



Land Use

1

INTRODUCTION

The Downtown Plan provides a unified development strategy that shapes the physical form of Downtown and guides revitalization and new development efforts. The success of the Downtown Plan can be seen in the diversity and character of land uses found throughout Downtown. This mix of land uses represents the legacy of the original Downtown live-work-play vision founded by the community.

As the community grows and changes, so will Downtown Scottsdale. Close coordination between the public and private sectors, coupled with development flexibility, will be necessary in order to carefully manage Downtown land use considerations in the future. The involvement of the private sector is pivotal to the successful implementation of the Downtown Plan. Flexible development standards may encourage the private sector to attain a high level of quality development and assist the city by providing necessary public amenities and benefits that are integral to the success of Downtown.

The land use goals and policies found in this chapter define the functional relationships, land use types and locations, physical form, and development strategy to maintain and enhance Downtown Scottsdale. These policies should assist in the continued transformation of Downtown into a highly efficient mixed-use center and complete urban neighborhood community.

GOAL LU 1:

MAINTAIN DOWNTOWN SCOTTSDALE AS THE COMMERCIAL, CULTURAL, CIVIC, AND SYMBOLIC CENTER OF THE COMMUNITY TO ENSURE A VIBRANT MIX OF MUTUALLY SUPPORTIVE LAND USES.

Policy LU 1.1.

Revitalization should allow Downtown to remain competitive in local, regional, national and international markets.

Policy LU 1.2.

Maintain Downtown as a year-round, 24-hour highly functional mixed-use center, containing areas of different densities, architectural styles, and land uses that support the needs of Scottsdale's residents and visitors.

Policy LU 1.3.

Maintain a balance of Downtown land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities, and the economic base needed to secure resources that support the community.

“Scottsdale should continue to promote Downtown as the primary cultural, civic, retail and governmental center of the city.”

~ Downtown Scottsdale Town Hall Report, 2006

GOAL LU 2:

PROMOTE THE DEVELOPMENT OF DOWNTOWN AS A COLLECTION OF MIXED-USE URBAN NEIGHBORHOODS.

Policy LU 2.1.

As a General Plan designated Mixed-Use Neighborhood, Downtown Scottsdale should offer efficiencies of strong access to multiple modes of transportation and major regional access and services, focus on human-scale development, accommodate higher density housing combined with complementary office or retail uses, and accommodate vertical mixed-use structures.

Policy LU 2.2.

Support interconnected, pedestrian oriented urban neighborhoods that are comprised of a balanced mix of activities and land uses within optimal walking distance (approximately one-quarter mile).

Policy LU 2.3.

Encourage new development, redevelopment, and infill projects that maintain and enhance the *Downtown Core* urban neighborhoods as specialty retail and regional tourist attractions. The Downtown Core is comprised of the lowest intensity of Downtown development in the Fifth Avenue, Marshall Way, Craftman’s Court, Main Street, and Old Town areas. Retaining the small lot development pattern and active ground level land uses of the Downtown Core are some of the primary elements that give Downtown Scottsdale its most identifiable character.

New development and redevelopment within the Multiple Use areas adjacent to the Downtown Core should support the specialty retail and regional tourist attraction land uses within the Core area and should transition in scale, height, and intensity from the higher scale Type 2 Multiple Use development to that of the lower scale Type 1 development in the Downtown Core.

Policy LU 2.4.

Maintain, enhance, and expand the development of a *Downtown Civic Center* urban neighborhood with land uses consisting of Downtown’s primary public open space, along with cultural and municipal activities, such as the Scottsdale Center for the Arts, City Hall, Civic Center Library, and the Public Safety and Courts complex. New development and/or redevelopment of properties within this urban neighborhood should activate, support, or increase the established civic, cultural, and open space activities.

New development and redevelopment within the Multiple Use areas adjacent to the Downtown Civic Center should incorporate vertically mixed land uses that activate the Civic Center with both visitors and residents year-round. Such development should provide visual and physical access to the Downtown Civic Center.

Policy LU 2.5.

Encourage new development, redevelopment and infill that strengthens Downtown Scottsdale’s mix of uses and activities through the development of mutually supportive land uses within the *Downtown Multiple Use* urban neighborhoods. Multiple Use areas include the majority of the properties within the overall Downtown Plan boundary.

