

This packet was created to help guide you through the hefty process of reviewing and commenting on the draft Surprise 2040 General Plan Vision, Values, and Structure. The information on the following pages will be presented during GPAG Meeting #3, however, in an effort to allow more time to review and formulate input, as well as provide an opportunity for you to contribute in case of absence, the last page of this document is provided to allow you to tell us your thoughts and impressions.

## What we heard from the community and you!

The content below was used to inform draft edits to the Vision, Values, and Structure presented on the following pages. This information was collected through our community outreach efforts and initial GPAG discussions.

### One Word to describe Surprise

- Sprawling Suburbs (3)
- Homey
- Friendly
- Safe
- Growing/ Growth (3)
- Disorganized
- Clean
- Visionary
- Momentum
- Peaceful
- A City with potential (2)
- Opportunity (2)
- Unbranded- reputation vastly different from the original retirement community reputation
- Youthful- 5th largest T-Ball org in the country, lots of schools
- Livability
- Snowbird season/ fluctuation, the leaves don't change but the license plates do (2)
- Unafraid
- Creative- responsive growth

### Key Features/ Attributes of Surprise

- Diverse amenities, too much fast food
- Not a lot to do in surprise, lots of storage businesses, a lot of retiree developments.
- Outdoor recreation opportunities, bikeability sports, growing arts community, good services, poor transportation
- Small town feeling with city amenities
- Safe, vibrant, multi-generational, education/ learning venue (strong Dysart schools, Ottawa)
- Spring Training, Bedroom Community, Affordable Housing, Fast Growth
- Nothing to make it stand out, and that's fine by me.
- Large residential neighborhoods- would like to see more green space and parks.

### Aspirations for Surprise:

- Healthier
- Appeal to people of all generations
- More diverse
- Still clean
- Better east-west access, museum, mid-size venues, good public transportation
- Safe, vibrant, multi-generational, place to work-learn-thrive
- More parks and a walkable downtown modeled after Downtown Disney or Balboa Park in San Diego
- Keep the high standard of vision statement. Add more cultural events/venues. Improve city diversity.
- Sustained outdoor space and parks, continued improvement for outdoor enthusiast, minimizing traffic corridors by spreading out retail and entertainment areas away from bell rd.
- I know that growth is inevitable, however, there are some rural areas that should be preserved, especially by the White Tank Mountains. This is crucial for wildlife habitats and should be able to be accomplished without hampering the city's growth.

- Improve Rt 60.....needs to have quiet payment installed to protect noise levels in neighborhoods and handle increased traffic. Controlled growth that upgrades dining, shopping, & public spaces to appeal to people from around the valley to visit and dine here. Needs to pull people in like Scottsdale does.
- There should definitely be more recreational things in our community like what Peoria and Goodyear offer. Our rec centers definitely need to 'up' their game like other up and coming cities have done. You can't even find adult yoga, bingo, or bunco at our rec centers like other cities have. I would like to see our libraries stay with the Maricopa County

