

# SOUTHERN SCOTTSDALE COMMUNITY AREA PLAN VISION WEEK SUMMARY

March 26<sup>th</sup> to March 29<sup>th</sup>, 2008

## Introduction

The Southern Scottsdale Community Area Plan project encourages the active participation of business and property owners, community members, and organizations to develop a community-based vision for the Community Area Plan. To kick-off the project, an intensive Vision Week provided a variety of participation opportunities. These opportunities were held between March 26<sup>th</sup> through March 29<sup>th</sup> 2008 and included Business Cafes, Community Workshops, and a Visioning Ice Cream Social.

## Overview of Vision Week

Eleven community activities were held over a four-day period throughout the Southern Scottsdale area to encourage participation in different geographic locations and from a wide range of interests. This section provides an overview of each activity and the general outcomes and input received during each activity.

### *Vision Week Schedule*

WEDNESDAY, 3/26	THURSDAY, 3/27	FRIDAY, 3/28	SATURDAY, 3/29
<p>7:30 – 9:00 am Business Café (Granite Reef Senior Center)</p>	<p>7:30 – 9:00 am Business Café (Kerr Cultural Center)</p>	<p>8:00 – 10:00 am Trolley Talks (Stadium Team Shop)</p>	<p>2:30 - 4:30 pm Community Ice Cream Social (Paiute Center - Outside)</p>
<p>2:00 – 3:30 pm Visioning Bingo (Granite Reef Senior Center)</p>	<p>7:00 - 9:00 pm Visioning Workshop (Tonalea Elementary)</p>	<p>11:30 – 1:30 pm Trolley Talks (Stadium Team Shop)</p>	
<p>7:00 - 9:00 pm Visioning Workshop (Hohokam Elementary)</p>	<p>7:00 - 9:00 pm Visioning Workshop (Kerr Cultural Center)</p>	<p>3:30 – 5:30 pm Youth Logo Design Contest (Boys and Girls Club)</p>	
<p>7:00 - 9:00 pm Visioning Workshop (Pueblo Elementary)</p>			

## Business Cafés

Wednesday, March 26<sup>th</sup> and Thursday, March 27<sup>th</sup>, 2008  
7:30 am to 9:00 am

Two Business Cafés were held on Wednesday, March 26<sup>th</sup> and Thursday, March 27<sup>th</sup>, 2008 from 7:30 am to 9:00 am to provide a forum for the business community to discuss current trends, business environments, and visions for Southern Scottsdale. Each Business Café was organized in an interactive “World Café” model that allowed participants to discuss important community questions with a range of different participants. Discussion questions included:

### Business Environment:

- With the current trends in reinvestment in Southern Scottsdale, do you see it as a viable location for business over the next five years?
- What are the challenges you see over the next 5 years?

### Land Use:

- What types of land uses should be considered in Southern Scottsdale to help the business environment? (i.e. mixed-use, diverse housing types, PUD, hotels, office, etc.)
- Where do you envision these land uses occurring? (participants referred to aerials on tables and used markers to identify on maps)

### Brainstorm:

- If you could improve or change one thing about Southern Scottsdale, what would it be?

Three rounds of discussion were conducted followed by a short debrief with the entire group. Participants were encouraged to write, draw, and doodle on blank placemats throughout the process. Key ideas emerging from the business cafes are highlighted in the sidebars.

## KEY BUSINESS CAFÉ IDEAS:

*March 26<sup>th</sup>, 2008, Granite Reef Senior Center*

### Business Environment

- Sustainability/livability
- Mixed-use/Mix of uses
- Revitalization
- Affordable
- Maintain Charm – old and new
- Need for large spaces
- Allow more height

### Land Use

- Coordination with Schools
- Worker housing
- More density – zoning
- More height – zoning, in scale with community
- More household’s to support business
- Amenities – Indian Bend Wash
- Mix of housing types

### Brainstorm

- Mix of uses
- Transit links
- Open space
- Green element – parks, height, shade
- Improve Scottsdale Road – mobility, shade

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## KEY BUSINESS CAFÉ IDEAS:

March 27<sup>th</sup>, 2008 - Kerr Cultural Center

### Business Environment:

- Different environments/changes in Southern Scottsdale
- Waterfront development opportunity
- Main roads to support businesses
- Density not necessarily bad

### Land Use

- Attract Visitors
- Healthy Living
- Open Space
- Small Businesses
- Maintain neighborhood uniqueness/character
- High quality development
- Reinvent commercial areas/local response to neighborhood needs

- Midtown – Single family character maintained

### Brainstorm

- Pima Rd to 4 lanes
- Camelback transition
- Keep character but take advantage of change
- Expand Community Centers
- Build on existing assets – improve but don't change
- Connect to SRP Indian businesses
- Eliminate negative perception
- Provide for second generation residents
- Define workforce housing



*Business Café participants*

## Visioning Bingo

Wednesday, March 26<sup>th</sup>, 2008  
2:00 pm to 3:30 pm

This fun, interactive event included a short overview presentation followed by a Visioning Bingo exercise. During Visioning Bingo participants were asked four open-ended questions:

- What are Southern Scottsdale's treasures?
- What are Southern Scottsdale's challenges?
- What are your visions for Southern Scottsdale?
- What are Southern Scottsdale's values?

Each participant was asked to record five responses to each question on their bingo cards (B column = Treasures, I = Challenges, N = Free, G = Visions, and O=Values). Not only did Visioning Bingo participants have the opportunity to win great prizes, but they also had an opportunity to discuss their treasures, challenges, visions and values with the project team and members of the community.

### KEY BINGO IDEAS:

- Improve public transportation connections
- Manage traffic flow better
- Improve and create pedestrian friendly streetscapes
- Better connection with surrounding cities
- Enhanced police / safety efforts
- Cooperation and agreement from Council members
- Provide more retail & neighborhood businesses
- Expedite development projects
- Building height restrictions
- Higher density with mixed- use



*Participants playing Visioning Bingo*

## Youth Logo Design Contest

Friday, March 28<sup>th</sup>, 2008

3:30 pm to 5:30 pm

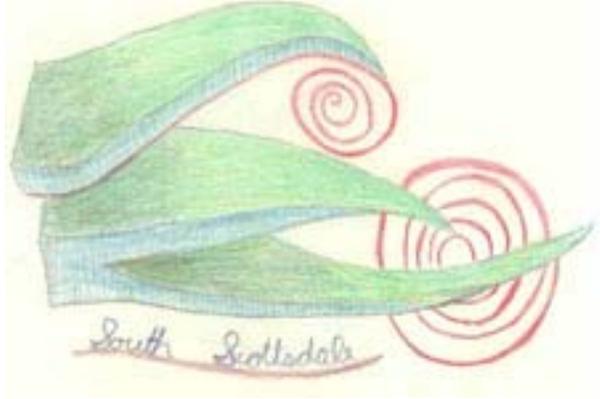
In order to involve youth in the development of the Southern Scottsdale Community Area Plan, the Project Team worked with advanced art students at the Scottsdale Boys and Girls Club to develop an inspired and unique logo used to create an identity for Southern Scottsdale.

Following a short discussion about the Southern Scottsdale Community Area Plan, what a logo is, and a group brainstorm, each student was asked to develop a logo for the Southern Scottsdale Community Area Plan that is based on what they treasure most about the area.

Each participant received certificate of participation and Madysen Price (9 years of age) submitted the winning logo design.



*Student working on her logo design*



*Winning Design by Madysen Price*

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## Visioning Workshops

Wednesday, March 26<sup>th</sup> and Thursday March 27<sup>th</sup>, 2008

7:00 pm to 9:00 pm

Four Visioning Workshops were held at different geographic locations throughout Southern Scottsdale to provide an opportunity for community members to learn more about the Community Area Plan process and provide their thoughts and ideas. Following a short background on the Southern Scottsdale Community Area Plan and process, community members were asked three open-ended questions:

- What are Southern Scottsdale's treasures?
- What are Southern Scottsdale's challenges?
- What are your visions for Southern Scottsdale?

