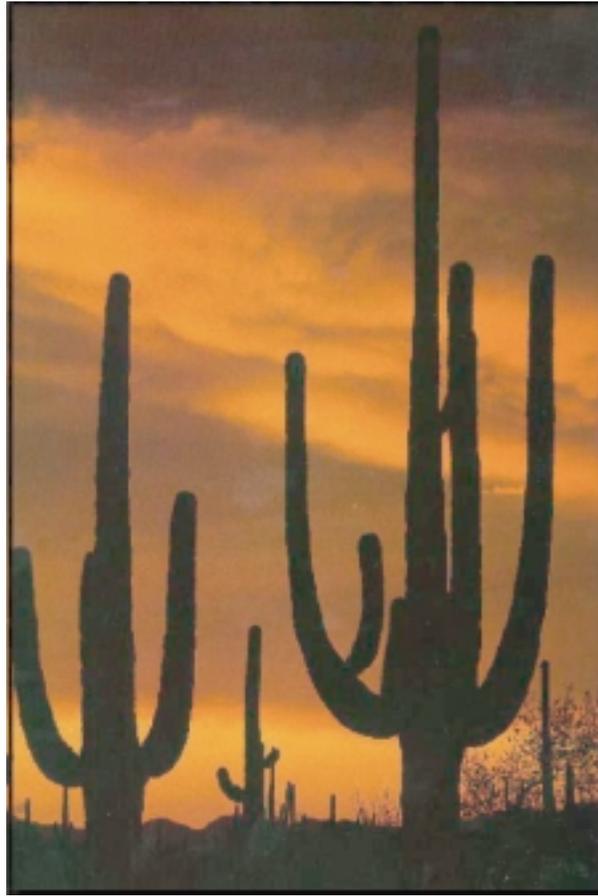
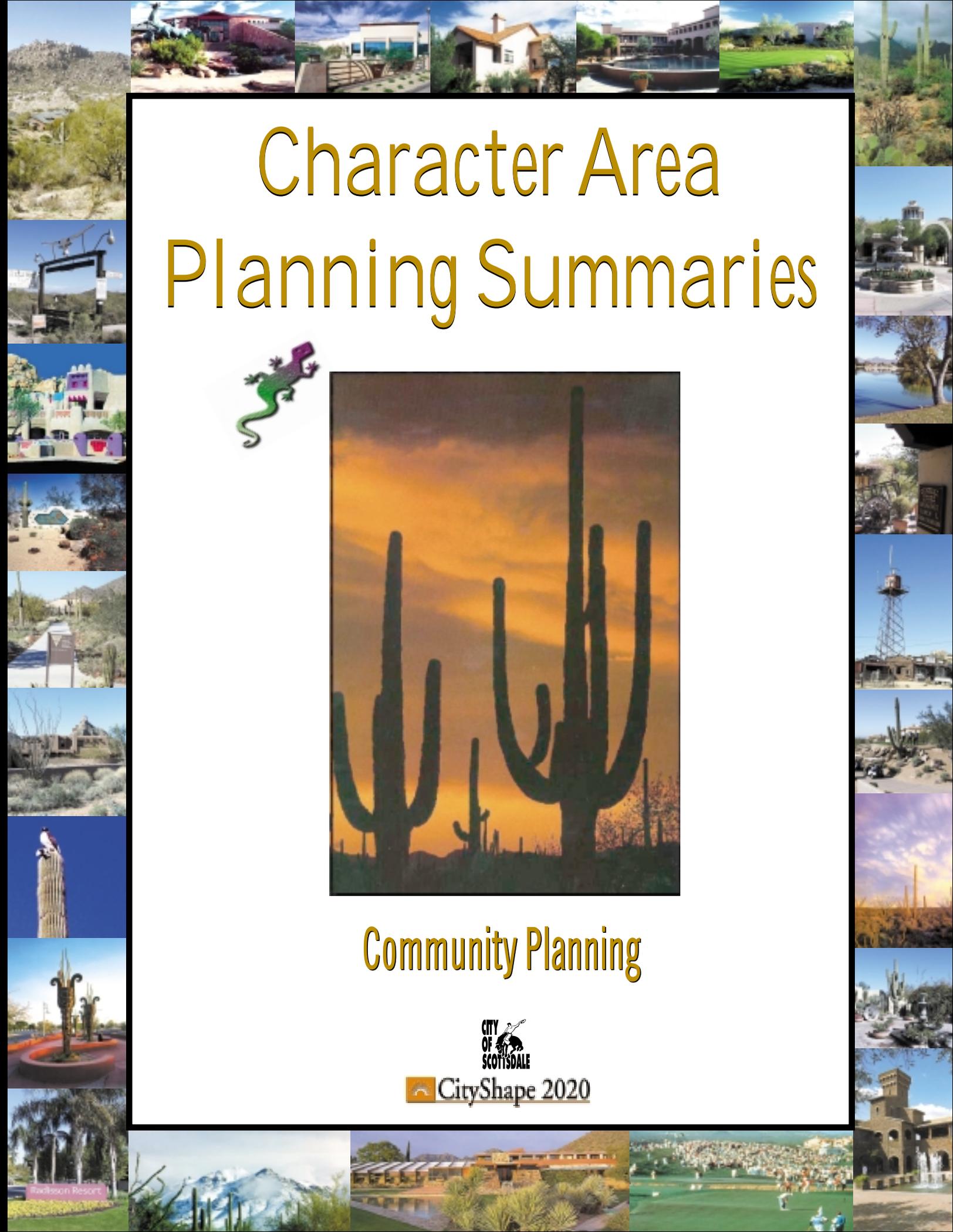