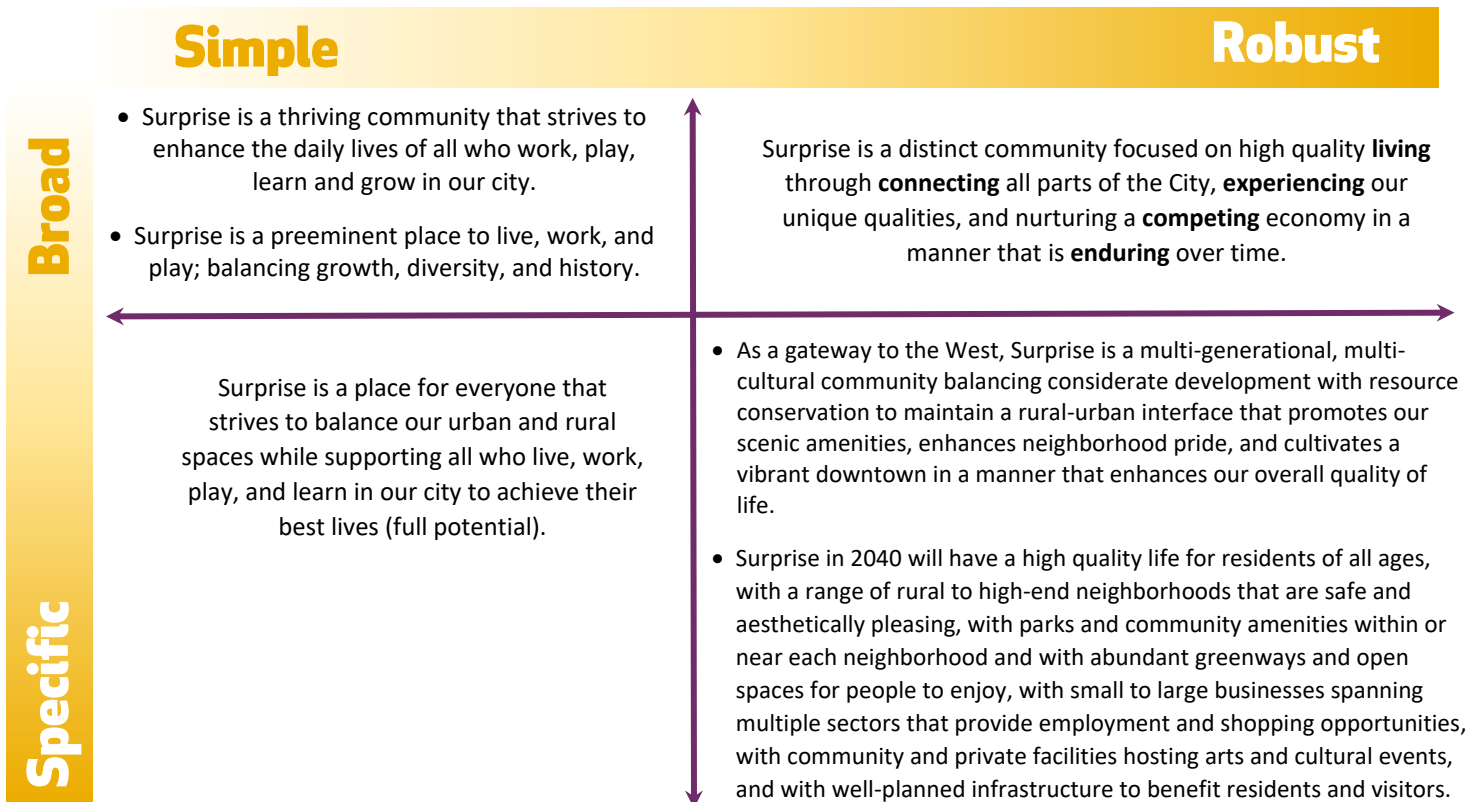
libraries. I also would like to see more adult programs at the libraries. I think our community definitely needs a city center area with a water feature like Westgate. It's great we are getting the shopping and dining over by Costco but this city with the growth needs more. We need a west side botanical garden out here. The white tanks could certainly use some more trails. We definitely need more of a centralized gathering center bigger than what our lake offers. You definitely should check out The Streets of Southglenn in Centennial Colorado. They did it right with a whole foods, shopping, water features, and residential living above the shops. Surprise definitely needs to progress and grow with an emphasis on community.

## Draft Vision & Values Review

### General Plan 2035 - Vision (Current)

The City of Surprise strives to uphold the values of its residents, while balancing physical and economic growth, and maintaining a safe community. A high standard of living should be fostered by enhancing neighborhood and community amenities. Vibrant and diverse development is important for a young community, and Surprise should aim to preserve the uniqueness and history of the City.

### General Plan 2040 - Vision (Alternatives)



Please review the draft visions above and provide your input on the advantages and disadvantages of the various options on the final page of the packet.

## General Plan 2035 – Values (Revised)

The draft Value edits shown below streamlines the existing GP 2035 Values based on what we heard through our General Plan community outreach and GPAG conversations to date. Please review below and provide your input on the final page of the packet.

### General Plan 2035 Values-Principles

#### **Value 1: A Clean and Safe Community**

Well maintained streets, attractive commercial properties, and clean neighborhoods are vital to creating a safe, healthy, and enjoyable community.

#### **Value 2: Economic Development Innovative**

##### Economy

Support for both large and small business is a community priority, with additional focus needed on downtown growth, visitor destinations, ~~attracting both high-end retail and a regional mall~~, and expanding higher education opportunities.

#### **Value 3: Sustainability Environmental Stewardship**

Environmentally conscious development standards, water conservation strategies and valuing the preservation of open space, natural terrain and vegetation will help prepare Surprise for long-term sustainability.