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Participants recorded three responses to each question on separate Post-it Notes and placed them on the wall. Post-it Notes were then grouped according to topic and a summary was presented back to the group for additional comments and discussion.

Following this summary, participants were asked to form small groups to further discuss and define the vision for Southern Scottsdale. Groups were given an oversized worksheet and asked to identify key vision priorities, draft a vision statement for Southern Scottsdale, and define specific actions to achieve that vision. Groups were invited to present their vision statements and ideas to the entire group.

## Vision Statements:

A vision statement describes what Southern Scottsdale wants to be and where it wants to go. It paints a vivid picture of the future. The following are the vision statements developed by Visioning Workshops participants:

“We declare, [Southern Scottsdale] will be a crime free neighborhood – rich community, that values family, education, prosperity, livability, and proximity to services. We are real, hard working people.”

“[Southern Scottsdale is] a balanced community with diversity & values that reflects the distinctive but separate communities.”

“We want South Scottsdale to set the bar for communities who preach and practice responsible, sustainable (re)development including (but not limited to):

- Leadership in renewable energy
- Leadership in green building
- Leadership in education/school quality
- A pedestrian-friendly, accessible community
- Having a sense of community/place/pride
- Residents who are aware and involved
- South Scottsdale should be a place where people want to live.

“We support the preservation of:

- Architecture
- Lifestyle
- Community security/ crime prevention
- Beautify without destruction of existing scale of community streets



*Community members participating in the Visioning Workshops*

# SOUTHERN SCOTTSDALE VISION WEEK SUMMARY

- Community activities (parades)“

“Southern Scottsdale is a destination place that is economically viable by offering increased choices, while maintaining its quality of life and uniqueness. Sustainable development promoting public activity creates a safe and welcoming community environment.”

“Southern Scottsdale is a balanced destination community for people of all cultures and diversities. A unique community that values green development, recreation, safe streets, social needs and environmental quality.”

“Southern Scottsdale will maintain appeal for visitors and residents; provide open spaces, ease of mobility through trolley expansion, bicycle and pedestrian uses. Develop an entertainment center and gathering space to improve economic vitality via mixed-use buildings along major corridors with trees and shrubs.”

“Grow an environment that has vibrant historic neighborhoods with opportunities for growth – social & economic:

- More shade/street trees along major streets
- Stronger connections to mass transit
- More comfortable pedestrian and bike opportunities
- Include new architecture with historic character and preservation
- Consider mixed-use opportunities along major roads
- More density & height (5-10 stories, 2 or 3 or more)
- Employment diversity and commercial activity
- Attempt to create/establish community core”

“Our vision for South Scottsdale:

- Family Community – family friendly
- Flourishing neighbor retail

## KEY POST-IT-NOTE IDEAS:

*March 27<sup>th</sup>, 2008 – Kerr Cultural Center*

### Treasures

- New Schools
- McDowell Streetscape
- Library, Paiute Center, Granite Reef Center, etc
- Neighborhoods
- Passionate People
- Downtown
- Close Proximity to everything
- Great Potential
- “Green Zone” – Parks and Open Space

### Challenges

- Blight on Scottsdale Rd. S. of Thomas
- Increased Traffic Due to Increased Sensitivity
- Loss of Affordable Housing
- Need for Upgrade/Cleaned Up Housing 1950’s Era
- Loss of Neighborhood Commercial Centers
- Ideas/Incentives for Homeowner to Upgrade
- Neighborhood Areas (South of Indian School at Hayden – East Side)
- Un-Planned Urbanization Density
- Crime!
- User-Friendly Zoning
- Lack of Incentives to Revitalize Housing
- Infrastructure

### Visions

- Maintain & Enhance Existing SF Neighborhoods
- Local Voice
- Program with Real Definition For Green Building & Sustainability
- Infrastructure Upgrades
- Unified Transportation System
- Respect City for its Uniqueness
- Certainty in the Process (Height & Density)
- Well Planned Community – Community Supported
- Sense of Spaciousness
- Design Guidelines/Standards

# SOUTHERN SCOTTSDALE VISION WEEK SUMMARY

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- Mixture of affordable housing, including apartments
- Streetscape – walkable, shaded pedestrian walkways
- Top-rated, well attended schools
- Community sponsored historic preservation”

“South Scottsdale is a well planned community that respects and reflects the community values, maintaining its uniqueness through neighborhood preservation.”

