

1 • LAND USE



Introduction

The Old Town Scottsdale Plan provides a unified development strategy that shapes the physical form of Scottsdale's downtown and guides revitalization and new development efforts. The success of prior downtown planning can be seen in the diversity and character of land uses found throughout Old Town. This mix of land uses represents the legacy of the original downtown live-work-play vision founded by the community.

As the community grows and changes, so will Old Town Scottsdale. Land use changes require close coordination between the public and private sectors. Architectural standards must be carefully crafted to manage Old Town development considerations in the future. The involvement of the private sector is pivotal to the successful implementation of the Old Town Plan. Performance regulations may encourage the private sector to attain a high level of quality development and assist the city in providing the necessary public amenities and benefits that are integral to the success of Old Town.

The goals and policies found in this chapter define functional land use relationships, development character types and locations, and physical form, to maintain and enhance Old Town Scottsdale. These policies should assist in the continued transformation of the downtown into a vibrant and attractive community.

Goals & Policies

GOAL LU 1

MAINTAIN OLD TOWN SCOTTSDALE AS THE COMMERCIAL, CULTURAL, CIVIC, AND SYMBOLIC CENTER OF THE COMMUNITY.

- **Policy LU 1.1**

As a General Plan designated Mixed-Use Neighborhood, Old Town Scottsdale should offer access to multiple modes of transportation and major regional destinations, accommodate higher density housing combined with complementary office and retail uses, in vertical mixed-use structures, with a focus on pedestrian-scale architectural design at the ground level.

- **Policy LU 1.2**

As a General Plan-designated Growth Area, Old Town should accommodate future growth, new development, and redevelopment, with increased focus on enhanced transportation and infrastructure coordination.

- **Policy LU 1.3**

Maintain Old Town as a year-round, seven days a week, 18-hour Mixed-Use Neighborhood that supports the needs of Scottsdale's residents, businesses and visitors.

"Scottsdale should continue to promote Downtown as the primary cultural, civic, retail and governmental center of the city."
~ Downtown Scottsdale Town Hall Report, 2006

GOAL LU 2

ENCOURAGE THE DEVELOPMENT OF OLD TOWN AS A COLLECTION OF MIXED LAND USES AND DISTRICTS.

- **Policy LU 2.1**

Encourage new development, redevelopment, and infill projects to enhance the **Downtown Core** as a specialty retail and regional tourist destination. The Downtown Core is comprised of the lowest intensity of development (Type 1). The small lot development pattern and active ground level land uses in the Downtown Core are some of the primary elements that give Old Town its most identifiable character.

New development and redevelopment within the Multiple Use Type 2, Type 2.5, and Type 3 areas adjacent to the Downtown Core should transition in scale, height, and intensity from the higher scale (Type 2, Type 2.5, and Type 3) Multiple Use development to that of the lower scale (Type 1) development in the Downtown Core.



Downtown Core

- **Policy LU 2.2**

Maintain, enhance, and expand the development of the ***Downtown Civic Center*** with land uses consisting of Old Town's primary public open space, along with cultural, sports and municipal activities, such as the Scottsdale Center for the Performing Arts, Scottsdale Museum of Contemporary Art, Scottsdale Stadium, City Hall, Civic Center Library, and the Public Safety and Courts complex. New development and/or redevelopment of properties within this area should activate, support, and increase the civic, cultural, sports and open space amenities.

New development and redevelopment within the Multiple Use areas adjacent to the Downtown Civic Center should incorporate vertically mixed land uses that activate the Civic Center with both visitors, residents and workers year-round. Such development should provide visual and physical access to the Downtown Civic Center.



Downtown Civic Center

- **Policy LU 2.3**

Encourage new development, redevelopment and infill that strengthens Old Town Scottsdale's mix of activities through the development of mutually supportive land uses within ***Downtown Multiple Use*** areas. The majority of the properties within the Old Town Plan boundary are Downtown Multiple Use.

