

**Presentation Materials & Notes for
May 2005 Workshop Series**

Workshop Series #1 – Public Workshop Comments

May 23, 2005 (Community Design Studio)

1:30 p.m. - 3:00 p.m. Neighborhood Focus Group

Character and Identity

- Can we unify the entire community image? Answer: Scottsdale is working on a Public Art Master Plan.
- Use lighting element as a consistent ingredient that is both decorative and functional.
- A variation on a design theme/element can unify the corridor and respond to the changing character along the corridor. Example - the Frank Lloyd Wright's "Palm Fawn" is used differently throughout the Biltmore Hotel.
- Character differs throughout the City.
- Artistic and upscale
- Gainey Ranch was established in the 1970's
- Horse people
- State Flag
- Saguaro cactus
- "West Most Western Town" Old Town Image isn't appropriate for the entire corridor
- Bucking Bronco
- Should be unique and memorable
- Should reflect historic character
- The architectural design of Scottsdale City Courthouse is a signature look for Scottsdale

Nodes of interest and intensity

- There is unparalleled variety along the entire 27-mile length of Scottsdale Road
- Create different modulations of interest and intensity along the corridor.

Gateway

- It is crucial that the gateway be at the McKellips Road and Scottsdale Road intersection.
- Would like to blend the Tempe/Scottsdale gateways
- The gateway should be open, uplifting and reach to the sky.
- Add landscaping to soften entrance to town
- Dramatic gateway
- Incorporate Native American art/culture into the gateway

Improvements for Pedestrians, Bicyclists, and Transit Riders

- Currently, benches at bus stops have no backs. They're uncomfortable.
- There should be room for Moms to sit with kids
- Have water misters at bus stops. Because the local water is extra hard, misters need have high pressure valves to avoid calcification.
- Solar-powered fans at bus stops to cool people

Roadway Enhancements

- More substantial landscaping – not just “stick” trees and cactuses
- Need landscaping. Plantings have a calming effect on people.
- Improvements need to endure the harsh desert environment. Materials should be lasting. Scottsdale needs to be committed to on-going maintenance.

Integrating Sustainable Design Features

- Use grey water for irrigation
- Can we use the water from the Water Reclamation Project to irrigate plantings in the southern portion of Scottsdale Road?
- Select plants that will survive in the desert
- Have solar-powered fans at bus stops

General Comments

- In 1993, Scottsdale was awarded the Most Livable City by the Conference of Mayors. Scottsdale is quickly becoming the “most leavable city” because its traffic congestion is getting too much.
- Mesa has nice signage and kiosks
- Tempe put in the medians with brick-colored pavers to the north of McKellips Road

Workshop Series #1 – Public Workshop Comments

May 23, 2005 (Community Design Studio)

3:30 p.m. - 5:00 p.m. City of Tempe Focus Group

Character and Identity

- Lighting and signage north of Osborn Road has a 1950's motif
- Albuquerque expresses its layered history with a sculptural agave plant made out of decommissioned bombshells. It is illuminated at night. This is one of their public art project that references the desert landscape and history of production and testing of weapons of war.

Nodes of interest and intensity

- A major node of interest will be the future ASU Scottsdale Center for New Technology at the corner of Scottsdale Road and McDowell Road. The project involves 1.4 million SF of development and considers transit connections to the campus on the frontage streets and within the campus.
- Although land use changes are not part of this scope, there is interest in revitalizing strip malls with mixed-use and neighborhood uses.

Gateway

- Archway over Scottsdale Road
- Dual faced gateway for Scottsdale Road to Rural Road
- Create a mutual gateway for Tempe and Scottsdale such as a perma-screen
- Make boundary between Tempe and Scottsdale black and white

- “Tempe Dale” the grey area between McKellips Road and Continental Road where Tempe and Scottsdale boundary line runs up the east side of the street approximately three feet to the east of the sidewalk.
- There is an address problem with businesses on Scottsdale Road. Because Scottsdale straddles two Cities, the business addresses don’t sync up.
- The gateway could be thought of as a handshake between two cities.
- Most people think Highway 202 is the City’s boundary
- Group sees the future Starbucks with outdoor café planned for the corner of McKellips Road and Scottsdale Road as a positive addition to the gateway

Improvements for Pedestrians, Bicyclists, and Transit Riders

- Scottsdale Road could become a major bike connection
- Make connections to existing bike routes/paths: Indian Bend Wash and 68th and College (connection across river)
- Tempe is adding additional bike lanes
- New ADA ramps must have four (4’) foot level landings

