

# DOWNTOWN SCOTTSDALE

## CHARACTER AREA PLAN

ADOPTED JUNE 2009



# Acknowledgements

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# E

## Executive Summary

### INTRODUCTION

#### Background

Originally adopted by the City Council in 1984, the Downtown Plan has served as the comprehensive policy document that guides growth and development decisions for Downtown Scottsdale. The Downtown Plan has been successful at shaping the growth, both financially and physically, of Downtown Scottsdale for the past twenty-five years. During that time, the majority of the goals, policies and implementation programs established by the community have been successfully achieved.

In addition to these community achievements, public policy, market conditions, building technologies, and community composition have changed considerably during the past two decades. Thus, the need to reevaluate and update the Downtown Plan became important to ensure the area's continued success over the next twenty years. Consequently, an update to the original Downtown Plan was initiated by the Scottsdale City Council in 2006.

#### Community Involvement

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 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,

*"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*

downtown walking audits, a design charrette, and on-line virtual open house and surveys. The culmination of this extensive public input is the enclosed, updated, community based Downtown Plan.

## HOW TO USE THIS PLAN

### Scottsdale General Plan – Downtown Character Area Plan

The Downtown Plan is an adopted Character Area Plan per the 2001 Scottsdale General Plan. The General Plan established 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.

*“Downtown represents all of Scottsdale.  
Downtown is our Town Center.”  
~ Focus Group Participant, 2007*

As an adopted Character Area Plan, the Downtown 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 and how it functions.

### Plan Purpose

The Downtown Plan establishes the vision for Downtown 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 Downtown 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 Downtown;
- Maintain Downtown as the commercial, cultural, civic and symbolic center of the community comprised of urban neighborhoods that operate together as a highly functional mixed-use center;

- Provide the structure within which the private sector can assume a strong leadership role in the future success of Downtown Scottsdale; and
- Establish the framework for private and public implementation programs.

### **Downtown Plan Chapters**

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

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

Chapter 1 – Land Use – presents the overall concept of Downtown as the commercial, cultural, civic, and symbolic center of the community comprised of a collection of interconnected, mixed-use urban neighborhoods. 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 southwestern pedestrian character and establish a Downtown where “the new west meets the old west.”

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

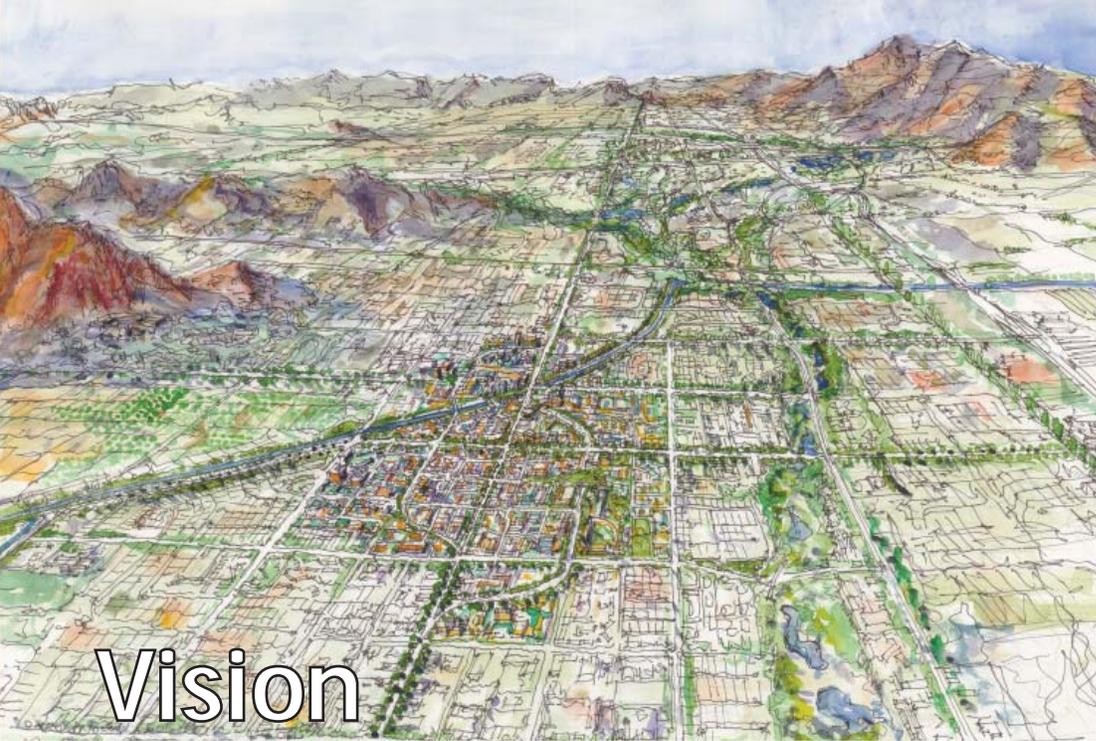
Chapter 4 – Arts & Culture – recognizes the important niche arts and culture bring to Downtown Scottsdale, and defines the direction for existing and future arts and culture amenities and programs that will help to establish Downtown as a “museum without walls” and an “interactive arts district.”

Chapter 5 – Economic Vitality – underscores Downtown’s economic role as a hub 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 FUTURE**

The future of Downtown 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 over the long term. The community can not afford to be complacent, 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 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



## **DOWNTOWN SCOTTSDALE VISION STATEMENT**

“Downtown Scottsdale is where the new west meets the old west.”

### **VISION:**

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

### **VALUES:**

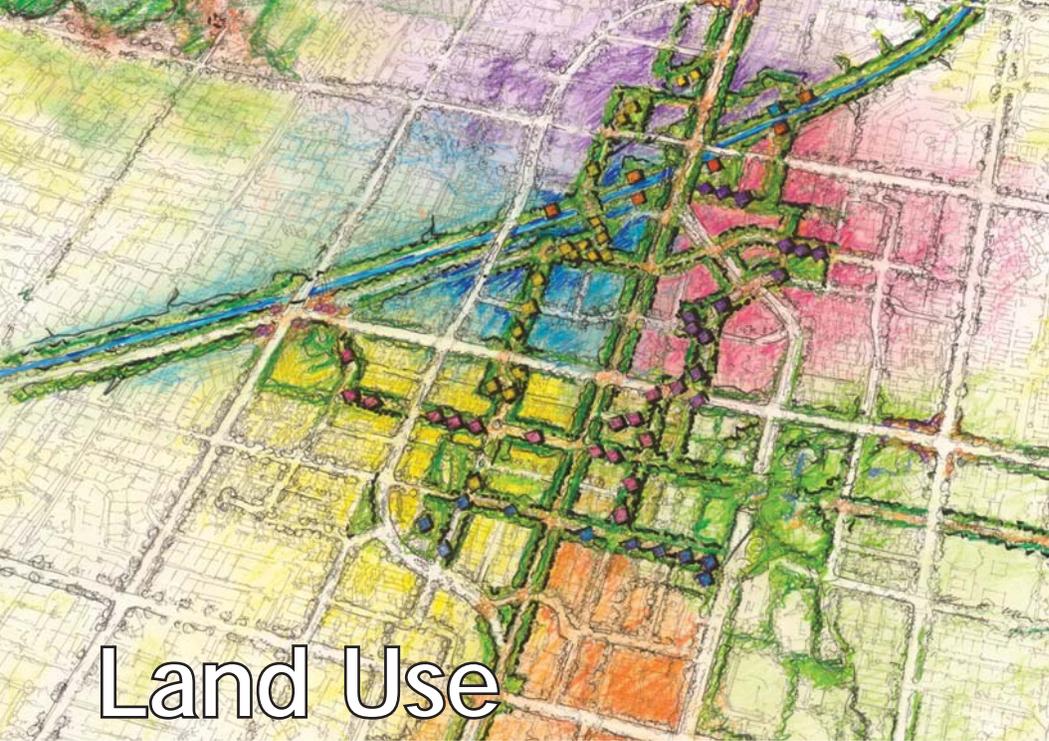
Driven by quality of life for its citizens, visitors, and businesses, this vision is guided by the following values:

- A diverse collection of vibrant mixed-use urban neighborhoods;
- Contextually sensitive world-class planning, architecture, and urban design;
- Meaningful open space with interconnectivity to every Downtown neighborhood;
- Sustainability with sensitivity to our unique desert environment;
- A focus on arts and culture;
- Fluid connectivity in and out of Downtown; as well as, within and between neighborhoods, focusing on walkability;
- Economic vitality supported by public-private partnership; and
- Worldwide recognition as the premier destination in the Southwestern United States.

