

# CITY COUNCIL REPORT



Meeting Date: **October 24, 2023**  
 General Plan Element: ***Character & Design***  
 General Plan Goal: ***Develop, maintain, and refine Character Area Plans***

## ACTION

### Old Town Scottsdale Character Area Plan Update – Phase 1 5-GP-2021

#### Request to consider the following:

Adopt Resolution No. 12745 adopting a minor amendment to the City of Scottsdale General Plan 2035, by amending and updating the Old Town Scottsdale Character Area Plan.

## LOCATION

Old Town Scottsdale

## BACKGROUND

Scottsdale City Council adopted the most-recent iteration of the Old Town Scottsdale Character Area Plan (OTSCAP), a policy document, in July 2018. The Old Town Scottsdale Character Area Plan (formerly Downtown Plan) has served as the comprehensive policy document to guide development decisions for Old Town Scottsdale for over 35 years. As an adopted Character Area Plan within Scottsdale General Plan 2035, the OTSCAP incorporates community goals and policies consistent with, but not duplicative of, both the General Plan and other master-planning efforts, specific to Old Town.

The Downtown Plan went through an extensive update in 2009 largely as implementation items identified with the 1984 Downtown Plan had mostly been accomplished, and to align the Downtown Plan with other Council-adopted plans enacted since 1984. Additionally, the 2009 update contained modifications to account for recent changes in the downtown business, residential, and retail markets, as well as newer development construction practices and standards. To ensure the 2009 Downtown Plan update would reflect the community's vision and goals for downtown, a two-year public outreach process was conducted, culminating in an updated, community-based, and City Council adopted plan in 2009. In 2018, the Downtown Plan was updated because the vast majority of implementation items found in the 2009 Plan had been accomplished. The name of the plan was changed at this time from Downtown Plan to the current Old Town Scottsdale Character Area Plan. The public outreach for updating the Plan in 2018 occurred over a period of six months, and it was unanimously adopted by the City Council in July 2018.

At a June 22, 2021 work study session and [August 24, 2021 meeting](#) City Council discussed and ultimately directed staff to begin a public outreach effort to reexamine the Old Town Scottsdale Character Area Plan, affected sections of the city's Zoning Ordinance, and Old Town Urban Design and Architectural Guidelines.

## **PUBLIC PARTICIPATION**

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In accordance with the [Old Town Policy and Regulatory Public Participation Plan](#) the following timeline represents the public outreach opportunities that have been conducted since City Council initiated the update process:

- One (1) City Council Work Study Session ([September 21, 2021](#)) – City Council reviewed and discussed infrastructure, sustainability, tourism and economic development, as well as the naming of “Downtown” to “Old Town” and how to keep consistency with the Old Town Scottsdale Character Area Plan, Zoning Ordinance, and Tourism marketing/branding efforts for this area of the community;
- One (1) Planning Commission Non-Action Meeting ([October 6, 2021](#)) – Planning Commission reviewed and discussed the Old Town Scottsdale Policy, Regulatory, and Guideline Update as initiated by City Council;
- In the fall of 2021, nine (9) in-person open house events were offered over three separate dates - [October 18th and 25th, and November 15th](#) - resulting in six (6) total events (based on registration and attendance) conducted regarding Downtown Development Types and Development Flexibility. 167 stakeholders registered while 117 participated;
- One (1) Planning Commission Non-Action Meeting ([December 15, 2021](#)) – Planning Commission reviewed and discussed public outreach efforts associated with the Old Town Scottsdale Character Area Plan and downtown zoning ordinance update process;
- In the Spring of 2022, [three \(3\) in-person open houses](#) were offered on March 7th to receive input from the general public, one (1) open house was offered on March 9th to receive input from Old Town property and business owners, and one (1) open house was offered on March 11th to receive input from the development community - resulting in five (5) total events (based on registration and attendance) conducted regarding the definition of Mixed Use Development, Bonus Height, Bonus Provisions, and the provision of Open Space. In terms of attendance, a total of 59 people attended the sessions; 37 people attended the three (3) open houses on March 7th, 14 people attended the Business/Property Owner Focus Group on March 9th, and eight (8) people attended the Development Community Focus Group on March 11th; and
- Old Town Updates Self-Guided Open House ([October 2021 – October 2022](#)) was developed to enable participants to provide input regarding topics such as Vision and Values, the provision of quality development, mixed-use development, building height, bonus provisions, and public open space. There was a total of 68 persons that participated in the Self-Guided Open House.

- January 2023, six (6) in-person open houses were offered to the public ([January 10<sup>th</sup> and 12<sup>th</sup>](#)) to receive input on the legislatively drafted changes to both the Character Area Plan and Zoning Ordinance. A total of 84 persons participated.
- [January 2023 through August 2023](#), a Self-Guided Open House series was provided online to enable participants to provide input regarding the proposed draft of the Old Town Scottsdale Character Area Plan and downtown Zoning Ordinance.
- One (1) City Council Work Study Session ([January 24, 2023](#)) – City Council reviewed the proposed draft of the Old Town Scottsdale Character Area Plan and affected sections of the Zoning Ordinance that relate to downtown.

Upon completion of the outreach, staff recognized that there was a great deal of information examined during the process in which any “update” to a policy or regulatory document would be considered within the overall public hearing process. Consequently, rather than completing the update process through a single track and action, staff has amended the approach to allow each phase to represent amending a specific item within a policy and/or regulatory document to allow for greater transparency and ease of review associated with all considered amendments. These updates are anticipated to be completed during the 2023/2024 fiscal year, in phases.

- [August 23, 2023](#), Planning Commission considered the repeal of the Downtown Infill Incentive District and Plan, case 1-II-2010#3, a Non-Action item.
- [September 5, 2023](#), City Council considered community input collected during the Old Town Updates outreach process (2021 – 2023) in the adoption of Resolution No. 12746 repealing Resolution No. 8370 and terminating the Downtown Infill District and Downtown Infill Incentive Plan.
- [September 27, 2023](#), Planning Commission reviewed, and recommended unanimous approval (6-0), of the proposed draft of the Old Town Scottsdale Character Area Plan. The marked agenda and comments collected from the Planning Commission during that meeting are included.

## **ANALYSIS & ASSESSMENT**

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City Council requested staff seek focused citizen input regarding the topics of vision and values, development types, building height and development standards, the provision of mixed-use, development flexibility, bonus provisions, open space, and quality development. Efforts to engage the public resulted in heightened public awareness of what existing public policy and regulatory oversight the city has specific to Old Town. The public outreach conducted, as directed by City Council, generated a broad range of opinions, perceptions, and suggestions from participants.

Staff utilized the major themes collected from public outreach as well as input from Planning Commission and City Council, to create a draft of the Old Town Scottsdale Character Area Plan (Exhibit 1 of Attachment 1). As per direction from the City Manager’s Office, staff will be updating the policy or regulatory documents in a phased manner. Consequently, the following summarizes

the second phase of this process, draft amendments to the Old Town Scottsdale Character Area Plan, categorized by the topics that were specified by City Council:

*Old Town Scottsdale Vision and Values*

**Summary of input received:** Participants generally supported for Vision and Values as written; however, there was support to revise the Vision Statement to remove the word “metropolitan”.

**Proposed draft amendments:**

- Amend the Vision Statement to remove the word “metropolitan”.
- Align Vision Statement with text specific to Old Town found in Scottsdale General Plan 2035

This proposed change can be found within the proposed draft of Old Town Character Area Plan, Page 5.

*The provision and implementation of Mixed-Use Development*

**Summary of input received:** Participants supported non-residential land uses to activate the ground level, including utilizing percentages to regulate ground floor uses to establish mixed-use development. Further, participants supported regulating such for areas within the Goldwater/Drinkwater Couplet, south of the Arizona Canal.

**Summary of draft amendments:**

- Definitions of “Horizontal Mixed Use” page 50, and “Vertical Mixed Use” page 55, have been added to the Plan to provide distinction to the existing definition of “Mixed Use” page 51 in the Plan, a definition consistent with adopted and ratified Scottsdale General Plan 2035.

*The provision of more interconnected, public open space areas in Old Town:*

**Summary of input received:** Participants supported open space as an amenity in Old Town and agreed that it should be a priority of redevelopment efforts, particularly when bonus provisions are sought. Participants emphasized that when bonus maximum heights are requested, open space at the street/pedestrian level should be an expected and provided public benefit.

**Summary of draft amendments:**

- Update Public Spaces and Connectivity Map within the Old Town Scottsdale Character Area Plan to reflect open space and connectivity through Old Town – emphasizing connections within and between open space areas and includes entitlement and desired open space areas.

The Public Spaces and Connectivity Map is depicted on page 21 of the proposed draft of the Old Town Scottsdale Character Area Plan.

Additional updates concerning this topic will be brought forward as a separate item to be considered by Planning Commission and City Council in association with affected sections of the city’s Zoning Ordinance – anticipated to be completed during the 2023/24 fiscal year.



*The provision of quality new development and redevelopment:*

**Summary of input received:** Participants stated that quality development within Old Town is a priority; however, their focus was on building setbacks, open space, streetscapes, and streetspace continuity as a means to enhance the pedestrian environment. Further, participants expressed support regarding the importance of quality design and design within surrounding context.

**Summary of draft amendments:**

- The creation of Policy LU 3.5 (page 14) to encourage higher scale development to locate outside of the Downtown Core (Type 1 areas)
- The creation of Policy LU 3.6 (page 14) and amendment to existing Policy CD2.2 (Page 19) which call for transitioning scale, height, and intensity away from the Downtown Core (Type 1 areas)
- The creation of Policy CD 1.2 (page 18) to address transitions between developments.
- Amending Policy CD 4.2 (page 20) to clarify where covered walkways are encouraged (the Downtown Core) and where other methods for shading walkways may be implemented (Type 2, Type 2.5, and Type 3 areas)
- Adding a sub bullet to Policy CD 11.1 (page 25) to ensure infrastructure improvements positively impact both the aesthetic and mobility aspects of the pedestrian environment
- Update the Pedestrian Connectivity Map (page 32) and associated pedestrian hierarchy definitions (page 33) to appropriately describe expected levels of activity along specified streets.
- The creation of Policy M 4.4 (page 35) to reflect existing text within the Zoning Ordinance concerning Major Intersections within Old Town (Sec. 5.3006D) as well as graphically depicting such locations on the Pedestrian Connectivity Map (page 32)

*Non-Categorized Proposed Amendments to the Old Town Scottsdale Character Area Plan include:*

- Assessed and aligned goals, policies, and glossary definitions with other plans that have been reviewed and/or adopted by the Council and/or other related agencies since 2018
- Goals and policies have been reviewed and amended as necessary to provide clear, understandable, and direct intent
- Updated the Old Town Bikeways Map (page 36) to align with the Old Town Scottsdale Bicycle Master Plan (2022)
- Updated the listing of Related Plans, Ordinances, and Documents (pages 58 – 59)
- Updated Old Town Boundary to align with General Plan 2035 (pages 6, 11, 13, 15, 21, 29, 32, 34, and 36)
- Updated the Implementation Program to remove completed projects, to align with recently completed plans and policy documents, and to establish new downtown investment programs for the next ten years (pages 60 – 69)

## IMPACT ANALYSIS

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### Policy Implications

If adopted, the Old Town Scottsdale Character Area Plan, a policy document, will be updated – incorporating wherever possible, the public input received – on the topics that City Council directed staff to seek focused citizen input at the onset of the Old Town Updates process.

### Key Items for Consideration

- Public Input Received between August 2021 and September 2023 concerning “Old Town Updates” which included reexamining the Old Town Scottsdale Character Area Plan, affected sections of the city’s Zoning Ordinance, and Old Town Urban Design and Architectural Guidelines
- Conformance to Scottsdale General Plan 2035, as amended

### Related Policies, References:

Scottsdale General Plan 2035, as amended

2018 Old Town Scottsdale Character Area Plan

2019 Old Town Scottsdale Urban Design & Architectural Guidelines

Scottsdale Zoning Ordinance

## OTHER BOARDS AND COMMISSIONS

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### Planning Commission:

Planning Commission heard this case on September 27, 2023 and recommended unanimous approval with a 6-0 vote.

### Staff’s Recommendation to Planning Commission:

Staff recommended that the Planning Commission recommend to City Council adoption of Resolution No. 12745 adopting a minor amendment to the City of Scottsdale General Plan 2035, by amending and updating the Old Town Scottsdale Character Area Plan.

## STAFF RECOMMENDATION & NEXT STEPS

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### RECOMMENDED APPROACH

Adopt Resolution No. 12745 adopting a minor amendment to the City of Scottsdale General Plan 2035, by amending and updating the Old Town Scottsdale Character Area Plan.

### PROPOSED NEXT STEPS

At the initiation of this process, City Council included other topics for staff to explore and possibly provide draft amendments, including:

- Development Types: Designations, locations, and transitions
- Maintaining, adding, restricting, reducing, or removing Zoning Ordinance base and bonus development standards

- The consideration of development flexibility in the Plan, Zoning Ordinance, and Guidelines
- Ensuring that bonus provisions within the Zoning Ordinance, if maintained, provide greater and better-defined public benefits, and re-examining bonus payment calculations

The updates concerning the above topics will be reviewed and considered in subsequent Phases by Planning Commission and City Council in association with affected sections of the city's Zoning Ordinance and/or the Old Town Scottsdale Character Area Plan. These phased updates are anticipated to be completed during the 2023/2024 fiscal year and expected to allow for greater transparency, public involvement, and ease of review associated with the considered amendments. To date, the first phase has been achieved:

- City Council adoption of Resolution No. 12746 repealing Resolution No. 8370 and terminating the Downtown Infill District and Downtown Infill Incentive Plan.

## **RESPONSIBLE DEPARTMENTS & STAFF CONTACTS**

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Community & Economic Development Division

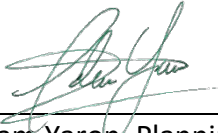
Planning and Development Services Department – Long Range & Current Planning Services

Adam Yaron  
Planning & Development Area Manager  
Long Range Planning  
480.312.2761  
ayaron@scottsdaleaz.gov

Brad Carr, AICP, LEED-AP  
Planning & Development Area Manager  
Current Planning Services  
480.312.7713  
bcarr@scottsdaleaz.gov

## APPROVED BY

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Adam Yaron, Planning & Development Area Manager,  
Report Author, Phone: 480-312-2761  
Email: [ayaron@scottsdaleaz.gov](mailto:ayaron@scottsdaleaz.gov)

August 29, 2023

Date



Brad Carr, AICP, LEED-AP, Planning & Development Area Manager  
Phone: 480-312-7713 Email: [bcarr@scottsdaleaz.gov](mailto:bcarr@scottsdaleaz.gov)

10/3/2023

Date



Tim Curtis, AICP, Current Planning Director  
Phone: 480-312-4210 Email: [tcurtis@scottsdaleaz.gov](mailto:tcurtis@scottsdaleaz.gov)

10/3/2023

Date



Erin Perreault, AICP, Executive Director  
Planning, Economic Development, and Tourism  
Phone: 480-312-7093 Email: [eperreault@scottsdaleaz.gov](mailto:eperreault@scottsdaleaz.gov)

10/06/2023

Date

## ATTACHMENTS

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1. Resolution No. 12745  
Exhibit 1: "Old Town Scottsdale Character Area Plan"

RESOLUTION NO. 12745

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, ADOPTING A MINOR AMENDMENT TO THE CITY OF SCOTTSDALE GENERAL PLAN 2035, BY AMENDING THE OLD TOWN SCOTTSDALE CHARACTER AREA PLAN AND AMENDING REFERENCES TO THE OLD TOWN SCOTTSDALE CHARACTER AREA PLAN IN SCOTTSDALE GENERAL PLAN 2035.

WHEREAS, the City Council of the City of Scottsdale authorized the initiation and preparation of amendments to the Old Town Scottsdale Character Area Plan (OTSCAP) to be adopted as a minor amendment to the City's General Plan 2035; and

WHEREAS, in consideration of the minor General Plan amendment, the City Council, Planning Commission and City staff have held public hearings, workshops, and meetings with residents and property owners of Scottsdale and other interest parties, and have incorporated, wherever possible, the concern or alternatives expressed by those persons into the amendments to the Old Town Scottsdale Character Area Plan; and

WHEREAS, the Planning Commission held a recommendation hearing on September 27, 2023 concerning the amendments to the OTSCAP that will serve as a minor General Plan 2035 Amendment; and

NOW, THEREFORE, LET IT BE RESOLVED, by the City Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. That the City Council hereby adopts a minor amendment to the Scottsdale General Plan 2035 by adopting that certain document entitled the "Old Town Scottsdale Character Area Plan" as amended and is hereby declared to be a public record.

Section 2. That the amended Old Town Scottsdale Character Area Plan is described in Case No. 5-GP-2021, and depicted on Exhibit "1", attached hereto.

Section 3. That references in Scottsdale General Plan 2035 to the Old Town Scottsdale Character Area Plan are updated to be consistent with the amendments adopted under this resolution.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this \_\_\_\_\_ day of \_\_\_\_\_, 2023.


ATTEST:

CITY OF SCOTTSDALE, an Arizona  
Municipal Corporation

By: \_\_\_\_\_  
Ben Lane, City Clerk

By: \_\_\_\_\_  
David D. Ortega, Mayor

APPROVED AS TO FORM:  
OFFICE OF THE CITY ATTORNEY

By:  \_\_\_\_\_  
Sherry R. Scott, City Attorney  
By: Joe Padilla, Deputy City Attorney



# \*Old Town

## SCOTTSDALE

### CHARACTER AREA PLAN



# Acknowledgements

## CITY COUNCIL

Mayor David D. Ortega  
Tammy Caputi  
Tom Durham  
Barry Graham  
Betty Janik  
Kathy Littlefield  
Solange Whitehead

## PLANNING COMMISSION

Chair Renee Higgs  
George Ertel  
Barney Gonzales  
Diana Kaminski  
William Scarbrough  
Christian Serena  
Joe Young

## PROJECT STAFF

Jim Thompson, *City Manager*  
Brent Stockwell, *Assistant City Manager*  
Bill Murphy, *Assistant City Manager*  
Erin Perreault, *Planning, Economic Development + Tourism Executive Director*  
Mark Melnychenko, *Transportation + Streets Director*  
Karen Churchard, *Tourism + Events Director*  
Sherry Scott, *City Attorney*  
Joe Padilla, *Deputy City Attorney*  
Eric Anderson, *Senior City Attorney*  
Adam Yaron, *Planning + Development Area Manager, Project Manager*  
Brad Carr, *Planning + Development Area Manager, Project Manager*  
Taylor Reynolds, *Principal Planner*  
Ben Moriarity, *Senior Planner*  
Nick Carroll, *Planner*

## SPECIAL THANKS

Appreciation is expressed to the many citizens, community members, and staff, too numerous to list individually, who contributed so generously to this project.

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# EXECUTIVE SUMMARY

## Background

Originally adopted by the City Council in 1984, and updated in 2009, the Old Town Scottsdale Character Area Plan (formerly Downtown Plan) has served as the comprehensive policy document that guides growth and development decisions for Scottsdale's downtown. Since its adoption, the plan has been successful at shaping the growth, both financially and physically, of Old Town Scottsdale over the past three decades. During that time, the majority of the goals, policies and implementation programs established by the community have also been successfully accomplished.

*"One of the reasons that Scottsdale is such a special place is our citizens — caring, involved people who take an active part in the development of our city."*

~ Mayor Herbert R. Drinkwater,  
1985

In addition to the community achievements under the plan, public policy, market conditions, building technologies, and community composition have and continue to change. Further, with any long range plan, periodic evaluation and assessment is important in order to ensure that the downtown's vision, goals and continued success are realized over the next twenty years.

## Community Involvement

### 2009 Downtown Plan Update

To ensure that an updated Downtown Plan would reflect the community's vision and goals for Downtown Scottsdale, an extensive public outreach process was conducted over a period of eighteen months. During this time, more than 1,200 community members participated in the Downtown Plan update process. ~~The public had diverse and extensive opportunities to participate, including a three-day Downtown Town Hall, large group workshops, small focus group discussions, one-on-one individual and community group meetings with staff and consultants, business and property owner forums, downtown walking audits, a design charrette, and on-line virtual open house and surveys.~~ The culmination of this extensive public input was an updated, community based, Downtown Plan that City Council adopted in 2009.

### 2018 Old Town Scottsdale **CHARACTER AREA** Plan Update

Beginning in 2016, city staff conducted a mid-term evaluation and assessment of the Downtown Plan. Per the plan evaluation, staff determined that since 2009, a majority of the implementation items in the plan had been completed, and a variety of other strategic plans had been adopted by the Council, thus necessitating the need for a targeted update. ~~Although only a limited update to the content, the 2018 Old Town Scottsdale Plan process consisted of broad public outreach including one-on-one individual meetings, community group meetings, open houses, online feedback and public hearing opportunities.~~

### 2023 OLD TOWN SCOTTSDALE **CHARACTER AREA** PLAN UPDATE

IN 2021, CITY COUNCIL INITIATED AN UPDATE TO THE OLD TOWN SCOTTSDALE CHARACTER AREA PLAN TO ENGAGE THE COMMUNITY ON VARIOUS TOPICS SUCH AS DEVELOPMENT TYPE DESIGNATIONS, LOCATIONS, AND TRANSITIONS - WITH A FOCUS ON MAINTAINING QUALITY DEVELOPMENT AND REDEVELOPMENT IN DOWNTOWN. THE 2023 OLD TOWN SCOTTSDALE CHARACTER AREA PLAN PROCESS CONSISTED OF BROAD PUBLIC OUTREACH INCLUDING ONE-ON-ONE INDIVIDUAL MEETINGS, COMMUNITY GROUP MEETINGS, OPEN HOUSES, ONLINE FEEDBACK, AND PUBLIC HEARING OPPORTUNITIES.

## Scottsdale General Plan – Old Town Scottsdale Character Area Plan

The Old Town Scottsdale **CHARACTER AREA** Plan is an adopted Character Area Plan per the **2001CITY OF** Scottsdale General Plan **2035**. The General Plan establishes Character-based **General** Planning with three distinct and interrelated levels:

- **LEVEL 1 – CITYWIDE PLANNING:** Incorporates all policies that apply to the city as a whole.
- **LEVEL 2 - CHARACTER AREA PLANNING:** Develops Character Plans that speak specifically to the goals and special attributes of an identifiable and functional area such as its land uses, infrastructure, broadly defined urban architectural design philosophy, and transitions.
- **LEVEL 3 - NEIGHBORHOOD PLANNING:** Neighborhood Plans identify and implement efforts to improve specific neighborhoods within the city.

As an adopted Character Area Plan, the Old Town Scottsdale **CHARACTER AREA** Plan incorporates community goals and policies consistent with (but not duplicative of) both the State mandated General Plan elements and the additional Scottsdale General Plan elements, as well as goals and policies that speak specifically to the special attributes of Old Town Scottsdale and how it functions. Furthermore, Old Town Scottsdale is also designated as a General Plan Growth Area - specific locations within the community that are most appropriate for development focus, and to best accommodate future growth, new development, and redevelopment.

## Plan Purpose

The Old Town Scottsdale **CHARACTER AREA** Plan establishes the vision for Old Town **Scottsdale** and will continue to provide the basis for downtown decision making over the next twenty years. The plan contains explanatory goals, policies and illustrative graphics to articulate and act as a bridge between the vision for Old Town **Scottsdale** and the implementation programs necessary to achieve the vision. The plan serves several functions including to:

- Guide policy decisions related to private and public projects in Old Town Scottsdale;
- Maintain Old Town Scottsdale as the commercial, cultural, civic and symbolic center of the community comprised of districts that operate together as a highly functional mixed-use center;
- Establish the structure within which the private sector can provide a strong leadership role in the future success of Old Town Scottsdale; and
- Establish the framework for private and public implementation programs.

*“Downtown represents all of Scottsdale. Downtown is our Town Center.”*

*~ Focus Group Participant, 2007*

## Old Town Scottsdale CHARACTER AREA Plan Chapters

The components of the Old Town Scottsdale CHARACTER AREA Plan have been integrated into a vision page and five primary chapters. The content of the chapters and how they implement the community's vision for Old Town Scottsdale is described below:

**V – VISION FOR OLD TOWN SCOTTSDALE** – describes the community's primary vision regarding Old Town Scottsdale and establishes the values that guide and support the vision.

**CHAPTER 1 – LAND USE** – presents the overall concept of Old Town Scottsdale as the commercial, cultural, civic, and symbolic center of the community comprised of a collection of interconnected, mixed-use districts. A mix of land uses and the provision of a variety of open space and public realm areas are encouraged. The need for private sector provision of public amenities and benefits in relation to the consideration of development flexibility ~~and bonuses~~ is also identified in this chapter.

**CHAPTER 2 – CHARACTER & DESIGN** – describes contextually sensitive planning, architecture and urban design goals that will help strengthen Old Town's southwestern pedestrian character ~~and establish Old Town Scottsdale as a place where "everything you want is within walking distance."~~ This chapter includes the Public Spaces and Connectivity master plan MAP, which is a collection of primary open space and event areas connected by a series of improved pedestrian connections.

**CHAPTER 3 – MOBILITY** – presents mobility for Old Town Scottsdale as twofold: to provide fluid connectivity in and out of Old Town; as well as within and between Old Town's districts. The primary focus of the mobility chapter is on pedestrian circulation and comfort, including the identification of a pedestrian space hierarchy – to help achieve a superior pedestrian environment for Old Town Scottsdale, in conjunction with the public spaces and connectivity master plan.

**CHAPTER 4 – ARTS & CULTURE** – recognizes the important ~~CE OF niche~~ arts and culture ~~bring to Old Town Scottsdale~~, and defines the direction for existing and future arts and culture amenities and programs that will help to continue the creative place-making in Old Town Scottsdale and sustain it as a "museum without walls" and interactive arts and culture hub.

**CHAPTER 5 – ECONOMIC VITALITY** – underscores Old Town's economic role as a destination for arts, culture, retailing, entertainment, tourism, events, and major employment; and provides for economic vitality that is supported by public-/private partnerships.

## Old Town Scottsdale's Future

The future of Old Town Scottsdale can be even brighter than its past. The level of commitment that the community exhibits is critical in promoting goals and policies which will benefit Old Town over the long term. The community cannot afford to be complacent, by relying on the past successes to ensure a bright future. Merchants, property owners, and civic leaders need to make strong and innovative decisions within the context of the Old Town Scottsdale CHARACTER AREA Plan to insure a continually vital and sustainable downtown, “where the new west meets the old west”, for generations to come; and to achieve the community’s vision of a “dynamic VIBRANT city center which recognizes MAINTAINS its DISTINCTIVE CHARACTER AND RECOGNIZES ITS western heritage, while boldly looking to its metropolitan future.”

*“Downtown Scottsdale is  
where the new west  
meets the old west!”*

~ Placemaking Workshop Participant,  
2007

# VISION STATEMENT

## Vision:

Comprised of its unique districts, Old Town Scottsdale is a **dynamic VIBRANT** city center which **recognizes MAINTAINS** its **DISTINCTIVE CHARACTER AND RECOGNIZES ITS** western heritage, while boldly looking to its **metropolitan** future.

