

SCOTTSDALE

CITY COUNCIL MEETING

AMENDED MEETING NOTICE AND AGENDA

[Reworded Item No. 13]



COUNCIL

W.J. "Jim" Lane, Mayor

Suzanne Klapp

Virginia L. Korte

Kathleen S. Littlefield

Linda Milhaven

Guy Phillips

David N. Smith

Monday, July 2, 2018

Unless an exception is made, or unless otherwise noted, the Council will not begin discussion on any new items after 10:00 p.m. Items that are not heard will be continued to the next scheduled Council meeting (July 3, August 28, or August 29, 2018).

5:00 P.M.

MARKED AGENDA

CITY COUNCIL MEETING

City Hall Kiva Forum, 3939 N. Drinkwater Boulevard

Call to Order – 5:03 p.m.

Roll Call – All present

One or more members of the Council may be unable to attend the Council meeting in person and may participate telephonically, pursuant to A.R.S. §38-431(4).

Pledge of Allegiance – Vice Mayor Phillips

Invocation – Mayor Lane asked for a moment of silence in consideration of the victims who were subject to a terrifying stabbing rampage in Boise, Idaho.

Mayor's Report – Mayor Lane congratulated City Auditor Sharron Walker and her staff for the Office receiving the Peer Review highest rating award for full compliance with government auditing standards for the three years reviewed, January 2015 through December 2017.

Presentations/Information Updates – None

Public Comment – None

Public Comment time is reserved for citizens to comment on non-agendized items that are within the Council's jurisdiction. No official Council action can be taken on these items.

Public Comment time is also the designated time for presenting a citizen petition. There is no limit on the number of petitions a citizen may present; however, each citizen is limited to a total time of three minutes to present and speak to the petition(s). A Request to Speak card must be submitted together with the petition(s) before the Mayor announces the second Public Comment period.



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING THE CITY CLERK'S OFFICE AT (480-312-2412). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE TO ALLOW TIME TO ARRANGE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT THE CITY CLERK'S OFFICE (480-312-2412).

FOR ADDITIONAL INFORMATION VISIT: WWW.SCOTTSDALEAZ.GOV/COUNCIL/MEETING-INFORMATION

Speakers may address the Council once under Public Comment at the beginning or the end of the meeting, but not both. Public Comment is limited to a total of 15 minutes at the beginning and 15 minutes at the end of the meeting. **Speakers are limited to three minutes to address the Council during "Public Comment."**

MINUTES

Request: Approve the [Work Study Session Minutes of June 5, 2018](#); [Regular Meeting Minutes of June 12, 2018](#); and [Special Meeting Minutes of June 12, 2018](#).

– Vice Mayor Phillips made a motion to approve the Work Study Session Minutes of June 5, 2018; Regular Meeting Minutes of June 12, 2018; and Special Meeting Minutes of June 12, 2018.

Councilwoman Klapp seconded the motion, which carried 7/0.

CONSENT AGENDA ITEMS 1-25

How the Consent Agenda Works: The Council may take one vote to act on all of the items on the Consent Agenda, or may remove items for further discussion. If you wish to speak on an item on the Consent Agenda, please complete a Request to Speak card for each topic you wish to address. **You will be given one opportunity to speak on any or all Consent items listed on the agenda.** After all of the speakers have finished, the Council will decide which items to remove for additional discussion and/or presentation from staff. Items not removed from the Consent Agenda will be considered in one motion. Items removed for clarification or discussion by the Council will be acted on as appropriate.

– Councilwoman Littlefield made a motion to approve Consent Agenda Items 1 through 25, absent Items 13 and 14, which were moved to the regular agenda. Councilmember Korte seconded the motion, which carried 7/0.

1. [Pima Dynamite Trailhead Municipal Use Master Site Plan \(2-UP-2018\)](#) – **Approved on Consent.**
Request: Find that the municipal use master site plan criteria have been met and adopt **Resolution No. 11182** approving a Municipal Use Master Site Plan for the purpose of constructing an access trailhead area for the McDowell Sonoran Preserve on 6.3±-acres of a 273±-acre, City-owned site located at the northeast corner of N. Pima Road and E. Dynamite Boulevard, with Single-Family Residential District, Environmentally Sensitive Lands (R1-35/ESL and R1-70/ESL) zoning.
Location: 28175 N. Pima Road
Staff Contact(s): Randy Grant, Planning and Development Services Director, 480-312-2664, rgrant@scottsdaleaz.gov
2. [Hafiz Abandonment \(3-AB-2018\)](#) – **Approved on Consent.**
Request: Adopt **Resolution No. 11156** authorizing the abandonment of the 25-foot-wide right-of-way along the E. Cochise Road alignment for a property with Single-Family Residential District, Environmentally Sensitive Lands Overlay (R1-43 ESL) zoning.
Location: 13191 E. Cochise Road
Staff Contact(s): Randy Grant, Planning and Development Services Director, 480-312-2664, rgrant@scottsdaleaz.gov
3. [APS Raintree Substation Abandonment \(6-AB-2018\)](#) – **Approved on Consent.**
Request: Adopt **Resolution No. 11165** authorizing the abandonment of the 33-foot-wide General Land Office Patent Easements along the north, south, and east boundaries of Parcel No. 217-15-030B, excluding the area overlapped by the N. 90th Street right-of-way dedication, for an existing Arizona Public Service substation property with Industrial Park (I-1) zoning.
Location: 14724 N. 90th Street
Staff Contact(s): Randy Grant, Planning and Development Services Director, 480-312-2664, rgrant@scottsdaleaz.gov

4. **Main Street Scottsdale Final Plat (6-PP-2017) – Approved on Consent.**

Request: Approve the final plat for a new 10-lot residential subdivision on a 2.6±-acre site with Downtown, Downtown Multiple Use – Type 2, Downtown Overlay (D/DMU-2 DO) zoning.

Location: Southeast corner of 69th Street and E. Main Street; and east of the northeast corner of N. 69th Street and E. 1st Street

Staff Contact(s): Randy Grant, Planning and Development Services Director, 480-312-2664, rgrant@scottsdaleaz.gov

5. **Canopy by Hilton-Oldtown Rezoning, Infill Incentive District, and Development Agreement (21-ZN-2017, 2-II-2017, and 5-DA-2018) – Approved on Consent.**

Requests:

1. Adopt **Ordinance No. 4350** approving a zoning district map amendment from Downtown/Office Commercial, Type 2, Downtown Overlay (D/OC-2 DO) zoning to Downtown/Downtown Multiple Use, Type 2, Planned Block Development, Downtown Overlay (D/DMU-2 PBD DO) zoning, with an Infill Incentive District and Development Plan, and approval of a Parking Master Plan for a parking reduction of 27 percent on a 1.229±-acre site located at 7142 E. 1st Street.
2. Adopt **Resolution No. 11184** declaring the document titled “*Canopy by Hilton Development Plan*” to be a public record.
3. Adopt **Resolution No. 11168** authorizing Development Agreement No. 2018-080-COS with ARC Scottsdale Holdings, LLLP.

Staff Contact(s): Randy Grant, Planning and Development Services Director, 480-312-2664, rgrant@scottsdaleaz.gov

6. **Planned Airpark Core Development District Text Amendment (2-TA-2018) – Approved on Consent.**

Requests:

1. Adopt **Ordinance No. 4356** approving a text amendment to the City of Scottsdale Zoning Ordinance No. 455, Section 5.4000. (Planned Airpark Core Development), and other applicable sections the Zoning Ordinance, to update specific names, purposes, criteria, property development standards, and bonus development standards.
2. Adopt **Resolution No. 11191** declaring the document titled “*Planned Airpark Core Development District Text Amendment*” to be a public record.

Staff Contact(s): Randy Grant, Planning and Development Services Director, 480-312-2664, rgrant@scottsdaleaz.gov

7. **56th Street and Carefree Highway Right-of-Way Annexation (1-AN-2018) – Approved on Consent.**

Requests:

1. Adopt **Ordinance No. 4348** approving the annexation of the 40-foot east-half of N. 56th Street from E. Olesen Road to E. Seven Palms Drive and the 55-foot north-half of E. Carefree Highway from N. 56th Street to N. 60th Street.
2. Adopt **Ordinance No. 4349** approving a zoning district map amendment change from Maricopa County (RU-43) zoning to City of Scottsdale Single-Family Residential (R1-43) zoning for the annexation parcels acquired in Ordinance No. 4348.

Staff Contact(s): Randy Grant, Planning and Development Services Director, 480-312-2664, rgrant@scottsdaleaz.gov

8. **Development Agreement Termination Notice (1-DA-2018) – Approved on Consent.**

Request: Adopt **Resolution No. 11172** authorizing Notice of Termination Agreement No.

1997-023-COS-A1 with BCB-WB Partners, LLC, regarding a previously developed 1.7±-acre property with Central Business District (C-2) zoning.

Location: 11107 N. Scottsdale Road

Staff Contact(s): Randy Grant, Planning and Development Services Director, 480-312-2664, rgrant@scottsdaleaz.gov

9. **On-Call Water Resources Engineering Services Contracts – Approved on Consent.**
Request: Adopt **Resolution No. 11141** authorizing the following one-year contract extensions in an amount not to exceed \$750,000 per contract for water resources engineering services:
1. Contract No. 2014-075-COS-A4 with Carollo Engineers, Inc.
2. Contract No. 2014-076-COS-A3 with GHD, Inc.
3. Contract No. 2014-077-COS-A3 with Water Works Engineers, LLC
Staff Contact(s): Daniel Worth, Public Works Director, 480-312-5555, dworth@scottsdaleaz.gov
10. **Citywide Sewer Line Rehabilitation Construction Services Job Order Contracts – Approved on Consent.**
Request: Adopt **Resolution No. 11150** authorizing the following one-year contract extensions in an amount not to exceed \$2,500,000 per contract for Citywide sewer line rehabilitation construction services:
1. Contract No. 2014-070-COS-A3 with Achen-Gardner Construction, LLC
2. Contract No. 2014-071-COS-A3 with Insituform Technologies, LLC
Staff Contact(s): Daniel Worth, Public Works Director, 480-312-5555, dworth@scottsdaleaz.gov
11. **Indian Bend Wash Master Plan Engineering Services Contract – Approved on Consent.**
Request: Adopt **Resolution No. 11125** to authorize:
1. Contract No. 2018-054-COS with J2 Engineering & Environmental Design, LLC, in the amount of \$330,293, for the Indian Bend Wash Master Plan from Thomas Road to McKellips Road.
2. The City Manager, or designee, to initiate an amendment to the existing Indian Bend Wash Municipal Use Master Site Plan.
Staff Contact(s): Daniel Worth, Public Works Director, 480-312-5555, dworth@scottsdaleaz.gov
12. **Happy Valley Road Widening Engineering Services Contract – Approved on Consent.**
Request: Adopt **Resolution No. 11174** authorizing Contract No. 2018-083-COS with Ritoch-Powell and Associates, Inc., in the amount of \$618,010, for preliminary design engineering services for the widening of Happy Valley Road from Pima Road to Alma School Road.
Staff Contact(s): Daniel Worth, Public Works Director, 480-312-5555, dworth@scottsdaleaz.gov
- ***13. **Granite Mountain and Fraesfield Trailheads Construction Phase Services Contract – Councilwoman Littlefield made a motion to approve Item 13. Councilman Smith seconded the motion, which carried 7/0.**
Request: Adopt **Resolution No. 11195** authorizing CM@Risk Contract No. 2018-095-COS with Valley Rain Construction Corporation in an amount not to exceed \$5,900,034.68 for construction phase services for the Granite Mountain and Fraesfield Trailheads construction project.
Staff Contact(s): Daniel Worth, Public Works Director, 480-312-5555, dworth@scottsdaleaz.gov
14. **68th Street and Pima Road Bridges Preconstruction Phase Services Contract – Councilman Smith made a motion to approve Item 14. Councilmember Korte seconded the motion, which carried 7/0.**
Request: Adopt **Resolution No. 11199** authorizing CM@Risk Contract No. 2018-097-COS with FNF Construction, Inc., in the amount of \$214,834.32, to provide preconstruction phase services for the 68th Street Bridge Reconstruction project and the Pima Road Bridge crossing at the Arizona Canal project.
Staff Contact(s): Daniel Worth, Public Works Director, 480-312-5555, dworth@scottsdaleaz.gov

15. **Design Phase Services Contract for Scottsdale Stadium Renovations Project – Approved on Consent.**
Request: Adopt **Resolution No. 11166** authorizing Contract No. 2018-078-COS with Hunt Construction Group, Inc., in the amount of \$3,701,125, for design-build manager, design phase services for the Scottsdale Stadium Multi-Use Event Center as part of the Scottsdale Stadium Renovations project
Staff Contact(s): Daniel Worth, Public Works Director, 480-312-5555, dworth@scottsdaleaz.gov
16. **Professional Services Contract for Scottsdale Stadium Renovations Project – Approved on Consent.**
Request: Adopt **Resolution No. 11167** authorizing Contract No. 2018-079-COS with Marc Taylor Inc. in the amount of \$1,253,113 to provide Owners Representative Services in support of capital project management staff for the design-build delivery of the Scottsdale Stadium Multi-Use Event Center as part of the Scottsdale Stadium Renovations project.
Staff Contact(s): Daniel Worth, Public Works Director, 480-312-5555, dworth@scottsdaleaz.gov
17. **Fiscal Year 2018/19 Human Services General Fund Program Allocations – Approved on Consent.**
Request: Adopt **Resolution No. 11185** approving the recommendations of the Human Services Commission and allocating funding in the amount of \$200,000 from the General Fund for FY 2018/19 human services programs; and authorizing the Mayor or Community Services Director, or designee, to execute individual contracts.
Staff Contact(s): Bill Murphy, Community Services Director, 480-312-7954, bmurphy@scottsdaleaz.gov
18. **Fiscal Year 2018/19 Scottsdale Cares Allocations – Approved on Consent.**
Request: Adopt **Resolution No. 11186** approving the recommendations of the Human Services Commission and allocating funding in the amount of \$150,000 from the Scottsdale Cares Program for FY 2018/19 human services programs; and authorizing the Community Services Director, or designee, to execute individual contracts.
Staff Contact(s): Bill Murphy, Community Services Director, 480-312-7954, bmurphy@scottsdaleaz.gov
19. **Fiscal Year 2018/19 Salt River Pima Maricopa Indian Community Grant Funds – Approved on Consent.**
Request: Adopt **Resolution No. 11188** approving the allocation of Salt River Pima Maricopa Indian Community tribal gaming grant funds in the amount of \$262,559 for FY 2018/19 programs and services benefitting the general public; and authorizing the Mayor to execute individual contracts.
Staff Contact(s): Bill Murphy, Community Services Director, 480-312-7954, bmurphy@scottsdaleaz.gov
20. **Fiscal Year 2018/19 Scottsdale Endowment Allocation – Approved on Consent.**
Request: Adopt **Resolution No. 11187** approving the distribution of interest income from the Scottsdale Community Endowment Fund in the amount of \$6,600, and the Herbert R. Drinkwater Youth Services Fund in the amount of \$1,300, to the Foothills Community Foundation to support Scottsdale Public Library programs.
Staff Contact(s): Bill Murphy, Community Services Director, 480-312-7954, bmurphy@scottsdaleaz.gov
21. **Paiute Neighborhood Center Revocable License Agreement – Approved on Consent.**
Request: Adopt **Resolution No. 11138** authorizing Agreement No. 2018-059-COS with Hirsch Academy to use space at the Paiute Neighborhood Center to operate a public charter school.
Staff Contact(s): Bill Murphy, Community Services Director, 480-312-7954, bmurphy@scottsdaleaz.gov

22. **Herb Drinkwater Truck Loan Agreement – Approved on Consent.**
Request: Adopt **Resolution No. 11160** authorizing Agreement No. 2018-075-COS with Mark Raymond Drinkwater for the loan of former City of Scottsdale Mayor Herb Drinkwater's 1929 Model A Ford pickup truck for public display at the McCormick-Stillman Railroad Park.
Staff Contact(s): Bill Murphy, Community Services Director, 480-312-7954, bmurphy@scottsdaleaz.gov
23. **Advanced Life Support Services Intergovernmental Agreement – Approved on Consent.**
Request: Adopt **Resolution No. 11152** authorizing Agreement No. 2018-065-COS with the City of Tempe for advanced life support services.
Staff Contact(s): Tom Shannon, Fire Chief, 480-312-1821, tshannon@scottsdaleaz.gov
24. **University of Phoenix Stadium Security Services Intergovernmental Agreement – Approved on Consent.**
Request: Adopt **Resolution No. 11175** authorizing Agreement No. 2018-084-COS with the City of Glendale for the provision of security and traffic control services by Scottsdale police officers at the University of Phoenix Stadium.
Staff Contact(s): Alan Rodbell, Chief of Police, 480-312-1900, arodbell@scottsdale.gov
25. **Buildings and Building Regulations Code Amendment – Approved on Consent.**
Request: Adopt **Ordinance No. 4354** amending Scottsdale Revised Code, Chapter 31, Buildings and Building Regulations, Article XII, Violations and Penalties, by adding Sections 31-168 and 31-169.
Staff Contact(s): Bruce Washburn, City Attorney, 480-312-2405, bwashburn@scottsdaleaz.gov

REGULAR AGENDA ITEMS 26-29

How the Regular Agenda Works: The Council takes a separate action on each item on the Regular Agenda. If you wish to address the Council regarding any or all of the items on the Regular Agenda, please complete a Request to Speak card for each topic you wish to address and submit it to the City Clerk. Speakers will be given at least three minutes to speak per item. Additional time may be granted to speakers representing two or more persons. Cards for designated speakers and the persons they represent must be submitted together. **Comment cards must be submitted before public testimony has begun on that item.**

26. **Old Town Character Area Plan Non-Major General Plan Amendment (1-GP-2018)**
Request: Adopt **Resolution No. 11181** to:
1. Approve a Non-Major General Plan Amendment to the Scottsdale General Plan 2001 to include the Old Town Character Area Plan.
 2. Declare the document titled "*Old Town Character Area Plan*" to be a public record.
 3. Amend the General Plan Character and Design Element, Character Areas Map; the General Plan Major General Plan Amendment, Character Area Criteria Map; and the General Plan Land Use Element Conceptual Land Use Map to include and designate the Old Town Character Area.
 4. Authorize the City Manager, or designee, to make the appropriate name changes to the Scottsdale General Plan 2001 and 2010 Southern Scottsdale Character Area Plan.
- Presenter(s):** Erin Perreault, Planning, Neighborhood and Transportation Manager
Staff Contact(s): Randy Grant, Planning and Development Services Director, 480-312-2664, rgrant@scottsdaleaz.gov
- Planning, Neighborhood and Transportation Manager Erin Perreault presentation.
– Vice Mayor Phillips made a motion to adopt Resolution No. 11181, minus Policy AC 3.8.
Councilmember Korte seconded the motion, which carried 7/0.

– **Councilman Smith made an alternate motion to adopt Resolution No. 11181, minus Policy AC 3.8, and limiting the application of Type 3 zoning to the Loloma site. The motion died for lack of a second.**

27. **Downtown, Downtown Overlay and PBD Districts Text Amendment (1-TA-2018)**

Requests:

1. Adopt **Ordinance No. 4355** approving a text amendment to the City of Scottsdale Zoning Ordinance No. 455, Section 5.3000. (Downtown), Section 6.1200. (Downtown Overlay), and Section 6.1300. (Planned Block Development Overlay District), and other applicable sections of the Zoning Ordinance to update specific names, purposes, criteria, property development standards, Cultural Improvements Program requirements, and bonus development standards.
2. Adopt **Resolution No. 11190** declaring the document titled “*Downtown, Downtown Overlay and PBD Districts Text Amendment*” to be a public record.

Presenter(s): Brad Carr, Principal Planner

Staff Contact(s): Randy Grant, Planning and Development Services Director, 480-312-2664, rgrant@scottsdaleaz.gov

– **Principal Planner Brad Carr presentation.**

– **Vice Mayor Phillips made a motion to adopt Ordinance No. 4355 and Resolution No. 11190. Councilwoman Klapp seconded the motion, which carried 7/0.**

28. **Fiscal Year 2018/19 Property Tax Levies**

Request: Adopt **Ordinance No. 4358** assessing the FY 2018/19 primary and secondary property tax levies and fixing the primary and secondary property tax rates.

Presenter(s): Judy Doyle, Budget Director

Staff Contact(s): Judy Doyle, Budget Director, 480-312-2603, jdoyle@scottsdaleaz.gov

– **Budget Director Judy Doyle presentation.**

– **Councilmember Korte made a motion to adopt Ordinance No. 4358. Councilwoman Klapp seconded the motion, which carried 7/0.**

29. **Fiscal Year 2018/19 Streetlight Improvement District Property Tax Levy**

Request: Adopt **Ordinance No. 4353** assessing the FY 2018/19 streetlight improvement district property tax levy by district in accordance with Arizona Revised Statutes and the City Charter.

Presenter(s): Judy Doyle, Budget Director

Staff Contact(s): Judy Doyle, Budget Director, 480-312-2603, jdoyle@scottsdaleaz.gov

– **Budget Director Judy Doyle presentation.**

– **Councilmember Korte made a motion to adopt Ordinance No. 4353. Vice Mayor Phillips seconded the motion, which carried 7/0.**

Public Comment – None

Public Comment time is reserved for citizens to comment on non-agendized items that are within the Council’s jurisdiction. No official Council action can be taken on these items.

Public Comment time is also the designated time for presenting a citizen petition. There is no limit on the number of petitions a citizen may present; however, each citizen is limited to a total time of three minutes to present and speak to the petition(s). A Request to Speak card must be submitted together with the petition(s) before the Mayor announces the second Public Comment period.

Speakers may address the Council once under Public Comment at the beginning or the end of the meeting, but not both. Public Comment is limited to a total of 15 minutes at the beginning and 15 minutes at the end of the meeting. **Speakers are limited to three minutes to address the Council during “Public Comment.”**

CITIZEN PETITIONS

ITEM 30

Citizen Petitions: This portion of the agenda is reserved for the submission and/or consideration of citizen petitions. There is no limit on the number of petitions a citizen may submit; however, **each citizen is limited to a total time of three minutes to speak to his/her petition(s)**. A Request to Speak card must be submitted, together with the petition(s), **before** the second Public Comment period begins.

30. Receipt of Citizen Petitions – None

Request: Accept and acknowledge receipt of citizen petitions. Any member of the Council may make a motion, to be voted on by the Council, to: (1) Direct the City Manager to agendize the petition for further discussion; (2) direct the City Manager to investigate the matter and prepare a written response to the Council, with a copy to the petitioner; or (3) take no action.

Staff Contact(s): Carolyn Jagger, City Clerk, 480-312-2411, cjagger@scottsdaleaz.gov

Mayor and Council Items – None

Adjournment – 6:29 P.M.

CITY COUNCIL REPORT



Meeting Date: July 2, 2018
 General Plan Element: *Community Involvement*
 General Plan Goal: *Seek early and ongoing involvement in policy-making discussions*

ACTION

Old Town Character Area Plan 1-GP-2018

Request to consider the following:

Adopt Resolution No. 11181, adopting a non-major General Plan amendment to update the 2009 Downtown Plan – entitled the “Old Town Character Area Plan”.

KEY ITEMS FOR CONSIDERATION

- Updates to the 2009 Downtown Plan include:
 - Assess and align goals and policies with other plans that have been reviewed and/or adopted by the Council and/or other related agencies since 2009
 - Introduce Type 2.5 and Type 3 Development Types – to identify existing areas where the highest scale development can occur in downtown currently, and propose expansion areas where higher (2.5) and highest (3.0) scale development may be considered
 - Update existing, and add new, maps and graphics referencing downtown districts, development types, public open space areas, pedestrian connectivity, public parking, and bicycle routes
 - Update Implementation Program to remove completed projects, to align with recently completed plans and policy documents, and to establish new downtown investment programs for the next ten years
 - Align with new “Old Town” tourism branding efforts
 - Consideration and incorporation of updates from a multi-department city staff team, downtown land owners, downtown stakeholders, the general public and appointed officials, serving on a variety of boards and commissions
 - Direction from City Council received at the June 5, 2018 Council Work Study Session meeting
- At their June 13, 2018 meeting, Planning Commission recommended adoption (7-0) with the recommendation that policy AC 3.8 be removed from the plan
- Coincides with case 1-TA-2018, a text amendment to update the Downtown (D), Downtown Overlay (DO), Planned Block Development Overlay (PBD) sections of the Zoning Ordinance

APPLICANT CONTACT

Taylor Reynolds
Project Manager / Project Coordination Liaison
Long Range Planning
treynolds@scottsdaleaz.gov
(480) 312-7924

Erin Perreault, AICP
Long Range Planning Manager
City of Scottsdale
eperreault@scottsdaleaz.gov
(480) 312-7093

LOCATION

The Old Town Character Area is generally bounded by Chaparral Road to the north, Miller Road to the east, Earll Drive to the south, and 68th Street to the west (Attachment 2).

BACKGROUND

The City Council adopted the current Downtown Plan in June 2009. It serves as the long-range, guiding, policy document for growth and development in Downtown Scottsdale. The current 2009 Downtown Plan replaced the original 1984 Downtown Plan. As an adopted Character Area Plan, it incorporates community goals and policies specific to the downtown and consistent with the 2001 General Plan. The downtown is identified as a Growth Area in the 2001 General Plan. The Downtown, along with the Airpark and McDowell Road Corridor growth areas, are intended to accommodate future growth, including mixed use development and enhanced transportation and transit activity. In addition to the Downtown Plan policy document, development in the Downtown is also guided by the Downtown (D), Downtown Overlay (DO), and Planned Block Development (PBD) sections of the Scottsdale Zoning Ordinance, in conjunction with the Downtown Urban Design & Architectural Guidelines.

The 2009 Downtown Plan consists of an Executive Summary; Vision; chapters on Land Use, Character and Design, Mobility, Arts and Culture, Economic Vitality, and Public Services and Facilities; a Glossary; and an Implementation Matrix of projects identified to help achieve the goals and policies of the plan. It also includes maps of Conceptual Urban Neighborhoods, Future Land Use, Downtown Development Types; and illustrations of Conceptual Pedestrian Corridors, Vehicular Access, and Conceptual Pedestrian Connectivity.

Following the adoption of the 2009 Downtown Plan, a Downtown Task Force developed recommendations for implementation that were presented to City Council in 2011. Implementation of the Downtown Plan has been through specific actions and ongoing improvements. Notably, the Downtown and parking sections of the Zoning Ordinance were updated in November 2012 with subsequent updates in 2013 and 2014. Additionally, the Soleri Bridge and Plaza was completed in 2011 and the Museum of the West opened in 2015. The majority of implementation projects identified in the 2009 Downtown Plan have been completed. Ongoing projects include pedestrian and accessibility improvements, trolley route modifications, and the development and implementation of tourism and marketing programs.

On November 13, 2017, at a work study session, staff presented an assessment of the Plan, including the Plan's relevancy since adoption, recent development trends, potential for the

continued evolution and growth within the downtown, and implementation successes over the life of the existing plan. Consequently, City Council initiated an update to the 2009 Downtown Plan on January 8, 2018.

ASSESSMENT & PUBLIC OUTREACH

The timeline of the 2009 Downtown Plan update is outlined below and includes the following:

- Long Range Planning staff assessment of the 2009 plan (2016);
- Assessment, discussion, and direction from various City departments (2016 to present);
- Direction and initiation of plan update by City Council (2017/18); and,
- Public outreach and drafting of updated plan (January 2018 to present).

As with all long-range plans, periodic assessment and adjustment is necessary to keep the plan relevant and viable. Commencing in 2016, staff began an assessment of the 2009 Downtown Plan that reviewed and considered the following:

- An existing conditions study, including information regarding current demographics, economics, land use, character, circulation, and mobility in Downtown Scottsdale;
- Policy documents and plans that have been reviewed and/or adopted by the Council and/or other related agencies since 2009, such as: Public Art Master Plan (2012), Community Services Master Plan (2015), Economic Development Strategic Plan (2015), Transportation Master Plan (2016), Downtown 2.0 (2017), Civic Center Master Plan (2017), and the Public Spaces and Connectivity Master Plan (2017);
- Completed projects from the 2009 Implementation Chapter;
- Graphics and maps within the 2009 Plan;
- Recent development patterns; and,
- Continued changes in the business and retail markets following the recession

Furthermore, and since 2016, assessment and update of the 2009 plan included discussion, direction, and drafting of updated plan content by various City departments that are responsible to the downtown area, including: the City Manager's Office, Planning & Development Services, Tourism & Events, Transportation, Economic Development, Capital Projects, and Public Safety.

Public outreach is essential to the assessment and development of public policy. Staff conducted a community involvement process in 2018, to update the plan, that included:

- Presentation and discussion with individuals, community groups, and downtown stakeholders;
- An online open house and comment forum (Attachment 5);
- Three Open House meetings; and
- Public meetings with City Council, Planning Commission, Neighborhood Advisory Commission, Development Review Board, Historic Preservation Commission and the Environmental Quality Advisory Board. The enclosed draft Old Town Character Area Plan

(Attachment 3) is the updated draft plan that considers and incorporates the community feedback that has been collected to date (Attachment 7).

DRAFT OLD TOWN CHARACTER AREA PLAN

Summarized below, the draft Old Town Character Area Plan proposes adjustments to the 2009 Downtown Plan to ensure the plan is relevant and viable. Consequently, the proposed changes to the 2009 Downtown Plan are as follows:

Overall

- Goals and policies provide clear, understandable, and direct intent
- Plan is aligned with other city plans that have been reviewed and/or adopted since 2009 (as noted above)
- Aligns with the City of Scottsdale Tourism and Events Department and Experience Scottsdale's new branding and marketing initiatives for downtown
- Maps and graphics refined and updated with new content

Land Use Chapter

- Converts the Urban Neighborhoods map to a Downtown Districts map that aligns with boundaries and naming conventions utilized by both Experience Scottsdale and Scottsdale Tourism and Events Department for branding and marketing downtown
- Updates goal and policy language to incorporate the Tourism-focused Downtown 2.0 study recommendations
- Adds a proposed new Type 2.5 Development Type, which includes intermediate, higher scale development on +/- 10 acres in the downtown area (Attachment 3, Page 15)
- Renames existing areas of the downtown that currently allow for the most intense, highest scale development (existing Downtown Medical – Type 2 and Downtown Regional Use – Type 2) as Type 3 Development on +/-225 acres of the downtown area (Attachment 3, Page 15)
- Proposes to expand the Type 3 Development Type to include areas that are in proximity to important assets (the canal, public spaces, and pedestrian connections) and other existing Type 3 areas, and/or in areas in need of revitalization. This proposed expansion of Type 3 would include +/- 86 acres of the downtown area (Attachment 3, Page 15).

Character & Design Chapter

- Converts the Conceptual Pedestrian Corridors Map to a new Public Spaces Master Plan, that identifies primary open/event space locations and the major connections that link them throughout downtown
- Emphasizes strengthening the public realm and increasing pedestrian comfort
- Incorporates goals and policies previously located within the Public Services & Facilities Chapter

Mobility Chapter

- Adds policies regarding pedestrian wayfinding to supplement existing vehicular wayfinding
- Adds goals and policies related to bicycling

- Adds policies regarding mobility share – car share, bike share, scooter share
- Proposes additional language addressing the management of parking in the Downtown
- Updates Vehicular Access & Pedestrian Connectivity graphics, and adds new downtown parking and bicycle maps

Arts & Culture Chapter

- Incorporates Downtown 2.0 recommendations, including increased emphasis on events and festivals, temporary art, pocket art parks, art trails, and monumental public art

Economic Vitality Chapter

- Adds goals and policies focused on targeted growth industries; quality of life factors for employers, and employees; and, increased responsiveness to changing trends

Public Services Facilities Chapter

- Removes the Public Services & Facilities Chapter to reduce redundancy, with goals and policies being incorporated into other chapters and the Implementation Chapter

Implementation Chapter

- Adds greater specificity and detail on programs, projects, and tools that will enable implementation
- Removes previous implementation items that have been completed and adds new implementation projects that have surfaced since 2009 to serve the downtown over the next ten years

INITIAL PLANNING COMMISSION FEEDBACK

Staff met with Planning Commission on April 11, 2018 to discuss and receive direction regarding the 2009 Downtown Plan Update (1-GP-2018) and the Zoning Ordinance update (1-TA-2018). As a result, staff brought the two items back before Planning Commission on April 25, 2018 to confirm proposed adjustments to the plan met the intent of their feedback. The Planning Commission feedback is summarized below:

- For public transparency, identify potential height maximums for Development Types on the Development Types Map;
- Clearly identify that the “transformation of Scottsdale Road” does not include a reduction in the existing number of vehicular lanes;
- Consider adjusting several goals and policies to make them more direct, and less likely to be interpreted in ways that are not intended; and,
- Consider more direct language for implementation items.

The resulting plan adjustments are reflected in Attachments 3 and 4 – the Clean and Redline versions of the draft Old Town Character Area Plan.

CITY COUNCIL WORK STUDY SESSION

Staff met with City Council on June 5, 2018 in a work study session to discuss and receive direction regarding the draft Old Town Character Area Plan (1-GP-2018). A summary of feedback received and resulting adjustments to the draft plan are outlined in Attachment 7. Feedback received and incorporated into the draft is summarized below:

- A majority of Council provided direction to staff to move forward with Type 2.5 and Type 3 Development Type areas and boundaries as presented on June 5, 2018;
- Incorporate Scottsdale Stadium in the Civic Center district descriptive text;
- Include enhanced provisions regarding shade and trees;
- Clarify bicycle infrastructure in the plan content;

Again, resulting adjustments are reflected in Attachments 3 and 4 – the Clean and Redline versions of the draft Old Town Character Area Plan. Plan text changes that have been adjusted based on the June 5th Council Work Study Session discussion, are identified in green text in Attachment 3, and all changes to the 2009 Plan (additions and deletions) are recorded in the “Redline Copy” of the draft plan in Attachment 4.

PLANNING COMMISSION RECOMMENDATION HEARING

On June 13, 2018, Planning Commission met to discuss the possible recommendation of case 1-GP-2018. Preceding the meeting, several comments were submitted by gallery owners from the downtown area (Attachment 6) noting concern over policy AC 3.8 regarding the promotion of “public-private partnerships to continue artist in residence programs”. Gallery owners stated that this policy may be misinterpreted in the future, resulting in unwanted competition – supported by the City. Staff noted that this policy was carried forward from the 2009 Downtown Plan and was in support of programs that already occur publicly (Scottsdale Arts) and privately (local resorts). After listening to both public comment and staff statements, Commissioner Kush suggested that removing policy AC 3.8 from the plan would be ideal as this would not prevent future efforts for artist in residence programs, to address gallery owner’s concerns.

Planning Commission voted unanimously to recommend to City Council to adopt Resolution No. 11181, a non-major General Plan amendment (Case 1-GP-2018) to update the 2009 Downtown Plan – entitled the “Old Town Character Area Plan”, with the recommendation that policy AC 3.8 be removed from the plan.

RESPONSIBLE DEPARTMENT

Long Range Planning Services

STAFF CONTACTS

Taylor Reynolds
Project Coordination Liaison
Long Range Planning
treynolds@scottsdaleaz.gov
(480) 312-7924

Erin Perreault, AICP
Long Range Planning Manager
City of Scottsdale
eperreault@scottsdaleaz.gov
(480) 312-7093

APPROVED BY



Taylor Reynolds, Project Coordination Liaison

6.14.2018
Date



Erin Perreault, AICP, Long Range Planning Manager

06.14.18
Date



Randy Grant, Planning and Development Services Director
(480) 312-2664, rgrant@scottsdaleaz.gov

6/15/18
Date

ATTACHMENTS

1. Resolution No. 11181
2. Old Town Character Area Boundary
3. Draft Old Town Scottsdale Character Area Plan – Clean Copy
4. Draft Old Town Scottsdale Character Area Plan – Redline Copy
5. 2009 Downtown Plan Update Community Meeting Summaries
6. Correspondence Received
7. Draft Plan Feedback Matrix
8. June 13, 2018 Planning Commission Hearing Minutes

RESOLUTION NO. 11181

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, ADOPTING A NON-MAJOR AMENDMENT TO THE CITY OF SCOTTSDALE 2001 GENERAL PLAN, BY ADOPTING THE PUBLIC RECORD ENTITLED "OLD TOWN CHARACTER AREA PLAN," TO BE THE NEW CHARACTER AREA PLAN FOR DOWNTOWN SCOTTSDALE; AMENDING THE CHARACTER AND DESIGN ELEMENT CHARACTER AREAS MAP TO DESIGNATE AN OLD TOWN CHARACTER AREA; AMENDING THE MAJOR GENERAL PLAN AMENDMENT CHARACTER AREA CRITERIA MAP TO DESIGNATE AN OLD TOWN CHARACTER AREA; AND AMENDING THE LAND USE ELEMENT CONCEPTUAL LAND USE MAP TO DESIGNATE AN OLD TOWN CHARACTER AREA.

WHEREAS, the City Council, through its members and staff, has solicited and encouraged public participation in the consideration of the non-major General Plan amendment, consulted and advised with public officials and agencies as required by Arizona Revised Statutes Section 9-461.06, transmitted to the City Council and submitted a review copy of the general plan amendment proposal to each agency required by ARS Section 9-461.06 and all persons or entities who made a written request to receive a review copy of the proposal, and considered comments concerning the proposed amendment and alternatives; and

WHEREAS, the Planning Commission held a recommendation hearing on June 13, 2018 concerning the General Plan Amendment; and

WHEREAS, the City Council, held a public hearing on July 2, 2018, and has incorporated, whenever possible, the concerns expressed by all interested persons.

NOW, THEREFORE, LET IT BE RESOLVED, by the City Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. That the City Council hereby adopts that certain document entitled the "Old Town Character Area Plan," as an amendment to the City of Scottsdale General Plan 2001, and hereby declared to be a public record.

Section 2. That the above amendment is described in Case No. 1-GP-2018, and depicted in Exhibit 1, attached hereto and incorporated by this reference.

Section 3. That the City Council hereby amends the General Plan Character and Design Element, Character Areas Map for the City of Scottsdale, to include and designate the Old Town Character Area as set forth in the map attached hereto as Exhibit 2.

Section 4. That the City Council hereby amends the General Plan Major General Plan Amendment, Character Area Criteria Map for the City of Scottsdale, to include and designate the Old Town Character Area as set forth in the map attached hereto as Exhibit 3.

Section 5. That the City Council hereby amends the General Plan Land Use Element, Conceptual Land Use Map for the City of Scottsdale, to include and designate the Old Town Character Area, as set forth in the map attached hereto as Exhibit 4.

Section 6. That the City Manager or his designee is authorized to make the appropriate name changes in both the City of Scottsdale General Plan 2001 and the 2010 Southern Scottsdale Character Area Plan changing the name from "DOWNTOWN" or "DOWNTOWN PLAN" to "OLD TOWN" or "OLD TOWN CHARACTER AREA PLAN" and align Old Town District naming conventions to conform to the changes adopted in this resolution.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this 2nd day of July, 2018.


ATTEST:

CITY OF SCOTTSDALE, an Arizona
municipal corporation

By: _____
Carolyn Jagger
City Clerk

By: _____
W.J. "Jim" Lane
Mayor

APPROVED AS TO FORM:

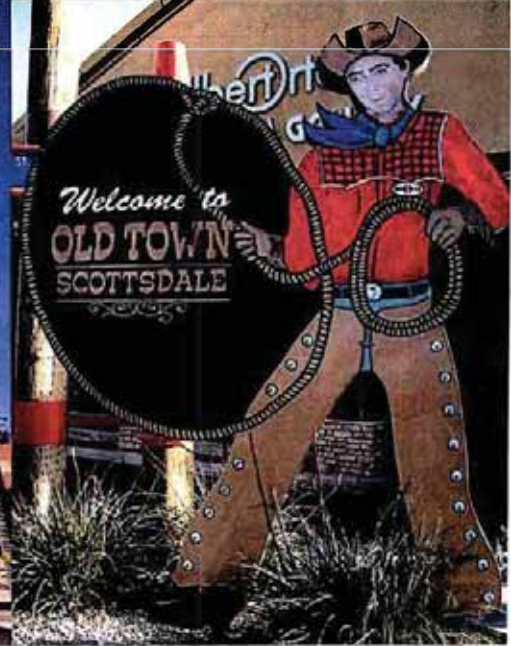
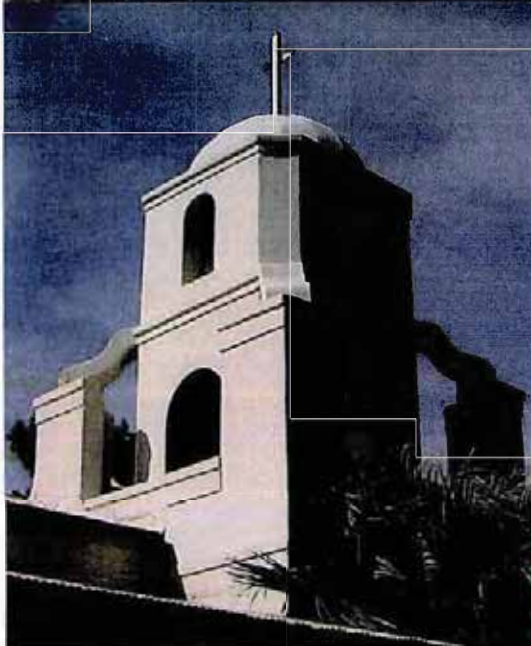
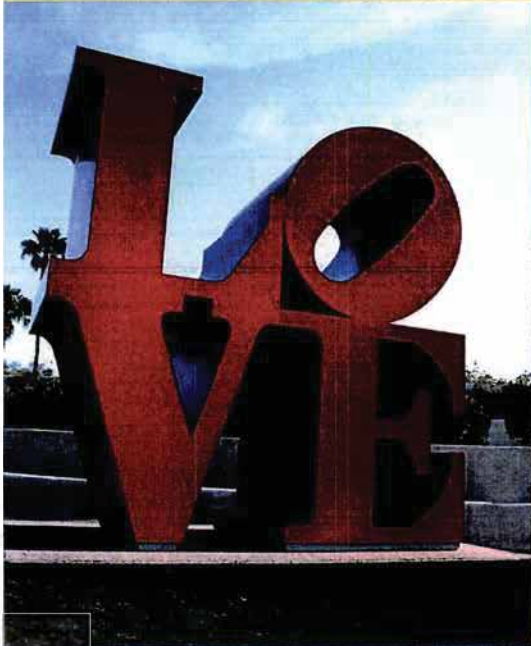
By:  _____
Bruce Washburn, City Attorney
By: Joe Padilla, Deputy City Attorney

*Old Town

SCOTTSDALE

CHARACTER AREA PLAN

CITY OF
SCOTTSDALE



Acknowledgements

CITY COUNCIL

Mayor W. J. "Jim" Lane

Suzanne Klapp

Virginia Korte

Kathleen Littlefield

Linda Milhaven

Guy Phillips

David Smith

PROJECT STAFF

Jim Thompson, *City Manager*

Brent Stockwell, *Assistant City Manager*

Randy Grant, *Planning + Development Director*

Paul Basha, *Transportation Director*

Danielle Casey, *Economic Development Director*

Karen Churchard, *Tourism + Events Director*

Bruce Washburn, *City Attorney*

Joe Padilla, *Deputy City Attorney*

Erin Perreault, *Long Range Planning Manager*

Taylor Reynolds, *Project Coordination Liaison, Project Manager*

Bob Wood, *Project Coordination Liaison*

Adam Yaron, *Project Coordination Liaison*

Brandon McMahon, *Associate Planner*

PLANNING COMMISSION

Chair Paul Alessio

Kevin Bollinger

Ali Fakih

Larry Kush

Christian Serena

Prescott Smith

Kelsey Young

CONSULTANT SERVICES

HollyStreet Studios

Floor + Associates

CSL

SPECIAL THANKS

Appreciation is expressed to the many citizens, community members, and staff, too numerous to list individually, who contributed so generously to this project.

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EXECUTIVE SUMMARY

Background

Originally adopted by the City Council in 1984, and updated in 2009, the Old Town Scottsdale Character Area Plan (formerly Downtown Plan) has served as the comprehensive policy document that guides growth and development decisions for Scottsdale's downtown. Since its adoption, the plan has been successful at shaping the growth, both financially and physically, of Old Town Scottsdale over the past three decades. During that time, the majority of the goals, policies and implementation programs established by the community have also been successfully accomplished.

"One of the reasons that Scottsdale is such a special place is our citizens — caring, involved people who take an active part in the development of our city."

— Mayor Herbert R. Drinkwater, 1985

In addition to the community achievements under the plan, public policy, market conditions, building technologies, and community composition have and continue to change. Further, with any long range plan, periodic evaluation and assessment is important in order to ensure that the downtown's vision, goals and continued success are realized over the next twenty years.

Community Involvement

2009 Downtown Plan Update

To ensure that an updated Downtown Plan would reflect the community's vision and goals for Downtown Scottsdale, an extensive public outreach process was conducted over a period of eighteen months. During this time, more than 1,200 community members participated in the Downtown Plan update process. The public had diverse and extensive opportunities to participate, including a three-day Downtown Town Hall, large group workshops, small focus group discussions, one-on-one individual and community group meetings with staff and consultants, business and property owner forums, downtown walking audits, a design charrette, and on-line virtual open house and surveys. The culmination of this extensive public input was an updated, community based, Downtown Plan that City Council adopted in 2009.

2018 Old Town Scottsdale Plan Update

Beginning in 2016, city staff conducted a mid-term evaluation and assessment of the Downtown Plan. Per the plan evaluation, staff determined that since 2009, a majority of the implementation items in the plan had been completed, and a variety of other strategic plans had been adopted by the Council, thus necessitating the need for a targeted update. Although only a limited update to the content, the 2018 Old Town Scottsdale Plan process consisted of broad public outreach including one-on-one individual meetings, community group meetings, open houses, online feedback and public hearing opportunities.

Scottsdale General Plan – Old Town Scottsdale Character Area Plan

The Old Town Scottsdale Plan is an adopted Character Area Plan per the 2001 Scottsdale General Plan. The General Plan establishes Character-based General Planning with three distinct and interrelated levels:

- **LEVEL 1 – CITYWIDE PLANNING:** Incorporates all policies that apply to the city as a whole.
- **LEVEL 2 - CHARACTER AREA PLANNING:** Develops Character Plans that speak specifically to the goals and special attributes of an identifiable and functional area such as its land uses, infrastructure, broadly defined urban architectural design philosophy, and transitions.
- **LEVEL 3 - NEIGHBORHOOD PLANNING:** Neighborhood Plans identify and implement efforts to improve specific neighborhoods within the city.

As an adopted Character Area Plan, the Old Town Scottsdale Plan incorporates community goals and policies consistent with (but not duplicative of) both the State mandated General Plan elements and the additional Scottsdale General Plan elements, as well as goals and policies that speak specifically to the special attributes of Old Town Scottsdale and how it functions. Furthermore, Old Town Scottsdale is also designated as a General Plan Growth Area - specific locations within the community that are most appropriate for development focus, and to best accommodate future growth, new development, and redevelopment.

Plan Purpose

The Old Town Scottsdale Plan establishes the vision for Old Town Scottsdale and will continue to provide the basis for downtown decision making over the next twenty years. The plan contains explanatory goals, policies and illustrative graphics to articulate and act as a bridge between the vision for Old Town Scottsdale and the implementation programs necessary to achieve the vision.

The plan serves several functions including to:

- Guide policy decisions related to private and public projects in Old Town Scottsdale;
- Maintain Old Town Scottsdale as the commercial, cultural, civic and symbolic center of the community comprised of districts that operate together as a highly functional mixed-use center;
- Establish the structure within which the private sector can provide a strong leadership role in the future success of Old Town Scottsdale; and
- Establish the framework for private and public implementation programs.

"Downtown represents all of Scottsdale. Downtown is our Town Center."
—Focus Group Participant, 2007

Old Town Scottsdale Plan Chapters

The components of the Old Town Scottsdale Plan have been integrated into a vision page and five primary chapters. The content of the chapters and how they implement the community's vision for Old Town Scottsdale is described below:

V – VISION FOR OLD TOWN SCOTTSDALE – describes the community's primary vision regarding Old Town Scottsdale and establishes the values that guide and support the vision.

CHAPTER 1 – LAND USE – presents the overall concept of Old Town Scottsdale as the commercial, cultural, civic, and symbolic center of the community comprised of a collection of interconnected, mixed-use districts. A mix of land uses and the provision of a variety of open space and public realm areas are encouraged. The need for private sector provision of public amenities and benefits in relation to the consideration of development flexibility and bonuses is also identified in this chapter.

CHAPTER 2 – CHARACTER & DESIGN – describes contextually sensitive planning, architecture and urban design goals that will help strengthen Old Town's southwestern pedestrian character and establish Old Town Scottsdale as a place where "everything you want is within walking distance." This chapter includes the public spaces and connectivity master plan, which is a collection of primary open space and event areas connected by a series of improved pedestrian connections.

CHAPTER 3 – MOBILITY – presents mobility for Old Town Scottsdale as twofold: to provide fluid connectivity in and out of Old Town; as well as within and between Old Town's districts. The primary focus of the mobility chapter is on pedestrian circulation and comfort, including the identification of a pedestrian space hierarchy – to help achieve a superior pedestrian environment for Old Town Scottsdale, in conjunction with the public spaces and connectivity master plan.

CHAPTER 4 – ARTS & CULTURE – recognizes the important niche arts and culture bring to Old Town Scottsdale, and defines the direction for existing and future arts and culture amenities and programs that will help to continue the creative place-making in Old Town Scottsdale and sustain it as a museum without walls and interactive arts and culture hub.

CHAPTER 5 – ECONOMIC VITALITY – underscores Old Town's economic role as a destination for arts, culture, retailing, entertainment, tourism, events, and major employment; and provides for economic vitality that is supported by public-private partnerships.

Old Town Scottsdale's Future

The future of Old Town Scottsdale can be even brighter than its past. The level of commitment that the community exhibits is critical in promoting goals and policies which will benefit Old Town over the long term. The community cannot afford to be complacent, by relying on the past successes to ensure a bright future. Merchants, property owners, and civic leaders need to make strong and innovative decisions within the context of the Old Town Scottsdale Plan to insure a continually vital and sustainable downtown, "where the new west meets the old west", for generations to come; and to achieve the community's vision of a "dynamic city center which recognizes its western heritage while boldly looking to its metropolitan future."

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.

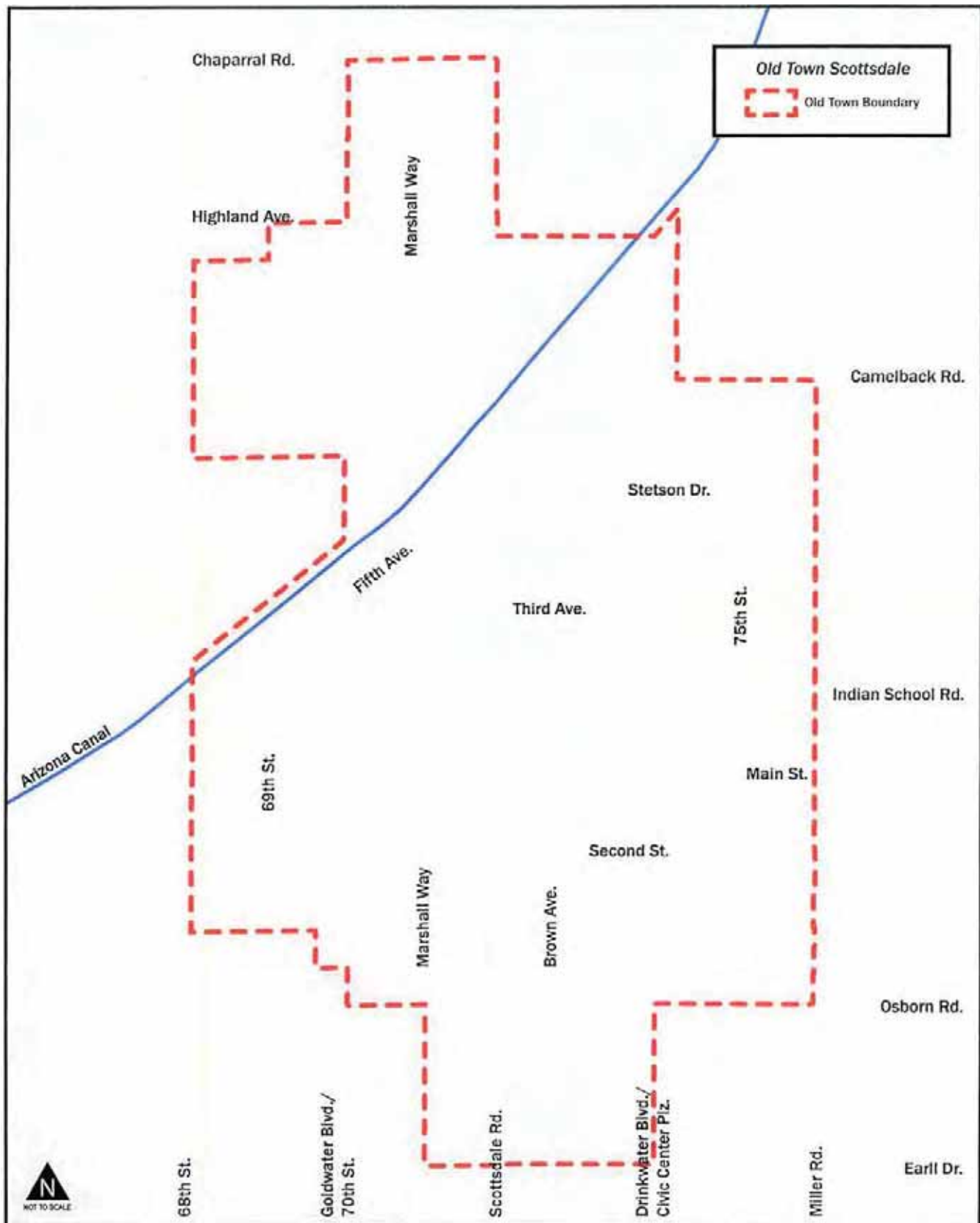
Values:

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!"

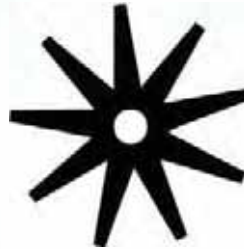
- Placemaking Workshop Participant, 2007



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Map 1 - Old Town Character Area Boundary

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

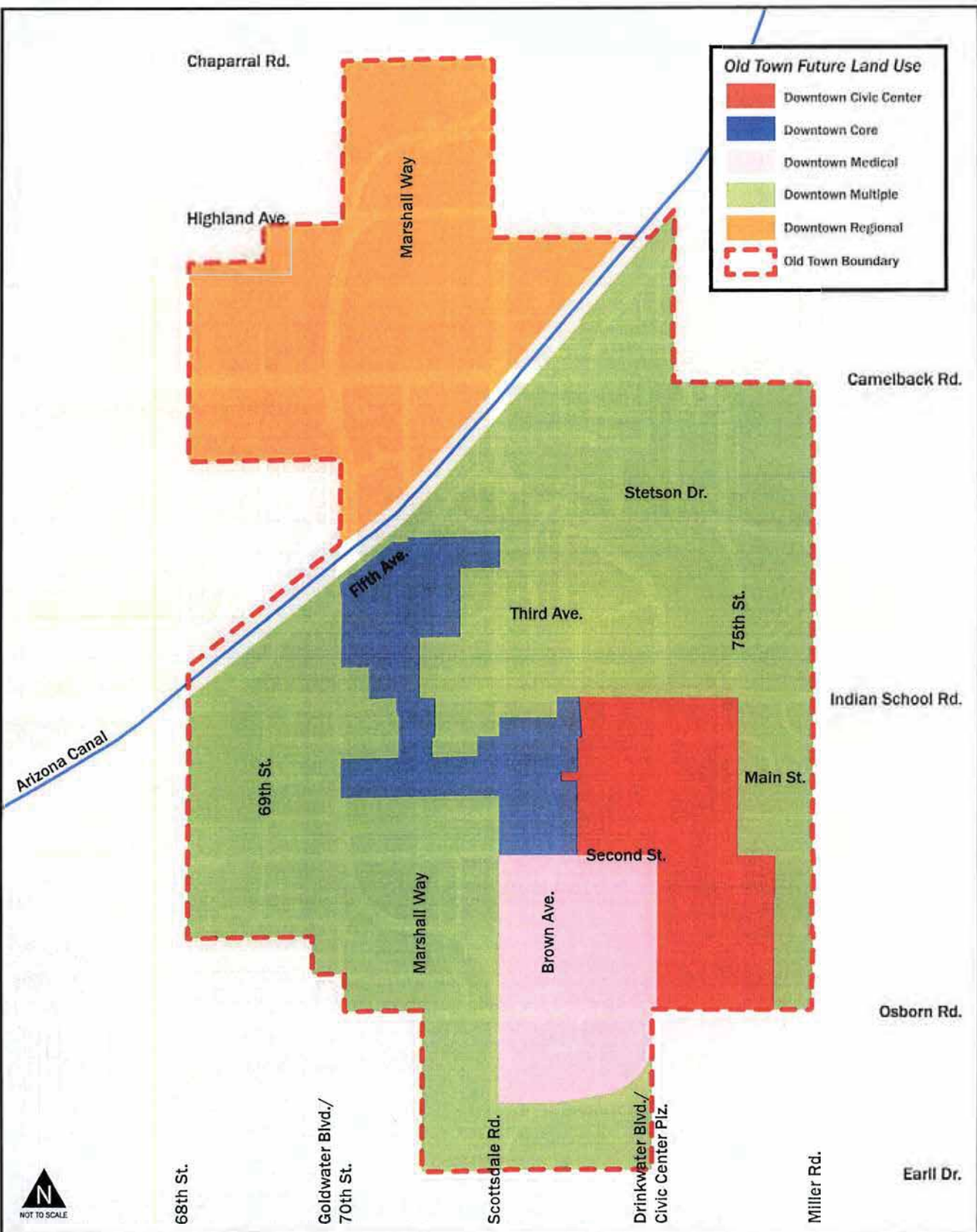
- **Policy LU 2.5**

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.

