



**Community & Economic Development Division
Planning and Development Services**

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From: Adam Yaron, Planning & Development Area Manager
CC: Erin Perreault, AICP, Executive Director Planning, Economic Development & Tourism
Brad Carr, AICP, Planning & Development Area Manager
Date: October 25, 2023
Re: Applicant Narrative: Old Town Character Area Plan Amendment - Phase 2

As a result of a City Council initiation that started on [August 24, 2021](#), staff has pursued a [public outreach effort](#) to reexamine the Old Town Scottsdale Character Area Plan (OTSCAP), affected sections of the city's Zoning Ordinance, evaluation of the Downtown Infill Incentive District and Plan, and the Old Town Urban Design and Architectural Guidelines. To date, the following has been achieved:

- [September 5, 2023](#), City Council considered community input collected during the Old Town Updates outreach process (2021 – 2023) in the adoption of Resolution No. 12746 repealing Resolution No. 8370 and terminating the Downtown Infill District and Downtown Infill Incentive Plan.
- [October 24, 2023](#), City Council considered community input collected during the Old Town Updates outreach process (2021 – 2023) in the unanimous adoption (7-0) of Resolution No. 12745 by adopting a minor amendment (5-GP-2021) to the Scottsdale General Plan 2035 by amending the OTSCAP and amending references to the OTSCAP in Scottsdale General Plan 2035. This update addressed the topics of:
 - Old Town Scottsdale Vision and Values,
 - The provision and implementation of Mixed-Use Development,
 - The provision of more interconnected, public open space areas in Old Town, and
 - The provision of quality new development and redevelopment.

This item includes all changes adopted by City Council (Resolution No. 12745) in October 2023 that relate to the OTSCAP. Further, this item introduces new amendments to the OTSCAP as well as sections of the city's Zoning Ordinance ([1-TA-2021](#)) that are specific and relate to areas of Old Town addressing the topics of:

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