



Scottsdale Downtown Plan Update
DOWNTOWN PLACEMAKING WORKSHOPS

SUMMARY REPORT

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INTRODUCTION

The Downtown Placemaking workshop series engaged over 150 community members over a three-day period to explore the future of Downtown Scottsdale. The Placemaking Workshop process incorporated two hands-on community workshops, several walking audits, and a business forum.

This report provides a summary of the workshop process, along with community-identified visions, priorities, and valuable new ideas and concepts related to placemaking in Downtown Scottsdale.

Placemaking is the process of adding value and meaning to the public realm through community-based projects rooted in local values, history, culture, and natural environment.

PLACEMAKING WORKSHOP PROCESS

The unique Placemaking Workshop process incorporated hands-on activities, small group discussions and exercises, downtown walking audits, and a business forum. This section outlines the community-based process and the general outcomes of each component. Individual workshop notes are included in the Appendix for more detail.

THURSDAY, OCTOBER 11, 2007		
Business Forum	8:00 am – 10:30 am	Scottsdale Stadium Team Shop
Placemaking Visions & Values	6:00 pm – 9:00 pm	Coronado High School Cafeteria
FRIDAY, OCTOBER 12, 2007		
Morning Walking Audits	8:00 am – 11:15 am	Meet at Scottsdale Stadium Team Shop
Evening Walking Audits	7:00 pm – 10:00 pm	Meet at Scottsdale Stadium Team Shop
SATURDAY, OCTOBER 13, 2007		
Placemaking Design Charrette	10:30 am – 2:00 pm	Coronado High School Media/Library Center

BUSINESS FORUM

THURSDAY, OCTOBER 11TH

This unique forum was conducted as a “Café Conversation” – a method used to create a living network of collaborative dialogue around questions tailored to address a specific theme. The Café Conversation emulates the everyday experience of conversing at the kitchen table or at a casual restaurant.

Participants were asked to sit at tables of five to eight people and discuss questions regarding Downtown Scottsdale. After the first café discussion round was complete, the groups were asked to move to another table and discuss a different set of café questions. Questions included the following:



Group discussion during Business Forum

- With the current trends in reinvestment (commercial and residential) in the Downtown, do you see Downtown as a viable location for business over the next five years? Why?
- What policies could the City adopt that would help your business or the Downtown business environment?
- How do you see the market for your goods/services changing in the next five year?
- What market sectors would you like to see added to the Downtown mix of land uses over the next decade (i.e. more office, hotels, specific retailers, etc.)?
- If you could improve or change one thing about Downtown Scottsdale, what would it be?

Three distinct café discussion rounds were followed by a short debrief with the entire group. Participants were encouraged to write, draw, and doodle on blank placemats throughout the process. The appendix provides a summary of all placemat notes.



Placemat notes from Business Forum participants

KEY BUSINESS FORUM IDEAS

- Pedestrian comfort, safety, visual interest, & connectivity
- Transportation within downtown and connecting to other places
- Character and sense of place – uses, design, and intensity
- Support for new investment, recruitment of strategic uses & retention of small businesses
- Timely information about market to empower businesses
- Clear wayfinding systems to public and private destinations
- Improved parking system

PLACEMAKING VISIONS & VALUES WORKSHOP

THURSDAY, OCTOBER 11TH

Placemaking Visions & Values was the first community-wide workshop focusing on place and placemaking in Downtown Scottsdale. The intent of this workshop was to provide workshop participants with a background on the Downtown Plan and the planning process; highlight the importance of sense of place and its relationship to Downtown; explore the elements that make the Scottsdale area unique; and identify community ideas for how to integrate these elements into Downtown placemaking.

Following a welcome and short presentation about the Downtown Plan and process, participants were asked to brainstorm what it is that makes Scottsdale “Scottsdale”. They were asked to record distinct thoughts on Post-It Notes and then to place their Notes on the wall under the categories of: History, Culture/People/Events, Natural Environment, Physical Environment. The Post-It Note comments were then summarized for the large group to discuss.

Following this summary, participants were broken into small groups to further discuss the results of the Post-It Note ideas and to explore potential placemaking opportunities in Downtown Scottsdale that utilize those ideas. Groups recorded (and, in some cases, illustrated!) ideas for improving the Downtown sense of place that incorporate elements of history, culture. Each group was asked to present one of their ideas or their placemaking story” to the larger group.



Placemaking Visions & Values Workshop

**VISIONS & VALUES
POST-IT NOTE THEMES**

HISTORY

- People
- Farming & Agriculture
- Horses
- Places & Spaces
- Western Town
- Events
- Resorts
- Growth
- Waterfront/ Canal
- Corridors

PEOPLE/ CULTURE

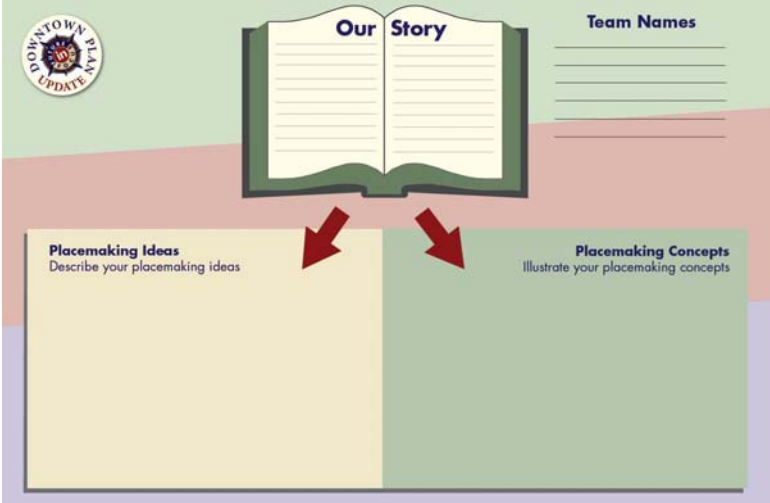
- Arts & Arts Center
- Events – Cultural & Sports
- Nightlife/ Jazz
- Famous People
- Character
- “Old West”
- Golf/Resorts
- Parada del Sol
- Outdoors
- Shopping & Tourism
- Native Cultures

NATURAL ENVIRONMENT

- Water & Washes
- Desert Weather
- Plants & Landscape
- Mountains
- Trails
- Animals
- Shade
- Dust Storms
- Canals
- Parks

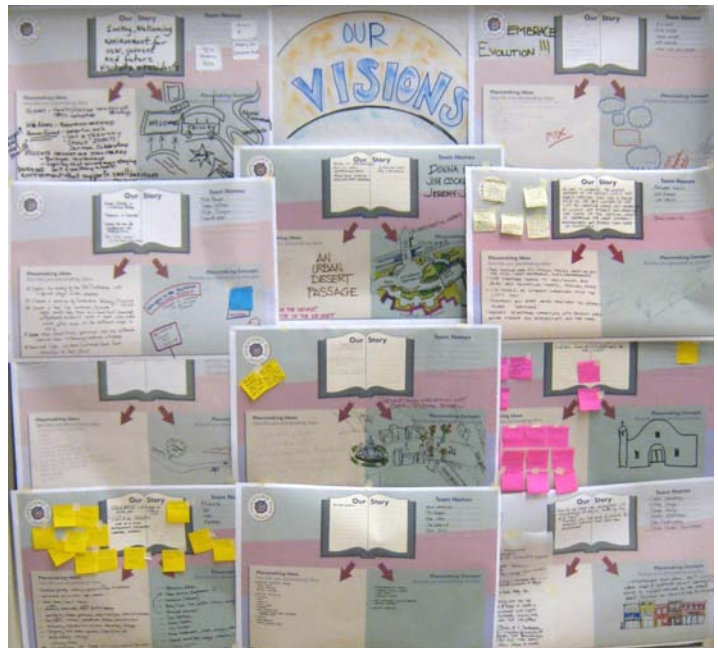
PHYSICAL ENVIRONMENT

- Civic Center
- Scottsdale Mall
- Public Art
- Downtown Districts
- Architecture
- Transportation
- Waterfront Area
- Indian Bend Wash
- Vacation/Resorts
- Wayfinding/ Signage



The worksheet is a template for a placemaking workshop. It features a header with the 'DOWNTOWN PLANNING UPDATE' logo on the left and a 'Team Names' section on the right. The main body is divided into three sections: 'Our Story' at the top center, which is represented by an open book icon; 'Placemaking Ideas' on the bottom left, with the instruction 'Describe your placemaking ideas'; and 'Placemaking Concepts' on the bottom right, with the instruction 'Illustrate your placemaking concepts'. Red arrows point from the 'Our Story' section down to the two bottom sections.