“Neighborhood Revitalization – upgrades to neighborhoods – exterior home enhancements/ upgrades, improve traffic flow and address safety/crime. A community of family neighborhoods with a dynamic urban village core. Preserve the park system, expand it, and maintain the landscaping unique to South Scottsdale.”



*Visioning Workshop participants participating in a Post-it Note Exercise*



*Participants creating group Vision Statements*

# SOUTHERN SCOTTSDALE VISION WEEK SUMMARY

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## KEY POST-IT-NOTE IDEAS:

*March 26<sup>th</sup>, 2008 – Hohokam Elementary*

### Treasures

- Community/Neighborhood
- Accessibility/Walkability
- Shopping
- Housing
- Schools
- Greenbelt - canal

### Challenges

- Superfund
- Traffic/Transportation
- Growth
- Shopping
- Identity
- Affordable Housing
- Govern/Opinions
- Schools

### Visions

- Shopping/ economic vitality
- Transportation
- School/kids
- Representation
- Code Enforcement
- Beautification
- Community Pride
- Bikes
- Sustainability

*March 26<sup>th</sup>, 2008 – Pueblo Elementary*

### Treasures

- Character
- Downtown
- Shopping
- Weather
- Parks/Open Space
- Restaurants

### Challenges

- Affordable Housing
- Open Space/ Environment
- Older Buildings
- Health Care

### Visions

- Identity
- Services
- Recreation
- Culture/Attractions
- Transportation
- Unique Businesses

*March 27<sup>th</sup>, 2008 – Tonalea Elementary*

### Treasures

- Nice Location
- Culture
- Transportation
- Community & Neighborhoods
- Downtown
- Library
- Open Space/Recreation
- Canal
- One Stop Permitting
- Scottsdale Healthcare Campus
- Restaurants
- Spring Training

### Challenges

- Pedestrians & Bikes
- Government
- Schools
- Growth Opportunities
- Transportation & Traffic
- Shopping Needs
- Economy & Competition
- Preservation
- Crime
- Housing
- Aesthetics

### Visions

- Preserve Character
- Beautification
- Transportation
- Economic Vitality – get people excited
- Well Designed Architecture
- Affordable Housing
- Greenbelt/Shade
- Youth Opportunities