New development and redevelopment within the Multiple Use areas adjacent to the Arizona Canal should incorporate vertically-mixed land uses that activate the Canal with both visitors and residents year-round, and include public open space areas for leisure activities and special events.



Downtown Multiple Use

- **Policy LU 2.4**

Maintain, enhance, and expand the development of ***Downtown Medical*** land uses that support the Honor Health Osborn Medical Campus. Components of the development in this area should include vertically mixed uses that serve the efficiency needs of the hospital, including research and development, and other medical activities. The incorporation of land uses that support the medical focus of this area such as housing, hotels, service-oriented businesses, child care, assisted living and long-term care facilities are also envisioned. Signage for parking and pedestrian access should easily accommodate unfamiliar visitors in stressful situations. The greatest intensity of downtown development may be accommodated in Downtown Medical Type 3.



Downtown Medical

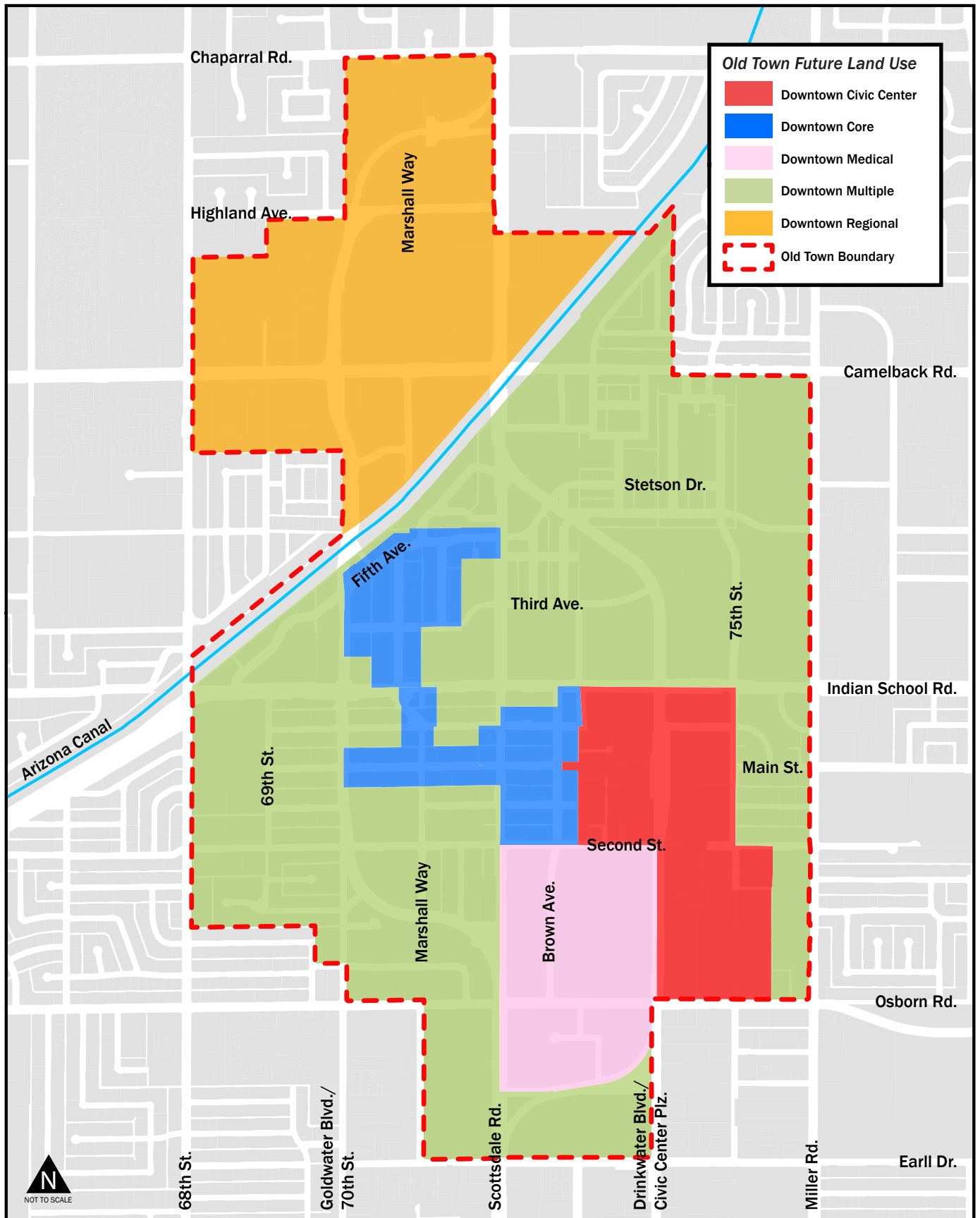
- **Policy LU 2.5**

Maintain, enhance, and expand the development of a ***Downtown Regional*** area with primary land uses consisting of regional/community serving commercial uses, as well as larger scale housing and office developments. Located north of the Arizona Canal and centered around major regional retail, Scottsdale Fashion Square, this area will strengthen Old Town Scottsdale as a regional and community destination. The greatest intensity of Old Town development may be accommodated in Downtown Regional Type 3.

New development, redevelopment and infill within the Downtown Regional Type 3 area adjacent to the Arizona Canal, should incorporate vertically mixed land uses that activate the canal with residents, visitors and workers year-round, and include open space areas for leisure activities and special events.



Downtown Regional



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Map 2 - Old Town Future Land Use

Old Town Districts*



