



Scottsdale Downtown Plan Update
DECIDING THE FUTURE WORKSHOP

SUMMARY REPORT

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INTRODUCTION

The Deciding the Future Workshop brought together over 80 residents, property owners, business owners, and other stakeholders to review and provide feedback on recommendations to ensure the policies in the Scottsdale Downtown Plan Update reflect the vision of the community.

There were two separate offerings involved in the Deciding the Future Workshop Series including:

- Morning Business Forum
- Evening Presentation and Workshop

BUSINESS FORUM

THURSDAY, JANUARY 24TH

This event was conducted as a panel discussion with the objectives of:

- Providing background on the Downtown Plan and the planning process
- Highlighting the key policy recommendations for the Downtown Plan Update
- Providing an opportunity for community members to ask questions of the key experts developing the Downtown Plan Update policies

A panel comprised of members of the Downtown Plan Update consultant team provided an overview of their findings, possible policies, and related options to forum participants from their respective areas of expertise:

Janet Smith-Heimer of Bay Area Economics provided a preview **of findings from the downtown market analysis**. She emphasized that downtown is experiencing a demographic change stemming from the addition of recently built housing, and that new residents will want more resident-serving retail and services. She briefly described the hotel market but cautioned that occupancy rates are not as robust as would be ideal; so, careful marketing and positioning will be essential. She further emphasized the potential for Downtown Scottsdale to develop “urban neighborhoods” that incorporate housing and resident-serving commercial areas, as well as the potential to tap into Scottsdale’s longstanding interest in environmental issues with eco-tourism.

Angela Dye of A Dye Design provided an overview of the **Downtown Mobility Workshop** held in November. She recommended that the strong interest to improve and enhance the pedestrian environment in downtown, as indicated by workshop participants, become a top priority. She also mentioned the desire for many participants for regular, more predictable trolley routes that would appeal to residents as well as visitors.

Jim Charlier of Charlier Associates discussed potential **mobility policies** for the Downtown Plan, including a prioritization of pedestrian environments to guide future policy and investment, the potential for transit to serve the needs of downtown more effectively, issues and opportunities for inviting increased bicycle use, and options for managing an efficient parking supply.

Shelley Cohn, former CEO of the Scottsdale Cultural Council, provided an overview of the recently completed **Cultural Assessment for Downtown Scottsdale**. She noted that despite dramatic growth and change over the years, Scottsdale remains a center for highly affluent and well-educated people, and that Scottsdale residents participate in and value a wide range of arts activities. She also noted that the next generation of cultural consumers has different interests and patterns of participation, and that the competitive landscape around Scottsdale Center for Performing Arts (SCPA) has grown significantly and is rapidly changing. The SCPA and Scottsdale Museum of Contemporary Art (SMoCA) were described as valued community resources, with programs that must be better promoted and that must continue to adapt to changing conditions. Scottsdale must respond to the arts and culture's specific challenges as a community so that it will become even more integral to civic identity.

Kevin Gardiner of Kevin Gardiner & Associates concluded the panel with an overview of the broad trends and findings of the Downtown Plan Update process, particularly those related to land use and urban design. Observations of other panelists were reiterated, but most notably pedestrian "walkability" downtown was described as a key component of community outreach, indicating implications for streetscapes, building design, shade, and comfort. Regarding land use, he noted the consensus from the community that the boundaries of the Downtown Plan Area shall remain, for the most part, the same as the 1984 plan suggests, with only the addition of a few edge parcels; adding that people see an advantage in the predictability of an established boundary. Kevin also noted the need to develop policies and standards for creating smooth transitions between the edges of the downtown planning area and the adjacent, lower-intensity

neighborhoods. He suggested that land use and building form can be treated in sophisticated ways that create more positive relationships between neighboring properties.



Business & Property Owners Forum

DECIDING THE FUTURE “OPTION TRAIN” WORKSHOP

THURSDAY, JANUARY 24TH

The evening workshop was a large-scale, multimedia event with objectives to:

- Provide an opportunity for the community to learn from experts
- Provide an informal forum for community members to learn and weigh in on policy options for downtown
- Provide an opportunity for community members to directly interact with the Project Team and City Staff

A formal presentation on environmental and livability factors for downtown commenced the event, followed by an informal exercise for attendees to weigh in on draft policy concepts at their leisure by visiting different “stations.” Each station had representatives from the Project Team to field questions and further explain exhibits/displays.

ENVIRONMENTAL AND LIVABILITY FACTORS PRESENTATION

Dan Hoffman of Arizona State University (ASU) and Studio Ma provided an informative presentation on environmental and livability factors for downtown. His presentation drew from the academic work he has been conducting at ASU on desert environmental issues, along with experience with the Phoenix Urban Form Project and other Studio Ma projects.

Hoffman’s presentation focused particularly on the Urban Heat Island (UHI), the temperature difference between densely populated urban areas and the surrounding countryside. Urban areas often absorb more heat than undeveloped areas due to substantial proportions of man-made materials like concrete paving.

He emphasized that to address the UHI effectively will require a regional approach. Adding more development downtown increases heat gain, but adding suburban development in undeveloped areas of the region is much more detrimental to regional heat increases. The amount of paving per unit is substantially greater in suburban development than in downtown development. Retaining undeveloped natural areas in the region is critical to minimizing heat gain in the developed areas. In order for downtown to successfully accommodate more development, it must be a comfortable

working and living environment. Design practices must be incorporated that add shade and minimize heat gain to the maximum extent feasible.

To minimize the UHI, he suggested that standards should optimize building forms that achieve comfort and sustainable development. Standards for building massing, street walls, and public spaces should all mitigate the impacts of the heat island. The balance is to create desirable street level shading while also allowing for appropriate levels of sky view and air circulation.

He made several key points in the presentation:

- Street level shading is of particular importance, with comfort provided from dense sidewalk shading in areas exposed to sunlight.
- Roof surfaces can have a significant impact on the heat island. A variety of techniques can be used to reduce the amount of heat absorbed by the roof surface such as high albedo (white) roofs, green roofs and green sky roofs.
- Paving and building materials are important, as typically forty percent of materials surrounding a pedestrian is made of sidewalk and street paving. Reductions in the amount of heat stored and transmitted by pavements will have a significant impact on pedestrian comfort and the urban heat island.
- Open space affords the opportunity to distribute “cool pockets” — areas of concentrated shading and cooling— throughout downtown. These spaces should utilize a wide range of cooling strategies such as shading, low mass materials, evapotranspiration, the presence of water, and air movement.
- Psychological factors also play a significant role in the perception of human comfort in public spaces. Major psychological comfort factors include “perceived control,” or the ability to make choices of how one moves in a space; “variation,” or the frequency of environments with different perceived temperatures; and the “presence of nature,” in the form of trees, planting and water.



Participants signing in and listening to Dan Hoffman's presentation

“OPTION TRAIN” EXERCISE

The “Option Train” exercise was organized around a series of “stations,” each oriented to a particular aspect of the Downtown Plan Update. Each station provided attendees the opportunity to weigh in on draft policy concepts and to discuss issues with representatives from the Project Team.

HISTORY STATION

Participants at this station viewed a summary of key people, places and events related to downtown’s history that were received from the Placemaking: Visions and Values Workshop in October. They were invited to add additional points on post-it notes, and/or provide an oral history. A board displaying local and national historic register buildings was provided (see below).

Downtown Properties on Scottsdale Historic Register

1 Adobe Apartments
Built 1953
Placed on Historic Register: July 4, 2002
After serving as office space, the Adobe Apartments were one of the first mixed-use in Downtown Scottsdale. Designed by Dr. Paul Schreiber - a local descendant of some of Scottsdale's founders - the apartments are a prime example of 1950s western vernacular architecture.

2 Craftman Court
Built 1953
Placed on Historic Register: July 4, 2002
With help from Mr. Pioneer McCormick, Lloyd Price Saw and Steel Engine built a new historic Crafts Center for other local artists such as Phil Gaskaman, Hayden Ishiguro, and Gene Beck after the first city burned. The center is designed by V.S. Woodgarden.

3 Sugar Bowl
Original Western Hotel structure
Built 1925, historically altered 1935
Closed on Historic Register: May 9, 2004
Originally serving as a hotel and automobile store, the Sugar Bowl Ice Cream Parlor was created in 1932 in response to growing tourism and the need for a theme-oriented city attraction. The original store, which was converted to a restaurant.

4 Rusty Spur Saloon
Built 1922
Placed on Historic Register: May 23, 2004
Scottsdale's first saloon opened in 1922 on Hermer's Store. It closed during the Depression and was later converted into a saloon. The original store, which was converted into a saloon.

5 Saba's Department Store
Built 1922, historically altered 1945
Placed on Historic Register: May 2, 2005
Saba's is an example of efforts by local leaders to create a distinctive business image for Downtown Scottsdale. Originally a pharmacy, the building was converted to a retail store and later into a new western New York facade, which shows roof and a covered walkway.

6 Mexican Imports
Built 1953
Placed on Historic Register: October 3, 2005
The post-war era built using industrial style glass bricks to set it apart from other Downtown buildings. The building originally housed retail stores and offices for the nearby growing town.

7 Porter's Western Store
Built 1922
Placed on Historic Register: May 23, 2005
Scottsdale's first post-war office building. The building, which housed retail stores and offices for the nearby growing town.

8 Little Red Schoolhouse
Built 1898
Placed on National Register of Historic Places: June 15, 1994
Scottsdale's first permanent school has served many uses over the years. It served as a school for the 1890s, a school for the 1920s, a school for the 1930s, and a school for the 1940s. It is now the site of the Scottsdale Historical Society Museum.

9 Our Lady of Perpetual Help Mission Church
Built 1922
Placed on Historic Register: April 3, 2002
The Old Mission House was built through collective effort of primarily Hispanic parishioners and was completed in 1925. The Spanish Colonial Revival building has been added to the National Register of Historic Places. It is a prominent landmark, which includes a bell tower, arched openings and other traditional architectural features.

10 Cavalliere's Blacksmith Shop
Built 1922
Placed on Historic Register: May 23, 2005
Because Scottsdale's town fathers were concerned that a blacksmith shop would be the only one in town, they requested that George Cavalliere build the shop on the "edge of town" which was then Blacksmith Lane and located on the corner of the old city building site (located on a blacksmith shop today).

11 Pink Pony Restaurant
Built 1954, historically altered 1970
Placed on Historic Register: May 9, 2004
The Pink Pony is a prime example of adaptive reuse of building structures. The restaurant was opened in the 1970s, featuring modern, modern and southwestern architectural styles together. The Pink Pony was also a pioneer spot for Latino LGBTQ+ events to take place.

12 Loloma School
Built 1924, historically altered 1970
Placed on Historic Register: May 23, 2005
During the 1920s, Scottsdale's population more than doubled. Hoping this would be a new school, The Scottsdale Elementary School (P.S. now known as Loloma School), is a one-story Spanish Colonial Revival building with eight classrooms.

13 Hotel Valley Ho
Built 1924
Placed on Historic Register: July 4, 2002
The Hotel Valley Ho was the first post-war hotel in Scottsdale, and it is considered nationally significant as one of the few remaining major hotels post-WWII. The hotel's architectural design is a blend of modernity, Spanish and Mexican influences and is still in operation today.

**TOP 20 Participant-Identified
Most Important Aspects
of Downtown History**

- Old Town
- Art Walk
- Camelback Mountain
- Art Galleries
- Arts Community
- Culinary Festival
- Open Spaces
- Parada del Sol
- Shade
- “Western” culture
- Arts Festival
- Indian Bend Wash
- Saguaros
- Sugar Bowl
- Walkable Streets
- Bike Paths
- Civic Center Mall
- Free Sunday Concerts
- Nightlife
- Red Sunsets



History station participants

ECONOMIC VITALITY STATION

At the Economic Vitality Station, draft economic policies and options were described and illustrated. Participants were asked to identify and comment on their top economic vitality priorities. Existing policies from the 1984 Plan policies were identified separately from new policies so participants could decide if the existing policies are still relevant for the future.

