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Implementation

INTRODUCTION

Just as the Scottsdale community has come together to create the vision that will shape the future of Downtown Scottsdale, so too will the community have to collaborate and cooperate to implement the Downtown Plan goals and policies. Such implementation will require the steadfast attention and commitment of private property owners, businesses, citizens, nonprofit organizations, government, public agencies, and private agencies.

Recognizing that achieving the ultimate vision for Downtown will take years or even decades to complete, ongoing research, coordination of public policy, sub-area planning, urban design, and program development will require continuing attention. Consequently, some implementation tasks will need to begin immediately, while others will wait for more appropriate timing and/or funding opportunities.

As with the community's success in achieving the initial vision for Downtown Scottsdale as established in the original Downtown Plan; the Scottsdale community has proven to exemplify collective creativity, ingenuity, determination, commitment, and generosity – all qualities that are required to realize this updated Plan's vision, which will shape the future of Downtown Scottsdale for many years to come.

Plan Goal	IMPLEMENTATION TASK	SCHEDULE							PRIVATE SECTOR	PUBLIC SECTOR	FUNDING SOURCE
		YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEARS 6-10	YEARS 11-15			
	LAND USE										
	Zoning Ordinance Amendments										
CD 2	Sensitive Edge Buffer										
LU 4, EV 3	Development Flexibility/Incentives/Bonuses										
LU 5, CD 5	Community Amenity/Public Realm/Open Space Provisions										
LU 4, EV 3	Cultural Facilities Development Flexibility										
LU 2, EV 3	Downtown Core/Small Property Reinvestment Incentives										
LU 4, EV 3	Downtown Boundary Modification Criteria										
LU 4, EV 3	Live/Work Flexibility										
AC 3	AIPD/AIPP Amendments										
LU 4, EV 3	Signage Flexibility Analysis										
LU 4, EV 3	Vendors/Market Cart/Street Performers										
LU 4, LU 6	Housing Diversity Incentives										
	CHARACTER & DESIGN										
CD 8	Downtown Urban Design & Architectural Guidelines Update										
LU 2	Urban Neighborhood Master Plans										
	PEDESTRIAN/STREETSCAPE AMENITIES & IMPROVEMENTS										
M 1	Improve Accessibility (Universal Design)										
M 1	Improve Pedestrian Crossing Facilities										
M 2, M 3	Walking/History/Cultural Routes/Tours										
M 2, M 3	Provision of Streetscape/Pedestrian Amenities										
M 2, M 3	Pedestrian Wayfinding System										
	DOWNTOWN PARKING										
M 4	Parking Ordinance Amendments										
LU 4, M 4	Analyze & Amend Small Property Requirements										
M 4	In-lieu Parking Program Evaluation/Modifications										
M 4	Valet Parking Program Evaluation/Modifications										
M 4	Map Complete Inventory of Public/Private Parking Supply										
M 4	Future Parking Supply Needs/Locations Assessment										
M 4	Provision of New Public Parking Supply										
M 4	Parking Maintenance, Operations & Management Plans										

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		YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEARS 6-10	YEARS 11-15			
	CIRCULATION										
M 5	Downtown Trolley Route/Time Assessments/Modifications										
M 5	Develop Maps/Tools To Promote Local, City-Wide & Regional Transit Options										
M 1	Design Improvements to Couplet System										
M 5	Pay For Hire/Taxi/Pedicab Regulations										
	ARTS & CULTURE										
AC 1	SCA Renovations										
AC 1	Museum of the West										
AC 2	Public Art Conservation/Restoration										
AC 1	Soleri Bridge/Plaza										
AC 2	Public Art Master Plan										
AC 3	Art Programs - Marketing/Promotions										
AC 3	Corporate Funding/Marketing										
AC 3	Endowment Campaign										
AC	Funding Strategies to Support Downtown Arts & Culture Facilities/Programs										
	ECONOMIC VITALITY										
EV 1, EV 2	Business Attraction, Retention & Expansion Programs										
EV 2	Property Availability Resource Center										
EV 1	Marketing & Promotions Programs										
EV 1	Downtown Business/Neighborhood Plan(s)										
EV 1	Tourism Development Programs										
EV 2	Facade Improvement Program										
	PUBLIC SERVICES & FACILITIES										
PSF 2	Undergrounding of Utilities										
PSF 1	Downtown Infrastructure Assessment/Modeling										
PSF 1	Dry/Wet Master Plans/Master Plan Updates										
LU 4, EV 3, PSF 3	Drainage/Stormwater Retention Codes/Policies - Assessment/Modifications										
PSF 2	Utility Cabinets Relocation										
PSF 1	Electrical Capacity Expansions										
PSF 3, PSF	Civic Center Renovations/Improvements										
CD 7, PSF 5	Downtown Lighting Improvements										
CD 4, M 2	Scottsdale Road Streetscape Improvements										
PSF 4	Downtown Restrooms - Improve Existing & Construct New Facilities										