Historic Old Town District - Historic Old Town is one of the districts that make up the Downtown Core. This district embodies Scottsdale's historic legacy as the "West's Most Western Town". Although not a formally designated historic district, Historic Old Town has one of the highest concentrations of individually designated historic buildings found in the city.



Civic Center District – This area includes lush lawns, public art, large special and sporting events, and many civic buildings, including City Hall, Civic Center Library, Scottsdale Center for the Performing Arts, Scottsdale Stadium, and the Scottsdale Museum of Contemporary Art.



Scottsdale Fashion Square District – This mall is the largest shopping destination in the Southwest, and home to more than 250 retail stores, a movie theater, and restaurants. Surrounding it are additional large-scale offices and multifamily residences.



Arizona Canal District – This area includes pedestrian and bicycle friendly pathways along the north and south banks of the canal, with the Marshall Way and Soleri Bridges providing non-motorized access across the canal. A mix of retail, restaurants, office, and residential development are located adjacent to the canal. Similar to Civic Center, the Arizona Canal is a preferred location for large special events.



Scottsdale Arts District – Numerous fine art galleries, restaurants, retail stores, the Scottsdale Museum of the West, the Scottsdale Artist's School, and the Thursday Night ArtWalk are all located within this district.



Fifth Avenue District – Unique retail stores, restaurants, and public art are located within this district. Open space and other pedestrian connections between the Fifth Avenue District and the Arizona Canal are important in linking activity along the Arizona Canal with the Downtown Core.



Entertainment District – This district has a mix of hotels, nightclubs, restaurants and bars. A grocery and other service oriented businesses are located along the eastern edge of the district. It is home to a growing number of residences as well.



Brown & Stetson District – This mixed-use district includes various hotels, restaurants, bars and personal services for visitors, residents and workers.

