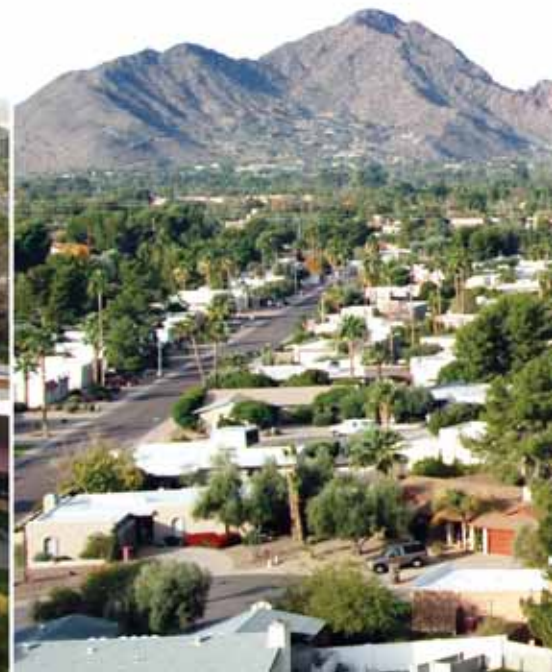




SOUTHERN SCOTTSDALE

CHARACTER AREA PLAN

ADOPTED OCTOBER 26, 2010



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Contents

EXECUTIVE SUMMARY	1
<i>Location</i>	2
<i>How to Use This Plan</i>	3
SOUTHERN SCOTTSDALE VISION STATEMENT	7
CHAPTER 1 • LAND USE, GROWTH & ACTIVITY AREAS	
<i>Introduction</i>	9
<i>Goals and Policies</i>	10
CHAPTER 2 • CHARACTER & DESIGN	
<i>Introduction</i>	21
<i>Goals and Policies</i>	22
CHAPTER 3 • ECONOMIC VITALITY	
<i>Introduction</i>	27
<i>Goals and Policies</i>	29
CHAPTER 4 • NEIGHBORHOOD REVITALIZATION	
<i>Introduction</i>	33
<i>Goals and Policies</i>	34
CHAPTER 5 • HOUSING	
<i>Introduction</i>	37
<i>Goals and Policies</i>	38
CHAPTER 6 • COMMUNITY MOBILITY	
<i>Introduction</i>	41
<i>Goals and Policies</i>	42
CHAPTER 7 • PUBLIC SERVICES & FACILITIES	
<i>Introduction</i>	47
<i>Goals and Policies</i>	48
CHAPTER 8 • OPEN SPACE & RECREATION	
<i>Introduction</i>	51
<i>Goals and Policies</i>	52
CHAPTER 9 • PRESERVATION & ENVIRONMENTAL PLANNING	
<i>Introduction</i>	57
<i>Goals and Policies</i>	58
GLOSSARY	61
RELATED PLANS, ORDINANCES & DOCUMENTS	67
IMPLEMENTATION PROGRAMS	69

EXECUTIVE SUMMARY

Introduction

Background

Beginning in 1996, as part of the recommendations associated with the City Shape 2020 visioning process, the city implemented Character-based General Planning. This process involved dividing the city into twenty four character areas, each with its own character area plan offering specific goals and polices to guide future development. In February 2007, the City Council endorsed a consolidated character planning process by identifying six individual citywide character areas as the means for updating the 2001 General Plan. Southern Scottsdale is one of these designated character areas.

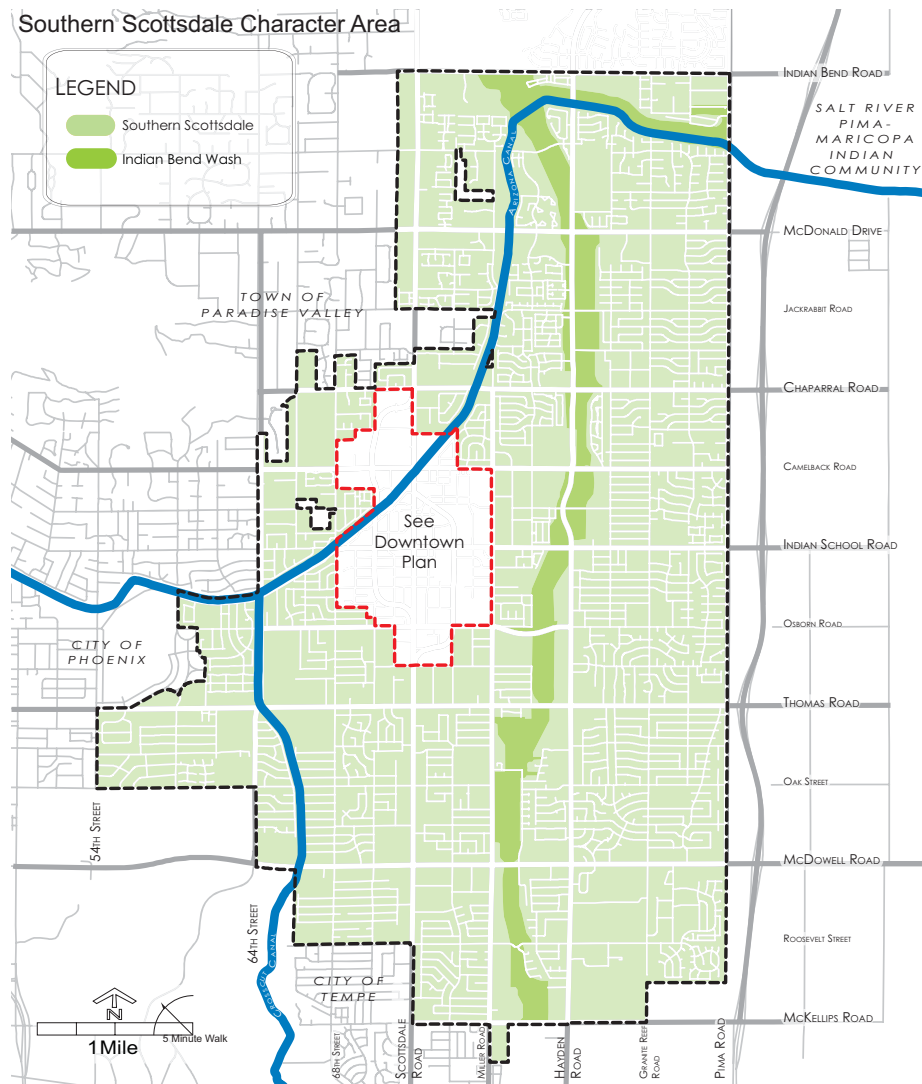
The Southern Scottsdale Character Area Plan is a policy document that offers guidance to the Southern Scottsdale community regarding future growth and development decisions. As such, it acts as a framework for citizens, business owners, and public officials to come together and ensure that revitalization and redevelopment fulfills the community's vision and values.

Community Involvement

To ensure that the Southern Scottsdale Character Area Plan would reflect the community's goals and vision, an extensive public outreach process was conducted. Workshops, business focus groups, open houses, ice cream socials, café conversations, and trolley tours represent the range of public outreach activities used to engage citizens in the visioning and prioritization process.

Public Outreach Process Identified Five Community Priorities:

1. Develop a strong economic core with community gathering places
2. Focus on local mobility and walkability
3. Maintain and enhance existing neighborhoods and identity
4. Balance growth
5. Promote well designed architecture and sustainability



Location

The Southern Scottsdale Character Area is located within the southern-most portion of Scottsdale. The area encompasses 9,587 acres (14.98 square miles) and entirely surrounds Downtown Scottsdale. Southern Scottsdale is bounded on the north by Indian Bend Road; on the east by the Salt River Pima-Maricopa Indian Community; on the south by the City of Tempe; and on the west by the City of Phoenix and the Town of Paradise Valley.

The adjacent Character Area is the Shea Corridor Character Area to the North.

How to Use This Plan

Scottsdale General Plan – Southern Scottsdale Character Area Plan

The Southern Scottsdale Character Area Plan is an integration of three Character Areas—Resort Corridor Character Area, Monterey/Arcadia Character Area, and Indian Bend Character Area—per the 2001 General Plan. The General Plan established character-based planning with three distinct and interrelated levels:

- Level 1 - Citywide Planning: Incorporates 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, design philosophy, and transitions.
- Level 3 - Neighborhood Planning: Develops Neighborhood Plans which identify and implement efforts to improve specific neighborhoods within the city.

The Southern Scottsdale Character Area Plan incorporates community goals and policies consistent with - but not duplicative of - the Scottsdale General Plan elements, as well as goals and policies that speak specifically to the special attributes of Southern Scottsdale and how it functions.

Plan Purpose

The purpose of the Southern Scottsdale Character Area Plan is to guide the future development of Southern Scottsdale. To accomplish this end, the plan sets forth goals and policies to guide decision-making in Southern Scottsdale for the next twenty years. The plan also offers a combination of implementation approaches and programs which reflect the community's visions and aspirations for the future. Additionally, the Southern Scottsdale Character Area Plan will:

- Guide policy decisions related to private and public projects in Southern Scottsdale;
- Establish the framework for private and public implementation programs;
- Incorporate mixed-use as a means for providing housing, shopping, employment, and entertainment uses; and
- Direct redevelopment and reinvestment along major corridors and in Regional Centers and Activity Areas while preserving neighborhoods.

Southern Scottsdale Character Area Plan Chapters

The Southern Scottsdale Character Area Plan components have been integrated into a vision and values section and nine chapters. The content of the chapters and how they implement the community's vision for Southern Scottsdale is described below:

CHAPTER 1 - LAND USE, GROWTH & ACTIVITY AREAS – presents the concept of Southern Scottsdale as a community of residential neighborhoods intersected by major corridors where reinvestment and redevelopment is to be encouraged. The discussion suggests that redevelopment consist of mixed-use developments primarily located along corridors and within identified Regional Centers and Activity Areas. Additionally, the Land Use and Growth/Activity Areas examine Indian Bend Wash as a Southern Scottsdale open space and recreational amenity. It begins a conversation about Indian Bend Wash (that will be found throughout the plan) by revisiting current land uses found within proximity to the Wash. This examination suggests these properties incorporate mixed-use development for revitalization purposes and be reoriented to embrace Indian Bend Wash's open space and recreational opportunities. Also, it recognizes the need for a greater range of people-oriented land uses, such as, but not limited to, dining/restaurants and cafes, to be located at Regional Centers, Activity Areas, Corridors, and the edges of Indian Bend Wash and Papago Park.

CHAPTER 2 - CHARACTER & DESIGN – sets forth goals and policies to achieve the Southern Scottsdale community's desire for pedestrian-friendly design, dynamic streetscapes, buildings that complement southwestern architecture, gathering places, and open spaces. The plan's implementation program also provides a means for enhancing design guidelines that address the massing of buildings and their influence on the surrounding built environment.

CHAPTER 3 - ECONOMIC VITALITY – emphasizes Southern Scottsdale's need to move towards identifying a range of choices for reinvestment that can reduce the number of older, obsolete, and unanchored retail centers and encourage new commercial and residential investment choices. This chapter introduces revitalization and redevelopment strategies to encourage Corridor, Regional Center, and Activity Area development while expanding Southern Scottsdale's employment, housing, entertainment, commercial, and retail food service options.

CHAPTER 4 - NEIGHBORHOOD REVITALIZATION – explores several aspects of neighborhood regeneration within Southern Scottsdale. These include: preservation of residential neighborhoods; promotion of greater community connectivity; encouragement of redevelopment and reinvestment; strengthening of community identity; and encouragement of quality construction and design. The goals and policies found in this chapter provide a structure that will assist in renewal and reinvestment efforts throughout Southern Scottsdale. They offer objectives for enhancing neighborhood stability, identity, diversity, and opportunity.

CHAPTER 5 - HOUSING - presents Southern Scottsdale as an area that has reached near build-out, thus future development will be focused on infill and redevelopment. This chapter suggests that development density and intensity are the means for meeting the community's future housing needs. The housing goals and policies provide a structure that will assist in advancing these diverse housing efforts throughout Southern Scottsdale.

CHAPTER 6 - MOBILITY – identifies four areas of focus: to provide community residents with multi-modal transportation opportunities; to elevate pedestrian and bicyclist safety, comfort, and access throughout the community; to enhance connectivity, and to foster greater parking choices/flexibility to enhance the building potential of new and existing development sites.

