

# CITY COUNCIL REPORT



Meeting Date	March 29, 2011
General Plan Element	<i>Land Use</i>
General Plan Goal	<i>Sensitively integrate land uses into the surrounding areas</i>

## ACTION

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### Downtown Task Force Recommendations

#### Request to consider the following

Presentation and discussion, and receive possible Council direction, regarding the Downtown Task Force recommendations

## BACKGROUND

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Originally adopted by the Scottsdale City Council in 1984, and completely updated in 2009, the Downtown Plan serves as the comprehensive policy document that guides growth and development decisions in Downtown Scottsdale. As an adopted Character Area Plan, the Downtown Plan incorporates goals and policies that reflect the special attributes of Downtown and how it functions.

The Downtown Plan has been successful at shaping the growth, both financially and physically, of Downtown Scottsdale for the past 25+ years. During this timeframe, Downtown Scottsdale has become a vibrant center, realizing the original Plan's main goal that the area become a "highly functional mixed-use center" that provides a "creative environment in which people live, work and pursue leisure activities" (Downtown Plan, 1984).

To ensure that the vision, goals and policies of the 2009 Downtown Character Area Plan are executed by and for the community, the Scottsdale City Council appointed a Downtown Task Force in June 2009 to provide recommendations on implementation.

## TASK FORCE RECOMMENDATIONS

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Since the fall of 2009, the Downtown Task Force has held regular bi-monthly meetings to formulate recommendations on the specific Council-directed implementation programs as assigned. Recognizing the importance that downtown's physical form plays in the ongoing stability and vitality of the area, the Downtown Task Force also focused on physical improvement recommendations to enhance Downtown Scottsdale. Some of the primary themes from the Downtown Task Force recommendations include:

- Create a more inviting, safe and attractive experience for pedestrians,

- Maximize the use of the city's existing downtown parking supply and increase public awareness of area parking opportunities to reinforce the fact that there is adequate existing parking in the downtown,
- Pursue development flexibility for all properties in downtown, subject to the provision of public benefits and the protection of adjacent neighborhoods,
- Assure consistent implementation of regulatory standards and design guidelines with all downtown development,
- Encourage new development and redevelopment to include complementary and/or supportive design relationships with the established urban form, and sensitively transition in scale, height and intensity at the downtown boundary particularly with adjacent residential neighborhoods, as well as between adjoining downtown urban neighborhoods,
- Recognize that the Downtown Regional and Downtown Medical urban neighborhoods designated in the Downtown Plan are the areas that can accommodate the greatest intensity of development,
- Retain the small lot development pattern and active ground level land uses in the Downtown Core areas of Fifth Avenue, Marshall Way, Craftman's Court and Main Street,
- Protect Old Town's small lot development pattern, character, design and aesthetics as this Downtown Core neighborhood embodies the historic culture and heritage of the community, and
- Establish a Downtown Infill Incentive District and associated Plan as a tool to encourage infill development and redevelopment within Downtown Scottsdale

The Task Force's formulated their recommendations into three categories *Downtown Physical Improvements* with a focus on the pedestrian environment, *Regulatory Improvements* which includes modifications to the zoning ordinance for building heights and stepback requirements, and *Other Recommendations* which include ideas on marketing, renaming of Civic Center Mall and establishing a Downtown Stakeholders Group

The Task Force also recommends that they are notified of all future open house meetings and public hearings related to the Downtown Zoning Ordinance amendments to ensure that their recommendations are incorporated into the revised ordinance that proceeds before the public, Planning Commission, and City Council

### **Policy Implications**

The Task Force recommendations will be implemented through the adoption of zoning ordinance and city code modifications, revised design guidelines and through future capital projects. The Implementation Matrix (appendix C) also identifies the important role of the private sector in the full realization of the goals and policies of the 2009 Downtown Plan

### **Community Involvement**

The Task Force solicited public comment at the bi-monthly meetings and incorporated several of the comments received into their final recommendations

**RESPONSIBLE DEPARTMENT(S)**

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**Planning, Neighborhood and Transportation**

Current Planning Services  
Advance Planning Services

**STAFF CONTACTS (S)**

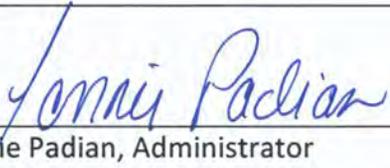
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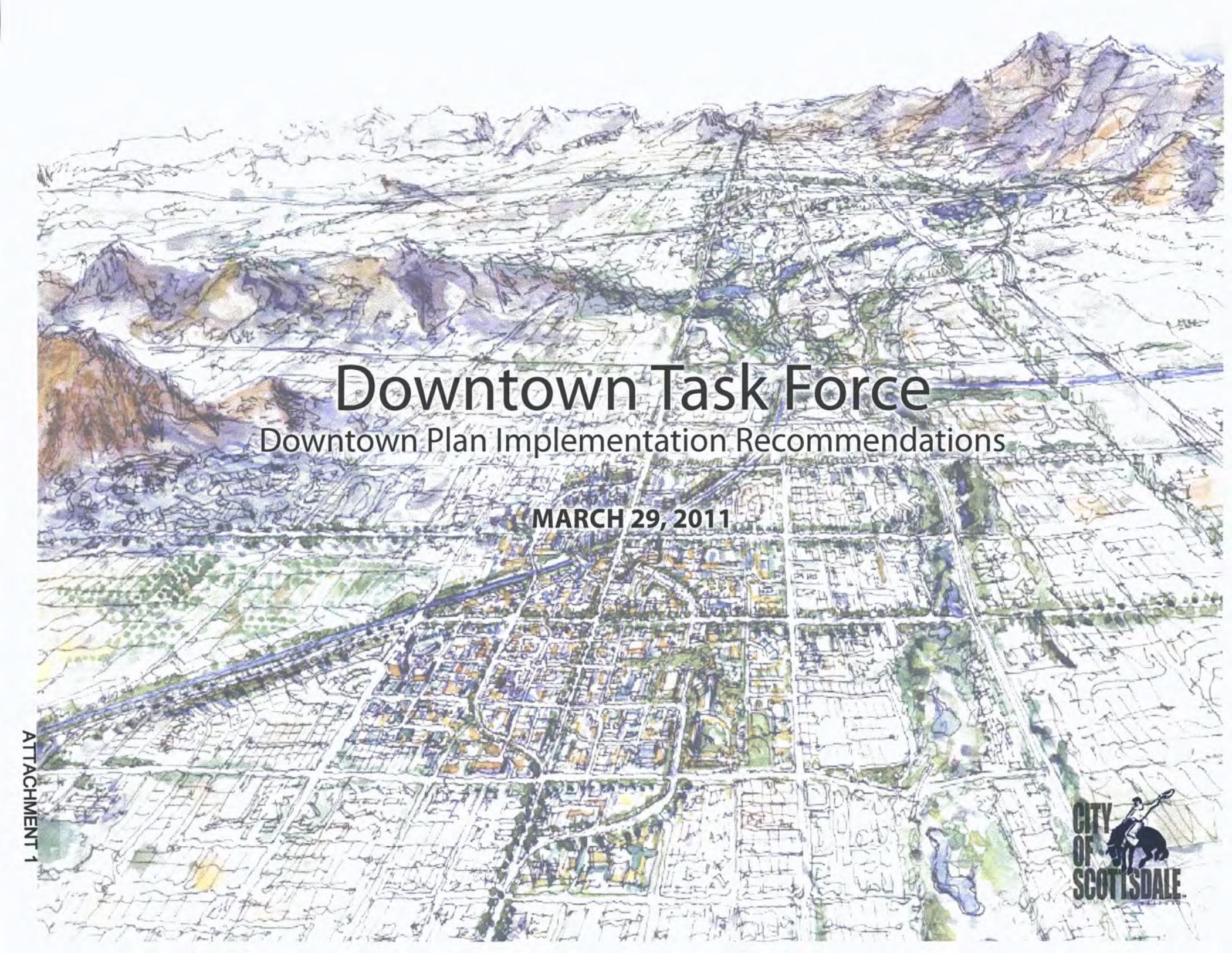
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3/15/11  
Date

**ATTACHMENTS**

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1. Downtown Task Force Recommendations

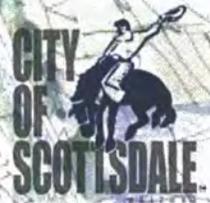
An aerial watercolor sketch of a city grid and mountains. The foreground shows a dense grid of streets and buildings, with a river or canal winding through it. The background features rugged, mountainous terrain with various shades of purple, blue, and brown. The overall style is artistic and illustrative.

# Downtown Task Force

## Downtown Plan Implementation Recommendations

**MARCH 29, 2011**

ATTACHMENT 1



## 2009 DOWNTOWN TASK FORCE MEMBERS

Ed Gawf, Chair

Betty Drake, Vice-Chair

Marilynn Atkinson

Gary Baker

Kathy Duley

Alan Larson

Jude Nau

Scott Nelson

Jay Petkunas

Rodger Saba, Sr.

