Phase 2 Draft
PROPOSED ADDITION
~~Proposed Deletion~~

CITY OF SCOTTSDALE
ADOPTED OCTOBER 24, 2023

Old Town SCOTTSDALE
CHARACTER AREA PLAN

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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 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.

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 2023Old 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 City of Scottsdale General Plan 2035. The General Plan establishes Character-based 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 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 and the implementation programs necessary to achieve the vision. The plan serves several functions including to:

> ***"Downtown represents all of Scottsdale. Downtown is our Town Center."***
> **~ Focus Group Participant, 2007**

- 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.

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 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 is 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. This chapter includes the Public Spaces and Connectivity 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 importance of arts and culture, 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 "vibrant city center which maintains its Distinctive Character and recognizes its western heritage, while boldly looking to its future."

VISION STATEMENT

Vision:

Comprised of its unique districts, Old Town Scottsdale is a vibrant city center which maintains its Distinctive Character and recognizes its western heritage, while boldly looking to its future.

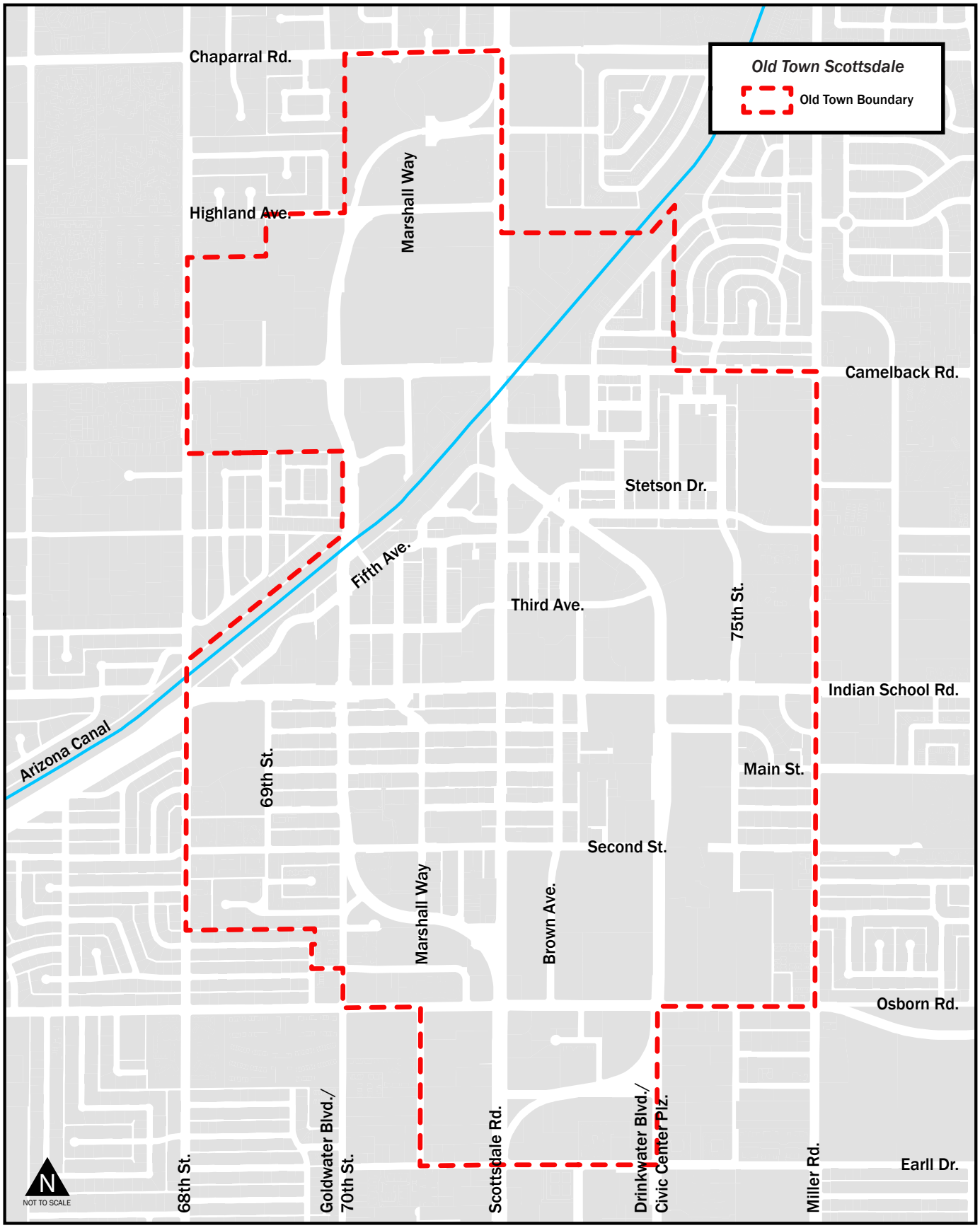
Values:

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



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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 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.

Goals & Policies

GOAL LU 1

MAINTAIN OLD TOWN 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 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.

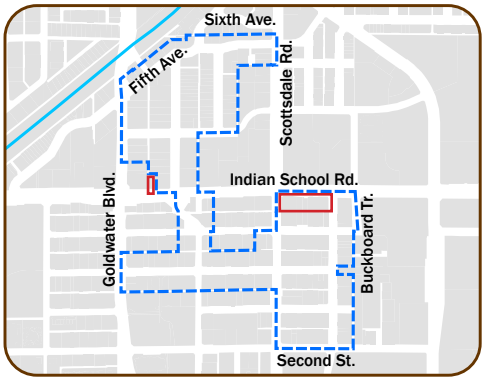
"Scottsdale should continue to promote Downtown as the primary cultural, civic, retail and governmental center of the city."
~ Downtown Scottsdale Town Hall Report, 2006

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 should transition in scale, height, and intensity away from the Downtown Core (Type 1).



Downtown Core Map

DOWNTOWN CORE INSET MAP, AS NOTED ABOVE, UPDATED TO REFLECT PROPOSED AMENDMENTS SHOWN AND DESCRIBED ON PAGE 17.

- **Policy LU 2.2**
  Maintain and enhance 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 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.