CHAPTER 7 - PUBLIC SERVICES, FACILITIES, AND INFRASTRUCTURE – recognizes that in order to maintain/enhance the quality of life for Southern Scottsdale residents, future increased demands on these services must be met. This chapter examines the need to provide enhanced social services and facilities in Southern Scottsdale while promoting community sustainability. The plan supports the improvement and maintenance of services and facilities through proposed goals, policies, and implementation strategies.

CHAPTER 8 - OPEN SPACE & RECREATION – underscores the importance of adequate natural and developed open space and recreational facilities. The plan acknowledges that these types of public investments are not merely desirable, but are essential to the overall well-being of a community. The chapter describes the community's desire to improve the quality of Southern Scottsdale's existing natural and developed open spaces and recognizes the need to acquire, develop, and improve open space for parks and recreational activities. Also, the plan recognizes how connect Southern Scottsdale is to the regional open space/recreational system.

CHAPTER 9 - PRESERVATION & ENVIRONMENTAL PLANNING – recognizes the importance of promoting conservation and sustainability within Southern Scottsdale's neighborhoods. The chapter also focuses on the need to manage water and air quality and promote conservation and the generation of renewable energy, while preserving significant historic and natural resources. Collectively, these goals and associated policies influence the community's health and quality of life.

SOUTHERN SCOTTSDALE VISION STATEMENT

Vision:

Southern Scottsdale is a diverse, sustainable community built upon vibrant neighborhoods, thriving economic corridors, and innovative businesses.

Values:

Driven by citizen aspirations for a sustainable future that celebrates neighborhoods and promotes reinvestment and redevelopment, this vision is guided by the following values:

- Reinvestment in residential and commercial properties;
- Diversity of housing choice;
- Intergovernmental cooperation with the cities of Tempe and Phoenix; the Town of Paradise Valley; and the Salt River Pima-Maricopa Indian Community;
- Regional employment;
- Neighborhood-serving entertainment and shopping opportunities;
- Sustainable neighborhoods consisting of physical (boundaries), social (resident interaction), and economical (employment and local economy support) elements;
- Connecting and enhancing transportation choices/options;
- Small local business opportunities;
- Opportunities for open space and public gathering places;
- Shaded, pedestrian and bicycle-friendly streets and parking areas; and
- Benefits associated with proximity to regional resources.

1 ● LAND USE, GROWTH & ACTIVITY AREAS



Introduction

Land Use, Growth and Activity Area elements will assist in transforming the Southern Scottsdale vision into the built environment of the community. Additionally, these elements will guide infill, revitalization, reinvestment, and new local and regional development opportunities through the establishment of goals, policies, and implementation strategies.

Over the years, Southern Scottsdale has evolved from a predominantly agricultural area into a community of residential neighborhoods framed by commercial corridors. To maintain the positive attributes of Southern Scottsdale and seize new opportunities for the area, the public and private sectors should explore innovative development ideas, encourage land use and development flexibility, and provide a coordinated approach to local and regional development and economic revitalization. To accomplish this end, land use and growth policies must encourage a mix of land uses, height and density flexibility, and quality of development that enhances Southern Scottsdale's overall quality of life.

The land use and growth area goals and policies expressed in this chapter promote the vision for Southern Scottsdale's future, encourage the deliberate management of change, and rely on a collaborative process between the public and private sectors to accomplish the transformation of Southern Scottsdale into a continuing dynamic community.

Goals and Policies

GOAL LU 1

PROMOTE RESIDENTIAL REINVESTMENT AND REVITALIZATION THROUGH REGULATORY FLEXIBILITY.

- **Policy LU 1.1**
Update land use regulations to allow for the revitalization and/or expansion of residential properties to current market standards.
- **Policy LU 1.2**
Encourage new residential development and revitalization that complements the established urban form.
- **Policy LU 1.3**
Provide flexibility in residential mixed-use development standards to encourage revitalization of properties within higher density areas of Southern Scottsdale.

GOAL LU 2

CREATE A HIERARCHY OF REGIONAL, OPPORTUNITY, AND RESORT CORRIDORS TO GUIDE FUTURE LAND USE, DEVELOPMENT AND REDEVELOPMENT THROUGHOUT SOUTHERN SCOTTSDALE.

- **Policy LU 2.1**
Regional Corridors consist of higher intensity development and exist only within the General Plan designated Growth Areas. These corridors will:
 - Connect Regional Centers;
 - Be bordered exclusively by a mixed-use neighborhood land use designation;
 - Contain vertical and horizontal mixed-use development; and
 - Support greater residential density to complement Regional Center land uses.
- **Policy LU 2.2**
Opportunity Corridors consist of moderate intensity development and exist only within General Plan designated Activity Areas. These corridors will contain:
 - A mixture of land use classifications including mixed-use neighborhood;



Regional corridor with a mix of land uses.

- A number of medium to low scale vertical and horizontal mixed-use developments; and
 - Additional residential density to complement Activity Area land uses.
- **Policy LU 2.3**
The Resort Corridor consists of medium to low intensity development and exists along Scottsdale Road between East Highland Drive and Indian Bend Road. This corridor will:
 - Contain a mixture of land use classifications including mixed-use neighborhood; and
 - Support, maintain, enhance, and expand hospitality/tourism land uses in Southern Scottsdale.

GOAL LU 3

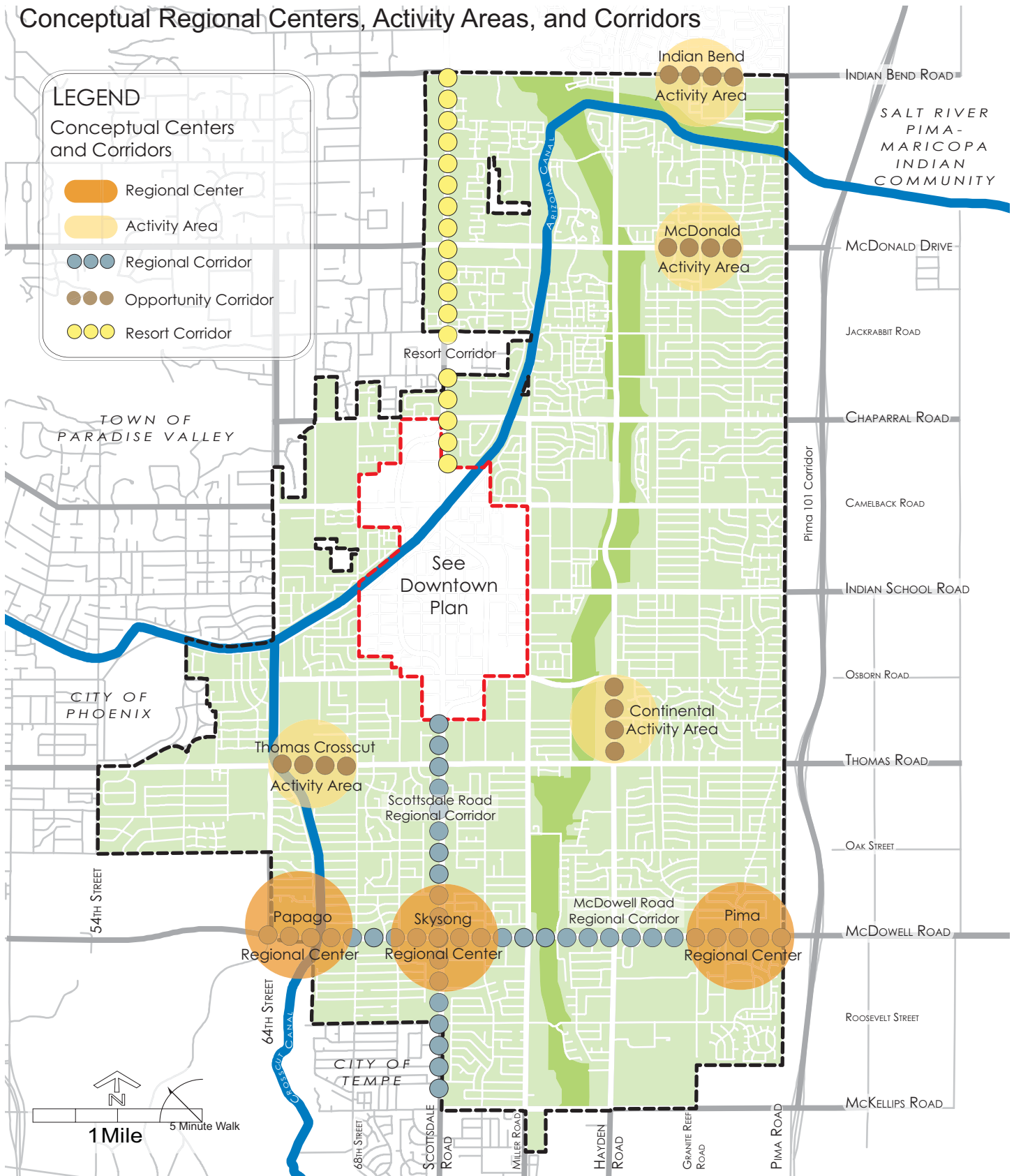
PROMOTE REVITALIZATION, REINVESTMENT, AND DEVELOPMENT ALONG SOUTHERN SCOTTSDALE'S CORRIDORS.

- **Policy LU 3.1**
Create and encourage the utilization of flexible land use regulations as incentives for reinvestment and new development along Corridors.
- **Policy LU 3.2**
Promote a mix of housing located along Corridors and as part of designated Regional Centers and Activity Areas.
- **Policy LU 3.3**
Encourage the assembly of smaller, fragmented properties to create larger, mixed-use opportunities along Corridors.
- **Policy LU 3.4**
Explore a Planned Unit Development (PUD) District Ordinance amendment to assist in alleviating property parcel size and shallow lot development constraints found along Southern Scottsdale Corridors.
- **Policy LU 3.5**
Pursue increased private sector participation in the provision of public amenities along Corridors when development standard flexibility is requested.



Parking structure with retail development.

Conceptual Regional Centers, Activity Areas, and Corridors



- **Policy LU 3.6**

Encourage a diversity of new development, redevelopment, and infill projects that incorporate vertical and horizontal mixed-use development along Southern Scottsdale Corridors.

- **Policy LU 3.7**

Develop partnerships between the city and private sector to provide convenient, safe, clean, and accessible public parking to meet the revitalization and development needs along Southern Scottsdale Corridors.

GOAL LU 4

PRESERVE, ENHANCE, AND EXPAND THE RESORT, HOTEL, RETAIL, AND TOURISM LAND USES ALONG THE RESORT CORRIDOR IN SOUTHERN SCOTTSDALE.

- **Policy LU 4.1**

Promote reinvestment and revitalization along the Resort Corridor to sustain a mix of land uses that complement the area's tourism and hospitality activities.

- **Policy LU 4.2**

Maintain, enhance, and promote the McCormick-Stillman Railroad Park as a continued regional recreation facility and tourism destination.



Hilton Village Resort and Business Center.



McCormick-Stillman Railroad Park.

GOAL LU 5

CREATE REGIONAL CENTERS AND ACTIVITY AREAS TO GUIDE FUTURE LAND USE TYPES AND INTENSITIES THROUGHOUT SOUTHERN SCOTTSDALE.

- **Policy LU 5.1**

Encourage the most intense levels of reinvestment, revitalization, and infill development within designated Regional Centers. These centers are located within General Plan designated Growth Areas, on Regional Corridor roadways, and are considered a Valley-wide destination.

- **Policy LU 5.2**

Regional Centers will accommodate one or more large-scale users such as major employment, retail, office, research, resort, restaurant, entertainment, and/or cultural facilities. The development located at these new centers is characterized as higher density and intensity, vertically mixed land uses. As illustrated in the “Conceptual Regional Centers, Activity Areas, and Corridors” map, Southern Scottsdale’s Regional Center designations consist of:

- **Policy LU 5.2.1**

The Papago Regional Center (located at Galvin Parkway and McDowell Road and adjacent to Papago Park) should focus on cultural, recreational, hotel, residential, and entertainment land uses.

- **Policy LU 5.2.2**

The SkySong Regional Center (located at the intersection of Scottsdale and McDowell Roads) should focus on dining, employment, business incubation, technology and innovation services, entertainment, higher density vertical mixed-use residential, office, commercial, and retail development.