Debbie Saba-Cooper

Bret Sassenberg

Fred Unger

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Janie White

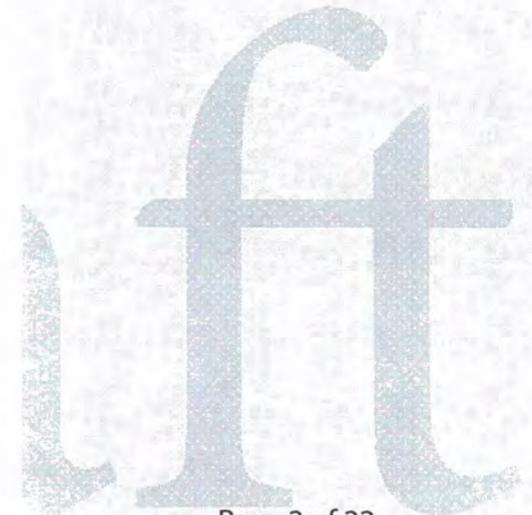
## REPORT DESIGN

Cover Art: Bob Wood

Layout: Anabel Martinez



Downtown Task Force



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Jack Knife



Parada del Sol



The Yearlings

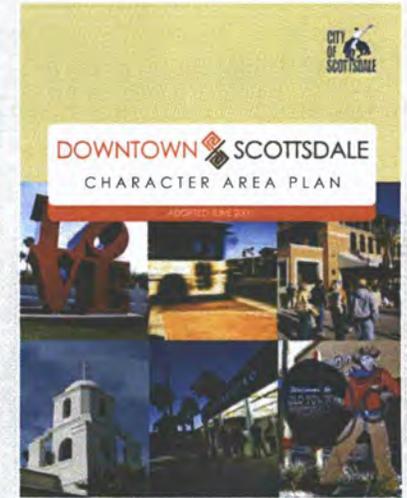
## EXECUTIVE SUMMARY

### DOWNTOWN CHARACTER AREA PLAN (DOWNTOWN PLAN)

Originally adopted by the Scottsdale City Council in 1984, and completely updated in 2009, the Downtown Plan serves as the comprehensive policy document that guides growth and development decisions in Downtown Scottsdale. As an adopted Character Area Plan, the Downtown Plan incorporates community goals and policies consistent with both the state mandated and community created Scottsdale General Plan elements, as well as goals and policies that speak specifically to the special attributes of Downtown and how it functions.

The Downtown Plan and subsequent community efforts have been successful at shaping the growth, both financially and physically, of Downtown Scottsdale for the past 25+ years. During this timeframe, Downtown Scottsdale has become a vibrant center, thus realizing the original Plan's main goal that the area become a "highly functional mixed-use center" that provides a "creative environment in which people live, work and pursue leisure activities" (Downtown Plan, 1984).

To ensure that the vision, goals and policies of the 2009 Downtown Character Area Plan are executed by and for the community, the Scottsdale City Council appointed the 2009 Downtown Task Force to embark on specific plan implementation programs.



2009 Downtown Plan

### DOWNTOWN TASK FORCE PURPOSE

As delineated by City Council resolution, the purpose of the Downtown Task Force is to assist the City Council with the implementation of the Downtown Plan by providing recommendations concerning: (1) possible modifications to the Downtown (D) and Downtown Overlay (DO) section of the Zoning Ordinance; (2) a global Downtown parking plan; (3) Downtown pedestrian amenities; (4) Downtown transit planning and (5) such other Downtown related matters as the City Council may assign to the Task Force. (Resolution No. 8027, Appendix A).

## DOWNTOWN TASK FORCE RECOMMENDATIONS SUMMARY

Since the fall of 2009, the Downtown Task Force has held regularly bi-monthly meetings to discuss, deliberate and make recommendations on the specific Council- directed implementation programs as assigned. Recognizing the importance that downtown's physical form plays in the ongoing stability and vitality of the area, the Downtown Task Force also focused on physical improvement recommendations to enhance Downtown Scottsdale. Some of the primary themes from the Downtown Task Force recommendations include:

- Create a more inviting, safe and attractive experience for pedestrians;
- Maximize the use of the city's existing downtown parking supply and increase public awareness of area parking opportunities to reinforce the fact that there is adequate existing parking in the downtown;
- Pursue development flexibility for all properties in downtown subject to the provision of public benefits and the protection of adjacent neighborhoods;
- Assure consistent implementation of regulatory standards and design guidelines with all downtown development;
- Encourage new development and redevelopment to include complementary and/or supportive design relationships with the established urban form, and sensitively transition in scale, height and intensity at the downtown boundary particularly with adjacent residential neighborhoods, as well as between adjoining downtown urban neighborhoods.
- Recognize that the Downtown Regional and Downtown Medical urban neighborhoods designated in the Downtown Plan are the areas that can accommodate the greatest intensity of development;
- Retain the small lot development pattern and active ground level land uses in the Downtown Core areas of Fifth Avenue, Marshall Way, Craftman's Court and Main Street;
- Protect Old Town's small lot development pattern, character, design and aesthetics as this Downtown Core neighborhood embodies the historic culture and heritage of the community; and
- Establish a Downtown Infill Incentive District and associated Plan as a tool to encourage infill development and redevelopment within Downtown Scottsdale.

In conclusion, as Downtown Scottsdale continues to mature, merchants, property owners and civic leaders will need to make strong and innovative decisions within the context of the adopted Downtown Plan, and in conjunction with the enclosed Downtown Task Force recommendations, to insure a continually vital and sustainable Downtown.



Downtown Core - Old Town



Civic Center



Downtown Core - Marshall Way

## A. Recommended Downtown Physical Improvements

Downtown's physical form conveys a great deal about the community's goals, values and identity. Well-maintained, inviting, aesthetically pleasing physical attributes make a strong quality statement about Downtown Scottsdale. Providing consistent attention to the physical form in order to maintain an attractive, high quality downtown for our community will require the attention and commitment of private property owners, businesses, citizens, nonprofit organizations, and government. Accordingly, the Downtown Task Force suggests the following implementation recommendations for the continued enhancement of Downtown Scottsdale.

### I. Possible Modifications to the Downtown (D) and Downtown Overlay (DO) Districts

The best, most successful, downtowns are those where a rich mix of land uses are directly and conveniently connected to each other; efficiently accommodate travel, circulation and access; and above all, focus on providing a superior pedestrian environment. Walking is such an essential part of what is meant by "downtown" that the quality of the pedestrian environment – safety, comfort, interest, continuity – is a necessity.

Like most downtowns, Downtown Scottsdale is a destination for people. Thus, the successful evolution of downtown's circulation system into a network of enhanced connectivity with the primary focus on the pedestrian is critical to Downtown Scottsdale's future. Therefore, the following Downtown Task Force implementation recommendations focus on improving mobility and circulation to, from, and within Downtown Scottsdale.

#### 1. Downtown Pedestrian Improvements

To make the Downtown Area more conducive, safe and inviting to pedestrians and their experiences, the Task Force recommends the following:

- Inventory the Downtown area for impediments to pedestrian mobility, such as missing sidewalk links, and establish priorities for future capital projects;
- Review downtown pedestrian crosswalks to ensure that they are safe and include appropriate signage and protective measures;
- Create themed pedestrian improvements throughout downtown. In the Old Town, Main Street, Marshall Way and Fifth Avenue districts, improvements shall be compatible with the design guidelines and character of these districts.
- Extend the current downtown signage program to include pedestrian wayfinding systems, such as signage, kiosks, and maps;
- Improve pedestrian connections to adjacent neighborhoods to encourage walking to and from Downtown;



Missing Sidewalk Along Scottsdale Road



Conceptual Pedestrian Crossing Enhancements Goldwater Boulevard and Main Street

- Improve Scottsdale/Camelback Roads intersection;
  - o Restart the waterfall on the southeast corner of the intersection or enhance the corner with public art/plaza.
  - o Make other improvements to the intersection that will enhance pedestrian safety and convenience.
- Improve the pedestrian crossing at East Camelback Road and North Marshall Way to increase pedestrian safety and minimize perceived barriers of this walking route between Scottsdale Fashion Square and the rest of the downtown.
- Enhance the pedestrian experience under the East Camelback Road/Scottsdale Fashion Square retail bridge;
- Increase pedestrian signal timing throughout the Downtown Area;
- The East Indian School Road and North Marshall Way intersection shall be improved to enhance it as a pedestrian connection;
- Extend the season for holiday lighting to October through April;
- Provide additional short- and long-term bicycle parking throughout the downtown and create other improvements to encourage bicycle travel;
- Provide pedestrian street crossing improvements that give the priority to the pedestrian, such as:
  - o traffic tables and/or raised crosswalks,
  - o pedestrian refuges on busier streets,
  - o “bulb outs” (traffic calming devices that narrow the street at the intersection),
  - o bollards,
  - o grade separated crossings at busier intersections,
  - o pedestrian crossing protection (such as HAWK crossings or pedestrian-activated signal crosswalks) where the Arizona Canal crosses streets; and
  - o other traffic calming devices.



Waterfall - Arizona Canal



Southbridge - Stetson Plaza



SMOCA

## II. Downtown Parking

The design and availability of parking has the potential to shape the function, character and aesthetics of a downtown. From the quality of the downtown experience for both citizens and visitors, to the opportunities for new growth and development, the need to accommodate parking must be balanced with other goals for the built environment such as livability and economic development. Therefore, the Downtown Task Force parking recommendations are comprehensive in nature, taking into account a balance of short term and long term parking needs, while maintaining a free parking environment throughout the downtown.

### 1. Downtown Parking Improvements

The Task Force consensus is that there is adequate parking in the downtown area. Even though there is adequate parking throughout the downtown, the Task Force concurs that there are periodic, and occasionally, 'spot' issues throughout the week, and throughout the year during peak season. These spot areas are currently in the vicinity of the following intersections :

- North Scottsdale Road and East 1st Avenue,
- North Scottsdale Road and East Stetson Drive (west side), and
- North Wells Fargo Avenue and East Stetson Drive.

