

**Report of the  
VISIONING SCOTTSDALE TOWN HALL  
Scottsdale, Arizona  
February 6, 7 and 11, 2013**

**Introduction**

As one of the first steps in a broad public outreach effort to develop a comprehensive 2014 General Plan, the Scottsdale City Council worked with the nonprofit Arizona Town Hall to produce a Visioning Scottsdale Town Hall. The goal was to actively engage the participants in helping to guide the future of Scottsdale.

Approximately 100 community leaders, business owners and residents participated in three half-days of respectful and vigorous civil discourse. The participants were selected as part of an extensive application process designed to represent a diversity of interests, viewpoints and geographic locations within the city. Although not every participant agreed with every point set forth in this report, this report represents the general consensus of those attending the Town Hall.

**Scottsdale's Best Features**

Scottsdale represents established tradition and robust community. Scottsdale is a sophisticated city with a small town feel.

Scottsdale takes great pride in creating a sense of community among its residents. Indeed, Scottsdale's most valuable assets are its citizens and the opportunities available for citizens to participate in the decision process and to contribute to the community.

Scottsdale appeals to visitors, business owners and residents of all ages. Scottsdale balances the beauty of its natural environment with a high quality of life, and the vibrancy of big events and ideas. Some of Scottsdale's best features include: our McDowell Sonoran Preserve, the Indian Bend Wash Greenbelt, great weather; open skies; beautiful views; worldwide prestige; safe neighborhoods with diverse housing and lifestyle choices; a diverse economy that includes a variety of corporate and locally-owned businesses; varied entertainment and dining opportunities; arts and cultural venues; shopping districts; easy and affordable access to preserves, parks and recreation; and a walkable and vibrant downtown. Other best features include Scottsdale's cleanliness and the commitment and dedication of City employees.

Scottsdale is also internationally renowned for its healthcare resources, modernized baseball facilities, equestrian facilities, arts and culture venues, commitment to quality educational standards, the unique Southwestern Sonoran Desert environment, the Indian Bend Wash Greenbelt, and our McDowell Sonoran Preserve.

For residents and tourists alike, hospitality is a key component of Scottsdale's attractiveness, with nationally and internationally recognized events.

These features truly make Scottsdale America's most livable city.

## **Capitalizing on Scottsdale's Best Features**

Scottsdale must continue to function and thrive while maintaining its character. Scottsdale should continue to foster its business communities with incentive-based programs while balancing a continued respect for unique neighborhoods and the environment. Scottsdale should also continue to create an environment that encourages professionals of all ages to stay in Scottsdale by maintaining quality educational systems, encouraging collaborative efforts among business leaders and community members, promoting accessible, effective and efficient transportation systems and enhancing incentives for business growth to ensure future economic security and local jobs.

Scottsdale's communities are diverse. The population mix of the Southwest is changing rapidly. It is critical to embrace and encourage evolving community diversity as one tool for promoting enduring, sound, and sustainable growth. To that end, Scottsdale should develop a comprehensive plan to build and improve on existing historic facilities with reuse which is consistent and in context, and with responsible expansion, in a concerted effort to preserve Scottsdale's character and Southwestern culture.

We should also continue our commitment to citizen participation, open dialogue and big ideas. We should capitalize on building our business community and educational resources by leveraging our citizens' high educational attainment. We should be guided by an emphasis on innovation, entrepreneurship, and the technological infrastructure needed to integrate education and other facilities, such as libraries, that promote greater access to information. We should promote schools of excellence and diverse and innovative life-long educational opportunities.

Scottsdale is blessed with magnificent natural beauty. The McDowell Sonoran Preserve, Indian Bend Wash Greenbelt and the Scottsdale Civic Plaza, among others, create an attraction for visitors and special comfort for Scottsdale's residents. Scottsdale is committed to providing infrastructure to enhance accessibility to significant locations, such as the canal, and activities throughout Scottsdale.

Tourism is a major contributor to Scottsdale's economic base and its ability to employ many people with varying backgrounds, which supports Scottsdale's development. Tourism must receive continued support.

Global connectivity is provided by Scottsdale Airport and Airpark, and global appeal by facilities like WestWorld and other amenities. To further capitalize on its best features and with an eye to the future, Scottsdale should pledge to emphasize collaboration among all members of the community and neighboring communities with particular focus on encouraging the engagement of our youth, and on being a city where citizens actively participate in city government and its process resulting in decisions that benefit both their neighborhoods and the city as a whole.