## Trolley Talks

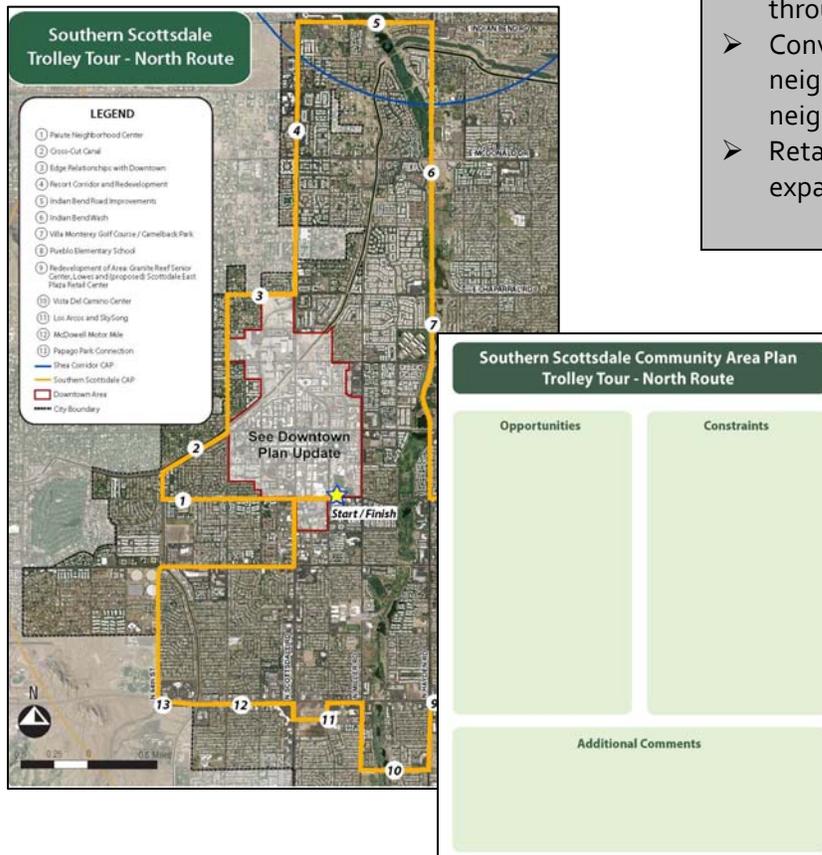
Friday, March 28<sup>th</sup>, 2008

8:00 am to 10:00 am and 11:30 am to 1:30 pm

Trolley Talks were designed to allow participants to experience Southern Scottsdale via trolley and engage in discussion regarding opportunities and constraints for Southern Scottsdale.

Each Trolley Talk started with an informal introduction and participants were divided into teams of two or three. The trolley tour lasted approximately 60 minutes and tour guides provided participants with information about key locations along the route, as well as a place to record team thoughts about their experience. Following the tour, a short debrief was facilitated by a member of the Project Team to review any opportunities and constraints that participants viewed along the route.

### *Trolley Talks Guidebook*



### KEY TROLLEY TALK IDEAS:

- Streetscapes and Enhancements
- Improve traffic flow/connection – but not all at same time!
- Create opportunities for people movers – pedestrian paths, bike lanes, buses, trolleys, light rail
- Connect green belt
- Consistent theme and shade for bus stops
- Replace city maintained grass with desert landscaping
- Encourage good architecture – including green roofs, plants, etc.
- Increase public art
- Community events and partnerships
- Equal council representation by area
- Affordable housing distributed throughout Scottsdale
- Convert older shopping centers to neighborhood amenities - neighborhood grocery stores
- Retain auto dealers – help them expand

## SOUTHERN SCOTTSDALE VISION WEEK SUMMARY

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*Trolley Talk Trolleys*



*Trolley Talk participants during the tour*



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### Community Visioning Ice Cream Social

Saturday, March 29<sup>th</sup>, 2008  
2:30 pm to 4:30 pm

This fun, outdoor event was designed to be an informal way for community members to talk to the Project Team about their visions for the future of Southern Scottsdale.

Attendees had the opportunity to review all of the vision statements developed during the Visioning Workshops, talk with Project Team members, and fill out comments cards to share their thoughts and visions for the future. Children in attendance were asked to describe their favorite things about their neighborhood and ideas were recorded. Some of these ideas include the Paiute Center and parks, the Computer Lab and Rec Center at Paiute, playing soccer and other sports, the Scottsdale Baseball Stadium, the Wedge skate park, living in a safe and clean community, and having a close-knit neighborhood.



*Youth participants recording their favorite things about their neighborhood*



*Community members reviewing and discussing Vision Statements from the week's workshops*



## Draft Vision Themes and Priorities

The following vision priorities and themes are based on the dialogue and comments received at all eleven Vision Week community activities. They represent the major themes that were heard from the community and provide a snapshot of the input received.

### **Balance Growth**

In order to address Southern Scottsdale's growth, the City should practice good planning through a balanced mix of height, density, and distribution of traffic.

### **Maintain and Enhance Existing Neighborhoods**

Scottsdale's existing neighborhoods are rich in history and character and should be maintained and improved. In neighborhoods that need maintenance assistance, Southern Scottsdale should provide incentives for rehabilitation. Other neighborhoods would benefit from historic preservation and beautification projects, including streetscape, infrastructure and public art. In turn, these actions would assist in eliminating the perceived stigma of Southern Scottsdale.

### **Develop a Strong Economic Core**

Southern Scottsdale's economic centers should be upgraded and revitalized. Economic development should strive to retain small and local businesses that serve the area's residents and visitors, as well as provide areas where people can both shop and gather.