- **Policy LU 5.2.3**

The Pima Regional Center (located west of the intersection of McDowell and Pima Roads and in close proximity to the recreational opportunities of the Indian Bend Wash) should focus on the General Dynamics regional employment cluster along with supportive technology and innovation incubator land uses, employment-supporting residential, as well as medical, commercial, and educational land uses.

- **Policy LU 5.3**

Encourage moderate-intensity development at Activity Area locations to support reinvestment, revitalization, and new and infill development at these community destination sites. Also, these developments can function as activation areas for



Representation of a regional, mixed-use center.

adjacent community amenities such as Indian Bend Wash and the canal system. These developments are located within General Plan designated Activity Area classifications, on Opportunity Corridor roadways, and are considered a community destination.

- **Policy LU 5.4**

Activity Areas serve the local residents and visitors. These service areas may be accommodated by moderate intensity land uses such as medium to smaller size stores or shopping centers. Land uses that characterize Activity Areas consist of retail, personal services, fueling stations, financial institutions, medical and professional offices, restaurants, fast food establishments, fresh food markets, and multi-family development. As shown in “Conceptual Regional Centers, Activity Areas, and Corridors”, Southern Scottsdale’s Activity Areas are comprised of:



Representation of an Activity Area encompassing moderate-scale multi-family, office, retail, and services.

- **Policy LU 5.4.1**

The Thomas/Crosscut Activity Area (located west of 68th Street and Thomas Road) should focus on commercial, office, and mixed-use residential development. This Activity Area encompasses the adjacent Crosscut Canal and associated open spaces. New development and redevelopment should be oriented to complement and activate this unique adjacent amenity.

- **Policy LU 5.4.2**

The Continental Activity Area (located between Osborn Drive and Thomas Road on Hayden Road) should include professional and medical offices, service-related uses, commercial, locally owned and/or corporate restaurants, and additional multi-family housing. This Activity Area should encourage development, through site orientation and access, to embrace its unique location fronting along Indian Bend Wash.

- **Policy LU 5.4.3**

The McDonald Activity Area (located at the intersection of McDonald and Granite Reef Roads) should consist of professional and medical offices, markets/groceries, locally owned and/or corporate restaurants, fueling stations, and additional multi-family housing.

- **Policy LU 5.4.4**

The Indian Bend Activity Area (located on Indian Bend Road east of Hayden Road) should consist of commercial, office, service, and recreation uses as well as additional higher density housing. This Activity Area should encompass the amenity of the adjacent canal and associated open space while complementing the increased development intensity and stadium facility located along the Salt River Pima-Maricopa Indian Community boundary at Pima Road.

- **Policy LU 5.5**

Regional Centers and Activity Areas will act as catalysts for the development and redevelopment of associated corridors within the character area.

- **Policy LU 5.6**

Enhance transportation and infrastructure availability, efficiency, delivery, and management systems to accommodate development activity in designated Regional Centers, Growth/Activity Areas, and Corridors.

GOAL LU 6

MAINTAIN THE LOS ARCOS REDEVELOPMENT AREA DESIGNATION ALONG SCOTTSDALE AND MCDOWELL ROADS AS A REVITALIZATION AND REINVESTMENT TOOL.

- **Policy LU 6.1**

Update and implement the Los Arcos Redevelopment Plan recommendations to utilize statutory tools in revitalizing the Corridor areas of Scottsdale and McDowell Roads.



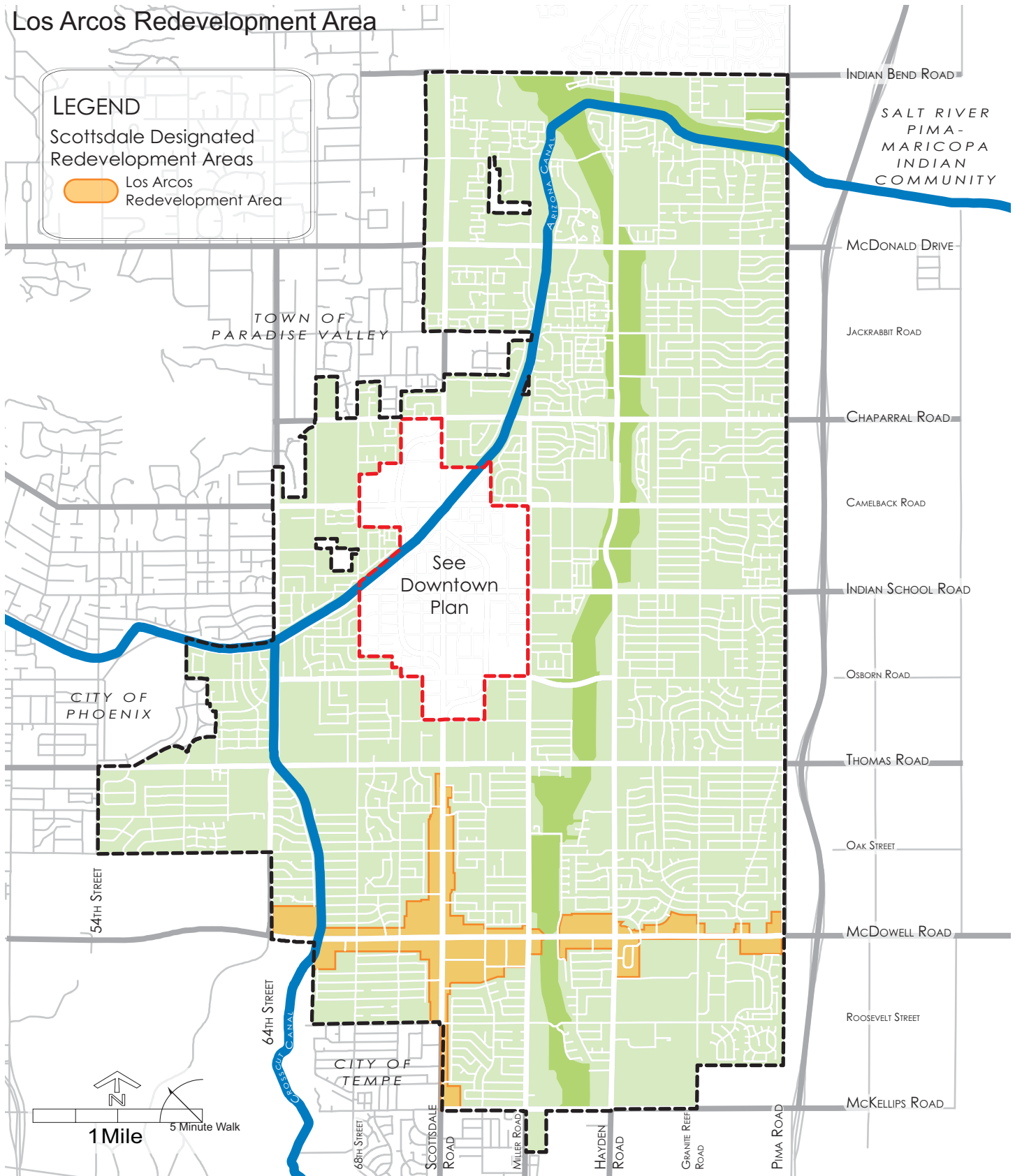
High-intensity, mixed-use reinvestment/redevelopment.

Los Arcos Redevelopment Area

LEGEND

Scottsdale Designated Redevelopment Areas

 Los Arcos Redevelopment Area



SALT RIVER
PIMA-
MARICOPA
INDIAN
COMMUNITY

See
Downtown
Plan

GOAL LU 7

PROVIDE LAND USE TRANSITIONS, BUFFERING, AND CONNECTIVITY BETWEEN DOWNTOWN DEVELOPMENT AND SOUTHERN SCOTTSDALE'S SURROUNDING RESIDENTIAL NEIGHBORHOODS.

- **Policy LU 7.1**

Recognize the benefits of Downtown Scottsdale's commercial and employment generating land uses while protecting Southern Scottsdale's residential neighborhoods from incompatible adjoining land uses.

- **Policy LU 7.2**

Support the Downtown Plan development buffer and transition goals and policies to mitigate Downtown's higher intensity land uses with surrounding Southern Scottsdale lower intensity development.

- **Policy LU 7.3**

Encourage greater connectivity between the Downtown and surrounding Southern Scottsdale neighborhoods by increasing the accessibility and frequency of local and regional multi-modal transportation connections and enhancing pedestrian and bicycling opportunities.

GOAL LU 8

SUPPORT A DYNAMIC RANGE OF LAND USES ADJACENT TO INDIAN BEND WASH THAT PROMOTE, ENHANCE AND ENGAGE THIS PRIMARY OPEN SPACE AMENITY.

- **Policy LU 8.1**

Encourage the revitalization of commercial and office land uses along Indian Bend Wash to promote new recreational, entertainment, and housing options on sites which are immediately adjacent to this primary open space amenity.

- **Policy LU 8.2**

Encourage properties that redevelop adjacent to, or in close proximity of, Indian Bend Wash to incorporate site orientation and access that takes advantage of their location next to this amenity.

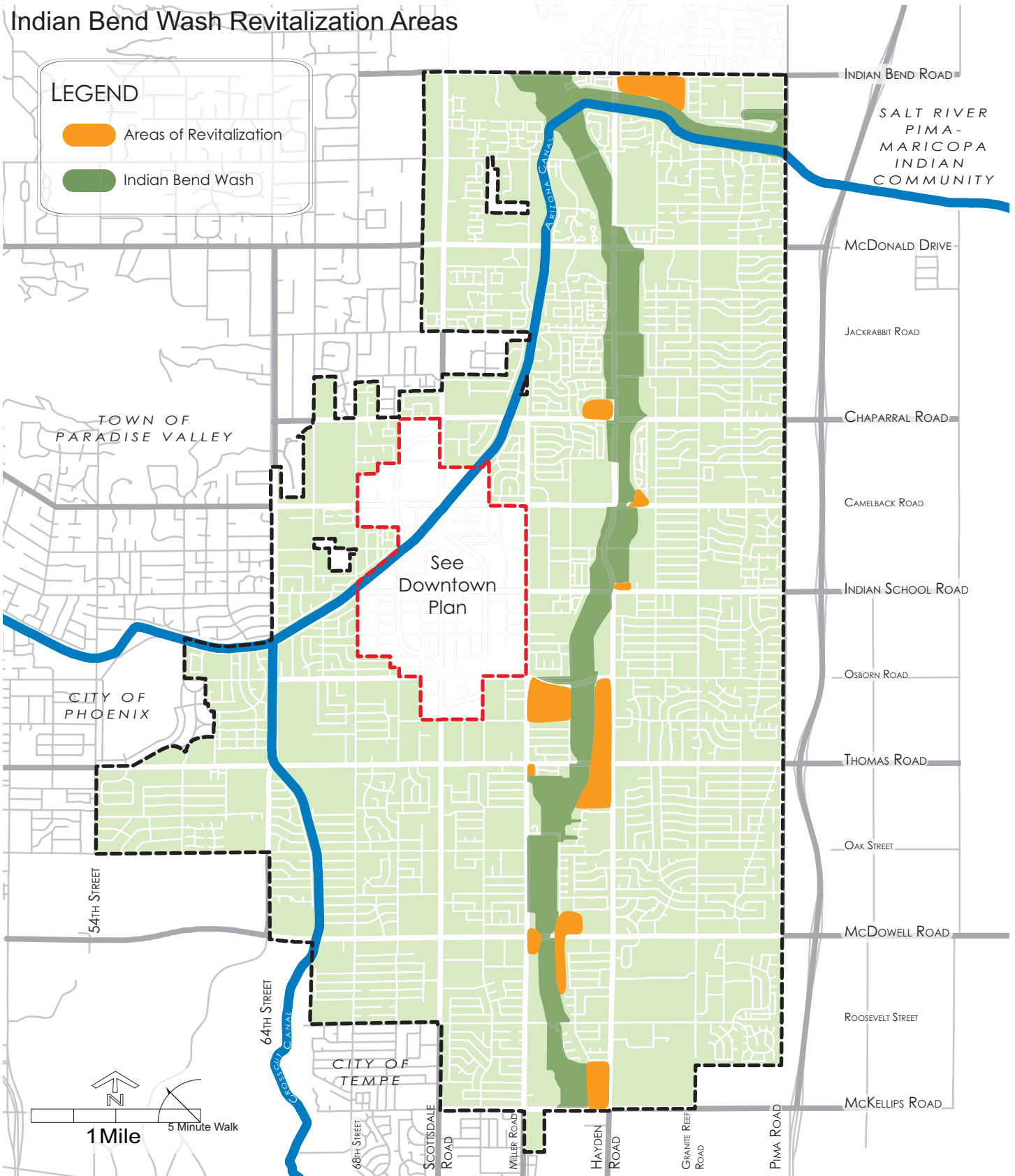
- **Policy LU 8.3**

Support the inclusion of workforce housing in mixed-use developments located in proximity to the Indian Bend Wash.