Blank Placemaking Worksheet



Group Placemaking Worksheets

MORNING DOWNTOWN WALKING AUDIT

FRIDAY, OCTOBER 12TH

Walking audits were organized in both the morning and evening hours to allow participants to experience and observe Downtown on foot, as well as allow participants to identify new placemaking opportunities. For the morning walks, participants were divided into five groups based on their area of interest including the Canal Bank Area, Craftsman Court/5th Avenue Area, Stetson/ Buckboard Area, Old Town Civic Center Area, and the Main Street Area.

Teams were transported to each walk starting point via trolley. Walk Leaders guided participants to each of the stopping points. Groups were provided with a workbook/guide that includes a map with the route and stopping points and two digital cameras – one to capture positive images of place and the other to capture negative images of place. Participants were asked to record their or their group's answers in their workbook at each stopping point. Additional dialogue and identification of opportunities were also encouraged during the walks.

Following the walking audit, participants were asked to record their three key opportunities/surprises/findings in the last page of their guidebook. After reconvening as a group, volunteers from the group were asked to informally highlight their experiences and talk about how they think these ideas will contribute to the Downtown Plan. Among the many thoughts shared by participants were:

- Need for more shade
- Positive things happening along the canal
- Need for signage and better connections
- Traffic light timing not friendly for pedestrians
- More family- and youth oriented functions needed in the Civic Center
- Lots of room for growth in the Stetson area
- Need more archways and details at district entrances



Canal Bank Area walking audit group



Debrief following the morning walking audits

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT



Above: Positive Placemaking Elements Photographed by Walkers



Above: Negative Placemaking Elements Photographed by Walkers

EVENING DOWNTOWN WALKING AUDIT

FRIDAY, OCTOBER 12TH

For the evening walks, participants were divided into two groups: Stetson Dr./ 5th Ave. Area and Main Street/ Old Town Area. This was an opportunity for participants to experience downtown after dark. Groups were given flashlights, walking guides, and cameras to document their thoughts about Downtown Placemaking. Some of the key comments heard from participants during the evening walking audits are as follows:

- Create more pedestrian-friendly connections including more streetlights and continuous sidewalks
- Clean up alleys – restaurants could use alleys as outdoor dining areas
- Statues/public art should be lit at night
- Lighting is a concern in the evenings for walking and in seating areas
- More pedestrian comforts are needed including trash containers, bike racks, benches, recycling bins, etc.
- Very attractive for nightlife, however noise can be a concern for nearby residents

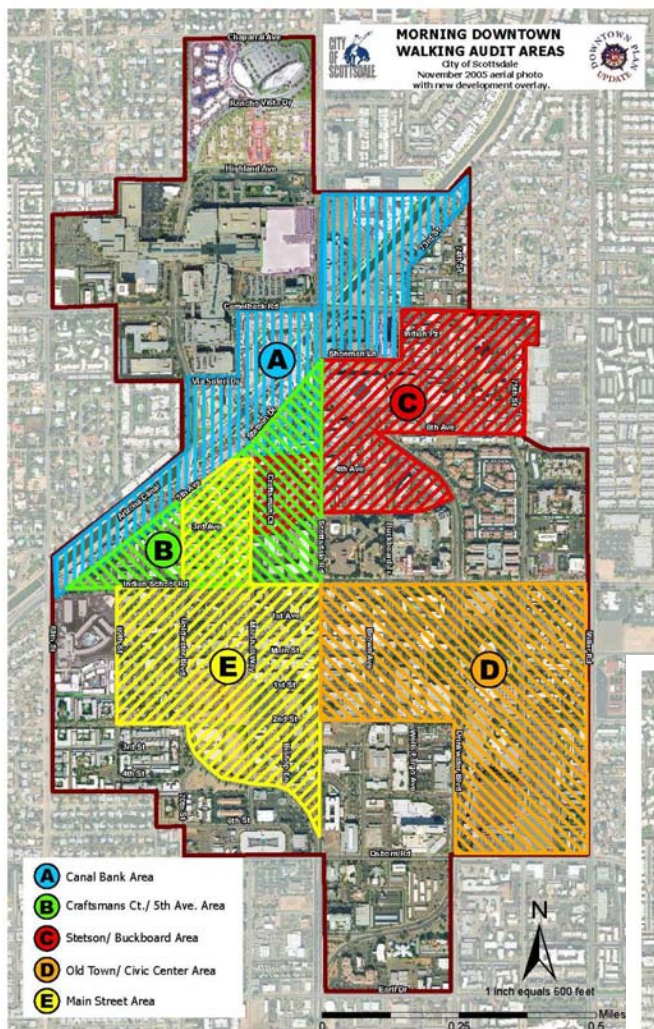


Evening walkers taking a break to talk about their surroundings

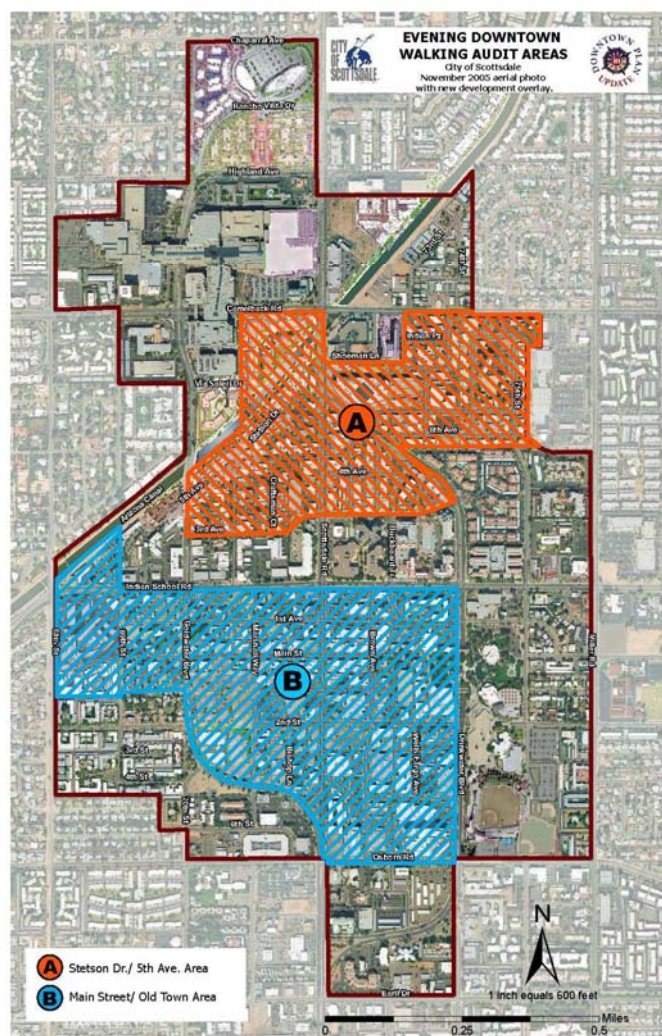


Participants during the evening walks

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT



Morning Walk Map



Evening Walk Map

PLACEMAKING DESIGN CHARRETTE

SATURDAY, OCTOBER 13TH

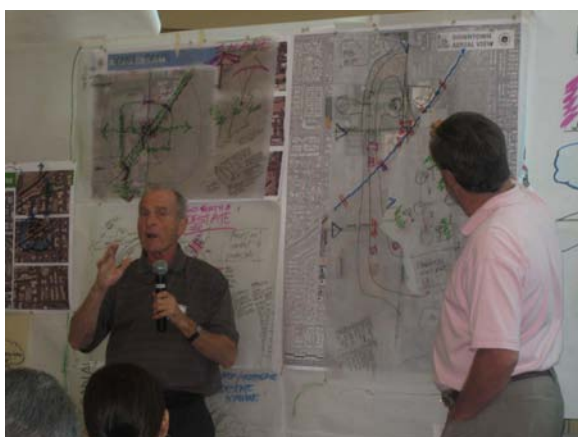
The second Placemaking Workshop was designed to allow participants to develop and/or illustrate placemaking ideas for Downtown. The workshop began with a brief presentation that provided an overview of the Downtown Plan process and purpose, along with the community input garnered over the previous two days.

