

# Downtown Plan Update

PREFERRED PLAN WORKSHOP  
March 19, 2008



DOWNTOWN PLAN  
SCOTTSDALE

# TONIGHT'S WORKSHOP

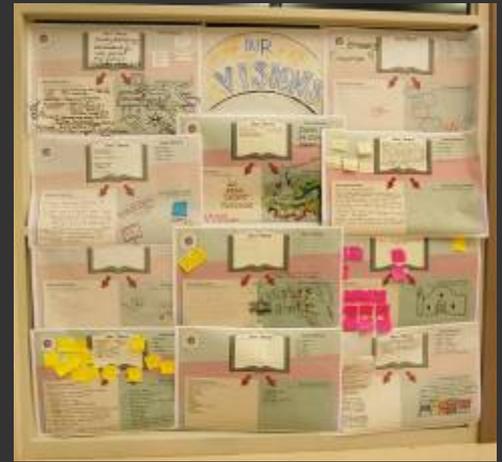
- **Public Outreach Summary**
- **Introduction**
- **Sustainability**
- **Urban Design**
- **Pedestrian Mobility**
- **Transportation & Parking**
- **Economic Vitality**
- **Arts and Culture**
- **Land Use**
- **Community Dialogue**



Welcome

700+ participants; 30% repeat rate

- **Downtown Town Hall**
- **Focus Groups (21)**
- **Business and Property Owner Forums (2)**
- **Walking Audits (9)**
- **Workshops (4)**
- **Charrette**
- **Online Mobility Survey**
- **Youth Council Café**
- **Virtual Open House**
- **Individual group/stakeholder meetings**



# THEMES FROM PUBLIC OUTREACH

- Enhance and increase the public realm
- Enhance connectivity to the Civic Center Mall (Park)
- Enhance or create new connections into and throughout downtown
  - The Couplets should remain as major thoroughfares
- Improve pedestrian comfort
  - Scottsdale Road should be pedestrian-friendly
- Encourage sustainable design, including heat island reduction
- Celebrate history, create sense of place, & enhance identity



# THEMES FROM PUBLIC OUTREACH (continued)

- **Create sensitive transitions between downtown and adjacent neighborhoods**
- **Downtown should be mixed-use with services within walking distance of residential areas (urban neighborhoods)**
  - **Support a 24/7 environment**
- **New investment & reinvestment are needed**
- **Attract every walk of life – “from 3 to 93”**
- **Public and private partnerships are needed**
- **Expand the downtown boundary in certain locations**



“Downtown’s image should be representative of the quality of life that has traditionally made Scottsdale a highly desirable place to live.”

- Downtown Plan, 1984

# WHAT MAKES A GREAT DOWNTOWN?

- **Shaped by local traditions, cultural ambitions and economic dynamism**
- **Active with variety**
- **Shaped by unique, local history, culture and skill**
- **Open and inclusive**
- **Facilitated with public investment**
- **Defined by great public spaces**
- **Environmentally appropriate**
- **Legible and well-designed**



# NEW COMPONENTS OF THE DOWNTOWN PLAN

- History
- Sustainability
- Urban Neighborhoods
- Public Realm
- Arts and Culture

# EMERGING TOPICS

- **Boundary expansion with sensitive buffer development addressing adjacent residential**
- **Emergence of Urban Neighborhoods**
- **“Civic Center Mall” as the “premier downtown park”**
- **Scottsdale Road as a downtown-serving and pedestrian-friendly “Promenade”**
- **Maintain the importance of the canal as a view corridor**

# EMERGING TOPICS

- **Strengthen and interconnect the public realm to reinforce a “sense of place”**
- **Increasing building heights to 10 to 12 stories north of the Canal and on the Medical Campus**
- **Creating a hierarchy of pedestrian corridors and places**
- **Flexible development standards for cultural and medical land uses**

# Sustainability



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“Scottsdale is committed to the effective management of its finite and renewable environmental, economic, social and technological resources to ensure that they serve future needs”  
– General Plan 2001

Sustainability is important to all facets of the Downtown Plan, and therefore woven throughout the Plan elements.



Sustainability

Downtown sustainability should promote vertical mixed use development that provides opportunities to:

- **conserve energy**
- **reduce pollution**
- **offer alternatives to automobile reliance**
- **promote walkability, and**
- **provide close access to employment, daily services, and markets.**

Honor our cultural and natural history by incorporating local and natural elements into the character and design of Downtown.



**HISTORY**

Create physical linkages and sustainable transportation opportunities to foster connectivity for communities Downtown.



**MOBILITY**

Promote environmental health by integrating sustainability into the Downtown urban form through site design, building design, and the use of sustainable technologies.



## URBAN DESIGN



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Reduce the Urban Heat Island Effect through Urban Design by creating cool corridors, nodes, vegetative roofs and using sustainable materials.



## URBAN HEAT ISLAND EFFECT



DOWNTOWN PLAN  
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Promote infrastructure systems that utilize green construction practices and improve operations efficiency in services and facilities management Downtown.