Character Area Planning Summaries

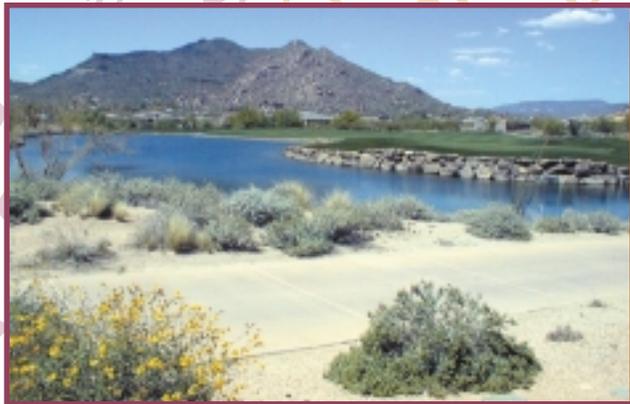
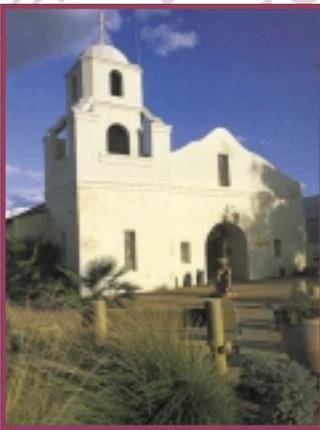
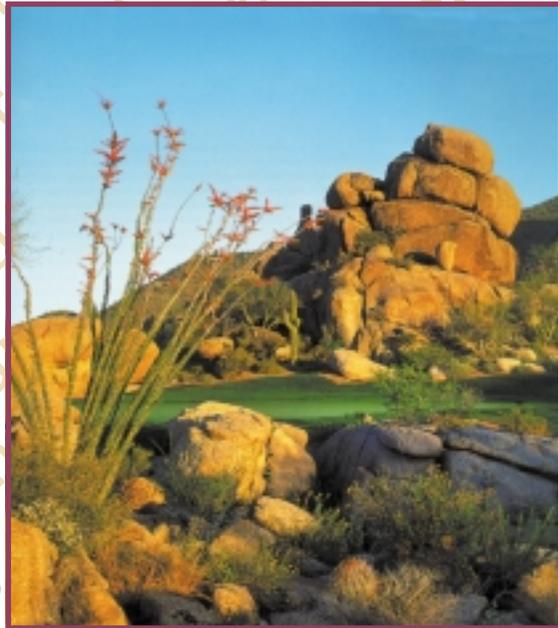
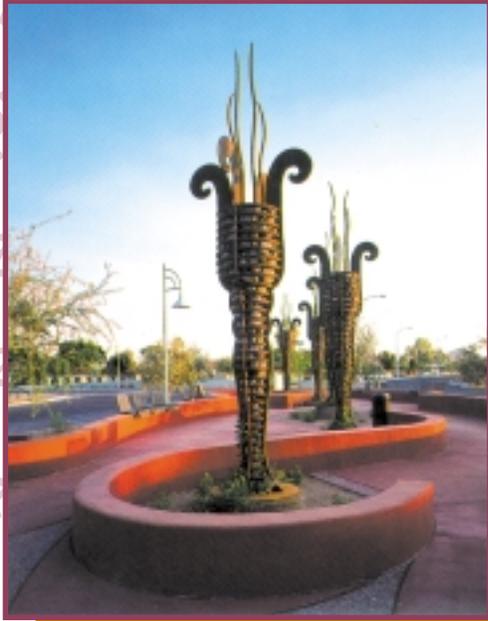


