



## ARTS, CULTURE & CREATIVE COMMUNITY ELEMENT

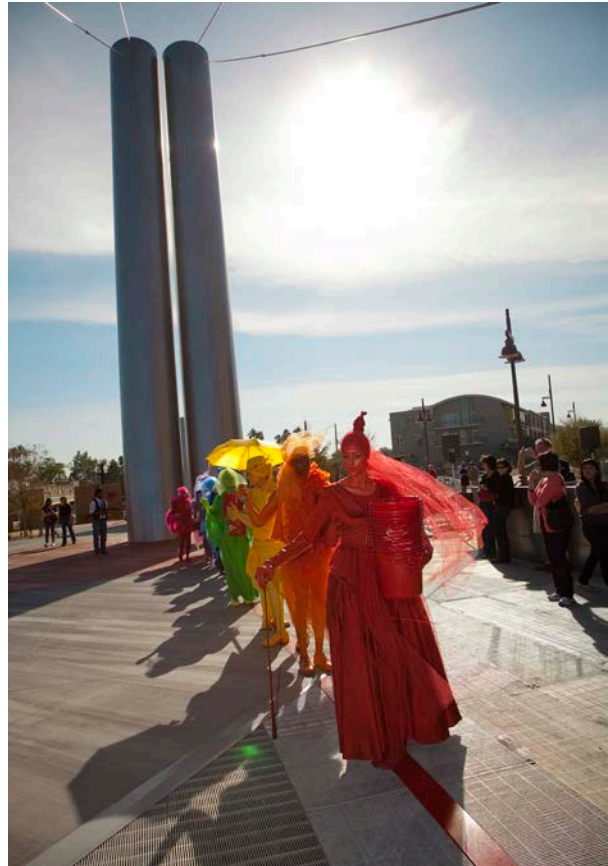
Arts and culture are as integral to Scottsdale’s character as the Sonoran Desert. The Scottsdale Visioning process of the early 1990s recognized this aspect, making it one of the Four Dominant Themes that define Scottsdale’s unique characteristics. *[Cross-reference Scottsdale’s Vision and Values section]*

Arts and culture provide a window into Scottsdale’s unique history and evolution. This legacy is expressed through historic buildings, residents’ oral histories, and ongoing community traditions and celebrations. Today’s equestrian events—the Parada Del Sol Rodeo and Parade, and the Pony Express Hashknife reenactment—emphasize the community’s western roots. The establishment of a public art program and 1% Ordinance for public art, which is tied to new development and capital improvements, displays the community’s commitment and passion for the arts. Although Scottsdale is relatively young, it recognizes the significance of historic and archeological preservation in retaining our authenticity and unique culture. (NEW)

The arts are a part of daily life for many community members. Arts and cultural activities, whether one of Scottsdale's signature special events, a visit to our contemporary art museum, or a community theater group performance, stimulate economic activity and generate revenue to support the community. Arts and culture will continue prominence in Scottsdale through animated public places, enhanced tourist experiences, and heightened presence of our visual and performing arts. Strong presence of the arts in the community will also shape the community's creative workforce and future leaders as creative problem solvers. (NEW)

The arts and cultural landscape of the community and region is transforming. Changing communications and technology alter the way people view and experience the arts. Evolving demographics challenge traditional preferences about art and the creative process. These challenges, coupled with an increasingly competitive regional arts and cultural environment, will require creative solutions and planning to maintain our dynamic arts and cultural landscape.

The goals and policies of this element speak to the important role that arts, culture and the creative community will play in the city's future. As such, Scottsdale will build on its authentic cultural experiences, innovative programs, and competitive regional standing in arts and culture. (NEW)



## Goals and Policies

### GOAL ACC 1

Build on Scottsdale’s reputation as the regional leader and widely-recognized destination in arts, culture, and creativity.