### **Strengthen Community Identity**

Southern Scottsdale has strong and unique neighborhoods with a family-friendly atmosphere. In order to develop and promote the community identity, Southern Scottsdale should hold community events, encourage community partnerships, focus on the "neighborhood corner store", and promote cultural diversity and cultural centers. Additionally, the city should continue celebrating Scottsdale's treasures such as the Granite Reef Senior Center, Vista del Camino, the Boys and Girls Club, the Library, and Paiute Community Center.

### **Cherish Open Space and Recreation**

One of Southern Scottsdale's treasures is the recreation and open space available to its residents and visitors. By preserving spaces such as Indian Bend Wash and other park areas the city would be protecting valuable assets. Additionally, these spaces should be linked to each other as well as surrounding neighborhoods.

### **Focus on Local Mobility**

Southern Scottsdale should continue to develop a well-connected and integrated transportation system by creating inter-modal connections with trolley, bus, bicycle, pedestrian, auto, etc. By strengthening the connectivity between these modes of transportation, the increased movement and flow would benefit many facets of Southern Scottsdale. Additionally, the traveling conditions should be improved for user comfort and appeal, including providing more shade at bus stops, bus pullouts, and creating a more effective traffic flow.

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## **Encourage Walkability**

Southern Scottsdale should encourage healthy living for its residents and visitors by creating and promoting a walkable community. This can be done by increasing neighborhood connectivity and improving pedestrian comfort by providing pedestrian friendly streetscapes and amenities.

## **Promote Well Designed Architecture**

As Southern Scottsdale grows, new and rehabilitated buildings should be contextually compatible with surrounding architecture. These buildings would have a sense of continuity by using design guidelines and standards while being of high quality. Rehabilitated buildings should protect the historic heritage of Southern Scottsdale. Additionally, new architecture should include historic character and preservation, while incorporating new innovations in design.

## **Celebrate the Neighborhood**

Southern Scottsdale is composed of a series of strong neighborhoods - some currently identified by geographic boundaries and others more generally, by a central park, school, or community facility. Southern Scottsdale should celebrate its unique strength in neighborhoods, further defining each one's boundary and identity with the residents that add to its character.

## **Encourage Green Building and Developments**

Southern Scottsdale should be a leader in promoting green building and design. The city should encourage sustainable developments, including native landscaping and xeriscaping.

## **Retain and Encourage Variety in Housing Options**

In order to support Southern Scottsdale's teachers, city workers and firefighters, and to recapture older adults, a variety of rental and for sale housing options should be promoted and distributed throughout the city.

## **Promote Tourism**

Currently, portions of Southern Scottsdale are tourist destinations. However, to grow the industry, Southern Scottsdale should maintain and enhance itself as a destination location and stand out as a regional attraction. Southern Scottsdale could be enhanced into an even more desirable destination through expanding various amenities such as shopping and restaurants.

## **Create Community Gathering Places**

Southern Scottsdale has many open spaces, but limited places for residents to gather. New development and redevelopment should create community centers for such purposes. Opportunities for these gathering spaces could include the neighborhood corner store, coffee shop or even school facilities.

## **Maintain Safe Neighborhoods**

Southern Scottsdale should maintain itself as a welcoming and safe community environment through crime prevention and even safer neighborhoods with residents who are aware and involved in their surroundings.

## **Support Education**

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Southern Scottsdale should support its education system and facilities to create a high-ranking and top-rated school system, as well as providing neighborhood community centers. Additionally, education should be provided for all ages through after school programs, adult education, art programs and other community education opportunities.

### Conclusion

The Southern Scottsdale Community Area Plan is a community-based plan that will represent community visions and values and will guide the development and redevelopment of the Southern Scottsdale area. This Plan will contribute to the General Plan 2011, ensuring that the Southern Scottsdale area is represented.

Over the course of the four-day Vision Week, more than 150 community members worked together to discuss the future of Southern Scottsdale. Dialogue focused on the area's key opportunities, constraints, and visions for the future. Specific visions were drafted, making certain all ideas were heard and considered. These vision themes and priorities will be further refined to ensure that the framework and overall vision for the Southern Scottsdale Community Area Plan is truly a community-based plan.