

# EXECUTIVE SUMMARY

## Background

Beginning in 1996, as part of the recommendations associated with the City Shape 2020 visioning process, the city implemented Character-based General Planning. This process involved dividing the city into twenty four character areas, each with its own character area plan offering specific goals and polices to guide future development. In February 2007, the City Council endorsed a consolidated character planning process by identifying six individual citywide character areas as the means for updating the 2001 General Plan. Southern Scottsdale is one of these designated character areas.

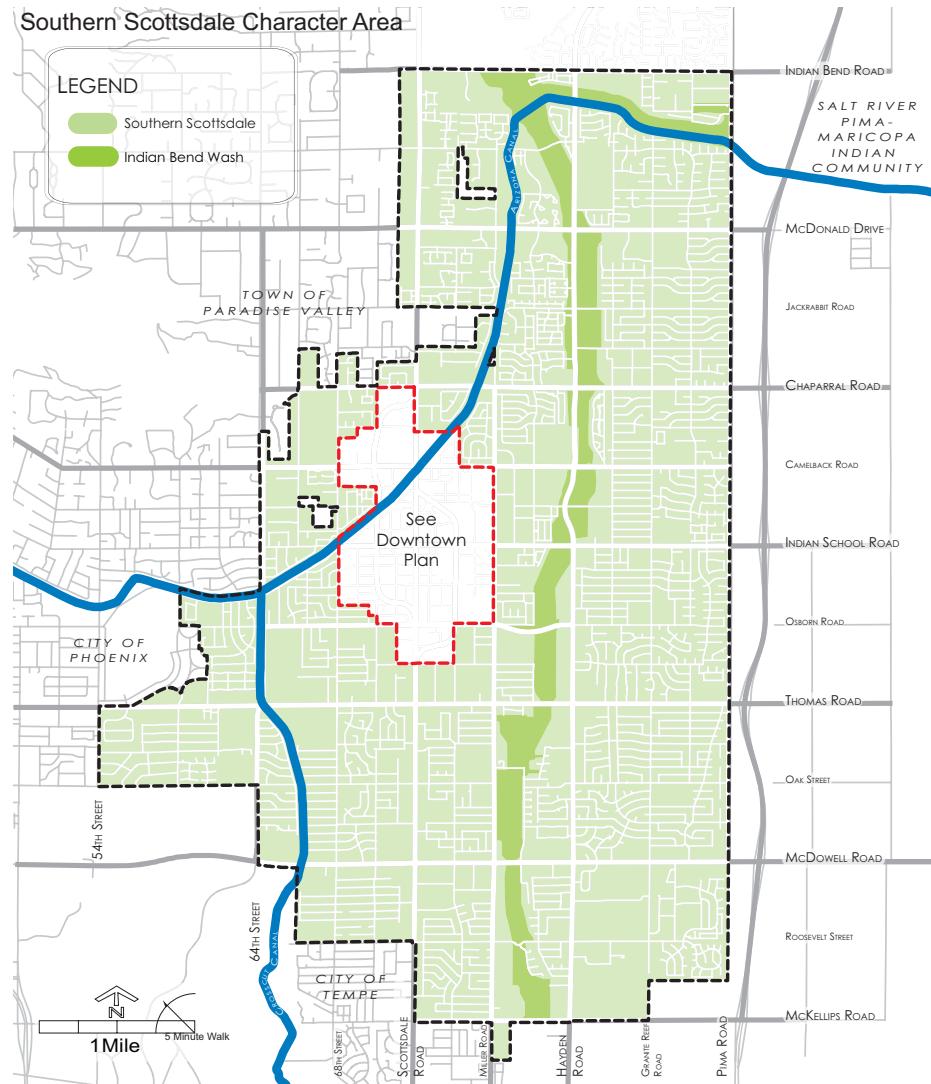
The Southern Scottsdale Character Area Plan is a policy document that offers guidance to the Southern Scottsdale community regarding future growth and development decisions. As such, it acts as a framework for citizens, business owners, and public officials to come together and ensure that revitalization and redevelopment fulfills the community's vision and values.

## Community Involvement

To ensure that the Southern Scottsdale Character Area Plan would reflect the community's goals and vision, an extensive public outreach process was conducted. Workshops, business focus groups, open houses, ice cream socials, café conversations, and trolley tours represent the range of public outreach activities used to engage citizens in the visioning and prioritization process.

### **Public Outreach Process Identified Five Community Priorities:**

1. Develop a strong economic core with community gathering places
2. Focus on local mobility and walkability
3. Maintain and enhance existing neighborhoods and identity
4. Balance growth
5. Promote well designed architecture and sustainability



## Location

The Southern Scottsdale Character Area is located within the southern-most portion of Scottsdale. The area encompasses 9,587 acres (14.98 square miles) and entirely surrounds Downtown Scottsdale. Southern Scottsdale is bounded on the north by Indian Bend Road; on the east by the Salt River Pima-Maricopa Indian Community; on the south by the City of Tempe; and on the west by the City of Phoenix and the Town of Paradise Valley.

The adjacent Character Area is the Shea Corridor Character Area to the North.

## How to Use This Plan

### Scottsdale General Plan – Southern Scottsdale Character Area Plan

The Southern Scottsdale Character Area Plan is an integration of three Character Areas—Resort Corridor Character Area, Monterey/Arcadia Character Area, and Indian Bend Character Area—per the 2001 General Plan. The General Plan established character-based planning with three distinct and interrelated levels:

- Level 1 - Citywide Planning: Incorporates 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, design philosophy, and transitions.
- Level 3 - Neighborhood Planning: Develops Neighborhood Plans which identify and implement efforts to improve specific neighborhoods within the city.