Roadway Enhancements

- Currently the ROW is approximately 65’ to the centerline of road
- No roadway widening planned.
- Narrowing lanes and possibly median to allow for bike lanes and wider sidewalks.
- How about replacing the center medians with landscaping?
- Trees make roadway seem narrower and more comfortable
- Should we have un-signalized mid-block crossings with pedestrian refuges islands in the street?
- In Tempe, there is a pedestrian activated signal on Elliot St. which is a six lane road.
- Consider traffic calming ideas such as narrowing to a two lane road, roundabouts, and speed bumps.
- Tempe requires eight (8’) foot sidewalks on all arterials
- Tempe requires 25 feet of pavement in front of bus stops
- Tempe may add 60 foot artic buses. Boarding the artic bus could happen along the curb
- Tempe’s ten (10) minute service is starting this fall
- Tempe has mandated that the speed limit on arterials be lowered to 35 mph. This mandate includes the speed limit of the Tempe portion of Scottsdale Road.
- Scottsdale is not anticipating bus pull-outs
- Concerned about access to businesses if number of driveways are reduced along Scottsdale Road

General Comments

- Tempe staff is open to matching the streetscape aesthetic on both sides (Tempe and Scottsdale) of the road.
- In Tempe, landscape maintenance within the ROW is contracted out and the City pays the bill.

- The City of Tempe pays for temporary drip irrigation to establish trees on private property.
- Tempe pays twelve thousand (\$12,000) dollars per neighborhood fund per year. Neighborhoods can pool their money together.
- In Tempe, the public favorably received the pedestrian lighting improvements on Apache Boulevard

Workshop Series #1 – Public Workshop Comments

May 23, 2005 (Community Design Studio)

6:30 p.m. - 8:00 p.m. North Tempe Neighborhood Focus Group

Character and Identity

- Unify the corridor with “mile markers”. Mark each mile along the 27-mile corridor with a “mile marker” that has unique facts about the area.
- Use plants that are unique to this area, the Sonoran Desert.

Nodes of interest and intensity

- Scottsdale Road and McDowell is the geographic center of the valley.
- Provide pedestrian orientated uses such as outdoor cafes along the corridor.

Gateway

- Some people don't know that they are in Tempe until they cross the bridge.
- Cities blend from Continental Road and McKellips Road.
- How about a “Gateway Zone” for the sister cities of Tempe and Scottsdale. Some metaphors are a handshake or a plant graft.
- The Tempe and Scottsdale School Districts are blended in this area.
- North Tempe Neighborhoods are working on securing grant money for Tempe banners that would feature various Tempe landmarks such as City Hall and the bridge over the lake. Between Continental Road and McKellips Road the Tempe banners could be on the west side of Scottsdale Road. South of McKellips Road, the Tempe banners would be on both sides of the road.
- Would like the abandoned gas station at the corner of Scottsdale Road and McKellips Road to become a pocket park. The park could help announce the gateway of Tempe and Scottsdale. The landowner (Michael Pollick –sp?) indicated that he may be interested in incorporating a pocket park in his development.

Improvements for Pedestrians, Bicyclists, and Transit Riders

- Bus stops need to be functional as well as artistic.
- Need to have get-away places along the corridor.
- Provide signage for places to see off the beaten path.
- Identify attraction within short walking distance of bus stops.
- Create a bike path connection to Papago Park via Continental Road.
- Provide shading and misters. People will walk at 100 degrees if there is shade and water.

- Fabric screens can be adjustable to provide shade throughout the day and seasons.
- Set the stage for greater connections with infrastructure improvements on Scottsdale Road.
- Good examples of trellises and lathe house at Heritage Square and the Science Museum.

Roadway Enhancements

- In Tempe, the 5th Ave and Hardy St. intersection has a cobblestone medallion in the street.

General Comments

- Communication towers are planned for this area. What is the revenue generated from the towers went back into the City for capital improvements?
- Opinion: The communication towers impacts on human health are not widely known because the towers are federally controlled.
- Scottsdale Road has been designated as a future high-capacity transit corridor although the transit technology hasn't been chosen yet. Planning effort for future transit will start at the end of 2005.
- The Scottsdale Transportation Master Plan will address a pedestrian overlay district.
- Opinion: Zoning should be changed to prevent the clustering of negative businesses such as pawn shops, strip clubs and massage parlors. City's reply: Currently, it is very difficult to get any more adult-use businesses in Scottsdale. Currently, the issue is at Council level.
- Tempe Cross Cut Canal Path has good night lighting and American Indian art.
- The lake at Canal Park at College Road and McKellips Road has the best urban fishing around.
- The Rio Salado Organization is developing an improvement plan for Papago Park. Organization wants Papago Park to become a world attraction.
- ADOT is funding gateway features for Papago Park.

Workshop Series #1 – Public Workshop Comments

May 24 2005 (Community Design Studio)

7:30 a.m. – 9:00 a.m. Scottsdale Chamber of Commerce Focus Group

Character and Identity

- Scottsdale has a heritage of contemporary art and writing. This movement happened before the Old Town Western motif was established.
- Original name of Scottsdale was Orangedale
- We were farmers, not ranchers.
- In 1947, Scottsdale created an artificial history that portrayed Scottsdale as a “Western” town to attract tourist.
- Don't recreate Old Town along the southern segment.