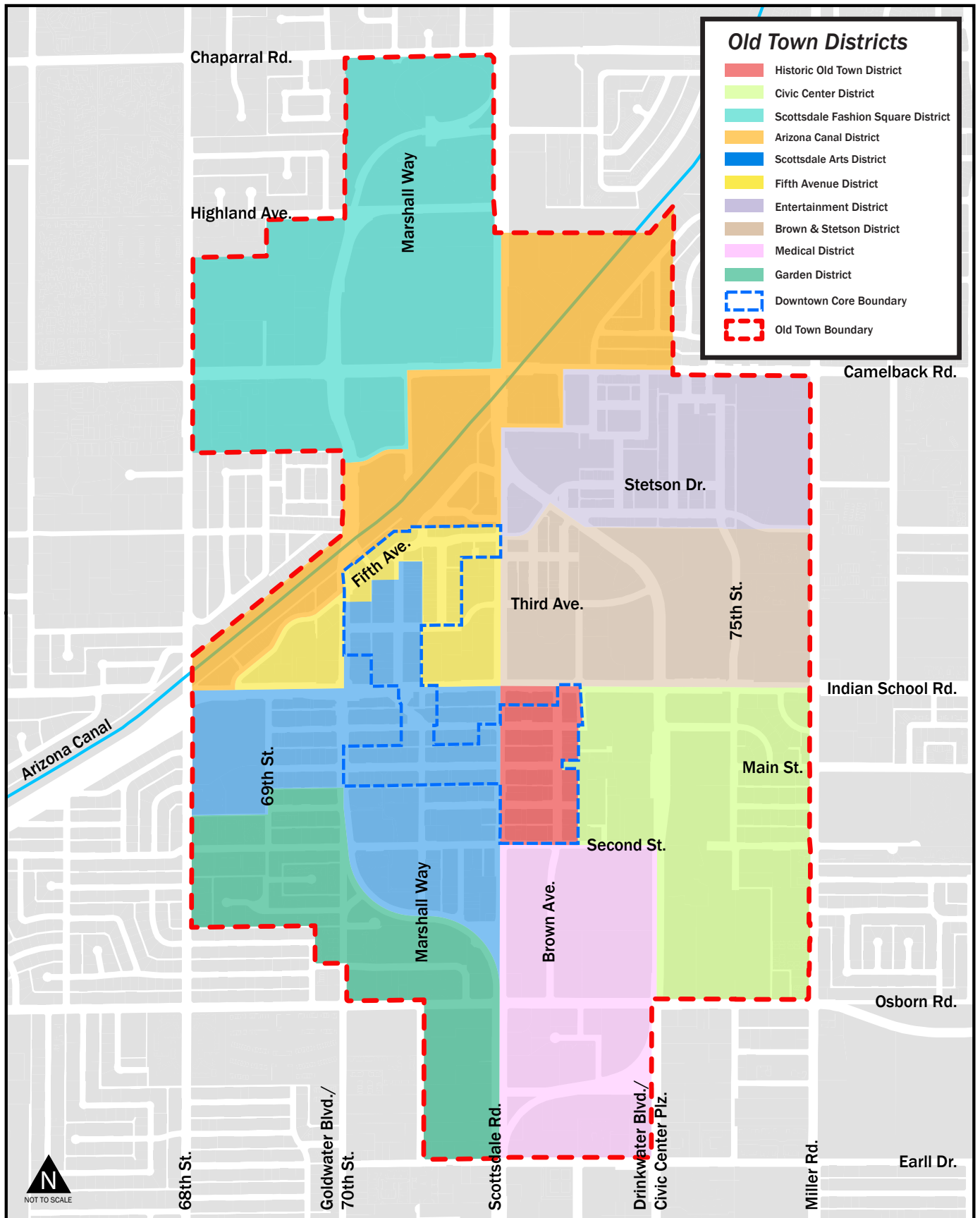


Medical District – Various medical offices and the HonorHealth Osborn Medical Campus comprise the majority of this district.



Garden District – This district includes mid-century apartments and condos as well as new multifamily housing. Restaurants and service oriented businesses serve district residents and visitors.

*Old Town District boundaries may not align with the Old Town Urban Design & Architectural Guidelines Special Design Districts. For specific information on these design districts and how they influence downtown development, please consult the Old Town Urban Design & Architectural Guidelines directly.



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Map 3 - Old Town Districts

GOAL LU 3

CONTINUE THE USE OF DEVELOPMENT TYPES TO GUIDE THE PHYSICAL AND BUILT FORM OF OLD TOWN SCOTTSDALE.

