



SCOTTSDALE DOWNTOWN PLAN UPDATE “LAND USE” DISCUSSION GROUP



DISCUSSION RESULTS

Originally adopted by the City Council in 1984, the existing Downtown Plan still serves as the long-range policy document that guides growth and development decisions for Downtown Scottsdale. Over the past twenty years, the plan has framed public policy and development with regard to Downtown Scottsdale.

The **Downtown Plan Update** will review the 1984 policies and consider Downtown’s future for the next twenty years. Like the City’s General Plan, the Downtown Plan takes a *broad* look at the future, setting *goals and policies* that will shape future Downtown development and investment. In considering the discussion questions, participants were asked to think of them from the “10,000 foot level,” thus establishing the *vision* for the future of Downtown.

CORE QUESTIONS – *Asked of every group*

1. What do you see as the **strengths** of Downtown Scottsdale – in other words, things you want to keep the same or have maintained?

- Circulation
 - We do not have light rail
 - Everything is within walking distance
 - Downtown is pedestrian friendly
 - Downtown has strong walkability
 - Like the trolley
- Shopping
 - Like the shopping and retail that is available
 - Like Fashion Square- the variety of shops, movies and restaurants
- Arts and Culture
 - Maintain 24-hour activity in certain areas
 - Like Scottsdale Museum of Contemporary Art
 - Like Public Art
 - Like Scottsdale Center for Performing Arts
 - Like Scottsdale Stadium
 - Like the library
 - Like City Hall
 - We are founded on arts and culture
 - Like Spring Training- need to maintain
- Economy
 - We live on tourism
 - Like the local merchants and restaurateurs (non-chains)
 - Strong retail base from Fashion Square to the Waterfront
 - Have quality resort hotels
 - Downtown is a thriving 24/7 environment
- Urban Form
 - I like that you can see Camelback Mountain
 - Like the pedestrian-friendly scale of buildings
 - Like mixed use
 - Like the concentration of shopping and restaurants
- Community involvement
 - Committed youth- “young people don’t just want to get out of Scottsdale”
 - Strong community focus through activities at the Civic Center, festivals, shows, etc
- Identity
 - Scottsdale is known for its low-scale; it makes us unique

- Scottsdale has “sparkle”
- Downtown Scottsdale is a “healthy downtown”
- Maintain the uniqueness of downtown
- Strong tourist appeal
- Small-city image
- Character
 - Our character is unique and attracts people
 - Small town feel, big town appeal
 - Like the character of Downtown
 - Like the look of Optima [Camelview] and the Waterfront [Development]
 - Build upon Old Town with modern elements
 - Like the western motif
- Hospital
 - We have quality healthcare
 - Like Scottsdale Healthcare and its associated medical services
- Open Space/Public Space
 - Love the Civic Center Mall
 - Love the canal
 - Like the Main Street Pedestrian spaces
- Landscape/ Climate
 - Beauty of the desert is a strength
- Safety
 - Downtown is relatively safe and secure compared to others
 - One can be any size, shape or gender and feel safe Downtown
- Diversity
 - Like the mix of local restaurants and entertainment with large businesses and different types of housing
 - “I like that you can run in and eat for a couple bucks or sit down and get something high-end.”
 - We have an eclectic mix to serve multiple needs and appeal to the masses
 - Downtown has an evolving personality and character that is suited to all interests
 - I like the mixed uses
 - Mix of the old and the new

2. What would you like to see changed or improved; what is your vision for the next ten years?

- Design
 - Need bold and innovative design Downtown
 - Need more sophisticated architecture mixed with historic buildings
- Arts and Culture
 - Need year-round festivals and events