The complete list of draft policies and responses can be found in the appendix. Draft policies receiving the greatest amount of support included:

- This plan establishes policy which will allow downtown to be a highly functional mixed-use center with emphasis on specialty retail, arts/cultural opportunities, office and residential/hotel uses.
- Promote downtown as the symbolic cultural center of the community.
- Downtown should be a creative environment in which people can live, work, and pursue leisure activities.
- Downtown should be the commercial, cultural, civic and symbolic heart of the community by offering activities and uses that are not found elsewhere in the City (i.e. cultural activities, city governmental center).
- Develop one or more urban neighborhoods downtown, with concentrations of housing and neighborhood services (e.g. grocery) in a walkable configuration. Ensure that these neighborhoods have sufficient support to create a full-time living environment.
- The city should encourage downtown merchants to coordinate marketing and operational programs.
- Residents and visitors will be attracted to downtown if it provides a wide variety of densities, architectural styles, mix of uses, and experiences.
- The City should actively seek public/private partnerships to achieve the goals of the Downtown Plan.
- Providing development and zoning incentives is an appropriate tool for stimulating downtown revitalization.



Economic Vitality Station

ARTS AND CULTURE STATION

An inventory of arts and culture amenities was displayed on a large-scale map of Downtown, and participants were asked to place dots on the venues and events they frequent. Among the most frequently visited:

- Old Town District
- Scottsdale Museum of Contemporary Art (SMoCA)
- Scottsdale Center for Performing Arts (SCPA)
- Civic Center Library
- Civic Center Amphitheater
- Stetson Drive Area

Participants were also asked to identify additional opportunities for arts and culture as described in the box on the right.

Participant-Identified Arts & Culture Opportunities

- Nurture Teens
- Street Performances
- Interactive art for children
- Teen/child-created art
- Graffiti Wall
- Sculptures
- Small theaters
- Visual enhancements at key locations downtown
- Little and Big surprises
- Sculpture parks at gateways
- Art foundry
- Talent shows
- Promote school performances
- Showcase teen art



Arts and Culture Station

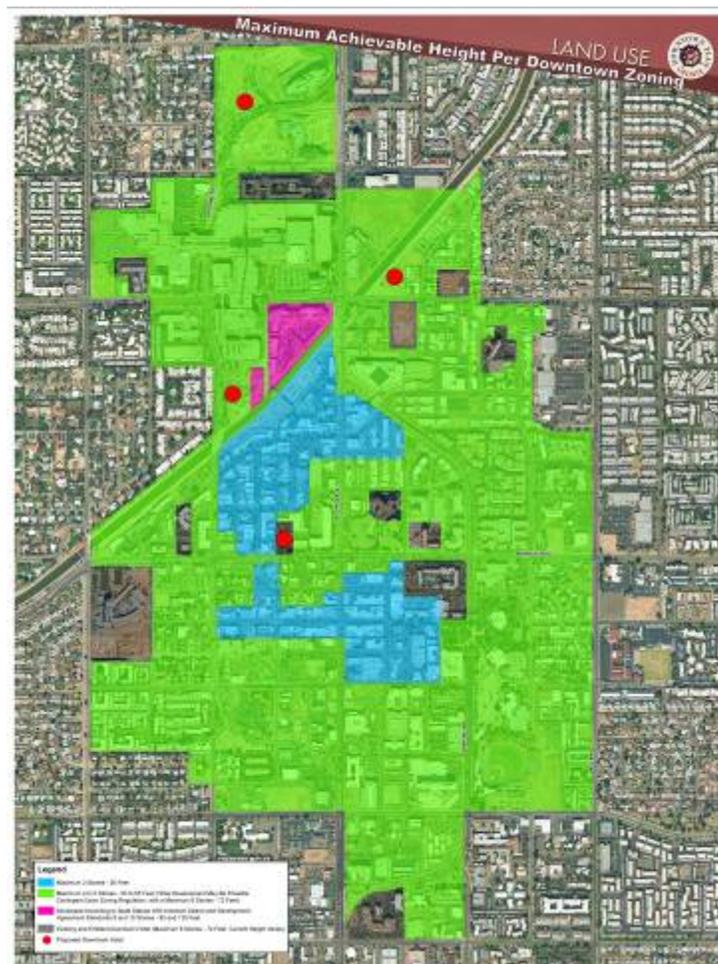
LAND USE STATION

The Land Use Station included a display of the existing and proposed land use alternatives. Participants were to provide comments on development zones, boundary adjustments and height options.

Below are images presented at the Land Use Station, followed by a complete list of the comments received for each illustration.

Maximum Achievable Height Per Downtown Zoning Graphic

This graphic illustrates the maximum achievable building heights currently recommended in the existing Downtown Plan Land Use Element.



Legend

- Maximum 3 Stories - 36 Feet
- Maximum 4 to 5 Stories - 50 to 65 Feet (Hotel Development May Be Possible Contingent Upon Zoning Regulation, with a Maximum 8 Stories - 72 Feet)
- Developed According to State Statute Infill Incentive District and Development Agreement Standards 8 and 13 Stories - 85 and 135 Feet
- Existing and Entitled Downtown Hotel (Maximum 8 Stories - 72 Feet, Current Height Varies)
- Proposed Downtown Hotel

Comments from Maximum Achievable Height Per Downtown Zoning Graphic

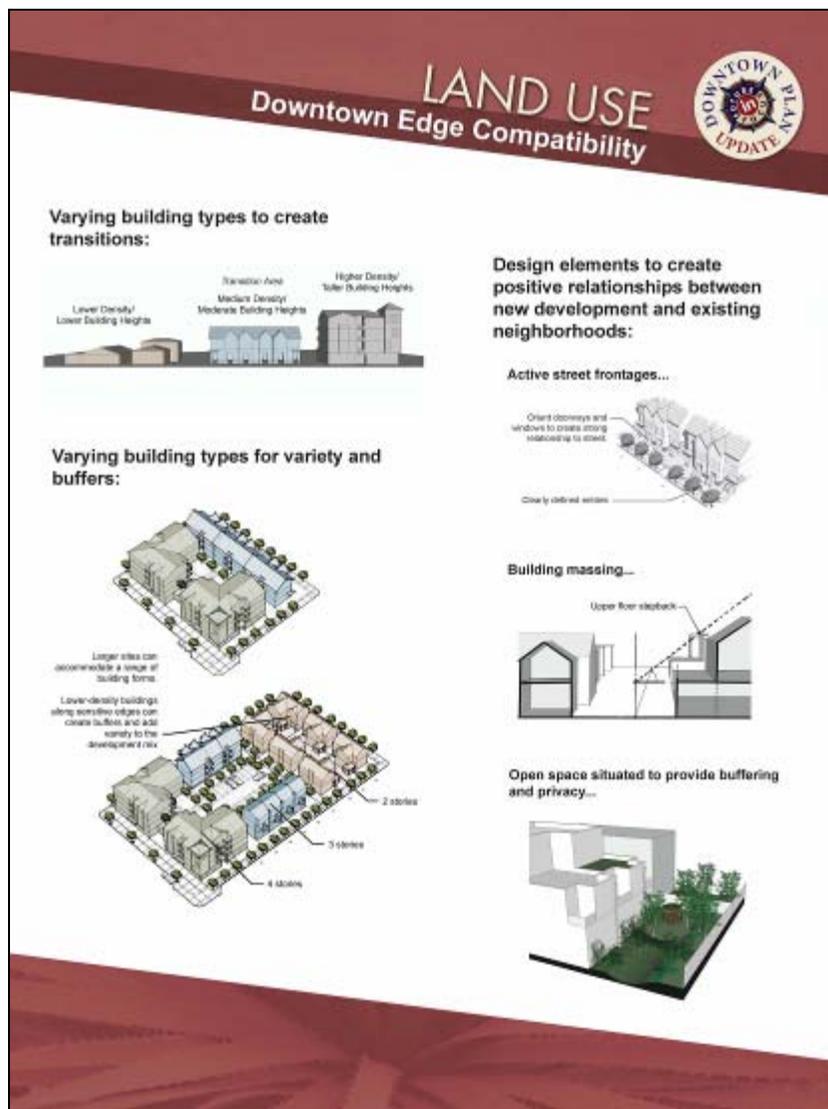
- Maximize height where views are not impacted
- Need height transitions between existing adjacent residential areas and greater building heights
- Mountains and views are important; height standards should be flexible to accommodate the views
- Control height and density, especially along the downtown edges.
- Downtown does not equal Old Town.
- Downtown needs to be vibrant, contemporary and dense.
- Give me density, give me mass transit.
- Maximize height everywhere to reduce vehicular traffic.
- Maximize height to encourage development
- Wherever possible, limit height to 36 feet
- The 1940's and 50's are over, more height will give us more modern buildings
- Increased heights should continue to be allowed in all Type II zoning districts
- Consider a staggered height from the street edge to widen view corridors
- Building height could be allowed up to 70 ft, but quality of development is more important
- Nothing higher than 36 feet
- Greater height to bring in more tax dollars
- More density
- Maximize height/extend downtown
- Consider landmarks and view corridors – Limit height to protect these and be sensitive to proximity
- Be sensitive of homes in relation to height – Buffer by transition, don't tower over homes like Phoenix does



Land Use Station

Downtown Edge Compatibility Graphic

This graphic depicts land use and building design techniques that create transitions between the edges of downtown and adjacent lower-intensity neighborhoods.

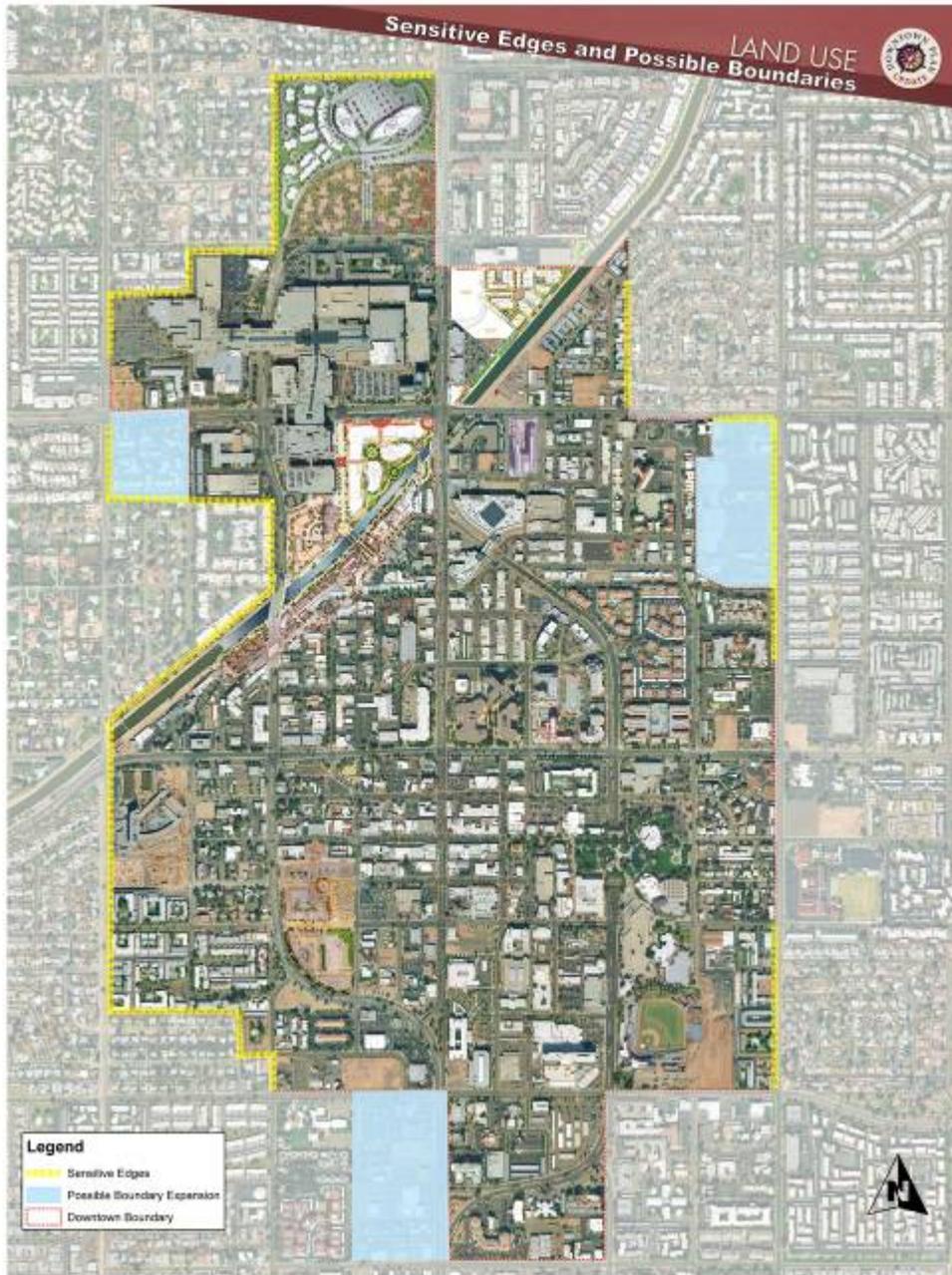


Downtown Edge Compatibility Participant Comments

- Require building mass edge relationships to adjacent areas
- Provide moderate income housing for workers
- Consider building orientation and shade in designs
- This concept will enhance the idea of “Where the Old West meets the New West”
- Density will help support downtown

Sensitive Edges and Possible Boundaries Graphic

This graphic illustrates potential boundary modifications to the Downtown Plan area (in blue), as well as sensitive edges along the downtown boundary (in yellow).