New development and redevelopment within the Multiple Use areas adjacent to the Arizona Canal should incorporate vertically mixed land uses that activate the Canal with both visitors and residents year-round.



Downtown Core



Downtown Civic Center



Downtown Multiple Use

Policy LU 2.6.

Maintain, enhance, and expand the development of a ***Downtown Medical*** Mixed-Use urban neighborhood that supports the Downtown Medical Campus with its high influx of employees and clients. Components of this neighborhood should include vertical mixed-use development that serves the efficiency needs of the hospital, including research and development, and other medical activities. The incorporation of land uses that support the medical focus of this neighborhood such as housing, hotels, service-oriented businesses, child care, assisted living and long term care facilities are also envisioned. The greatest intensity of Downtown development may be accommodated in this urban neighborhood.



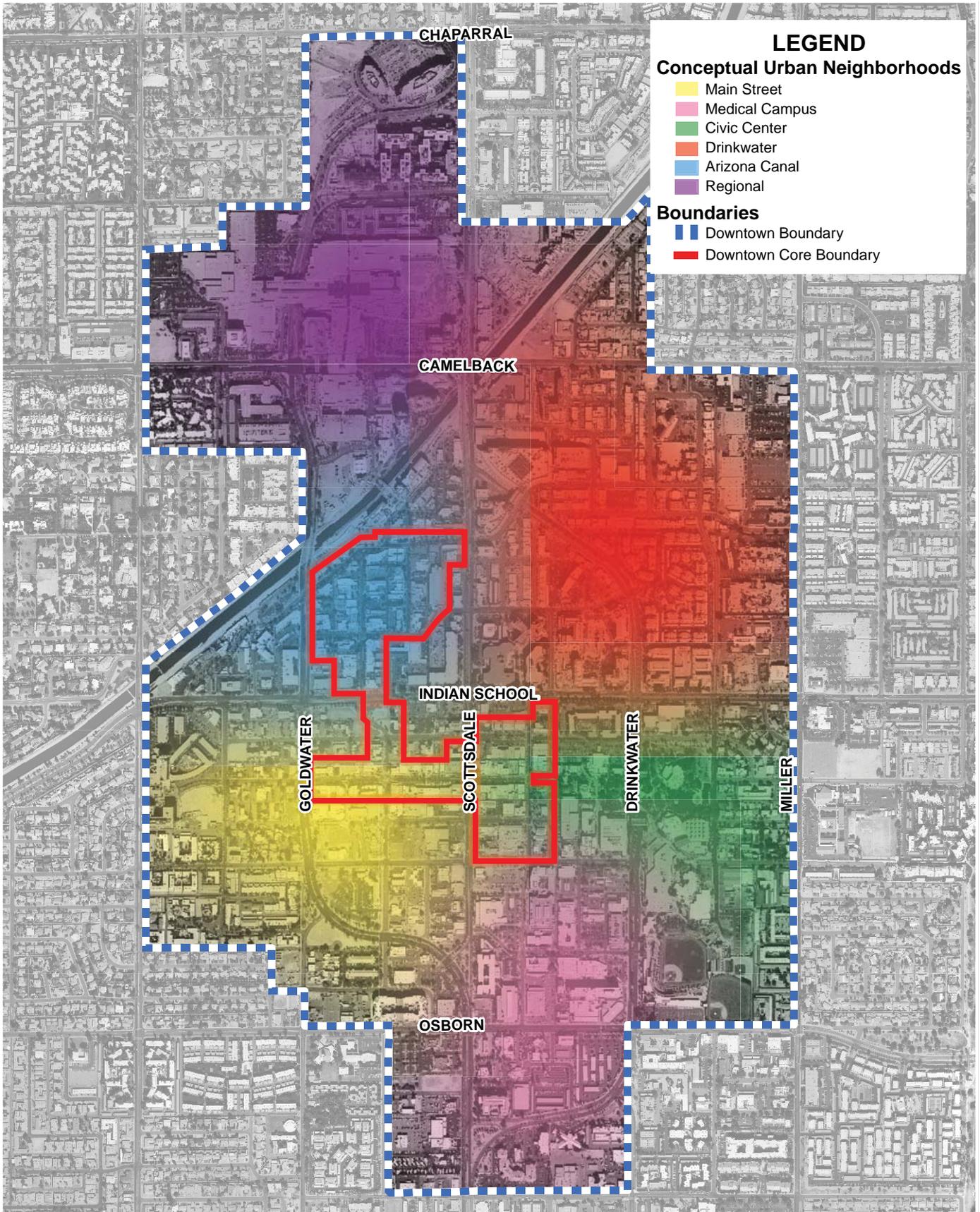
Downtown Medical

Policy LU 2.7.