Commercial revitalization opportunity adjacent to Indian Bend Wash.

Indian Bend Wash Revitalization Areas



LEGEND

- Areas of Revitalization
- Indian Bend Wash

1 Mile
5 Minute Walk

GOAL LU 9

CREATE NEW DEVELOPMENT AND CONNECTIVITY OPPORTUNITIES BETWEEN PAPAGO PARK AND SOUTHERN SCOTTSDALE.

- **Policy LU 9.1**

Support more intense land uses adjacent to Papago Park that are tourism and regional destinations including (but not limited to): mixed-use, hotel, specialty attractions, housing, recreation, retail, and support services.

- **Policy LU 9.2**

Develop destination-oriented entertainment and cultural facilities such as an outdoor concert venue and/or theater, a convention center, a resort, and a museum in close proximity to Papago Park.

- **Policy LU 9.3**

Promote pedestrian and bicycle connectivity between Southern Scottsdale and Papago Park.

GOAL LU 10

ADAPT LAND USE AND REGULATORY POLICIES AND STANDARDS TO ACHIEVE THE GOALS OF THE SOUTHERN SCOTTSDALE COMMUNITY AREA PLAN.

- **Policy LU 10.1**

As necessary, update General Plan land use categories and designations, growth and activity areas, and Transportation Master Plan Character Types classifications in order to promote new development and revitalization in targeted location throughout Southern Scottsdale.

- **Policy LU 10.2**

Encourage the examination, evaluation, and relevancy of existing zoning districts in Southern Scottsdale.

- **Policy LU 10.3**

Support regional cooperation and flexibility of cross border or community bordering land uses that provides mutually beneficial outcomes regarding existing or future commercial, employment, and residential development.

2 ● CHARACTER & DESIGN



Introduction

Southern Scottsdale's character and design are the foundation of its neighborhoods and community identity. Community residents have repeatedly identified pedestrian-friendly design, dynamic streetscapes, buildings that complement southwestern architecture, with more gathering and open spaces as the kind of developments they wish for their community. The Southern Scottsdale Community Area Plan provides a means for identifying and presenting expanded design guidelines that address the massing of buildings and their impact on the surrounding built environment.

Southern Scottsdale's predominant development pattern is a suburban model composed of a series of square mile sections divided roughly into one-quarter acre land parcels. At the center of each square mile section is a central school site and associated recreational open spaces. Commercial uses are located along major arterials, with apartments and offices along the perimeter edges. The City's green belt, the Indian Bend Wash, is the area's premier open space and shared-use path that runs roughly north to south, parallel to the Hayden Road alignment.

The primary residential character for the majority of Southern Scottsdale is single-story, ranch-style homes from the 1950s through the 1980s in a variety of design styles. Commercial architectural character varies north and south of the Downtown. As the area changes due to revitalization, it will be influenced by community expectations and regional influences.

Goals and Policies

GOAL CD 1

NEW AND REDEVELOPED RESIDENTIAL HOUSING SHOULD RESPECT EXISTING NEIGHBORHOOD CHARACTER AND DESIGN.

- **Policy CD 1.1**

New and redeveloped residential development should be compatible in terms of established neighborhood housing proportion, size, mass, and height.

- **Policy CD 1.2**

Architectural housing character should not be restricted to, but remain complementary with, existing neighborhood design.

GOAL CD 2

THE CHARACTER AND DESIGN OF MIXED-USE AND COMMERCIAL DEVELOPMENT SHOULD ACCOMMODATE A VARIETY OF LAND USES, ENGAGE PEDESTRIANS, AND EXTEND INDOOR SPACES TO THE OUTSIDE.

- **Policy CD 2.1**

Encourage pedestrian-oriented site design for new and revitalized development within Corridors, Regional Centers, and Activity Areas.

- **Policy CD 2.2**

Support new building design that respects existing area character, while allowing for the efficient and coherent use of building sites.

- **Policy CD 2.3**

Within Corridors, Regional Centers, and Activity Areas, locate new development along the street and provide parking immediately behind the building area.

- **Policy CD 2.4**

New development and redevelopment should provide a diversity of design by accommodating a mix of land uses both vertically and horizontally.

- **Policy CD 2.5**

Encourage both dedicated and publicly accessible open spaces within private developments to function as extensions of indoor spaces into outdoor areas.

GOAL CD 3

PROMOTE HIGH QUALITY DESIGN FOR NEW AND REVITALIZED MIXED-USE, COMMERCIAL, AND RESIDENTIAL DEVELOPMENT ALONG CORRIDORS, WITHIN REGIONAL CENTERS, AND ACTIVITY AREAS.

- **Policy CD 3.1**
Encourage design standards for Corridors, Regional Centers, and Activity Areas that enhance and strengthen new and revitalized development.
- **Policy CD 3.2**
Support façade and site improvements to existing development through incentives.
- **Policy CD 3.3**
Encourage new development to demonstrate a relationship with the design characteristics of the surrounding areas and, as appropriate, incorporate those qualities into its design.
- **Policy CD 3.4**
Building design should be sensitive to the evolving context of an area over time.

GOAL CD 4

SITE AND BUILDING DESIGN OF NEW DEVELOPMENT AND REDEVELOPMENT SHOULD RESPOND TO THE SONORAN DESERT CLIMATE.

- **Policy CD 4.1**
Encourage new development to incorporate designs such as shade structures, deep roof overhangs and recessed windows to address passive solar cooling opportunities.
- **Policy CD 4.2**
Encourage the use of a variety of textures and natural building materials to provide architectural visual interest and richness, particularly at the pedestrian level.
- **Policy CD 4.3**
Support landscape design that responds to the desert environment by utilizing indigenous and adapted landscape materials that complement the Southern Scottsdale built environment.



Design responding to unique, Sonoran climate (green roof, recessed windows, etc.).

GOAL CD 5

MAINTAIN, PROTECT, AND ENHANCE THE CHARACTER, QUALITY, AND CONNECTIVITY OF THE PUBLIC REALM AND OPEN SPACE AREAS.

- **Policy CD 5.1**
Maximize the connectivity, character, and functional uses of local parks and school sites to accommodate a wide range of community activities.
- **Policy CD 5.2**
Develop design standards and guidelines that direct and shape development adjacent to parks, trails, and open spaces.
- **Policy CD 5.3**
Recognize that public realm design guidelines and standards represent an opportunity to provide identity to a community or neighborhood and to convey its design expectations.
- **Policy CD 5.4**
Encourage plant placement that maximizes shade opportunities in pedestrian spaces, parking lots, and streetscape environments.
- **Policy CD 5.5**
Analyze Indian Bend Wash as a single continuing element within Southern Scottsdale and develop specific design guidelines and standards to guide and shape future development within, and adjacent to, this open space amenity.
- **Policy CD 5.6**
Papago Park and Camelback Mountain are significant landforms which redevelopment and new development should consider with regard to building orientation and site layout.



Pedestrian connectivity between the public realm and open space.

GOAL CD 6

PROMOTE, PLAN, AND IMPLEMENT DESIGN STRATEGIES THAT ARE SUSTAINABLE.

- **Policy CD 6.1**
Encourage compact development design along Corridors and in Regional Centers and Activity Areas to help reduce travel distances, encourage walking and cycling, and stimulate public transit use.
- **Policy CD 6.2**
Encourage building design, orientation, and layout that reduce energy consumption.

- **Policy CD 6.3**

Develop adaptable and sustainable building design strategies that could accommodate future innovative energy and environmental technologies as they become commercially viable.

- **Policy CD 6.4**

Encourage the use of sustainable design principles for remodeling and new development projects to mitigate building construction and operational impacts on the environment.

GOAL CD 7

PROTECT LOW-SCALE SINGLE-FAMILY NEIGHBORHOODS WITHIN SOUTHERN SCOTTSDALE BY UTILIZING LANDSCAPE BUFFERS AND TRANSITIONAL BUILDING FORMS, SHAPES, AND SIZES IN THE DESIGN OF NEW DEVELOPMENT AND REDEVELOPMENT.

- **Policy CD 7.1**

Encourage architectural and design transitions between new development and existing development.

- **Policy CD 7.2**

Consider form-based development standards as an option within Corridors, Regional Centers, and Activity Areas to encourage revitalization of these areas coupled with neighborhood protection.

- **Policy CD 7.3**

Respect, protect, and enhance established suburban neighborhoods as assets within Southern Scottsdale, while allowing for contemporary solutions to evolving development and market trends.

GOAL CD 8

ENHANCE THE DESIGN AND CHARACTER OF THE RESORT CORRIDOR SO THAT IT CONTINUES TO SERVE AS A MAJOR HOSPITALITY AND COMMERCIAL DESTINATION.

- **Policy CD 8.1**

Create a pedestrian-friendly environment along the Resort Corridor area through streetscape and adjacent development design.

- **Policy CD 8.2**

Promote the Resort Corridor's character as mixed-use and pedestrian friendly, featuring a variety of building types and gathering spaces.

- **Policy CD 8.3**

Support the development and implementation of signature architectural, landscaping, and signage guidelines which will promote the Corridor's identity and sense of place.

GOAL CD 9

ESTABLISH DESIGN GUIDELINES FOR CORRIDORS, REGIONAL CENTERS, AND ACTIVITY AREAS.

- **Policy CD 9.1**
Encourage vertical mixed-use design that includes housing placed over lower floors of office and retail uses.
- **Policy CD 9.2**
Support design guidelines that require development to provide connections to, and between, adjoining sites to reduce vehicle miles traveled.
- **Policy CD 9.3**
Continue to utilize the current lighting guidelines to enhance public safety, provide appropriate lighting for development, and supply transitional lighting levels to existing neighborhoods.

GOAL CD 10

PROVIDE PUBLIC ART TO CREATE EXCITING AND ATTRACTIVE PUBLIC SPACES THAT ARE USED AND ENJOYED BY SOUTHERN SCOTTSDALE RESIDENTS, WORKERS, AND VISITORS.

- **Policy CD 10.1**
Enhance the quality of life of Southern Scottsdale residents by increasing their access to the visual arts and create a more aesthetically-pleasing urban environment.
- **Policy CD 10.2**
Support the creation of exciting, appealing, and harmonious public spaces by integrating architecture, design, public art, and the planning of infrastructure at the earliest design stage.