Legend

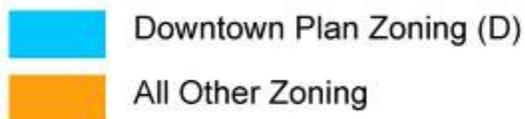
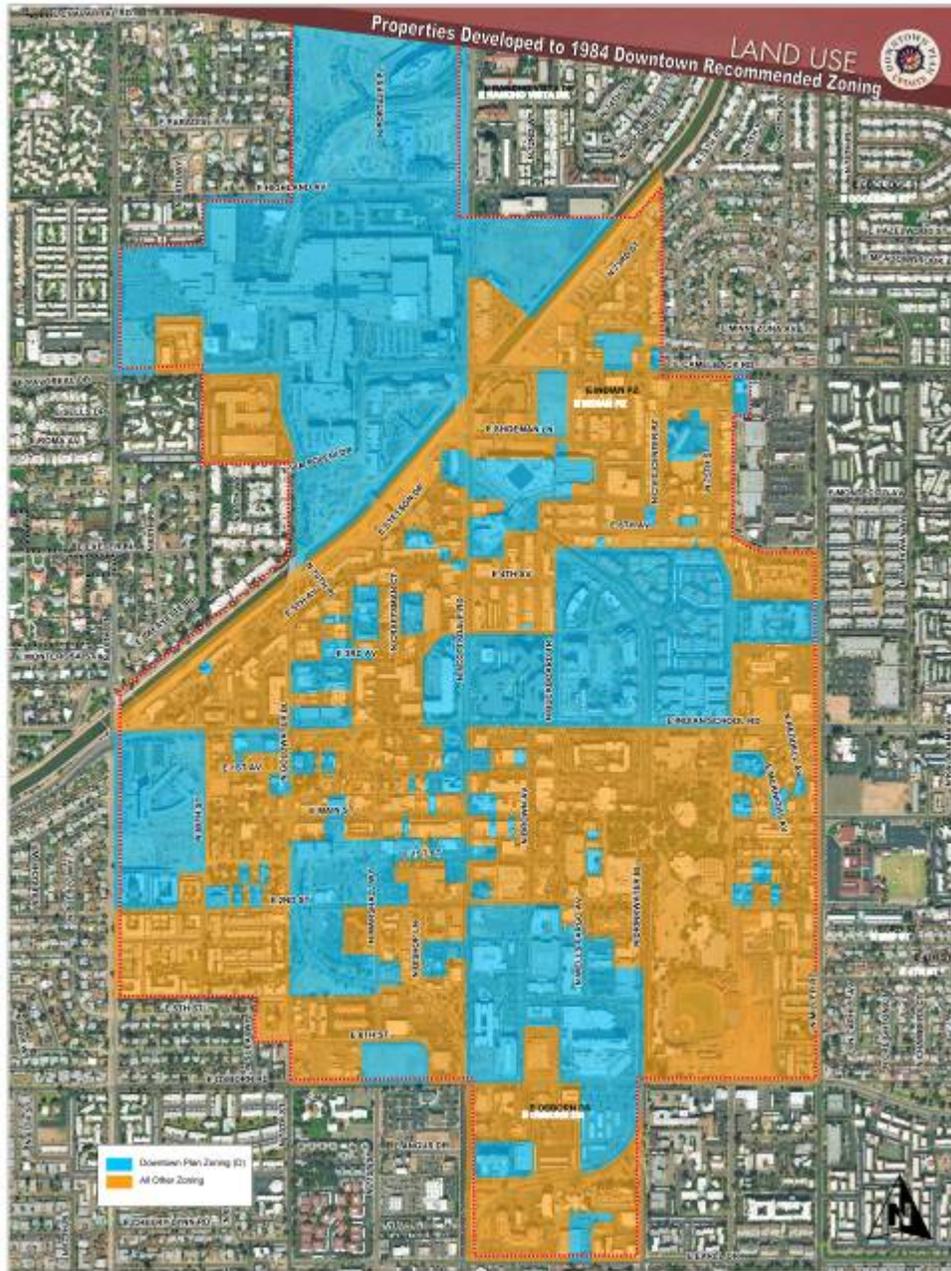
-  Sensitive Edges
-  Possible Boundary Expansion
-  Downtown Boundary

Comments from Sensitive Edges and Possible Boundaries Graphic

- Increase downtown boundaries to control the northern gateway into downtown.
- Plan for future development in areas affected by downtown.
- Add to the downtown area
- Need a transition zone to buffer single level homes from multi-story buildings
- Camelback Road between Miller Road and 73rd Street and Miller Road between Camelback Road and Second Street should be indicated as sensitive edges
- Include in downtown overlay:
 - Orchidtree site: Southeast corner of Camelback Road and 68th Street
 - U.S. Egg site: Southwest corner of Scottsdale Road and Osborn Road
 - Sunflower Market site: Southwest corner of Miller Road and Camelback Road
- Include the Orchidtree site if redeveloped as gateway. The south side of the site should be two-story residential with a step-up in height closer to Camelback Road. Locate retail along Camelback Road.
- Retrofit “Galleria Area” as a multi-use, central meeting area that is connected to mega-retail Fashion Square. There is no central meeting area in this city. This could be it.
- This Sunflower Market area needs to be revamped and should be included in the downtown overlay
- Adjacent mixed-use and commercial development areas should be allowed in the boundaries. Existing commercial corridors abuse the downtown boundaries
- Please listen to Mr. Hoffman’s presentation about how density makes sense for sustainability. Tourism can still happen even with increased density.
- Would like to see the U.S. Egg area included in the Downtown zone and redeveloped. It’s the gateway to Scottsdale.
- Maintain the close proximity of restaurants to hotels

Properties Developed to 1984 Downtown Recommended Zoning Graphic

This map indicates downtown properties developed under the recommended zoning of the 1984 Downtown Plan.



Comments from the Properties Developed to 1984 Downtown Recommended Zoning:

- Many properties have rezoned recently under “C2–Downtown Overlay.” This is considered Downtown Zoning too.
- Where is the workforce housing?
- Develop incentives for smaller parcel owners to rezone appropriately. No General Plan amendments for them.
- Encourage housing at perimeter of downtown to bridge downtown with South Scottsdale
- The downtown boundary should not be expanded
- Expand the downtown zone.
- More height now!

MOBILITY & CONNECTIVITY STATION

The Mobility and Connectivity Station included a display of key ideas developed during the November Mobility Workshops and some potential solutions. Pedestrian threshold concepts, such as “Pedestrian Challenging,” “Pedestrian Compatible,” “Pedestrian Supportive,” and “Pedestrian Place,” were presented that could guide policies and implementation. Participants also had the option to map their own pedestrian zone ideas, and prioritize the solutions that they found most important for downtown. Existing and draft Downtown Plan Circulation policies were also presented for comment.



Mobility and Connectivity Station

Mobility Workshop Summary

In the Downtown Plan Update Mobility Workshop, participants were asked to route their primary and secondary walking routes in Downtown Scottsdale. The following illustrates a summary of those routes.



Pedestrian Hierarchies

The Pedestrian Hierarchies introduced the concept of different hierarchies for pedestrian environments. Conceptual maps showing how pedestrian hierarchies could be applied to Downtown Scottsdale were illustrated, and participants were invited to prepare their own hierarchy maps.

The Pedestrian Hierarchy concept was described as follows:

PEDESTRIAN CHALLENGING ENVIRONMENTS – These are areas where walking is unsafe and unattractive. Examples include freeway corridors, certain industrial or extraction land uses, landfills, and major streets and roadways lacking continuous sidewalks. A major characteristic of Pedestrian Challenging Environments is that they lack pedestrians, either due to a lack of pedestrian accommodations and/or dominance by auto traffic and auto-oriented land uses. It is suggested that Pedestrian Challenging Environments are not acceptable or recommended in Downtown Scottsdale.

PEDESTRIAN COMPATIBLE ENVIRONMENTS – These environments provide pedestrian facilities, but at a minimal level of accommodation. These are areas and corridors where walking is technically safe (there are continuous sidewalks and reasonably safe street crossings), but land use patterns generate little walking activity. Arterial street corridors, remote or rural streets, and certain light industrial or warehousing areas will only attract limited amounts of utilitarian walking, and will not appeal to recreational walkers or strollers.

PEDESTRIAN SUPPORTIVE ENVIRONMENTS – These are well-designed residential and commercial neighborhoods, employment centers, parks and recreational areas. Sidewalks are continuous and buffered from streets, and wide enough for passing and walking side by side. Land uses are dense enough to either attract utilitarian walking trips of reasonably short lengths (half mile or less), or attract recreational walkers and joggers. Buildings, not parking lots, face streets and good street crossings are provided. A good test to determine a Pedestrian Supportive Environment is whether or not a parent is comfortable letting her eight-year old child walk ahead of her with minimal supervision.

PEDESTRIAN PLACES – These are the highest form of public space – gathering places that generate extensive pedestrian activity. Places are districts of limited geographical extent that have mixed-use land developments, moderate to high densities, and good transit service. Places include several types of pedestrian amenities including interesting, high-quality sidewalks, crosswalks, outdoor dining, public art, water fountains, sidewalk merchandising displays, activities for children, and plenty of places for people-watching. Here people will stroll and linger past storefronts and urban landscape features, walking for both utilitarian and recreational purposes. Pedestrian Places have people of all ages moving about between multiple activities, with at least three unique, highly identifiable areas such as outdoor seating, a water feature, and pedestrian-oriented shopping located in close proximity.