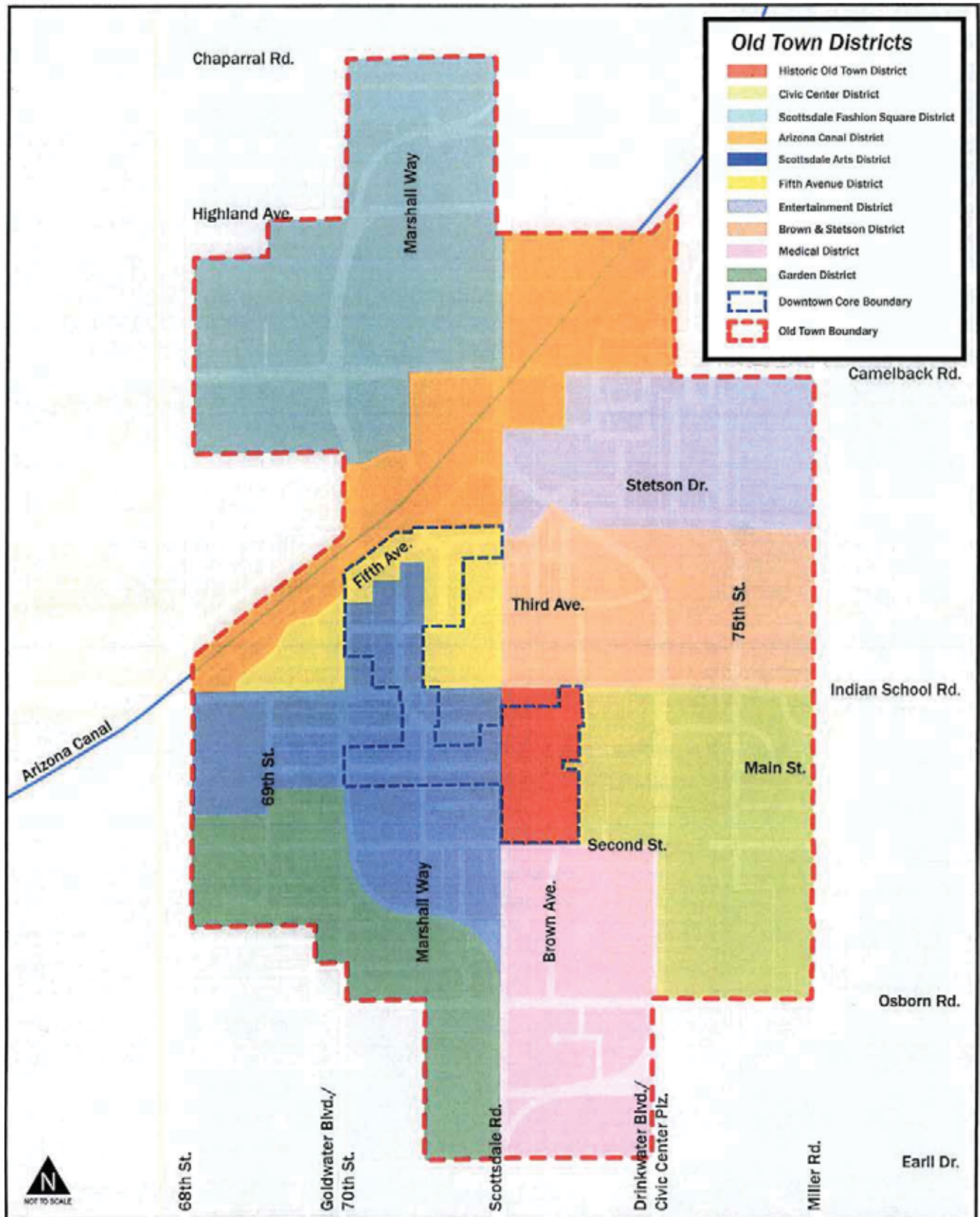
 **Entertainment District** – This district has a mix of hotels, nightclubs, restaurants and bars. A grocery and other service oriented businesses are located along the eastern edge of the district. It is home to a growing number of residences as well.

 **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.

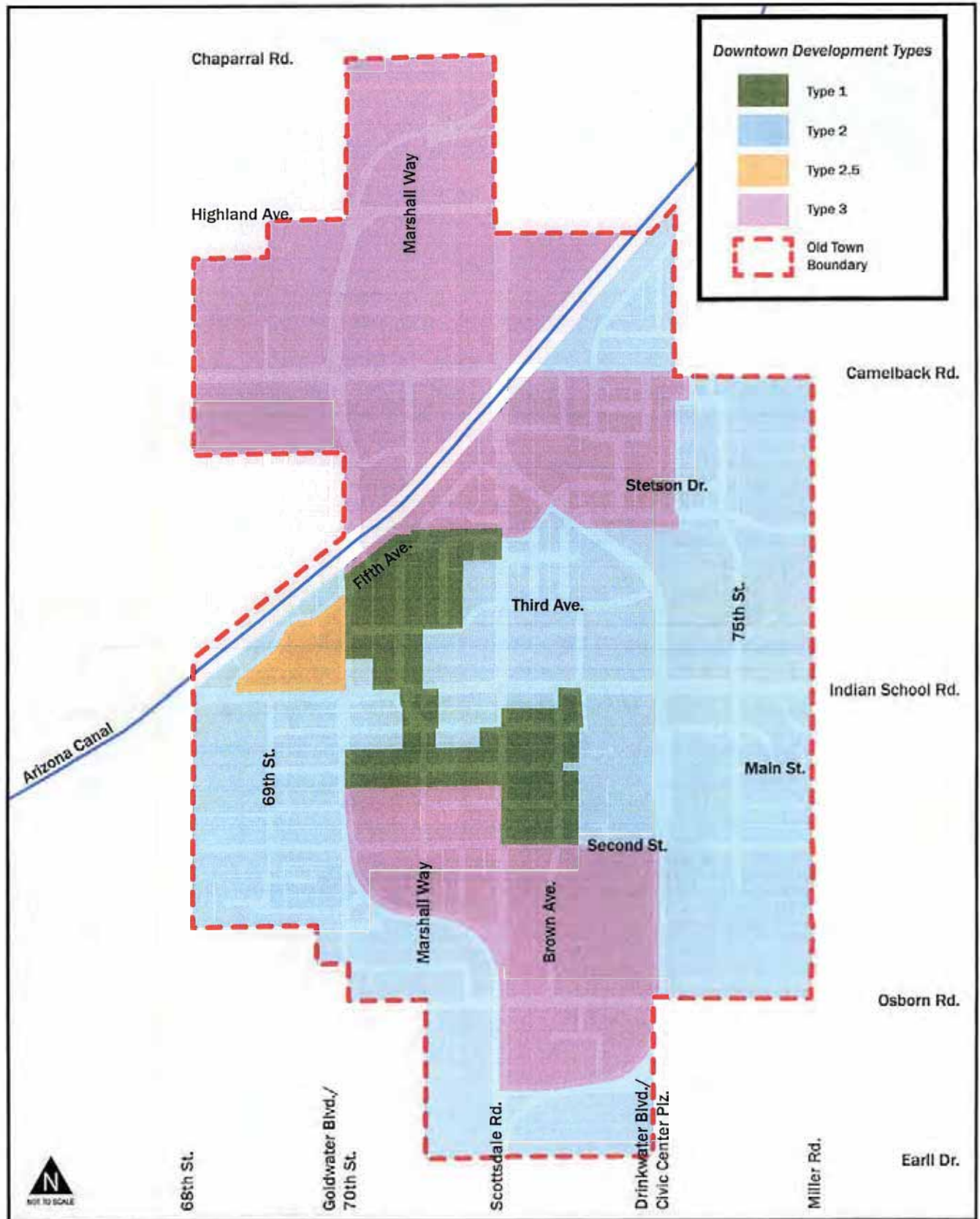


Type 3 development is the highest scale of development permitted and often includes public open and event spaces at the pedestrian level.

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.

Map 4 - Downtown Development Types

- **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).

2 • CHARACTER & DESIGN



Introduction

The focus of Old Town Scottsdale's character is urban design, which includes the connections between people and places, movement and urban form, nature and the built surroundings. As the design of the public realm, its focus is the quality and usefulness of the public spaces that are enclosed and defined by the built environment.

Physical elements of urban design include buildings, public spaces, transportation systems, art, and landscape improvements. Urban design brings these elements together with vision and purpose, so that there is an identifiable character to a group of buildings, to a district, and even to a city. Establishing identifiable districts through context-sensitive architecture, aesthetically pleasing vistas, landmarks and focal points, safe and attractive streets and public places, should result in Old Town character and design that is functional, sustainable, and distinctive. Regional climate is another element influencing urban design. This can be seen in the pedestrian-scale elements, and landscape features that contribute to the design of individual buildings, public places, and urban form.

"Downtown must continue to function and thrive while maintaining its character and quality."

– Downtown Scottsdale Town Hall Report, 2006

Scottsdale has well established community expectations for superior, sustainable design and quality in its built environment. For decades, the site planning and aesthetic design evaluation through the development review process has instrumentally shaped the community that exists today. The Old Town Plan and its associated Urban Design and Architectural Guidelines provide the framework that guides how individual developments visually and physically work together to form the cohesive fabric of Old Town Scottsdale's identity.

Goals & Policies

GOAL CD 1

STRENGTHEN AND ENHANCE OLD TOWN DISTRICT CHARACTER WITH CONTEXTUALLY COMPATIBLE DEVELOPMENT.

- **Policy CD 1.1**
Incorporate the distinctive qualities and character of the surrounding, and/or evolving district context into building and site design.
- **Policy CD 1.2**
Encourage public and private development to establish new urban design and architectural character in areas where downtown development patterns are fragmented or are in transition.
- **Policy CD 1.3**
Preserve and protect the heritage and western character of the Historic Old Town District. All new development and redevelopment that occurs in this district should reflect the building mass, scale, and the Frontier Town, Western design theme.
- **Policy CD 1.4**
Protect prominent historic resources and promote innovative new development that respectfully coexists with the character and context of these historic assets.
- **Policy CD 1.5**
Maintain the pedestrian oriented small town character and human scale in the Downtown Core. Incorporate similar elements of pedestrian character and scale at the street level in all downtown districts.



Historic Valley Ho, Circa 1956



Hotel Valley Ho, Circa 2013

As one of Scottsdale's early resort hotels, the revitalization and expansion of the historic Valley Ho is a good example of a public /private partnership, innovative zoning practices and a demonstration of the community value to protect its historic resources and unique character.

GOAL CD 2

DEVELOPMENT SHOULD SENSITIVELY TRANSITION IN SCALE, HEIGHT, AND INTENSITY AT THE OLD TOWN BOUNDARY AND BETWEEN DIFFERENT DEVELOPMENT TYPES.

- **Policy CD 2.1**

The scale of existing development adjacent to the Old Town boundary should be acknowledged and respected through a sensitive edge transition buffer. This buffer, established on a location specific basis, may include transitional development types, landscape buffers, and/or sensitive architectural design solutions to mitigate the larger building mass and height of downtown development.

- **Policy CD 2.2**

Sensitive transition buffers between Downtown Development Types should be implemented through architectural design that steps down larger building mass and height, to lower scale development.



The modern office building (background) sits respectfully next to Cavalliere's Blacksmith Shop (foreground) in Historic Old Town. These buildings illustrate that contemporary and traditional historic building styles can coexist; and that effective sensitive transitions can be achieved through setbacks, stepbacks, building massing, compatible materials, and other design elements.

GOAL CD 3

OLD TOWN DEVELOPMENT SHOULD RESPECT AND RESPOND TO THE UNIQUE CLIMATE AND CONTEXT OF THE SOUTHWESTERN SONORAN DESERT.

- **Policy CD 3.1**

Promote downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.

- **Policy CD 3.2**

Enhance outdoor pedestrian comfort through the creation of microclimates that incorporate a variety of shade, trees, and other drought tolerant landscape features to create passively cooler temperatures.

- **Policy CD 3.3**

Pursue building and development strategies that reduce the heat island effect within downtown.

- **Policy CD 3.4**

Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

- **Policy CD 3.5**

Encourage the use of renewable energy powered technologies that provide outdoor cooling within downtown.

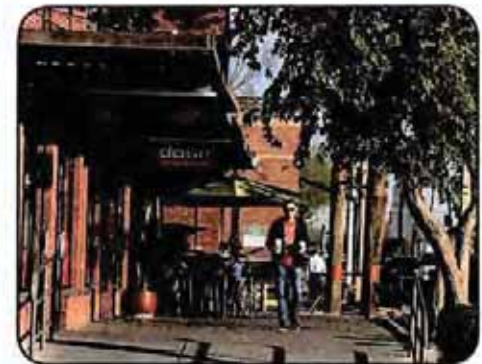


Microclimates result in more usable outdoor space.

GOAL CD 4

CREATE A DYNAMIC AND CONNECTED WALKABLE DOWNTOWN THROUGH URBAN AND ARCHITECTURAL DESIGN.

- **Policy CD 4.1**
Encourage urban and architectural design that is human scale and provides pedestrian comfort.
- **Policy CD 4.2**
Retain and expand the tradition of covered walkways in Historic Old Town. Encourage the use of covered walkways, cantilevered awnings, and tree canopies in all other districts.
- **Policy CD 4.3**
Improve the pedestrian experience on arterial roadways with features such as increased and consistent sidewalk width, shade, trees, on-street parking, landscape buffers, landscape medians, and pedestrian refuge islands.
- **Policy CD 4.4**
Enhance the downtown pedestrian experience through the provision of pedestrian oriented banners, wayfinding, signage, and other related infrastructure.



Increase pedestrian comfort through the use of covered walkways, shade features, and tree canopy improvements.

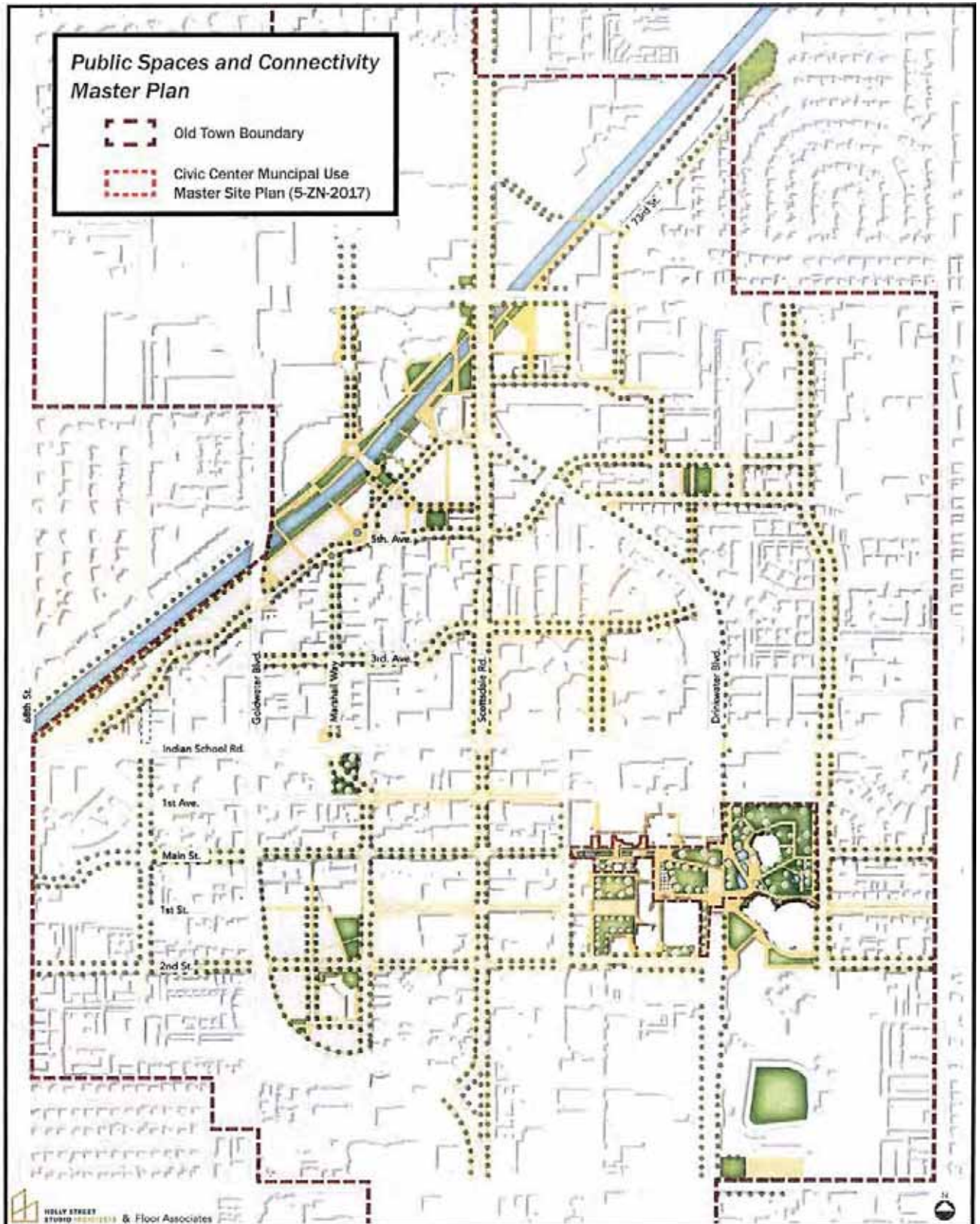
GOAL CD 5

ESTABLISH AN INVITING AND INTERCONNECTED DOWNTOWN PUBLIC REALM AND OPEN SPACE NETWORK THAT IS USEFUL, SAFE, INTERESTING, WALKABLE, AND COMFORTABLE TO ALL.

- **Policy CD 5.1**
Provide high-quality, multi-functional open space areas within Old Town that include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.



Civic Center is a primary public open space and special event destination in Old Town Scottsdale.



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Map 5 - Old Town Public Spaces and Connectivity Master Plan

Resolution No. 11181
Exhibit 1, Page 25 of 70

- **Policy CD 5.2**

Private and public development should contribute to the creation of new, and/or the expansion of existing, public realm and open space areas throughout Old Town.

- **Policy CD 5.3**

Provide a variety of public realm and open space areas that accommodate multiple activities and special events for downtown residents, visitors and workers of all ages.

- **Policy CD 5.4**

Promote the Civic Center, Arizona Canal, Scottsdale Stadium, and Museum of the West areas as primary downtown public open spaces for community residents and visitors. These primary public spaces should be actively programmed with a variety of social, cultural, artistic, entertainment and sports activities, and special events.

- **Policy CD 5.5**

Improve, expand, or create new public realm and open space areas that can be enhanced by art and interactive opportunities, such as pocket art parks and temporary art trails.



As the residential population of downtown increases, so too will the need for an interconnected public realm and open space network.



The Arizona Canal is another primary public open space and special event destination in Old Town.

GOAL CD 6

CREATE SAFE, COMFORTABLE, AND INTERESTING STREET SPACES.

- **Policy CD 6.1**

Create a unified public realm experience through the design of downtown streets, building setback areas, and building frontages.

- **Policy CD 6.2**

Connect downtown street spaces with other pedestrian spaces and linkages.

- **Policy CD 6.3**

Streetscapes should provide continuity for the pedestrian across different developments along the same street. This continuity can be established through the provision of consistent landscape improvements, street tree themes, shade elements, decorative paving, street furniture, public art, and other integrated infrastructure elements.



Interconnect downtown public spaces with safe, comfortable and interesting street spaces.

- **Policy CD 6.4**

Use development standards, related exceptions, and urban design guidelines regarding building location and setback to enhance the context, rhythm, and features of streetspaces.

- **Policy CD 6.5**

Develop walkable blocks by providing new streets, pedestrian paths, courtyards, pocket parks, and plazas that connect with other streets and public or common open spaces.

"Downtown is a patchwork quilt that needs to be connected."
- Focus Group Participant, 2007

- **Policy CD 6.6**

Create, or maintain, a defined building location to establish the public realm with a clear visual identity, and activate storefront areas to increase pedestrian comfort.

GOAL CD 7

INCORPORATE A REGIONAL LANDSCAPE PALETTE THAT COMPLEMENTS THE URBAN AND PEDESTRIAN CHARACTER OF OLD TOWN.

- **Policy CD 7.1**

Old Town open space and landscape elements should project a desert oasis character, providing an abundance of shade, color, varied textures and forms.

- **Policy CD 7.2**

Landscape materials should complement the built environment, land uses, and other downtown activities. Careful selection of downtown plant materials should take into account attributes such as scale, density, placement, arrangement, and maintenance requirements.

GOAL CD 8

INTEGRALLY DESIGN LIGHTING INTO THE BUILT ENVIRONMENT.

- **Policy CD 8.1**

Achieve a balance between ambient light levels and designated lighting needs to ensure safe lighting levels while reducing light pollution and glare.

- **Policy CD 8.2**

Encourage lighting that is energy efficient and designed to serve both pedestrian and vehicular safety in public and private spaces.

- **Policy CD 8.3**

Use lighting to provide a safe and inviting nighttime environment for residents, businesses, visitors, and nighttime special events and activities.

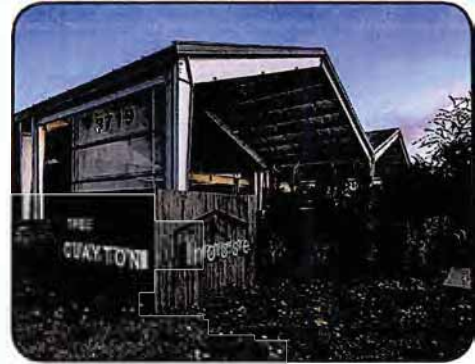


Streetlighting located near Scottsdale's Museum of the West provides a safe and inviting nighttime environment.

GOAL CD 9

IMPLEMENT HIGH QUALITY URBAN AND ARCHITECTURAL DESIGN IN OLD TOWN.

- **Policy CD 9.1**
Design downtown civic buildings and public spaces to demonstrate the city's commitment to, and leadership in, design excellence.
- **Policy CD 9.2**
Incorporate the *Scottsdale Sensitive Design Principles* and the *Old Town Urban Design and Architectural Guidelines* in all development.
- **Policy CD 9.3**
Achieve high quality urban and architectural design through the development review process.
- **Policy CD 9.4**
Integrate art into downtown urban design and architecture.



High quality design through adaptive reuse as seen in the Clayton House, a special events venue.

"Pay attention to craftsmanship and quality to create authenticity."
- Focus Group Participant, 2007

GOAL CD 10

INCORPORATE SUSTAINABLE BUILDING PRACTICES IN OLD TOWN DEVELOPMENT.

- **Policy CD 10.1**
The city should lead by example and incorporate sustainable conservation measures into the design of new and existing downtown public facilities.
- **Policy CD 10.2**
Incorporate sustainable planning, design and building techniques into downtown development and use durable indigenous materials that will endure over time, to minimize environmental and maintenance impacts.
- **Policy CD 10.3**
Encourage green building and biophilic design strategies such as building orientation, passive solar and cooling techniques, natural daylighting, and the integration of regional plant materials as part of downtown development.



Scottsdale fire station incorporates green building design strategies into its architecture and is LEED certified.

- **Policy CD 10.4**
Promote the use of energy efficient systems, construction methods, and renewable energy sources in downtown development. Encourage strategies that provide multiple benefits, such as solar parking canopies.
- **Policy CD 10.5**
Extend the life cycle of existing downtown building stock through adaptive reuse.
- **Policy CD 10.6**
Use existing urban resources, such as infrastructure systems, underutilized sites, buildings, and transportation networks to minimize the use of new resources.
- **Policy CD 10.7**
Promote methods of water conservation, such as stormwater capture, rainwater harvesting, water reuse and passive landscape irrigation.
- **Policy CD 10.8**
Develop and maintain sustainable solid waste collection, recycling, and disposal delivery systems downtown. Encourage the use of shared waste containers and compactors among businesses to reduce the number of containers in downtown and their negative aesthetic, olfactive and circulation impacts.
- **Policy CD 10.9**
Encourage downtown recycling and other waste reduction and diversion programs in civic spaces, at special events, and in commercial and multifamily residential developments.

GOAL CD 11

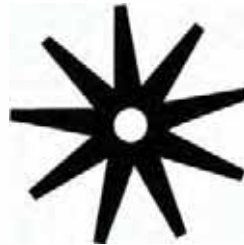
INFRASTRUCTURE DESIGN SHOULD POSITIVELY CONTRIBUTE TO OLD TOWN IDENTITY.

- **Policy CD 11.1**
Design infrastructure improvements to unify the overall identity of Old Town, while still contributing to the specific district identity in which they are located.
- **Policy CD 11.2**
Develop infrastructure improvements that positively impact the aesthetic and mobility aspects of the pedestrian environment.
- **Policy CD 11.3**
Underground overhead utilities, when physically and economically feasible, to reduce the negative visual impacts in the downtown.
- **Policy CD 11.4**
Minimize the aesthetic and circulation impacts of power and communication system equipment located in rights-of-way.



The Marshall Way Bridge underpasses provide increased connectivity along the canal in Old Town.

3 • MOBILITY



Introduction

Every community is dependent upon, and strongly desires, good mobility as the core to its lifestyle and sustainability. Mobility embodies the goals of connectivity, wayfinding, safety, viability, access, and environmental design. In a downtown, achieving mobility goals requires attention to three related functions: travel, circulation, and access. The best, most successful, downtowns are those where a rich mix of land uses are directly and conveniently connected to each other; multiple modes of travel, circulation and access are accommodated; and there is a concentrated focus on providing a superior pedestrian and bicycling environment. In Old Town Scottsdale, walking is such an essential part of what is meant by “downtown” that the quality of the pedestrian and bicycling environment – safety, comfort, interest, continuity – is a necessity.

Like most downtowns, Old Town Scottsdale is a destination for people. The successful evolution of the current circulation system into a network of “complete streets” should fulfill travel, circulation, and access functions, and help to achieve enhanced connectivity with a primary focus on the pedestrian. The mobility chapter of the Old Town Plan contains goals and policies that guide public and private sector implementation strategies to improve mobility and circulation to, from, and within Old Town Scottsdale.

“Downtown Scottsdale is one of the few ‘walkable’ communities in the Valley.”
– Focus Group Participant, 2007

Goals & Policies

GOAL M 1

DEVELOP COMPLETE STREETS THROUGH PUBLIC AND PRIVATE INFRASTRUCTURE INVESTMENTS AND IMPROVEMENTS.

- **Policy M 1.1**

Maintain a well-connected downtown circulation grid, comprised of complete streets that are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. A complete street responds to its community context, and may include sidewalks, bicycle lanes and parking, bus lanes, comfortable and accessible public transit stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, and narrower travel lanes to enhance connectivity for all. A complete street is also consistent with federal laws and guidelines including those pertaining to accessibility.

- **Policy M 1.2**

Provide pedestrian and bicycle facilities within large projects and connect them to adjacent development and the greater downtown circulation system.

- **Policy M 1.3**

Provide continuity in downtown wayfinding, through the addition of landmarks, public art, distinct streetscape improvements, maps, directions, symbols, signage and information systems for both pedestrians and motorists.

- **Policy M 1.4**

Accommodate the movement of freight goods and services, truck delivery access and operations, solid waste collection, and emergency response vehicles on private development sites, and out of the public right-of-way, where possible.

- **Policy M 1.5**

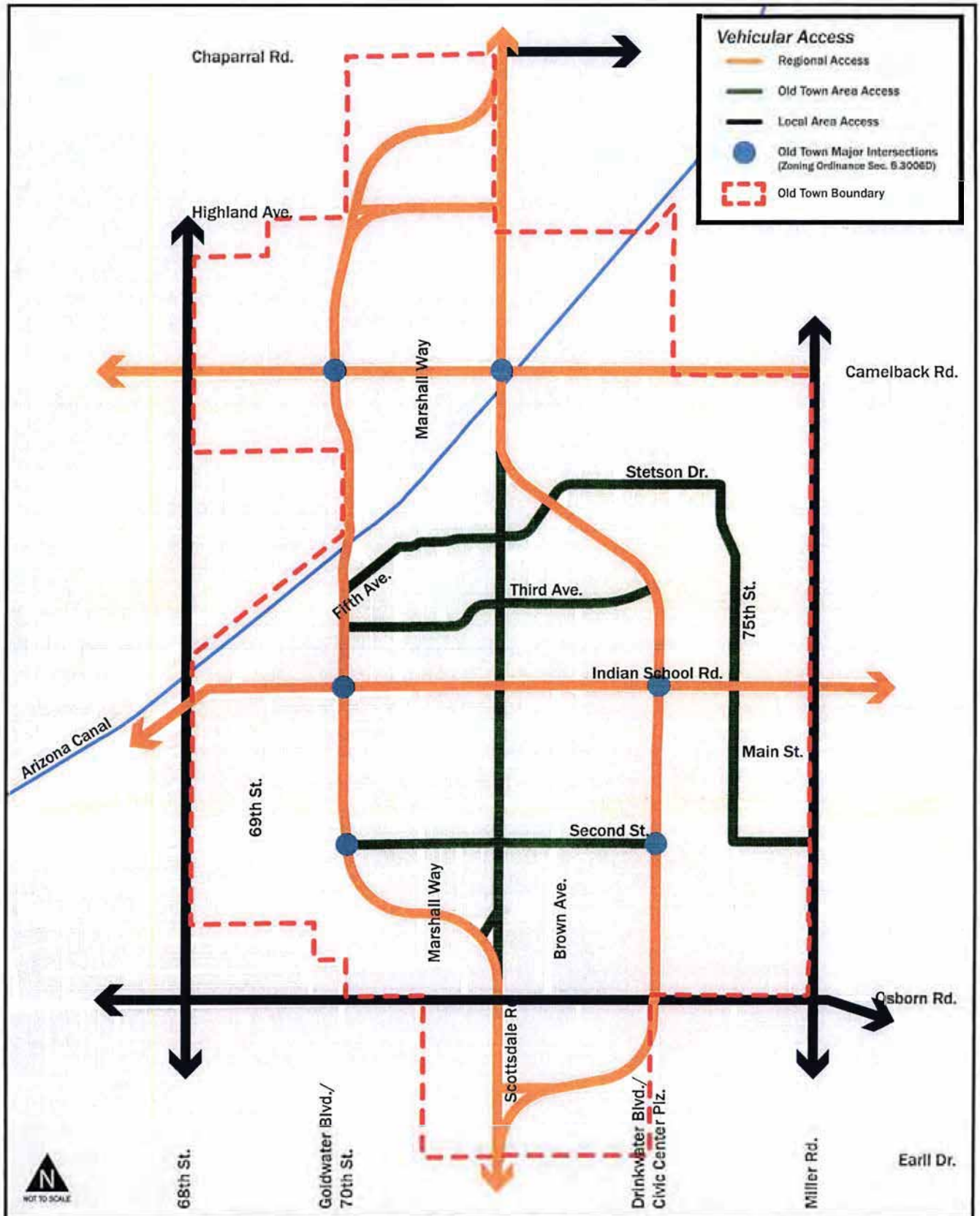
Encourage use of mobility options downtown, such as: transit, biking, walking, mobility share, transportation carts, pedicabs and horse-drawn carriages, particularly during special events.



Transit connections in Old Town and Southern Scottsdale are enabled by the trolley system.



Complete streets allow for use by pedestrians, bicyclists and vehicular traffic.



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Map 6 - Vehicular Access

- **Policy M 1.6**

Revitalize the downtown portion of Scottsdale Road into a paseo/ boulevard that facilitates circulation and access for all modes of travel, with a special emphasis on meeting pedestrian needs.

- **Policy M 1.7**

Maintain Goldwater and Drinkwater Boulevards as the primary routes to accommodate pass-through traffic around downtown.

*"Downtown should
always be pedestrian
friendly."
- Deciding the
Future Workshop
Participant, 2008*

GOAL M 2

CREATE COMPLETE, COMFORTABLE, AND ATTRACTIVE PEDESTRIAN CIRCULATION SYSTEMS.

- **Policy M 2.1**

Design the public realm to include wide sidewalks that accommodate meeting and passing other pedestrians, queuing, pedestrian waiting areas, street furniture, pocket parks, patio areas and other desired levels of activity.

- **Policy M 2.2**

Encourage pedestrian oriented design that includes pedestrian comfort amenities such as trees, shade, seating, shelter, wayfinding and lighting, to encourage strolling, lingering, and promenading, especially in areas where there is a high concentration of pedestrian activity.

- **Policy M 2.3**

Manage existing, and design future downtown transportation and related systems, with a focus on pedestrian mobility, accessibility and safety.

- **Policy M 2.4**

Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between downtown districts.

- **Policy M 2.5**

Provide enhanced pedestrian access and connections between adjacent developments.



Open space designed to encourage pedestrian activity.

GOAL M 3

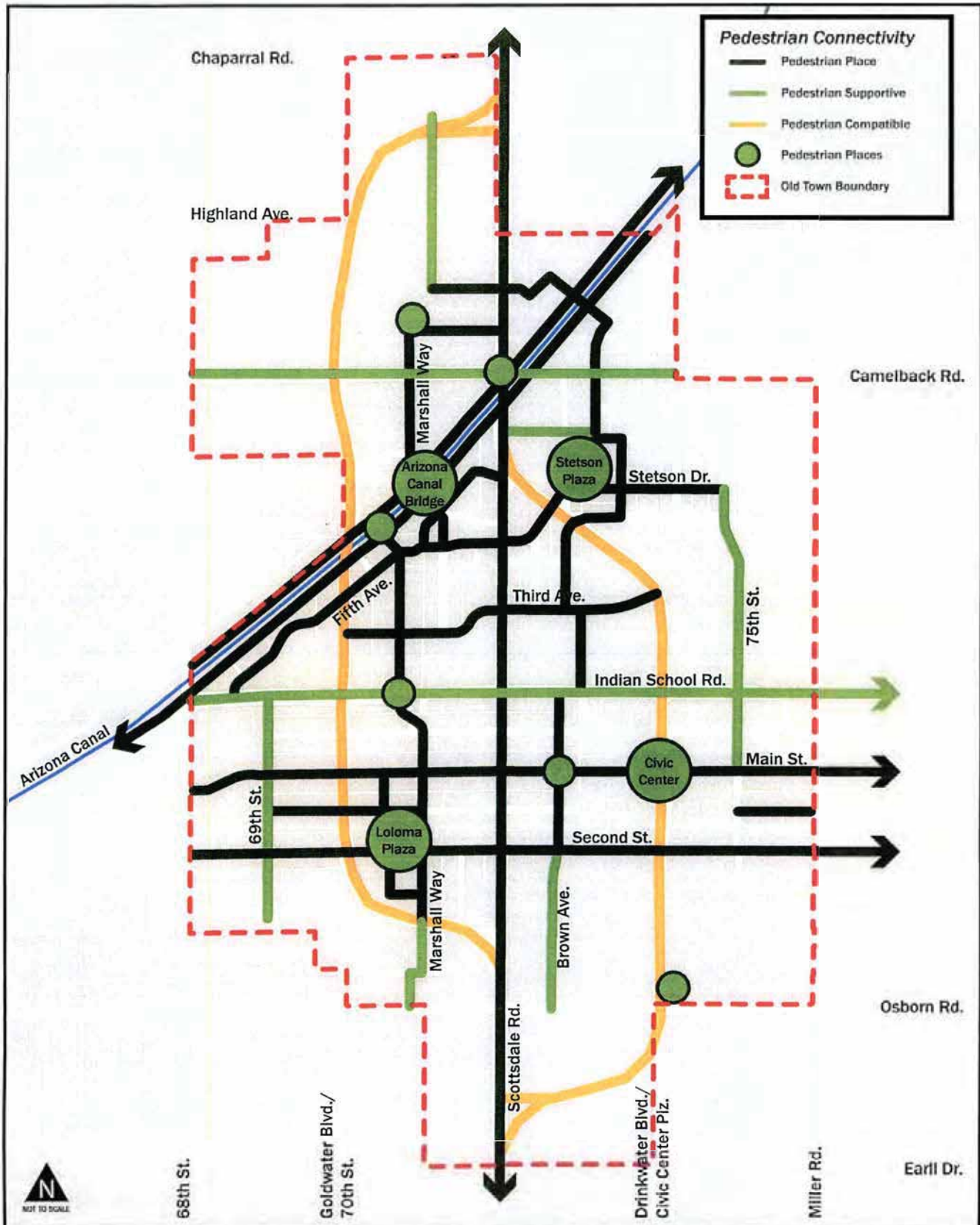
CREATE A HIERARCHY OF PEDESTRIAN SPACES WITHIN OLD TOWN.

- **Policy M 3.1**
Develop specific downtown connections, nodes and spaces as *Pedestrian Places*, particularly where there is a high concentration of pedestrian activity, or where a high level of pedestrian activity is desired.
- **Policy M 3.2**
Create a *Pedestrian Supportive* environment throughout the remainder of downtown.
- **Policy M 3.3**
Roadway corridors with higher traffic volumes and faster speeds, combined with larger land use setbacks, may remain *Pedestrian Compatible* and should include *Pedestrian Supportive* crossing treatments.
- **Policy M 3.4**
Eliminate existing, and discourage new, *Pedestrian Challenging* environments within downtown.

GOAL M 4

MAINTAIN A CONVENIENT AND ADEQUATE PARKING SUPPLY OLD TOWN.

- **Policy M 4.1**
Develop a “*park once environment*” downtown, where users can access multiple destinations without the need to move their private vehicle.
- **Policy M 4.2**
Create new or adjust existing parking requirements to ensure continued downtown revitalization and investment, as technologies and private vehicle user preferences evolve.
- **Policy M 4.3**
Maximize use of the existing parking supply through a comprehensive, multi-tiered parking management program.
- **Policy M 4.4**
Create new public parking supply through public-private partnerships to maintain free public parking downtown.
- **Policy M 4.5**
Seek opportunities to provide shaded parking through the provision of landscaping, shade structures, tree and solar canopies.



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Map 7 - Pedestrian Connectivity

Pedestrian Space Hierarchy

Pedestrian Place – Adjacent land use includes: at least three complementary uses within immediate walking distance; buildings face and embrace the pedestrian realm; and wide awnings, walkways, trees and arcades provide ample shade. Roadway corridor includes: low traffic volumes at slow speeds; crossing opportunities are frequent; on-street parking is encouraged. Pedestrian realm includes: extent of pedestrian place is one-quarter mile walk in length; walkways are separated from vehicular traffic; sidewalks are wide enough to accommodate the highest levels of use and space for outdoor dining and amenities.



Pedestrian Place – The Marshall Way Bridge and Southbridge area have wide sidewalks, outdoor dining, traffic moving at low speeds, and frequent crossing opportunities.

Pedestrian Supportive – Adjacent land use includes: mixed-use, typically first floor commercial; buildings face and embrace the pedestrian realm; trees, awnings or arcades are used to provide shade; no foundation landscape areas to separate building from walkway. Roadway corridor includes: moderate traffic volumes at slower speeds; intersection design and signal timing give priority to pedestrians; on-street parking is encouraged. Pedestrian realm includes: sidewalks are separated from vehicular traffic; sidewalks are wide enough to accommodate heavy levels of use.

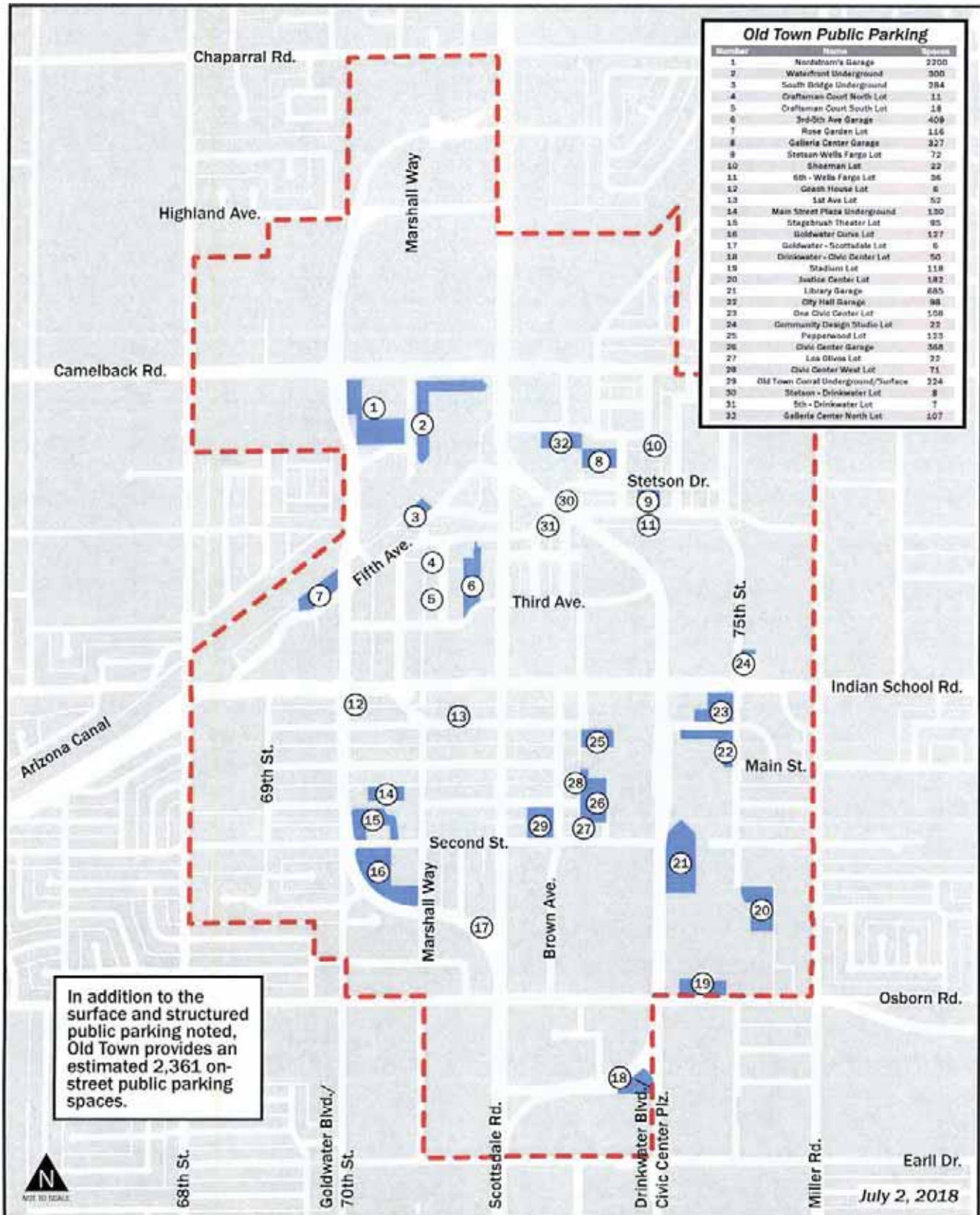


Pedestrian Supportive – On Indian School Road the pedestrian realm includes wide sidewalks separated from traffic and shade trees. Bicycles are accommodated in an on-street bike lane.

Pedestrian Compatible – Adjacent land use is often single use and buildings are separated from the pedestrian realm. Roadway corridor includes: moderate traffic volumes at moderate speeds; infrequent crossing opportunities and intersection design and signal timing give priority to vehicles. The pedestrian realm includes sidewalks that are continuous but often with minimum width and landscaping that is informal and typically does not provide shade.



Pedestrian Compatible – Areas along Scottsdale Road are challenging for pedestrians with sidewalks that are adjacent or close to the roadway and minimal landscaping. Frequent curb cuts impact the pedestrian experience.



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Map 8 - Public Parking

GOAL M 5

ENCOURAGE TRANSIT THAT PROVIDES LOCAL AND REGIONAL CONNECTIONS TO, FROM AND WITHIN OLD TOWN SCOTTSDALE.

- **Policy M 5.1**
Enhance Old Town Scottsdale's local and regional transit availability and accessibility, by emphasizing high frequency and expanded hours of service within the downtown and connections to adjacent areas.
- **Policy M 5.2**
Locate higher density development near major transit routes and venues to facilitate increased use of downtown transit.
- **Policy M 5.3**
Link the Old Town Trolley and other transit to existing and future local and regional transit networks to accommodate the needs of residents, employees and visitors.



Transit stop within Old Town provides regional connectivity.

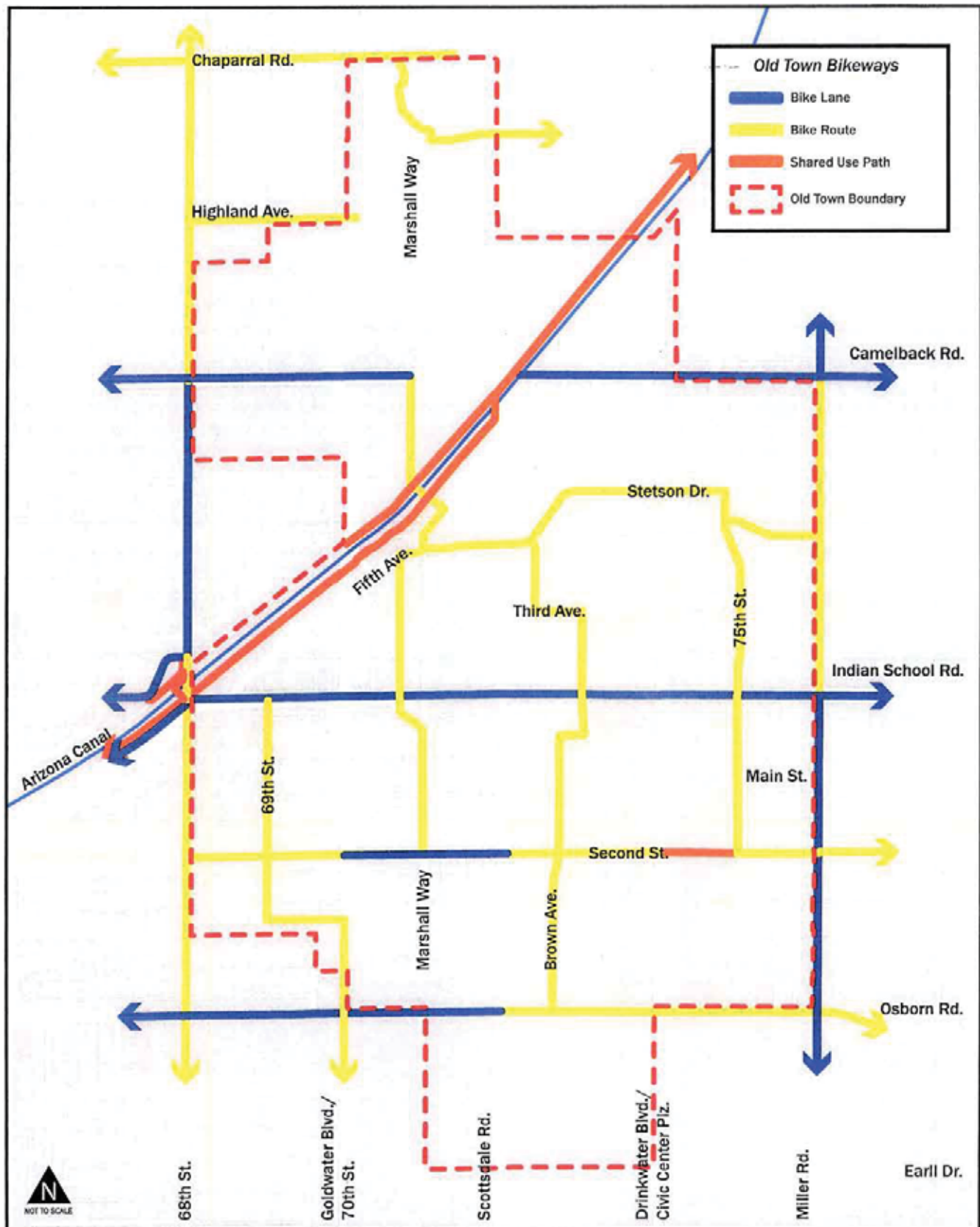
GOAL M 6

DEVELOP A CONTINUOUS, ACCESSIBLE, AND INTERCONNECTED BICYCLE NETWORK.

- **Policy M 6.1**
Promote convenient connections between the on-street bicycling network and off-street paths and trails.
- **Policy M 6.2**
Connect the downtown bicycling network to the regional bicycling system via the Arizona Canal, Crosscut Canal, Sun Circle Trail, and Indian Bend Wash multi-use paths.
- **Policy M 6.3**
Integrate on-street bicycle lanes and routes throughout downtown.
- **Policy M 6.4**
Expand off-street bicycling facilities with connections to existing and planned on-street bicycle facilities.



Providing a variety of transportation modes throughout downtown allows people to circulate, whether by biking, walking or driving.



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Map 9 - Bikeways

GOAL M 7

PROVIDE BICYCLE INFRASTRUCTURE AND FACILITIES TO ENCOURAGE INCREASED DOWNTOWN RESIDENT, EMPLOYEE AND VISITOR BICYCLING.

- **Policy M 7.1**
Incorporate accessible bicycle infrastructure and facilities into public and private development.
- **Policy M 7.2**
Develop a series of tourism bicycle routes that highlight unique visitor attractions.
- **Policy M 7.3**
Integrate accessible bicycle infrastructure into all local and regional transit vehicles that serve downtown.
- **Policy M 7.4**
Promote bike use in downtown to serve the leisure pursuits of the visitor, and the “last mile” needs of resident and employee commuters, through new bicycle technologies.



Bicycle infrastructure encourages bicycle use in Old Town.

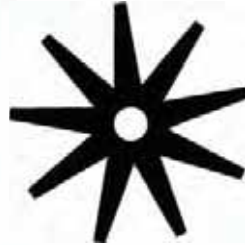
GOAL M 8

PROMOTE BICYCLE EDUCATION, SAFETY, AND ENFORCEMENT.

- **Policy M 8.1**
Work with law enforcement to educate the community and ensure traffic laws and ordinances are followed by drivers, bicyclists, and bike share businesses.
- **Policy M 8.2**
Incorporate safety measures at grade separations, street crossings, and intersections to minimize conflicts with vehicles, pedestrians, and other bicyclists.

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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.

- **Policy AC 3.8**

Foster public-private partnerships to continue artist-in-residence programs.



Parsons Dance Company
Performing Arts



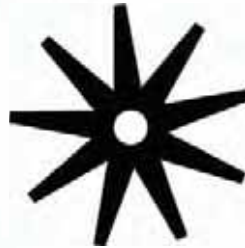
Copper Falls by Bob Adams
Integrated Art



Bonner David Art Gallery
Private Art

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5 • ECONOMIC VITALITY



Introduction

Downtown Scottsdale has experienced steady economic growth and development since the adoption of the Downtown Plan in 1984. The results of this economic viability can be seen in the mix of Old Town land uses, activities and development: increasing population, numerous hotels, major employers, boutique offices and creative spaces, a prominent medical campus, destination and unique specialty retail, strategic public investments, cultural facilities, nightlife and entertainment venues, and art galleries all of which combine to create a vibrant hub for resident, worker, and visitor economic activity. Growing and nurturing this diverse economic base is critical to Old Town's continued success.

Economic vitality for Old Town Scottsdale is encouraged and maintained through public and private investment, the character and quality of development, and strengthening Old Town's competitive position among similar locations with comparable land use patterns. This chapter of the plan establishes economic goals and policies that encourage Old Town to be a sustainable and functional mixed-use center for the city and region. These policies emphasize the need for urban development that encompasses specialty retail, arts/cultural opportunities, office, residential, hotel/tourism uses, as well as retention and expansion opportunities for major employers, as the underpinnings for an economically healthy downtown. The plan provides the framework within which the private sector can assume a strong leadership role in the revitalization and continued emergence of Old Town, ensuring economic viability into the future.

"I like the urban flavor of different activities Downtown."
- Focus Group Participant, 2007

Goals & Policies

GOAL EV 1

SUPPORT OLD TOWN'S PROMINENT ECONOMIC ROLE AS A HUB FOR ARTS, CULTURE, RETAILING, DINING, ENTERTAINMENT, TOURISM, EVENTS, AND EMPLOYMENT.

- **Policy EV 1.1**

Encourage land uses, activities, and special events that support downtown as a primary commercial, cultural and tourism destination, to maintain downtown's economic role in the community.

- **Policy EV 1.2**

Promote downtown as an environment attractive to both leisure visitors and a skilled workforce.

- **Policy EV 1.3**

Attract tourism-supporting land uses, activities and special events to reinforce Old Town as a robust tourism destination.

- **Policy EV 1.4**

Proactively address economic and social changes by examining Old Town goals on a regular basis, to ensure responsiveness to shifts in economic, social, environmental, and market conditions.

- **Policy EV 1.5**

Appeal to residents, visitors, and workers by creating and delivering programs and services that support a high quality, year-round, successful mix of retail, dining, entertainment, emerging enterprises, and small businesses that contribute to Old Town's unique character.



Maintain and enhance Old Town's retail mix.



Expand employment opportunities. Attract new office and commercial development.

GOAL EV 2

PROMOTE PRIVATE INVESTMENT IN, AND ATTRACT NEW DEVELOPMENT TO, OLD TOWN.

- **Policy EV 2.1**

Encourage investment in residential and commercial development that ensures Old Town's economic competitiveness regionally and nationally.

- **Policy EV 2.2**

Promote a mix of daytime/nighttime activities year-round through residential and commercial development in Old Town.

- **Policy EV 2.3**

Encourage private investment through public-private partnerships, that utilize the shared skills and assets of each sector to deliver downtown development and community amenities.

- **Policy EV 2.4**

Promote the retention of major downtown employers and accommodate their future expansion needs.

- **Policy EV 2.5**

Expand downtown employment opportunities through the attraction of new office and commercial development to downtown, with a focus on target growth industries such as information, communications, and technology (ICT) and advanced business services.

- **Policy EV 2.6**

Retain, expand, and support Old Town's prominent medical campus that serves as both a major employer and community service provider.

- **Policy EV 2.7**

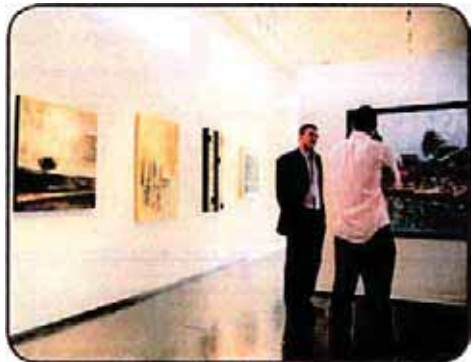
Attract and retain a broad array of economic activities that widen the appeal of Old Town and strengthen the city's tax base.

- **Policy EV 2.8**

Recognize that talent is a critical component of business location decisions, and enhance Old Town's quality of life amenities and housing choices, to appeal to a skilled workforce.



Promote a mix of daytime and nighttime activities in Old Town.



Retain a broad array of economic activities, such as art galleries, to widen the appeal of Old Town.

GOAL EV 3

EMBRACE AND EXPLORE INNOVATIVE SOLUTIONS TO INFRASTRUCTURE AND SERVICE DELIVERY.

- **Policy EV 3.1**

Adopt a smart cities strategy to pursue new technologies that will better leverage and capitalize on city assets and improve service delivery.

- **Policy EV 3.2**

Pursue approaches to downtown parking, transportation, mobility, and public space limitations through a combination of demonstrated national best practices as well as early adoption of technology.

"The City should be flexible and encourage high quality revitalization and innovative development."

- Downtown Scottsdale Town Hall Report, 2006

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Glossary

A

Active Street Frontages / Uses – The placement of active land uses such as retail or restaurant at the ground floor of buildings, to provide higher pedestrian interest and increased pedestrian activity.

Adaptive Reuse – Developing a new use for an older or underutilized building or for a building originally designed for a special or specific purpose. This technique is particularly useful for preserving older buildings of historic or architectural significance and for the conversion of special use structures, such as gas stations, train stations, or school buildings that are no longer needed for their original purpose. In addition to preserving historical value, reuse of existing buildings avoids creation of large volumes of demolition and construction debris, conserves resources, and maintains neighborhood character.

B

Bicycle Infrastructure – All infrastructure that may be used by cyclists including, but not limited to, lanes, routes, paths, parking areas and racks, and commuter amenities such as lockers and showers typically incorporated into commercial and office developments.

Bike Lane – Sections of roadway that are marked for exclusive bicycle use and are always one-way.

Bike Route – Include shared streets, bike lanes, or shared-use or multiuse paths, in any combination. Routes may be designated by signage or by placement on a map.

Biophilic Design – The practice of connecting people and nature through the built environment. Design attributes may include environmental features, natural shapes, forms, patterns, and processes, light and space, and place-based relationships.

C

Character – Features, qualities and attributes that give a place its identity.

Complete Streets – A complete street is one that is designed and operated to enable safe and comfortable access for all users. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities are able to safely move along and across a complete street.

Connectivity – The directness of links and the density of connections in a transport network. As connectivity increases, travel distances decrease and route options increase, allowing easy access to key destinations.

Context – The relationship between a location and its surrounding natural and/or built environment; the whole environment relevant to a building or place; the interrelated conditions in which something exists or occurs.

Contextual Compatibility – Characteristics and proportions of the existing natural and/or built environment serve as a basis for new development projects so that a wide variety of building types, use of materials, and architectural styles relate to one another.

Creative Class – A demographic segment of society generally made up of knowledge workers, intellectuals, and various types of artists whose ability to produce innovative ideas, technology, and creative content spur regional economic growth.

D

Defined Building Location – Refers to a consistent building setback location established along a street.

Density – Typically the number of housing units per acre of land in residential districts. Gross density is defined as the total number of units divided by the total land area of the site, excluding nothing. Net density is the total number of units divided by the net area of the lot or site (excluding roads, public open space, utility rights-of-way, and community facilities). Density is often used interchangeably with intensity.

Designated Lighting Needs – The City of Scottsdale Zoning Ordinance includes Outdoor Lighting provisions intended to minimize light pollution, reduce glare, increase energy conservation, and maintain the quality of Scottsdale's physical and aesthetic character.

Downtown Couplet – The vehicular circulation couplet of Drinkwater Boulevard (north-bound) and Goldwater Boulevard (south-bound) that allows pass-through traffic to divert from Scottsdale Road and circulate around downtown. The couplet was designed with one extra lane for the north-bound traveler on Drinkwater Boulevard and one extra lane for the south-bound traveler on Goldwater Boulevard.

E

F

Floor Area Ratio (FAR) – A measure of development density expressed as the amount of building floor area divided by the development site land area.

G

Green Building – The practice of increasing the efficiency with which buildings use resources, such as energy, water, and materials, while reducing building impacts on human health and the environment during the building's lifecycle, through site layout, building design, construction, operation, maintenance, and removal.

H

I

Infill – Development of vacant lots, or properties, and/or remnant parcels within areas that are already developed and have access to urban services and infrastructure.

Intensity – Refers to the level or concentration of activity occurring on a site or in an area. Intensity is often used interchangeably with density.

J

K

L

Live/Work – The quiet enjoyment expectations of the neighbors in the building or adjacent buildings take precedence over the work needs of the unit in question. The predominant use of a live/work unit is residential, and commercial activity is a secondary use. Employees and walk-in trade are not usually permitted. See also Work/Live.

M

Massing – The physical volume, shape or bulk of a building.

Mixed-Use – The practice of allowing more than one type of land use in a building or set of buildings. Mixed-use may be developed in a variety of ways, either horizontally in multiple buildings, or vertically in the same building, or through a combination of the two.

Mixed-Use Neighborhood – General Plan land use designation that includes Old Town Scottsdale.

Mobility – The ability to move from one place to another, or to transport goods or information from one place to another.

Mobility Share – Part of the shared economy focused on mobility and includes, but is not limited to, car, bike, and scooter share.

N

O

P

Park-Once Environment – The ability for visitors and employees to spend less time in a private vehicle, thus parking once and utilizing multiple modes of transportation to reach destinations or places of interest.

Passive Cooling – Technologies or design features that are utilized to cool an outdoor space or a building without the use of energy for example, natural cross ventilation and breezes can be used to remove unwanted heat; shade devices can be utilized to slow heat transfer; and water evaporation can be utilized to cool outdoor and indoor spaces.

Passive Solar (Cooling) – Focuses on heat avoidance to reduce the need for mechanical cooling. Examples include: preferential use of south-facing windows with overhangs and north-facing windows, minimal use of east- and west-facing windows, exterior entrances protected from direct summer sun, low solar heat-gain glazing, solar screens/shading, and landscaping treatments.

Pedestrian Comfort Zone – Streets and public spaces that accommodate and encourage pedestrian activity through the provision of active uses, informal gathering spaces, lighting and safety features, and other pedestrian amenities.

Pedestrian Corridor – A path or guided way that is developed to promote walking as an attractive means of transportation and utilized primarily by pedestrians as they move between major activity centers.

Pedestrian Oriented Design – A form of development that makes the street environment inviting for pedestrians, such as special sidewalk pavement, zero front and side yard setbacks, varied architectural styles, street-facing window displays, an absence of front yard parking, benches, and other amenities.

Pedestrian Scale – The proportional relationship of the physical environment to human dimensions. Typically refers to the bulk and massing of buildings or other features at the pedestrian level, and clearly oriented toward pedestrian activity.

Public/Private Partnerships – A merging of public and private resources to achieve an end result or product that would be difficult to achieve through public or private activity alone. May refer to the delivery of services, such as child care or to the construction of buildings, such as cultural facilities.

Public Realm – The public realm of a city is the environment created by the network of streets and open spaces, parks and plazas, and the pattern of uses and activity, which contribute to the character and quality of the place.

Q

R

S

Sensitive Edge Buffer – A defined area intended to create a separation between dissimilar uses and/or development intensities, to reduce or mitigate the effects of one area upon the other.