- The Chamber of Commerce planted palms along Scottsdale Road from McDowell to Osborn to create a warm tropical post card image of Scottsdale. The palms are no longer there.
- Adobe style is an authentic architectural style of the area. Janey Elsa (sp?) established one of original artist studios on McDowell. The studio is adobe style and pre-dates Taliesin West.
- Modern style of board formed concrete like the Antique Mall and the High School are authentic to Scottsdale
- The former Los Arcos had white stucco and red tile roof.
- Motorola at McDowell and Scottsdale Road is one of Scottsdale's major founding businesses and influenced the layout of surrounding neighborhood streets.
- Use a short-range radio loop message that highlights the history of Scottsdale. As you travel along the corridor the radio messages would change to tell a story specifically about that place.
- The home of Scottsdale's founder still exists and could be highlighted as a destination.
- The "Motor Mile" was originally on McDowell Road and then expanded to Scottsdale Road.
- Scottsdale has an authentic connection to the Sonoran Desert, American Indians, and Frank Lloyd Wright.
- Frank Lloyd Wright buildings that are good examples on regional architecture include the Biltmore, San Marcos Hotel (unbuilt), and the Botanic Canyon Hotel, Tucson.
- The Visual Preference Study (published in 2000 under the direction of Connie) summarizes the local people's visual preferences for architecture, colors, etc.
- The first 1950's ranch style starter homes with built in southern neighborhoods of Scottsdale. Some original homes are still standing and may be placed on the National Historic Registrar.

Nodes of interest and intensity

- Pedestrian experience varies along Scottsdale Road. In Old Town, people are inclined to walk. People are less likely to walk in the northern part of Scottsdale Rd.
- Consider spot zoning to increase density
- There is a trend of buildings getting taller and closer to the street. Make sure the buildings aren't too close to the street so that there's no room for future changes i.e. future light rail.
- Plans for high capacity transit would provide connections at ASU Campus and extend all the way to Fashion Square Mall at minimum and could extend all the way to the airpark.
- Have markers to identify sub-districts but also have constant design elements that remind people that they are on Scottsdale Road.
- Establish a rhythm of movement from nodes of activity to nodes of open space.
- Have people notice when they are entering nodes of interest.
- Texture and shading is important.

Gateway

- Create synergy between Tempe and Scottsdale with gateway
- Opinion: Existing southern gateway is abysmal and artificial in style.
- Bob Adams, one of the project team's public artists, shared an idea for an overhead canopy that could resemble a Pima basket weave or the geometry of a Frank Lloyd Wright Design. Accent lighting for the canopy would create a moray effect.
- Gateway needs to be more distinctive than current gateway monument.

Improvements for Pedestrians, Bicyclists, and Transit Riders

- Make a big statement. Use trellises to provide shelter
- Destinations like future ASU Campus, Old Town and Fashion Sq. Mall need to be pedestrian-friendly.
- Would like to see studies of pedestrian-related accidents.
- Pedestrian safety is important. Consider extending curbs, reducing lanes in downtown, building pedestrian bridges/underpasses so people can cross the street safely.
- Pedestrian connectivity is very important especially with the huge residential component coming to downtown.
- Need more pedestrian/bike canal crossings.
- Distant views are important. People use the mountains for wayfinding.
- Bicyclists already ride on Scottsdale Rd. There needs to be better bicycle connections and facilities i.e. bike lanes, bike racks, and signage.
- Portal and Loops Study is a good reference for local pedestrian/bike connections

Roadway Enhancements

- There are too many signs along the roadway. Excessive signage adds to visual clutter and can be unsafe for drivers. Create a hierarchy of signage.
- Scottsdale Road is excessively wide which makes it difficult to cross on foot.
- Would lighting to be consistent along the entire corridor, attractive and somewhat matched to art.

Integrating Sustainable Design Features

- Reuse grey-water for irrigation
- Use native plants. Arizona has one native palm.
- Native mesquite trees are beautiful but their branches are delicate and often break.
- Pala Brea trees grow quickly and provide good shade.
- Desert Museum Tree has a wispy canopy

General Comments

- Hopefully, whatever we do will be done right and will be lasting. Meet the 25 year test.
- Make sure public art and street furnishings are "iron clad". Materials must endure the harsh desert environment. Remember, the sun quickly bleaches banners.
- Materials should be durable or if they weather it should be an intentional look.