3 • ECONOMIC VITALITY



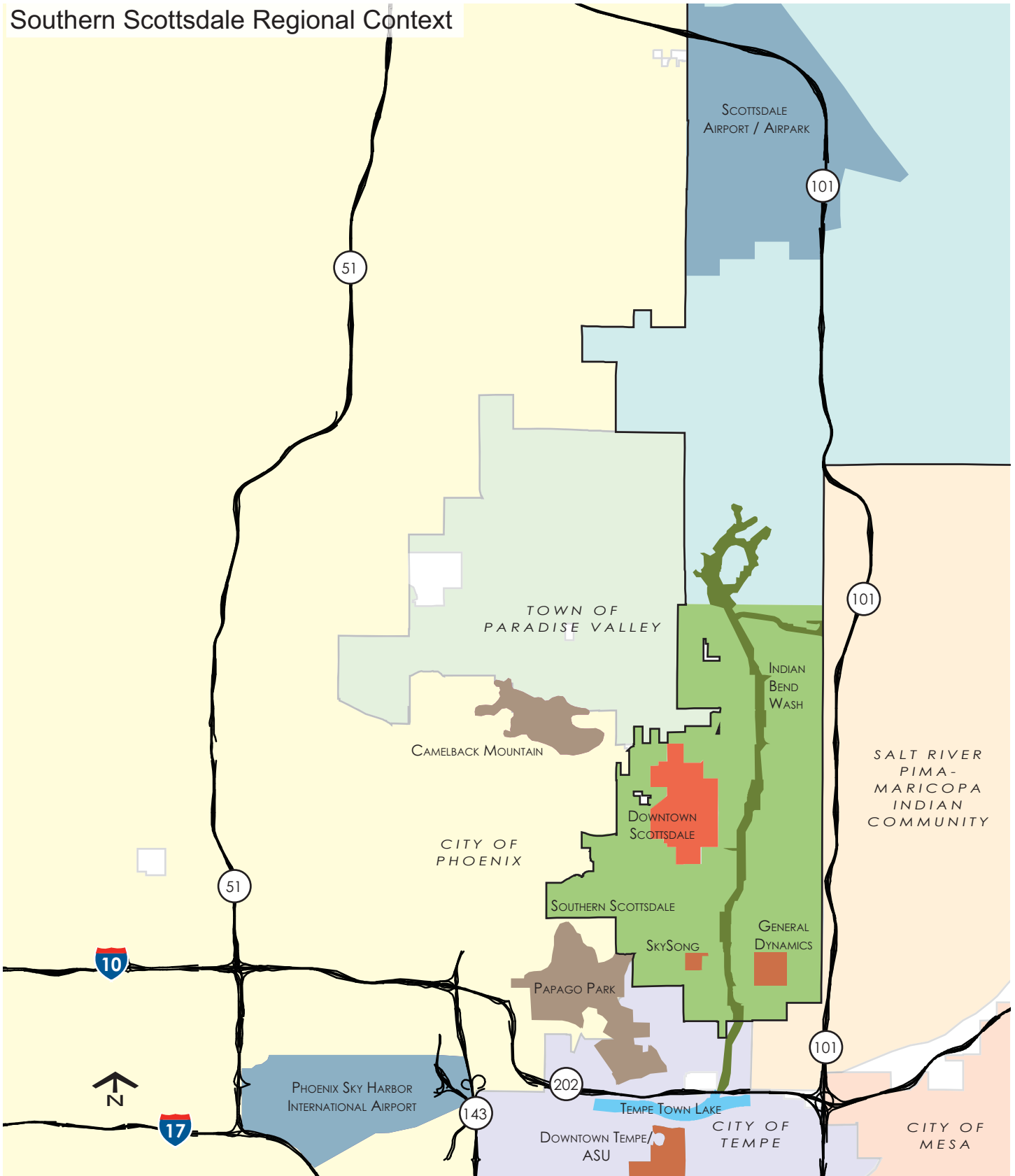
Introduction

Southern Scottsdale's economic growth directly impacts its residents' quality of life and the future viability of the community. Consisting mainly of mature residential neighborhoods, the area's commercial, business, and employment activities are located along major corridors and maintain a healthy economic base for the City of Scottsdale. Additionally, the area's proximity to recreational opportunities, two airports, the freeway system, and the cities of Tempe and Phoenix, the Town of Paradise Valley, and the Salt River Pima-Maricopa Indian Community, contribute to its reputation as an ideal place to live, work, play, and do business.

Populated by SkySong, General Dynamics, and nearby Scottsdale Health Care employment assets, Southern Scottsdale is near build out. Consequently, future economic development strategies will focus primarily on revitalization and infill development. Capitalizing on this approach, the Plan emphasizes the need to focus mixed-use development along Regional Corridors, with the greatest height and density located in Regional Centers. These development areas will encompass employment, retail, commercial, office, residential, hotel/tourism, entertainment, cultural, culinary, and educational uses.

The Southern Scottsdale community recognizes the need to encourage this mixture of economic activities as a path to enhance and expand its economic future. This chapter supports this approach by providing a framework of economic goals, policies, and implementation strategies to develop a sustainable economy that will maintain Southern Scottsdale residents' quality of life and the city's ability to provide superior community services. Consistent with Scottsdale's core values of environmental stewardship and sustainability, the Plan's goals and policies encourage job creation while supporting business and commercial activities that build upon Southern Scottsdale's character and natural environment. Southern Scottsdale is fortunate in its location, regional connections, involved citizenry, and engaged business community. It has an underlying strength and commitment by business and landowners, concerned local government and residents that will help use this Plan to provide guidance for a successful economic future.

Southern Scottsdale Regional Context



Goals and Policies

GOAL EV 1

SUPPORT REINVESTMENT THAT UPDATES AND/OR REPLACES AGING COMMERCIAL PROPERTIES.

- **Policy EV 1.1**
Support Opportunity and Regional Corridors, Regional Centers, and Activity Areas for areas of mixed-use and higher-density development as part of an overall economic revitalization strategy.
- **Policy EV 1.2**
Encourage additional height incentives for commercial and high-density residential development along Opportunity and Regional Corridors and within proposed Regional Centers and Activity Areas.
- **Policy EV 1.3**
Update the zoning ordinance and regulatory processes to improve city accommodation of more intense commercial development along Opportunity or Regional Corridors and within proposed Regional Centers and Activity Areas.
- **Policy EV 1.4**
Identify, evaluate, and implement economic revitalization and reinvestment tools to address commercial development in Southern Scottsdale.
- **Policy EV 1.5**
Support parking options that encourage the revitalization of small and/or shallow land parcels located along Opportunity and Regional Corridors and within proposed Regional Centers and Activity Areas.
- **Policy EV 1.6**
Work with the private sector to identify design, performance strategies, and development standards that can aid in attracting new businesses to Southern Scottsdale.
- **Policy EV 1.7**
Utilize the Los Arcos redevelopment designation as a tool to guide and stimulate commercial reinvestment in Southern Scottsdale.



Major employer: General Dynamics.

GOAL EV 2

ENHANCE ECONOMIC VITALITY AND ACTIVITY IN SOUTHERN SCOTTSDALE.

- **Policy EV 2.1**

Encourage new business and real estate development that will expand the community's tax base and support the long-term economic sustainability of Southern Scottsdale.

- **Policy EV 2.2**

Expand the range of Southern Scottsdale's entertainment, dining, and restaurant options in collaboration with the food and beverage community.

- **Policy EV 2.3**

Support the development of viable, smaller-scale grocery stores that can provide the variety, quality, and price of supermarkets while relying on a smaller customer base and floor space.



Underdeveloped strip center opportunity.

GOAL EV 3

CREATE ECONOMIC CONDITIONS IN SOUTHERN SCOTTSDALE TO SUPPORT JOB CREATION AND BUSINESS SECTOR GROWTH.

- **Policy EV 3.1**

Create economic development strategies specific to Southern Scottsdale to enhance business attraction, retention, and expansion to provide greater economic stability and generate tax revenues for city service provision.

- **Policy EV 3.2**

Encourage partnerships between Southern Scottsdale's business, labor, and professional trade sectors to create a community-based workforce development program.

- **Policy EV 3.3**

Support partnerships between Scottsdale, Tempe, Phoenix, Paradise Valley, and the Salt River Pima-Maricopa Indian Community for collaborative economic development and revitalization along Southern Scottsdale's borders.

- **Policy EV 3.4**

Support public/private collaboration that directs resources to create opportunities for start-up businesses.

**GOAL EV 4**

DEVELOP NEW AND ENHANCE EXISTING TOURISM AND VISITOR EXPERIENCES IN SOUTHERN SCOTTSDALE.

- **Policy EV 4.1**
Promote and encourage investment in South Scottsdale’s existing and future tourism assets.
- **Policy EV 4.2**
Encourage the development of specialized tourism branding in Southern Scottsdale for those areas which are currently, or may become, tourist destinations.
- **Policy EV 4.3**
Support the provision of suitable transportation connections within Southern Scottsdale to and from major tourism destinations.
- **Policy EV 4.4**
Market the Resort Corridor, Regional Centers and Activity Areas within Southern Scottsdale as engaging destinations for business events as the business tourism market becomes more sophisticated and competitive.
- **Policy EV 4.5**
Provide greater opportunities to develop new hospitality destinations and developments while expanding and improving existing resort/hotel accommodations.
- **Policy EV 4.6**
Maintain and enhance the Scottsdale Road Resort Corridor’s success by continuing to attract a variety of high-quality hospitality, restaurant, retail, office, and entertainment venues to the Corridor.
- **Policy EV 4.7**
Promote area tourism by cultivating Southern Scottsdale’s relationship to Indian Bend Wash and proximity to Papago Park as a unique tourism destinations that is home to various amenities, activities, and attractions.



GOAL EV 5

ENCOURAGE A STRONG ECONOMIC RELATIONSHIP AMONG OPPORTUNITY AND REGIONAL CORRIDORS AND ASSOCIATED REGIONAL CENTERS AND ACTIVITY AREAS.

- **Policy EV 5.1**
Promote the gathering of complementary high-tech and innovative businesses, suppliers, and corporate institutions into business clusters, within the Pima Regional Center, to increase Southern Scottsdale’s economic competitiveness.
- **Policy EV 5.2**
Continue to partner with Arizona State University’s SkySong sponsored knowledge and industrial-based business incubation processes by encouraging the creation of start-up businesses, offering access to facilities, office space, contacts, and specialized business expertise.
- **Policy EV 5.3**
Promote the development and location of a range of housing to meet executive and workforce housing needs in Regional Centers and adjacent mixed-use Regional Corridors to support business cluster and employment development.
- **Policy EV 5.4**
Provide Activity Area workforce housing by adding units above Opportunity Corridor revitalized lower-scale retail centers and strip malls to support multi-family residential development that is within walking distance of Activity Area commercial uses.

4 ● NEIGHBORHOOD REVITALIZATION



Introduction

Neighborhoods are the building blocks of a community. Within a neighborhood, people form a shared identity, face many similar problems, and are often concerned about the same issues. When it comes to neighborhoods, the perception of whether one is improving, stable, or declining guides whether or not a person or family chooses to buy or rent a house. Home to thirty percent of Scottsdale's population, the importance of stable residential neighborhoods and the lifestyles found within them helps to define the shared Southern Scottsdale community identity.

Consisting primarily of single-family detached ranch-style residential housing, Southern Scottsdale hosts some of the oldest neighborhoods in the city. Centrally located in the Phoenix Metropolitan Region's East Valley, Southern Scottsdale neighborhoods were developed in the late 1950s through the early 1980s. Populated by original owners and newly-arrived young families, these diverse, affordable neighborhoods continue to remain stable while nearby commercial areas have experienced economic challenges.

The Neighborhood Revitalization chapter provides goals, policies, and strategies to enhance Southern Scottsdale's neighborhoods through reinvestment and revitalization. The chapter offers a framework to assist residents in maintaining the quality of existing housing and neighborhood life style, buffers from commercial development, and renewal efforts throughout Southern Scottsdale.

Goals and Policies

GOAL NR 1

ENHANCE CURRENT RESIDENTIAL NEIGHBORHOODS WITHIN SOUTHERN SCOTTSDALE.

- **Policy NR 1.1**
Stimulate neighborhood residential reinvestment in existing neighborhoods through the creation of strong partnerships between the government, the private sector, and non-profit organizations.
- **Policy NR 1.2**
Provide fee reduction and regulatory flexibility as incentives for rehabilitation of existing housing and support the development of new residential construction.
- **Policy NR 1.3**
Encourage residential neighborhoods and nearby commercial properties to engage in property and building beautification and/or improvement projects.
- **Policy NR 1.4**
Support the evaluation and placement of significant historic resources on federal, state, and/or local registries to take advantage of incentives associated with such historic designations.
- **Policy NR 1.5**
Continue to support the designation of residential and neighborhood historic properties and districts, which protect and enhance property values through appropriate restoration, preservation, and promotion of significant historic resources.
- **Policy NR 1.6**
Update and implement existing City Council adopted neighborhood plans and develop new plans for other maturing neighborhoods located throughout Southern Scottsdale.



Revitalized commercial strip center.

GOAL NR 2

PROMOTE MULTI-MODAL CONNECTIONS THROUGHOUT SOUTHERN SCOTTSDALE NEIGHBORHOODS.

- **Policy NR 2.1**

Encourage a variety of transportation solutions that improve connectivity between neighborhood, commercial and recreation areas, and public services.

- **Policy NR 2.2**

Support a pedestrian enhancement plan that examines and offers physical improvements to street conditions to promote pedestrian/bicyclist mobility options that address universal design requirements, encourage resident interaction, promote safe routes to school, and enhance neighborhood connectivity.

GOAL NR 3

STRENGTHEN NEIGHBORHOOD IDENTITY, UNITY, AND HEALTH WITHIN SOUTHERN SCOTTSDALE.

- **Policy NR 3.1**

Encourage neighborhood identity and a sense of belonging by involving residents in developing neighborhood enhancement programs.