Setback – The distance between two points, such as the property line and building structure.

Shared Economy – A hybrid market model of a peer-to-peer exchange, with transactions often facilitated via community-based online services.

Shared-Use or Multiuse Path – Paved pathways set aside for the exclusive use of non-motorized travel and are generally intended for two-way traffic. Paths are typically separated from the road infrastructure.

Smart City – A municipality that utilizes information and communication technologies to increase operational efficiency, share information with the public, and improve both the quality of government services and citizen welfare.

Stepback – An arrangement of building forms, shapes and massing in the manner of a series of steps, that causes the building design to move away, or recede, from a property line or adjacent development, in order to provide open space above the first or second level of the building.

Sustainability – There are many definitions of sustainability. For the purposes of the Old Town Plan, sustainability is a condition of living which enables the present generation to enjoy social wellbeing, a vibrant economy, and a healthy environment, without compromising the ability of future generations to enjoy the same.

T

Twin the Bins – Solid waste containers that allow for the collection of multiple types of waste – including trash, recycling, and if applicable, organics. Effective containers in the public realm are distinguished by color, have appropriate openings for their specific use, and include well-designed signage.

Type 1 – The compact, lower scale development of the Downtown Core. See Map 4 for specific locations and boundaries.

Type 2 – The intermediate, higher scale development type in the downtown. See Map 4 for specific locations and boundaries.

Type 2.5 – The intermediate, higher scale development type between Type 2 and Type 3 in the downtown. See Map 4 for specific locations and boundaries.

Type 3 – The most intensive, highest scale development type in the downtown. See Map 4 for specific locations and boundaries.

U

Universal Design – A concept that all environments and products should be accessible and usable by all people, regardless of their age, size, or abilities.

V

Vertical Mixed-Use – The practice of allowing more than one type of land use in one building, which may result in a combination of residential, commercial, industrial, office, institutional or other land uses. Vertical mixed-use development characteristics include: access to multi-modal transportation, human-scale development, and the physical and functional integration of uses through careful design of public spaces, streets and buildings.

W

Walkability – The extent to which the built environment is designed so that people are able to use sidewalks, street crossings, and other pathways as they move around and through an area.

Wayfinding – Enabling a person to find his or her way to a given destination through the use of landmarks, effective signage and building design.

Work/Live – The needs of the work component take precedence over the quiet enjoyment expectations of residents, in that there may be noise, odors, or other impacts, as well as employees, walk-in trade or sales. The predominant use of a work/live unit is commercial, craft-work, or light assembly/manufacturing.

X

Y

Z

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Related Plans, Ordinances & Documents

C

- » *Civic Center Master Plan (2017)*
- » *Community Services Master Plan (2015)*

D

- » *City of Scottsdale Design Standards and Policies Manual*
- » *Downtown (D) Zoning District*
- » *Downtown Infill Incentive Plan (2010)*
- » *Downtown Overlay (DO) Zoning District*
- » *Downtown Pedestrian Mobility Study (2007)*
- » *Downtown Public Spaces/Connectivity Master Plan (2017)*
- » *Downtown Task Force Report (2009)*
- » *Downtown Town Hall Final Report (2006)*

E

- » *Economic Development Strategic Plan (2015)*

G

- » *Scottsdale's Green Building Program*

O

- » *Old Town Urban Design and Architectural Guidelines*

P

- » *Planned Block Development (PBD) Zoning District*
- » *Public Art Master Plan (2012)*

S

- » *Scottsdale General Plan*
- » *Scottsdale Road Streetscape Plan*
- » *Southern Scottsdale Character Area Plan*
- » *Scottsdale Zoning Ordinance*
- » *Stormwater Master Plan*

T

- » *Tourism Related Downtown Economic Feasibility Study [Downtown 2.0] (2017)*
- » *Transportation Master Plan (2016)*

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
	CHARACTER & DESIGN									
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	•						•
	PEDESTRIAN/STREETSCAPE AMENITIES & IMPROVEMENTS									
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		•					•

Recommended Program		Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
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	•						•
PUBLIC SPACES										
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						•	

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
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 roundabout 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 Soler Plaza to better function during events and improve pedestrian linkages to the area.	CD 8, CD 10, M 2, M 4	Public, Private							• •
OLD TOWN PARKING										
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							•

Recommended Program		Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
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	•						•
TRANSIT IMPROVEMENTS										
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						•	
CIRCULATION										
30	Couplet Improvements – Implement complete streets improvements on the couplets	M 1	Public						•	
ARTS & CULTURE										
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		•		•		•	•

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
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					•		
ECONOMIC VITALITY										
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	•						•

Recommended Program		Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
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							•
INFRASTRUCTURE IMPROVEMENTS										
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	•					•	

Recommended Program		Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
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							•

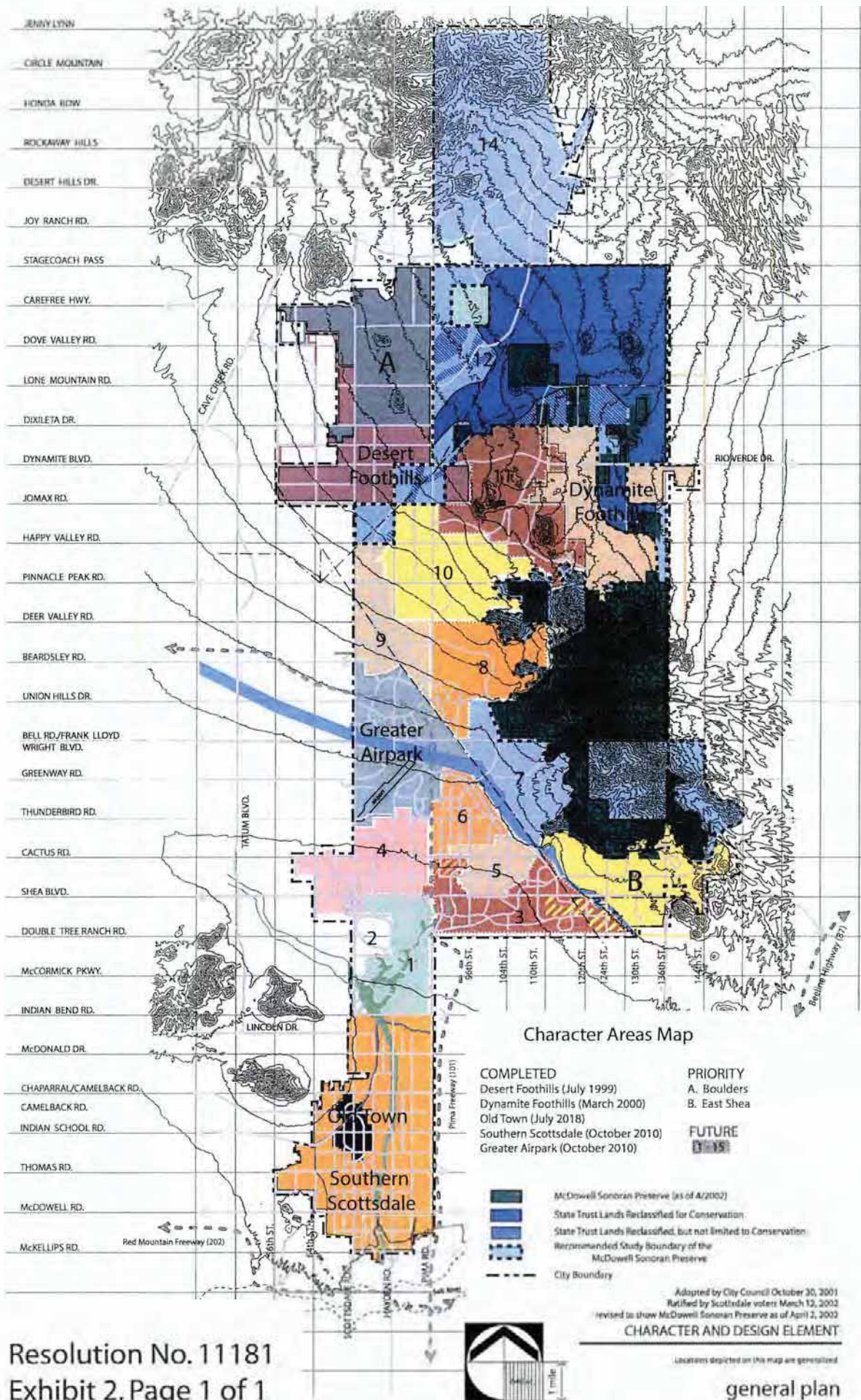
	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
60	Advance waste reduction and diversion with a Twin the Bins program.	CD 10	Public/Private			•				•
EVENT PROGRAMMING										
61	Canal Convergence – Further develop Canal Convergence 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							•
ORGANIZATIONAL STRUCTURE										
65	Organizational Approach – Assess city department model for downtown tourism organization. Consider alternatives.	AC 1, AC 3, EV 1, EV 3	Public		•					

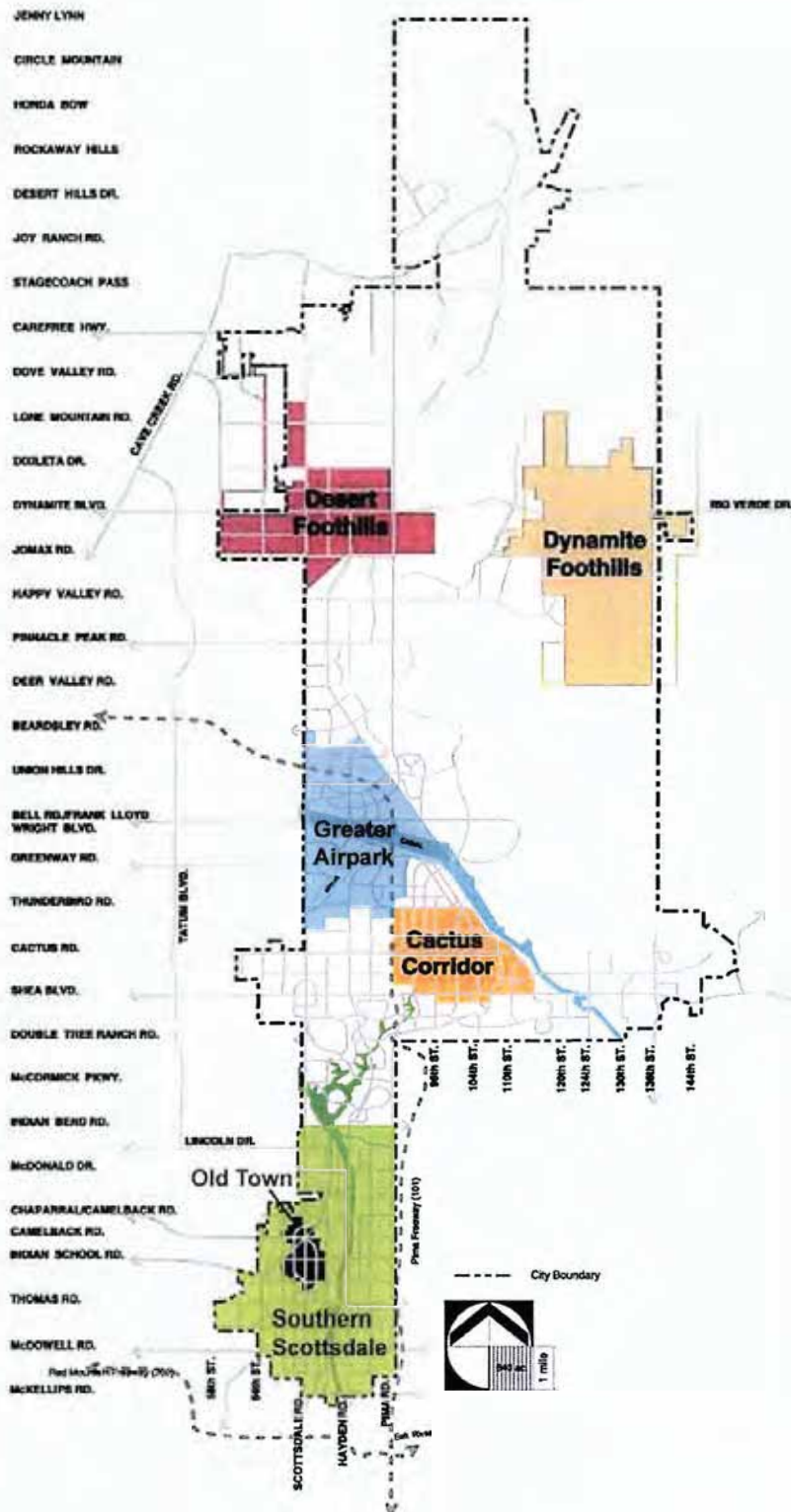
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*Old Town

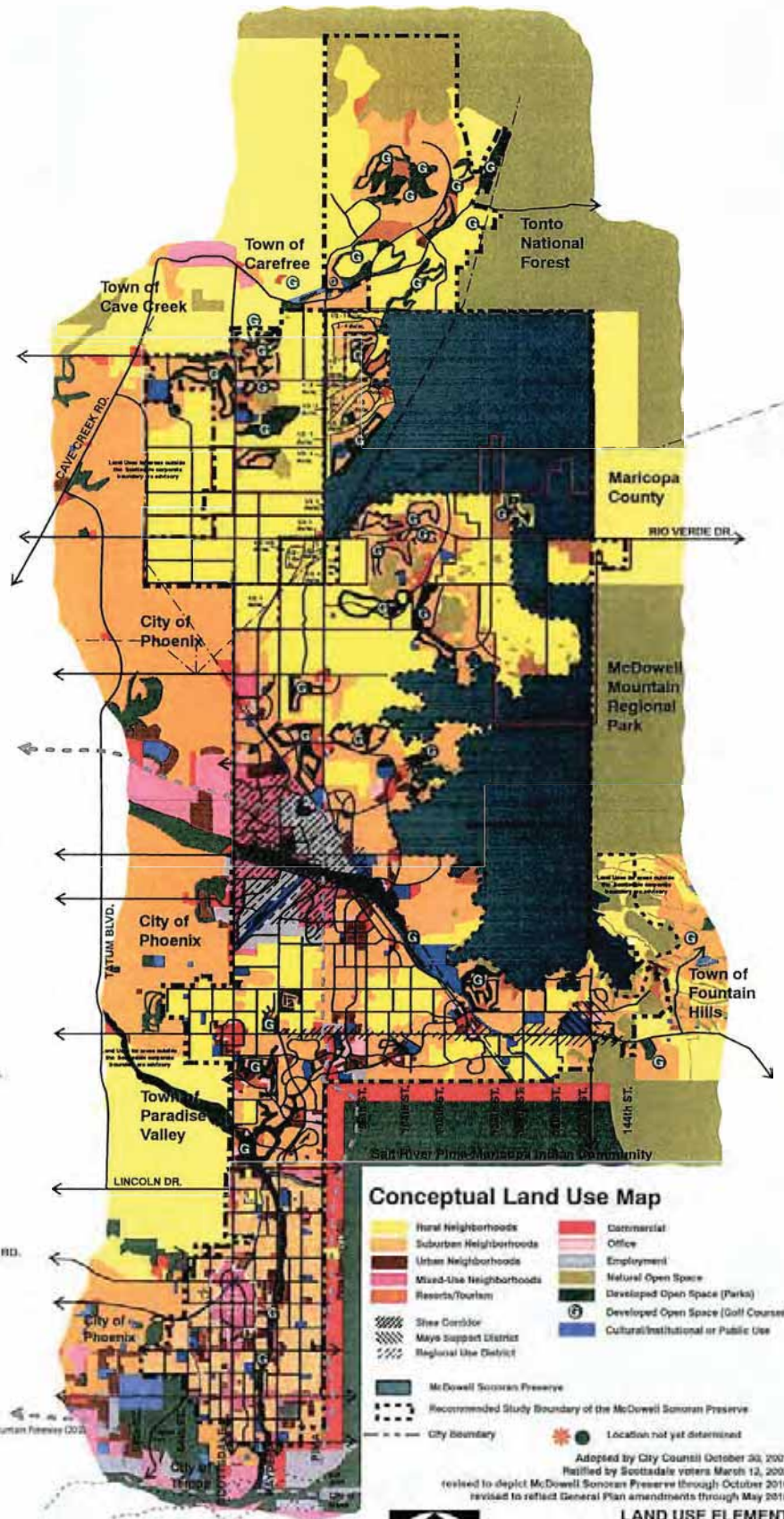
SCOTTSDALE
CHARACTER AREA PLAN



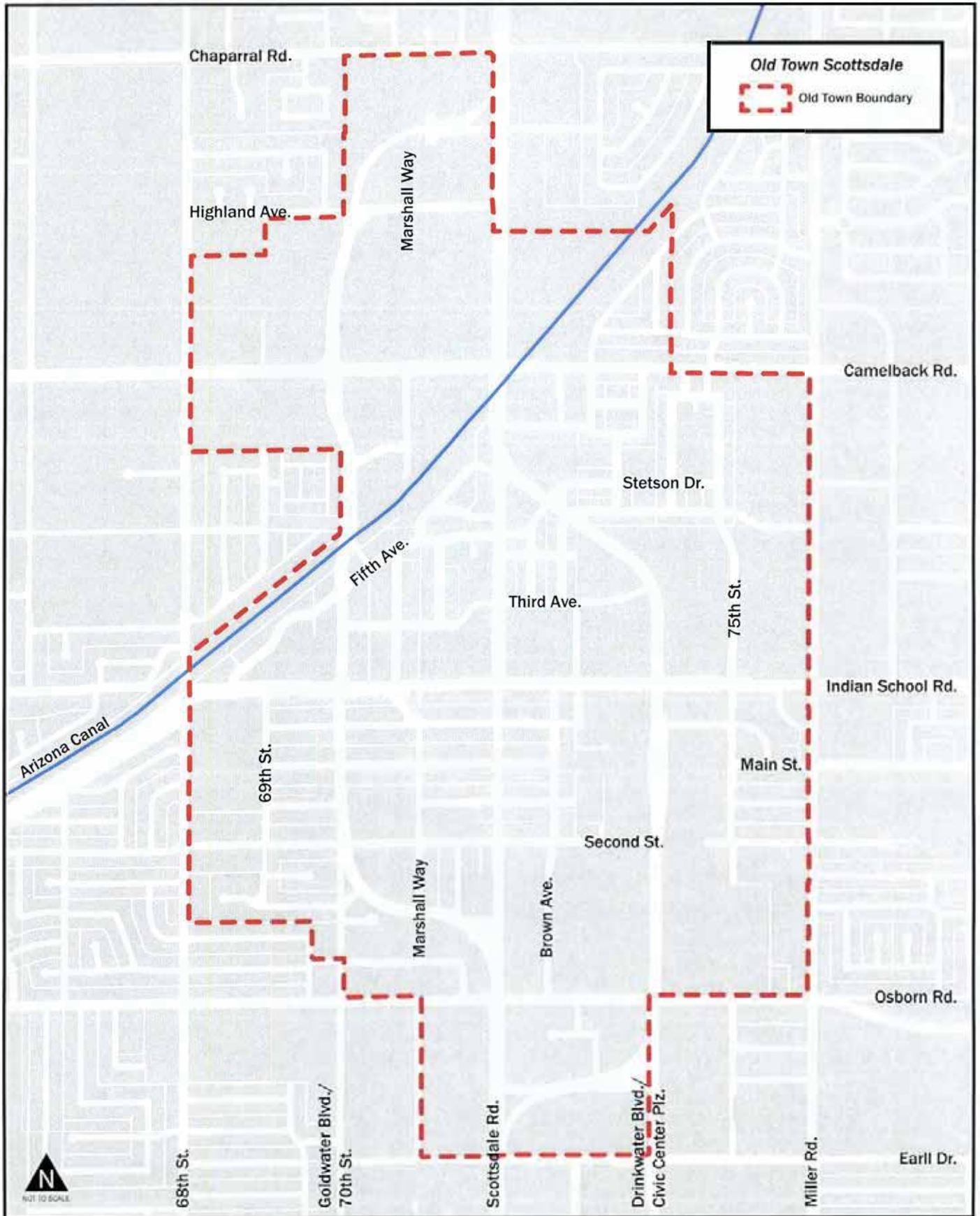




JENNY LYNN
 CIRCLE MOUNTAIN
 HONDA BOW
 ROCKAWAY HILLS
 DESERT HILLS
 JOY RANCH
 STAGECOACH PASS
 CAREFREE HWY.
 DOVE VALLEY
 LONE MOUNTAIN
 DOOLETA
 DYNAMITE
 JOMAX
 HAPPY VALLEY
 PINNACLE PEAK
 DEER VALLEY
 BEARDSLEY
 OUTER LOOP
 UNION HILLS
 BELL RD./FRANK LLOYD
 WRIGHT BLVD.
 GREENWAY RD.
 THUNDERBIRD RD.
 CACTUS RD.
 SHEA BLVD.
 DOUBLE TREE RANCH RD.
 MCCORMICK PKWY.
 INDIAN BEND RD.
 McDONALD DR.
 CHAPARRAL/CAMELBACK RD.
 CAMELBACK RD.
 INDIAN SCHOOL RD.
 THOMAS
 McDOWELL RD.
 McKELLIPS RD.



Land Uses shown outside Scottsdale city boundaries are advisory and use the closest comparable Scottsdale land use categories. They are reflective of other communities' General Plan Land Uses as of 2001

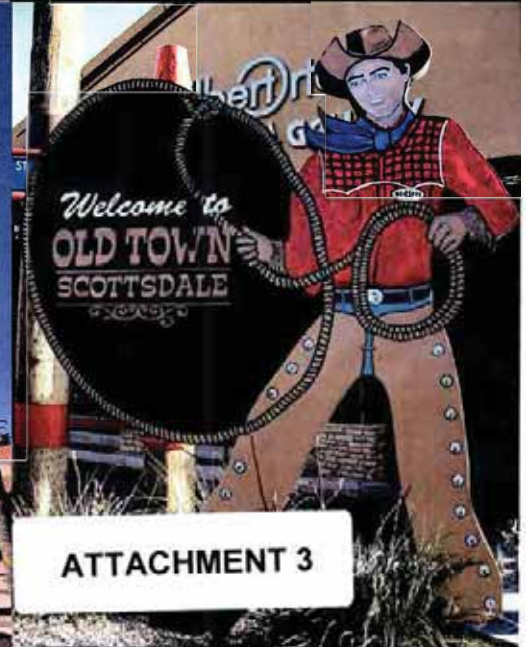
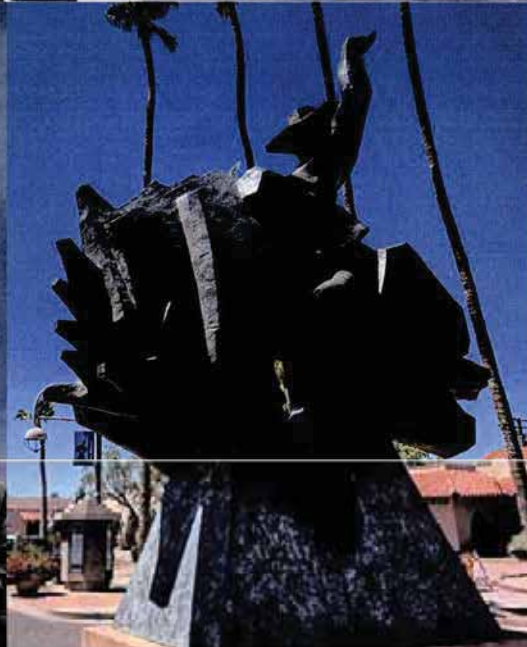
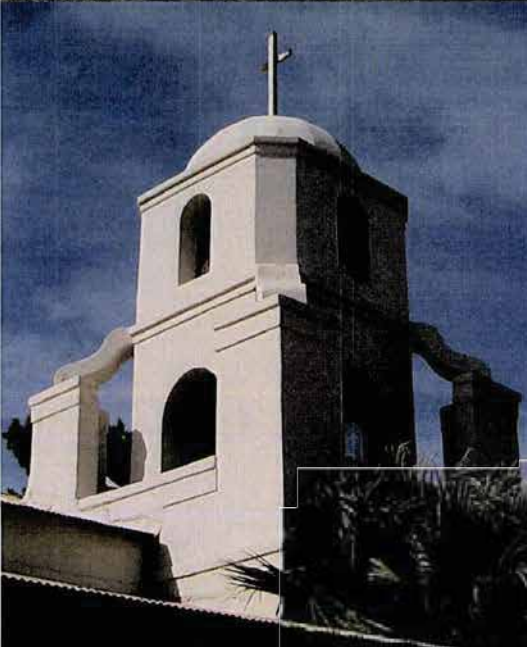


*Old Town

SCOTTSDALE

CHARACTER AREA PLAN

CITY OF
SCOTTSDALE
UPDATED 2018



ATTACHMENT 3

Acknowledgements

CITY COUNCIL

Mayor W. J. “Jim” Lane

Suzanne Klapp

Virginia Korte

Kathleen Littlefield

Linda Milhaven

Guy Phillips

David Smith

PLANNING COMMISSION

Chair Paul Alessio

Kevin Bollinger

Ali Fakih

Larry Kush

Christian Serena

Prescott Smith

Kelsey Young

PROJECT STAFF

Jim Thompson, *City Manager*

Brent Stockwell, *Assistant City Manager*

Randy Grant, *Planning + Development Director*

Paul Basha, *Transportation Director*

Danielle Casey, *Economic Development Director*

Karen Churchard, *Tourism + Events Director*

Bruce Washburn, *City Attorney*

Joe Padilla, *Deputy City Attorney*

Erin Perreault, *Long Range Planning Manager*

Taylor Reynolds, *Project Coordination Liaison, Project Manager*

Bob Wood, *Project Coordination Liaison*

Adam Yaron, *Project Coordination Liaison*

Brandon McMahon, *Associate Planner*

CONSULTANT SERVICES

HollyStreet Studios

Floor + Associates

CSL

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Appreciation is expressed to the many citizens, community members, and staff, too numerous to list individually, who contributed so generously to this project.

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EXECUTIVE SUMMARY

Background

Originally adopted by the City Council in 1984, and updated in 2009, the Old Town Scottsdale Character Area Plan (formerly Downtown Plan) has served as the comprehensive policy document that guides growth and development decisions for Scottsdale's downtown. Since its adoption, the plan has been successful at shaping the growth, both financially and physically, of Old Town Scottsdale over the past three decades. During that time, the majority of the goals, policies and implementation programs established by the community have also been successfully accomplished.

"One of the reasons that Scottsdale is such a special place is our citizens — caring, involved people who take an active part in the development of our city."

– Mayor Herbert R. Drinkwater,
1985

In addition to the community achievements under the plan, public policy, market conditions, building technologies, and community composition have and continue to change. Further, with any long range plan, periodic evaluation and assessment is important in order to ensure that the downtown's vision, goals and continued success are realized over the next twenty years.

Community Involvement

2009 Downtown Plan Update

To ensure that an updated Downtown Plan would reflect the community's vision and goals for Downtown Scottsdale, an extensive public outreach process was conducted over a period of eighteen months. During this time, more than 1,200 community members participated in the Downtown Plan update process. The public had diverse and extensive opportunities to participate, including a three-day Downtown Town Hall, large group workshops, small focus group discussions, one-on-one individual and community group meetings with staff and consultants, business and property owner forums, downtown walking audits, a design charrette, and on-line virtual open house and surveys. The culmination of this extensive public input was an updated, community based, Downtown Plan that City Council adopted in 2009.

2018 Old Town Scottsdale Plan Update

Beginning in 2016, city staff conducted a mid-term evaluation and assessment of the Downtown Plan. Per the plan evaluation, staff determined that since 2009, a majority of the implementation items in the plan had been completed, and a variety of other strategic plans had been adopted by the Council, thus necessitating the need for a targeted update. Although only a limited update to the content, the 2018 Old Town Scottsdale Plan process consisted of broad public outreach including one-on-one individual meetings, community group meetings, open houses, online feedback and public hearing opportunities.

Scottsdale General Plan – Old Town Scottsdale Character Area Plan

The Old Town Scottsdale Plan is an adopted Character Area Plan per the 2001 Scottsdale General Plan. The General Plan establishes Character-based General Planning with three distinct and interrelated levels:

- **LEVEL 1 – CITYWIDE PLANNING:** Incorporates all policies that apply to the city as a whole.
- **LEVEL 2 - CHARACTER AREA PLANNING:** Develops Character Plans that speak specifically to the goals and special attributes of an identifiable and functional area such as its land uses, infrastructure, broadly defined urban architectural design philosophy, and transitions.
- **LEVEL 3 - NEIGHBORHOOD PLANNING:** Neighborhood Plans identify and implement efforts to improve specific neighborhoods within the city.

As an adopted Character Area Plan, the Old Town Scottsdale Plan incorporates community goals and policies consistent with (but not duplicative of) both the State mandated General Plan elements and the additional Scottsdale General Plan elements, as well as goals and policies that speak specifically to the special attributes of Old Town Scottsdale and how it functions. Furthermore, Old Town Scottsdale is also designated as a General Plan Growth Area - specific locations within the community that are most appropriate for development focus, and to best accommodate future growth, new development, and redevelopment.

Plan Purpose

The Old Town Scottsdale Plan establishes the vision for Old Town Scottsdale and will continue to provide the basis for downtown decision making over the next twenty years. The plan contains explanatory goals, policies and illustrative graphics to articulate and act as a bridge between the vision for Old Town Scottsdale and the implementation programs necessary to achieve the vision.

The plan serves several functions including to:

- Guide policy decisions related to private and public projects in Old Town Scottsdale;
- Maintain Old Town Scottsdale as the commercial, cultural, civic and symbolic center of the community comprised of districts that operate together as a highly functional mixed-use center;
- Establish the structure within which the private sector can provide a strong leadership role in the future success of Old Town Scottsdale; and
- Establish the framework for private and public implementation programs.

"Downtown represents all of Scottsdale. Downtown is our Town Center."
- Focus Group Participant, 2007

Old Town Scottsdale Plan Chapters

The components of the Old Town Scottsdale Plan have been integrated into a vision page and five primary chapters. The content of the chapters and how they implement the community's vision for Old Town Scottsdale is described below:

V – VISION FOR OLD TOWN SCOTTSDALE – describes the community's primary vision regarding Old Town Scottsdale and establishes the values that guide and support the vision.

CHAPTER 1 – LAND USE – presents the overall concept of Old Town Scottsdale as the commercial, cultural, civic, and symbolic center of the community comprised of a collection of interconnected, mixed-use districts. A mix of land uses and the provision of a variety of open space and public realm areas are encouraged. The need for private sector provision of public amenities and benefits in relation to the consideration of development flexibility and bonuses is also identified in this chapter.

CHAPTER 2 – CHARACTER & DESIGN – describes contextually sensitive planning, architecture and urban design goals that will help strengthen Old Town's southwestern pedestrian character and establish Old Town Scottsdale as a place where "everything you want is within walking distance." This chapter includes the public spaces and connectivity master plan, which is a collection of primary open space and event areas connected by a series of improved pedestrian connections.

CHAPTER 3 – MOBILITY – presents mobility for Old Town Scottsdale as twofold: to provide fluid connectivity in and out of Old Town; as well as within and between Old Town's districts. The primary focus of the mobility chapter is on pedestrian circulation and comfort, including the identification of a pedestrian space hierarchy – to help achieve a superior pedestrian environment for Old Town Scottsdale, in conjunction with the public spaces and connectivity master plan.

CHAPTER 4 – ARTS & CULTURE – recognizes the important niche arts and culture bring to Old Town Scottsdale, and defines the direction for existing and future arts and culture amenities and programs that will help to continue the creative place-making in Old Town Scottsdale and sustain it as a museum without walls and interactive arts and culture hub.

CHAPTER 5 – ECONOMIC VITALITY – underscores Old Town's economic role as a destination for arts, culture, retailing, entertainment, tourism, events, and major employment; and provides for economic vitality that is supported by public-private partnerships.

Old Town Scottsdale's Future

The future of Old Town Scottsdale can be even brighter than its past. The level of commitment that the community exhibits is critical in promoting goals and policies which will benefit Old Town over the long term. The community cannot afford to be complacent, by relying on the past successes to ensure a bright future. Merchants, property owners, and civic leaders need to make strong and innovative decisions within the context of the Old Town Scottsdale Plan to insure a continually vital and sustainable downtown, "where the new west meets the old west", for generations to come; and to achieve the community's vision of a "dynamic city center which recognizes its western heritage while boldly looking to its metropolitan future."

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.

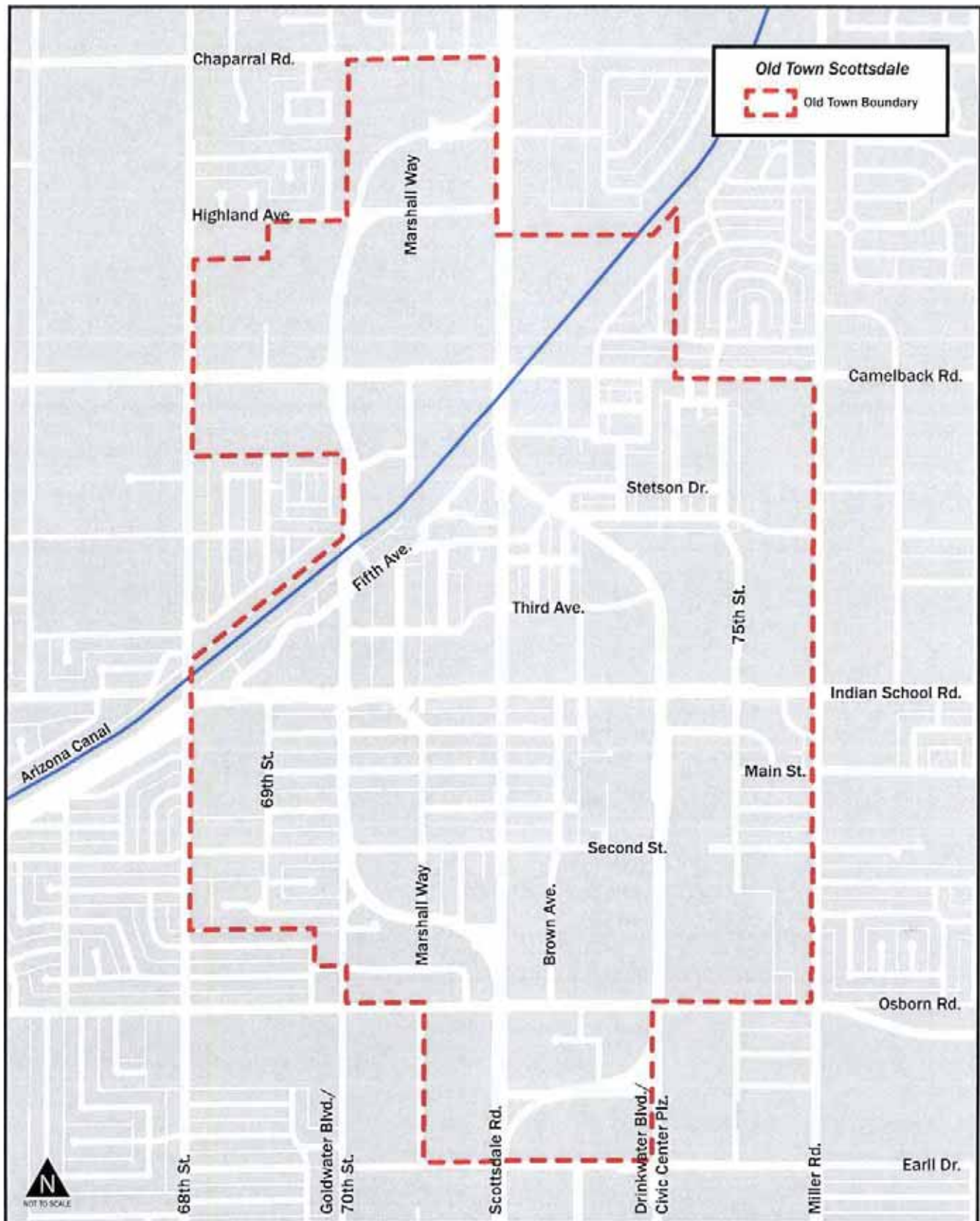
Values:

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!"

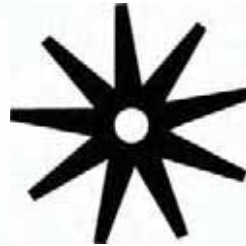
- Placemaking Workshop Participant, 2007



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Map 1 - Old Town Character Area Boundary

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

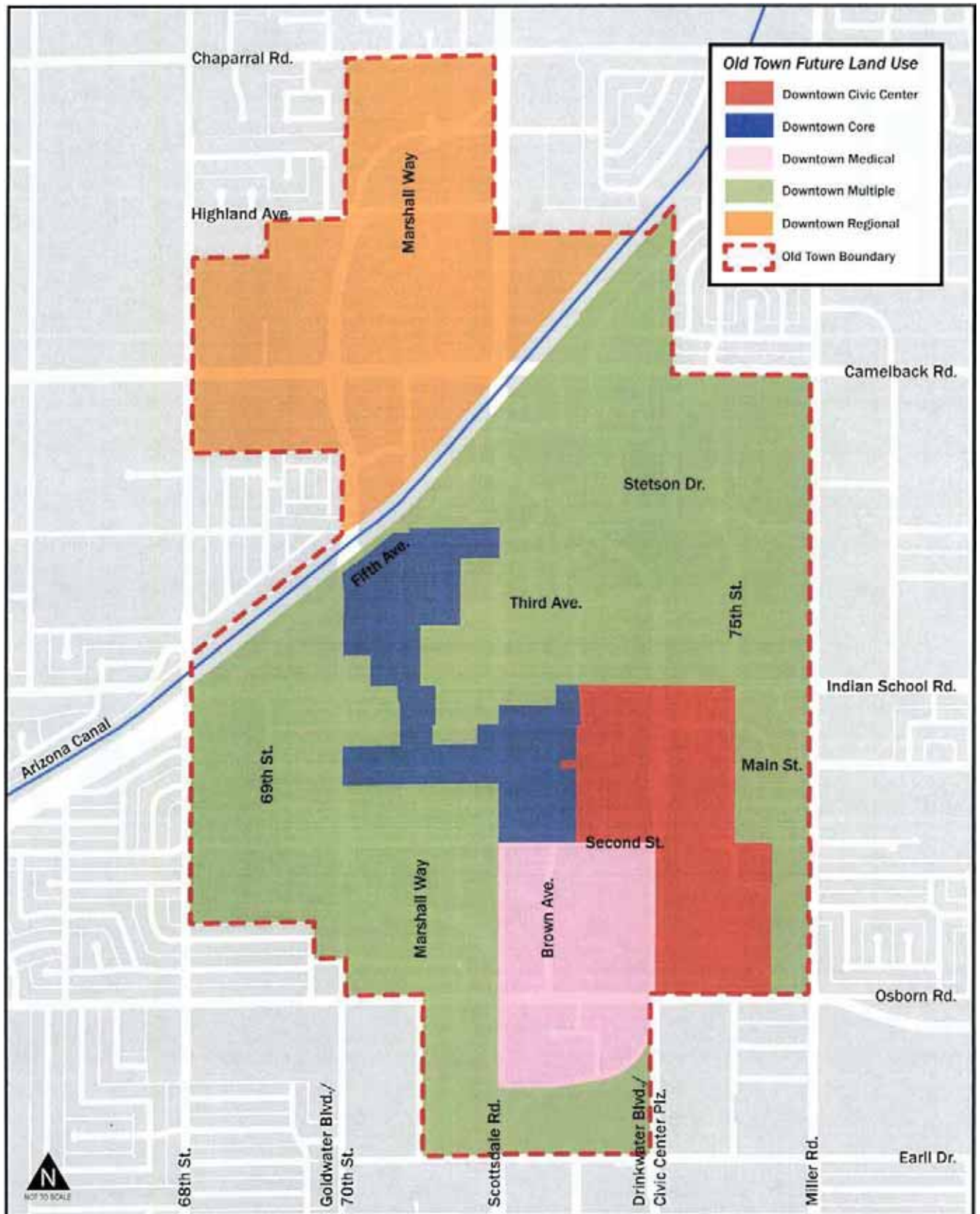
- **Policy LU 2.5**

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.

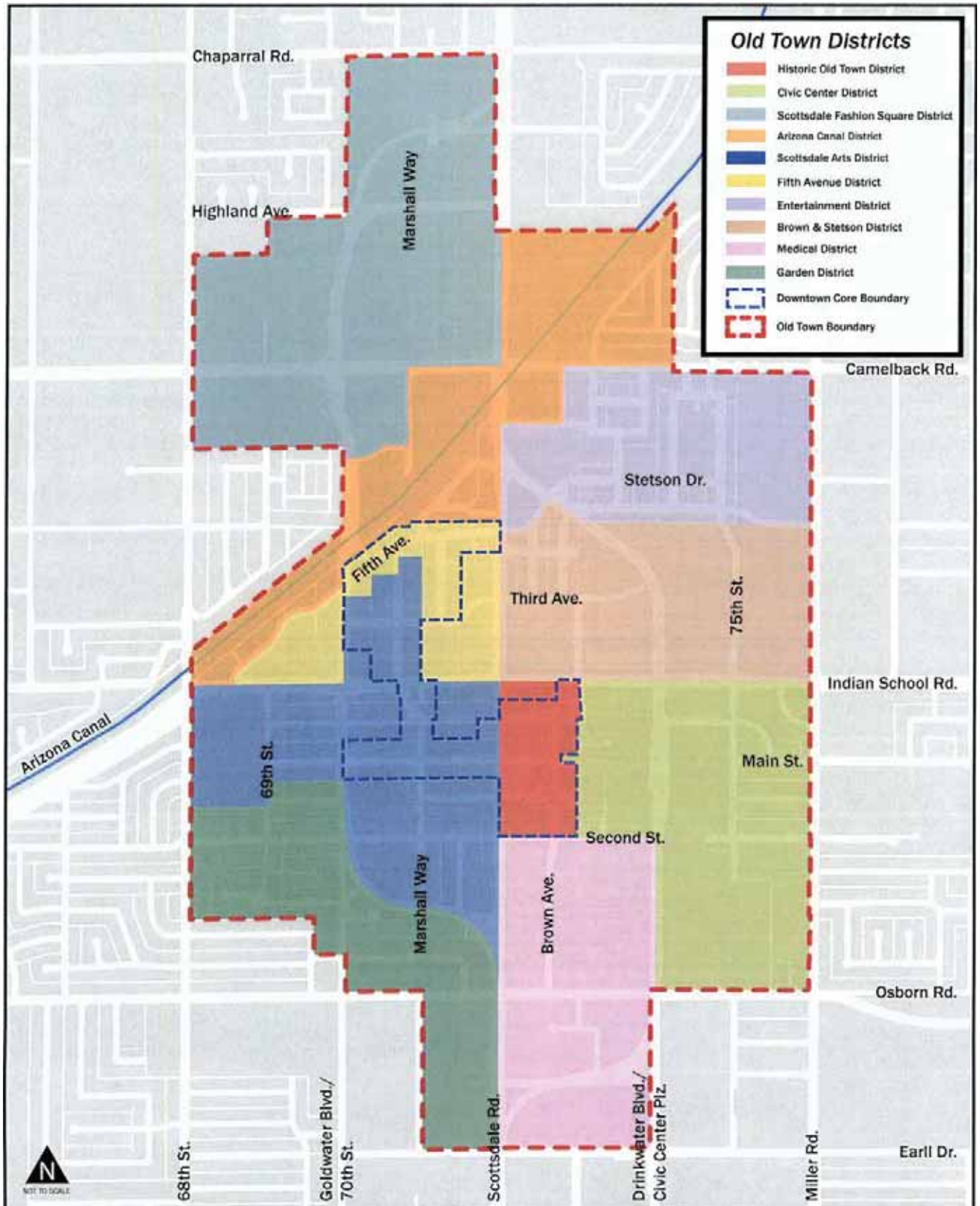


Medical District - Various medical offices and the HonorHealth Osborn Medical Campus comprise the majority of this district.



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.

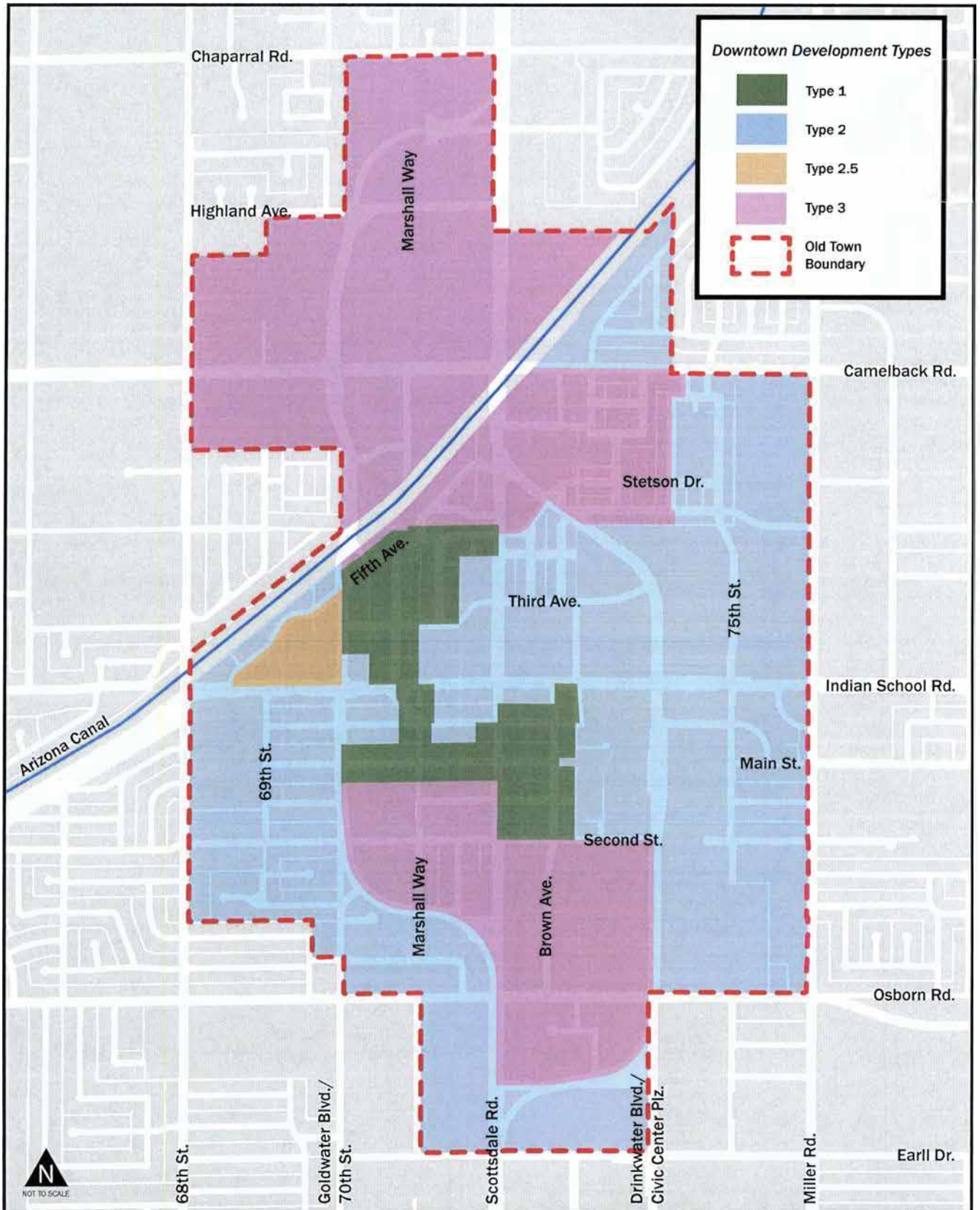


Type 3 development is the highest scale of development permitted and often includes public open and event spaces at the pedestrian level.

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.

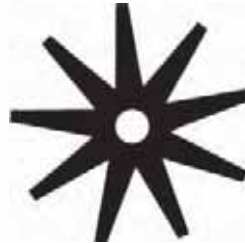
- **Policy LU 6.3**

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).

2 • CHARACTER & DESIGN



Introduction

The focus of Old Town Scottsdale's character is urban design, which includes the connections between people and places, movement and urban form, nature and the built surroundings. As the design of the public realm, its focus is the quality and usefulness of the public spaces that are enclosed and defined by the built environment.

Physical elements of urban design include buildings, public spaces, transportation systems, art, and landscape improvements. Urban design brings these elements together with vision and purpose, so that there is an identifiable character to a group of buildings, to a district, and even to a city. Establishing identifiable districts through context-sensitive architecture, aesthetically pleasing vistas, landmarks and focal points, safe and attractive streets and public places, should result in Old Town character and design that is functional, sustainable, and distinctive. Regional climate is another element influencing urban design. This can be seen in the pedestrian-scale elements, and landscape features that contribute to the design of individual buildings, public places, and urban form.

"Downtown must continue to function and thrive while maintaining its character and quality."

- Downtown Scottsdale Town Hall Report, 2006

Scottsdale has well established community expectations for superior, sustainable design and quality in its built environment. For decades, the site planning and aesthetic design evaluation through the development review process has instrumentally shaped the community that exists today. The Old Town Plan and its associated Urban Design and Architectural Guidelines provide the framework that guides how individual developments visually and physically work together to form the cohesive fabric of Old Town Scottsdale's identity.

Goals & Policies

GOAL CD 1

STRENGTHEN AND ENHANCE OLD TOWN DISTRICT CHARACTER WITH CONTEXTUALLY COMPATIBLE DEVELOPMENT.

- **Policy CD 1.1**
Incorporate the distinctive qualities and character of the surrounding, and/or evolving district context into building and site design.
- **Policy CD 1.2**
Encourage public and private development to establish new urban design and architectural character in areas where downtown development patterns are fragmented or are in transition.
- **Policy CD 1.3**
Preserve and protect the heritage and western character of the Historic Old Town District. All new development and redevelopment that occurs in this district should reflect the building mass, scale, and the Frontier Town, Western design theme.
- **Policy CD 1.4**
Protect prominent historic resources and promote innovative new development that respectfully coexists with the character and context of these historic assets.
- **Policy CD 1.5**
Maintain the pedestrian oriented small town character and human scale in the Downtown Core. Incorporate similar elements of pedestrian character and scale at the street level in all downtown districts.



Historic Valley Ho, Circa 1956



Hotel Valley Ho, Circa 2013

As one of Scottsdale's early resort hotels, the revitalization and expansion of the historic Valley Ho is a good example of a public/private partnership, innovative zoning practices and a demonstration of the community value to protect its historic resources and unique character.

GOAL CD 2

DEVELOPMENT SHOULD SENSITIVELY TRANSITION IN SCALE, HEIGHT, AND INTENSITY AT THE OLD TOWN BOUNDARY AND BETWEEN DIFFERENT DEVELOPMENT TYPES.

- **Policy CD 2.1**

The scale of existing development adjacent to the Old Town boundary should be acknowledged and respected through a sensitive edge transition buffer. This buffer, established on a location specific basis, may include transitional development types, landscape buffers, and/or sensitive architectural design solutions to mitigate the larger building mass and height of downtown development.

- **Policy CD 2.2**

Sensitive transition buffers between Downtown Development Types should be implemented through architectural design that steps down larger building mass and height, to lower scale development.



The modern office building (background) sits respectfully next to Cavalliere's Blacksmith Shop (foreground) in Historic Old Town. These buildings illustrate that contemporary and traditional historic building styles can coexist; and that effective sensitive transitions can be achieved through setbacks, stepbacks, building massing, compatible materials, and other design elements.

GOAL CD 3

OLD TOWN DEVELOPMENT SHOULD RESPECT AND RESPOND TO THE UNIQUE CLIMATE AND CONTEXT OF THE SOUTHWESTERN SONORAN DESERT.

- **Policy CD 3.1**

Promote downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.

- **Policy CD 3.2**

Enhance outdoor pedestrian comfort through the creation of microclimates that incorporate a variety of shade, trees, and other drought tolerant landscape features to create passively cooler temperatures.

- **Policy CD 3.3**

Pursue building and development strategies that reduce the heat island effect within downtown.

- **Policy CD 3.4**

Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

- **Policy CD 3.5**

Encourage the use of renewable energy powered technologies that provide outdoor cooling within downtown.



Microclimates result in more usable outdoor space.

GOAL CD 4

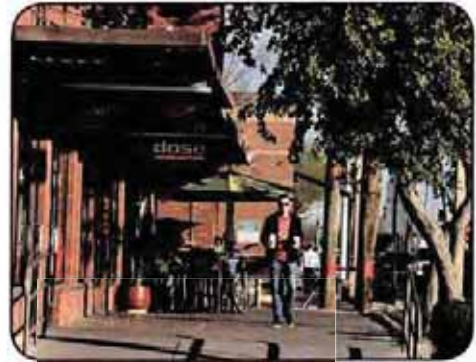
CREATE A DYNAMIC AND CONNECTED WALKABLE DOWNTOWN THROUGH URBAN AND ARCHITECTURAL DESIGN.

- **Policy CD 4.1**
Encourage urban and architectural design that is human scale and provides pedestrian comfort.
- **Policy CD 4.2**
Retain and expand the tradition of covered walkways in Historic Old Town. Encourage the use of covered walkways, cantilevered awnings, and **tree canopies** in all other districts.
- **Policy CD 4.3**
Improve the pedestrian experience on arterial roadways with features such as increased and consistent sidewalk width, shade, **trees**, on-street parking, landscape buffers, landscape medians, and pedestrian refuge islands.
- **Policy CD 4.4**
Enhance the downtown pedestrian experience through the provision of pedestrian oriented banners, wayfinding, signage, and other related infrastructure.

GOAL CD 5

ESTABLISH AN INVITING AND INTERCONNECTED DOWNTOWN PUBLIC REALM AND OPEN SPACE NETWORK THAT IS USEFUL, SAFE, INTERESTING, **WALKABLE**, AND COMFORTABLE TO ALL.

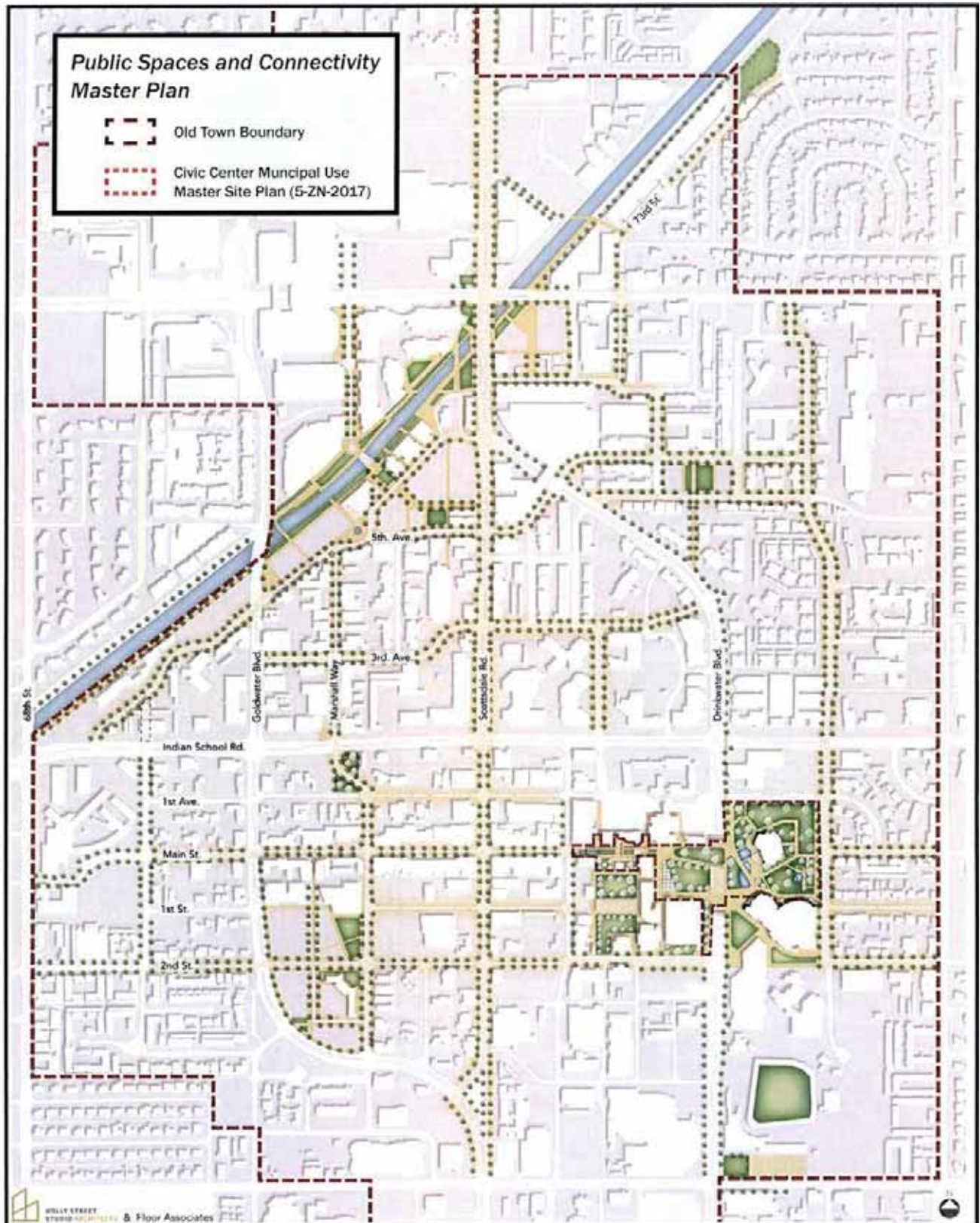
- **Policy CD 5.1**
Provide high-quality, multi-functional open space areas within Old Town that include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.



Increase pedestrian comfort through the use of covered walkways, shade features, and **tree canopy** improvements.



Civic Center is a primary public open space and special event destination in Old Town Scottsdale.



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Map 5 - Old Town Public Spaces and Connectivity Master Plan

- **Policy CD 5.2**

Private and public development should contribute to the creation of new, and/or the expansion of existing, public realm and open space areas throughout Old Town.

- **Policy CD 5.3**

Provide a variety of public realm and open space areas that accommodate multiple activities and special events for downtown residents, visitors and workers of all ages.

- **Policy CD 5.4**

Promote the Civic Center, Arizona Canal, Scottsdale Stadium, and Museum of the West areas as primary downtown public open spaces for community residents and visitors. These primary public spaces should be actively programmed with a variety of social, cultural, artistic, entertainment and sports activities, and special events.

- **Policy CD 5.5**

Improve, expand, or create new public realm and open space areas that can be enhanced by art and interactive opportunities, such as pocket art parks and temporary art trails.



As the residential population of downtown increases, so too will the need for an interconnected public realm and open space network.



The Arizona Canal is another primary public open space and special event destination in Old Town.

GOAL CD 6

CREATE SAFE, COMFORTABLE, AND INTERESTING STREET SPACES.

- **Policy CD 6.1**

Create a unified public realm experience through the design of downtown streets, building setback areas, and building frontages.

- **Policy CD 6.2**

Connect downtown street spaces with other pedestrian spaces and linkages.

- **Policy CD 6.3**

Streetscapes should provide continuity for the pedestrian across different developments along the same street. This continuity can be established through the provision of **consistent** landscape improvements, **street tree themes**, shade elements, decorative paving, street furniture, public art, and other integrated infrastructure elements.



Interconnect downtown public spaces with safe, comfortable and interesting street spaces.

- **Policy CD 6.4**

Use development standards, related exceptions, and urban design guidelines regarding building location and setback to enhance the context, rhythm, and features of streetspaces.

- **Policy CD 6.5**

Develop walkable blocks by providing new streets, pedestrian paths, courtyards, pocket parks, and plazas that connect with other streets and public or common open spaces.

