



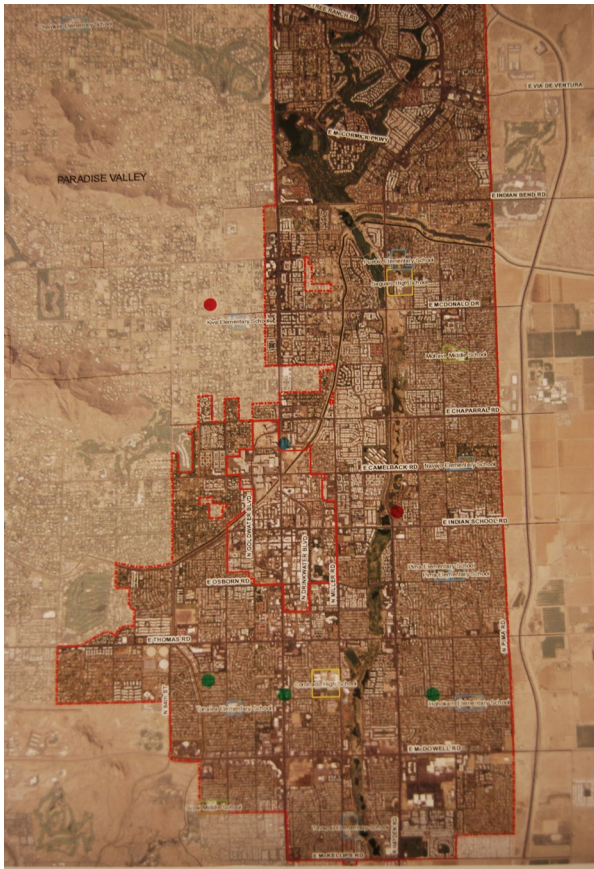
Scottsdale Downtown Plan Update
Mayor's Youth Council

Summary Report

Downtown Plan Update Background

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.

The Downtown Plan Update will review the 1984 polices and consider Downtown's future for the next ten to 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 the future of Downtown.



Participants Location Map

Introduction

As a part of the Downtown Plan Update public outreach, the Mayor's Youth Council, a group of highschool juniors and seniors, was invited to participate in an exercise to discuss their ideas and opinions of the downtown area. Using a Café exercise similar to the Business Forum in October, the Youth Council was asked to share their ideas and feelings about Downtown Scottsdale.

In addition, the Advance Planning team's junior staff lead the event providing the Youth Council insights into what planners do and how they got into planning at the City of Scottsdale. This was a great opportunity for young participants to interact with the younger staff. Most of the staff that facilitated the event are currently finishing up their educational pursuits or have just recently graduated.

Before beginning the workshop, the participants were asked to place a marker on a map to show where they live and attend school. This allowed the participants to visually grasp the location of their neighborhoods in relation to the downtown area and to see what routes are available to get to downtown from their neighborhoods.

KEY IDEAS

- Transportation
- Connectivity
- Safety
- Design
- Likes / Dislikes
- Open Space



Workshop

Following a welcome and introduction from Mayor Mary Manross, the staff gave short personal introductions of themselves and their backgrounds, as well as the steps they have taken to get where they are today. To interject some fun into the workshop, each attendee participated in an ice-breaker exercise where they received a half of a quote that, when combined with another person's half, made a complete quote. The activity allowed the group to interact and get more comfortable before starting the "café conversation."

The "café conversation" itself is a method that has been used to create a network of collaborative dialogue around questions tailored to address a specific theme. The exercise emulates the everyday experience of conversing at the kitchen table or at a restaurant, making the experience a little more casual. The participants were asked to sit at tables of five people and discuss questions regarding Downtown Scottsdale. At each table a different set of questions were posed. The groups were allocated ten (10) minutes at each table before rotating to the next table and the next set of questions, affording everyone the opportunity to discuss all of the various questions. The questions included the following:

- What would you do to make downtown more appealing/accessible to young adults?
- Identify places on the map where you have been to and also mark places that you would like to visit. Why have you been to those places and not the others?
- Have you been to other downtowns? What did you do? What did or didn't you like about those downtowns?
- What do you see yourself doing in downtown 5 years from now?