Maintain, enhance, and expand the development of a ***Downtown Regional*** urban neighborhood with primary land uses consisting of regional/community serving commercial uses, as well as larger scale housing developments. Centered around major regional retail, this urban neighborhood will strengthen Downtown Scottsdale as a regional and community destination. The greatest intensity of Downtown development may be accommodated in this urban neighborhood.



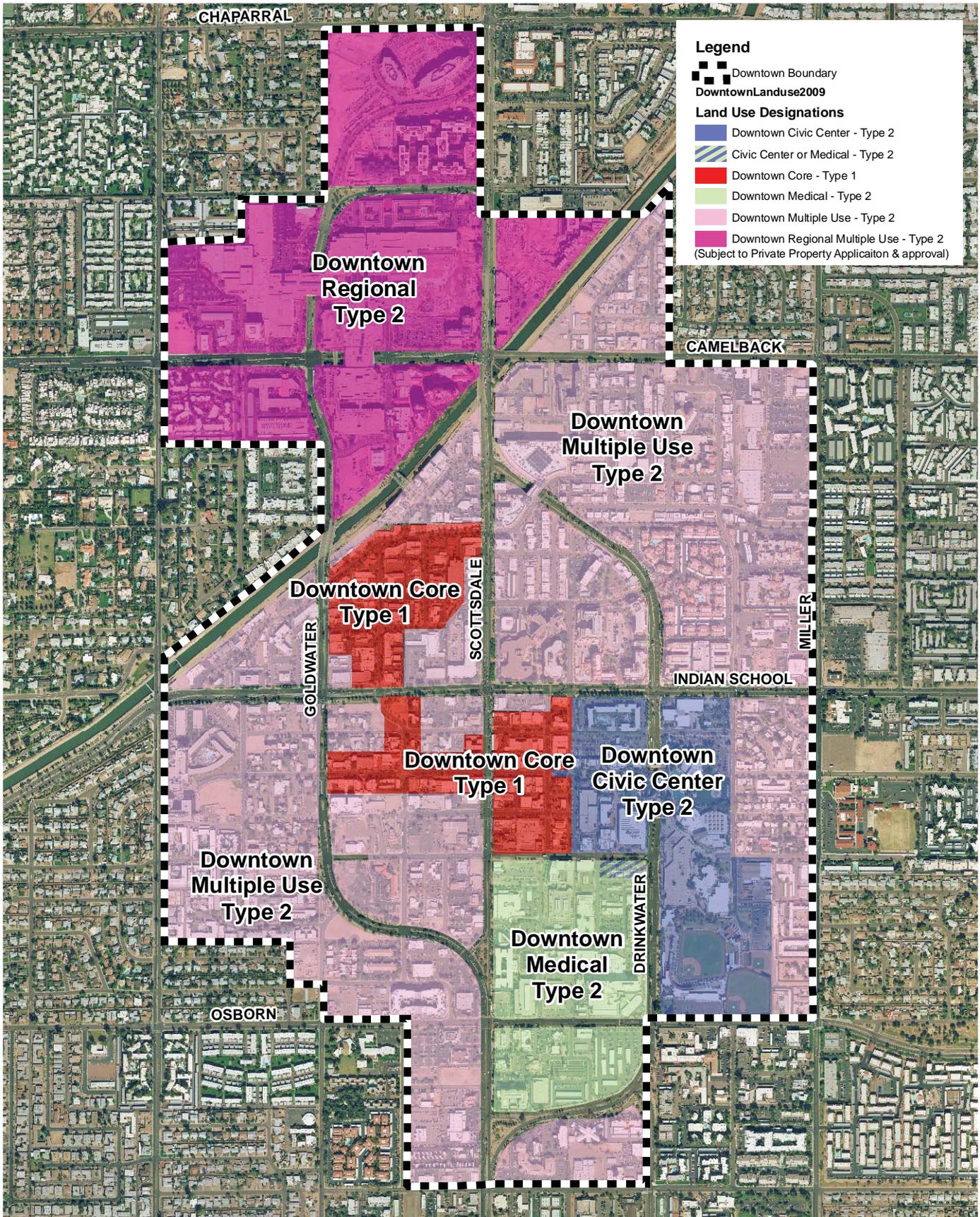
Downtown Regional



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Conceptual Urban Neighborhoods