  New development and redevelopment within the Multiple Use areas adjacent to the Arizona Canal should incorporate 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

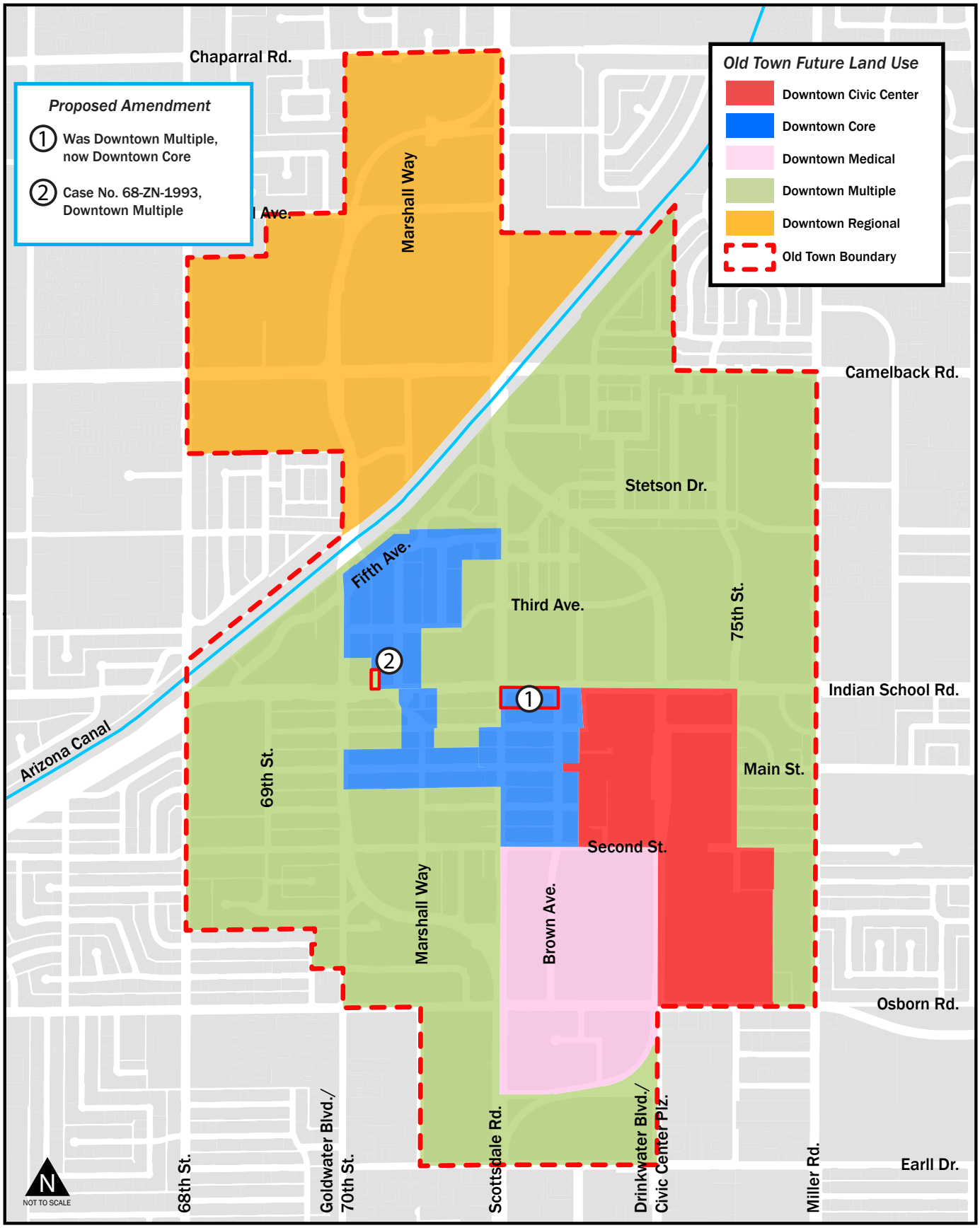
- **Policy LU 2.4**
  Maintain, enhance, and expand the development of ***Downtown Medical*** land uses that support the Honor Health Osborn Medical Campus. Components of the development in this area should include mixed uses that serve the efficiency needs of the hospital, including research and development, 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.

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.

  New development, redevelopment and infill within the Downtown Regional Type 3 area adjacent to the Arizona Canal, should incorporate 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.

Downtown Regional



Notice: PLEASE SEE SEC. 5.3003 OF THE ZONING ORDINANCE FOR MORE DETAIL. 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 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.