The Southern Scottsdale Character Area Plan incorporates community goals and policies consistent with - but not duplicative of - the Scottsdale General Plan elements, as well as goals and policies that speak specifically to the special attributes of Southern Scottsdale and how it functions.

### Plan Purpose

The purpose of the Southern Scottsdale Character Area Plan is to guide the future development of Southern Scottsdale. To accomplish this end, the plan sets forth goals and policies to guide decision-making in Southern Scottsdale for the next twenty years. The plan also offers a combination of implementation approaches and programs which reflect the community's visions and aspirations for the future. Additionally, the Southern Scottsdale Character Area Plan will:

- Guide policy decisions related to private and public projects in Southern Scottsdale;
- Establish the framework for private and public implementation programs;
- Incorporate mixed-use as a means for providing housing, shopping, employment, and entertainment uses; and
- Direct redevelopment and reinvestment along major corridors and in Regional Centers and Activity Areas while preserving neighborhoods.

## Southern Scottsdale Character Area Plan Chapters

The Southern Scottsdale Character Area Plan components have been integrated into a vision and values section and nine chapters. The content of the chapters and how they implement the community's vision for Southern Scottsdale is described below:

**CHAPTER 1 - LAND USE, GROWTH & ACTIVITY AREAS** – presents the concept of Southern Scottsdale as a community of residential neighborhoods intersected by major corridors where reinvestment and redevelopment is to be encouraged. The discussion suggests that redevelopment consist of mixed-use developments primarily located along corridors and within identified Regional Centers and Activity Areas. Additionally, the Land Use and Growth/Activity Areas examine Indian Bend Wash as a Southern Scottsdale open space and recreational amenity. It begins a conversation about Indian Bend Wash (that will be found throughout the plan) by revisiting current land uses found within proximity to the Wash. This examination suggests these properties incorporate mixed-use development for revitalization purposes and be reoriented to embrace Indian Bend Wash's open space and recreational opportunities. Also, it recognizes the need for a greater range of people-oriented land uses, such as, but not limited to, dining/restaurants and cafes, to be located at Regional Centers, Activity Areas, Corridors, and the edges of Indian Bend Wash and Papago Park.

**CHAPTER 2 - CHARACTER & DESIGN** – sets forth goals and policies to achieve the Southern Scottsdale community's desire for pedestrian-friendly design, dynamic streetscapes, buildings that complement southwestern architecture, gathering places, and open spaces. The plan's implementation program also provides a means for enhancing design guidelines that address the massing of buildings and their influence on the surrounding built environment.

**CHAPTER 3 - ECONOMIC VITALITY** – emphasizes Southern Scottsdale's need to move towards identifying a range of choices for reinvestment that can reduce the number of older, obsolete, and unanchored retail centers and encourage new commercial and residential investment choices. This chapter introduces revitalization and redevelopment strategies to encourage Corridor, Regional Center, and Activity Area development while expanding Southern Scottsdale's employment, housing, entertainment, commercial, and retail food service options.

**CHAPTER 4 - NEIGHBORHOOD REVITALIZATION** – explores several aspects of neighborhood regeneration within Southern Scottsdale. These include: preservation of residential neighborhoods; promotion of greater community connectivity; encouragement of redevelopment and reinvestment; strengthening of community identity; and encouragement of quality construction and design. The goals and policies found in this chapter provide a structure that will assist in renewal and reinvestment efforts throughout Southern Scottsdale. They offer objectives for enhancing neighborhood stability, identity, diversity, and opportunity.

**CHAPTER 5 - HOUSING** - presents Southern Scottsdale as an area that has reached near build-out, thus future development will be focused on infill and redevelopment. This chapter suggests that development density and intensity are the means for meeting the community's future housing needs. The housing goals and policies provide a structure that will assist in advancing these diverse housing efforts throughout Southern Scottsdale.

**CHAPTER 6 - MOBILITY** – identifies four areas of focus: to provide community residents with multi-modal transportation opportunities; to elevate pedestrian and bicyclist safety, comfort, and access throughout the community; to enhance connectivity, and to foster greater parking choices/flexibility to enhance the building potential of new and existing development sites.

**CHAPTER 7 - PUBLIC SERVICES, FACILITIES, AND INFRASTRUCTURE** – recognizes that in order to maintain/enhance the quality of life for Southern Scottsdale residents, future increased demands on these services must be met. This chapter examines the need to provide enhanced social services and facilities in Southern Scottsdale while promoting community sustainability. The plan supports the improvement and maintenance of services and facilities through proposed goals, policies, and implementation strategies.

**CHAPTER 8 - OPEN SPACE & RECREATION** – underscores the importance of adequate natural and developed open space and recreational facilities. The plan acknowledges that these types of public investments are not merely desirable, but are essential to the overall well-being of a community. The chapter describes the community's desire to improve the quality of Southern Scottsdale's existing natural and developed open spaces and recognizes the need to acquire, develop, and improve open space for parks and recreational activities. Also, the plan recognizes how connect Southern Scottsdale is to the regional open space/recreational system.

**CHAPTER 9 - PRESERVATION & ENVIRONMENTAL PLANNING** – recognizes the importance of promoting conservation and sustainability within Southern Scottsdale's neighborhoods. The chapter also focuses on the need to manage water and air quality and promote conservation and the generation of renewable energy, while preserving significant historic and natural resources. Collectively, these goals and associated policies influence the community's health and quality of life.