"Downtown is a patchwork quilt that needs to be connected."
– Focus Group Participant, 2007

- **Policy CD 6.6**

Create, or maintain, a defined building location to establish the public realm with a clear visual identity, and activate storefront areas to increase pedestrian comfort.

GOAL CD 7

INCORPORATE A REGIONAL LANDSCAPE PALETTE THAT COMPLEMENTS THE URBAN AND PEDESTRIAN CHARACTER OF OLD TOWN.

- **Policy CD 7.1**

Old Town open space and landscape elements should project a desert oasis character, providing an abundance of shade, color, varied textures and forms.

- **Policy CD 7.2**

Landscape materials should complement the built environment, land uses, and other downtown activities. Careful selection of downtown plant materials should take into account attributes such as scale, density, placement, arrangement, and maintenance requirements.

GOAL CD 8

INTEGRALLY DESIGN LIGHTING INTO THE BUILT ENVIRONMENT.

- **Policy CD 8.1**

Achieve a balance between ambient light levels and designated lighting needs to ensure safe lighting levels while reducing light pollution and glare.

- **Policy CD 8.2**

Encourage lighting that is energy efficient and designed to serve both pedestrian and vehicular safety in public and private spaces.

- **Policy CD 8.3**

Use lighting to provide a safe and inviting nighttime environment for residents, businesses, visitors, and nighttime special events and activities.



Streetlighting located near Scottsdale's Museum of the West provides a safe and inviting nighttime environment.

GOAL CD 9

IMPLEMENT HIGH QUALITY URBAN AND ARCHITECTURAL DESIGN IN OLD TOWN.

- **Policy CD 9.1**
Design downtown civic buildings and public spaces to demonstrate the city's commitment to, and leadership in, design excellence.
- **Policy CD 9.2**
Incorporate the *Scottsdale Sensitive Design Principles* and the *Old Town Urban Design and Architectural Guidelines* in all development.
- **Policy CD 9.3**
Achieve high quality urban and architectural design through the development review process.
- **Policy CD 9.4**
Integrate art into downtown urban design and architecture.



High quality design through adaptive reuse as seen in the Clayton House, a special events venue.

"Pay attention to craftsmanship and quality to create authenticity."
- Focus Group Participant, 2007

GOAL CD 10

INCORPORATE SUSTAINABLE BUILDING PRACTICES IN OLD TOWN DEVELOPMENT.

- **Policy CD 10.1**
The city should lead by example and incorporate sustainable conservation measures into the design of new and existing downtown public facilities.
- **Policy CD 10.2**
Incorporate sustainable planning, design and building techniques into downtown development and use durable indigenous materials that will endure over time, to minimize environmental and maintenance impacts.
- **Policy CD 10.3**
Encourage green building and biophilic design strategies such as building orientation, passive solar and cooling techniques, natural daylighting, and the integration of regional plant materials as part of downtown development.



Scottsdale fire station incorporates green building design strategies into its architecture and is LEED certified.

- **Policy CD 10.4**
Promote the use of energy efficient systems, construction methods, and renewable energy sources in downtown development. Encourage strategies that provide multiple benefits, such as solar parking canopies.
- **Policy CD 10.5**
Extend the life cycle of existing downtown building stock through adaptive reuse.
- **Policy CD 10.6**
Use existing urban resources, such as infrastructure systems, underutilized sites, buildings, and transportation networks to minimize the use of new resources.
- **Policy CD 10.7**
Promote methods of water conservation, such as stormwater capture, rainwater harvesting, water reuse and passive landscape irrigation.
- **Policy CD 10.8**
Develop and maintain sustainable solid waste collection, recycling, and disposal delivery systems downtown. Encourage the use of shared waste containers and compactors among businesses to reduce the number of containers in downtown and their negative aesthetic, olfactive and circulation impacts.
- **Policy CD 10.9**
Encourage downtown recycling and other waste reduction and diversion programs in civic spaces, at special events, and in commercial and multifamily residential developments.

GOAL CD 11

INFRASTRUCTURE DESIGN SHOULD POSITIVELY CONTRIBUTE TO OLD TOWN IDENTITY.

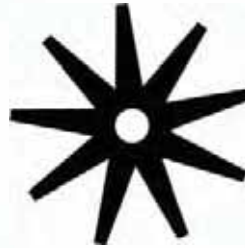
- **Policy CD 11.1**
Design infrastructure improvements to unify the overall identity of Old Town, while still contributing to the specific district identity in which they are located.
- **Policy CD 11.2**
Develop infrastructure improvements that positively impact the aesthetic and mobility aspects of the pedestrian environment.
- **Policy CD 11.3**
Underground overhead utilities, when physically and economically feasible, to reduce the negative visual impacts in the downtown.
- **Policy CD 11.4**
Minimize the aesthetic and circulation impacts of power and communication system equipment located in rights-of-way.



The Marshall Way Bridge underpasses provide increased connectivity along the canal in Old Town.

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3 • MOBILITY



Introduction

Every community is dependent upon, and strongly desires, good mobility as the core to its lifestyle and sustainability. Mobility embodies the goals of connectivity, wayfinding, safety, viability, access, and environmental design. In a downtown, achieving mobility goals requires attention to three related functions: travel, circulation, and access. The best, most successful, downtowns are those where a rich mix of land uses are directly and conveniently connected to each other; multiple modes of travel, circulation and access are accommodated; and there is a concentrated focus on providing a superior pedestrian and bicycling environment. In Old Town Scottsdale, walking is such an essential part of what is meant by “downtown” that the quality of the pedestrian and bicycling environment – safety, comfort, interest, continuity – is a necessity.

Like most downtowns, Old Town Scottsdale is a destination for people. The successful evolution of the current circulation system into a network of “complete streets” should fulfill travel, circulation, and access functions, and help to achieve enhanced connectivity with a primary focus on the pedestrian. The mobility chapter of the Old Town Plan contains goals and policies that guide public and private sector implementation strategies to improve mobility and circulation to, from, and within Old Town Scottsdale.

“Downtown Scottsdale is one of the few ‘walkable’ communities in the Valley.”

- Focus Group Participant, 2007

Goals & Policies

GOAL M 1

DEVELOP COMPLETE STREETS THROUGH PUBLIC AND PRIVATE INFRASTRUCTURE INVESTMENTS AND IMPROVEMENTS.

- **Policy M 1.1**

Maintain a well-connected downtown circulation grid, comprised of complete streets that are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. A complete street responds to its community context, and may include sidewalks, bicycle lanes and parking, bus lanes, comfortable and accessible public transit stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, and narrower travel lanes to enhance connectivity for all. A complete street is also consistent with federal laws and guidelines including those pertaining to accessibility.

- **Policy M 1.2**

Provide pedestrian and bicycle facilities within large projects and connect them to adjacent development and the greater downtown circulation system.

- **Policy M 1.3**

Provide continuity in downtown wayfinding, through the addition of landmarks, public art, distinct streetscape improvements, maps, directions, symbols, signage and information systems for both pedestrians and motorists.

- **Policy M 1.4**

Accommodate the movement of freight goods and services, truck delivery access and operations, solid waste collection, and emergency response vehicles on private development sites, and out of the public right-of-way, where possible.

- **Policy M 1.5**

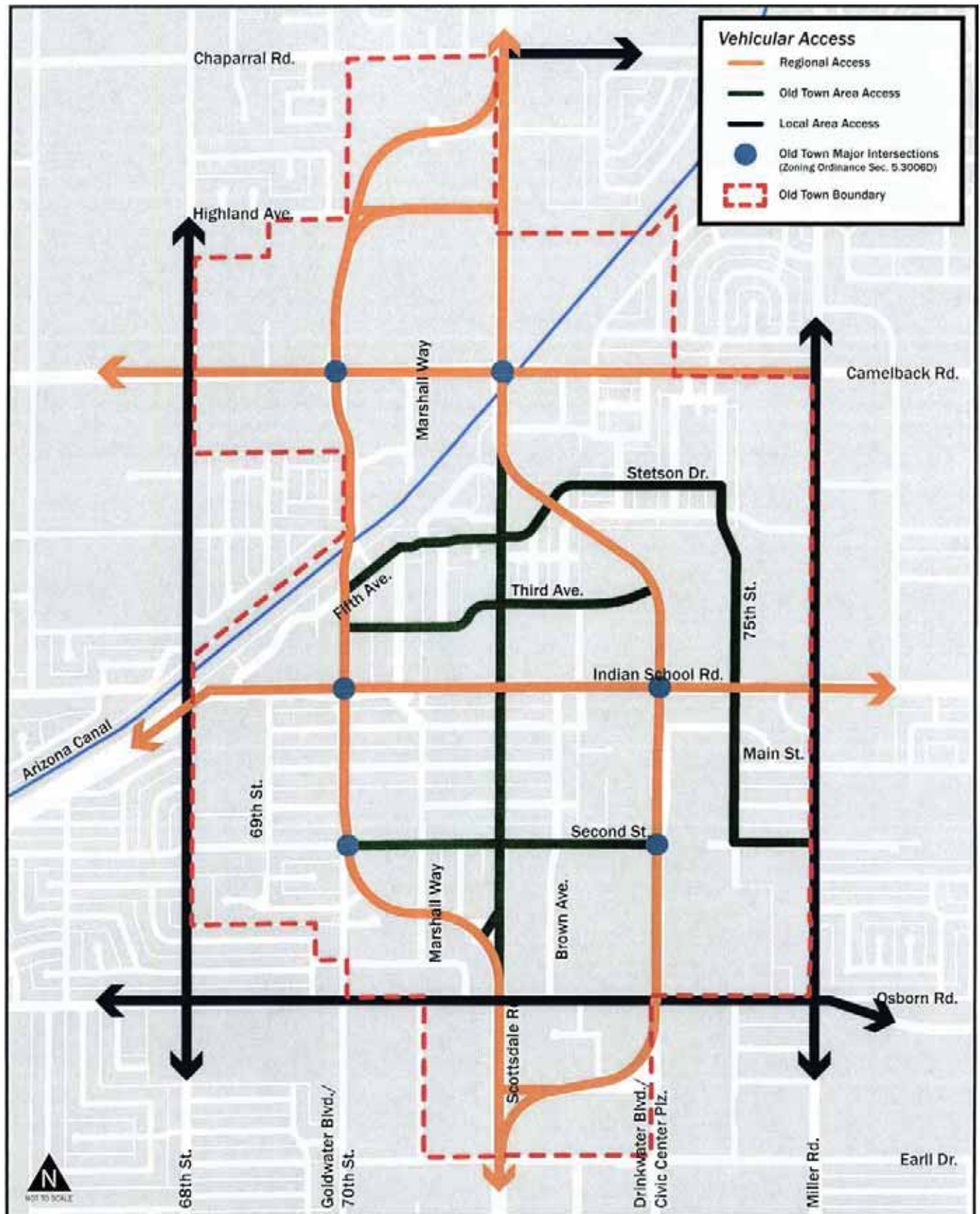
Encourage use of mobility options downtown, such as: transit, biking, walking, mobility share, transportation carts, pedicabs and horse-drawn carriages, particularly during special events.



Transit connections in Old Town and Southern Scottsdale are enabled by the trolley system.



Complete streets allow for use by pedestrians, bicyclists and vehicular traffic.



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Map 6 - Vehicular Access

- **Policy M 1.6**

Revitalize the downtown portion of Scottsdale Road into a paseo/ boulevard that facilitates circulation and access for all modes of travel, with a special emphasis on meeting pedestrian needs.

- **Policy M 1.7**

Maintain Goldwater and Drinkwater Boulevards as the primary routes to accommodate pass-through traffic around downtown.

*"Downtown should
always be pedestrian
friendly."
- Deciding the
Future Workshop
Participant, 2008*

GOAL M 2

CREATE COMPLETE, COMFORTABLE, AND ATTRACTIVE PEDESTRIAN CIRCULATION SYSTEMS.

- **Policy M 2.1**

Design the public realm to include wide sidewalks that accommodate meeting and passing other pedestrians, queuing, pedestrian waiting areas, street furniture, pocket parks, patio areas and other desired levels of activity.

- **Policy M 2.2**

Encourage pedestrian oriented design that includes pedestrian comfort amenities such as trees, shade, seating, shelter, wayfinding and lighting, to encourage strolling, lingering, and promenading, especially in areas where there is a high concentration of pedestrian activity.

- **Policy M 2.3**

Manage existing, and design future downtown transportation and related systems, with a focus on pedestrian mobility, accessibility and safety.

- **Policy M 2.4**

Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between downtown districts.

- **Policy M 2.5**

Provide enhanced pedestrian access and connections between adjacent developments.



Open space designed to encourage pedestrian activity.

GOAL M 3

CREATE A HIERARCHY OF PEDESTRIAN SPACES WITHIN OLD TOWN.

- **Policy M 3.1**

Develop specific downtown connections, nodes and spaces as *Pedestrian Places*, particularly where there is a high concentration of pedestrian activity, or where a high level of pedestrian activity is desired.

- **Policy M 3.2**

Create a *Pedestrian Supportive* environment throughout the remainder of downtown.

- **Policy M 3.3**

Roadway corridors with higher traffic volumes and faster speeds, combined with larger land use setbacks, may remain *Pedestrian Compatible* and should include *Pedestrian Supportive* crossing treatments.

- **Policy M 3.4**

Eliminate existing, and discourage new, *Pedestrian Challenging* environments within downtown.

GOAL M 4

MAINTAIN A CONVENIENT AND ADEQUATE PARKING SUPPLY OLD TOWN.

- **Policy M 4.1**

Develop a “*park once environment*” downtown, where users can access multiple destinations without the need to move their private vehicle.

- **Policy M 4.2**

Create new or adjust existing parking requirements to ensure continued downtown revitalization and investment, as technologies and private vehicle user preferences evolve.

- **Policy M 4.3**

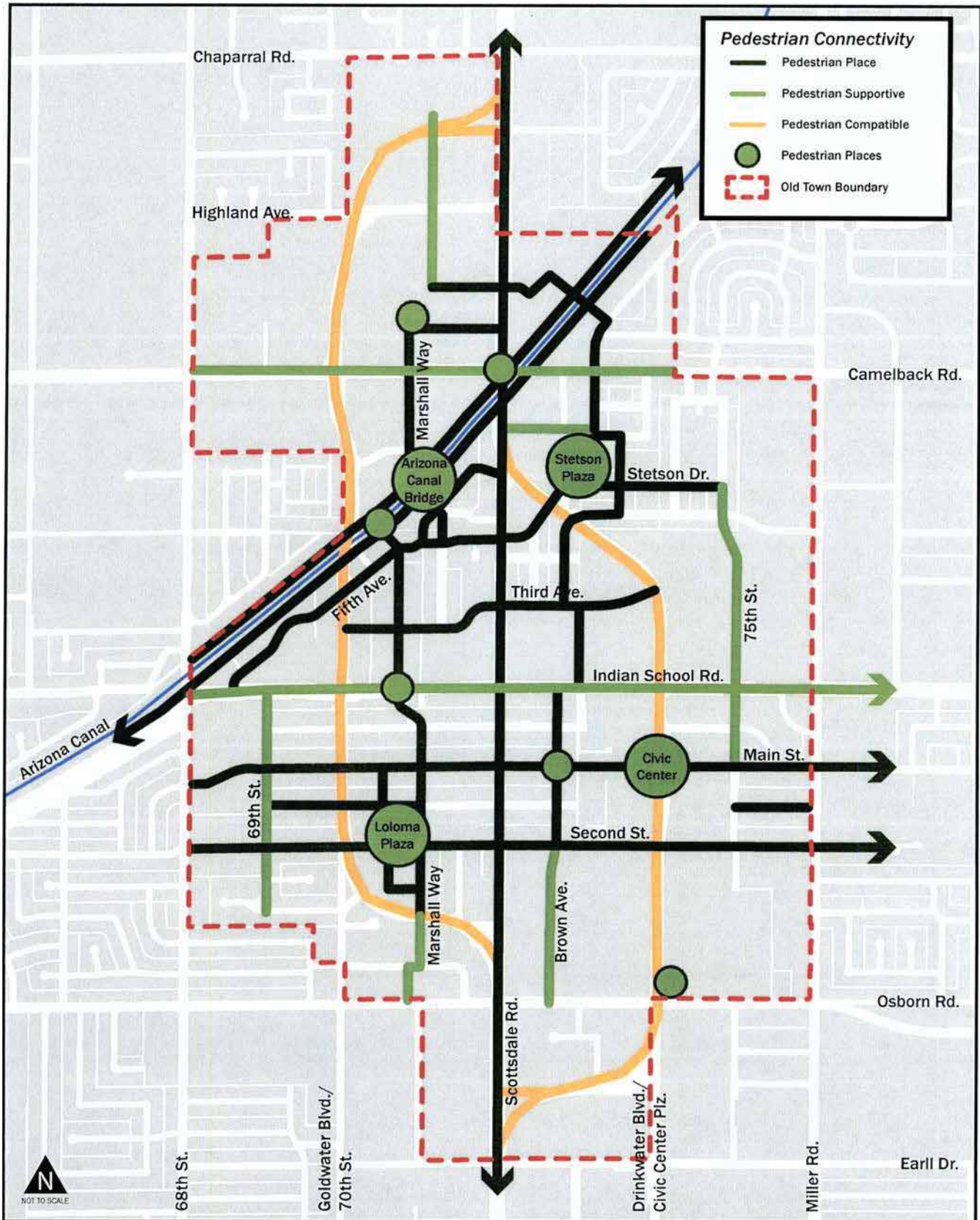
Maximize use of the existing parking supply through a comprehensive, multi-tiered parking management program.

- **Policy M 4.4**

Create new public parking supply through public-private partnerships to maintain free public parking downtown.

- **Policy M 4.5**

Seek opportunities to provide shaded parking through the provision of landscaping, shade structures, tree and solar canopies.



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Map 7 - Pedestrian Connectivity

Pedestrian Space Hierarchy

Pedestrian Place – Adjacent land use includes: at least three complementary uses within immediate walking distance; buildings face and embrace the pedestrian realm; and wide awnings, walkways, trees and arcades provide ample shade. Roadway corridor includes: low traffic volumes at slow speeds; crossing opportunities are frequent; on-street parking is encouraged. Pedestrian realm includes: extent of pedestrian place is one-quarter mile walk in length; walkways are separated from vehicular traffic; sidewalks are wide enough to accommodate the highest levels of use and space for outdoor dining and amenities.



Pedestrian Place – The Marshall Way Bridge and Southbridge area have wide sidewalks, outdoor dining, traffic moving at low speeds, and frequent crossing opportunities.

Pedestrian Supportive – Adjacent land use includes: mixed-use, typically first floor commercial; buildings face and embrace the pedestrian realm; trees, awnings or arcades are used to provide shade; no foundation landscape areas to separate building from walkway. Roadway corridor includes: moderate traffic volumes at slower speeds; intersection design and signal timing give priority to pedestrians; on-street parking is encouraged. Pedestrian realm includes: sidewalks are separated from vehicular traffic; sidewalks are wide enough to accommodate heavy levels of use.

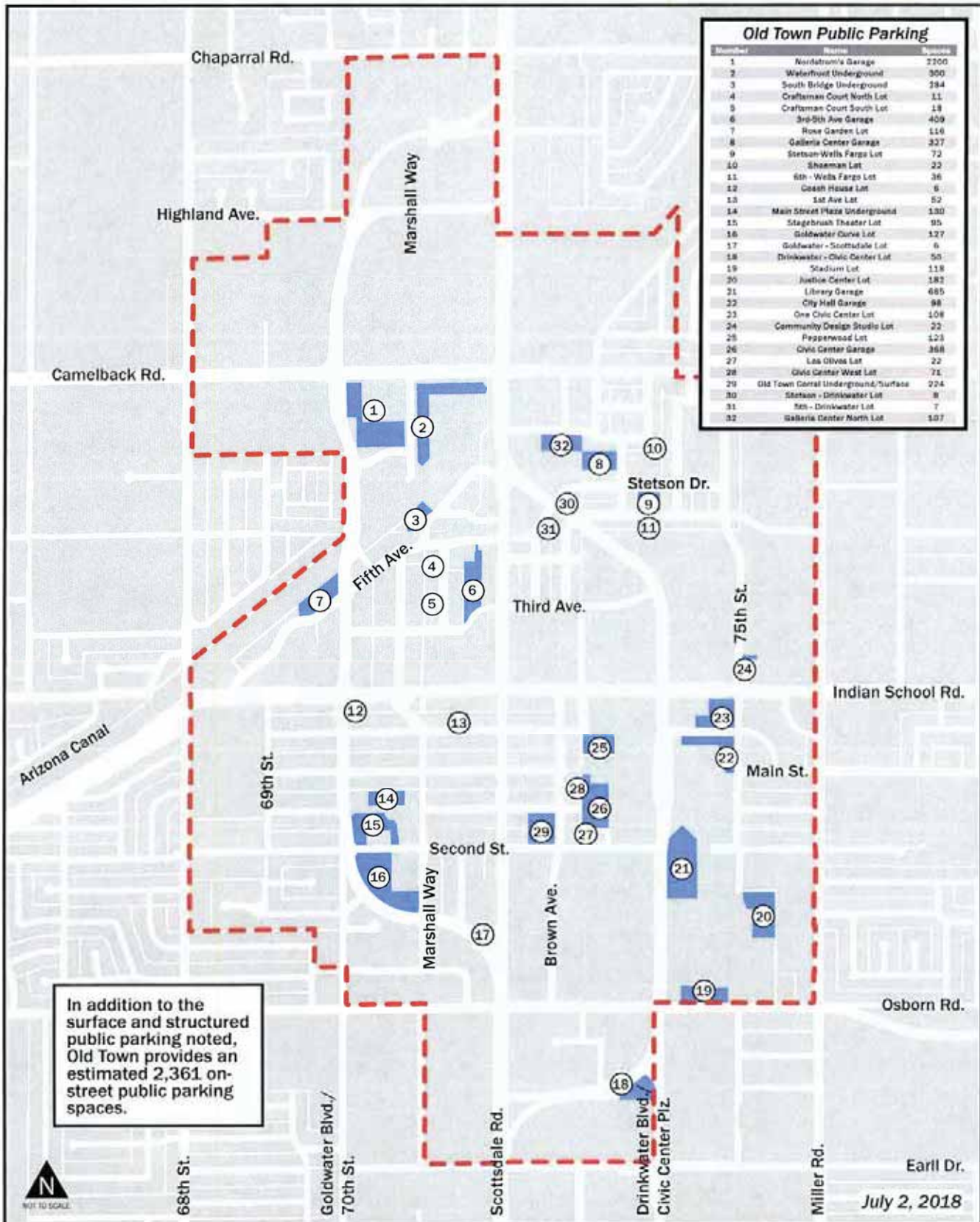


Pedestrian Supportive – On Indian School Road the pedestrian realm includes wide sidewalks separated from traffic and shade trees. Bicycles are accommodated in an on-street bike lane.

Pedestrian Compatible – Adjacent land use is often single use and buildings are separated from the pedestrian realm. Roadway corridor includes: moderate traffic volumes at moderate speeds; infrequent crossing opportunities and intersection design and signal timing give priority to vehicles. The pedestrian realm includes sidewalks that are continuous but often with minimum width and landscaping that is informal and typically does not provide shade.



Pedestrian Compatible – Areas along Scottsdale Road are challenging for pedestrians with sidewalks that are adjacent or close to the roadway and minimal landscaping. Frequent curb cuts impact the pedestrian experience.



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Map 8 - Public Parking

GOAL M 5

ENCOURAGE TRANSIT THAT PROVIDES LOCAL AND REGIONAL CONNECTIONS TO, FROM AND WITHIN OLD TOWN SCOTTSDALE.

- **Policy M 5.1**
Enhance Old Town Scottsdale's local and regional transit availability and accessibility, by emphasizing high frequency and expanded hours of service within the downtown and connections to adjacent areas.
- **Policy M 5.2**
Locate higher density development near major transit routes and venues to facilitate increased use of downtown transit.
- **Policy M 5.3**
Link the Old Town Trolley and other transit to existing and future local and regional transit networks to accommodate the needs of residents, employees and visitors.



Transit stop within Old Town provides regional connectivity.

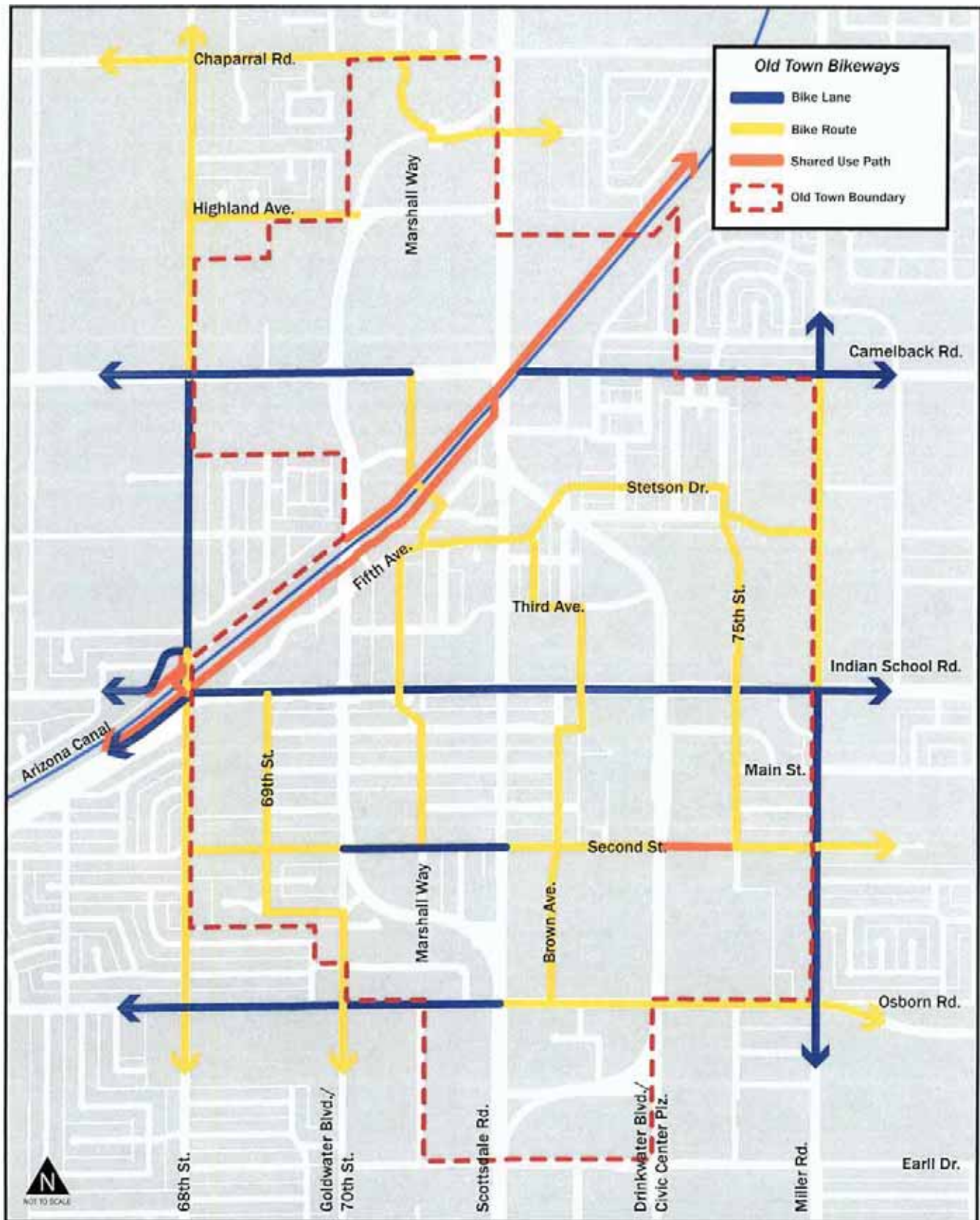
GOAL M 6

DEVELOP A CONTINUOUS, ACCESSIBLE, AND INTERCONNECTED BICYCLE NETWORK.

- **Policy M 6.1**
Promote convenient connections between the on-street bicycling network and off-street paths and trails.
- **Policy M 6.2**
Connect the downtown bicycling network to the regional bicycling system via the Arizona Canal, Crosscut Canal, Sun Circle Trail, and Indian Bend Wash multi-use paths.
- **Policy M 6.3**
Integrate on-street bicycle lanes and routes throughout downtown.
- **Policy M 6.4**
Expand off-street bicycling facilities with connections to existing and planned on-street bicycle facilities.



Providing a variety of transportation modes throughout downtown allows people to circulate, whether by biking, walking or driving.



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Map 9 - Bikeways

GOAL M 7

PROVIDE BICYCLE INFRASTRUCTURE AND FACILITIES TO ENCOURAGE INCREASED DOWNTOWN RESIDENT, EMPLOYEE AND VISITOR BICYCLING.

- **Policy M 7.1**
Incorporate accessible bicycle infrastructure and facilities into public and private development.
- **Policy M 7.2**
Develop a series of tourism bicycle routes that highlight unique visitor attractions.
- **Policy M 7.3**
Integrate accessible bicycle infrastructure into all local and regional transit vehicles that serve downtown.
- **Policy M 7.4**
Promote bike use in downtown to serve the leisure pursuits of the visitor, and the “last mile” needs of resident and employee commuters, through new bicycle technologies.



Bicycle infrastructure encourages bicycle use in Old Town.

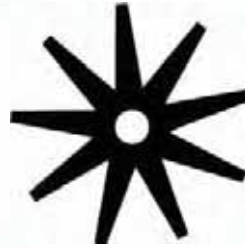
GOAL M 8

PROMOTE BICYCLE EDUCATION, SAFETY, AND ENFORCEMENT.

- **Policy M 8.1**
Work with law enforcement to educate the community and ensure traffic laws and ordinances are followed by drivers, bicyclists, and bike share businesses.
- **Policy M 8.2**
Incorporate safety measures at grade separations, street crossings, and intersections to minimize conflicts with vehicles, pedestrians, and other bicyclists.

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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

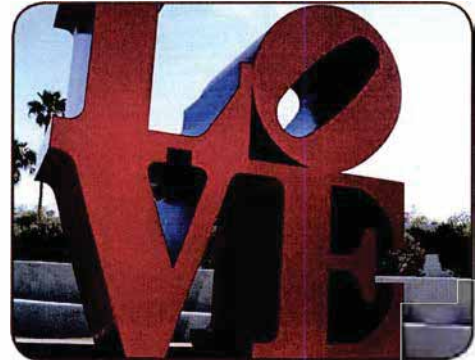
INVEST IN CURRENT AND CREATE NEW OPPORTUNITIES TO ADVANCE OLD TOWN SCOTTSDALE AS AN ARTS AND CULTURAL HUB WITH REGIONAL, NATIONAL, AND INTERNATIONAL SIGNIFICANCE.

- **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.

- **Policy AC 3.8**

Foster public-private partnerships to continue artist-in-residence programs.



Parsons Dance Company
Performing Arts



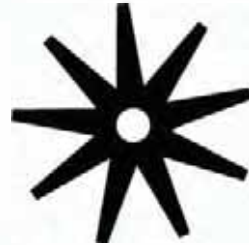
Copper Falls by Bob Adams
Integrated Art



Bonner David Art Gallery
Private Art

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5 • ECONOMIC VITALITY



Introduction

Downtown Scottsdale has experienced steady economic growth and development since the adoption of the Downtown Plan in 1984. The results of this economic viability can be seen in the mix of Old Town land uses, activities and development: increasing population, numerous hotels, major employers, boutique offices and creative spaces, a prominent medical campus, destination and unique specialty retail, strategic public investments, cultural facilities, nightlife and entertainment venues, and art galleries all of which combine to create a vibrant hub for resident, worker, and visitor economic activity. Growing and nurturing this diverse economic base is critical to Old Town's continued success.

Economic vitality for Old Town Scottsdale is encouraged and maintained through public and private investment, the character and quality of development, and strengthening Old Town's competitive position among similar locations with comparable land use patterns. This chapter of the plan establishes economic goals and policies that encourage Old Town to be a sustainable and functional mixed-use center for the city and region. These policies emphasize the need for urban development that encompasses specialty retail, arts/cultural opportunities, office, residential, hotel/tourism uses, as well as retention and expansion opportunities for major employers, as the underpinnings for an economically healthy downtown. The plan provides the framework within which the private sector can assume a strong leadership role in the revitalization and continued emergence of Old Town, ensuring economic viability into the future.

*"I like the
urban flavor of
different activities
Downtown."*

– Focus Group
Participant, 2007

Goals & Policies

GOAL EV 1

SUPPORT OLD TOWN'S PROMINENT ECONOMIC ROLE AS A HUB FOR ARTS, CULTURE, RETAILING, DINING, ENTERTAINMENT, TOURISM, EVENTS, AND EMPLOYMENT.

- **Policy EV 1.1**
Encourage land uses, activities, and special events that support downtown as a primary commercial, cultural and tourism destination, to maintain downtown's economic role in the community.
- **Policy EV 1.2**
Promote downtown as an environment attractive to both leisure visitors and a skilled workforce.
- **Policy EV 1.3**
Attract tourism-supporting land uses, activities and special events to reinforce Old Town as a robust tourism destination.
- **Policy EV 1.4**
Proactively address economic and social changes by examining Old Town goals on a regular basis, to ensure responsiveness to shifts in economic, social, environmental, and market conditions.
- **Policy EV 1.5**
Appeal to residents, visitors, and workers by creating and delivering programs and services that support a high quality, year-round, successful mix of retail, dining, entertainment, emerging enterprises, and small businesses that contribute to Old Town's unique character.



Maintain and enhance Old Town's retail mix.



Expand employment opportunities. Attract new office and commercial development.

GOAL EV 2

PROMOTE PRIVATE INVESTMENT IN, AND ATTRACT NEW DEVELOPMENT TO, OLD TOWN.

- **Policy EV 2.1**

Encourage investment in residential and commercial development that ensures Old Town's economic competitiveness regionally and nationally.

- **Policy EV 2.2**

Promote a mix of daytime/nighttime activities year-round through residential and commercial development in Old Town.

- **Policy EV 2.3**

Encourage private investment through public-private partnerships, that utilize the shared skills and assets of each sector to deliver downtown development and community amenities.

- **Policy EV 2.4**

Promote the retention of major downtown employers and accommodate their future expansion needs.

- **Policy EV 2.5**

Expand downtown employment opportunities through the attraction of new office and commercial development to downtown, with a focus on target growth industries such as information, communications, and technology (ICT) and advanced business services.

- **Policy EV 2.6**

Retain, expand, and support Old Town's prominent medical campus that serves as both a major employer and community service provider.

- **Policy EV 2.7**

Attract and retain a broad array of economic activities that widen the appeal of Old Town and strengthen the city's tax base.

- **Policy EV 2.8**

Recognize that talent is a critical component of business location decisions, and enhance Old Town's quality of life amenities and housing choices, to appeal to a skilled workforce.



Promote a mix of daytime and nighttime activities in Old Town.



Retain a broad array of economic activities, such as art galleries, to widen the appeal of Old Town.

GOAL EV 3

EMBRACE AND EXPLORE INNOVATIVE SOLUTIONS TO INFRASTRUCTURE AND SERVICE DELIVERY.

- **Policy EV 3.1**

Adopt a smart cities strategy to pursue new technologies that will better leverage and capitalize on city assets and improve service delivery.

- **Policy EV 3.2**

Pursue approaches to downtown parking, transportation, mobility, and public space limitations through a combination of demonstrated national best practices as well as early adoption of technology.

"The City should be flexible and encourage high quality revitalization and innovative developments."

- Downtown Scottsdale Town Hall Report, 2006

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Glossary

A

Active Street Frontages / Uses – The placement of active land uses such as retail or restaurant at the ground floor of buildings, to provide higher pedestrian interest and increased pedestrian activity.

Adaptive Reuse – Developing a new use for an older or underutilized building or for a building originally designed for a special or specific purpose. This technique is particularly useful for preserving older buildings of historic or architectural significance and for the conversion of special use structures, such as gas stations, train stations, or school buildings that are no longer needed for their original purpose. In addition to preserving historical value, reuse of existing buildings avoids creation of large volumes of demolition and construction debris, conserves resources, and maintains neighborhood character.

B

Bicycle Infrastructure – All infrastructure that may be used by cyclists including, but not limited to, lanes, routes, paths, parking areas and racks, and commuter amenities such as lockers and showers typically incorporated into commercial and office developments.

Bike Lane – Sections of roadway that are marked for exclusive bicycle use and are always one-way.

Bike Route – Include shared streets, bike lanes, or shared-use or multiuse paths, in any combination. Routes may be designated by signage or by placement on a map.

Biophilic Design – The practice of connecting people and nature through the built environment. Design attributes may include environmental features, natural shapes, forms, patterns, and processes, light and space, and place-based relationships.

C

Character – Features, qualities and attributes that give a place its identity.

Complete Streets – A complete street is one that is designed and operated to enable safe and comfortable access for all users. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities are able to safely move along and across a complete street.

Connectivity – The directness of links and the density of connections in a transport network. As connectivity increases, travel distances decrease and route options increase, allowing easy access to key destinations.

Context – The relationship between a location and its surrounding natural and/or built environment; the whole environment relevant to a building or place; the interrelated conditions in which something exists or occurs.

Contextual Compatibility – Characteristics and proportions of the existing natural and/or built environment serve as a basis for new development projects so that a wide variety of building types, use of materials, and architectural styles relate to one another.

Creative Class – A demographic segment of society generally made up of knowledge workers, intellectuals, and various types of artists whose ability to produce innovative ideas, technology, and creative content spur regional economic growth.

D

Defined Building Location – Refers to a consistent building setback location established along a street.

Density – Typically the number of housing units per acre of land in residential districts. Gross density is defined as the total number of units divided by the total land area of the site, excluding nothing. Net density is the total number of units divided by the net area of the lot or site (excluding roads, public open space, utility rights-of-way, and community facilities). Density is often used interchangeably with intensity.

Designated Lighting Needs – The City of Scottsdale Zoning Ordinance includes Outdoor Lighting provisions intended to minimize light pollution, reduce glare, increase energy conservation, and maintain the quality of Scottsdale's physical and aesthetic character.

Downtown Couplet – The vehicular circulation couplet of Drinkwater Boulevard (north-bound) and Goldwater Boulevard (south-bound) that allows pass-through traffic to divert from Scottsdale Road and circulate around downtown. The couplet was designed with one extra lane for the north-bound traveler on Drinkwater Boulevard and one extra lane for the south-bound traveler on Goldwater Boulevard.

E

F

Floor Area Ratio (FAR) – A measure of development density expressed as the amount of building floor area divided by the development site land area.

G

Green Building – The practice of increasing the efficiency with which buildings use resources, such as energy, water, and materials, while reducing building impacts on human health and the environment during the building's lifecycle, through site layout, building design, construction, operation, maintenance, and removal.

H

I

Infill – Development of vacant lots, or properties, and/or remnant parcels within areas that are already developed and have access to urban services and infrastructure.

Intensity – Refers to the level or concentration of activity occurring on a site or in an area. Intensity is often used interchangeably with density.

J

K

L

Live/Work – The quiet enjoyment expectations of the neighbors in the building or adjacent buildings take precedence over the work needs of the unit in question. The predominant use of a live/work unit is residential, and commercial activity is a secondary use. Employees and walk-in trade are not usually permitted. See also Work/Live.

M

Massing – The physical volume, shape or bulk of a building.

Mixed-Use – The practice of allowing more than one type of land use in a building or set of buildings. Mixed-use may be developed in a variety of ways, either horizontally in multiple buildings, or vertically in the same building, or through a combination of the two.

Mixed-Use Neighborhood – General Plan land use designation that includes Old Town Scottsdale.

Mobility – The ability to move from one place to another, or to transport goods or information from one place to another.

Mobility Share – Part of the shared economy focused on mobility and includes, but is not limited to, car, bike, and scooter share.

N

O

P

Park-Once Environment – The ability for visitors and employees to spend less time in a private vehicle, thus parking once and utilizing multiple modes of transportation to reach destinations or places of interest.

Passive Cooling – Technologies or design features that are utilized to cool an outdoor space or a building without the use of energy for example, natural cross ventilation and breezes can be used to remove unwanted heat; shade devices can be utilized to slow heat transfer; and water evaporation can be utilized to cool outdoor and indoor spaces.

Passive Solar (Cooling) – Focuses on heat avoidance to reduce the need for mechanical cooling. Examples include: preferential use of south-facing windows with overhangs and north-facing windows, minimal use of east- and west-facing windows, exterior entrances protected from direct summer sun, low solar heat-gain glazing, solar screens/shading, and landscaping treatments.

Pedestrian Comfort Zone – Streets and public spaces that accommodate and encourage pedestrian activity through the provision of active uses, informal gathering spaces, lighting and safety features, and other pedestrian amenities.

Pedestrian Corridor – A path or guided way that is developed to promote walking as an attractive means of transportation and utilized primarily by pedestrians as they move between major activity centers.

Pedestrian Oriented Design – A form of development that makes the street environment inviting for pedestrians, such as special sidewalk pavement, zero front and side yard setbacks, varied architectural styles, street-facing window displays, an absence of front yard parking, benches, and other amenities.

Pedestrian Scale – The proportional relationship of the physical environment to human dimensions. Typically refers to the bulk and massing of buildings or other features at the pedestrian level, and clearly oriented toward pedestrian activity.

Public/Private Partnerships – A merging of public and private resources to achieve an end result or product that would be difficult to achieve through public or private activity alone. May refer to the delivery of services, such as child care or to the construction of buildings, such as cultural facilities.

Public Realm – The public realm of a city is the environment created by the network of streets and open spaces, parks and plazas, and the pattern of uses and activity, which contribute to the character and quality of the place.

Q

R

S

Sensitive Edge Buffer – A defined area intended to create a separation between dissimilar uses and/or development intensities, to reduce or mitigate the effects of one area upon the other.

Setback – The distance between two points, such as the property line and building structure.

Shared Economy – A hybrid market model of a peer-to-peer exchange, with transactions often facilitated via community-based online services.

Shared-Use or Multiuse Path – Paved pathways set aside for the exclusive use of non-motorized travel and are generally intended for two-way traffic. Paths are typically separated from the road infrastructure.

Smart City – A municipality that utilizes information and communication technologies to increase operational efficiency, share information with the public, and improve both the quality of government services and citizen welfare.

Stepback – An arrangement of building forms, shapes and massing in the manner of a series of steps, that causes the building design to move away, or recede, from a property line or adjacent development, in order to provide open space above the first or second level of the building.

Sustainability – There are many definitions of sustainability. For the purposes of the Old Town Plan, sustainability is a condition of living which enables the present generation to enjoy social wellbeing, a vibrant economy, and a healthy environment, without compromising the ability of future generations to enjoy the same.

T

Twin the Bins – Solid waste containers that allow for the collection of multiple types of waste – including trash, recycling, and if applicable, organics. Effective containers in the public realm are distinguished by color, have appropriate openings for their specific use, and include well-designed signage.

Type 1 – The compact, lower scale development of the Downtown Core. See Map 4 for specific locations and boundaries.

Type 2 – The intermediate, higher scale development type in the downtown. See Map 4 for specific locations and boundaries.

Type 2.5 – The intermediate, higher scale development type between Type 2 and Type 3 in the downtown. See Map 4 for specific locations and boundaries.

Type 3 – The most intensive, highest scale development type in the downtown. See Map 4 for specific locations and boundaries.

U

Universal Design – A concept that all environments and products should be accessible and usable by all people, regardless of their age, size, or abilities.

V

Vertical Mixed-Use – The practice of allowing more than one type of land use in one building, which may result in a combination of residential, commercial, industrial, office, institutional or other land uses. Vertical mixed-use development characteristics include: access to multi-modal transportation, human-scale development, and the physical and functional integration of uses through careful design of public spaces, streets and buildings.

W

Walkability – The extent to which the built environment is designed so that people are able to use sidewalks, street crossings, and other pathways as they move around and through an area.

Wayfinding – Enabling a person to find his or her way to a given destination through the use of landmarks, effective signage and building design.

Work/Live – The needs of the work component take precedence over the quiet enjoyment expectations of residents, in that there may be noise, odors, or other impacts, as well as employees, walk-in trade or sales. The predominant use of a work/live unit is commercial, craft-work, or light assembly/manufacturing.

X

Y

Z

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Related Plans, Ordinances & Documents

C

- » *Civic Center Master Plan (2017)*
- » *Community Services Master Plan (2015)*

D

- » *City of Scottsdale Design Standards and Policies Manual*
- » *Downtown (D) Zoning District*
- » *Downtown Infill Incentive Plan (2010)*
- » *Downtown Overlay (DO) Zoning District*
- » *Downtown Pedestrian Mobility Study (2007)*
- » *Downtown Public Spaces/Connectivity Master Plan (2017)*
- » *Downtown Task Force Report (2009)*
- » *Downtown Town Hall Final Report (2006)*

E

- » *Economic Development Strategic Plan (2015)*

G

- » *Scottsdale's Green Building Program*

O

- » *Old Town Urban Design and Architectural Guidelines*

P

- » *Planned Block Development (PBD) Zoning District*
- » *Public Art Master Plan (2012)*

S

- » *Scottsdale General Plan*
- » *Scottsdale Road Streetscape Plan*
- » *Southern Scottsdale Character Area Plan*
- » *Scottsdale Zoning Ordinance*
- » *Stormwater Master Plan*

T

- » *Tourism Related Downtown Economic Feasibility Study [Downtown 2.0] (2017)*
- » *Transportation Master Plan (2016)*

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
CHARACTER & DESIGN										
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	•						•
PEDESTRIAN/STREETSCAPE AMENITIES & IMPROVEMENTS										
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		•					•

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
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	•						•
PUBLIC SPACES										
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						•	

Recommended Program		Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
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 roundabout 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						•	•
OLD TOWN PARKING										
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							•

Recommended Program		Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
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	•						•
TRANSIT IMPROVEMENTS										
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						•	
CIRCULATION										
30	Couplet Improvements – Implement complete streets improvements on the couplets	M 1	Public						•	
ARTS & CULTURE										
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		•		•		•	•

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
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					•		
ECONOMIC VITALITY										
41	Facade 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	•						•

Recommended Program		Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
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							•
INFRASTRUCTURE IMPROVEMENTS										
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	•					•	

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
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							•

Recommended Program		Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
60	Advance waste reduction and diversion with a Twin the Bins program.	CD 10	Public/Private			•				•
EVENT PROGRAMMING										
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							•
ORGANIZATIONAL STRUCTURE										
65	Organizational Approach – Assess city department model for downtown tourism organization. Consider alternatives.	AC 1, AC 3, EV 1, EV 3	Public		•					

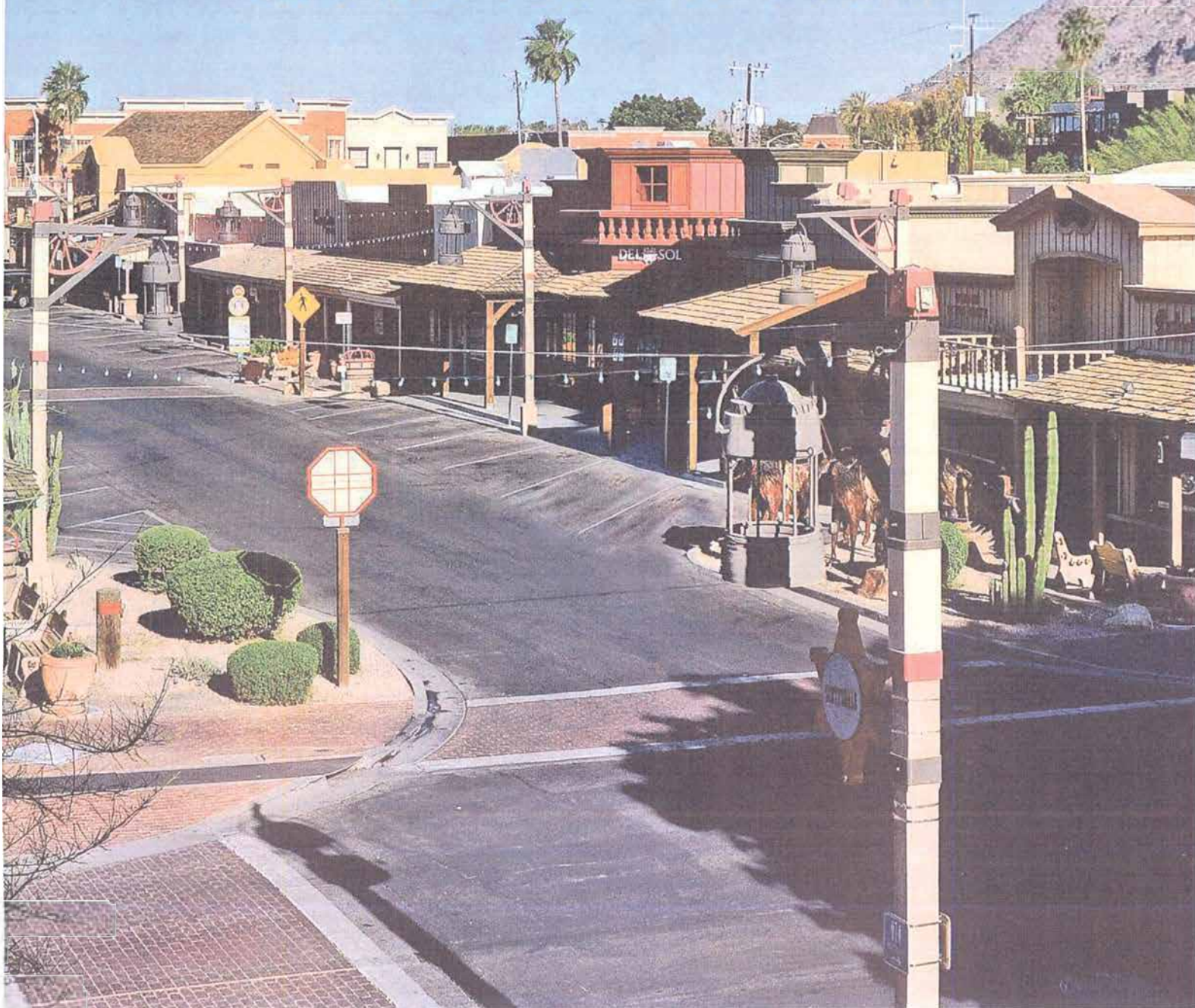
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[CLICK TO CONTINUE TO ITEM 26 PART 2](#)

*Old Town

SCOTTSDALE

CHARACTER AREA PLAN



Guide to changes:

ADDITIONS

DELETIONS

MAP CHANGE NOTES

EDITS SINCE JUNE 5, 2018

EXECUTIVE SUMMARY

Background

Originally adopted by the City Council in 1984, and updated in 2009, the **Old Town Scottsdale Character Area Plan (formerly Downtown Plan)** has served as the comprehensive policy document that guides growth and development decisions for **Downtown Scottsdale's Downtown**. ~~The Downtown Plan~~ Since its adoption, the plan has been successful at shaping the growth, both financially and physically, of **Downtown Old Town Scottsdale for the past twenty-five years over the past three decades**. During that time, the majority of the goals, policies and implementation programs established by the community have also been successfully achieved ~~accomplished~~.

In addition to ~~these~~ **the** community achievements ~~under the plan~~, public policy, market conditions, building technologies, and community composition have ~~changed considerably during the past two decades, and continue to change~~. Thus, the need to reevaluate and update the Downtown Plan ~~became important to ensure the area's~~ **Further, with any long range plan, periodic evaluation and assessment is important in order to ensure that the downtown's vision, goals and continued success are realized** over the next twenty years. ~~Consequently, an update to the original Downtown Plan was initiated by the Scottsdale City Council in 2006.~~

Community Involvement

2009 Downtown Plan Update

To ensure that an updated Downtown Plan would reflect the community's vision and goals for Downtown Scottsdale, an extensive public outreach process was conducted over a period of eighteen months. During this time, ~~over more than~~ **1,200** community members participated in the Downtown Plan update process. The public had diverse and extensive opportunities to participate, including a three-day Downtown Town Hall, large group workshops, small focus group discussions, one-on-one individual and community group meetings with staff and consultants, business and property owner forums, downtown walking audits, a design charrette, and on-line virtual open house and surveys. The culmination of this extensive public input ~~is the enclosed~~ **was an** updated, community based, Downtown Plan, ~~that City Council adopted in 2009.~~

2018 Old Town Scottsdale Plan Update

Beginning in 2016, city staff conducted a mid-term evaluation and assessment of the Downtown Plan. Per the plan evaluation, staff determined that since 2009, a majority of the implementation items in the plan had been completed, and a variety of other strategic plans had been adopted by the Council, thus necessitating the need for a targeted update. Although only a limited update to the content, the 2018 Old Town Scottsdale Plan process consisted of broad public outreach including one-on-one individual meetings, community group meetings, open houses, online feedback and public hearing opportunities.

How To Use

Scottsdale General Plan – ~~Downtown~~Old Town Scottsdale Character Area Plan

The ~~Downtown~~Old Town Scottsdale Plan is an adopted Character Area Plan per the 2001 Scottsdale General Plan. The General Plan ~~established~~establishes Character-based General Planning with three distinct and interrelated levels:

LEVEL 1 – CITYWIDE PLANNING: Incorporates all policies that apply to the city as a whole.

LEVEL 2 – CHARACTER AREA PLANNING: Develops Character Plans that speak specifically to the goals and special attributes of an identifiable and functional area such as its land uses, infrastructure, broadly defined urban architectural design philosophy, and transitions.

LEVEL 3 – NEIGHBORHOOD PLANNING: Neighborhood Plans ~~will~~identify and implement efforts to improve specific neighborhoods within the city.

As an adopted Character Area Plan, the ~~Downtown~~Old Town Scottsdale Plan incorporates community goals and policies consistent with (but not duplicative of) both the State mandated General Plan elements and the additional Scottsdale General Plan elements, as well as goals and policies that speak specifically to the special attributes of ~~Downtown~~Old Town Scottsdale and how it functions. Furthermore, Old Town Scottsdale is also designated as a General Plan Growth Area - specific locations within the community that are most appropriate for development focus, and to best accommodate future growth, new development, and redevelopment.

Plan Purpose

The ~~Downtown~~Old Town Scottsdale Plan establishes the vision for ~~Downtown~~Old Town Scottsdale and will continue to provide the basis for ~~D~~owntown decision making over the next twenty years. The ~~P~~plan contains explanatory goals, policies and illustrative graphics to articulate and act as a bridge between the vision for ~~Downtown~~Old Town Scottsdale and the implementation programs necessary to achieve the vision. The ~~P~~plan serves several functions including to:

- Guide policy decisions related to private and public projects in ~~Downtown~~Old Town Scottsdale;
- Maintain ~~Downtown~~Old Town Scottsdale as the commercial, cultural, civic and symbolic center of the community comprised of ~~urban neighborhoods~~districts that operate together as a highly functional mixed-use center;
- ~~Provide~~Establish the structure within which the private sector can ~~assume~~provide a strong leadership role in the future success of ~~Downtown~~Old Town Scottsdale; and
- Establish the framework for private and public implementation programs.

Downtown-Old Town Scottsdale Plan Chapters

The components of the **Downtown-Old Town Scottsdale** Plan have been integrated into a vision page and six **five** primary chapters. The content of the chapters and how they implement the community's vision for **Downtown-Old Town** Scottsdale is described below:

V – Vision for **Downtown-Old Town** Scottsdale – describes the community's primary vision regarding **Downtown-Old Town** Scottsdale and establishes the values that guide and support the vision.

Chapter 1 – Land Use – presents the overall concept of **Downtown-Old Town Scottsdale** as the commercial, cultural, civic, and symbolic center of the community comprised of a collection of interconnected, mixed-use **urban-neighborhoods districts**. A mix of land uses and the provision of a variety of open space and public realm areas are encouraged. The need for private sector provision of public amenities and benefits in relation to the consideration of development flexibility and bonuses is also identified in this chapter.

Chapter 2 – Character & Design – describes contextually sensitive planning, architecture and urban design goals that will help strengthen **Downtown's Old Town's** southwestern pedestrian character and establish a **Downtown Old Town Scottsdale as a place where the new west meets the old west** "everything you want is within walking distance." This chapter includes the **public spaces and connectivity master plan, which is a collection of primary open space and event areas connected by a series of improved pedestrian connections.**

Chapter 3 – Mobility – presents mobility for **Downtown-Old Town** Scottsdale as twofold: to provide fluid connectivity in and out of **Downtown Old Town**; as well as within and between **Downtown's urban neighborhoods Old Town's districts**. The primary focus of the mobility chapter is on pedestrian circulation and comfort, including the **establishment of identification of a new concept—a hierarchy of pedestrian spaces pedestrian space hierarchy – in order to help achieve a superior pedestrian environment for Downtown-Old Town Scottsdale, in conjunction with the public spaces and connectivity master plan.**

Chapter 4 – Arts & Culture – recognizes the important niche arts and culture bring to **Downtown Old Town** Scottsdale, and defines the direction for existing and future arts and culture amenities and programs that will help to establish **continue the creative place-making in Downtown Old Town Scottsdale and sustain it as a "museum without walls" and an "interactive arts district," museum without walls and interactive arts and culture hub.**

Chapter 5 – Economic Vitality – underscores **Downtown's Old Town's** economic role as a **hub destination** for arts, culture, retailing, entertainment, tourism, events, and major employment; and provides for economic vitality that is supported by public-private partnerships.

Chapter 6 – Public Services & Facilities – presents the **primary goal of timely maintenance and investment in the public services, facilities and infrastructure programs that are essential to Downtown's ongoing stability and vitality so as to serve the functional needs of Downtown residents, visitors, businesses, government agencies and others over time.**

Downtown's ~~Old Town~~ Scottsdale's Future

The future of ~~Downtown~~**Old Town Scottsdale** can be even brighter than its past. The level of commitment that the community exhibits is critical in promoting goals and policies which will benefit ~~Downtown-Old Town~~ over the long term. The community can-not afford to be complacent, **by** relying on the past successes ~~of Downtown~~ to ensure a bright future. Merchants, property owners, and civic leaders need to make strong and innovative decisions within the context of the ~~Downtown-Old Town~~**Scottsdale** Plan to insure a continually vital and sustainable ~~Downtown~~, "where the new west meets the old west", for generations to come; and to achieve the community's vision of a "dynamic city center which recognizes its western heritage while boldly looking to its metropolitan future."

VISION STATEMENT

Vision:

Comprised of its unique ~~neighborhoods~~**districts**, ~~Downtown~~**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 ~~urban neighborhoods~~**districts**;
- Contextually sensitive ~~world-class~~**high-quality** planning, architecture, and urban design;
- ~~Meaningful open space with interconnectivity to every Downtown neighborhood-A collection of interconnected, multi-functional open space areas;~~
- Sustainability ~~with that is sensitivity~~ to our **Scottsdale's** unique desert environment;
- A focus on arts and culture;
- Fluid connectivity ~~in and out of Downtown~~**to and from Old Town**; as well as, within and between ~~neighborhoods~~**districts**, focusing on walkability ~~and bikeability~~;
- ~~Economic vitality supported by Strong~~ public-private partnerships ~~to support economic vitality~~; and
- Worldwide recognition as the premier ~~downtown~~**destination** ~~within the Southwestern United States~~**Desert Southwest**.



ADDED OLD TOWN BOUNDARY MAP

LAND USE

Introduction

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

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

The land-use goals and policies found in this chapter define the functional **land use** relationships, **land use development character** types and locations, **and** physical form, ~~and development strategy to~~ maintain and enhance **Downtown-Old Town** **Scottsdale**. These policies should assist in the continued transformation of the ~~D~~downtown into a **highly efficient mixed-use center and complete urban neighborhood community vibrant and attractive community**.

GOAL LU 1 MAINTAIN **DOWNTOWN OLD TOWN** SCOTTSDALE AS THE COMMERCIAL, CULTURAL, CIVIC, AND SYMBOLIC CENTER OF THE COMMUNITY TO ENSURE A VIBRANT MIX OF MUTUALLY SUPPORTIVE LAND USES.