- Need to build upon our foundation in Arts and Culture
- Would like to see more cultural (outdoor) venues sprinkled throughout Downtown Scottsdale
- Need further investment in the arts
- Need more entertainment (theater, concerts, etc)
- Identity
 - We're not the "West's Most Western Town;" people fail to see other opportunities that exist
 - Need progressive development that is respectful of Scottsdale's character
- Circulation
 - Need to improve traffic flow by keeping development together (do not spread development out)
 - Improve walkability downtown
 - Need to improve traffic flow
 - Need a solution to the transportation problems
 - Improve traffic flow, but no light rail
 - Improve circulation and pedestrian movement downtown
 - If the amount of affordable housing is increased, then traffic will decrease
 - Should have streets with no cars allowed... permanently, particularly on streets with galleries
- Public Transportation
 - Need mass transit. "Scottsdale should wake up."
 - Need light rail- work with local merchants on this.
 - Would like to see light rail come to Downtown Scottsdale from Tempe
 - Do not want light rail in Downtown Scottsdale
 - Link light rail to Tempe and the Airport and come through Scottsdale
 - Make the Indian Bend Wash a public transportation corridor
 - Need more trolleys
 - Do not need mass transit. Improve what we have
 - Need viable transit options for South Scottsdale and Tempe
 - Need improved transit from areas like Phoenix, North Scottsdale, etc
- New development
 - Need a development strategy to protect existing residential
 - Need to integrate different types of housing. We have too many multi-million dollar units
 - Would like to see some tax incentives for developers to maintain low height/density of existing fabric
 - Need stores that serve daily needs (examples: groceries, laundry, pharmacy) as well as unique stores
 - Need family-oriented stores like Gymboree
 - Do not need to completely annihilate to revitalize and develop
 - Continue to encourage responsible development

- “Need a larger area to include stepped down incentives to encourage revitalization”
- Need “corner stores” [amenities]
- Need more restaurants
- Urban Form
 - Need increased density
 - Create a critical core downtown without a lot of “dark” pockets
 - Need creative solutions to keep heights low Downtown
 - Need to redevelop blighted areas
 - No need for excessive heights
 - There is too much building height
 - There is too little building height in key areas of downtown
- Land Use
 - Would like to see more office mixed with retail at ground level
 - Would like to see more infill residential with shops and services mixed in
 - Maintain levels of housing stock and support new residential
 - Need more vertical mixed use development
 - Need more multi-use environments
 - Need to increase housing diversity
 - Need more mixed use residential projects with higher densities
 - Need to create a “Scottsdale Density”
 - Downtown is overpopulated. There are too many condos
 - Embrace density.
- Zoning
 - Zoning should be relaxed so that design can be better and out of the box
 - Need to graphically codify the zoning code. Show what we want vs. what is not allowed.
 - Relax the zoning ordinance to allow more of a design focus
 - Need to review the sign ordinance
 - Patchwork planning doesn’t work
 - Reconcile the encroachment issue. Need less one-at-a-time decision-making
 - Dislike the patchwork zoning approvals
 - Need more communication to public on new projects. Put information in water bills, for example
- History
 - Need to preserve our heritage
- Boundary
 - Need to update the plan boundaries
 - Include:
 - Southwest corner of Miller and Camelback Roads
 - Southeast corner of 68th Street and Camelback Road
 - Northwest corner of Chaparral and Scottsdale Roads

- Thornwood Acres should be included
 - Blend this area into commercial developments
 - “It is the gateway to Downtown”
- Dislike the encroachment of downtown into adjacent residential areas
- Safety
 - Would like to see improved lighting for people walking to cars at night
 - Improve public safety through increased police patrols and quicker response times
- Housing
 - Try to maintain all levels of housing stock for employees, shops, services and residents
 - Need affordable housing
- Shopping
 - Would like to see shops maintain a solid time schedule to remain open and closed
- Parking
 - Would like to see more parking
 - Need more underground parking
- Open Space/ Public Space
 - Need better utilization of the canal
 - Enhance the canal environment
 - Need more gathering spaces
 - Need more parks and open spaces
 - Need more parks, plazas and benches
 - There is no good meeting spot
- Landscaping
 - Need more shade
 - Need more shaded walkways
- Diversity
 - Need a diversity of dining options at all price ranges
 - Need to appeal to all income levels
 - Maintain diversity despite market forces and changes
- Infrastructure
 - Need adequate infrastructure to support the number of jobs, residents and visitors currently programmed for downtown
 - Need better infrastructure planning
 - Dislike the odor at the Waterfront area
- Connectivity
 - Need more continuity
 - Need to connect Downtown to Sky Song
 - Need better links between districts