**INFRASTRUCTURE**

Incorporate a diverse mix of art and cultural opportunities in the Downtown that educate and inspire the community.



## ARTS & CULTURE



DOWNTOWN PLAN  
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Provide quality Downtown development that promotes energy efficiency and a place-based economy for long term viability.



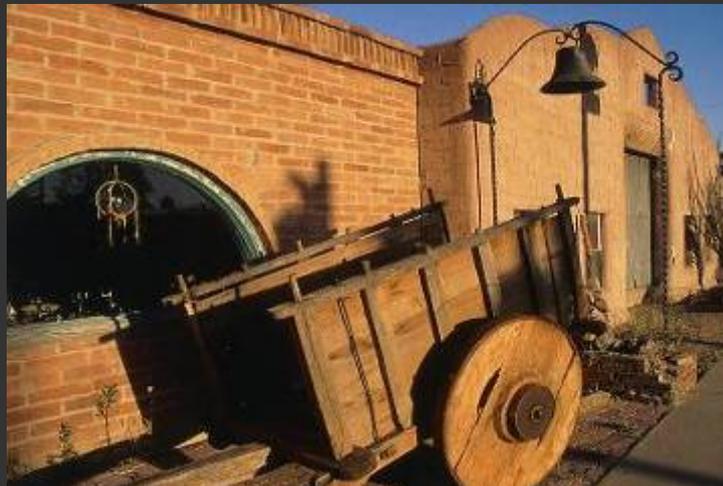
**ECONOMIC VITALITY**

# Urban Design



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Preserve and protect "Old Town", while identifying Downtown as the place where the New West meets the Old West.



Urban Design

The design character of any area should be enhanced and strengthened by new and context-sensitive development.



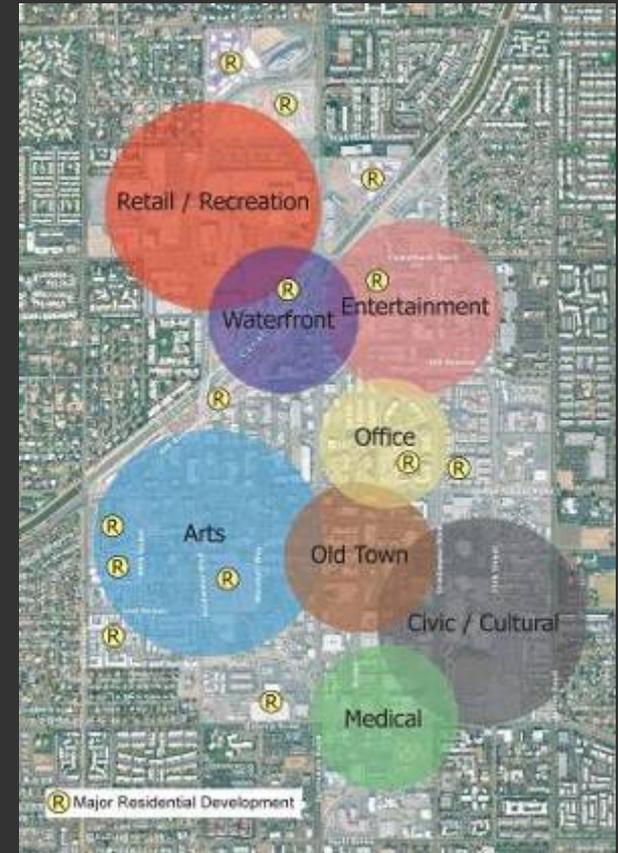
Urban Design

Development should sensitively transition in scale, height, and intensity from the downtown boundary to adjacent neighborhoods, and adjoining urban neighborhoods of differing development types.



Urban Design

Urban Neighborhoods with identifiable centers and overlapping boundaries of transitioning character are preferred to the hard and fast edge of the prior Downtown Plan's "Districts."



Urban Design

Protect the existing unique character of mature urban neighborhoods and promote continuity of character in new ones.



Urban Design

The design of the public realm is an opportunity to exemplify and strengthen the identity of the downtown and its urban neighborhoods.



Urban Design



The public realm shall act as an underlying structure for organizing downtown's urban neighborhoods in a recognizable manner.

Urban Design

Infrastructure should be designed to compliment the public realm.



Urban Design

Continue and expand the tradition of downtown's covered walkways.



Urban Design

Visually and physically open access to the interior of Scottsdale's Civic Center from its surrounding edges.



Urban Design

Create a high level of expectation in the quality design for downtown architecture.



Urban Design

The design of the built environment should respond to the desert environment.



Urban Design

**Developments should strive to incorporate sustainable and healthy building practices and products.**



**Urban Design**

# Pedestrian Mobility

# CONNECTIVITY

The concept of being connected across the urban landscape is critical for downtowns seeking to create and maintain high quality of life.



Pedestrian Mobility



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# CONNECTIVITY

**Participants in the Downtown Plan Update have consistently identified the benefits of improving circulation and connectivity throughout the Downtown area.**



Pedestrian Mobility

# PRINCIPLE:

Reflect community values in infrastructure investments.

