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## Economic Vitality

### INTRODUCTION

Downtown Scottsdale has experienced steady economic growth and development since the adoption of the Downtown Plan in 1984. The results of this economic viability can be seen in the mix of Downtown land uses, activities and development: several thousand housing units; numerous hotels; large and small office space, major employers; a prominent medical campus; regional commercial land uses; unique specialty retail; strategic public investments; cultural facilities; nightlife and entertainment venues; and galleries; all of which combine to create a vibrant hub for resident and visitor economic activity. Preserving and enhancing this mixed-use economic base is critical to Downtown's future success.

Economic vitality for Downtown Scottsdale is encouraged and maintained through public and private investment, the character and quality of development, and maintaining Downtown's competitive position among similar locations with comparable land use patterns. This chapter of the Plan establishes economic goals and policies that encourage Downtown to be a sustainable and functional mixed-use center for the city and region. These policies emphasize the need for urban neighborhood development that encompasses specialty retail, arts/cultural opportunities, office, residential, hotel/tourism uses, as well as retention and expansion opportunities for major employers, as the underpinnings for an economically healthy Downtown. The Plan provides the framework within which the private sector can assume a strong leadership role in the revitalization and continued emergence of Downtown, ensuring economic viability into the future.

*"I like the urban flavor of different activities Downtown."*

*~ Focus Group Participant, 2007*

## **GOAL EV 1:**

### ***SUPPORT DOWNTOWN’S ECONOMIC ROLE AS A HUB FOR ARTS, CULTURE, RETAILING, ENTERTAINMENT, TOURISM, AND EVENTS.***

#### **Policy EV 1.1.**

Support Downtown as the commercial, cultural, civic, and symbolic center of the community, and encourage activities, special events, and land uses that maintain Downtown’s economic role in the community.

#### **Policy EV 1.2.**

Consider a balance of civic, economic, and social priorities during analysis and implementation of revitalization efforts.

#### **Policy EV 1.3.**

Attract new cultural and social amenities Downtown, such as art, recreational, medical, and educational facilities.

#### **Policy EV 1.4.**

Promote Downtown as a creative environment in which people can live, work, and pursue leisure activities.

#### **Policy EV 1.5.**

Support and strengthen Downtown as a strong tourism destination through land use, urban design, activities, and special events.

#### **Policy EV 1.6.**

Maintain and enhance Downtown’s successful retail mix, and respond to changing retail market trends by attracting a variety of retail development Downtown that appeals to both residents and visitors alike.

#### **Policy EV 1.7.**

Maintain and enhance Downtown’s successful dining and entertainment mix. Respond to changing market trends by attracting a variety of high quality restaurant and entertainment venues Downtown that appeal to residents and visitors.

#### **Policy EV 1.8.**

Retain and enhance Downtown’s locally owned, small business community to serve both resident and visitor needs and to maintain Downtown’s unique character.



*Support and strengthen Downtown as a strong tourist destination.*

## GOAL EV 2:

### **PROMOTE PRIVATE INVESTMENT AND ATTRACT NEW DEVELOPMENT TO DOWNTOWN.**

#### **Policy EV 2.1.**

Encourage new development and reinvestment that maintains Downtown's economic edge in the region.

#### **Policy EV 2.2.**

Promote a mix of daytime/nighttime activities year-round through new development that includes vertically mixed land uses and a diverse range of housing development.

#### **Policy EV 2.3.**

Encourage private reinvestment through flexible policies, practices, and incentives, that work with the private sector to respond to functional and economic changes in the Downtown.

#### **Policy EV 2.4.**

Promote the retention of existing major Downtown employers and accommodate their future expansion needs.

#### **Policy EV 2.5.**

Promote additional employment opportunities that will attract a variety of office and commercial development to Downtown.

#### **Policy EV 2.6.**

Retain, expand, and support Downtown's prominent medical campus that serves as both a major employer and community service provider.

#### **Policy EV 2.7.**

Attract and retain a broad array of economic activities that widen the appeal of Downtown and strengthen the city's tax base.



*Promote a mix of daytime and nighttime activities Downtown.*



*Maintain and enhance Downtown's retail mix.*



*Retain a broad array of economic activities, such as art galleries, to widen the appeal of Downtown.*

### **GOAL EV 3:**

***ESTABLISH PUBLIC REGULATIONS AND PROCESSES THAT ENCOURAGE CREATIVITY AND FLEXIBILITY IN BUILDING AND SITE DESIGN.***

#### **Policy EV 3.1.**

Be responsive to economic and social changes by examining Downtown goals and policies on a regular basis to ensure they are responsive to changes in economic, social, environmental, and market conditions.

#### **Policy EV 3.2.**

Create and/or amend zoning and land use regulations to allow for flexible design as Downtown spaces are developed or redeveloped.

#### **Policy EV 3.3.**

Allow regulatory flexibility when development clearly supports and implements key goals and policies of the Downtown Plan.

*“The City should be flexible and encourage high quality revitalization and innovative developments.”*

*~ Downtown Scottsdale Town Hall Report,  
2006*