



SECTION 2 - CHAPTERS





1. CHARACTER & CULTURE



INTRODUCTION

Scottsdale is a special place. It is first and foremost a residential community and southwest tourist destination. By geographic size, Scottsdale is a large community, and its topographical diversity has resulted in a variety of development patterns—from large estates, reminiscent of rural communities, to compact, pedestrian-oriented urban areas. Among this collection of living environments, Scottsdale has worked to provide access to nature; protect large, unspoiled portions of mountain and desert areas; and offer an assortment of employment and creative opportunities, while avoiding land uses that conflict or are otherwise unwanted.

Scottsdale's image is strongly derived from its role as the premier southwestern tourist destination and that of a sophisticated city infused with small town charm. The image of the city is also largely shaped by the Sonoran Desert environment; mountain views; iconic art, culture and architecture; and a walkable, vibrant downtown. Beyond tourism, Scottsdale's neighborhoods offer a variety of choices for residents, each with its own sense of place.

Recognizing the unique mosaic of places that make up Scottsdale, the community has implemented character-based general planning, which provides a three-tiered planning approach: citywide, character area and neighborhood levels. This three-tiered approach to planning will ensure that community participation continues to shape the consistency of the character, land uses, and development quality in the community.



The Character & Culture Chapter emphasizes the community’s continued commitment to quality design, authentic arts and culture, and the protection of Scottsdale’s special places. Through the General Plan, Character Area Plans, and Neighborhood Plans, Scottsdale will continue to be held in high regard locally, nationally, and internationally.

ELEMENTS IN THIS CHAPTER:

- Character & Design
- Land Use
 - General Plan Amendment Criteria
- Arts, Culture & Creative Community

“Scottsdale’s lifestyle and character embrace the beauty of our natural features, including the desert, mountains, and washes; and our contributions to the physical environment, such as quality residential development, distinctive commercial and employment centers, and pleasing public amenities.”

- CityShape 2020 Comprehensive Report (1996)

Character & Culture Chapter

CHARACTER & DESIGN ELEMENT

Goal CD 1 Development appropriateness

Goal CD 2 Character Area Planning

Goal CD 3 Quality design

Goal CD 4 Streets and public spaces

Goal CD 5 Landscaping

Goal CD 6 Light and noise

Goal CD 7 Western/equestrian lifestyle

LAND USE ELEMENT[‡]

Goal LU 1 Economic viability and character

Goal LU 2 Land use transitions

Goal LU 3 Balance of land uses

Goal LU 4 Land use and transportation

Goal LU 5 Conserve resources[‡]

Goal LU 6 Improve economic well-being

Goal LU 7 Scottsdale Airport compatibility

General Plan Amendment Criteria[‡]

ARTS, CULTURE & CREATIVE COMMUNITY ELEMENT

Goal ACC 1 Arts, culture and creativity

Goal ACC 2 Arts and cultural programs

Goal ACC 3 Creative placemaking

Goal ACC 4 Historic and cultural preservation

Goal ACC 5 Creative community

[[‡] = State-required]