- Improve pedestrian crossings.
- Upgrade sidewalks.
- Provide additional and consistent shade.
- Improve pedestrian lighting.
- Provide additional wayfinding for pedestrians.
- Improve bicycle lane continuity.
- Provide enhanced transit (trolley, stops, service).

# PRINCIPLE:

## Create a fine grain connected street system

- Review public and private projects for connectivity.
- Create a pedestrian circulation network consisting of regular streets, alleys, mid-block connections, passage ways and courtyards.
- Provide shade opportunities through the provision of landscaping, covered walkways, or other architectural features within the public realm.

# PEDESTRIAN MODE

For a downtown to thrive, it needs pedestrian activity.



# PEDESTRIAN MODE

Walking must be safe, comfortable, attractive, inviting, and a common activity embraced by many people.



# PEDESTRIAN MODE

Provide shade to entice walking year round and enhance overall pedestrian comfort levels.



# PRINCIPLE:

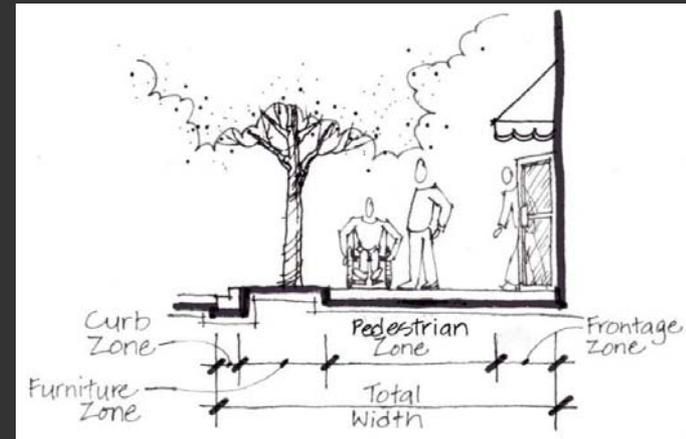
## **A combination of design components define pedestrian-friendliness:**

- Give priority to pedestrian crossings.
- Provide shade for pedestrians waiting to cross.
- Provide adequate space for meeting and passing people.
- Encourage strolling, lingering and promenading.
- Incorporate pedestrian-friendly features.
- Require sun/shade studies.

# PRINCIPLE:

**Create complete, comfortable, and attractive pedestrian circulation systems.**

- Create complete, comfortable, and attractive pedestrian circulation systems.
- Create fine-grain walking grids.
- Establish a furniture zone for benches, street lights, trash receptacles, and landscaping to separate the sidewalk from the street.



# PRINCIPLE (continued):

- Ensure adequate and clear pedestrian zones for unobstructed mobility throughout the Downtown.
- Allow for a frontage zone that facilitates doorway access into and from buildings located immediately next to sidewalk edges.
- Add space for the development of sidewalk cafes.

# PRINCIPLE:

Provide convenient and safe roadway crossings that give priority to pedestrian travel.

- Implement site solutions for the urban context.
- Adjust countdown times and signals for slower pedestrians.
- Utilize the full toolbox of techniques to enhance crossings.
- Comply with ADA.
- Enhance transit stops and activity centers.

# PRINCIPLE:

## Embrace the concept of Universal Design

- Accommodate the widest range of potential users “3 to 93”.
- Work to accommodate the variety of disabled persons.
- Consider the provision of shade as a necessity, not a luxury.

# PRINCIPLE:

Create different types of pedestrian spaces.

- All of Downtown shall be *Pedestrian Supportive*.
- Identify and enhance areas that meet the highest *Pedestrian Place* standards.
- High speed corridors should be *Pedestrian Compatible*.
- *No Pedestrian Challenging* environments Downtown.



# PRINCIPLE

- Establish an interconnected public space network.
- Develop walking history and cultural tours.



Downtown  
Pedestrian  
Promenade

# PRINCIPLE:

Incorporate flexibility into pedestrian guidelines.

- Consider switching diagonal to parallel parking to add needed pedestrian space.
- Recess first floor uses back from the property edge to create more public realm opportunities.
- Recommend small, low-cost enhancements to existing properties.
- Systematically improve ADA accessibility and missing links.
- Remove vertical and horizontal obstructions.

# PRINCIPLE:

Set aside designated funding for pedestrian enhancements.

- Achieve the citywide TMP goal (26-36%).
- Use annual local funding to complete spot improvements, match grants and partner.
- Create innovative public-private funding options.
- Supplement local funding with other sources.

# Goldwater Boulevard and Main Street Existing



# Goldwater Boulevard and Main Street Pedestrian Enhancements



# Transportation and Parking



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# Develop "complete streets" for all modes of travel.



Transportation & Parking

# Address mobility in terms of travel, safety, circulation and access needs.



Travel



Circulation



Access

Land uses must complement & enhance an urban transportation system.



