- Diversity/opportunity/controlled growth.
- Pro-active rather than re-active approach to infrastructure development.
- Not to overbuild without first having the infrastructure online or available.
- MY vision would be to see Surprise become nationally noted city as the place where the concept of sustainability permeates the sense of community, smaller large decision making and gives Portland or San Francisco a run for their money to be named the greatest city in the U.S. This would draw citizens who are most apt to be highly involved in their community and take pride in it. It would set us apart from the Valley's other bedroom communities and give us an identity that all residents, new and long-term could feel part of and proud of.
- Given how much of an impact global warming has on the desert southwest, commit to an energy reduction plan for all City buildings and vehicles. Salt Lake City has saved taxpayers millions of dollars by doing simple and obvious steps, like shutting down computers overnight, etc. Join the Mayor's Conference on Climate Change (200 cities already belong) for ideas on what works. Encourage HOAs to minimize enforcement of covenants that have a negative effect on global warming (solar drying laundry, selling used items at garage sales, maximizing cooling and carbon eating of larger trees and plantings, using cordless landscaping equipment etc.
- Encourage water conservation as a basic civic responsibility. Duplicate Glendale's approach of rewarding homeowners for converting grass to xeriscape.
- Highlight LEED standard buildings. Commit to LEED for all new City buildings.
- Environmental consideration should be a priority.
- "Green building" (responsible use of water/solar power), open spaces-connected from community to community, quality health care facilities, preservation of the white tanks – accessible to the public to use for outdoor recreation-hiking, quads etc.
- Develop an environmental plan to improve recycling and reuse programs.
- Hopefully building will be planned in such a way that it won't look like a slum in several years. The building has to be controlled.
- I would like Surprise to become a much better planned community taking into consideration current environmental concerns.
- A city where the environment is important, recycling is available to all and transportation and the daily commute are not a daily headache.

- A leading city allowing for change, growth, yet building desert environment with light to moderate industry. Industry making high tech, medical, and defense contractor/service oriented business. Additionally this will bring higher paying jobs. Need higher end shopping and restaurants, fewer strip malls, scientific research and development jobs/industry.

## Transportation

- Bell Road is a major disappointment, there need to be more east/west roads.
- A city with no roundabouts at intersections.
- Rapid transit to airport, downtown Phoenix etc.
- More roads to cross Agua Fria River.
- Airport – this side of valley.
- Better transportation, downtown area.
- I am in favor of the transportation system. Unless there is a state law where you get driver's licenses removed you will never be able to get them into buses. Work with the state to remove driver's licenses.
- We would certainly need to have transportation systems. A new college campus means more traffic, more people on the road.
- 10 years before I moved here from California, they had just started to get the light rail online. In 10 years public transit has become very popular and now has only standing room.
- A city with excellent transportation options within Surprise and across the valley.
- Initiate light rail projections right away.
- Improve quality of roads to facilitate the movement of masses.
- Walking paths everywhere.
- We need all the public transportation we can get starting with trolley bus, light rail.
- Shuttle service is a must.
- Here in Sun Village, we have so much close by that a bus is of value for older folks.
- Transportation and infrastructure. In planning above – rather in the initial stages of planning – the City transportation body should go to another city that has already had a visible light rail bus connected service i.e. Denver, Colorado and Calgary, Alberta – the latter operational since 1980. Non-city center to be pedestrian friendly.
- Transportation – major emphasis on transportation needed now.

- Upgrade community, better transportation, better top restaurants in Surprise, Theater close by for enjoyment, better signals to alleviate traffic congestion, 303-one way going, one way return.
- We cannot predict the future but we can begin to plan for a direction. The light rail option will be off the table forever unless we begin now to plan for it. Thanks for the meeting.
- A place that is safe for me to ride my bicycle. Please design every major and tertiary road with a bike lane. Check out Ft. Collins, Colorado. Hell, even Scottsdale. If we as citizens have everything we need within the City's limits as it looks like we might this will make everything close enough to bike to. Bike routes, bike lanes, bike paths.
- Improve non-car transportation. Park and ride lots combined with an electric trolley car(s) going up and down Bell could cut congestion and pollution especially if trolleys made stops at major retailers along Bell.
- More transportation, utilize existing rails.
- Mixed-use nodes along major arterial intersections/corridors or high rail commuter lines.
- Signature streetscapes – Bell Road – leave palms, decorative lighting, mandate maximum setbacks.
- A big issue for most is transportation. I would like to see Surprise utilize a trolley system for its mass transit. This would be different and set it apart from the rest of the valley's buses. It would be a great way to get my kids from the neighborhood corner to the pool.
- The general plan principles appear to cover all areas of need for a city. However transportation continues to be the #1 choice for the City to focus on, which should have been a focus 20 years ago.
- A city that will have transportation education and big time entertainment (shows, theater, sports). All within City limits.
- I would like Surprise to have a small town feeling with many transportation modes connecting to airports and bigger cities. Different type stores, combined with box stores (can't stop them). Unfortunately coming from NJ we have seen many strip malls go belly up in a short time. In its place are big box stores, continuous building of low-income housing combined with single-family housing. I am pretty pessimistic but I hope the powers that be do the best to keep the Town of Surprise a really profitable city (with different restaurants) and keep housing to a minimum. I hope the beauty that attracted us remains. The palms along Bell are beautiful – but we learn they are tearing them down. Too bad the town is so slow doing repairs. Even a simple thing that coordinating lights along Grand and Bell. I appreciate the opportunity to see what your staff has to offer us in the near future.