- 1.1 ~~Revitalization should allow Downtown to remain competitive in local, regional, national and international markets.~~

Commented [J51]: Addressed with Goal EV 2, Policy 1

- LU2-4 1.1 As a General Plan designated Mixed-Use Neighborhood, ~~Downtown~~**Old Town** **Scottsdale** should offer ~~efficiencies of strong~~ access to multiple modes of transportation and major regional **destinations**, ~~access and services, focus on human-scale development,~~ accommodate higher density housing combined with complementary office ~~or~~ **and** retail uses, ~~and accommodate in~~ vertical mixed-use structures, **with a focus on pedestrian-scale architectural design at the ground level**.
- 2.2 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.
- 1.23 Maintain ~~Downtown-Old Town~~ as a year-round, **seven days a week**, 24**18**-hour **highly functional m**~~Mixed-Use center~~**Neighborhood**, containing areas of different densities,

architectural styles, and land uses that supports the needs of Scottsdale's residents, businesses and visitors.

- 1.3 — Maintain a balance of Downtown land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities, and the economic base needed to secure resources that support the community.

GOAL LU 2 PROMOTE/ENCOURAGE THE DEVELOPMENT OF DOWNTOWN OLD TOWN AS A COLLECTION OF MIXED-USE URBAN NEIGHBORHOODS/LAND USES AND DISTRICTS.

- 2.2 — Support interconnected, pedestrian-oriented urban neighborhoods that are comprised of a balanced mix of activities and land uses within optimal walking distance (approximately one-quarter mile).
- 2.3 **2.1** Encourage new development, redevelopment, and infill projects that maintain and to enhance the **Downtown Core** urban neighborhoods as a specialty retail and regional tourist attraction/destination. The Downtown Core is comprised of the lowest intensity of Downtown development (**Type 1**), in the Fifth Avenue, Marshall Way, Craftsman's Court, Main Street, and Old Town areas. Retaining the small lot development pattern and active ground level land uses **in** the Downtown Core are some of the primary elements that give **Downtown 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 support the specialty retail and regional tourist attraction land uses within the Core area and 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.

- 2.4 **2.2** Maintain, enhance, and expand the development of **the Downtown Civic Center** urban neighborhood with land uses consisting of **Downtown 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 urban neighborhood area should activate, support, **or** increase the established civic, cultural, sports and open space activities/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, and residents **and workers** year-round. Such development should provide visual and physical access to the Downtown Civic Center.

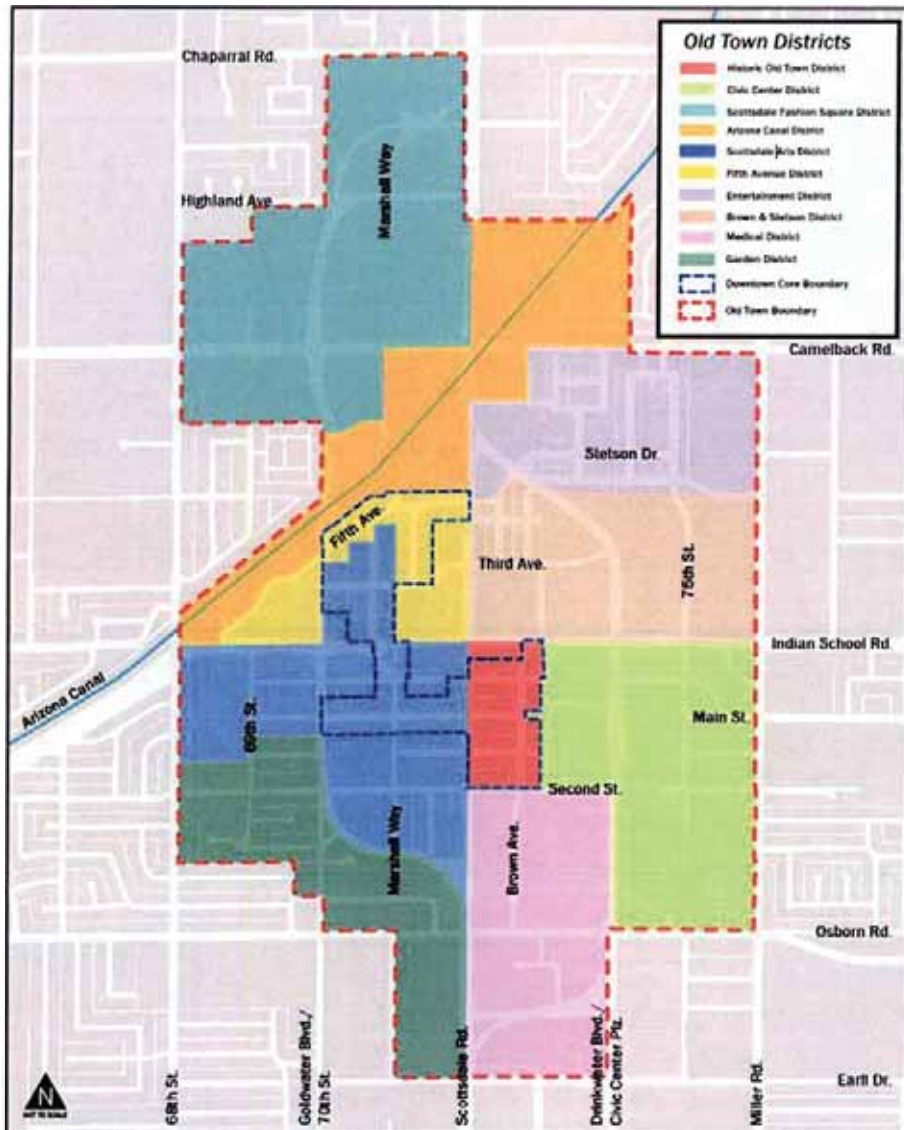
- 2.5 **2.3** Encourage new development, redevelopment and infill that strengthens ~~Downtown Old Town~~ Scottsdale's mix of ~~uses and~~ activities through the development of mutually supportive land uses within the ~~Downtown Multiple Use urban neighborhood areas~~. Multiple Use areas include ~~the majority of the properties within the overall Downtown 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.**

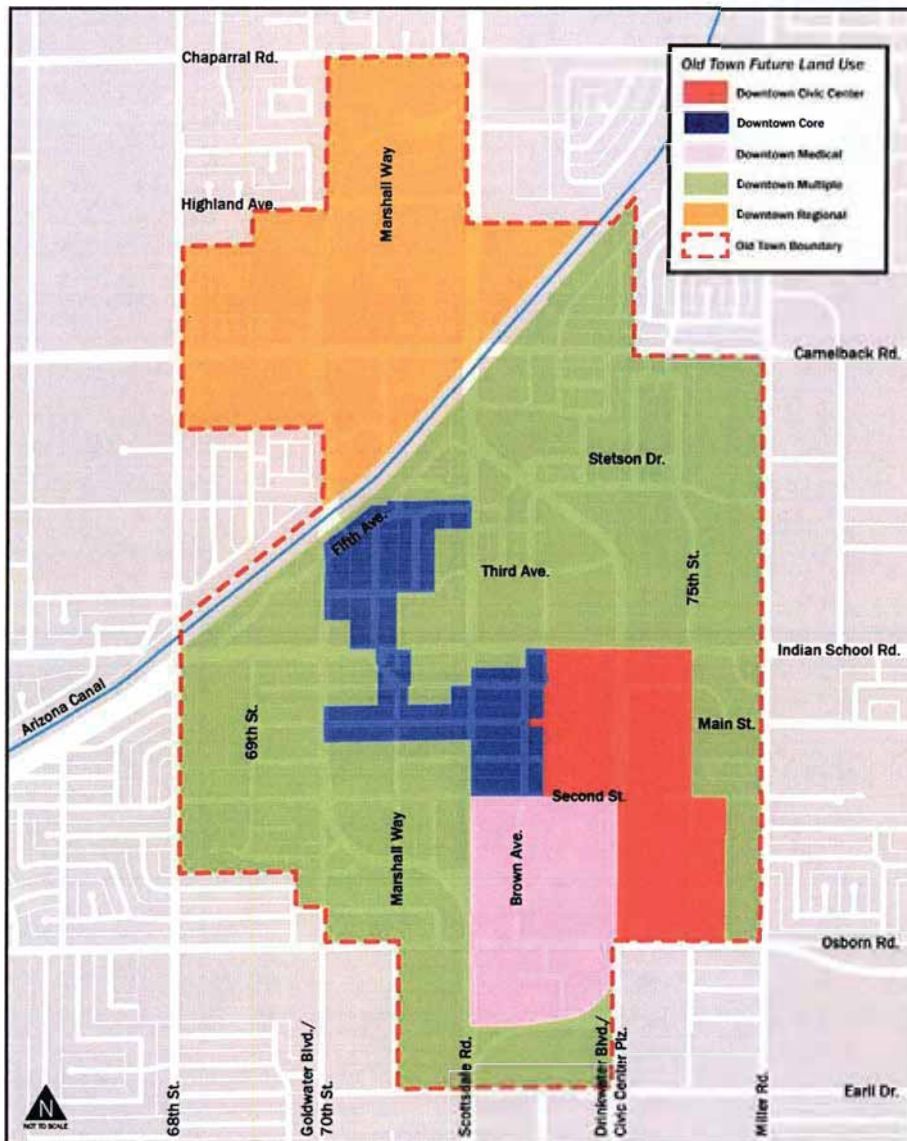
- 2.6 **2.4** Maintain, enhance, and expand the development of a ~~Downtown Medical Mixed-Use urban neighborhood~~ **land uses** that supports the ~~Downtown~~ **Honor Health Osborn Medical Campus** with its high influx of employees and clients. Components of this ~~neighborhood~~ **the development in this area** should include vertically ~~mixed-use development~~ **mixed uses** that serves 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 ~~neighborhood area~~ such as housing, hotels, service-oriented businesses, child care, assisted living and ~~long-term~~ **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 ~~this urban neighborhood~~ **Downtown Medical Type 3.**

- 2.7 **2.5** Maintain, enhance, and expand the development of a ~~Downtown Regional urban neighborhood 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 ~~urban neighborhood area~~ will strengthen ~~Downtown Old Town~~ Scottsdale as a regional and community destination. The greatest intensity of ~~Downtown Old Town~~ development may be accommodated in ~~this urban neighborhood~~ **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.



PREVIOUSLY THE CONCEPTUAL URBAN NEIGHBORHOODS MAP – UPDATED IN TERMS OF DISTRICT NAMES TO ALIGN WITH OTHER CITY MATERIALS FOR DOWNTOWN AND TO CONVEY A DISTINCT BOUNDARY FOR EACH DISTRICT.



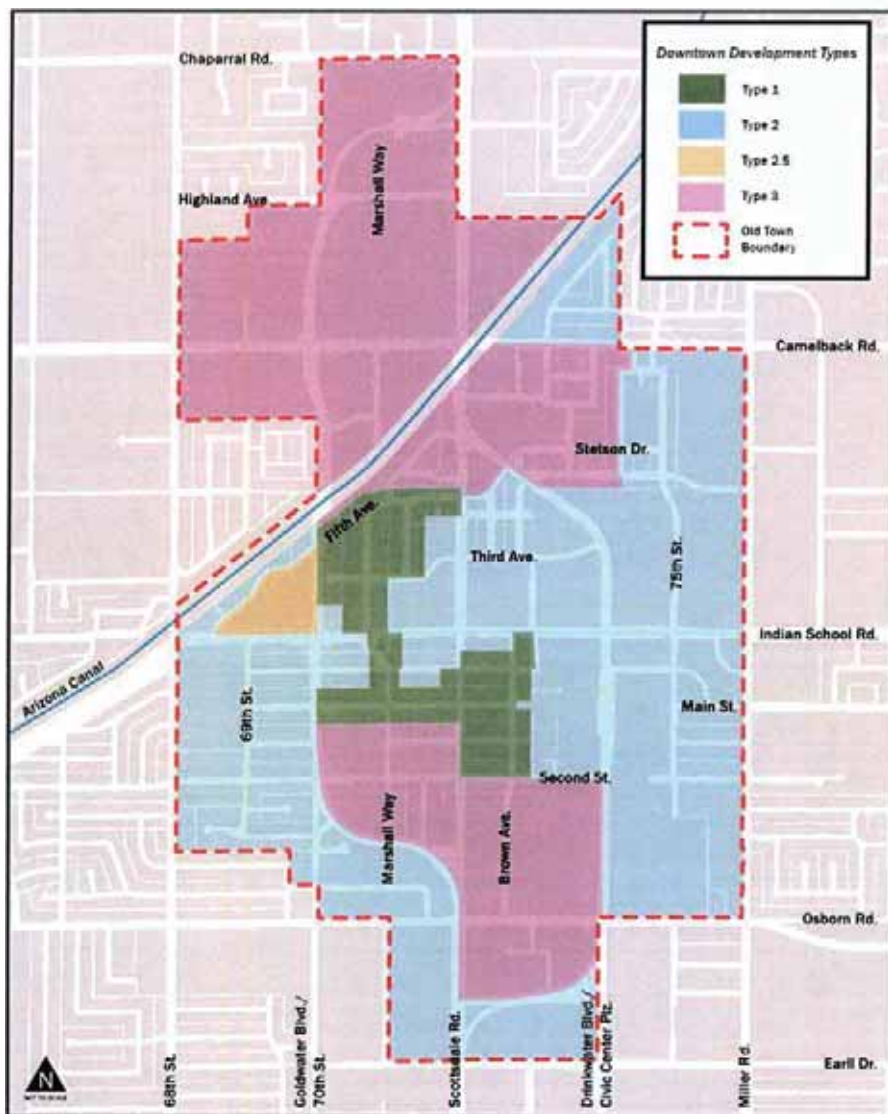
NO CHANGE TO LAND USE DESIGNATIONS/AREAS WHERE DESIGNATED – REMOVED DEVELOPMENT TYPES LABELS AND MADE COLOR CHANGES ONLY.

Old Town Districts (paired with updated map)

1. **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.
2. **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.
3. **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.
4. **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.
5. **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.
6. **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.
7. **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.
8. **Brown & Stetson District** – This mixed-use district includes various hotels, restaurants, bars and personal services for visitors, residents and workers.
9. **Medical District** – Various medical offices and the HonorHealth Osborn Medical Campus comprise the majority of this district.
10. **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.

DRAFT



TYPE 1 AREAS REMAIN UNCHANGED. MAP 4 NOTES THE EXISTING AREAS WHERE "TYPE 3" DEVELOPMENT STANDARDS CAN OCCUR NOW PER THE SCOTTSDALE ZONING ORDINANCE (NORTH OF CANAL AND MEDICAL DISTRICT) AND PROPOSED NEW TYPE 2.5 (WEST OF GOLDWATER BOULEVARD, NORTH OF INDIAN SCHOOL ROAD) AND TYPE 3 (WEST OF SCOTTSDALE ROAD AND NORTH OF THE GOLDWATER CURVE, AND EAST AND WEST OF SCOTTSDALE ROAD SOUTH OF THE CANAL) DEVELOPMENT AREAS.

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.

GOAL LU.3 CONTINUE THE USE OF DEVELOPMENT TYPES TO GUIDE THE PHYSICAL AND BUILT FORM OF DOWNTOWN OLD TOWN SCOTTSDALE.

- 3.1 Support lower scale Type 1 development in the Downtown Core. [See Map 4 for specific locations and boundaries]
- 3.2 Support higher scale Type 2 development in ~~all non-Downtown Core areas of the Downtown~~ the majority of the Multiple Use areas surrounding the Downtown Core. [See Map 4 for specific locations and boundaries]
- 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]
- 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]

GOAL LU.4 ENCOURAGE DOWNTOWN LAND USE DEVELOPMENT FLEXIBILITY.

GOAL LU.4 ENCOURAGE PERIODIC REVIEW AND ASSESSMENT OF OLD TOWN REGULATIONS.

- 4.1 ~~Retain, expand, or modify as necessary, flexibility in~~ Periodically assess the Downtown (D) and Planned Block Development (PBD) zoning standards, development standards, and incentives to ensure that they successfully implement the ~~achieve~~ goals of the Downtown Old Town Plan.
- 4.2 Periodically review Downtown (D) and Planned Block Development (PBD) development standards to allow for the successful ~~Provide flexibility in development standards to encourage~~ revitalization of smaller properties within the Downtown Core.

4.3 ~~Provide flexibility in land use. Periodically evaluate Downtown (D) and Planned Block Development (PBD) development~~ standards to accommodate new contemporary building typologies, green building practices, and enhanced architectural aesthetics.

4.4 ~~Modification to the Downtown Plan boundary may be approved when it has been demonstrated that such modification results in the achievement of the goals and policies of the Plan.~~

4.5.4 To assist the community in achieving the ~~Downtown~~**Old Town** vision ~~of the Downtown as established by this plan~~, the provision of ~~Downtown~~-public amenities and benefits should be provided when development bonuses such as increased floor area, ~~(ratio of usable building area to parcel size)~~, greater density, greater height, transfer of development rights, and/or street/alley abandonment, are being considered. Potential public amenities and benefits may include, but are not limited to:

~~New or expanded public realm and open space areas;~~

~~Pedestrian enhancements and amenities;~~

~~Mobility enhancements;~~

~~Transit enhancements;~~

~~Sensitive edge buffering;~~

~~Revitalization of Downtown properties;~~

~~Infrastructure improvements;~~

~~Additional public parking and shared parking facilities;~~

~~Historic preservation; and/or~~

~~Work force housing.~~

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

~~POLICY LU 5.2 GOAL LU 5 ENHANCE, EXPAND, AND CREATE NEW DOWNTOWN PUBLIC REALM AND OPEN SPACE AREAS. ESTABLISH AN INVITING AND INTERCONNECTED DOWNTOWN PUBLIC REALM AND OPEN SPACE NETWORK THAT IS USEFUL, SAFE, INTERESTING, AND COMFORTABLE AND INVITING TO ALL MEMBERS OF THE COMMUNITY.~~

5.1 ~~Provide for more~~**high-quality, multi-functional** open space areas within the ~~Downtown~~**Old Town** that ~~may~~ include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.

- 5.2 Establish an interconnected Downtown public realm and open space network that is accessible, safe, and inviting to all members of the community.
- 5.32 Private and public development should contribute to the creation of new, and/or the expansion of existing, public realm and open space areas throughout ~~Downtown~~ Old Town.
- 5.43 Provide a variety of ~~Downtown~~ public realm and open space areas that accommodate multiple activities and special events for ~~Downtown~~ residents, and visitors and workers of all ages.
- 5.54 Promote both the Civic Center, and Arizona Canal, and Museum of the West areas as primary ~~Downtown~~ public open spaces for community residents and visitors. These primary public spaces should be actively programmed with a variety of social, cultural, artistic, and entertainment activities, and special events.
- 5.65 Improve, expand, or create new public realm and open space areas that can be enhanced by art and interactive opportunities, such as pocket art parks and temporary art trails.

Commented [RT2]: Moved to Character & Design Chapter.

GOAL LU 65 PROMOTE DIVERSITY IN ~~DOWNTOWN~~ OLD TOWN HOUSING OPTIONS.

- 65.1 Develop a variety of housing types such as apartments, condominiums, lofts, townhomes, patio homes, and live/work units.
- 65.2 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.
- 65.3 Encourage residential development for a variety of income groups.

GOAL LU 76 ~~SUPPORT~~ ENCOURAGE A MIX OF LAND USES THAT PROMOTE TO SUPPORT A WALKABLE AND SUSTAINABLE DOWNTOWN.

- 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.

- 7-16.2 Support ~~Downtown~~ sustainability by encouraging vertical mixed-use development ~~that offers with~~ land uses ~~near in close proximity to~~ one another.
- 7-16.23 Encourage development to make cost-effective use of existing urban resources such as infrastructure systems, under-utilized sites, buildings, and transportation networks.
- 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).

CHARACTER AND DESIGN

INTRODUCTION

The focus of ~~Downtown~~Old Town Scottsdale's character ~~and design~~ is urban design, which includes the connections between people and places, movement and urban form, nature and the built surroundings. As the design of the public realm, its focus is the quality and usefulness of the public spaces that are enclosed and defined by the built environment.

Physical elements of urban design include buildings, public spaces, transportation systems, ~~public~~ art, and landscape improvements. Urban design brings these elements together with vision and purpose, so that there is an identifiable character to a group of buildings, to ~~an urban neighborhood~~ a district, and even to a city. Establishing identifiable ~~urban neighborhoods~~ districts through context-sensitive architecture, aesthetically pleasing vistas, landmarks and focal points, safe and attractive streets and public places, should result in ~~Downtown-Old Town~~ character and design that is functional, sustainable, and distinctive. Regional climate is another element influencing urban design. This can be seen in the ~~human~~pedestrian-scale elements, and landscape features that contribute to the design of individual buildings, public places, and ~~developments~~urban form.

Scottsdale has well established community expectations for superior, ~~sustainable~~ design and quality in its built environment. For decades, the site planning and aesthetic design evaluation through the development review process has instrumentally shaped the community that exists today. The ~~Downtown-Old Town~~ Plan and its associated *Urban Design and Architectural Guidelines* provide the framework that guides how individual developments visually and physically work together to form the cohesive fabric of ~~Downtown-Old Town~~ Scottsdale's identity.

GOAL CD 1 – THE DESIGN CHARACTER OF ANY AREA SHOULD BE ENHANCED AND STRENGTHENED BY NEW DEVELOPMENT THAT PROMOTES CONTEXTUAL COMPATIBILITY. **STRENGTHEN AND ENHANCE OLD TOWN DISTRICT CHARACTER WITH CONTEXTUALLY COMPATIBLE DEVELOPMENT.**

- 1.1 Incorporate, as appropriate, in building and site design, the distinctive qualities and character of the surrounding, and/or evolving context **district context into building and site design.**
- 1.2 Encourage creative and innovative civic and prominent **public and private** developments to establish new urban design **and architectural** character **and contextual interpretations of the Downtown, for** in areas where **downtown** development patterns are fragmented or are in transition.
- 1.3 Preserve and **protect the heritage and western character of the Historic Old Town District. enhance the character and scale of Old Town with All** new development and redevelopment that **occurs in this district should** reflects its western theme **the building mass, scale, and the Frontier Town, Western design theme.**

~~Promote Downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.~~

Commented [J53]: Moved to CD 3

~~Encourage urban and architectural design that addresses human scale, and provides for pedestrian comfort.~~

Commented [J54]: Moved to CD 4

- 1.4 Protect prominent historic resources, and promote innovative new neighboring development that respectfully coexists with **the** their established character and context **of these historic assets.**
- 1.5 Maintain the pedestrian oriented small town character and human scale in the Downtown Core **areas of Main Street, Marshall Way, 5th Avenue, Craftsman Court, and Old Town.** Incorporate similar elements of pedestrian character and scale at the street level **throughout in all of Downtown districts.**

~~Encourage new development and revitalization that is composed of complementary and/or supportive design relationships with the established urban form, as well as design features and materials of the neighborhoods within which they are sited.~~

GOAL CD 2 DEVELOPMENT SHOULD SENSITIVELY TRANSITION IN SCALE, HEIGHT, AND INTENSITY AT THE DOWNTOWN PLAN **OLD TOWN** BOUNDARY AND BETWEEN ADJOINING URBAN NEIGHBORHOODS OF DIFFERING **DIFFERENT** DEVELOPMENT TYPES.

- 2.1 The scale of existing development ~~surrounding~~ **adjacent to the Downtown Plan Old Town** boundary should be acknowledged and respected through a sensitive edge transition buffer. **This buffer,** established on a location specific basis, ~~that~~ may include

transitional development types, landscape buffers, and/or sensitive architectural design solutions to address ~~mitigate the larger~~ building mass and height of downtown development.

- 2.2 ~~Transitions~~**Sensitive transition buffers** between Downtown-development-Type-1 areas and Downtown-development-Type-2 areas **Downtown Development Types** should be addressed ~~implemented~~ through sensitive architectural design options that steps down ~~larger~~ building mass and height, **to lower scale development.**

GOAL CD 3 ~~DOWNTOWN~~**OLD TOWN** DEVELOPMENT SHOULD RESPECT AND RESPOND TO THE UNIQUE CLIMATE AND CONTEXT OF THE SOUTHWESTERN SONORAN DESERT.

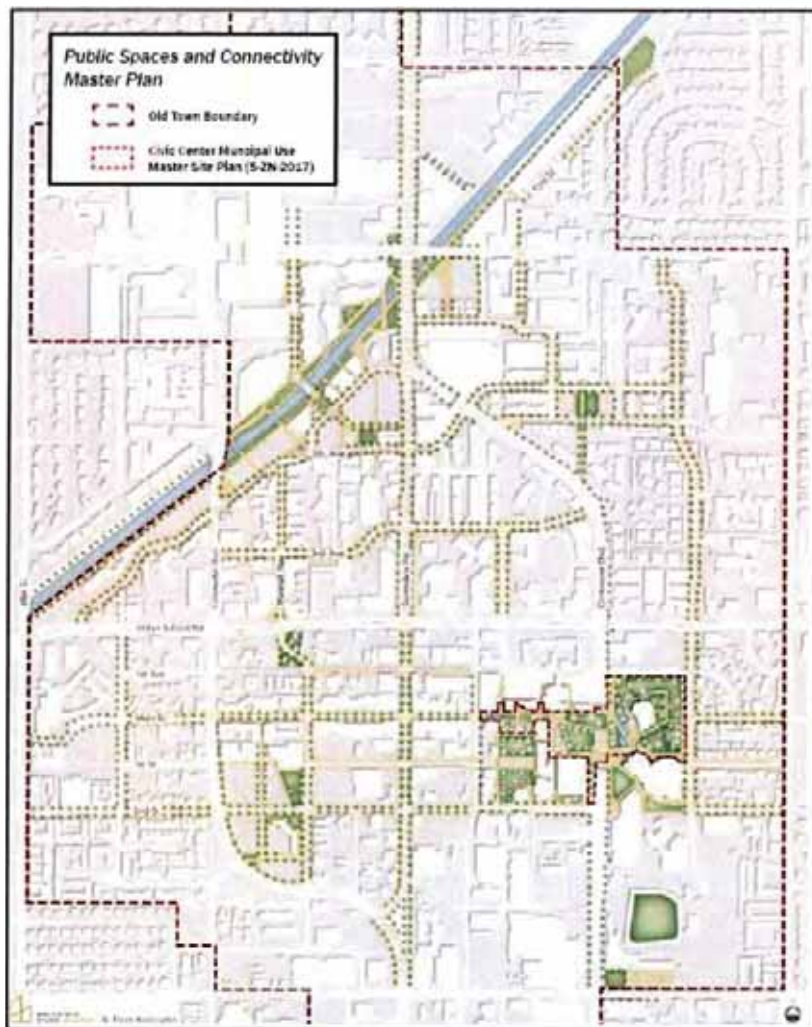
- 3.1 **Promote downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.**
- 3.1.3.2 Enhance outdoor pedestrian comfort through **the creation of** microclimatic ~~ities~~ design that incorporates a variety of shade conditions, landscape trees, and **other features** ~~that are~~ drought tolerant landscape features to create, as well as offer attractive spaces, ~~and offer~~ passively cooler temperatures.
- 3.3 **Pursue building and development strategies that reduce the heat island effect within downtown.**
- 3.3.4 Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.
- 3.5 **Encourage the use of renewable energy powered technologies that provide outdoor cooling within downtown.**

GOAL CD 4 STRENGTHEN PEDESTRIAN CHARACTER AND CREATE STRONG PEDESTRIAN LINKAGES **CREATE A DYNAMIC AND CONNECTED WALKABLE DOWNTOWN THROUGH URBAN AND ARCHITECTURAL DESIGN.**

- 4.1 Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between, ~~the various Downtown urban neighborhoods~~ **districts.**
- 4.2 Development should demonstrate consideration for the **Provide enhanced** pedestrian by ~~providing access and connections to~~ **between** adjacent developments.

Commented [RT5]: Moved to Mobility Chapter

- 4.1 Encourage urban and architectural design that is pedestrian scale and provides pedestrian comfort.
- 4.2.2 Retain and expand the tradition of Downtown's covered walkways in Historic Old Town. Encourage the use of covered walkways, cantilevered awnings, and landscape-cover tree canopies in other districts.
- 4.3 Improve the pedestrian experience on arterial roadways with features such as increased and consistent sidewalk width, shade, trees, on-street parking, landscape buffers, landscape medians, and pedestrian refuge islands.
- 4.4 Enhance the downtown pedestrian experience through the provision of pedestrian oriented banners, wayfinding, signage, and other related infrastructure.



PREVIOUSLY THE CONCEPTUAL PEDESTRIAN CORRIDORS MAP – INCORPORATES THE PUBLIC SPACES AND CONNECTIVITY MASTER PLAN CREATED THROUGH A PUBLIC PROCESS OVER THE LAST FEW YEARS IN CONJUNCTION WITH CITIZEN AND DOWNTOWN STAKEHOLDERS INPUT.

POLICY LU 5.2 GOAL LU CD 5 ENHANCE, EXPAND, AND CREATE NEW DOWNTOWN PUBLIC REALM AND OPEN SPACE AREAS, ESTABLISH AN INVITING AND INTERCONNECTED DOWNTOWN PUBLIC REALM AND OPEN SPACE NETWORK THAT IS USEFUL, SAFE, INTERESTING, WALKABLE, AND COMFORTABLE AND INVITING TO ALL MEMBERS OF THE COMMUNITY.

- 5.1 Provide ~~for more~~ high-quality, multi-functional open space areas within the ~~Downtown~~ Old Town that may include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.
- 5.2 Establish an interconnected Downtown public realm and open space network that is accessible, safe, and inviting to all members of the community.
- 5.32 Private and public development should contribute to the creation of new, and/or the expansion of existing, public realm and open space areas throughout ~~Downtown~~ Old Town.
- 5.43 Provide a variety of ~~Downtown~~ public realm and open space areas that accommodate multiple activities and special events for ~~D~~ downtown residents, and visitors and workers of all ages.
- 5.54 Promote ~~both~~ the Civic Center, ~~and~~ Arizona Canal, Scottsdale Stadium, and Museum of the West areas as primary ~~D~~ downtown public open spaces for community residents and visitors. These primary public spaces should be actively programmed with a variety of social, cultural, artistic, and entertainment and sports activities, and special events.
- 5.65 Improve, expand, or create new public realm and open space areas that can be enhanced by art and interactive opportunities, such as pocket art parks and temporary art trails.

Commented [RT6]: Moved from Land Use Chapter.

GOAL CD 6 CREATE COHERENT AND CONSISTENT SAFE, COMFORTABLE, AND INTERESTING STREET SPACES.

- 56.1 Create a unified public realm experience through the design of ~~D~~ downtown's streets, building setback areas, and building frontages. ~~Setbacks may only be compromised after clear demonstration that other significant public benefits are achieved.~~
- 56.2 Connect downtown street spaces are components of the overall public realm and should be logically interconnected with other pedestrian spaces and linkages.
- 56.3 Streetscapes should provide continuity for the pedestrian among adjacent uses across different developments along the same street. This continuity can be established through the provision of consistent comprehensive sustainable landscape

Commented [JS7]: This will be handled by design guidelines.

improvements, street tree themes, shade elements, decorative paving, street furniture, public art, and other integrated infrastructure elements.

- 6.4 Use development standards, related exceptions, and urban design guidelines regarding building location and setback to enhance the context, rhythm, and features of streetspaces.
- 6.5 Develop walkable blocks by providing new streets, pedestrian paths, courtyards, pocket parks, and plazas that connect with other streets and public or common open spaces.
- 6.6 Create, or maintain, a defined building location to establish the public realm with a clear visual identity, and activate storefront areas to increase pedestrian comfort.

GOAL CD 67 INCORPORATE A REGIONAL LANDSCAPE PALETTE THAT COMPLEMENTS DOWNTOWN'S URBAN CHARACTER **THE URBAN AND PEDESTRIAN CHARACTER OF OLD TOWN.**

- 67.1 ~~Downtown~~ **Old Town open space** and landscape elements should project a desert oasis design character, providing an abundance of shade, color, varied textures and forms.
- 67.2 Landscape materials should complement ~~Downtown's~~ **the** built environment, land uses, and **other downtown** activities. ~~through the~~ **Careful** selection of **downtown** plant materials ~~with regard to~~ **should take into account attributes such as** scale, density, placement, ~~and arrangement,~~ **and maintenance requirements.**

GOAL CD 78 ~~THE EXTENT AND QUALITY OF~~ **INTEGRALLY DESIGN** LIGHTING SHOULD BE INTEGRALLY DESIGNED AS A PART OF ~~INTO~~ **THE BUILT ENVIRONMENT.**

- 78.1 Achieve a balance between ambient light levels and designated lighting needs ~~to ensure~~ **safe lighting levels while reducing light pollution and glare.**
- 78.2 Encourage lighting that is energy efficient and designed to serve both pedestrian and vehicular ~~travel for safety in public~~ **and** private spaces.
- 8.3 Use lighting to provide a safe and inviting nighttime environment for residents, businesses, visitors, and nighttime special events and activities.

GOAL CD 8-9 IMPLEMENT HIGH QUALITY **URBAN AND ARCHITECTURAL** DESIGN IN ~~DOWNTOWN~~ **OLD TOWN ARCHITECTURE.**

8.1 — Encourage contemporary and historical interpretations of regional Southwestern Sonoran Desert architectural traditions.

9.1 Design downtown civic buildings and public spaces to demonstrate the city's commitment to, and leadership in, design excellence.

8.29.2 ~~Promote~~ Incorporate the "Scottsdale Sensitive Design Principles" and the Old Town Urban Design and Architectural Guidelines in all development in the creation of architecture in Downtown.

8.3 — Promote the principles of design in the "Downtown Urban Design and Architectural Guidelines" in all Downtown development.

8.49.3 Achieve high quality urban and architectural design through the development review process. Emphasize thorough design review and management of the built environment to achieve the benefits of high quality design.

9.54 Encourage the integration of ~~Integrate~~ art into Downtown urban design and architecture.

GOAL CD 9 DEVELOPMENT SHOULD INCORPORATE SUSTAINABLE BUILDING PRACTICES IN DOWNTOWN OLD TOWN DEVELOPMENT AND PRODUCTS.

Commented [J58]: Existing goal and policies combined with similar goal and policies from Public Services and Facilities

10.1 The city should lead by example and incorporate sustainable conservation measures into the design of new and existing downtown public facilities.

10.29.1 Development should strive to incorporate sustainable planning, design strategies, and building techniques, into downtown development and the use of durable indigenous materials that will endure over time, to minimize environmental and maintenance impacts, and endure over time.

10.39.2 Encourage green building and biophilic design strategies such as building orientation, passive solar response and cooling techniques, natural daylighting, passive cooling techniques, and the integration of regional plant materials, as part of downtown development.

10.49.3 Promote the use of energy efficient systems, construction methods, and alternative renewable energy sources in downtown development. Encourage strategies that provide multiple benefits, such as solar parking canopies.

10.59.4 Encourage the extended life cycle of existing downtown building stock through adaptive reuse.

10.6 Use existing urban resources, such as infrastructure systems, underutilized sites, buildings, and transportation networks to minimize the use of new resources.

10.7 Promote methods of water conservation, such as stormwater capture, rainwater harvesting, water reuse and passive landscape irrigation.

Manage rainwater as a resource and provide environmentally beneficial treatment of runoff prior to allowing water flows into the stormwater management system.

Commented [JS9]: Moved from Public Facilities and Services. Seems to be more city-wide not DT specific and reuse already mentioned in policy above

10.8 Develop and maintain sustainable solid waste collection, recycling, and disposal delivery systems downtown. Encourage the use of shared waste containers and compactors among businesses to reduce the number of containers in downtown and their negative aesthetic, olfactory and circulation impacts.

10.9 Encourage downtown recycling and other waste reduction and diversion programs in civic spaces, at special events, and in commercial and multifamily residential developments.

GOAL CD 11 INFRASTRUCTURE DESIGN SHOULD POSITIVELY CONTRIBUTE TO OLD TOWN IDENTITY.

Commented [JS10]: Goal and Policies moved from Public Services and Facilities

11.1 Design infrastructure improvements to unify the overall identity of Old Town, while still contributing to the specific district identity in which they are located.

11.2 Develop infrastructure improvements that positively impact the aesthetic and mobility aspects of the pedestrian environment.

Downtown civic buildings and public spaces should demonstrate the city's leadership in design excellence.

Commented [JS11]: Moved to CD 8

11.3 Underground overhead utilities, when physically and economically feasible, to reduce the negative visual impacts in the downtown.

11.4 Minimize the aesthetic and circulation impacts of power and communication system equipment located in rights-of-way.

MOBILITY

Introduction

Every community is dependent upon, and strongly desires, good mobility as the core to its lifestyle and sustainability. Mobility embodies the goals of connectivity, wayfinding, safety, viability, access, and environmental design. In a downtown, achieving mobility goals requires attention to three related functions: travel, circulation, and access. The best, most successful, downtowns are those where a rich mix of land uses are directly and conveniently connected to each other; ~~efficiently accommodate multiple modes of~~ travel, circulation and access ~~are accommodated~~; and ~~above all, there is a concentrated~~ focus on providing a superior pedestrian ~~and bicycling~~ environment. ~~In Old Town Scottsdale, walking is such an essential part of what is meant by "Downtown" that the quality of the pedestrian and bicycling environment – safety, comfort, interest, continuity – is a necessity.~~

Like most downtowns, ~~Downtown-Old Town~~ Scottsdale is a destination for people. The successful evolution of the current circulation system into a network of "complete streets" should fulfill travel, circulation, and access functions ~~for Downtown-Scottsdale~~, and help to achieve enhanced connectivity with a primary focus on the pedestrian. The mobility chapter of the ~~Downtown-Old Town~~ Plan contains goals and policies that guide public and private sector implementation strategies to improve mobility and circulation to, from, and within ~~Downtown-Old Town~~ Scottsdale.

GOAL M1 DEVELOP COMPLETE STREETS THROUGH PUBLIC AND PRIVATE INFRASTRUCTURE INVESTMENTS AND IMPROVEMENTS.

- 1.1 ~~Develop~~ ~~Maintain~~ a well-connected ~~D~~ downtown circulation grid, comprised of ~~complete narrower-streets that are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. A complete street responds to its community context, and may include sidewalks, bicycle lanes and parking, bus lanes, comfortable and accessible public transit stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, and narrower travel lanes~~ improved alleys, smaller blocks, and newly constructed local street segments, to enhance connectivity for all mobility modes. ~~A complete street is also consistent with federal laws and guidelines including those pertaining to accessibility.~~
- 1.2 Provide interconnectivity ~~pedestrian and bicycle facilities within large projects within large development parcels and connect them to adjacent development and the greater downtown circulation system. that provide pedestrian and bicycle connections through large projects.~~
- 1.3 Upgrade sidewalks and intersections to ensure continuity and consistency throughout Downtown. Improve pedestrian crossing facilities on major roads and at major intersections.
- 1.43 Provide a unified ~~continuity in downtown wayfinding, through the addition of a~~ system throughout Downtown. landmarks, public art, distinct streetscape improvements, maps, directions, symbols, signage and information systems for both pedestrians and motorists.

- 1.54 Accommodate the ~~adequate~~ movement of freight goods and services, truck delivery access and operations, ~~solid waste collection~~, and emergency response vehicles ~~throughout Downtown on private development sites, and out of the public right-of-way, where possible.~~
- 1.65 ~~Continue to e~~Encourage use of mobility options ~~D~~downtown, such as: ~~transit, biking, walking, ride mobility share, transportation carts,~~ pedicabs and horse-drawn carriages, particularly during special events.
- 1.76 ~~Revitalize the downtown portion of Scottsdale Road into a paseo/boulevard that facilitates circulation and access for all modes of travel, with a special emphasis on meeting pedestrian needs. Maintain the primary function of Scottsdale Road as Downtown serving. Scottsdale Road should facilitate circulation and access for all modes of travel, with a special emphasis on meeting pedestrian needs.~~
- 1.87 Maintain Goldwater Boulevard and Drinkwater Boulevards as the primary routes to accommodate pass-through traffic around ~~D~~downtown.
- 1.9 ~~Encourage and accommodate increased levels of bicycling, walking, and transit ridership.~~
- 1.10 ~~Encourage the concept of Universal Design and equal access opportunities.~~
- 1.98 ~~Enhance Downtown's pedestrian oriented environment through reduced vehicular lane widths, reduced design speeds, and reduced intersection lengths, as appropriate.~~

Commented [RT12]: Redundant with now-1.5

Commented [RT13]: Laws + Regulations require already & Mobility Chapter covers access.



ADDS THIRD AVENUE AND 75TH STREET, AND EXTENDS STETSON DRIVE AS DOWNTOWN AREA ACCESS. NOTES OLD TOWN MAJOR INTERSECTIONS – WHICH ALIGNS WITH DOWNTOWN ORDINANCE LANGUAGE.



ALIGNS PEDESTRIAN PLACE AND PEDESTRIAN SUPPORTIVE CONNECTIVITY WITH THE PUBLIC SPACES AND CONNECTIVITY MASTER PLAN GRAPHIC IN THE CHARACTER & DESIGN CHAPTER.

GOAL M.2 CREATE COMPLETE, COMFORTABLE, AND ATTRACTIVE PEDESTRIAN CIRCULATION SYSTEMS.

- 2.1 Design the public realm to include ~~enhanced requirements for~~ **wide** sidewalks ~~space, that Provide adequate space accommodate~~ for meeting and passing other pedestrians, ~~including queuing space, pedestrian waiting areas, street furniture, pocket parks, patio areas and to support other~~ desired levels of activity.
- 2.2 ~~Support~~ **Encourage** pedestrian oriented design that ~~includes pedestrian comfort amenities such as trees, shade, seating, shelter, wayfinding and lighting, to encourage strolling, lingering, and promenading activities, by including pedestrian comfort amenities such as shade, seating, shelter, and lighting, especially in areas where there is a high concentration of pedestrian activity.~~
- 2.3 **Manage existing, and design future downtown transportation and related systems, with a focus on pedestrian mobility, accessibility and safety.**
- 2.4 Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between, ~~the various Downtown urban neighborhoods~~ **districts.**
- 2.5 ~~Development should demonstrate consideration for the~~ **Provide enhanced** pedestrian by ~~providing access and connections to~~ **between** adjacent developments.

Commented [RT14]: Moved from Character & Design Chapter

GOAL M.3 CREATE A HIERARCHY OF PEDESTRIAN SPACES WITHIN THE OVERALL DOWNTOWN **OLD TOWN.**

- 3.1 ~~Develop Certain specific downtown connections, nodes and spaces areas of Downtown should be developed as Pedestrian Places, particularly where there is a high concentration of pedestrian activity, or where a high level of pedestrian activity is desired.~~
- 3.2 ~~Downtown should become~~ **Create a Pedestrian Supportive environment throughout the remainder of downtown.**
- 3.3 Roadway corridors with higher traffic volumes and faster speeds, combined with larger land use setbacks, may remain *Pedestrian Compatible* and should include *Pedestrian Supportive* crossing treatments.
- 3.4 Eliminate existing, and discourage new, *Pedestrian Challenging* environments within the ~~D~~ **downtown.**

GOAL M 4 ENSURE-~~MAINTAIN~~ A CONVENIENT AND ADEQUATE PARKING SUPPLY ~~DOWNTOWN-OLD~~ TOWN.

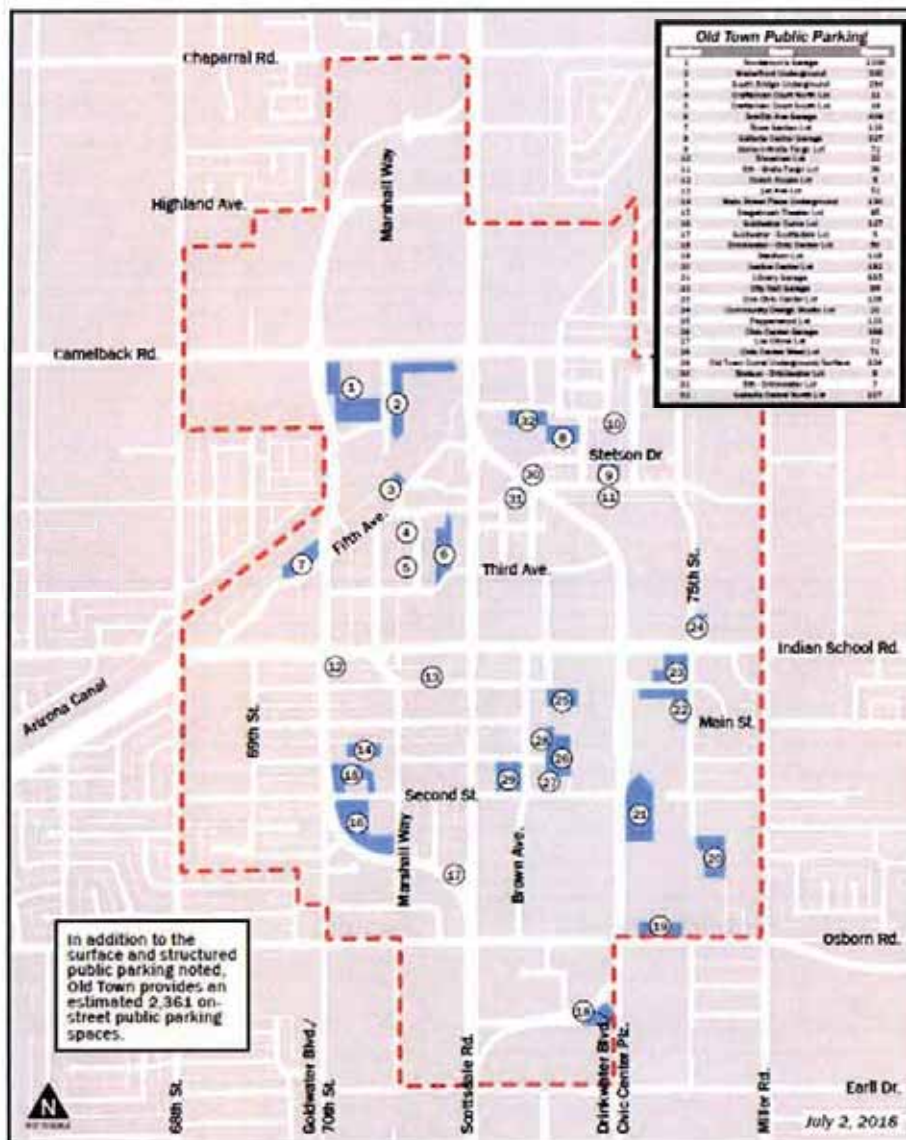
- 4.1 Develop a "park once environment" ~~downtown~~, where users can access multiple destinations without ~~needing the need~~ to move their private vehicle.
- 4.2 Create new or adjust existing parking ~~regulations and~~ requirements to ensure continued ~~redevelopment of~~ downtown ~~revitalization and investment, as technologies and private vehicle user preferences evolve with particular emphasis on small project revitalization in the Downtown Core.~~
- 4.3 Maximize ~~utilization~~~~use~~ of the existing parking supply ~~through shared parking opportunities, the creation of~~ through a comprehensive, ~~multi-tiered~~ parking management program, ~~and linkages to transit.~~
- 4.4 Create new public parking supply through public-private partnerships to maintain free public parking ~~in~~ downtown.
- 4.5 ~~Seek opportunities to provide shaded downtown parking through the provision of landscaping, shade structures, tree and solar canopies.~~

Pedestrian Place – Adjacent land use includes: at least three complementary uses within immediate walking distance; buildings face and embrace the pedestrian realm; and wide awnings, walkways, trees and arcades ~~are provided~~ ample shade. Roadway corridor includes: low traffic volumes at slow speeds; crossing opportunities are frequent; on-street parallel parking is encouraged. Pedestrian realm includes: extent of pedestrian place is one-quarter mile walk in length; walkways are separated from vehicular traffic; sidewalks are wide enough to accommodate the highest levels of use and space for outdoor dining and amenities.

Pedestrian Supportive – Adjacent land use includes: mixed-use, typically first floor commercial; buildings face and embrace the pedestrian realm; trees, awnings ~~and~~ or arcades are used to provide shade; no foundation landscape areas to separate building from walkway. Roadway corridor includes: moderate traffic volumes at slower speeds; intersection design and signal timing give priority to pedestrians; on-street parallel parking is encouraged. Pedestrian realm includes: sidewalks are separated from vehicular traffic; sidewalks are wide enough to accommodate heavy levels of use.

Pedestrian Compatible – Adjacent land use is often single use and buildings are separated from the pedestrian realm. Roadway corridor includes: moderate traffic volumes at moderate speeds, infrequent crossing opportunities and intersection design and signal timing give priority to vehicles. The pedestrian realm includes sidewalks that are continuous but often minimum width and landscaping that is informal and typically does not provide shade.

Commented [RT15]: Moved from Glossary.



NEW PUBLIC PARKING MAP NOTES SURFACE AND STRUCTURED LOCATIONS.

GOAL M 5 ENCOURAGE TRANSIT THAT PROVIDES LOCAL AND REGIONAL CONNECTIONS TO,
~~FROM AND FROM WITHIN DOWNTOWN~~ **OLD TOWN** SCOTTSDALE.

- 5.1 ~~Improve and e~~**Enhance** ~~Downtown~~**Old Town** Scottsdale's local and regional transit availability and accessibility, **by emphasizing high frequency and expanded hours of service within the downtown and connections to adjacent areas.**
- 5.2 **Locate higher density development near major transit routes and venues to facilitate increased use of downtown transit. Plan for a mixture of land uses and densities near major transit routes and facilities to promote public and private investment in Downtown transit.**
- 5.3 **Emphasize high frequency transit service, and expanded service hours within Downtown.**
- 5.43 **Accommodate the needs of residents, employees, and visitors by enhancing and linking the transit circulator**~~Old Town Trolley and other transit~~ **to existing and future local and regional transit service, and any future high capacity transit networks to accommodate the needs of residents, employees and visitors.**

GOAL M 6 DEVELOP A CONTINUOUS, ACCESSIBLE, AND INTERCONNECTED BICYCLE NETWORK.

- 6.1 **Promote convenient connections between the on-street bicycling network and off-street paths and trails.**
- 6.2 **Connect the downtown bicycling network to the regional bicycling system via the Arizona Canal, Crosscut Canal, Sun Circle Trail, and Indian Bend Wash multi-use paths.**
- 6.3 **Integrate on-street bicycle lanes and routes throughout downtown.**
- 6.4 **Expand off-street bicycling facilities with connections to existing and planned on-street bicycle facilities.**

GOAL M 7 PROVIDE BICYCLE INFRASTRUCTURE AND FACILITIES TO ENCOURAGE INCREASED DOWNTOWN RESIDENT, EMPLOYEE AND VISITOR BICYCLING.

- 7.1 **Incorporate accessible bicycle infrastructure and facilities into public and private development, such as designated bicycle parking areas, racks, lockers, and shower facilities.**
- 7.2 **Develop a series of tourism bicycle routes that highlight unique visitor attractions.**
- 7.3 **Integrate accessible bicycle infrastructure into all local and regional transit vehicles that serve downtown.**



NEW BIKE ROUTE MAP NOTES BIKE LANES, ROUTES & SHARED USE PATHS.

- 7.4 Promote bike use in downtown to serve the leisure pursuits of the visitor, and the "last mile" needs of resident and employee commuters, through new bicycle technologies.

GOAL M 8 PROMOTE BICYCLE EDUCATION, SAFETY, AND ENFORCEMENT.

- 8.1 Work with law enforcement to educate the community and ensure traffic laws and ordinances are appropriate and followed by both drivers, and bicyclists, and bike share businesses.
- 8.2 Incorporate safety measures at grade separations, street crossings, and intersections to minimize conflicts with vehicles, pedestrians, and other bicyclists.
- 8.3 Educate visitors, residents and employees on proper use of bike share businesses.

ARTS AND 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 ~~Downtown~~Old Town Scottsdale.

Recognizing the important niche that arts and culture bring to ~~Downtown~~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 ~~Downtown~~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.

GOAL AC 1 INVEST IN CURRENT AND CREATE NEW OPPORTUNITIES TO ADVANCE ~~DOWNTOWN~~OLD TOWN SCOTTSDALE AS AN ARTS AND CULTURAL HUB WITH REGIONAL, NATIONAL, AND INTERNATIONAL SIGNIFICANCE.

- 1.1 Support a diverse range of arts and ~~cultural~~culture experiences ~~in~~downtown.
- 1.2 Develop arts and cultural amenities and programs that enhance Downtown Scottsdale's artistic landscape by establishing incentives that promote revitalization, expansion and new development of ~~Revitalize, expand and develop new~~ arts, cultural, and educational facilities that enhance Old Town Scottsdale's artistic landscape.

- 1.3 ~~Retain~~ Grow existing and establish new high-quality, signature ~~festivals, events and programming events~~ that attract resident and visitor audiences; and distinguish ~~Downtown~~ Old Town Scottsdale as a premiere arts and culture destination.
- 1.4 Continue to invest in, improve, ~~and~~ celebrate, ~~and promote~~ the Scottsdale Arts District, Scottsdale Civic Center, and the Arizona Canal as prominent ~~D~~owntown arts and culture destinations.

Goal AC 2 ~~ENCOURAGE CREATIVE~~ CREATE A MUSEUM WITHOUT WALLS ~~PLACE-MAKING IN DOWNTOWN~~ OLD TOWN, WHERE ALL CAN PARTICIPATE.

- 2.1 Encourage ~~public and private~~ investment in public art ~~and cultural destinations~~ that preserves, ~~commemorates~~ educate, and celebrates our Scottsdale's diverse history, culture, ~~Sonoran Desert environment~~, and people.
- 2.2 Serve diverse community interests by supporting a variety of ~~signature projects~~ ~~monumental art pieces~~, emerging artists, and temporary event-based programs ~~D~~owntown.
- 2.3 Utilize public art to strengthen interconnectivity between ~~D~~owntown urban ~~neighborhoods~~ districts and cultural facilities through ~~way-finding, and space activation, temporary art trails, and pocket art park opportunities.~~ the creation of art paths and art-enhanced walkways.
- 2.4 ~~Promote~~ Facilitate public art integration into ~~the~~ Old Town architecture and urban design.

GOAL AC 3 PROMOTE AND SUPPORT INITIATIVES THAT FOSTER ~~DOWNTOWN~~ OLD TOWN AS AN INTERACTIVE ARTS DISTRICT.

- 3.31 Animate existing private and public spaces with arts and culture, and create informal, spontaneous exhibition and performance spaces throughout ~~the~~ ~~D~~owntown.
- 3.42 Connect commercial and private art enterprises with public and non-profit arts and cultural venues in the ~~D~~owntown.
- 3.53 Encourage the attraction and retention of Scottsdale based non-profit arts and culture organizations in ~~D~~owntown.
- 3.64 Develop economic, land use, planning, and design strategies to protect and enhance arts, culture, and gallery businesses in the ~~D~~owntown.

- 3.5 Encourage continuation and expansion of innovative arts and culture programming that enriches the community.
- 3.6 Increase and promote community arts partnerships and projects that animate public spaces and provide residents, workers, and tourists with diverse arts experiences.
- 3.17 Support work/live development in the Downtown that is flexible enough to accommodate the needs of ~~artists and other creative professions~~ professionals.
- 3.28 Foster public-private partnerships to ~~create an artist center and~~ continue artist-in-residence programs.

ECONOMIC VITALITY

Introduction

Downtown Scottsdale has experienced steady economic growth and development since the adoption of the Downtown Plan in 1984. The results of this economic viability can be seen in the mix of ~~Downtown~~ ~~Old Town~~ land uses, activities and development: ~~several thousand housing units~~ increasing population, numerous hotels, large and small office space, major employers, boutique offices and creative spaces, a prominent medical campus, destination and unique specialty retail, strategic public investments, cultural facilities, nightlife and entertainment venues, and art galleries, all of which combine to create a vibrant hub for resident, worker, and visitor economic activity. ~~Preserving and enhancing~~ Growing and nurturing this mixed-use diverse economic base is critical to ~~Downtown's Old Town's future~~ continuing continued success.

Economic vitality for ~~Downtown~~ ~~Old Town~~ Scottsdale is encouraged and maintained through public and private investment, the character and quality of development, and ~~maintaining~~ strengthening ~~Downtown's Old Town's~~ competitive position among similar locations with comparable land use patterns. This chapter of the ~~P~~plan establishes economic goals and policies that encourage ~~Downtown~~ ~~Old Town~~ to be a sustainable and functional mixed-use center for the city and region. These policies emphasize the need for urban neighborhood development that encompasses specialty retail, arts/cultural opportunities, office, residential, hotel/tourism uses, as well as retention and expansion opportunities for major employers, as the underpinnings for an economically healthy ~~D~~downtown. The ~~P~~plan provides the framework within which the private sector can assume a strong leadership role in the revitalization and continued emergence of ~~Downtown~~ ~~Old Town~~, ensuring economic viability into the future.

GOAL 1 SUPPORT DOWNTOWN'S ~~SOLD TOWN'S~~ PROMINENT ECONOMIC ROLE AS A HUB FOR ARTS, CULTURE, RETAILING, DINING, ENTERTAINMENT, TOURISM, AND EVENTS, AND EMPLOYMENT.

- 1.1 Support Downtown as the commercial, cultural, civic, and symbolic center of the community, and encourage land uses, activities, and special events, and land uses that support downtown as a primary commercial, cultural and tourism destination, to maintain Downtown's economic role in the community.
- 1.2 Consider a balance of civic, economic, and social priorities during analysis and implementation of revitalization efforts.
- 1.3 Attract new cultural and social amenities Downtown, such as art, recreational, medical, and educational facilities.
- 1.42 Promote Downtown as a creative environment in which people can live, work, and pursue leisure activities an environment attractive to both leisure visitors and a skilled workforce.
- 1.53 Support and strengthen Attract tourism-supporting land uses, activities and special events to reinforce Downtown Old Town as a strong robust tourism destination through land-use, urban design, activities, and special events.
- 1.4 Proactively address economic and social changes by examining Old Town goals on a regular basis, to ensure responsiveness to shifts in economic, social, environmental, and market conditions.
- 1.5 Appeal to residents, visitors, and workers by creating and delivering programs and services that support a high quality, year-round, successful mix of retail, dining, entertainment, emerging enterprises, and small businesses that contribute to Old Town's unique character.

Maintain and enhance Downtown's successful retail mix, and respond to changing retail market trends by attracting a variety of retail development Downtown that appeals to both residents and visitors alike.

Maintain and enhance Downtown's successful dining and entertainment mix. Respond to changing market trends by attracting a variety of high-quality restaurant and entertainment venues Downtown that appeal to residents and visitors.

Retain and enhance Downtown's locally owned, small business community to serve both resident and visitor needs and to maintain Downtown's unique character.

GOAL EV 2 PROMOTE PRIVATE INVESTMENT IN, AND ATTRACT NEW DEVELOPMENT TO, DOWNTOWN OLD TOWN.

- 2.1 Encourage new investment in residential and commercial development and reinvestment that maintains ensures Downtown Old Town's economic edge in the region competitiveness regionally and nationally.
- 2.2 Promote a mix of daytime/nighttime activities year-round through new residential and commercial development in Old Town that includes vertically mixed land uses and a diverse range of housing development.
- 2.3 Encourage private reinvestment through flexible policies, practices, and incentives, that work with the private sector to respond to functional and economic changes in the Downtown public-private partnerships, that utilize the shared skills and assets of each sector to deliver downtown development and community amenities.
- 2.4 Promote the retention of existing major Downtown employers and accommodate their future expansion needs.
- 2.5 Promote additional Expand downtown employment opportunities that will through the attraction of new a variety of office and commercial development to Downtown, with a focus on target growth industries such as information, communications, and technology (ICT) and advanced business services.
- 2.6 Retain, expand, and support Downtown Old Town's prominent medical campus that serves as both a major employer and community service provider.
- 2.7 Attract and retain a broad array of economic activities that widen the appeal of Downtown Old Town and strengthen the city's tax base.
- 2.8 Recognize that talent is a critical component of business location decisions, and enhance Old Town's quality of life amenities and housing choices, to appeal to a skilled workforce.