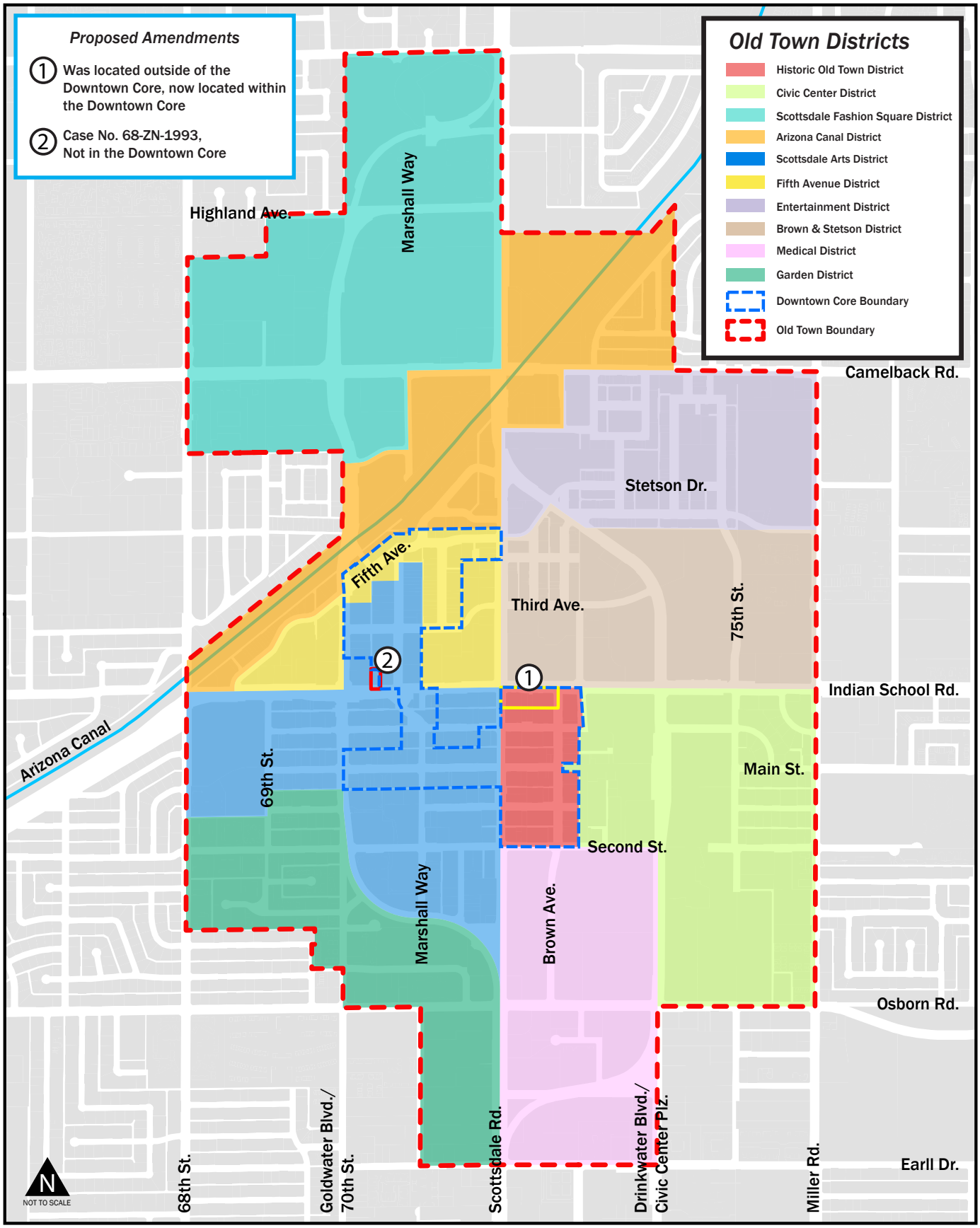
Entertainment District – This district has a mix of residences, hotels, nightclubs, restaurants and bars. A grocery and other service-oriented businesses are located along the eastern edge of the district.

Brown & Stetson District – This mixed-use district includes residences, various hotels, restaurants, bars and personal services.

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.

*For more specific information on the design of downtown development, please consult the *Old Town Scottsdale Urban Design & Architectural Guidelines*.



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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.

- **Policy LU 3.1**
  Support Type 1 as the compact, lower scale development of the Downtown Core. *[See Map 4 AND MAP 5 for specific locations and boundaries]*
- **Policy LU 3.2**
  Support Type 2 as the intermediate, higher scale development in Old Town. *[See Map 4 AND MAP 5 for specific locations and boundaries]*
- **Policy LU 3.3**
  Support Type 2.5 as the higher scale development in Old Town. *[See Map 4 for specific locations and boundaries]*
- **Policy LU 3.4**
  Support Type 3 as the most intensive, highest scale development in Old Town. *[See Map 4 AND MAP 5 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.

GOAL LU 4

ENCOURAGE REVIEW AND ASSESSMENT OF OLD TOWN REGULATIONS.

- **Policy LU 4.1**
  Assess the Downtown (D) and Planned Block Development (PBD) zoning standards to implement the goals of the Old Town Scottsdale Character Area Plan.
- **Policy LU 4.2**
  Review Downtown (D) and Planned Block Development (PBD) development standards to allow for the revitalization of smaller properties within the Downtown Core.
- **Policy LU 4.3**
  Evaluate Downtown (D) and Planned Block Development (PBD) development standards to accommodate a variety of building typologies, green building practices, and enhanced architectural aesthetics.

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

- **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 heightare 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

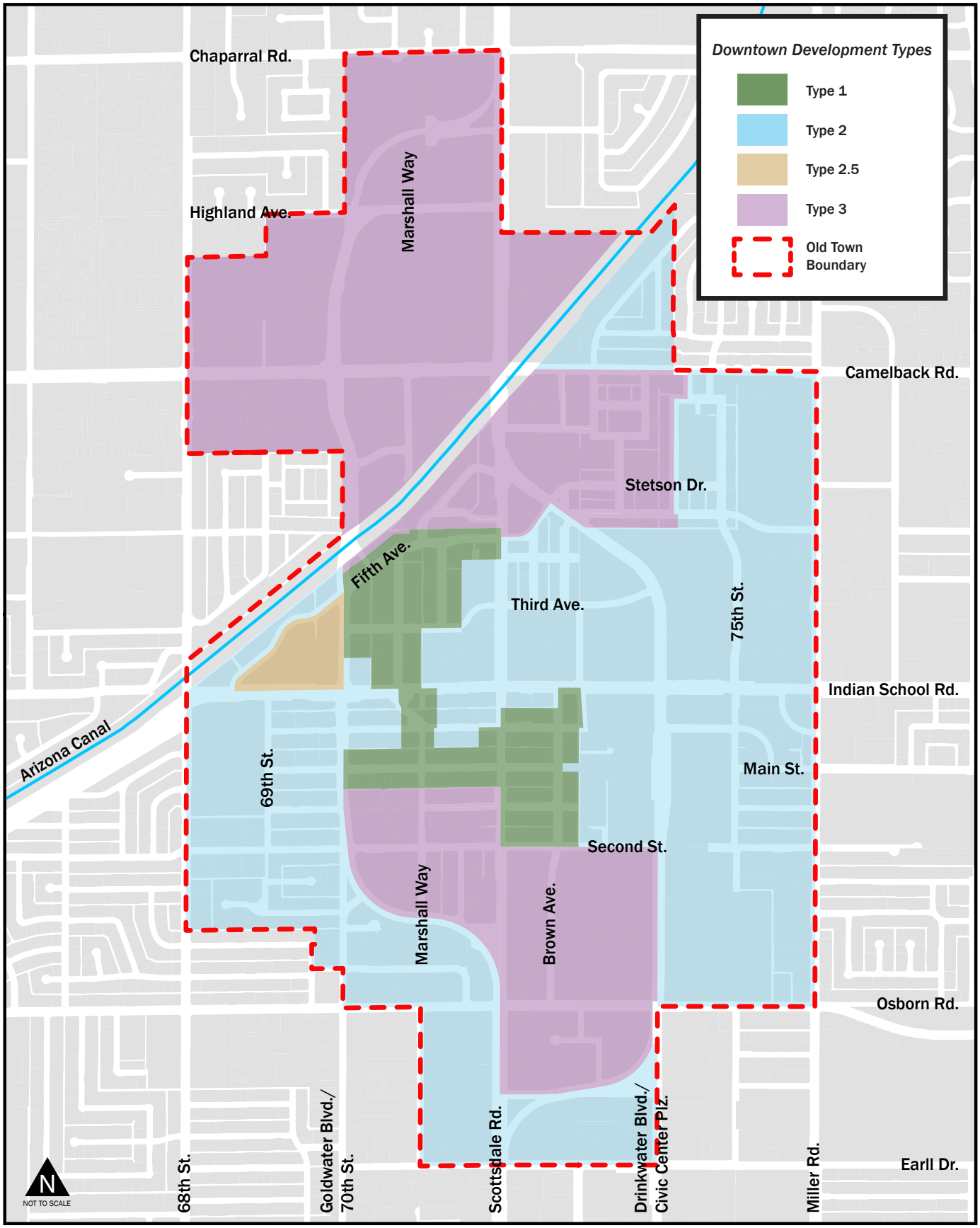
PROMOTE DIVERSITY IN OLD TOWN HOUSING OPTIONS.