Participants were divided into planning/design area teams based on their interest. Each team was asked to identify/design potential placemaking opportunities for their planning area (or the portions of their area they selected). Participants were asked to build upon the efforts and outcomes of the previous two days of work, as well as other Downtown experience. After nearly an hour and a half of work, each delivered a five-minute presentation summarizing their plans and ideas. Members of the larger group were also given the opportunity to ask questions of each team.

Many participants focused on enhancing the pedestrian experience and increasing connections and mobility through the Downtown. Participants expressed the need for more connectivity between the different districts in Downtown. Participants also seemed to feel that better identification of individual districts was needed including archways, gateways, landmarks, and improved signage.



Placemaking Design Charrette



COMMUNITY PLACEMAKING RECOMMENDATIONS

From the workshops, walking audits, and business forum, comments were compiled and reviewed to determine some common themes and key placemaking ideas. These recommendations offer a snapshot of community values and design ideas for Downtown Scottsdale. While these recommendations do not represent every detail heard during the Placemaking process, they represent many of the predominant themes heard from the community.

DOWNTOWN PLACEMAKING PRIORITIES

The discussion on placemaking was new (and exciting!) for most of the community members. Following are some of the key themes and priorities which were developing throughout the Workshop series:

- **Welcoming, inviting & small town charm.** Many of the placemaking ideas expressed by the participants focused on creating a welcome and inviting environment. Participants would like to see things such as enhanced information kiosks, events, farmers markets, and blocking off streets for festivals throughout Downtown.

- **Wayfinding and connections.** Wayfinding and connections were viewed as a priority to the community. Participants recommended that signage should be enhanced as well as “themed” for different districts in Downtown. In addition to signage, there is also a need for pedestrian connections between districts. Many participants experienced barriers while trying to walk to different Downtown districts as well as a lack of clarity when you have left and entered into a new district. Participants also expressed a needed for expanding the existing trolley system to provide better connections throughout Downtown.



Workshop participants sharing their placemaking ideas

- **Focus on our kids and youth.** Downtown should be for everyone – from children to adults. Workshop participants believe that encouraging hands-on art, bands, and more youth-oriented activities would bring more families and youth to Downtown Scottsdale.
- **“Pedestrian Paradise.”** Community members were unanimous in their belief that enhancements to pedestrian realm must be a priority for the community. Participants believe that Downtown Scottsdale should be walkable and pedestrian-friendly during every season of the year. Ideas for improving the pedestrian realm ranged from pedestrian bridges, walkways, paths, water features, and shade structures, to name a few.
- **“Because of the Desert, not in Spite of the Desert.”** Design of downtown should be focused on celebrating and building on the desert environment, rather than trying to “overcome” that environment. Participants expressed a number of creative ideas for

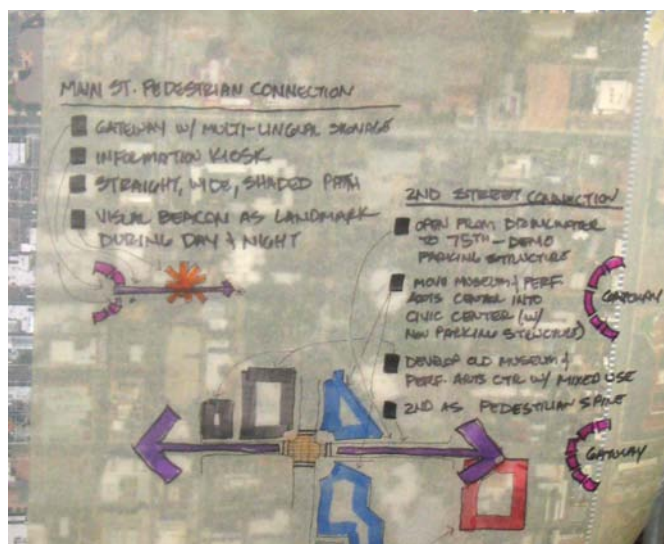
placemaking through celebrating the desert including urban desert passages, creative shade structures (i.e. shade sails), and bringing in an astronomy center to Downtown.

- **“Old West Meets the New West.”** Many of the participants spoke of the parallels between the past and present – adobes to green building, horses to Barrett Jackson’s mustangs! Residents felt that welcoming the new was important for a healthy economy, but that cherishing and preserving the past was equally important.
- **“Embrace Evolution.”** Most participants wanted to embrace new development and new uses in Downtown as a natural part of downtown evolution and organic change. Participants were open to allowing new uses in Downtown if small businesses were protected. New ideas included a virtual history tour, encouraging green building design, and applied technology.
- **“Urbanites in Suburbia.”** Participants envisioned a Downtown Scottsdale that balanced urban living and development with the existing low scale Downtown buildings. Community members envisioned Downtown Scottsdale to have all the urban amenities, such as mixed-use development, unique shops, services, and culture & arts, while still balancing new development/growth and history/preservation.
- **Celebrate & honor history.** Community members desired to continue to celebrate and honor history in Downtown Scottsdale. Placemaking ideas included incorporating the history into the Downtown infrastructure included telling the story of Murphy’s ditch on the waterfront and designating historical buildings and districts in Downtown. The story of Scottsdale’s history should continually be told through timelines, events, murals, and sculptures.

PLACEMAKING DESIGN RECOMMENDATIONS

During the walks and the Placemaking Design Charrette, participants identified and developed placemaking recommendations for specific locations within the Downtown. A number of locations were identified by participants for enhancement, including the Canal Bank Area, Craftsman Court, Civic Center, and Main Street. The following are some of the specific design ideas that were heard:

- **Canal Bank Area.** One group expressed the importance of the canal as a pedestrian pathway calling the canal the “pedestate”. Their idea to enhance the canal included pedestrian bridges, lush landscaping, and shade structures.
- **Enhance Craftsman Court Connection.** Community members envisioned enhancing the connection from Fashion Square to Craftsman Court and the Arts District including a pedestrian bridge over the canal. Workshop participants also discussed ways to enhance activity on Craftsman Court including attracting restaurants, enhancing streetscape and landscaping, and developing better connections between parking and the street.



One group’s design recommendations

- **Civic Center Revitalization.** Community members discussed the importance of the 2nd Street connection between Drinkwater and 75th Street. One group recommended demolishing the existing Civic Center parking structure to enhance this connection. The museum and performing arts center could then be relocated to this area with a new parking garage and new mixed-use development.
- **Main Street Pedestrian Connection.** Main Street was identified as an important pedestrian pathway through Downtown. Ideas to enhance this connection included a gateway arch with multi-lingual sign, information kiosks, wide shaded pathways, and a visual beacon as a landmark.