## Village Concept

- Village concept, ASU Campus, public transportation to Arrowhead.
- Kierland-type shopping/entertainment/restaurant, “villages.” Build more in Surprise in order that people do not have to drive on Bell Road to get to Arrowhead or 101 to go elsewhere. Regional theater.
- Surprise would have a great place to live, work, entertain and enjoy.
- Internal living. Environmentally friendly, clean, safe easy to access amenities. Diversification in homes and residents.
- My vision is for a city of a community life – a town center – where people could come and enjoy the shops, restaurants, take the “red time” tower – we are too spread out and not a community of togetherness. I would leave some areas open – our desert is what is Surprise and we are destroying it slowly. More family oriented activities to keep us in Surprise – churches, recreation facilities for youth and elders. I won’t see it but I hope younger people will – and enjoy Surprise as I have for 10 years.
- A city where you can live, work and play. Where you don’t have to have to leave except to go on vacation.
- A community that welcomes diversity.
- Small self-contained communities, lesser need to travel very far to school-church, shopping.
- A well-developed city that allows for diversity of age, occupations etc.
- Planned city – not a bunch of mish-mash.
- A city where all key services are available within a reasonable radius.
- A low density residential community with well planned commercial centers and a modern transportation system
- We need city center areas where people can live, shop, mingle. Let outside areas have lower density housing to maintain some open area feel. But I’d like to have an area with a more cosmopolitan feel. It is okay to show development on the outskirts, get the city center in place first.
- Self-contained live-work-play (no need to travel elsewhere for doctor appointments and hospitals, shopping, leisure, exercise).
- I would like a city that is designed by the residents rather than the developers and big business. Let’s have the developers listen to our ideas and build accordingly. I’d like a city where we walk, bike, ride on trains, where we see community members face-to-face. I’d like to go to family restaurants and corner stores. The movie “Crash” showed us how we can isolate ourselves and then crash into each other. I want Surprise to be designed so this doesn’t happen.

- A community where you can live, have a good job, education and fun. If we can develop that then the transportation issue getting out of Surprise will not be as critical.

### **General Comments**

- Do community education via *Surprise Progress*, similar to the monsoon info.
- Make better use of *Surprise Independent* and *Surprise Today*. Perhaps a weekly article identifying one small change as a new habit to promote.

### **Comments on Meeting Process**

- John did a good job of presenting the information.
- Interesting – sorry we had such a poor turnout – better advertising next time.
- Great presentation.

## Other Considerations

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The following items were identified during open discussion and reflect issues residents felt were missing during the exercise. These comments were recorded on a flip chart during the meeting and later grouped by category.

### Commercial

- Is it practical (realistic) for the residents to be able to say “no or remove” to a specific business?
- “Walk to” sounds good but isn’t always practical
- Sun City Grand is currently considered mix of uses and voted no change
- Don’t want commercial on all of the corners

### Housing

- We are here because we like the current look
- How do these results reflect how participants voted
- Difficult to project what someone in the future will want
- Should be left up to developer to determine styles based upon what they think will sell
- Add more styles to City guidelines but not require based on location
- Flats in towers popular in Vancouver
- Limit to two stories may not be best in some areas – leave options open
- Like diversity – not necessarily themes; i.e. farmhouses
- Think about energy – require solar panels; green buildings
- Duplexes are considered affordable
- Mix commercial with higher density housing
- Houses should be built on Grand along rail instead of industrial/jobs

### Types of Housing/Affordable Housing

- “Affordable” – needs to be defined better – Sect. 8
- Don’t like word “mandate” (in reference to affordable housing)
- Section 8 is associated with high crime – don’t like crime
- “Affordable” means something different to people and communities
- Does state mandate “affordable” housing?
- Maybe raise wages (instead)
- Is it legal for City to mandate affordable?
- Increase workforce pay
- Developer sets criteria and estimates price on ability to pay
- Surprised there were no more votes for multi-family housing – if have to move will lose friends, doctors, churches, etc.
- Industrial workers who live in area will cut down on traffic
- Hate the word mandate
- What happens to “casitas” when not in use?