Community Planning



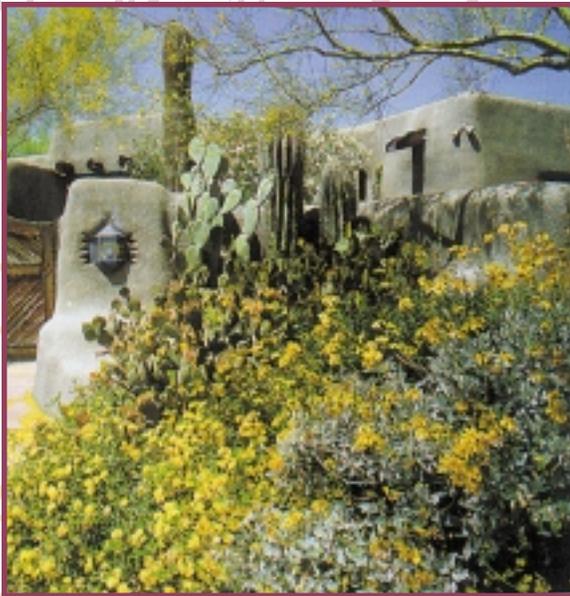
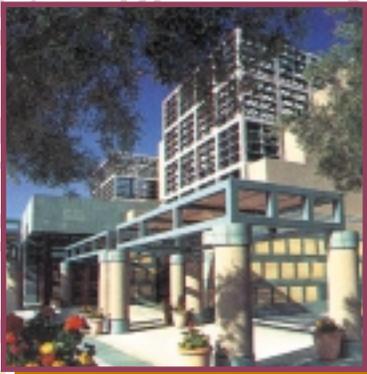
What are Character Areas?

Character Areas are areas of the community that have achieved a unique, recognizable, character that is different from neighboring areas. These differences may be the result of topography, age and style of housing, built environment, land use patterns, landscaping, street patterns, open space, or streetscapes.



Why are Character Areas Important in Planning the Community?

Character Areas are one of the tools for identifying the most significant aspects of a part of the community, such as lifestyle, neighborhood design, and nearby services and amenities that make a particular area unique and distinct from other parts of the community.