- The streetscape design must be flexible to accommodate future transit. Proposed roadway improvements will have high capacity transit easements to reserve this option. The City is starting a Transportation Master Plan later this year.
- Mitsubishi/Cadillac dealership wants to be identified as being in Scottsdale.
- Island County may be annexed by Tempe
- Local Public Art Example: On the west side of 101 along 90th Street/ Via Ventura, Native Indian designs and Scottsdale motif are intertwined along wall.
- Would like to see more information about demographics and transit ridership.
- Review economic vitality program for small businesses.
- Average price for recent housing stock is \$115,000

Workshop Series #1 – Public Workshop Comments

May 24 2005 (Community Design Studio)

9:30 a.m. – 11:00 a.m. Team Briefing with City Staff

Character and Identity

- Hohokam people who are known for the advances in agriculture, settled east of Indian Bend Wash. Native people hunted and gathered food in North Scottsdale. They did not build permanent housing in North Scottsdale.
- The original Scottsdale settlement was at the northeast of Indian School Road and Scottsdale Road.
- 1888, Winfield Scott purchased 640 acres in what is now Scottsdale. Scott was a chaplain and inspiration speaker. He planted many experimental crops including citrus, dates, olives, wheat and peanuts.
- Due to the high demand for cotton during WWI, a cotton gin opened at 2nd Street and Brown Ave.
- Yaki Indians and Mexicans were hired as field laborers.
- In the early 1900's, Scottsdale became an out-of-the-way retreat for artists and mid-westerners.
- Lloyd Kevin started one of the early artist communities.
- Equestrian people came to Scottsdale for Arabian horse training and breeding. The mild winters in Scottsdale made it easier to train horses and win summer horse shows in mid-west.
- The Prada del Sol started in the 1950's and was the longest horse drawn parade in the world.
- The DC Ranch was a 60 square mile ranch for cattle and sheep
- From 1940 to 1945, private investors opened Scottsdale Airport to train pilots from around the world. This was a for-profit business venture. The pilot went through a 6-week training program. Sometimes for fun, the pilots would fly low over sheep to make the sheep run around in circles.
- During WWII, the US captured a German U-boat and sent the prisoners to a POW camp in Scottsdale. The officer's barracks still exist on a site along Scottsdale Road.

- Until 1956, Scottsdale was primarily a farming community. Crops were cotton and wheat. Risk of frost damage in the low elevation of Southern Scottsdale excluded citrus crops.
- The early architecture of the Scottsdale was canvas houses, adobe, and clapboard. Brick was rarely used as a building material in the early years of Scottsdale.
- 5th Ave. became the place to shop for custom jewelry, clothes, handbags and belts.
- Scottsdale Road used to be a two lane WPA road between Downtown Scottsdale and Tempe.
- Scottsdale Road was McKellips Rd. to Thomas Rd. was built between 1949 to 1955.
- Until 1961, Scottsdale Road was a dirt road north of Camelback Road.
- In the late 1950's Scottsdale and Tempe battled for annexation
- Scottsdale gained a reputation for being an upscale community due to its close proximity to Camelback Road's upscale estates and establishments such as the Rigley's, Royal Palms and the Biltmore Hotel
- Frontier Plaza was the first modern shopping plaza
- In 1961, Papago Plaza was built. It originally has a modern architecture style and then it reinvented itself with the present adobe look.
- Car dealerships came to Scottsdale in three stages. The first car dealerships opened around Osborn Rd. to 2nd Ave. The second round of car dealerships moved to south between Osborn to Roosevelt. In 1963, auto dealership started shifting to McDowell Rd. By the 1980's, Scottsdale was the largest auto dealer center in Arizona.
- There used to be more bars along Scottsdale Road.
- Chicago Sportsman, now called the Dirty Drummer, is an old-style bar.
- Based on a survey, visitors' impression of Scottsdale is that it's clean and the signage isn't too glitzy.

Nodes of interest and intensity

- Create major (Business) and minor (Residential) nodes.
- Thomas Road is the only route to central Phoenix

Gateway

- Gateway concept of a handshake between Tempe and Scottsdale
- Gateway could hover over the landscape or the street.
- Variations of a theme could unify the corridor and respond to the varying character of districts
- The true gateway to Old Town is north of Osborn Rd. at the large median.

Roadway Enhancements

- Light poles could become a continuous element throughout the corridor
- Low walls could be used as a consistent design element that knits the corridor together. The wall can vary throughout the corridor in response to its setting.

General Comments

- Refer to the Scottsdale Economic Study to get the names and addresses of businesses.

- Scottsdale has the largest concentration of adult entertainment in the valley.
- Phoenix's policy is to break up adult-use businesses.
- Intersection of McDowell Road and Scottsdale Road is the geographic center of the valley. It used to be one of the top 20 busiest intersections of the valley and where everyone went to shop. The new freeway system changed this. The change in demographics from 4 person household in the 1970's to the present day 2 person household also contributed the drop in sales for this area.
- Post 1966 Construction, an ordinance required parking and open space. Most of the construction along the south segment is pre-1966.
- A sign ordinance put a ban on neon signs. Examples of the old style signs are Papago Plaza and Napa Auto.
- Scottsdale's philosophy on signs is that the sign should reflect the local style. Scottsdale doesn't allow chain stores such as McDonald's and Jack in the Box to use their corporate architecture i.e. the golden arches.