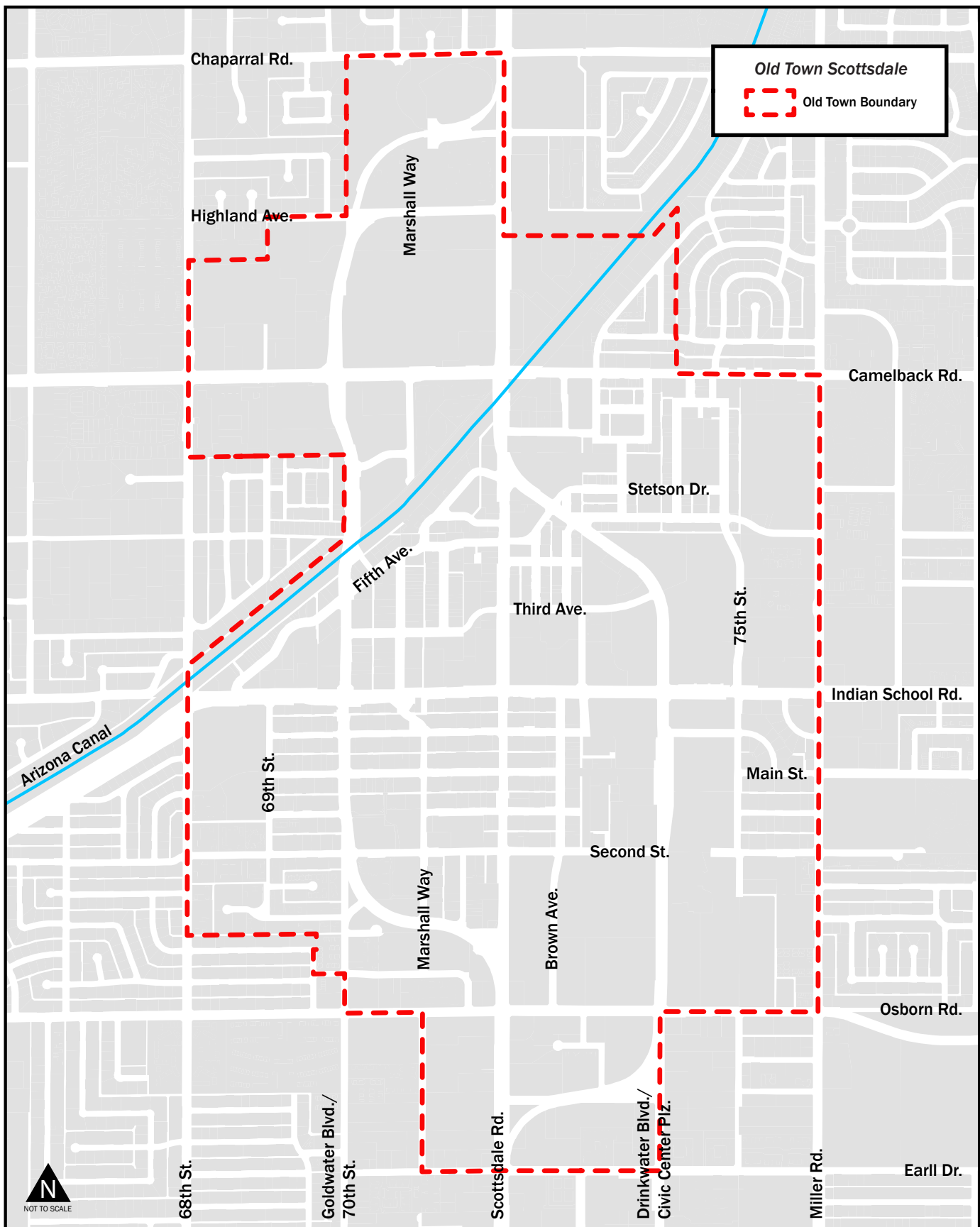
## Values:

Driven by quality of life for its citizens, visitors, and businesses, this vision is guided by the following values (**VALUES LISTED ARE OF EQUAL IMPORTANCE**):

- A diverse collection of vibrant mixed-use districts;
- Contextually sensitive high-quality planning, architecture, and urban design;
- A collection of interconnected, multi-functional open space areas;
- Sustainability that is sensitive to Scottsdale's unique desert environment;
- A focus on arts and culture;
- Fluid connectivity to and from Old Town; as well as, within and between districts, focusing on walkability and bikeability;
- Strong public-/private partnerships to support economic vitality; and
- Worldwide recognition as the premier downtown destination within the Desert Southwest.

*"Downtown Scottsdale is  
where the new west meets  
the old west!"*

~ Placemaking Workshop  
Participant, 2007



Notice: This document is provided for general information purposes only. The City of Scottsdale does not warrant its accuracy, completeness, or suitability for any particular purpose. It should not be relied upon without field verification. Map not to scale.

## Map 1 - Old Town Character Area Boundary

# 1 • LAND USE



## Introduction

The Old Town Scottsdale CHARACTER AREA Plan provides a unified development strategy that shapes the physical form of Scottsdale's downtown and guides revitalization and new development efforts. The success of prior downtown planning can be seen in the diversity and character of land uses found throughout Old Town. OLD TOWN SCOTTSDALE IS A YEAR-ROUND, SEVEN DAYS A WEEK, 24-HOUR MIXED-USE NEIGHBORHOOD THAT BUILDS UPON ~~This mix of land uses represents~~ the legacy of the original downtown "live-work-play" vision founded by the community.

As the community grows and changes, so will Old Town Scottsdale. Land use changes require close coordination between the public and private sectors. Architectural standards AND TRANSITIONS must be carefully crafted to manage Old Town development considerations in the future. The involvement of the private sector is pivotal to the successful implementation of the Old Town Plan. Performance regulations may encourage the private sector to attain a high level of quality development and assist the city in providing the necessary public amenities and benefits that are integral to the success of Old Town.

The goals and policies found in this chapter define functional land use relationships, development character types and locations, and physical form, to maintain and enhance Old Town Scottsdale. ~~These policies should assist in the continued transformation of the downtown into a vibrant and attractive community.~~



## Goals & Policies

### GOAL LU 1

MAINTAIN OLD TOWN **SCOTTSDALE** AS THE COMMERCIAL, CULTURAL, CIVIC, AND SYMBOLIC CENTER OF THE COMMUNITY, THAT SUPPORTS THE NEEDS OF ITS RESIDENTS, BUSINESSES, AND VISITORS.

- **Policy LU 1.1**

As a General Plan designated Mixed-Use Neighborhood, Old Town **Scottsdale** should offer access to multiple modes of transportation and major regional destinations, accommodate higher density housing combined with complementary office and retail uses, in vertical mixed-use structures, with a focus on pedestrian-scale architectural design at the ground level.

- **Policy LU 1.2**

As a General Plan-designated Growth Area, Old Town should accommodate future growth, new development, and redevelopment, with increased focus on enhanced transportation and infrastructure coordination.

- **Policy LU 1.3**

~~Maintain Old Town as a year-round, seven days a week, 18-hour Mixed-Use Neighborhood that supports the needs of Scottsdale's residents, businesses and visitors.~~

*"Scottsdale should continue to promote Downtown as the primary cultural, civic, retail and governmental center of the city."*  
~ Downtown Scottsdale Town Hall Report, 2006

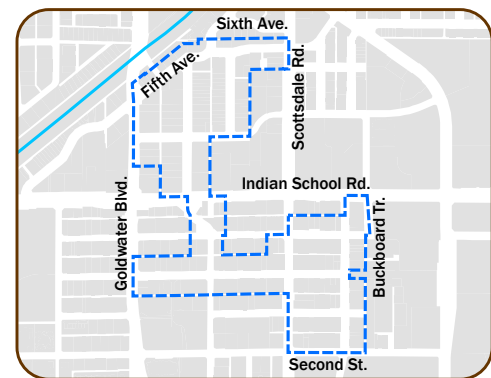
### GOAL LU 2

ENCOURAGE THE DEVELOPMENT OF OLD TOWN AS A COLLECTION OF MIXED LAND USES AND DISTRICTS.

- **Policy LU 2.1**

Encourage new development, redevelopment, and infill projects to enhance the **Downtown Core** as a specialty retail and regional tourist destination. The Downtown Core is comprised of the lowest intensity of development (Type 1). The small lot development pattern and active ground level land uses in the Downtown Core are some of the primary elements that give Old Town its most identifiable character.

New development and redevelopment ~~within the Multiple Use Type 2, Type 2.5, and Type 3 areas adjacent to the Downtown Core~~ should transition in scale, height, and intensity **AWAY** from the ~~higher scale (Type 2, Type 2.5, and Type 3) Multiple Use development to that of the lower scale (Type 1) development in the Downtown Core (TYPE 1).~~



DOWNTOWN CORE MAP

- **Policy LU 2.2**

Maintain; ~~AND~~ enhance; ~~and expand~~ the development of the *Downtown Civic Center* with land uses consisting of Old Town's primary public open space, along with cultural, sports and municipal activities, such as the Scottsdale Center for the Performing Arts, Scottsdale Museum of Contemporary Art, Scottsdale Stadium, City Hall, Civic Center Library, and the Public Safety and Courts complex. New development and/or redevelopment of properties within this area should activate, support, and increase the civic, cultural, sports and open space amenities.

New development and redevelopment within the Multiple Use areas adjacent to the Downtown Civic Center should incorporate ~~vertically~~ mixed land uses that activate the Civic Center with both visitors, residents and workers year-round. Such development should provide visual and physical access to the Downtown Civic Center.



Downtown Civic Center

- **Policy LU 2.3**

Encourage new development, redevelopment and infill that strengthens Old Town Scottsdale's mix of activities through the development of mutually supportive land uses within *Downtown Multiple Use* areas. ~~The majority of the properties within the Old Town Plan boundary are Downtown Multiple Use.~~

New development and redevelopment within the Multiple Use areas adjacent to the Arizona Canal should incorporate ~~vertically~~ mixed land uses that activate the Canal with both visitors and residents year-round, and include public open space areas for leisure activities and special events.



Downtown Multiple Use

- **Policy LU 2.4**

Maintain, enhance, and expand the development of ***Downtown Medical*** land uses that support the Honor Health Osborn Medical Campus. Components of the development in this area should include **vertically** mixed uses that serve the efficiency needs of the hospital, including research and development, and other medical activities. The incorporation of land uses that support the medical focus of this area such as housing, hotels, service-oriented businesses, child care, assisted living and long-term care facilities are also envisioned. Signage for parking and pedestrian access should easily accommodate unfamiliar visitors in stressful situations. **The greatest intensity of downtown development may be accommodated in Downtown Medical Type 3.**



Downtown Medical

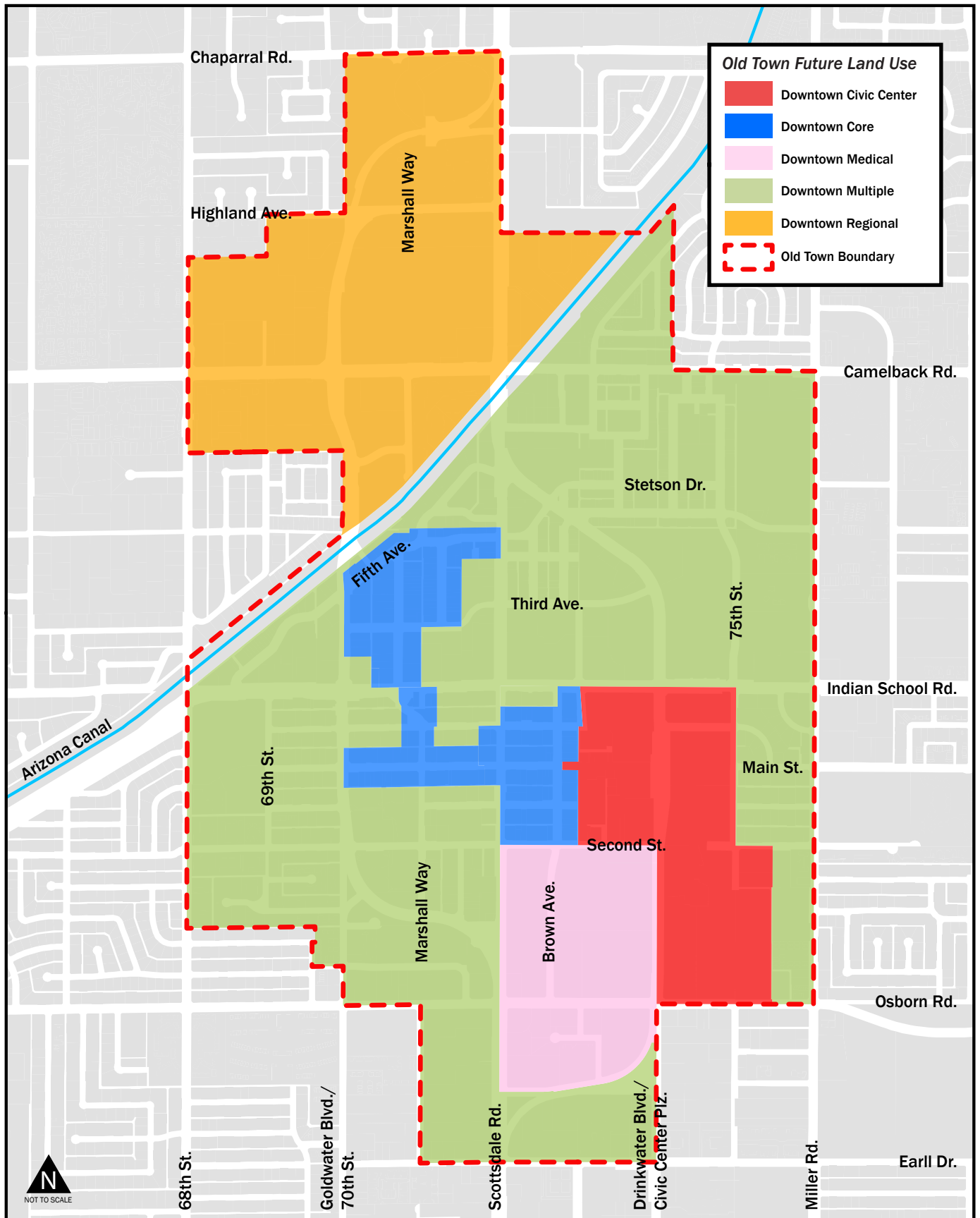
- **Policy LU 2.5**

Maintain, enhance, and expand the development of a ***Downtown Regional*** area with primary land uses consisting of regional/community serving commercial uses, as well as larger scale housing and office developments. Located north of the Arizona Canal and centered around major regional retail, Scottsdale Fashion Square, this area will strengthen Old Town Scottsdale as a regional and community destination. **The greatest intensity of Old Town development may be accommodated in Downtown Regional Type 3.**



Downtown Regional

New development, redevelopment and infill within the Downtown Regional Type 3 area adjacent to the Arizona Canal, should incorporate **vertically** mixed land uses that activate the canal with residents, visitors and workers year-round, and include open space areas for leisure activities and special events.



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## Map 2 - Old Town Future Land Use

## Old Town Districts\*



**Historic Old Town District** - Historic Old Town is one of the districts that make up the Downtown Core. This district embodies Scottsdale's historic legacy as the "West's Most Western Town". Although not a formally designated historic district, Historic Old Town has one of the highest concentrations of individually-designated historic buildings found in the city.



**Civic Center District** – This area includes lush lawns, public art, large special and sporting events, and many civic buildings, including City Hall, Civic Center Library, Scottsdale Center for the Performing Arts, Scottsdale Stadium, and the Scottsdale Museum of Contemporary Art.



**Scottsdale Fashion Square District** – This **AREA INCLUDES SCOTTSDALE FASHION SQUARE, A RETAIL** mall **THAT** is **ONE OF** the largest shopping destinations in the Southwest, and home to more than 250 retail stores, a movie theater, and restaurants. Surrounding it are additional large-scale offices and multifamily residences.



**Arizona Canal District** – This area includes pedestrian and bicycle-friendly pathways along the north and south banks of the canal, with the Marshall Way and Soleri Bridges providing non-motorized access across the canal. A mix of retail, restaurants, office, and residential development are located adjacent to the canal. Similar to Civic Center, the Arizona Canal is a preferred location for large special events.



**Scottsdale Arts District** – Numerous fine art galleries, restaurants, retail stores, the Scottsdale Museum of the West, the Scottsdale Artist's School, and the Thursday Night ArtWalk are all located within this district.



**Fifth Avenue District** – Unique retail stores, restaurants, and public art are located within this district. Open space and other pedestrian connections between the Fifth Avenue District and the Arizona Canal are important in linking activity along the Arizona Canal with the Downtown Core.



**Entertainment District** – This district has a mix of **RESIDENCES**, hotels, nightclubs, restaurants and bars. A grocery and other service-oriented businesses are located along the eastern edge of the district. ~~It is home to a growing number of residences as well.~~



**Brown & Stetson District** – This mixed-use district includes **RESIDENCES**, various hotels, restaurants, bars and personal services ~~for visitors, residents and workers.~~



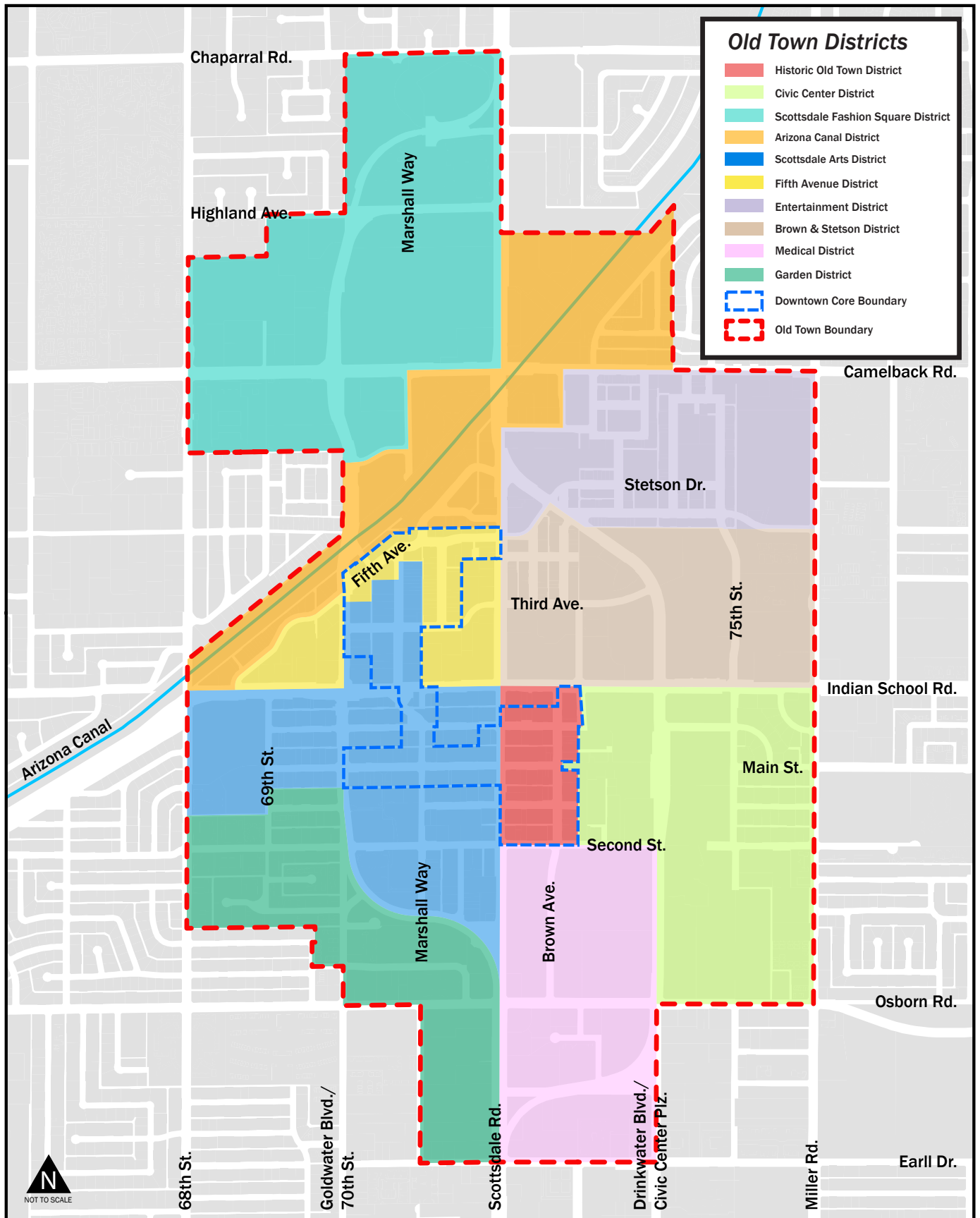
**Medical District** – Various medical offices and the HonorHealth Osborn Medical Campus comprise the majority of this district.



**Garden District** – This district includes mid-century apartments and condos as well as new multifamily housing. Restaurants and service-oriented businesses serve district residents and visitors.

~~\*Old Town District boundaries may not align with the Old Town Urban Design & Architectural Guidelines Special Design Districts.~~ For MORE specific information on ~~these design districts and how they influence~~ **THE DESIGN OF** downtown development, please consult the Old **SCOTTSDALE** Town Urban Design & Architectural Guidelines **directly**.





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## Map 3 - Old Town Districts

## GOAL LU 3

CONTINUE THE USE OF DEVELOPMENT TYPES TO GUIDE THE PHYSICAL AND BUILT FORM OF OLD TOWN SCOTTSDALE.

### • Policy LU 3.1

Support **lower-scale** Type 1 **AS THE COMPACT, LOWER SCALE** development **in OF** the Downtown Core. *[See Map 4 for specific locations and boundaries]*

### • Policy LU 3.2

Support **higher-scale** Type 2 **development in the majority of the Multiple Use areas surrounding the Downtown Core AS THE INTERMEDIATE, HIGHER SCALE DEVELOPMENT IN OLD TOWN.** *[See Map 4 for specific locations and boundaries]*

### • Policy LU 3.3

Support **higher-scale** Type 2.5 **development generally west of Goldwater Boulevard and north of Indian School Road AS THE HIGHER SCALE DEVELOPMENT IN OLD TOWN.** *[See Map 4 for specific locations and boundaries]*

### • Policy LU 3.4

Support **the highest-scale** Type 3 **AS THE MOST INTENSIVE, HIGHEST SCALE** development **IN OLD TOWN** generally north of the Arizona Canal, south of Main and Second Streets along both the Goldwater and Drinkwater Boulevards' southern curves, and east and west of the intersection of Scottsdale Road and Drinkwater Boulevard. *[See Map 4 for specific locations and boundaries]*

### • Policy LU 3.5

**LOCATE HIGHER SCALE DEVELOPMENT (TYPE 2, TYPE 2.5, AND TYPE 3) OUTSIDE OF THE DOWNTOWN CORE.**

### • Policy LU 3.6

**SUPPORT A SENSITIVE EDGE BUFFER WHERE DEVELOPMENT TRANSITIONS IN SCALE, HEIGHT, AND INTENSITY AWAY FROM THE DOWNTOWN CORE (TYPE 1).**



Type 1 development reflects the underlying pattern of small lots and provides lower scale mixed-use development opportunities.



Type 2 development is suited for higher scale mixed-use projects.



Type 3 development is the highest scale of development permitted and often includes public open and event spaces at the pedestrian level.

## GOAL LU 4

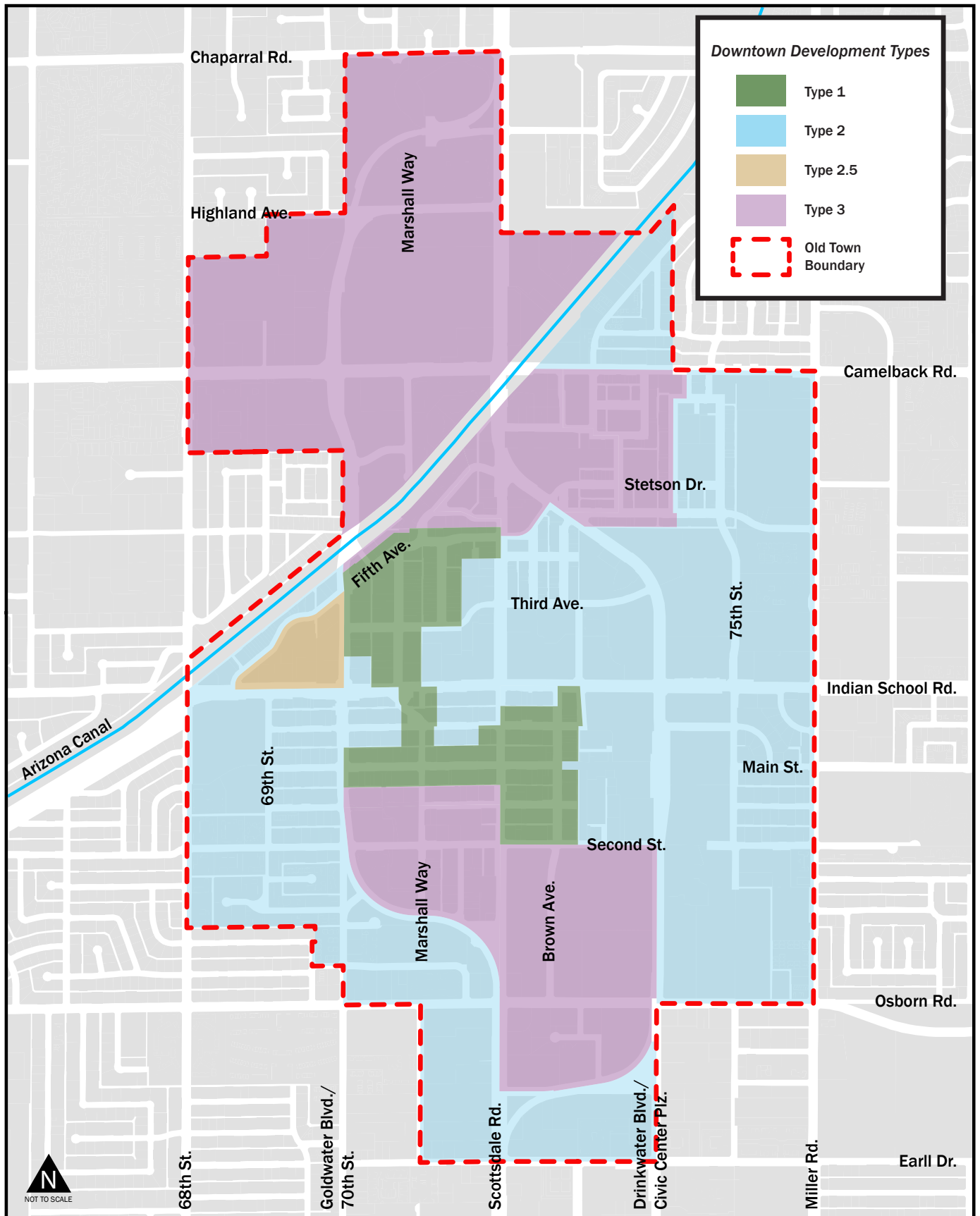
ENCOURAGE **PERIODIC** REVIEW AND ASSESSMENT OF OLD TOWN REGULATIONS.

### • Policy LU 4.1

**Periodically** Assess the Downtown (D) and Planned Block Development (PBD) zoning standards to **ensure that they successfully** implement the goals of the Old Town **SCOTTSDALE CHARACTER AREA** Plan.

### • Policy LU 4.2

**Periodically** Review Downtown (D) and Planned Block Development (PBD) development standards to allow for the **successful** revitalization of smaller properties within the Downtown Core.



Notice: The following are maximum building heights associated with each Development Type: Type 1 may allow up to 40' or 48'; Type 2 may allow up to 90'; Type 2.5 may allow up to 120'; and, Type 3 may allow up to 150'. Maximum building heights are dependent on Development Type designation, location within the downtown, land area of proposed development, and bonus provisions outlined in the Zoning Ordinance, Sec. 6.1310. The Old Town Character Area Plan does not regulate development standards such as maximum allowed height. Development standards are regulated by the Scottsdale Zoning Ordinance

## Map 4 - Downtown Development Types

Exhibit 1 to Resolution No. 12745

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- **Policy LU 4.3**

~~Periodically~~ Evaluate Downtown (D) and Planned Block Development (PBD) development standards to accommodate ~~new-contemporary~~ A VARIETY OF building typologies, green building practices, and enhanced architectural aesthetics.

- **Policy LU 4.4**

To assist the community in achieving the Old Town vision as established by this plan, the provision of public amenities and benefits should be provided when development bonuses such as increased floor area, greater density, ~~AND~~ greater height, ~~transfer of development rights, and/or street/alley abandonment,~~ are being considered.

- **Policy LU 4.5**

Periodically assess and evaluate the use of development bonuses to ensure that they are providing sufficient public amenities and benefits.

## GOAL LU 5

PROMOTE DIVERSITY IN OLD TOWN HOUSING OPTIONS.

- **Policy LU 5.1**

Develop a variety of housing types such as apartments, condominiums, lofts, townhomes, patio homes, and live/work units.