CONCLUSION

Over a three-day period, more than 150 community members were given the opportunity to work together and identify the values and visions for their Downtown. Through this unique Placemaking process, several themes for future of Downtown Scottsdale emerged as described in this report. These visions, values, and placemaking ideas will contribute to the framework and overall vision for the Downtown Plan Update . . . ensuring a community-based plan.

APPENDIX

BUSINESS FORUM PLACEMAT GALLERY OCTOBER 11, 2007

MARKET & SECTOR

Market

- Demographics
 - Baby boomers
 - Empty nesters
- Linkage to surrounding communities
- More public spaces, parks, and amphitheaters
- Protect local businesses/residents from high density
- Need gathering place or places – incentives for pocket parks
- Exchange alleys for “buffer zones”
- Look to other cities for inspiration (Portland/Seattle/San Francisco, Paris)
- Balance of high-rise/high density vs low profile buildings
- Groups, tourists
- Big Draws: Spring training
- Need support for summer business from business community
- Small business suffer from neighbors such as bars
- Corporate sponsorships for public spaces
- Brand marketing
- Theater
- Outdoor amenities
 - For children/family
 - Daycare
- Higher education facilities
- Influx of residential Downtown
- Integrate segments of downtown?
- Fill “dead” areas
- Parking garages aren’t economically feasible
- Retail rents are going up too high for small business – subsidize ground floor retail w/controlled rents
- Use needs:
 - Class “A” office
 - Do we want “big money” or “small money”?
 - We walk a fine line...
 - Public needs vs. property rights
- Don’t want to end up like Downtown San Diego: Homeless people, drugs, empty businesses
- Changing demographics; all things to all people
- Improve; build other districts
- Buffers
- Incentives/trade offs
- Need restaurants to stay open a bit later
- Restaurants are starting to stay open later (i.e. Main St. area)

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT

- Hospitality – spring training – the biggest draw
- Need summer support of local folks
- Limited nursery (plants) for new residents
- Make Scottsdale mall connections
- SRP canal (cover portions)
- Landlord/tenant challenges – holding prices/rent
- Bridges help
- More walking
- Exposure to business from residents
- Partnership w/business & communities to network with local BS.
- Residential – huge impact
 - Will change hrs of op
 - Will affect restaurants
- Hope it's a good impact:
 - Folks will leave in the summer
 - If rented, will there be deterioration
- There is an “us” & “them”
- Transportation for outlying areas & internally
- Business is dwindling; the serious shopper isn't getting through
- Bars are presenting folks from knowing there's good retail
- There is a seedy area where visitors won't go
- Need a “charm” we don't have yet
- Need linkages from waterfront to all
- Bring in “EATZ”, like Dallas, which offers a destination grocer
- Add charm – a cultural fabric
- Festivals (Food/Fashion); regular events
- Village environment
- Parking signage
- Points of interest
- Public spaces
- Dec. 4 study session
- Walking district
- Affordable rent as city grows
- More friendly to pedestrians walking
- Maximize civic center mall (better connections)
- Nocturnal traffic isn't safe
- We're missing high-end office – need balance – Class A office
 - Attorneys, medical
- Hospital isn't seasonal anymore – transportation is a problem – recruitment parking is a problem – hi-speed rail on Loop 101 – open east/west arterials
- Scottsdale should be a destination & point of interest
- Branding & charm missing
- Scottsdale is synonymous w/Beverly Hills & Waikiki
- Night-time uses hurting daytime uses (Negative news reports perceptions, etc)

Sectors

- Shortages:
 - Family-friendly

- Pets
- Children
- Better transportation – trolley system – expand to surrounding areas, businesses
- Public/private incentives to restrict/promote big or small businesses
- Business to support day-to-day needs of residents – how do you balance the needs of both?
- Revitalization of Miller/Camelback Center (Sunflower)
- Late night restaurants past 10 or 11pm
- Downtown nursery – streetside plants, flowers
- Public safety
- Open spaces for children (parks, playgrounds, miniature petting zoo)
- Farmer's market
- Connect Civic Center Mall for downtown
- Overhead park/greenbelt
- SUPERMARKET!!
- Gas station /convenient store
- Hardware store
- One-of-a kind retails
- Neighborhood services (grocery store, dry cleaner, florist, etc)
- Office residential
- Hardware store
- Plant nursery
- Retail serving regular folks
- Theater
- Partnership w/museum
- DT daycare w/outdoor facility
- Higher education
- Independent retailers
- Desert Stage Theater
- Culture
 - Performing Arts Center needs update
 - Music festival
- Annual events
- Retain small independent businesses, who are part of the community (repeat business)

IMPROVE OR CHANGE

- Expand public transportation
- Parking in relationship to # of units
- Class A office
- More mixed use
- Let the free market work
- Increase density?
- Smart growth
- Plan to respect character and allow change
- Have Indian School less than a barrier split. N. of Indian School different feel from S. of Indian School. Maybe a park to create more flow.
- Curtail height to 36 ft. Limit density (building density)
- Increase green building

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT

- Cleaner fuel sources for trolleys
- Expand development south of Indian School
- Create a more appealing entrance at Scottsdale Rd. & Earl
- Don't concentrate height in one area. Allow higher buildings S. of Indian School
- Increase diversity of businesses, people & buildings
- Create more attainable housing
- Offer incentives to independent businesses
- Limit building to deal with our temporary water supply
- Create more public space
- Create more transportation options. Limit the car.
- Add more parks
- Limit number bars in Downtown – problems for residents & adjoining businesses
- Bar owners need to work together to address issues
 - 2-3 pm (crazy time w/noise, etc in outdoor) – conditional use permit process is better.
- Increase police presence in Downtown
- Need to look for office development
- Façade program – need more help to make it happen – approval process through planning can be too complicated
- Need to get business owners to park in public garages – to leave street parking
- Just south of DT looks ugly & depressed
- Need to make it easy to get to Downtown (need better transportation)
- DT staff group has expertise
- DT focus group – need full dimension of interests
- **CAN'T IMPROVE UNLESS YOU CHANGE!**
- Block some ends & make it only pedestrian like Boulder - make it more pedestrian friendly
- Courtyards here & there – Europe has performances, fresh flowers, fountains, table seating
- Wide sidewalks are boring – bring charm to Downtown
- June – October, tough to attract pedestrians
- Parking – mass transit – transportation network
- Forum for business – retention in growing market – example – retail rent
- Provide options for existing residents
- Variety of housing choices
- Relaxed height restrictions
- Best use of space
- Improve S/E corner of Scottsdale & Camelback Rd.
- Make Scottsdale Downtown a destination – it's lovely, lonely & boring – needs charm
- Change between entrepreneurial world & bureaucracy of city – make trolleys available to reduce parking needs – partnerships for parking
- Change pedestrian – must be a world class pedestrian – lots of shade
- Cont. incentive for bldg improvements – tenants
- Clarity about future plans for Downtown
- Need easy to find/reasonably situated parking
- Better signage directing folks to highlights
- Need density & height to generate pedestrian
- Shade
- Mix performance/live music w/downtown – flamencos & castinettes – encourage Spanish feel/cultural
- Curtail further height to 36'

