



SUMMARY HIGHLIGHTS AND RECOMMENDATIONS FROM THE DOWNTOWN SCOTTSDALE TOWN HALL



As one of the first steps in an extensive public outreach effort to develop a comprehensive update to Scottsdale's 1984 Downtown Plan, the Scottsdale City Council worked with the Arizona Town Hall to produce a Downtown Scottsdale Town Hall. The goal of the Town Hall was to develop a beginning consensus to help guide the future evolution of Downtown Scottsdale. Summarized below are some of the ideas emanating from the recommendations report.

- Scottsdale should continue to promote Downtown Scottsdale as the primary cultural, civic, retail and governmental center of the city.
 - Downtown Scottsdale's nostalgia and historic western culture should be maintained as part of promotional campaigns. However, it should not dominate other great characteristics.
 - Downtown Scottsdale should explore the concept of a cohesive downtown model that capitalizes on the distinct individual identities of each district. Identifying signage, architecture and other features should be utilized to differentiate each of the districts.
 - A bond proposal supporting the arts and culture within Downtown Scottsdale should be presented to the voters in the earliest appropriate election cycle.
 - More urban open spaces - such as plazas, outdoor restaurant patios, roof parks and pocket parks - should be developed in conjunction with and connected to the pedestrian and bicycle routes between the various Downtown Scottsdale districts and the surrounding areas of Scottsdale.
 - Shade, trees, public art and lighting should be added throughout Downtown Scottsdale. These features should be carefully selected to compliment Downtown Scottsdale's current character.
 - The name of the Scottsdale Civic Center Mall should be changed to delete the term "Mall."
 - The city should encourage high quality revitalization and innovative quality developments while respecting existing height limits in the oldtown and traditional shopping districts.
 - Development of a comprehensive transportation plan should be accelerated and implemented. It should address both access to Downtown Scottsdale and mobility within Downtown Scottsdale.
 - Additional parking spaces must be created and the non-employee three hour parking limit should be eliminated.
 - City officials should continue to seek input from and work with community leaders, businesses, residents, property owners, relevant stakeholders and adjacent communities as Scottsdale's downtown plan is amended.
- * Chaparral, Thomas and Indian School Roads should be significantly widened to connect Downtown Scottsdale and the 101 Freeway.

*** In a special public meeting on May 29, 2007 the Scottsdale City Council, in a six to one vote, approved not increasing the traffic capacity on Chaparral Road.**