- **Policy LU 3.1**
Support lower scale Type 1 development in the Downtown Core. *[See Map 4 for specific locations and boundaries]*
- **Policy LU 3.2**
Support higher scale Type 2 development in the majority of the Multiple Use areas surrounding the Downtown Core. *[See Map 4 for specific locations and boundaries]*
- **Policy LU 3.3**
Support higher scale Type 2.5 development generally west of Goldwater Boulevard and north of Indian School Road. *[See Map 4 for specific locations and boundaries]*
- **Policy LU 3.4**
Support the highest scale Type 3 development generally north of the Arizona Canal, south of Main and Second Streets along both the Goldwater and Drinkwater Boulevards' southern curves, and east and west of the intersection of Scottsdale Road and Drinkwater Boulevard. *[See Map 4 for specific locations and boundaries]*



Type 1 development reflects the underlying pattern of small lots and provides lower scale mixed-use development opportunities.



Type 2 development is suited for higher scale mixed-use projects.

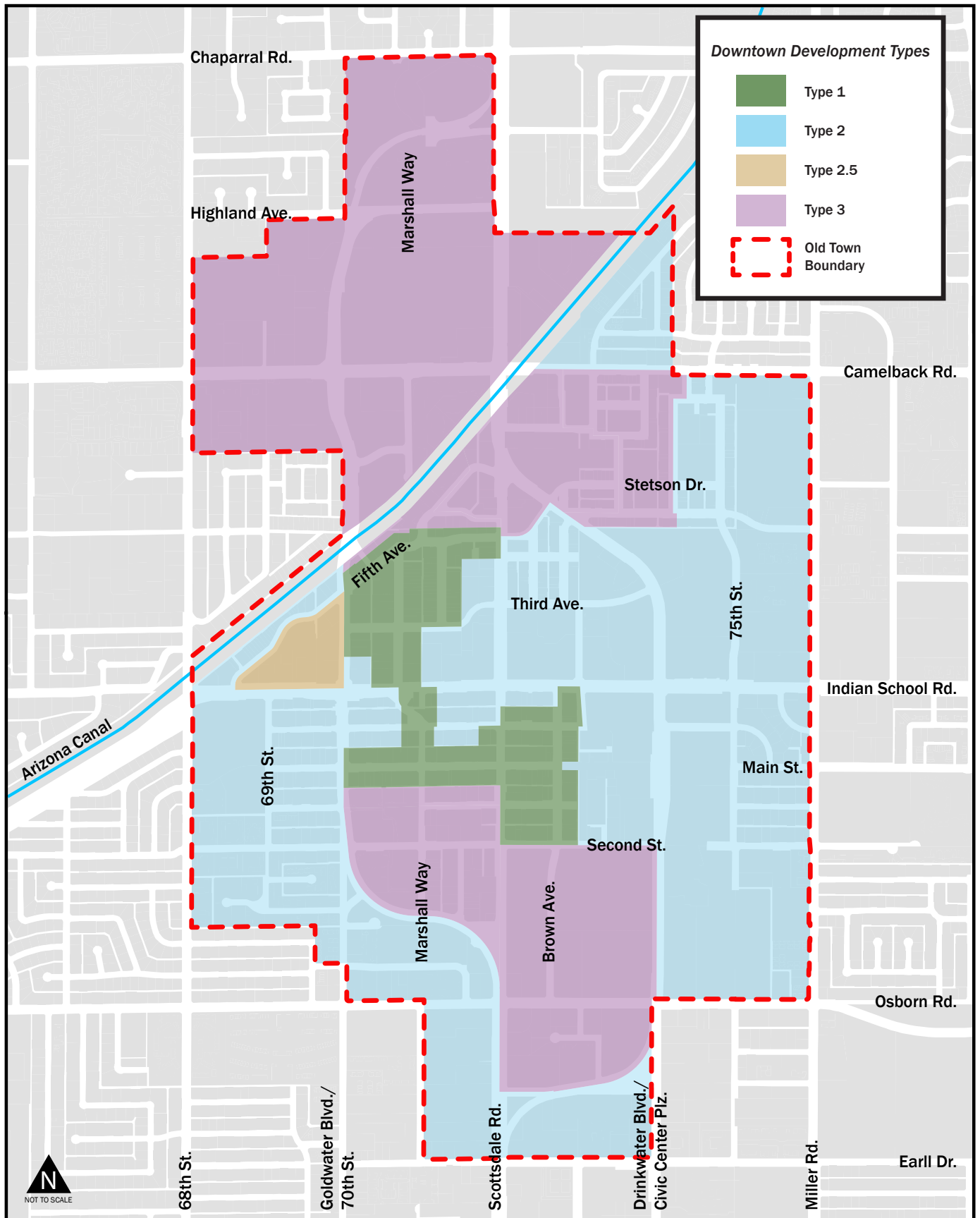


Type 3 development is the highest scale of development permitted and often includes public open and event spaces at the pedestrian level.

GOAL LU 4

ENCOURAGE PERIODIC REVIEW AND ASSESSMENT OF OLD TOWN REGULATIONS.

- **Policy LU 4.1**
Periodically assess the Downtown (D) and Planned Block Development (PBD) zoning standards to ensure that they successfully implement the goals of the Old Town Plan.
- **Policy LU 4.2**
Periodically review Downtown (D) and Planned Block Development (PBD) development standards to allow for the successful revitalization of smaller properties within the Downtown Core.
- **Policy LU 4.3**
Periodically evaluate Downtown (D) and Planned Block Development (PBD) development standards to accommodate new contemporary building typologies, green building practices, and enhanced architectural aesthetics.



Notice: The following are maximum building heights associated with each Development Type: Type 1 may allow up to 40' or 48'; Type 2 may allow up to 90'; Type 2.5 may allow up to 120'; and, Type 3 may allow up to 150'. Maximum building heights are dependent on Development Type designation, location within the downtown, land area of proposed development, and bonus provisions outlined in the Zoning Ordinance, Sec. 6.1310. The Old Town Character Area Plan does not regulate development standards such as maximum allowed height. Development standards are regulated by the Scottsdale Zoning Ordinance.