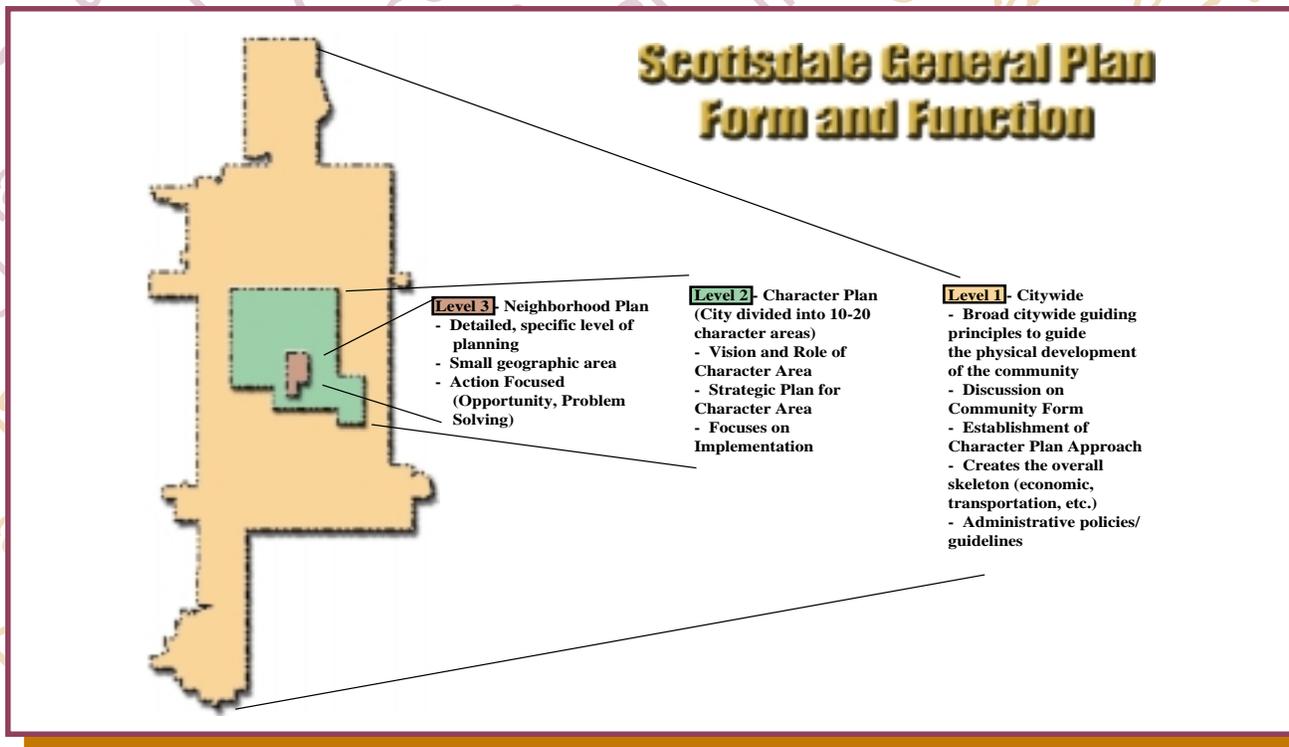
How do Character Area Plans relate to the Zoning Ordinance, the General Plan, and other City Policies?



Scottsdale's General Plan has three interrelated functions:

1. It is an expression of community goals and priorities;
2. It is a guide to decision-making; and
3. It fulfills legal requirements created by state law.

Some of the components of the General Plan are:
Land use, Transportation, Environment, Safety, Public Services, Housing, etc.



What is the process for developing a Character Area Plan?

The process of developing a Character Area study involves five key activities:

Background Research - *Collection of a wide range of information and existing plans for the area, such as environmental, land use, and historical information. Furthermore a definition of housing types and age, design themes, street design, business/industry structure and pattern, and ownership conditions in the area are needed for the background research. This establishes and creates an important base of insight and information for the area upon which dialogue about future plans can be derived.*

Issues and Goals Identification - *Confirmation of concerns, desires, and perceptions of those who live, own property, or work in the area. Formation of these priorities helps to create consensus regarding the direction of the planning process.*

Alternative Plans - *Explore and assess various ways to achieve the desired goals. Often plans include trade-offs and considering different ways to achieve the stated goals can help in deciding which route is best.*

Final Recommendations - *Presentation of final recommendations via formal and informal public hearings.*

Implementation - *It is important that the planning not end as a little-used document sitting on a shelf when carrying out the final recommendations of the plan. Rather these plans will become the basis for further action to carry out the goals of the plan.*

Citizen Involvement Opportunities

Citizen involvement is encouraged in all phases of the Character Area process.