*“Downtown Scottsdale is where the new west meets the old west!”*

*~ Placemaking Workshop Participant, 2007*





# Land Use

1

## INTRODUCTION

The Downtown Plan provides a unified development strategy that shapes the physical form of Downtown and guides revitalization and new development efforts. The success of the Downtown Plan can be seen in the diversity and character of land uses found throughout Downtown. 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 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.

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

## **GOAL LU 1:**

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

### **Policy LU 1.1.**

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

### **Policy LU 1.2.**

Maintain Downtown as a year-round, 24-hour highly functional mixed-use center, containing areas of different densities, architectural styles, and land uses that support the needs of Scottsdale's residents and visitors.

### **Policy LU 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.

*“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:**

***PROMOTE THE DEVELOPMENT OF DOWNTOWN AS A COLLECTION OF MIXED-USE URBAN NEIGHBORHOODS.***

### **Policy LU 2.1.**

As a General Plan designated Mixed-Use Neighborhood, Downtown Scottsdale should offer efficiencies of strong access to multiple modes of transportation and major regional access and services, focus on human-scale development, accommodate higher density housing combined with complementary office or retail uses, and accommodate vertical mixed-use structures.

### **Policy LU 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).

### **Policy LU 2.3.**

Encourage new development, redevelopment, and infill projects that maintain and enhance the *Downtown Core* urban neighborhoods as specialty retail and regional tourist attractions. The Downtown Core is comprised of the lowest intensity of Downtown development in the Fifth Avenue, Marshall Way, Craftman’s Court, Main Street, and Old Town areas. Retaining the small lot development pattern and active ground level land uses of the Downtown Core are some of the primary elements that give Downtown Scottsdale its most identifiable character.

New development and redevelopment within the Multiple Use 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 Multiple Use development to that of the lower scale Type 1 development in the Downtown Core.

### **Policy LU 2.4.**

Maintain, enhance, and expand the development of a *Downtown Civic Center* urban neighborhood with land uses consisting of Downtown’s primary public open space, along with cultural and municipal activities, such as the Scottsdale Center for the Arts, City Hall, Civic Center Library, and the Public Safety and Courts complex. New development and/or redevelopment of properties within this urban neighborhood should activate, support, or increase the established civic, cultural, and open space activities.

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 year-round. Such development should provide visual and physical access to the Downtown Civic Center.

### **Policy LU 2.5.**

Encourage new development, redevelopment and infill that strengthens Downtown Scottsdale’s mix of uses and activities through the development of mutually supportive land uses within the *Downtown Multiple Use* urban neighborhoods. Multiple Use areas include the majority of the properties within the overall Downtown Plan boundary.

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.



*Downtown Core*



*Downtown Civic Center*



*Downtown Multiple Use*

### **Policy LU 2.6.**

Maintain, enhance, and expand the development of a *Downtown Medical* Mixed-Use urban neighborhood that supports the Downtown Medical Campus with its high influx of employees and clients. Components of this neighborhood should include vertical mixed-use development 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 such as housing, hotels, service-oriented businesses, child care, assisted living and long term care facilities are also envisioned. The greatest intensity of Downtown development may be accommodated in this urban neighborhood.



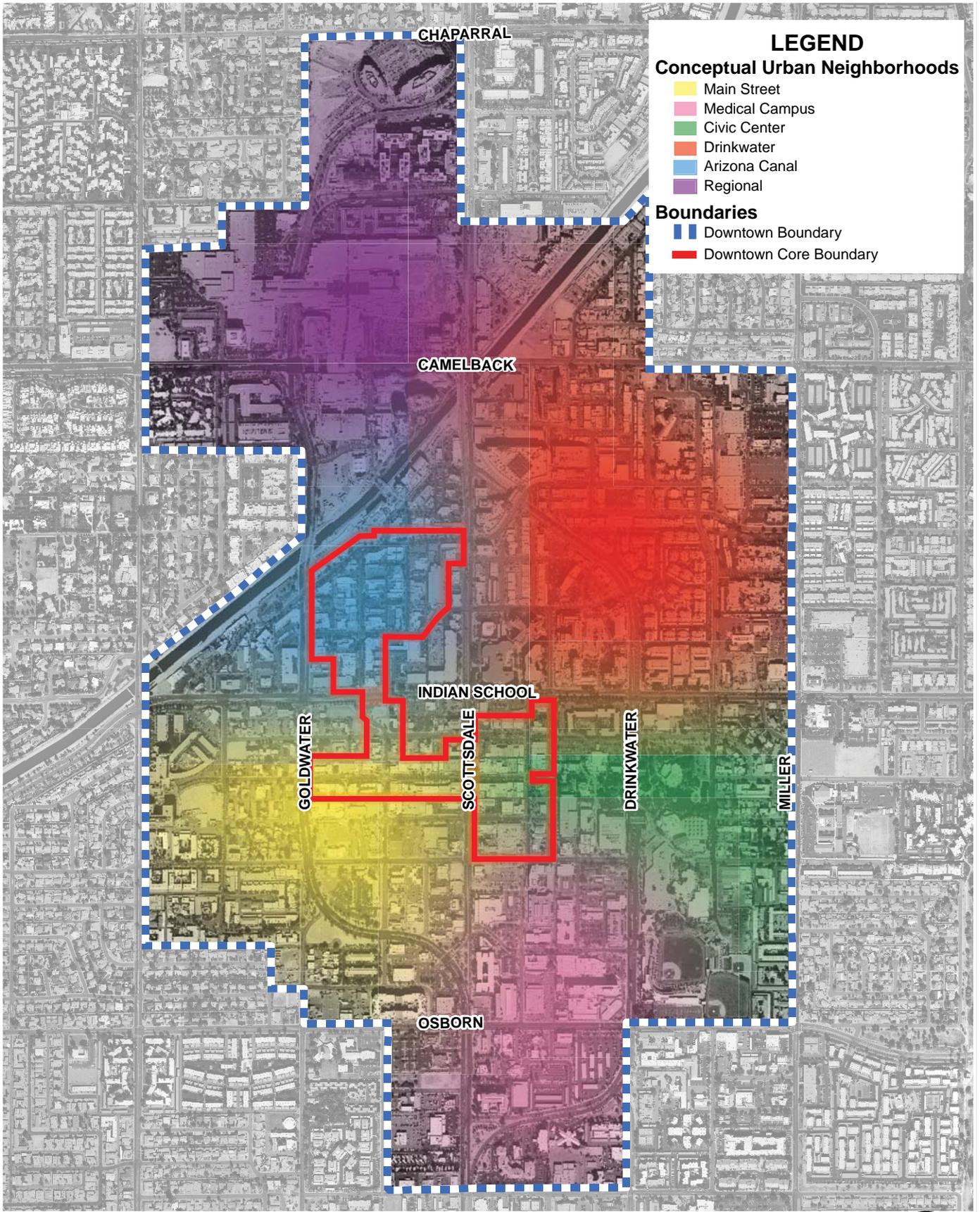
*Downtown Medical*

### **Policy LU 2.7.**

Maintain, enhance, and expand the development of a *Downtown Regional* urban neighborhood with primary land uses consisting of regional/community serving commercial uses, as well as larger scale housing developments. Centered around major regional retail, this urban neighborhood will strengthen Downtown Scottsdale as a regional and community destination. The greatest intensity of Downtown development may be accommodated in this urban neighborhood.



*Downtown Regional*



**LEGEND**

**Conceptual Urban Neighborhoods**

- Main Street
- Medical Campus
- Civic Center
- Drinkwater
- Arizona Canal
- Regional