- **Policy LU 5.2**

~~Recognize the need for~~ ENCOURAGE housing developments that ~~are large-scale projects with numerous units and amenities, as well as small infill projects with a limited number of units-~~ MEET THE SOCIOECONOMIC NEEDS OF PEOPLE WHO LIVE AND WORK IN OLD TOWN.

- **Policy LU 5.3**

~~Encourage residential development for a variety of income groups.~~

## GOAL LU 6

ENCOURAGE A MIX OF LAND USES TO SUPPORT A WALKABLE AND SUSTAINABLE DOWNTOWN.

- **Policy LU 6.1**

Encourage development to provide a mix of uses and active street frontages, particularly in the Downtown Core, along Scottsdale Road, adjacent to primary open space areas, and within the more active Old Town districts. For development ~~in peripheral areas such as the Garden District, the Scottsdale Arts District and portions of the Fifth Avenue District west of Goldwater Boulevard, and the Civic Center and Brown and Stetson Districts east of 75th Street~~ that may not be able to support a mix of uses with active frontages, encourage features that create visual interest at the pedestrian level.

- **Policy LU 6.2**

~~Support downtown sustainability by encouraging vertical mixed-use development with land uses near one another.~~

- **Policy LU 6.3**

~~Encourage development to make use of existing urban resources such as infrastructure systems, under-utilized sites, buildings, and transportation networks.~~

- **Policy LU 6.4**

Support interconnected, pedestrian-oriented Old Town districts that are comprised of a balanced mix of activities and land uses within optimal walking distance (approximately one-quarter mile).

# 2 • CHARACTER & DESIGN



## Introduction

The focus of Old Town Scottsdale's character is urban design, which includes the connections between people and places, movement and urban form, nature and the built surroundings. As the design of the public realm, its focus is the quality and usefulness of the public spaces that are enclosed and defined by the built environment.

Physical elements of urban design include buildings, public spaces, transportation systems, art, and landscape improvements. Urban design brings these elements together with vision and purpose, so that there is an identifiable character to a group of buildings, to a district, and even to a city. Establishing identifiable districts through context-sensitive architecture, aesthetically pleasing vistas, landmarks and focal points, safe and attractive streets and public places, should result in Old Town character and design that is functional, sustainable, and distinctive. Regional climate is another element influencing urban design. This can be seen in the pedestrian-scale elements, and landscape features that contribute to the design of individual buildings, public places, and urban form.

*"Downtown must continue to function and thrive while maintaining its character and quality."*

~ Downtown Scottsdale Town Hall Report, 2006

Scottsdale has well established community expectations for superior, sustainable design and quality in its built environment. For decades, the site planning and aesthetic design evaluation through the development review process has instrumentally shaped the community that exists today. The Old Town [SCOTTSDALE CHARACTER AREA](#) Plan and its associated Urban Design and Architectural Guidelines provide the framework that guides how individual developments visually and physically work together to form the cohesive fabric of Old Town Scottsdale's identity.

## Goals & Policies

### GOAL CD 1

STRENGTHEN AND ENHANCE OLD TOWN DISTRICT CHARACTER WITH CONTEXTUALLY COMPATIBLE DEVELOPMENT.

- **Policy CD 1.1**

Incorporate the distinctive qualities and character of the surrounding, and/or evolving district context into building and site design.

- **Policy CD 1.2**

PROMOTE TRANSITIONS AND BLENDING OF CHARACTER BETWEEN DEVELOPMENTS, INCLUDING, BUILDING LOCATION, OPEN SPACE AREAS, BUILDING HEIGHT, MASSING, AND ORIENTATION.

- **Policy CD 1.3**

Encourage public and private development to establish new urban design and architectural character in areas where downtown development patterns are fragmented or are *in-transition* EVOLVING.

- **Policy CD 1.4**

Preserve and protect the heritage and western character of the Historic Old Town District. All new development and redevelopment that occurs in this district should reflect the building mass, scale, and *the* Frontier Town, Western design theme, AS ESTABLISHED WITHIN THE OLD TOWN SCOTTSDALE URBAN DESIGN AND ARCHITECTURAL GUIDELINES.

- **Policy CD 1.5**

Protect prominent historic resources and promote innovative new development that respectfully coexists with the character and context of these historic assets.

- **Policy CD 1.6**

Maintain the pedestrian-oriented small town character and human-scale in the Downtown Core. Incorporate similar elements of pedestrian character and scale at the street level in all downtown districts.



Historic Valley Ho, Circa 1956



Hotel Valley Ho, Circa 2013

As one of Scottsdale's early resort hotels, the revitalization and expansion of the historic Valley Ho is a good example of a public /private partnership, innovative zoning practices, and a demonstration of the community value to protect its historic resources and unique character.

## GOAL CD 2

DEVELOPMENT SHOULD SENSITIVELY TRANSITION IN SCALE, HEIGHT, AND INTENSITY AT THE OLD TOWN BOUNDARY AND BETWEEN DIFFERENT DEVELOPMENT TYPES.

### • Policy CD 2.1

The scale of existing development adjacent to the Old Town boundary should be acknowledged and respected through ~~a sensitive edge transition buffer. This buffer, established on a location specific basis, may include~~ transitional development types, landscape buffers, and/or sensitive architectural design solutions to mitigate the larger building mass and height of downtown development.

### • Policy CD 2.2

~~PROTECT THE DOWNTOWN CORE (TYPE 1) BY ENCOURAGING A Sensitive EDGE transition Buffers between Downtown HIGHER SCALE Development Types (TYPE 2, TYPE 2.5, AND TYPE 3) AND THE DOWNTOWN CORE. should be implemented through architectural design that steps down larger building mass and height, to lower scale development.~~



The modern office building (~~background~~FOREGROUND) sits respectfully next to ~~Cavalliere's Blacksmith Shop~~ the SCOTTSDALE MARRIOTT (~~foreground~~BACKGROUND) in ~~Historic Old Town~~THE BROWN & STETSON DISTRICT. These buildings illustrate that contemporary and traditional ~~historic~~ building styles can coexist, ~~and that effective sensitive transitions can be achieved through setbacks, stepbacks,~~ building massing, compatible materials, and other design elements.

## GOAL CD 3

OLD TOWN DEVELOPMENT SHOULD RESPECT AND RESPOND TO THE UNIQUE CLIMATE AND CONTEXT OF THE SOUTHWESTERN SONORAN DESERT.

### • Policy CD 3.1

Promote downtown urban and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.

### • Policy CD 3.2

Enhance outdoor pedestrian comfort through the creation of microclimates that incorporate a variety of shade, trees, and other drought-tolerant landscape features to create passively cooler temperatures.

### • Policy CD 3.3

Pursue building and development strategies that reduce the heat island effect within downtown.

### • Policy CD 3.4

Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

### • Policy CD 3.5

Encourage the use of renewable energy ~~powered technologies that provide outdoor cooling~~ within downtown.



Microclimates result in more usable outdoor space.



## GOAL CD 4

CREATE A DYNAMIC AND CONNECTED WALKABLE DOWNTOWN THROUGH URBAN AND ARCHITECTURAL DESIGN.

- **Policy CD 4.1**  
Encourage urban and architectural design that is human-scale and provides pedestrian comfort.
- **Policy CD 4.2**  
Retain and expand the tradition of covered walkways ~~in Historic Old Town~~ **THROUGHOUT THE DOWNTOWN CORE (TYPE 1)**. Encourage the use of covered walkways, cantilevered awnings, and tree canopies in all other districts **(TYPE 2, TYPE 2.5, AND TYPE 3)**.
- **Policy CD 4.3**  
Improve the pedestrian experience on arterial roadways with features such as increased and consistent sidewalk width, shade, trees, on-street parking, landscape buffers, landscape medians, and pedestrian refuge islands.
- **Policy CD 4.4**  
Enhance the downtown pedestrian experience through the provision of pedestrian oriented banners, wayfinding, signage, and other related infrastructure.

## GOAL CD 5

ESTABLISH AN INVITING AND INTERCONNECTED DOWNTOWN PUBLIC REALM AND OPEN SPACE NETWORK THAT IS USEFUL, SAFE, INTERESTING, WALKABLE, AND COMFORTABLE TO ALL.

- **Policy CD 5.1**  
Provide high-quality, multi-functional open space areas within Old Town that include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.

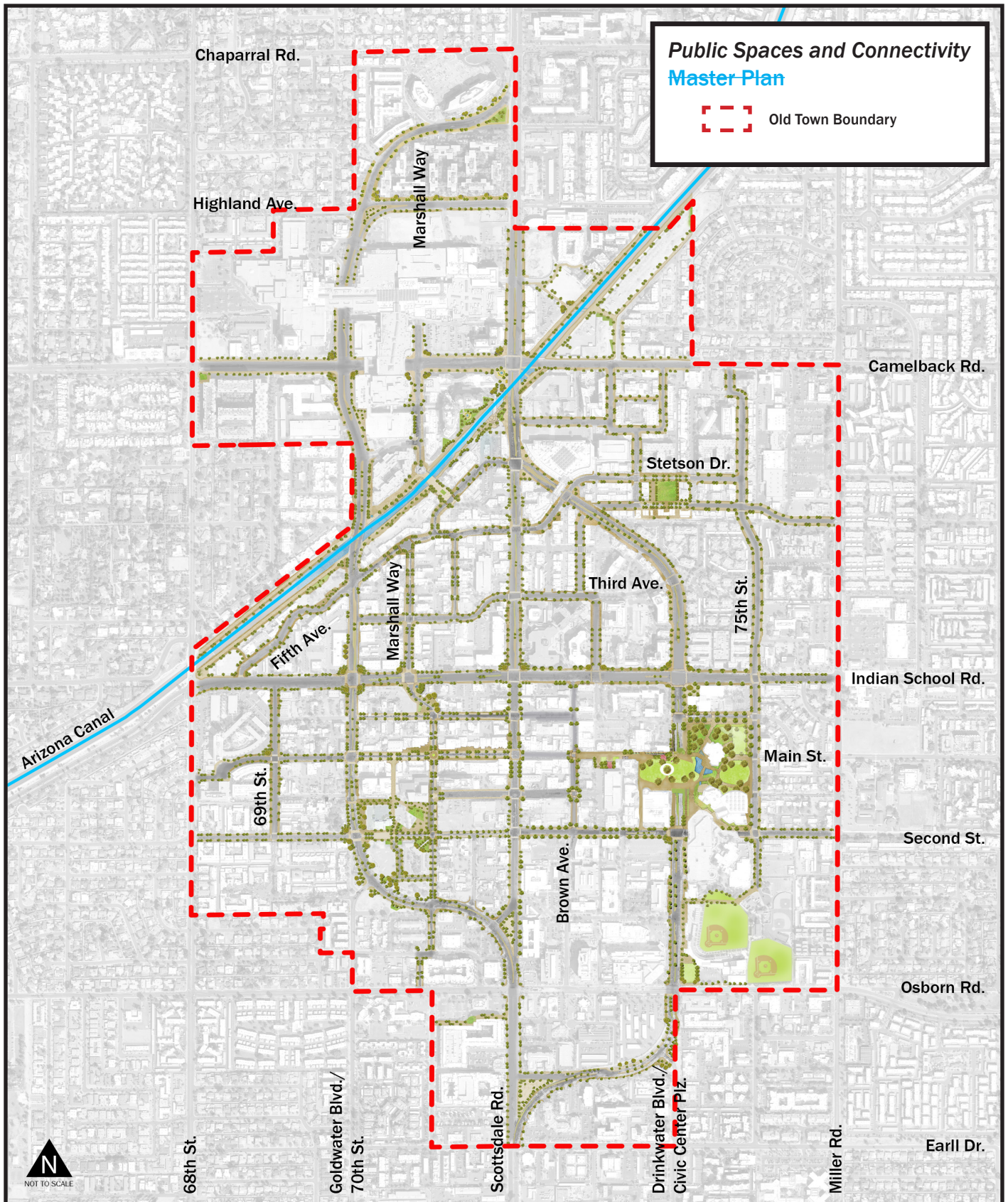


Increase pedestrian comfort through the use of covered walkways, shade features, and tree canopy improvements.



**Civic Center SOLSTICE PARK** is a **primary** public open space and special event destination in Old Town **Scottsdale**.





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## Map 5 - Old Town Public Spaces and Connectivity Master Plan

Exhibit 1 to Resolution No. 12745

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- **Policy CD 5.2**

Private and public development should contribute to the creation of new, and/or the expansion of existing, public realm and open space areas throughout Old Town. *[SEE MAP 5- OLD TOWN PUBLIC SPACES AND CONNECTIVITY]*

- **Policy CD 5.3**

Provide a variety of public realm and open space areas that accommodate multiple activities and special events for downtown residents, visitors and workers of all ages.

- **Policy CD 5.4**

Promote the Civic Center, Arizona Canal, Scottsdale Stadium, and Museum of the West areas as primary downtown public open spaces for community residents and visitors. These primary public spaces should be actively programmed with a variety of social, cultural, artistic, entertainment and sports activities, and special events.

- **Policy CD 5.5**

Improve, expand, or create new public realm and open space areas that can be enhanced by art and interactive opportunities, such as pocket art parks and temporary art trails.



As the residential population of downtown increases, so too will the need for an interconnected public realm and open space network.



The Arizona Canal is another primary public open space and special event destination in Old Town.

## GOAL CD 6

CREATE SAFE, COMFORTABLE, AND INTERESTING STREET SPACES.

- **Policy CD 6.1**

Create a unified public realm experience through the design of downtown streets, building setback areas, and building frontages.

- **Policy CD 6.2**

Connect downtown street spaces with other pedestrian spaces and linkages.

- **Policy CD 6.3**

~~Streetscapes~~**STREET SPACES** should provide continuity for the pedestrian across different developments along the same street. This continuity can be established through the provision of **THEMED STREETSCAPES AND** consistent landscape improvements, ~~street tree themes,~~ **THAT INCLUDE** shade elements, decorative paving, street furniture, public art, and other integrated infrastructure elements.



Interconnect downtown public spaces with safe, comfortable and interesting street spaces.

- **Policy CD 6.4**

Use development standards, ~~related exceptions~~, and THE Urban Design AND ARCHITECTURAL Guidelines regarding building location and setback to enhance the context, rhythm, and features of streetspaces.

- **Policy CD 6.5**

Develop walkable blocks by providing new streets, pedestrian paths, courtyards, pocket parks, and plazas that connect with other streets and public or common open spaces.

- **Policy CD 6.6**

Create, or maintain, a defined building location to establish the public realm with a clear visual identity, and activate storefront areas to increase pedestrian comfort.

*“Downtown is a patchwork quilt that needs to be connected.”*  
~ Focus Group Participant, 2007

## GOAL CD 7

INCORPORATE A REGIONAL LANDSCAPE PALETTE THAT COMPLEMENTS THE URBAN AND PEDESTRIAN CHARACTER OF OLD TOWN.

- **Policy CD 7.1**

Old Town open space and landscape elements should project a desert oasis character, providing an abundance of shade, color, varied textures and forms.

- **Policy CD 7.2**

Landscape materials should complement the built environment, land uses, and other downtown activities. Careful selection of downtown plant materials should take into account attributes such as scale, density, placement, arrangement, and maintenance requirements.

## GOAL CD 8

INTEGRALLY DESIGN-INTEGRATE LIGHTING INTO THE BUILT ENVIRONMENT.

- **Policy CD 8.1**

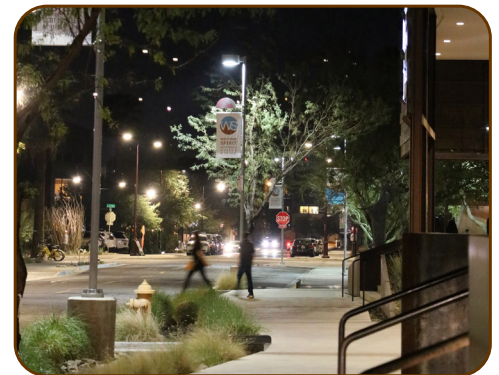
Achieve a balance between ambient light levels and designated lighting needs to ensure safe lighting levels while reducing light pollution and glare.

- **Policy CD 8.2**

Encourage lighting that is energy efficient and designed to serve both pedestrian and vehicular safety in public and private spaces.

- **Policy CD 8.3**

Use lighting to provide a safe and inviting nighttime environment for residents, businesses, visitors, and nighttime special events and activities.



Streetlighting located near Scottsdale's Museum of the West provides a safe and inviting nighttime environment.



## GOAL CD 9

IMPLEMENT HIGH QUALITY URBAN AND ARCHITECTURAL DESIGN IN OLD TOWN.

- **Policy CD 9.1**  
Design downtown civic buildings and public spaces to demonstrate the city's commitment to, and leadership in, design excellence.
- **Policy CD 9.2**  
Incorporate the *Scottsdale Sensitive Design Principles* and the *Old Town SCOTTSDALE Urban Design and Architectural Guidelines* in all development.
- **Policy CD 9.3**  
Achieve high quality urban and architectural design through the development review process.
- **Policy CD 9.4**  
Integrate art into downtown urban design and architecture.



High quality design through adaptive reuse as seen in the Clayton House, a special events venue.

## GOAL CD 10

INCORPORATE SUSTAINABLE BUILDING PRACTICES IN OLD TOWN DEVELOPMENT.

- **Policy CD 10.1**  
~~The city should lead by example and~~ Incorporate sustainable conservation measures into the design of new and existing downtown public facilities.
- **Policy CD 10.2**  
Incorporate sustainable planning, design and building techniques into downtown development and use durable indigenous materials that will endure over time, ~~to minimize environmental and maintenance impacts.~~
- **Policy CD 10.3**  
Encourage green building and biophilic design strategies such as building orientation, passive solar and cooling techniques, natural daylighting, and the integration of regional plant materials as part of downtown development.



Scottsdale fire station incorporates green building design strategies into its architecture and is LEED certified.

*"Pay attention to craftsmanship and quality to create authenticity."*

*~ Focus Group Participant, 2007*

- **Policy CD 10.4**  
Promote the use of energy efficient systems, construction methods, and renewable energy sources in downtown development. Encourage strategies that provide multiple benefits, such as solar parking canopies.
- **Policy CD 10.5**  
Extend the life cycle of existing downtown building stock through adaptive reuse.
- **Policy CD 10.6**  
Use existing urban resources, such as infrastructure systems, underutilized sites, buildings, and transportation networks to minimize the use of new resources.
- **Policy CD 10.7**  
Promote methods of water conservation, such as stormwater capture, rainwater harvesting, water reuse and passive landscape irrigation.
- **Policy CD 10.8**  
Develop and maintain sustainable solid waste collection, recycling, and disposal delivery systems **IN** downtown. Encourage the use of shared waste containers and compactors among businesses to reduce the number of containers in downtown and their negative aesthetic, olfactive and circulation impacts.
- **Policy CD 10.9**  
Encourage downtown recycling and other waste reduction and diversion programs in civic spaces, at special events, and in commercial and multifamily residential developments.

## GOAL CD 11

INFRASTRUCTURE **DESIGN** SHOULD POSITIVELY CONTRIBUTE TO OLD TOWN IDENTITY.

- **Policy CD 11.1**  
Design infrastructure improvements to:
  - **Unify** the overall identity of Old Town, **while still contributing**
  - **CONTRIBUTE** to the specific district identity in which they are located, **AND**
  - **POSITIVELY IMPACT THE AESTHETIC AND MOBILITY ASPECTS OF THE PEDESTRIAN ENVIRONMENT.**
- **Policy CD 11.2 –**  
~~Develop infrastructure improvements that and positively impact the aesthetic and mobility aspects of the pedestrian environment.~~
- **Policy CD 11.3**  
**ENCOURAGE THE** underground**ING OF** overhead utilities, ~~when physically and economically feasible~~, to reduce the negative visual impacts in the downtown.
- **Policy CD 11.4**  
Minimize the aesthetic and circulation impacts of power and communication system equipment located in rights-of-way.



The Marshall Way Bridge underpasses provide increased connectivity along the canal in Old Town.

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## 3 ● MOBILITY



### Introduction

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Every community is dependent upon, and strongly desires, good mobility as the core to its lifestyle and sustainability. Mobility embodies the goals of connectivity, wayfinding, safety, viability, access, and environmental design. In a downtown, achieving mobility goals requires attention to three related functions: travel, circulation, and access. The best, most successful, downtowns are those where a rich mix of land uses are directly and conveniently connected to each other; multiple modes of travel, circulation and access are accommodated; and there is a concentrated focus on providing a superior pedestrian and bicycling environment. In Old Town Scottsdale, walking is such an essential part of what is meant by “downtown” that the quality of the pedestrian and bicycling environment – safety, comfort, interest, continuity – is a necessity.

Like most downtowns, Old Town Scottsdale is a destination for people. The successful evolution of the current circulation system into a network of “complete streets” should fulfill travel, circulation, and access functions, and help to achieve enhanced connectivity with a primary focus on the pedestrian. The mobility chapter of the Old Town Plan contains goals and policies that guide public and private sector implementation strategies to improve mobility and circulation to, from, and within Old Town Scottsdale.

*“Downtown Scottsdale  
is one of the few  
‘walkable’ communities  
in the Valley.”*  
~ Focus Group  
Participant, 2007

## Goals & Policies

### GOAL M 1

DEVELOP COMPLETE STREETS THROUGH PUBLIC AND PRIVATE INFRASTRUCTURE INVESTMENTS AND IMPROVEMENTS.

- **Policy M 1.1**

Maintain a well-connected downtown circulation grid, comprised of complete streets ~~that are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. A complete street responds to its community context, and may include sidewalks, bicycle lanes and parking, bus lanes, comfortable and accessible public transit stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, and narrower travel lanes~~ to enhance connectivity for all. ~~A complete street is also consistent with federal laws and guidelines including those pertaining to accessibility.~~



Transit connections in Old Town and Southern Scottsdale are enabled by the trolley system.

- **Policy M 1.2**

Provide pedestrian and bicycle facilities within large projects and connect them to adjacent development and the greater downtown circulation system.

- **Policy M 1.3**

Provide continuity in downtown wayfinding, through the addition of landmarks, public art, distinct streetscape improvements, maps, directions, symbols, signage and information systems for both pedestrians and motorists.



Complete streets allow for use by pedestrians, bicyclists and vehicular traffic.

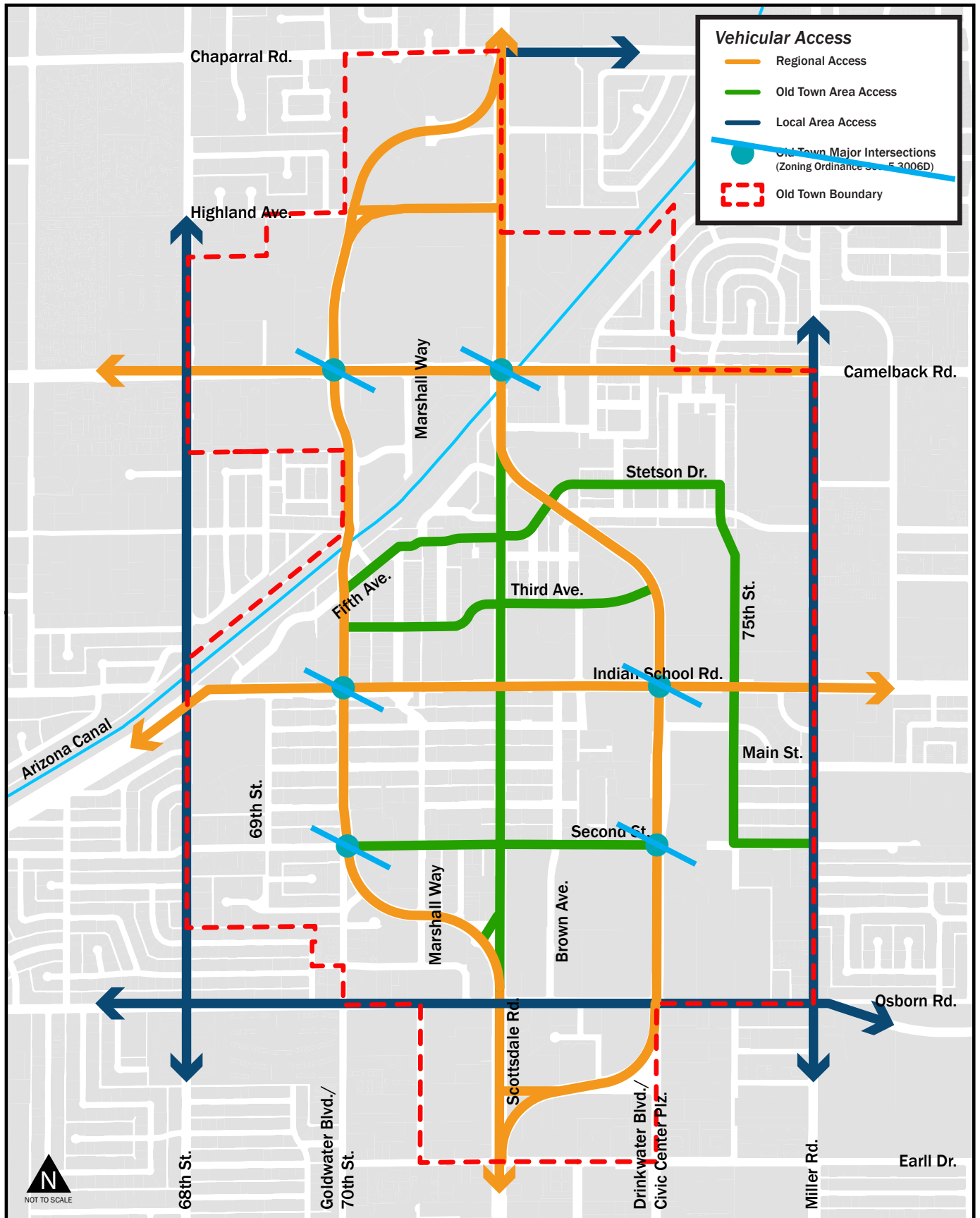
- **Policy M 1.4**

Accommodate the movement of freight goods and services, truck delivery access and operations, solid waste collection, and emergency response vehicles on private development sites, and out of the public right-of-way, ~~where possible.~~

- **Policy M 1.5**

Encourage use of mobility options downtown, such as: transit, biking, walking, mobility share, ~~transportation carts, AND~~ pedicabs ~~and horse-drawn carriages,~~ particularly during special events.





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## Map 6 - Vehicular Access



- **Policy M 1.6**

Revitalize the downtown portion of Scottsdale Road into a paseo/ boulevard that facilitates circulation and access for all modes of travel, with a special emphasis on meeting pedestrian needs.

- **Policy M 1.7**

Maintain Goldwater and Drinkwater Boulevards as the primary routes to accommodate pass-through traffic around downtown.

*"Downtown should  
always be pedestrian  
friendly."  
~ Deciding the  
Future Workshop  
Participant, 2008*

## GOAL M 2

CREATE COMPLETE, COMFORTABLE, AND ATTRACTIVE PEDESTRIAN CIRCULATION SYSTEMS.

- **Policy M 2.1**

Design the public realm to include wide sidewalks that accommodate meeting and passing other pedestrians, queuing, pedestrian waiting areas, street furniture, pocket parks, patio areas and other desired levels of activity.

- **Policy M 2.2**

Encourage pedestrian oriented design that includes pedestrian comfort amenities such as trees, shade, seating, shelter, wayfinding and lighting, to encourage strolling, lingering, and promenading, especially in areas where there is a high concentration of pedestrian activity.

- **Policy M 2.3**

Manage existing, and design future downtown transportation and related systems, with a focus on pedestrian mobility, accessibility and safety.

- **Policy M 2.4**

Develop an attractive, **ACCESSIBLE**, interconnected network of safe and walkable pedestrian linkages to, within, and between downtown districts.

- **Policy M 2.5**

Provide enhanced pedestrian access and connections between adjacent developments.



Open space designed to encourage pedestrian activity.



