

## *Implementation*

Just as the Scottsdale community has come together to create the vision that will shape the future of Old Town Scottsdale, so too will the community have to collaborate to implement the Old Town Plan goals and policies. Such implementation will require the steadfast attention and commitment of private property owners, businesses, citizens, nonprofit organizations, government, public agencies, and private agencies.

Recognizing that achieving the ultimate vision for Old Town Scottsdale will take years or even decades to complete, ongoing research, coordination of public policy, sub-area planning, urban design, and program development will require continuing attention. Consequently, some implementation tasks will need to begin immediately, while others will wait for more appropriate timing and/or funding opportunities.

As with the community's success in achieving the initial vision for Old Town Scottsdale as established in the original Downtown Plan; the Scottsdale community has proven to exemplify collective creativity, ingenuity, determination, commitment, and generosity – all qualities that are required to shape the future of Old Town Scottsdale for many years to come.

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
<b>CHARACTER &amp; DESIGN</b>										
1	Old Town Urban Design & Architectural Guidelines Update	CD 9	Public	•						
2	Old Town District Master Plans	LU 2	Public		•		•		•	
3	Downtown Maintenance & Safety Education Programs	CD 5	Public, Private	•						•
<b>PEDESTRIAN/STREETSCAPE AMENITIES &amp; IMPROVEMENTS</b>										
4	Identify pedestrian crossing locations	M 1	Public							•
5	Improve accessibility, streetscapes and pedestrian amenities by repairing and replacing sidewalks and crossings to meet ADA requirements and contribute to pedestrian comfort.	M 1, M 2, M 3	Public, Private							•
6	Pedestrian Wayfinding – Design and construct pedestrian level wayfinding signage throughout Old Town. Include a specific sign-topper program for the Historic Old Town District.	M 2, M 3	Public, Private		•					
7	Main Street Streetscape Design & Construction Phase I – Complete streetscape improvements on Main Street from Scottsdale Rd. west to Hotel Valley Ho.	CD 5, M 2	Public	•	•					
8	Main Street Streetscape Design & Construction Phase II – Complete streetscape improvements on Main Street from Scottsdale Rd east to Brown St.	CD 5, M 2	Public						•	
9	Transform Scottsdale Road – Enhance the Scottsdale Road experience. Retain the existing number of lanes, widen sidewalks, establish a signature median, and locate gateway monuments at Drinkwater and Goldwater Boulevards.	CD 5, M 1, M 2	Public	•					•	•
10	Increase Public Bicycle Parking	M 7	Public, Private							•
11	Create a Comprehensive Downtown Shade and Tree Plan. Inventory and assess existing conditions and create recommendations to improve the shaded tree canopy within downtown.	CD 6, CD 7, M 7	Public, Private		•					•

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12	Improve lighting in the Entertainment District. Through a public-private partnership program, increase district lighting levels for safety and tourism purposes.	CD 8	Public, Private	•						•
	<b>PUBLIC SPACES</b>									
13	Civic Center Phase I – Perform needed repairs and updates to the fountains over Drinkwater Boulevard and improve the central performance and event spaces.	CD 8, CD 9, CD 10	Public	•	•					
14	Civic Center Phase II – Improve the visibility of and entrance to the civic center space from Old Town and add features for children and events adjacent to the Civic Center Library.	CD 5, CD 9, CD 10	Public						•	
15	Scottsdale Stadium Phase I – Seating and amenity additions to improve fan experience. Includes shade additions, ADA access, and increased seating options. Redevelop clubhouse, baseball operations buildings, and centerfield concessions/restrooms. Revise main entry plaza to accommodate baseball entry and multi-use event flexibility.	CD 8	Public	•	•					
16	Scottsdale Stadium Phase II – Redevelop the area around the stadium by demolishing and rebuilding the parking structure north of stadium. Following demolition, reestablish 2nd Street, and rebuild the garage with a commercial/retail liner along Drinkwater with improved pedestrian level features, and additional event space. Includes new stadium entry and skyboxes.	CD 8, M 4	Public						•	