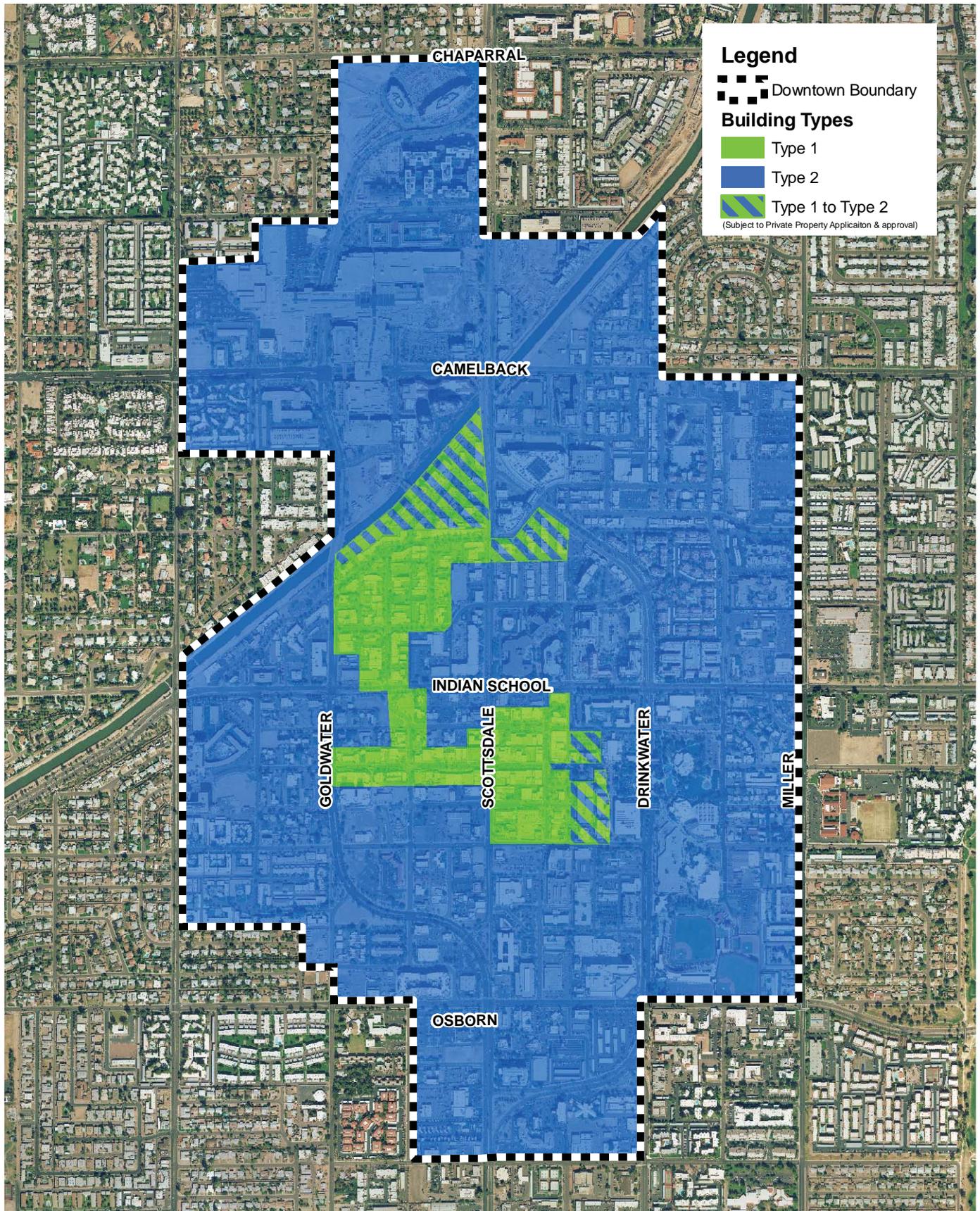


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NOT TO SCALE

Downtown Future Land Use



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NOT TO SCALE

Downtown Development Types

GOAL LU 3:

CONTINUE THE USE OF DEVELOPMENT TYPES TO GUIDE THE PHYSICAL AND BUILT FORM OF DOWNTOWN SCOTTSDALE.