### ~~GOAL M 3~~

~~CREATE A HIERARCHY OF PEDESTRIAN SPACES WITHIN OLD TOWN.~~

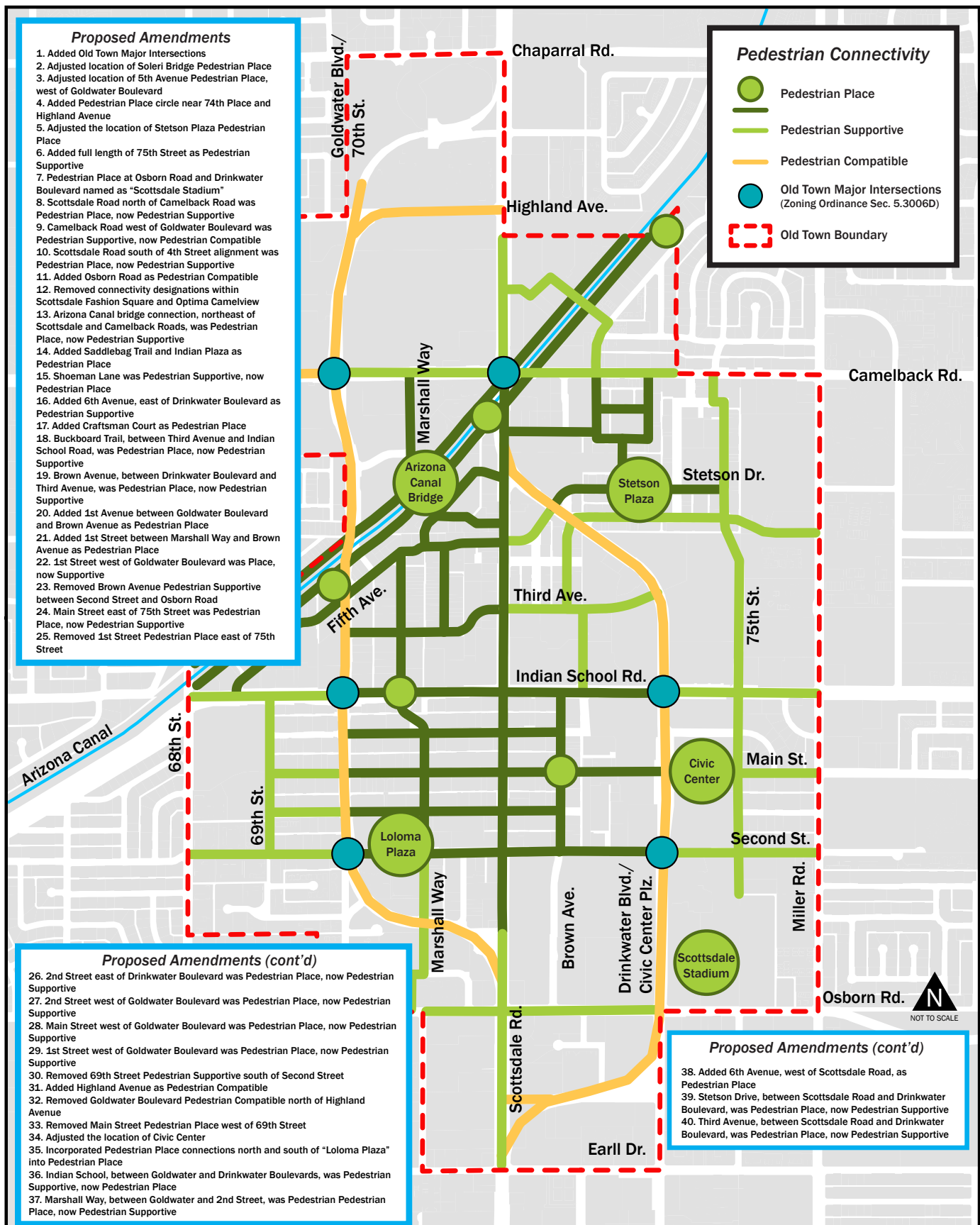
- ~~Policy M 3.1~~  
~~Develop specific downtown connections, open space Nodes and spaces as *Pedestrian Places*, particularly where there is a high concentration of pedestrian activity, or where a high level of pedestrian activity is desired.~~
- ~~Policy M 3.2~~  
~~Create a *Pedestrian Supportive* environment throughout the remainder of downtown.~~
- ~~Policy M 3.3~~  
~~Roadway corridors with higher traffic volumes and faster speeds, combined with larger land use setbacks, may remain *Pedestrian Compatible* and should include *Pedestrian Supportive* crossing treatments.~~
- ~~Policy M 3.4~~  
~~Eliminate existing, and discourage new, *Pedestrian Challenging* environments within downtown.~~



### GOAL M 3

MAINTAIN A CONVENIENT AND ADEQUATE PARKING SUPPLY OLD TOWN.

- **Policy M 3.1**  
Develop a “*park-once environment*” downtown, where users can access multiple destinations without the need to move their private vehicle.
- **Policy M 3.2**  
Create new or adjust existing parking requirements to ensure continued downtown revitalization and investment, as technologies and private vehicle user preferences evolve, **WHILE ENSURING THAT ALL NEW DEVELOPMENT CAN ADDRESS ITS PARKING REQUIREMENTS.**
- **Policy M 3.3**  
Maximize use of the existing parking supply through a comprehensive, multi-tiered parking management program.
- **Policy M 3.4**  
Create new public parking supply through public=/private partnerships to maintain free public parking downtown.
- **Policy M 3.5**  
Seek opportunities to provide shaded parking through the provision of landscaping, shade structures, tree and solar canopies.



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## Map 7 - Pedestrian Connectivity

## *Pedestrian Space Hierarchy*

### GOAL M 4

CREATE A HIERARCHY OF PEDESTRIAN SPACES WITHIN OLD TOWN.

#### • Policy M 4.1

**Pedestrian Place** – STREET ENVIRONMENTS AND PUBLICLY-ACCESSIBLE SPACES WITHIN OLD TOWN THAT ARE THE MOST INVITING TO PEDESTRIANS. Adjacent land useS WITHIN THESE AREAS TYPICALLY includes: ~~at least three~~ complementary ACTIVE, GROUND-LEVEL uses, ~~within immediate walking distance~~; WHERE buildings ~~face and~~ embrace the pedestrian realm; ~~and~~ THESE AREAS INCLUDE AMPLE SHADE, WHICH IS PROVIDED BY WAY OF wide awnings, ~~walkways~~, trees, and arcades ~~provide ample shade~~. RoadwayS ~~corridor~~ WITHIN THESE AREAS includes: low traffic ~~volumes~~ ~~at slow~~ speeds; WHERE PEDESTRIAN crossing opportunities are frequent; AND OFTENTIMES on-street parking ~~BUFFERS THE PEDESTRIAN~~ ~~is encouraged~~. THE pedestrian realm WITHIN THESE AREAS includes: ~~extent of pedestrian place is one-quarter mile walk in length~~; ~~walkways~~ SIDEWALKS THAT are separated from vehicular traffic; ~~sidewalks~~ AND are wide enough to accommodate the highest levels of use, INCLUDING ~~and space for outdoor dining~~ FORMAL AND INFORMAL GATHERING SPACES and OTHER PEDESTRIAN amenities.

#### • Policy M 4.2

**Pedestrian Supportive** – STREET ENVIRONMENTS WITHIN OLD TOWN THAT ARE INVITING TO PEDESTRIANS. Adjacent Land useS IN THESE AREAS ARE COMMONLY includes: ~~mixed-use, typically~~ WITH ACTIVE, GROUND-LEVEL USES ~~first floor commercial~~; WHERE buildings ~~face and embrace~~ ARE ORIENTED TO the pedestrian realm; THESE AREAS TYPICALLY PROVIDE SHADE BY WAY OF trees, awnings, or arcades ~~are used to provide shade~~; ~~no foundation landscape areas to separate building from walkway~~. RoadwayS ~~corridor~~ WITHIN THESE AREAS includes: moderate traffic ~~volumes at slower~~ speeds; WHERE intersectionS ~~design and signal timing~~ give priority to pedestrians; ~~on-street parking is encouraged~~. THE pedestrian realm WITHIN THESE AREAS includes: ~~sidewalks~~ THAT are separated from vehicular traffic; ~~sidewalks~~ AND are wide enough to accommodate ~~heavy~~ INCREASED levels of use.

#### • Policy M 4.3

**Pedestrian Compatible** – STREET ENVIRONMENTS WITHIN OLD TOWN THAT ACCOMMODATE PEDESTRIANS. Adjacent land useS WITHIN THESE AREAS ~~is often~~ INCLUDE MIXED-USE AND single-use ~~and~~ buildings THAT ~~are separated from~~ MAY NOT ACTIVELY ENGAGE the pedestrian realm, YET STILL PROVIDE SHADE BY WAY OF LANDSCAPING AND TREES TO ENHANCE THE STREETScape. RoadwayS ~~corridor~~ WITHIN THESE AREAS includes: ~~moderate~~ THE HIGHEST traffic volumes at moderate speeds; ~~infrequent~~, WHERE PEDESTRIAN crossingS ~~opportunities~~ ARE DESIGNATED ~~and intersection design and signal timing give priority to vehicles~~. The pedestrian realm WITHIN THESE AREAS includes ~~SIDEWALKS THAT MAY BE SEPARATED OR ADJACENT TO VEHICULAR TRAFFIC; AND sidewalks that are continuous but often with~~ DEVELOPED AT minimum widthS; ~~and landscaping that is informal and typically does not provide shade~~.



**Pedestrian Place** – The Marshall Way Bridge and Southbridge area have wide sidewalks, outdoor dining, traffic moving at low speeds, and frequent crossing opportunities.

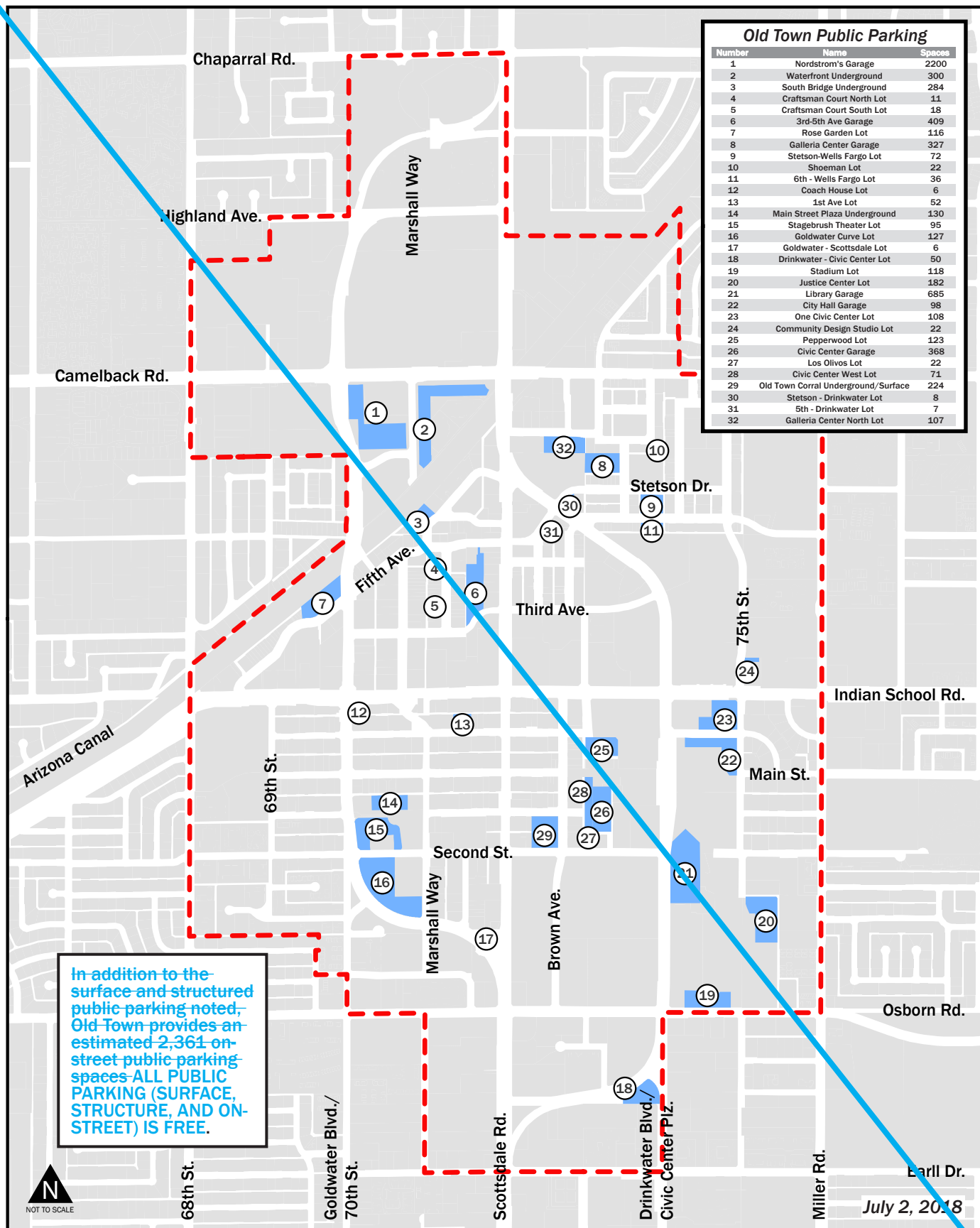


**Pedestrian Supportive** – On Indian School Road ~~the pedestrian realm~~ includes wide sidewalks separated from traffic and shade trees. Bicycles are accommodated in an on-street bike lane.



**Pedestrian Compatible** – Areas along Scottsdale Road are challenging for pedestrians with sidewalks that are adjacent or close to the roadway and minimal landscaping. Frequent curb cuts impact the pedestrian experience. DRINKWATER BOULEVARD ACCOMMODATES THE PEDESTRIAN WITH LANDSCAPE-SEPARATED SIDEWALKS THAT INCLUDE TREES FOR SHADE.





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## Map 8 - Public Parking

- **Policy M 4.4**

**MAJOR INTERSECTION** – SPECIFIC ROADWAY INTERSECTIONS WITHIN OLD TOWN THAT PROVIDE ROOM FOR PEDESTRIANS TO CONGREGATE AND ARE LOCATED NEAR AREAS WHERE A HIGH LEVEL OF PEDESTRIAN ACTIVITY IS DESIRED. *[SEE SEC. 5.3006D OF THE ZONING ORDINANCE]*

## GOAL M 5

ENCOURAGE TRANSIT THAT PROVIDES LOCAL AND REGIONAL CONNECTIONS TO, FROM AND WITHIN OLD TOWN SCOTTSDALE.

- **Policy M 5.1**

Enhance Old Town Scottsdale's local and regional transit availability and accessibility, by emphasizing high frequency and expanded hours of service within the downtown and connections to adjacent areas.

- **Policy M 5.2**

Locate higher density development near major transit routes and venues to facilitate increased use of downtown transit.

- **Policy M 5.3**

Link the Old Town Trolley and other transit to existing and future local and regional transit networks to accommodate the needs of residents, employees and visitors.



Transit stop within Old Town provides regional connectivity.

## GOAL M 6

DEVELOP A CONTINUOUS, ACCESSIBLE, AND INTERCONNECTED BICYCLE NETWORK.

- **Policy M 6.1**

Promote convenient connections between the on-street bicycling network and off-street paths and trails.

- **Policy M 6.2**

Connect the downtown bicycling network to the regional bicycling system via the Arizona Canal, Crosscut Canal, Sun Circle Trail, and Indian Bend Wash multi-use paths.

- **Policy M 6.3**

Integrate on-street bicycle lanes and routes throughout downtown.

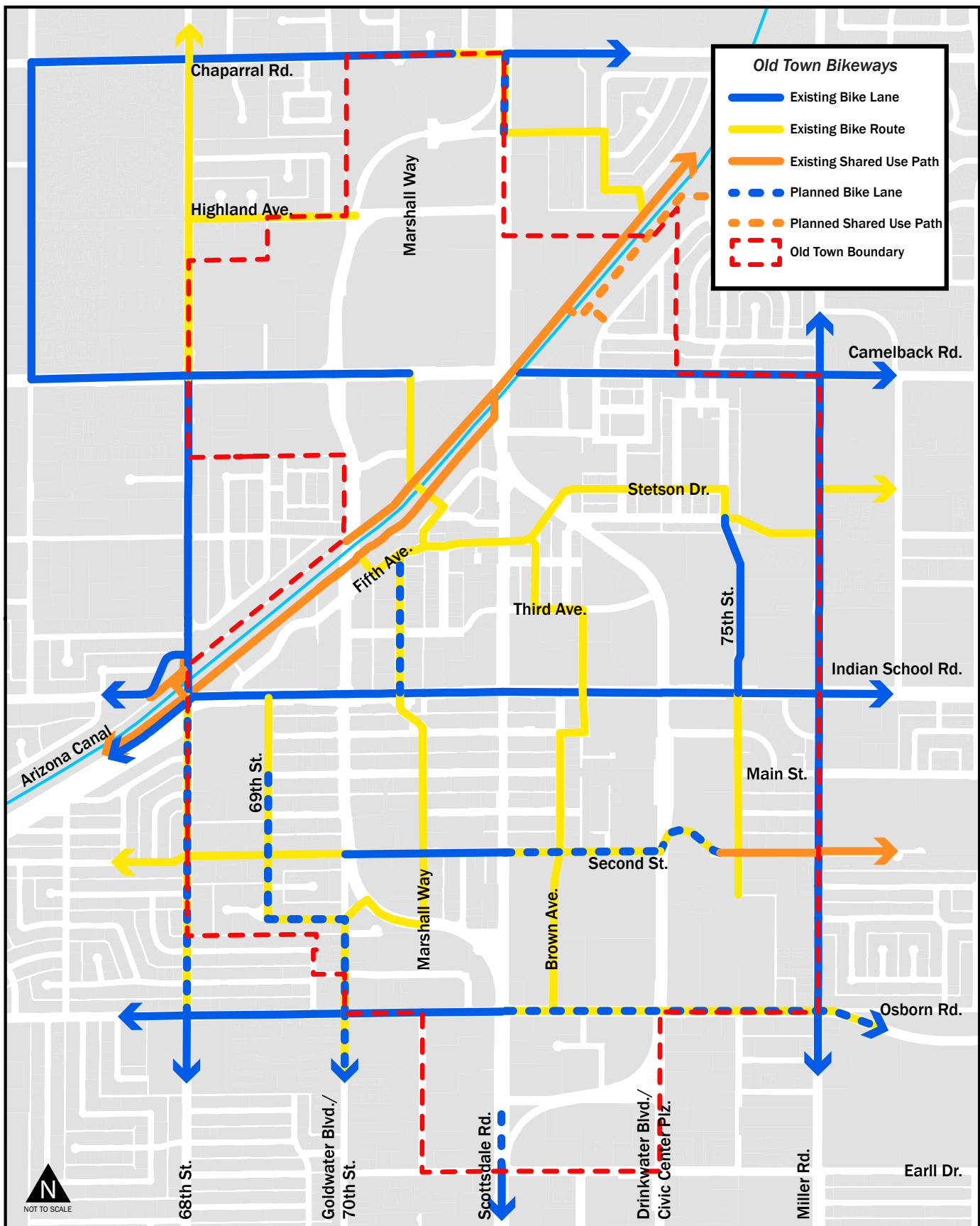
- **Policy M 6.4**

Expand off-street bicycling facilities with connections to existing and planned on-street bicycle facilities.



Providing a variety of transportation modes throughout downtown allows people to circulate, whether by biking, walking or driving.





Notice: PLEASE REFERENCE THE OLD TOWN SCOTTSDALE BICYCLE MASTER PLAN. This document is provided for general information purposes only. The City of Scottsdale does not warrant its accuracy, completeness, or suitability for any particular purpose. It should not be relied upon without field verification. Map not to scale.

## Map 98 - Bikeways

## GOAL M 7

PROVIDE BICYCLE INFRASTRUCTURE AND FACILITIES TO ENCOURAGE INCREASED DOWNTOWN RESIDENT, EMPLOYEE AND VISITOR BICYCLING.

- **Policy M 7.1**  
Incorporate accessible bicycle infrastructure and facilities into public and private development.
- **Policy M 7.2**  
Develop a series of tourism bicycle routes that highlight unique visitor attractions.
- **Policy M 7.3**  
Integrate accessible bicycle infrastructure into all local and regional transit vehicles that serve downtown.
- **Policy M 7.4**  
Promote bike use in downtown to serve the leisure pursuits of the visitor, and the “last mile” needs of resident and employee commuters, ~~through new~~ **bicycle technologies.**

## GOAL M 8

PROMOTE BICYCLE EDUCATION, SAFETY, AND ENFORCEMENT.

- **Policy M 8.1**  
Work with law enforcement to educate the community and ensure traffic laws and ordinances are followed by drivers, bicyclists, and bike share businesses.
- **Policy M 8.2**  
Incorporate safety measures at grade separations, street crossings, and intersections to minimize conflicts with vehicles, pedestrians, and other bicyclists.



Bicycle infrastructure encourages bicycle use in Old Town.

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# 4 • ARTS & CULTURE



## Introduction

Arts and culture contribute to building a cohesive community, often bridging old and new, young and mature, contemporary and traditional, real and virtual. Arts and culture help cities animate their downtowns, creating a sense of place and improving the quality of life for citizens, visitors, and the business community. Since the community's inception, arts and culture have been an integral part of Scottsdale's identity, economic viability, and continued development, most notably in Old Town Scottsdale.

Recognizing the important niche that arts and culture bring to Old Town Scottsdale, coupled with the changing supply and demand aspects of the industry, requires collective foresight to plan, promote and implement strategies that further our community's economic, creative, and artistic successes. The goals and policies of the Arts & Culture chapter define the direction for existing and future Old Town arts and cultural amenities, programs, and events, particularly those that celebrate what is unique to our community and continue to distinguish it artistically and creatively.

*"Downtown is the  
'art' and soul of  
Scottsdale."*

~ Downtown  
Scottsdale Town Hall  
Report, 2006

## Goals & Policies

### GOAL AC 1

~~INVEST IN CURRENT AND CREATE NEW OPPORTUNITIES~~  
~~TO~~ ADVANCE OLD TOWN SCOTTSDALE AS AN ARTS  
AND CULTURAL HUB WITH REGIONAL, NATIONAL, AND  
INTERNATIONAL SIGNIFICANCE.

- **Policy AC 1.1**  
Support a diverse range of arts and culture experiences downtown.
- **Policy AC 1.2**  
~~MAINTAIN~~, revitalize, ~~AND~~ expand ~~and develop~~  
~~new~~ arts, cultural, and educational facilities that  
enhance Old Town Scottsdale's artistic landscape.
- **Policy AC 1.3**  
Grow existing and establish new high-quality,  
signature festivals, events and programming that  
attract resident and visitor audiences, and distinguish  
Old Town Scottsdale as a premiere arts and culture  
destination.
- **Policy AC 1.4**  
Continue to invest in, improve, celebrate, and  
promote the Scottsdale Arts District, Scottsdale  
Civic Center, and the Arizona Canal as prominent  
downtown arts and culture destinations.

### GOAL AC 2

ENCOURAGE CREATIVE PLACE-MAKING IN OLD TOWN,  
WHERE ALL CAN PARTICIPATE.

- **Policy AC 2.1**  
Encourage investment in public art and cultural  
destinations that preserve, educate, and celebrate  
Scottsdale's diverse history, culture, Sonoran Desert  
environment, and people.
- **Policy AC 2.2**  
Serve diverse community interests by supporting a variety of monumental art pieces,  
emerging artists, and temporary event-based programs downtown.
- **Policy AC 2.3**  
Utilize public art to strengthen interconnectivity between downtown districts and cultural  
facilities through way-finding, space activation, temporary art trails, and pocket art park  
opportunities.
- **Policy AC 2.4**  
Facilitate public art integration into Old Town architecture and urban design.



Love Sculpture by Robert Indiana  
Monumental Art



Les Luminéoles and Lentille  
d'eau by Porté par le vent  
Temporary Art



The Yearlings by George-Ann Tognoni  
Western Culture



### GOAL AC 3

PROMOTE AND SUPPORT INITIATIVES THAT FOSTER OLD TOWN AS AN INTERACTIVE ARTS DISTRICT.

- **Policy AC 3.1**

Animate existing private and public spaces with arts and culture, and create informal, spontaneous exhibition and performance spaces throughout the downtown.

- **Policy AC 3.2**

Connect commercial and private art enterprises with public and non-profit arts and cultural venues in the downtown.

- **Policy AC 3.3**

Encourage the attraction and retention of Scottsdale based non-profit arts and culture organizations in downtown.

- **Policy AC 3.4**

Develop economic, land use, planning, and design strategies to protect and enhance arts, culture, and gallery businesses in downtown.

- **Policy AC 3.5**

Encourage continuation and expansion of innovative arts and culture programming that enriches the community.

- **Policy AC 3.6**

Increase and promote community arts partnerships and projects that animate public spaces and provide residents, workers, and tourists with diverse arts experiences.

- **Policy AC 3.7**

Support work/live development in the downtown that is flexible enough to accommodate the needs of **THE creative professionalsWORKFORCE.**



Parsons Dance Company  
Performing Arts



Copper Falls by Bob Adams  
Integrated Art



Bonner David Art Gallery  
Private Art

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# 5 • ECONOMIC VITALITY



## Introduction

Downtown Scottsdale has experienced steady economic growth and development since the adoption of the **ORIGINAL** Downtown Plan in 1984. The results of this economic viability can be seen in the mix of Old Town land uses, activities and development: increasing population, numerous hotels, major employers, boutique offices and creative spaces, a prominent medical campus, destination and unique specialty retail, strategic public investments, cultural facilities, nightlife and entertainment venues, and art galleries all of which combine to create a vibrant hub for resident, worker, and visitor economic activity. Growing and nurturing this diverse economic base is critical to Old Town's continued success.

Economic vitality for Old Town Scottsdale is encouraged and maintained through public and private investment, the character and quality of development, and strengthening Old Town's competitive position among similar locations with comparable land use patterns. This chapter of the plan establishes economic goals and policies that encourage Old Town to be a sustainable and functional mixed-use center for the city and region. These policies emphasize the need for urban development that encompasses specialty retail, arts/cultural opportunities, office, residential, hotel/tourism uses, as well as retention and expansion opportunities for major employers, as the underpinnings for an economically healthy downtown. The plan provides the framework within which the private sector can assume a strong leadership role in the revitalization and continued emergence of Old Town, ensuring economic viability into the future.

*"I like the  
urban flavor of  
different activities  
Downtown."*

~ Focus Group  
Participant, 2007

## Goals & Policies

### GOAL EV 1

SUPPORT OLD TOWN'S PROMINENT ECONOMIC ROLE AS A HUB FOR ARTS, CULTURE, RETAILING, DINING, ENTERTAINMENT, TOURISM, EVENTS, AND EMPLOYMENT.

- **Policy EV 1.1**

Encourage land uses, activities, and special events that support downtown ~~AS A GENERAL PLAN DESIGNATED GROWTH AREA as a primary commercial, cultural and tourism destination, to maintain downtown's economic role in the community.~~

- **Policy EV 1.2**

Promote downtown as an environment attractive to both leisure visitors and a skilled workforce.

- **Policy EV 1.3**

Attract tourism-supporting land uses, activities, and special events to reinforce Old Town as a robust tourism destination.

- **Policy EV 1.4**

~~Proactively address economic and social changes by examining Old Town goals on a regular basis, to Ensure responsiveness to shifts in economic, social, environmental, and market conditions.~~

- **Policy EV 1.5**

Appeal to residents, visitors, and workers ~~by creating and delivering~~ **WITH** programs and services that support a high quality, year-round, successful mix of retail, dining, entertainment, emerging enterprises, and small businesses that contribute to Old Town's unique character.



Maintain and enhance Old Town's retail mix.



Expand employment opportunities. Attract new office and commercial development.

## GOAL EV 2

PROMOTE PRIVATE INVESTMENT IN, AND ATTRACT NEW DEVELOPMENT TO, OLD TOWN.

- **Policy EV 2.1**

Encourage investment in residential and commercial development that ensures Old Town's economic competitiveness regionally and nationally.