- Limit base – series 6
- Conditional use penalties
- Public art demo
- Distinctive making for districts
- Appeal to younger demographic
- Better wayfinding
- Promote jazz bars ++ or other “activated streetscape” go to Cultural Council. Need gov’t incentives/parking requirement changes to accommodate this
- Not really one stop shop
- Desperate need for affordable housing & apartments
- Need to look at Class A office & workforce housing – incentives & encouraged employer partnerships
- Look at housing on campus at hospital?
- Must accommodate services - create a village – communities within communities, like Optima
- Need to decide if we’re gonna be big urban or sustain the La Jolla feel
- Downtown Park
- Additional retail mix
- Additional employee/customer mix
- Park – passive open space
- Soften streets. There’s sails (material to shade pedestrian walkways) Durban, S. Africa
- Eliminate dead zones – need lively atmospheres to continue link [sic] (got pump zones that shouldn’t be there. Need seamless connectivity.
- Consider closing streets at points
- Through zoning encourage practical well prices art gallery space (subsidized by developer)
- Clarity on height & density
- Encourage nighttime activity
- Business in Downtown open later Fri/Sat/Sun
- Consistency with business opening hours
- Bulk of small business revenues form tourism
- Enhance Main St. from Valley HO. Downtown
- Better trolley route
- Better linkage with different areas of Downtown – especially for walking
- Better taxi services
- Zip cars/bike for rent
- More events year round – especial in the later part of the year
- City should not widen sidewalks - must make it intimate - breakdown between Northern & Canal Bank - get cobblestone European feel
- Need biking on Scottsdale Road – much more bike-friendly, parking
- Couplets still aren’t used – they aren’t working – marketing
- Make underpasses

REINVESTMENT POLICIES & PARTNERSHIPS

Reinvestment

- Yes, people are coming (based on new building) still some residential vacancy
- Need services for people who live here – services – grocery, hardware (walking distance)
- Need better use of existing buildings
- Might be an economic issue – too expensive for some uses

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT

- Need local service oriented businesses
- Tourism is still paramount – parking, trolley
- Need someone in DT who helps bring in new businesses (business service – c of Scottsdale)
- WE WILL BE VIABLE IN 5 YRS
- Collision course – land is so expensive (to turn things around will need more density)
- City can't control buyers/sellers, but can control what can be developed
- If you overpaid for land, that is your gamble
- Rental rates going up – may push out small mom & pops. Also true for housing.
- Positive is that bright people are getting involved early in the process, including staff
- Land banking – land price up. Big money vs. small money. Ex. Goldman Sachs investment in Scottsdale.
- If more people live downtown, it will help businesses survive better. Protect some districts through zoning or other means
- Cost of land increasing = increased height & density – economic reality vs character policy
- Private parking structures & other site
 - Get message out about what downtown “is”
- Services parking, density land costs, marketing key
- CVB – Green marketing
- Real estate costs may drive out independent businesses
- Need for affordable office space
- More reinvestment south of Indian School
- Improve exterior of buildings
- Help people reinvest in their buildings - City to play more visible role. Walk them through renovations & provide tangible resources.
- Will be increasing difficult to bring in service sector to serve a 24/7 – may affect the type of business that will reinvest

Policies/Partnerships

- Businesses need to be more involved in making plan for DT
- Need marketing group of businesses
- Limit liquor sales – don't move toward bars (nightlife) very difficult because of State board
- Owners are often at odds with what works for c
- Plan review process is too complicated
- Need to know profile of who new residents are
- Shared parking – how to utilize parking areas that are underused at different hours.
- Entertainment at night would have parking & maybe use trolleys to move people around.
- Create better pedestrian links for parking to businesses.
- Remodeling incentives & permit fee reduction are helpful tools.
- City could assist business w/design help to improve – individual streetscapes, etc.
- Sanitation/street cleaning will be issue w/more residents – maintain/improve infrastructure & open spaces
- Council should have more support because of large responsibilities w/larger budget
- Transportation is important, especially with new DUI laws, plan ways to get people into Old Town. Light rail may be a possibility. Better bike linkages from neighborhoods to Downtown.
- Creative zoning in exchange for restricted (lower) ground floor retail space
- Offer bike incentive, bike racks
- City policy to encourage small business owner to reinvest in their own building
- Encourage property owners/neighbors to talk

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT

- City to serve as convener liaison/facilitator
- Subsidies to companies to invest
 - Whole Foods
 - Upscale services
 - Smaller specialty markets
- Support small/traditional Old Town businesses and institutions
 - Ambassadors
 - Get hotels involved on local institutions – historical significance
- Policies related to traffic mitigation
- The City should encourage retail and office developments which provide small spaces for the retailers who cannot afford the larger spaces such as those on Main Street. For example – certain user can thrive in spaces of just a few hundred square feet. Common restrooms, etc. can make this more feasible. This can also create a “small village” atmosphere. Residential over retail would fit very well with this concept.
- Tax break (subsidy) to encourage needed business
- Must connect trolleys to other transportation – must be links
- In Europe, buses take folks to stations; trams pick up for “shop” travel, but there’s no motorized traffic in these areas
- Trolleys/trams should “go” by all shops
- Transportation must support downtown – Rapid Rail up Loop 101 & arterials on East/West routes
- Partnership between hospital, city & others to get apartments & labor housing – controlled rent districts? Other? Zoning overlays? Know there can’t be “a taking” – there has to be some innovate thinking
- Policies/partnerships to encourage reinvestment – city consultant to help offer ideas – no cost – intellectual partnership
- Zoning to encourage reinvestment
- Encourage pockets of open/public space smaller
- Need more parking for Downtown to keep it viable
- Property owners need the City to help organize the use of shared parking so that entertainment sites can enable their customers to use transportation by using trolleys or buses – primarily in the Indian Plaza area.
- LT. rail on modern street car
- Concierge training
- Tram system over canal – attraction – an elevated tram – through congested areas
- Mass transit – State & City, but there should be partnerships with cab companies & limo companies
- Tram, bus – no cars! Or elevated above canal – taxis, bikes or pedestrian zone

**VISIONS & VALUES
POST-IT NOTE EXERCISE
OCTOBER 11, 2007**

HISTORY

People

- Winfield Scott (listed twice)
- Winfield Scott, founder
- Winfield Scott – house – Downtown Scottsdale
- Honoring Winfield Scott beyond the CVS statue
- Barry Goldwater
- Herb Prink-Water's legacy
- Frank Lyold Wright, Taliesin School of Architecture
- Bil Keane and Erma Bombeck are locals
- Founders of Scottsdale invisible in history books 1917 – Mexican families who immigrated legally
- The people that are responsible for building Scottsdale
- WWII prisoners
- Home of conservative personalities
- Our Indian nation
- Archeology – Hohokam Indians canals
- Melting pot cultural/and diverse in population, Scottsdale Road was main transportation roadway, Indian land/influence
- Indian history
- Indian culture
- Signage re: Corp of Engineers accomplishment in 9-mile flood program. Include date.
- Snowbirds

Farming/Agriculture

- W.J. Murphy's Ditch (Dug AZ Canal)
- Farming
- Farming citrus
- Farming – famous Pima cotton
- Chaparral orange grove industry
- Communal watering agricultural background
- Native American farming
- Orangedale
- Big Oleanders
- Irrigation
- Cotton, citrus, dairy
- Citrus orchards
- Scottsdale agricultural beginning
- Ranches, cattle changing the landscape
- Orange orchards, olive trees, palm trees
- There used to be a waterfall on the canal at Scottsdale Road & Camelback. We miss it.
- Orange trees

Horses

- Horses

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT

- Cattle drives history
- Horses going by my house – horse property south of Chaparral off 86th St.
- The death of horses ability to travel the city
- Horses once roamed the streets of Downtown
- Horses tied up to hitching posts on Main Street
- Horses have the right away

Specific Places/Spaces

- Architectural influence in Scottsdale
- Little Rock School House
- Scottsdale High School
- Restore or make duplicate of original library building for student learning site
- Celebrating the old Southwest by creating a mini library within the arcaded art blds with material only on Scottsdale
- Downtown core of early Scottsdale
- Taliesin West Artist Society
- 5th Avenue as center of high fashion, one-of-a kind artists
- Fashion Square - Land was Fairgrounds
- 5th Ave. Shops
- Little Ma & Pa jewelry shops on 5th Ave. for which we drove from far away Mesa in 1973 - 1977
- Sugar Bowl – or other historical restaurants in Old Town (Pink Pony, etc.)
- The Pink Pony
- Sugar Bowl
- Photo history of original hospital – Scottsdale Baptist Hospital
- Military influence, Thunderbird Field
- 4333 Building
- Buildings, churches, bars
- Arcadia environment
- Provide a desert garden near Civic Center

Specific Places/Spaces

- Western town (listed twice)
- Connection to our “Western” history
- “Wild West”
- Gun fights
- West’s Most Western City
- The Downtown Cowboy, “The West’s Most Western Town”
- The Old Town Cowboy who greets you as you come in
- Pioneering spirit, sense of community, reliance on each other
- Remembering historic buildings that have been torn down
- In the 1970’s Scottsdale Downtown still had some wooden sidewalks.
- Rebuild hitching posts where horses did & can (i.e. Prada Del Sol time) be hitched.
- Rapid change from a semi-western town to a semi-California city. An uncomfortable change to more heat & humidity.