- **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**
  Encourage housing developments that meet the socioeconomic needs of people who live and work in Old Town.

GOAL LU 6

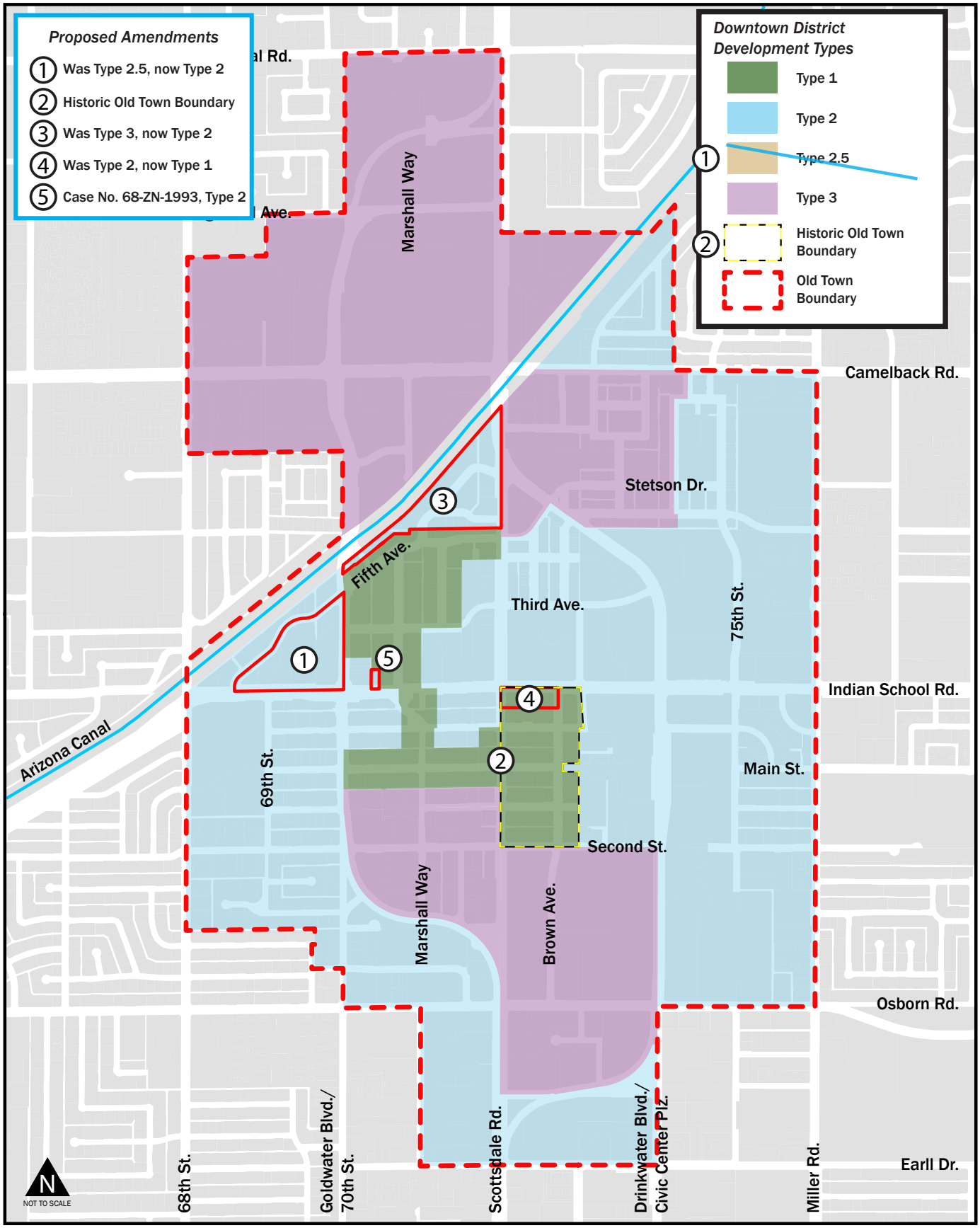
ENCOURAGE A MIX OF LAND USES TO SUPPORT A WALKABLE AND SUSTAINABLE DOWNTOWN.

- **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 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 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).



NOTICE: PROPERTIES ZONED DOWNTOWN DISTRICT ON OR BEFORE MARCH 21, 2024 MAY ELECT TO COMPLY WITH THE EXISTING DOWNTOWN DEVELOPMENT TYPES MAP IF A COMPLETED APPLICATION FOR DEVELOPMENT IS FILED WITH THE ZONING ADMINISTRATOR ON OR BEFORE MARCH 21, 2027. PLEASE SEE SEC. 5.3006 OF THE ZONING ORDINANCE FOR MORE DETAIL. BUILDING HEIGHTS ARE DEPENDENT ON ZONING, DEVELOPMENT TYPE DESIGNATION, LOCATION WITHIN THE DOWNTOWN, LAND AREA OF PROPOSED DEVELOPMENT, AND BONUS PROVISIONS OUTLINED IN THE ZONING ORDINANCE. THE OLD TOWN SCOTTSDALE CHARACTER AREA PLAN DOES NOT REGULATE DEVELOPMENT STANDARDS SUCH AS MAXIMUM ALLOWED HEIGHT. DEVELOPMENT STANDARDS ARE REGULATED BY THE SCOTTSDALE ZONING ORDINANCE. MAP NOT TO SCALE.