- **Policy NR 3.2**

Encourage neighborhoods to identify and expand upon existing community identities by understanding the distinctive elements that create their special sense of place and character.

- **Policy NR 3.3**

Enhance Southern Scottsdale residents' neighborhood interaction by creating more community gathering places that engage people of all ages and abilities and are safe and accessible by walking, bicycling, auto, and/or transit.

- **Policy NR 3.4**

Work with developers to provide community gathering places in private developments that are accessible to the surrounding community and appeal to both residents and visitors.

- **Policy NR 3.5**

Encourage the creation of community gardens and farmers' markets to unite neighborhoods and increase access to fresh local foods.

- **Policy NR 3.6**

Develop neighborhood plans that specifically address and prioritize individual neighborhood identity, unity, and community health issues.



Neighborhood identity through signage.

5 ● HOUSING



Introduction

Housing is much more than any particular building, street location, and/or neighborhood. Where people live, who their friends are, what quality of schooling their children receive, and what job opportunities are available all influence, and are derived from, their housing situation.

Maintaining existing and developing new housing options are important considerations for planning Southern Scottsdale's future. Southern Scottsdale residents desire a diversity of single and multi-family dwellings, housing options that allow the elderly to age in place, and the development of workforce housing to support major employers in the area. Community members have specifically identified mixed-use development as a primary means for providing a greater range of diverse housing opportunities.

As Southern Scottsdale reaches build-out, new development needs to focus on infill and redevelopment rather than the large residential subdivision developments of the past. Targeted, high-quality density and intensity of building construction describe the diverse types of development necessary for meeting the community's future housing demands and choices. The following housing goals and policies provide a structure to assist in advancing these diverse housing efforts throughout Southern Scottsdale.

Goals and Policies

GOAL H 1

SUPPORT DEVELOPMENT OF WORKFORCE HOUSING THROUGHOUT SOUTHERN SCOTTSDALE.

- **Policy H 1.1**
Support higher-density, workforce housing options along major arterials, Opportunity and Regional Corridors, Regional Centers, and Activity Areas in Southern Scottsdale.
- **Policy H 1.2**
Provide regulatory flexibility as well as development and fee incentives to encourage the development of affordable workforce housing.
- **Policy H 1.3**
Streamline regulations and expedite review processes to facilitate workforce housing and higher-density development options.
- **Policy H 1.4**
Support the development of workforce housing to ensure that provisions are made for meeting the shelter needs of essential workers such as police, teachers, firefighters, nurses, knowledge and service workers, and others.
- **Policy H 1.5**
Encourage workforce housing to be included in large redevelopment projects.

GOAL H 2

EMBRACE A WIDE RANGE OF HOUSING OPTIONS.

- **Policy H 2.1**
Promote changes to ordinances, policies, and standards that support a greater mix of housing sizes, styles, types, and range of pricing throughout Southern Scottsdale.
- **Policy H 2.2**
Facilitate public and private partnerships to develop new housing options and/or revitalization of existing neighborhood housing stock.
- **Policy H 2.3**
Provide regulatory, policy, and design considerations that focus on accommodating new housing typologies in Southern Scottsdale.
- **Policy H 2.4**
Increase availability of housing choices that meet the living activity requirements of diverse individuals, families, and for persons with disabilities.

- **Policy H 2.5**
Facilitate the assembly of larger building sites for significant residential housing projects to act as catalysts for redevelopment.
- **Policy H 2.6**
Focus coordinated public infrastructure investment and private sector housing development along Corridors and within Regional Centers and Activity Areas.

GOAL H 3

ENCOURAGE REINVESTMENT IN EXISTING RESIDENTIAL PROPERTIES.

- **Policy H 3.1**
Encourage housing revitalization or reinvestment that will advance Southern Scottsdale's design, character and economy.
- **Policy H 3.2**
Support and enhance the existing single and multi-family housing mix located in Southern Scottsdale.
- **Policy H 3.3**
Promote infill projects that include housing on vacant or underutilized land parcels located within Corridors and Centers as Southern Scottsdale reaches build out.
- **Policy H 3.4**
Continue to provide incentives and assistance to property owners to maintain existing housing inventory.
- **Policy H 3.5**
Increase the availability of resources and education concerning housing choices and financial literacy for first-time home buyers.



GOAL H 4

SUPPORT THE OPTION FOR OLDER SOUTHERN SCOTTSDALE RESIDENTS TO REMAIN IN THEIR NEIGHBORHOODS AND “AGE IN PLACE.”

- **Policy H 4.1**
Support older Southern Scottsdale residents’ ability to maintain a desirable lifestyle within their existing neighborhoods.
- **Policy H 4.2**
Encourage older Southern Scottsdale homeowners to remain at home by providing support services, housing maintenance, modification, or adaptation that allow residents to manage their daily life in a familiar community setting.
- **Policy H 4.3**
Foster public, private, and non-profit partnerships to develop a range of elder care programs, services, and housing choices, located on Corridors and at Centers, which support graduated housing/care for older residents who do not want to maintain a home.
- **Policy H 4.4**
Maintain and improve neighborhood mobility options and services for older residents through transit provisions and American with Disabilities Act (ADA) connections.

6 • COMMUNITY MOBILITY



Introduction

A safe, connected, convenient, and comfortable transportation network facilitates a healthier and more vibrant community. It allows for a greater range of land use decisions that accommodate more activities and businesses for residents and visitors, different housing options for changing demographics, regional connectivity, and exciting choices for travel and recreational opportunities for both local and regional markets.

Southern Scottsdale is a mix of various business, activity, community service, and residential areas. All users need a system of transportation choices that will allow them to navigate effectively and efficiently through Southern Scottsdale. Future mobility choices need to be respectful of the area's aging population, the existing and emerging land use patterns, as well as the growing demand to improve bicycle and pedestrian circulation options.

The Southern Scottsdale Character Area Plan supports the enhancement of Southern Scottsdale's multi-modal transportation system to offer residents regional connectivity to employment and service opportunities located outside the area and local mobility linkages for community members and visitors to area specific destinations. This chapter provides goals and policies that enhance resident mobility options, serve community values, provide parking strategies, mitigate traffic impacts, and elevate the role of pedestrians and cyclists throughout Southern Scottsdale.

Goals and Policies

GOAL CM 1

INCREASE THE RANGE OF MOBILITY OPTIONS AVAILABLE TO AREA RESIDENTS AND BUSINESSES.

- **Policy CM 1.1**
Develop an effective range of safe, reliable, and where feasible, less congested mobility systems for Southern Scottsdale.
- **Policy CM 1.2**
Promote both internal and external connectivity between mobility modes to create an integrated transportation system for the benefit of Southern Scottsdale.
- **Policy CM 1.3**
Provide continuous pedestrian and bicycle pathway access between Regional Centers and Activity Areas, Corridors, park and open spaces, and transit systems.
- **Policy CM 1.4**
Foster greater use of public mobility resources in Southern Scottsdale by maintaining and enhancing the range of transit modes and routes, passenger comfort, frequency of service, and hours of operation.
- **Policy CM 1.5**
Support Scottsdale Road as the city's designated high-capacity corridor between the City of Tempe and Downtown Scottsdale.
- **Policy CM 1.6**
Provide enhanced schedule coordination between Southern Scottsdale neighborhood/ local transit and the surrounding regional transportation systems.
- **Policy CM 1.7**
Promote "complete streets" concepts to encourage multi-modal opportunities on Southern Scottsdale's arterial streets.



Mobility option: bicycling.

 **GOAL CM 2**

DIRECT MOBILITY POLICIES AND INVESTMENT TO SUPPORT COMMUNITY VISIONS AND VALUES.

- **Policy CM 2.1**

Promote greater use of public and private partnerships to encourage carpooling, bus card usage, alternative work schedules, and the reduction of single-occupant vehicle trips to achieve sustainable mobility choices.

- **Policy CM 2.2**

Provide more effective mobility choices by reducing travel barriers that cause safety concerns for pedestrian and non-motorized users.

- **Policy CM 2.3**

Continue to utilize innovative transportation technologies in order to reduce congestion and pollution.

- **Policy CM 2.4**

Regional Center, Activity Area, Regional Corridor, Opportunity Corridor, and Resort Corridor roadways that meet the required Transportation Master Plan street character design and daily lane capacity number criteria, will be designated as “Urban Character Types.” These areas consist of mixed-use and urban neighborhoods where pedestrian activity is likely to be the highest and alternative modes of transportation more likely.

- **Policy CM 2.4.1**










As illustrated in the “Proposed Street Classification Map,” amend the Urban Major and Minor Arterial designations to include:

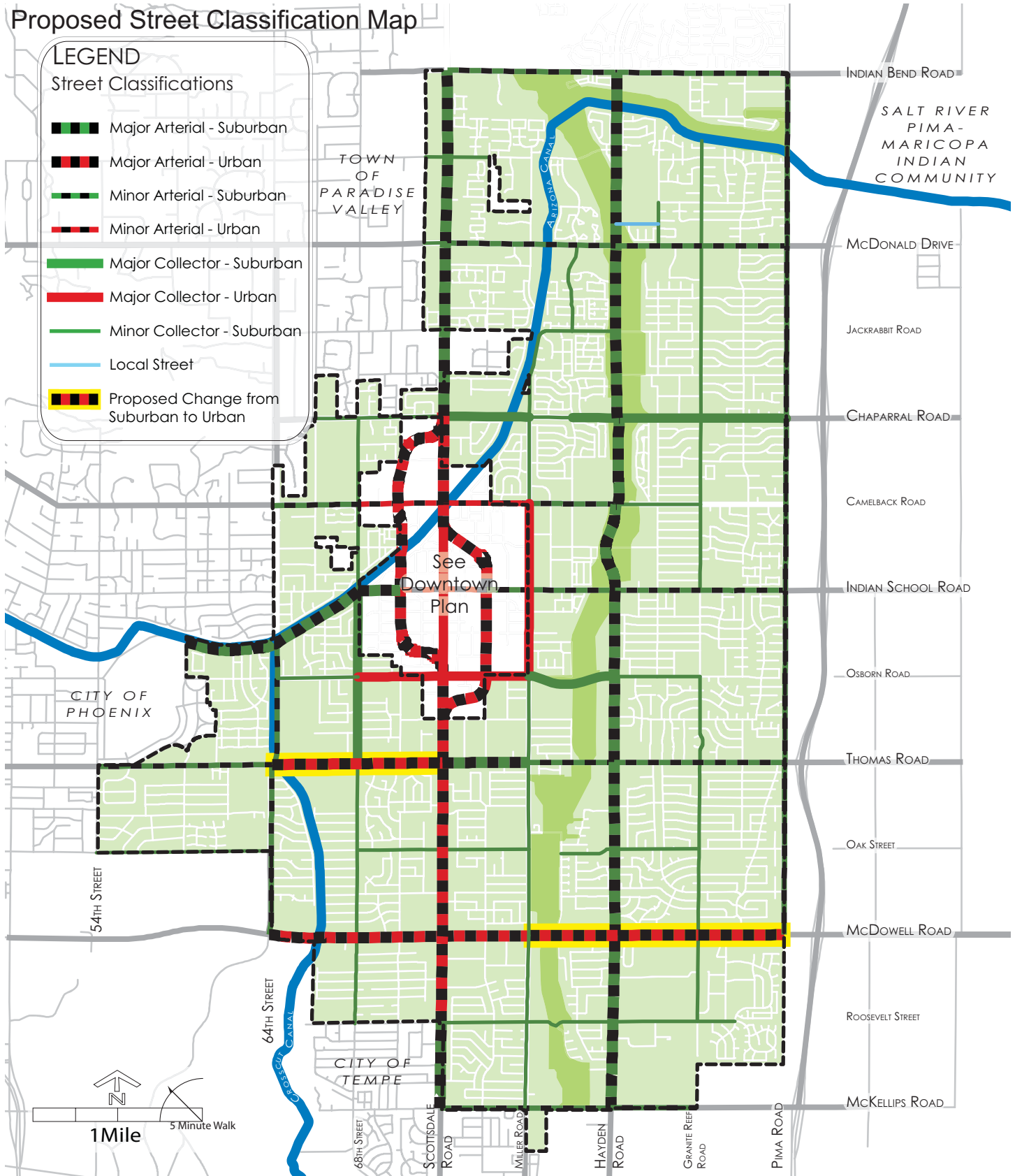
- McDowell Road, between Miller and Pima Roads; and
 - Thomas Road between 64th Street and Scottsdale Road.