As these areas redevelop and/or the existing land uses change, there may be a need for additional downtown public parking facilities in the future.

In the near term, the Task Force recommends maximizing the City's existing parking facilities that are underutilized during peak times, and increasing public awareness of the parking facilities available. This may be accomplished by one or more of the following:

- Provide additional vehicular directional signs to public parking lots and garages, that are easily identifiable;
- Improve pedestrian way-finding signage in and around public parking lots and garages, and throughout downtown;
- Incorporate additional material into the city's visitor and tourist media regarding the location of downtown public parking facilities;
- Improve the Downtown Trolley connections to the public parking facilities;
- Street parking spaces and parking lots should be for short-term patron parking, and the public garages should be for employees and patrons that desire short and/or long-term parking;
- Improve lighting within and around public parking facilities, in order to assist in enhancing the safety in and around these facilities;
- Improve pedestrian connections to and from public parking facilities;



Downtown Parking Signage



Old Town Parking Structure



Old Town Kiosk

- Utilize and require appropriate temporary parking signage for special events; Examples of such events may include:
  - o Spring training games,
  - o Scottsdale Arts Festival,
  - o Scottsdale Culinary Festival,
  - o Scottsdale Fashion Week, and
  - o Other periodic large attendance events.
- Require special events to include parking locations on advertisement material and/or internet sites;
- Provide adequate funding for on-going maintenance of signage, replacement and enhancement;
- Create a Downtown Scottsdale parking application for smart-phones so Downtown visitors can locate parking;
- Locate future event and public gathering spaces adjacent to, or near, public parking facilities;
- Provide locations for tour bus parking;
- Protect residential street parking within and adjacent to Downtown with a residential parking permit program; and
- Consider revisions to valet parking policies and ordinances to ensure the provision of additional "evening peak hour" parking that is at least equivalent to the number of public spaces utilized for valet operations so as to address concerns about the perceived use of public streets for private benefit where parking may be limited. Also, revise the valet parking ordinance to clarify that valet operators are prohibited from using any publicly owned parking facilities to park valet vehicles.

The Task Force also recognized that Downtown Scottsdale will eventually need additional public parking facilities. The Task Force recommends that any future public bond proposal should include additional downtown drea parking facilities.

Furthermore, the Task Force affirms the city's ordinances that require the public parking and required private parking of developments be provided at no cost.



Scottsdale Stadium Spring Training



Hashknife Pony Express



Scottsdale Stadium Spring Training

### III. Downtown Transit Plan

#### 1. Downtown Transit Plan Improvements

To maintain and improve transit opportunities within the downtown area, the Task Force recommends the following:

- Unless a viable alternative is found, modify the Downtown Trolley route from Scottsdale Fashion Square to capture the East 5th Avenue shops from North Goldwater Boulevard to the east to East Stetson Drive and close the Marshall Way bridge to Downtown Trolley traffic;
- Modify and/or eliminate the East Indian School Road loop route in a manner that would maximize the benefits of Old Town, restaurants, shops, lodging/hotels establishments, Scottsdale Visitor's Bureau, etc. with the larger downtown area;
- Maintain week-long (including Saturday and Sunday) trolley service within the Downtown;
- Maintain the city's trolley connections between the neighborhoods and downtown, and retain the inter-city trolley/transit connections between Downtown Tempe and Downtown Scottsdale;
- Maintain the public restrooms at the Loloma Transportation Center;
- Invest in trolleys that are more comfortable, smaller, have the ability to be open air, and "green";
- Recognize that the Downtown Trolley is primarily utilized by tourists and that it is an attraction for Downtown Scottsdale; and
- Maintain the hospitality trolley that runs on North Scottsdale Road and connects the resorts, retail areas, the Tournament Players Club (PGA Tour), West World (Barrett Jackson and the Arabian Horse Show), etc. to ensure these venues are connected to the Downtown primarily during special events and the peak visitor season (October through April).

The Task Force also recommends that:

- If the Loloma Transportation Center were to close:
  - o the public restrooms should remain opens,
  - o the public parking under Main Street Plaza should be maintained; and
- Rail technology should not be permitted on North Scottsdale Road between the intersection of North Drinkwater Boulevard and North Scottsdale Road and North Goldwater Boulevard and North Scottsdale Road.

#### B. Recommended Regulatory Improvements to the Zoning Ordinance

With the vision, goals, and policies of the Downtown Plan having been updated by the community and adopted by the Scottsdale City Council in 2009, the need to reexamine the development and regulatory tools that govern downtown has become a primary implementation program under the plan. Such reexamination should include the contextual compatibility of new and redevelopment projects particularly with regard to sensitive transitions between downtown development and adjacent residential neighborhoods, as well as between adjoining downtown urban neighborhoods. Consequently,



Downtown Scottsdale Trolley



Marshall Way Pedestrian and Transit Bridge



Loloma Transit Station & Clock Tower

the Downtown Task Force suggests the following development regulatory recommendations for such implementation:

**IV. Recommended Modifications to the Downtown (D) and Downtown Overlay (DO) Districts of the Scottsdale Zoning Ordinance**

1. Downtown Buffers and Transitions

Recognize the importance of transitions between the intensities of properties within the Downtown boundary and properties outside of the downtown area; and, recognize the importance of transitions within the downtown area between the Type 1 (Downtown Core) and the Type 2 Areas.

a. *Downtown Boundary (Downtown District Regulated Properties)*

- Recognize the importance of protecting the single-family residential neighborhoods adjacent to the downtown area by maintaining a buffer and transition requirement for the Downtown (D) District properties that are adjacent to both the downtown boundary and Single-Family Residential (R1-) districts.

b. *Downtown Boundary (Downtown Overlay Regulated Properties)*

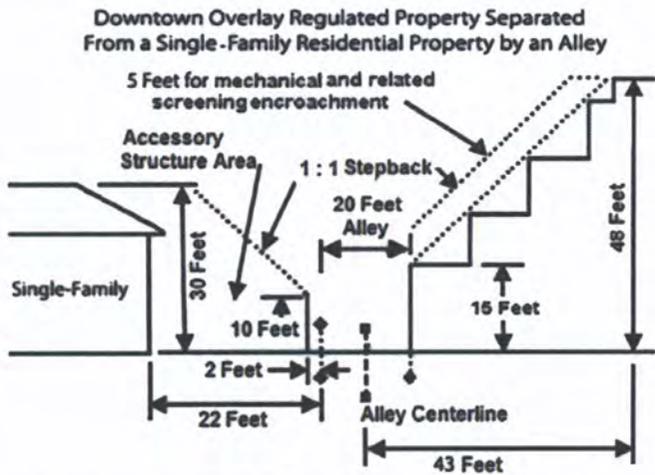
- Acknowledge the constraints placed on those properties zoned a non-Downtown District by providing a transition in building height in accordance with the following diagrams:



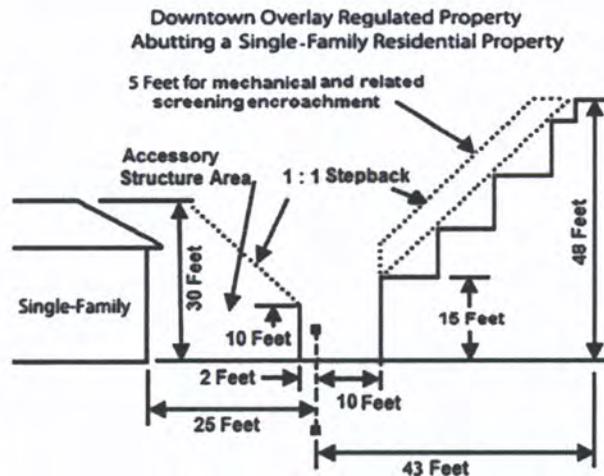
Type 1 to Type 2 Development Transition



Scottsdale Road Development Adjacent to Old Town



Single-family accessory structure development within the 22 foot setback shall comply with the stepback plane. The 48 foot height maximum is inclusive of roof to apparatus. 5 Feet for mechanical screening and related encroachment shall not exceed the 48 feet height maximum.



Single-family accessory structure development within the 25 foot setback shall comply with the stepback plane. The 48 feet height maximum is inclusive of roof to apparatus. 5 Feet for mechanical screening and related encroachment shall not exceed the 48 feet height maximum.



c. *Transitions Between Type 1 (Downtown Core) and Type 2 Development Areas*

1. Recognize the importance of protecting the character of the smaller compact development within the Type 1 Area(Downtown Core) by maintaining the buffer and transition requirements for Downtown (D) District Type 2 zoned properties that are adjacent to the Type 1 Area;
2. Incorporate design guidelines into the Downtown Plan Urban Design & Architectural Guidelines that address the use of complementary exterior building materials for developments that are adjacent to, and/or abutting, the Type 1 Area and the associated urban neighborhood.
3. Incorporate design guidelines into the Downtown Plan Urban Design & Architectural Guidelines that requires development on properties that are adjacent to, and/or abutting Old Town to utilize exterior building materials that are complementary to the Old Town's architectural characteristics, but does not replicate it. Three such examples of developments that currently demonstrate the intent of this guideline(s) are:
  - the 4020 Building on the northwest corner of North Scottsdale Road and East 1st Avenue,
  - Scottsdale Financial Center on the northeast and northwest corner of North Scottsdale Road and East Indian School Road,
  - and the Scottsdale Healthcare Medical Center office building on the southeast corner of North Brown Avenue and East 2nd Street.