Workshop Series #1 – Public Workshop Comments

May 24 2005 (Community Design Studio)

3:30 p.m. – 5:00 p.m. Art Focus Group

Character and Identity

- Corridor should celebrate light. Some local celebrations of light are the Phoenix's Library, James Turrel's Museum of Light, and at the Civic Center Plaza, light from cars' headlights are funneled up through the underpass.
- Make sure the design isn't too homogenized. We want to keep some grit.
- Design needs to celebrate downtown
- Have objects embedded in concrete.
- What's more authentic to Scottsdale? Bright colors or beige?

Nodes of interest and intensity

- Create major (Business) and minor (Residential) nodes.
- Create multi-use space such as a parking could become a basketball court at night.
- Land use will change with higher residential density.

Gateway

- Would like to have something grander than our current gateway.
- There are lots of portals to Scottsdale. Don't forget the east and west portals.

Improvements for Pedestrians, Bicyclists, and Transit Riders

- Make alleys more pedestrian friendly
- Make Scottsdale Road more pedestrian friendly.
- It would be more pleasant to have bus shelters around the corner from a bus stop. This would give people some respite from the loud traffic on Scottsdale Road. A "bus is coming" audible warning could alert people to queue up for the approaching bus.

- Opinion: pedestrian use is minimal. It's about 1% pedestrian use and 99% auto use, except for downtown.
- Pedestrian connections to the neighborhoods are difficult because of traffic and barrier walls.
- We need to get creative about connections to neighborhoods.
- Water use should be in places that people congregate.

Roadway Enhancements

- Medians need to retain turn lane movement so people can get to businesses.
- If the landscape medians get broken too much for turn lanes, they become too diluted.
- Existing roadway light poles are bland.
- Goldwater works because there is an advantage to taking the right turn movement. Drinkwater doesn't work.
- Narrow the lanes to slow down traffic and make the road more pedestrian friendly.
- McDowell Road Design used low walls to visually buffer dealership display cars from pedestrians traveling along adjacent sidewalks.
- Low walls can be used as benches.

Integrating Sustainable Design Features

- Use straw bale, rammed earth and adobe building materials.
- Use native and adapted plants that are drought tolerant.

General Comments

- Building regulations allow for zero setback.
- ADA regulation for sidewalk surface requires that it must be a stable surface. Crushed gravel isn't a stable surface.
- Scottsdale Road will have 4 ITS Warning/Message Boards near entrance to the freeway. This is part of the regional signage system.
- There are about eight to twelve utility boxes along the south segment.
- We should use the utility boxes for wayfinding and art.

Workshop Series #1 – Public Workshop Comments

May 24 2005 (Community Design Studio)

6:30 p.m. – 8:00 p.m. AIA Stakeholders Focus Group

Character and Identity

- Scottsdale Road should be more than just a road that you whiz by.
- Emphasize the change of topography and microclimate along Scottsdale with changes in native plant material. Native plants from the valley tend to be tall. As you drive north toward the Sonoran Desert, you should see more cactuses and lower desert plants.
- Have mile markers note the change in elevation along Scottsdale Road.
- We need a golden thread/thematic design that tied the entire corridor together.

- Scottsdale Road needs to be a signature road.
- How about having a marathon along Scottsdale Road?
- Scottsdale Road needs to function as a street as well.
- Scottsdale's street grid is broken up by mountains.
- The first ranch-style homes were built in Southern Scottsdale. An ASU Graduate Student's thesis is about two subdivisions with ranch-style homes, Town & Country and Village Grove in Southern Scottsdale. Some AIA members are trying to get two ranch houses in Southern Scottsdale placed on the historic registrar.
- Celebrate the car. Have cars artistically displayed on individual pads.
- Reveal history of the place with a radio broadcast loop of Scottsdale stories.
- Art should be highly visible throughout the entire corridor.

Nodes of interest and intensity

- The intersection of McDowell Road and Scottsdale Road is the busiest intersection in Scottsdale.
- Southern segment of Scottsdale Road is the oldest section of road. This segment of road was built in the 1950's.
- There should be focused areas of pedestrian intensity.
- Prioritize the most important intersections along Scottsdale Road and make them pedestrian-friendly.
- The intersection of Thomas Road and Scottsdale Road is important because Thomas Road connects to the freeway.
- Do we want a transition zone to announce Old Town?

Gateway

- The current gateway is north of the Flamingo Car Wash near the intersection of McKellips Road and Scottsdale Road.
- Idea for kinetic art that changes with driver's headlights or wind.

Improvements for Pedestrians, Bicyclists, and Transit Riders

- Pedestrians need landscape buffer between them and the road.

Roadway Enhancements

- Make Scottsdale Road special by using red asphalt instead of black for the entire length of the road. Use local salmon colored stone to make red asphalt.
- In the Netherlands, red asphalt is used demarcate bike lanes. How about trying that idea here?
- Use rubberized asphalt pavement for the roadway to reduce street noise.
- The City adopted the color blue for its roadway signs in the 1960s.

Integrating Sustainable Design Features

- Use natural material to highlight layered geology of the area.
- Use rammed earth walls made of local soil mixed with concrete.