Events

- Downtown movie shows

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT

- Miracle of the Roses play – 13yrs. Famous people participated – Patricia Benson, Paul Coze, Ted de Grazia – Clare Booth Luce, Gov. & ambassadors
- Food fairs
- Parade del Sol (listed twice)
- The Parada
- Street dance on Main & Scottsdale Road during Parada del Sol
- Continue to encourage and improve the Parada del Sol
- Sugar-Bowl

Resorts/Hotels

- Resorts of the 1950's
- Famous for resorts in winter
- Old hotels like the Valley Ho
- Growth of beautiful resorts
- Famous resorts

Growth

- Rapid growth
- Scottsdale is only 60 years old
- Still seen as an oasis?
- Low buildings
- The decline of the West's Most Western Town look & feel
- White tent city
- Scattered autonomous villages
- 5 acre ranch behind my house in South Scottsdale

Waterfront

- Developing the Waterfront
- The development of the Waterfront

Spring Training

- Spring training for baseball
- The Cubs & free spring training

Health Care

- Do you know who owns Scottsdale Healthcare?

Shopping

- Developed distinctions shopping experiences – shaded walkway
- Preserve eclectic mix of shops & restaurants owned by individuals – not chain stores

Recreation

- Desert landscape
- Golf

Corridors

- Creation of Indian Bend Wash
- Arcadia Water Company & canal system
- The open desert on Shea off Hayden – Pima & all the way East

- 68th Street was a landing strip

Other

- How long was Scottsdale High School located on Indian School Rd?
- Provide viewable plaques/signs for historic business – long-term businesses such as Sugar Bowl.
- Old School House, Pioneer, Old homes
- Desert environment – plants, mountains
- Hayden Road ended at Indian School
- Fire department
- Airport – flight training
- Relationship w/Salt River Pima Indians

CULTURE/PEOPLE

Art

- Establish a children's theater
- Better art not junk
- Art walk (listed 3 times)
- Art galleries
- Scottsdale arts fairs
 - Thursday art walk
- Scottsdale public art
- Contemporary Arts District (Marshall Way) & art walk on Thursday night
- Take over arts council
- Watercolor painting
- Advertise Arts Walks other than in resident mailings
- Cultural attitude
- Art walk, connect Main St. to Marshall Way
- Have outdoor street performers in the winter months
- Artsy
- 5th Avenue shops & Marshall/Main art walks
- All the rusty metal the calls art
- Art Gallery District
- Strong attachment to arts & culture
- Strong interests in Arts
- Scottsdale Art Walk
- Art District
- Art
- Art galleries
- Access to a great art district
- Thursday night art walk
- Thursday art walks

Sports

- Sports
- Spring training (listed twice)
- Giants spring training
- Sporting events

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT

- Baseball

Performing Arts

- Performing arts
- Center for the Arts
- Scottsdale Center for the Performing Arts
- Our contemporary art museum

Events

- Green Festival
- Great AZ picnic
- Culinary Festival
- Scottsdale Culinary Festival
- Art & Culinary Festivals
- Free Sunday concerts in the park
- Sunday a fair
- Summer concert series
- Scottsdale International Film Festival
- Scottsdale Arts Festival
- Festival of the Arts
- Heart Beat Event at South Bridge
- Scottsdale has feeling of a large city for arts & entertainment
- Existing urban environment allows for better communal interaction as opposed to other local cities
- Barrett Jackson

Clubs

- Bars/nightclubs in Downtown
- More live jazz culture
- Bar hopping

People

- Mayor Drinkwater
- Herb Drinkwater
- Drinkwater Pride
- Barry Goldwater
- Goldwater branding
- Frank Lloyd Wright
- Movie stars hanging out
- Have park walks down flood plain w/speakers telling what we see & how it has changed

West

- Western
- Independent spirit of the old west
- The history of why we are so western the real story
- Cultural cowboys
- Rodeo
- School bands, rodeo for the parade

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT

- History of cowboy influence
- Strong sense of western culture
- Mix of western and modern cultural influence
- Western flare
 - Cowboys
 - Parades
 - Joy of children on curbs
 - Blacksmith shop
 - Small buildings which were in such human proportion as opposed to corporation indulgence and exploitation
- Culture
 - Western cowboys
 - Artist's art walk
 - Parade Sol needs to have more school bands at the parade
- Have the security or tourist guides dress like "cowboys" or "cowgirls" in wintertime. It will make them easy to talk to and picture taking opportunity.
- Village celebrations in 1200 A.D.

Character

- Feeling of a small Downtown
- Small town feel
- Ranch lifestyle
- Community involvement
- Reason for the lack of posters & billboards in city
- Wealth
- It's divided North – Central – South, Affluent – Middle Class – Poor
- Still perceived as Snotsdale!
- Cleanliness of city
- Homogeneity
- Friendly
- Retirees

Golf

- Golf
- Golf town, social networking
- Resorts

Parada Del Sol/Horse Parade

- Parada
- Parada Del Sol
- More bands in the Parada Del Sol
- More support of Parada Del Sol
- Horse parade

From...

- Wide mix of people form other locales
- Lots of Minnesota natives
- Winter visitors "Snow Birds" from Midwest

Outdoors

- Fantastic parks
- Programs for kids
- Steeped in a love of the outdoors and nature
- Environmentally conscious
- Public park through entire city
- “Outdoorsy”
- Physically active
- Civic Center Plaza

Shopping

- Shopping!
- Addicted to retail \$
- Wine tasting

Native/Indian & Hispanic Heritage

- Cultural Indians
- Indian community & influence
- Strong influence of Native American culture
- Indian neighbors
- Celebrations of native heritage
- Indian culture as exhibited in the Heard Museum
- Have fun visiting and shopping original downtown Indian art stores – illuminate local Pima/Pagago arts
- 1) Indian land ownership, 2) fast drivers, 3) new residents very prevalent
- Celebrations of immigrant heritage – Hispanic
- Hispanic Heritage Day
- Spanish people & their religion & their colorful traditions
- 75th anniversary of Mission Church 2008
- Banish the Cultural Council and form a Commission in its place

Other (also written – Tourism)

- The New-Old
- Welcome & inviting for all, embrace evolution, celebrate history, waterfront as icon & “bridge”, the desert, urbanites in suburbia, wayfinding, J. Murphy Diton – history, small town feel
- Welcoming & inviting, pedestrians, small business, support
- Kid-friendly, pedestrian circle – overpasses, new-old, multi-generation
- Old-new – evolution & multi-generation, history – natural & physical, pedestrian connections, welcoming & small town, small

NATURAL ENVIRONMENT

Mountains

- Mountain
- Mountains (listed 4 times)
- Mountains play a role
- Mountains – diversity between desert & mountains
- Mountain views

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT

- Great mountain views in all directions
- The beauty of the mountains, were they really planned that way
- Loss of mountain views
- Wish we could see Camelback Mt. again
- Always keep our wonderful Camelback Mt. visible!
- Camelback Mountain (listed 5 times)
- Camelback Mountain orientation
- Views of Camelback Mountain
- Camelback and blue sky background
- Historical areas emphasized trees, etc, activities in Camelback
- Foothills/mountain ranges – McDowell, Camelback
- Sonoran McDowell Mountain Preserve
- The McDowell Sonoran Preserve
- McDowell Mts.
- Papago Buttes
- Canal environment
- Greenbelt
- Open spaces