- Other ways to help workforce –
  - Offer incentives
  - Back loans – help with down payment
- “Affordable” is subjective – how do you define?
- Some “affordable” housing has been turned to exclusive
- Don’t like word “mandate” if “required” would like better
- Police/fire in CA can participate in a program to buy fixer-uppers and pay percentage of value
- What happens when “affordable” housing becomes projects
- (Voting) group (indicated that they were) not concerned about the word mandate
- I’d like buildings with retail below with affordable housing on top
- Does “mandate” affordable further segregate the community
- Developers can do “affordable” pricing today without a City mandate
- Affordable housing is an issue all cities will have to address

## Public Transportation

- None of the options shown at the public meetings are acceptable
- Would rail on railroad tracks same as light rail?
- Do charts from previous public meetings reflect degree of preference?
- Will Phoenix consider how to come to Surprise – if we do it right – culture, they will come to us
- Public transportation is not a high priority for a majority of the group
- Rail is not fast or costs a lot
- Rail needs to be more of a Valley plan

## Short-term Transportation

- Can’t do any public transit until Bell is fixed
- Public transportation okay but much further in the future
- Work with state for people who shouldn’t drive and start using transportation – take away drivers license
- How much traffic is generated by college campus?
- Light rail in Salt Lake is very successful
- California hardly used commuter rail in the beginning but now is heavily used
- Surprise didn’t talk about 303 and driving out of town
- Don’t want to build/plan for commuter rail before we know the train is possible
- No way to get around Surprise for leisure

## Education

- Full campus brings jobs, research facility and things that make city grow and pays more in the long run
- Available property for a university would be in Quartzite
- Major university would turn Surprise into a college town – don’t want that
- Higher learning – will strengthen Surprise in the long run
- Transportation would be a nightmare for large campus
- Should emphasize white collar education – science
- Jr./Community College with tech education and trade school

- Decisions made on
  - Type of degrees/higher education
  - Affordability
  - Not land use/infrastructure
- Not sure enough land is available for a large campus
- Colleges are doing more on-line
- Colleges are working with high schools to provide classes
- Use of existing facilities instead of new infrastructure – better use of high schools to accommodate multi-use

## Water

- May need some mandates; i.e. no more fountains, use artificial grass
- Rather drink than put in ground
- Does City have a future growth plan based on water availability? (Yes)
- We should use bath water on lawns

## Environment and Sustainability

- Costs of environmentally sound project is X\$ (less expensive) and cleaning up toxic dump is XXX\$ (expensive)
- Look for innovative structures
- Solar panels on top of parking structures
- Prevent water sheeting by using other types of asphalt
- Tax incentives to put in solar
  - Individual homeowner
  - Builders incorporate into design as an option
- Work with HOAs to create more environmentally friendly solutions – line drying
- Need education
- Taking out grass/trees helps on water but larger impact on global warming – creates dust and asphalt bowl
- Allow neighborhoods to develop their own standards
- Environmental education doesn't work
- Eight water systems (in Surprise) don't follow same rules – needs to be uniform

## Vision

- Irvine started with industrial and supported housing that following – don't see designated industrial area – Surprise has done opposite
- New development is a mish-mash and jammed in
- Hurt by Sun City and Sun City West not being on grid
- Sun City Grand then move to assisted living
- Multi-housing – assisted living an extension of this alternative
- Hospitals – more need in future
- If one million people, we are going to need more services
- Focus on culture – education >architectural diversity will add to that
- Use incentives
- New City Hall should look at environmental

## **Additional Comments**

- Need industry (light or manufacturing) or taxes will have to increase
- Like process – but don't like (you can?) change
- How much weight (will the City decision-makers) give to results with such a small population
- Need Hospitals
- Process was helpful if City follows and listens
- Something needs to change in the neighborhood
- Number of choices was too limited
- Don't see a diverse group