Transportation & Parking

# Do not stifle redevelopment Downtown.



Transportation & Parking

# Ensure convenient parking Downtown.



Front Door Parking



Time Limits



Wayfinding

# Develop a “park once” environment.



Public Structures



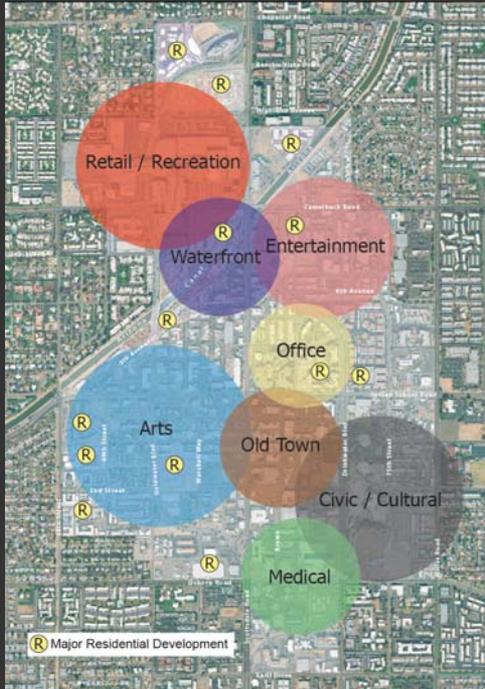
Passages to Block Interiors



Trolley Integration

Transportation & Parking

# Develop parking districts.



Provide Parking  
within each District



Balance  
Supply and Demand



Enhance  
Wayfinding

# Improve transit service convenience and coverage.



Enhanced Downtown  
Transit Circulator



Integration with High-Quality  
Pedestrian Environment



Regional  
Connections

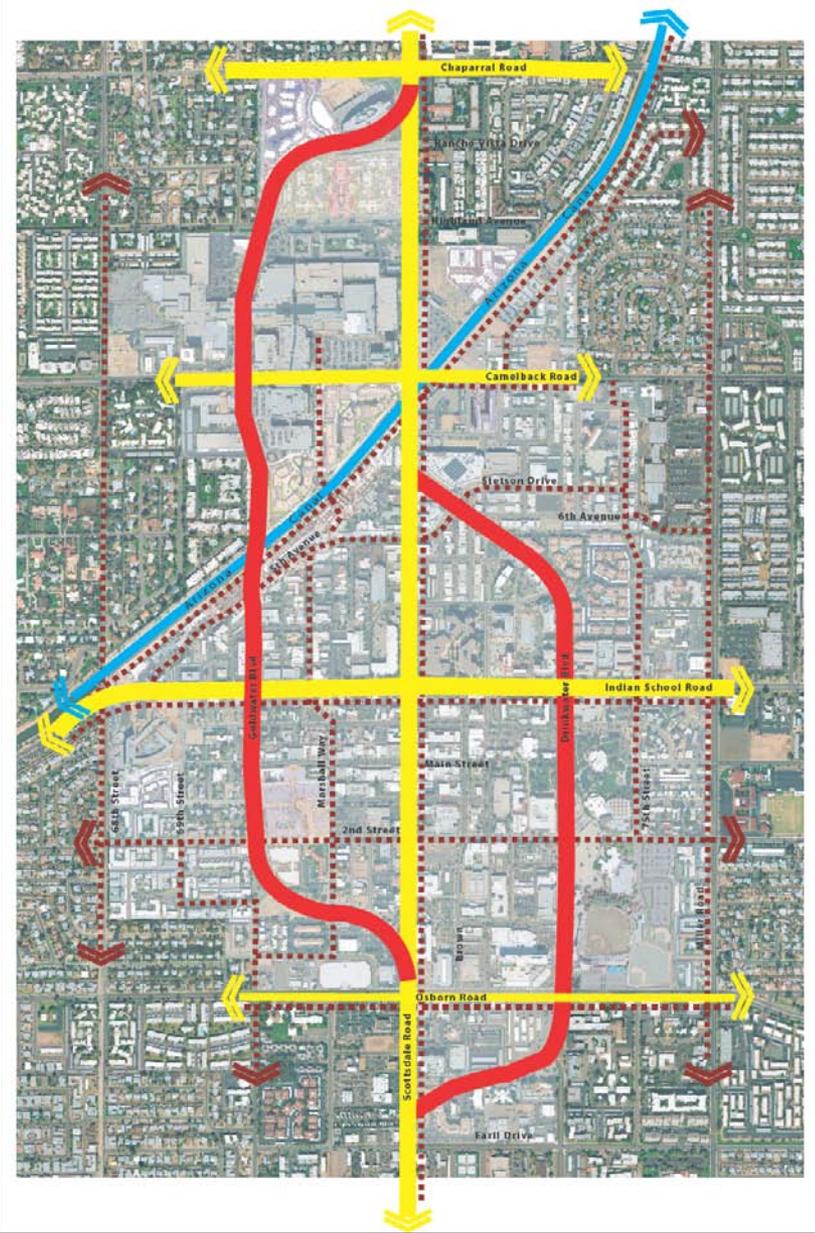


# Accommodate bicycles in Downtown.



Transportation & Parking

Maintain Goldwater and Drinkwater as the primary routes to carry pass-through traffic Downtown.