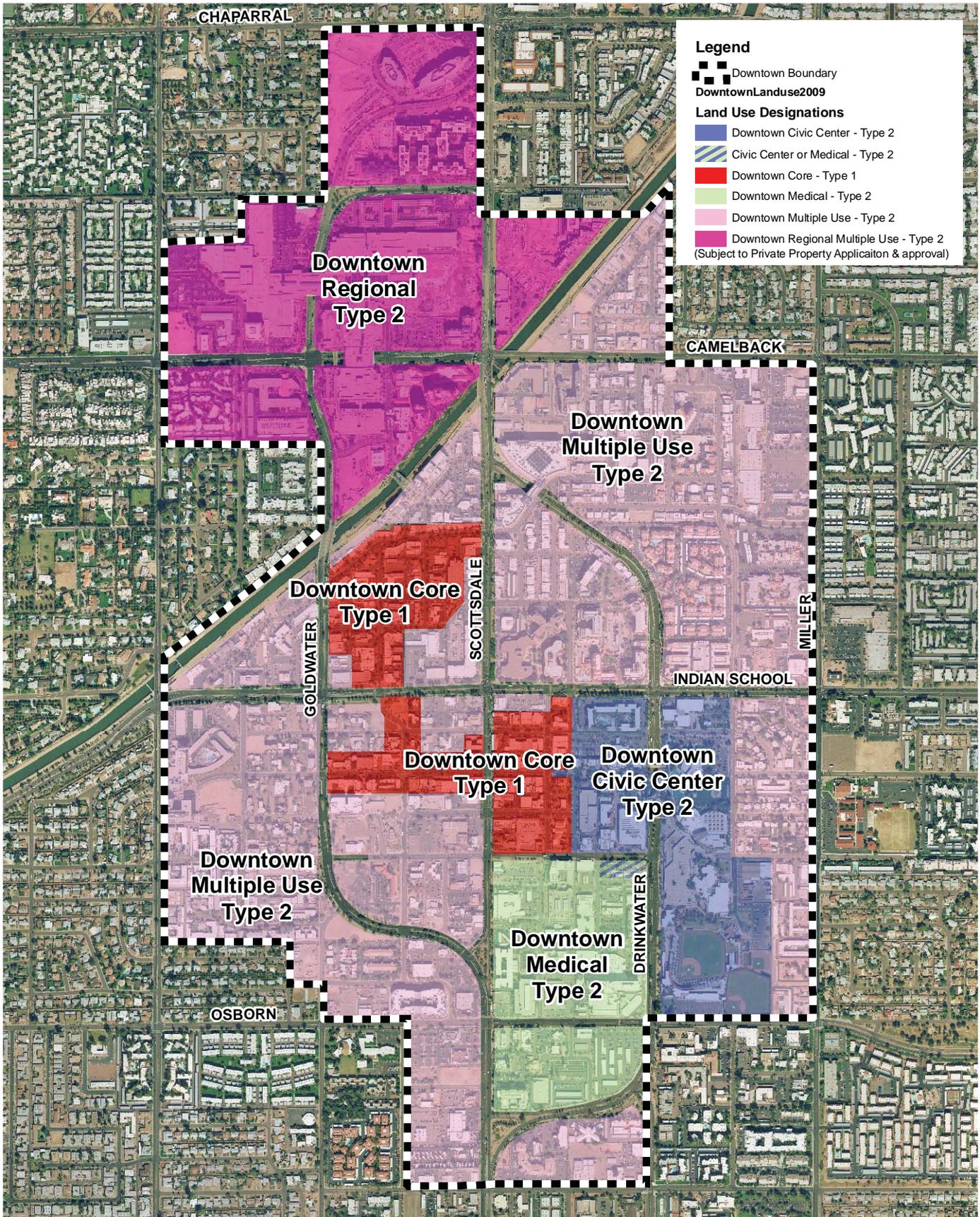
**Boundaries**

- Downtown Boundary
- Downtown Core Boundary

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# Conceptual Urban Neighborhoods



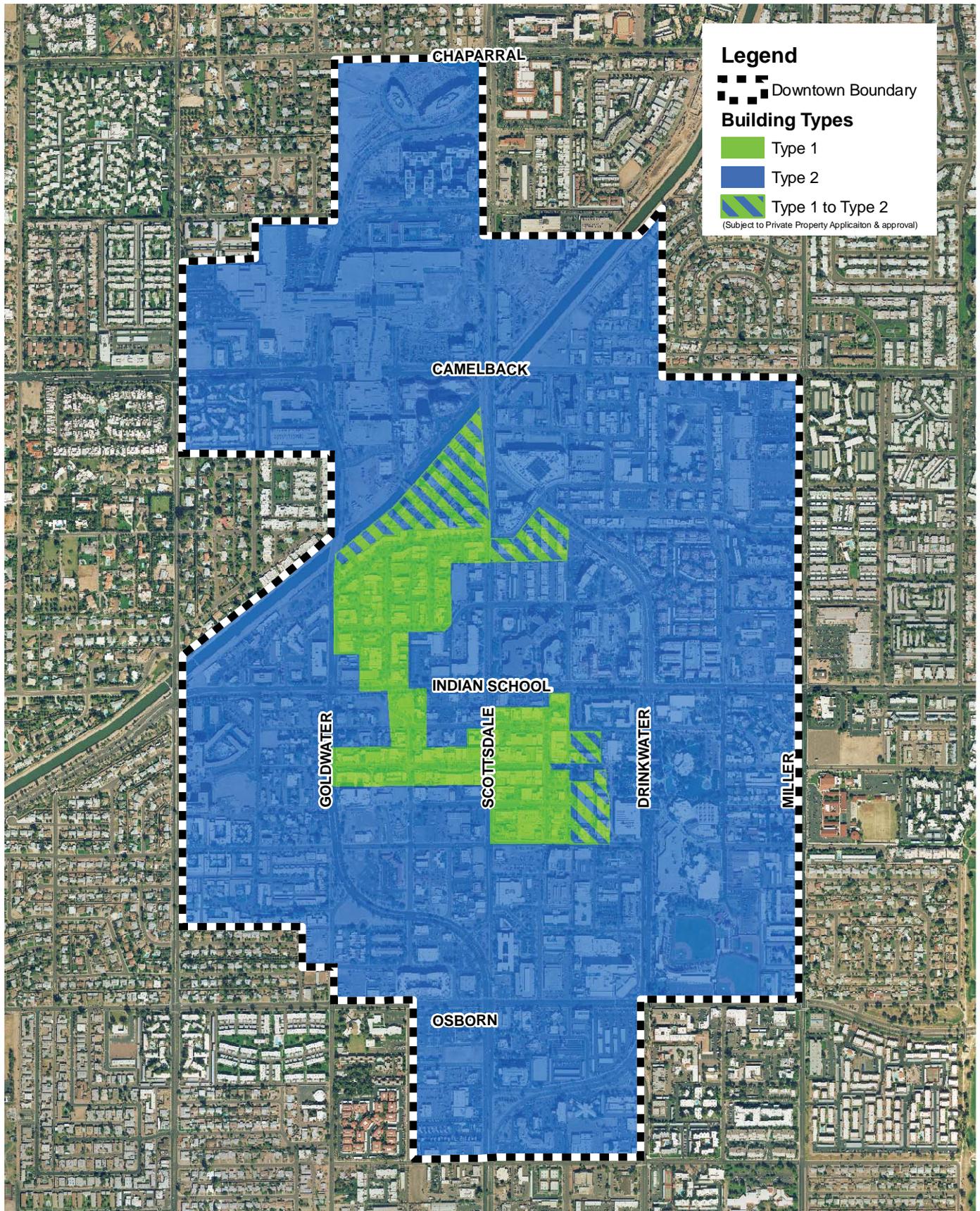


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NOT TO SCALE

# Downtown Future Land Use



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NOT TO SCALE

# Downtown Development Types

### **GOAL LU 3:**

#### ***CONTINUE THE USE OF DEVELOPMENT TYPES TO GUIDE THE PHYSICAL AND BUILT FORM OF DOWNTOWN SCOTTSDALE.***



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

#### **Policy LU 3.1.**

Support lower scale Type 1 development in the Downtown Core.

#### **Policy LU 3.2.**

Support higher scale Type 2 development in all non-Downtown Core areas of the Downtown.

### **GOAL LU 4:**

#### ***ENCOURAGE DOWNTOWN LAND USE DEVELOPMENT FLEXIBILITY.***

#### **Policy LU 4.1.**

Retain, expand, or modify as necessary, flexibility in Downtown zoning, development standards, and incentives to achieve the goals of the Downtown Plan.

#### **Policy LU 4.2.**

Provide flexibility in development standards to encourage revitalization of smaller properties within the Downtown Core.

#### **Policy LU 4.3.**

Provide flexibility in land use standards to accommodate new contemporary building typologies, green building practices, and enhanced architectural aesthetics.

#### **Policy LU 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.



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

## **Policy LU 4.5.**

To assist the community in achieving the vision of the Downtown 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.

*“Developers should always be required to give value back to the City.”*

*~ Focus Group Participant, 2007*



*Civic Center is a primary public open space in Downtown Scottsdale.*

## **GOAL LU 5:**

### ***ENHANCE, EXPAND, AND CREATE NEW DOWNTOWN PUBLIC REALM AND OPEN SPACE AREAS.***

#### **Policy LU 5.1.**

Provide for more open space areas within the Downtown that may include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.

#### **Policy LU 5.2.**

Establish an interconnected Downtown public realm and open space network that is accessible, safe, and inviting to all members of the community.

#### **Policy LU 5.3.**

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

#### **Policy LU 5.4.**

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

#### **Policy LU 5.5.**

Promote both the Civic Center and Arizona Canal 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.

#### **Policy LU 5.6.**

Improve, expand, or create public realm and open space areas that can be enhanced by art and interactive opportunities.



*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 in Downtown.*

## **GOAL LU 6:**

### ***PROMOTE DIVERSITY IN DOWNTOWN HOUSING OPTIONS.***

#### **Policy LU 6.1.**

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

#### **Policy LU 6.2.**

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 6.3.**

Encourage residential development for a variety of income groups.