Map 4 - EXISTING Downtown Development Types



~~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~~ ALL PROPERTIES MAY ELECT TO COMPLY WITH THE FUTURE DOWNTOWN DEVELOPMENT TYPES MAP. PLEASE SEE SEC. 5.3006 OF THE ZONING ORDINANCE FOR MORE DETAIL. Building heights are dependent on ZONING, 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 SCOTTSDALE Character Area Plan does not regulate development standards such as maximum allowed height. Development standards are regulated by the Scottsdale Zoning Ordinance. MAP NOT TO SCALE.

MAP 5 - FUTURE DOWNTOWN DEVELOPMENT TYPES

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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 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 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 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 Buffer between higher scale Development Types (Type 2, Type 2.5, and Type 3) and the Downtown Core.

The modern office building (foreground) respectfully next to the Scottsdale Marriott (background) in the Brown & Stetson District. These buildings illustrate that contemporary and traditional building styles can coexist through 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 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 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.

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

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.
- **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 56 - Old Town Public Spaces and Connectivity]*

Solstice Park is a public open space and special event destination in Old Town.

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Map ~~56~~ - 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.

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**
  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 that include shade elements, decorative paving, street furniture, public art, and other integrated infrastructure elements.
- **Policy CD 6.4**
  Use development standards and the *Old Town Scottsdale Urban Design and Architectural Guidelines* regarding building location and setback to enhance the context, rhythm, and features of streetspaces.

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

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

- **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

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.

"Pay attention to craftsmanship and quality to create authenticity."
~ Focus Group Participant, 2007

GOAL CD 10

INCORPORATE SUSTAINABLE BUILDING PRACTICES IN OLD TOWN DEVELOPMENT.

- **Policy CD 10.1**
  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.
- **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.

- **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 SHOULD POSITIVELY CONTRIBUTE TO OLD TOWN IDENTITY.

- **Policy CD 11.1**
  Design infrastructure improvements to:
  - Unify the overall identity of Old Town,
  - 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**
  Encourage the undergrounding of overhead utilities to reduce the negative visual impacts in the downtown.
- **Policy CD 11.3**
  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

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

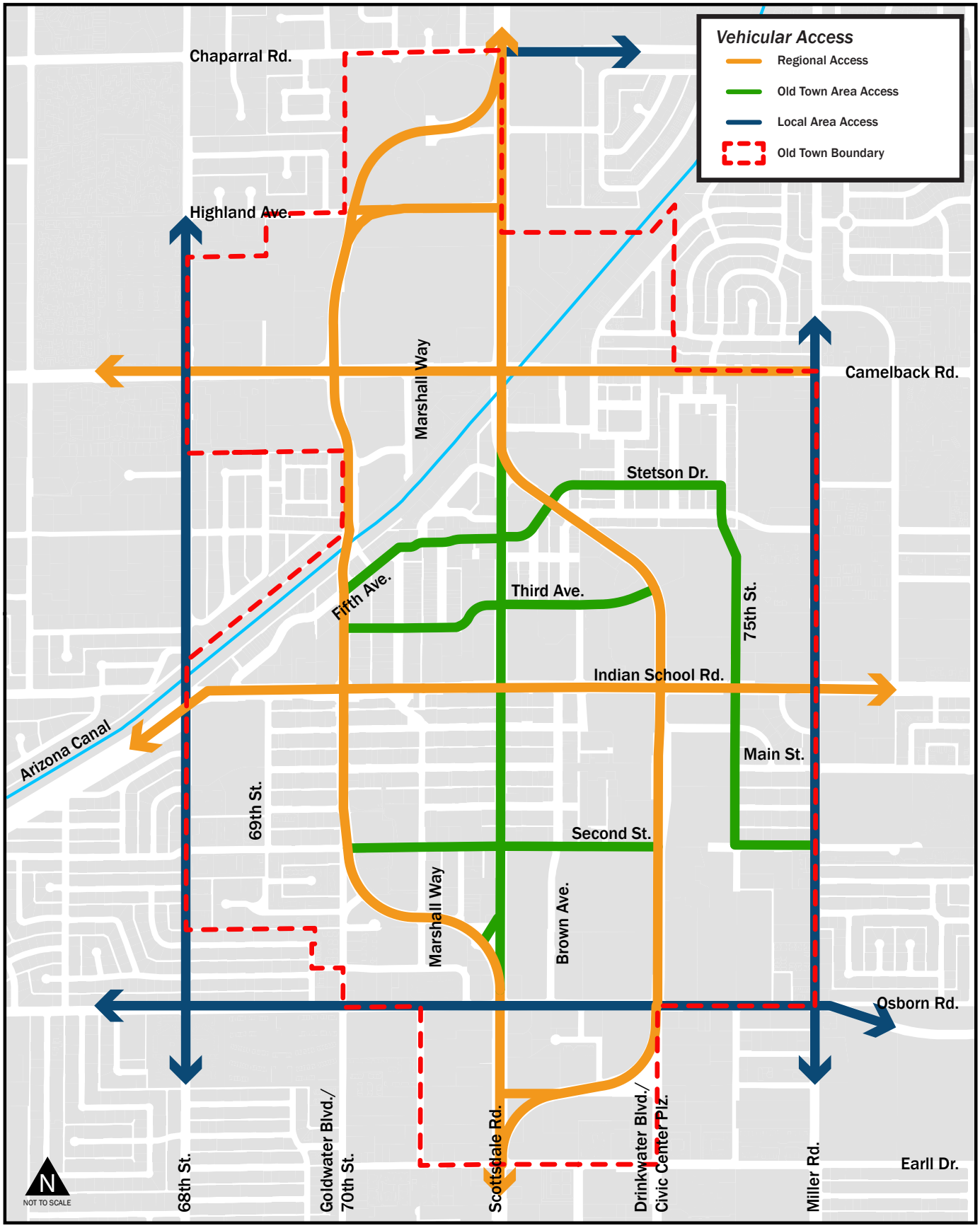
DEVELOP COMPLETE STREETS THROUGH PUBLIC AND PRIVATE INFRASTRUCTURE INVESTMENTS AND IMPROVEMENTS.