The primary functions of Scottsdale Road should be downtown-serving and pedestrian-friendly.



Transportation & Parking

# Scottsdale Road (Existing)



# Scottsdale Road (options)



# Scottsdale Road (options)



# Scottsdale Road (options)



# Scottsdale Road (options)



# Economic Vitality



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# Principle: Downtown's Unique Role

- ***Support Downtown as the vital center of the City, with a unique economic role as the hub for arts, culture, retailing, housing, entertainment, and events.***
  1. **Downtown should offer activities and uses that are not found elsewhere in the City (i.e. arts and cultural activities, city governmental center).**
  2. **Downtown should incorporate a wide variety of context-appropriate design themes (i.e. western, contemporary, cutting-edge arts).**
  3. **Revitalization efforts should treat civic, economic, and social priorities equally. Implementation should integrate these functions to create a seamless blend of uses.**
  4. **The City should work to attract new cultural and social amenities Downtown (i.e. art museums, recreational, medical, and educational facilities).**

# Principle: Sustainable Downtown

- *Position Downtown as a sustainable urban center, with an emphasis on livability, walkability, and opportunities for diverse lifestyles.*
  1. Retain a pedestrian friendly, small town appearance in traditional core, including preservation of a western image in Old Town.
  2. Higher density development should surround the traditional core.
  3. Improve mobility and economic linkages between downtown districts.



# Principle: Urban Neighborhoods

- ***Enhance the development of urban neighborhoods downtown, with concentrations of housing, retail and neighborhood services in a pedestrian-friendly orientation. Ensure that these neighborhoods have sufficient support to create a full-time year round living environment.***
  1. **Identify locations near developing/ planned housing projects to emphasize design/streetscape treatments and targeted public infrastructure investments to develop full-service urban neighborhoods.**
  2. **Locations should consider walkability to grocery and daily shopping needs, auto circulation, parking, public transit, schools, and parks.**
  3. **Consideration should be given to the placement of new projects within these neighborhoods, their relation to existing and new streets, and their distance to services and transit.**

# Principle: Urban Neighborhoods

4. Incorporate targeted public infrastructure investments to reduce climate change impacts and mitigate weather, such as special sidewalk paving to reduce run-off and heat capture, building configuration to maximize air flows, green and heat-reducing building materials, and landscaping / shade mechanisms.
5. Encourage diverse range of housing development and product types, including housing for workforce, artists, and other downtown residents.
6. Integrate small office and vertically mixed-use buildings within designated urban neighborhoods to ensure walkability to employment for some residents.



# Principle: Private Investment & Development

- ***Promote private investment and attract new development to Downtown.***
  1. The City should encourage new development and private investment to maintain Downtown Scottsdale's competitive edge in the region.
  2. Promote vertical mixed use developments.
  3. Private sector is key to successful downtown Plan implementation.
  4. The City should actively seek public/private partnerships to achieve the goals of the Downtown Plan.
  5. Success depends on commitment of merchants, landlords, and developers.
  6. City government can play only a limited role - establishing a stable climate for investment through the adoption of clear policies.

# Principle: Office Employment

- ***Support growth in downtown office employment.***
  1. Office development may require development flexibility to insure quality design and sustained growth.
  2. The City should work to attract a variety of office development types to the Downtown, including small professional offices meeting the needs of Downtown residents for start-up and established businesses.



# Principle: Retail/Arts/Culture

- *Emphasize retail, tourism, arts, culture, and entertainment.*
  1. **Promote downtown as the symbolic arts and cultural center of the community.**
  2. **The City should work to attract a variety of retail, arts, and cultural development to downtown.**
  3. **Downtown should be a creative environment in which people can live, work, and pursue leisure activities.**
  4. **Downtown should continue to be supported as a strong tourism destination, including promotion of the historic and contemporary artistic spirit which makes Scottsdale unique.**
  5. **The City and its partnership organizations should work together with the area resorts, cultural institutions, and design professions to emphasize Scottsdale's sustainable design heritage.**
  6. **Maintain and enhance Downtown's successful mix of retail experiences. Respond to changing retail market trends.**

# Principle: Public Financial Support

- ***Provide public financial support through targeted infrastructure improvements, promotional programs, and support of merchants & businesses in order to attract private investment.***
  1. The City will need to continue to invest in downtown in order to achieve the goals of the Downtown Plan.
  2. The City's primary investment will be in the form of infrastructure improvements, targeted to maintain, upgrade, and expand infrastructure to support land use and circulation in the Downtown.
  3. 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.
  4. The City should encourage downtown merchants to coordinate marketing and operational programs.