Landscape/Plants

- Desert landscape (listed twice)
- Desert landscaping (listed twice)
- Saguaro, desert landscape
- Saguaro is revered
- Desert plants along streets
- Rule that all trees to be planted by Desert Trees
- Native plants unique to the desert
- Native plants on the golf course
- Lots of plants & trees
- Cottonwood trees along the canal to reflect our past history
- Canal – we have water - let's emphasize and enhance the water
- Year round gardening
- Resort style landscaping
- 1) Horses, 2) cactus, 3) colors
- The smell of Creosote bushes in the rain
- Music on the lawn during the summer
- Low scale views
- Too much grass
- Flowers
- Citrus groves
- Palm trees (listed twice)
- Olive trees
- Sky, sun
- Bright light, sparkle, backlighting, purple shadows
- Red sunsets

Dust, Desert, Weather, Heat

- Subtropical climate

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT

- Sun/outdoor temperature
- Sun! Sun! Sun! – few appropriate trees, life was a struggle until irrigation, canal
- Abundant sunshine
- Sunsets
- Striking sunsets
- Sun and shadows
- Tour of AZ sunsets – different art forms scattered in downtown – tour could be given on trolley
- Weather
- Weather!
- Weather, use of transit shelters [sic]
- All American city – 70% residents college graduates
- Moon risings
- Enjoy heat – show means we use it to survive it & use it
- Dry flat land
- Desert (listed twice)
- The desert
- Desert landscape (listed twice)
- Desert landscape
 - Cactus
 - Sky
 - Stars
- Desert botanical garden
- Desert parks & walks
- Blue sky
- Upper Sonoran Desert
- Desert, open skies, mountains
- It was a lot cooler 20 yrs ago!

Water/Wash, Canals

- Indian Bend Wash (listed 7 times)
- Indian Bend Wash park system
- Indian Bend – creating it as a “natural” space
- Hayden Indian Bend Wash, parks, green space
- Canal
- Canals – water
- Water – canals
- Improvement of the canal banks
- Flash floods, dry islands
- Water features/fountains
- Pima Corridor
- Lush city parks – greenbelt

Other

- Animals
- Shade
- Papalno Park
- Bike paths (listed twice)

- Awesome bike trail system
- Bike path/greenbelt
- Lots of opportunities for outdoor recreation
- Clean
- Open space
- Increase open spaces but not at the expense of height for public entertainment for children
- “Green streets”
- Fashion square
- Blooming desert
- Frank Lloyd Wright’s Talisen
- Mission Church designed by Robert T. Evans son of Jessie Benton Evans, 14,000 hand made adobe bricks
- Transit shelters
- Sonolan Desert
- Protecting the environment more for North Scottsdale
- Tell the story of the desert all the hidden secrets
- Black smith shop
- Zoo
- Wildlife – quails, migrating birds
- Influx of new people last 10 years
- Need outdoor amphitheater for performing arts to celebrate outdoor beauty

PHYSICAL ENVIRONMENT

Civic

- Civic Center
- Civic Center Plaza (listed twice)
- Civic Center Plaza – buildings, walkways, function & beauty
- Civic Center Mall
- Put Civic Center back in sunken garden
- Scottsdale Mall w/City Hall, museum, Performing Arts
- Restaurants/library & other buildings opening right onto Civic Center Plaza

Public Art

- Horse Fountain
- Art – horses
- Turrell Knight Spare @ SMOCA
- The Doors
- Art museums & galleries
- Galleries
- 101 Walls
- Public art – freeway, streets, bridges
- Immigrant communities, rituals, missions, building
- Walkable spaces art district
- Art walk plaza – let’s build it over Indian School Road – connect Main St. art to Marshall Way
- More sculpture throughout different areas

Fashion Square

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT

- Fashion Square (listed twice)
- Scottsdale Fashion Square (listed twice)

Old Town & Districts

- Old Town (listed twice)
- Walkable streets
- Sidewalk cafes
- Corner Brown & Main
- Market lights over streets
- Trolley
- LaLoma School
- Lulu Belle
- Cobblestone streets
- Scottsdale Road, Chap – Osborn
- Bischoff's
- “Western tourist town” – part of downtown
- Old West buildings Downtown
- Western building motif
- 5th Ave art shops
- Continue to improve crosswalks – make them visible, unavoidable, and beautiful
- Continuity of building motifs in downtown area
- Scottsdale Road Osborne to Camelback mix of old/new buildings
- Walkway on McDonald from 86th St. to Pima
- Palms – Scottsdale Rd. – hotels & resorts stretch
- 3 districts
 - Art
 - Entertainment
 - Shopping

Waterfront Canal

- Waterfront
- Waterfront Towers
- Waterfront development & Fashion Square
- Waterfront area (canal front)
- Canal – let's enhance it
- AZ Canal
- The Canals
- Fountains – the downtown fountains are awesome (& 10 degrees cooler)

Indian Bend Wash/Greenbelt/Open Space

- Indian Bend Wash (listed 3 times)
- Indian Bend Wash Greenbelt
- Greenbelt (listed 3 times)
- Greenbelt and park system
- Greenbelts and golf courses
- Golf
- Golf courses (listed twice)
- Open space

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT

- Parks
- Chaparral Lake
- Chaparral Park & Lake
- Arcadia area
- Hayden Road
- Landscaping on Hayden
- Main Street
- You always feel like you are on vacation
- Desert Botanical Garden (Phoenix)
- Desert sunrise & sunset
- School children need to know and understand history of naming “Praying Monk” on Camelback Mtn.

Architecture & Scale

- Architecture
- Architectural theme of rooflines on Brown Ave.
- Urban housing being built downtown
- Optima Camelview Condos
- Optima Camelview – Wow
- Optima Camelview (other new modern places)
- Modern buildings
- Contemporary architecture
- Nothing is old
- High rises are great!
- Keep buildings under 5 stories, use “green” bldg techniques
- Low scale
- Low scale tastefully retained or redevelop bldgs
- Camelview Theater – art deco
- Early 1920’s buildings
- Start of interesting architecture
- No more 13 stories or higher buildings
- The history on the house that looks like a cake
- Monterrey Medical Pavilion
- Taliesin West – the basis of all design in Scottsdale
- Leave downtown alone – just paint
- Building of Scottsdale Community College
- Human proportion of bldgs, easily relating to heritage of Indian forbearer
- Keep it human single story
- Create fabric/ (artistic) shade structures that can be dismantled in a public celebration (Mayor) on the last day of summer!!
- Southwest, arid, hot environment embracing [sic] design
- Mod/60’s homes mid-century architecture neighborhoods
- 1) Original homes, 2) Downtown building, 3) brick structures

Other

- Scottsdale is a very well planned city
- Night clubs
- Loss of views due to high rises

- Loss of ranches
- Heat stress
- Very clean
- Skyline
- Not so many power poles
- More street lights in unique residential areas
- Hike, golf, mountains
- Hiking trails
- Lack of billboards
- Community signage over streets
- It's hot! How do we make it cool?
- Negative effects of I01 freeway to Scottsdale residents
- Remove the political signs pre-election
- Focus on Salt River Community & its importance to Scottsdale
- Camelback Mtn.
- The city itself seems flat offering few vistas – rinse & repeat every few blocks
- Plan to talk about Camelback Mtn. – major physical environmental piece – can no longer be seen in most of Old Town because of lifting of bldg height restrictions
- Scottsdale Library
- Scottsdale Spring Training Stadium
- Even with the extreme heat there is always a place to escape
- Directional signage to parking
- Infrastructure & regional attractions
- Adjacent reservation/open land
- Traffic congestion
- Lack of parking in event season – more in general