GOAL EV-3 ESTABLISH PUBLIC REGULATIONS AND PROCESSES THAT ENCOURAGE CREATIVITY AND FLEXIBILITY IN BUILDING AND SITE DESIGN:

Be responsive to economic and social changes by examining Downtown goals and policies on a regular basis to ensure they are responsive to changes in economic, social, environmental, and market conditions.

Create and/or amend zoning and land use regulations to allow for flexible design as Downtown spaces are developed or redeveloped.

Commented [J516]: Removed goal and policies are addressed in Land Use and through the 2012 amendments for PBD and smaller properties.

Commented [J517]: Relocated to goal 2.

Allow regulatory flexibility when development clearly supports and implements key goals and policies of the Downtown Plan.

GOAL EV 3 EMBRACE AND EXPLORE INNOVATIVE SOLUTIONS TO INFRASTRUCTURE AND SERVICE DELIVERY.

- 3.1 Adopt a smart cities strategy to pursue new technologies that will better leverage and capitalize on city assets and improve service delivery.
- 3.2 Pursue approaches to downtown parking, transportation, mobility, and public space limitations through a combination of demonstrated national best practices as well as early adoption of technology.

PUBLIC SERVICES & FACILITIES

Introduction

Downtown public services and facilities includes the public infrastructure services, facilities, and programs that support the social, physical, and economic aspects of the high quality of life that the Scottsdale community expects. Infrastructure, as it relates to Downtown Scottsdale, includes a diversity of programs, services, and physical facilities such as police and fire protection; water and wastewater systems; solid waste collection, recycling and disposal programs; mobility programs; drainage and flood control; power and telecommunication systems; open space and public realm amenities; as well as the provision of civic services through schools, libraries, and other governmental or public institutions.

Maintaining and investing in these public services, facilities, and infrastructure programs are essential to Downtown's ongoing stability and vitality. Infrastructure's physical form and condition communicate a great deal about a community's goals, values, and identity. Well-maintained, inviting, aesthetically pleasing infrastructure elements make a strong quality statement about Downtown. Providing consistent attention to Downtown's infrastructure ensures that facilities and programs will continue to serve the functional needs of residents, visitors, businesses, government agencies, and others over time.

The goals and policies, in this chapter, outline strategies to fortify and increase Downtown infrastructure programs. Key elements include incorporating sustainability into the attentive maintenance of existing infrastructure, as well as, the timely investment in new improvements that serve the changing needs and extend infrastructure life cycles for an evolving Downtown.

PUBLIC SERVICES AND FACILITIES

GOAL PSF 1 ANTICIPATE AND PLAN FOR THE EXPANSION AND MAINTENANCE OF EFFICIENT PUBLIC INFRASTRUCTURE SYSTEMS, WHICH INCLUDE ALL PUBLIC UTILITY SERVICES TO ACCOMMODATE CURRENT AND FUTURE GROWTH.

The city's primary investment in the Downtown should be targeted at maintaining, upgrading, and expanding infrastructure systems and public realm improvements.

Coordinate and update city and public infrastructure master plans to accommodate existing and future growth and to assure that the Downtown Plan's goals and policies can be achieved.

Analyze the long-term infrastructure maintenance, replacement and expansion needs, and align them with the city's five-year capital improvement program and the Downtown Plan implementation program, to assure that the Downtown Plan's goals and policies are accomplished over the next twenty years.

Proactively coordinate with public and private utility companies and future service providers for the provision, installation, and maintenance of utilities that service the Downtown to accommodate current and future development.

Coordinate infrastructure planning, capital improvement programs, and public utility improvements to minimize disruption to Downtown property owners, businesses, patrons, and visitors.

Encourage the acquisition of public realm land in strategic locations as part of the city's Downtown infrastructure system expansion and improvements.

New and infill development should contribute to Downtown's infrastructure system.

The public parking supply should be considered as a public asset that is shared by all property owners, businesses, patrons and visitors. The city's capital improvement program should include provisions to construct, and/or partner with property owners to provide additional public parking as necessary.

Commented [JS18]: Move to implementation

GOAL PSF 2 INFRASTRUCTURE SYSTEMS SHOULD PROVIDE AN IDENTITY UNIQUE TO DOWNTOWN AND CONVEY THE COMMUNITY'S DESIGN EXPECTATIONS.

Infrastructure improvement should be designed to unify and complement the identity of the overall Downtown, which may include improvements that provide a specific identity to the various urban neighborhoods.

Infrastructure improvements should positively impact the aesthetic qualities of the pedestrian environment.

Downtown civic buildings and public spaces should demonstrate the city's leadership in design excellence.

City infrastructure, public utilities, and private development projects should include provisions to place overhead utilities underground when physically and economically feasible to reduce the visual impact on the Downtown.

Manage the visual impact in rights-of-way of power and communication system hardware such as transformers, switching cabinets, service section entrances, antennas, and towers.

Commented [JS19]: Goal and policies relocated to Character & Design / Implementation chapter.

GOAL PSF 3 MAINTAIN AND ENHANCE CITY SERVICES TO PROVIDE A SAFE ENVIRONMENT WITH MINIMAL PHYSICAL RISK SPECIFIC TO THE HEALTH, SAFETY, AND WELFARE OF THE PUBLIC WITHIN THE DOWNTOWN.

Coordinate the planning of revitalization, as well as new and infill development, with emergency, medical, fire and law enforcement services to maintain the response times goals. As necessary, provide additional services and facilities to ensure that the response times goals are achievable.

Maintain and expand special public safety and educational programs, such as the mounted police unit, to provide unique outreach and direct services to Downtown property owners, residents, businesses, patrons, and visitors.

Commented [JS20]: Moved to implementation

Facilitate a comprehensive stormwater master plan and infrastructure improvements to protect property so onsite detention may not be necessary.

Commented [JS21]: Moved to implementation

Manage existing and design future Downtown transportation and related systems with a focus on pedestrian mobility and safety.

Commented [JS22]: Moved to mobility Goal 2

GOAL PSF 4 MAINTAIN EXISTING, AND PROVIDE NEW CIVIC FACILITIES TO MEET THE COMMUNITY'S GOVERNMENTAL, ADMINISTRATIVE, SOCIAL AND CULTURAL NEEDS.

Maintain the primary city governance and administrative services within the Civic Center campus.

Commented [JS23]: Added to implementation

Maintain and establish satellite city facilities, as appropriate, to enhance the delivery of services to Downtown property owners, businesses, patrons, and visitors.

Commented [RT24]: Added to implementation

GOAL PSF 5 INFRASTRUCTURE SYSTEMS, NEW AND EXISTING CIVIC FACILITIES, AND PRIVATE DEVELOPMENTS SHOULD INCORPORATE THE DESIGN OF ENVIRONMENTAL SUSTAINABILITY METHODS.

The city should lead by example and incorporate sustainable conservation measures in the design of new and existing city facilities Downtown.

Encourage new and existing developments to include sustainable methods within building design, and utilize existing urban resources, such as infrastructure systems, underutilized sites, buildings, and transportation networks.

Promote methods of water conservation, including the reuse of water, and the use of stormwater harvesting for passive irrigation of landscape improvements.

Manage rainwater as a resource and provide environmentally beneficial treatment of runoff prior to allowing water flows into the stormwater management system.

Encourage the use of shared waste containers among similar uses (e.g., office and retail) for Downtown businesses to minimize inefficient land use in compact areas, visual impacts, and impacts on the related public infrastructure systems.

Establish and maintain an innovative, sustainable solid waste collection, recycling, and disposal delivery system.

Expand recycling programs to include commercial and multifamily developments.

Commented [JS25]: Moved to Character & Design

Glossary

A

ADA (Americans with Disabilities Act)—1990 federal legislation specifying provisions to be made in the design or redesign of buildings, parking, and outdoor areas to remove barriers for persons with disabilities and guaranteeing equal opportunity in public accommodations, transportation and government services.

Active Street Frontages / Uses – The addition placement of active land uses such as retail or restaurant, etc. at the ground floor of buildings, to provide that encourage higher pedestrian interest and increased pedestrian activity.

Adaptive Reuse – Developing a new use for an older or underutilized building or for a building originally designed for a special or specific purpose. This technique is particularly useful for preserving older buildings of historic or architectural significance and for the conversion of special use structures, such as gas stations, train stations, or school buildings that are no longer needed for their original purpose. In addition to preserving historical value, reuse of existing buildings avoids creation of large volumes of demolition and construction debris, conserves resources, and maintains neighborhood character.

B

Bicycle Infrastructure – All infrastructure that may be used by cyclists including, but not limited to, lanes, routes, paths, parking areas and racks, and commuter amenities such as lockers and showers typically incorporated into commercial and office developments.

Bike Lane – Sections of roadway that are marked for exclusive bicycle use and are always one-way.

Bike Route – Include shared streets, bike lanes, or shared-use or multiuse paths, in any combination. Routes may be designated by signage or by placement on a map.

Biophilic Design – The practice of connecting people and nature through the built environment. Design attributes may include environmental features, natural shapes, forms, patterns, and processes, light and space, and place-based relationships.

Building Envelope – A volume of space that is defined by a geometric shape (rectangular, triangular, circular, cubic, etc.) within which a building, regardless of its shape and size, should fit.

C

Character – Features, qualities and attributes that give a place its identity.

Complete Streets – A complete street is one that is designed and operated to enable safe and comfortable access for all users. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities are able to safely move along and across a complete street.

Connectivity – The directness of links and the density of connections in a transport network. As connectivity increases, travel distances decrease and route options increase, allowing easy access to key destinations.

Context – The relationship between a location and its surrounding natural and/or built environment; the whole environment relevant to a particular building or place; the interrelated conditions in which something exists or occurs.

Contextual Compatibility – Characteristics and proportions of the existing natural and/or built environment serve as a basis for new development projects so that a wide variety of building types, use of materials, and architectural styles relate to one another.

Creative Class – A demographic segment of society generally made up of knowledge workers, intellectuals, and various types of artists whose ability to produce innovative ideas, technology, and creative content spur regional economic growth.

D

Defined Building Location – Refers to creating a consistent building setback location from the established along a street.

Density – Typically the number of housing units per acre of land in residential districts. Gross density is defined as the total number of units divided by the total land area of the site, excluding nothing. Net density is the total number of units divided by the net area of the lot or site (excluding roads, public open space, utility rights-of-way, and community facilities). Density is often used interchangeably with intensity.

Designated Lighting Needs – The City of Scottsdale Zoning Ordinance includes Outdoor Lighting provisions intended to minimize light pollution, reduce glare, increase energy conservation, and maintain the quality of Scottsdale's physical and aesthetic character.

Downtown Couplet – The vehicular circulation couplet of Drinkwater Boulevard (north-bound) and Goldwater Boulevard (south-bound) that allows pass-through traffic to divert from Scottsdale Road and circulate around Downtown. The couplet was designed with one extra lane for the north-bound traveler on Drinkwater Boulevard and one extra lane for the south-bound traveler on Goldwater Boulevard.

Downtown Serving – As a primary local and regional destination, Downtown Scottsdale has always been primarily accessed via Scottsdale Road. Thus, the portion of the road that is within the boundary of Downtown Scottsdale has a character and a pace which relates to and serves the needs of the surrounding businesses. Recognizing this factor, the City of Scottsdale constructed a north-south couplet, on either side of Scottsdale Road, for vehicular traffic that passes through Downtown Scottsdale.

F

Floor Area Ratio (FAR) – A measure of development density expressed as the amount of building floor area divided by the development site land area.

Frontage Zone – A narrow strip of space that is in the public realm and parallel to the front of a commercial building, which is wide enough to accommodate the out-swing of an entry door, window shopping, merchandise display, and/or seating for patrons.

G

Green Building – The practice of increasing the efficiency with which buildings use resources, such as energy, water, and materials, while reducing building impacts on human health and the environment during the building's lifecycle, through site layout, building design, construction, operation, maintenance, and removal.

H

Hierarchy of Connections—A well connected Downtown features layers of mobility, convenient connections to the surrounding region, active streets lining Downtown's most important destinations, and a rich network of secondary streets linking less intensive destinations to key streets.

I

In-Lieu—Cash payments that may be required of an owner or developer as a substitute for dedication of land or physical improvements (for example, parking in the downtown).

Infill—Development of vacant lots, or properties, and/or remnant parcels within areas that are already developed and have access to urban services and infrastructure.

Intensity—~~Intensity~~ Refers to the level or concentration of activity occurring on a site or in an area. Intensity is often used interchangeably with density.

J

K

L

Live/Work—The quiet enjoyment expectations of the neighbors in the building or adjacent buildings take precedence over the work needs of the unit in question. The predominant use of a live/work unit is residential, and commercial activity is a secondary use. Employees and walk-in trade are not usually permitted. See also Work/Live.

M

Massing—The physical volume, shape or bulk of a building.

Mixed-Use—The practice of allowing more than one type of land use in a building or set of buildings. Mixed-use may be developed in a variety of ways, either horizontally in multiple buildings, or vertically in the same building, or through a combination of the two.

Mixed-Use Neighborhood—General Plan land use designation that includes ~~Downtown~~**Old Town** Scottsdale.

Mobility—The ability to move from one place to another, or to transport goods or information from one place to another.

Mobility Share – Part of the shared economy focused on mobility and includes, but is not limited to, car, bike, and scooter share.

Multiple Use – Is a future land use designation in the Downtown Plan for those areas in Downtown that are adjacent to the Downtown Regional, Downtown Civic Center, Downtown Medical and Downtown Core future land use designations.

P

Park-Once Environment – The ability for visitors and employees to spend less time in a private vehicle, thus parking once and utilizing multiple modes of transportation to reach destinations or places of interest.

Passive Cooling – Technologies or design features that are utilized to cool an outdoor space or a building without the use of energy for example, natural cross ventilation and breezes can be used to remove unwanted heat; shade devices can be utilized to slow heat transfer; and water evaporation can be utilized to cool outdoor and indoor spaces.

Passive Solar (HeatingCooling) – Occurs when sunlight hits a surface or an object, is absorbed, and converted to heat. An example of passive solar is a building orientated with longer dimensions east-west to take advantage of solar heating benefits of the winter sun. Focuses on heat avoidance to reduce the need for mechanical cooling. Examples include: preferential use of south-facing windows with overhangs and north-facing windows, minimal use of east- and west-facing windows, exterior entrances protected from direct summer sun, low solar heat-gain glazing, solar screens/shading, and landscaping treatments.

Pedestrian Comfort Zone – Streets and public spaces that accommodate and encourage pedestrian activity through the provision of active uses, informal gathering spaces, lighting and safety features, and other pedestrian-serving amenities.

Pedestrian Corridor – A path or guided way that is developed to promote walking as an attractive means of transportation and utilized primarily by pedestrians as they move between major activity centers.

Pedestrian Oriented Design – A form of development that makes the street environment inviting for pedestrians, such as special sidewalk pavement, zero front and side yard setbacks, varied architectural styles, street-facing window displays, an absence of front yard parking, benches, and other amenities.

Pedestrian Scale – The proportional relationship of the physical environment to human dimensions. In terms of Typically refers to the bulk and massing of buildings or other features at the pedestrian level, and clearly oriented to toward pedestrian activity.

Public/Private Partnerships – A merging of public and private resources to achieve an end result or product that would be difficult to achieve through public or private activity alone. May refer to the delivery of services, such as child care or to the construction of buildings, such as cultural facilities.

Public Realm – The public realm of a city is the environment created by the network of streets and open spaces, parks and plazas, and the pattern of uses and activity, which contribute to the character and quality of the place.

R

Regulatory Flexibility – With regard to the Downtown Plan, regulatory flexibility is the process by which land use, zoning and design guideline regulations can be adapted in order to achieve community goals or to respond to changing land use and development needs and trends. Regulatory flexibility is primarily granted through a review and action of the City Council in a public hearing format.

S

Sensitive Edge Buffer – A defined area intended to create a separation between dissimilar uses and/or development intensities, in an effort to reduce or mitigate the effects of one area upon the other.

Setback – The distance between two points, such as the property line and building structure.

Shared Economy – A hybrid market model of a peer-to-peer exchange, with transactions often facilitated via community-based online services.

Shared-Use or Multiuse Path – Paved pathways set aside for the exclusive use of non-motorized travel and are generally intended for two-way traffic. Paths are typically separated from the road infrastructure.

Smart City – A municipality that utilizes information and communication technologies to increase operational efficiency, share information with the public, and improve both the quality of government services and citizen welfare.

Stepback – An arrangement of building forms, shapes and massing in the manner of a series of steps, that causes the building design to move away, or recede, from a property line or adjacent development, in order to provide open space above the first or second level of the building.

Sustainable Design – The intention of sustainable design is to eliminate negative environmental impacts through integrated, sensitive design and development.

Sustainability – There are many definitions of sustainability. For the purposes of the DowntownOld Town Plan, sustainability is a condition of living which enables the present generation to enjoy social wellbeing, a vibrant economy, and a healthy environment, without compromising the ability of future generations to enjoy the same.

T

Transition Areas—A change from one development density and intensity to another, or from a preserved area to a developed area.

Twin the Bins—Solid waste containers that allow for the collection of multiple types of waste—including trash, recycling, and if applicable, organics. Effective containers in the public realm are distinguished by color, have appropriate openings for their specific use, and include well-designed signage.

Type 1—The compact, **lower scale** development area of the Downtown Core, which includes the Old Town, Main Street, Fifth Avenue, Marshall Way, and Craftsman Court districts. See Map 4 for specific locations and boundaries.

Type 2—The intermediate, **higher scale** development **type in the downtown**. Downtown-Regional, Medical, Civic Center and Multiple-Use areas that comprise the major portion of Downtown. See Map 4 for specific locations and boundaries.

Type 2.5—The intermediate, higher scale development type between Type 2 and Type 3 in the downtown. See Map 4 for specific locations and boundaries.

Type 3—The most intensive, highest scale development type in the downtown. See Map 4 for specific locations and boundaries.

U

Universal Design—A concept that all environments and products should be accessible and usable by all people, regardless of their age, size, or abilities.

V

Vertical Mixed-Use—The practice of allowing more than one type of land use in one building, which may result in a combination of residential, commercial, industrial, office, institutional or other land uses. Vertical mixed-use development characteristics include: access to multi-modal transportation, human-scale development, and the physical and functional integration of uses through careful design of public spaces, streets and buildings.

View shed—The major segments of the natural terrain which are visible above the natural vegetation from designated scenic viewpoints.

W

Walkability—The extent to which the built environment is designed so that people are able to use sidewalks, street crossings, and other pathways as they move around and through an area.

Wayfinding – Enabling a person to find his or her way to a given destination through the use of landmarks, effective signage and building design.

Work/Live – The needs of the work component take precedence over the quiet enjoyment expectations of residents, in that there may be noise, odors, or other impacts, as well as employees, walk-in trade or sales. The predominant use of a work/live unit is commercial, craft work, or light assembly/manufacturing.

Related Plans, Ordinances & Documents

C

Civic Center Master Plan (2017)

Community Services Master Plan (2015)

D

City of Scottsdale Design Standards and Policies Manual

Downtown (D) Zoning District

Downtown Infill Incentive Plan (2010)

Downtown Overlay (DO) Zoning District

Downtown Pedestrian Mobility Study (2007)

Downtown Public Spaces/Connectivity Master Plan (2017)

Downtown Task Force Report (2009)

Downtown Town Hall Final Report (2006)

E

Economic Development Strategic Plan (2015)

G

Scottsdale's Green Building Program

O

Old Town Urban Design and Architectural Guidelines

P

Planned Block Development (PBD) Zoning District
Public Art Master Plan (2012)

S

Scottsdale General Plan
Scottsdale Road Streetscape Plan
Southern Scottsdale Character Area Plan
Scottsdale Zoning Ordinance
Stormwater Master Plan

T

Tourism Related Downtown Economic Feasibility Study (Downtown 2.0) (2017)
Transportation Master Plan (2016)

Implementation

Introduction

Just as the Scottsdale community has come together to create the vision that will shape the future of ~~Downtown~~**Old Town** Scottsdale, so too will the community have to collaborate and cooperate to implement the ~~Downtown~~**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 ~~Downtown~~**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 ~~Downtown~~**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 ~~realize this updated Plan's vision, which will shape the future of~~**Old Town** Scottsdale for many years to come.

Implementation Task		Goals(s) Implem ented	Responsible Entity(ies)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEARS 6-10	YEARS 11-15	ONGOING
LAND-USE											
CHARACTER & DESIGN											
1	Downtown Old Town Urban Design & Architectural Guidelines Update	CD 8 9	Public	•							
2	Urban Neighborhood Old Town District Master Plans	LU 2		•	•	•	•	•	•		•
3	Downtown Maintenance Education & Safety Programs	CD 5	Public, Private	•							•
PEDESTRIAN/STREETSCAPE AMENITIES & IMPROVEMENTS											
4	Identify pedestrian crossing locations	M1	Public								•
5	Improve Accessibility (Universal Design) Improve accessiblity, streetscapes and pedestrian amenities by repairing and replacing sidewalks and crossings to meet ADA requirements and contribute to pedestrian comfort.	M 1, M2, M3	Public, Private								•
	Improve Pedestrian Crossing Facilities	M 1		•	•	•	•	•	•	•	
	Walking/History/Cultrual Routes/Tours	M 2, M 3		•		•		•			

Implementation Task		Goals(s) Implem ented	Responsible Entity(ies)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEARS 6-10	YEARS 11-15	ONGOING
	Provision of Streetscape/Pedestrian Amenities	M 2, M 3									•
6	Pedestrian Wayfinding System – 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		•	•						
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 to assess existing conditions and create recommendations to improve the shaded tree canopy within the downtown.	CD 6, CD 7, M 2	Public, Private		•						•
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	•							•
PUBLIC SPACES											
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	•	•						

Implementation Task		Goals(s) Implem ented	Responsible Entity(ies)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEARS 6-10	YEARS 11-15	ONGOING
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						*		
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 Soler Plaza to better function during events and improve pedestrian linkages to the area.	CD 8, CD 10, M 2, M 4	Public, Private						*		*

OLD TOWN PARKING

Implementation Task		Goals(s) Implem ented	Responsible Entity(ies)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEARS 6-10	YEARS 11-15	ONGOING
	Parking Ordinance Amendments	M-4	Public	•							
	Analyze & Amend Small Property Requirements	LU-4, M-4	Public	•							
	In-lieu Parking Program Evaluation/Modifications	M-4	Public	•							
	Valet Parking Program Evaluation/Modifications	M-4	Public	•							
	Map Complete Inventory of Public/Private Parking Supply	M-4	Public	•							
	Future Parking Supply Needs/Locations Assessment	M-4	Public	•				•		•	
	Provision of New Public Parking Supply	M-4	Public, Private			•		•		•	
18	Parking Maintenance, Operations & Management Plans 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	•							•
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								•

Implementation Task		Goals(s) Implem ented	Responsible Entity(ies)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEARS 6-10	YEARS 11-15	ONGOING
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	•							•
CIRCULATIONTRANSIT IMPROVEMENTS											
27	Downtown Trolley Route/Trolley Time Assessments/Modifications – Ensure trolleys are able to run on advertised schedule	M 5	Public								•
28	Develop Maps/Tools To Promote Local, City-Wide & Regional Transit OptionsTrolley Route Modifications – Complete route modifications to best serve riders	M 5									•
29	Trolley Technology Updates – Implement to provide additional service to riders	M 5							•		
CIRCULATION											
30	Couplet Improvements – Implement complete streets improvements on the coupletsDesign Improvements to Couplet System	M 1	Public						•		
	Pay For Hire/Taxi/Pedicab Regulations	M-5									
ARTS & CULTURE											
	SCA Renovations	AC-1	Public, Private	•							
	Museum of the West	AC-1	Public, Private								
	Public Art Conservation/Restoration	AC-2	Public, Private	•	•	•	•	•	•	•	
	Soleri Bridge/Plaza	AC-1	Public, Private								
	Public Art Master Plan	AC-2	Public, Private								

Implementation Task		Goals(s) Implem ented	Responsible Entity(ies)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEARS 6-10	YEARS 11-15	ONGOING
	Art Programs – Marketing/Promotions	AC-3	Public, Private								
	Corporate Funding/Marketing	AC-3	Private								
	Endowment Campaign	AC-3	Private								
	Funding Strategies to Support Downtown Arts & Culture Facilities/Programs	AC	Public, Private	
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	
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	AC 1, AC 3	Public					.			

Implementation Task		Goals(s) Implem ented	Responsible Entity(ies)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEARS 6-10	YEARS 11-15	ONGOING
components of Scottsdale Arts' Strategic, Master and Work Plans.											
ECONOMIC VITALITY											
	Business Attraction, Retention & Expansion Programs	EV 1, EV 2	Public								
	Property Availability Resource Center	EV 2	Public, Private								
	Marketing & Promotions Programs	EV 1	Public, Private								
	Downtown Business/Neighborhood Plan(s)	EV 1	Public, Private								
	Tourism Development Programs	EV 1	Public, Private								•
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	•							•
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	•	•						

	Implementation Task	Goals(s) Implem ented	Responsible Entity(ies)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEARS 6-10	YEARS 11-15	ONGOING
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								•
INFRASTRUCTURE IMPROVEMENTS											
49	Undergrounding of Utilities – Continue to underground utilities in conjunction with private development.	PSF-2 CD 10	Public, Private								•
	Downtown-Infrastructure Assessment/Modeling	PSF-1	Public								
	Dry/Wet Master Plans/Master Plan Updates	PSF-1	Public								
	Drainage/Stormwater Retention Codes/Policies – Assessment/Modifications	LU 4, EV 3, PSF-3	Public								
50	Utility Cabinets Relocation – Relocate utility cabinets located in highly visible areas, where possible, with redevelopment or infrastructure improvements.	PSF-2-CD 10	Public, Private								•
	Electrical Capacity Expansions	PSF-1	Public, Private								
	Civic Center Renovations/Improvements	PSF-3, PSF	Public, Private								
	Downtown Lighting Improvements	CD-7, PSF 5	Public, Private								
	Scottsdale Road Streetscape Improvements	CD-4, M-2	Public, Private								
51	Old Town Restrooms - Improve existing & construct new facilities throughout downtown. Consider providing temporary seasonal restroom facilities in the Entertainment District until permanent restrooms are constructed.	PSF-4-CD 10	Public, Private	•				•	•		
52	Infrastructure and Public Realm Improvements – Invest in, maintain,	CD 1, CD 5, CD 10	Public								•

Implementation Task		Goals(s) Implem ented	Responsible Entity(ies)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEARS 6-10	YEARS 11-15	ONGOING
	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.										
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								•
60	Advance waste reduction and diversion with a Twin the Bins program.	CD 10	Private/Public			•					•

Implementation Task	Goals(s) Implem ented	Responsible Entity(ies)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEARS 6-10	YEARS 11-15	ONGOING
EVENT PROGRAMMING										
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								*
ORGANIZATIONAL STRUCTURE										
65 Organizational Approach – Assess city department model for downtown tourism organization. Consider alternatives.	AC 1, AC 3, EV 1, EV 3	Public		*						

Downtown Plan Update

Summary for 2018 Community Meetings

City Council initiated an update to the Downtown Plan in January 2018. Long Range Planning held public meetings with residents, business owners, employers, and other interested individuals to gain input and feedback on several occasions in February 2018. Furthermore, 3 Open House events were held in March for the general public to attend and provide comment.

Public meetings were held as follows:

2/8/18	Old Town/Civic Center
2/13/18	Scottsdale Chamber of Commerce – EDAC
2/13/18	Entertainment District
2/15/18	5 th Avenue
2/15/18	Community Council of Greater Scottsdale/COGS
2/26/18	Experience Scottsdale
2/28/18	Arts District
2/28/18	Neighborhood Advisory Commission
3/19/18	Scottsdale Chamber of Commerce – PPAC
3/19/18	2 Open House Events
3/20/18	1 Open House Event

Key Issues

Downtown Districts: The update to the plan proposes a Downtown Districts map to replace the existing Urban Neighborhoods map. Attendees had questions about how these areas were identified and how they would be used.

Downtown and Old Town branding: Several individuals asked how the update would address the recently announced Tourism branding of the broader downtown area as “Old Town” and using “Historic Old Town” to refer to the area traditionally considered by the city to be “Old Town”. Many suggested the Downtown reference be replaced with “Old Town”.

Development Types: The proposal includes additional “Type 2.5” and “Type 3” development. Several individuals wanted to know how these areas were selected, others proposed additional areas for inclusion, and others wanted to know how the proposed height in these areas compared to existing buildings in the Downtown currently.

Parking Management: Attendees commented on parking stating that there wasn’t enough, that additional surface lots or garages needed to be built, that existing parking needed to be better managed, and that ride-share needed to be accommodated.

Infrastructure: General concern was expressed in terms of potential future infrastructure impacts as a result of the potential for increased development activity, particularly APS and SRP power supplies.

Meeting Notes

Planning staff took notes at each meeting, the individual comments are itemized as follows:

02.08.18 - Meeting with Old Town/Civic Center

- Delete "mall" off of Civic Center
- What do the districts mean? Are there different rules for different districts?
- How do districts work with branding?
- What area of Civic Center will be funded? City hasn't had a lot of luck going to public for bond funding.
- Blobs are Type 3?
- Type 3 next to Loloma School – taller buildings next to Loloma School being proposed is a concern – don't want Loloma School redeveloped.
- Traffic – use to be known as "Stopsdale" – concern there is no light at Goldwater curve and 2nd Street, especially if more height and density going to be added at this location
- Any concepts for a pedestrian overpass considered between the Garden District to Arts District? A lot of service industry employees live in Garden District and work downtown, so an overpass could accommodate their crossing into downtown
- Loloma site – wants 150', there is already the mechanical in place to include a light at Goldwater and 2nd Street.
- What is timeframe to implement proposed changes?
- Height of Valley Ho? Is Valley Ho part of the Garden District?
- Type 3 – 105' or 150'?
- SMOw is a big downtown asset that deserves better, more well landscaped streets leading to it. Need better streetscape along 2nd Street and Marshall Way.
- 2nd Street/Brown parking garage – too many transformers in sidewalk, that are not beneficial for pedestrian. Possible to move? Include this in implementation program.
- Parking improvements are needed now and will be needed in future with additional height/density. Anything proposed for the plan to address such? – Plan should identify parking garage areas.
- Need improvement of parking in plan as a goal and need to fund it as an implementation item.
- Key in/identify where going to have new parking if adding all this new development that Downtown 2.0 recommends.
- With public-private parking, owner can rope off wherever they want, so not really public parking
- No parking meters
- 2nd Street/Brown garage has lower level and surface level now, need to add two more levels on to this structure in Old Town – it was built to accommodate two more levels
- How far does plan go? Zoning?
- Look at how valet parking eats up on street public parking like at Olive + Ivy and Southbridge – watch what parking users also do in these areas
- Applicants at city – leave spaces for public on street parking and not valet
- Tourism should consider running all of downtown's valet parking so valets can't cannibalize on street parking
- Need downtown parking management
- Need funding for parking
- We support 1% for arts, consider doing an additional % for parking funding
- What unifying characteristics will be installed for a "unified" Old Town?
- Enhanced accessibility to Museum of the West

02.13.18 – Meeting with Scottsdale Chamber of Commerce EDAC

- What are the advantages to district changes?
- Will there be a focus on funding to different districts?
- Will there be different signage for distinct districts?
- What are the boundaries of the yellow Type 3 areas?
- CIP Subcommittee – any of these recommendations on the projects list to be funded?
- How will we fund the projects?
- Civic Center funding and the dates for the MUMSP for Civic Center?

02.13.18 – Meeting with Entertainment District

- Do districts contemplate additional city services? i.e. public safety
- How did district boundaries get created?
 - Ok with methodology for proposed boundary
- Proposed Type 3 include the area northeast of the canal
- Public space
 - NE of Scottsdale and Canal
 - Fashion Square/Waterfront
 - Consistency with district and land use map
 - Look at opportunities to have pedestrian crossing at canal
 - Look at '89 plan with elevated crossing
- Look at opportunities for downtown wifi
- Look at opportunities to provide Type 3 near 74th/75th north of Camelback

02.15.18 – Meeting with the Community Council of Greater Scottsdale/COGS

- Definition for districts
- Nuance of referencing "Old Town" vs. "Downtown"
- Downtown area size – proportion of area in each Development Type
- Public space map readability
- Traffic calming in alleys
- Dockless bicycle management
- Substation capacity at northeast corner of Camelback and Scottsdale and overall power capacity downtown
- Definition of entertainment district, community vision and values
- Opportunity for a Theater District – Center for Arts

02.26.18 – Meeting with Experience Scottsdale

- Group agrees with the names/boundaries of Downtown Neighborhoods/Districts as they generally align with Experience Scottsdale marketing purposes
- Does the Loloma Artist School / Museum of the West care about the potential for greater height adjacent to them? Museum must be interested in the potential for expansion
- When will Waterview be under construction?
- How large is the open space area envisioned for in the Entertainment District?
- Are the requirements for 1% for public art changing?
- How do the Downtown Plan and Southern Scottsdale CAP interact? More specifically, how do they speak to wayfinding and signage in terms of uniformity?

- Entrada development should have signage pointing to SkySong and Downtown

02.28.18 – Meeting with the Arts District

- Don't design cookie-cutter buildings – should be upscale, quality architecture
- Not as worried about parking – cars are changing – in 10 years clientele not who is sitting in room now and they aren't drivers
- Congruency between naming of "Downtown" and "Old Town" – call it "Old Town" now
- Drop off management (Uber, Lyft, etc.)
- Required parking with 24 hour uses
- Good design and architecture
- Questions on Type 3 height and how tall proposed Loloma buildings will be
- Main Street – buildings are setback from city sidewalk now, and can build out to sidewalk – how will such be handled?
- Art trail on Marshall Way – what is the concept?
- Arts District – 1 story/48' ultimate buildout but no parking – Coach House, Arcadia Farms, Loloma – all reduce public parking spots

02.28.18 – Meeting with the Neighborhood Advisory Commission

- Why are the changes proposed for Type 3?
- Why are the areas selected being added to Type 3?
- Is there a theme to the development/architecture in Downtown?
- (TA) What is the goal of changing the bonus paths?

Summary of Open House Events

Solicitation of written comments was a priority at each event; however, no written comments were received. Generally, the following questions and comments were heard from participants at the Open House Events:

- Planning for future infrastructure (SRP and APS) should be an integral aspect of this update
- With the potential for increase in dwelling units in the area, how will the City respond in terms of future public safety – both fire and police
- General concern for the expansion of Type 3 and the public benefits that would be received for such
- Concern regarding the Loloma site and how future potential for height may affect existing, adjacent properties
- Recommendation for a pedestrian crossing near 2nd Street and Goldwater Boulevard
- How will the Implementation chapter differ from the current one in the existing plan?
- How do the existing "Neighborhoods" differ from the proposed "Districts"?
- Both concern and support for the proposed changes to the Development Types Map as proposed



2018 Downtown Plan & Events Update

Historic Old Town/Civic Center

February 8, 2018

Community Design Studio, 8:30-10am

Name RANDY NUSSBAUM	Business Name SICKTICKET	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip 4250 DRINKWATER	Phone 480-212-1692	
Name Joe Turri	Business Name The Saguaro	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Events Update
Address & Zip 4000 N. Drinkwater Blvd	Phone 9-444-0541	
Name Blair Shopp	Business Name Shipp Holdings	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip Box 356 Scottsdale 85251	Phone 480-247-1445	
Name Allison Cavalliere	Business Name Qualitied Franchising Shop	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Events Update
Address & Zip 3805 N Brown Ave 85751	Phone 480 710 3702	
Name Stacey Henry	Business Name Grace Hospitality	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Events Update
Address & Zip 6925 E. Indian School 85257	Phone 480 893 0001	
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	

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2018 Downtown Plan & Events Update

Historic Old Town/Civic Center

February 8, 2018

Community Design Studio, 8:30-10am

Name <i>SUE SETER</i>	Business Name <i>Garcia Realty</i>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Events Update
Address & Zip	Phone <i>480-946-2255</i>	
Name <i>Richard Garcia</i>	Business Name <i>480-234-1761</i>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	
Name <i>Marilynn Alston</i>	Business Name <i>OTSM 480-327-8068</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	
Name <i>Sonnie Kirtley</i>	Business Name <i>1065 602 717 3886</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	
Name <i>Dennis Robbins</i>	Business Name <i>Scottsdale Charis</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	
Name <i>Rachel Pearson</i>	Business Name <i>Experience Scottsdale</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	
Name <i>Amanda Nash</i>	Business Name <i>Amanda Nash PLLC</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone <i>602-214-9019</i>	

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2018 Downtown Plan & Events Update

Historic Old Town/Civic Center

February 8, 2018

Community Design Studio, 8:30-10am

Name <i>RAD MASINELLI</i>	Business Name <i>OLD ADAGE MISSION</i>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone <i>480 990 3628</i>	
Name <i>PURITA SABA</i>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>8010 N Verde 2500</i>	Phone <i>580-991-0663</i>	
Name <i>Jo Ann Hinkley</i>	Business Name <i>480-946-0340</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	
Name <i>Michael Marcori</i>	Business Name <i>Allen Thilp Architects</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone <i>480 990-2800</i>	
Name <i>George & Elizabeth Cavalliere</i>	Business Name <i>Cavallieres Blacksmith Shop</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>5805 N Brown Ave</i>	Phone <i>480-766-3202</i>	
Name <i>A. Bischoff</i>	Business Name <i>Bischoffs</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>7247 MAIN ST.</i>	Phone <i>480-490-5594</i>	
Name <i>Adam Weber</i>	Business Name <i>Scottsdale Eastman / SW Reflection</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>7330 E. Scottsdale Mall Ste 2510</i>	Phone <i>480-949-2714</i>	

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2018 Downtown Plan & Events Update

Historic Old Town/Civic Center

February 8, 2018

Community Design Studio, 8:30-10am

Name <i>Donna Lamo</i>	Business Name <i>OLPH</i>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Events Update
Address & Zip <i>3801 N. Green Rd.</i>	Phone <i>480-874-3720</i>	
Name <i>JOY WEBER</i>	Business Name <i>Affordable Elegance Shp</i>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Events Update
Address & Zip <i>7332 E Scottsdale Mall</i>	Phone <i>480 949 2719</i>	
Name <i>CHRIS IRISH</i>	Business Name <i>De Rancit/Scottsdale</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>20555 N. Pima Rd</i>	Phone <i>480-710-9584</i>	<i>Public Art</i>
Name <i>ALEX PIC</i>	Business Name <i>Kactus Jack</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	

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2018 Downtown Plan & Events Update

Entertainment

February 13, 2018

Community Design Studio, 1-3 pm

Name <u>Jude Nau</u>	Business Name <u>Best Western SUNDIAL</u>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <u>7320 E CAMELBACK RD</u>	Phone <u>480 994 4170</u>	Email <u>jude.nau@bestwestern.com</u>
Name <u>Rachel Pearson</u>	Business Name <u>Experience Scottsdale</u>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email
Name <u>Patricia Badenoch</u>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <u>5027 N 11th Place</u>	Phone <u>480-949-9549</u>	Email <u>quandbadenoch@cox.net</u>
Name <u>Pete Palmer</u>	Business Name <u>Waterfront Assoc Board</u>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Events Update
Address & Zip <u>7181 E Camelback Rd Unit 410</u>	Phone <u>480-259-8300</u>	Email <u>peter.palmer2009@gmail.com</u>
Name <u>Ken Kozluc</u>	Business Name <u>ENTERTAINMENT SOLUTIONS, INC</u>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <u>7542 E CAMELBACK RD.</u>	Phone <u>480-663-0700</u>	Email <u>KEN@SOLUTIONS.AZ.COM</u>
Name <u>Kent Davis</u>	Business Name <u>Lev Rose</u>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <u>4414 N. Civic Center</u>	Phone	Email <u>KDavis@levrose.com</u>
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email

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2018 Downtown Plan & Events Update

5th Avenue

February 15, 2018

Community Design Studio, 8:30-10 am

Name <i>Patty Badenoch</i>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>5027 N 71st Pl SCOTAZ 85253</i>	Phone <i>480-949-9549</i>	Email <i>gardenbadenoch@cox.net</i>
Name <i>Beverly Moore</i>	Business Name <i>Earthen Rare</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>7083 E. 5th Ave</i>	Phone <i>480-223-7608</i>	Email <i>bev@beatsbeatz.com</i>
Name <i>LAURA WEAVER</i>	Business Name <i>NESTLEDOWN</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Events Update
Address & Zip <i>7134 E. STETSON DR. 105</i>	Phone <i>480-306-3185</i>	Email <i>LAURA.WEAVER@WESTOFFICE.NET</i>
Name <i>Stephanie Pressler</i>	Business Name <i>Experience Scottsdale</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>4343 N Scottsdale Rd 85251</i>	Phone <i>480-889-2719</i>	Email
Name <i>Michael Levenberg</i>	Business Name <i>Buffalo Collection</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Events Update
Address & Zip <i>7044 E. Fifth Ave.</i>	Phone <i>480-946-3903</i>	Email <i>Michael@BuffaloCollection.com</i>
Name <i>ALEX PILE</i>	Business Name <i>KACTUS ROCK</i>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>7121 5th 85251</i>	Phone <i>480 946 7566</i>	Email <i>KACTUS ROCK RD 10. 480</i>
Name <i>Wendy Prigge</i>	Business Name <i>Carlson Creek Vineyards</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>4112 N Marshall Way</i>	Phone <i>480 947 0036</i>	Email <i>Wendy.prigge@carlsoncreek.com</i>

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2018 Downtown Plan & Events Update

5th Avenue

February 15, 2018

Community Design Studio, 8:30-10 am

Name Valerie Hildebrand	Business Name On The Edge Gallery	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip 7050 E 5 th Ave.	Phone 602-421-9138	Email vhildebrand@aol.com
Name Carter Unger	Business Name Spring Creek Development	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone 602 317 1731	Email carter@springcreekdevelopment.com
Name GARY ROE	Business Name SPRING CREEK DEVELOPMENT	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email GROEQUEST@AOL.NET
Name Michael Mcaux	Business Name Allen Philip	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email
Name JOSE KAMIREZ	Business Name OXURBAN	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email Jose@oxurban.com
Name MARK HOLLY	Business Name D&S ETC	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip 7142 E. 5 th Ave	Phone 480-947-2400	Email D&SETC@AOL.COM
Name Bob Wesley	Business Name Roberts Wesley Jewels	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip 7088 5 th Ave 85251	Phone	Email RobWesley@RWJewelry.com

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2018 Downtown Plan & Events Update

Community Council of Greater Scottsdale

February 15, 2018

Community Design Studio, 6:30 pm

Name <i>Edmond Richards</i>	Business Name <i>CCOS</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>2114 N Green Rd</i>	Phone <i>480-286-5959</i>	Email <i>edmond.richards@ccos.com</i>
Name <i>Darlene Peterson</i>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>7327 E. Hildner 85259</i>	Phone <i>480-994-9010</i>	Email <i>dap0804@cox.com</i>
Name <i>Sonnie Kirtley</i>	Business Name <i>COGS</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>on record</i>	Phone <i>602 717 3886</i>	Email <i>COGS@COGSAZ.NET</i>
Name <i>Sandra Schonlat</i>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>10961 E Gang Rd 85259</i>	Phone <i>480-268-9200</i>	Email <i>sandra@hbei.com</i>
Name <i>LOUISE LAMB</i>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>7608 E 4th ST</i>	Phone <i>480 946 5658</i>	Email <i>llamb4@cox.net</i>
Name <i>DAVID & DIANA SMITH</i>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>10801 E HAPPY VALLEY RD 85255</i>	Phone <i>480-664-0535</i>	Email <i>diana1234@cox.com</i>
Name <i>Nancy Conter</i>	Business Name <i>Com Council of Scottsdale</i>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>ask Erin</i>	Phone	Email

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2018 Downtown Plan & Events Update

Community Council of Greater Scottsdale

February 15, 2018

Community Design Studio, 6:30 pm

Name <i>Patty Basleroch</i>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>5027 N. 71st St Apt 286253</i>	Phone <i>480.949.9549</i>	Email <i>grandbasleroch@cox.net</i>
Name <i>Judy & Cathi Nugent</i>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>6701 E. Camelot St 85257</i>	Phone <i>480-588-5504</i>	Email <i>jennacath@cox.net</i>
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email

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2018 Downtown Plan & Events Update

Arts District

February 28, 2018

Community Design Studio, 8:30 am

Name <i>Geri Adelman</i>	Business Name <i>SACRED ART GALLERY</i>	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Events Update
Address & Zip <i>7105 E Main Street</i>	Phone <i>480.946.1003</i>	Email <i>geri@thesacredartgallery.com</i>
Name <i>Bob Peymen</i>	Business Name <i>Peymen Gallery</i>	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email
Name <i>KEVIN CRAIG</i>	Business Name <i>54 LUXURY REAL ESTATE</i>	Reason for Attending <input type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Events Update
Address & Zip <i>7151 E MAIN ST.</i>	Phone <i>602 725 2609</i>	Email <i>KEVIN54GRAP@GMAIL.COM</i>
Name <i>BOB SILVER</i>	Business Name <i>PAPER PLACE</i>	Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email <i>Bob@Silver.com</i>
Name <i>BETSY HENDRICKS</i>	Business Name <i>THE PAPER PLACE</i>	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Events Update
Address & Zip <i>4130 N. MARSHALL WAY</i>	Phone <i>480-941-2858</i>	Email <i>BETSY@THEPAPERPLACEAZ.COM</i>
Name <i>7148 E Main St</i>	Business Name <i>French Designer Jeweler</i>	Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email
Name	Business Name	Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email

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2018 Downtown Plan & Events Update

Arts District

February 28, 2018

Community Design Studio, 8:30 am

Name <i>Sandy Schenk</i>	Business Name	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email
Name <i>Rachel Pearson</i>	Business Name	Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email
Name <i>Kathy Willis</i>	Business Name <i>Scottsdale Arts</i>	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Events Update
Address & Zip	Phone	Email <i>KWillis@cox.net</i>
Name <i>Jinger Richardson</i>	Business Name <i>Legacy Gallery</i>	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email
Name <i>Missy Colborn</i>	Business Name <i>St Lux Real Estate</i>	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip	Phone	Email <i>missy54group@gmail.com</i>
Name <i>Senne Kutter</i>	Business Name <i>CLOGS</i>	Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Events Update
Address & Zip <i>on record</i>	Phone <i>602-717-3886</i>	Email <i>Clogs@clogsaz.net</i>
Name <i>Sarah Klein</i>	Business Name <i>J Klein Gallery</i>	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Events Update
Address & Zip	Phone <i>480-941-3442</i>	Email <i>Sarah@jkleingallery.com</i>

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2018 Downtown Plan Update & Downtown, Downtown Overlay and PBD Districts Text Amendment

March 20, 2018
Community Design Studio, 11:30 AM

Name Roslyn Solky	Business Name	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 4701 N. 68th St 85251	Phone 347 228 0014	Email
Name Marilynn Atkinson	Business Name Property Owner	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name Alan Karcich	Business Name	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 3801 N. Goldwater	Phone 602-483-3759	Email Alan@Energy-House.com
Name Kelly Reading	Business Name Scottsdale Waterfront	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 7175 E. Camelback Rd	Phone 480-219-8944	Email
Name Susan McLaughlin	Business Name Rusty Spur Saloon	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 745 E. Main St.	Phone 480-425-7787	Email chayron@sol.com
Name Michael Gonzalez	Business Name	Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 16447 N 105 Way	Phone	Email
Name Ed Gawn	Business Name	Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 235 Churchill Ave Toronto Canada	Phone 480-751-8408	Email egawn@cox.net

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2018 Downtown Plan Update & Downtown, Downtown Overlay and PBD Districts Text Amendment

March 20, 2018

Community Design Studio, 11:30 AM

Name Anita Shaw	Business Name	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 6632 E 2nd 85251	Phone 480-123-5581	Email anitashaw@aol.com
Name Michael McCutchen	Business Name	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 6632 E 2nd St	Phone 480 423 5581	Email monlyjonly@aol.com
Name JUAN CARLOS GUTIERREZ	Business Name	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone 602 258 8555	Email juancarlos@hollystreetstudio.com
Name SERGIO CARRASCO	Business Name HOLLY STREET STUDIO	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 822 N. Central Ave 85004	Phone 602 258 8555	Email sergio@hollystreetstudio.com
Name DOUGLAS SYDAR	Business Name DOUGLAS SYDAR ARCHITECT	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Text Amendment
Address & Zip 7901 E. EDWARD LANE, SUITE 85250	Phone 480-206-4593	Email doug_sydar@outlook.com
Name William Scarsborough	Business Name	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 5639 E EDGEMONT AVE	Phone 480-334-2256	Email
Name MIKE LEARY	Business Name	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 10278 E Hillory 85255	Phone 800.991.1111	Email Michael@leary.com.net

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**2018 Downtown Plan Update &
Downtown, Downtown Overlay and PBD Districts Text Amendment**
March 20, 2018
Community Design Studio, 11:30 AM

Name <i>Laraine Rodgers</i>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip <i>19706 N 76th St Scottsdale</i>	Phone <i>480-544-8410</i>	Email <i>Laraine@scottsdale.com</i>
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email

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2018 Downtown Plan Update & Downtown, Downtown Overlay and PBD Districts Text Amendment

March 20, 2018

Community Design Studio, 11:30 AM

Name <i>Sonnie Kirtley</i>	Business Name <i>COGS</i>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name <i>Patty Baslenoch</i>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email

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2018 Downtown Plan Update & Downtown, Downtown Overlay and PBD Districts Text Amendment

March 20, 2018

Community Design Studio, 5:30 PM

Name <i>Drew B. Friedbauer</i>	Business Name <i>N/A</i>	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Text Amendment
Address & Zip <i>4210 N. 78th Place</i>	Phone <i>(480) 424-7759</i>	Email <i>asfriedbauer@aol.com</i>
Name <i>ALLAN J FRIEDBAUER</i>	Business Name <i>N/A</i>	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip <i>4210 N 78th Pl</i>	Phone <i>480-424-7759</i>	Email <i>asfriedbauer@aol.com</i>
Name <i>Jennifer Cook</i>	Business Name <i>N/A</i>	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip <i>6861 E Windsor Avenue</i>	Phone	Email <i>jcook80e Cox.net</i>
Name <i>Sally Heath Lloyd</i>	Business Name	Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip <i>8100 E Camelback Rd #12 85251</i>	Phone <i>480-319-5822</i>	Email <i>sallyheathallardtardis.com</i>
Name <i>Michael Morax</i>	Business Name <i>480 990-2800</i>	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip <i>8040 E Lasso Ave</i>	Phone	Email <i>mmorax@allentrip.com</i>
Name <i>Jude Nan</i>	Business Name <i>ISW SUNDIAL</i>	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip <i>7320 E Camelback Rd</i>	Phone <i>480 994 4170</i>	Email <i>jude.nan@lowsundial.com</i>
Name <i>Gerd Wuestenmayer</i>	Business Name <i>Scottsdale Arts</i>	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip <i>4545 G. Exeter Blvd</i>	Phone <i>337-849-6385</i>	Email <i>GerdW@ScottsdaleArts.org</i>

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**2018 Downtown Plan Update &
Downtown, Downtown Overlay and PBD Districts Text Amendment**
March 20, 2018
Community Design Studio, 5:30 PM

Name <i>Vivi Samphan</i>	Business Name <i>Civtech</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Text Amendment
Address & Zip <i>1605 N. Hayden Rd #140</i>	Phone <i>602.206.2902</i>	Email <i>viviplaying@live.com</i>
Name <i>Randall Overmyer</i>	Business Name <i>CivTech</i>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip <i>1605 N. Hayden #140</i>	Phone <i>480-659-4250</i>	Email <i>ROVERmyer@civtech.com</i>
Name <i>Natalie Marsh</i>	Business Name <i>Scottsdale Arts</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip <i>342 N 87 Pl</i>	Phone <i>602.920.0023</i>	Email <i>nataliemcscottsdalearts.org</i>
Name <i>Amy Casaldi</i>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip <i>11224 E. 1st Ave.</i>	Phone <i>480</i>	Email <i>lilflynnracer@comcast.com</i>
Name <i>Monique de los Rios-Urban</i>	Business Name <i>MAG</i>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email

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2018 Downtown Plan Update & Downtown, Downtown Overlay and PBD Districts Text Amendment

March 21, 2018

Community Design Studio, 8:30 AM

Name Pete Palmer	Business Name Wickenburg Condo Association	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 7181 E Camelback Rd Unit 410	Phone 480-258-9300	Email petepalmer2008@gmail.com
Name Therese Martin	Business Name NA	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 6429 N 77th Way 85250	Phone 602 690 6644	Email a2terri26@gmail.com
Name Marilyn Perkins	Business Name	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 6125 E INDIAN SCH RD #154	Phone 602-690-6857	Email Menipetk@aol.com
Name Janet Jessup	Business Name	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 7332 E Berridge Lane	Phone 406-431-7500	Email a2jcjessup@gmail.com
Name Joe Iturri	Business Name	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 9000 N Drinkwater Blvd	Phone 916-444-0541	Email jiturri@thesignatureson
Name Kathy Willis	Business Name Scottsdale Arts	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone 602-618-0817	Email K-willis@cox.net
Name Allen Pile	Business Name Cactus Rock	Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email CactusRock@aol.com

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2018 Downtown Plan Update & Downtown, Downtown Overlay and PBD Districts Text Amendment

March 21, 2018
Community Design Studio, 8:30 AM

Name <i>DIANA SMITH</i>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input checked="" type="checkbox"/> Text Amendment
Address & Zip <i>85255</i>	Phone	Email <i>diana1234@aol.com</i>
Name <i>Alleson Duraway</i>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email <i>aduraway@experience.scottsdale</i>
Name <i>Sharon Johnson</i>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email <i>sjohnson@experience.scottsdale.com</i>
Name <i>Lucinda Oltiveros</i>	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip <i>85251</i>	Phone	Email <i>ceeonto@gmail.com</i>
Name <i>CURIS SHIPLEY</i>	Business Name <i>KMC</i>	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip <i>85251</i>	Phone	Email <i>shipley@kylemeyer.com</i>
Name <i>Dayton Potter</i>	Business Name <i>KMC</i>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip <i>85262</i>	Phone	Email <i>dpotter@psd.edu</i>
Name <i>Jacob Lile</i>	Business Name <i>KMC</i>	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip <i>85253</i>	Phone	Email

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2018 Downtown Plan Update & Downtown, Downtown Overlay and PBD Districts Text Amendment

March 21, 2018

Community Design Studio, 8:30 AM

Name Derrick Rechwalik	Business Name KMC	<input checked="" type="checkbox"/> Reason for Attending <input checked="" type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip 85251	Phone	Email Derrick@Kylmeyer.com
Name	Business Name	<input type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email
Name	Business Name	<input checked="" type="checkbox"/> Reason for Attending <input type="checkbox"/> Downtown Plan <input type="checkbox"/> Text Amendment
Address & Zip	Phone	Email

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Reynolds, Taylor

From: Perreault, Erin
Sent: Friday, March 23, 2018 7:15 AM
To: Reynolds, Taylor
Subject: Fw: Vitality Coalition Long Range Plan Reply
Attachments: VitalityCoalition.DowntownPlanning.Feedback .docx

Follow Up Flag: Follow up
Flag Status: Flagged

I can respond back to her. This will need to go in public case file though, and be part of PC/CC attachments.

From: Dana Close <danaclosec3@gmail.com>
Sent: Thursday, March 22, 2018 5:15:18 PM
To: Javoronok, Sara; Perreault, Erin; RO/LO; Barry Graham
Subject: Vitality Coalition Long Range Plan Reply

Hi Erin and Sara,

The Downtown Economic Vitality Coalition has met and discussed the Long Range Plan for Downtown...or should I say, Old Town. ;)

You will find our remarks attached here. Thank you for allowing us to share our thoughts.

Dana Close

**C L O S E
COMMUNITY
CONCEPTS**



602-214-5295



Vitality Coalition Downtown Planning Feedback

Dear Erin and Sara,

Thank you for your patience. It has taken time to circulate the previous long-range planning document amongst our members, wait for their feedback and then collate their opinions.

People had an overwhelmingly positive response regarding the need to update the downtown plan – especially considering how the downtown area has rebounded since the post-recession era. They note, however, that the rapid growth of new residents and businesses throughout the area is already defining the future face and the direction in which downtown is headed. As a result, they believe creating a long-range plan will be particularly challenging.

While those who responded recognize the necessity for planning, they emphasized the need for stronger policies that guide the growth of downtown. One person seemed to capture the concerns of the group when they said: "Planning is great, but the important stuff happens at the policy level."

Here is an example: Listed in the section titled, Downtown Plan Chapters – Chapter 1 – Land Use, it states: *A mix of land uses and provision of a variety of open space and public realm areas are encouraged.* How is that encouragement going to translate to policy? Is open space required? What percentage of a new development will be required (if any) to be open space?

Members of the Vitality Coalition believe any viable long-range plan must include more specificity than the previous plan. They are concerned that the inclusion of vague language incorporated in the 2009 Downtown Area Character Plan leaves too much to interpretation.

We received quite a bit of feedback that the next long-range plan must be more "citizen-friendly." Not just easier to understand – but also be more reflective of citizens' values. In addition, our

organization believes that any description of long-range plans must emphasize "Scottsdale Standards." In other words: focus on the high-quality standards that make our city, including Old Town, so unique.

For example: In the Vision section under Values it states: *Contextually sensitive world-class planning, architecture and urban design*. How exactly will that be managed? What is the definition of world-class and sensitive design according to our plan? It leaves the door open for interpretation which is difficult to enforce.

There was also a consensus of opinion about the need for consistency between creating a plan, implementation of that plan by the Planning Commission and the Design Review Board and the decisions ultimately made by the City Council. In order for a long-range plan to be effective and not exist in a vacuum, everyone needs, as several people said, to be "on the same page."

According to the respondents, any long-range plan must be respected and used.

Thank you for the opportunity to respond to this important road map for Scottsdale's future. There are many wonderful ideas in the plan (such as more trees) that we would like to see implemented. We would very much like to see the city's vision statements put into clear and concise policy so that all parties are on the same page with our vision of a world-class city.

Reynolds, Taylor

From: anitashaw@aol.com
Sent: Tuesday, April 3, 2018 5:21 PM
To: City Council; Reynolds, Taylor
Subject: 2018 Downtown Character Area Plan Update - Comments from Open House March 20th

Greetings.

I attended the open house on March 20th. I am please to see the downtown area receiving review. I am not pleased with some of the changes I noticed.

- 1) Building heights - I am opposed to upping the height allowance in any new area - most especially the Type 3 additions to the south of Indian School / East of Goldwater to Scottsdale Rd. (near the Spirit of the West Museum off of 2nd Street and Marshall Way.) There is also a 'strip' that divides the parcels along the canal to the west of Goldwater that makes no sense to 'up'. There is no need to open the potential for flooding this area with more tall buildings.
- 2) It was disappointing to learn that very few of the people involved in these updates actually live in the downtown area of Scottsdale or even in Scottsdale. Nor were there representatives from traffic or other departments present to address concerns over parking/road usage for the area in question.
- 3) As a vision statement " Downtown Scottsdale is where the new west meets the old west." what the 'new west' is should be better defined before Scottsdale starts to look just like Tempe.
- 4) The redline version of the documents on hand was not something I could ever find online.
- 5) Stop calling this an 'urban' neighborhood. No one moved here to be in an urban city. They moved here for the openness, space and 'small town' in a bigger town attitude of Scottsdale. If you want to move into an urban city - move to Phoenix.
- 6) From Land Use - <http://www.scottsdaleaz.gov/Assets/ScottsdaleAZ/Planning/character-area/downtown/2009+Documents/DTPlan2009landuse.pdf> "As the community grows and changes, so will Downtown Scottsdale. Close coordination between the public and private sectors, coupled with development flexibility, will be necessary in order to carefully manage Downtown land use considerations in the future. The involvement of the private sector is pivotal to the successful implementation of the Downtown Plan. Flexible development standards may encourage the private sector to attain a high level of quality development and assist the city by providing necessary public amenities and benefits that are integral to the success of Downtown." What is actually assuring this quality development? Why does it seem that developers have more influence on the direction of the city vs the residents of it?

