

**APPENDIX VIII
PUBLIC OUTREACH SUMMARIES**

SOUTHERN SCOTTSDALE COMMUNITY AREA PLAN

ONLINE PUBLIC OUTREACH SURVEY SUMMARY

April 2008 through December 2008

Southern Scottsdale is comprised of strong family-focused neighborhoods, rich in character and history, and connected through recreation, community activities, and local gathering places. It is a unique community with viable retail and entertainment that serve both residents and visitors. Neighborhoods are founded on strong community values, diversity, and sustainability (Gathered from Community Outreach participants March, 2008).

Introduction

The Southern Scottsdale Online Public Outreach Survey represents an web based public outreach process utilized to collect community input regarding the Southern Scottsdale Community Area Plan (CAP). The online survey asked residents and stake holders to identify themes they felt were important for expressing a future vision for the Southern Scottsdale community. The Online Survey was available from April 14th, 2008 to December 15th, 2008. During that time forty two completed submissions were received.

SOUTHERN SCOTTSDALE C.A.P. ONLINE SURVEY PARTICIPANT RESPONSE SUMMARY

Each participant was asked to provide a detailed answer to each question. The following is a summary of answers provided.

1. What do you think are the most important assets in Southern Scottsdale?

The most important assets of Southern Scottsdale are:

- Location in the valley
- Proximity of:
 - Parks;
 - Open space;
 - Neighborhoods;
 - Shopping; and
 - Educational institutions.
- Excellent access to freeways (Loop 101 and Loop 202) and to Downtown Tempe, Phoenix and Mesa;
- Indian Bend Wash greenbelt and ancillary parks provide quality open space and recreation;
- Situated near Papago Park which has regional significance;
- Close proximity to regional shopping opportunities such as Downtown Scottsdale, Scottsdale Fashion Square and Tempe Market Place; and
- Within close proximity to a several higher education institutions, Arizona State University and Scottsdale Community College.

2. What are some of Southern Scottsdale's biggest challenges?

According to the participants:

- Homes in disrepair both multi-family and single family;
- Lack of quality affordable housing;
- Business deterioration and need for revitalization;
- Vacant businesses that should be replaced with retail and neighborhood serving businesses;
- The City needs to concentrate on code enforcement; and
- Public input needs to include a larger segment of the community.

3. What visions do you have for the future of Southern Scottsdale?

Participants responded with the following:

- Quality developments that compliment existing neighbors;
- Provisions of more affordable housing options;
- Expansion of mass transit;
- Protection of existing neighborhoods and their individual character;
- Encourage new businesses that provide missing retail niches;
- Support existing businesses to stay and reinvest in their businesses;
- More historic designations;
- Homeowners taking more pride in ownership, by investing monies into home repair and beautification; and
- Investment in transportation corridors with more tree lined streets and streetscape programs.

4. Please provide your comments or ideas for helping shape Southern Scottsdale's future.

Participants provided the following insight:

- Create a citizen review committee for both the Development Review Board and Planning Commission;
- More enforcement needs to occur by the City, including Police and Code Enforcement alike;
- The City needs to take a more active role in engaging the entire community not necessarily listening to a boisterous few;
- Encourage the private sector to update outdated or dilapidated structures and invest in businesses;
- Become an even more bicycle friendly community and continue in this direction with the inclusion of more pedestrian elements;
- Enhance and expand the Trolley;
- Public participation opportunities need to be expanded;
- Embrace the Green movement and become a leader in green technologies; and
- Continue to develop more cultural aspects of the community; this can be done by producing memorable icons whether they are fountains, statues, museums or other cultural institutions.

Conclusion

This report represents a summary of the information offered by Southern Scottsdale residents regarding themes that best represented a future vision for their community. The web based survey will be used in conjunction with the Southern Scottsdale CAP Existing Conditions Report to create goal and policy statements and implementation strategies for the Southern Scottsdale CAP. This plan will provide a path to guide the development of Southern Scottsdale for the next ten to twenty years.

SOUTHERN SCOTTSDALE COMMUNITY AREA PLAN

BUSINESS & PROPERTY OWNERS FOCUS GROUPS

SUMMARY

July 24th, August 7th, 21st and September 11th, 2008

Southern Scottsdale is comprised of strong family-focused neighborhoods, rich in character and history, and connected through recreation, community activities, and local gathering places. It is a unique community with viable retail and entertainment that serve both residents and visitors. Neighborhoods are founded on strong community values, diversity, and sustainability (Gathered from Community Outreach participants March, 2008).

