

DOWNTOWN SCOTTSDALE VISION STATEMENT

"Downtown Scottsdale is where the new west meets the old west."

VISION:

Comprised of its unique neighborhoods, Downtown Scottsdale is a dynamic city center which recognizes its western heritage while boldly looking to its metropolitan future.

VALUES:

Driven by quality of life for its citizens, visitors, and businesses, this vision is guided by the following values:

- A diverse collection of vibrant mixed-use urban neighborhoods;
- Contextually sensitive world-class planning, architecture, and urban design;
- Meaningful open space with interconnectivity to every Downtown neighborhood;
- Sustainability with sensitivity to our unique desert environment;
- A focus on arts and culture;
- Fluid connectivity in and out of Downtown; as well as, within and between neighborhoods, focusing on walkability;
- Economic vitality supported by public-private partnership; and
- Worldwide recognition as the premier destination in the Southwestern United States.

"Downtown Scottsdale is where the new west meets the old west!"

~ Placemaking Workshop Participant, 2007