Pedestrian Hierarchy
Areas of participant agreement

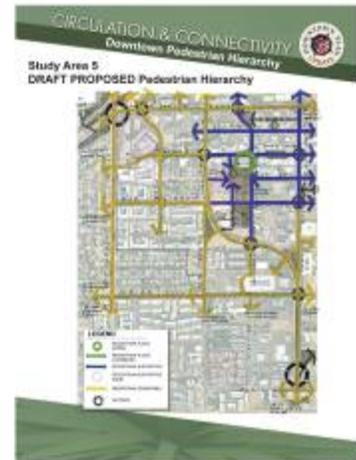
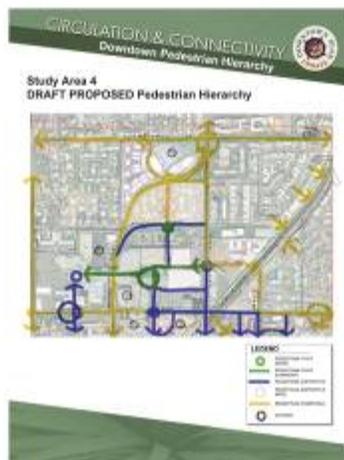
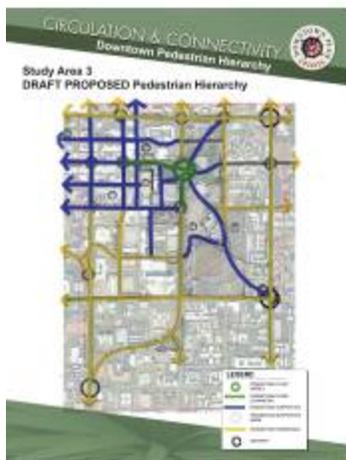
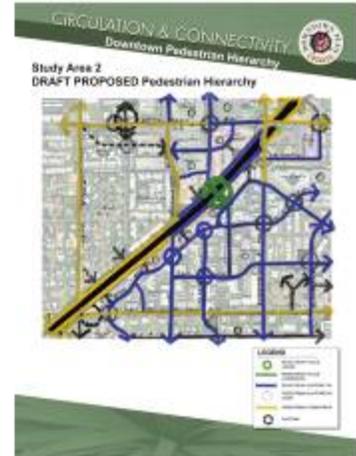
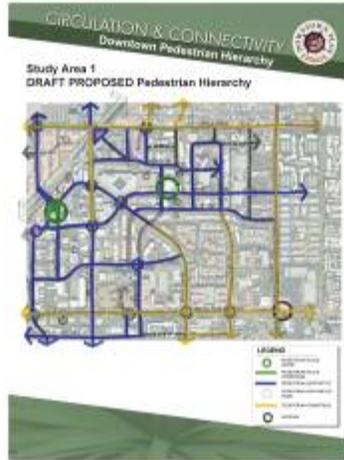
- Designate the canal as a high-level “Pedestrian Place”
- Designate Scottsdale Road as a “Pedestrian Place”
- Designate the Main Street connection to the Civic Center Mall (at Brown Avenue) as a “Pedestrian Place”

Pedestrian Hierarchy
Areas of participant disagreement

- Indian School Road as either “Pedestrian Place,” “Pedestrian Supportive” or “Pedestrian Compatible.”
- The couplets [Drinkwater and Goldwater Boulevards] most common responses were “Pedestrian Place” and “Pedestrian Compatible.”

DOWNTOWN SCOTTSDALE DECIDING THE FUTURE WORKSHOP

Illustrated here are conceptual maps showing how pedestrian hierarchies could be applied to Downtown Scottsdale.



- LEGEND**
-  PEDESTRIAN PLACE (NODE)
 -  PEDESTRIAN PLACE (CORRIDOR)
 -  PEDESTRIAN SUPPORTIVE
 -  PEDESTRIAN SUPPORTIVE NODE
 -  PEDESTRIAN COMPATIBLE
 -  GATEWAY

Circulation Policies

Also described were potential circulation policies for the Downtown Plan of which participants were asked to identify their top priorities and provide comments. Existing policies were identified separately from proposed new policies so participants could decide if the existing policies are still relevant for the future.

The complete list of draft policies and responses are available in the appendix. Draft policies receiving the greatest amount of support included:

Overall Policy

- Pedestrian circulation shall have priority over vehicular travel.
- Development patterns shall accommodate a diverse population of residents, workers, and visitors, and shall include a vibrant mix of uses to reduce the need for daily vehicular trips out of downtown for basic needs.

Automobile Policy

- Proposed intersection improvements and widening projects to enhance vehicular capacity shall not degrade pedestrian travelways or crossings.
- Private development projects shall maintain the connectivity of the urban street network.
- Investments shall be focused on improvements that add long-term value.

Bicycle Policy

- At least one designated east/west and one north/south bicycle corridor shall connect Downtown Scottsdale to the regional bicycle network.
- Residents and employees in downtown shall have the option of using their bicycle as a primary form of daily transportation.
- Downtown streets shall be complete, multimodal corridors.
- Scottsdale shall embrace and promote the environmental, personal health and societal benefits of bicycling as a transportation mode.

Public Transportation Policy

- Investments shall be made to increase service frequency to key destinations.
- Public transportation shall strive to meet the mobility needs of residents and workers in addition to visitors.
- Taking transit shall be as easy and convenient as driving.

- Scottsdale shall plan for person capacity within transportation corridors rather than planning to accommodate vehicular capacity only.

Pedestrian Policy

- Walking within Downtown Scottsdale shall be easy. Destinations shall be accessible.
- The pedestrian realm shall accommodate walking in a 24-hour downtown.
- Pedestrian character of Old Town shall be preserved and enhanced.
- Street corridors and walkways shall address micro-climate design considerations to enhance comfort of walking in the desert environment.
- Personal safety and comfort of pedestrians shall be a priority.

URBAN DESIGN & THE PUBLIC REALM STATION

A visual preference survey illustrated concepts for urban design and the public realm such as streetscapes, outdoor seating and plazas, intersections, alleys, transitions, and height/open space trade-offs. Participants were able to identify their top urban design and public realm priorities at this station.

Reductions of the survey, together with percentages of each level of support and all comments received can be viewed in the appendix of this report.

Concepts receiving the greatest amount of support included:

- Creating pedestrian “refuge islands” to make streets more inviting and easier to cross
- Pedestrian- friendly thoroughfares
- Providing thermal comfort for pedestrians using landscaping, covered walkways and other materials
- Using alleys for multiple purposes
- Allowing for street cafes
- Creating live/work units
- Providing different types of housing
- Fostering small-scale mixed use and neighborhood-serving mixed use areas
- Providing multi-use open space
- Providing “cool corridors and green areas” to encourage walking and to reduce heat
- Encouraging the use of building materials that reduce the Urban Heat Island



Urban Design and Public Realm Station

SUSTAINABILITY SURVEY

Workshop participants were given a survey on sustainability issues. To establish a framework, the survey noted the draft citywide vision statement that the General Plan and Community Area Plans will incorporate sustainability:

A sustainable city is one which succeeds in balancing economic, environmental and socio-cultural progress through processes of active citizen participation. It is the scale of the city/region that is the most efficient scale capable of addressing the many urban design, environmental, social, economic, political and other imbalances besetting today's challenges, and simultaneously the smallest scale at which such problems can be resolved in an integrated scale and fashion. 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.

The complete list of draft policies and responses is available in the appendix. As a summary, terms receiving the greatest number of respondents indicating "Very Important" included:

Vision and Values

- Sustainable practices
- Innovative practices
- Community benefit
- Improving quality of life

History

- Preserve cultural heritage

Circulation and Connectivity

- Walkable urban neighborhoods
- Energy efficient (long-term)

Land Use

- Preserve natural environment

**Sustainability Goals
Downtown Plan Update**

- Pedestrian thermal comfort
- Green buildings
- Heat Island effect reduction
- Responsible energy use
- Responsible water use
- Public realm
- Diversity of housing
- People-oriented scale

Arts & Culture

- Education

Urban Design & Public Realm

- Reduce heat island effect
- Create pedestrian connectivity
- Pocket parks/Open space
- Livable communities



Participants discussing and filling out Sustainability Surveys

CONCLUSION

During the course of the Business Forum and “Option Train” Workshop more than 150 community members were given the opportunity to weigh in on options and opportunities for the future of Downtown Scottsdale. Through the unique interactive process, several themes for the future of Downtown Scottsdale emerged or were reinforced, as described in this report. This input will form the framework and overall vision for the Downtown Plan Update thus ensuring a community-based plan.

APPENDIX

ECONOMIC VITALITY DRAFT POLICY INPUT

| POLICY | Level of Support | | | | | Comments |
|--|---------------------|---|---|------|----|--|
| | 1 | 2 | 3 | 4 | 5 | |
| OVERALL POLICY: Downtown Scottsdale shall be a destination for people, not merely a place for traffic to pass through. | | | | | | |
| | LOW | | | HIGH | | |
| <i>BLACK represents existing policy from the 1984 Downtown Plan</i> | | | | | | |
| <i>BLUE represents proposed new policy statements for the Downtown Plan Update</i> | | | | | | |
| | NUMBER OF RESPONSES | | | | | |
| ECONOMIC VITALITY: The Downtown Plan will provide the basis for decisions in the downtown area for the next 15 years. | 1 | 0 | 3 | 4 | 6 | - Avoid tall buildings when at all possible. - Plan should be a flexible guideline |
| SUSTAINABILITY: This plan establishes policy which will allow downtown to be a highly functional mixed-use center with emphasis on specialty retail, arts/cultural opportunities, office and residential/hotel uses. | 2 | 0 | 2 | 0 | 15 | - Also restaurants and nightlife. - Micro Enterprise Development - Target Vista del Camino and Paiute Center - Small business serving DT visitors |
| ECONOMIC VITALITY: The plan provides the framework within which the private sector can assume a strong leadership role in the revitalization of downtown. | 3 | 1 | 7 | 5 | 6 | - Southwestern architecture creates magnificent ambiance to Scottsdale |
| ECONOMIC VITALITY: Ensure the economic viability of Downtown through the year 2023. | 3 | 0 | 3 | 2 | 7 | |
| ECONOMIC VITALITY: Promote reinvestment and attract new development. | 2 | 0 | 3 | 4 | 10 | - Zoning incentives must go hand in hand with investment incentives |
| LAND USE: Promote the downtown area as a prime residential/hotel center. | 5 | 2 | 2 | 3 | 8 | |
| ARTS & CULTURE: Promote downtown as the symbolic cultural center of the community. | 3 | 1 | 0 | 2 | 16 | - Yes, yes, yes. |
| SUSTAINABILITY: Scottsdale's ultimate goal for Downtown is to provide a creative environment in which people can live, work, carry on business and pursue leisure activities. | 0 | 0 | 0 | 0 | 10 | - Downtown should provide an opportunity for citizens of all ages & levels to learn & grow. - DT should be a place where all people can live. |
| SUSTAINABILITY: Downtown should be a creative environment in which people can live, work, and pursue leisure activities. | 0 | 0 | 0 | 1 | 13 | |
| SUSTAINABILITY: Downtown should be a strong tourism destination. | 4 | 0 | 0 | 0 | 9 | |
| | | | | | | |

DOWNTOWN SCOTTSDALE DECIDING THE FUTURE WORKSHOP

| POLICY | Level of Support | | | | | Comments |
|---|---------------------|---|---|------|----|--|
| | 1 | 2 | 3 | 4 | 5 | |
| OVERALL POLICY: Downtown Scottsdale shall be a destination for people, not merely a place for traffic to pass through. | | | | | | |
| | LOW | | | HIGH | | |
| <i>BLACK represents existing policy from the 1984 Downtown Plan</i> | | | | | | |
| <i>BLUE represents proposed new policy statements for the Downtown Plan Update</i> | | | | | | |
| | NUMBER OF RESPONSES | | | | | |
| SUSTAINABILITY: Downtown should be the commercial, cultural, civic and symbolic heart of the community by offering activities and uses that are not found elsewhere in the City (i.e. cultural activities, city governmental center). | 0 | 0 | 0 | 0 | 16 | |
| ECONOMIC VITALITY: Although downtown has retained a small town appearance, it will continue to undergo substantial functional and economic changes. | 1 | 0 | 0 | 0 | 8 | DT should always be pedestrian friendly. Good restaurants, shopping, galleries are more important than small town appearance. |
| ECONOMIC VITALITY: The traditional core of downtown should retain a pedestrian friendly, small town appearance. | 0 | 0 | 4 | 1 | 5 | |
| ECONOMIC VITALITY: The traditional core of downtown should retain a western image in Old Town. | 4 | 3 | 3 | 3 | 4 | |
| ECONOMIC VITALITY: The city should work with the private sector to accommodate sustainable physical and economic changes complementary to the downtown plan. | 0 | 0 | 1 | 6 | 7 | |
| ECONOMIC VITALITY: The traditional downtown core should retain its lower-scale, pedestrian oriented environment, surrounded by more intense, higher-density development. | 2 | 1 | 1 | 5 | 4 | |
| SUSTAINABILITY: Scottsdale's willingness to be responsive to economic and social changes, and reassess city policy accordingly, is essential to the continued strong growth of Downtown. | 0 | 0 | 1 | 2 | 4 | |
| SUSTAINABILITY: Downtown policies should be examined on a regular basis to ensure they are responsive to changes in economic, social and environmental conditions. | 0 | 0 | 2 | 1 | 5 | |
| SUSTAINABILITY: Improve mobility and economic linkages between downtown districts, so that visitors, residents and workers can easily move between all areas for their economic needs. | 0 | 0 | 1 | 1 | 9 | |
| ECONOMIC VITALITY: The social, cultural, business and civic activities that occur in Downtown will play as meaningful a role as the style of its architecture in shaping its future. | 0 | 0 | 0 | 0 | 5 | |
| ECONOMIC VITALITY: Revitalization efforts should treat economic, social, and civic priorities equally. | 0 | 0 | 0 | 1 | 7 | |