2. Development Flexibility

Currently, only large developments may obtain flexibility with the Downtown (D) District development standards. The Task Force encourages flexibility for all properties within the Downtown Area.

a. *Small Property Development Flexibility*

The Task Force recommends providing development flexibility for the smaller properties by incorporating the following modifications:

- Development proposals with a land area less than 20,000 square feet may request amended development standards through the Development Review Board.
- Create a small size Planned Block Development for development proposals that are between 20,000 and 100,000 square feet in land area.
- Maintain the existing medium and large Planned Block Development provisions.

b. *Development Review Board Findings Related to Development Flexibility*

As a component on any request for amended standards, the Task Force recommends that the Development Review Board determines that:



Small Property Infill Development



Small Property Redevelopment

A proposed development is substantially in conformance with the Downtwon Plan and Downtown Plan Urban Design & Architectural Guidelines,

Amended standards are necessary to promote the successful implementation of the Downtown Plan Urban Design & Architectural Guidelines, and

Amended standards will demonstrate the planned character of development for the urban neighborhood within which the development will be located

**3 Downtown Building Heights**

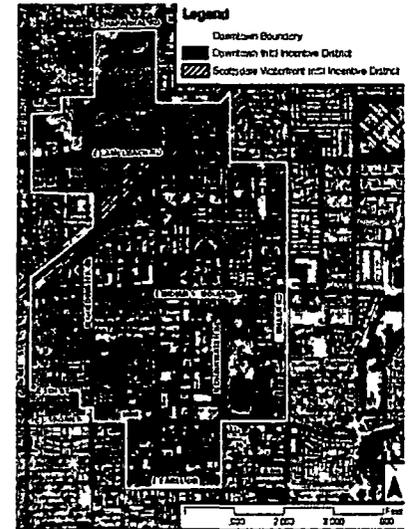
The Task Force’s intent was to establish a development height envelope for each land use designation that would allow the property owner with Downtown (D)District zoning to design within, to establish a separate standard for Old Town within the Type 1 Area, and to align the remainder of the Type 1 Area Downtown District regulations with the Downtown Overlay District regulations The Task Force recommends the following building heights in the Downtown Area

Typical Building Heights Considerations	Maximum Height(4)	Additional Height for Appurtenance (Mechanical Elevator Overruns etc )
Old Town (Type 1)	40 – Feet (1 4)	None
Remainder of the Downtown Core (Type 1)	48 – Feet (1 4)	None
Multiple Use (Type 2)	66(2) – 90 Feet(3 4)	None
Regional (Type 3)(5)	90(2) – 150 Feet(3 4)	None
Medical (Type 3)(5)	90(2) – 150 Feet(3 4)	None
<p>NOTE</p> <p>1 Regardless of having a Planned Block Development overlay designation</p> <p>2 Non Planned Block Development overlay development height maximum</p> <p>3 Planned Block Development overlay developments height maximum</p> <p>4 All heights are inclusive of roof top appurtenances</p> <p>5 The Task Force recommends changing the Downtown Plan Regional and Medical Type 2 Areas to Regional and Medical Type 3 Areas</p>		

**4 Downtown Infill Incentive District**

The Downtown Infill Incentive District is intended to allow modification to the Zoning Ordinance to provide incentives for infill development and revitalization within the downtown area Recommendations developed by the Downtown Task Force for building intensity, height, FAR and design character should be used by City Council to guide Infill Incentive District decision making

On June 7, 2010, the Task Force recommended that the City Council adopt the Downtown Infill Incentive District and Plan On June 7, 2010, the Task Force recommend to the City Council approval of the Downtown Infill Incentive District with a vote of 8-3



Downtown Infill Incentive District Boundary

5. Density, Intensity, Building Incentives, and Public Benefits

The intent of the Task Force’s discussion was to provide guidance to the City Council regarding property owner incentives and public benefits. As part of the discussion regarding the Downtown Area public amenities and benefits, the Task Force confirmed the list provided in the Downtown Plan (LU 4.5), and provided additional items that may be utilized. The Task Force recommends the following:

Property Owner Incentive Bonus Types	Public Amenities and Benefits
Floor Area Ratio (FAR), Floor Area, Density,  Building Height, Development Standard Flexibility, Building Height Transfer, and/or Development Standard Flexibility.	<ul style="list-style-type: none"> <li>• Work-force housing(1)</li> <li>• Parking, including: Underground parking, Traffic management plan (trip reduction), Parking structures architecturally integrated within building/structure volume</li> <li>• Cultural Improvements Program (Contributions to Public Art)</li> <li>• Public realm and open space areas(1),</li> <li>• Pedestrian enhancements and amenities(1)</li> <li>• Additional public parking and shared parking facilities(1)</li> <li>• Community facilities, such as: community office and meeting space, restrooms, cultural and art facilities, spaces and programming, and , museums</li> <li>• Infrastructure improvements(1), including: Mobility enhancements(1), Transit and Trolley enhancements(1), and Revitalization of existing infrastructure(2)</li> <li>• Beneficial and '24-7' land uses</li> <li>• Historic preservation(1) (City, State or National Register required)</li> <li>• Green Development</li> <li>• Sensitive edge buffering(1)</li> <li>• Revitalization of small downtown properties</li> </ul>

- Note.
1. Potential public amenities and benefits in the Downtown Plan (Policy, LU4.5), and confirmed by the Downtown Task Force.
  2. Downtown Task Force additional suggestion(s) related to the Downtown Plan Policy, LU4.5.



Scottsdale Waterfront - Public Open Space



Cavalliere's Blacksmith Shop - Historic Preservation



The Doors - Cultural Improvements Program

In addition, the Task Force recommends that:

- a quantifiable formula is developed to be utilized to calculate the associated Property Owner Incentive Bonus(es) for the Public Amenities and Benefits provided, and
- the Cultural Improvements Program (contributions to Public Art) should be included as an option for any development in the Downtown in exchange for Property Owner Incentive Bonus(es).

6. Other Modifications to the Downtown (D) and Downtown Overlay (DO) Districts

The Task Force also discussed several other ordinance considerations that should be addressed with the upcoming modification to the Zoning Ordinance. Primarily, these items are intended to provide clarification and to remove conflicting requirements in the Zoning Ordinance. The Task Force recommends the following modifications to the Zoning Ordinance:

- Update the requirements and standards so that they are consistent with the Downtown Plan;
- The development and design standards of the Zoning Ordinance should be clarified and continue to be consistently applied;
- The Downtown (D) District and Downtown Overlay (DO) should be revised to eliminate redundancy, inconsistencies, antiquated text, and to simplify text language.
- The minimum building setbacks for Old Town should be 14 feet and 16 feet within the remainder of the Downtown Core (Type 1 Area). A clarification that transitions between these areas and surrounding uses will apply, to be determined (on a case-by-cases basis), and that these building setbacks apply to street-side setbacks (not rear & side setbacks). In addition, maintain the provision that allows for the modification to the setback where forty percent (40%) or more of a block face are less than the specified setback, the required setback on a site to be developed shall be the average setback of the developed portion of the block face;
- The Pedestrian Overlay District requirements and provisions should be revised and incorporated into the standard Downtown (D) District and Downtown Overlay (DO) requirements where appropriate and remove the overlay as an option from the Zoning Ordinance;
- The development standards for the Type 2 Regional/Medical should be clearly identified in the Zoning Ordinance. Consider identifying these as Type 3 Areas; and
- The development standards table of the Downtown (D) District should be revised to incorporate additional public benefit and incentive options; and
- The sign ordinance shall be modified to allow event banners within the public right-of-way.



Downtown Medical  
Urban Neighborhood



Downtown Regional  
Urban Neighborhood



Conceptual Event Banner

7. Downtown Zoning Ordinance Parking Modifications

On May 10, 2010, the Task Force recommended to the City Council approval of the Downtown Parking Text Amendment (6-TA-2009) with a vote of 7-1. The purpose of the text amendment was to modify Downtown parking requirements, modify the in-lieu parking program, standardize Citywide parking ratios, clarify related language in the Zoning Ordinance, relocate related language of the Zoning Ordinance to more appropriate sections, add definitions that are consistent with the parking section of the Zoning Ordinance, and amend the accessibility parking requirements to be consistent with the Americans with Disabilities Act. The dissenting vote was concerned that a lack of on-site parking will result in non-retail users taking on-street retail parking.

**C. Other Recommendations**

1. Civic Center Mall

The Task Force recommends that Civic Center Mall is renamed to Civic Center Plaza.

2. Downtown Stakeholders Group

The Task Force also recommends that the City and Downtown stakeholders establish an independent private organization to promote Downtown, to stimulate investments consistent with the Downtown Plan's vision, and to actively develop projects in support of the Plan. This group should provide Downtown leadership with the involvement of the City, Downtown businesses and property owners. It can act as a business and policy advocate, idea generator, facilitator, recruiter, team-builder and place-maker.

3. Downtown Marketing

The Task Force recommends the city increase the amount of funding designated for marketing the Downtown.

4. Downtown Task Force Follow Up

Even though the Task Force recommends disbanding, the members of the Task Force request that they are notified of all future open house meetings and public hearings related to the Downtown Zoning Ordinance amendments. This is to ensure that the Task Force recommendations are incorporated into the revised ordinance that proceeds before the public, Planning Commission, and City Council.

5. Downtown Plan Urban Design and Architectural Design Guidelines

The Task Force recommends that Downtown Urban Design and Architectural Guidelines be reviewed and updated to reflect the 2009 Downtown Plan and Task Force recommendations.