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17	Transform Arizona Canal – Transform the area around the canal by providing additional public event space south of the Marshall Way Bridge to 5th Avenue, relocating the horse fountain out of the street round-about to a new plaza location that connects to the Arizona Canal, adding infrastructure to support public art installations, integrating the pedestrian realm into the surrounding areas, providing additional parking, and adding bicycle transportation amenities. As part of the transformation, improve Soleri Plaza to better function during events and improve pedestrian linkages to the area.	CD 8, CD 10, M 2, M 4	Public, Private						•	•
<b>OLD TOWN PARKING</b>										
18	Assessment – Complete a comprehensive parking study and implement recommendations. This will include mapping a complete inventory of public and private parking supply and providing a future parking supply needs/ locations assessment.	M 4	Public, Private	•						•
19	Parking Management – Monitor on-street parking time limits and adjust as needed to maximize parking space use.	M 4	Public							•
20	Use of alternative modes – Partner with businesses to support commute trip reduction and the increased use of shuttles or trolleys.	M 4	Public, Private							•
21	Parking Operations – Update and improve physical and online signs and maps that identify available parking.	M 4	Public	•	•					•
22	Special Events Parking Analysis – Evaluate special event parking and create a parking plan to address large special events.	M 4	Public, Private							•
23	Parking Regulations – Assess and adjust, as appropriate, parking standards to more accurately reflect supply and demand.	M 4	Public							•

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24	Parking Maximums – Establish parking maximums or caps to help provide the needed amount of parking throughout the downtown.	M 4	Public							•
25	Mobility Management – Encourage more efficient travel patterns, including changes in mode, timing, destination, and vehicle trip frequency.	M 4, EV 3	Public, Private							•
26	Pilot, monitor, and possibly expand a parking management technology program	M 4, EV 3	Public, Private	•						•
<b>TRANSIT IMPROVEMENTS</b>										
27	Trolley Time Assessments – Ensure trolleys can run on advertised schedule	M 5	Public							•
28	Trolley Route Modifications – Complete route modifications to best serve riders	M 5	Public							•
29	Trolley Technology Updates – Implement to provide additional service to riders	M 5	Public						•	
<b>CIRCULATION</b>										
30	Couplet Improvements – Implement complete streets improvements on the couplets	M 1	Public						•	
<b>ARTS &amp; CULTURE</b>										
31	Art Trails – Develop public art trails to increase pedestrian foot traffic.	M 2, M 3, AC 2, AC 3	Public, Private						•	
32	Monumental Art – Consider locating more monumental art pieces as downtown focal points and for tourism destination branding.	AC 1, AC 2, AC 3	Public							•
33	Temporary Seasonal Art	AC 1, AC 2, AC 3	Public							•
34	Pocket Art Parks – Add 10-12 small spaces with seating, shade, art, and sound in areas with a high level of pedestrian activity to draw visitors between key focal points and enhance the overall visitor and pedestrian experience.	M 2, AC 2	Public, Private		•		•		•	•

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35	Public Art Work Plan – Develop a public art work plan that aligns with capital improvement, economic development, planning, and tourism-related efforts in Old Town.	CD 8, CD 10, AC 1, AC 3	Public							•
36	Update Scottsdale Arts Strategic Plan	AC 1, AC 3	Public					•		
37	Update the Public Art Master Plan	AC 1, AC 3	Public					•		
38	Update Scottsdale Arts contract with the City of Scottsdale	AC 1	Public					•		•
39	Develop and implement a comprehensive arts and culture marketing plan.	AC 1, AC 3	Public					•		
40	Develop and implement comprehensive public engagement planning as components of Scottsdale Arts' Strategic, Master and Work Plans.	AC 1, AC 3	Public					•		
<b>ECONOMIC VITALITY</b>										
41	Façade Improvement Program	EV 2	Public, Private	•						•
42	Expand programmatic partnerships between community organizations (City, Experience Scottsdale, Chamber, etc.) to provide events and seminars benefitting business connections	EV 1	Public							•
43	New Retail Initiatives – Exploration of “pop-up” retail initiatives, and assistance in facilitating agreements between building owners with vacant street level space and local entrepreneurs that bring creative ideas for a business with limited capital	EV 1, EV 2	Public, Private	•	•					
44	Small Business Training – Expanded Small Business Training Programs, focusing on areas of need for storefront merchants	EV 1, EV 2	Public, Private	•						•