# Principle: Continuous Improvement

- ***Continue to update information and strategies to ensure Downtown vitality over time.***
  1. **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.**
  2. **Downtown policies should be examined on a regular basis to ensure they are responsive to changes in economic, social and environmental conditions.**





# **DOWNTOWN PLAN UPDATE**

## **The Scottsdale Cultural Council**

**Arts and Culture**

**William H. Banchs**

**President and CEO**

**The Scottsdale Cultural Council**

**March 19, 2008**

# Draft Goals for Arts and Culture Chapter of the Downtown Plan Update

- Invest in current arts and cultural efforts and explore new opportunities to advance Downtown Scottsdale's capacity as an arts and cultural center with regional and national significance.
- Invest in public art that preserves, commemorates and celebrates our history, culture and people and creates a "museum without walls" for all to participate in.
- Support initiatives that bridge commercial arts interests with non-profit interests to enhance economic vitality. Create Public/Private Partnerships that further the goal of the Downtown being a cultural center for the region.





## Brand Characteristics for the Scottsdale Cultural Council and City Partnership

The Scottsdale Cultural Council aspires to:

- Be the premiere multi-arts organization in the State of Arizona;
- Ensure innovation and leadership in the arts; and,
- Nurture a strong, vibrant, and vital arts community where people desire to live, work and visit.

# Governance Organization Chart and Performance Measures



- Program Quality
- Education and Outreach
- Audiences
- Financial



# Arts and Cultural Community Success Indicators

- When Scottsdale is as well-known for art and culture as it is for its other tourism attractions.
- When the whole city is a museum for public art, and people come for its aesthetic environment.
- When cultural activities are offered year-round.
- When arts programs grow with a mix of public and private resources.
- When taxpayers feel like they get their money's worth from tax-supported arts programs.
- When we achieve a balance of student, amateur and professional involvement opportunities in the arts, “just like in sports.”
- When Scottsdale is an incubator of young talent and a magnet for arts professionals.
- Success is when the world-class standards of Scottsdale's cultural offerings are an important part of its identity.



# Downtown Plan Update

## 1984 Downtown Plan Goal

- “Promote Downtown as the symbolic/ cultural center of the community.”

## 2008 Downtown Plan Update

- Arts and Culture warrants a designated chapter in the Downtown Plan Update.
- “Arts and Culture contribute to building a cohesive community that can bridge old and new, young and old, contemporary and traditional, real and virtual.”
- “Arts and Culture help cities animate their downtowns, creating a sense of place and contributing to the quality of life for citizens, visitors and business development.”



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# Land Use



Maintain Downtown Scottsdale as the commercial, cultural, civic, and symbolic center of the community.

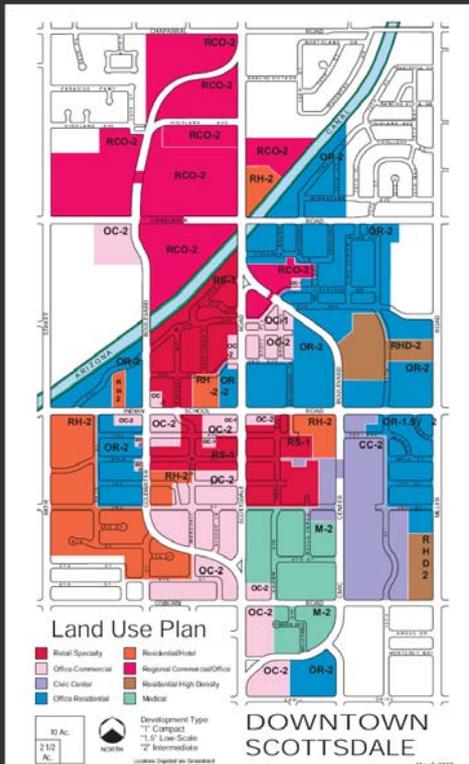


Land Use



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The Downtown Plan establishes policy which will allow downtown to be a highly functional mixed-use center with emphasis on specialty retail, office and residential/hotel uses.



- General Plan designated mixed-use neighborhood
- Regional Commercial and Large Scale Office zone
- Office/Residential Zone
- Residential Hotel Zone
- Retail/Specialty Zone
- Civic Center
- Office/Commercial Zone
- Medical Zone

Land Use

Like a great book, a great downtown is easy to 'read' or comprehend. Key destinations and important streets are obvious to visitors and residents alike.



Continue the use of development types to guide the ultimate physical and built form of Downtown Scottsdale.



Land Use



DOWNTOWN PLAN  
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Support the revitalization and additional expansion of Downtown culture facilities by allowing greater flexibility in the development of such land uses.



Land Use

Support Downtown Scottsdale as a “diverse, vibrant, 24 hour urban community” where the New West meets the Old West.