General Comments

- Trailers unload cars in the median of Scottsdale Road.
- Existing light poles from Roosevelt to Thomas are painted dark green. In the northern segment of Scottsdale Road the light poles are dark brown and blend into the desert.
- White painted poles reflect the sun and last longer than darker painted poles.
- There aren't many quarries in the area. Ash Fork quarry has local limestone.
- Nightlife is really happening in Old Town.
- DC Ranch is a master planned community with a coordinated look. Its design was well received by the community.
- Steve Martino and Jodie Pinto are local landscape architects.

Workshop Series #1 – Public Workshop Comments

May 25, 2005 (Community Design Studio)

8:30 a.m. – 10:00 a.m. Religious/Retail Focus Group

Nodes of interest and intensity

- ASU should be a high retail area instead of a campus.
- If there are five pedestrian-oriented businesses close together then a pedestrian-friendly district is warranted.
- Some good pedestrian-friendly restaurants are Los Sombrero and Surfer Bar
- Create a franchise free zone.
- There is no public parking around Thomas Road. Need to have public parking to promote “park-once” and walk to several shops/restaurants.
- Would like the design team to examine each segment carefully and then develop distinct themes for each segment and tie them together with some continuous design elements.

Gateway

- Gateway needed to tell you that you are in Scottsdale.

Improvements for Pedestrians, Bicyclists, and Transit Riders

- Bike lanes are necessary.
- Shade structures are desired.
- Safety, accessibility and survival for pedestrians is extremely important.
- Balance needs of pedestrians, bikers, transit users with traffic.
- Find ways to provide better shade at bus stops.
- Bus pull-outs should really be considered as a safety element.

Roadway Enhancements

- Bus stop pull-outs needed to keep traffic moving.
- Reduce traffic and traffic accidents with better signage. Need better signage to direct drivers before they reach an intersection.

General Comments

- Biggest problem is the traffic. There is about 1 car crash per week because drivers take an illegal left turn out of Albertsons' parking lot.
- Access is also a problem. Trailers unload cars in the median and block left turn access to businesses for hours.
- Theft and vandalism are huge issues, especially around the alleys. Meth production in the area contributes to drug-related crimes. Owner had twelve break-ins in three years.
- Lighting doesn't stop theft. Thieves break-in from the back of the store.
- Rage Cycles is a destination store. Cruiser bikes are its biggest sales item.
- Rage Cycles is in a house built in 1947. The building was the second art gallery in Scottsdale.
- Rage Cycles leads family bike rides to Old Town.
- Rage Cycles is considering moving business to the canal near Old Town. The location would be convenient for bike rentals.
- Wants to see the City's commitment to the southern segment. Reinvestment of the southern segment is necessary for business redevelopment to occur.
- A redevelopment stumbling block for a couple of vacant lots is the 40 year ground lease. The owner of the land will not sell. Developers don't want to make a big investment on a lease agreement.
- Mill Ave., Tempe has too many chain stores. It has become a "mall" without a ceiling.
- Increased property value would make the Scottsdale Road project a success.

Workshop Series #1 – Public Workshop Comments

May 25, 2005 (Community Design Studio)

10:30 a.m. – 12:00 p.m. Restaurant Focus Group

Character and Identity

- Recommends having a contest submission run in a local newspaper that asks people to submit their ideas for theme(s) for Scottsdale Road. Provide a prize for the winner(s).
- Celebrate Scottsdale's history.
- Agree with western theme for Scottsdale. This is a destination town.

Gateway

- Stick to the up-and-coming themes, not older themes. Anticipate how much this area will change and reflect that in the design.

Improvements for Pedestrians, Bicyclists, and Transit Riders

- Have a marathon to re-claim the corridor and send the message that Scottsdale Road is a safe and pedestrian-friendly corridor.
- Bike lanes on one side of the corridor should be considered. Bike lanes on both sides would be ideal.
- Bus pull-outs are a must!

- Need signage to alert drivers that Scottsdale Road is a bike/pedestrian-friendly corridor.

Roadway Enhancements

- The lagging left hand turn is a great idea and should be used at all intersections.
- Preserve central medians.
- Need visible signs directing drivers to parking areas.
- Need better signage for motorists. Signage should be viable for all motorists within a block before the intersection.
- Add left turn lanes from McKellips Road around McDonald's.

General Comments

- Golf Courses are everywhere. They should be involved with this project.
- Resorts are increasing. They should be involved with this project.
- Opinion: Old businesses that attract crime and drugs should be condemned by the City.
- Downtown is extremely congested. Find ways to reduce the traffic congestion.

Workshop Series #1 – Public Workshop Comments

May 25, 2005 (Community Design Studio)

1:30 p.m. – 3:00 p.m. Auto Focus Group

Character and Identity

- Would like uniformity of color throughout the corridor. Would like to see earth tones and stone work.
- Likes the dark cinnamon gravel rather than grass.
- Likes the use of native ground covers and trees.
- Build on the 1950s retro look.
- Play up the Americana style with nostalgic gas station light poles along corridor.

