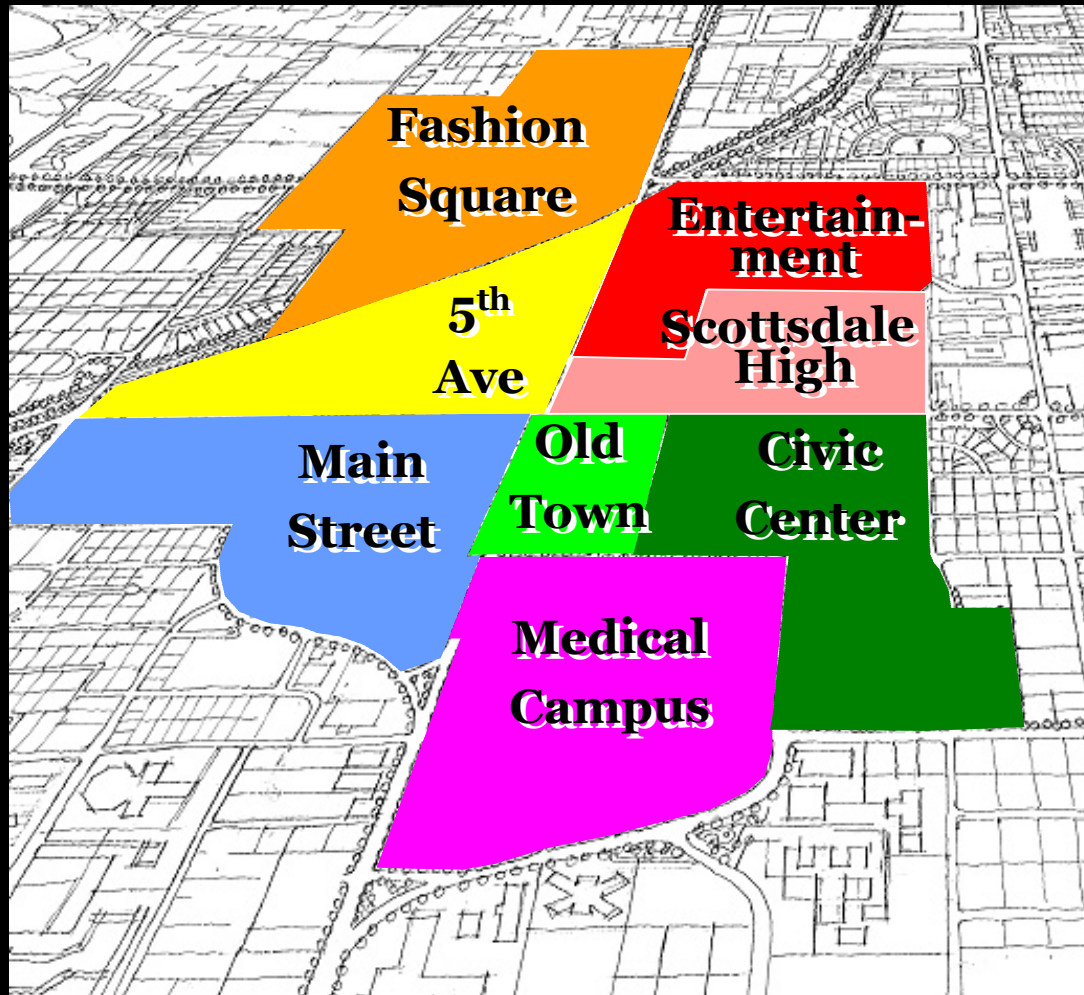


Downtown Scottsdale :: Distinctive Districts

- Downtown Scottsdale is comprised of 725 acres & a number of distinctive districts:



Downtown Vision Principles

- Preserve character & scale of existing specialty districts
- Locate major economic drivers outside specialty districts
- Emphasize unique regulations & guidelines for downtown districts
- Revitalize downtown using strategic infrastructure investment, financial & small business assistance, revised regulations & ordinances
- Take a more direct role in the provision & management of downtown parking, circulation & signage



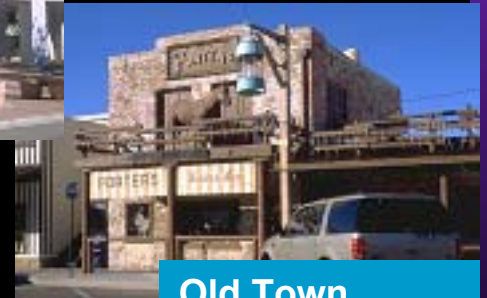
West Main



5th Avenue



Marshall Way



Old Town

Old Town District

- Old Town embodies Scottsdale's historical legacy as the “West’s Most Western Town”. Old west architectural character, Western goods, Native American crafts & Southwestern artifacts all contribute to this district’s attractive frontier town charm, making it a major tourist draw.



Main Street :: Arts District

- The Main Street-Arts District is an eclectic mix of contemporary and southwestern art galleries, residential, retail, and museum elements that will carry Scottsdale's artist origins into downtown's visionary future.



5th Avenue :: Marshall Way District

- Contemporary galleries, specialty retail, upscale dining, active nightlife, and downtown living opportunities characterize this area. The 5th Avenue-Marshall Way District will undergo major small scale revitalization efforts in the near future due to its adjacency to the planned Arizona Canal at Scottsdale project.



Entertainment District

- Comprised of creative, contemporary architectural design, active entertainment venues, trend setting retail, small office facilities, and urban residential spaces; the Entertainment District attracts an eclectic mix of entrepreneurs, residents, and visitors to this downtown neighborhood.