Introduction

The Southern Scottsdale Business and Property Owners Focus Groups represent a component of the public outreach process associated with the Southern Scottsdale Community Area Plan (CAP). Beginning in spring 2008, the outreach process asked residents and stake holders to identify themes they felt were important for expressing a future vision for the Southern Scottsdale Community.

During the outreach process, participants consistently mentioned economic vitality as one of their most important themes. Consequently, Advance Planning held a series of four focus groups to engage the community's business and property owners in a conversation about Southern Scottsdale's future economic growth. Beginning in July and ending in September 2008, twenty nine business and property owners participated in the focus group process. The results of this outreach can be found in the following summary of the responses offered by these participants.

Business & Property Owners Focus Group Questions

Vision Questions

How do you perceive the Southern Scottsdale business community as it relates to Scottsdale as a whole and the surrounding region?

The majority of focus group participants' perceived Southern Scottsdale as a collection of "Mom and Pop" shops and other small businesses. Some focus group member's observations about the Southern Scottsdale business community included:

- Run down and in need of reinvestment and structural/ façade improvements;
- Revitalization efforts should include a concentration and balance of neighborhood serving businesses and businesses that have a regional draw;

- Development of businesses in the area is hindered by what other communities surrounding Southern Scottsdale have done to become larger draws for customers. This has affected local business and Scottsdale's ability to compete;
- Motor Mile vacancies along McDowell Road provide a new opportunity to redevelop that space into a regional destination which can compete with other cities; and
- The area should begin to develop its identity with a focus on the local businesses that makes it a unique community within this region.

In the next twenty years, what do you envision or picture for the Southern Scottsdale Business Community?

The Focus Group participants' visions for the next twenty years included:

- Variety of transportation options, besides the automobile, that connect with the overall region and provide excellent connectivity;
- Pedestrian friendly community that is highly walkable, highly connected, with an abundance of shade;
- A business community that is a diverse mix of small, medium, and large businesses that support the local neighborhoods and have regional significance;
- Regionally and nationally significant destination; and
- Community with an abundant diversity in housing and an emphasis on mixed use developments that positively work with, transition to, and compliment existing neighborhoods.

What policies would you suggest the city consider to assist in reaching your twenty year vision?

Participants' suggestions were as follows:

- Create incentives through zoning, districting, and tax relief;
- Provide micro loans to small businesses;
- Capitalize on and enhance existing opportunities and assets like the Indian Bend Wash, McDowell Road (Old Motor Mile) and SkySong;
- Provide "perks" and incentives for redevelopment and reinvestment, such as in the Downtown Overlay;
- Increase height along major corridors to make development and redevelopment more economically feasible;
- Thoughtfully consider surrounding neighborhoods when increasing height; and
- Support legislation to pass Tax Increment Financing and use those taxes to spur new investment and reinvestment.

Economic Revitalization Question

What are specific geographic areas within the Southern Scottsdale business community that lend themselves to focused economic development?

Participants identified several geographic areas mostly located at major arteries and corridors.

- Intersection of Scottsdale and McDowell Road;
- Along major corridors such as Thomas Road, Scottsdale Road, portions of Hayden Road, McDowell Road, and McKellips Road;
- Secondary corridors such as Osborn Road, 68th Street, 64th Street, and Miller Road.
- Developing gathering places within neighborhoods. A successful example of small neighborhood serving shops and services is La Grand Orange and Postino's in Phoenix; and
- City should engage major employers and employment centers such as General Dynamics and ASU Sky Song in open dialogue to create long term relationships to support and enhance the neighborhoods around these centers.

What are the specific uses to be considered in each of the areas you just identified?