- Pedestrian connectivity from north to south of the canal needs to improve
 - Need to connect downtown to Tempe. The area between the two is very valuable and should be tied together with high speed transit. The area should be urbanized.
- Create a plan that is performance based and dynamic, not static

SPECIALIZED QUESTIONS

1. According to the General Plan, all of Downtown is considered a mixed use development. What types of land uses would you like to see added, maintained, and or expanded in Downtown Scottsdale over the next ten to twenty years?

- Added:
- Townhouses
 - Stacked lofts
 - Workforce housing
 - Possibly release the Downtown boundary to make it possible
 - “Today’s workforce cannot afford housing”
 - “There is affordable housing in Scottsdale, just not in downtown”
 - “There are mutually exclusive objectives. Affordability is not possible the more attractive the city becomes.”
 - “Workforce housing is not viable downtown”
 - Affordable housing
 - Area north of Chaparral included in the downtown boundary
 - Include Osborn and Earll areas in boundary expansion
 - Incentives to encourage revitalization of homes south of Downtown
 - Connection to McDowell Road
 - Gas Stations
 - More housing choices
 - Outdoor amphitheater
 - Water park
 - Horse trails
 - Black box theaters
 - Nodes of development
 - Small theater
 - Pocket parks
 - Street fairs
 - Requirements for developers to provide a percentage of their land for market price
 - Bring back the public venues that were lost

- “Zipper”-style development [Staggered heights]
- Cohesive cultural areas, especially along the canal
- A transportation corridor in the south to help people get into downtown
 - Need a light rail line to connect to Tempe
 - Do not want buses
 - Maybe use a monorail
 - The land use around transit stations is critical
- Maintained:
 - Maintain low density in the core part of the City
 - Need to specify the percentage of small infill development that is three to five stories in parts of the core area
 - Single-family areas on the outskirts of Downtown, like Peaceful Valley and area around Orchid Tree
 - Maximize horizontal density and limit vertical density
 - Land Use stability
 - Diversity
- Expanded:
 - Mixed uses- this helps pollution and reduces commuting
 - Amenities like shoe repair, dry cleaning, etc
 - Office uses. We have a live and play environment, but not a work environment.
 - Amount of shoppers
 - Residential dwellings. Need hundreds of residential units to support a single retail shop.
 - Density. Affordability will be lost unless we increase density
 - Trolley as a circulator
 - Arts and the Civic Center Mall
 - Waterfront development along the canal
 - Lighting
 - Office in the Marshall Way/ 5th Avenue area to give more retail business during the day
 - Wayfinding to museum and arts centers
 - Regulation of height downtown
 - Cultural venues
 - Meeting spots
 - Landmarks
 - Hotels
 - Medical centers
 - Civic Center
 - “Class A Office space”
 - Restaurants
- Avoid:
 - Large land assemblages

- Boundary expansion
- “Let’s be realistic and realize that affordable housing and low density do not go together.”
- Height as a solution to development
- Big box stores
- Homogeneity
- Monolithic office space

