

4 • ARTS & CULTURE



Introduction

Arts and culture contribute to building a cohesive community, often bridging old and new, young and mature, contemporary and traditional, real and virtual. Arts and culture help cities animate their downtowns, creating a sense of place and improving the quality of life for citizens, visitors, and the business community. Since the community's inception, arts and culture have been an integral part of Scottsdale's identity, economic viability, and continued development, most notably in Old Town Scottsdale.

Recognizing the important niche that arts and culture bring to Old Town Scottsdale, coupled with the changing supply and demand aspects of the industry, requires collective foresight to plan, promote and implement strategies that further our community's economic, creative, and artistic successes. The goals and policies of the Arts & Culture chapter define the direction for existing and future Old Town arts and cultural amenities, programs, and events, particularly those that celebrate what is unique to our community and continue to distinguish it artistically and creatively.

*"Downtown is the
'art' and soul of
Scottsdale."*

~ Downtown
Scottsdale Town Hall
Report, 2006

Goals & Policies

GOAL AC 1

INVEST IN CURRENT AND CREATE NEW OPPORTUNITIES TO ADVANCE OLD TOWN SCOTTSDALE AS AN ARTS AND CULTURAL HUB WITH REGIONAL, NATIONAL, AND INTERNATIONAL SIGNIFICANCE.

- **Policy AC 1.1**
Support a diverse range of arts and culture experiences downtown.
- **Policy AC 1.2**
Revitalize, expand and develop new arts, cultural, and educational facilities that enhance Old Town Scottsdale's artistic landscape.
- **Policy AC 1.3**
Grow existing and establish new high-quality, signature festivals, events and programming that attract resident and visitor audiences and distinguish Old Town Scottsdale as a premiere arts and culture destination.
- **Policy AC 1.4**
Continue to invest in, improve, celebrate, and promote the Scottsdale Arts District, Scottsdale Civic Center, and the Arizona Canal as prominent downtown arts and culture destinations.

GOAL AC 2

ENCOURAGE CREATIVE PLACE-MAKING IN OLD TOWN, WHERE ALL CAN PARTICIPATE.

- **Policy AC 2.1**
Encourage investment in public art and cultural destinations that preserve, educate, and celebrate Scottsdale's diverse history, culture, Sonoran Desert environment, and people.
- **Policy AC 2.2**
Serve diverse community interests by supporting a variety of monumental art pieces, emerging artists, and temporary event-based programs downtown.
- **Policy AC 2.3**
Utilize public art to strengthen interconnectivity between downtown districts and cultural facilities through way-finding, space activation, temporary art trails, and pocket art park opportunities.
- **Policy AC 2.4**
Facilitate public art integration into Old Town architecture and urban design.



Love Sculpture by Robert Indiana
Monumental Art



Les Luminéoles and Lentille
d'eau by Porté par le vent
Temporary Art



The Yearlings by George-Ann Tognoni
Western Culture

GOAL AC 3

PROMOTE AND SUPPORT INITIATIVES THAT FOSTER OLD TOWN AS AN INTERACTIVE ARTS DISTRICT.

- **Policy AC 3.1**

Animate existing private and public spaces with arts and culture, and create informal, spontaneous exhibition and performance spaces throughout the downtown.

- **Policy AC 3.2**

Connect commercial and private art enterprises with public and non-profit arts and cultural venues in the downtown.

- **Policy AC 3.3**

Encourage the attraction and retention of Scottsdale based non-profit arts and culture organizations in downtown.

- **Policy AC 3.4**

Develop economic, land use, planning, and design strategies to protect and enhance arts, culture, and gallery businesses in downtown.

- **Policy AC 3.5**

Encourage continuation and expansion of innovative arts and culture programming that enriches the community.

- **Policy AC 3.6**

Increase and promote community arts partnerships and projects that animate public spaces and provide residents, workers, and tourists with diverse arts experiences.

- **Policy AC 3.7**

Support work/live development in the downtown that is flexible enough to accommodate the needs of creative professionals.



Parsons Dance Company
Performing Arts



Copper Falls by Bob Adams
Integrated Art



Bonner David Art Gallery
Private Art

This page is intentionally left blank.