The proposed uses for these areas are:

- Located along Scottsdale and McDowell Roads, especially the Motor Mile would be a good opportunity for the Planned Unit Development (PUD) zoning district. The PUD would also be appropriate along other corridors as long as there was thoughtful transition to the existing single family neighborhoods;
- Participants envisioned mixed-use developments along major corridors with moderately priced restaurants, clothing stores, small light manufacturing and some major retailers. This would provide shopping options for the surrounding neighborhoods and a variety of employment opportunities. Participants felt these businesses, with residences located above, would have a stable supply of local customers;
- In residential neighborhoods: small businesses dedicated to serving the immediate neighborhoods, with services, and as gathering places, such as La Grand Orange in Phoenix;
- The need for service businesses such as grocery stores, dry cleaners, drug stores, book stores (e.g. Changing Hands) is apparent. Providing a mix of smaller stores and businesses that are based on serving the neighborhood was more important to participants than large grocery and or drug stores that serve the broader community; and
- Large businesses are beneficial such as Target and Lowe's, yet there is a definite need of smaller, more neighborhood serving, businesses.

Retail/Commercial Question

What new or additional types of retail/commercial/office opportunities would you suggest be located in the Southern Scottsdale business community?

Participants identified the following:

- Artist studios;
- Live / work spaces;
- Turn some neighborhood houses into local restaurants and businesses that are neighborhood gathering spots;

- Community coffee shops and delis’;
- Bowling alley, ice rink; and
- Adaptive reuse of existing buildings, such as houses into restaurants, like Arcadia Farms Restaurant in Downtown Scottsdale.

Residential/Housing Question

What types of housing do you suggest be developed for Southern Scottsdale?

The following housing types were the most popularly mentioned during the events:

- Apartments (rental housing);
- Town homes;
- Patio homes;
- Homes with zero lot lines (homes built to the property line);
- Flex space;
- Condominiums; and
- Lofts.

General Plan Mixed Use Urban Neighborhood Classification Question

Do you support “mixed-use” in the Southern Scottsdale Community Area Plan boundaries?

All focus groups expressed great support for mixed-use developments. Participants mentioned the following:

- Scottsdale needs a larger population base to support new and existing businesses and an increase in population would provide a ready supply of customers for expanded businesses;
- Mixed-use developments should be populated around major corridors, with three to five stories, and on minor arterials, with two to three stories;
- Height of mixed-use developments also depends on the neighborhoods directly adjacent to where these developments are being considered; and
- The Planned Unit Development (PUD) zoning district is important to future mixed-use development.

In addition to the development of mixed-use, participants felt that many other services need to be addressed such as:

- Expanded Trolley routes and service hours;
- Additional transit options; and
- More open space opportunities such as pocket parks.

To encourage mixed-use development, the City should consider:

- Reducing parking requirements;

- Revisit mass transit; and
- Utilize and build off of existing businesses and developments, (such as SkySong and Salt River Pima Maricopa Indian Community).

What types of uses would you like to see incorporated into mixed use development?

Participants expressed interest in:

- Local, neighborhood-serving businesses;
- Businesses that have regional draw, such as resorts and tourist destinations;
- Local gathering places;
- Artist spaces and;
- New housing options.

Conclusion

This report represents a summary of the focus group information offered by Southern Scottsdale business community regarding a future economic vision for Southern Scottsdale. The focus group responses will be used in conjunction with the Southern Scottsdale CAP Existing Conditions Report to create goal and policy statements and implementation strategies for the Southern Scottsdale CAP. This plan will provide a path to guide the development of Southern Scottsdale for the next ten to twenty years.

SOUTHERN SCOTTSDALE COMMUNITY AREA PLAN

CAFÉ EXERCISES SUMMARY

October 14th and October 29th, 2008

Southern Scottsdale is comprised of strong family-focused neighborhoods, rich in character and history, and connected through recreation, community activities, and local gathering places. It is a unique community with viable retail and entertainment that serve both residents and visitors. Neighborhoods are founded on strong community values, diversity, and sustainability (Gathered from Community Outreach participants March, 2008).

Introduction

The Southern Scottsdale Café Exercises represent a portion of the public outreach process associated with the Southern Scottsdale Community Area Plan (CAP). Beginning in spring 2008, the outreach process asked residents and stake holders to identify themes they felt were important for expressing a future vision for the Southern Scottsdale Community.

To address this outcome, Advance Planning held a series of two Café Exercises and a continuous Online Café Exercise to engage the community in a conversation about the area's future. During October, fifty eight people participated in the two real time cafe events, and fourteen people participated in the online event. The results of this discussion can be found in the following summary of the responses offered by these participants.

Business & Property Owners Focus Group Questions

Economic Vitality

In terms of business mix, what is working well in Southern Scottsdale? What is missing?