- **Policy LU 4.4**

To assist the community in achieving the Old Town vision as established by this plan, the provision of public amenities and benefits should be provided when development bonuses such as increased floor area, greater density, greater height, transfer of development rights, and/or street/alley abandonment, are being considered.

- **Policy LU 4.5**

Periodically assess and evaluate the use of development bonuses to ensure that they are providing sufficient public amenities and benefits.



GOAL LU 5

PROMOTE DIVERSITY IN OLD TOWN HOUSING OPTIONS.

- **Policy LU 5.1**

Develop a variety of housing types such as apartments, condominiums, lofts, townhomes, patio homes, and live/work units.

- **Policy LU 5.2**

Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well as small infill projects with a limited number of units.

- **Policy LU 5.3**

Encourage residential development for a variety of income groups.



GOAL LU 6

ENCOURAGE A MIX OF LAND USES TO SUPPORT A WALKABLE AND SUSTAINABLE DOWNTOWN.

- **Policy LU 6.1**

Encourage development to provide a mix of uses and active street frontages, particularly in the Downtown Core, along Scottsdale Road, adjacent to primary open space areas and within the more active Old Town districts. For development in peripheral areas such as the Garden District, the Scottsdale Arts District and portions of the Fifth Avenue District west of Goldwater Boulevard, and the Civic Center and Brown and Stetson Districts east of 75th Street that may not be able to support a mix of uses with active frontages, encourage features that create visual interest at the pedestrian level.

- **Policy LU 6.2**

Support downtown sustainability by encouraging vertical mixed-use development with land uses near one another.

- **Policy LU 6.3**

Encourage development to make use of existing urban resources such as infrastructure systems, under-utilized sites, buildings, and transportation networks.

- **Policy LU 6.4**

Support interconnected, pedestrian oriented Old Town districts that are comprised of a balanced mix of activities and land uses within optimal walking distance (approximately one-quarter mile).