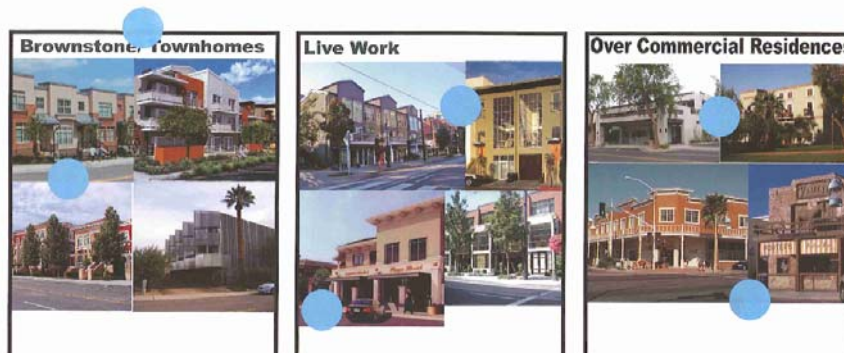
2. When considering the growth and reinvestment over the next ten to twenty years, what land use opportunities, and constraints do you see impacting Downtown’s ability to position itself both for Scottsdale as well as the region?

– Opportunities

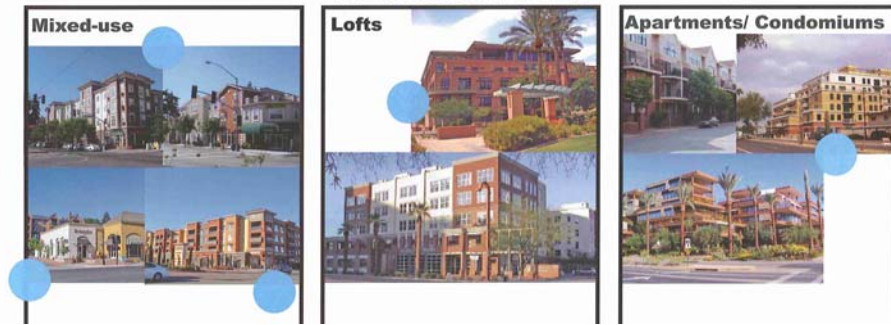
- Two age groups of opportunity: young professionals and empty nesters
- Anything can be changed
- Downtown is a place to support higher density, but we need foresight
- Traffic and density need to be consistent; need to see redevelopment
- Connect light rail to Downtown Scottsdale, the university and the airport.
- Light rail was a missed opportunity
 - It helps make and keep a downtown vibrant. Portland, Oregon is an example
 - Light rail is not necessarily the answer. There are other options
 - Light rail is too centralized and doesn’t help or reach enough people
- Use Kierland [Commons] as an example of connectivity
- Downtown should be larger and “tented’ [tall in the middle and short on the edges]
- Brownstones and different housing types
- Infill development, but it should be considered case by case
- Looking outside the box. Have the courage to look beyond Scottsdale as a three-story town
- Examine boundaries
- Use public-private partnerships to work out politics
- We need some kind of “people mover”
- Use mass transit to connect employment centers and other cities
- Continuity of construction
- Use arts in more developments
- Need more underground parking
- Need an open-air theater
- Remote parking is an idea to consider
- Need to think of elderly and disabled populations when thinking of transportation options

- Use trolleys to go to the people- new routes can accommodate different people
 - Determine where housing should go before it is proposed
 - Lift redevelopment districts
 - Attract families downtown
 - Develop into an arts community
- Constraints
- We’re losing the arts. They need to be strengthened.
 - Would hate to see density in North Scottsdale
 - Need to see some activities for families Downtown
 - There are no pedestrian malls. Experiment with one street. Use Madison, Wisconsin as a model
 - Need infrastructure before density
 - “Scottsdale does not have a districted political system, and it needs one.”
 - Galleria
 - Lack of a transportation system to support employers
 - Sprawl and bad land use over the last ten years
 - Too much retail use downtown
 - Lack of connection of core to the greenbelt
 - Lack of vertical mixed use
 - Lack of connection to employment centers
 - Skysong – it lacks retail
 - Lack of appeal to all income levels
 - Lack of connection of North Scottsdale to downtown
 - Lack of vision
 - Changing character on Main Street

3. When thinking about Downtown housing, especially for achieving housing diversity, what housing types would you support being added, maintained, or expanded Downtown? (Participants were provided the sample below of housing options for downtown and were asked to explain which should be encouraged downtown).