- **Policy EV 2.2**

Promote a mix of daytime/nighttime activities year-round through residential and commercial development in Old Town.

- **Policy EV 2.3**

Encourage private investment ~~through public-private partnerships, that utilize the shared skills and assets of each sector~~ to deliver downtown development and community amenities.

- **Policy EV 2.4**

Promote the retention of major downtown employers ~~and accommodate their future expansion needs.~~

- **Policy EV 2.5**

Expand downtown employment opportunities ~~through the attraction of new office and commercial development to downtown,~~ with a focus on target growth industries ~~such as Information, Communications, and Technology (ICT) and advanced business services.~~

- **Policy EV 2.6**

Retain, expand, and support Old Town's ~~prominent~~ Medical ~~campus~~ DISTRICT that serves as both a major employer and community service provider.

- **Policy EV 2.7**

Attract and retain a broad array of economic activities that widen the appeal of Old Town and strengthen the city's tax base.

- **Policy EV 2.8**

~~Recognize that talent is a critical component of business location decisions; and~~ Enhance Old Town's quality of life amenities and housing choices, to appeal to a skilled workforce **AND PROMOTE BUSINESS ATTRACTION.**



Promote a mix of daytime and nighttime activities in Old Town.



Retain a broad array of economic activities, such as art galleries, to widen the appeal of Old Town.



### GOAL EV 3

EMBRACE AND EXPLORE INNOVATIVE SOLUTIONS TO INFRASTRUCTURE AND SERVICE DELIVERY.

- **Policy EV 3.1**

~~Adopt a smart cities strategy, to~~ Pursue new technologies that will better leverage and capitalize on city assets and improve service delivery **THROUGH THE SCOTTSDALE SMART CITIES INITIATIVE OR SIMILAR EFFORTS.**

- **Policy EV 3.2**

Pursue approaches to downtown parking, transportation, mobility, and public space limitations through a combination of demonstrated national best practices as well as early adoption of technology.

*“The City should be flexible and encourage high quality revitalization and innovative developments.”*

~ Downtown Scottsdale  
Town Hall Report,  
2006

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# Glossary

## A

**Active Street Frontages / Uses** – The placement of active land uses such as retail or restaurant at the ground floor of buildings, to provide higher pedestrian interest and increased pedestrian activity.

**Adaptive Reuse** – Developing a new use for an older ~~or underutilized~~ building or for a building originally designed for a special or specific purpose. ~~This technique is particularly useful for preserving older buildings of historic or architectural significance and for the conversion of special use structures, such as gas stations, train stations, or school buildings that are no longer needed for their original purpose. In addition to preserving historical value, reuse of existing buildings avoids creation of large volumes of demolition and construction debris, conserves resources, and maintains neighborhood character.~~

## B

**Bicycle Infrastructure** – All infrastructure that may be used by cyclists including, but not limited to, lanes, routes, paths, parking areas and racks, and commuter amenities such as lockers and showers typically incorporated into commercial and office developments.

**Bike Lane** – Sections of roadway that ~~are~~ **IS** marked for exclusive bicycle use ~~and are always one-way.~~

**Bike Route** – **MAY** include shared streets, bike lanes, or shared-use ~~or multiuse~~ paths, in any combination **FOR BICYCLE CIRCULATION.** ~~Routes may be designated by signage or by placement on a map.~~

**Biophilic Design** – The practice of connecting people and nature through the built environment. Design attributes may include environmental features, natural shapes, forms, patterns, and processes, light and space, and place-based relationships.

## C

**Character** – **UNIQUE** features, qualities, and attributes that ~~give~~ **CONTRIBUTE TO THE IDENTITY OF** a place ~~its~~ **identity.**

**Complete Streets** – A complete street is one that is designed and operated to enable safe and comfortable access for all users. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities are able to safely move along and across a complete street. **A COMPLETE STREET IS ALSO CONSISTENT WITH FEDERAL LAWS AND GUIDELINES INCLUDING THOSE PERTAINING TO ACCESSIBILITY.**

**Connectivity** – The directness of links and the density of connections in a transport network. As connectivity increases, travel distances decrease and route options increase, allowing easy access to key destinations.

**Context** – The relationship between a location and its surrounding natural, **PLANNED, PERMITTED,** and/or built environment; the whole environment relevant to a **PARTICULAR** building or place; the interrelated conditions in which something exists or occurs.

**Contextual Compatibility** – Characteristics and proportions of the existing natural, **PLANNED, PERMITTED,** and/or built environment serve as a basis for new development projects so that a wide variety of

building types, use of materials, and architectural styles relate to one another; ENCOURAGING THE INCORPORATION OF DESIGN MATERIALS FROM SURROUNDING BUILDINGS.

**Creative Class WORKFORCE –**

A demographic segment of society generally made up of knowledge workers, intellectuals, and various types of artists whose ability to produce innovative ideas, technology, and creative content spur regional economic growth EMPLOYEES OR WORKERS WITH EXPERTISE OR OCCUPATIONS INVOLVING A HIGH LEVEL OF CREATIVE THINKING, INCLUDING DEVELOPING, DESIGNING, OR CREATING NEW APPLICATIONS, IDEAS, RELATIONSHIPS, SYSTEMS OR PRODUCTS, AND ARTISTIC CONTRIBUTIONS.

**D**

**Defined Building Location** – Refers to a consistent building setback location established along a street.

**Density** – Typically the number of housing units per acre of land in residential districts. Gross density is defined as the total number of units divided by the total land area of the site, excluding nothing. Net density is the total number of units divided by the net area of the lot or site (excluding roads, public open space, utility rights-of-way, and community facilities). Density is often used interchangeably with intensity. USUALLY USED TO DESCRIBE THE NUMBER OF HOUSING UNITS PER ACRE OF LAND IN RESIDENTIAL DISTRICTS. ALSO USED TO GENERALLY DESCRIBE THE CONCENTRATION OF BUILDINGS WITHIN AN AREA OF LAND. (SEE ALSO: INTENSITY)

**Designated Lighting Needs** – The City of Scottsdale Zoning Ordinance includes Outdoor Lighting provisions intended to minimize light pollution, reduce glare, increase energy conservation, and maintain the quality of Scottsdale’s physical and aesthetic character.

**Downtown Couplet** – The vehicular circulation couplet of Drinkwater Boulevard (north-bound) and Goldwater Boulevard (south-bound) that allows pass-through traffic to divert from Scottsdale Road and circulate around downtown. The couplet was designed with one extra lane for the north-bound traveler on Drinkwater Boulevard and one extra lane for the south-bound traveler on Goldwater Boulevard.

**E**

**F**

**Floor Area Ratio (FAR)** – A measure of development density INTENSITY, TYPICALLY DESCRIBED IN THE ZONING ORDINANCE, THAT IS expressed as the amount of building floor area divided by the development site land area BY THE RATIO OF GROSS BUILDING FLOOR AREA TO NET LOT AREA OF A SITE.

**G**

**Green Building** – The practice of increasing the efficiency with which OF buildings use resources USE, such as INCLUDING energy, water, and materials, while ALSO reducing building impacts NEGATIVE EFFECTS on human health and the environment during the building’s lifecycle; through site layout, building design, construction, operation, maintenance, and removal.

## H

**HEAT ISLAND** – THE PHENOMENON INVOLVING ELEVATED TEMPERATURES IN URBAN/SUBURBAN AREAS AS COMPARED WITH OUTLYING RURAL/UNDEVELOPED SURROUNDINGS. HEAT ISLANDS ARE GENERALLY CAUSED BY REDUCED VEGETATION, SOLAR HEAT ABSORPTION, MATERIAL HEAT CAPACITY, USE OF ENERGY, AND BUILDING SPACING.

**HORIZONTAL MIXED-USE** – THE PRACTICE OF ALLOWING MORE THAN ONE TYPE OF LAND USE ACROSS A DEVELOPMENT SITE, IN A BUILDING OR BUILDINGS, WHICH MAY RESULT IN A COMBINATION OF RESIDENTIAL, COMMERCIAL, OFFICE, INSTITUTIONAL OR OTHER LAND USES. HORIZONTAL MIXED-USE DEVELOPMENT CHARACTERISTICS INCLUDE: ACCESS TO MULTIMODAL TRANSPORTATION, HUMAN-SCALE DEVELOPMENT, AND THE PHYSICAL AND FUNCTIONAL INTEGRATION OF USES THROUGH CAREFUL DESIGN OF PUBLIC SPACES, STREETS AND BUILDINGS.

**HUMAN-SCALE** – THE PROPORTIONAL RELATIONSHIP OF THE PHYSICAL ENVIRONMENT TO HUMAN DIMENSIONS IN TERMS OF BULK AND MASSING OF BUILDINGS OR OTHER FEATURES. AN EXAMPLE OF HUMAN-SCALE DEVELOPMENT IS A MULTIPLE-STORY BUILDING WITH RETAIL STORES ON THE GROUND FLOOR THAT PROVIDE VISUAL INTEREST AT HUMAN-EYE LEVEL USING WINDOW DISPLAYS AND ARCHITECTURAL FEATURES.

## I

**IDENTITY OF PLACE** – THE MEANING AND SIGNIFICANCE PEOPLE INDIVIDUALLY OR COLLECTIVELY ASSIGN TO A PLACE. IDENTITY IS INFLUENCED BY PHYSICAL ASPECTS OF A GEOGRAPHIC LOCATION AND ITS UNIQUE HISTORIC AND CULTURAL ASSOCIATIONS. PLACE IDENTITY HAS EVOLVED AS A PLANNING CONCERN IN RESPONSE TO A LOSS OF INDIVIDUALITY AND DISTINCTIVENESS AS REPRESENTED BY UNIFORMITY IN DESIGN.

**Infill, INFILL DEVELOPMENT** – Development of INDIVIDUAL vacant lots; or “LEFTOVER” VACANT properties, ~~and/or remnant parcels within~~ areas ~~that are~~ already developed ~~and~~ ~~have~~ WITH access to ~~urban~~-services and infrastructure.

**INFRASTRUCTURE** – PUBLIC SERVICES AND FACILITIES, INCLUDING SEWAGE DISPOSAL SYSTEMS, WATER SUPPLY SYSTEMS, OTHER UTILITY SYSTEMS, STREETS AND ROADS, PARKS, AND SCHOOLS.

**Intensity** – ~~Refers to the level or concentration of activity occurring on a site or in an area. Intensity is often used interchangeably with density.~~ THE RELATIVE MEASURE OF DEVELOPMENT IMPACT, AS DEFINED BY CHARACTERISTICS SUCH AS TRAFFIC GENERATION, FLOOR AREA RATIO, AND LOT COVERAGE; OR, THE LEVEL OR CONCENTRATION OF ACTIVITY OCCURRING ON A SITE OR IN AN AREA. (SEE ALSO: FLOOR AREA RATIO AND DENSITY)



J

K

L

**Live/Work** – The quiet enjoyment expectations of the neighbors in the building or adjacent buildings take precedence over the work needs of the unit in question. The predominant use of a live/work unit is residential, and commercial activity is a secondary use. Employees and walk-in trade are not usually permitted. See also Work/Live.

M

**MASS, Massing** – The physical volume, shape, or bulk of a building **OR STRUCTURE**.

**Mixed-Use** – The practice of allowing more than one type of land use in a building or set of buildings. Mixed-use may be developed in a variety of ways, either horizontally in multiple buildings, or vertically in the same building, or through a combination of the two.

**Mixed-Use Neighborhood** – General Plan land use designation that includes Old Town Scottsdale.

**Mobility** – The ability to move from one place to another, or to transport goods or information from one place to another.

**Mobility Share** – Part of the shared economy focused on mobility and includes, but is not limited to, car, bike, and scooter share.

**MODE, MODAL** – THE FORM OR METHOD OF TRAVEL DISTINGUISHED BY VEHICLE TYPE, OPERATION, TECHNOLOGY, AND RIGHTS-OF-WAY SEPARATION.

**MULTIMODAL** – AN APPROACH TO TRANSPORTATION THAT INCLUDES PEDESTRIANS, BICYCLISTS, TRANSIT VEHICLES EXCEPT RAIL AND MODERN STREETCAR, EQUESTRIANS, AND MOTORISTS OF ALL AGES AND ABILITIES, AND AIMS TO CREATE A COMPREHENSIVE, INTEGRATED, AND CONNECTED TRANSPORTATION NETWORK.

N

**NOISE** – ANY UNDESIRED AUDIBLE SOUND, ESPECIALLY ONE THAT IS LOUD OR DISAGREEABLE.

O

**OLD TOWN** – IN SCOTTSDALE, AS DELINIATED AND/OR DESCRIBED BY THE GENERAL PLAN, THE COMMERCIAL, CULTURAL, CIVIC, AND SYMBOLIC CENTER OF THE COMMUNITY CONSISTING OF A VITAL MIX OF SUPPORTING LAND USES.

**OPEN SPACE, PUBLIC OR COMMON** – LAND WITHIN OR RELATED TO A DEVELOPMENT THAT IS DESIGNED AND INTENDED FOR THE COMMON USE OR ENJOYMENT BY THE PUBLIC.

P

**PARCEL** – A LEGALLY DEFINED LOT, OR CONTIGUOUS GROUP OF LOTS, IN SINGLE OWNERSHIP OR UNDER SINGLE CONTROL, AND CONSIDERED A UNIT FOR PURPOSES OF DEVELOPMENT AND OPEN SPACE CALCULATION.

**Park-Once Environment** – The ability for visitors and employees to spend less time in a private vehicle, thus parking once and utilizing multiple modes of transportation to reach destinations or places of interest.

**Passive Cooling** – Technologies or design features that are utilized to cool an outdoor space or a building without the use of energy for example, natural cross-ventilation and breezes can be used to remove unwanted heat; shade devices can be utilized to slow heat transfer; and water evaporation can be utilized to cool outdoor and indoor spaces.

**Passive Solar (Cooling)** – Focuses on heat avoidance to reduce the need for mechanical cooling. Examples include: preferential use of south-facing windows with overhangs and north-facing windows; minimal use of east- and west-facing windows; exterior entrances protected from direct summer sun; low solar heat-gain glazing; solar screens/shading; and landscaping treatments.

**Pedestrian Comfort Zone** – Streets and public spaces that accommodate and encourage pedestrian activity through the provision of active uses, informal gathering spaces, lighting and safety features, and other pedestrian amenities.

**Pedestrian Corridor** – A path or guided way that is developed to promote walking as an attractive means of transportation and utilized primarily by pedestrians as they move between major activity centers.

**Pedestrian Oriented Design** – A form of development that makes the street environment inviting for pedestrians, such as special sidewalk pavement, zero front and side yard setbacks, varied architectural styles, street-facing window displays, an absence of front yard parking, benches, and other amenities.

**Pedestrian Scale** – The proportional relationship of the physical environment to human dimensions. Typically refers to the bulk and massing of buildings or other features at the pedestrian level, and clearly oriented toward pedestrian activity.

**PRESERVE** – TO KEEP SOMETHING PROTECTED FROM ANYTHING THAT WOULD CAUSE ITS QUALITY OR CONDITION TO CHANGE OR DETERIORATE.

**PUBLIC ART** – SCULPTURES, PAINTINGS, MURALS, AND OTHER FORMS OF ARTWORK THAT ARE PLACED IN PUBLIC SPACES OR IN PUBLIC VIEW TO ENRICH AND ADD VISUAL INTEREST TO THE BUILT ENVIRONMENT.

**Public/Private Partnerships** – A merging of public and private resources to achieve an end result or product that would be difficult to achieve through public or private activity alone. May refer to the delivery of services, such as child care or to the construction of buildings, such as cultural facilities.

**Public Realm** – The public realm of a city is the environment created by the network of streets and open spaces, parks and plazas, and the pattern of uses and activity, which contribute to the character and quality of the place.

Q

R

**REDEVELOP, (INFORMAL) REDEVELOPMENT** – TO CHANGE THE EXISTING DEVELOPMENT IN AN AREA OR ON A PROPERTY, SOMETIMES BY DEMOLISHING EXISTING BUILDING; INCREASING THE OVERALL FLOOR AREA EXISTING ON A PROPERTY; OR BOTH.

**RETAIL** – A PLACE OF BUSINESS IN WHICH MERCHANDISE IS SOLD TO CONSUMERS.

**REVITALIZATION** – BRINGING NEW LIFE OR VIGOR TO AN AREA, OFTEN THROUGH PUBLIC AND PRIVATE INVESTMENT.

**RIGHT(S)-OF-WAY** – THE STRIP OF LAND OVER WHICH CERTAIN TRANSPORTATION AND/OR OTHER PUBLIC FACILITIES ARE BUILT, INCLUDING ROADS, SIDEWALKS, AND UTILITY LINES. A PUBLIC RIGHT-OF-WAY IS TYPICALLY DEDICATED OR DEEDED TO THE PUBLIC FOR PUBLIC USE AND CONTROLLED BY A PUBLIC AGENCY, SUCH AS THE CITY.

## S

**SCALE** – THE RELATIONSHIP OF A PARTICULAR PROJECT OR DEVELOPMENT, IN TERMS OF SIZE, HEIGHT, BULK, INTENSITY, AND AESTHETICS, TO ITS SURROUNDINGS.

**SENSE OF PLACE, SENSE OF COMMUNITY** – THE CHARACTERISTICS OF A LOCATION THAT MAKE IT READILY RECOGNIZABLE AS BEING UNIQUE AND DIFFERENT FROM ITS SURROUNDINGS AND THAT PROVIDES A FEELING OF BELONGING TO OR BEING IDENTIFIED WITH THAT PARTICULAR PLACE. (SEE ALSO: IDENTITY OF PLACE)

## SENSITIVE DESIGN PRINCIPLES

– PROGRAM AND DOCUMENTS AIMED AT STRENGTHENING THE FOCUS ON DESIGN IN THE COMMUNITY, PROMOTING COORDINATION OF THE CITY'S DESIGN-RELATED EFFORTS AND RESOURCES, AND GUIDING DISCUSSION OF DESIGN-RELATED ISSUES.

**Sensitive Edge Buffer** – A defined area intended to create a separation between dissimilar uses and/or development intensities, to reduce or mitigate the effects of one area upon the other.

**Setback** – TYPICALLY, the distance between ~~two points, such as the~~ A property line and A building OR structure. DEPENDING ON THE SPECIFIC ZONING DISTRICT, SETBACKS MAY BE MEASURED IN DIFFERENT WAYS.

**Shared Economy** – A hybrid market model of a peer-to-peer exchange, with transactions often facilitated via community-based online services.

**Shared-Use or Multiuse Path** – ~~Paved pathways set aside for the exclusive use of non-motorized travel and are generally intended for two-way traffic.~~ PATHS THAT ACCOMMODATE BICYCLISTS AND PEDESTRIANS.

**SIGNATURE SPECIAL EVENTS** – ANNUAL EVENTS AND EVENT SERIES STAGED IN SCOTTSDALE THAT GENERATE SIGNIFICANT ECONOMIC ACTIVITY, INCLUDING MAJOR LEAGUE BASEBALL SPRING TRAINING, ARTS FESTIVALS, AUTO AUCTIONS, CULINARY FESTIVALS, NATIVE TRAILS, MARATHONS, PARADA DEL SOL RODEO AND PARADE, AND CANAL CONVERGENCE.

**Smart City** – A municipality that utilizes information and communication technologies to increase operational efficiency, share information with the public, and improve both the quality of government services and citizen welfare.

**SPECIALTY RETAIL** – A RETAIL STORE THAT FOCUSES ON SPECIFIC OR UNIQUE PRODUCT CATEGORIES, AS OPPOSED TO RETAILERS WHO SELL A VARIETY OF CONSUMER GOODS.

**Stepback** – An arrangement of building forms, shapes, and massing ~~in the manner of a series of steps;~~ that causes the building design to “move away”, “STEP BACK”, or recede; from a property line or ~~adjacent~~ NEIGHBORING development, ~~in order~~ to provide AN open ~~space~~ AREA above the first or second level of the building. THE ZONING ORDINANCE DELINEATES SPECIFIC STEPBACK REQUIREMENTS FOR ZONING DISTRICTS.

**STREETSCAPE** – THE COMBINATION OF INDIVIDUAL DESIGN ELEMENTS THAT CHARACTERIZE THE STREET SPACES OF THE CITY. SOME EXAMPLES OF THESE ELEMENTS ARE LANDSCAPING, SEATING, LIGHTING, AND SIDEWALK DESIGN.

**STREET SPACE** – THE PUBLIC SPACES AND AREAS THAT ACCOMMODATE AND ENCOURAGE PEDESTRIAN ACTIVITY ACROSS DEVELOPMENT FRONTAGES ALONG A STREET.

**Sustainability** – There are many definitions of sustainability. For the purposes of the Old Town Plan, 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.

**T**

**TELECOMMUTING** – A TRIP REDUCTION STRATEGY AND A WORK ARRANGEMENT, WHERE EMPLOYEES WORK AT A LOCATION OTHER THAN THE PRIMARY WORK LOCATION, SUCH AS AT HOME OR IN A SUBORDINATE OFFICE. (SEE ALSO: TRIP REDUCTION)

**THEMED STREETSCAPE** – A STREET IN THE GENERAL PLAN THAT HAS, OR IS PLANNED TO HAVE, STREETSCAPE DESIGN GUIDELINES TO PROVIDE A CONSISTENT, THEMED APPEARANCE ALONG THE STREET.

**TRANSIT** – TRANSPORTATION SYSTEM MAINLY FOR MOVING MANY PEOPLE AND MADE AVAILABLE TO THE PUBLIC, USUALLY THROUGH PAYING A FARE. TYPICAL VEHICLES USED FOR TRANSIT INCLUDE BUSES (VALLEY METRO), TROLLEYS (SCOTTSDALE BUS SYSTEM), RAIL CARS, AND OTHER FIXED GUIDEWAY VEHICLES.

**TRANSITION** – 1) A GRADUAL CHANGE FROM ONE DEVELOPMENT DENSITY OR INTENSITY TO ANOTHER, FROM ONE LAND USE TO ANOTHER, OR FROM A PRESERVED AREA TO A DEVELOPED AREA; OR 2) THE PLACEMENT OF BUILDINGS AND THEIR FORMS, SHAPES, AND MASSING THAT CAUSES THE BUILDING DESIGN TO RECEDE FROM THE PROPERTY LINE OR NEIGHBORING DEVELOPMENT; PROVIDE OPEN SPACE AND OPENINGS BETWEEN BUILDINGS; AND/OR CREATE COMPATIBLE DEVELOPMENT BETWEEN LOWER AND HIGHER INTENSITIES AND DENSITIES.

**TRIP REDUCTION** – TECHNIQUES AIMED AT REDUCING TRAFFIC CONGESTION, VEHICLE TRIPS, AND MILES TRAVELED WITH THE MAIN GOAL OF IMPROVING AIR QUALITY. STRATEGIES INCLUDE CARPOOLING, TRANSIT USE, WALKING, BIKING, TELECOMMUTING, AND COMPRESSED WORK SCHEDULES (SUCH AS A 4-DAY WORK WEEK).

**Twin the Bins** – Solid waste containers that allow for the collection of multiple types of waste – including trash, recycling, and if applicable, organics. Effective containers in the public realm are distinguished by color, have appropriate openings for their specific use, and include well-designed signage.

**Type 1** – The compact, lower scale development of the Downtown Core. See Map 4 for specific locations and boundaries.

**Type 2** – The intermediate, higher scale development type in the downtown. See Map 4 for specific locations and boundaries.

**Type 2.5** – The intermediate, higher scale development type between Type 2 and Type 3 in the downtown. See Map 4 for specific locations and boundaries.

**Type 3** – The most intensive, highest scale development type in the downtown. See Map 4 for specific locations and boundaries.

## U

**Universal Design** – A concept that all environments and products should be accessible and usable by all people, regardless of their age, size, or abilities.

## V

**Vertical Mixed-Use** – The practice of allowing more than one type of land use in one building, which may result in a combination of residential, commercial, industrial, office, institutional or other land uses. Vertical mixed-use development characteristics include: access to multi-modal transportation, human-scale development, and the physical and functional integration of uses through careful design of public spaces, streets and buildings.



**VISION** – A SHARED DREAM OF THE FUTURE CHARACTERIZED BY LONG-TERM IDEALISTIC AND ASPIRATIONAL THINKING. THE VISION IS THE FOUNDATION FOR THE DEVELOPMENT OF GOALS, POLICIES, AND PROGRAMS. ALTHOUGH A VISION IS NOT A BINDING GOAL, AND MAY NOT BE ACHIEVABLE IN THE LIFETIME OF THE PLAN, IT PROVIDES A PICTURE OF THE COMMUNITY THAT THE CITIZENS DESIRE.

**VISITOR** – INCLUDES TOURISTS AND TRAVELERS FROM OUTSIDE OF THE REGION EXPERIENCING, STAYING, OR WORKING IN SCOTTSDALE FOR A DEFINED AND LIMITED TIME. VISITORS MAY ALSO INCLUDE SHORT-TERM DAILY VISITORS ENGAGED IN VARIOUS DAY OR NIGHTTIME ACTIVITIES.

## W

**Walkability** – The extent to which the built environment is designed so that people are able to use sidewalks, street crossings, and other pathways as they move around and through an area.

**Wayfinding** – Enabling a person to find his or her way to a given destination through the use of landmarks, effective signage and building design.

**Work/Live** – The needs of the work component take precedence over the quiet enjoyment expectations of residents, in that there may be noise, odors, or other impacts, as well as employees, walk-in trade or sales. The predominant use of a work/live unit is commercial, craft-work, or light assembly/manufacturing.

## X

## Y

## Z

**ZONING / ZONING ORDINANCE** – LAND USE REGULATIONS ENACTED BY THE CITY TO CREATE DISTRICTS OR ZONES THAT PERMIT AND IDENTIFY SPECIAL CONDITIONS WITHIN THOSE ZONES. LAND USES IN EACH DISTRICT ARE REGULATED ACCORDING TO TYPE, DENSITY, HEIGHT, LOT SIZE, PLACEMENT, BUILDING BULK, AND OTHER DEVELOPMENT STANDARDS. THE ORDINANCES INCLUDE PROCEDURES FOR CHANGING THE STATUS OF LAND USE AND PHYSICAL DEVELOPMENT STANDARDS.

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# Related Plans, Ordinances & Documents

## C

- » Civic Center [MUNICIPAL USE](#) Master [SITE](#) Plan (~~2017~~2018)
- » Community Services Master Plan (2015)

## D

- » City of Scottsdale Design Standards and Policies Manual
- » [Downtown \(D\) Zoning District](#)
- » [Downtown Infill Incentive Plan \(2010\)](#)
- » [Downtown Overlay \(DO\) Zoning District](#)
- » Downtown Pedestrian Mobility Study (2007)
- » [Downtown Public Spaces/Connectivity Master Plan \(2017\)](#)
- » Downtown Task Force Report (2009)
- » Downtown Town Hall Final Report (2006)

## E

- » Economic Development [FIVE-YEAR](#) Strategic Plan (~~2015~~2021)

## G

- » Scottsdale's Green Building Program [AND GUIDELINES](#)

## O

- » Old Town [SCOTTSDALE](#) Urban Design and Architectural Guidelines (2019)
- » [OLD TOWN SCOTTSDALE BICYCLE MASTER PLAN \(2022\)](#)

## P

- » [Planned Block Development \(PBD\) Zoning District](#)
- » Public Art Master Plan (2012)

## S

- » *CITY OF Scottsdale General Plan 2035 (2021)*
- » *Scottsdale Road Streetscape Plan*
- » *Southern Scottsdale Character Area Plan (2010)*
- » *Scottsdale Zoning Ordinance*
- » *Stormwater ~~Master~~ MANAGEMENT Plan (2015)*

## T

- » *TOURISM AND MARKETING 5-YEAR STRATEGIC PLAN (2023)*
- » *Tourism Related Downtown Economic Feasibility Study [Downtown 2.0] (2017)*
- » *Transportation ~~Master~~ ACTION Plan (2016/2022)*

## *Implementation*

Just as the Scottsdale community has come together to create the vision that will shape the future of Old Town Scottsdale, so too will the community have to collaborate to implement the Old Town Plan goals and policies. Such implementation will require the steadfast attention and commitment of private property owners, businesses, citizens, nonprofit organizations, government, public agencies, and private agencies.