MORNING WALKING AUDIT NOTES
OCTOBER 12, 2007

STETSON/BUCKBOARD AREA

- Axis-Radius could be used as a convertible plaza space
- Open Galleria on another side
- Alleys are opportunities
- Farmers market and/or art fair in plazas
- Need to power wash sidewalks
- Need shared parking policy
- Signage for public parking
- No synergy or energy – very dull and lifeless
- Needs some focus and direction
- Needs some character
- Utilize south bridge – farmers markets, etc.
- Stetson area need an identity
- Residents will need services – cleaners, grocer, and drugstore
- Needs shade, landscaping, water features, paths

OLD TOWN/CIVIC CENTER AREA

- Great variety of interest point, but lacking in signage
- More public art as anchors or gateways
- Connections to other Downtown districts with well lit and adorned walkways
- Re-brand Scottsdale - bridge old and new
- Need directional signage at key locations that is visually interesting and not subtle
- Blending of old and new is good – parking garage that includes old west theme is a good example
- Create more identifiable archways to announce entries into areas (i.e. transition from mall to old town and civic center)
- More pedestrian comforts – shading, misting, etc.
- Beautification of nooks and crannies (underutilized spaces)
- Civic center buildings (i.e. Justice Hall, City Hall, Police Station) are not “civic” enough
- Utilize ball field for more events
- Identify various districts with public arts and landmarks
- Incorporate youth and children into Old Town and Civic Center

MAIN STREET AREA

Character

- Mix of western and contemporary architectures and mix of low and high rise buildings – some like and some dislike
- Mixed-use infill on 1st Street is excellent
- More outdoor cafes

Streetscape

- No visible wayfinding at the Main Street Plaza
- Grates are nice but should be a part of the streetscape

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT

- Need more pedestrian level lighting

Circulation

- Close off northbound turn lane on Scottsdale Road at 1st Avenue and put in barrier for pedestrians on both sides of the crosswalk to protect from cars.

Pedestrian Amenities

- Extend median on Goldwater and Marshall Way to crosswalk to protect pedestrians
- Add bulb-outs (i.e. Main Street and 69th, Marshall way and 1st Avenue, and Marshall Way and 1st Street)
- Valley Ho needs a sidewalk on the north side of driveway
- Marshall Way and Main Street is a great pedestrian space
- Loloma feels hot even though there is shade
- Loloma Station sculpture is a landmark

CANAL BANK AREA

Marketing

- Pedestrian bridge is an opportunity for event marketing

Marshall Way Area

- New shops on Marshall Way have great pedestrian interest
- Would like to see street vendors and small cafes and convenience stores
- Marshall Way parking garage should have more landscaping
- Sewer smell near Marshall Way shops

Noise

- Traffic noise on Scottsdale Road
- Noise on Scottsdale Road and Camelback Road

Uses

- Need more services to accommodate local residents (i.e. services, mom & pop's, gas station grocery store)
- Add retail on first floor of the Nordstrom parking structure
- Area needs entertainment at night
- Needs more people places rather than large retail
- More affordable restaurants and housing

Connectivity

- Need a way to walk from canal bank across Camelback Road
- More pedestrian bridges over the canal
- Improve pedestrian access on Camelback Road and Scottsdale Road – pedestrian bridge
- Enhance the trolley system
- More defined paths to key areas
- Better lit and define walking paths
- All-way pedestrian crossing signals
- Sidewalks disconnected and many in need of repair

Pedestrian Amenities

DOWNTOWN SCOTTSDALE PLACEMAKING WORKSHOPS SUMMARY REPORT

- More shade, wider sidewalks, pedestrian bridges, bike paths, drinking fountains, benches, etc.
- Waterfront landscaping is lush yet desert sensitive
- Needs more places to sit and congregate
- More lighting – some over the canal for interesting reflections
- Must have Soleri bridge and park
- We need more sculptures like the Doors
- Southeast corner of Camelback Road and Scottsdale Road – currently an eyesore – could be used as a plaza or developed similar to AZ Falls
- Great fountain on the waterfront
- Continue to make the waterfront an outdoor user friendly area for all activities
- Make the canal a focal point to attract people to want to live, play, and visit
- Continue streetscape on Scottsdale Road
- Footsteps on pavement from one side of the canal to the other as wayfinding

Other

- Power lines detract from the sense of place
- Underground parking and plaza on Scottsdale Road
- East of Camelback need major work including sidewalks, redevelopment, and landscaping
- One story retail doesn't fit anymore
- Unattractive look of Fashion Square from Camelback Road
- Waterfront residential is too high
- The downtown is undergoing a tremendous renaissance – the density is needed to ease reliance on the automobile.
- The district idea in our downtown is good – it allows for varying flavor and diversity.

CRAFTSMAN COURT/5TH AVENUE AREA

Noise

- Lots of traffic noise on Scottsdale Road

Shade

- Add shade everywhere possible to connect with the canal bank multi-use path

Open Space

- Places to sit and pocket parks
- Allow increased height in exchange for public open space
- Preserve linear parks along the street with wider sidewalks
- Maintain mountain vistas between buildings

Connectivity

- Need for longer pedestrian street crossing signals
- Realign 5th to connect to 69th to allow for an easy pedestrian connection to Valley Ho, shops, and Main Street
- Need for pedestrian connections without having to walk through parking lots
- Improve pedestrian access across Indian School Road
- Alleys should be used as a pedestrian pathway and not detract from area
- Pedestrian linkages are broken throughout downtown
- Need consistent shaded pedestrian paths

Uses

- More outdoor venues
- Galleria not foot traffic friendly
- Live/work artist lofts
- Mixed-use is interesting for the pedestrian
- More outdoor dining
- Place to see people and be seen

Parking

- Not enough parking for the theater
- Less on-street parking
- Poor landscaping and shade in parking lots

Design

- Better screening for meter boxes and trash
- Utilities should be undergrounded
- Great human scale
- Great blending of desert colors in new buildings

Wayfinding

- Need wayfinding to parking structures

Landscaping

- Shade and landscape features are needed for comfort
- Arts district has nice tree-lined pedestrian space
- More consistent connected landscape palette
- Love the large native trees rather than palm trees

EVENING WALKING AUDIT NOTES
OCTOBER 12, 2007

MAIN STREET/OLD TOWN AREA

- Create more pedestrian-friendly connections along Marshall Way
- Clean up alleys – restaurants could use alleys as outdoor dining areas
- Statues should be lit at night
- Provide walking tours of sculptures on the mall
- Lighting is a concern in the evenings for walking and in seating areas
- More pedestrian comforts –trash containers, bike racks, benches, recycling bins, etc.
- Develop retail and transit to support hospital
- Needs to find better linkages between the “islands” of activity at night
- Continue to preserve the uniqueness and small town feel of Old Town
- Main Street Plaza frontage does not blend with existing structures
- Need parking and signs to Loloma
- Marshall Way and Main Street not connected
- Maintenance issues including burnt out lights, cracked sidewalks, etc.
- More signage near transportation center
- No continuity between different areas

STETSON DRIVE/5TH AVENUE AREA

- Control volume of sound from clubs
- Need more lighting, signs, and landscaping
- Wire cages on Scottsdale Road detract from the sense of place
- Marshall Way shops – Too many tables on the sidewalk, too much of the same “big-box” feel
- Poor connection between the waterfront and 5th Avenue – no streetlights and a dangerous sidewalk
- Disconnected sidewalks
- Waterfront development is very good, but should not eliminate smaller businesses
- Lack of light
- Narrow, cluttered sidewalks
- Location of Soleri bridge – it may be too close to existing bridge
- Galleria is not very pedestrian friendly
- Seems like a very attractive nightlife area
- Very poor pedestrian lightings
- Bars on windows, poor directions aids
- Marshall Way shops – very pedestrian friendly
- Different areas need different “themes”