#### **Value 4: Quality Transportation Systems**

A complete transportation network helps support community connectivity and fosters future growth. Connecting to regional freeway systems is an important priority, as is completing partially built streets. Bike lanes, walking trails and commuter rail should be considered to help enhance the overall network.

#### **Value 5: Recreation Community Vitality**

Having the opportunity for ~~recreation~~ community gathering, recreation, and leisure is a valued asset for all age groups in Surprise. Multi-faceted arts and cultural programs that inspire the creative energy of the community is equally important to promote a rich quality of life. ~~Facilities should be expanded to include regional parks, a centralized community recreation center and other various facilities.~~

## General Plan 2040 – Values (Alternative)

The alternative draft Value Approach shown below restructures the Values to be distinct statements rather than principles as worded above. These Values also expand on various aspects of the existing Values above to capture the more diverse feedback that community and GPAG members have shared to date. Please review below and provide your input on the final page of the packet

### General Plan 2040, We Value....

#### **Living**

Responsible growth that promotes vibrant neighborhoods with distinct identities, offering a wide variety of attractive living options for a diverse population.

#### **Connecting**

Safe, accessible, and smart transportation options that serve people of all ages and abilities, with strong connectivity and attractive options for all modes of travel.

#### **Competing**

A strong economy with diverse opportunities to find or create a job in a place that is appealing to the lifestyle needs and desires of a talented workforce and is attractive as a visitor destination.

#### **Experiencing**

Superior community amenities, including a wide range of parks and recreational facilities, city services, and well-supported arts and cultural events and venues.

#### **Enduring**

A safe built environment that promotes a state of complete physical, mental and social well-being. Where stewardship of land, air and water resources supports present and future generations and where natural and built environments can withstand, recover from, and adapt to natural hazards, human-made disasters, and economic shifts.

## General Plan 2035 - Structure Review

The existing General Plan 2035 Structure approach maintains a consistent organization and hierarchy. All of the goals are directly tied to each element. There are a high number of goals and policies which can be unmanageable as well as challenging to achieve. Many goals address similar topics creating overlap. There is currently no consistent or direct link between the vision and values and the element, goals and policies. Please review the structure below and provide your input on the advantages and disadvantages of this structure on the final page of the packet. *(the # indicated with each goal reflects the number of policies associated with that specific goal in the current General Plan 2035)*

### Vision and Values

#### Introduction

#### Chapter 1: Development

##### Growth Element

- Goal 1: Sustainable Growth- 7
- Goal 2: Multi-modal Growth- 2
- Goal 3: Natural Resources- 3
- Goal 4: Downtown- 3
- Goal 5: Original Townsite- 7

##### Land Use Element

- Goal 1: Unique Community- 8
- Goal 2: Jobs-Housing Balance- 6
- Goal 3: Safe Community- 5
- Goal 4: Luke Air Force Base- 7
- Goal 5: Natural Conditions- 6
- Goal 6: Variety of Housing- 3
- Goal 7: Public Outreach- 3
- Goal 8: Sustainable Construction- 3

##### Economic Development Element

- Goal 1: Sustainable Business- 10
- Goal 2: Southwest Center- 11
- Goal 3: Economic Relationships- 4
- Goal 4: Education Alternatives- 5

#### Chapter 2: Quality of Life

##### Neighborhood Planning Element

- Goal 1: Quality of life- 6
- Goal 2: Property conditions- 6
- Goal 3: Revitalization efforts- 4
- Goal 4: Communication- 4

##### Housing Element

- Goal 1: Housing stock- 9
- Goal 2: Housing variety- 16
- Goal 3: Housing for all ages- 9
- Goal 4: Federal housing requirements- 2

##### Conservation, Rehabilitation & Redevelopment Element

- Goal 1: Safe and Clean Neighborhoods- 6
- Goal 2: Existing Dwellings- 5
- Goal 3: Home Ownership- 3
- Goal 4: Diverse Neighborhoods- 3
- Goal 5: Community Interaction- 2
- Goal 6: Redevelopment- 10
- Goal 7: Economic Benefits- 5
- Goal 8: Vacant Buildings- 6

##### Recreation & Open Space Element

- Goal 1: Opportunities- 11
- Goal 2: Parks- 10
- Goal 3: Greenway and Signature Trail- 5
- Goal 4: Sports Tourism- 3
- Goal 5: Regional Planning- 5
- Goal 6: Variety of Activities- 4
- Goal 7: Natural Open Space- 12
- Goal 8: Man-made Open Space- 3