#### *Policies*

- ACC 1.1** (NEW) Increase promotion of Scottsdale’s vibrant arts and cultural programs. *[Cross-reference Land Use and Economic Vitality Elements]*
- ACC 1.2** Consider establishing new districts that celebrate the city’s tradition of arts and culture, and support the revitalization of existing arts-related districts. *[Cross-reference Downtown Character Area Plan]*
- ACC 1.3** Maximize the potential of art and cultural events for generating economic activity. *[Cross-reference Economic Vitality Element]*
- ACC 1.4** (NEW) Strengthen downtown’s arts destinations through physical improvements, promotion, and collaboration among arts and cultural entities. *[Cross-reference Downtown Character Area Plan]*
- ACC 1.5** (NEW) Develop partnerships to build regional, national, and international tourism and cultural exchange programs.

### GOAL ACC 2 (NEW)

Continue to support, plan for, and manage Scottsdale’s arts and culture programs and facilities.

#### *Policies*

- ACC 2.1** (NEW) Develop, implement, and regularly update arts and cultural strategic/master plans.
- ACC 2.2** (NEW) Broadly engage Scottsdale community members in arts and cultural planning. *[Cross-reference Community Involvement Element]*
- ACC 2.3** Explore various techniques to expand the space available for arts exhibits, classes, performances, and other cultural activities. *[Cross-reference Recreation; Public Buildings; and Public Services & Facilities Elements]*



**GOAL ACC 3 (NEW)**

Encourage creative placemaking to revitalize neighborhoods, enhance sense of place, celebrate cultural heritage, and strengthen community character.

*Policies*

**ACC 3.1** (NEW) Integrate art into public programs, natural features, civic buildings, infrastructure, and other community assets to strengthen sense of place. *[Cross-reference Character & Design and Public Buildings Element]*



**ACC 3.2** (NEW) Encourage public art that reflects the city's past, present, and future.

**ACC 3.3** (NEW) Encourage the co-location or clustering of arts-related uses, enterprises, and artistic venues near supporting activities. *[Cross-reference Recreation; Public Buildings; and Public Services & Facilities Elements]*

**ACC 3.4** Integrate public art at various scales into the built environment citywide. *[Cross-reference Character & Design Element]*

**GOAL ACC 4**

Identify and protect Scottsdale's historic, archaeological, and cultural resources, to promote awareness and sustain community character.

*Policies*

**ACC 4.1** Provide a variety of incentives to enhance, preserve, and prevent loss of significant historic, cultural, and archaeological resources.



**ACC 4.2** Promote preservation, revitalization, adaptive reuse, and/or restoration of identified, significant historic resources as alternatives to wholesale redevelopment. *[Cross-reference Neighborhood Preservation & Revitalization and Conservation, Rehabilitation, & Redevelopment Elements]*



**ACC 4.3** Develop partnerships with groups, such as the Scottsdale Historical Society, Frank Lloyd Wright Foundation, Cosanti Foundation, and Cattletrack/Ellis Compound, and other local, regional, and national historic and archaeological organizations to identify and preserve significant historic, architectural, cultural, and archaeological resources.



**ACC 4.4** Promote Historic and Archaeological Preservation programs within the community through education and public outreach. *[Cross-reference Community Involvement Element]*

**GOAL ACC 5 (NEW)**

**Promote a creative community through education and exposure to the creative process.**

*Policies*

**ACC 5.1** **(NEW)** Develop public arts and cultural experiences to increase access to and awareness of the arts. *[Cross-reference Economic Vitality Element]*



**ACC 5.2** **(NEW)** Work with local schools and youth organizations to build creative skills and gain exposure to the arts. *[Cross-reference Recreation; Healthy Community; and Economic Vitality Elements]*