CityShape 2020 Proposal



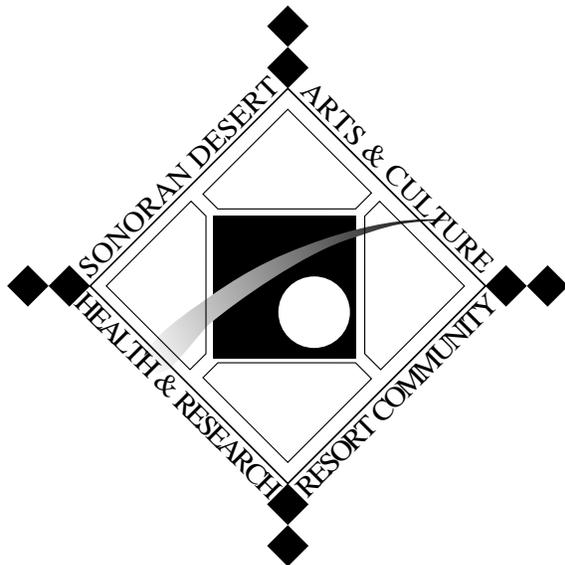
Neighborhood Meetings



Workshops



Public Hearings



Scottsdale Vision Themes



What will result from Character Area Plans?

1. A comprehensive set of Policies, Guidelines and Recommendations on a wide range of subjects (such as land use patterns, transportation, public utilities, landscaping, architecture, and drainage).

These Policies, Guidelines, and Recommendations will reflect:

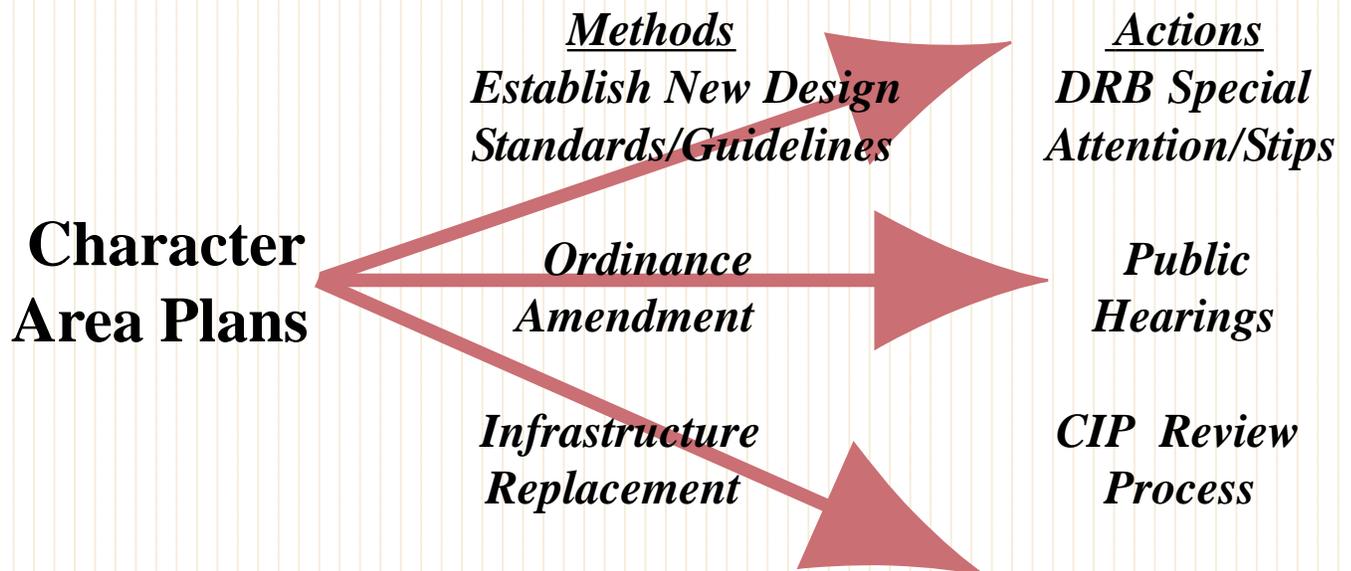
- **Visions for the future of the area**
- **Expectations of the community**
- **Aspirations of the residents of the area**