- **Policy M 1.1**
  Maintain a well-connected downtown circulation grid, comprised of complete streets to enhance connectivity for all.
- **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.
- **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.
- **Policy M 1.5**
  Encourage use of mobility options downtown, such as: transit, biking, walking, mobility share, and pedicabs, particularly during special events.
- **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.

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

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

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



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Map 67 - Vehicular Access

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

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.

GOAL M 4

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

- **Policy M 4.1**
  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 4.2**
  Locate higher density development near major transit routes and venues to facilitate increased use of downtown transit.
- **Policy M 4.3**
  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.

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Map ~~7~~8 - Pedestrian Connectivity

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 include active, ground-level uses, where buildings embrace the pedestrian realm. These areas include ample shade, which is provided by way of wide awnings, trees, and arcades. Roadways within these areas include low traffic speeds, where pedestrian crossing opportunities are frequent and oftentimes on-street parking buffers the pedestrian. The pedestrian realm within these areas includes sidewalks that are separated from vehicular traffic and are wide enough to accommodate the highest levels of use, including formal and informal gathering spaces and other pedestrian amenities.

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

- **Policy M 4.2**
  Pedestrian Supportive – Street environments within Old Town that are inviting to pedestrians. Land uses in these areas are commonly mixed with active, ground-level uses, where buildings are oriented to the pedestrian realm. These areas typically provide shade by way of trees, awnings, or arcades. Roadways within these areas include moderate traffic speeds, where intersections give priority to pedestrians. The pedestrian realm within these areas include sidewalks that are separated from vehicular traffic and are wide enough to accommodate increased levels of use.

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

- **Policy M 4.3**
  Pedestrian Compatible – Street environments within Old Town that accommodate pedestrians. Adjacent land uses within these areas often include mixed-use and single-use buildings that may not actively engage the pedestrian realm, yet still provide shade by way of landscaping and trees to enhance the streetscape. Roadways within these areas include the highest traffic volumes at moderate speeds, where pedestrian crossings are designated. The pedestrian realm within these areas include sidewalks that may be separated or adjacent to vehicular traffic and developed at minimum widths.

Pedestrian Compatible – Drinkwater Boulevard accommodates the pedestrian with landscape-separated sidewalks that include trees for shade.

- **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

DEVELOP A CONTINUOUS, ACCESSIBLE, AND INTERCONNECTED BICYCLE NETWORK.

- **Policy M 5.1**
  Promote convenient connections between the on-street bicycling network and off-street paths and trails.
- **Policy M 5.2**
  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 5.3**
  Integrate on-street bicycle lanes and routes throughout downtown.
- **Policy M 5.4**
  Expand off-street bicycling facilities with connections to existing and planned on-street bicycle facilities.

Transit stop within Old Town provides regional connectivity.

GOAL M 6

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

- **Policy M 6.1**
  Incorporate accessible bicycle infrastructure and facilities into public and private development.
- **Policy M 6.2**
  Develop a series of tourism bicycle routes that highlight unique visitor attractions.
- **Policy M 6.3**
  Integrate accessible bicycle infrastructure into all local and regional transit vehicles that serve downtown.
- **Policy M 6.4**
  Promote bike use in downtown to serve the leisure pursuits of the visitor, and the "last mile" needs of resident and employee commuters.

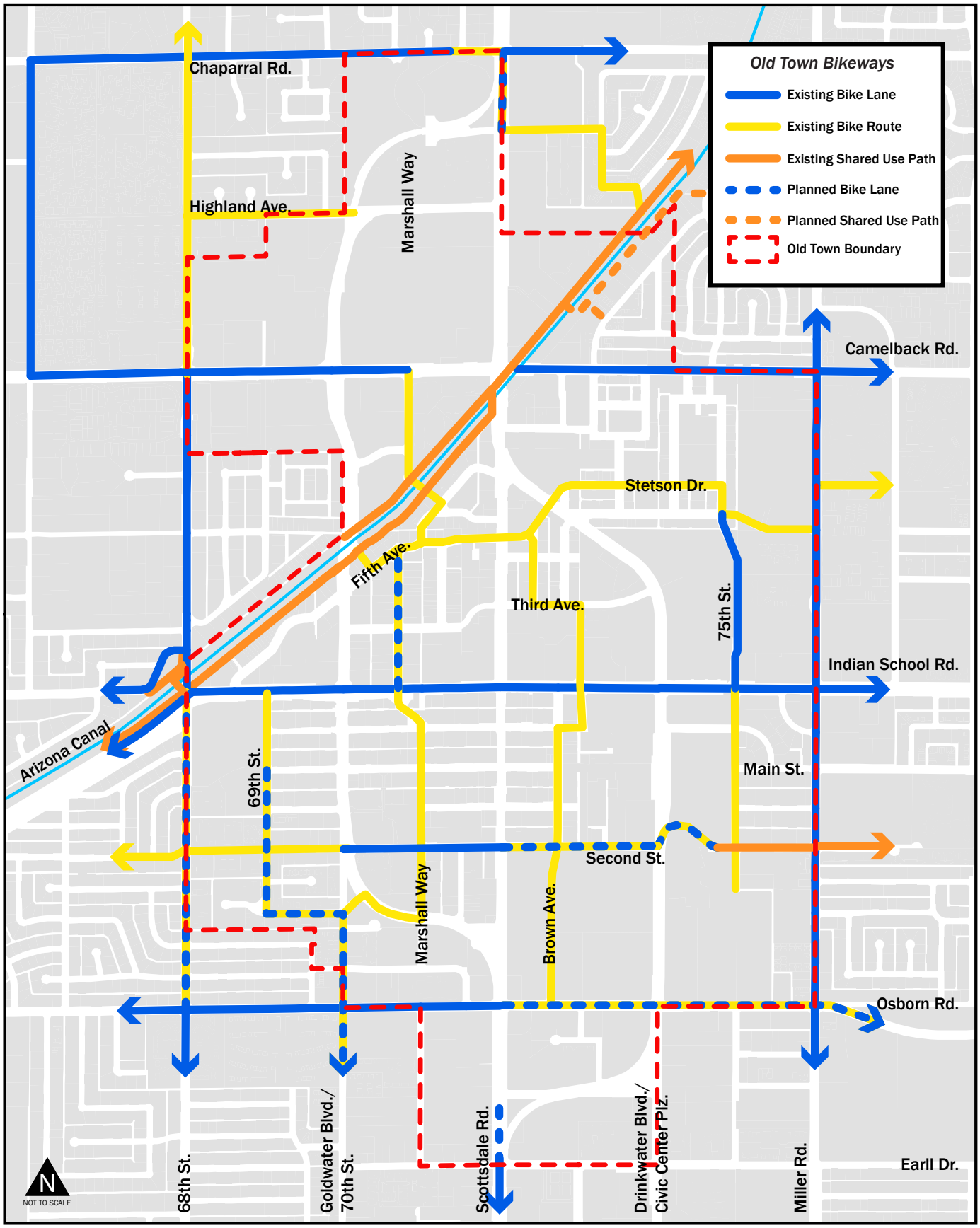
Providing a variety of transportation modes throughout downtown allows people to circulate, whether by biking, walking or driving.