Recognizing that achieving the ultimate vision for Old Town Scottsdale will take years or even decades to complete, ongoing research, coordination of public policy, sub-area planning, urban design, and program development will require continuing attention. Consequently, some implementation tasks will need to begin immediately, while others will wait for more appropriate timing and/or funding opportunities.

As with the community's success in achieving the initial vision for Old Town Scottsdale as established in the original [1984](#) Downtown Plan; the Scottsdale community has proven to exemplify collective creativity, ingenuity, determination, commitment, and generosity – all qualities that are required to shape the future of Old Town Scottsdale for many years to come.



	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
<b>CHARACTER &amp; DESIGN</b>										
1	Old Town Urban Design & Architectural Guidelines Update	CD 9	Public PLANNING & DEVELOPMENT	•						•
2	Old Town District Master Plans	LU 2	Public PLANNING & DEVELOPMENT		•		•		•	
3	Downtown Maintenance & Safety Education Programs	CD 5	Public, CODE ENFORCEMENT, PUBLIC SAFETY, Private	•						•
<b>PEDESTRIAN/STREETSCAPE AMENITIES &amp; IMPROVEMENTS</b>										
4	Identify pedestrian crossing locations	M 1	Public TRANSPORTATION							•
5	Improve accessibility, streetscapes and pedestrian amenities by repairing and replacing sidewalks and crossings to meet ADA requirements and contribute to pedestrian comfort.	M 1, M 2, M 3	Public, PUBLIC WORKS, TRANSPORTATION, Private							•
6	Pedestrian Wayfinding – Design and construct pedestrian level wayfinding signage throughout Old Town. Include a specific sign-topper program for the Historic Old Town District.	M 2, M 3	Public, Private PUBLIC WORKS, TRANSPORTATION, TOURISM		•				•	
7	Main Street Streetscape Design & Construction Phase I – Complete streetscape improvements on Main Street from Scottsdale Rd. west to Hotel Valley Ho.	CD 5, M 2	Public WORKS	•	•	•				
8	Main Street Streetscape Design & Construction Phase II – Complete streetscape improvements on Main Street from Scottsdale Rd east to Brown St.	CD 5, M 2	Public WORKS						•	
9	Transform Scottsdale Road – Enhance the Scottsdale Road experience. Retain the existing number of lanes, widen sidewalks, establish a signature median, and locate gateway monuments at Drinkwater and Goldwater Boulevards.	CD 5, M 1, M 2	TRANSPORTATION, Public WORKS	•					•	•
10	Increase Public Bicycle Parking	M 7	Public TRANSPORTATION, Private							•
11	Create a Comprehensive Downtown Shade and Tree Plan. <del>Inventory and assess existing conditions and create recommendations to improve the shaded tree canopy within downtown.</del>	CD 6, CD 7, M 7	Public, Private PLANNING & DEVELOPMENT, PARKS & RECREATION		•					•

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
12	<del>Improve lighting in the Entertainment District: IMPROVEMENTS – Through a public-private partnership program.</del> Increase district lighting levels, AND INSTALL PUBLIC SAFETY CAMERAS AND BOLLARDS for safety and tourism purposes.	CD 6, CD 8, M 2	PLANNING & DEVELOPMENT, Public WORKS, PUBLIC SAFETY, TRANSPORTATION, TOURISM, Private	●						●
13	2ND STREET ROADWAY & PEDESTRIAN IMPROVEMENTS – WIDEN AND REPAIR SIDEWALKS, ADD BIKE LANES, NEW LANDSCAPING AND PEDESTRIAN LIGHTING, AND BUILD TWO POCKET PARKS TO HELP CREATE A BETTER PEDESTRIAN EXPERIENCE.	CD 5, CD 6, M 1, M 2, M 6, M 7	TRANSPORTATION, PUBLIC WORKS	●	●					
<b>PUBLIC SPACES</b>										
14	<del>Civic Center Phase I – Perform needed repairs and updates to the fountains over Drinkwater Boulevard and improve the central performance and event spaces.</del>	CD 8, CD 9, CD 10	Public	●	●					
15	Civic Center Phase II – Improve the visibility of and entrance to the civic center space from Old Town and add features for children and events adjacent to the Civic Center Library.	CD 5, CD 9, CD 10	Public WORKS	●	●				●	
16	<del>Scottsdale Stadium Phase I – Seating and amenity additions to improve fan experience. Includes shade additions, ADA access, and increased seating options. Redevelop clubhouse, baseball operations buildings, and centerfield concessions/restrooms. Revise main entry plaza to accommodate baseball entry and multi-use event flexibility.</del>	CD 8	Public	●	●					

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
17	Scottsdale Stadium <del>Phase-#</del> AREA IMPROVEMENTS – Redevelop the area around the stadium by demolishing and rebuilding the parking structure north of stadium. Following demolition, reestablish 2nd Street, and rebuild the garage with a commercial/retail liner along Drinkwater with improved pedestrian level features, and additional event space. Includes new stadium entry and skyboxes.	CD 8, M 4	Public WORKS						•	
18	SCOTTSDALE STADIUM RENOVATIONS – DESIGN AND CONSTRUCT IMPROVEMENTS THAT MAY INCLUDE THE LEFT FIELD BERM AND THIRD BASE LINE SEATING, GATE A IMPROVEMENTS AND ENHANCEMENTS, SEATING BOWL IMPROVEMENTS, AND PUBLIC ART.	CD 8, M 4	PUBLIC WORKS	•						
19	<del>Transform</del> Arizona Canal – Transform the area around the canal by providing additional public event space <del>S-south-of-the-Marshall-Way-Bridge-to-5th-Avenue</del> , relocating the horse fountain out of the street round-about to a new plaza location <del>that connects to the Arizona Canal</del> , adding infrastructure to support SPECIAL EVENTS AND public art installations, integrating the pedestrian realm into the surrounding areas, providing additional parking, and adding bicycle transportation amenities. <del>As-part-of-the-transformation,improve-Soleri-Plaza-to-better-function-during-events-and-improve-pedestrian-linkages-to-the-area.</del>	CD 8, CD 10, M 2, M 4	PARKS & RECREATION, Public WORKS, TOURISM, TRANSPORTATION, CONTRACTED AGENCY, Private						•	•
20	FIFTH & GOLDWATER – ADD ROBUST LANDSCAPING AND PEDESTRIAN IMPROVEMENTS TO THE CITY-OWNED PARKING LOT.	CD 8, CD 10, M 2, M 4	PUBLIC WORKS, PARKS & RECREATION	•	•					

Recommended Program		Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
<b>OLD TOWN PARKING</b>										
21	PARKING Assessment – Complete MAINTAIN an INVENTORY OF ALL comprehensive parking study and implement recommendations. This will include mapping a complete inventory of public and private parking supply and providing a future parking supply needs/ locations SPACES IN OLD TOWN AND PROVIDE assessments OF PARKING UTILIZATION BY QUADRANT.	M 4	Public WORKS, TRANSPORTATION, Private	●	●					●
22	Parking Management & OPERATIONS – Monitor on-street parking time limits and adjust as needed to ENSURE PARKING TURNOVER, maximize parking space use, AND HELP PROVIDE PARKING THROUGHOUT THE DOWNTOWN. UTILIZE PHYSICAL/ DIGITAL SIGNS AND ONLINE MAPS THAT IDENTIFY AVAILABLE PARKING.	M 4, EV 3	Public-TRANSPORTATION, PUBLIC SAFETY							●
23	Use of alternative modes – Partner with businesses to support commute trip reduction and the increased use of shuttles or trolleysPUBLIC TRANSPORTATION.	M 4	Public-TRANSPORTATION, Private							●
	Parking Operations—Update and improve physical and online signs and maps that identify available parking.	M 4	Public	●	●					●
24	Special Events Parking Analysis – Evaluate special event parking and create a parking plan to address large special events.	M 4	Public-TRANSPORTATION, TOURISM, Private							●
25	Parking Regulations – Assess and adjust, as appropriate, parking standards to more accurately reflect supply and demand.	M 4	Public-PLANNING & DEVELOPMENT, TRANSPORTATION							●
	Parking Maximums—Establish parking maximums or caps to help provide the needed amount of parking throughout the downtown.	M 4	Public							●

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
26	Mobility Management – Encourage more efficient travel patterns, including changes in mode, timing, destination, and vehicle trip frequency.	M 4, EV 3	Public-TRANSPORTATION, Private							•
	<del>Pilot, monitor, and possibly expand a parking management technology program</del>	<del>M 4, EV 3</del>	<del>Public, Private</del>	•						•
<b>TRANSIT SCOTTSDALE BUS SYSTEM IMPROVEMENTS</b>										
27	<del>Trolley</del> Time Assessments – Ensure trolleys can run on advertised schedule	M 5	Public-TRANSPORTATION							•
28	<del>Trolley</del> Route Modifications – Complete route modifications to best serve riders	M 5	Public-TRANSPORTATION							•
29	<del>Trolley</del> Technology Updates – Implement to provide additional service to riders	M 5	Public-TRANSPORTATION						•	•
<b>CIRCULATION</b>										
30	<b>DOWNTOWN</b> Couplet Improvements – Implement complete streets improvements on the <b>DOWNTOWN</b> couplets.	M 1	Public WORKS, TRANSPORTATION						•	•
<b>ARTS &amp; CULTURE</b>										
31	Art Trails – Develop public art trails to increase pedestrian <del>feet</del> <b>AND BICYCLE</b> traffic.	M 2, M 3, AC 2, AC 3	Public, Private-TRANSPORTATION, TOURISM, CONTRACTED AGENCY						•	•
32	Monumental Art – Consider locating more monumental art pieces as downtown focal points and for tourism destination branding.	AC 1, AC 2, AC 3	Public-TOURISM, CONTRACTED AGENCY							•
33	Temporary Seasonal Art	AC 1, AC 2, AC 3	Public-TOURISM, CONTRACTED AGENCY							•
34	<b>AS STREET ROADWAY &amp; PEDESTRIAN IMPROVEMENTS ARE MADE, CONSIDER ADDING</b> Pocket <del>Art</del> <b>Parks</b> – <del>Add 10-12 small</del> spaces with seating, shade, <b>AND PUBLIC</b> art, <del>and sound</del> in areas with a high level of pedestrian activity to draw visitors between key focal points and enhance the overall visitor and pedestrian experience.	M 2, AC 2	Public WORKS, PARKS & RECREATION, TOURISM, TRANSPORTATION, Private	•	•		•		•	•



	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
35	UPDATE THE Public Art MASTER Work Plan <del>—Develop a public art</del> TO INCLUDE A work plan SPECIFIC TO OLD TOWN that aligns with capital improvement, economic development, planning, and tourism-related efforts <del>in Old Town.</del>	<del>CD-8, CD-10,</del> AC 1, AC 2, AC 3	<del>Public</del> TOURISM, CONTRACTED AGENCY		●					●
	<del>Update Scottsdale Arts Strategic Plan</del>	<del>AC 1, AC 3</del>	<del>Public</del>					●		
	<del>Update the Public Art Master Plan</del>	<del>AC 1, AC 3</del>	<del>Public</del>					●		
	<del>Update Scottsdale Arts contract with the City of Scottsdale</del>	<del>AC 1</del>	<del>Public</del>					●		●
36	Develop and implement a comprehensive arts and culture marketing plan.	AC 1, AC 3	<del>Public</del> TOURISM, CONTRACTED AGENCY		●			●		●
	<del>Develop and implement comprehensive public engagement planning as components of Scottsdale Arts' Strategic, Master and Work Plans.</del>	<del>AC 1, AC 3</del>	<del>Public</del>					●		
<b>ECONOMIC VITALITY</b>										
	<del>Façade Improvement Program</del>	<del>EV-2</del>	<del>Public, Private</del>	●						●
37	Expand programmatic partnerships between community organizations (City, Experience Scottsdale, Chamber, etc.) to <del>provide events and seminars</del> benefitting business connections	EV 1	<del>Public</del> ECO-NOMIC DEVELOPMENT, CONTRACTED AGENCY							●
	<del>New Retail Initiatives — Exploration of "pop-up" retail initiatives, and assistance in facilitating agreements between building owners with vacant street level space and local entrepreneurs that bring creative ideas for a business with limited capital</del>	<del>EV 1, EV 2</del>	<del>Public, Private</del>	●	●					
38	Small Business Training – Expanded Small Business Training Programs, focusing on areas of need for storefront merchants	EV 1, EV 2	<del>Public</del> ECONOMIC DEVELOPMENT, Private	●						●

Recommended Program		Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
	<del>Sublease or Co-Tenant Connections—Use existing databases and resources to develop a 'matching' program to connect microbusinesses that could co-tenant in various downtown spaces with a focus on creative class entities</del>	EV 1, EV 2	Public, Private	•	•					
	<del>Creative Class Growth—Creation of a program, such as technical assistance, fee offset or matching grant, to aid in the growth and location of creative class businesses and retailers in Old Town</del>	EV 1, EV 2	Public, Private	•	•					
39	Business Tools – Consider various business development and retention tools	EV 1, EV 2	Public, ECONOMIC DEVELOPMENT, Private							•
	<del>Old Town Financing—Investigate and implement financing option(s), including increasing city funding, staff, sales tax, foundation, or restaurant tax. Also consider bonds or bonus incentives.</del>	EV 1, EV 2	Public							•
<b>INFRASTRUCTURE IMPROVEMENTS</b>										
40	Undergrounding of Utilities – Continue to underground utilities in conjunction with private development.	CD 10	Public WORKS, PLANNING & DEVELOPMENT, LOCAL UTILITIES, Private							•
41	Utility Cabinets Relocation – Relocate utility cabinets located in highly visible areas, where possible, with redevelopment or infrastructure improvements.	CD 10	Public WORKS, PLANNING & DEVELOPMENT, LOCAL UTILITIES, Private							•
42	Restrooms - Improve existing & construct new facilities throughout downtown. Consider providing temporary seasonal restroom facilities in the Entertainment District until permanent restrooms are constructed.	CD 10	Public WORKS, TOURISM, Private	•					•	•

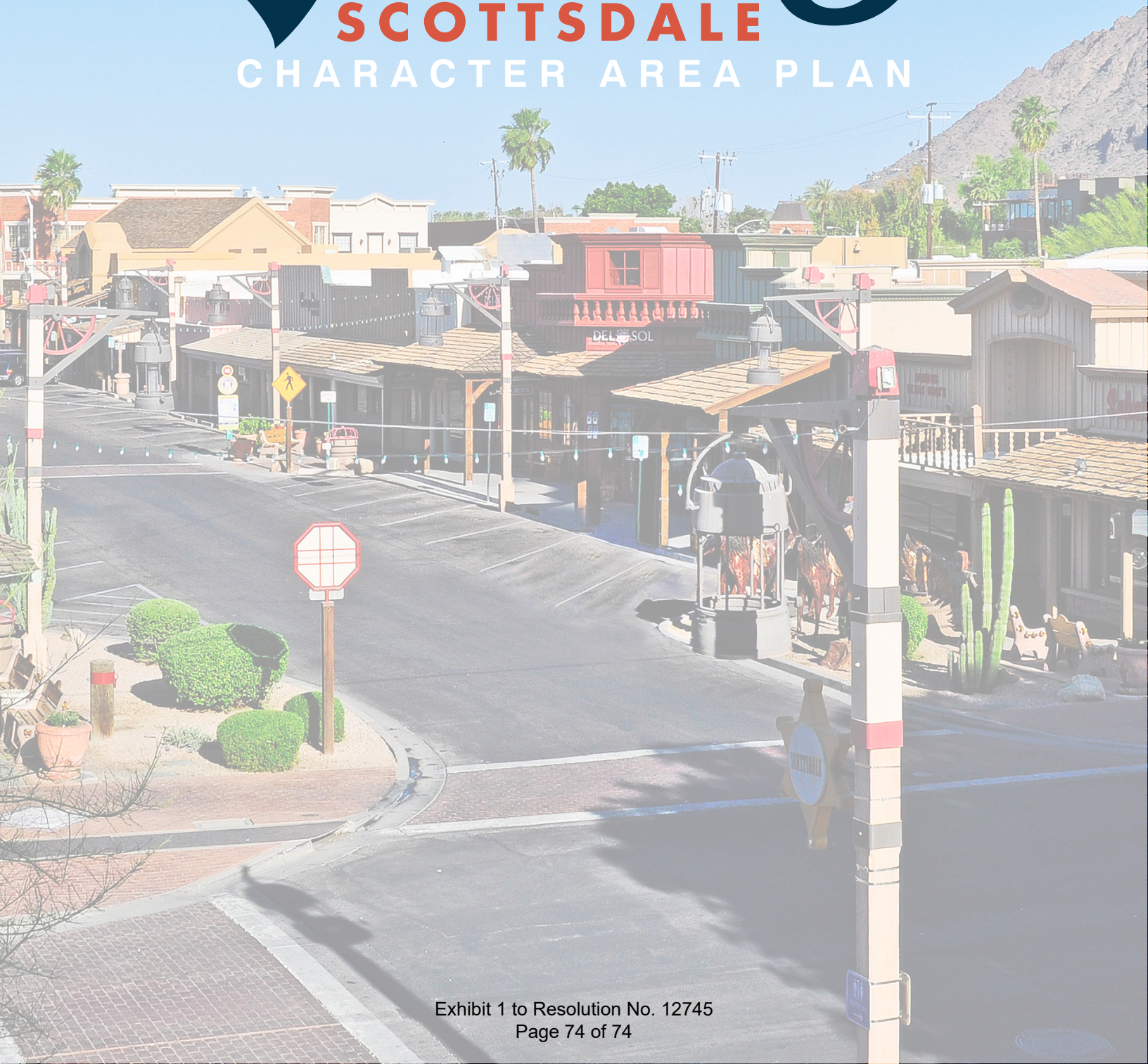
	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
43	Infrastructure and Public Realm Improvements - Invest in, maintain, upgrade, and expand infrastructure and public realm improvements. Assess opportunities to acquire land for inclusion in Capital Improvement Plan. New development should also contribute to necessary infrastructure.	CD 1, CD 5, CD 10	Public WORKS, PRIVATE							•
44	Public infrastructure master plans – Regularly update public infrastructure master plans. Ensure updates will help facilitate the implementation of the Old Town Plan goals and policies.	CD 9, CD 10	Public SCOTTS-DALE WATER							•
45	Coordinate utility maintenance and installation – Ensure Utilities AND ASSOCIATED INFRASTRUCTURE are SHOULD BE STANDARDIZED, installed, and maintained in a way that minimizes disruption and can accommodate existing and future development. Encourage the placement of utilities underground.	CD 10	Public WORKS, PRIVATE							•
46	Public Safety – Monitor response times for emergency, medical, fire, and law enforcement to maintain appropriate levels of service FOR EXISTING AND NEW DEVELOPMENT.	LU 1	Public SAFETY							•
47	City Services - Maintain the primary city governance and administrative services within the Civic Center. Expand as necessary to provide needed services.	LU 1, LU 2	Public CITY MAN-AGER'S OFFICE							•
48	Complete 2nd Street bike path improvements to connect the Indian Bend Wash to Old Town and create a major east-west bike corridor south of Indian School Road.	M 6, M 7	Public WORKS, TRANSPORTATION	•	•					
49	Add bicycle detection at all signalized intersections on streets with bike lanes or routes in the downtown area.	M 7	Public WORKS, TRANSPORTATION							•

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
50	Provide wayfinding signage and pavement markings for bicyclists throughout Old Town.	M 7	Public TRANSPORTATION							•
51	Advance waste reduction and diversion with a Twin the Bins program.	CD 10	Public/Private SOLID WASTE, TOURISM			•				•
<b>EVENT PROGRAMMING</b>										
52	Canal Convergence – Further develop <del>Canal Convergence as a</del> THE 10-day fall event and expand it <del>FROM THE ARIZONA CANAL</del> to INCLUDE OTHER AREAS THROUGHOUT Old Town <del>areas beyond its current footprint along the Arizona Canal.</del>	AC 1, AC 2, AC 3	Public, Private TOURISM, CONTRACTED AGENCY	•						•
53	Old Town <del>Festivals</del> SIGNATURE SPECIAL EVENTS – Develop 3-4 new <del>festivals</del> EVENTS to attract visitors during the shoulder season.	AC 1, AC 2, AC 3	Public, Private TOURISM, CONTRACTED AGENCY			•		•		•
	<del>Conference Center – Encourage the private development of approximately 25-30K square feet of conference center space within Old Town.</del>	EV 1	Private							•
54	Banners/Décor, Signage, and Wayfinding – Continually invest in a variety of methods for residents and visitors to find attractions in Old Town.	CD 5	Public TOURISM							•
<b>ORGANIZATIONAL STRUCTURE</b>										
55	Organizational Approach – Assess city department model for downtown tourism organization. Consider alternatives.	AC 1, AC 3, EV 1, EV 3	Public TOURISM, CITY MANAGER'S OFFICE		•					

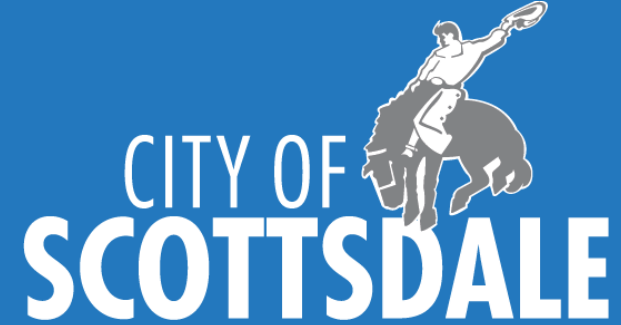


# \*Old Town

**SCOTTSDALE**  
CHARACTER AREA PLAN







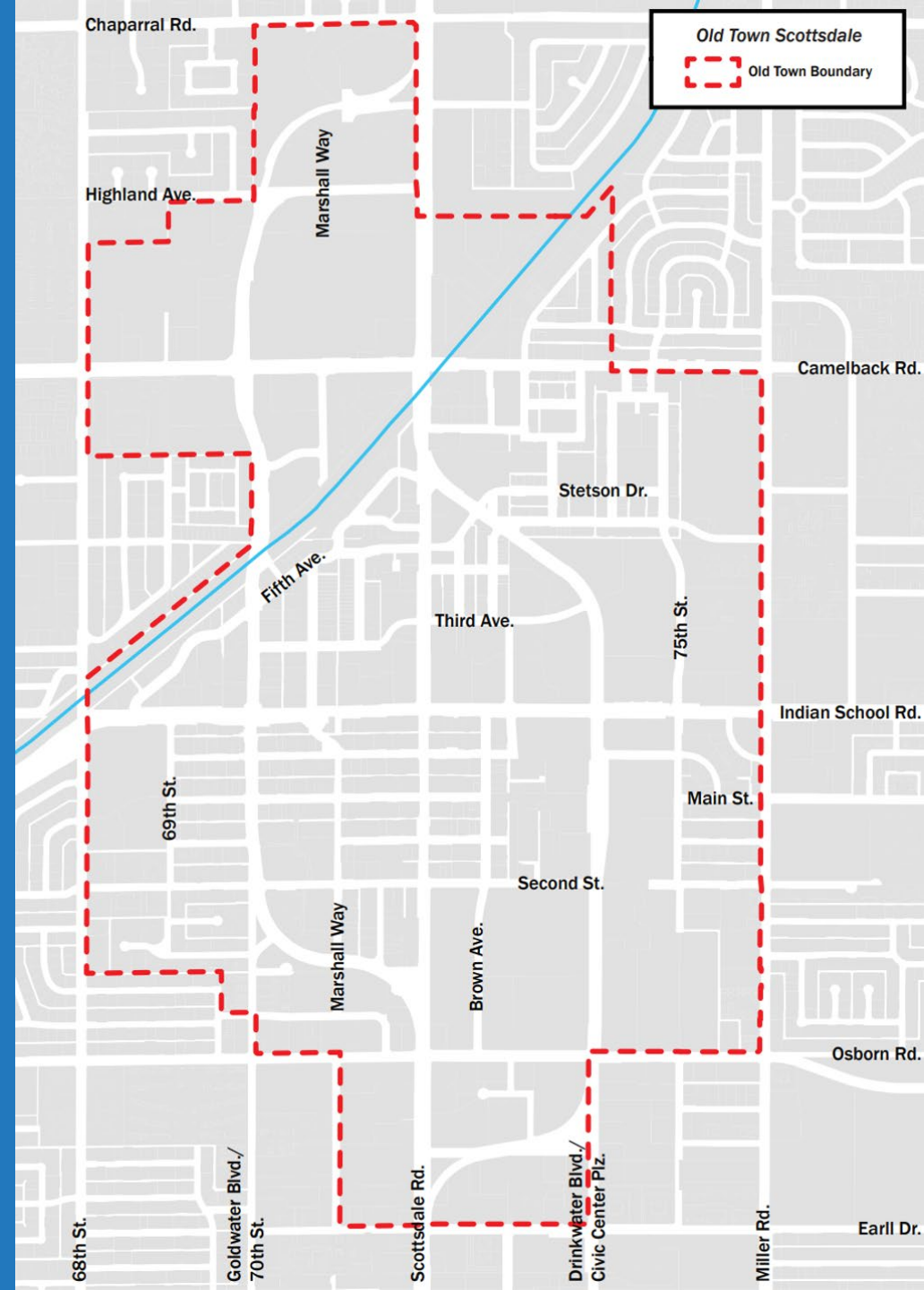
# **5-GP-2021: Old Town Scottsdale Character Area Plan Update - Phase 1**

**City Council  
October 24, 2023**

# Background

City Council direction to review, conduct public outreach and potentially update:

- The 2018 Old Town Scottsdale Character Area Plan
- The Scottsdale Zoning Ordinance sections related to Downtown and other affected sections, as applicable
- The Downtown Infill Incentive District
- Old Town Urban Design & Architectural Guidelines



# Timeline

- June 2021
  - General Plan 2035 Adopted by City Council
- August 2021
  - Old Town Updates Initiation
- September 2021
  - City Council Work Study Session
  - Planning Commission Non- Action
- November 2021
  - General Plan 2035 Ratified by Voters
- October – May 2022
  - 9 Open Houses
  - Self-Guided Open Houses
  - Property/Business Owner Focus Groups
  - Planning Commission Non-Action
  - City Council Work Study Session
- June – October 2022
  - Staff drafting updates to Plan and Ordinance
- November / December 2022
  - City Council One-On-Ones
  - Incorporated Comments Received
- January 2023
  - Release of Draft to public
  - 6 Open Houses
  - Self-Guided Open Houses
  - City Council Work Study Session
- September 2023
  - DIID & Plan Repeal

# Public Notification

## Email & Print:

- Property Owner Direct-Mail (2)    +/- 5,000
- Scottsdale Update    +/- 5,000
- Scottsdale P&Z Link    +/- 4,000
- Old Town/Tourism    +/- 1,300
- Economic Development    +/- 3,000
- Scottsdale Progress    +/- 25,000
- Scottsdale Independent    +/- 25,000
- AZCentral    +/- 65,000
- Facebook    +/- 11,000

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Total    +/- 144,300

## Community Groups:

- COGS
- SCOTT
- Experience Scottsdale
- Scottsdale Chamber of Commerce
- Scottsdale Association of Realtors
- Scottsdale Leadership

# Public Participation

- Fall 2021 In-Person Open Houses
  - 6 events / 117 participants
- Spring 2022 In-Person Open House Events
  - 5 events / 59 participants
- 2021/22 Self-Guided Online Open Houses
  - 7 topics / 68 total participants
- Winter 2023 In-Person Open Houses
  - 6 events / 84 participants
- 2023 Self-Guided Online Open Houses
  - 7 topics / 2 and participants





# Outreach Topics

- Vision & Values
- Downtown Development Types
  - Building Heights - Base and Bonus
- Definition of Mixed-Use
- Development Flexibility
- Bonus Considerations
- Open Space
- Quality Development