##### Education Element

- Goal 1: Improve facilities- 5
- Goal 2: Additional facilities- 5
- Goal 3: Workforce- 4
- Goal 4: Learning Environment- 4

##### Arts & Culture Element

- Goal 1: Historic and Cultural Resources- 6
- Goal 2: Public and Private Projects- 9

#### Chapter 3: Transportation

##### Roadway Systems Element

- Goal 1: Integrated Decisions- 14
- Goal 2: Complete Streets- 7
- Goal 3: Access- 11
- Goal 4: Financing- 9
- Goal 5: Roadway Designs- 15

##### Transit Element

- Goal 1: Balanced Multi-modal System- 3
- Goal 2: Access and Alternatives- 8

##### Alternate Modes Element

- Goal 1: Bicycles and Pedestrians- 7
- Goal 2: Neighborhood Electric Vehicles- 3

## Chapter 4: Resources

### Environmental Planning Element

- Goal 1: Natural Environment- 4
- Goal 2: Air Quality- 6
- Goal 3: Heat Islands- 2
- Goal 4: Food Sources- 2
- Goal 5: Environmental Stewardship- 3
- Goal 6: Sustainable Development- 8

### Conservation Element

- Goal 1: Biological Resources- 6
- Goal 2: Scenic Amenities- 6
- Goal 3: Geological Hazards- 5

### Water Resources Element

- Goal 1: Regional Cooperation- 5
- Goal 2: Water Conservation- 5
- Goal 3: Enhance Water Portfolio- 6
- Goal 4: Growth- 4
- Goal 5: Drinking Water System- 4
- Goal 6: Reclaimed Water- 3
- Goal 7: Water Quality- 4
- Goal 8: Storm Water- 5

### Energy Element

- Goal 1: Reduce Usage- 3
- Goal 2: Energy Management- 6
- Goal 3: Renewable Energy Sources- 5

## Chapter 5: Finance, Infrastructure, and Services

### Cost of Development Element

- Goal 1: Financial Sustainability- 5
- Goal 2: Shared Development Costs- 4

### Goal 3: Infrastructure Investment- 4

### Public Buildings & Services Element

- Goal 1: Delivery of Services- 7
- Goal 2: Public Buildings- 10

### Public Utilities Element

- Goal 1: Infrastructure Investment- 4
- Goal 2: Solid Waste Disposal- 5
- Goal 3: Solid Waste Recycling- 4
- Goal 4: Utility Corridors- 16
- Goal 5: Technological Innovation- 5

### Health & Safety Element

- Goal 1: Healthy Community- 6
- Goal 2: Hazards- 5
- Goal 3: Community Preparedness- 18
- Goal 4: Hazardous Materials- 7
- Goal 5: Risk Reduction- 12
- Goal 6: Emerging Mitigation Techniques- 6
- Goal 7: Communication- 6

## Chapter 6: Implementation

### Administration Procedures

### Implementation Initiatives

### Implementation Strategy Matrix

*16 Implementation Strategies*

General Plan 2035 Structure - Summary	
Item	#
Vision	1
Values	5
Elements	20
Goals	93
Policies	568
Strategies	16

## Draft General Plan 2040 - Structure Review

This Draft General Plan 2040 Structure Approach achieves the following:

- Reorganizes the General Plan hierarchy around the Values to allow readers to understand community focus.
- Redefines goals to be broader and thus require fewer goals to support fewer policies (without losing necessary content)
- A “Goal Matrix” is provided (in plan or in appendix) to show “cross pollination” of goals/policies across multiple elements.

Please review the draft structure below and provide your input on the advantages and disadvantages of this approach on the final page of the packet.

### Introduction

Vision and Values

### Value 1: Living

Goals & Policies

### Value 2: Connecting

Goals & Policies

### Value 3: Competing

Goals & Policies

### Value 4: Experiencing

Goals & Policies

### Value 5: Enduring

Goals & Policies

### Implementation

Administration Procedures

ARS Goal/Element Matrix

Implementation Plan

Action Matrix

Evaluation Metrics

General Plan 2040 Structure - Summary	
Item	#
Vision	1
Values	~5
Goals	~25
Policies	~75
Actions	~25