DOWNTOWN SCOTTSDALE DECIDING THE FUTURE WORKSHOP

| POLICY | Level of Support | | | | | Comments |
|--|---------------------|---|---|------|----|---|
| OVERALL POLICY: Downtown Scottsdale shall be a destination for people, not merely a place for traffic to pass through. | 1 | 2 | 3 | 4 | 5 | |
| | LOW | | | HIGH | | |
| BLACK represents existing policy from the 1984 Downtown Plan BLUE represents proposed new policy statements for the Downtown Plan Update | | | | | | |
| | NUMBER OF RESPONSES | | | | | |
| ECONOMIC VITALITY: Downtown should incorporate a wide variety of context-appropriate design themes (i.e. western, contemporary). | 1 | 0 | 2 | 2 | 4 | |
| ECONOMIC VITALITY: Downtown development should include more vertical mixed use developments (different uses in the same project) | 0 | 0 | 0 | 1 | 11 | |
| MANAGEMENT: City government can play only a limited role in helping coordinate and establish a stable climate for investment through the adoption of a clear policy for downtown. However, it is primarily the level of commitment the merchants, landlords and developers exercise in effectively unifying their actions which will be the measure of success or failure of the plan. | 2 | 1 | 0 | 1 | 1 | |
| MANAGEMENT: The City should encourage private reinvestment in downtown through its policies and practices. | 0 | 0 | 0 | 1 | 9 | |
| LAND USE: Achievement of major residential projects may require development flexibility. | 0 | 0 | 1 | 1 | 3 | Affordable living, small is beautiful like studio apartments. |
| LAND USE: The City should work to attract new residential land uses downtown. | 1 | 0 | 2 | 3 | 3 | |
| LAND USE: The City should work to attract a variety of residential types downtown. | 0 | 1 | 1 | 4 | 4 | |
| LAND USE: The City should work to attract a variety of residential price ranges downtown. | 4 | 1 | 2 | 2 | 6 | |
| LAND USE: The City should work to attract new hotels and visitor attractions downtown. | 4 | 1 | 2 | 2 | 6 | |
| LAND USE: The City should work to attract new cultural and social amenities downtown. | 0 | 0 | 0 | 3 | 9 | |
| LAND USE: Develop one or more urban neighborhoods downtown, with concentrations of housing and neighborhood services in a walkable configuration. Ensure that these neighborhoods have sufficient support to create a full-time living environment. | 0 | 0 | 1 | 1 | 12 | As long as it is not all luxury. |
| ECONOMIC VITALITY: The involvement of the private sector is pivotal to the successful revitalization of downtown. The plan provides the framework within which the private sector can assume a strong leadership role. | 0 | 0 | 3 | 1 | 7 | Events are great tools. I.e. Block Parties |

DOWNTOWN SCOTTSDALE DECIDING THE FUTURE WORKSHOP

| POLICY | Level of Support | | | | | Comments |
|---|---------------------|---|---|------|----|----------|
| OVERALL POLICY: Downtown Scottsdale shall be a destination for people, not merely a place for traffic to pass through. | 1 | 2 | 3 | 4 | 5 | |
| | LOW | | | HIGH | | |
| BLACK represents existing policy from the 1984 Downtown Plan BLUE represents proposed new policy statements for the Downtown Plan Update | | | | | | |
| | NUMBER OF RESPONSES | | | | | |
| ECONOMIC VITALITY: The long term sustainability of downtown is primarily dependent upon the actions of the private sector. | 2 | 0 | 5 | 1 | 2 | |
| ECONOMIC VITALITY: The city should encourage downtown merchants to coordinate marketing and operational programs. | 0 | 0 | 2 | 4 | 12 | |
| URBAN DESIGN: Fundamental to the revitalization of downtown is the understanding that both visitors and residents are attracted to the small town atmosphere and pedestrian scale that it currently offers. | 3 | 0 | 1 | 0 | 6 | |
| URBAN DESIGN: Residents and visitors will be attracted to downtown if it retains and enhances its small town atmosphere and pedestrian scale in the traditional core. | 3 | 1 | 3 | 0 | 8 | |
| URBAN DESIGN: Residents and visitors will be attracted to downtown if it provides a wide variety of densities, architectural styles, mix of uses, and experiences. | 2 | 1 | 1 | 0 | 13 | |
| INFRASTRUCTURE: The successful implementation of the Downtown Plan will require substantial short and long term capital commitments on the part of both the private and public sector. | 0 | 0 | 0 | 1 | 5 | |
| INFRASTRUCTURE: The City should actively seek public/private partnerships to achieve the goals of the Downtown Plan. | 0 | 0 | 0 | 1 | 13 | |
| INFRASTRUCTURE: The City will need to continue to invest in downtown in order to achieve the goals of the Downtown Plan. | 1 | 0 | 1 | 5 | 4 | |
| INFRASTRUCTURE: Major capital expenditures will be targeted toward maintaining, upgrading, and expanding infrastructure to support land use and circulation in the Downtown. | 0 | 0 | 1 | 3 | 7 | |
| INFRASTRUCTURE: The City's primary investment in downtown should come primarily in the form of infrastructure improvements. | 0 | 2 | 2 | 3 | 1 | |
| LAND USE: Changes in development standards may be necessary to stimulate new construction and redevelopment. | 0 | 4 | 2 | 1 | 2 | |
| LAND USE: Providing development and zoning incentives is an appropriate tool for stimulating downtown revitalization. | 0 | 1 | 0 | 1 | 12 | |
| ECONOMIC VITALITY: Reinvestment and redevelopment can be slow without incentives which allow the private sector to overcome raw land costs. | 2 | 1 | 2 | 2 | 0 | |
| ECONOMIC VITALITY: Providing financial incentives to the private sector is an appropriate tool for stimulating downtown revitalization. | 4 | 1 | 4 | 0 | 3 | |

DOWNTOWN SCOTTSDALE DECIDING THE FUTURE WORKSHOP

| POLICY | Level of Support | | | | | Comments |
|---|---------------------|---|------|---|---|----------|
| OVERALL POLICY: Downtown Scottsdale shall be a destination for people, not merely a place for traffic to pass through. | 1 | 2 | 3 | 4 | 5 | |
| | LOW | | HIGH | | | |
| BLACK represents existing policy from the 1984 Downtown Plan BLUE represents proposed new policy statements for the Downtown Plan Update | | | | | | |
| | NUMBER OF RESPONSES | | | | | |
| ECONOMIC VITALITY: City infrastructure investment is an appropriate tool for stimulating downtown revitalization. | 0 | 2 | 0 | 1 | 6 | |
| LAND USE: Office development will occur, but may require development flexibility to insure quality design, sustained growth. | 0 | 0 | 2 | 1 | 4 | |
| LAND USE: The City should work to attract a variety of office development downtown. | 0 | 0 | 3 | 3 | 5 | |
| LAND USE: Maintain and enhance Downtown's successful mix of retail experiences and respond to changing retail market trends as they arise. | 3 | 0 | 0 | 5 | 7 | |
| LAND USE: The City should work to attract a variety of retail development to downtown. | 3 | 0 | 2 | 3 | 5 | |

Comments on Mobility Workshop Summary

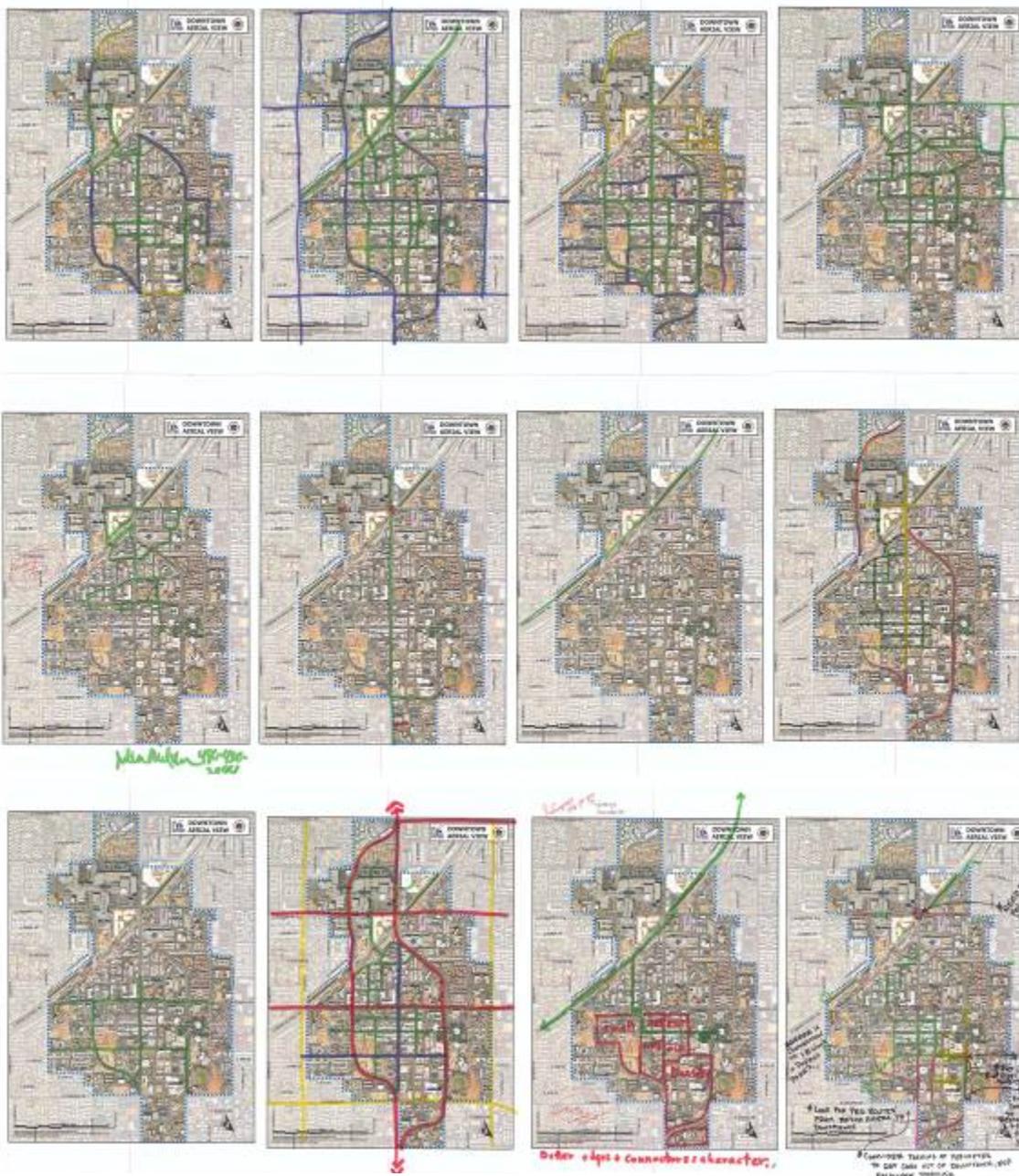
- Would like to more pedestrian places and pedestrian corridors
- Goldwater Boulevard is a bypass and is the way to get past Downtown from the North quickly. Speeds exceed 50 mph regularly. Please reconsider as a bike route as it is very unsafe.
- Need a pedestrian-friendly connection between Fashion Square and Optima Camelview that includes restaurants and shops
- Need a pedestrian underpass at the intersection of Scottsdale Road and Camelback Road
- I don't think that pedestrian walkways need to be physically separated from the street to be safe and pleasant experiences. The Dutch "Woonerf" is a good example.
- Give multi-use paths and equestrian trails an underpass to maintain trail connectivity without using crosswalks and traffic signals. Follow the same design as the pedestrian underpass at Camelback Road and East 24th Street. This is a good solution for pedestrian congestion at Scottsdale Road and Camelback Road.
- North and south bike routes should not be on Goldwater Boulevard. Experienced cyclists should use 68th Street. Casual cyclists should use Marshall Way.
- Need a trolley connection to a grocery store; either modify the route or add a store.
- Don't lose the Post Office connection on the trolley route.
- For bicycling, connect the greenbelt to downtown and provide access to bike racks
- Make some streets "walking only" e.g. Stetson Drive and 5th Avenue east of Scottsdale Road to Marshall Way.
- Designated signal, controlled crosswalk.
- The trolley route should extend to Highland Avenue/Optima Camelview and south to Thomas Road
- Provide more shade on Main Street and in Old Town.
- "Pedestrian Challenging" areas have a place in Downtown too. They are the trade off to serve vehicles but should be minimized and traffic should be slowed down in these areas
- Shade. Shade. Shade
- Focus pedestrian paths where pedestrians want to go; there is nothing south of here worth walking to.
- Pedestrian crossings from transit to the library is difficult
- We have to get with the program or be left behind. We need to tie into light rail.
- Look for connection points from neighborhoods to downtown and build connections into new developments

DOWNTOWN SCOTTSDALE DECIDING THE FUTURE WORKSHOP

- Consider a remote parking lot for downtown employees; this will get cars out of needed downtown parking spaces
- Need a connection from Scottsdale Stadium to restaurants, bars and stores
- Add neighborhood “shuttles” like the ones that Tempe and Arizona State University (ASU) offer for local resident traffic
- Need much more programming (events–large & small) and general activity is needed at civic center

Shade and streetscaping would improve the visual impact along Scottsdale Road south of Osborn Road.