Fashion Square :: Waterfront District

- This district encompasses large scale regional shopping, and employment centers with upscale metropolitan housing. This district is a major economic driver for the city, and attracts visitors and residents to Downtown Scottsdale for its national tenant shopping, entertainment & dining.



Projects in Action

downtown-wide

- Downtown Trolley
- Downtown Directional Signage
- Small Business Recognition Letter Campaign – “Distinctly Downtown Scottsdale”



Distinctly
Downtown Scottsdale

Projects in Action

downtown-wide

- Fee Waiver Reduction Program
- Business Attraction & Expansion Assistance Team
- Downtown Ordinance Amendments
- Downtown Parking Master Plan – Provision & Management of Parking Downtown

Private Investment

- A. Loloma Residential - \$47 million ('02 -'06)
 - B. Hotel Valley Ho – \$28 million('02 -'04)
 - C. Old Town Hotel - \$6 million ('03 -'04)
 - D. 3rd Ave. Lofts - \$31 million ('02 -'04)
 - E. Galleria Renovations- \$65 million
(COMPLETE)
 - F. Scottsdale Renaissance Retail –
\$11 million (COMPLETE)
 - G. Scottsdale Healthcare -
 - 1. Osborn Parking Structure - \$3 million
(COMPLETE)
 - 2. Greenbaum Hospital - \$15 million
(COMPLETE)
 - 3. 4th St. Parking Structure - \$3.5 million
('02 -'03)
 - 4. Main Hospital Expansion Phase I –
\$28 million ('03 -'04)
- TOTAL: \$237.5 MILLION**

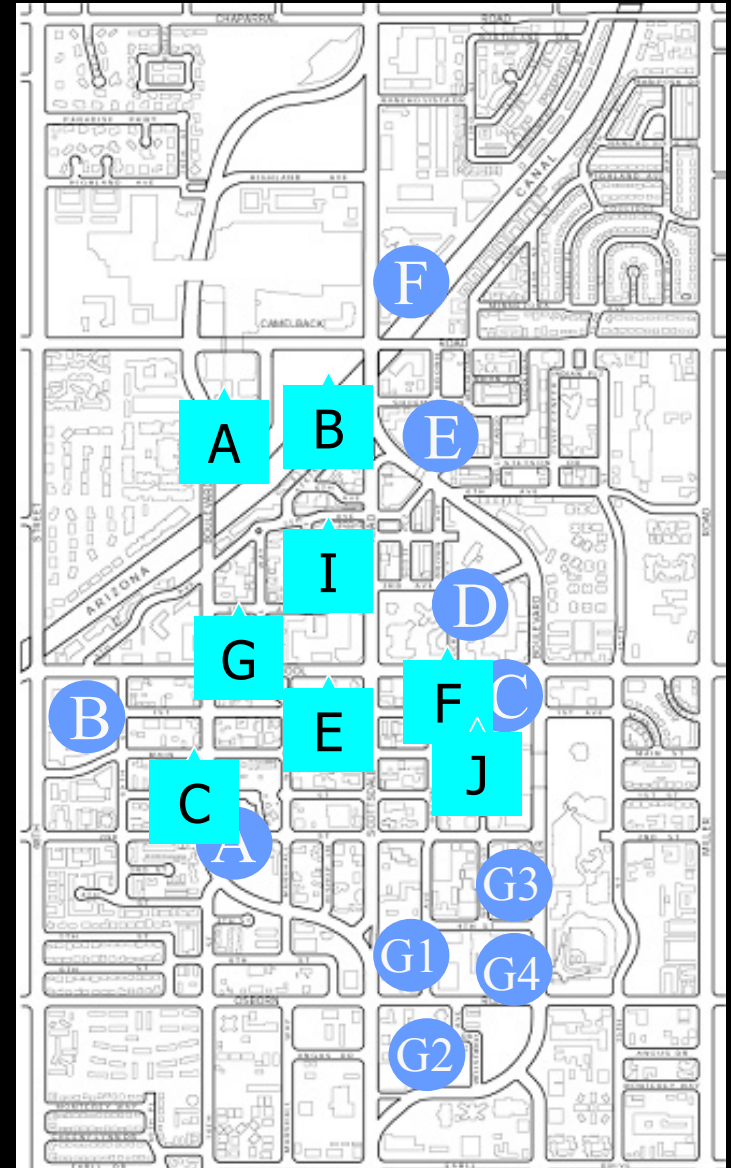


Public Investments

- A. Canal Bank Project - \$7.0 million ('02-'04)
- B. Scottsdale Rd. Realignment - \$1.35 million (COMPLETE)
- C. Loloma Museum - \$3.4 million ('02-'04)
- D. EMSD No. 2 Marketing- \$100,000 (COMPLETE)
- E. Seasonal Lights - \$195,000 ('02-'03)
- F. Old Town Electrical Upgrades - \$390,000 (COMPLETE)
- G. District Amenity Upgrades - \$175,000 (COMPLETE)
- H. Increased Maintenance Funding- \$175,000 (ANNUALLY)
- I. Artist Bus Shelters - \$210,000 ('02-'04)
- J. Parking Master Plan Projects - \$9.5 million ('02-'05)

TOTAL: \$22.5 MILLION

Private + Public Investment = \$260 M



Downtown Scottsdale :: Legacy of Distinction

Public investment

New Parking
Loloma Museum
Canal Bank
Trolley Routes

Private Investment

Loloma Residential
Valley Ho
Old Town Hotel
3rd Ave. Lofts
Hospital
Expansion &
Parking