Civic Center



Downtown Urban Design - Patios

APPENDIX A – RESOLUTION NO 8027

RESOLUTION NO 8027

A RESOLUTION OF THE COUNCIL OF THE CITY OF SCOTTSDALE, ARIZONA, ESTABLISHING THE 2009 DOWNTOWN TASK FORCE.

WHEREAS, on June 9, 2009, the City Council adopted Resolution No. 7726 approving a non-major General Plan amendment to adopt the updated Downtown Character Area Plan ("Downtown Plan"), and

WHEREAS, the Council desires to form a task force to provide the Council with recommendations concerning the implementation of the Downtown Plan, now, therefore

BE IT RESOLVED by the Council of the City of Scottsdale as follows.

Section 1 The 2009 Downtown Task Force is hereby established and shall consist of fifteen (15) members Each Councilmember shall appoint two (2) members of the Task Force, with the Mayor appointing the Chairman and two additional members Each member shall serve at the pleasure of the person who appointed the member Councilmembers shall name their appointments at the July 2, 2009 regular council meeting

Section 2 The 2009 Downtown Task Force shall assist the City Council with the implementation of the Downtown Plan by providing it with recommendations concerning: (1) possible modifications to the Downtown (D) and Downtown Overlay (DO) sections of the Scottsdale Zoning Ordinance; (2) a global Downtown parking plan, (3) Downtown pedestrian amenities, (4) Downtown transit planning and (5) such other Downtown-related matters as the City Council may assign to the Task Force

Section 3 The 2009 Downtown Task Force shall make its report and recommendations to the City Council, whereupon it shall dissolve without further action unless otherwise directed by the City Council

Section 4 The City Manager is directed to provide relevant staff and meeting space to assist the Task Force in formulating its recommendations and report.

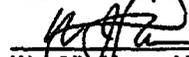
Section 5 The City Attorney is directed to work with the Task Force to ensure compliance with all public meeting and public records laws

PASSED AND ADOPTED by the Council of the City of Scottsdale, Arizona, this 2<sup>nd</sup> day of July, 2009

ATTEST

  
Carolyn Jagger City Clerk

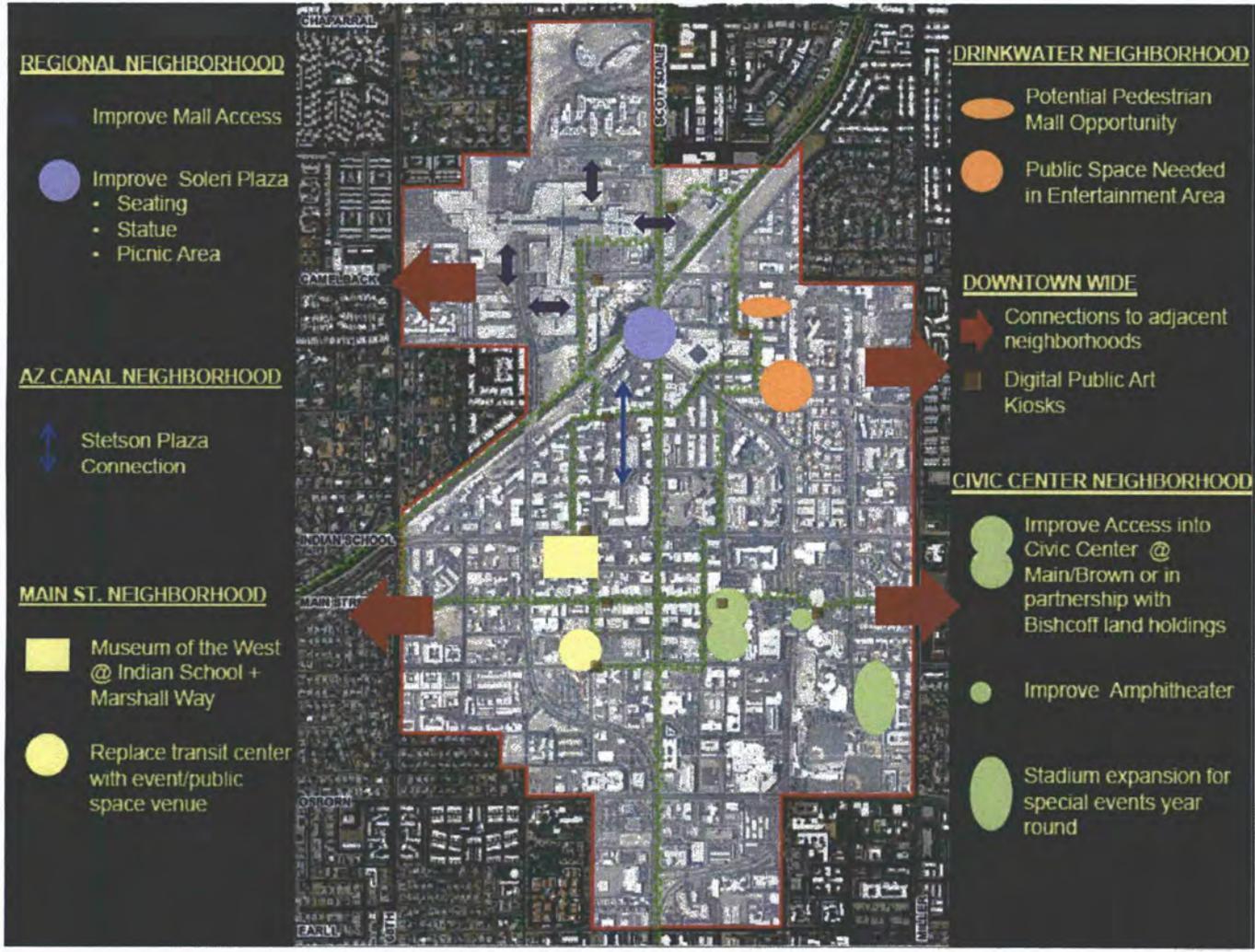
CITY OF SCOTTSDALE, an Arizona municipal corporation

  
W.J. "Jim" Lane, Mayor

APPROVED AS TO FORM

  
Deborah W. Robberson, City Attorney

# APPENDIX B – DOWNTOWN TASK FORCE PHYSICAL IMPROVEMENT RECOMMENDATIONS



## APPENDIX C – DOWNTOWN TASK FORCE IMPLEMENTATION RECOMMENDATIONS

2009 Downtown Task Force Recommended Implementation Items				
Implementation Recommendations	Private	Public	Responsible Division/ Department	Funding Required
<b>Pedestrian Improvements</b>				
Inventory pedestrian mobility impediments			Transportation	
Review downtown crosswalks for safety, signage & protective measures			Transportation	
Create themed pedestrian improvements throughout downtown			Transportation	
Improve pedestrian connections to adjacent neighborhoods			Transportation	
Improve Scottsdale/Camelback Roads Intersection			Transportation	
- Restart waterfall at southeast corner			Economic Vitality	
- Enhance pedestrian safety			Transportation	
Improve pedestrian crossing at Camelback & Marshall Way			Transportation	
Enhance pedestrian experience under Fashion Square Retail Bridge			Transportation	
Increase pedestrian signal timing throughout downtown			Transportation	
Enhance pedestrian connection at Indian School & Marshall Way			Transportation	
Extend season for holiday lights			Economic Vitality	
Provide additional bicycle parking & improvements downtown-wide			Transportation	
Provide pedestrian street crossing improvements downtown-wide			Transportation	
<b>Downtown Parking</b>				
Maximize existing public parking facilities			Transportation	
- Provide additional directional signage to public parking			Transportation	
- Improve pedestrian wayfinding to public parking			Transportation	
- Include public parking materials in visitor/tourist/ events media			Economic Vitality	
- Improve trolley connections to public parking facilities			Transportation	
- Improve lighting in & around public parking			Transportation	

<b>2009 Downtown Task Force Recommended Implementation Items</b>				
<b>Implementation Recommendations</b>	<b>Private</b>	<b>Public</b>	<b>Responsible Division/ Department</b>	<b>Funding Required</b>
- Improve pedestrian connections to/from public parking facilities			Transportation	
- Utilize/require parking signage for special events			Current Planning	
- Adequately fund maintenance replacement & enhancement of signage			Capital Project Management	
- Create a downtown parking location application for smart-phones				
- Locate future event/gathering spaces adjacent to/near parking facilities			Long Range & Current Planning	
Provide locations for tour bus parking			Transportation	
- Protect residential street parking with residential parking permit program			Transportation/Neighborhoods	
- Consider revisions to valet parking policies/ordinances			Transportation/Current Planning	
Downtown Transit				
Explore Downtown Trolley route modifications to			Transportation	
- Caputre 5th Avenue shops			Transportation	
- Close Marshall Way bridge to trolley traffic			Transportation	
- Maximize the benefits for Old Town restaurants shops & lodging			Transportation	
Maintain week long (including Saturday & Sunday) trolley service			Transportation	
Maintain trolley connections to neighborhoods			Transportation	
Maintain inter-city trolley connections			Transportation	
Maintain public restrooms at Loloma			Transportation	
Invest in smaller, open air 'green' trolleys			Transportation	
Maintain the hospitality trolley that connects to resorts			Transportation	
Retain public restrooms/parking if Loloma site redevelops			Transportation	
Do not permit rail technology on Scottsdale Road between the couplet			Transportation	