**ACC 5.3** **(NEW)** Promote a supportive environment for working artists.

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

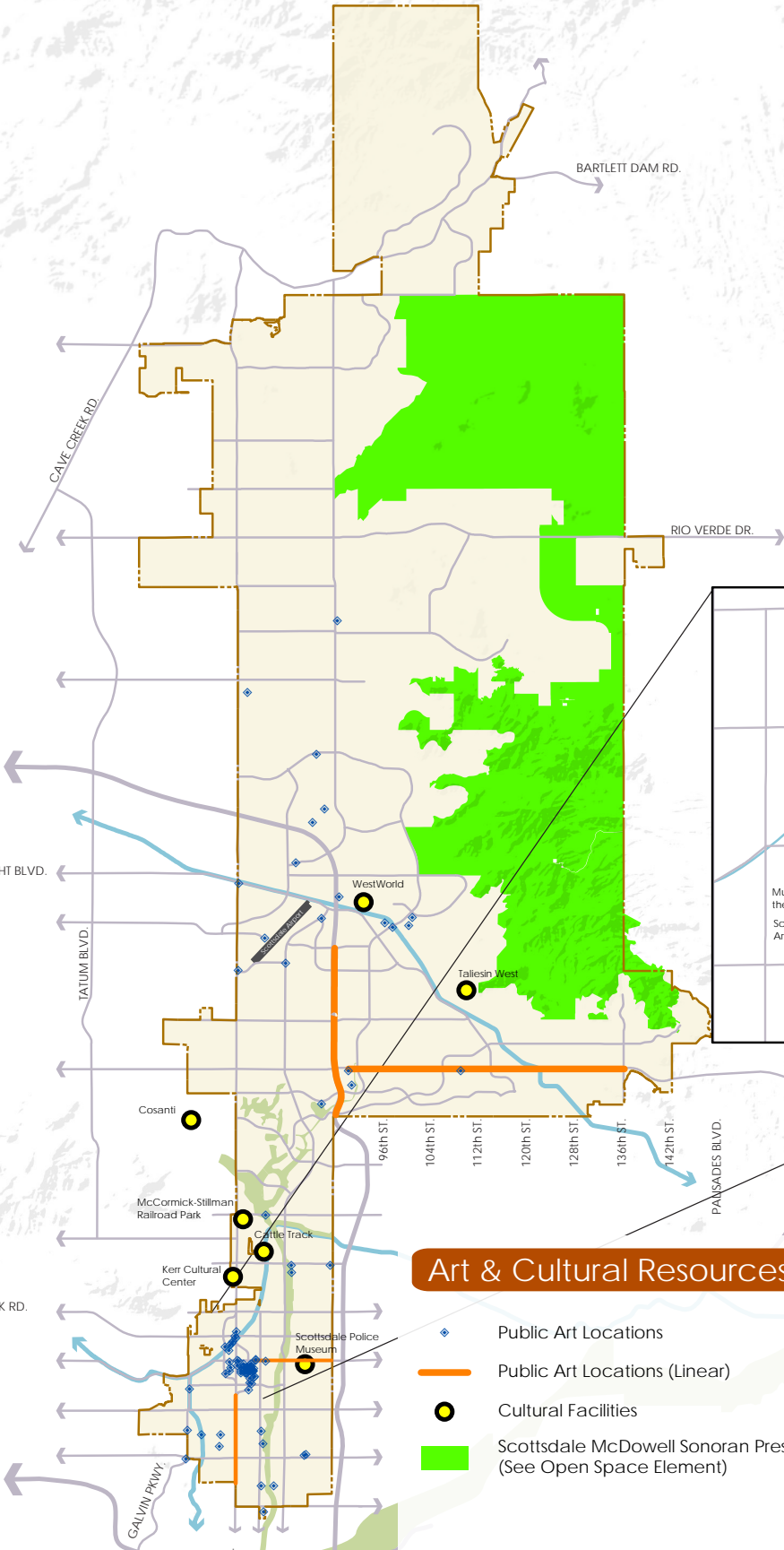
LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

Downtown



### Art & Cultural Resources

- ◆ Public Art Locations
- Public Art Locations (Linear)
- Cultural Facilities
- Scottsdale McDowell Sonoran Preserve (See Open Space Element)



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