Type 1 development reflects the underlying pattern of small lots and provides lower scale mixed-use opportunities.

Policy LU 3.1.

Support lower scale Type 1 development in the Downtown Core.

Policy LU 3.2.

Support higher scale Type 2 development in all non-Downtown Core areas of the Downtown.

GOAL LU 4:

ENCOURAGE DOWNTOWN LAND USE DEVELOPMENT FLEXIBILITY.

Policy LU 4.1.

Retain, expand, or modify as necessary, flexibility in Downtown zoning, development standards, and incentives to achieve the goals of the Downtown Plan.

Policy LU 4.2.

Provide flexibility in development standards to encourage revitalization of smaller properties within the Downtown Core.

Policy LU 4.3.

Provide flexibility in land use standards to accommodate new contemporary building typologies, green building practices, and enhanced architectural aesthetics.

Policy LU 4.4.

Modification to the Downtown Plan boundary may be approved when it has been demonstrated that such modification results in the achievement of the goals and policies of the Plan.



Type 2 development is suited for larger higher scale mixed-use projects.

Policy LU 4.5.

To assist the community in achieving the vision of the Downtown Plan, the provision of Downtown public amenities and benefits should be provided when development bonuses such as increased floor area, (ratio of usable building area to parcel size), greater density, greater height, transfer of development rights, and/or street/alley abandonment, are being considered. Potential public amenities and benefits may include, but are not limited to:

- New or expanded public realm and open space areas;
- Pedestrian enhancements and amenities;
- Mobility enhancements;
- Transit enhancements;
- Sensitive edge buffering;
- Revitalization of Downtown properties;
- Infrastructure improvements;
- Additional public parking and shared parking facilities;
- Historic preservation; and/or
- Work force housing.

“Developers should always be required to give value back to the City.”

~ Focus Group Participant, 2007



Civic Center is a primary public open space in Downtown Scottsdale.



As the residential population of Downtown increases, so too will the need for an interconnected public realm and open space network.



The Arizona Canal is another primary public open space in Downtown.

GOAL LU 5:

ENHANCE, EXPAND, AND CREATE NEW DOWNTOWN PUBLIC REALM AND OPEN SPACE AREAS.

Policy LU 5.1.

Provide for more open space areas within the Downtown that may include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.

Policy LU 5.2.

Establish an interconnected Downtown public realm and open space network that is accessible, safe, and inviting to all members of the community.

Policy LU 5.3.

Private and public development should contribute to the creation of new, and/or expansion of existing, public realm and open space areas throughout Downtown.

Policy LU 5.4.

Provide a variety of Downtown public realm and open space areas that accommodate multiple activities and special events for Downtown residents and visitors of all ages.

Policy LU 5.5.

Promote both the Civic Center and Arizona Canal areas as primary Downtown public open spaces for community residents and visitors. These primary public spaces should be actively programmed with a variety of social, cultural, artistic, and entertainment activities, and special events.

Policy LU 5.6.

Improve, expand, or create public realm and open space areas that can be enhanced by art and interactive opportunities.

GOAL LU 6:

PROMOTE DIVERSITY IN DOWNTOWN HOUSING OPTIONS.

Policy LU 6.1.

Develop a variety of housing types such as apartments, condominiums, lofts, town homes, patio homes, and live/work units.

Policy LU 6.2.

Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well as small infill projects with a limited number of units.

Policy LU 6.3.

Encourage residential development for a variety of income groups.

GOAL LU 7:

SUPPORT A MIX OF LAND USES THAT PROMOTE A SUSTAINABLE DOWNTOWN.

Policy LU 7.1.

Support Downtown sustainability by encouraging vertical mixed-use development that offers land uses in close proximity to one another.

Policy LU 7.2.

Encourage development to make cost effective use of existing urban resources such as infrastructure systems, under utilized sites, buildings, and transportation networks.

“Urban neighborhoods equal sustainable living Downtown.”

~ Focus Group Participant 2008