## **GOAL LU 7:**

### ***SUPPORT A MIX OF LAND USES THAT PROMOTE A SUSTAINABLE DOWNTOWN.***

#### **Policy LU 7.1.**

Support Downtown sustainability by encouraging vertical mixed-use development that offers land uses in close proximity to one another.

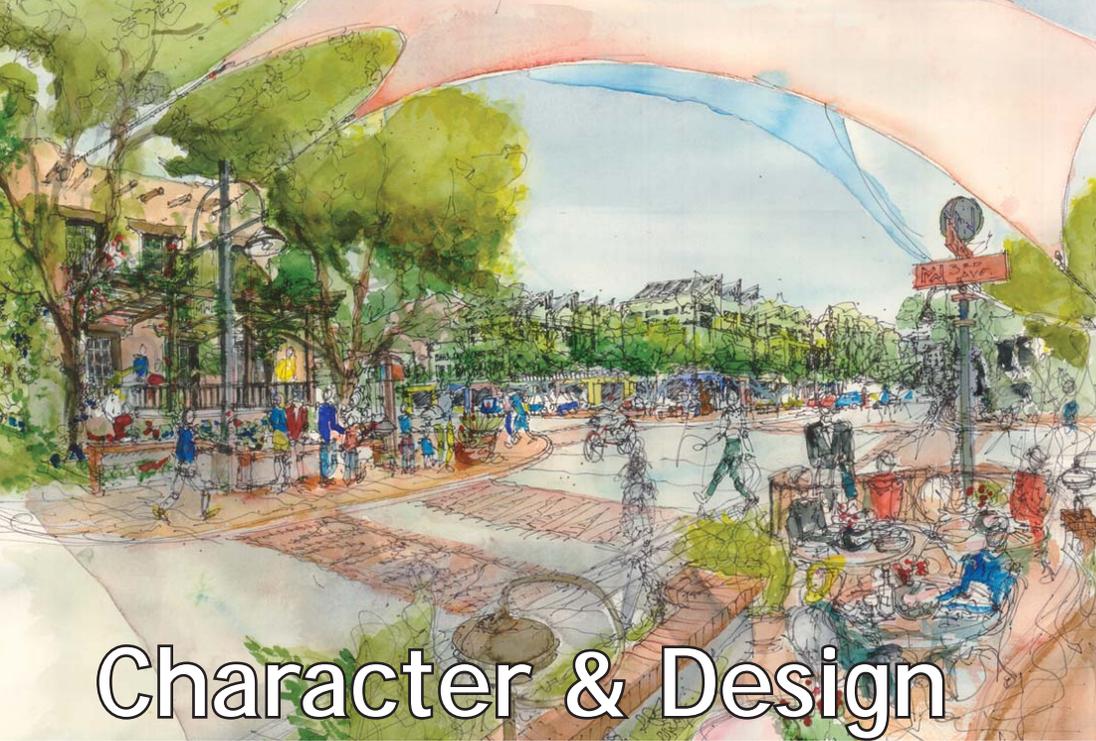
#### **Policy LU 7.2.**

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

*“Urban neighborhoods equal sustainable living Downtown.”*

*~ Focus Group Participant 2008*





# 2

## Character & Design

### INTRODUCTION

The focus of Downtown’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, and even to a city. Establishing identifiable urban neighborhoods through context-sensitive architecture, aesthetically pleasing vistas, landmarks and focal points, safe and attractive streets and public places, should result in Downtown character and design that is functional, sustainable, and distinctive. Regional climate is another element influencing urban design. This can be seen in the human-scale elements, and landscape features that contribute to the design of individual buildings, public places, and developments.

Scottsdale has well established community expectations for superior 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 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 Scottsdale’s identity.

*“Downtown must continue to function and thrive while maintaining its character and quality.”*

*~ Downtown Scottsdale Town Hall Report, 2006*



*The modern office building (background) sits respectfully next to Cavalliere’s Blacksmith Shop (foreground) in Old Town. These buildings illustrate that contemporary and traditional styles can coexist; and that effective sensitive transitions can be achieved through the appropriate use of materials, building massing and other design elements.*

## **GOAL CD 1:**

***THE DESIGN CHARACTER OF ANY AREA SHOULD BE ENHANCED AND STRENGTHENED BY NEW DEVELOPMENT THAT PROMOTES CONTEXTUAL COMPATIBILITY.***

### **Policy CD 1.1.**

Incorporate, as appropriate, in building and site design, the distinctive qualities and character of the surrounding, and/or evolving context.

### **Policy CD 1.2.**

Encourage creative and innovative civic and prominent developments to establish new urban design character and contextual interpretations of the Downtown, for areas where development patterns are fragmented or are in transition.

### **Policy CD 1.3.**

Preserve and enhance the character and scale of Old Town with new development and redevelopment that reflects its western theme.

### **Policy CD 1.4.**

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

### **Policy CD 1.5.**

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

### **Policy CD 1.6.**

Protect prominent historic resources, and promote innovative new neighboring development that respectfully coexists with their established character and context.

### **Policy CD 1.7.**

Maintain the pedestrian oriented small town character and human scale in the Downtown Core areas of Main Street, Marshall Way, 5<sup>th</sup> Avenue, Craftsman Court, and Old Town. Incorporate similar elements of pedestrian character and scale at the street level throughout all of Downtown.



*Valley Ho 1956*



*Valley Ho 2009*

*As one of Scottsdale’s early resort hotels, the refurbishment and expansion of the historic Valley Ho is a good example of a public / private partnership, the use of innovative zoning practices and a demonstration of the value placed by the community on protecting its historic resources and unique character.*

### **Policy CD 1.8.**

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 BOUNDARY AND BETWEEN ADJOINING URBAN NEIGHBORHOODS OF DIFFERING DEVELOPMENT TYPES.***

### **Policy CD 2.1.**

The scale of existing development surrounding the Downtown Plan boundary should be acknowledged and respected through a sensitive edge transition buffer, established on a location specific basis, that may include transitional development types, landscape buffers, and sensitive architectural design solutions to address building mass and height.

### **Policy CD 2.2.**

Transitions between Downtown development Type 1 areas and Downtown development Type 2 areas should be addressed through sensitive architectural design options that step down building mass and height.

### **GOAL CD 3:**

***DOWNTOWN DEVELOPMENT SHOULD RESPECT AND RESPOND TO THE UNIQUE CLIMATE AND CONTEXT OF THE SOUTHWESTERN SONORAN DESERT.***



*Create microclimates that result in usable outdoor space.*

#### **Policy CD 3.1.**

Enhance outdoor pedestrian comfort through microclimatic design that incorporates a variety of shade conditions, landscape, and features that are drought tolerant, as well as offer attractive spaces, and passively cooler temperatures.

#### **Policy CD 3.2.**

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.

### **GOAL CD 4:**

***STRENGTHEN PEDESTRIAN CHARACTER AND CREATE STRONG PEDESTRIAN LINKAGES.***

#### **Policy CD 4.1.**

Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between, the various Downtown urban neighborhoods.