Proposed Street Classification Map

LEGEND

Street Classifications

-  Major Arterial - Suburban
-  Major Arterial - Urban
-  Minor Arterial - Suburban
-  Minor Arterial - Urban
-  Major Collector - Suburban
-  Major Collector - Urban
-  Minor Collector - Suburban
-  Local Street
-  Proposed Change from Suburban to Urban



GOAL CM 3

ADVANCE THE ROLE OF TRANSIT SERVICES TO PROVIDE MOBILITY AND CONNECTIVITY, AND ENHANCE SOCIAL WELFARE IN THE SOUTHERN SCOTTSDALE AREA.

- **Policy CM 3.1**
Increase the effectiveness and efficiency of transit routes throughout Southern Scottsdale.
- **Policy CM 3.2**
Enhance transit vehicles and services for seniors and persons with disabilities or mobility restrictions to enable them to better access both trolley and fixed-route transit systems.
- **Policy CM 3.3**
Continue to provide “complementary” paratransit service for individuals within $\frac{3}{4}$ mile of all transit routes.



Example of pedestrian-friendly transit stop.

GOAL CM 4

ADVANCE THE ROLE OF PEDESTRIAN AND BICYCLE MOBILITY AND CONNECTIVITY WITHIN SOUTHERN SCOTTSDALE.

- **Policy CM 4.1**
Provide physical improvements for streets and right-of-ways to promote pedestrian and cyclist comfort throughout Southern Scottsdale.
- **Policy CM 4.2**
Support the improvement of transit stops to be more pedestrian-friendly with shade, bicycle lock-up facilities, and trash receptacles.
- **Policy CM 4.3**
Encourage an increased emphasis on overall user safety while resolving conflicts between pedestrians, bicycles, and motorized vehicles.
- **Policy CM 4.4**
Promote greater non-motorized connectivity between transportation systems, residential neighborhoods, Regional Centers, Activity Areas, Corridors, canals, schools, parks, Indian Bend Wash, and Papago Park.

GOAL CM 5

PROVIDE GREATER PUBLIC AND PRIVATE/PUBLIC PARKING CAPACITY AND MANAGEMENT IN LOCATIONS ACCESSABLE TO MULTI-MODAL TRANSPORTATION OPTIONS.

- **Policy CM 5.1**
Promote the creation of public and private/public parking management districts that pay for the construction, maintenance, and/or rehabilitation of parking facilities.
- **Policy CM 5.2**
Promote the strategic location of public and private/public parking facilities throughout Southern Scottsdale to serve Corridor, Regional Center, and Activity Area development as well as to facilitate small lot Planned Unit Development (PUD) District revitalization and redevelopment.
- **Policy CM 5.3**
Support a “park once” automobile strategy that allows people to park their car once and circulate throughout the area by public transit, walking, and/or bicycling.
- **Policy CM 5.4**
Promote shared parking options to take advantage of different peak periods of parking demand among adjacent landowners and reduce the amount of land dedicated to parking facilities.

GOAL CM 6

MITIGATE THE IMPACTS OF SOUTHERN SCOTTSDALE'S VEHICULAR TRAFFIC ON ADJACENT RESIDENTIAL NEIGHBORHOODS.

- **Policy CM 6.1**
Promote Neighborhood Traffic Management on local streets and within neighborhoods impacted by speeding and cut-through traffic.
- **Policy CM 6.2**
Maintain appropriate traffic flow on major and minor arterials to minimize traffic impacts in residential areas.

7 ● PUBLIC SERVICES & FACILITIES



Introduction

The Southern Scottsdale Community Area Plan provides a unified development strategy that shapes the physical form of Southern Scottsdale and guides revitalization and new development efforts. The success of Southern Scottsdale can be seen in the diversity and character of how infrastructure, facilities, and public amenities have evolved to serve a wide demographic population and changing service needs. The ability to continue to provide Southern Scottsdale with quality public facilities and services will be influential to the area's future residential, commercial, employment, and recreational viability.

In order to continue to promote a high quality of life for the Southern Scottsdale community, future demands on infrastructure, facilities, and social services need to be identified and addressed. One of the key tenets of land use planning is that development should be permitted only where it can be accommodated by necessary public facilities and services. The intent of this plan is to reach that development and/or revitalization goal by assisting in the improvement and maintenance of public services and facilities located throughout the area.

To accomplish that outcome, this chapter focuses on identifying community and educational facilities, green building, infrastructure, and public services as the means to develop an overarching strategy to maintain and enhance Southern Scottsdale. The proposed goals, policies, and implementation strategies should assist in the continued transformation of Southern Scottsdale into a unique blend of vibrant neighborhoods connected to mixed-use economically-vital corridors.

Goals and Policies

GOAL PSF 1

PROVIDE ENHANCED PUBLIC AND SOCIAL SERVICES THROUGHOUT SOUTHERN SCOTTSDALE.

- **Policy PSF 1.1**
Enhance quality solid waste disposal and recycling services for all residential, multi-family, and commercial properties.
- **Policy PSF 1.2**
Promote awareness of and provide better access to governmental and non-governmental social service resources that serve the broadest range of area residents.
- **Policy PSF 1.3**
Promote reinvestment and application of advanced technologies to provide greater energy and communication infrastructure efficiencies.
- **Policy PSF 1.4**
Expand community/neighborhood policing and fire safety in Southern Scottsdale through proactive problem solving and community engagement.
- **Policy PSF 1.5**
Increase the coordination and efficiency of human service programs by reviewing and aligning services, where feasible, with community and other non-profit agency partnerships.
- **Policy PSF 1.6**
Address the needs of the growing senior population's ability to age in place through:
 - **Policy PSF 1.6.1**
Housing rehabilitation and maintenance services;
 - **Policy PSF 1.6.2**
Nutritional and medical assistance programs;
 - **Policy PSF 1.6.3**
Opportunities for the development of multi-generational communities;
 - **Policy PSF 1.6.4**
Greater choices in residential options, including elder or continuing care facilities; and
 - **Policy PSF 1.6.5**
The provision of senior care services by public, private, and non-profit providers.

- **Policy PSF 1.7**

Continue to promote and maintain the city's code enforcement efforts to further property maintenance, community aesthetics, and public safety for all those who live, work, and recreate in Southern Scottsdale.

- **Policy PSF 1.8**

Provide convenient city services, such as satellite city offices and/or facilities for businesses and residents in Southern Scottsdale.

- **Policy PSF 1.9**

Partner with Scottsdale Community College, Scottsdale Unified School District, Arizona State University, and other educational institutions to provide lifelong learning opportunities for Southern Scottsdale residents of all ages.

GOAL PSF 2

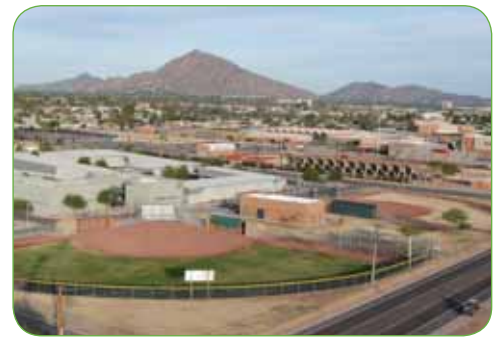
CONTINUE TO PROVIDE ACCESSIBILITY TO PUBLIC AND CIVIC FACILITIES FOR RECREATIONAL SERVICES THAT BENEFIT SOUTHERN SCOTTSDALE AREA RESIDENTS.

- **Policy PSF 2.1**

Maintain and enhance existing district facilities and centers, in collaboration with the Scottsdale Unified School District, to meet the range of health and recreational program needs of the Southern Scottsdale community.

- **Policy PSF 2.2**

Support the continuing use of city and non-profit facilities for recreational services and programs for area residents.



School recreational facilities.

GOAL PSF 3

PLAN AND PROVIDE FOR SOUTHERN SCOTTSDALE'S EXISTING AND FUTURE INFRASTRUCTURE NEEDS.

- **Policy PSF 3.1**

Support stormwater master planning and provision of regional drainage infrastructure to protect Southern Scottsdale properties from flooding and minimize individual on-site stormwater storage requirements.

- **Policy PSF 3.2**

Promote private/public partnerships for financing and construction of necessary infrastructure.

- **Policy PSF 3.3**

Encourage both the private and public sectors to underground existing and new 69kV and lower voltage power lines throughout Southern Scottsdale, where feasible.



Drainage and street surfacing improvements.

8 ● OPEN SPACE & RECREATION



Introduction

Open space and recreation areas have different meanings for different people. They can be small or large venues, hosting sports facilities, or offering unimpeded access to contemplative natural area open space. Southern Scottsdale residents have recognized their active community parks and passive open spaces as essential to the overall well-being of their community.

These open space and recreation areas provide several important functions for Southern Scottsdale. They serve the public by providing connections to other regional open space amenities, the public good of flood control and air cleansing, and benefit natural systems through surface water retention and groundwater percolation. Yet most noticeably, these spaces create greater social interaction and enhance Southern Scottsdale's economy by attracting tourists and supporting outdoor recreation.

As Southern Scottsdale continues to evolve, future increased demands on open space and recreational facilities must be addressed. The following chapter provides goals and policies to provide, maintain, and enhance quality open space and recreational opportunities for the Southern Scottsdale community.

Goals and Policies

GOAL OSR 1

DEVELOP, IMPROVE, MAINTAIN, AND ENHANCE THE QUALITY OF SOUTHERN SCOTTSDALE'S OPEN SPACE ENVIRONMENTS.

- **Policy OSR 1.1**
Promote the acquisition of additional urban public open space within Southern Scottsdale.
- **Policy OSR 1.2**
Protect mature vegetation while encouraging indigenous and adapted plant materials to inhabit open and recreational spaces, streetscapes and private development landscaping throughout Southern Scottsdale.
- **Policy OSR 1.3**
Provide regulatory incentives to proposed development in exchange for the creation of new open spaces throughout Southern Scottsdale.
- **Policy OSR 1.4**
Promote public and private partnerships and intergovernmental agreements to protect, preserve, maintain, enhance, and/or expand regional open spaces in and around Southern Scottsdale.
- **Policy OSR 1.5**
Rethink the roles and functions of urban service alleyways as viable paths and open space connectivity opportunities for Southern Scottsdale residents.



Low-water use plant materials along a public trail.

GOAL OSR 2

DEVELOP AND IMPROVE OPEN SPACE AND PARK FACILITIES FOR RECREATION PURPOSES.

- **Policy OSR 2.1**

Improve, enhance, and upgrade existing open spaces, indoor and outdoor recreational facilities, and equipment that are outdated to continuously offer quality recreational opportunities to the community.

- **Policy OSR 2.2**

Develop new recreational facilities, parks, and open spaces to meet future needs of the Southern Scottsdale community.

- **Policy OSR 2.3**

Foster a balance between passive open space resources and the provision of neighborhood, specialty, and regional parks' programmed recreational activities.

- **Policy OSR 2.4**

Promote a year-round range of indoor and outdoor recreational opportunities for residents of all ages and abilities and encourage inter-generational participation in activities.

- **Policy OSR 2.5**

Improve access and parking for open space, recreation, and park areas by acquiring property or land easements, as necessary, to meet long term Southern Scottsdale park visitor needs.

- **Policy OSR 2.6**

Continue to upgrade the canal systems found within Southern Scottsdale for recreation and open space amenity purposes.

GOAL OSR 3

CONTINUE TO MAINTAIN AND ENHANCE INDIAN BEND WASH AS A PRIMARY OPEN SPACE RESOURCE THAT PROVIDES FOR COMMUNITY AND REGIONAL RECREATION NEEDS.

- **Policy OSR 3.1**

Encourage public and private investments to improve, enhance, and upgrade existing open spaces and indoor and outdoor recreational facilities throughout Indian Bend Wash to continuously offer quality recreational opportunities to the community.