GOAL M 7

PROMOTE BICYCLE EDUCATION, SAFETY, AND ENFORCEMENT.

- **Policy M 7.1**
  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 7.2**
  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.



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 89 - Bikeways

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

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 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.

Love Sculpture by Robert Indiana
Monumental Art

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

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.

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 workforce.

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.
- **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**
  Appeal to residents, visitors, and workers 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 to deliver downtown development and community amenities.
- **Policy EV 2.4**
  Promote the retention of major downtown employers.
- **Policy EV 2.5**
  Expand downtown employment opportunities with a focus on target growth industries.
- **Policy EV 2.6**
  Retain, expand, and support Old Town's Medical 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**
  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**
  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 building or for a building originally designed for a special or specific purpose.

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 – Section of roadway that is marked for exclusive bicycle use.

Bike Route – May include shared streets, bike lanes, or shared-use paths, in any combination for bicycle circulation.

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 contribute to the identity of a place.

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 Workforce – 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 – 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 intensity, typically described in the Zoning Ordinance, that is expressed by the ratio of gross building floor area to net lot area of a site.

G

Green Building – The practice of increasing the efficiency of building resource use, including energy, water, and materials, while also reducing 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 in areas already developed with access to 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 – 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.

Pedestrian Oriented Design – A form of development that makes the street environment inviting for pedestrians.

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.

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 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 – 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 that causes the building design to "move away", "step back", or recede from a property line or neighboring development to provide an open 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 AND MAP 5 for specific locations and boundaries.

Type 2 – The intermediate, higher scale development type in the downtown. See Map 4 AND MAP 5 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 AND MAP 5 for specific locations and boundaries.

U

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, office, institutional or other land uses. Vertical 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.

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 (2018)*

» *Community Services Master Plan (2015)*

D

» *City of Scottsdale Design Standards and Policies Manual*

» *Downtown Pedestrian Mobility Study (2007)*

» *Downtown Task Force Report (2009)*

» *Downtown Town Hall Final Report (2006)*

E

» *Economic Development Five-Year Strategic Plan (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

» *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 Management Plan (2015)*

T

» *Tourism and Marketing 5-Year Strategic Plan (2023)*
» *Tourism Related Downtown Economic Feasibility Study [Downtown 2.0] (2017)*
» *Transportation Action Plan (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
	CHARACTER & DESIGN									
1	Old Town Scottsdale Urban Design & Architectural Guidelines Update	CD 9	Planning & Development							•
2	Old Town District Master Plans	LU 2	Planning & Development				•		•	
3	Downtown Maintenance & Safety Education Programs	CD 5	Code Enforcement, Public Safety, Private							•
	PEDESTRIAN/STREETSCAPE AMENITIES & IMPROVEMENTS									
4	Identify pedestrian crossing locations	M 1	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 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 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	Transportation, Private							•

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
11	Create a Comprehensive Downtown Shade and Tree Plan.	CD 6, CD 7, M 7	Planning & Development, Parks & Recreation		•					•
12	Entertainment District Improvements – 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	•	•					
	PUBLIC SPACES									
14	Civic Center – 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	•						
15	Scottsdale Stadium 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						•	
16	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	•						

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
17	Arizona Canal – Transform the area around the canal by providing additional public event spaces, relocating the horse fountain out of the street round-about to a new plaza location, 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.	CD 8, CD 10, M 2, M 4	Parks & Recreation, Public Works, Tourism, Transportation, Contracted Agency, Private						•	
18	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	•	•					
	OLD TOWN PARKING									
19	Parking Assessment – Maintain an inventory of all parking spaces in Old Town and provide assessments of parking utilization by quadrant.	M 4	Public Works, Transportation, Private		•					•
20	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	Transportation, Public Safety							•
21	Use of alternative modes – Partner with businesses to support commute trip reduction and the increased use of public transportation.	M 4	Transportation, Private							•
22	Special Events Parking Analysis – Evaluate special event parking and create a parking plan to address large special events.	M 4	Transportation, Tourism, Private							•
23	Parking Regulations – Assess and adjust, as appropriate, parking standards to more accurately reflect supply and demand.	M 4	Planning & Development, Transportation							•
24	Mobility Management – Encourage more efficient travel patterns, including changes in mode, timing, destination, and vehicle trip frequency.	M 4, EV 3	Transportation							•