#### **Policy CD 4.2.**

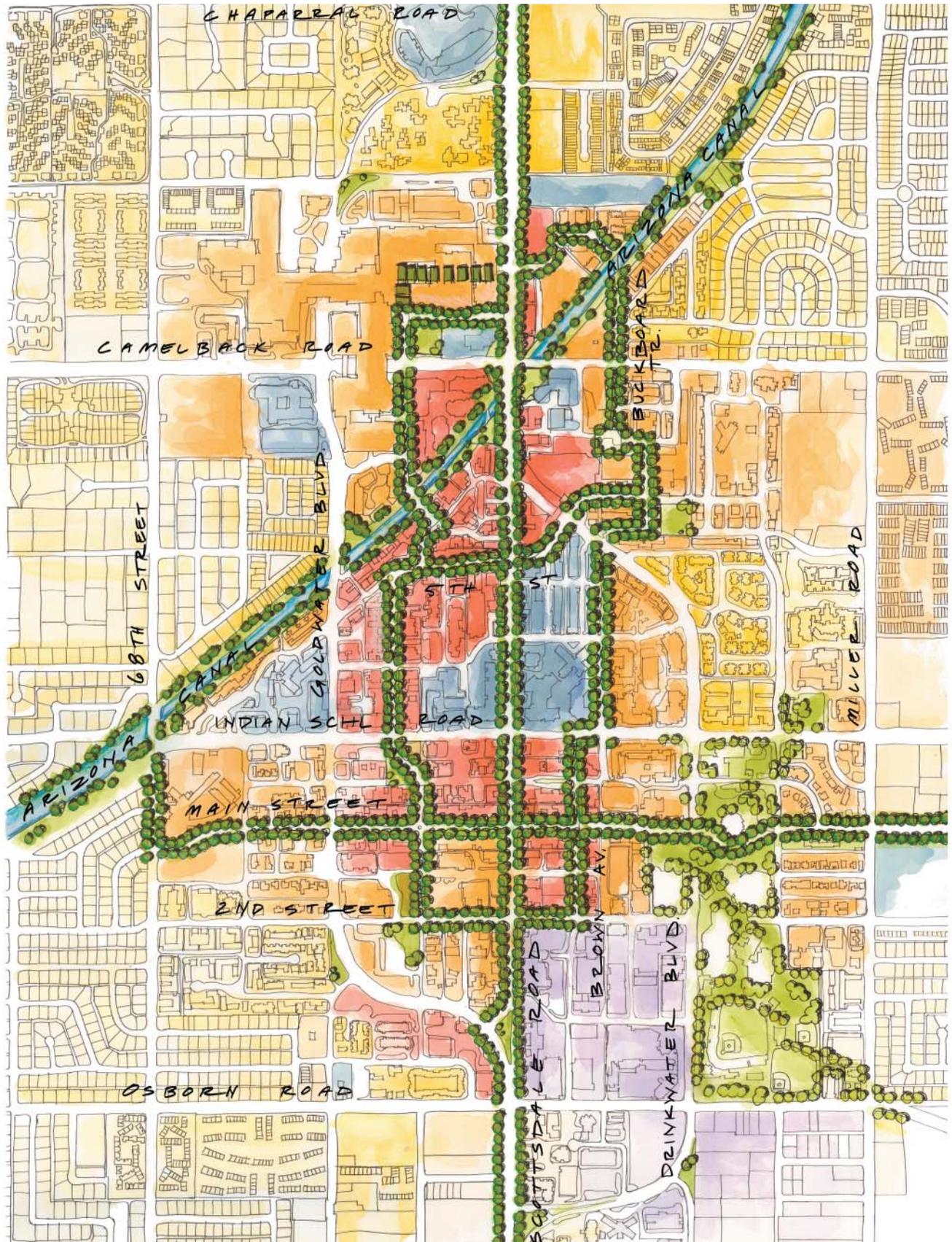
Development should demonstrate consideration for the pedestrian by providing access and connections to adjacent developments.

#### **Policy CD 4.3.**

Retain and expand the tradition of Downtown's covered walkways.



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



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# Conceptual Pedestrian Corridors



## **GOAL CD 5:**

### ***CREATE COHERENT AND CONSISTENT STREET SPACES.***

#### **Policy CD 5.1.**

Create a unified public realm through the design of Downtown's streets, building setback areas, and building frontages. Setbacks may only be compromised after clear demonstration that other significant public benefits are achieved.

#### **Policy CD 5.2.**

Street spaces are components of the overall public realm and should be logically interconnected with other pedestrian spaces.

#### **Policy CD 5.3.**

Streetscapes should provide continuity among adjacent uses through comprehensive sustainable landscape improvements, shade elements, decorative paving, street furniture, public art, and integrated infrastructure elements.

*"Downtown is a patchwork quilt that needs to be connected."*

*~ Focus Group Participant, 2007*

## **GOAL CD 6:**

### ***INCORPORATE A REGIONAL LANDSCAPE PALETTE THAT COMPLEMENTS DOWNTOWN'S URBAN CHARACTER.***

#### **Policy CD 6.1.**

Downtown landscape elements should project a desert oasis design character, providing an abundance of shade, color, varied textures and forms.

#### **Policy CD 6.2.**

Landscape materials should complement Downtown's built environment, land uses, and activities through the careful selection of plant materials with regard to scale, density, placement, and arrangement.

## GOAL CD 7:

*THE EXTENT AND QUALITY OF LIGHTING SHOULD BE INTEGRALLY DESIGNED AS A PART OF THE BUILT ENVIRONMENT.*

### **Policy CD 7.1.**

Achieve a balance between ambient light levels and designated lighting needs.

### **Policy CD 7.2.**

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

## GOAL CD 8:

*IMPLEMENT HIGH QUALITY DESIGN IN DOWNTOWN ARCHITECTURE.*

### **Policy CD 8.1.**

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

*“Pay attention to craftsmanship and quality to create authenticity.”*

*~ Focus Group Participant, 2007*

### **Policy CD 8.2.**

Promote the “*Scottsdale Sensitive Design Principles*” in the creation of architecture in Downtown.

### **Policy CD 8.3.**

Promote the principles of design in the “*Downtown Urban Design and Architectural Guidelines*” in all Downtown development.

### **Policy CD 8.4.**

Emphasize thorough design review and management of the built environment to achieve the benefits of high quality design.

### **Policy CD 8.5.**

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

## **GOAL CD 9:**

### ***DEVELOPMENT SHOULD INCORPORATE SUSTAINABLE BUILDING PRACTICES AND PRODUCTS.***

#### **Policy CD 9.1.**

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

#### **Policy CD 9.2.**

Encourage green building design strategies such as building orientation, passive solar response, natural day lighting, passive cooling techniques, and the integration of regional plant materials.

#### **Policy CD 9.3.**

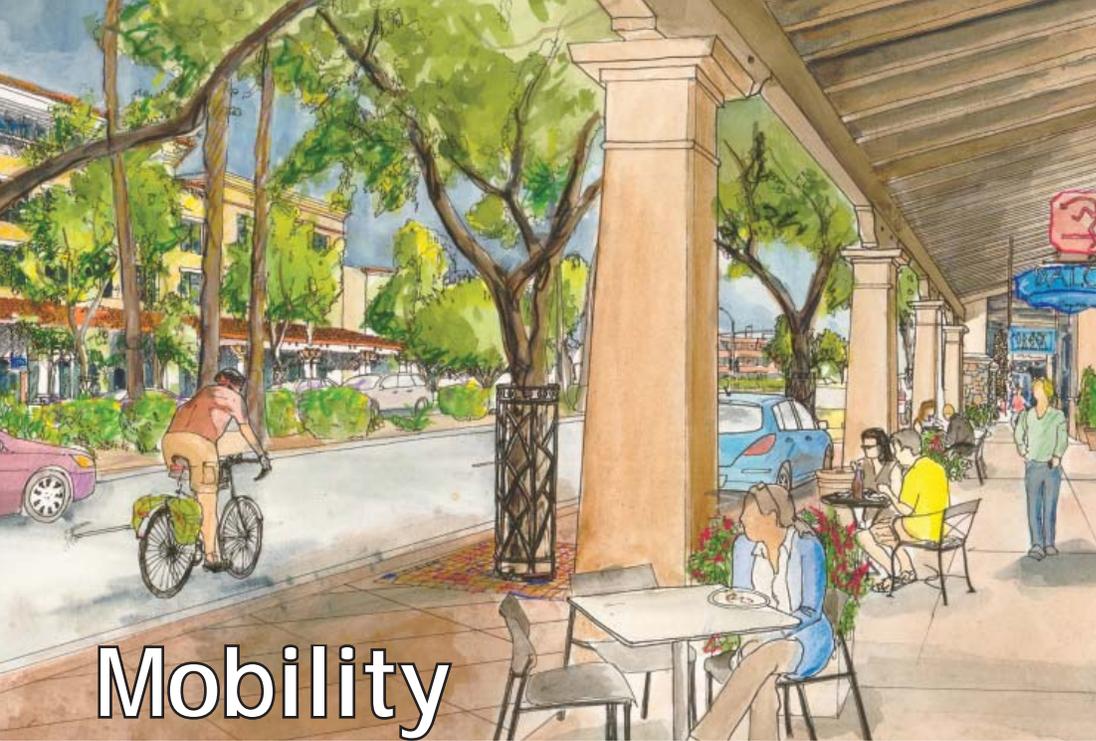
Promote the use of energy efficient systems, construction methods, and alternative energy sources.

#### **Policy CD 9.4.**

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



*Incorporate green building design strategies into Downtown architecture.*



# 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 travel, circulation and access; and above all, focus on providing a superior pedestrian environment. Walking is such an essential part of what is meant by “Downtown” that the quality of the pedestrian environment – safety, comfort, interest, continuity – is a necessity.

Like most downtowns, Downtown 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 Plan contains goals and policies that guide public and private sector implementation strategies to improve mobility and circulation to, from, and within Downtown Scottsdale.

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

## **GOAL M 1:**

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

#### **Policy M 1.1.**

Develop a well-connected Downtown circulation grid, comprised of narrower streets, improved alleys, smaller blocks, and newly constructed local street segments, to enhance connectivity for all mobility modes.

#### **Policy M 1.2.**

Provide interconnectivity within large development parcels that provide pedestrian and bicycle connections through large projects.

#### **Policy M 1.3.**

Upgrade sidewalks and intersections to ensure continuity and consistency throughout Downtown. Improve pedestrian crossing facilities on major roads and at major intersections.