The downtown area is where Scottsdale started. The area is finite. No not everyone can live in the area, but better transportation to the area can also provide it with vitality. It does not have to be over-stuffed with condo's and apartments to be more active an area for tourists and residents alike.

Thank you
Anita Shaw
Scottsdale Resident since 1993, married to a 3rd Generation Scottsdale resident
480-423-5581

Reynolds, Taylor

From: mike leary <yrael@hotmail.com>
Sent: Friday, April 6, 2018 12:07 PM
To: Reynolds, Taylor
Subject: Re: Draft Old Town Character Area Plan - Scottsdale Road

Hi Taylor!

Has there been any discussion regarding modifications to Scottsdale Road through the Old Town Area? I think that at one time Paul Basha had suggested reducing the number of lanes like Tempe did with Mill Avenue. I think that's an incredibly good idea by routing thru traffic to the couplet, slowing vehicles to make the street environment better for pedestrians and outside patios, and providing on-street parking so desperately needed.

Is this within the purview of the Plan? ML

*Mike Leary
Michael P. Leary, LTD
Commercial Real Estate Development Consulting
10278 East Hillery Drive
Scottsdale, AZ 85255
(c) 480.991.1111*

From: Reynolds, Taylor <TReynolds@scottsdaleaz.gov>
Sent: Friday, April 6, 2018 11:02 AM
Subject: Draft Old Town Character Area Plan - Online Public Review

Good Morning,

Thank you again for your interest in our community meetings and Open House series regarding the Downtown Plan Update. As a reminder, the draft Old Town Character Area Plan – a proposed update to the 2009 Downtown Plan – is available for [online public review](#) through the end of April. Please take a moment and review as the draft content will help guide downtown decision-making over the next ten years, if adopted. All comments received will be forwarded to Planning Commission and City Council for their consideration.

Please contact me if you have any questions or additional comments.

Taylor Reynolds

Senior Planner - Long Range Planning

Planning and Development Services

City of Scottsdale

480.312.7924

treynolds@scottsdaleaz.gov

Reynolds, Taylor

From: Planning Customer Relations
Sent: Friday, April 6, 2018 1:51 PM
To: Reynolds, Taylor
Subject: Downtown Plan Update (response #1)

Downtown Plan Update (response #1)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Downtown Plan Update
URL:	http://www.scottsdaleaz.gov/planning-development/long-range-planning/downtown-plan-update
Submission Time/Date:	4/6/2018 1:50:04 PM

Survey Response

Name:	Sally-Heath Lloyd
Email:	sally-heath@lloydtdis.com
Introduction & Vision <ul style="list-style-type: none">Introduction & Vision (PDF)	•
Land Use <ul style="list-style-type: none">Land Use (PDF)	•
Character Design <ul style="list-style-type: none">Character Design (PDF)	•
Mobility <ul style="list-style-type: none">Mobility (PDF)	Is there a component for easier bicycle crossing at Camelback and the Soleri Bridge...?
Arts & Culture <ul style="list-style-type: none">Arts & Culture (PDF)	•
Economic Vitality	•

<ul style="list-style-type: none"> • Economic Vitality (PDF) 	
Implementation <ul style="list-style-type: none"> • Implementation (PDF) 	<ul style="list-style-type: none"> •
Associated Zoning Ordinance Text Amendment: 1-TA-2018 <ul style="list-style-type: none"> • Draft Language (PDF) 	<ul style="list-style-type: none"> •

Reynolds, Taylor

From: Castro, Lorraine
Sent: Thursday, April 12, 2018 1:06 PM
To: Perreault, Erin; Reynolds, Taylor
Subject: FW: Planning Commission Public Comment (response #84)

From: Planning Commission
Sent: Wednesday, April 11, 2018 3:51 PM
To: Planning Commission <Planningcommission@scottsdaleaz.gov>
Subject: Planning Commission Public Comment (response #84)

Planning Commission Public Comment (response #84)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Planning Commission Public Comment
URL:	http://www.scottsdaleaz.gov/boards/planning-commission/public-comment
Submission Time/Date:	4/11/2018 3:50:37 PM

Survey Response

COMMENT	
Comment:	On pages 13 & 46 of the new Old Town Scottsdale Character Area Plan, in reference to the ARTS DISTRICT, it needs to further defined / clarified that the Type 3 (highest scale) Development ONLY applies to the Loloma Area that is along Goldwater Blvd curve and South of Main Street (aka as "Museum Square) & that it does NOT affect Main Street itself. Also, on page 3, why are the words "focus on" changed with "celebration of"? The word "focus" is action oriented, while the word "celebration" is ambiguous and not action-oriented. Thank you.
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Bob Pejman
AND ONE OR MORE OF THE FOLLOWING ITEMS:	

Email:	pejmangallery@gmail.com
Phone:	
Address:	7130 E Main Street Scottsdale AZ 85251
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

Reynolds, Taylor

From: Castro, Lorraine
Sent: Thursday, April 12, 2018 1:06 PM
To: Perreault, Erin; Reynolds, Taylor
Subject: FW: Planning Commission Public Comment (response #85)

From: Planning Commission
Sent: Wednesday, April 11, 2018 4:31 PM
To: Planning Commission <Planningcommission@scottsdaleaz.gov>
Subject: Planning Commission Public Comment (response #85)

Planning Commission Public Comment (response #85)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Planning Commission Public Comment
URL:	http://www.scottsdaleaz.gov/boards/planning-commission/public-comment
Submission Time/Date:	4/11/2018 4:30:08 PM

Survey Response

COMMENT	
Comment:	<p>On page 3, you are changing the words "focus on" into "celebration of"? There is a very well known business named "Celebration of (Fine) Art" Why would you want to basically use the name of an existing business regarding the Scottsdale Arts District. The word "focus" is action oriented and indicates there is effort being put out while the word "celebration" means lets "party" and we already have an "Entertainment (Party) District. On pages 13 & 46 of the new Old Town Scottsdale Character Area Plan, in reference to the ARTS DISTRICT, it needs to further defined / clarified that the Type 3 (highest scale) Development ONLY applies to the Loloma Area that is along Goldwater Blvd curve and South of Main Street (aka as "Museum Square) & that it does NOT affect Main Street itself. The current wording opens the door to 15 floor buildings throughout the entire Arts District. Is that your intention to turn Main Street into a high-rise downtown? I am firmly against that happening to our Scottsdale Art District.</p>

Comments are limited to 8,000 characters and may be cut and pasted from another source.

PLEASE PROVIDE YOUR NAME:

First & Last Name:	French Thompson
--------------------	-----------------

AND ONE OR MORE OF THE FOLLOWING ITEMS:

Email:	solicitations@frenchonmain.com
--------	--

Phone:	(480) 994-4717
--------	----------------

Address:	7148 E Main St, Scottsdale, AZ 85251
----------	--------------------------------------

Example: 3939 N. Drinkwater Blvd, Scottsdale 85251

Reynolds, Taylor

From: Castro, Lorraine
Sent: Thursday, April 12, 2018 1:07 PM
To: Perreault, Erin; Reynolds, Taylor
Subject: FW: Planning Commission Public Comment (response #86)

From: Planning Commission
Sent: Wednesday, April 11, 2018 4:39 PM
To: Planning Commission <Planningcommission@scottsdaleaz.gov>
Subject: Planning Commission Public Comment (response #86)

Planning Commission Public Comment (response #86)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Planning Commission Public Comment
URL:	http://www.scottsdaleaz.gov/boards/planning-commission/public-comment
Submission Time/Date:	4/11/2018 4:38:37 PM

Survey Response

COMMENT	
Comment:	I agree with Mr. Pejman, the community needs clarification that the Type 3 (highest scale) Development ONLY applies to the Loloma Area that is along Goldwater Blvd curve and South of Main Street (aka as "Museum Square) & does NOT include or affect Main Street itself. When you change the Arts District, you change the entire character of Old Town. It would be a sad and total shame.
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Jacque Keller
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	jacque@quantumartinc.com
Phone:	(602) 618-0350

Address:

7077 E. Main Street, Suite 16, Scottsdale, AZ 85251

Example: 3939 N. Drinkwater Blvd. Scottsdale 85251

Reynolds, Taylor

From: Planning Customer Relations
Sent: Thursday, April 12, 2018 1:34 PM
To: Reynolds, Taylor
Subject: Downtown Plan Update (response #2)

Downtown Plan Update (response #2)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Downtown Plan Update
URL:	http://www.scottsdaleaz.gov/planning-development/long-range-planning/downtown-plan-update
Submission Time/Date:	4/12/2018 1:33:32 PM

Survey Response

Name:	David J Brotman, FAIA
Email:	sunset100@verizon.net
Introduction & Vision <ul style="list-style-type: none">Introduction & Vision (PDF)	<p>The overall goals and approach for the Old Town Plan are commendable, appropriate, and well-conceived. As a Scottsdale Downtown Ambassador, I am most familiar with Stetson/Fifth Ave. A location which where I man the Ambassador Kiosk. In reviewing the Plan, it appears that what is missing is an aggressive implementation plan. The current proposal uses an evolutionary, private development, organic growth approach. While it is possible that over many years this may succeed, it also may fail. The real problem with this area is a lack of focus or anchor and a lack of critical mass. There is nothing special about this area to gain a shopper's attention. The Plan's description of the land use is just apple pie and motherhood with no big idea. The current success of the area around the Arizona Canal is directly related to the success and scale of the mixed-use Waterfront Project. It is a significant private development that has encouraged additional adjacent development. That brings us to the area around Stetson and Fifth. Currently, this area suffers from a lack of interest. Pedestrian traffic is close to non-existent. It is presently a marginal retail location. Trying to fix this area piecemeal is difficult at best. Furthermore, because of parcel and street configuration Canal development in this location competes with 5th Street development. The area is perfect for the city to amass multiple parcels that</p>

	would be attractive to a developer. It would probably require the use of eminent domain. The city could then select a developer through a competition. Given the critical mass of a project like this, the problems, I have mentioned, could then be addressed.
Land Use <ul style="list-style-type: none"> • Land Use (PDF) 	•
Character Design <ul style="list-style-type: none"> • Character Design (PDF) 	•
Mobility <ul style="list-style-type: none"> • Mobility (PDF) 	•
Arts & Culture <ul style="list-style-type: none"> • Arts & Culture (PDF) 	•
Economic Vitality <ul style="list-style-type: none"> • Economic Vitality (PDF) 	•
Implementation <ul style="list-style-type: none"> • Implementation (PDF) 	•
Associated Zoning Ordinance Text Amendment: 1-TA-2018 <ul style="list-style-type: none"> • Draft Language (PDF) 	•

Reynolds, Taylor

From: Planning Customer Relations
Sent: Thursday, April 12, 2018 3:07 PM
To: Reynolds, Taylor
Subject: Downtown Plan Update (response #3)

Downtown Plan Update (response #3)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Downtown Plan Update
URL:	http://www.scottsdaleaz.gov/planning-development/long-range-planning/downtown-plan-update
Submission Time/Date:	4/12/2018 3:06:39 PM

Survey Response

Name:	marcia vincent
Email:	marciamail@cox.net
Introduction & Vision <ul style="list-style-type: none">Introduction & Vision (PDF)	An excellent plan, however, we think it is very important to keep a low building hight, both to preserve our gorgeous views, and to maintain our difference from other destination cities.
Land Use <ul style="list-style-type: none">Land Use (PDF)	We need more trees to provide shade and visual beauty.
Character Design <ul style="list-style-type: none">Character Design (PDF)	.
Mobility <ul style="list-style-type: none">Mobility (PDF)	.
Arts & Culture <ul style="list-style-type: none">Arts & Culture (PDF)	.

Economic Vitality <ul style="list-style-type: none"> • Economic Vitality (PDF) 	<p>very well thought out plans, but does not mention the need for a major grocery store. There are none west of Miller or south of Scottsdale and Rose roads.</p>
Implementation <ul style="list-style-type: none"> • Implementation (PDF) 	<ul style="list-style-type: none"> •
Associated Zoning Ordinance Text Amendment: 1-TA-2018 <ul style="list-style-type: none"> • Draft Language (PDF) 	<ul style="list-style-type: none"> •

Reynolds, Taylor

From: Planning Customer Relations
Sent: Tuesday, April 17, 2018 7:33 AM
To: Reynolds, Taylor
Subject: Downtown Plan Update (response #4)

Downtown Plan Update (response #4)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Downtown Plan Update
URL:	http://www.scottsdaleaz.gov/planning-development/long-range-planning/downtown-plan-update
Submission Time/Date:	4/17/2018 7:32:47 AM

Survey Response

Name:	Brin Sherrin
Email:	brinedwards@cox.net
Introduction & Vision <ul style="list-style-type: none">Introduction & Vision (PDF)	I like the use of Old Town. Much better identification as an area.
Land Use <ul style="list-style-type: none">Land Use (PDF)	.
Character Design <ul style="list-style-type: none">Character Design (PDF)	I appreciate the emphasis on western design. I feel like a lot of the new buildings that are going in are not in keeping with the western theme. Some of the new buildings are so big they dwarf the midcentury buildings. Some of the storefronts no longer reflect the western theme as of right now.
Mobility <ul style="list-style-type: none">Mobility (PDF)	I like the idea of making it easy for everyone to get around. I personally like the access to bicycles and want them to be safe to get around on.
Arts & Culture <ul style="list-style-type: none">Arts & Culture (PDF)	.

Economic Vitality <ul style="list-style-type: none"> • Economic Vitality (PDF) 	Mixed use recycling trash cans are great and forward thinking.
Implementation <ul style="list-style-type: none"> • Implementation (PDF) 	<ul style="list-style-type: none"> •
Associated Zoning Ordinance Text Amendment: 1-TA-2018 <ul style="list-style-type: none"> • Draft Language (PDF) 	<ul style="list-style-type: none"> •

Reynolds, Taylor

From: A. McMahon <mcmahon.a@cox.net>
Sent: Monday, April 30, 2018 10:46 PM
To: Perreault, Erin
Cc: McMahon, Brandon; Reynolds, Taylor
Subject: downtown plan update feedback

Hi Erin,

This Downtown Plan update feedback is from a patient who works in Old Town retail. I had the draft plan sitting on my desk and we got to talking about it. She has not participated in the update process. I encouraged her to go on the website and submit comments. In case she didn't, here's what she had to say:

- 1) Need more shade!
- 2) She would love to be able to bicycle to work (bike lanes needed).
- 3) On holidays, store employees routinely have to call the City to get the public restrooms unlocked.
- 4) The 3-hour parking limit should be lifted in the summer. People come in the store complaining about getting a ticket even though most of the parking spaces are empty. Don't discourage what little traffic they have downtown in the summer!

I think – and told the patient – that #1 and #2 are already covered.

#3 is not really appropriate for the Plan, but perhaps it's indicative of a larger management issue that should be addressed within or outside the Plan?

For #4, perhaps seasonal differences could be addressed in a new or modified Goal M 4 policy, modified EV 3.2, or in Implementation #24. I was thinking it would be fairly easy to "bag" parking time limit signs in the summer.

I noticed a few typos I'll pass along as well:

Pg 22 caption bottom photo "intersting"

Pg 24 caption bottom photo "it's" should be "its"

Pg 24 Policy CD 10.2 – delete first comma – actually, you could delete both commas

Thank you,

Alisa McMahon

Reynolds, Taylor

From: Perreault, Erin
Sent: Thursday, May 10, 2018 9:27 AM
To: Reynolds, Taylor
Subject: FW: DT Plan
Attachments: DT Plan Map 5-9-2018.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

FYI and for the public file.

From: Nathan Reid <jnjinvestments@cox.net>
Sent: Wednesday, May 09, 2018 9:07 PM
To: Perreault, Erin <EPERREULT@scottsdaleaz.gov>
Subject: DT Plan

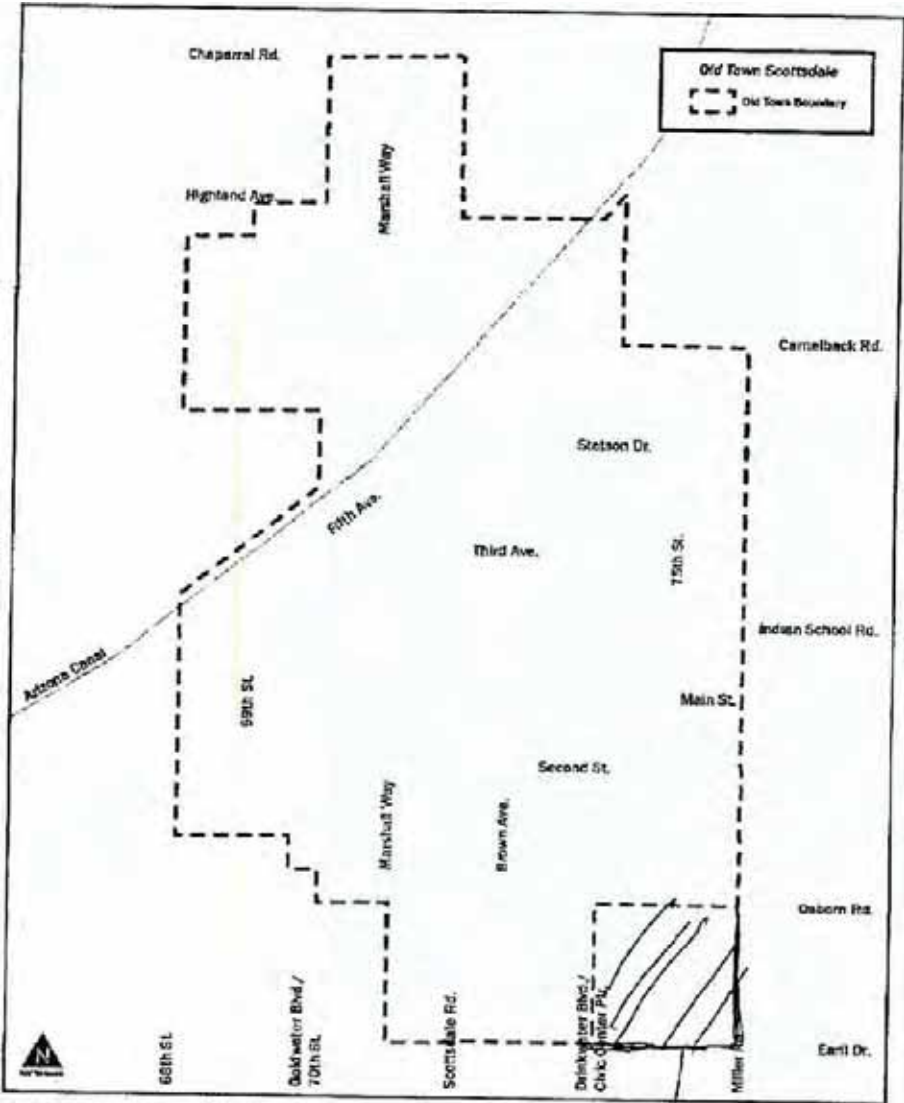
Eric,

I don't understand why the City doesn't just square off the SE section of the downtown plan (attached). This area needs revitalization as much as any of the areas in the current plan and are adjacent to the Giants Stadium, which is visited by tens of thousands of people every year. Please consider this.

Thank you!

Nathan Reid

Nathan Reid, CPA (Inactive) MBA
www.capitalallocationpartners.com
602-402-1410



ADDED OLD TOWN BOUNDARY MAP



The Coalition of Greater Scottsdale

7904 East Chaparral Road, suite A110- 127

Scottsdale, AZ 85250

www.COGSaz.net e mail cogs@cogsaz.net

To: City Council members

Re: Work Study session 5 June 2018

COGS -The Coalition of Greater Scottsdale—has the following comments of Support and Concern regarding the Downtown/Old Town Character Area Plan Draft 2018:

SUPPORT: The use of **Civic Center** (not Plaza, not Park, not Mall) should be the title of the city's core. The Tourism & Special Events Dept. should purge all of its advertisements and descriptors of this area to read simply "Civic Center". The low monument sign "Scottsdale Mall" at Brown and Main Street—western entry—should be corrected to **Civic Center**. The new master plan for the area should delete the term "mall".

SUPPORT: "Entertainment District" should be officially identified with boundaries. The city can then craft distinct and appropriate ordinances regarding noise generation beyond establishments and implement contributions for the additional public safety assets required to service this district. [30% of all arrests reported are in this district].

SUPPORT: Policy CD 8.2 But, this should specifically include the HISTORIC Old Town Design and Architectural Guidelines. Street signs should have toppers that read "Historic Old Town" to identify destination for visitors.

SUPPORT: Policy M 4.4 "Create new public parking supply....."

SUPPORT: *New policy M 5.4* Establish a Scottsdale trolley direct route from Fashion Square to Tempe light rail station and/or Sky Harbor airport.

SUPPORT: (Infrastructure Improvements page 59) Old Town restroom—Add: construct new facilities IN ARTS DISTRICT.

CONCERN: "Vertical mixed-use" is encouraged throughout the draft and in all areas of Downtown/Old Town with the exception of Historic Old Town. *Examples: 150 feet in the Loloma-Goldwater Blvd new sector. LU 2.4 includes adjacent to Civic Center and LU 2.5 southside of AZ Canal—includes the "Rose Garden?"*

Why should we create a canyon of buildings on both sides of the AZ Canal? Look at the error in approving the Goldwater Blvd buildings-canyon effect north of Fashion Square.

CONCERN: Statements such as LU 4.4 that development bonuses SHOULD provide public benefits and amenities lacks historical evidence of fair trade-off-- Bonus to Public Value. i.e. Up-zoning/amended development standards for a new project often has a negative impact on the existing properties. "Public Benefit/Amenities" are not identified nor tied to a specific value in awarding bonuses. Therefore, increased height, density, and F.A.R. are equivalent to what in public benefits? Decreased setbacks and stepbacks are of what value to public benefit?

CONCERN: Policy M 18 "Enhance downtown pedestrian oriented environment through reduced vehicular lane widths..." *ADD: excluding whole lane removals on Scottsdale Road from Camelback Road to 3rd Street.*

COGS members have attended every open house, small group and merchant meeting with presentations of the Downtown/Old Town Character Area Plan draft. Earlier this year we sent type-o, spelling and other corrections related to the original draft.

These are our major Support and Concern statements related to the draft at this time.

Respectfully submitted,

A handwritten signature in black ink, reading "Sonnie Kirtley". The signature is fluid and cursive, with the first name "Sonnie" and last name "Kirtley" clearly legible.

For the COGS Board of Directors, Sonnie Kirtley, Chair

From: [Curtis, Tim](#)
To: [Castro, Lorraine](#); [Carr, Brad](#); [Javoronok, Sara](#); [McMahon, Brandon](#); [Perreault, Erin](#); [Reynolds, Taylor](#); [Wood, Bob](#); [Yaron, Adam](#)
Subject: FW: Planning Commission Public Comment (response #88)
Date: Tuesday, June 12, 2018 3:47:42 PM

From: Planning Commission
Sent: Tuesday, June 12, 2018 2:57 PM
To: Curtis, Tim <tcurtis@scottsdaleaz.gov>
Subject: Planning Commission Public Comment (response #88)

Planning Commission Public Comment (response #88)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Planning Commission Public Comment
URL:	http://www.scottsdaleaz.gov/boards/planning-commission/public-comment
Submission Time/Date:	6/12/2018 2:57:03 PM

Survey Response

COMMENT	
Comment:	<p>In reference to Downtown Plan Update Policy 3.8 on page 41: "Foster public-private partnerships to continue artist-in-residence programs": 1. This Policy is so vague & loosely worded that makes it subject to VERY WIDE interpretation. Also, it is misleading since there is no existing artist-in-residence program to "continue". 2. Generally speaking, Artist-in-Residence programs are instituted in cities that do NOT have a robust Arts & Culture component in order to introduce arts & culture to their local scene. 3. Downtown Scottsdale has a very well established Arts District with about 40 Art Galleries. It is one of the most prominent arts districts & destinations in the country...and it is World-Class. Please check Trip Advisor. 4. Why does the City need to codify and facilitate to bring in OUTSIDE artists into its Arts District to compete with its established art galleries? (be it subsidized or not, the city's facilitation and promotion is a</p>

form of subsidy). If anything, the City should continue to work with its existing assets in a more robust and substantial way. 5. The concept of Artist-in-Residence Program for Downtown was NEVER discussed in any of the Public Downtown Plan Outreach Sessions for input.... most likely because it would not attain much widespread support from the downtown stakeholders, if any. 6. This concept has never gotten a City Council Majority Support when presented in the past. For the above reasons, please remove Policy AC 3.8 from the Downtown Plan Update. Thank you
 Bob Pejman Pejman Gallery LLC 7130 E Main Street

Comments are limited to 8,000 characters and may be cut and pasted from another source.

PLEASE PROVIDE YOUR NAME:

First & Last Name: Bob Pejman

AND ONE OR MORE OF THE FOLLOWING ITEMS:

Email: pejmangallery@gmail.com

Phone:

Address: 7130 E Main Street . Scottsdale . AZ 85251

Example: 3939 N. Drinkwater Blvd, Scottsdale 85251

From: [Curtis, Tim](#)
To: [Castro, Lorraine](#); [Carr, Brad](#); [McMahon, Brandon](#); [Perreault, Erin](#); [Reynolds, Taylor](#); [Wood, Bob](#); [Yaron, Adam](#)
Subject: FW: Planning Commission Public Comment (response #89)
Date: Tuesday, June 12, 2018 4:08:15 PM

From: Planning Commission
Sent: Tuesday, June 12, 2018 3:54 PM
To: Curtis, Tim <tcurtis@scottsdaleaz.gov>
Subject: Planning Commission Public Comment (response #89)

Planning Commission Public Comment (response #89)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Planning Commission Public Comment
URL:	http://www.scottsdaleaz.gov/boards/planning-commission/public-comment
Submission Time/Date:	6/12/2018 3:52:38 PM

Survey Response

COMMENT	
Comment:	<p>Please know I am in complete support and agreement with Mr. Pejman in his comments regarding Artist Residencies. Perhaps you are not aware that a number - at least 10 I can think of immediately, including Pejman Gallery, are all artist owned galleries with working studios on location in the Arts District of Scottsdale Old Town. In reference to Downtown Plan Update Policy 3.8 on page 41: "Foster public-private partnerships to continue artist-in-residence programs": 1. This Policy is so vague & loosely worded that makes it subject to VERY WIDE interpretation. Also, it is misleading since there is no existing artist-in-residence program to "continue". 2. Generally speaking, Artist-in-Residence programs are instituted in cities that do NOT have a robust Arts & Culture component in order to introduce arts & culture to their local scene. 3. Downtown Scottsdale has a very well established Arts District with about 40 Art Galleries. It is one of the most prominent arts</p>

districts & destinations in the country...and it is World-Class. Please check Trip Advisor. 4. Why does the City need to codify and facilitate to bring in OUTSIDE artists into its Arts District to compete with its established art galleries? (be it subsidized or not, the city's facilitation and promotion is a form of subsidy). If anything, the City should continue to work with its existing assets in a more robust and substantial way. 5. The concept of Artist-in-Residence Program for Downtown was NEVER discussed in any of the Public Downtown Plan Outreach Sessions for input.... most likely because it would not attain much widespread support from the downtown stakeholders, if any. 6. This concept has never gotten a City Council Majority Support when presented in the past. For the above reasons, please remove Policy AC 3.8 from the Downtown Plan Update.

Comments are limited to 8,000 characters and may be cut and pasted from another source.

PLEASE PROVIDE YOUR NAME:

First & Last Name:

Cyndy Carstens

AND ONE OR MORE OF THE FOLLOWING ITEMS:

Email:

cyndy@cyndycarstens.com

Phone:

(480) 946-3217

Address:

7077 E Main Street #5, Scottsdale 85251

Example: 3939 N. Drinkwater Blvd, Scottsdale 85251

From: [Curtis, Tim](#)
To: [Carr, Brad](#); [Castro, Lorraine](#); [McMahon, Brandon](#); [Perrault, Erin](#); [Reynolds, Taylor](#); [Wood, Bob](#); [Yaron, Adam](#)
Subject: FW: Planning Commission Public Comment (response #90)
Date: Tuesday, June 12, 2018 4:43:21 PM

From: Planning Commission
Sent: Tuesday, June 12, 2018 4:39 PM
To: Curtis, Tim <tcurtis@scottsdaleaz.gov>
Subject: Planning Commission Public Comment (response #90)

Planning Commission Public Comment (response #90)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Planning Commission Public Comment
URL:	http://www.scottsdaleaz.gov/boards/planning-commission/public-comment
Submission Time/Date:	6/12/2018 4:38:40 PM

Survey Response

COMMENT	
Comment:	<p>In reference to Policy 3.8 of the new Downtown Plan: This policy could be implemented successfully or badly. Interpretation is key here. I have had Artist in Residence's that have spent three months inside River Trading Post creating art works. People love to see how the work is created and watch (especially the 3-dimensional art) take shape. Often, it sells before it is completed. Do I wish that the City would have a program that would help sponsor that kind of activity? Absolutely. If it's a partnership with the existing galleries, I'm all for it. The galleries set it up, invite the artists that they represent, and the City pays their room/board and stipend. Then it is marketed as a special program sponsored by the City of Scottsdale. Win-win. If it's not a partnership, and the City brings in independent artists who compete with the galleries, I am totally against it. We the galleries, don't need it, don't want it, and it will go a long way in ruining the progress that</p>

has been made in the relationship between the City and the Arts District in the last couple of years. Please make sure this is implemented for the benefit and not the detriment of the existing galleries.

Comments are limited to 8,000 characters and may be cut and pasted from another source.

PLEASE PROVIDE YOUR NAME:

First & Last Name:

Kathi Ouellet

AND ONE OR MORE OF THE FOLLOWING ITEMS:

Email:

kathi@rivertradingpost.com

Phone:

(480) 444-0001

Address:

7033 E. Main St., 102, Scottsdale, 85251

Example: 3939 N. Drinkwater Blvd, Scottsdale 85251

From: [Curtis, Tim](#)
To: [Castro, Lorraine](#); [Carr, Brad](#); [McMahon, Brandon](#); [Perreault, Erin](#); [Reynolds, Taylor](#); [Wood, Bob](#); [Yaron, Adam](#)
Subject: FW: Planning Commission Public Comment (response #91)
Date: Tuesday, June 12, 2018 10:30:22 PM

From: Planning Commission
Sent: Tuesday, June 12, 2018 5:36 PM
To: Curtis, Tim <tcurtis@scottsdaleaz.gov>
Subject: Planning Commission Public Comment (response #91)

Planning Commission Public Comment (response #91)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Planning Commission Public Comment
URL:	http://www.scottsdaleaz.gov/boards/planning-commission/public-comment
Submission Time/Date:	6/12/2018 5:35:01 PM

Survey Response

COMMENT	
Comment:	<p>Regarding Policy 3.8 of the new Downtown plan: Strike it! Why are some in the city so hellbent in adding needless competition for existing art galleries of the Scottsdale Arts District (and yes, it was us galleries that created the Scottsdale Arts District which has already paid dividends to our city)? I am sure Anytown, USA would love to have an arts district like ours! As a gallery owner with a healthy dose of common sense, we don't need more non-gallery artists to come to the city during our season to compete let alone get sourced, promoted and paid for by the city that should know better! And please, forego the lame "free enterprise" argument tossed about like an anti-gallery mantra in the past. Support your year around merchants who have been making great progress in helping to revitalize Old Town. And, why wouldn't I be suspicious of such a vague concept with no specifics and NO PUBLIC DISCUSSION OR MERCHANT IMPACT COMMENTS? It is way too</p>

	premature to stick this policy in the Downtown Plan. Please strike it!
Comments are limited to 8,000 characters and may be cut and pasted from another source	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Paul Eubanks
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	info@paulscottgallery.com
Phone:	(480) 596-9533
Address:	7103 East Main St
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	

Reynolds, Taylor

From: Castro, Lorraine
Sent: Wednesday, June 13, 2018 1:06 PM
To: Reynolds, Taylor
Subject: FW: Planning Commission Public Comment (response #92)

Is this for you?

From: Planning Commission
Sent: Wednesday, June 13, 2018 12:58 PM
To: Castro, Lorraine <Lcastro@scottsdaleaz.gov>
Subject: Planning Commission Public Comment (response #92)

Planning Commission Public Comment (response #92)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Planning Commission Public Comment
URL:	http://www.scottsdaleaz.gov/boards/planning-commission/public-comment
Submission Time/Date:	6/13/2018 12:56:53 PM

Survey Response

COMMENT	
Comment:	policy 3.8 ridiculous idea - we already have the 'tent' artists competing with us during our season.....now you want to bring MORE OUTSIDE artists (pay them) to be here, and compete with us???? whose idiotic idea was this?????
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Janet Sandino
AND ONE OR MORE OF THE FOLLOWING ITEMS:	
Email:	janetpsandino@gmail.com
Phone:	
Address:	

Example: 3939 N. Drinkwater Blvd, Scottsdale 85251

Reynolds, Taylor

From: Castro, Lorraine
Sent: Wednesday, June 13, 2018 1:48 PM
To: Reynolds, Taylor
Subject: FW: Planning Commission Public Comment (response #93)

From: Planning Commission
Sent: Wednesday, June 13, 2018 1:45 PM
To: Castro, Lorraine <Lcastro@scottsdaleaz.gov>
Subject: Planning Commission Public Comment (response #93)

Planning Commission Public Comment (response #93)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Planning Commission Public Comment
URL:	http://www.scottsdaleaz.gov/boards/planning-commission/public-comment
Submission Time/Date:	6/13/2018 1:44:06 PM

Survey Response

COMMENT	
Comment:	<p>This is in reference to the Downtown Plan. First we are really encouraged to have the new project Museum Square to include, Condos, 2 Hotels and an expansion of the Western Museum. We are not in favor of the ARTISTS IN RESIDENCE idea. #1 The City will have to advertise for them and publish a map. #2 The City will have to build the locations, clean and take care of them. #3 The City will not make hardly any sales tax from these studio businesses off of sales. They will figure out a way to cheat you out of those dollars. #4 To collect any sales tax dollars, the City will have to pay someone to sit there all day 7 days a week. #5 The artists do not have any dollars to pay for advertising. #6 Legacy Gallery, our business spends over \$200,000 year promoting Scottsdale gallery. #7 Who is coming up with these ideas, they are not a business minded person.</p>
Comments are limited to 8,000 characters and may be cut and pasted from another source.	

PLEASE PROVIDE YOUR NAME:

First & Last Name:

Jinger Richardson, owner of The Legacy Gallery

AND ONE OR MORE OF THE FOLLOWING ITEMS:

Email:

jinger@legacygallery.com

Phone:

(480) 215-9040

Address:

7178 E. Main Street

Example: 3939 N. Drinkwater Blvd, Scottsdale 85251

Reynolds, Taylor

From: Castro, Lorraine
Sent: Wednesday, June 13, 2018 3:28 PM
To: Reynolds, Taylor
Subject: FW: Planning Commission Public Comment (response #95)

From: Planning Commission
Sent: Wednesday, June 13, 2018 3:02 PM
To: Castro, Lorraine <Lcastro@scottsdaleaz.gov>
Subject: Planning Commission Public Comment (response #95)

Planning Commission Public Comment (response #95)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Planning Commission Public Comment
URL:	http://www.scottsdaleaz.gov/boards/planning-commission/public-comment
Submission Time/Date:	6/13/2018 3:01:06 PM

Survey Response

COMMENT	
Comment:	<p>This is in regards to eliminating Downtown Plan Update Policy 3.8 (Artists in Residence Program) Pg. 41. I am not exactly sure why the Downtown Plan includes language about promoting and subsidizing Artists in Residence or artist's lofts. Scottsdale should concentrate on and invest more into the existing Scottsdale Arts District. This is a very well-known destination Arts District nationally and internationally. This has been a strength of Scottsdale for many, many years. If you are going to spend money please spend it on the existing Arts community and not by bringing others who have not already invested themselves in Scottsdale. The existing Arts District is full of people who have invested their lives in the Scottsdale Arts District. Pay them to live here and provide them with subsidy as they are already giving back to Scottsdale. Please remove this language from this document and Downtown Plan. Support those who already support Scottsdale.</p>

Comments are limited to 8,000 characters and may be cut and pasted from another source.

PLEASE PROVIDE YOUR NAME:

First & Last Name:	French Thompson
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AND ONE OR MORE OF THE FOLLOWING ITEMS:

Email:	french@frenchonmain.com
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Phone:	(480) 994-4717
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Address:	7148 E Main St., Scottsdale 85251
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Example: 3939 N. Drinkwater Blvd. Scottsdale 85251

Reynolds, Taylor

From: Castro, Lorraine
Sent: Wednesday, June 13, 2018 4:40 PM
To: Perreault, Erin; Reynolds, Taylor
Subject: FW: Planning Commission Public Comment (response #96)

From: Planning Commission
Sent: Wednesday, June 13, 2018 4:00 PM
To: Castro, Lorraine <Lcastro@scottsdaleaz.gov>
Subject: Planning Commission Public Comment (response #96)

Planning Commission Public Comment (response #96)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Planning Commission Public Comment
URL:	http://www.scottsdaleaz.gov/boards/planning-commission/public-comment
Submission Time/Date:	6/13/2018 3:59:32 PM

Survey Response

COMMENT	
Comment:	I read policy 3.8 on page 41 and I really don't like the idea. I'm not sure what fostering a public-private partnership to continue an "artist-in-residence" program means but I don't like the sound of it. What "artist-in-residence" program is this referring to anyway? I'm not aware of any such program. We already have so many art galleries here that have both local and out of state artists they represent and this idea I believe would have a significant negative impact on the already existing artists represented. Please remove. Thank you, Mark Pabst The Signature Gallery
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
PLEASE PROVIDE YOUR NAME:	
First & Last Name:	Mark Pabst
AND ONE OR MORE OF THE FOLLOWING ITEMS:	

Email:	<u>mark@thesignaturegallery.com</u>
Phone:	(480) 949-7003
Address:	7177 E. Main Street
Example: 3939 N. Drinkwater Blvd, Scottsdale 85251	



**WESTERN
SPIRIT**
SCOTTSDALE'S
MUSEUM
OF THE WEST

June 12, 2018

Honorable Mayor Lane and Members of the City Council:

3830 N. Marshall Way
Scottsdale, AZ 85251

480-616-9539

scottsdalemuseumaz.org

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John Trump
GAY Wolchuk

Advisors

Robert Kraz
Fred Meyer

Rachel Sacco, Executive

Michael A. Fox, Director & CEO



On behalf of the Museum of the West, we urge you to support the proposed update to the City's Downtown Plan and the companion Text Amendment (1-GP-2018 and 1-TA-2018). We are extremely excited about the potential these updates will create for future development in the downtown area, particularly near our community's own, award-winning Museum of the West, and the opportunities these amendments will provide for art, cultural events, and public festivals. There will be nothing in our country the likes of the beauty, functionality, and compatibility of what is envisioned for "Museum Square."

The new Cultural Improvements Program language that is encompassed in these changes will strengthen the Museum's position within the City's arts community and provide us opportunities to continue to be a premier destination for the City.

Scottsdale has always found creative and positive ways to enhance artistic and cultural experiences for our citizens. Please continue this by supporting the proposed downtown General Plan update and text amendment.

Kindest regards,

Jim Bruner, Chairman of the Board

Mike Fox, Director/CEO

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
General	General	The rapid growth of new residents and businesses throughout the downtown is defining the future face and the direction in which it is headed. As a result, creating a long-range plan will be particularly challenging.	Public Comment	Current growth trends are being developed under the existing 2009 plan goals and policies.
General	General	Planning is great, but the important stuff happens at the policy level.	Public Comment	The Downtown Plan establishes the goals and policies the community would like to see accomplished in downtown, over a 10-year period.
General	General	This plan should have more specificity – concern that the inclusion of vague language leaves too much to interpretation.	Public Comment	Since the plan is a long-range policy document similar to the General Plan, the goals and policies are intended to be broad in language. However, some specificity is included, such as where the greatest height and density can be developed in downtown, the public spaces master plan that depicts specified locations for open space etc. Additional specificity is provided in the proposed updated implementation matrix that specifies projects/actions to implement the goals and policies identified in the plan.
General	General	This plan should be “citizen-friendly”, reflective of citizen’s values and high-quality standards that make Scottsdale unique.	Public Comment	The 2009 Downtown Plan was developed as part of a two-year outreach effort that included vision and values establishment for downtown, as well as goal and policy setting. Thus, the plan is reflective of what we heard from over 1200+ citizens that participated in that process, and what they value for downtown. In this current, more targeted update, staff has attempted to refine the plan language to make it more “citizen-friendly” and easier to understand.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
General	General	There needs to be consistency between creating a plan, implementation of that plan by the Planning Commission and the Design Review Board and the decisions ultimately made by the City Council. In order for a long-range plan to be effective and not exist in a vacuum, everyone needs to be on the same page. Any long-range plan must be respected and used.	Public Comment	The Downtown Plan is used on a daily basis, not only by the Planning Commission, Development Review Board and City Council, but also by city staff (planning, transportation, economic development, tourism, CPM etc.) when evaluating and processing new development through the public hearing process. Furthermore, the private development sector in downtown should conform to the plan, downtown guidelines and downtown zoning ordinance districts when developing in downtown.
General	General	Redline version of the document was not something I could ever find online.	Public Comment	The redline version of the draft plan has been readily available on the City's webpage since March 22, 2018.
General	General	Stop calling this an "urban" neighborhood. No one moved here to be in an urban city. They moved here for the openness, space and 'small town' in a bigger town attitude of Scottsdale.	Public Comment	Downtown is designated as a Growth Area as per the 2001 General Plan – which is an area of the City where a development focus is expected, and future growth, new development, and redevelopment will be accommodated.
General	General	The land area within the downtown is finite. No not everyone can live in the area, but better transportation to the area can also provide it with vitality. It does not have to be over-stuffed with condo's and apartments to be more active an area for tourists and residents alike.	Public Comment	Downtown is designated as a Growth Area as per the 2001 General Plan – which is an area of the City where a development focus is expected, and future growth, new development, and redevelopment will be accommodated.
General	General	The overall goals and approach for the Old Town Plan are commendable, appropriate, and well-conceived.	Public Comment	Thank you!
General	General	An excellent plan, however, it is important to keep a low building height, both to preserve views and maintain significance from other destination cities.	Public Comment	No increased building height is being proposed in the existing Type 1 Areas – those areas that have historically been aligned with the lowest building heights in downtown. No increased building height is proposed for existing Type 2 areas.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
General	General	More trees are needed to provide shade and visual beauty.	Public Comment	The proposed draft plan includes language concerning the encouragement of shade trees as means to provide pedestrian comfort and as an amenity in the downtown. The proposed addition of developing a downtown Shade and Tree Plan has been added to the Implementation Matrix (Implementation Item #11).
General	General	There is a need for a major grocery store in the downtown.	Public Comment	There is currently a grocer within the Entertainment District. Any future grocers added within the Old Town boundary would be market-driven and a result of private development.
General	General	Support for the use of Old Town – it is a better identification for the area.	Public Comment	Thank you!
General	General	Public restrooms in the downtown should be unlocked on Holidays.	Public Comment	This is an operational item that is too specific for a policy plan. This comment has been passed along to Ken Hubbard of Facilities, who oversees public restrooms in the Downtown.
General	General	Concern for property-owner maintenance within the downtown.	Planning Commission Comment	Staff has added an Implementation item (Implementation Item #3) related to educating downtown property-owners of their responsibilities concerning maintenance on and adjacent to their property.
General	General	Concern regarding possible vague language within the plan that leaves too much to interpretation.	Planning Commission Comment	Staff has reviewed the plan and adjusted, as necessary, to make goals, policies, and implementation items as direct as possible for a policy plan.
General	General	Suggest adding the following area to the Old Town Character Area Plan boundary: E Osborn Road south to E Earl Drive, from N Civic Center Plaza east to N Miller Road.	Public Comment	Outreach efforts did not produce feedback indicating the need or desire to expand the boundary of the Old Town Character Area.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Executive Summary	Chapter Description	Listed in the section titled, Downtown Plan Chapters – Chapter 1 – Land Use, it states: A mix of land uses and provision of a variety of open space and public realm areas are encouraged. How is that encouragement going to translate to policy? Is open space required? What percentage of a new development will be required (if any) to be open space?	Public Comment	With the addition of the public spaces master plan to the Downtown Plan as part of this update, and, if adopted, city planning, tourism and economic development staff will then implement the physical development of these public spaces through either public projects such as CIP projects, or more commonly through the development expectation placed on the private sector, or a combination of both.
Vision	General	"New West" should be better-defined before Scottsdale starts to look like Tempe.	Public Comment	"New West" is part of a quote from a citizen participant in the 2009 Downtown Plan process – this term is not utilized elsewhere in the plan.
Vision	Values	In the Vision section under Values it states: Contextually sensitive world-class planning, architecture and urban design. How exactly will that be managed? What is the definition of world-class and sensitive design according to our plan? It leaves the door open for interpretation which is difficult to enforce.	Public Comment	With this update, the language has been modified to state "high-quality" planning. High-quality design is managed by the Development Review Process/Board, that the city also has had in place since its early inception. The city has a set of downtown design guidelines that help guide planning, architecture and urban design and what it means for such to be high quality in Downtown Scottsdale. Additionally, our downtown zoning districts also help guide planning, architecture and urban design with specific requirements such as building setbacks and stepbacks that are expected under the downtown districts.
Vision	Values	Why was the phrase "focus on" changed to "celebration of"? The word "focus" is action oriented, while the word "celebration" is ambiguous and not action-oriented.	Public Comment	The draft plan has been modified to retain the 2009 plan text – "focus on".

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Land Use	Introduction	"As the community grows and changes, so will Downtown Scottsdale. Close coordination between the public and private sectors, coupled with development flexibility, will be necessary in order to carefully manage Downtown land use considerations in the future. The involvement of the private sector is pivotal to the successful implementation of the Downtown Plan. Flexible development standards may encourage the private sector to attain a high level of quality development and assist the city by providing necessary public amenities and benefits that are integral to the success of Downtown." What is actually assuring this quality development? Why does it seem that developers have more influence on the direction of the city vs the residents of it?	Public Comment	The quote from the comment was taken from the 2009 Downtown Plan. The draft plan amends this paragraph, removing the statement regarding "development flexibility" and adds language about "architectural standards being carefully crafted". Furthermore, quality of development, in terms of design, is managed by the Development Review Process/Board, that the city has had in place since its early inception. The city has a set of downtown design guidelines that help guide planning, architecture and urban design and what it means for such to be high-quality in downtown Scottsdale.
Land Use Chapter	Goal LU 3	Opposition to increasing height allowances in any new area - most especially the Type 3 additions.	Public Comment	70% of all Type 3 proposed aligns with areas within the downtown that currently operate as Type 3 under the existing Zoning Ordinance (north of the Arizona Canal and the medical campus). The remaining 97+/- acres are a result of outreach – staff worked with several city departments, the development community, various downtown interest groups, and the public to identify the newly proposed Type 2.5 and Type 3 Development Types.
Land Use	Goal LU 3	In reference to the ARTS DISTRICT, it needs to further defined / clarified that the Type 3 (highest scale) Development ONLY applies to the Loloma Area that is along Goldwater Blvd curve and South of Main Street (aka as "Museum Square") & that it does NOT affect Main Street itself.	Public Comment	The draft plan has been modified so that descriptions concerning development types do not note districts. Furthermore, Development Type descriptions within Goal LU 3 reference Map 4, Downtown Development Types, which provides the specific boundaries for each Development Type area. Main Street is not designated as Type 3 on this map.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Land Use	Map 4 – Downtown Development Types	Suggest adding potential height maximums to the Downtown Development Types Map to make the map more transparent to the community.	Planning Commission Comment	The proposed Map 4 – Downtown Development Types – now contains text that outlines potential maximum heights for each Development Type, as well as a reference to the Zoning Ordinance – the document that regulates development standards, such as height, in the City of Scottsdale.
Character & Design	Goal CD 1	Appreciation for the emphasis on western design.	Public Comment	Thank you!
Character & Design	Proposed New Policy	ADD Policy CD 3.4: Pursue building and development strategies that reduce, rather than intensify, the heat island effect within downtown.	EQAB Comment	Added new Policy CD 3.3: PURSUE BUILDING AND DEVELOPMENT STRATEGIES THAT REDUCE THE HEAT ISLAND EFFECT WITHIN DOWNTOWN.
Character & Design	Proposed New Policy	ADD Policy CD3.5: Actively follow, and ultimately implement, technology developments that incorporate self-contained power sources to provide outdoor cooling within downtown. Note: This policy could be located elsewhere, e.g. EV 3.3.	EQAB Comment	Added new Policy CD 3.5: ENCOURAGE THE USE OF RENEWABLE ENERGY POWERED TECHNOLOGIES THAT PROVIDE OUTDOOR COOLING WITHIN DOWNTOWN.
Character & Design	Policy CD 4.3	REVISE Policy CD 4.3: ... consistent sidewalk width, SHADE, on-street parking ...	EQAB Comment	Policy CD 4.3 has been updated to state the following: Improve the pedestrian experience on arterial roadways with features such as increased and consistent sidewalk width, SHADE, on-street parking, landscape buffers, landscape medians, and pedestrian refuge islands.
Character & Design	Policy CD 6.3	REVISE Policy CD 6.3: ... GENEROUS shade elements ...	EQAB Comment	Suggested addition is unnecessary as Generous is subjective.
Character & Design	Policy CD 6.6	CLARIFY the meaning of Policy CD 6.6 “a defined building location” ? “activate storefront areas” ?	EQAB Comment	Added the Glossary term, Defined Building Location: REFERS TO CREATING A CONSISTENT BUILDING SETBACK LOCATION FROM THE STREET.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Character & Design	Goal CD 8	Goal CD 8 – Policies omit minimizing light pollution and reducing glare. Only after reading the Glossary was it apparent that CD 8.1 seems to be getting at that. So, the reader must realize that “designated lighting needs” is a term of art defined in the Glossary and then connect the dots to understand the “balance” referenced in CD 8.1. Light pollution and glare should be directly addressed in the policies (just as lighting energy efficiency is addressed in CD 8.2). (Parenthetically, glare is both light pollution and a safety problem.)	EQAB Comment	Policy CD 8.1 has been updated to state: “Achieve a balance between ambient light levels and designated lighting needs TO ENSURE SAFE LIGHTING LEVELS WHILE REDUCING LIGHT POLLUTION AND GLARE.”
Character & Design	Policy CD 10.2	REVISE Policy CD 10.2: Incorporate sustainable planning design and building techniques, into downtown development and use durable indigenous materials that will endure over time, to minimize environmental and maintenance impacts AND ENHANCE OCCUPANT COMFORT, PRODUCTIVITY AND HEALTH.	EQAB Comment	Suggested addition is unnecessary as it does not provide necessary additional substance to the goal or policy.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Character & Design	Policy CD 10.3	<p>Policy CD 10.3: Encourage green building design strategies such as building orientation, passive solar DESIGN response, RENEWABLE ENERGY, natural DAYLIGHTING, passive cooling techniques, BIOPHILIC DESIGN, BIOMIMICRY, SHADED HARDSCAPE, and the integration of regional plant materials, as part of downtown development.</p> <p>Notes: "Daylighting" is one word.</p>	EQAB Comment	<p>Policy CD 10.3 has been updated to include the proposed additional language: Encourage green building AND BIOPHILIC design strategies such as building orientation, passive solar response AND COOLING TECHNIQUES, natural DAYLIGHTING, passive-cooling-techniques, and the integration of regional plant materials, as part of downtown development.</p> <p>Added the Glossary term, Biophilic Design: THE PRACTICE OF CONNECTING PEOPLE AND NATURE THROUGH THE BUILT ENVIRONMENT. DESIGN ATTRIBUTES MAY INCLUDE ENVIRONMENTAL FEATURES, NATURAL SHAPES AND FORMS, NATURAL PATTERNS AND PROCESSES, LIGHT AND SPACE, AND PLACE-BASED RELATIONSHIPS.</p>
Character & Design	Policy CD 10.4	<p>REVISE Policy CD 10.4: Promote the use of energy efficient systems, construction methods, and alternative energy sources in downtown development. ENCOURAGE STRATEGIES THAT PROVIDE MULTIPLE BENEFITS, SUCH AS SHADE PLUS RENEWABLE ENERGY GENERATION, LIMIT ROOF SOLAR ACCESS OBSTRUCTIONS BETWEEN NEIGHBORING DOWNTOWN BUILDINGS.</p> <p>Note: Roof solar access could be a separate policy, CD 10.5, and adjust numbering of subsequent policies accordingly.</p>	EQAB Comment	<p>Policy CD 10.4 has been updated to state the following: Promote the use of energy efficient systems, construction methods, and alternative RENEWABLE energy sources in downtown development. ENCOURAGE STRATEGIES THAT PROVIDE MULTIPLE BENEFITS, SUCH AS SOLAR PARKING CANOPIES.</p> <p>Roof solar is too specific for this policy document and may be more appropriate as an ordinance consideration.</p>

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Character & Design / Glossary	Policy CD 10.5	Adaptive Reuse ADD to Policy CD 10.5: REUSE OF EXISTING BUILDINGS AVOIDS CREATION OF LARGE VOLUMES OF DEMOLITION AND CONSTRUCTION DEBRIS, CONSERVES RESOURCES, PRESERVES HISTORIC VALUE AND REVITALIZES EXISTING NEIGHBORHOODS. OR ADD to Glossary definition: IN ADDITION TO PRESERVING HISTORICAL VALUE, REUSE OF EXISTING BUILDINGS AVOIDS CREATION OF LARGE VOLUMES OF DEMOLITION AND CONSTRUCTION DEBRIS, CONSERVES RESOURCES, AND REVITALIZES EXISTING NEIGHBORHOODS.	EQAB Comment	The following has been added to the Adaptive Reuse Glossary definition: IN ADDITION TO PRESERVING HISTORICAL VALUE, REUSE OF EXISTING BUILDINGS AVOIDS CREATION OF LARGE VOLUMES OF DEMOLITION AND CONSTRUCTION DEBRIS, CONSERVES RESOURCES, AND MAINTAINS NEIGHBORHOOD CHARACTER.
Character & Design	Policy CD 10.7	REVISE Policy CD 10.7: Promote methods of water conservation, such as stormwater CAPTURE, RAINWATER harvesting, water reuse and passive landscape irrigation.	EQAB Comment	Policy CD 10.7 has been updated to include the proposed additional language: Promote methods of water conservation, such as stormwater CAPTURE, RAINWATER harvesting, water reuse and passive landscape irrigation.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Character & Design	Policy CD 10.8	<p>REVISE Policy CD 10.8: DEVELOP AND maintain sustainable solid waste collection, recycling, and disposal delivery systems downtown. Encourage the use of shared waste containers and compactors among similar downtown businesses (e.g., office and retail) to reduce the number of containers in downtown, and their negative aesthetic, olfactive and circulation impacts. "TWIN THE BINS" THROUGHOUT THE DOWNTOWN PUBLIC REALM. BIN DESIGN SHOULD BE COMPATIBLE WITH THE IDENTITY AND CHARACTER OF OLD TOWN, PROVIDING A UNIFIED PUBLIC REALM EXPERIENCE AND FUNCTIONAL CONTINUITY.</p> <p>Note: "Twin the Bins" could be a separate policy and incorporate the characteristics of effective bins in the definition below.</p>	EQAB Comment	<p>Policy CD 10.8 has been updated to state: DEVELOP AND maintain sustainable solid waste collection, recycling, and disposal delivery systems downtown. Encourage the use of shared waste containers and compactors among similar downtown businesses (e.g., office and retail) to reduce the number of containers in downtown, and their negative aesthetic, olfactive and circulation impacts.</p> <p>Added new Implementation Item (Implementation Item #60): ADVANCE WASTE REDUCTION AND DIVERSION WITH A TWIN THE BINS PROGRAM.</p> <p>Added the Glossary term, Twin the Bins: SOLID WASTE CONTAINERS THAT ALLOW FOR THE COLLECTION OF MULTIPLE TYPES OF WASTE – INCLUDING TRASH, RECYCLING, AND IF APPLICABLE, ORGANICS. EFFECTIVE CONTAINERS IN THE PUBLIC REALM ARE DISTINGUISHED BY COLOR, HAVE APPROPRIATE OPENINGS FOR THEIR SPECIFIC USE, AND INCLUDE WELL-DESIGNED SIGNAGE.</p>
Character & Design	Policies CD 10.8 & CD 10.9	Mixed use recycling trash cans are great and forward-thinking.	Public Comment	Thank you!