2. A strategy for implementing those Policies, Guidelines, and Recommendations

Implementation may include:

- **Prioritized methods and means to be employed (ordinance amendments, design standards, process changes, etc.)**
- **Actions required to carry out recommendations (City Council, Stipulations of the Boards and Commissions, etc.)**

Implementation of Character Plans may take many different routes:



Character Area Studies Help to Promote:

- A higher awareness by the entire community of the value of the physical character of the city and its many parts.



- General awareness of the character of individual areas of the community and how they fit together and contribute to the overall community.

- Inclusion of “character” as a consideration for private and public decisions within the area.



- A more complete and more commonly understood vocabulary of the major character elements for an area.

- Higher prioritization of projects promoting character issues in the City Budget.



- A basis for networking by area residents and business owners.

- Wider acceptance of the visual and functional differences of varying neighborhoods within the city.



Character Area Studies Can Lead to:

- Review and modification of public projects that will be occurring in the area anyway.
- Creation of design guidelines, deed restrictions, and other mechanisms to promote the character of an area.
- Identification of funding for public projects that will reinforce the character of the area.
- Specific design guidelines either as a part of the city's overall program or as a specific group for an area or corridor.
- Identification of modifications of the zoning ordinance or other city policies.
- Establishment of special design character for public buildings (parks, libraries, fire stations, etc.) and hopefully for schools, post offices, etc.
- Development of detailed plans for bikeways, paths, trails, and pedestrian access.
- Street system layouts that support the character of the area.
- Creation of special street designs or cross sections that reduce traffic speeds, create a locally appropriate streetscape design, or achieve other transportation goals.
- Identification and conceptual design for open space corridors, networks, connections, etc.
- Establishment of policies and techniques for managing and enhancing public improvements such as alleys, undergrounding power lines, canals, drainage channel treatment, etc.
- Creation of special and consistent guidelines for architectural and landscape character of nonresidential uses.
- Installation of special streetscape features such as entry signs or monuments, special landscaping in medians or along sidewalks/roadsides, special street names signs, unique street lighting, special medallions or banners on streetlight poles, special bridge railing designs, unique bus stop benches or shelters, etc.

Our hope is that...

Character Area Plans Will:

- Establish a common “vision” for each area.
- Establish broad policies for the future of the area.
- Identify what residents consider to be important about the area.
- Identify significant trends within the area.
- Suggest further actions that are needed to put the broad policies into effect.
- Contribute to, but not dictate, future decisions in the area.

Character Area Plans Will Not:

- Create another layer of regulation in the development process.
- Anticipate and address every specific issue or concern that could be raised in the future.
- Invalidate zoning requirements, General Plan designations, or other city policies.
- Solve every problem being experienced in the area.

Character Themes or “Districts”

What is community character?

The character of a community includes a variety of physical features that provide an identity different from other regions and even other communities in the area. Character also reflects a community’s commonly perceived image based on purpose and lifestyle. In addition, character provides clues about a community’s vision for the future.

What are elements that give Scottsdale its character?

Although large in scale and diverse in settings, there are a number of common elements that give Scottsdale its identity and character. Among these are:

- **Recognition of the warm desert climate with subtropical landscaping and an outdoor-oriented lifestyle;**
- **Focus on the Sonoran Desert setting and the dominating backdrop of the desert mountains in and near the City;**
- **Dominance of building designs and materials which reflect the cultural traditions of the desert southwest;**
- **Streetscapes which emphasize landscaping and limit signage clutter;**
- **Rich intermixing of open spaces and resort-like amenities; and**
- **A sense of community pride exhibited in well-maintained or refurbished properties.**

What is the overall structure of the character in Scottsdale?

