

# VISION STATEMENT

## Vision:

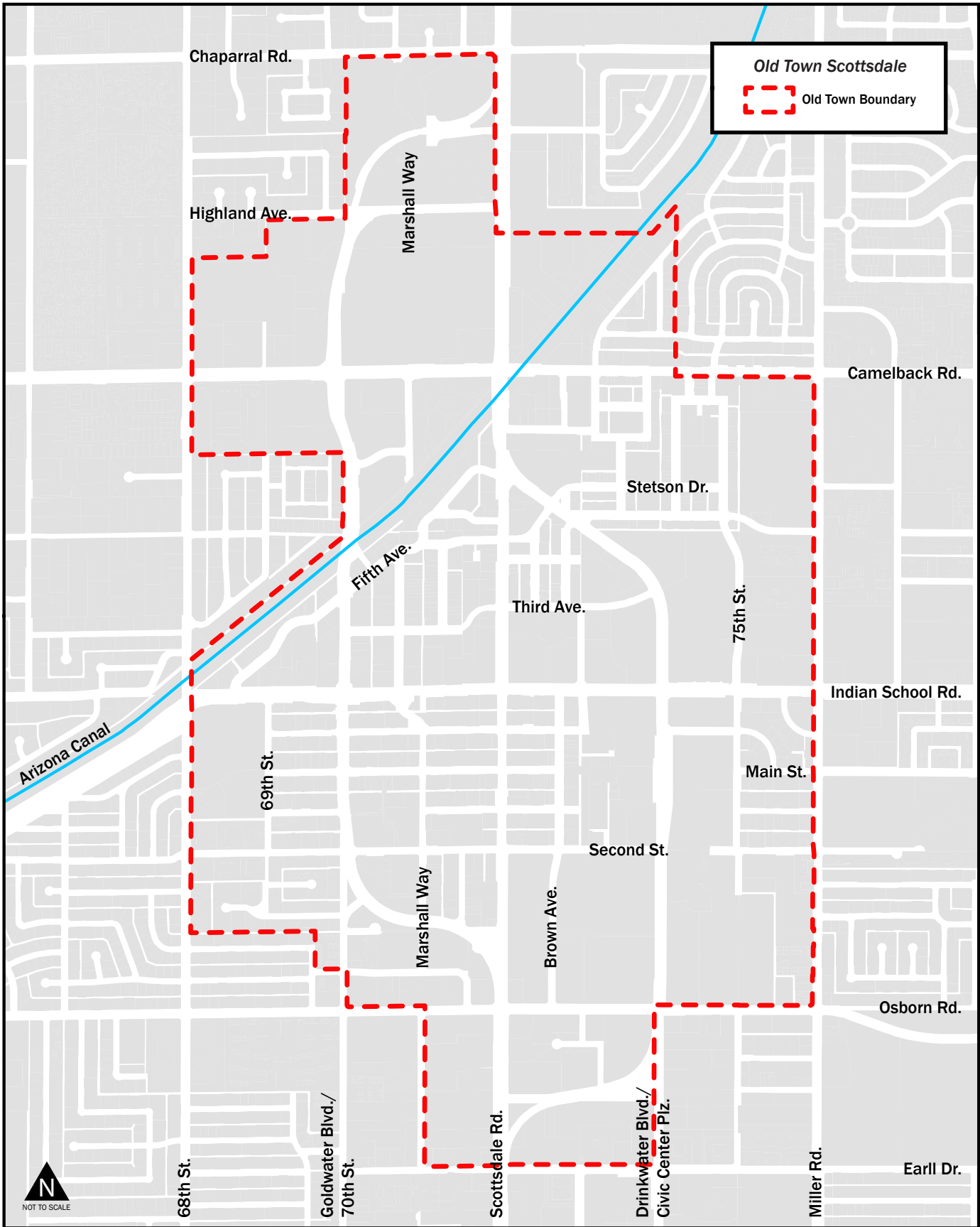
Comprised of its unique districts, Old Town Scottsdale is a dynamic city center which recognizes its western heritage while boldly looking to its metropolitan future.

## Values:

Driven by quality of life for its citizens, visitors, and businesses, this vision is guided by the following values:

- A diverse collection of vibrant mixed-use districts;
- Contextually sensitive high-quality planning, architecture, and urban design;
- A collection of interconnected, multi-functional open space areas;
- Sustainability that is sensitive to Scottsdale’s unique desert environment;
- A focus on arts and culture;
- Fluid connectivity to and from Old Town; as well as, within and between districts, focusing on walkability and bikeability;
- Strong public-private partnerships to support economic vitality; and
- Worldwide recognition as the premier downtown destination within the Desert Southwest.

*“Downtown Scottsdale is where the new west meets the old west!”*  
 ~ Placemaking Workshop Participant, 2007



Notice: This document is provided for general information purposes only. The City of Scottsdale does not warrant its accuracy, completeness, or suitability for any particular purpose. It should not be relied upon without field verification. Map not to scale.

## Map 1 - Old Town Character Area Boundary