Working well....

- Lowe's
- Grocery stores
- ASU – SkySong good addition to the local community
- Schools
- General Dynamics
- Hayden Road landscaping
- Single family housing stock

Needs to be improved....

- Support for small businesses
- Grocery stores (Fresh and Easy, Trader Joes)
- Lack of restaurants
- General Service businesses (dry cleaners, small groceries, etc.)
- Concern about vacant businesses
- Vacant auto dealerships on McDowell Motor Mile
- Lack of offices
- Development of more tourist attractions

- Employers offering more employment opportunities
- Allowance for greater building density
- Availability of more rental housing like apartments
- Some (limited) big box stores Target etc.

Where is reinvestment needed in Scottsdale? What possible methods can be used to achieve this?

Participants identified the following;

Where reinvestment is needed?

- Scottsdale and McDowell Roads;
- Scottsdale Road from McDowell to Osborn Roads;
- 68th Street and McDowell Road is a key area;
- Along the Motor Mile;
- Los Arcos Crossing has become a “ghost town”; and
- Arterial commercial strips need to be refreshed.

Possible methods to achieve reinvestment:

- Offer tax incentives for new development;
- Promote businesses that adaptively reuse existing structures;
- Create a “Center for Green Technologies” (outlet for a new green industry);
- Façade improvement program;
- Micro business loans;
- Fund Matching;
- Provide incentives or more density;
- Reduce development fees; and
- Increase mobility options.

What specific steps can the City and private sector take to insure a strong economic core for Southern Scottsdale?

Participants suggested the following steps:

- Tax incentives, permanent and/ or graduated;
- Provide seed monies for startup businesses;
- Subsidies;
- Enhance the character of major roadways with “greening” of the corridors;
- Encourage merchants to invest in and improve the appearance of their store fronts and landscaping;
- Southern Scottsdale needs to be different and distinguished from other homogenous areas;
- Zoning regulation adjustments;
- Encourage more housing with a variety of price points; and
- Provide Mixed Use incentives.

MOBILITY AND WALKABILITY

What is working well in Southern Scottsdale as it relates to mobility? What needs to be improved?

Working well....

- Trolley system is a great start/ asset to the community;
- Expanded Trolley service especially the neighborhood connectors;
- Availability of parking; and
- Greenbelt and the bicycle paths within it.

Needs to be improved....

- A better variety of transportation options (light rail);
- Need interesting and unique destinations to encourage people to walk, bike and ride the Trolley;
- Auto traffic during commuting times; and
- Intersection light timing is off.

How do you get in and around Southern Scottsdale today? What could change in 5 or 10 years?

Participant responses included the following;

- All of the participants use the auto for major transportation needs;
- Some walk on occasion and would be willing to try the Trolley;
- Many felt there are not enough convenient transportation options, besides their auto;
- Some respondents felt that by providing bus turn out bays at each stop would alleviate traffic;
- Express bus with dedicated lane;
- More frequent transit service especially in hot summer months;
- Wider paths along Indian Bend Wash;
- Expanded Trolley service; and
- Light rail service to Southern Scottsdale at least to SkySong.

What approaches would you suggest the City take to help support this future vision?

- Commitment and follow through on plans that support the Southern Scottsdale vision;
- Continue to inform citizens and increase educational opportunities;
- Attempt to design for the pedestrian and not necessarily for the vehicle;
- Follow the example of other successful cities that have adapted to changes;
- Support for alternate transportation methods besides the automobile;
- Reductions in parking requirements and actual parking;
- Expanded and enhanced bus and trolley systems; and
- Support and expand public safety elements (police, fire).

NEIGHBORHOODS AND IDENTITY

How do you define/describe your neighborhoods and its identity?

Responses:

- Neighborhoods were particularly defined by the development or by school affiliation, in particular by people with primary school children. Examples like Sherwood Heights, Town home Complexes, and etc.
- Participants felt that the demographic was changing and evolving.

What do you like about your neighborhood? What needs to be improved?

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Working well....

- Park system;
- Southern Scottsdale's location locally and regionally;
- Trolley system;
- Greenbelt and the pathways within.

Needs to be improved....

- Some businesses and neighborhoods need maintenance and beautification of their properties and structures;
- Businesses and public investment have not taken advantage of the location factor;
- Lack of public meeting spaces and places;
- Bus service and frequency;
- Density;
- More code Enforcement.