Land Use

Promote urban neighborhoods that incorporate a variety of land uses within convenient walking distance:

- Vertical mixed use development,
- Open space,
- Employment (office, retail),
- Commercial,
- Personal and residential services,

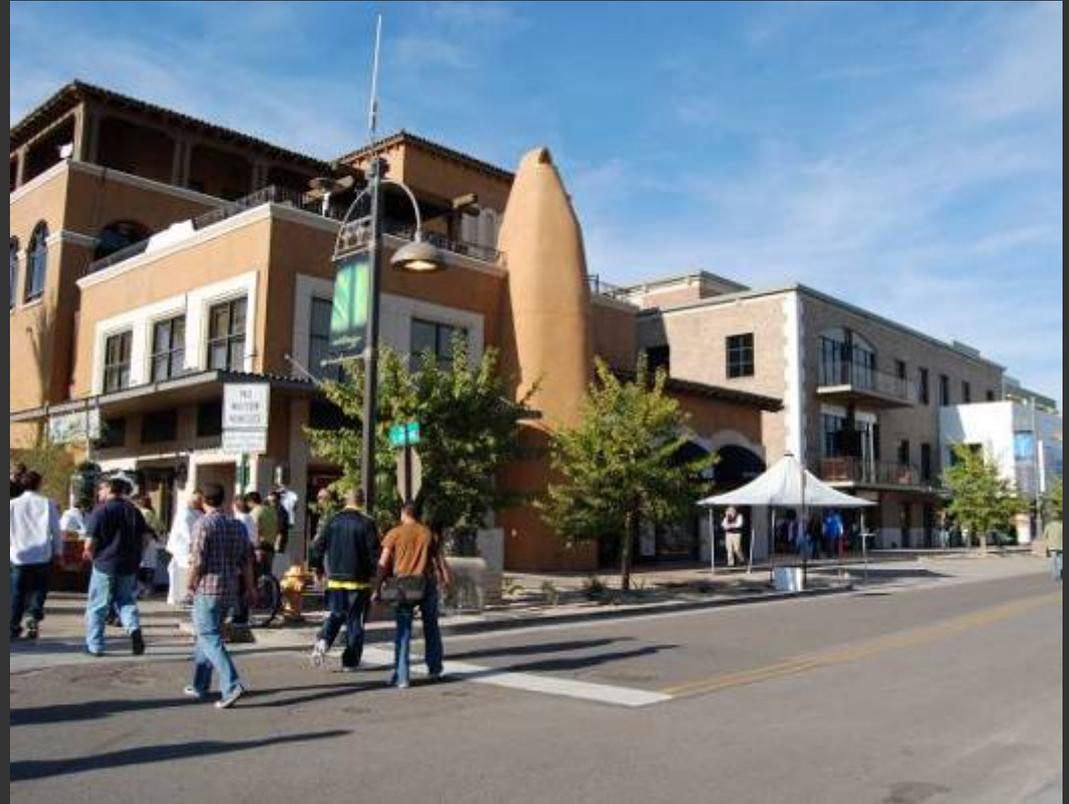


Enhance and expand Downtown public open spaces. Civic Center Mall should be identified as the Downtown park.



Land Use

Ensure a vibrant mix of mutually-supportive land uses.



Land Use

Promote a range of diversity in downtown housing options.



Land Use

Land use shall contribute to the creation of a complete Downtown community with a vibrant mix of uses, in order to preserve natural resources for future generations.