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45	Sublease or Co-Tenant Connections – Use existing databases and resources to develop a 'matching' program to connect microbusinesses that could co-tenant in various downtown spaces with a focus on creative class entities	EV 1, EV 2	Public, Private	●	●					
46	Creative Class Growth – Creation of a program, such as technical assistance, fee offset or matching grant, to aid in the growth and location of creative class businesses and retailers in Old Town	EV 1, EV 2	Public, Private	●	●					
47	Business Tools – Consider various business development and retention tools	EV 1, EV 2	Public, Private							●
48	Old Town Financing – Investigate and implement financing option(s), including increasing city funding, staff, sales tax, foundation, or restaurant tax. Also consider bonds or bonus incentives.	EV 1, EV 2	Public							●
<b>INFRASTRUCTURE IMPROVEMENTS</b>										
49	Undergrounding of Utilities – Continue to underground utilities in conjunction with private development.	CD 10	Public, Private							●
50	Utility Cabinets Relocation – Relocate utility cabinets located in highly visible areas, where possible, with redevelopment or infrastructure improvements.	CD 10	Public, Private							●
51	Restrooms - Improve existing & construct new facilities throughout downtown. Consider providing temporary seasonal restroom facilities in the Entertainment District until permanent restrooms are constructed.	CD 10	Public, Private	●					●	

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52	Infrastructure and Public Realm Improvements - Invest in, maintain, upgrade, and expand infrastructure and public realm improvements. Assess opportunities to acquire land for inclusion in Capital Improvement Plan. New development should also contribute to necessary infrastructure.	CD 1, CD 5, CD 10	Public							•
53	Public infrastructure master plans – Regularly update public infrastructure master plans. Ensure updates will help facilitate the implementation of the Old Town Plan goals and policies.	CD 9, CD 10	Public							•
54	Coordinate utility maintenance and installation – Ensure utilities are installed and maintained in a way that minimizes disruption and can accommodate existing and future development. Encourage the placement of utilities underground.	CD 10	Public							•
55	Public Safety – Monitor response times for emergency, medical, fire, and law enforcement to maintain appropriate levels of service.	LU 1	Public							•
56	City Services - Maintain the primary city governance and administrative services within the Civic Center. Expand as necessary to provide needed services.	LU 1, LU 2	Public							•
57	Complete 2nd Street bike path improvements to connect the Indian Bend Wash to Old Town and create a major east-west bike corridor south of Indian School Road.	M 6, M 7	Public	•	•					
58	Add bicycle detection at all signalized intersections on streets with bike lanes or routes in the downtown area.	M 7	Public							•
59	Provide wayfinding signage and pavement markings for bicyclists throughout Old Town.	M 7	Public							•



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60	Advance waste reduction and diversion with a Twin the Bins program.	CD 10	Public/Private			•				•
<b>EVENT PROGRAMMING</b>										
61	Canal Convergence – Further develop Canal Convergence as a 10-day fall event and expand it to Old Town areas beyond its current footprint along the Arizona Canal.	AC 1, AC 2, AC 3	Public, Private	•						•
62	Old Town Festivals – Develop 3-4 new festivals to attract visitors during the shoulder season.	AC 1, AC 2, AC 3	Public, Private			•		•		•
63	Conference Center – Encourage the private development of approximately 25-30K square feet of conference center space within Old Town.	EV 1	Private							•
64	Banners/Décor, Signage, and Wayfinding – Continually invest in a variety of methods for residents and visitors to find attractions in Old Town.	CD 5	Public							•
<b>ORGANIZATIONAL STRUCTURE</b>										
65	Organizational Approach – Assess city department model for downtown tourism organization. Consider alternatives.	AC 1, AC 3, EV 1, EV 3	Public		•					

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# \*Old Town

**SCOTTSDALE**  
CHARACTER AREA PLAN

