



SCOTTSDALE DOWNTOWN PLAN UPDATE "OVERALL VISION" FOCUS GROUP



MEETING SUMMARY

CORE QUESTIONS – *Asked of every group*

In this exercise each participant was asked to write down responses on post-it notes. Notes were then grouped by response subject. *Responses in italics* are the exact words.

1. **What do you see as the *strengths* of Downtown Scottsdale – in other words, things you want to keep the same or have maintained?**

Responses, in no particular order (each participant could have up to three responses):

- It is walkable
 - *"I can walk to everything I need to get to"*
 - Walkability:
 - To shopping
 - To food, etc.
 - Easy access on foot to anything within 15 minutes
 - One of the few “walkable” communities in the Valley

- Planning of pedestrian-friendly interconnectivity
- Easy access by foot
- I do not want to access everything on foot
- Shopping
 - Great shopping
 - Big mall
 - *"Quaint, unique shopping from crafts to Neiman Marcus."*
 - Fine arts, food, entertainment
 - *"Shopping. You can get everything from Art to Shoes."*
- Variety of activity
 - Different activities for all ages: parks, families, bike riders, hikers, singles, couples, elderly, young, college age, clubs
 - Diverse entertainment types/activities
 - Something for everyone
 - Great variety of activities – shopping-entertainment-arts-historical
 - *"I like the cutting edge nature of it"*
- Night Life/Entertainment
 - Singles, couples, elderly, young, college age-clubs
 - There is something for everyone
 - Great nightlife
 - Fine arts and foods
 - Diverse Entertainment types/activities, shopping, restaurants, hotel activities, residential, etc.
 - Nightlife/restaurants
- Old Town
 - Character is distinct
 - Interesting and different from other cities
 - Is unique
 - Has historical value
 - Historic, yet new and exciting
 - Historic Old Town =Art/West
 - Unique Design
 - *"The whole world knows Old Town"*
- Downtown is a “go to” destination
 - Downtown is focused on being a better “go to” place
 - Percent of out of town visitors per day is high
 - It is interesting and different from other cities
 - *"I use Scottsdale as a conversation piece around the world. It has a social aspect to it."*
- Eclectic Blend of historic and contemporary
- Restaurants
 - Great new places to eat
 - Nightlife/restaurants
 - Fine arts, food, entertainment
- Access

- Easy access to all other areas of the Valley
- Trolley-
 - Excellent idea, especially for seniors
 - New routes that have been added are beneficial
 - I like the image of the trolley
 - The look of the trolley is a strength
 - The trolley is Free!
- Downtown is clean and well-landscaped
 - Clean
 - Low key style
 - Clean Streets
 - Aesthetics
 - Safe
- Arts and Culture
 - Fine Art
 - Performing Art
 - Civic Center Mall/Park
 - Scottsdale Museum of Contemporary Art (SMoCA)
 - Scottsdale Center for the Arts Area
 - Downtown is a strong support for the Arts

2. What would you like to see **changed or improved; what is your vision for the next ten years?**

Responses in no particular order (each participant could have up to three responses):

- More people are needed
 - Get more people in the area
 - Need more money through sales
 - Need “glitz” Downtown
 - Downtown has lost its energy
 - *“We are missing new energy. People in the area are over it! My friends won’t come over. The only time they show up at my door is when the festivals are on!”*
 - There are no celebrities in downtown anymore
- Rezoning/ new development
 - Don’t like the new tall buildings at all
 - Need to increase the number of large condo permits and/or rezone homes to condos
 - Do not like converted apartments to condos
 - Need more offices downtown
 - Downtown’s character is being lost by new projects and large properties
 - Downtown is losing its small town scale
 - Do not like front setback change at the Z lofts
 - Building to the property line vs. a 23’ setback
 - Sidewalk encroachment issues

- Americans with Disabilities Act (ADA) access concerns
 - Don't like city changing setbacks from sidewalk
- Slow decisions by government
 - Slow moving decision making
 - Poor decisions on regulations, especially in regard to Old Town/Downtown issues
- Height
 - Keep height requirements mid-level, around 24'
 - *The view is important. I am concerned the view will be lost*
 - Keep mid rise
 - Concerned about relative heights
- Circulation
 - *There has been no explanation about how traffic will be handled with new residents in the long term and how it will affect "strengths" of downtown*
 - There is an apparent lack of auto traffic
 - Traffic flow
 - Civic Center Mall/Indian School Road traffic problems
 - Like to see trolleys used by more people
 - Need Quieter, eco-friendly trolleys
 - Need shade, water and seating at trolley stops
- Marketing and Promotion
 - Need better marketing and promotion of area
 - We rely too much on the resorts
 - Lack of marketing Downtown Scottsdale outside of AZ
- *"We cannot rest on our laurels"*
 - Need better marketing to Valley residents and locals
 - Put ads on the trolley
- Parking and Wayfinding
 - Need better wayfinding and signage
 - Need more parking structures
 - Use valet parking in public parking areas
- Complete the canal bank development
 - It is still not a big enough focus in the City
 - It needs to be approved ahead of the development
- Housing
 - Funding sources for service workers, keeps diversity
 - Too many condos; need fewer condo developments
 - Need middle class residential
 - Need work force housing
 - I worry about condo bankruptcy
 - Need affordable condominiums
 - Need diversity of housing options
 - High cost of housing
- Streetscape