Across the City there are some basic factors which provide order and pattern to its City’s character. Several broad character “districts” can be identified within the City’s boundaries:

- **Urban and mixed-use activity cores;**
- **Suburban and family-oriented areas;**
- **Low density areas described as rural, estate or village; and**
- **Large preserved desert open spaces.**

From another perspective, the character of the City may be viewed from its traditions and heritage. In Scottsdale’s early days, land south of the Arizona Canal was irrigated farmland. In the 1950’s and 1960’s, this area was the first to be developed. Use of non-native plants from around the country and world dramatically changed the landscape during this timeframe.

The area between the Arizona Canal and the CAP aqueduct was primarily developed in the 1970’s and 1980’s. During this time, there was a growing appreciation of the desert and a strong emphasis on the Mediterranean cultural influences of the region. In the mid-1980’s, development began to occur in significant levels north of the CAP which was predominately natural desert. Because this land was undisturbed before development, there has been much more attention to retaining desert open spaces and blending the built and physical environments.

What elements help create local character within the community?

Given the diversity of the settings, the wide range of uses, and broad timeframe that development has occurred across the City, there are a number of areas within the City which have a distinctive character. Some of the elements that help differentiate these areas are:

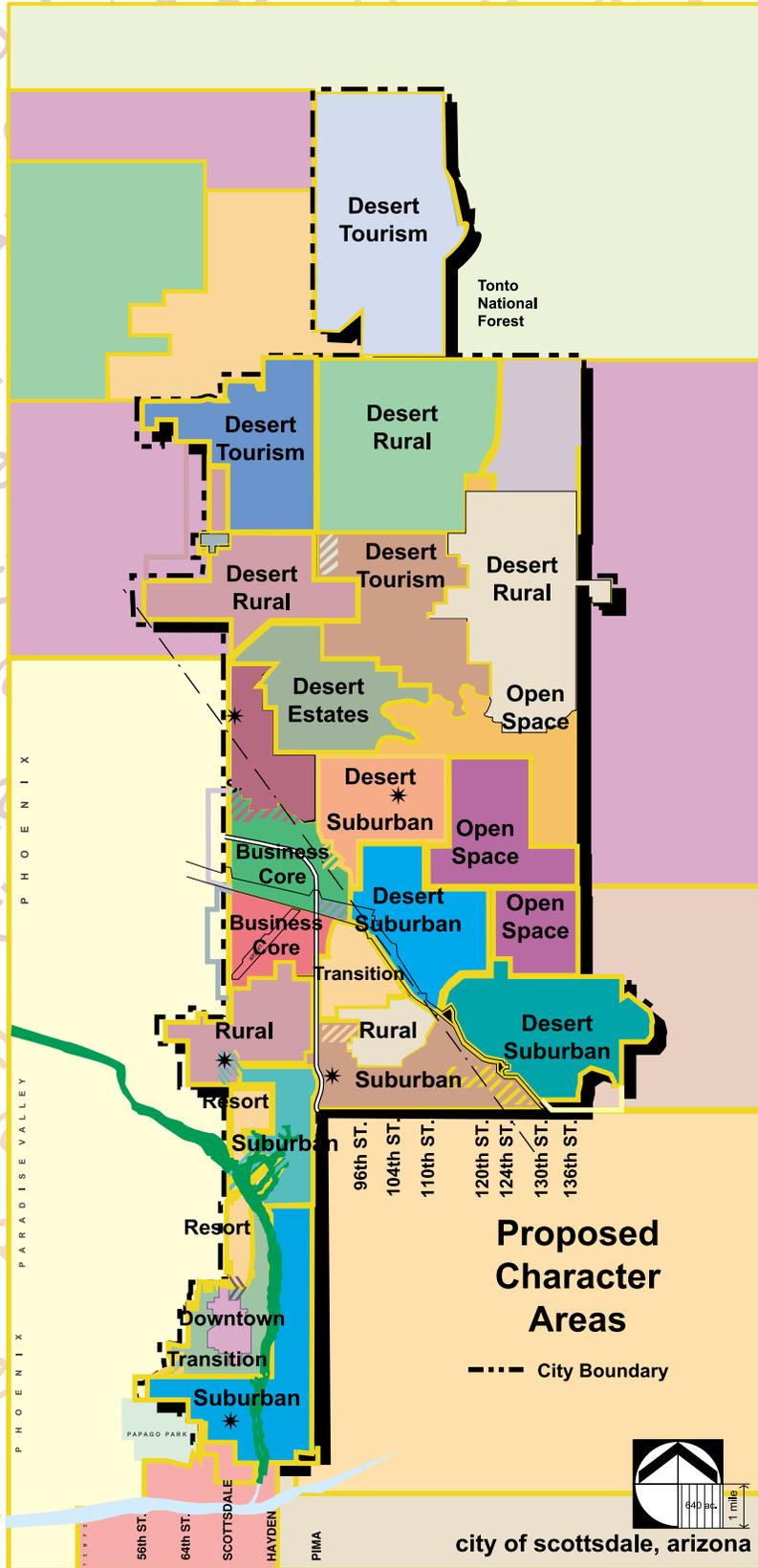
- **Proximity to mountain backdrops;**
- **Abundance of natural desert terrain or land formerly used as farmland;**
- **A local street network based on a grid system with multiple access points or curvilinear streets with limited access points;**
- **Differing architectural styles that may dominate an area;**
- **Major open spaces that provide a focus and affect the lifestyle of an area;**
- **Separation from other areas by major features such as canals or mountains; and**
- **Areas with limited ranges of use and a low scale of height, or areas with a wide mix of uses and a variety of building scales and relationships.**