**2009 Downtown Task Force Recommended Implementation Items**

<b>Implementation Recommendations</b>	<b>Private</b>	<b>Public</b>	<b>Responsible Division/ Department</b>	<b>Funding Required</b>
Regulatory Improvements to the Zoning Ordinance				
Maintain Buffer Requirements			Current Planning	
- Between single family residential adjacent to downtown & downtown development			Current Planning	
- Between Type 1 & Type 2 developments within downtown			Current Planning	
Update Downtown Urban Design & Architectural Guidelines			Current Planning	
- To promote complementary exterior building materials on development adjacent to Type 1 areas			Current Planning	
- To encourage development adjacent to Old Town to utilize complementary building materials			Current Planning	
Add small property development flexibility			Current Planning	
Adjust downtown building heights in the zoning ordinance per Task Force recommended table			Current Planning	
Establish a Downtown Infill Incentive District & Plan			Current Planning	
Develop formula to calculate development bonus incentives for public amenities/benefits			Current Planning	
Update ordinances to be consistent with Downtown Plan			Current Planning	
Clarify design standards in ordinance			Current Planning	
Eliminate redundancies/inconsistencies in the Downtown/Downtown Overlay zoning districts			Current Planning	
Adjust Old Town minimum building setbacks to 14 feet			Current Planning	
Adjust Downtown Core minimum building setbacks to 16 feet			Current Planning	
Identify Downtown Regional & Downtown Medical as Type 3 for development standards			Current Planning	
Modify sign ordinance to allow event banners within the public rights-of-way			Current Planning	

<b>2009 Downtown Task Force Recommended Implementation Items</b>				
<b>Implementation Recommendations</b>	<b>Private</b>	<b>Public</b>	<b>Responsible Division/ Department</b>	<b>Funding Required</b>
Other				
Rename Civic Center Mall to Civic Center Plaza			Economic Vitality	
Form a downtown stakeholders advisory group				
Increase marketing funding for downtown			Economic Vitality	
Include Task Force members in all Downtown Zoning Ordinance amendment public meetings			Current Planning	
Comprehensively review & update the Downtown Urban Design & Architectural Guidelines			Current Planning	
Formally dissolve the 2009 Downtown Task Force			City Council	

# Downtown Task Force Final Report

March 29, 2011

Task Force Members:

Ed Gawf, Chair

Betty Drake, Vice-Chair

Marilyn Atkinson

Gary Baker

Kathy Duley

Alan Larson

Jude Nau

Scott Nelson

Jay Petkunas

Rodger Saba, Sr.

Debbie Saba-Cooper

Bret Sassenberg

Fred Unger

Susan Wheeler

Janie White

ITEM 2

**Downtown Task Force Final Report**  
**Scottsdale City Council – March 29, 2011**



**DOWNTOWN PLAN**  
**SCOTTSDALE**

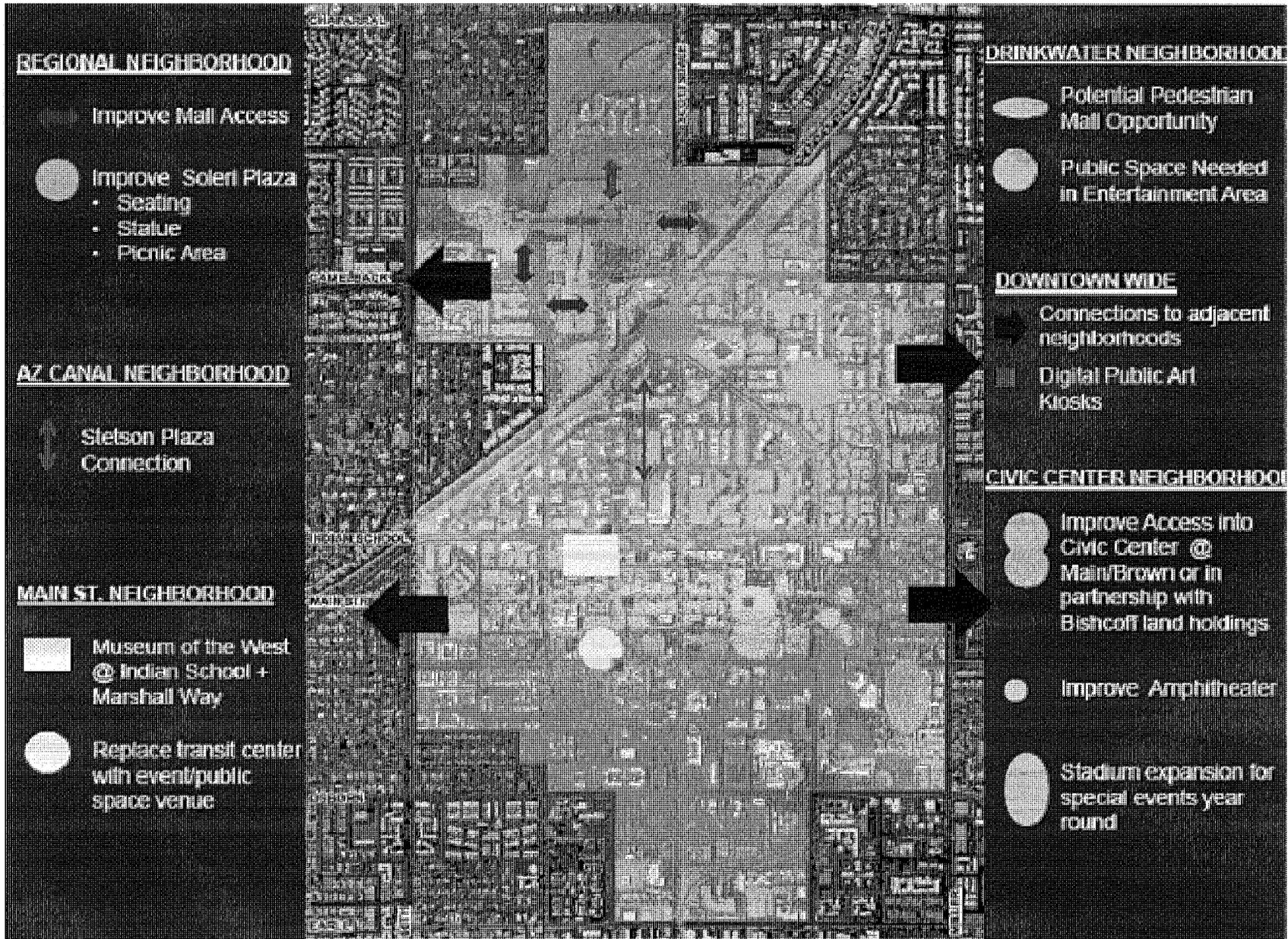
- Task Force Purpose
  - Assist with Downtown Plan implementation by providing recommendation on:
    1. Zoning Ordinance modifications
    2. Downtown parking
    3. Downtown pedestrian amenities
    4. Downtown transit planning



**Downtown Task Force**

**Task Force Purpose**  
**City Council Resolution No. 8027**





# Task Force Recommendations

## Downtown Physical Improvements

## Recommendations:

- Inventory downtown for impediments to pedestrian mobility & prioritize future improvements
- Improve pedestrian street crossings throughout downtown
- Increase pedestrian signal timing downtown-wide



Missing Sidewalk  
Scottsdale Road



Goldwater & Main  
Existing

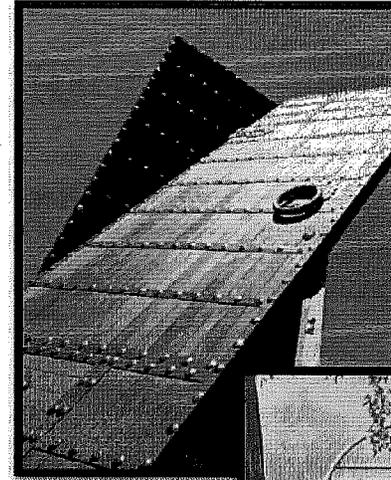


Goldwater & Main Conceptual  
Improvements

## Task Force Recommendations Pedestrian Improvements

## Recommendations:

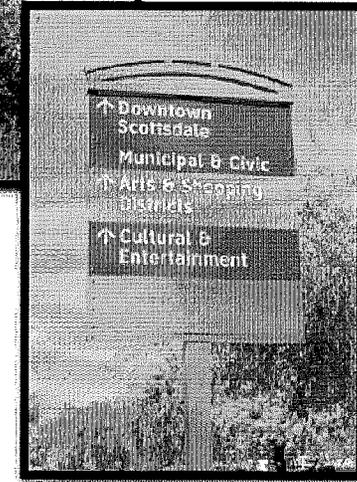
- Create themed pedestrian improvements throughout downtown
- Expand existing wayfinding program to include pedestrian signage
- Increase pedestrian signal timing downtown
- Extend season for holiday lighting



Landmarks



Banners



Signage

## Task Force Recommendations Pedestrian Improvements



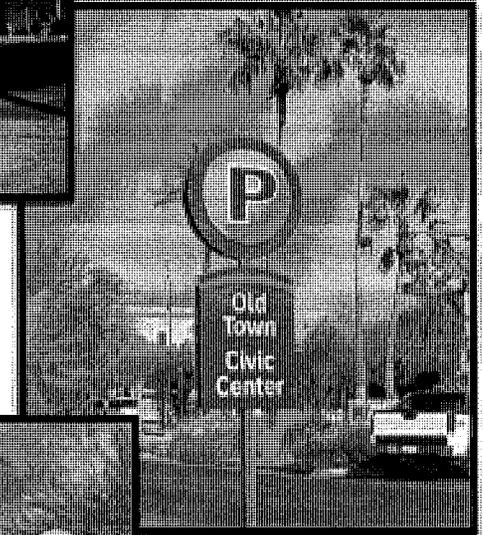
DOWNTOWN PLAN  
SCOTTSDALE

## Recommendations:

- Adequate parking downtown – maximize existing parking
- Increase public awareness of parking available
- Improve trolley connections to parking facilities
- Protect residential street parking adjacent to downtown