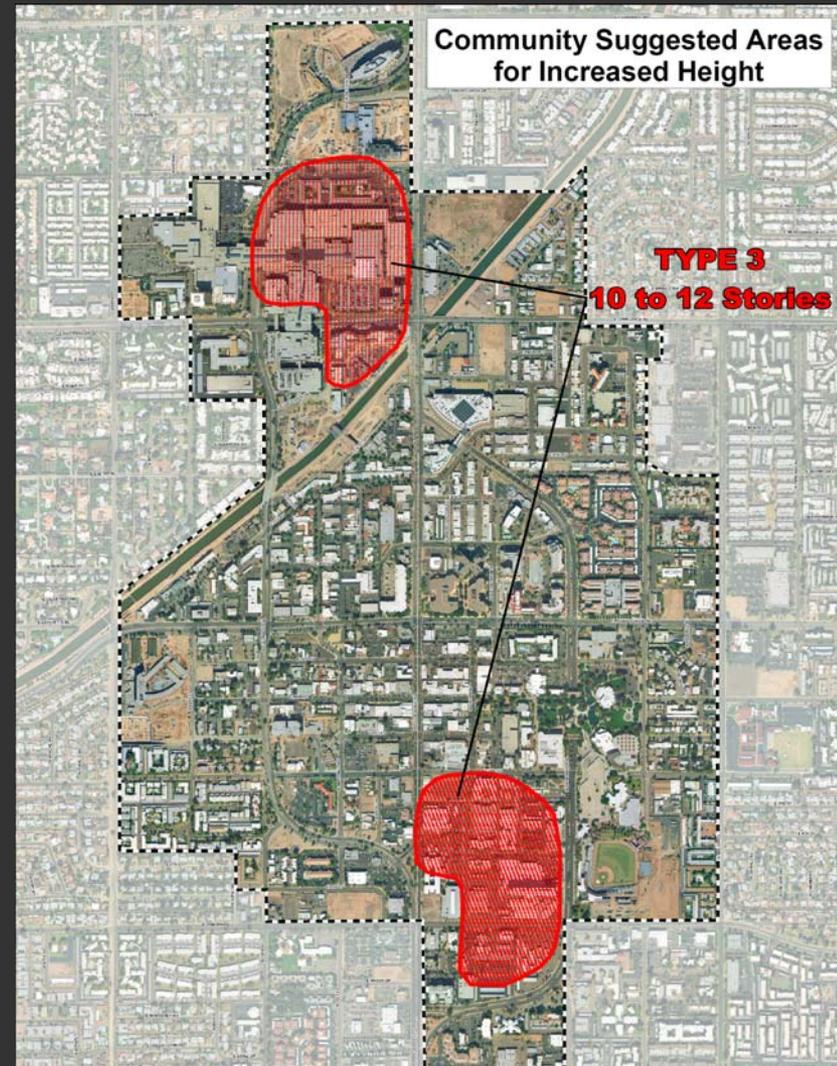


Land Use



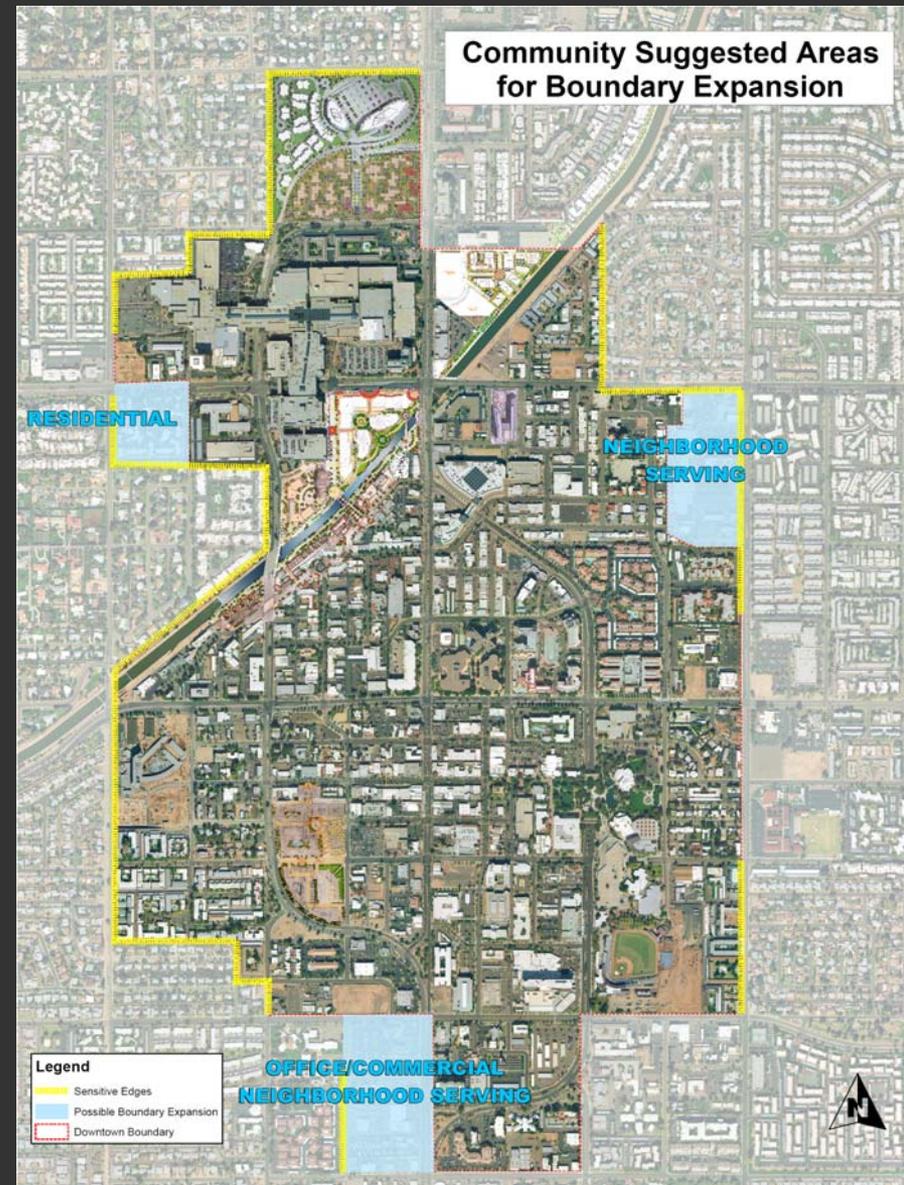
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There is general community acceptance for more height (10 – 12 stories) north of the Arizona Canal and in the Medical District



Land Use

Public outreach participants have commonly supported three new areas for Inclusion within the Downtown boundary.



Land Use

# COMMUNITY DIALOGUE

- Sustainability
- Urban Design
- Pedestrian Mobility
- Transportation and Parking
- Economic Vitality
- Arts and Culture
- Land Use

