

## APPENDIX C

### Community Participation Summary (2015 Master Plan)

At the onset of the project the planning process undertook an initial public consultation process which included three components: a community survey (reviewed in Chapter 1), stakeholder interviews, steering committee meetings and community workshops.

When combined, these outreach methods provided rich and meaningful feedback in the process of developing preliminary and ultimately final revitalization concepts. Following are the major themes that arose from the combined outreach:

#### Steering Committee Input – SLOT Analysis

<b>Village Center STRENGTHS</b> <ul style="list-style-type: none"> <li>• Design/Layout *</li> <li>• Business Mix</li> <li>• Community Character</li> <li>• Desert Garden/Pavilion</li> <li>• Pedestrian Friendly</li> <li>• Setting/Geography</li> <li>• Special Events</li> </ul>	<b>Village Center LIMITATIONS</b> <ul style="list-style-type: none"> <li>• Visibility/Exposure*</li> <li>• Land Use Mix*</li> <li>• Building Age</li> <li>• Demographic Profile</li> <li>• Design</li> <li>• Funding</li> <li>• Marketing/Positioning</li> </ul>
<b>Village Center OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>• Business &amp; Uses *</li> <li>• Culture &amp; Arts</li> <li>• Location to Natural Settings</li> <li>• Physical &amp; Visual Character</li> <li>• Promotion &amp; Marketing</li> <li>• Special Events</li> <li>• Specific Target Markets</li> </ul>	<b>Village center THREATS</b> <ul style="list-style-type: none"> <li>• Physical, Design, Infrastructure*</li> <li>• Economics &amp; Seasonal Influences</li> <li>• Leakage &amp; Competition in other Cities</li> <li>• Organization &amp; Promotion</li> <li>• Policies &amp; Branding</li> </ul>

\* Identified as highest priority issue



### Community Workshop – Café Discussion

#### Vision Discussion

What will the Village Center be known for in the future?

- Gathering place for people
- Culture (arts/music/theater)
- Museum
- Desert garden
- Unique experience

What is missing from the vision statement?

- More diverse restaurants
- Festivals need to be balanced
- More traffic in summer
- Incorporate arts and music for kids

#### Urban Design Discussion

Main Themes from the Urban Design Discussion:

- The Village Center needs something unique/visually appealing/iconic to help Carefree stand out; could be something whimsical
- Walkable streets and wanted more to enhance that experience, including shading or misting the sidewalks and adding more trees and plants
- Outdoor uses should be encouraged and increased, including outdoor dining, night time events and live music
- Mixed use development would enhance the overall Village Center experience

#### Special Events Discussion

Ideas on different types of events from the Special Events Discussion

- Car/Motorcycle Show
- Film Festival
- Music Festival
- Tax-Free Day
- Derby Day
- Food Festivals (“Farm to Table”, Baking Contest, Chili Cook-off, Taste of Carefree, Oktoberfest)

#### Circulation/Access Discussion

Ingress/Egress – Best Access and Least Needed

- Primary access points:
  - Pedestrians: Wampum and Ho
  - Vehicles: Carefree, Wampum, Lucky
- Streets that could be eliminated:
  - Sunshine: One resident thought this would make a nice greenbelt
  - Lucky Lane

#### Economic Base Discussion

Potential Business/Uses (and Partnerships)

- Theater (Herberger, ASU, Desert Foothills)
- Museum (Heard, Musical Instrument Museum)
- Education (ASU, Maricopa County Community Colleges)
- Film House/Movie Theater
- Garden/Greenbelt (Desert Botanical Garden)
- Gathering Hall for meetings/wedding receptions