#### **Policy M 1.4.**

Provide a unified wayfinding system throughout Downtown.

#### **Policy M 1.5.**

Accommodate the adequate movement of freight goods and services, truck delivery access and operations, and emergency response vehicles throughout Downtown.

#### **Policy M 1.6.**

Continue to encourage mobility options Downtown, such as pedicabs and horse-drawn carriages, particularly during special events.

#### **Policy M 1.7.**

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.

#### **Policy M 1.8.**

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



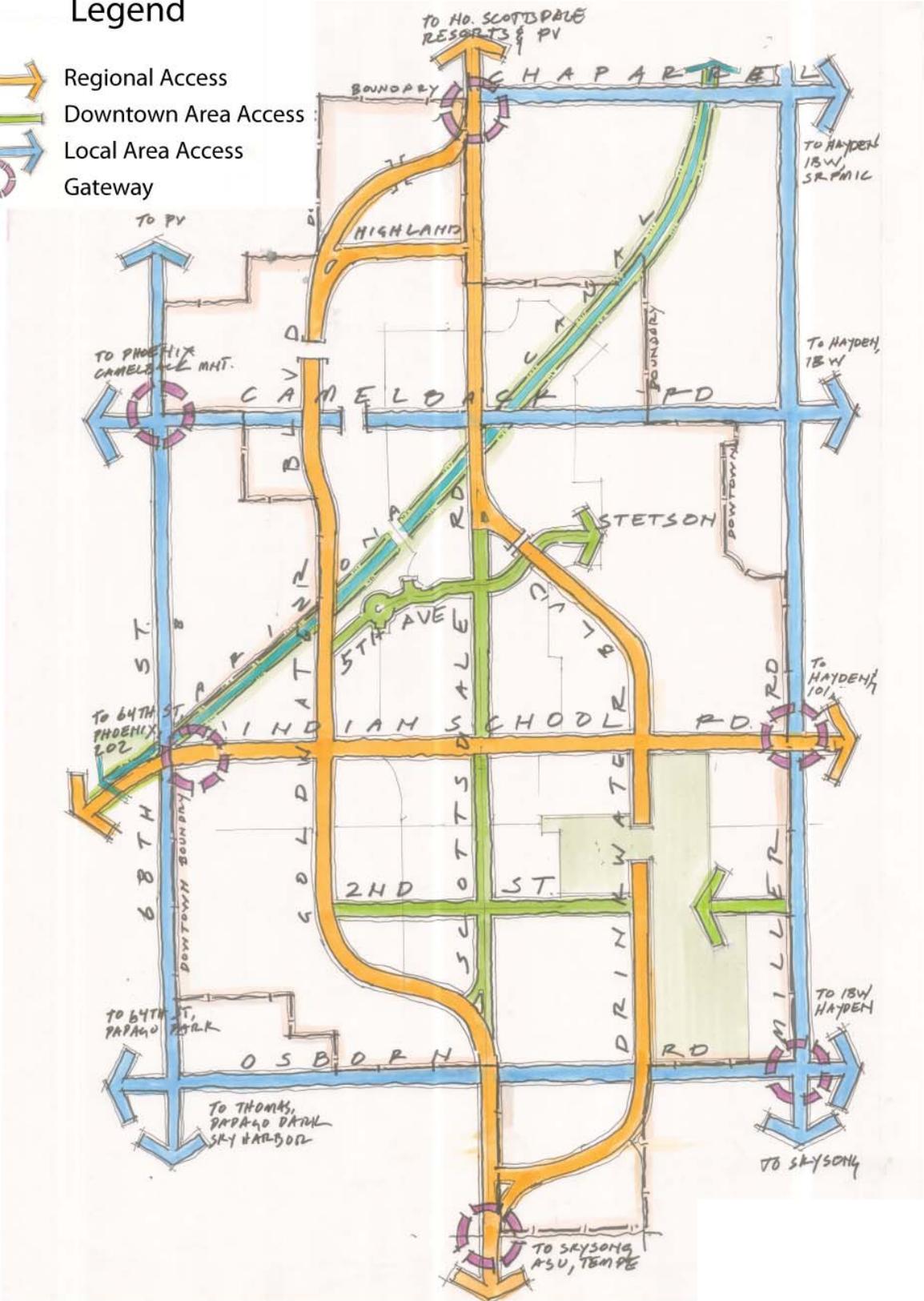
*Goldwater Boulevard and Main Street Existing.*



*Goldwater Boulevard and Main Street Conceptual Pedestrian Crossing improvements.*

# Legend

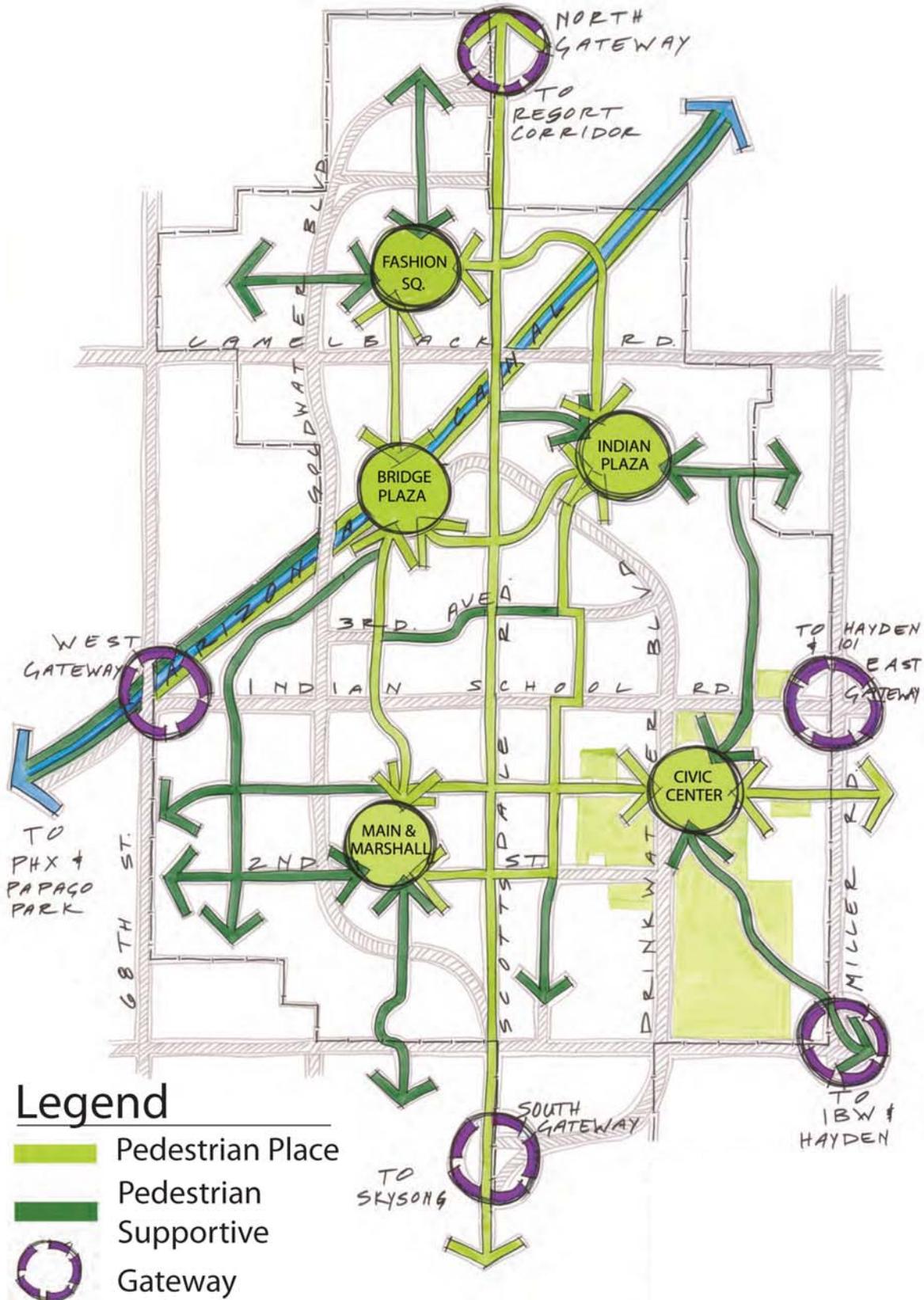
-  Regional Access
-  Downtown Area Access
-  Local Area Access
-  Gateway



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## Vehicular Access





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# Conceptual Pedestrian Connectivity



**Policy M 1.9.**

Encourage and accommodate increased levels of bicycling, walking, and transit ridership.

**Policy M 1.10.**

Encourage the concept of Universal Design and equal access opportunities.