These and other elements may be subtle in their differences, yet collectively result in a variety of options for choosing where to live or locate a business.

Broad Character Districts Definitions

- **Suburban** – predominately single family residential areas with an overall density of two to four unites per acre, along with supporting uses such as neighborhoods, commercial, minor service offices, schools, churches, parks, and recreational uses.
- **Urban Transition** – residential areas with a mix of multi-family and townhome housing along with some destination commercial, employment facilities, and single family.
- **Mixed-use Urban Center** – major concentrations of employment and commercial uses along with public facilities, multi-family housing, and destination recreation uses.
- **Resort Corridor** – a series of resorts mixed with multi-family, townhome and single family housing, specialty commercial, offices, and recreational uses.
- **Rural** – predominately low density single family areas, often with equestrian activities and without walled subdivisions, with low scaled buildings and minimal street improvements.
- **Estate** – low density single family uses typically in identified subdivisions with little or no equestrian activity and limited support uses.
- **Village** – areas with an overall low density that are predominately contained within master planned communities and have a mixture of support and specialty commercial, minor office, resorts, golf courses, and other high quality amenities.
- **Preserve** – major open spaces retained as natural desert, with limited development on the fringes for access and education.

- JENNY LYNN
- CIRCLE MOUNTAIN
- HONDA BOW
- ROCKAWAY HILLS
- DESERT HILLS
- JOY RANCH
- STAGECOACH PASS
- CAREFREE HWY.
- DOVE VALLEY
- LONE MOUNTAIN
- DIXILETA
- DYNAMITE
- JOMAX
- HAPPY VALLEY
- PINNACLE PEAK
- DEER VALLEY
- BEARDSLEY
- OUTER LOOP
- UNION HILLS
- BELL/FRANK LLOYD
- WRIGHT BLVD.
- GREENWAY
- THUNDERBIRD
- CACTUS
- SHEA
- DOUBLE TREE
- MCCORMICK PKWY.
- INDIAN BEND
- MCDONALD
- CHAPARRAL
- CAMELBACK
- INDIAN SCHOOL
- THOMAS
- MCDOWELL
- MCKELLIPS



How many Character Areas are there in Scottsdale?

Currently 23 different Character Areas have been identified. These areas range from undeveloped to almost fully developed, from open space or, low density to urban scale; from mostly residential to mostly business. The “edges” of many Character Areas are clear, such as major streets, or open spaces. Edges of other Character Areas are not as clear, and two or more character areas overlap or blend together gradually, often because there is a mixing of character across a neighborhood.