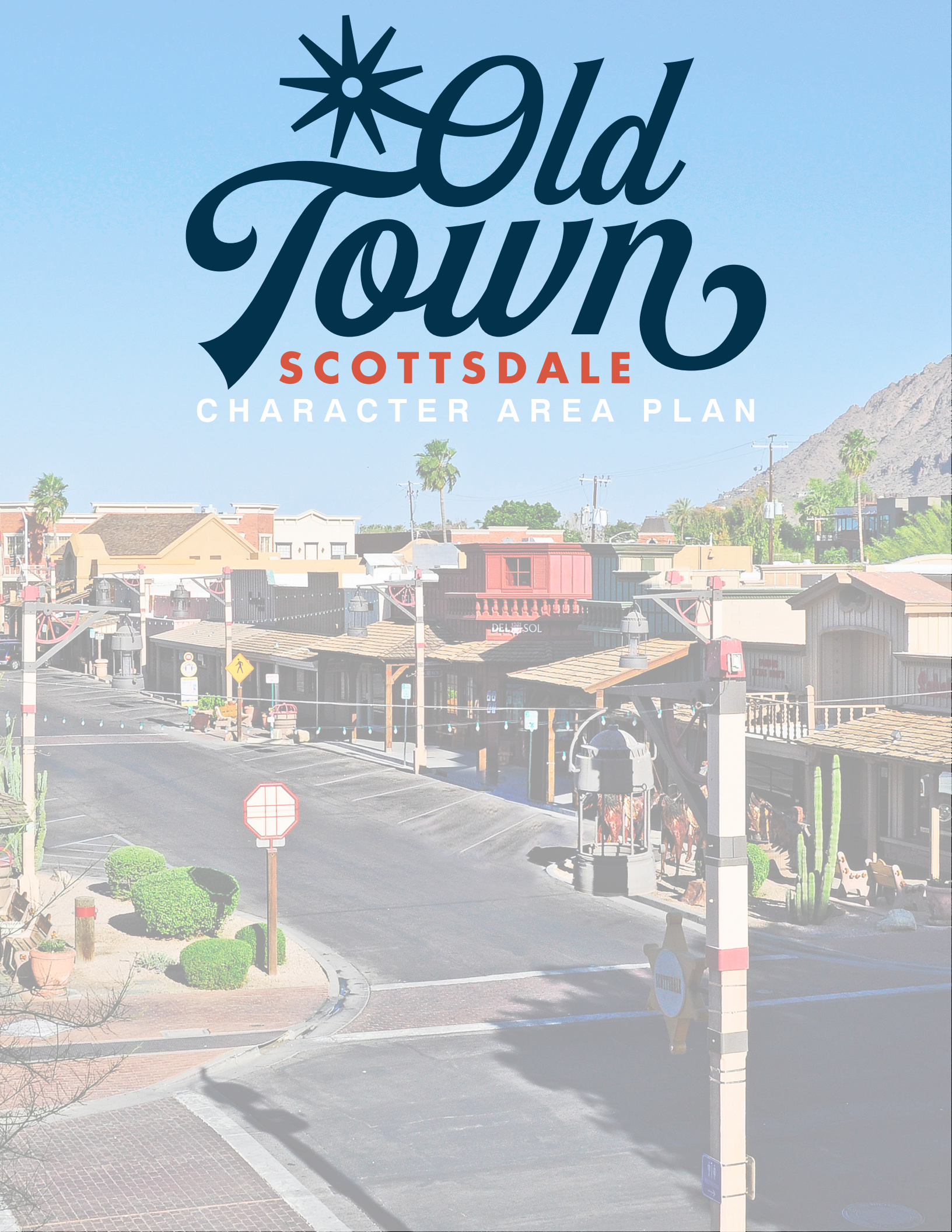
	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
	SCOTTSDALE BUS SYSTEM IMPROVEMENTS									
25	Time Assessments – Ensure trolleys can run on advertised schedule	M 5	Transportation							•
26	Route Modifications – Complete route modifications to best serve riders	M 5	Transportation							•
27	Technology Updates – Implement to provide additional service to riders	M 5	Transportation							•
	CIRCULATION									
28	Downtown Couplet Improvements – Implement complete streets improvements on the downtown couplets.	M 1	Public Works, Transportation							•
	ARTS & CULTURE									
29	Art Trails – Develop public art trails to increase pedestrian and bicycle traffic.	M 2, M 3, AC 2, AC 3	Transportation, Tourism, Contracted Agency							•
30	Monumental Art – Consider locating more monumental art pieces as downtown focal points and for tourism destination branding.	AC 1, AC 2, AC 3	Tourism, Contracted Agency							•
31	Temporary Seasonal Art	AC 1, AC 2, AC 3	Tourism, Contracted Agency							•
32	As street roadway & pedestrian improvements are made, consider adding Pocket Parks – spaces with seating, shade, and public art 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, Transporation, Private	•						•
33	Update the Public Art Master Plan to include a work plan specific to Old Town that aligns with capital improvement, economic development, planning, and tourism-related efforts.	AC 1, AC 2, AC 3	Tourism, Contracted Agency		•					•
34	Develop and implement a comprehensive arts and culture marketing plan.	AC 1, AC 3	Tourism, Contracted Agency		•					•

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
	ECONOMIC VITALITY									
35	Expand programmatic partnerships between community organizations (City, Experience Scottsdale, Chamber, etc.) to benefit business connections	EV 1	Economic Development, Contracted Agency							•
36	Small Business Training – Expanded Small Business Training Programs, focusing on areas of need for storefront merchants	EV 1, EV 2	Economic Development, Private							•
37	Business Tools – Consider various business development and retention tools	EV 1, EV 2	Economic Development, Private							•
	INFRASTRUCTURE IMPROVEMENTS									
38	Undergrounding of Utilities – Continue to underground utilities in conjunction with private development.	CD 10	Public works, Planning & Development, Local Utilities, Private							•
39	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							•
40	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							•
41	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							•

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
42	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	Scottsdale Water							•
43	Coordinate utility maintenance and installation – Utilities and associated infrastructure 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							•
44	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							•
45	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	City Manager's Office							•
46	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	•	•					
47	Add bicycle detection at all signalized intersections on streets with bike lanes or routes in the downtown area.	M 7	Public Works, Transportation							•
48	Provide wayfinding signage and pavement markings for bicyclists throughout Old Town.	M 7	Transportation							•
49	Advance waste reduction and diversion with a Twin the Bins program.	CD 10	Solid Waste, Tourism							•
	EVENT PROGRAMMING									
50	Canal Convergence – Further develop the 10-day fall event and expand it from the Arizona Canal to include other areas throughout Old Town.	AC 1, AC 2, AC 3	Tourism, Contracted Agency							•

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
51	Old Town Signature Special Events – Develop 3-4 new events to attract visitors during the shoulder season.	AC 1, AC 2, AC 3	Tourism, Contracted Agency							•
52	Banners/Décor, Signage, and Wayfinding – Continually invest in a variety of methods for residents and visitors to find attractions in Old Town.	CD 5	Tourism							•
	ORGANIZATIONAL STRUCTURE									
53	Organizational Approach – Assess city department model for downtown tourism organization. Consider alternatives.	AC 1, AC 3, EV 1, EV 3	Tourism, City Manager's Office		•					

Old Town

SCOTTSDALE

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