**Policy M 1.11.**

Enhance Downtown’s pedestrian oriented environment through reduced vehicular lane widths, reduced design speeds, and reduced intersection lengths, as appropriate.

**GOAL M 2:**

***CREATE COMPLETE, COMFORTABLE, AND ATTRACTIVE PEDESTRIAN CIRCULATION SYSTEMS.***

**Policy M 2.1.**

Design the public realm to include enhanced requirements for sidewalk space. Provide adequate space for meeting and passing other pedestrians, including queuing space to support desired levels of activity.

*“Downtown should always be pedestrian friendly.”  
~ Deciding the Future Workshop Participant,  
2008*

**Policy M 2.2.**

Support pedestrian oriented design that encourages 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.



Scottsdale Road - Existing  
Pedestrian Challenging.



Scottsdale Road - Conceptual Improvements  
Pedestrian Supportive.



Scottsdale Road - Conceptual Improvements  
Pedestrian Place.

## GOAL M 3:

### **CREATE A HIERARCHY OF PEDESTRIAN SPACES WITHIN THE OVERALL DOWNTOWN.**

#### **Policy M 3.1.**

Certain areas of Downtown should be developed as *Pedestrian Places*.

#### **Policy M 3.2.**

Downtown should become a *Pedestrian Supportive* environment.

#### **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 the Downtown.

## GOAL M 4:

### **ENSURE A CONVENIENT AND ADEQUATE PARKING SUPPLY DOWNTOWN.**

#### **Policy M 4.1.**

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

#### **Policy M 4.2.**

Create new or adjust existing parking regulations and requirements to ensure continued redevelopment Downtown with particular emphasis on small project revitalization in the Downtown Core.

#### **Policy M 4.3.**

Maximize utilization of the existing parking supply through shared parking opportunities, the creation of a comprehensive parking management program, and linkages to transit.

#### **Policy M 4.4.**

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

## **GOAL M 5:**

### ***ENCOURAGE TRANSIT THAT PROVIDES LOCAL AND REGIONAL CONNECTIONS TO AND FROM DOWNTOWN SCOTTSDALE.***

#### **Policy M 5.1.**

Improve and enhance Downtown Scottsdale's local and regional transit availability and accessibility.

#### **Policy M 5.2.**

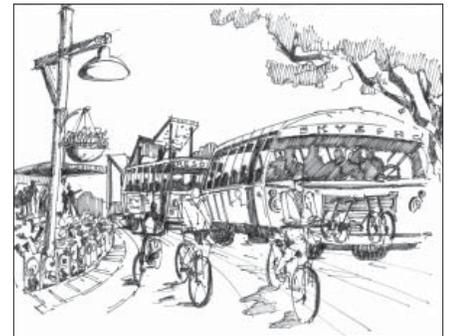
Plan for a mixture of land uses and densities near major transit routes and facilities to promote public and private investment in Downtown transit.

#### **Policy M 5.3.**

Emphasize high frequency transit service, and expanded service hours within Downtown.

#### **Policy M 5.4.**

Accommodate the needs of residents, employees, and visitors by enhancing and linking the Downtown transit circulator to existing local and regional transit service, and any future high capacity transit networks.



*Providing a variety of transportation modes throughout Downtown allows people to circulate, whether by biking, walking or riding.*





# 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 Downtown.

Recognizing the important niche that arts and culture bring to Downtown 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 arts and cultural amenities and programs, 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*



*Love Sculpture by Robert Indiana*

## **AC GOAL 1:**

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

### **Policy AC 1.1.**

Support a diverse range of arts and cultural experiences Downtown.

### **Policy AC 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 arts, cultural, and educational facilities.

### **Policy AC 1.3.**

Retain existing and establish new high quality signature events that distinguish Downtown Scottsdale, and attract audiences of both residents and visitors.

### **Policy AC 1.4.**

Continue to invest in, improve, and celebrate the Scottsdale Civic Center, the Arizona Canal, and gallery areas, as prominent arts and culture destinations in Downtown.



*Tributary Wall by Kevin Berry*

## **AC GOAL 2:**

***CREATE A MUSEUM WITHOUT WALLS DOWNTOWN WHERE ALL CAN PARTICIPATE.***

### **Policy AC 2.1.**

Encourage public and private investment in public art that preserves, commemorates, and celebrates our history, culture, and people.

### **Policy AC 2.2.**

Serve diverse community interests by supporting a variety of signature projects, emerging artists, and temporary event-based programs Downtown.



*The Yearlings by George-Ann Tognoni*

**Policy AC 2.3.**

Utilize public art to strengthen interconnectivity between Downtown urban neighborhoods and cultural facilities through the creation of art paths and art enhanced walkways.

**Policy AC 2.4.**

Promote public art integration into the architecture and urban design of public and private development.

**AC GOAL 3:**

***PROMOTE AND SUPPORT INITIATIVES THAT FOSTER DOWNTOWN AS AN INTERACTIVE ARTS DISTRICT.***

**Policy AC 3.1.**

Support work/live development in the Downtown that is flexible enough to accommodate the needs of artists and other creative professions.

**Policy AC 3.2.**

Foster partnerships to create an artist center and artist-in-residence programs.

**Policy AC 3.3.**

Animate existing private and public spaces with arts and culture, and create informal, spontaneous exhibition and performance spaces throughout the Downtown.

**Policy AC 3.4.**

Connect commercial and private art enterprises with public and non-profit arts and cultural venues in the Downtown.

**Policy AC 3.5.**

Encourage the attraction and retention of Scottsdale based non-profit arts and culture organizations in Downtown.

**Policy AC 3.6.**

Develop economic, land use, planning, and design strategies to protect and enhance arts, culture, and gallery businesses in the Downtown.



*Parsons Dance Company  
Performing Arts*



*Red Ball Project by Kurt Perschke  
Temporary Public Art*



*Bentley Gallery  
Commercial Art Enterprise*





# 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 Downtown land uses, activities and development: several thousand housing units; numerous hotels; large and small office space, major employers; a prominent medical campus; regional commercial land uses; unique specialty retail; strategic public investments; cultural facilities; nightlife and entertainment venues; and galleries; all of which combine to create a vibrant hub for resident and visitor economic activity. Preserving and enhancing this mixed-use economic base is critical to Downtown's future success.

Economic vitality for Downtown Scottsdale is encouraged and maintained through public and private investment, the character and quality of development, and maintaining Downtown's competitive position among similar locations with comparable land use patterns. This chapter of the Plan establishes economic goals and policies that encourage Downtown 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 Downtown. The Plan provides the framework within which the private sector can assume a strong leadership role in the revitalization and continued emergence of Downtown, ensuring economic viability into the future.

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

*~ Focus Group Participant, 2007*

## **GOAL EV 1:**

### ***SUPPORT DOWNTOWN’S ECONOMIC ROLE AS A HUB FOR ARTS, CULTURE, RETAILING, ENTERTAINMENT, TOURISM, AND EVENTS.***

#### **Policy EV 1.1.**

Support Downtown as the commercial, cultural, civic, and symbolic center of the community, and encourage activities, special events, and land uses that maintain Downtown’s economic role in the community.

#### **Policy EV 1.2.**

Consider a balance of civic, economic, and social priorities during analysis and implementation of revitalization efforts.

#### **Policy EV 1.3.**

Attract new cultural and social amenities Downtown, such as art, recreational, medical, and educational facilities.

#### **Policy EV 1.4.**

Promote Downtown as a creative environment in which people can live, work, and pursue leisure activities.

#### **Policy EV 1.5.**

Support and strengthen Downtown as a strong tourism destination through land use, urban design, activities, and special events.

#### **Policy EV 1.6.**

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.

#### **Policy EV 1.7.**

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.

#### **Policy EV 1.8.**

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



*Support and strengthen Downtown as a strong tourist destination.*

## GOAL EV 2:

### *PROMOTE PRIVATE INVESTMENT AND ATTRACT NEW DEVELOPMENT TO DOWNTOWN.*

#### **Policy EV 2.1.**

Encourage new development and reinvestment that maintains Downtown's economic edge in the region.

#### **Policy EV 2.2.**

Promote a mix of daytime/nighttime activities year-round through new development that includes vertically mixed land uses and a diverse range of housing development.

#### **Policy EV 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.

#### **Policy EV 2.4.**

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

#### **Policy EV 2.5.**

Promote additional employment opportunities that will attract a variety of office and commercial development to Downtown.

#### **Policy EV 2.6.**

Retain, expand, and support Downtown'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 Downtown and strengthen the city's tax base.



*Promote a mix of daytime and nighttime activities Downtown.*



*Maintain and enhance Downtown's retail mix.*



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

### **GOAL EV 3:**

***ESTABLISH PUBLIC REGULATIONS AND PROCESSES THAT ENCOURAGE CREATIVITY AND FLEXIBILITY IN BUILDING AND SITE DESIGN.***

#### **Policy EV 3.1.**

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.