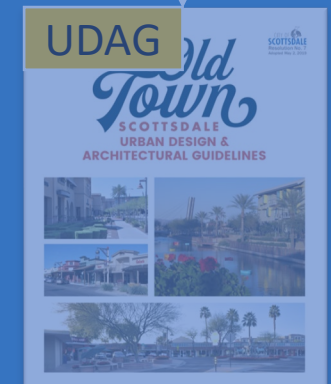
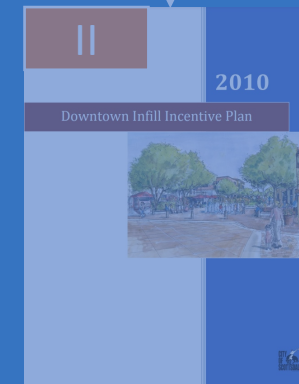
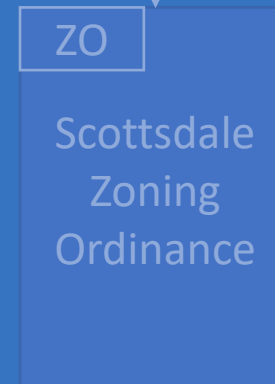
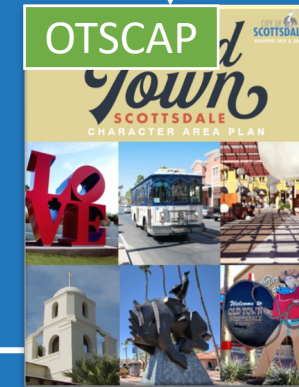
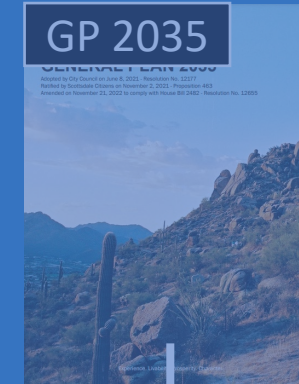


# Proposed Amendments and Public Input

- Old Town Scottsdale Character Area Plan
- Zoning Ordinance
- DIID & Plan (Repealed by Resolution No. 12746 on 9/5/23)
- Old Town Scottsdale Urban Design & Architectural Guidelines

Proposed Draft Amendment

Proposed Draft Amendment Based  
on Public Input Received

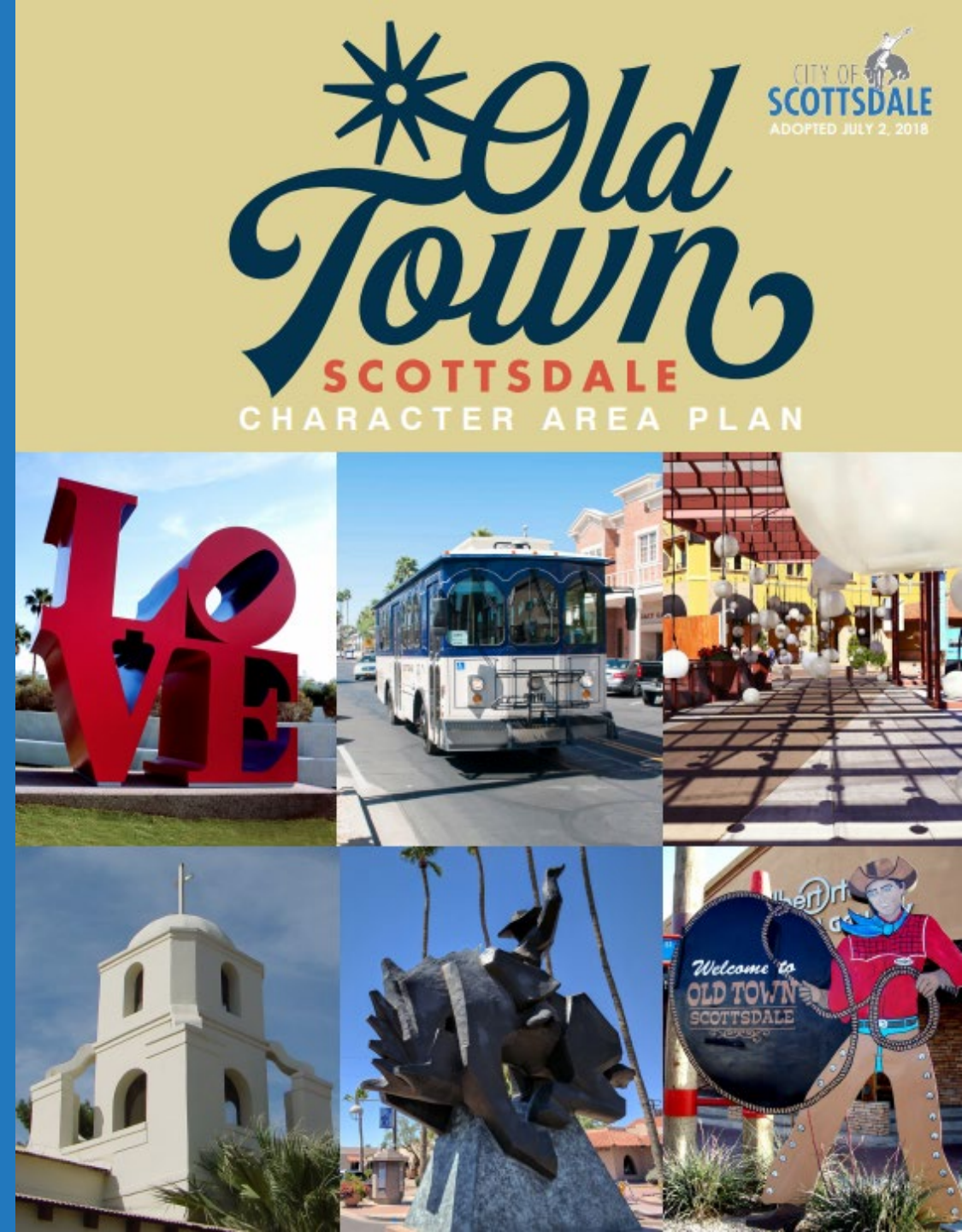


# **Vision & Values**



# 2018 Old Town Scottsdale Character Area Plan

- Establishes vision/values
- Shapes physical form of downtown
- Consists of 5 Chapters:
  - Land Use
  - Character & Design
  - Mobility
  - Arts & Culture
  - Economic Vitality



# Vision Statement

- Vision statements are inspirational, lofty, & ambitious - they don't contain details or steps for achieving goals
  - 2018 Vision Statement is the same as previous 2009 Old Town Plan Vision
  - The 2009 Old Town Plan Vision and Values Statements were established based on:
    - 2-year citywide public outreach effort to update the 1984 Downtown Plan
    - Extensive input from citizens and stakeholders
  - Intent of Values remains the same, but updated with more contemporary language





# General Plan 2035 Vision Statement

Scottsdale will continue to be an exceptional Sonoran Desert experience and premier international destination, where our Western heritage is valued. Our diverse neighborhoods foster outstanding livability, connectivity, healthy lifestyles, and a sustainable environment. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity.

- **Exceptional Experience.** Scottsdale has a reputation as an inclusive community, with natural desert beauty, the McDowell Sonoran Preserve, high-quality design standards, a vibrant downtown, world-class events and resorts, and diverse arts and culture venues.
- **Outstanding Livability.** Scottsdale offers a variety of multi-generational lifestyle choices that are responsibly planned, connected, attractive, and supported with appropriate infrastructure and services for urban, suburban, and rural living. Neighborhood life promotes well-being and public safety via reliable municipal services.
- **Community Prosperity.** Scottsdale will continue to thrive by supporting existing small businesses and fostering a pro-business environment, so that businesses can grow or choose to locate in Scottsdale to leverage technology and accelerate innovation and creativity, buoyed by a knowledge-based workforce.
- **Distinctive Character.** Scottsdale will respect and be sensitive to our history and legacy found in the heart of Old Town, in designated Historic Preservation neighborhoods, at archaeological sites, in the equestrian community, and within cultural and architectural resources which define our sense of place.

# Vision & Values

## What we heard:

- Support for Vision and Values as written
- Support to revise the vision to remove the word “metropolitan”

## What is proposed:

- Update Vision Statement to remove “**metropolitan**”
- Public comment to add “**and maintains**”

## Vision:

Comprised of its unique districts, Old Town Scottsdale is a dynamic city center which recognizes **and maintains** its western heritage while boldly looking to its ~~metropolitan~~ future.

# City Council Discussion

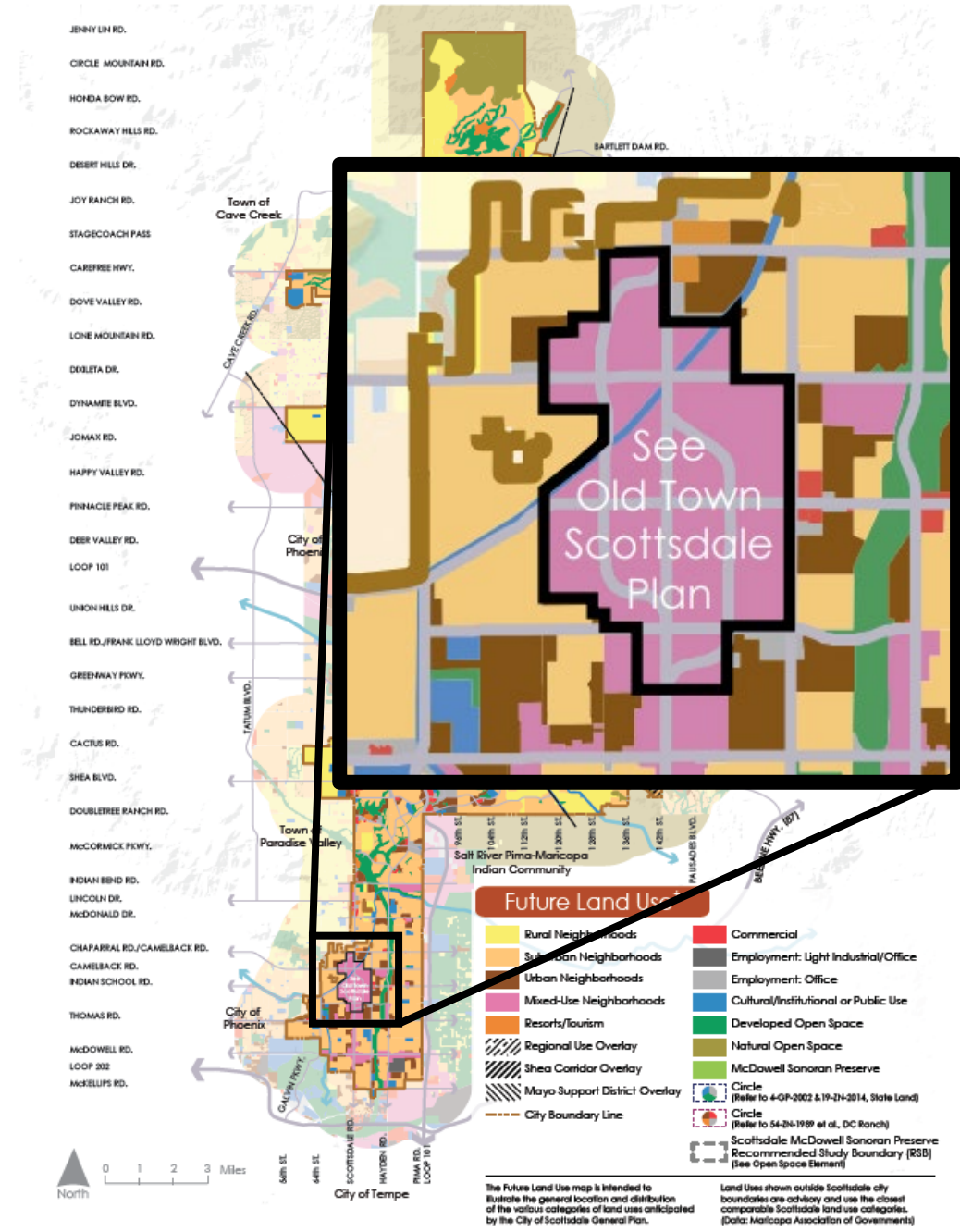
Topics Reviewed: *Vision & Values*

# **Mixed-Use Development**

# General Plan 2035 – Old Town

## Mixed-Use Neighborhoods Definition:

- Focus on human-scale development and are located in areas with strong access to multiple modes of transportation and major regional services. These areas accommodate higher-density housing combined with complementary office or retail uses. Mixed-Use Neighborhoods are most suitable near and within Growth and Activity Areas. Mixed-Use Neighborhoods may be non-residential in the Greater Airport Character Area.

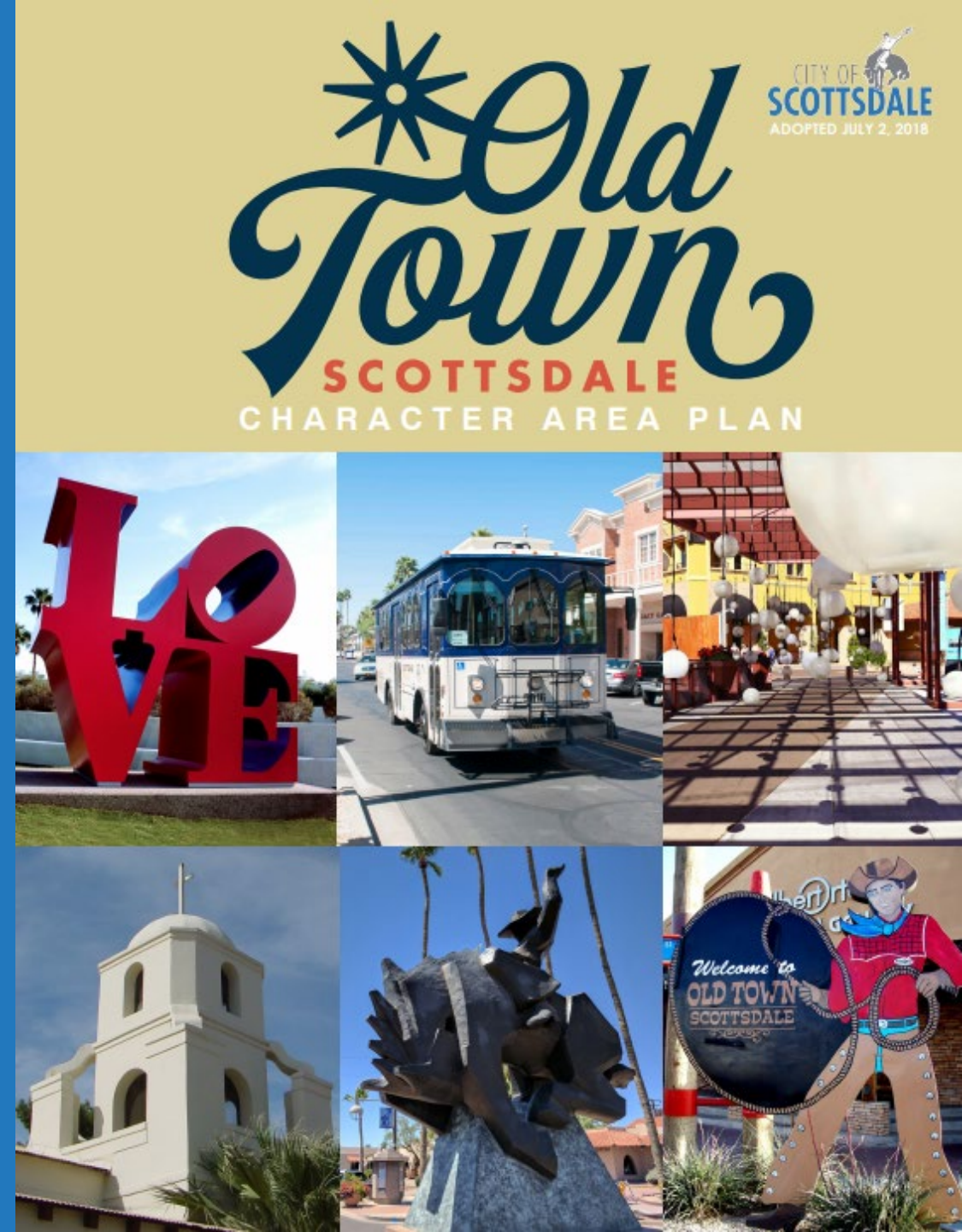




# 2018 Old Town Scottsdale Character Area Plan

## Mixed-Use Definition:

- The practice of allowing more than one type of land use in a building or set of buildings. Mixed-use may be developed in a variety of ways, either horizontally in multiple buildings, or vertically in the same building, or through a combination of the two





# Scottsdale Zoning Ordinance

## Mixed-Use Development Definition

- A development that contains nonresidential and residential uses that are arranged either horizontally and/or vertically within a development's area.



# Benchmarking – Mixed-Use Valleywide

## Mixed-Use Definition:

- Combination of two or more differing land uses within a parcel or structure
  - City of Phoenix – 50% of ground floor is a use that is different from use of floor above

## Ordinance:

- Land Uses and development standards prescribed by approved Development Plan
- Residential limited to upper floors
- Percentage of ground floor dedicated to non-residential use
- Use Permit requirement for ground floor residential
- Incentivize non-residential – Ground floor non-residential use as a consideration of bonus development standards
- Residential use as a requirement to have non-residential use

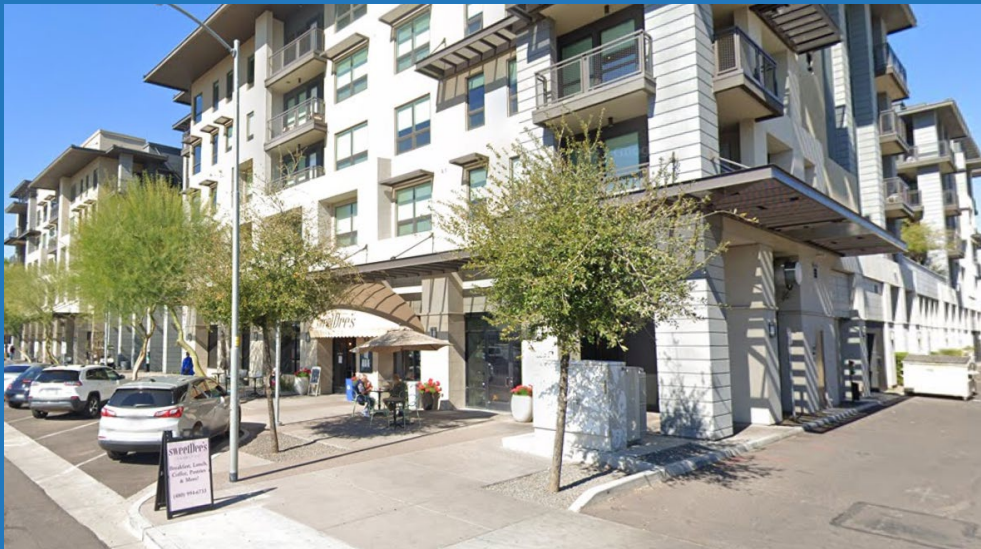
- Avondale
- Buckeye
- Chandler
- Gilbert
- Glendale
- Goodyear
- Mesa
- Peoria
- Phoenix
- Queen Creek
- Surprise
- Tempe



# Mixed-Use in Old Town

## What we heard:

- Support to utilize percentages to regulate ground floor uses to establish mixed-use development
- Support for non-residential land uses that activate the ground-floor
  - Area between the Goldwater/Drinkwater Couplet, south of the Arizona Canal
- Maintain character of the Downtown Core and Historic Old Town
- Continued support for development flexibility



# Mixed-Use in Old Town

## What is proposed:

- Horizontal mixed-use – the practice of allowing more than one type of land use across a development site, in a building or buildings, which may result in a combination of residential, commercial, office, institutional or other land uses. Horizontal mixed-use development characteristics include: access to multimodal transportation, human-scale development, and the physical and functional integration of uses through careful design of public spaces, streets and buildings.
- Vertical Mixed-Use – The practice of allowing more than one type of land use in one building, which may result in a combination of residential, commercial, ~~industrial~~, office, institutional or other land uses. Vertical mixed-use development characteristics include: access to multi-modal transportation, human-scale development, and the physical and functional integration of uses through careful design of public spaces, streets and buildings.



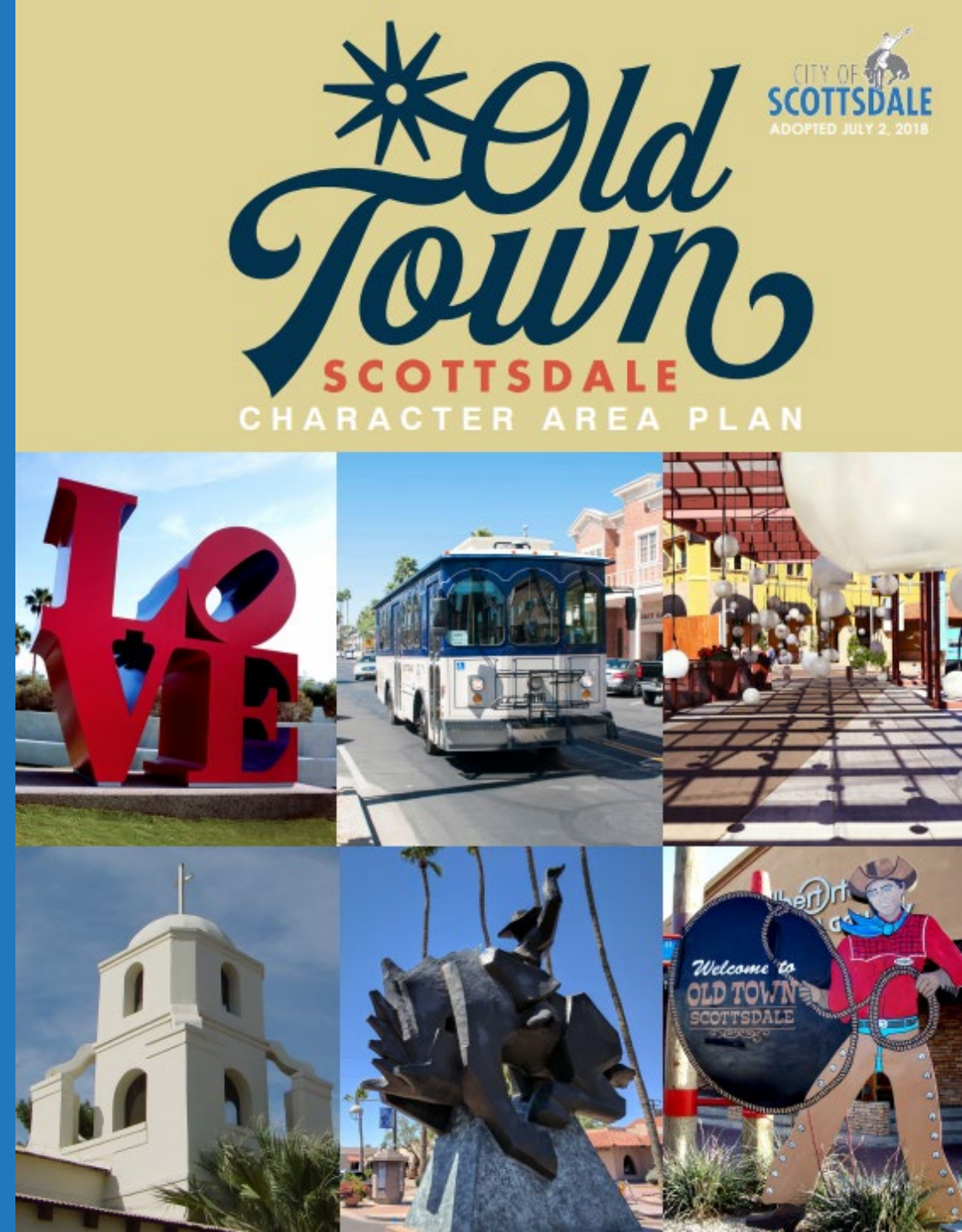
# **City Council Discussion**

Topic Reviewed: **Mixed Use Development**

# Open Space

# 2018 Old Town Scottsdale Character Area Plan

- Establishes vision/values
- Shapes physical form
- Consists of 5 Chapters:
  - Land Use
  - Character & Design
    - Open Space & Connectivity
  - Mobility
  - Arts & Culture
  - Economic Vitality





# GP 2035: Open Space Element

Expresses the City's commitment to providing, maintaining, enhancing, and expanding both active and passive open spaces throughout the community to serve the local citizens and remain a highly desirable tourism destination.

- **OS 1.3** - Develop a system of continuous open spaces that connect citywide and regionally. Such open spaces include washes (inclusive of Vista Corridors), streetscapes, wildlife corridors, trails, and canals.
- **OS 5.2** - Locate publicly accessible and useable open spaces within Growth and Activity Areas and established neighborhoods.
- **OS 5.3** - Capitalize on opportunities to create new, or connect and expand existing, open spaces in established areas when redevelopment occurs.
- **OS 5.5** - Develop a series of linked public spaces throughout downtown that are connected by pedestrian corridors.