HOUSING TYPES



- Added:
 - Encourage art foundries where people can watch the artistic process
 - Would like townhomes and brownstones
 - Live-work environments
 - Over-commercial residences
 - Apartments
 - Condominiums
 - Single-family
 - Artist studio live-work spaces
 - Streetscapes with stoops and homes where people park behind them
 - Environments where people are able to talk to their neighbors daily
 - Need front porches. The street should be a gathering space. Reduce the setbacks
 - Pockets of open space.
 - Use density to achieve more open space
 - Need an incentive for developers to create open space
 - Public private partnerships
 - Revamp the zoning
 - Need an incentive mechanism like a density bonus for new developments in the zoning ordinance
 - Ability for housing options to work with transportation options
 - Would like to see lofts or lofts on the top floor of apartments
 - Would like to see western style lofts
 - Apartments
 - Places for families to live
 - Affordable housing at 50% to 70% of the median income
 - Integrate mixed income housing into development agreements
- Maintained:
 - Single-family homes are needed and should be protected [adjacent to downtown]
 - Southwestern flair of housing
 - Housing that is respectful of its surroundings
 - Main corridor development heights [reduce the canyon-effect]

- Current height limits
- Expanded:
 - A mix of everything
 - The pedestrian realm by making Marshall Way a pedestrian Mall at certain times or days. This would turn everything to the [street] front.
 - Sustainable design downtown
 - Amount of underground parking spaces. Require developers to supply it.
 - Earthy / Italian-style colors
 - All types of housing
- Avoided:
 - Developments like the Z Lofts are an example of bad protection of adjacent single-family neighborhoods
 - Many things have been lost because of politics
 - Do not care for brownstones
 - Expansion of downtown boundary for housing
 - New development that is hurting what Scottsdale was known for
 - Looking at land from a purely economic viewpoint

4. When considering development Downtown:

a. What range of development height should be considered for the Downtown Plan Update and where should the plan envision locating differing heights over the next ten to twenty years? (used a map to show where heights should be located).

- 72 feet today is six stories
- The current land use map does not mesh with the reality of projects
- Six stories is high enough
- Thirteen stories is too high
- The “donut” development philosophy [low-scale in the center with large scale in surrounding areas] is weird.
- Should have taller buildings along the canal
- Would not like to see eight stories next to single-story neighborhoods
- If building tall, do it in the center of Downtown.
- Valley Ho has been allowed outlandish heights
- Need a way to have height but not hurt the neighborhoods
- Staff is great at telling developers to step back the heights
- 65-foot maximum
- Put the height in the center of downtown for respect for the people on the periphery
- Would support more height around fashion square
- Fashion square could add residential towers
- Decrease density on Scottsdale Road south of the downtown
- Try to create transitions

- Maximum of five stories along Indian School Road and three stories in Old Town
- Leave Old Town as it is
- I do not think that ten stories is out of control
- Density is ok if the design is good
- Base on performance criteria, not building height
- There are other issues besides height
- City cannot remove height entitlements because of Proposition 207

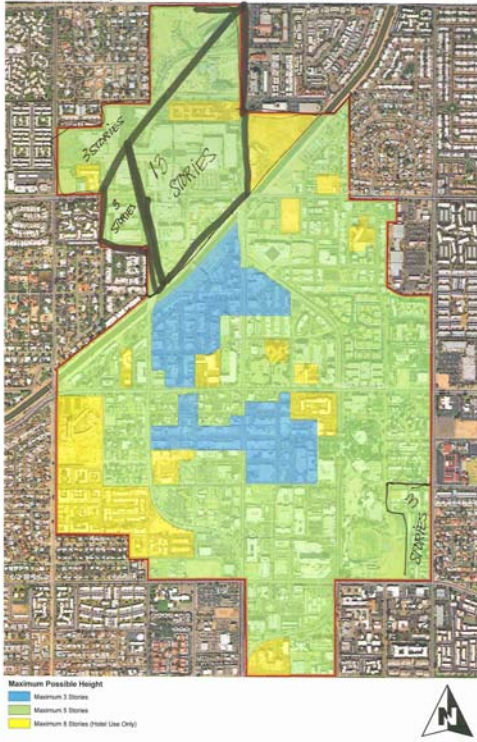
b. What land use policies should be developed in the Downtown Plan Update to encourage small property reinvestment Downtown?