#### **Policy EV 3.2.**

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

#### **Policy EV 3.3.**

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

*“The City should be flexible and encourage high quality revitalization and innovative developments.”*

*~ Downtown Scottsdale Town Hall Report,  
2006*



# 6

## 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.

*"Growth can be good for a community if all elements are considered."*

*~ Deciding the Future Workshop Participant, 2008*

## 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 Fire Station on Indian School Road is an example of environmentally friendly architecture that is encouraged for all city buildings.*

### **Policy PSF 1.1.**

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

### **Policy PSF 1.2.**

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.

### **Policy PSF 1.3.**

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.

### **Policy PSF 1.4.**

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.

### **Policy PSF 1.5.**

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

### **Policy PSF 1.6.**

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

### **Policy PSF 1.7.**

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



*The Marshall Way Bridge is public infrastructure that also aesthetically enhances the public realm.*

### **Policy PSF 1.8.**

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.

## **GOAL PSF 2:**

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

### **Policy PSF 2.1.**

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.

### **Policy PSF 2.2.**

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

*"I like the fact that Downtown does not look homogenous."  
~ Focus Group Participant, 2007*

### **Policy PSF 2.3.**

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

### **Policy PSF 2.4.**

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.

### **Policy PSF 2.5.**

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.

### **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.***

#### **Policy PSF 3.1.**

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.

#### **Policy PSF 3.2.**

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.

#### **Policy PSF 3.3.**

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

#### **Policy PSF 3.4.**

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



*Scottsdale City Hall  
Civic facilities and city governance.*

### **GOAL PSF 4:**

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

#### **Policy PSF 4.1.**

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

#### **Policy PSF 4.2.**

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

## **GOAL PSF 5:**

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

### **Policy PSF 5.1.**

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

### **Policy PSF 5.2.**

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.

### **Policy PSF 5.3.**

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

### **Policy PSF 5.4.**

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

### **Policy PSF 5.5.**

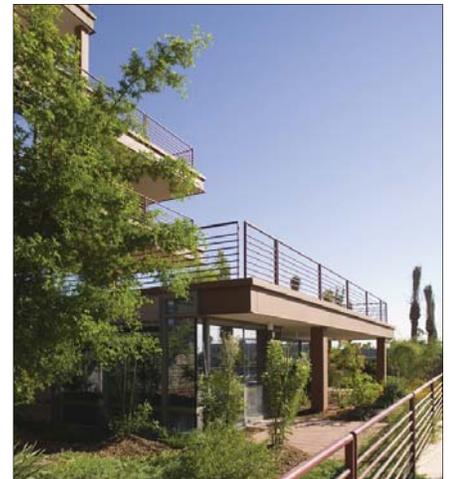
Encourage the use of shared waste containers among similar uses (e.g., office and retail) for Downtown businesses to minimize inefficient land use in compact areas, visual impacts, and impacts on the related public infrastructure systems.

### **Policy PSF 5.6.**

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

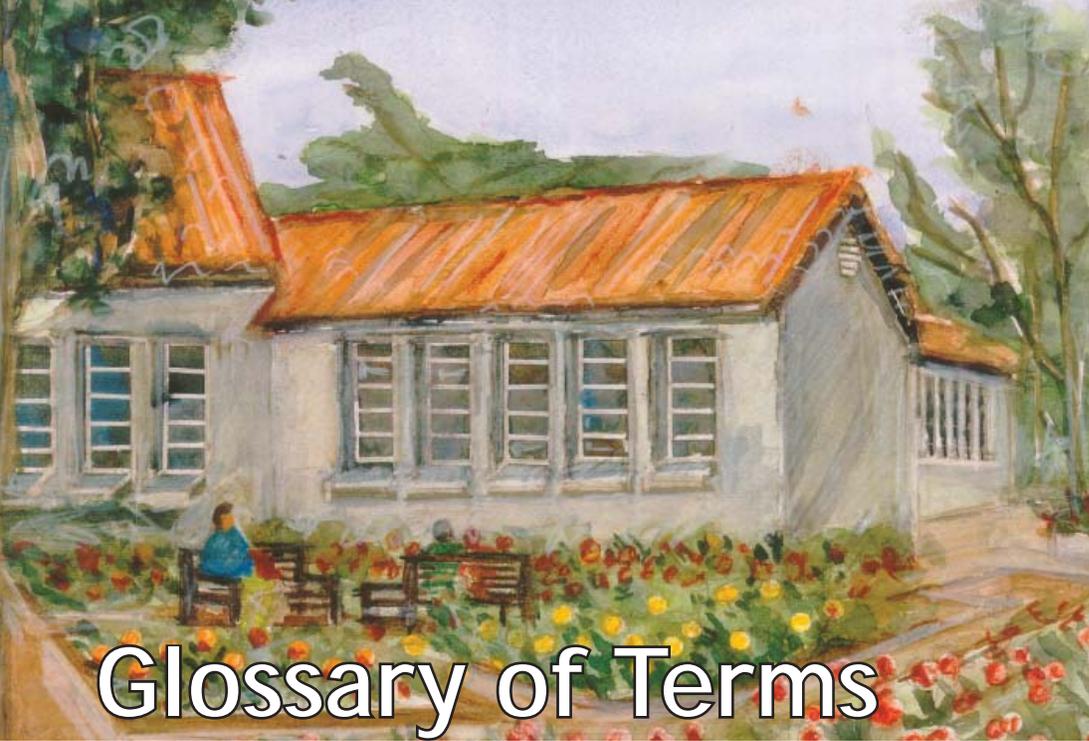
### **Policy PSF 5.7.**

Expand recycling programs to include commercial and multifamily developments.



*Incorporate sustainable methodologies such as “green roofs” into Downtown building design.*





# G

## Glossary of Terms

### 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.

**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.

### B

**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.

**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.

## **D**

**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.

**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.

**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.

## **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.

**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 Scottsdale.

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

**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.

## **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 (Heating)** – 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.

**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 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.

**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 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 and arcades are provided. 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; awnings and 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.

**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

**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 structure.

**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 Downtown 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.

**Type 1** – The compact development area of the Downtown Core which includes the Old Town, Main Street, Fifth Avenue, Marshall Way, and Craftsman Court districts.

**Type 2** – The intermediate development of the Downtown Regional, Medical, Civic Center and Multiple-Use areas that comprise the major portion of Downtown.

## 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.

## **X**

## **Y**

## **Z**



# Implementation

## INTRODUCTION

Just as the Scottsdale community has come together to create the vision that will shape the future of Downtown Scottsdale, so too will the community have to collaborate and cooperate to implement the Downtown 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 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 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 Downtown Scottsdale for many years to come.



Plan Goal	IMPLEMENTATION TASK	SCHEDULE							PRIVATE SECTOR	PUBLIC SECTOR	FUNDING SOURCE
		YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEARS 6-10	YEARS 11-15			
	<b>CIRCULATION</b>										
M 5	Downtown Trolley Route/Time Assessments/Modifications										
M 5	Develop Maps/Tools To Promote Local, City-Wide & Regional Transit Options										
M 1	Design Improvements to Couplet System										
M 5	Pay For Hire/Taxi/Pedicab Regulations										
	<b>ARTS &amp; CULTURE</b>										
AC1	SCA Renovations										
AC1	Museum of the West										
AC2	Public Art Conservation/Restoration										
AC1	Soleri Bridge/Plaza										
AC2	Public Art Master Plan										
AC3	Art Programs - Marketing/Promotions										
AC3	Corporate Funding/Marketing										
AC3	Endowment Campaign										
AC	Funding Strategies to Support Downtown Arts & Culture Facilities/Programs										
	<b>ECONOMIC VITALITY</b>										
EV 1, EV 2	Business Attraction, Retention & Expansion Programs										
EV 2	Property Availability Resource Center										
EV 1	Marketing & Promotions Programs										
EV 1	Downtown Business/Neighborhood Plan(s)										
EV 1	Tourism Development Programs										
EV 2	Facade Improvement Program										
	<b>PUBLIC SERVICES &amp; FACILITIES</b>										
PSF 2	Undergrounding of Utilities										
PSF 1	Downtown Infrastructure Assessment/Modeling										
PSF 1	Dry/Wet Master Plans/Master Plan Updates										
LU 4, EV 3, PSF 3	Drainage/Stormwater Retention Codes/Policies - Assessment/Modifications										
PSF 2	Utility Cabinets Relocation										
PSF 1	Electrical Capacity Expansions										
PSF 3, PSF	Civic Center Renovations/Improvements										
CD 7, PSF 5	Downtown Lighting Improvements										
CD 4, M 2	Scottsdale Road Streetscape Improvements										
PSF 4	Downtown Restrooms - Improve Existing & Construct New Facilities										