DOWNTOWN SCOTTSDALE DECIDING THE FUTURE WORKSHOP



Maps drawn by workshop participants

Additional comments from mapping exercise:

- Where is connection to Indian Bend Wash and Papago Park?
- Need pedestrian routes from residential to downtown.
- Consider parking at perimeter to get cars out of downtown, especially employee parking.
- Put small kiosk shops on parking garage near Scottsdale Stadium.
- Need connections to shops and restaurants from the stadium
- Need better pedestrian crossings at the intersection of Camelback and Scottsdale Roads
- Celebrate access points to the canal.
- I want continuous sidewalks and bike paths. Not having them is a CRIME
- Give yourself and F on Waterview and an A+ on Optima Camelview
- Waterview has been cheap on providing open space and parks
- Optima Camelview is walkable, porous, cool, and shaded.
- Bring mass transit.
- Hide parking lots
- Project on Indian School and Goldwater needs to be more porous, walkable, and contemporary.
- Make particular Roads Into pedestrian mall links
- Add signage and landscape islands that direct northbound traffic to use Drinkwater blvd.
- Need a pedestrian underpass near the intersection of Scottsdale and Camelback Roads to cross from the south west to north east

Need a smaller boundary for arts district.

DRAFT CIRCULATION POLICY INPUT

| POLICY | Level of Support | | | | | Comments |
|---|------------------|---|---|------|----|----------|
| | 1 | 2 | 3 | 4 | 5 | |
| OVERALL POLICY: Downtown Scottsdale shall be a destination for people, not merely a place for traffic to pass through. | | | | | | |
| | LOW | | | HIGH | | |
| CIRCULATION: Pedestrian circulation shall have priority over vehicular travel. | 1 | 0 | 3 | 5 | 11 | |
| ARTS & CULTURE: Downtown shall be strengthened as a place for kids, families, and older citizens. | 4 | 2 | 3 | 4 | 7 | |
| LAND USE: Development patterns shall accommodate a diverse population of residents, worker, and visitors, and shall include a vibrant mix of uses to reduce the need for daily vehicular trips out of Downtown for basic needs. | 1 | 0 | 3 | 2 | 14 | |
| URBAN DESIGN: Downtown shall remain interesting at the pedestrian scale. | 0 | 0 | 0 | 5 | 13 | |
| ECONOMIC VITALITY: Delivery and emergency vehicle access needs shall be provided within all areas. | 0 | 0 | 0 | 7 | 8 | |
| SUSTAINABILITY: Infrastructure investments shall be focused on multimodal improvements that add value to adjacent properties. | 0 | 0 | 0 | 4 | 13 | |
| AUTOMOBILE POLICY: The Downtown street system shall balance mobility needs for travel, circulation and access. | | | | | | |
| | LOW | | | HIGH | | |
| CIRCULATION: Regional through travel shall be directed to use the couplet system to enable Scottsdale Road to serve more of a local circulation and access function. | 0 | 0 | 5 | 7 | 7 | |
| CIRCULATION: Automobile circulation improvements will be given equal (not more) priority to non-motorized and transit improvements. | 6 | 2 | 6 | 1 | 3 | |
| LAND USE: Auto-dominated site designs shall not be permitted within Downtown Scottsdale. | 4 | 1 | 3 | 2 | 5 | |
| URBAN DESIGN: Proposed intersection improvements and widening projects to enhance vehicular capacity shall not degrade pedestrian travelways or crossings. | 0 | 0 | 0 | 5 | 13 | |
| URBAN DESIGN: Private development projects shall maintain the connectivity of the urban street network | 0 | 0 | 0 | 4 | 16 | |
| ECONOMIC VITALITY: Transportation projects shall maintain flexibility to accommodate different users and needs based upon context. | 0 | 1 | 1 | 6 | 4 | |
| SUSTAINABILITY: Investments shall be focused on improvements that add long-term value. | 0 | 0 | 0 | 5 | 12 | |
| SUSTAINABILITY: The transportation system shall be designed and maintained in ways which minimize life cycle costs. | 0 | 1 | 2 | 5 | 6 | |

DOWNTOWN SCOTTSDALE DECIDING THE FUTURE WORKSHOP

| POLICY | Level of Support | | | | | Comments |
|--|------------------|---|------|---|----|---|
| BICYCLE POLICY: Bicycle travel into and through Downtown shall be encouraged to add to Downtown's vitality and enhance personal mobility options. | 1 | 2 | 3 | 4 | 5 | |
| | LOW | | HIGH | | | |
| CIRCULATION: At least one designated east/west and one north/south bicycle corridor shall connect Downtown Scottsdale to the regional bicycle network. | 0 | 1 | 2 | 4 | 16 | |
| LAND USE: Residents and employees in Downtown shall have the option of using their bicycle as a primary form of daily transportation. | 0 | 1 | 2 | 4 | 14 | |
| URBAN DESIGN: Downtown streets shall be complete, multimodal corridors. | 0 | 1 | 3 | 2 | 15 | |
| SUSTAINABILITY: Scottsdale shall embrace and promote the environmental, personal health and societal benefits of bicycling as a transportation mode. | 0 | 1 | 3 | 2 | 15 | |
| PARKING POLICY: Quantities and locations of parking shall be an integral component of overall Downtown development. | 1 | 2 | 3 | 4 | 5 | |
| | LOW | | HIGH | | | |
| CIRCULATION: Access to parking facilities shall be maximized to increase perceived supply. | 0 | 0 | 2 | 6 | 7 | |
| CIRCULATION: Vehicular wayfinding systems shall direct Downtown visitors and users to parking facilities. | 1 | 0 | 4 | 6 | 5 | |
| LAND USE: Parking requirements shall not hamper downtown revitalization. | 2 | 2 | 1 | 5 | 4 | |
| LAND USE: Shared parking should be encouraged. | 0 | 1 | 3 | 8 | 3 | |
| URBAN DESIGN: Parking shall further urban design principles. | 0 | 2 | 1 | 4 | 2 | |
| URBAN DESIGN: Parking shall be as convenient as possible, but excessive parking shall be avoided. | 3 | 2 | 2 | 5 | 4 | |
| ECONOMIC VITALITY: Perception of parking availability shall be proactively addressed. | 0 | 1 | 4 | 2 | 3 | |
| SUSTAINABILITY: Pedestrian wayfinding shall be provided from parked car to destination/activity center. | 0 | 2 | 0 | 5 | 5 | Make it interesting and people will find their way. |
| MANAGEMENT: Use of spaces shall be optimized. | 0 | 0 | 1 | 2 | 8 | |
| MANAGEMENT: Enforcement and education programs shall be developed for employers, employees and residents. | 0 | 0 | 5 | 4 | 1 | |

DOWNTOWN SCOTTSDALE DECIDING THE FUTURE WORKSHOP

| POLICY | Level of Support | | | | | Comments |
|---|------------------|---|---|------|----|--|
| | 1 | 2 | 3 | 4 | 5 | |
| PUBLIC TRANSPORTATION POLICY: Transit shall be encouraged to enhance Downtown circulation and connect Downtown Scottsdale to the larger community. | | | | | | |
| | LOW | | | HIGH | | |
| CIRCULATION: Investments shall be made to increase service frequency to key destinations. | 0 | 0 | 1 | 3 | 13 | |
| ARTS & CULTURE: Promotion of transit options shall be enhanced and unique, local programs shall be developed. | 0 | 0 | 1 | 6 | 8 | |
| LAND USE: Public transportation shall strive to meet the mobility needs of residents and workers in addition to visitors. | 0 | 0 | 0 | 2 | 16 | |
| URBAN DESIGN: Taking transit shall be as easy and convenient as driving. | 0 | 0 | 1 | 4 | 18 | |
| SUSTAINABILITY: Scottsdale shall plan for person capacity within transportation corridors rather than planning to accommodate vehicular capacity only. | 1 | 1 | 4 | 5 | 11 | |
| PEDESTRIAN POLICY: Downtown Scottsdale shall strive to be an overall Pedestrian Supportive district, with embedded Pedestrian Places. | 1 | 2 | 3 | 4 | 5 | |
| | LOW | | | HIGH | | |
| CIRCULATION: Walking within Downtown Scottsdale shall be easy. Destinations shall be accessible. | 0 | 0 | 0 | 1 | 16 | |
| CIRCULATION: Major arterial streets shall be retrofitted and redeveloped to more urban, Pedestrian Supportive standards. | 0 | 0 | 1 | 2 | 10 | |
| ARTS & CULTURE: Art shall continue to be incorporated into public spaces. | 1 | 0 | 4 | 6 | 7 | |
| LAND USE: A compact mix of land uses shall be provided to contribute to overall Downtown vitality for pedestrians. | 2 | 0 | 0 | 5 | 9 | "Compact" – How high? How Dense? |
| URBAN DESIGN: Unique Pedestrian Places shall be maintained or created in select areas. | 0 | 0 | 0 | 6 | 8 | |
| URBAN DESIGN: Downtown Pedestrian Places shall be linked together by corridors designed to Pedestrian Supportive standards. | 0 | 0 | 1 | 4 | 9 | |
| URBAN DESIGN: The pedestrian realm shall accommodate walking in a 24-hour Downtown. | 1 | 2 | 1 | 3 | 14 | |
| HISTORY: Pedestrian character of Old Town shall be preserved and enhanced. | 1 | 0 | 1 | 1 | 14 | A definite edge would enhance the district. Absolutely nothing over 36 feet in Old Town. |
| SUSTAINABILITY: Street corridors and walkways shall address micro-climate design considerations to enhance comfort of walking in the desert environment. | 0 | 0 | 0 | 4 | 12 | |
| MANAGEMENT: Personal safety and comfort of pedestrians shall be a priority. | 0 | 1 | 1 | 2 | 15 | |

VISUAL PREFERENCE SURVEY RESULTS

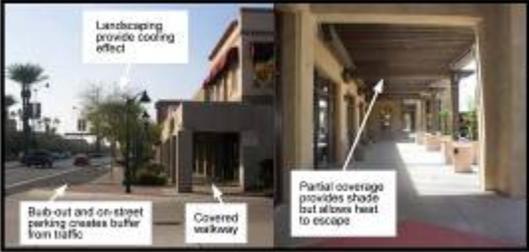
| Streetscape | | |
|---|---------|--|
|  | | <p>CONCEPT #1: Pedestrian “Refuge Island”</p> <p>Pedestrian “refuge islands” can create a place to wait half-way across a wide street, making it easier and more inviting for pedestrians to cross.</p> |
| Level of Support | Percent | Comments <i>(Sorted by Level of Support)</i> |
| 5 (High) | 42% | <ul style="list-style-type: none"> • Due to heat and age of people who live here. • Especially needed considering the traffic. It’s both aesthetically pleasing and calming. • Human scale – relief. • But you could also narrow streets and have curb parking. • Vital to be safe! Crossing important!! • Roads are too wide, too busy to promote walkability – mainly Scottsdale Road. • Historically stories from the past always include memories of running from shade tree to shade tree along the dirt road that is now Indian School. • Children can’t cross busy streets quickly enough. Traffic intimidates pedestrians. |
| 4 | 36% | <ul style="list-style-type: none"> • Safety = Good. • Helps with already too wide corridors. • Increasing pedestrian safety promotes more pedestrian traffic. • Relief to otherwise hot/warm conditions. • Scottsdale & Camelback could use this. • Can’t get across some streets – short lights. • Safety. |
| 3 | 17% | <ul style="list-style-type: none"> • I am not sure standing in the middle of a busy street is that good. • Other things are more important. • I think that money would be better spent on other projects. |
| 2 | 5% | <ul style="list-style-type: none"> • With larger sidewalks the congestion is moved to the busier intersections. Yes, I like the concept if it creates more foot traffic. |
| 1 (Low) | 0% | |