Gateway

- Perceives the entrance to Scottsdale at Continental Drive and Scottsdale Road.
- Would like to have a gateway that you can drive under.

Improvements for Pedestrians, Bicyclists, and Transit Riders

- Likes new bus stop with copper roof on Thomas Road.
- Sidewalks should be a consistent design element throughout the corridor.

Roadway Enhancements

- Smart Auto Repair has a paved buffer between the sidewalk and the auto repair lot. Business owner is willing to have a desertscape planting strip.
- Would love to see more trees.

General Comments

- Care Repair on Thomas Road has major access on Thomas Road and minor right-in only turn on Scottsdale Road.
- No “U” turns sign is posted on Thomas Road but drivers violated that law all the time.
- The owner of the Exxon on the corner of Thomas Road and Scottsdale Road recently purchased the property and plans to change it to a Shell Station with convenience store and car wash.
- Possibility of future redevelopment of the corner of Thomas Road and Scottsdale Road with existing businesses, Zorba’s Books, Care Repair and Future Shell Station. Parking, access and store locations could be reconfigured for everyone’s benefit.
- Smart Auto Repair on Scottsdale Road has good turn lane access to its store.
- Theft is a major issue. Businesses need security fencing to lock things up at night.
- Smart Auto Repair would like to build a security fence that conforms to the desired look of the corridor.
- Security lighting is also necessary to deter crime. Smart Auto Repair has 8 security lights on lot.
- Would like to see taller business signs.
- Signage ordinance’s goal should be to promote business, not preserve land values.
- Could have a retro look to signs which ties into the motor mile theme.
- Residences in the vicinity of Oak St. and Thomas Rd. are putting a lot of money into houses. These neighborhoods are changes.

Workshop Series #1 – Public Workshop Comments

May 25, 2005 (Community Design Studio)

3:30 p.m. – 5:00 p.m. Neighborhood Focus Group #2

Character and Identity

- Wants beautification for south segment.
- The image of Southern Scottsdale is not the “bucking bronco”. Horses are not an appropriate theme here.
- American Indian culture is very important to the southern segment. We’re close to the reservation.
- Likes earth tones and copper. Likes the color palette of the Civic Plaza.

Nodes of interest and intensity

- Wants design to change and respond to the character of different districts.
- Some small businesses in Southern Scottsdale are Bocca, Pesche’s, Sugar Bowl (ice cream shop), Tuesday Mornings, and the Comedy Club on McDowell Road.

Gateway

- Wants grander gateway at south entrance.

Improvements for Pedestrians, Bicyclists, and Transit Riders

- A lot of people take the bus. They need shade and water (misting and drinking) at bus stops.
- In favor of bike lanes.
- Would like to see more mass transit.
- Add plants to provide more shade. Likes the yellow flowers of the Acaisha Tree.

Roadway Enhancements

- Signage is extremely important.

General Comments

- Likes bronze statues in Mesa.
- Looking forward to the future canal walk.
- Make parking in Old Town more obvious.

Workshop Series #1 – Public Workshop Comments

May 26, 2005 (Community Design Studio)

10:30 a.m. – 12:00 p.m. Medical Focus Group

Character and Identity

- Horse sculptures in downtown are tastefully done
- Preference for the old western theme, but modernize it.
- Create fresh and new art. Don't continue the Western theme.
- Scottsdale is too constrained with Western town image.
- Use rocks to create "Lauren Pippin" kind of art.

Nodes of interest and intensity

- Team should take it block by block and review, examine, and analyze each one and create some kind of a thematic way of tying the entire corridor together

Gateway

- Enhance gateway entrances with art and landscaping.
- Gateways: the existing ones are in dire of replacement.
- Use bold and texturized colors for gateways to really attract the human eye.

Improvements for Pedestrians, Bicyclists, and Transit Riders

- A frame signs are clutter the streetscape and people sense of desperation.
- Bus stops should be built with better materials to increase their durability.
- Bus stops are in need of improvement. They should be attractive, decorative and inviting.
- Need more pedestrian crossings to create a pedestrian-friendly environment.
- South segment is not pedestrian friendly. Needs more pedestrian-oriented design.
- Add pedestrian lighting to create more of an inviting environment like downtown Tempe.

- Lighting is highly needed. Use solar technology as much as possible. Like Selbert/Perkins' idea at LAX of giant lanterns.

Roadway Enhancements

- Need more trees.
- Trees are great and there should be many more. Likes Indian laurels.
- Provide landscaping: flowering trees, shade trees and desert vegetation.
- Loading/Un-loading of goods in the street is constant problem. It creates havoc for everyone, especially the motorists.
- Very low power lines on Oak St.
- Would like to have the power lines buried underground.
- Median landscaping: prefers the taller ones but contained that it does not create a problem for motorists – obstruction needs to be taken into consideration.

Integrating Sustainable Design Features

- Use solar technology for pedestrian lighting.