How would you like to see your neighborhood in twenty years and what steps can the City take to help make this happen?

Twenty year vision...

- Clean and neat alleys;
- Mixed-use developments that compliment single family neighborhoods;
- Community activities like music and festivals;
- Many public spaces for gathering and people watching; and
- Excellent transportation options.

Steps to make it happen...

- Provide incentives to developers with increased height and density;
- Provide incentives to existing homeowners and business owners for upgrading their facilities;
- Encourage new families and a diversity of people to move into older areas;
- Bring a new interest to older neighborhoods;
- Provide pocket parks and places to shop for necessities; and
- Make the community more pedestrian in nature.

LAND USE/ BALANCED GROWTH

**What land uses are most important to maintain the Southern Scottsdale Community?
What needs to be added?**

Land uses important to maintain...

- Greenbelt;
- Smaller businesses (retail and service); and
- Smaller scale parks and neighborhood gathering spots.

Land uses to add...

- Community gardening and Saturday markets;
- Smaller family owned stores and neighborhood serving businesses;
- Land uses that provide local economic stability;
- Build on Sky Song, the greenbelt and McDowell Corridor;
- McDowell Corridor will be a critical redevelopment area;
- Nice hotels;
- Tax generating businesses;
- Developments designed on a more human scale less autocentric; and
- Grocery stores/ neighborhood markets.

What type of housing do you think are most appropriate to be located in Southern Scottsdale and where?

- Diverse housing like single family detached dwellings, single family semi detached dwellings and multi-family dwellings; and
- Rental apartments and mixed-use developments.

What are acceptable building heights for Southern Scottsdale; are there places to consider additional heights; if so where?

- In some cases a maximum of three stories and along secondary arterials;
- Along major arterials at from four or five stories to around 11 stories (Amtrust Building) in height, this would allow for incentives to development; and
- Less height near single family neighborhoods.

ARCHITECTURE AND SUSTAINABILITY

What are your favorite buildings in Southern Scottsdale and why? What are your least favorite buildings and why?

Favorite Southern Scottsdale Buildings...

- Papago Plaza, “it’s funky”;
- Granite Reef Senior Center;
- Hacienda del Rey;
- General Dynamics (1950’s international style); and
- Coronado High School.

Least favorite Southern Scottsdale Buildings...

- Empty auto buildings;
- Goodyear Tire;
- Strip retail (Circle K, 7-11);
- Empty strip malls; and
- Vacant Basha’s.

(Buildings not in the Southern Scottsdale C.A.P. Boundary that were mentioned frequently)

- Valley Ho, Mondrian, Hotel Indigo because they are nicely done (Favorite);
- The buildings on Craftsman’s Court;
- Old Town Area;
- City hall, Library and the Hospital;
- Original Buildings on 5th Ave. and Main St.;
- Optima Camelview; and
- South Bridge and P.F. Changs (Least Favorite);

What is your future vision for Southern Scottsdale’s character and design (How do the buildings look? Do they use Green building techniques? What will they be: residential, office, mixed use? Is it pedestrian friendly-easy to walk from place to place?)?

Outreach participants identified their collective vision for Southern Scottsdale’s character and design as mixing old and new development with an emphasis on quality and longevity. This mixture should provide for a more pedestrian oriented city with a vibrant lifestyle and a diversity of housing and business opportunities that secure long term economic stability.

What suggestions do you have for the City to take to help accomplish your vision?

- Provide businesses with incentives;
- Develop strong relationships with developers and the citizens alike;

- City must listen to all parties involved, not just the most vocal few;
- A small sales tax increase could be tolerated to move toward more parks, better public transit options and more code enforcement;
- Quality over quantity;
- Value Added Tax (VAT) (through legislation);
- Unity among council, mayor and staff;
- Utilize the flip a strip idea;
- Encourage the diversity in and between neighborhoods;
- Encourage green building and industries; and
- Enhance code enforcement.

Conclusion

The results of this café public outreach process have been summarized. This information and the findings of the Southern Scottsdale Existing Conditions Report will be used to draft goal and policy statements and implementation strategies for the Southern Scottsdale CAP. Collectively, these goals, policies, and strategies will help set a path to guide the future development of Southern Scottsdale for the next ten to twenty years.