## **Community Values**

In 2045 Scottsdale will be a community that:

- Expects responsive, just, efficient and transparent governance of all of our community values through strong visionary leadership, continuous partnerships and engaged citizenry.
- Demonstrates its commitment to environmental, economic, social well-being and educational quality by vigorously evaluating both the short- and long-term impacts of its decisions prior to making those decisions;

- Creates, revitalizes, protects, and preserves neighborhoods, unique attributes and character, livability, safety, and accessibility to and connectivity with other neighborhoods in the community in a manner that fits together to form an exceptional citywide quality of life;
- Facilitates human connection across neighborhood, cultural, geographic and generational boundaries to make Scottsdale one community by promoting policies and by anticipating and locating facilities, technology, infrastructure, and transportation that have a clear value and benefit;
- Respects the Southwestern environmental character of the city, our McDowell Sonoran Preserve and our Sonoran Desert surroundings as key assets by innovatively collaborating with neighboring cities and Native American communities to preserve, protect and effectively manage natural resources;
- Encourages activities and infrastructure that promote a culture of wellness and lifelong physical and mental health and well-being for residents, visitors and employees;
- Recognizes and builds on the continuing evolution of its Southwestern and diverse heritage and cultures, promotes historical and archaeological preservation areas, and identifies, promotes and celebrates the arts and tourism in a way that recognizes the unique Sonoran Desert environment in which we live;
- Promotes, coordinates and communicates cost-effective, diverse, affordable and innovative local and regional transportation options with appropriate land uses and more mobility choices, balancing both the present needs of our community and the need to adapt to changing modes of transportation that provide choices to the whole population, including Scottsdale residents, those who commute into and out of Scottsdale and those who visit the city;
- Maintains or improves very high standards of appearance, public amenities, safety, service, wellness, education and human capital;
- While supporting and maintaining the unique qualities, characteristics, and identity that make Scottsdale special, anticipates, proactively manages, and embraces change that is consistent with our values, contributes positively to the future that the citizens of Scottsdale envision, and positions Scottsdale to meld the benefits of its historic past with its present realities and future needs, including embracing a range of quality housing options and evolving economic, employment and educational opportunities;
- Celebrates and respects our past through the preservation of our multicultural and Southwestern heritage, and preservation of historically and archeologically significant sites, buildings and neighborhoods, while continuing to prepare and plan for our future;
- Encourages appropriate land use, quality redevelopment, transitions between communities compatible with surrounding neighborhoods, and the development of communities that are vibrant and attractive for various ages and income levels;
- Supports community cohesiveness and creates a welcoming environment by respecting the human dignity of all, recognizing and embracing cultural and economic diversity throughout the City of Scottsdale and the region;

- Promotes and enhances a diverse and balanced economy that is sustainable, creative, innovative, supportive of entrepreneurs and local business owners and integrated with educational institutions and that strengthens arts and cultural industries as a key element in the growth of Scottsdale's economy;
- Encourages safe and active living, and the redevelopment, planning and design of new environments, which respond to Scottsdale's best features and support the variety of social and economic needs and values of residents and visitors;
- Takes an engaged visionary leadership role in the development of regional resources for education, transportation, public safety, healthcare, disaster preparedness, and employment to ensure that these are available to residents and visitors to Scottsdale in ways consistent with community values;
- Promotes and nurtures regional, tribal, national and global collaboration, cooperation and partnerships that enhance education, research, the economy and the environment, specifically to include neighboring Indian communities;
- Promotes excellent, diverse and innovative life-long educational opportunities;
- Actively embraces community involvement, and makes citizens true partners in the decisions that affect their neighborhood and the city as a whole. We will celebrate, support, respect and nurture civic engagement, community service and volunteerism;
- Showcases and expands Scottsdale's wonderful system of libraries, parks and recreation programs and does even more to make them available to all citizens;

## **A Vision for the Future**

The community values set forth above are an integral part of this vision statement and are incorporated herein.

We will be a city founded on and adhering to its community values, which leverages its rich Southwestern history, where the past is celebrated, while managing our future based on preserving those values. We will be an active, globally interconnected, and multi-generational city where residential neighborhoods and commercial districts co-exist harmoniously with each other and the environment; where a culture of wellness is promoted; where people are committed to and respect each other; and where growth is managed responsibly and with respect for nature, sustainability, well-being, character, and unique environmental assets such as our Sonoran Desert and our McDowell Sonoran Preserve. We will be a vibrant and welcoming city with a unique international reputation for natural beauty, innovation, arts and culture, economic vitality, and livability.

We will continue to create a safe, attractive, vibrant and sustainable city for ourselves, our children, our visitors and future generations.

We will be a city where citizens are esteemed active primary stakeholders in their city government.

We will preserve, protect and enhance neighborhoods, and historically significant structures and sites, while protecting property rights.

We will be a city that draws visitors from around the world because of its internationally recognized brand reflected in its physical appearance; desert vistas; amenities; world-class events; resorts;

equestrian heritage; high quality of life; healthcare resources; thriving, unique and walkable downtown; and its arts, culture and recreation opportunities.

We will create an innovative and sustainable city that is economically prosperous, an honest place to do business and that allows a multitude of opportunities for all citizens.

We will create, grow and attract diverse, world-class businesses and entrepreneurs that leverage technology and innovation to fuel the local community and benefit the global economy.

We will have a thriving, well-educated workforce; strong, safe neighborhoods; and a wide range of innovative, efficient and effective mobility options that connect to citywide and regional networks.

We will be a city that promotes meaningful open spaces with new development and that respects and preserves Scottsdale's mature neighborhoods, the Indian Bend Wash Greenbelt, canal banks, neighborhood parks, and a thriving downtown.

We will be one of the finest cities in which to live and a place where the Southwest and the 21<sup>st</sup> Century join hands.