GROWTH AREAS ELEMENT‡

Since 1967, Scottsdale has diligently used its General Plan to guide and direct the internal and external influences affecting growth in the community. Scottsdale continuously seeks to ensure that growth occurs in a responsible and contextually appropriate way. This is accomplished through stringent development standards and by identifying locations needing targeted investment. As a result, Scottsdale has a nationally recognized, high-quality built environment and is an attractive place for businesses and residents alike.

The Growth Areas Element identifies specific locations within the community that are most appropriate for development focus, and will best accommodate future growth, new development, revitalization, and redevelopment. Scottsdale's Growth Areas focus higher intensity development, a planned concentration of land uses, and enhanced transportation and infrastructure in designated areas.

Scottsdale has also designated Activity Areas as locations where development is concentrated, but to a lesser degree than Growth Areas. Activity Areas vary in size, intensity, type of activity, and development. Development in these areas should consider the surrounding context.

The goals and policies of the Growth Areas Element identify Growth and Activity Areas to manage growth and development and maintain the quality and variety of lifestyle choices found throughout the community.

Goals and Policies

Goal GA 1 ‡

Direct growth in areas of the city that can support a concentration of development density and intensity, as well as a broad mix of uses.

Policies

GA 1.1   Designate Growth Areas in locations:

- With infrastructure capacity to accommodate higher levels of activity and a mix of uses;‡
- Where infrastructure upgrade/extension will be most cost-effective;‡
- With multimodal transportation access;‡
- Needing focused reinvestment;
- Where regional attractions exist or are planned; and/or
- That will reduce development pressures in lower-intensity areas of the city.

GA 1.2   Designate Activity Areas in locations:

- Where development is concentrated, but to a lesser degree than Growth Areas, and context based;
- With infrastructure capacity to accommodate moderate levels of activity and a mix of uses; and
- Where infrastructure upgrade/extension will be cost-effective.

GA 1.3   Ensure that such development sensitively responds to neighborhoods, infrastructure, and character within and next to Growth Areas.

GA 1.4   Accommodate the highest intensity of development in designated Growth Areas. In some cases, Character Area Plans may be more specific on appropriate locations for higher intensity development within both Growth and Activity Areas.
[Cross-reference Character & Design Element]

GA 1.5   Identify Growth and Activity Area "edges," and incorporate context-appropriate transitions between these "edges" and adjacent neighborhoods to minimize the impacts of higher-intensity development.

Goal GA 2 ‡

Improve access to automobile, transit, and other mobility options to, from, and within Growth and Activity Areas.

Policies

GA 2.1   Coordinate a balanced multimodal circulation system that can accommodate changing demographics and patterns of development within identified Growth and Activity Areas. *[Cross-reference Circulation Element]*

Goal GA 3 ‡

Conserve and incorporate significant natural, open space, historic, and cultural resources in Growth and Activity Areas.

Policies

GA 3.1   Provide useable public open space as an integral part of Growth and Activity Areas to encourage public gathering, enhance aesthetics, preserve viewsheds, and serve as buffers between differing land uses and intensities. *[Cross-reference Character & Design; Open Space; and Healthy Community Elements]*

GA 3.2   Identify and strengthen open space connections within and outside of Growth and Activity Areas. *[Cross-reference Open Space Element]*

GA 3.3   Integrate art, historic, and cultural amenities into Growth and Activity areas. *[Cross-reference Arts, Culture & Creative Community Element]*

Goal GA 4 ‡

Promote public and private construction of timely and financially sound infrastructure in Growth and Activity Areas.

Policies

GA 4.1   Promote sustainability, green building, and low-impact development practices to lessen the demand on infrastructure within Growth and Activity Areas. *[Cross-reference Environmental Planning; Conservation; and Energy Elements]*

GA 4.2   Focus infrastructure improvement and expansion in Growth and Activity Areas. *[Cross-reference Public Services & Facilities Element]*

GA 4.3   Promote the coordination of infrastructure investment and development activity within Growth and Activity Areas. *[Cross-reference Cost of Development Element]*

GA 4.4   Set priorities in the Capital Improvement Plan (CIP) for infrastructure construction and improvements that serve the complex needs of Growth and Activity Areas. *[Cross-reference Public Services & Facilities Element]*

Goal GA 5

Recognize and build on the character and diversity of Scottsdale's various Growth and Activity Areas.

Policies

GA 5.1   Support land use compatibility with nearby neighborhoods through context-appropriate development within Growth and Activity Areas. *[Cross-reference Land Use; Neighborhood Preservation & Revitalization; and Character & Design Elements]*

GA 5.2   Protect key economic and historic assets from incompatible land uses in designated Growth and Activity Areas. *[Cross-reference Land Use; Economic Vitality; and Conservation, Rehabilitation, & Redevelopment Elements]*

GA 5.3   Support compact development patterns which minimize the need for added public facilities in Growth and Activity Areas. *[Cross-reference Character & Design Element]*

GA 5.4   Promote new development, revitalization, and redevelopment within Growth and Activity Areas that maintains fiscal sustainability, promotes long-term economic development goals, and enhances quality of life. *[Cross-reference Economic Vitality and Cost of Development Elements]*