Trolley Connections to Parking



Increase Awareness of Parking



Maximize Existing Parking

## Task Force Recommendations

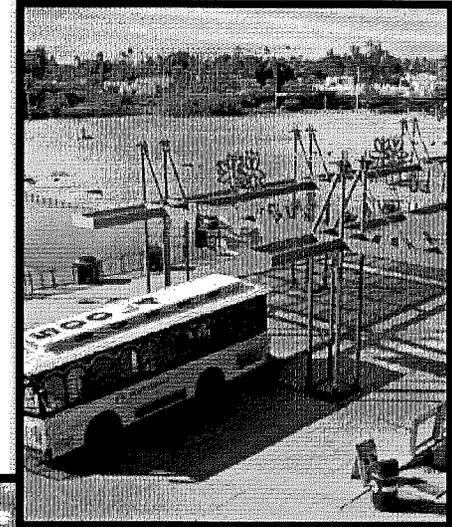
### Downtown Parking



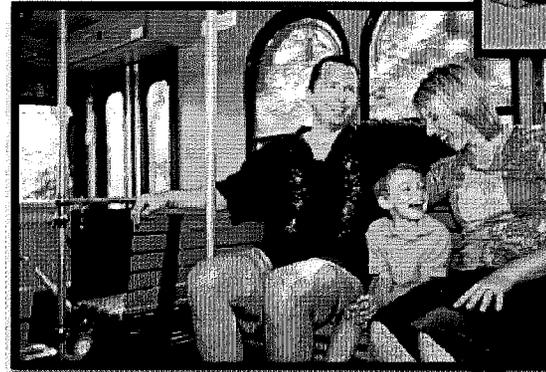
DOWNTOWN PLAN  
SCOTTSDALE

## Recommendations:

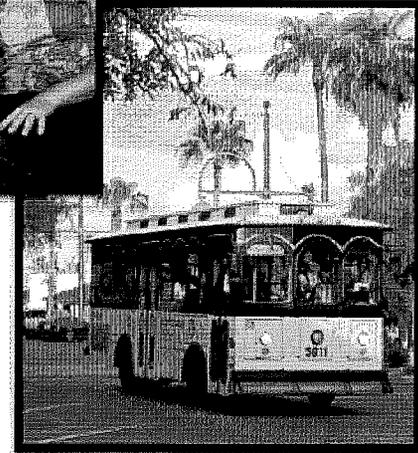
- Explore modifications to trolley route to include:
  - + 5<sup>th</sup> Avenue shops
  - + Old Town
  - + Restaurants
  - + Lodging/Hotels
- Maintain week long trolley service including Saturdays & Sundays
- Maintain trolley neighborhood & inter-city connections
- Maintain hospitality trolley
- If Loloma Transit Center repurposed:
  - + Retain public restrooms
  - + Retain public parking



Modify  
Trolley Route



Maintain Week Long Service



Maintain Trolley Connections

## Task Force Recommendations

### Downtown Transit Improvements



DOWNTOWN PLAN  
SCOTTSDALE

# Recommendations:

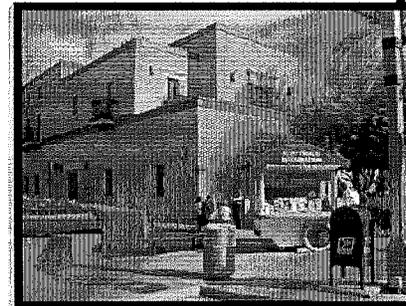
- Maintain transitions between downtown development & single family residential adjacent to the downtown
- Maintain transitions between Type 1 (lower scale) & Type 2 (higher scale) developments within the downtown
- Allow for & accommodate small property development flexibility
- Modify Urban Design & Architectural Guidelines to better address the use of complementary exterior building materials for development adjacent to the Downtown Core (Type 1)



Type 1 – Type 2  
Transitions



Complementary  
Exterior Materials



Small Property  
Redevelopment



Small Property Infill

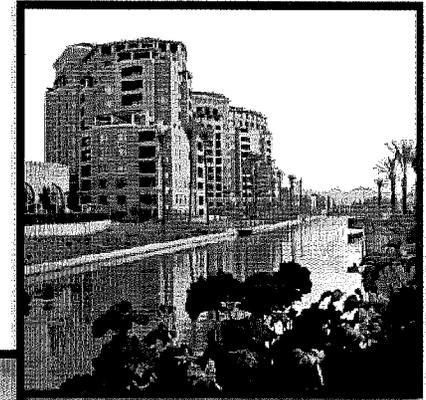
## Task Force Recommendations Zoning Ordinance Modifications



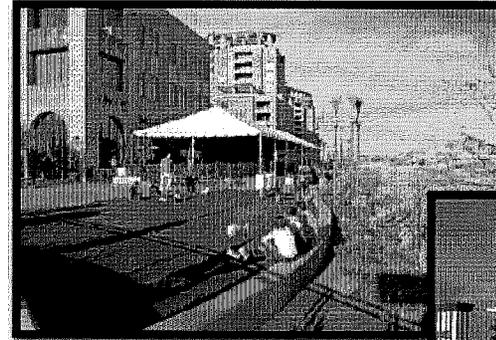
DOWNTOWN PLAN  
SCOTTSDALE

## Recommendations:

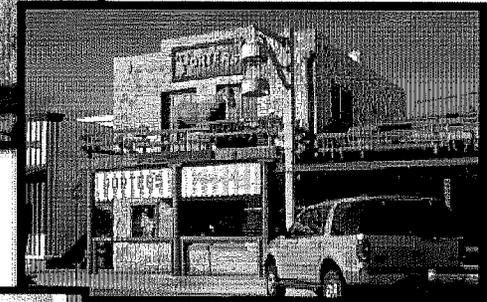
- Establish a Downtown Infill Incentive District & Plan
- Provide for property owner/development incentives for the provision of public benefits such as:
  - + parking
  - + work-force housing
  - + cultural improvements
  - + public realm/open space
  - + infrastructure improvements
  - + historic preservation
  - + 'green' development
  - + sensitive edge buffering
  - + revitalization of small properties
- Develop a quantifiable formula to calculate bonuses for public amenities/benefits provided



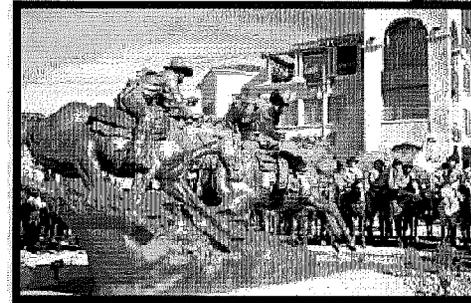
Infill Incentive District



Public Open Space



Historic Preservation



Cultural Improvements

## Task Force Recommendations Zoning Ordinance Modifications

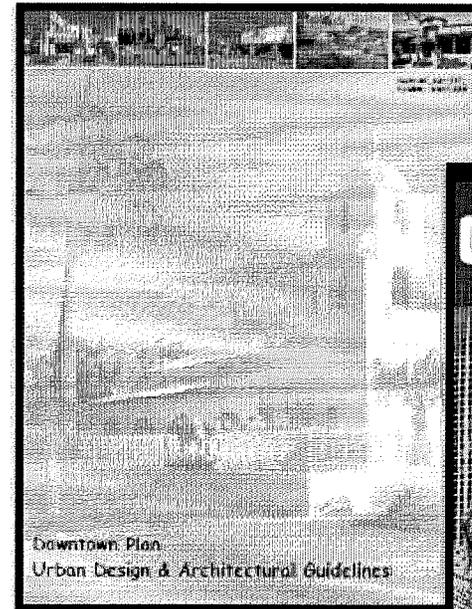
## Recommendation:

- The Task Force recommends the following building heights be incorporated into the Downtown (D) section of the Scottsdale Zoning Ordinance:

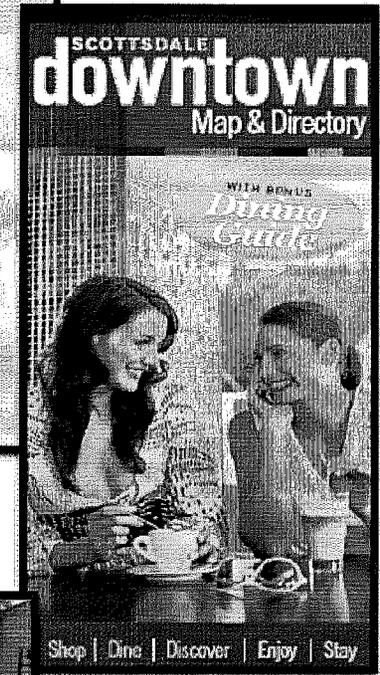
Typical Building Heights Considerations	Maximum Height(4)	Additional Height for Appurtenance (Mechanical, Elevator Overruns, etc.)
Old Town (Type 1)	40 – Feet (1, 4)	None
Remainder of the Downtown Core (Type 1)	48 – Feet (1, 4)	None
Multiple Use (Type 2)	66(2) – 90 Feet(3, 4)	None
Regional (Type 3)(5)	90(2) – 150 Feet(3, 4)	None
Medical (Type 3)(5)	90(2) – 150 Feet(3, 4)	None
<p><b>NOTE:</b></p> <ol style="list-style-type: none"> <li>1. Regardless of having a Planned Block Development overlay designation.</li> <li>2. Non-Planned Block Development overlay development height maximum.</li> <li>3. Planned Block Development overlay developments height maximum.</li> <li>4. All heights are inclusive of roof top appurtenances.</li> <li>5. The Task Force recommends changing the Downtown Plan Regional and Medical Type 2 Areas to Regional and Medical Type 3 Areas</li> </ol>		