- Public parking
- Leave it up to market conditions
- “If you want to preserve it [small properties’ character], you cannot be flexible with variances.”
- Land use policies should reflect the actual public transportation system
- Allow smaller floor area ratios (FAR) within historic properties
- Give redevelopment incentives to Type 1 Development properties
- Provide incentives for small businesses to reinvest

Other comments:

- “We have one of the greatest cities in the country because of great planning”
- Do the Downtown Plan Update, but do not throw it out the window with spot appeals.

Maximum Recommended Height (In Stories) per 1984 Downtown Plan



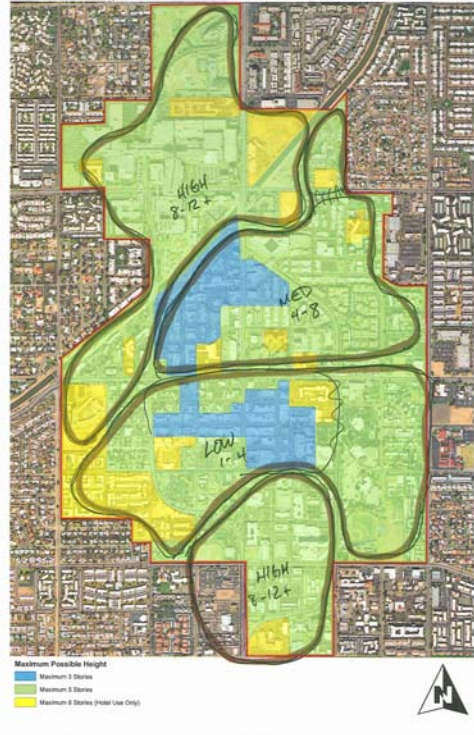
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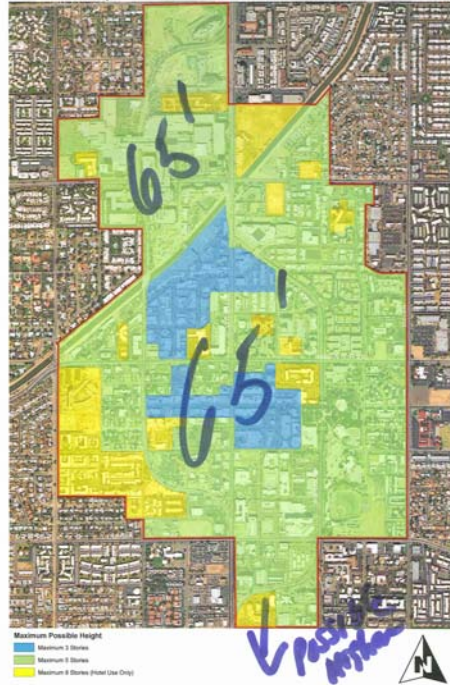
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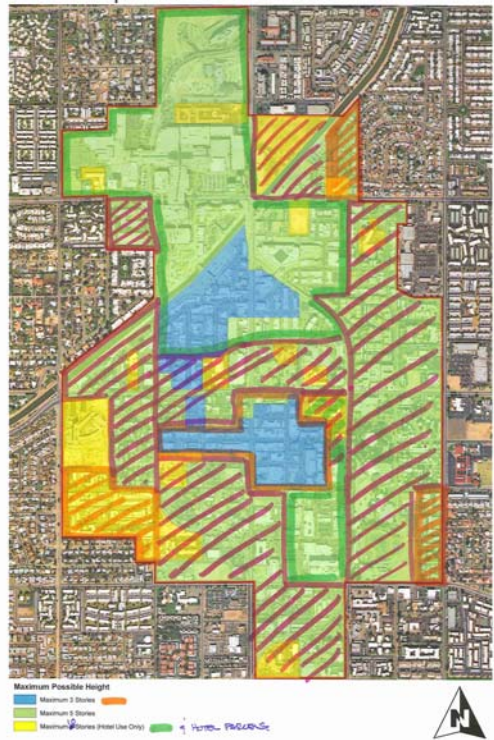
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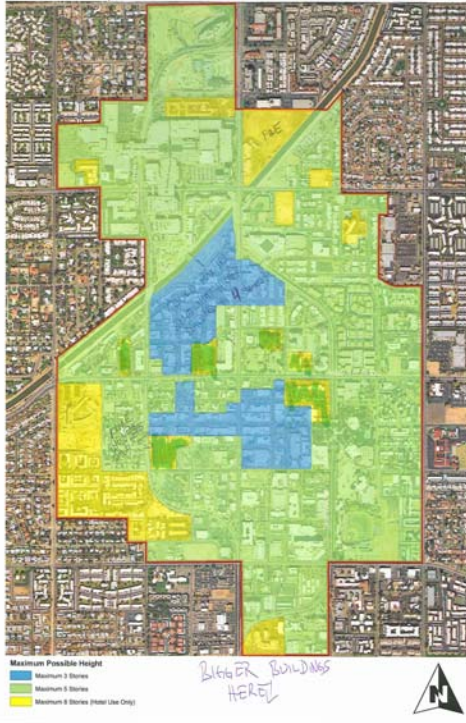
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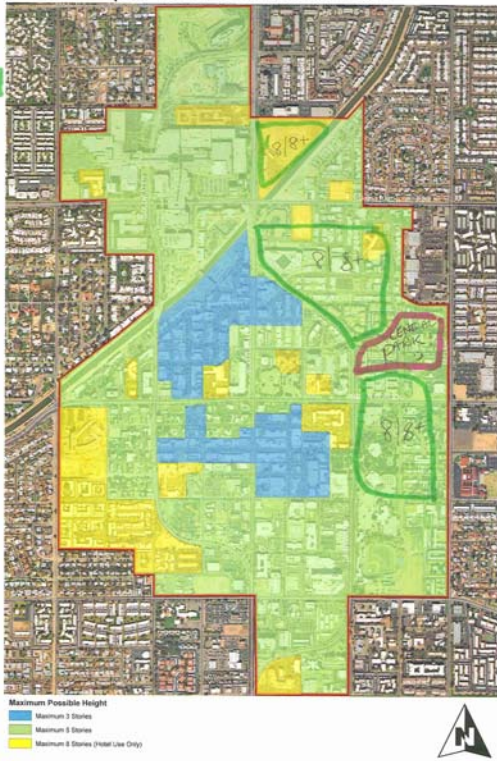
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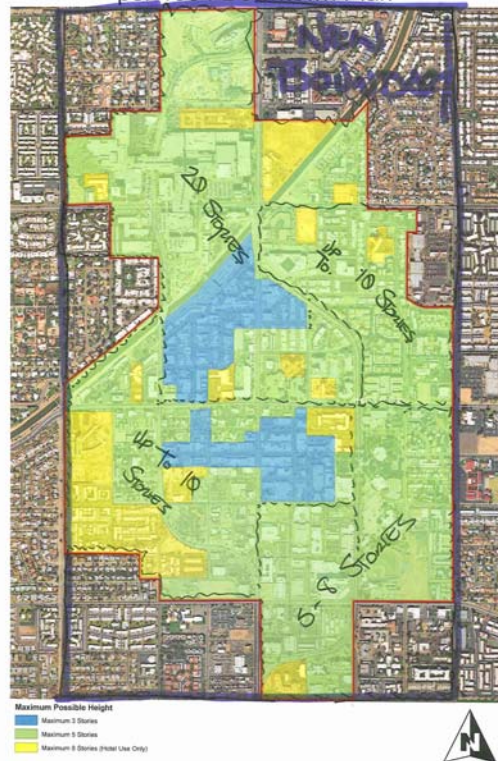