SCOTTSDALE'S GROWTH AREAS

Because of its geographic size, Scottsdale has identified several Growth Areas. Each Growth Area has distinct characteristics based on the role it plays within the surrounding community and its context within the region. Scottsdale's Growth Areas are:
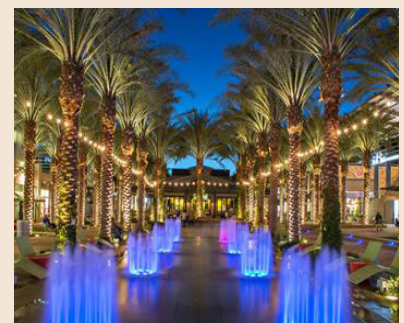
- **MCDOWELL ROAD/ SCOTTSDALE ROAD GROWTH AREA** consists of long-standing commercial properties along both McDowell Road and Scottsdale Road, south of Old Town. The majority of the properties in this Growth Area are in land use or development transition. The transitional nature of the area, as well as its close proximity to surrounding regional amenities, such as Sky Harbor International Airport and Papago Regional Park, provides opportunity for redevelopment and reinvestment to occur along these corridors. Scottsdale Road is the city's backbone, and southern Scottsdale Road can capitalize on its location between Scottsdale's Old Town Growth Area and the City of Tempe's downtown and northern Growth Areas. The intersection of McDowell and Scottsdale Roads is the "hub" of this Growth Area. This Growth Area will be less intense/dense than the Old Town and Greater Airpark Growth Areas. Building heights generally range between two and six stories. The Southern Scottsdale Character Area Plan provides more specific guidance for this Growth Area.

- **OLD TOWN GROWTH AREA** is the commercial, cultural, civic, and symbolic center of the community. Old Town includes a collection of interconnected, mixed-use districts. While one of the city's local and regional draws for shopping, dining, and entertainment, Scottsdale's Old Town is a prime tourist destination. The Old Town Growth Area, through the Old Town Scottsdale Character Area Plan, denotes locations for some of the greatest development intensity within the community. Building heights generally range between two and six stories, depending on location and district context, and may exceed six stories in certain areas identified in the Old Town Scottsdale Character Area Plan. At the center of the Old Town Growth Area is the Downtown Core. The Downtown Core, as identified, described, and defined by specific boundary in the Old Town Scottsdale Character Area Plan, is pedestrian-oriented, and includes downtown's historic legacy and heritage, specialty retail, art galleries, restaurants, public art, and the highest concentration of individually designated historic buildings found in the city. In contrast to the majority of the area, the Downtown Core is comprised of the lowest intensity of development in all of Old Town. The small-lot development pattern, active ground level land uses, and pedestrian focus of the Downtown Core are some of the primary elements that give Old Town its most identifiable character. *[Cross-reference Old Town Scottsdale Character Area Plan]*

- **GREATER AIRPARK GROWTH AREA** is one of the largest employment centers in the State of Arizona. It is headquarters for a multitude of national and regional corporations; center for a variety of smaller and locally-owned businesses; contains the largest employment and industrial-zoned area within Scottsdale; and is home to the Scottsdale Airport. The Greater Airpark Growth Area is also the location of some of the largest, signature special events in the city, such as the Waste Management Phoenix Open golf event, the Barrett-Jackson Collector Car Auction, and the Scottsdale Arabian Horse Show. This Growth Area will be similar in intensity to the Old Town Scottsdale Growth Area. Building heights generally range between three and six stories and may exceed six stories in certain areas identified in the Greater Airpark Character Area Plan. Appropriate locations for higher density/intensity development, and other considerations, are specified in the Greater Airpark Character Area Plan.

Growth Areas Map†

McDowell Road / Scottsdale Road Growth Area
Old Town Growth Area
Downtown Core
Greater Airpark Growth Area
Activity Area
Scottsdale McDowell Sonoran Preserve
(See Open Space Element)

Adjacent Municipality Growth Area*

Carefree Growth Area	Phoenix Growth Area
Fountain Hills Growth Area	Tempe Growth Area
Paradise Valley Development Area	

* Growth Areas shown outside Scottsdale city boundaries are advisory.

Old Town

CHAPARRAL RD.
CAMELBACK RD.
INDIAN SCHOOL RD.
OSBORN RD.
68th ST.
SCOTTSDALE RD.
MILLER RD.

JENNY LIN RD.
CIRCLE MOUNTAIN RD.
HONDA BOW RD.
ROCKAWAY HILLS RD.
DESERT HILLS DR.
JOY RANCH RD.
STAGECOACH PASS
CAREFREE HWY.
DOVE VALLEY RD.
LONE MOUNTAIN RD.
DIXILETA DR.
DYNAMITE BLVD.
JOMAX RD.
HAPPY VALLEY RD.
PINNACLE PEAK RD.
DEER VALLEY RD.
LOOP 101
UNION HILLS DR.
BELL RD./FRANK LLOYD WRIGHT BLVD.
GREENWAY PKWY.
THUNDERBIRD RD.
CACTUS RD.
SHEA BLVD.
DOUBLETREE RANCH RD.
McCORMICK PKWY.
INDIAN BEND RD.
LINCOLN DR.
McDONALD DR.
CHAPARRAL RD./CAMELBACK RD.
CAMELBACK RD.
INDIAN SCHOOL RD.
THOMAS RD.
McDOWELL RD.
LOOP 202
McKELLIPS RD.

CAVE CREEK RD.
TATUM BLVD.
BARTLETT DAM RD.
RIO VERDE DR.
Scottsdale Airport
96th ST.
104th ST.
112th ST.
120th ST.
128th ST.
136th ST.
142th ST.
PALISADES BLVD.
BEELINE HWY. (87)
GALVIN PKWY.
56th ST.
64th ST.
SCOTTSDALE RD.
HAYDEN RD.
PIMA RD.
LOOP 101

0 1 2 3 Miles
North