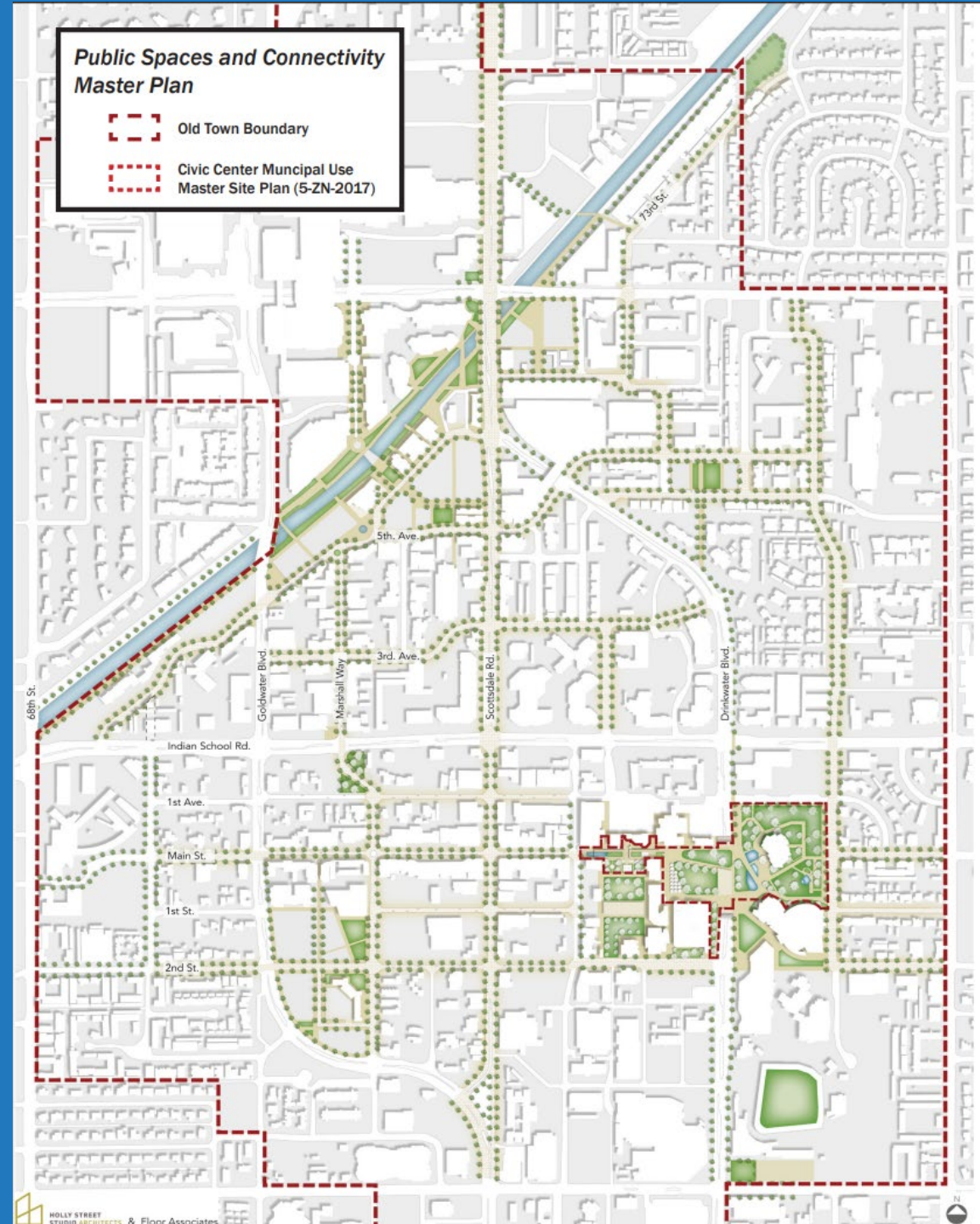




# Public Open Space

## What we heard:

- Support for the continued use of the Public Spaces and Connectivity Master Plan to guide development of new, or expansion of existing, public realm, open space areas, and pedestrian connections
- The map could be made clearer, with emphasis on connections within and between open space areas





# Public Open Space

## What is proposed:

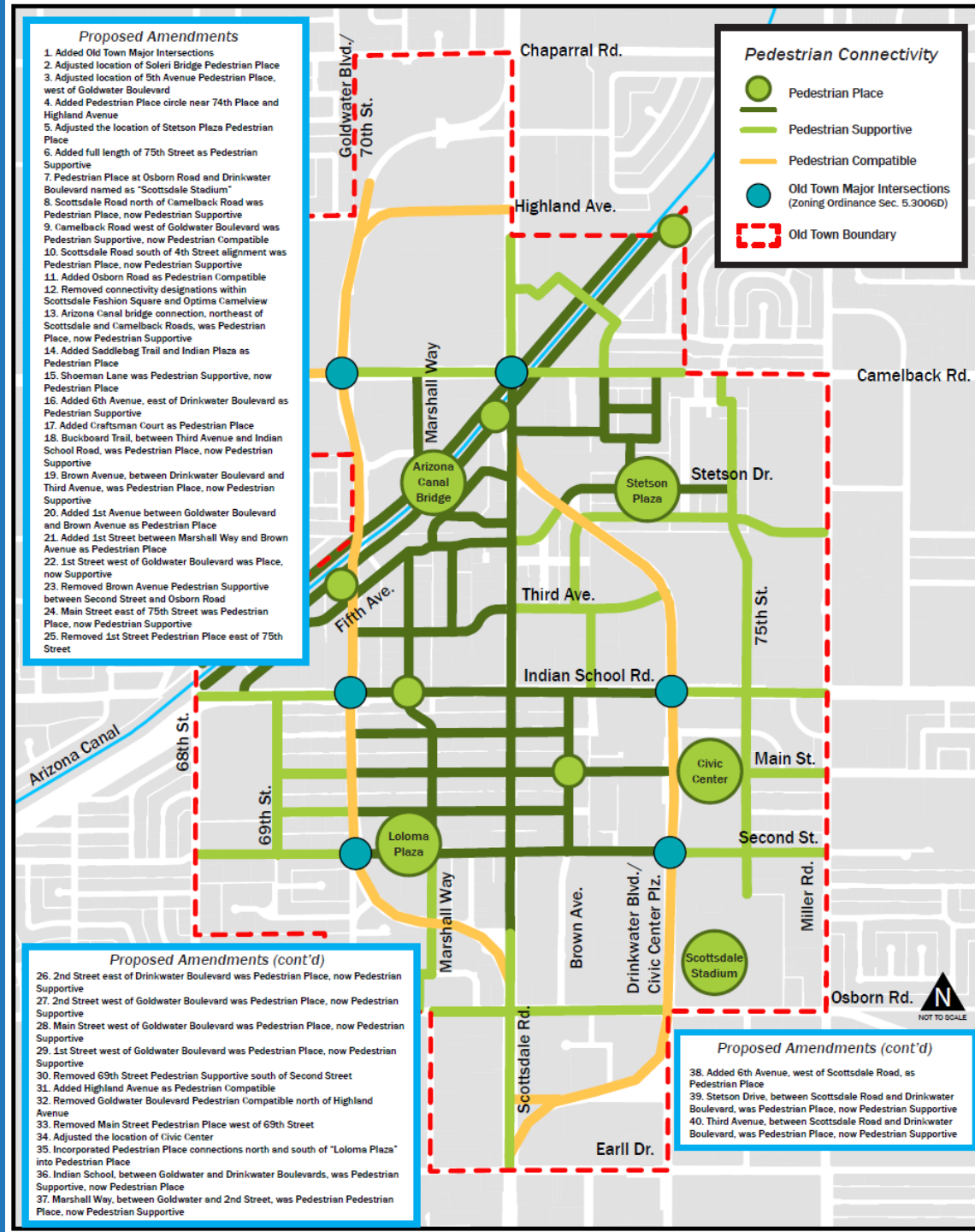
- Updated map to reflect open space and connectivity throughout Old Town
- Emphasizes connections within and between open space areas
- Includes entitled and future desired open space areas



# Pedestrian Connectivity

## What is proposed:

- Update Pedestrian definitions within the Plan to more clearly convey the differences between Place, Supportive, and Compatible
- Update Pedestrian Connectivity map to
  - Align with updated definitions
  - Include Old Town Major Intersections (New Policy M4.4)
- Rename the Pedestrian Place identified as “Museum Square” with “Loloma Plaza”





# Hierarchy of Pedestrian Spaces

## Pedestrian Place



- The Marshall Way Bridge and Southbridge area have wide sidewalks, outdoor dining, traffic moving at low speeds and frequent crossing opportunities.

## Pedestrian Supportive



- Indian School Road includes wide sidewalks separated from traffic and shade trees. Bicycles are accommodated in an on-street bike lane.

## Pedestrian Compatible



- Drinkwater Boulevard accommodates the pedestrian with landscape separate sidewalks that include trees for shade.

# City Council Discussion

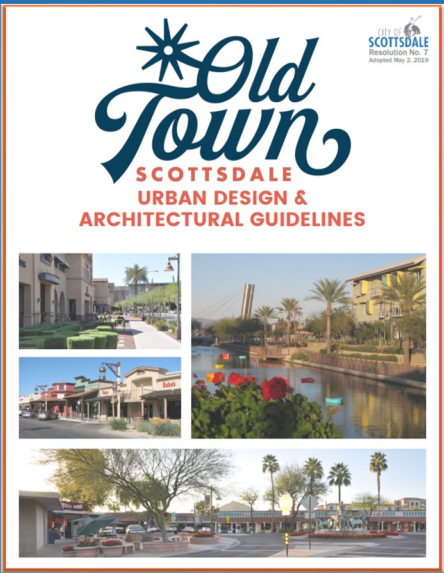
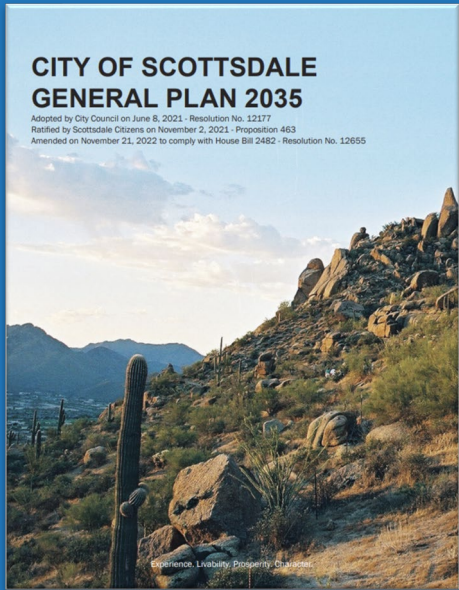
## Topics Reviewed: **Open Space**

- *Updated Public Spaces and Connectivity Map*
- *Updated Pedestrian Connectivity Map and Associated Definitions*

# Quality Development



# Provisions of Quality Development



Scottsdale  
Zoning  
Ordinance





# Old Town Design Objectives

- Protect the unique character of the Downtown Core
- Strengthen pedestrian areas
- Maintain an interconnected downtown
- Create high quality, human-scale, downtown architecture
- Create a distinct landscape character
- Create consistent street-spaces
- Design with surrounding context and introduce new architectural and building designs that help blend new and old
- Encourage a vibrant, lively, attractive downtown destination





# Quality Development

## What we heard:

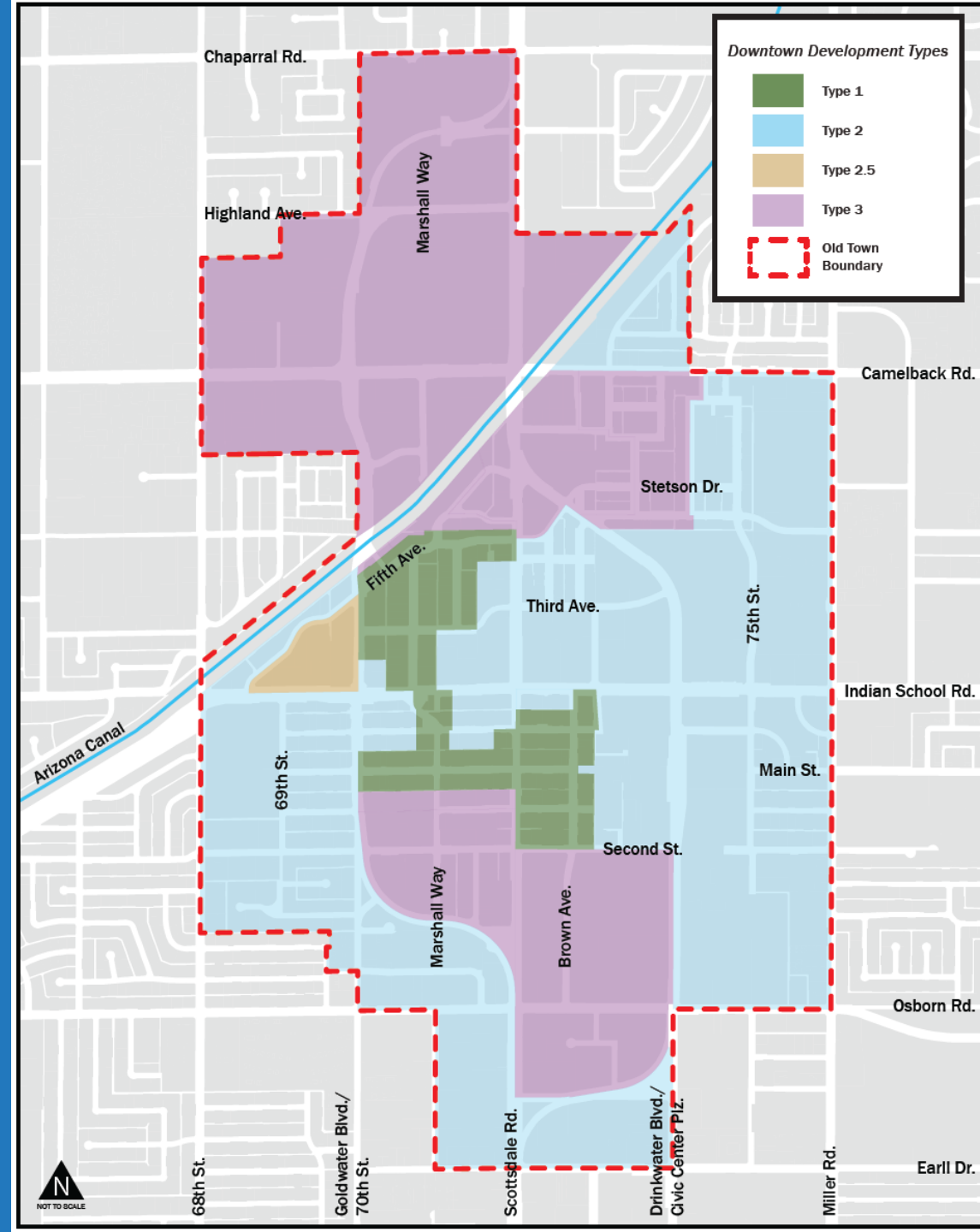
- Support for Old Town Design Objectives
- Quality development is a priority within surrounding context – focus on:
  - Building setbacks,
  - Open space,
  - Streetscapes, and
  - Streetspace continuity



# Quality Development

## What is proposed:

- Policy LU 3.5 - Locate higher scale development (Type 2, Type 2.5, and Type 3) outside of the Downtown Core.
- Policy LU 3.6 - Support a sensitive edge buffer where development transitions in scale, height, and intensity away from the Downtown Core (Type 1).

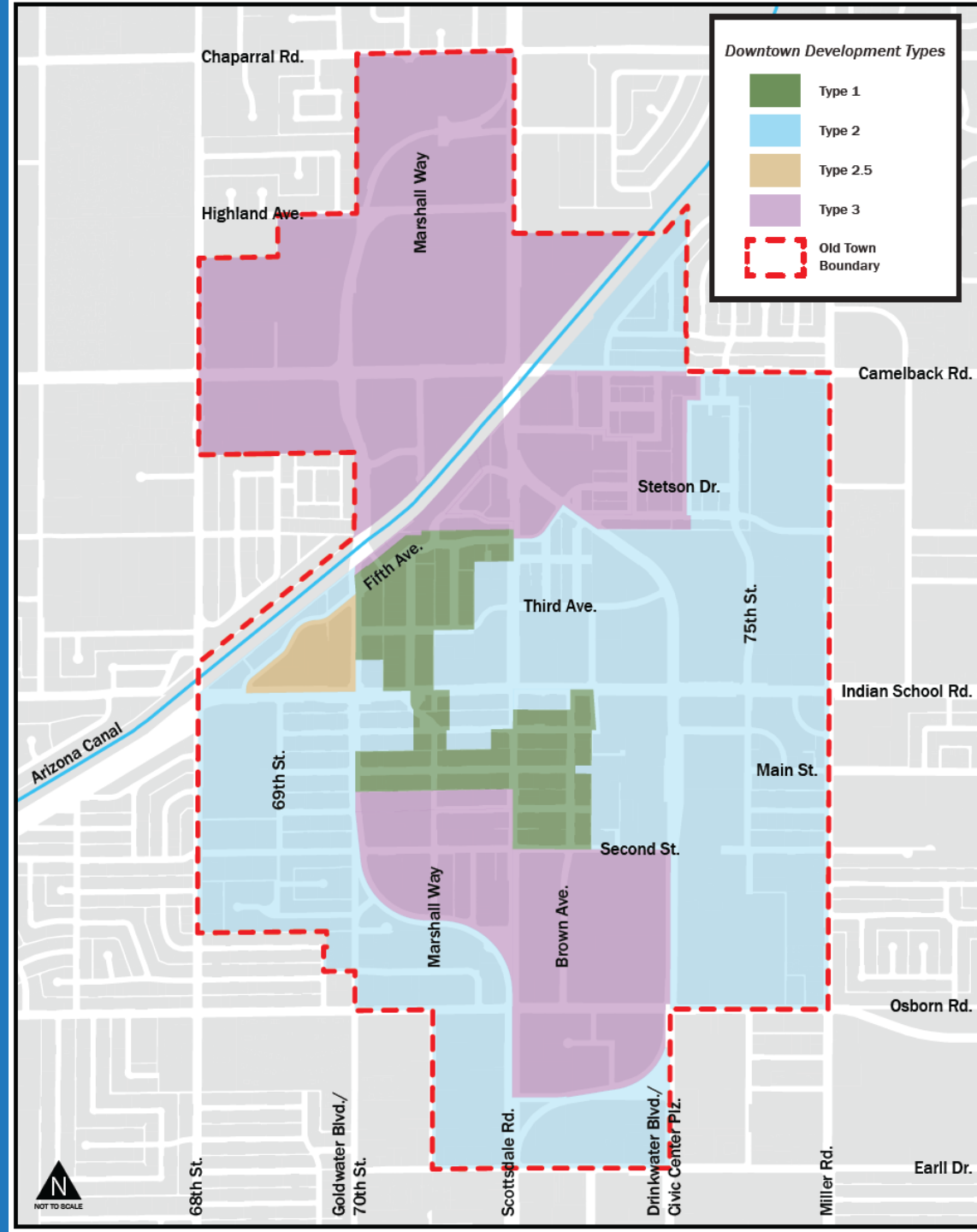




# Quality Development

## What is proposed:

- Policy CD 1.2 - Promote transitions and blending of character between developments, including, building location, open space areas, building height, massing, and orientation.
- Policy CD 4.2 - Retain and expand the tradition of covered walkways in ~~Historic Old Town~~ throughout the Downtown Core (Type 1). Encourage the use of covered walkways, cantilevered awnings, and tree canopies in all other districts (Type 2, Type 2.5, and Type 3).





# City Council Discussion

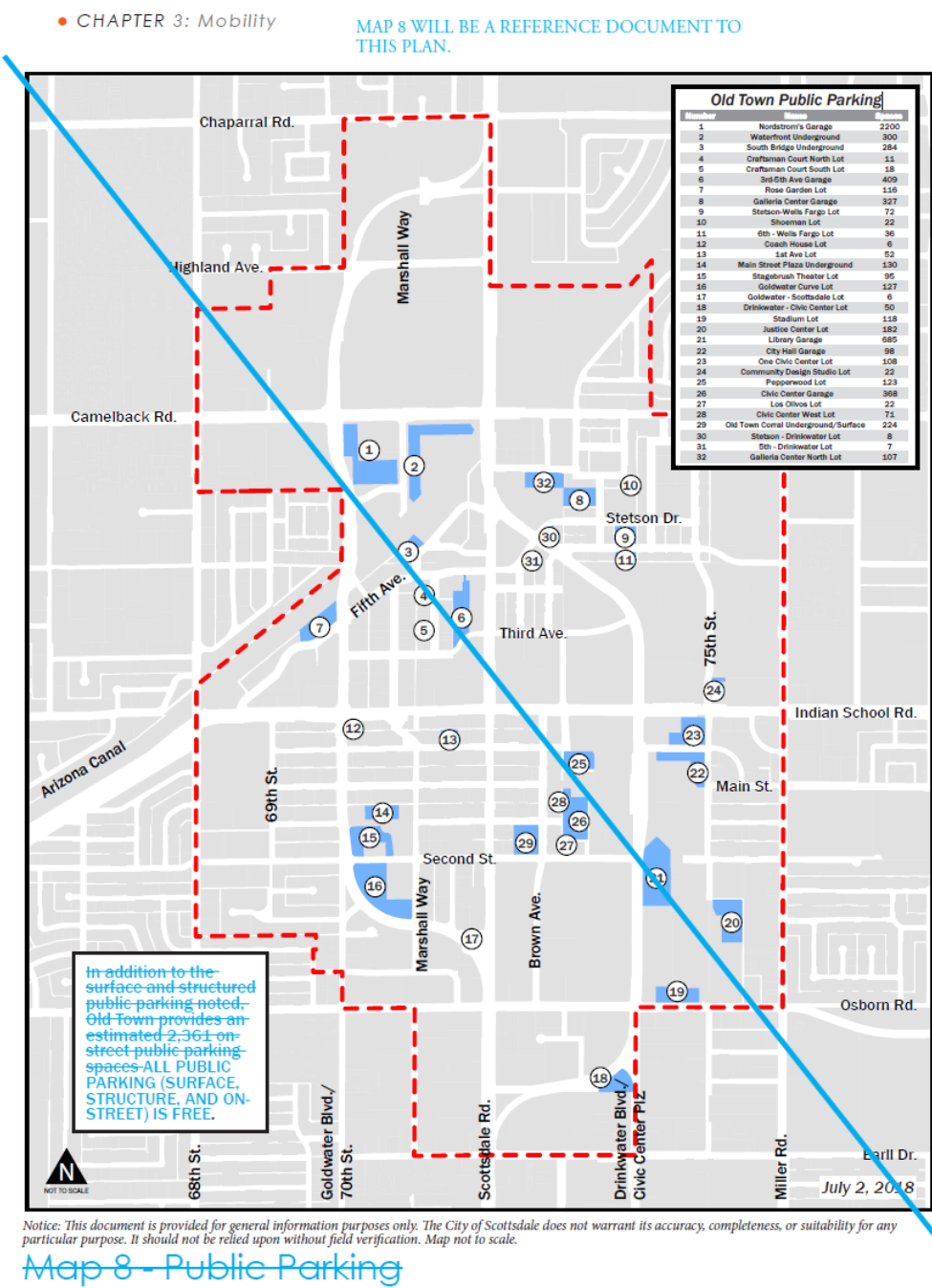
## Topics Reviewed: **Quality Development**

- *Policies LU 3.5 & 3.6 that support appropriate transitions between Development Types & Downtown Core.*
- *Policy CD1.2 to address transitions between developments.*
- *Policy CD 4.2 to clarify where covered walkways are encouraged (the Downtown Core) and where other methods for shading walkways may be implemented.*

# Additional Items

## Character Area Plan:

- Bring plan up-to-date and align with other policy documents – General Plan 2035
- Update the Old Town Bikeways map to align with Old Town Scottsdale Bicycle Master Plan
- **Move Map 8 – Public Parking – will be a reference document.**
- Update the Related Plans, Ordinance and Documents
- Update the Implementation Chapter

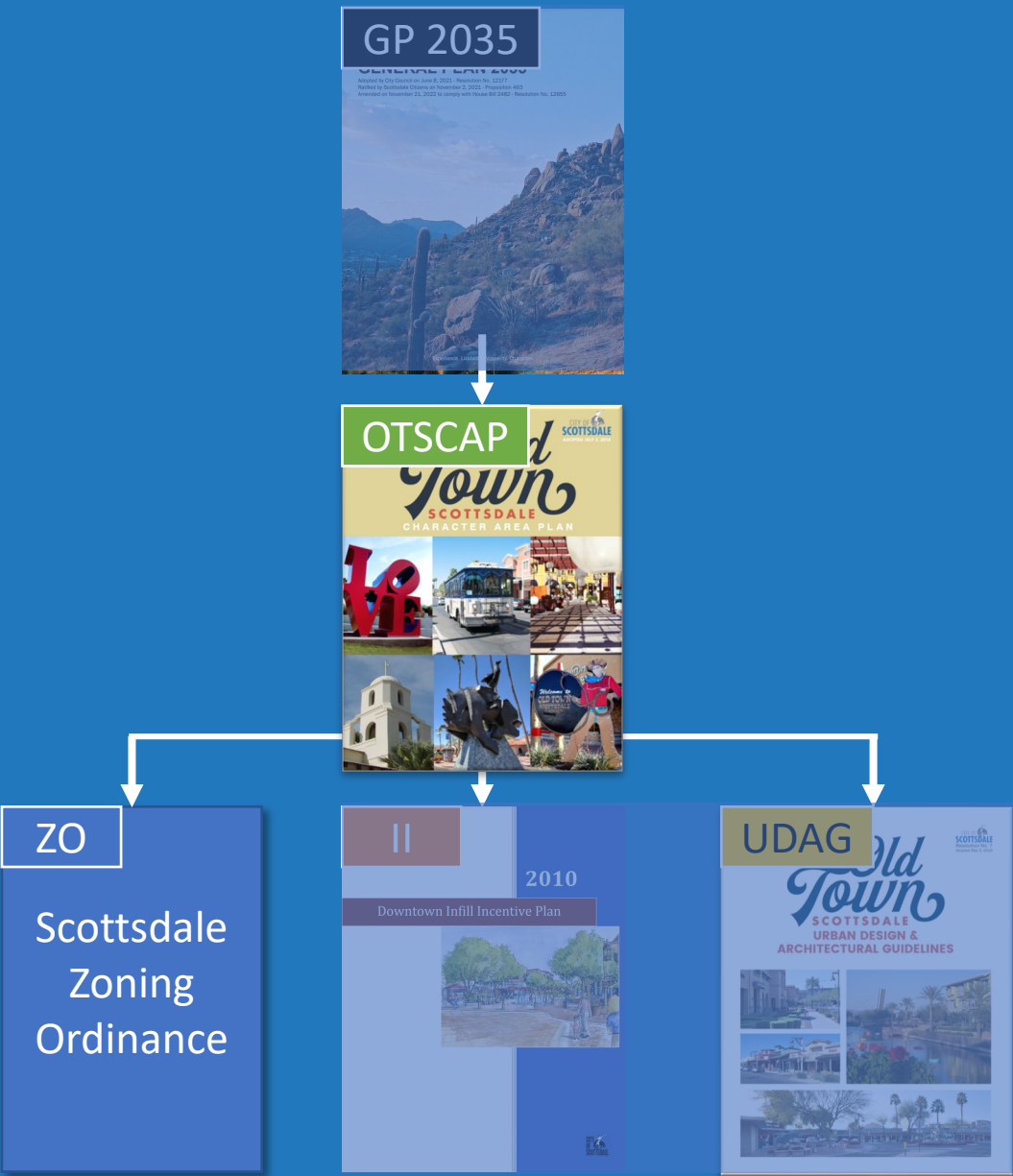


Map 8 - Public Parking

# Old Town Update Next Steps

- Development Types: Designations, locations, and transitions
- Maintaining, adding, restricting, reducing, or removing Zoning Ordinance base and bonus development standards
- The consideration of development flexibility in the Plan, Zoning Ordinance, and Guidelines
- Ensuring that bonus provisions within the Zoning Ordinance, if maintained, provide greater and better-defined public benefits, and re-examining bonus payment calculations

*\*These updates are anticipated to be prospective in nature in order to preserve any existing property rights*



# Request to Consider

Adopt Resolution No. 12745 adopting a minor amendment to the City of Scottsdale General Plan 2035, by amending and updating the Old Town Scottsdale Character Area Plan

5-GP-2021  
September 2023 Proposed Draft  
~~PROPOSED ADDITION~~  
~~Proposed Deletion~~

Attachment 15  
CITY OF  
**SCOTTSDALE**  
ADOPTED JULY 2, 2018







## Old Town Character Plan and Zoning Updates

Skip to:

- [Background](#)
- [Process Status](#)
- [FAQ](#)
- [Reference Documents](#)
- [Contact](#)

**Project News:**

City Council’s direction to reexamine and update the Old Town Scottsdale Character Area Plan and affected sections of the Zoning Ordinance that relate to Old Town, including the including the Downtown Infill Incentive District and Plan, is anticipated to be completed during the 2023/2024 fiscal year with smaller updates to affected policy or regulatory documents to allow greater transparency, public involvement, and ease of review to all considered amendments. As the smaller updates - or "Steps" - are considered by City Council, they will be posted here to allow review and comment.

**Step 1: Downtown Infill Incentive District Repeal - APPROVED**

- Case 1-II-2010#3: [September 5, 2023 City Council Action Report](#)

**Step 2: Old Town Scottsdale Character Area Plan Update - Phase 1**

- Case 5-GP-2021: [September 27, 2023 Planning Commission Report](#)

[Provide Input on Step 2: Case 5-GP-2021](#)

### BACKGROUND

On August 24th, 2021, City Council initiated:

- A non-major General Plan amendment to update the Old Town Scottsdale Character Area Plan

#### Contact Information

**Email:**

[OldTownUpdates@ScottsdaleAZ.gov](mailto:OldTownUpdates@ScottsdaleAZ.gov)

**Adam Yaron**

Planning & Development Area Manager, Long Range Planning

[P: 480-312-2761](#)

**Brad Carr, AICP**

Planning & Development Area Manager, Current Planning

[P: 480-312-7713](#)

#### Reference Documents

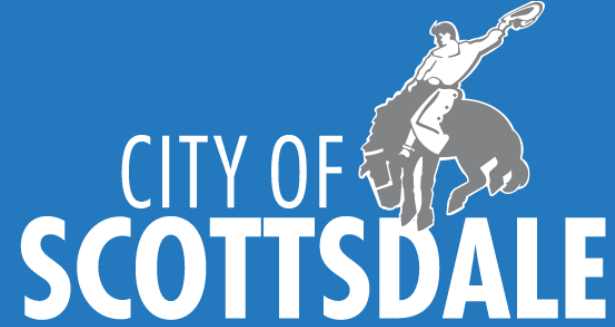
**Policy:**

[Old Town Scottsdale Character Area Plan](#)

[Old Town Scottsdale Urban Design & Architectural Guidelines](#)

**Regulatory:**

[Municipal Code - Downtown \(D\)](#)



# **5-GP-2021: Old Town Scottsdale Character Area Plan Update - Phase 1**

**City Council  
October 24, 2023**