General Comments

- Landscaping is attractive along Indian School Road and along canal west of Scottsdale Road.
- Existing businesses: those that are out-dated and need of repair should be seriously addressed.
- Several of the businesses should be renovated;

Workshop Series #1 – Public Workshop Comments

May 25, 2005 (Community Design Studio)

6:30 p.m. – 8:00 p.m. Public Meeting

Character and Identity

- Buckin' Bronco has lost its purpose and meaning – stay away from it.
- Honoring of the Yaki Indians should be taken seriously as they are one of the first to settle the land.
- The need to maintain the heritage of this place. Tie the heritage to the art/design of the streetscape.
- Identity/imagery/western motif can be handled in a classy, elegant manner.
- Weave American Indian culture into the design/art.
- No tall buildings.
- Keep some open space.
- Southern section should have own character.
- Use banner design to highlight history of Scottsdale.
- Area is fairly generic, need to add more character.
- Continue Old Town lantern design for street lights and street signs.
- Historical ranch houses should be preserved and highlighted.
- The "Old West" gimmick – keep it!
- Use of flags and banner to signify Scottsdale
- Borrow from different historic phases of Scottsdale's establishment.

Nodes of interest and intensity

- Design themes should be unique to districts, but somehow tied into a continuous streetscape design.
- Project should promote neighborhood-oriented businesses because they support pedestrian activity.
- Create paths to promote walking between businesses.
- Create collective public parking to support “park-once” businesses districts.

Gateway

- Business and property addresses are out-of sync around the southern section of Scottsdale Road. The boundary line between Tempe and Scottsdale divides the east and west sides of the street which makes finding addresses incredibly confusing. This situation also creates a problem for emergency responses.
- Current gateway monument needs to be changed
- Have a gateway that goes half-way over the roadway.
- Entrance treatment over entire road
- Illuminated Saguaro sculpture
- 1950s jukebox as motif.
- 1950's and 1960's look can be considered or tied into design, but make it look elegant and classy

Improvements for Pedestrians, Bicyclists, and Transit Riders

- Water and shade are two important elements that should be used in the streetscape design.
- Water should be utilized more throughout the entire corridor and used less at the golf courses and resorts.
- Drinking fountains at bus stops are needed.
- Water fountains – mostly for pedestrians and bicyclists – concern is that they could be vandalized.
- Direct pedestrians to areas of the corridor where it is safe, and provide them with assurance that it is their street.
- Bike lanes should be added and encourage it by having the City of Scottsdale promote bike days.
- Designate safety corridors for pedestrians along sections of the corridor.
- Runners and walkers should have a place throughout the corridor – make it more pedestrian friendly and inviting by installing drinking fountains.
- Seating as a way to introduce art – do not get carried away. Make it an elegant design.
- Threading segments/districts by use of color of pavement
- Bike lanes are needed desperately.
- ADA standards should be addressed more.
- Signalization should be important to the City.
- There should be more pedestrian-only crossings a.k.a. pedestrian scramble.
- Landscaping is highly important and needed.
- Need human scale designed streetscape. Palm trees do not provide shade.
- Wider sidewalks with adjacent plantings.

Roadway Enhancements

- Speeding, lack of parking, and access to businesses are on-going problems – address those issues by better signage to alert the motorists.
- Need signage and signals to make crosswalks visible.
- Use the center corridor for mass transit.
- Vehicular traffic should be decreased by reducing speed limit, directing traffic along the couplets. Re-do the couplets so that they tie back into Scottsdale Road better.
- Use street lights as a wayfinding tool.
- Too much signage is confuses and distracts drivers. Some signs are illegal.
- Opinion: Blue colored should not be used. Prefer signage with earth tones.
- Slower cars-reduce speed to 35 mph. Make it more bike and pedestrian-friendly.
- Street used at all hours for all users (parades and street fairs during holidays and low traffic times)

Integrating Sustainable Design Features

- Sonoran desert landscaping with native plants
- Use stabilized crushed granite for sidewalks. Pervious paving is better for the environment (reduces stormwater run-off) and its walking surface is easier on people's joints.
- Research shows that walking conditions are important to those who choose to be physically fit: use of stabilized decomposed granite for sidewalks– less hot, local material, earth colored, more path-like quality, and is pervious so it reduces stormwater run-off.

General Comments

- Theft/Vandalism has been a recurring problem – City needs to address the problems by providing more safety patrols and alertness by everyone.
- ASU Scottsdale has already made an impact in the area – there are more interested home buyers and residents are up-grading their homes to keep up with the improvements. Would like for the businesses to follow suit.
- Tourists prefer to conjugate around the downtown area – make downtown more inviting and pleasing. Upgrade the buildings with paint and lighting.
- Work with the downtown task force to connect the entire corridor.
- Desired measures of success: slower cars, more pedestrian-friendly environment and bike lanes
- Keep cost in mind
- Opinion: feels that the City has not done much to make it a street for everyone, lack of trust and quality of life has decreased.
- ASU has been a good welcoming factor for the City – real positive ideas.