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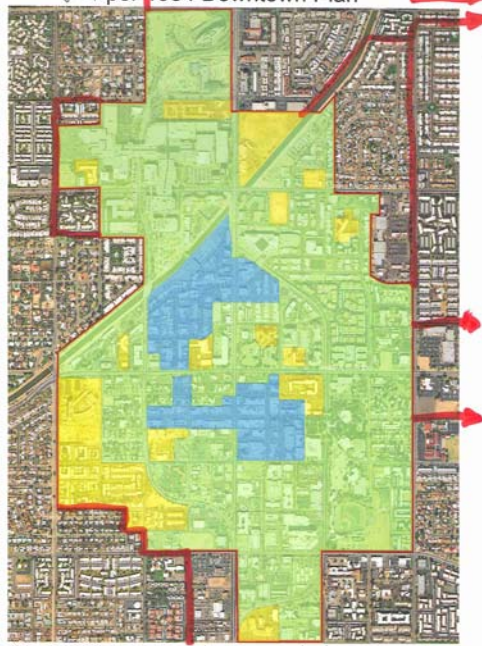
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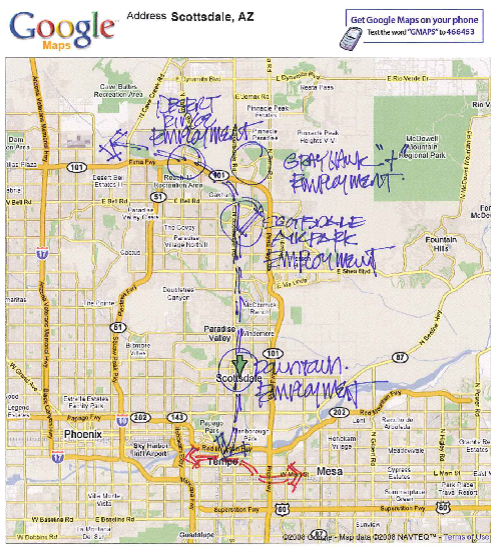
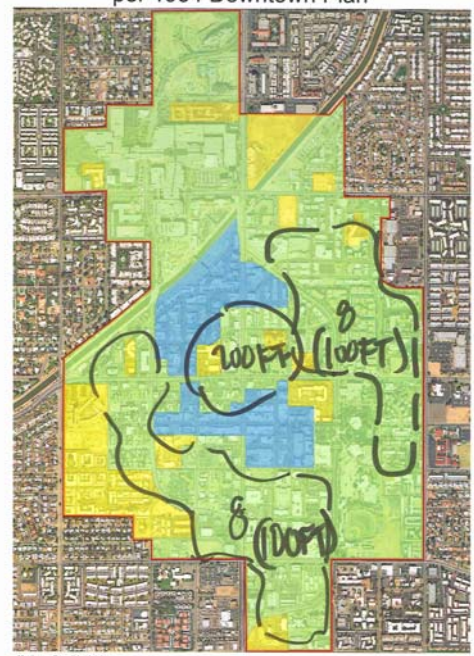


Maximum Recommended Height (In Stories) per 1984 Downtown Plan



No increases in height in downtown area protecting views

Maximum Recommended Height (In Stories) per 1984 Downtown Plan



EXISTING L. RAIL ...
 L. RAIL NEEDED ... TO CONNECT SCOTTSDALE EMPLOYMENT CORPUSCLES TO THE WORLD