## Recommendations:

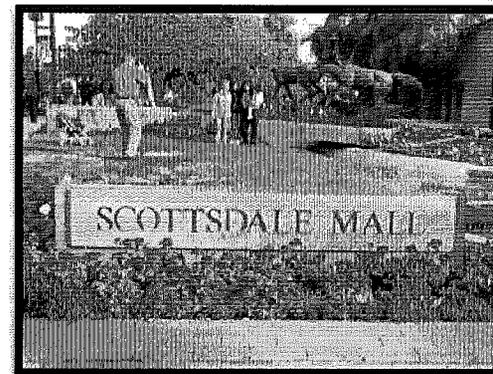
- Rename Civic Center Mall to Civic Center Plaza
- Establish a Downtown Stakeholder Group to advocate for Downtown Scottsdale
- City should increase the amount of funding designated to marketing the downtown
- Comprehensive review & update of the Downtown Urban Design & Architectural Guidelines so as to reflect the adopted Downtown Plan & Task Force recommendations
- Task Force should be disbanded – members should be included in all future public meetings/hearings regarding zoning ordinance modifications



Update Downtown Design Guidelines



Marketing Downtown



Rename to Civic Center Plaza

## Task Force Recommendations

### Other Recommendations



# Downtown Task Force Final Report

March 29, 2011

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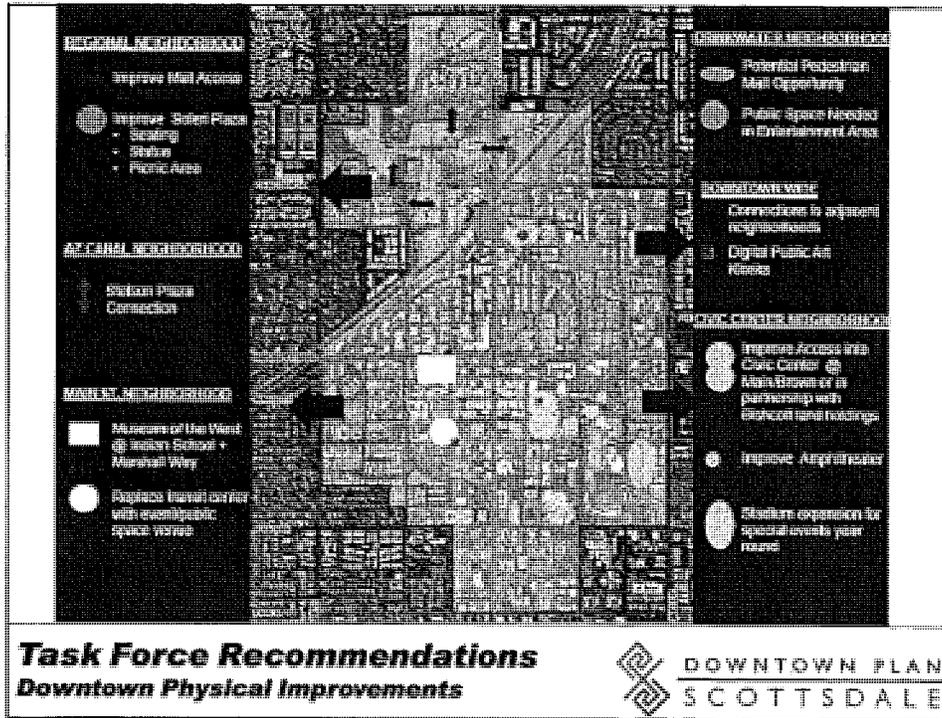
**Downtown Task Force Final Report**  DOWNTOWN PLAN  
**Scottsdale City Council - March 29, 2011** SCOTTSDALE

- Task Force Purpose
  - Assist with Downtown Plan implementation by providing recommendation on:
    1. Zoning Ordinance modifications
    2. Downtown parking
    3. Downtown pedestrian amenities
    4. Downtown transit planning

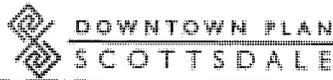


Downtown Task Force

**Task Force Purpose**  DOWNTOWN PLAN  
**City Council Resolution No. 8027** SCOTTSDALE



**Task Force Recommendations**  
**Downtown Physical Improvements**



**Recommendations:**

- Inventory downtown for impediments to pedestrian mobility & prioritize future improvements
- Improve pedestrian street crossings throughout downtown
- Increase pedestrian signal timing downtown-wide

Missing Sidewalk  
Scottsdale Road

Goldwater & Main  
Existing

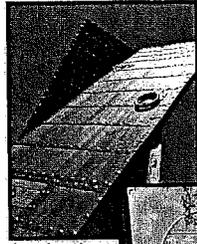
Goldwater & Main  
Conceptual  
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**Task Force Recommendations**  
**Pedestrian Improvements**



**Recommendations:**

- Create themed pedestrian improvements throughout downtown
- Expand existing wayfinding program to include pedestrian signage
- Increase pedestrian signal timing downtown
- Extend season for holiday lighting



Landmarks



Banners



Signage

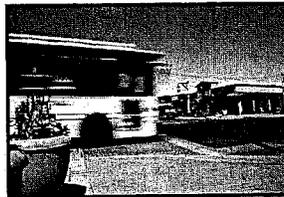
**Task Force Recommendations**  
*Pedestrian Improvements*



DOWNTOWN PLAN  
SCOTTSDALE

**Recommendations:**

- Adequate parking downtown – maximize existing parking
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- Improve trolley connections to parking facilities
- Protect residential street parking adjacent to downtown



Trolley Connections to Parking



Increase Awareness of Parking



Maximize Existing Parking

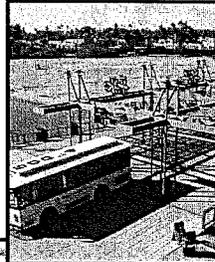
**Task Force Recommendations**  
*Downtown Parking*



DOWNTOWN PLAN  
SCOTTSDALE

**Recommendations:**

- Explore modifications to trolley route to include:
  - + 5<sup>th</sup> Avenue shops
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  - + Restaurants
  - + Lodging/Hotels
  
- Maintain week long trolley service including Saturdays & Sundays
  
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- Maintain hospitality trolley
  
- If Loloma Transit Center repurposed:
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  - + Retain public parking



Modify Trolley Route



Maintain Week Long Service



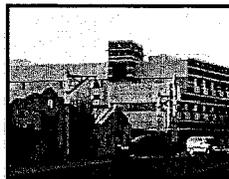
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**Downtown Transit Improvements**



**Recommendations:**

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- Allow for & accommodate small property development flexibility
  
- Modify Urban Design & Architectural Guidelines to better address the use of complementary exterior building materials for development adjacent to the Downtown Core (Type 1)



Type 1 – Type 2 Transitions



Complementary Exterior Materials



Small Property Redevelopment



Small Property Infill

**Task Force Recommendations**  
**Zoning Ordinance Modifications**

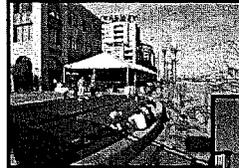


**Recommendations:**

- Establish a Downtown Infill Incentive District & Plan
- Provide for property owner/development incentives for the provision of public benefits such as:
  - + parking
  - + work-force housing
  - + cultural improvements
  - + public realm/open space
  - + infrastructure improvements
  - + historic preservation
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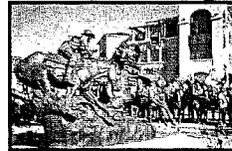
Infill Incentive District



Public Open Space



Historic Preservation



Cultural Improvements

**Task Force Recommendations**  
**Zoning Ordinance Modifications**



DOWNTOWN PLAN  
SCOTTSDALE

**Recommendation:**

- The Task Force recommends the following building heights be incorporated into the Downtown (D) section of the Scottsdale Zoning Ordinance:

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**NOTE:**

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2. Non-Planned Block Development overlay development height maximum.
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5. The Task Force recommends changing the Downtown Plan Regional and Medical Type 2 Areas to Regional and Medical Type 3 Areas

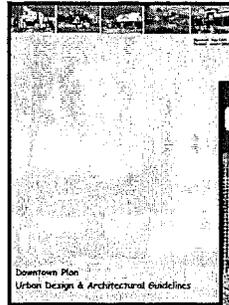
**Task Force Recommendations**  
**Zoning Ordinance Modifications**



DOWNTOWN PLAN  
SCOTTSDALE

**Recommendations:**

- Rename Civic Center Mall to Civic Center Plaza
- Establish a Downtown Stakeholder Group to advocate for Downtown Scottsdale
- City should increase the amount of funding designated to marketing the downtown
- Comprehensive review & update of the Downtown Urban Design & Architectural Guidelines so as to reflect the adopted Downtown Plan & Task Force recommendations
- Task Force should be disbanded – members should be included in all future public meetings/hearings regarding zoning ordinance modifications



Update Downtown Design Guidelines



Rename to Civic Center Plaza

**Task Force Recommendations**  
**Other Recommendations**