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Character & Design	Policy CD 10.9	REVISE Policy CD 10.9: Encourage downtown recycling AND OTHER WASTE REDUCTION AND DIVERSION programs in civic spaces, AT SPECIAL EVENTS, and in commercial and multifamily developments.	EQAB Comment	Policy CD 10.9 has been updated to include the proposed additional language: Encourage downtown recycling AND OTHER WASTE REDUCTION AND DIVERSION programs in civic spaces, AT SPECIAL EVENTS, and in commercial and multifamily developments.
Mobility	General	Is there a component for easier bicycle crossing at Camelback and the Soleri Bridge?	Public Comment	As a policy document, the draft Old Town Character Area Plan does not express specificity concerning bicycle crossings. However, with this update, several proposed goals and policies concerning bicycling in the downtown area have been added.
Mobility	General	Support for increasing accessibility and connectivity within the downtown – and, specifically, making it more bicycle-friendly.	Public Comment	Thank you!
Mobility	General	The downtown needs more bike lanes.	Public Comment	The Mobility Chapter contains several proposed new policies (M 1.1 and M 6.3) related to integrating on-street bicycle lanes and routes throughout the downtown. A new bicycle map was also added to the draft plan.
Mobility	Policy M 1.4	REVISE Policy M 1.4: Accommodate the movement of freight goods and services, truck delivery access and operations, SOLID WASTE COLLECTION, and emergency response vehicles on private development sites, and out of the public right-of-way where possible.	EQAB Comment	Policy M 1.4 has been updated to include the proposed additional language: Accommodate the movement of freight goods and services, truck delivery access and operations, SOLID WASTE COLLECTION, and emergency response vehicles on private development sites, and out of the public right-of-way where possible.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Mobility	Policy M 1.8	Concern for possible reduction of number of lanes along Scottsdale Road through the downtown area.	Planning Commission Comment	Policy M 1.8 has been deleted from the plan as its intent was to create a pedestrian oriented environment within the downtown, and there are several other policies within the plan that speak to that same topic. Furthermore, staff added language concerning maintaining the existing number of lanes along Scottsdale Road within the downtown area in the Implementation Chapter (Implementation Item #9) per the Transportation Department's determination to maintain the existing number of lanes of Scottsdale Road.
Mobility	Policy M 1.8	Support for reduction of travel lanes along Scottsdale Road, through the downtown area.	Public Comment	This policy received more negative feedback than positive – from both the public and the Planning Commission. Policy M 1.8 is proposed to be deleted from the plan as its intent was to create a pedestrian oriented environment within the downtown, and there are several other policies within the plan that speak to that same topic. Furthermore, staff added language concerning maintaining the existing number of lanes along Scottsdale Road within the downtown area in the Implementation Chapter (Implementation Item #9) per the Transportation Department's determination to maintain the existing number of lanes of Scottsdale Road.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Mobility	Policy M 2.2	REVISE Policy M 2.2: ... shade from buildings, SHADED WALKWAYS, seating ...	EQAB Comment	Policy M 2.2 has been updated to state the following: Encourage pedestrian oriented design that includes pedestrian comfort amenities such as trees, shade from buildings , seating, shelter, wayfinding and lighting, to encourage strolling, lingering, and promenading, especially in areas where there is a high concentration of pedestrian activity.
Mobility	M 4	On-street parking time limits should be lifted during the summer.	Public Comment	The Implementation Chapter has an item related to adjusting parking regulations within the downtown to more accurately reflect demand (Implementation Item #23). This comment has been passed along to Thomas Davidson of Parking Enforcement, who oversees parking time limits in the Downtown.
Mobility	Proposed New Policy	ADD Policy M 4.5: Seek opportunities to provide shaded downtown parking through landscaping, shade structures and solar canopies.	EQAB Comment	Added Policy M 4.5 as proposed: SEEK OPPORTUNITIES TO PROVIDE SHADED DOWNTOWN PARKING THROUGH LANDSCAPING, SHADE STRUCTURES AND SOLAR CANOPIES.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Mobility	Pedestrian Place	Mobility – Pedestrian Space Hierarchy (page 33) Shade is discussed in Pedestrian Supportive (provide shade) and Pedestrian Compatible (typically no shade). ADD shade requirements to Pedestrian Place.	EQAB Comment	Pedestrian Place has been updated to state the following: Adjacent land use includes: at least three complementary uses within immediate walking distance; buildings face and embrace the pedestrian realm; and wide awnings, walkways and arcades are provided AMPLE SHADE. Roadway corridor includes: low traffic volumes at slow speeds; crossing opportunities are frequent; on-street parallel parking is encouraged. Pedestrian realm includes: extent of pedestrian place is one-quarter mile walk in length; walkways are separated from vehicular traffic; sidewalks are wide enough to accommodate the highest levels of use and space for outdoor dining and amenities.
Arts & Culture	Proposed New Policy	ADD Policy AC 2.5: Encourage the celebration of and education about our Sonoran Desert environment and living sustainably within it.	EQAB Comment	Policy AC 2.1 has been updated to state the following: Encourage investment in public art and cultural destinations that preserve, commemorate EDUCATE, and celebrate Scottsdale's diverse history, culture, SONORAN DESERT ENVIRONMENT, and people.
Economic Vitality	Proposed New Policy	ADD Policy EV 1.6: Embrace eco-tourism as an economic opportunity, for example, tours of downtown green buildings and developments. Cross-promote downtown attractions with regional eco-tourism attractions.	EQAB Comment	Suggested addition is unnecessary as Policy EV 1.1 identifies downtown as a tourism destination. Eco-tourism would be a specific approach.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Economic Vitality	Policy EV 3.1	REVISE Policy EV 3.1: Adopt a smart cities strategy to pursue new technologies that will better leverage and capitalize on city assets AND IMPROVE SERVICE DELIVERY.	EQAB Comment	Policy EV 3.1 has been updated to include the proposed additional language: Adopt a smart cities strategy to pursue new technologies that will better leverage and capitalize on city assets AND IMPROVE SERVICE DELIVERY.
Economic Vitality	Policy EV 3.2	REVISE Policy EV 3.2: Pursue approaches to downtown parking, transportation, mobility, MATERIALS MANAGEMENT, and public space limitations through a combination of demonstrated national best practices as well as early adoption of technology.	EQAB Comment	Suggested addition is unnecessary as the policy generalizes pursuing best practice approaches to transportation and mobility within the downtown. Materials Management would be a specific approach.
Glossary	Policies LU 2.1, LU 6.1, LU 6.1, and the Glossary	DEFINE "active" as used in active ground level land uses (LU 2.1), active street frontages (LU 6.1), active frontages (LU 6.1), active uses (Pedestrian Comfort Zone definition).	EQAB Comment	Added the Glossary term, Active Street Frontages / Uses: THE ADDITION OF LAND USES SUCH AS RETAIL, RESTAURANT, ETC. THAT ENCOURAGE HIGHER PEDESTRIAN ACTIVITY.
Glossary	General	The "Passive Solar (Heating)" definition in the Glossary is appropriate for a heating-dominated climate, not a cooling-dominated climate like Scottsdale. REVISE definition: PASSIVE SOLAR DESIGN – IN COOLING-DOMINATED CLIMATES FOCUSES ON HEAT AVOIDANCE TO REDUCE MECHANICAL COOLING. EXAMPLES INCLUDE: PREFERENTIAL USE OF SOUTH-FACING WINDOWS WITH OVERHANGS AND NORTH-FACING WINDOWS, MINIMAL USE OF EAST- AND WEST-FACING WINDOWS, EXTERIOR ENTRANCES PROTECTED FROM DIRECT SUMMER SUN, LOW SOLAR HEAT GAIN COEFFICIENT (SHGC) GLAZING, AND SOLAR SCREENS.	EQAB Comment	Glossary term has been updated: Passive Solar (COOLING) – FOCUSES ON HEAT AVOIDANCE TO REDUCE THE NEED FOR MECHANICAL COOLING. EXAMPLES INCLUDE: PREFERENTIAL USE OF SOUTH-FACING WINDOWS WITH OVERHANGS AND NORTH-FACING WINDOWS, MINIMAL USE OF EAST- AND WEST-FACING WINDOWS, EXTERIOR ENTRANCES PROTECTED FROM DIRECT SUMMER SUN, LOW SOLAR HEAT-GAIN GLAZING, SOLAR SCREENS/SHADING, AND LANDSCAPING TREATMENTS.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Glossary	General	ADD definition to Glossary: TWIN THE BINS – ANY OPPORTUNITY TO THROW SOMETHING AWAY IS MATCHED WITH AN EQUALLY CONVENIENT OPPORTUNITY TO RECYCLE IT. DIVERSION INCREASES AND CONTAMINATION DECREASES WHEN TRASH, RECYCLING, AND IF APPLICABLE, ORGANICS BINS ARE LOCATED TOGETHER. EFFECTIVE CONTAINERS IN THE PUBLIC REALM ARE DISTINGUISHED BY COLOR, HAVE APPROPRIATE OPENINGS FOR THEIR SPECIFIC USE, AND INCLUDE WELL-DESIGNED SIGNAGE WITH IMAGERY.	EQAB Comment	Added the Glossary term, Twin the Bins: SOLID WASTE CONTAINERS THAT ALLOW FOR THE COLLECTION OF MULTIPLE TYPES OF WASTE – INCLUDING TRASH, RECYCLING, AND IF APPLICABLE, ORGANICS. EFFECTIVE CONTAINERS IN THE PUBLIC REALM ARE DISTINGUISHED BY COLOR, HAVE APPROPRIATE OPENINGS FOR THEIR SPECIFIC USE, AND INCLUDE WELL-DESIGNED SIGNAGE.
Glossary	General	DEFINE “smart cities” or “smart cities strategies” in the Glossary.	EQAB Comment	Added the Glossary term, Smart City: A MUNICIPALITY THAT UTILIZES INFORMATION AND COMMUNICATION TECHNOLOGIES TO INCREASE OPERATIONAL EFFICIENCY, SHARE INFORMATION WITH THE PUBLIC, AND IMPROVE BOTH THE QUALITY OF GOVERNMENT SERVICES AND CITIZEN WELFARE.
Implementation	General	The implementation plan should be more aggressive. Suggest the City have a plan to purchase and amass parcels near Stetson and Fifth to attract a developer that could increase the amount of private development and success in this area.	Public Comment	Since the plan is a long-range policy document similar to the General Plan, the goals and policies are intended to be broad in language. However, some specificity is included, such as where the greatest height and density can be developed in downtown, the public spaces master plan that depicts specified locations for open space etc. Additional specificity is provided in the proposed updated implementation matrix that specifies projects/actions to implement the goals and policies identified in the plan.
Implementation	General	ADD to Implementation; measures to achieve CD 10.8 and CD 10.9. Please incorporate the characteristics of effective containers in the public realm in the “Twin the Bins” definition.	EQAB Comment	Added new Implementation item (Implementation Item #50): ADVANCE WASTE REDUCTION AND DIVERSION WITH A TWIN THE BINS PROGRAM.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
The following comments were collected at the June 5, 2018 City Council Work Study Session.				
General	General	Include provisions requiring shade and trees in the Downtown Plan.	City Council	Updated draft plan with additional emphasis on both trees and shade.
General	General	Return to the Council with information on the participation of the public from affected downtown neighborhoods.	City Council	Staff will have information available for City Council at the next hearing related to public outreach accomplished to date.
Vision	General	Expand the definition and purpose of "New West Meets Old West."	City Council	"New West" is part of a quote from a citizen participant in the 2009 Downtown Plan process during the Downtown Town Hall event and is existing content in the plan.
Vision	Values	Better define the term "Celebration of Fine Arts."	City Council	The draft plan has been modified to retain the 2009 plan text – "focus on".
Land Use	General	Support for the use of Civic Center (not Plaza, not Park, not Mall).	COGS	Thanks!
Land Use	General	Support for the Entertainment District having a distinct boundary. Could allow for future noise ordinance and additional public safety.	COGS	The distinct boundary and description of the Entertainment District is reflected in the draft plan.
Land Use	General	Concern: "Vertical mixed-use" is encouraged throughout the draft and in all areas of Downtown/Old Town with the exception of Historic Old Town. Examples: 150 feet in the Loloma-Goldwater Blvd new sector. LU 2.4 includes adjacent to Civic Center and LU 2.5 southside of AZ Canal- includes the Rose Garden? Why should we create a canyon of buildings on both sides of the AZ Canal? Look at the error in approving the Goldwater Blvd buildings-canyon effect north of Fashion Square.	COGS	Vertical mixed-use does not prescribe a particular building height. It allows for a vertical mix of land uses whether it is a building with just two stories, such as the Bishchoff residence above the Shades of the West commercial store, or multiple stories. The possibility of 150 buildings adjacent to Civic Center already exists within the Medical District under the current Downtown Plan and Zoning Ordinance, today. Furthermore, the Rose Garden site is not proposed to be included in the Type 3 areas, and would remain as an existing Type 2 Development Type.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Land Use	Policy LU 4.4	Concern: Statements such as LU 4.4 that development bonuses SHOULD provide public benefits and amenities lacks historical evidence of fair trade-off-- Bonus to Public Value. i.e. Up-zoning/amended development standards for a new project often has a negative impact on the existing properties. "Public Benefit/Amenities" are not identified nor tied to a specific value in awarding bonuses. Therefore, increased height, density, and F.A.R. are equivalent to what in public benefits? Decreased setbacks and stepbacks are of what value to public benefit?	COGS	Since the mid-1980's, public benefits for performance zoning and development bonuses have been part of the Scottsdale Zoning Ordinance in downtown. Current development bonuses and public benefits have a value formula that is part of the Zoning Ordinance today, and any modifications to such are described and defined by the draft PBD ordinance, 1-TA-2018.
Land Use	Development Types	Eliminate Type 2.5 and Type 3 development types, except for north of the canal, around the medical campus and in the Loloma area.	City Council	A majority of Council provided direction to staff to maintain Types 2.5 and 3 areas as proposed in the draft plan for Council consideration and action.
Land Use	District Definitions	Include the Scottsdale Stadium in the Civic Center district descriptive text.	City Council	Civic Center District description updated to include Scottsdale Stadium.
Land Use	District Definitions	Use the strongest language possible to prohibit the bar and entertainment district from morphing into Old Town and other portions of Downtown.	City Council	The Entertainment District has a specific boundary and location within the plan. However, existing zoning on properties in downtown that are outside the Entertainment District could allow for bars in other areas of the downtown.
Character & Design	Policy CD 8.2	Support for Policy CD 8.2 But, this should specifically include the HISTORIC Old Town Design and Architectural Guidelines. Street signs should have toppers that read "Historic Old Town" to identify destination for visitors.	COGS	Urban design and architectural guidelines for Historic Old Town are part of the Downtown (Old Town) Urban Design and Architectural Guidelines today. As part of the update to those guidelines, the Historic Old Town section will remain, as well. Historic Old Town sign topper implementation suggestion has been added to the draft plan under item #6, on page 57.
Mobility	Policy M 4.4	Support for Policy M 4.4 "Create new public parking supply...."	COGS	Thanks!

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Mobility	New Policy	Support for [adding] New policy M 5.4 Establish a Scottsdale trolley direct route from Fashion Square to Tempe light rail station and/or Sky Harbor airport.	COGS	This request is too specific (specific routes) for a policy document. However, Policy M 5.3 focuses on linking downtown transit to existing and future local/regional transit networks.
Mobility	Policy M 1.8	Concern: Policy M 1.8 "Enhance downtown pedestrian-oriented environment through reduced vehicular lane widths ..." ADD: excluding whole lane removals on Scottsdale Road from Camelback Road to 3rd Street.	COGS	Policy M 1.8 is proposed to be deleted from the plan as its intent is redundant with several other policies in the plan that speak to same intent. Furthermore, staff added language that the existing number of lanes along Scottsdale Road, within the downtown, will be maintained as part of Implementation Item #9 regarding transformation of Scottsdale Road, per the Transportation Department's determination.
Mobility	General	Delay implementing the mobility element related to bicycles until Council considers a bike rental ordinance.	City Council	Staff proposes to adjust the plan as follows: Delete Policy M 8.3 that is specific to bike share; adjust Policy M 1.5 to broaden to "mobility share" (can include car, bike, scooter share); and added definitions for "Mobility Share" and "Shared Economy" new language, for Council to consider. Ordinances are tools that can implement how any or all of these mobility share modes of transportation could work.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Mobility	General	Increase public restrooms in Downtown before providing bicycle locker and shower facilities.	City Council	<p>Staff proposes to adjust Policy M 7.1 to read as the following: "Incorporate accessible bicycle infrastructure and facilities into public and private development" and delete the remainder of the policy text that was confusing regarding bicycle lockers and shower facilities.</p> <p>Additionally, staff proposes to add a definition to the glossary for "bicycle infrastructure".</p> <p>Implementation item has been updated to state: Restrooms - Improve Existing & Construct New Facilities THROUGHOUT DOWNTOWN.</p>
Mobility	General	Build a parking garage behind the Stagebrush Theater to add more public parking downtown.	City Council	<p>Implementation Item #18 discusses assessing/studying the entire Old Town area for future parking needs and potential parking facility locations. A public parking garage at this specific location would be part of such analysis and determination.</p>
Mobility	Policy M1.8	Put in writing that Scottsdale Road will not lose any traffic lanes.	City Council	<p>Policy M 1.8 is proposed to be deleted from the plan as its intent is redundant with several other policies in the plan that speak to same intent.</p> <p>Furthermore, staff added language that the existing number of lanes along Scottsdale Road, within the downtown, will be maintained as part of Implementation Item #9 regarding transformation of Scottsdale Road, per the Transportation Department's determination.</p>

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
Mobility	General	Better define the mobility element related to bicycle lockers and showers.	City Council	Staff proposes to adjust Policy M 7.1 to read as the following: "Incorporate accessible bicycle infrastructure and facilities into public and private development" and delete the remainder of the policy text that was confusing regarding bicycle lockers and shower facilities. Additionally, staff proposes to add a definition to the glossary for "bicycle infrastructure".
Arts & Culture	General	Reinstate the practice of holding public open meetings and receiving public comment in the public art process and add language to the plan to encourage such.	City Council	Staff proposes to add a new implementation item (#40) to the plan that states: "Develop and implement comprehensive arts and culture public engagement planning as components of Scottsdale Arts' Strategic Plan, Master Plan and work plans."
Arts & Culture	General	Remove reference to artists in residence from the Downtown Plan.	City Council	This comment failed to receive support from the majority of City Council. The 2009 Downtown Plan existing language (Policy AC 3.8) has been retained in the plan.
Arts & Culture	General	Provide additional information on the proposed festivals in public spaces.	City Council	Staff will have information available for City Council at the next hearing related to festivals in public spaces.
Implementation	Infrastructure Improvements	Support for (Infrastructure Improvements page 59) Old Town restroom- Add: construct new facilities IN ARTS DISTRICT.	COGS	This has been addressed by the following: Implementation item has been updated to state: Restrooms - Improve Existing & Construct New Facilities THROUGHOUT DOWNTOWN.

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
The following comments were collected at the June 13, 2018 Planning Commission Recommendation Hearing.				
General	General	Overall support of the proposed, updated plan and the potential the update "will create for future development in the downtown area, particularly near our community's own, award-winning Museum of the West, and the opportunities these amendments will provide for art, cultural events, and public festivals".	Scottsdale's Museum of the West	Thanks!
General	General	Please remove the term "Mall" in association with Civic Center.	Public Comment	The plan, as proposed, does not utilize the word "Mall" as a naming convention for Civic Center.
General	General	General concern over height and what "vertical mixed-use" really means.	Public Comment	Vertical mixed-use doesn't necessarily mean increased height. Currently within the downtown, there are a multitude of vertical mixed-use developments that are 2 or 3 stories in height and provide a mixture of retail, office, and residential use.
General	General	Concern over development bonuses and public benefit.	Public Comment	Since the mid-1980's, public benefits for performance zoning and development bonuses have been part of the Scottsdale Zoning Ordinance in downtown. Current development bonuses and public benefits have a value formula that is part of the Zoning Ordinance today, and any modifications to such are described and defined by the draft PBD ordinance, 1-TA-2018.
General	General	Concern over possible degradation of small town character within the downtown area.	Public Comment	The plan, as proposed, includes goals and policies directly related to strengthening Old Town character – more specifically, through the Old Town Urban Design and Architectural Guidelines (implementation Item #1)

Draft Old Town Character Area Plan Feedback Matrix

Chapter	Applicable Goal/Policy	Suggestion/Comment	Comment Source	Staff Notes
General	General	Concern over possible future increased need of public safety services.	Public Comment	Scottsdale Police and Fire do not foresee staffing impacts directly related to this plan update. Impacts are generally related to call volume and training or equipment need.
Arts & Culture	Policy AC3.8	A number of comments were collected – both written and verbally – concerning Policy AC3.8, and whether it may be misinterpreted in the future, resulting in unwanted competition for the galleries that gets supported by the City or public funding.	Public Comment	This policy has been carried forward from the 2009 Downtown Plan and supports programs that already occur publicly (Scottsdale Arts) and privately (local resorts). However, Planning Commission has made recommendation to remove this policy.



**SCOTTSDALE PLANNING COMMISSION
CITY HALL KIVA
3939 N. DRINKWATER BOULEVARD
SCOTTSDALE, AZ 85251**

WEDNESDAY, JUNE 13, 2018

***DRAFT SUMMARIZED MEETING MINUTES ***

PRESENT: Paul Alessio, Chair
Ali Fakih, Vice Chair
Larry S. Kush, Commissioner
Prescott Smith, Commissioner
Kelsey Young, Commissioner
Kevin Bollinger, Commissioner
Christian Serena, Commissioner

STAFF:	Tim Curtis	Doris McClay
	Joe Padilla	Will Randolph
	Greg Bloemberg	Taylor Reynolds
	Jesus Murillo	Adam Yaron
	Jeff Barnes	Wayland Barton
	Erin Perreault	Lorraine Castro

CALL TO ORDER

Chair Alessio called the regular session of the Scottsdale Planning Commission to order at 5:00 p.m.

ROLL CALL

A formal roll call was conducted confirming members present as stated above.

MINUTES REVIEW AND APPROVAL

1. Approval of the May 23, 2018 Regular Meeting Minutes including Study Session.
COMMISSIONER SMITH MOVED TO APPROVE THE MAY 23, 2018 REGULAR MEETING MINUTES, INCLUDING STUDY SESSION, SECONDED BY COMMISSIONER KUSH, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF SEVEN (7) TO ZERO (0).

* Note: These are summary action minutes only. A complete copy of the meeting audio is available on the Planning Commission page on ScottsdaleAZ.gov, search "Planning Commission"

EXPEDITED AGENDA

2. 385-PA-2018 (Education Update Text Amendment)
Initiate a text amendment to the City of Scottsdale Zoning Ordinance (Ordinance No. 455) for the purpose of amending Sections 5.012. Single-family Residential (R1-190) Use Regulations, Section 5.102. Single-family Residential (R1-43) Use Regulations, Section 5.703 Medium Density Residential (R-3) Use Regulations, Section 5.803 Townhouse Residential (R-4) Use Regulations, Section 5.903 Resort/Townhouse Residential (R-4R) Use Regulations, Section 5.1003 Multiple-family Residential (R-5) Use Regulations, Section 3.100 Definitions and any other applicable sections, to update land use regulations for private schools to comply with state statute, changes to the format of these sections, and updates to definitions related to schools. Applicant/Staff contact person is Doris McClay, 480-312-4214.
3. 3-AB-2018 (Hafiz Abandonment)
Request by owner to abandon the 25-foot Right-of-Way (ROW) along the East Cochise Road alignment, for a property with Single-family Residential District, Environmentally Sensitive Lands (R1-43 ESL) zoning located at 13191 East Cochise Road. Staff contact person is Will Randolph, 480-312-3087. Applicant contact person is Ferris Hafiz, 602-284-6418.
4. 4-AB-2018 (Sereno Canyon)
Request by owner to abandon the northern 20 feet, the western 20 feet, and the southern 55 feet of Public Utility and Roadway Easement located along the boundaries of parcel 217-01-011A, with Resort/Townhouse Residential, Environmentally Sensitive Lands (R-4R ESL) zoning, located in the general vicinity of the northwest corner of the E. Pinnacle Peak Road alignment and N. 124th Street alignment. Staff contact person is Jesus Murillo, 480-312-7849. Applicant contact person is Oscar Dominguez, 480-314-6711.
5. 6-AB-2018 (APS Raintree Substation)
Request by owner to abandon the 33-foot-wide General Land Office Patent Easements (GLOPE) along the north, south, and east boundaries of parcel 217-15-030B, excluding the area overlapped by the N. 90th Street right-of-way dedication, for an existing Arizona Public Service (APS) substation property with Industrial Park (I-1) zoning located at 14724 N. 90th Street. Staff contact person is Jeff Barnes, 480-312-2376. Applicant contact person is David Schlieff, 602-371-7295.

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6. 2-UP-2018 (Pima Dynamite Trailhead Municipal Use Master Site Plan)

Request by City of Scottsdale for approval of a Municipal Use Master Site Plan (MUMSP) for the purpose of constructing an access trailhead area for the McDowell Sonoran Preserve (Preserve) on 6.3+/- acres, of a 273 acre-site, of City-owned properties located at the northeast corner of N. Pima Road and E. Dynamite Boulevard, zoned Single-family Residential District, Environmentally Sensitive Lands (R1-35/ESL and R1-70/ESL). Staff contact person is Jesus Murillo, 480-312-7849. Applicant contact person is Kroy Ekblaw, 480-312-7064.

Item No. 2, 3, 5 & 6; Move to initiate case 385-PA-2018, Recommended City Council approve cases 3-AB-2018, 6-AB-2018 and 2-UP-2018, by a vote of 7-0; Motion by Commissioner Bollinger; per the staff recommended stipulations, after determining that the proposed Abandonments are consistent and conform with the adopted General Plan and based upon the finding that the Municipal Use Master Site Plan Criteria have been met, 2nd by Commission Young.

7. 21-ZN-2017 (Canopy by Hilton-Oldtown)

8. 2-II-2017 (Canopy by Hilton-Oldtown)

Request by owner for approval of a Zoning District Map Amendment from Downtown/Office Commercial, Type 2, Downtown Overlay (D/OC-2 DO) to Downtown/Downtown Multiple Use, Type 2, Planned Block Development, Downtown Overlay (D/DMU-2 PBD DO) zoning, with an Infill Incentive District, Development Plan and a parking reduction of 47% on a +/- 1.229-acre site located at 7142- 7146 E. 1st Street. Staff contact person is Greg Bloemberg, 480-312-4306. Applicant contact person is John Berry, (480) 385-2727.

Item No. 4, 7 & 8; Recommended City Council approve cases 4-AB-2018, 21-ZN-2017 & 2-II-2017; by a vote of 5-0; Motion by Commissioner Serena, per the staff recommended stipulations, after determining that the proposed Abandonment, the Zoning District Map Amendment with Infill Incentive and Development Plan are consistent and conform with the adopted General Plan, 2nd by Commissioner Kush. Commissioner Smith and Vice Chair Fakih recused themselves.

REGULAR AGENDA

9. 1-GP-2018 (Downtown Plan Update)

Request by the City of Scottsdale for a non-major General Plan amendment to update the 2009 Downtown Plan – the Old Town Character Area Plan. Applicant/Staff contact person is Taylor Reynolds, 480-312-7924.

Item No. 9; Recommended City Council approve case 1-GP-2018, with the deletion of Policy AC 3.8. Motion by Commissioner Kush and 2nd by Commissioner Fakih. Motion passed unanimously, 7-0.

Request to Speak: Sonnie Kirtley; Patricia Badenoch, Sandy Schenkat and Bob Pejman;

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10. 1-TA-2018 (Downtown, Downtown Overlay and PBD Districts Text Amendment)
Request by City of Scottsdale to amend the City of Scottsdale Zoning Ordinance (Ordinance No. 455) for the purpose of amending Sections 5.3000. (Downtown), Section 6.1200. (Downtown Overlay), and 6.1300. (Planned Block Development Overlay District), and other applicable sections of the Zoning Ordinance, to update specific names, purposes, criteria, property development standards, Cultural Improvements Program requirements and/or bonus development standards. Applicant/Staff contact person is Brad Carr, 480-312-7713.

Item No. 10; Recommended City Council approve case 1-TA-2018; by a vote of 7-0; Motion by Commissioner Young, after determining that the proposed Text Amendment is consistent and conforms with the adopted General Plan, 2nd by Commissioner Kush.

Request to Speak: Mike Fox, Lance Ross and Maureen Watson

11. 2-TA-2018 (Planned Airpark Core Development District Text Amendment)
Request by City of Scottsdale to amend the City of Scottsdale Zoning Ordinance (Ordinance No. 455) for the purpose of amending Section 5.4000. (Planned Airpark Core Development), and other applicable sections of the Zoning Ordinance, to update specific names, purposes, criteria, property development standards, and/or bonus development standards. Applicant/Staff contact person is Brad Carr, 480-312-7713.

Item No. 11; Recommended City Council approve case 2-TA-2018; by a vote of 7-0; Motion by Commissioner Kush, after determining that the proposed Text Amendment is consistent and conforms with the adopted General Plan, 2nd by Commissioner Smith.

Adjournment – 5:59 P.M.

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2009 Downtown Plan Update (1-GP-2018)

July 2, 2018
City Council Hearing

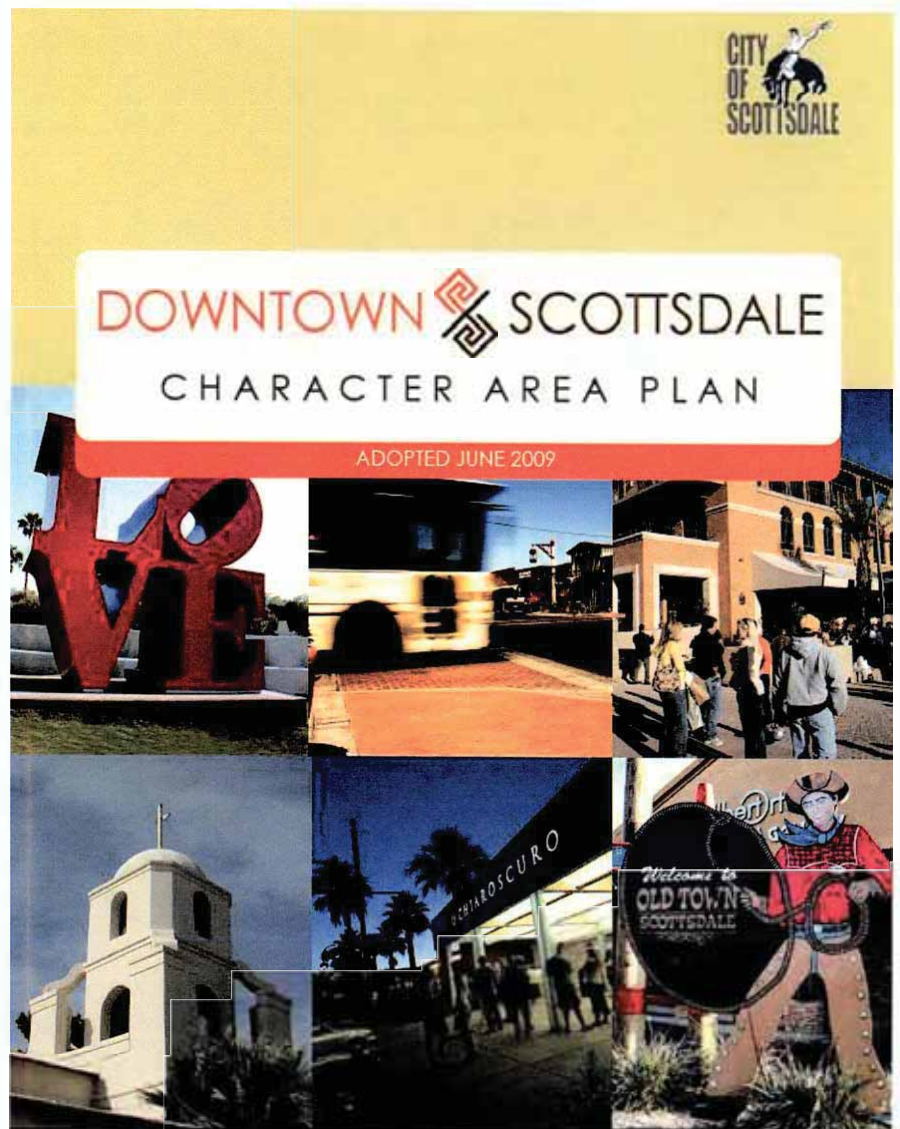
Erin Perreault, AICP
Long Range Planning Manager

2009 Downtown Plan

Consists of 6 Chapters:

- Land Use
- Character & Design
- Mobility
- Arts & Culture
- Economic Vitality
- Public Services & Facilities

1-GP-2018



Downtown Plan Update Process – 2016 to Present

Plan Assessment (2016-2017)

- ✓ Existing Conditions Study
- ✓ Implementation Review

Multi-Departmental Staff Assessment + Updated Plan Content (2017)

- | | |
|--------------------------|------------------------|
| ✓ City Manager's Office | ✓ Economic Development |
| ✓ Planning & Development | ✓ Capital Projects |
| ✓ Tourism & Events | ✓ Public Safety |
| ✓ Transportation | |

Incorporation of Recently-Adopted Policy (2017)

- | | |
|--|------------------------------------|
| ✓ Public Arts Master Plan (2012) | ✓ Downtown 2.0 (2017) |
| ✓ Community Services Master Plan (2015) | ✓ Civic Center Master Plan (2017) |
| ✓ Economic Development Strategic Plan (2015) | ✓ Public Spaces Master Plan (2017) |
| ✓ Transportation Master Plan (2016) | |

Implementation 2009-Present

- ✓ Ordinance Amendments
- ✓ Streetscape Improvements
- ✓ Parking Ordinance Amendments
- ✓ Adjust Trolley Routes/Timing
- ✓ Pay for Hire Taxi/Pedicab Regulations
- ✓ Promotion of local, city-wide and regional transit options
- ✓ Scottsdale Museum of the West
- ✓ Public Art Master Plan
- ✓ Soleri Bridge/Plaza
- ✓ Public Art Conservation/Restoration
- ✓ Business Attraction/Retention
- ✓ Available Properties Resource Online
- ✓ Economic Development Marketing/Promotions Programs
- ✓ Tourism Development Programs
- ✓ Infrastructure Assessments/Modeling
- ✓ Wet/Dry Utilities Master Plans
- ✓ Drainage/Stormwater Retention Codes and Policies Update
- ✓ Civic Center Master Plan
- ✓ Downtown Lighting Improvements

1-GP-2018

Public Outreach – January 2018 to Present

Key Dates

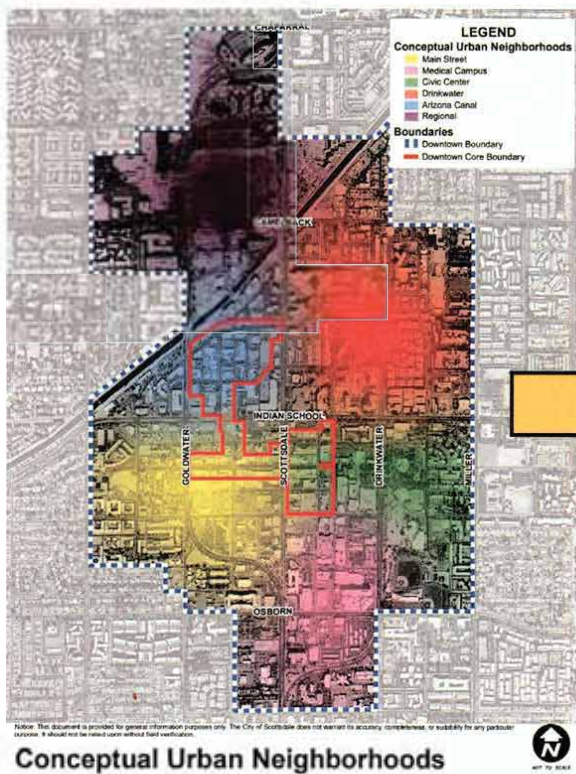
- ✓ 11/13/17 + 1/8/18
City Council Direction / Initiation
- ✓ 1/10/18 + 4/11/18 + 4/26/18
Planning Commission
- ✓ 2/28/18 + 3/28/18
Neighborhood Advisory Commission
- ✓ 5/16/18
Environmental Quality Advisory Board
- ✓ 5/3/18
Development Review Board
- ✓ 5/31/18
Historic Preservation Commission
- ✓ 3/20/18 + 3/21/18
Open House Events

Outreach To Date

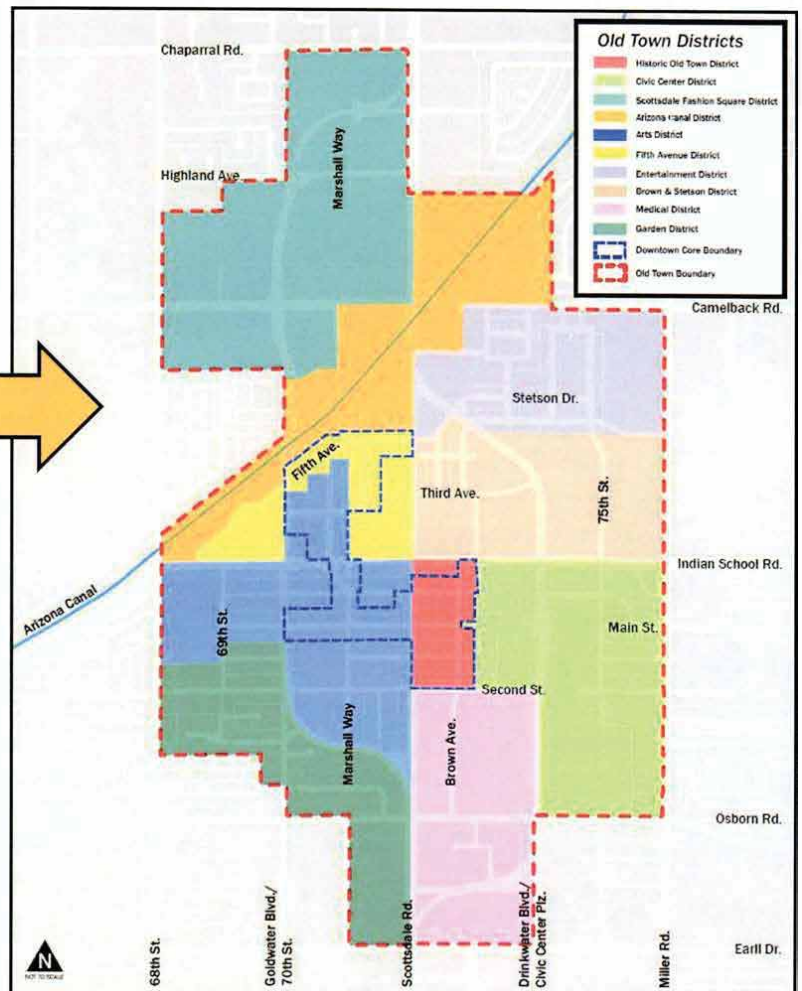
- ✓ Chamber of Commerce (EDAC & PPAC)
- ✓ Scottsdale Coalition of Today & Tomorrow
- ✓ Scottsdale Economic Vitality Coalition
- ✓ Experience Scottsdale
- ✓ Coalition of Greater Scottsdale
- ✓ Community Council of Scottsdale
- ✓ 5th Avenue Merchants
- ✓ Old Town Merchants
- ✓ Scottsdale Gallery Association
- ✓ Downtown Entertainment District Association
- ✓ Fashion Square/Macerich
- ✓ HonorHealth
- ✓ Property Owners
- ✓ Downtown Stakeholders

1-GP-2018

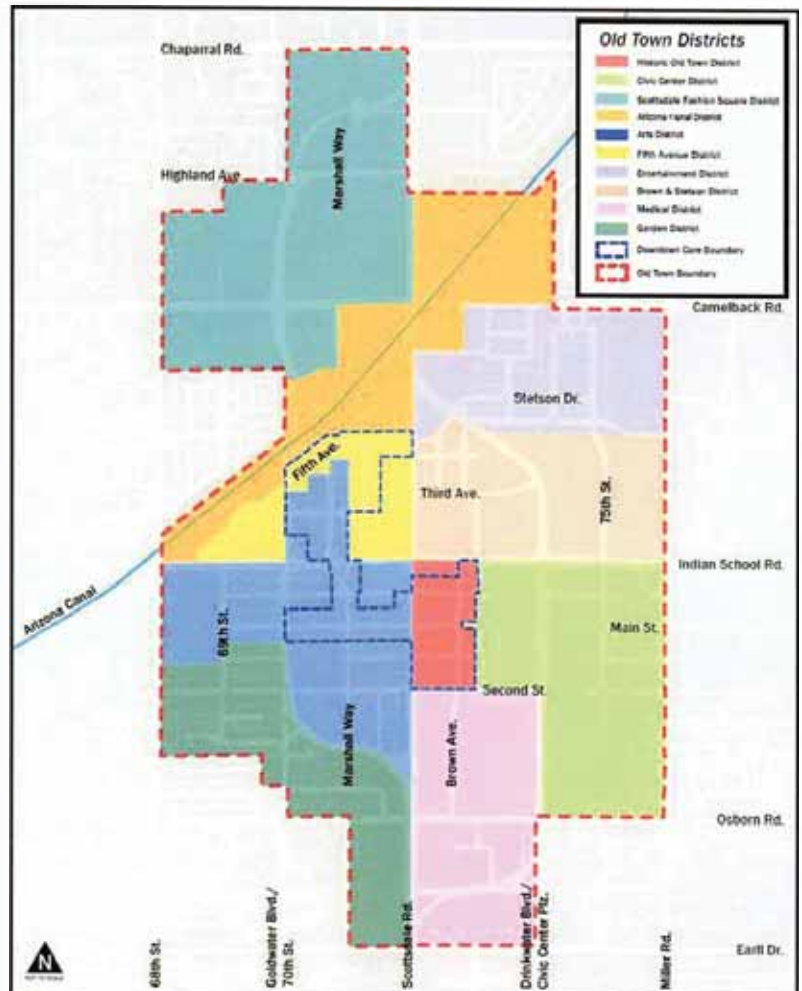
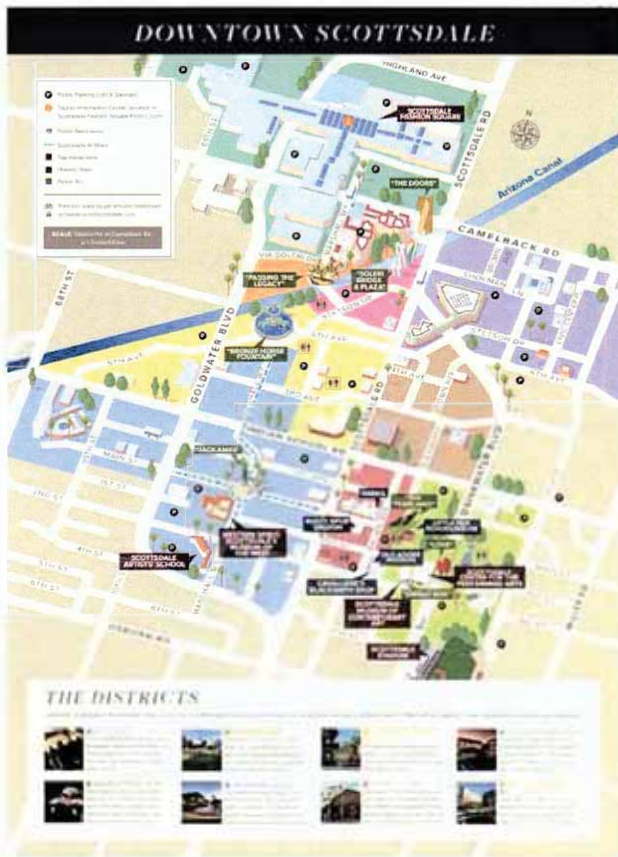
Urban Neighborhoods ➔ Downtown Districts



1-GP-2018



Urban Neighborhoods → Downtown Districts

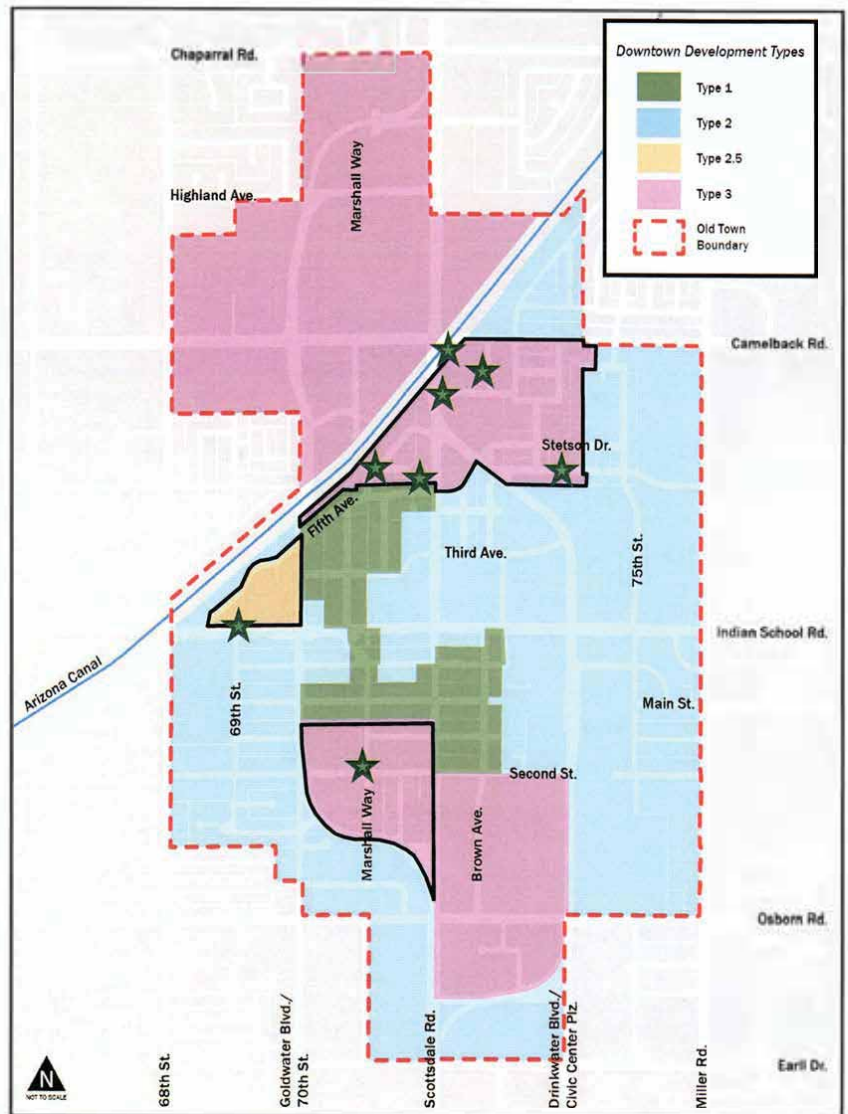


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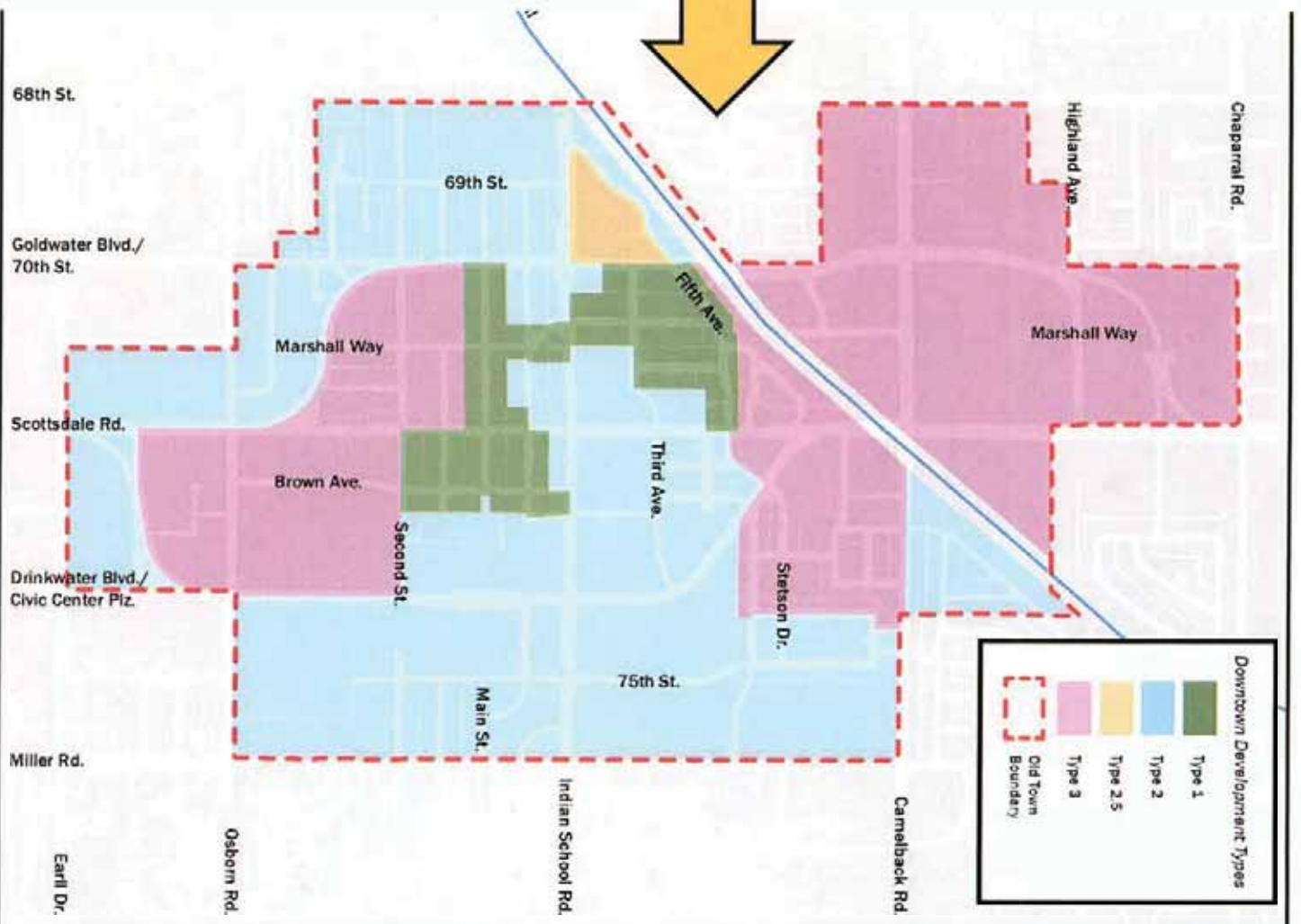
Why Consider New Type 2.5 + Type 3 Areas?

- Downtown 2.0 Tourism
Recommendations for more
“feet on the street”
- Proximity to public spaces
identified for downtown ★
- Proximity to the Canal and
existing Type 3
- Land Owner Interest
- Revitalization Opportunities

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Downtown Development Types



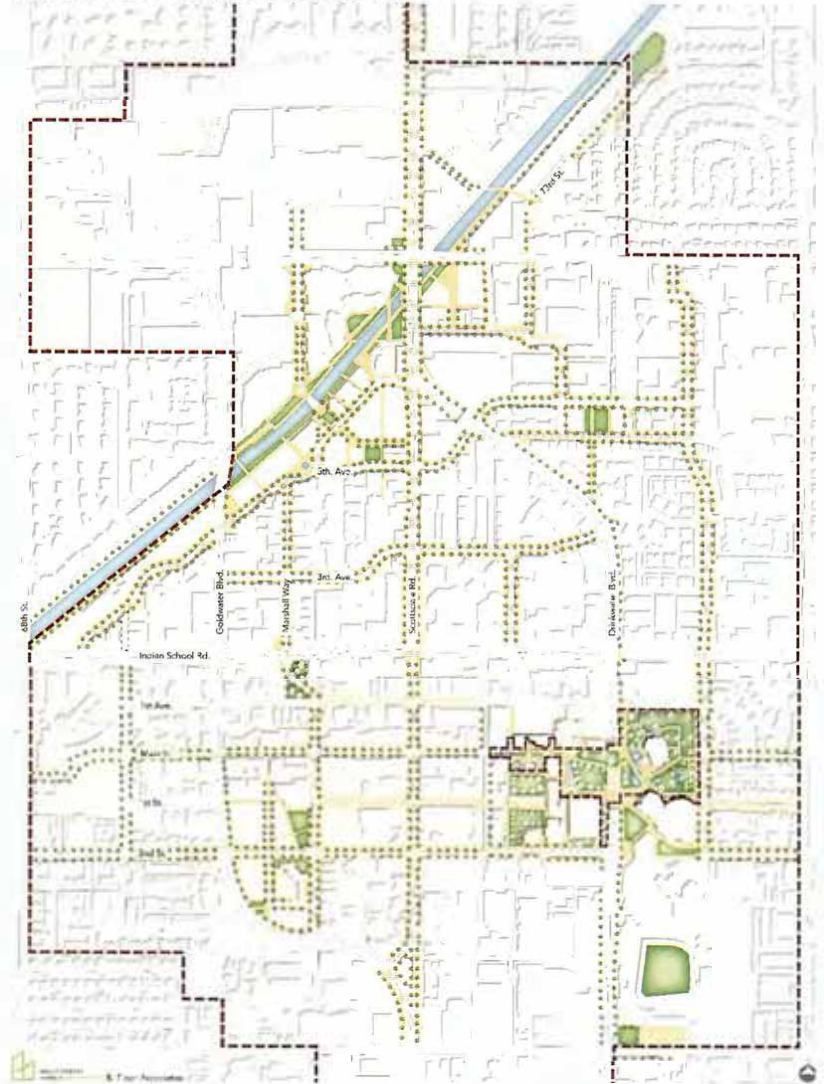
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Character & Design

- Proposed additional emphasis on:
 - Pedestrian comfort, safety and walkability
 - Public spaces and connectivity
 - ✓ Tourism/Special Events
 - ✓ Enhanced Public Realm
 - ✓ Increased Connectivity
- Moved two goals and related policies from Public Services & Facilities to Character & Design
 - Sustainability
 - Infrastructure design

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Downtown Scottsdale Public Space Master Plan



Mobility

- Pedestrian wayfinding
- Bicycling
 - ✓ Continuous Network
 - ✓ Infrastructure
 - ✓ Education, Safety and Enforcement
 - ✓ Bikeways Map
- Parking Management
 - ✓ Public Parking Map
- Transit connectivity

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Arts & Culture

- Downtown 2.0 Implementation

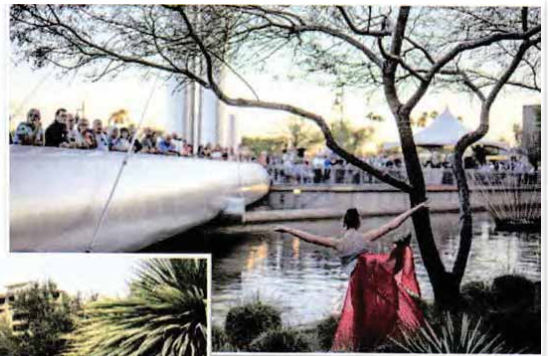
- ✓ Events & festivals

- ✓ Temporary art

- ✓ Pocket art parks

- ✓ Art trail

- ✓ Monumental Public Art



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Arts & Culture – Public Feedback

- **Policy AC 3.8** – “Foster public-private partnerships to continue artist-in-residence programs”
 - Existing plan language adopted by City Council in 2009
 - Ongoing public and private artist in residency programs
 - ✓ Temporary /Experiential Art
 - ✓ Pieces typically different than gallery art offerings
 - Majority of City Council directed staff to bring back the draft plan as proposed which would include this policy
 - Planning Commission unanimously recommended removal of Policy AC 3.8 along with adoption of the updated plan

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Arts & Culture – Public Feedback

- **Policy AC 3.8** – Foster public-private partnerships to continue artist-in-residence programs
- **What it is not:**
 - **Downtown 2.0** – Artist Residency Program “...consideration should be given to working with Scottsdale Public Art to further develop its program to invite several prominent, emerging artists from around the world to Scottsdale for up to a one year residency centered in the Downtown area, working in partnership with the galleries.”
 - Re-Energize the Arts and Culture Brand by public sector contribution
 - \$250k per year to lease space for artist in residency
 - \$150k per year to market & administer artist in residency

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Economic Vitality

- Downtown as a tourism destination
- Target growth industries
 - ✓ Information Communication
 - ✓ Technology
 - ✓ Advanced Business Services
- Quality of life / Employee Attraction
- Responsiveness to trends/shifts — economic and social conditions



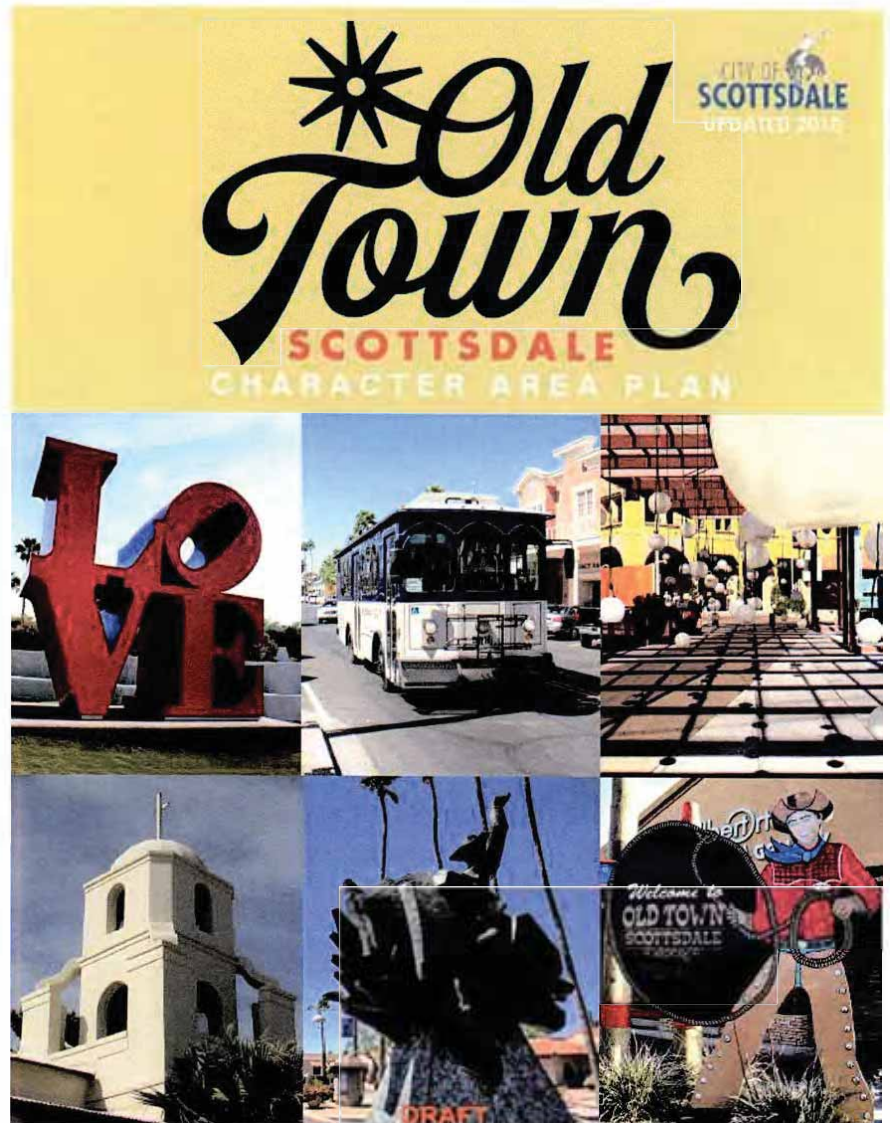
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2018 Old Town Scottsdale Plan

Consists of 5 Chapters:

- Land Use
- Character & Design
- Mobility
- Arts & Culture
- Economic Vitality
- ~~Public Services & Facilities~~

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Implementation

- New implementation program
- Incorporates implementation items from other adopted plans since 2009
 - ✓ Downtown 2.0
 - ✓ Transportation Master Plan
 - ✓ Economic Development Strategic Plan
 - ✓ Civic Center Master Plan
 - ✓ Public Spaces Master Plan

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	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6-10	ONGOING
CHARACTER & DESIGN										
1	Old Town Urban Design & Architectural Guidelines Update	CD 9	Public	*						
2	Old Town District Master Plans	LU 2	Public		*		*		*	
3	Downtown Maintenance Education Program	CD 5	Public, Private	*						*
PEDESTRIAN/STREETSCAPE AMENITIES & IMPROVEMENTS										
4	Identify pedestrian crossing locations	M 1	Public							*
5	Improve accessibility, streetscapes and pedestrian amenities by repaving 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.	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 Shade and Tree Plan to assess and improve the shaded canopy within the downtown.	CD 6, CD 7, M 7	Public, Private		*					*

City Council Direction to Staff

- Desire to incorporate additional emphasis on shade/trees in draft plan
 - Additional shade/tree language added to draft plan (Pages 19, 20, 22, 31, 33, 50 + 57); enhanced Implementation Item #11: Comprehensive Shade + Tree Plan (Page 57)
- 
- Desire for draft plan to reflect that public art processes should have open, public outreach as part of their processes
 - Implementation Item #40: "Develop and implement comprehensive public engagement planning as components of Scottsdale Arts' Strategic, Master and Work Plans" (Pages 61)
- 
- Add Scottsdale Stadium to Civic Center District text in the draft plan
 - Added text as directed to draft plan (Pages 9, 12, + 22) Added
- 

City Council Direction to Staff

- Mobility M 7.1 - some confusion as to bicycle lockers + showers language



- Deleted end of M 7.1 as follows:
“Incorporate accessible bicycle infrastructure + facilities into public and private development. ~~such as designated bicycle parking areas, racks, lockers and shower facilities~~”
(Page 37); added “Bicycle Infrastructure” to Glossary (Page 48)

City Council Direction to Staff

- Mobility M 8.3 limited to just bikeshare businesses



- Deleted M 8.3; changed M 1.5 (Page 28) to include “mobility share”; changed M 8.1 to read “Work with law enforcement to educate the community and ensure traffic laws and ordinances are followed by drivers, bicyclists and bike share businesses” (Page 37); + added “Mobility Share” to the glossary (Page 50)

Planning Commission Recommendation 1-GP-2018

- Recommend to City Council to adopt Resolution No. 11181 adopting a non-major General Plan amendment to update the 2009 Downtown Plan — entitled the “Old Town Character Area Plan”, with the exception of Policy AC 3.8, which should be deleted.

1-GP-2018