Icebreaker



Downtown Locations Mapping



Cafe Conversations



Group Presentations

Conclusion

After completing the café conversation at the round tables, staff facilitators presented the results from each table. The discussions provided details into what the Youth Council views are on the positive aspects of Downtown Scottsdale as well the constraints and suggested improvements for the area. By involving the younger community members in the Downtown Plan Update, staff is able to get a better idea of what the community wants to see from the city. The process ensures that the City of Scottsdale truly will produce a community based plan.



Summary of Participants Ideas

- The downtown is safe and pedestrian friendly
- The western feel makes downtown unique
- Some increased building height is good, as long as it is "not overdone"
- Waterfront area is great, mixed feelings on height of towers
- Good outdoor uses: nightlife / shopping / restaurants
- More open space needed, expand the Civic Center Mall
- Uniqueness of little mom/pop shops is good
- Hang out spots: Gelato Spot, Sugar Bowl and Fashion Square
- Trolley is good, but needs to be better promoted
- Need more shade and misters for outdoor areas
- No need for more chain businesses
- Need cheaper activities and entertainment
- Need more festivals and cultural events

Appendix

Youth Council Workshop Notes November 28th, 2007

Identify places that you visit downtown as well as some locations that you would like to visit.

Visited:

- Fashion Square – work or just hang out spot
- Waterfront – restaurants and shops (Pink Taco / Borders)
- Gelato spot – most visited spot amongst the Youth Council
- Civic Center Mall
- Sugar Bowl
- Library
- Popular restaurants – RA, Café Carumba, Fuddrunkers, The Breakfast Club
- Scottsdale Stadium
- Scottsdale Center for Performing Arts
- Scottsdale Museum of Contemporary Arts

Want to visit:

- The Venue
 - 5th Avenue (Most of the smaller shops along 5th Avenue)
 - Old Town area (shops that are more suited to their age group)
- *Most places that have not been visited are not known about**

What would you do to make Downtown more appealing/ accessible to young adults?

- Provide more unique restaurants and shops (fewer chains)
- Cheaper activities and places to hang out
- More entertainment (festivals, music, etc.)
- Better trolley routes to get around, and make routes well known

What do you see yourself doing in Downtown five (5) years from now?

- Sharing an apartment
- Happy hour after work
- Clubs, movies, entertainment
- Walking around downtown because of nice weather
- Visiting Civic Center Mall
- Take tourists / family from out of town around Old Town
- People watching
- Riding public transit from place to place
- Not having a family
- Doing more activities outside
- Hanging out at the Waterfront with friends
- Going to Sugar Bowl
- Shopping and movies at Fashion Square
- Going to Gelato Spot
- Using the trolley to get around

Have you been to other downtowns?

- Pennsylvania
- Boston
- London
- New York
- Kansas City
- Washington D.C.
- Tempe
- Mesa
- Los Angeles
- San Francisco
- Seattle
- Chicago
- Maine
- Coolidge
- Portland
- Prescott
- San Diego

What did you like about the other downtowns you have visited?

- Lots of Shopping
- Nice little hangout spots and open spaces
- Coffee shops
- Places you can just hang out and not spend money, like Central Park
- Plazas with fountains
- Nice landscaping and garden features
- Mom/Pop stores (not chains, stuff you can't get anywhere else)
- Specialized boutiques
- Neat little restaurants (not chains)
- Mass Transit (easy to move around)

What did you not like about other downtowns you have visited?

- Too crowded
- Unsafe streets / dark places that are not well lit
- Parking hassles
- Tons of offices that all look the same
- Lack of activities at night
- Homeless people
- Some downtowns are really dirty