

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.