CONCEPT #2: Pedestrian-Friendly Thoroughfares

Thoroughfares such as Scottsdale, Camelback, and Indian School Roads can benefit from streetscape design, building orientation, and amenities that support pedestrian activity.

| Level of Support | Percent | Comments <i>(Sorted by Level of Support)</i> |
|------------------|---------|--|
| 5 (High) | 44% | <ul style="list-style-type: none"> • Need space between buildings and street. Seating. • Pedestrian scale critical, make for high quality walkable trips. • We won't walk if it's not user-friendly! • Always important for long-term stability. • That will make them inviting and a friendly place to be. • Keeping us on the streets! • I walk – safety good. • Supports multi-modal flexibility. • All great cities are “walkable” – park (or live) and stay in area without using a car. • This is Scottsdale, where we have lots of visitors. Make it pleasing and refreshing for them (and us). |
| 4 | 44% | <ul style="list-style-type: none"> • Encourage less dependence on vehicles. • People need to feel safe and comfortable when walking. • Shade, shade, shade. • Thoroughfares that are user friendly means happy residents. |
| 3 | 12% | |
| 2 | 0% | |
| 1 (Low) | 0% | |

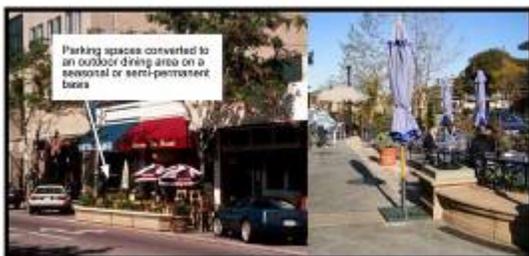
|  | | |
|--|---------|--|
| <p>CONCEPT #3: Shade and Comfort</p> <p>Covered sidewalks and landscaping can provide shade and thermal comfort, making walking more pleasant and more viable as a mobility option.</p> | | |
| Level of Support | Percent | Comments <i>(Sorted by Level of Support)</i> |
| 5 (High) | 81% | <ul style="list-style-type: none"> • In our hot climate shade is crucial. It also can be made to look pleasing. • Economics of a viable downtown need to encourage year-round use. • Human scale, relief, proportion. • Sonoran Desert. • Keep us on the streets! • Yes. • It gets hot in summer • I like the idea of parking my car and not having to use it again until I am ready to go home. • Great architecturally and functionally. • I consider this part of #2 – pedestrian friendly design. • Open space and cool areas from the heat are very important. Mixed use and housing as well. • Have covered walkways and trees. • Probably the most needed detail for Downtown. • Shade is vital to encourage pedestrian activity. |
| 4 | 14% | <ul style="list-style-type: none"> • Partial coverage makes for cooler comfort for people. • This will keep downtown alive 12 months instead of the summers being dead. • Encourage more social interaction. • Could use hanging plants. |
| 3 | 5% | |
| 2 | 0% | |
| 1 (Low) | 0% | |



CONCEPT #4: Multi-Purpose Alleys

With planning, alleys could serve as intimate spaces suitable for dining and special events.

| Level of Support | Percent | Comments <i>(Sorted by Level of Support)</i> |
|------------------|---------|---|
| 5 (High) | 22% | <ul style="list-style-type: none"> • Needs more of this use – creates connections. • Land use flex – zoning adaptation. |
| 4 | 57% | <ul style="list-style-type: none"> • Where are they going to put garbage if they use alleys? • Slightly less important than primary streets. • Activated spaces attract people and feel safe and interesting. • Very functional and socially desirable. • Good idea, eliminates ugly alleys. Utilize as much space as possible. • Strengthens business community and encourages entrepreneurship. • I think this is a great idea! Using space that is currently dead. • Not critical today but will be as we become more urban. • Make it more like a “real city.” • Unique. • Appropriate development should be encouraged. |
| 3 | 16% | <ul style="list-style-type: none"> • Questionable in our climate. • The concept might work but it would take careful planning to keep out the garbage smell and look of the alley. |
| 2 | 3% | <ul style="list-style-type: none"> • We need our alleys for deliveries as trucks stop on the street and block traffic. |
| 1 (Low) | 3% | <ul style="list-style-type: none"> • Alleys contain trash etc., should not be seen. |



CONCEPT #5: Street cafes

Portions of streets or parking spaces could be closed seasonally or semi-permanently to create opportunities for outdoor dining.

| Level of Support | Percent | Comments <i>(Sorted by Level of Support)</i> |
|------------------|---------|--|
| 5 (High) | 36% | <ul style="list-style-type: none"> • Most people I encounter – clients and friends – love this concept. Our climate especially for the milder months encourages this. • Inviting – human interaction – scale. • Creates more culture and excitement, will encourage walking. • Very “little city” in a big city. • Need family dining. What will we do when Coco’s, Village Inn, and Original Pancake House goes? |
| 4 | 42% | <ul style="list-style-type: none"> • Destination experience. • But they should not impede walking in the sidewalk. • Gives character. • Great idea, but where will people park if you take away parking spaces? • Strengthens business community and encourages entrepreneurship. • Where appropriate and economically viable. |
| 3 | 17% | <ul style="list-style-type: none"> • Not sure of this. • Lots of places to eat is important, and a variety of food type and price range also. |
| 2 | 5% | <ul style="list-style-type: none"> • Street cafes, outdoor eating – yes. Too many street closures may make people avoid area. • Not in front – try sidewalk, alleys, etc. • No no no we need parking. |
| 1 (Low) | 0% | |

Downtown Housing



CONCEPT #6: Live/Work Units

Live/Work units could provide an additional choice for downtown living and working.

| Level of Support | Percent | Comments <i>(Sorted by Level of Support)</i> |
|------------------|---------|---|
| 5 (High) | 35% | <ul style="list-style-type: none"> Mixed use encourages higher density development – reduce dependency on vehicles. Especially important for the arts, and we’re supposed to be an “Arts” city! Density, diversity, getting people out of their cars. Land Use – transportation – economic vitality. I see this as ever more important in bridging area between downtown and South Scottsdale. |
| 4 | 48% | <ul style="list-style-type: none"> This is the new thing. With population doubling in 20 years this is a must and should be encouraged. These are just straight up building. Cool concept, but how much revenue does it generate for the city? It’s mostly a lifestyle choice few can obtain. I like the idea of space being used at all times. It will attract more people and feel safer. Design ugly. People need to work downtown, but it needs to be affordable. Sustainability. People have choices. Many people work at home already. |
| 3 | 14% | <ul style="list-style-type: none"> Let the market decide. It’s probably a niche market. But please let’s not make them so cutting edge that we bleed. Not an experienced “downtown resident.” |
| 2 | 3% | |
| 1 (Low) | 0% | |



CONCEPT #7: Condominium Units

Condominium units have predominated in newer downtown developments. Units are typically single level with private balconies, often situated to take advantage of views.

| Level of Support | Percent | Comments <i>(Sorted by Level of Support)</i> |
|------------------|---------|--|
| 5 (High) | 30% | <ul style="list-style-type: none"> • Good for young professionals as well as older people and seasonal visitors. Housing provides people to support businesses. • Land use – density for sustainability. • Allow height/density with appropriate melding into neighborhoods. Form-based design. |
| 4 | 54% | <ul style="list-style-type: none"> • Let the private market decide. In any case, be sure to consider the traffic implications. And, let's not make them so high that we have a canyon effect. • Density = sustain. • Brings high-end population. • If they are affordable. Condos with million dollar price tags are ridiculous. • Would help reduce problems with sprawl. • Stepback and setback on buildings. • Particularly important in downtown. Optima Camelview is best multi-family project in Arizona. • Just so they don't look into someone's backyard. • No more high rise – high \$ vacant condos. |
| 3 | 16% | <ul style="list-style-type: none"> • Nice, but balconies could be unattractive due to people using it for storage. • Density? • Diversity of housing is important, not just condos. • Massive buildings should be limited – shouldn't take over. |
| 2 | 0% | |
| 1 (Low) | 0% | |



CONCEPT #8: “Walk-up” Townhomes

“Walk-up” townhomes could provide an alternative housing option with a distinct downtown character. Sidewalks are enlivened with doors, steps, and balconies facing the street.

| Level of Support | Percent | Comments <i>(Sorted by Level of Support)</i> |
|------------------|---------|---|
| 5 (High) | 31% | <ul style="list-style-type: none"> • Great idea. • Whatever gives us density. Design is OK. • For some people condos are too small. • Preferable/alternative to a sea of tract homes. • “Eyes on the street.” • Mixed residential types are essential for a vibrant downtown. • Yes – imagine that here. • Yes, but will they stay within zoning heights? |
| 4 | 43% | <ul style="list-style-type: none"> • Underground parking a must. • Bridge between downtown and South Scottsdale. Appropriate for affordable units. • Nice big city/urban feel. • Helps social interaction and minimizes sprawl issues. • Diversity of housing, unique product. • Walk-ups with older people wanting to live here. |
| 3 | 23% | <ul style="list-style-type: none"> • Like idea – implementation is a factor (look, character...) • Is less important, based upon very old/dated model for living. Not accessible. |
| 2 | 3% | |
| 1 (Low) | 0% | |

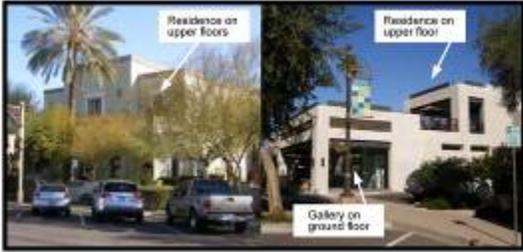
Mixed Use



CONCEPT #9: Neighborhood-serving mixed use

Mixed use projects with neighborhood-serving uses such as grocery stores and pharmacies on the ground floor, and housing or offices above.

| Level of Support | Percent | Comments (Sorted by Level of Support) |
|------------------|---------|--|
| 5 (High) | 61% | <ul style="list-style-type: none"> • More neighborhood services are needed in downtown. • Supports long term success of city. • If people are going to live downtown it's important that they have access to grocery stores, etc. or we will create more traffic when they have to drive to stores. • Too much "all retail" districts now. • It would also be nice to have some more downtown mixed use projects with first floor retail and office space on the floors above. • Predominantly shopping/dining today – also need office. • Convenience, accessibility. • Yes, we need <u>real</u> services/retail, not just shopping for tourists, i.e. a grocery store downtown. • Making best use of resources; providing convenience – the "old strip mall." |
| 4 | 33% | <ul style="list-style-type: none"> • We need retail, retail, retail. • Conveniences needed in walking distance – max ¼ mile. • Live/work = sustainability. • Towards perimeter and stretching south makes sense. • It's surprising that there is no grocery store or pharmacy downtown. But let the market decide – no subsidies. • I think it's a wave of the future. |
| 3 | 6% | |
| 2 | 0% | |
| 1 (Low) | 0% | |

|  | | |
|--|---------|---|
| <p>CONCEPT #10: Small-Scale Mixed Use</p> <p>Small-scale mixed use buildings can add to the variety of downtown with upper floor residences and offices, while being compatible in building form and scale.</p> | | |
| Level of Support | Percent | Comments <i>(Sorted by Level of Support)</i> |
| 5 (High) | 34% | <ul style="list-style-type: none"> • Especially for outlying neighborhoods. • I am not in favor of any more tall buildings. The mountains are sacred to me and the Indians. I need to be able to see them. |
| 4 | 43% | <ul style="list-style-type: none"> • Good use of space. • Keeps with traditional look of downtown. • Keeps small scale and adds space. • Fills niche. • Two story buildings are the best. |
| 3 | 17% | <ul style="list-style-type: none"> • In urban areas this could be OK. These two examples are stunning. They have an elegance that benefits Scottsdale. • People can also live in other condos already built. • Possibly at downtown perimeter or transition at historic/special retail district edges. |
| 2 | 6% | |
| 1 (Low) | 0% | |