- Lack of water
- Lack of shade
- Need better walkways
- Need more/better seating
- Need more lighting, especially at 1st Avenue and 1st Street
- Put Sunken garden back at civic center mall
- Need more security and police presence
- Taxi service
 - Police targeting taxis and limo vehicles lately
 - More taxis
 - Need better access to taxicabs Downtown
- Need more historic designations
 - Valley Ho is an example
- Need more connectivity
 - Within economic markets
 - Physically
- Building conditions
 - Would like to see the landlords take advantage of improvement incentives
 - Run down buildings in some areas
- Neighborhoods
 - Improve appearance of Loloma area

SPECIALIZED QUESTIONS

1. When you think of Downtown Scottsdale, what do you picture? In other words, what “embodies” Downtown Scottsdale for you?
 - Arts
 - Shopping
 - Restaurants
 - Walkable
2. Downtown Scottsdale is a place for:
 - Nightlife and entertainment
 - Residents
 - Farmers Markets
 - Walking to groceries and a drugstore
 - Family Restaurants, not bars
 - Outdoor Theatre
 - Fashion Creations
 - Old Town & Western souvenirs
 - 5th Avenue – unique shopping
 - Marshall Way – art galleries

- Craftsman Court – Nightlife
- Main Street- Fine Art blend/ mix
- 1st Avenue –home and interior design
- Entertainment- Wine & Art
- Strolling
- Bringing Children
- Bringing Pets
- Bringing out of town guests
- Meeting with friends
- Riding a bike
- Relaxing
- Street performers
- Doggie parks/pet-friendly
- Pocket Parks
- A Western Museum
- An interactive Children's Museum

3. Downtown Scottsdale has been described as a collection of districts. Do you agree with this description? If so, what are the districts you perceive in Downtown?

Perceived Districts:

- Old Town- Souvenir shops & tourist oriented
- 5th Avenue- Unique eclectic retail
- Main Street- Fine art & cowboy art
- Marshall Way- Contemporary Art
- 1st Avenue- House and interior design

Districts can:

- Preserve character
- Link Arts Districts North and South of Marshall Way
- Help orient visitors
- Ambassadors to help orient visitors
- Expectation to see certain things

Other ideas:

- Don't need a district thing, all of Downtown is "Old Town"
- Preserve the character of areas through districting
- The real value of districts as you see from the list (above) are many character districts. From a planning aspect, this is good. It helps to protect individual areas.
- The public needs to be educated on the districts
- There needs to be a diversity in the marketplace

- Districts help tourists zero in on what they want
- The average stay for a person in a downtown hotel is 2.1 days.

4. What is the current role of Downtown Scottsdale in relation to all of Scottsdale? To Tempe and Phoenix? To what extent, if any, should this role be revised?

- Fashion/Culinary events
- Be different from Tempe and Phoenix
- More concentration of activities
- More retail downtown
- Fine arts/arts role versus reality of Scottsdale in Valley art/cultural scene
- Empty trolleys are an embarrassment
- Link hotels with art and wine
- Look at case studies
- Special events
- Stronger role for city to promote downtown
- Entertainment and the variety of it makes Downtown appealing
 - *"We have more activities than any other cities in the Valley and even the world"*
- Downtown has shifted from retail appeal to restaurant/entertainment appeal
- Downtown is very different than North Scottsdale
 - Monday – Thursday are corporate travelers that sleep and eat Downtown
 - Weekends are a younger crowd
 - Lack of middle-aged oriented businesses Downtown

5. Recently there has been discussion of Downtown Scottsdale becoming a “24-Hour Downtown.” What does this mean to you?

- Vandalism and police calls
- Live – work – play
- 24 hour services
- Can find anything here without having to go anywhere else
- Things missing right now: convenience, grocery, and drug stores
- Small number of 24 hour places
 - Need more, market not met
- Downtown used to be 24-hour – Example: Brown Derby Restaurant
- Downtown is a live/work/play place, but the 24-hour feeling is still missing and the market isn't being met. You cannot get food at 11 PM.

6. What kinds of open spaces should be developed Downtown?

- More places for children
- Interactive museum
- Western museum
- Dog parks – no grass for them right now
- Downtown park – more green areas needed
- Use city land for open space

7. What other uses or attractions should be encouraged in Downtown Scottsdale?

- Diversity of people, architecture and open space
- Vitality
- Downtown Scottsdale – live –work- play