Open Space



CONCEPT #11: Multi-Use Open Spaces

Provide open spaces that are usable for a range of people and activities.

| Level of Support | Percent | Comments <i>(Sorted by Level of Support)</i> |
|------------------|---------|--|
| 5 (High) | 60% | <ul style="list-style-type: none"> • Developers to provide some of this for height abatement. • Need more community-based design for a range of uses/events. • More small parks and green spaces, please! • Eldorado pool deck is too hot for children's feet, and the glass in the floor (deck area). • Yes! • Absolutely critical. • People live here. • Picture a fountain/grass at Fashion Park and fountains at Kierland – great places to be. • Absolutely necessary to break up the urban density. |
| 4 | 34% | <ul style="list-style-type: none"> • We have a good start – but need to be sure these are really places people want to hang out. • Opportunities for spontaneous activity, discovery, and flexibility. Respite from <u>structure</u>. • Makes maximum use of space. • Growing cities need a place to go. |
| 3 | 0% | |
| 2 | 3% | |
| 1 (Low) | 3% | |



CONCEPT #12: Courtyard Open Spaces

Policies can encourage the retention of existing courtyards and the creation of additional courtyard spaces in new development.

| Level of Support | Percent | Comments <i>(Sorted by Level of Support)</i> |
|------------------|---------|--|
| 5 (High) | 35% | <ul style="list-style-type: none"> • Open space, gathering areas allow people to stay in area. • People live here. • Places that encourage quiet activity, small group (family) gatherings, build community. • Desert oasis but not behind walls. • Great idea! |
| 4 | 38% | <ul style="list-style-type: none"> • Many around city, more would be nice. • Anything that adds attractive open space is desirable. • Opportunities for spontaneous activity, discovery, and flexibility. Respite from <u>structure</u>. • Proven very valuable and effective in this urban and desert setting. • Need grass. |
| 3 | 18% | |
| 2 | 6% | |
| 1 (Low) | 3% | |

Sustainability



CONCEPT #13: Cool corridors

Policies can encourage or require street environments that offer choice, variation and the presence of nature.

| Level of Support | Percent | Comments <i>(Sorted by Level of Support)</i> |
|------------------|---------|--|
| 5 (High) | 69% | <ul style="list-style-type: none"> • Plants. • Part of #2 ped friendly design. • Need more. • Will encourage walking. Great! • A downtown <u>must</u>! • Something I have been hoping for. • Definitely keeps visitors (and residents) participating. • Sonoran desert. • In the desert – of course! It is absolutely necessary to encourage outdoor use and comfort. |
| 4 | 23% | <ul style="list-style-type: none"> • Critical for comfort, pedestrian walking and socialization. • Reduces heat island, promotes interaction, reduces vehicle use. • It gets HOT. • Great, it gets hot here. |
| 3 | 6% | |
| 2 | 3% | |
| 1 (Low) | 0% | |



CONCEPT #14: Cool green areas

Landscaped green areas can be used strategically to create thermal cooling benefits.

| Level of Support | Percent | Comments <i>(Sorted by Level of Support)</i> |
|------------------|---------|--|
| 5 (High) | 54% | <ul style="list-style-type: none"> • In the desert – of course! It is absolutely necessary to encourage outdoor use and comfort. • Allows people a place to gather around. • Much needed. • We need them! • Part of #2 ped friendly design. • Essential to addressing mitigating heat island effect. |
| 4 | 29% | <ul style="list-style-type: none"> • Great for looks and eye appeal. • Reduces heat island issues. • Must balance water use. • Buildings away from streets. |
| 3 | 17% | |
| 2 | 0% | |
| 1 (Low) | 0% | |



CONCEPT #15: Building Materials

Policies can encourage or require materials that reduce heat.

| Level of Support | Percent | Comments <i>(Sorted by Level of Support)</i> |
|------------------|---------|---|
| 5 (High) | 59% | <ul style="list-style-type: none"> • Sustainability. • Be careful! Some of our recent architecture lacks the elegance of Scottsdale. The use of metal gives it an industrial look. Where I'm from we didn't use the term "cutting edge." We called such places "run down," abandoned. • We need this even more. • To reduce heat island effect. • LEED cert. • Minimize heat gain. Need self-shading details/qualities. • Color is important, not purple. • Less black top would cool the area. Concrete roads may be more expensive, but without snow they should be very durable. |
| 4 | 29% | <ul style="list-style-type: none"> • Like to see more of it. • Continue as sustainability issues create new solutions. • Reduces heat gain. • Great! • Not that it's not important, but these are all <u>great</u> ideas. |
| 3 | 9% | |
| 2 | 3% | |
| 1 (Low) | 0% | |

SUSTAINABILITY SURVEY RESULTS

| In order to establish the community views on sustainability as it relates to Downtown Scottsdale, please indicate the level of importance each term means to you by checking either Not-Important, Important, or Very Important: | Not Important | Important | Very Important | COMMENTS |
|--|---------------|-----------|----------------|---|
| VISION & VALUES | | | | |
| Sustainable practices | 2 | 6 | 23 | |
| Innovative thinking | | 5 | 25 | Depends on outcome. |
| Investments - Public and Private | | 13 | 18 | 1) More private. 2) Mostly private. |
| Community benefit | | 8 | 23 | To whom? |
| Embrace responsibility | 1 | 11 | 14 | Vague |
| Productive collaboration | 1 | 17 | 10 | Vague |
| Improving quality of life | | 11 | 21 | 1) Vague. 2) Who's quality of life? |
| Consensus community vision | 3 | 11 | 12 | 1) Citizens. 2) Consensus can stultify variety. |
| Responsible regionalism | 2 | 14 | 13 | |
| Cost benefit of sustainable environment/design | 1 | 15 | 15 | |
| Present and future generations | | 9 | 20 | |
| | | | 1→ | New solutions instead of hackneyed principles |
| HISTORY | | | | |
| Recognition of historical effects on today's environment | 1 | 10 | 16 | Not that much history or significant examples. |
| Historic preservation | 3 | 12 | 17 | |
| Growth management | 2 | 10 | 20 | |
| Preserve cultural heritage | 2 | 9 | 21 | |

DOWNTOWN SCOTTSDALE DECIDING THE FUTURE WORKSHOP

| In order to establish the community views on sustainability as it relates to Downtown Scottsdale, please indicate the level of importance each term means to you by checking either Not-Important, Important, or Very Important: | Not Important | Important | Very Important | COMMENTS |
|--|---------------|-----------|----------------|---|
| ECONOMIC VITALITY | | | | |
| Transition from 6 month to year round downtown livability | 3 | 11 | 16 | Already happening. |
| Place based economy - capitalizing on assets | 1 | 18 | 7 | Naïve |
| Regional cooperation | 4 | 14 | 12 | Socialism? |
| Mixed-use economy | 1 | 12 | 19 | Diverse economy. |
| Strong employment base | 1 | 11 | 19 | |
| CIRCULATION & CONNECTIVITY | | | | |
| Balanced public transportation | 1 | 10 | 19 | |
| Walkable urban neighborhoods | 2 | 8 | 22 | |
| Transportation demand management | | 14 | 11 | 1) Not a good track record. 2) Depends on what this will support. |
| Universal accessibility | 3 | 10 | 14 | Not everywhere needs to be easily accessible. |
| Provide for pedestrian comfort | 1 | 12 | 20 | |
| Energy efficient (long-term) | | 9 | 21 | |
| GENERAL COMMENTS | | | | |
| Public transportation to horse events in the horse lovers park area, Westworld, polo matches and horse shows. | | | | |
| What about bike trails/safety? | | | | |
| Cute trolley | | | | |
| Bicycle-drop use fee \$1 or so. More designated bike path without any car interactions. | | | | |
| LAND USE | | | | |
| Mixed-use / 24/7 Downtown | 1 | 11 | 18 | |
| Context sensitive development | | 16 | 12 | |
| Life cycle of buildings | 2 | 16 | 7 | |
| Infill development | 2 | 15 | 15 | |
| Compact development | 4 | 14 | 5 | 1) How about interactive, cooperative development? 2) No. |
| Adaptive re-use of buildings | 2 | 17 | 9 | |
| Balance / Variety | 1 | 13 | 13 | Vague |
| Housing diversity | 3 | 17 | 10 | 1) Broad income range. 2) Depends on what you mean. |
| Preserve natural environment | 1 | 6 | 22 | Restore and enhance natural environment |

DOWNTOWN SCOTTSDALE DECIDING THE FUTURE WORKSHOP

| In order to establish the community views on sustainability as it relates to Downtown Scottsdale, please indicate the level of importance each term means to you by checking either Not-Important, Important, or Very Important: | Not Important | Important | Very Important | COMMENTS |
|--|---------------|-----------|----------------|---|
| ARTS & CULTURE | | | | |
| Preserve identity of people and place | 4 | 10 | 17 | Make it better |
| Preserve position as a regional center | 3 | 7 | . | Replace "regional" with "international." |
| Anchor City's urban core | 3 | 12 | 17 | No. |
| Artists centers | 4 | 15 | 12 | |
| Education | 1 | 9 | 21 | |
| Public Art | 2 | 13 | 17 | Not for its own sake-landscaping is public art. |
| GENERAL COMMENTS | | | | |
| Strong arts presence-we are the only valley community with no plan or designated money to grow arts. The SCA is too small and needs to be expanded significantly to serve the growing community. | | | | |
| URBAN DESIGN & PUBLIC REALM | | | | |
| Biodiversity - Promote nature in urban settings | | 12 | 17 | |
| Reduce heat island effect | 2 | 5 | 25 | |
| Micro-climates | 2 | 14 | 12 | How / who enforce? |
| Create pedestrian connectivity | 1 | 5 | 24 | |
| Green streets | | 9 | 19 | Go green-very important |
| Pocket parks / Open space | | 6 | 26 | |
| Sense of place / placemaking | 2 | 6 | 20 | |
| Liveable communities | | 8 | 23 | |
| "Green" buildings | 1 | 10 | 20 | Follow physics and aesthetics; not just LEED. |
| GENERAL COMMENTS | | | | |
| No more tall buildings in Downtown Scottsdale. The mountains are sacred to the Indians and visitors and myself want to see them | | | | |
| The LEED program doesn't acknowledge the desert and is being mis-applied by people who don't understand science. Think of designing whole places, not just buildings and streets. | | | | |
| Solar power on all flat roofs edged with greenery. | | | | |
| Low density/control/keep open spaces/covered sidewalks/more parking/respect old areas when piecing a new border building next to/step back and set backs on buildings/we need better building designs/no rail. | | | | |
| OVERALL GENERAL COMMENTS | | | | |
| This is ridiculous-the use of these terms is "ivory tower" nonsense. Have you tried using common english??? I won't mark most of these because I am not sure what they mean, but they sound like "algorisms." | | | | |
| Great job-growth can be good for a community if all elements are considered. Thanks | | | | |
| As a "lay-person" I don't know the definition and implication of these terms, hence I can't properly assess. | | | | |

DOWNTOWN SCOTTSDALE DECIDING THE FUTURE WORKSHOP

Scottsdale's reputation as an auto "mecca" is required to its identity and the high quality of life its citizens expect. Our history of supporting the arts has contributed to our natural reputation as a high-quality community. The arts fuel our economy and make our community a desirable place to live and visit. We are losing ground fast though. We must invest in the arts. We must regain our position as a leader in the region. Unfortunately we are resting on our laurels, which cannot last for much longer.

We that have been active at all in the city have been coming to these meetings for 15 years. We hear consultants talk about the same subject. If action was taken 10 years ago, the problem would have been solved.

TOTAL NUMBER OF SURVEYS: 33