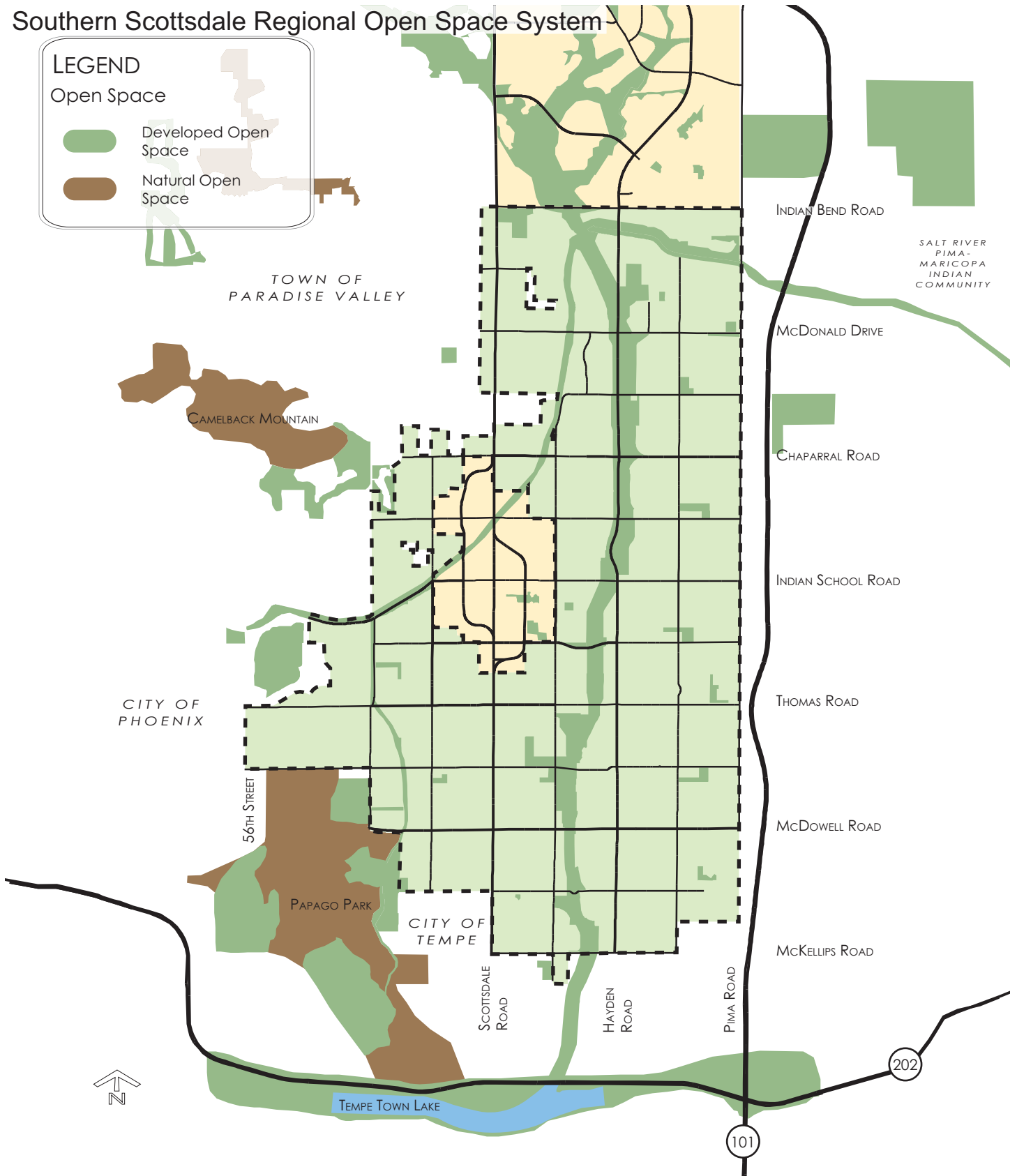
Recreational facilities within Indian Bend Wash.

Southern Scottsdale Regional Open Space System

LEGEND

Open Space

- Developed Open Space
- Natural Open Space



- **Policy OSR 3.2**

Evaluate a change in land use and development orientation on properties adjacent to the Indian Bend Wash to promote interplay of complementary activities such as dining, recreational/rental facilities, and social gathering spaces.

- **Policy OSR 3.3**

Create new and improve existing access between neighborhoods and the Indian Bend Wash.

GOAL OSR 4

SCOTTSDALE SHOULD BECOME AN ACTIVE STAKEHOLDER IN PAPAGO PARK IMPROVEMENTS AND USES.

- **Policy OSR 4.1**

Encourage the City of Scottsdale to become a Papago Park land holder through annexation of a portion of the park's land that borders Southern Scottsdale.

- **Policy OSR 4.2**

Plan and develop a range of strategies for enhancing Southern Scottsdale's access and connectivity to and from Papago Park.

- **Policy OSR 4.3**

Support Papago Park restoration efforts for degraded sensitive habitat areas affected by access and recreation activities.

- **Policy OSR 4.4**

Encourage the cities of Phoenix, Scottsdale, and Tempe and the Salt River Pima-Maricopa Indian Community to enter into an intergovernmental agreement to approve and implement the Papago Park Master Plan.



Papago Park multi-purpose trail.

9 ● PRESERVATION & ENVIRONMENTAL PLANNING



Introduction

Preservation and Environmental Planning involve shaping a community by protecting and improving air and water quality, conserving plant and wildlife resources, reducing exposure to hazards, and maintaining natural features and the built environment. In Southern Scottsdale, the application of this planning philosophy represents an important path to making the community a more desirable place to live, work, and recreate.

As the most densely populated and mature area of the city, maintaining a healthy environment for Southern Scottsdale citizens is a priority. Management of solid wastes and superfund activities, air and water quality protection, urban heat island mitigation, energy efficiency, and renewable energy generation all impact the daily lives of area residents.

This chapter presents preservation and environmental goals and policies for Southern Scottsdale. They provide a guide for residents to increase their interaction with and conservation of the built and natural environment. The results of these efforts will protect and sustain the unique environmental qualities of Southern Scottsdale.

Goals and Policies

GOAL PE 1

PROMOTE CONSERVATION AND SUSTAINABILITY WITHIN NEIGHBORHOODS.

- **Policy PE 1.1**
Encourage green building practices, techniques, incentives, and energy efficiency programs in neighborhood development to support sustainable urban desert living.
- **Policy PE 1.2**
Respect the character of historically designated properties when undertaking energy-efficient residential improvements.
- **Policy PE 1.3**
Encourage compact development to reduce auto dependency and parking requirements, encourage multi-modal transportation options, provide open space, and facilitate pedestrian mobility.

GOAL PE 2

MITIGATE THE URBAN HEAT ISLAND EFFECT.

- **Policy PE 2.1**
Continue to examine new and reinvestment development plans to identify strategic landscape opportunities for passive building cooling and to provide shaded pavement in parking lots and on streets.
- **Policy PE 2.2**
Encourage the use of techniques that employ vegetative building roofs to decrease air pollution, energy use, and the urban heat island effect.
- **Policy PE 2.3**
Encourage the use of cool-roof technologies that employ solar coatings and materials that reflect sunlight and heat away from a building, reducing temperatures.
- **Policy PE 2.4**
Support the use of paving materials that reflect more solar energy, slow water evaporation, or remain cooler than conventional pavements.

GOAL PE 3

CONTINUE ONGOING IMPROVEMENT TO WATER MANAGEMENT AND QUALITY.

- **Policy PE 3.1**

Encourage the use of efficient technologies and new approaches to manage the use, reuse, and maintenance of water resources throughout Southern Scottsdale.

- **Policy PE 3.2**

Encourage the City of Scottsdale to continue regional collaboration efforts with providers and other jurisdictions to secure a variety of water rights and capacity for future use.

- **Policy PE 3.3**

Encourage greater use of new technologies to address the challenges and benefits of separation, treatment, and reapplication of residential and commercial grey waters.

- **Policy PE 3.4**

Manage stormwater effectively throughout Southern Scottsdale by developing more urban oriented and cost-effective retention and mitigation solutions for new and existing development.

- **Policy PE 3.5**

Continue to monitor and support Southern Scottsdale soil and groundwater remediation efforts associated with the Indian Bend Wash Superfund Site.

- **Policy PE 3.6**

Promote Southern Scottsdale water conservation by planting indigenous and adapted desert plant and tree species to reduce landscape water usage.

GOAL PE 4

IMPROVE AIR QUALITY.

- **Policy PE 4.1**

Offer multi-modal, alternative motorized, and non-motorized transportation choices such as transit, trolleys, and bicycles as a means to reduce air pollution emissions.



Chaparral Water Treatment Plant incorporates award-winning membrane filtration process.

- **Policy PE 4.2**

Support air quality efforts by limiting dust and particulate production, providing enhanced urban forestry, and participating in meeting regional air quality standard requirements.



GOAL PE 5

FOSTER ENERGY EFFICIENCY AND RENEWABLE ENERGY GENERATION THROUGHOUT SOUTHERN SCOTTSDALE.

- **Policy PE 5.1**

Undertake city and utility provided energy audits for Southern Scottsdale's existing commercial and residential buildings.

- **Policy PE 5.2**

Promote public, private, non-profit, and utility partnerships that support the upgrading of water, electrical, irrigation, and communication systems in existing homes.

- **Policy PE 5.3**

Support energy efficiency in existing homes by encouraging and educating homeowners about the benefits of practicing resource conservation.

- **Policy PE 5.4**

Encourage onsite building development to include solar and other renewable energy generation capabilities.

- **Policy PE 5.5**

Support a Net-Zero policy that requires new buildings to achieve energy efficiencies by producing and exporting at least as much renewable energy as the total energy it imports and uses each year.

- **Policy PE 5.6**

Develop appropriate design standards for renewable, on-site energy generation.

- **Policy PE 5.7**

Promote public, private, non-profit, and utility partnerships to develop funding mechanisms for establishing a Southern Scottsdale renewable energy improvement district.

- **Policy PE 5.8**

Develop an education series that utilizes an on-site renewable energy generation demonstration program.

Glossary

A

Activity Areas – are areas where development is concentrated, but to a lesser degree than Growth Areas.

Age in place - implies that older people will remain in the community, either in their family homes, in homes to which they have moved in middle or later life, or in supported accommodation of some type, rather than moving into residential care.

Arterial - is a moderate or high-capacity road which is immediately below a highway level of service. An arterial road carries large volumes of traffic between areas in urban centers.

B

Branding – the process of creating and disseminating an identity, often expressed in the form of logos, phrases, or graphic representations.

Built Environment - man-made elements including, but not limited to, buildings, structures, roadways, canals, paths, trails, that together create the physical character of an area.

Business Clusters – are a concentration of interconnected businesses, suppliers, and associated institutions in a particular field. Clusters are considered to increase the productivity with which companies can compete, nationally and globally.

C

Centers - consist of concentrated land uses categorized as regional and combinations of graduating densities of housing, retail spaces, employment, commercial, transit stops, regional transportation linkages, and parking facilities.

Character – those features, qualities, and attributes that give a place its identity; urban design is concerned with the use of character to distinguish place or relate places to one another. Character becomes unique when tied to a geographic location.

Compact Development - refers to development that uses less land than conventional development.

Complete Streets – a street 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.

Continuing Care Retirement Communities (CCRC) - allow seniors to “age in place,” with flexible accommodations that are designed to meet their health and housing needs as these needs change over time. Residents entering these communities sign a long-term contract that provides for housing, services and nursing care, usually all in one location, enabling seniors to remain in a familiar setting as they grow older.

D

Density – usually recognized as the number of housing units per acre of land in residential districts. Gross density is defined as the total number of units divided by the total land area of the site, excluding nothing. Net density is the total number of units divided by the net area of the lot or site (excluding roads, public open space, utility rights-of-way, and community facilities). Density is often used interchangeably with intensity. Intensity refers to the level or concentration of activity occurring on a site or in an area.

Design Guidelines - a set of statements to guide land development to achieve a desired level of quality for the physical environment.

E

Elder Care - sometimes referred to as long-term care, includes a wide range of services that are provided over an extended period of time to people who need help performing normal daily living activities because of cognitive impairment or loss of muscular strength or control. This type of care can include rehabilitative therapies, skilled nursing care, palliative care, and social services, as well as supervision and a wide range of supportive personal care provided by family caregivers and/or home health care agencies. Elder care may also include training to help older people adjust to or overcome many of the limitations that often come with aging.

F

Form Based Code - addresses the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks.

G

Green Building – the practice of increasing the efficiency with which buildings use resources, such as energy, water, and materials while reducing building impacts on human health and the environment during the building’s lifecycle. It is achieved through site layout, building design, construction, operation, maintenance, and removal.

Grey Water - is non-industrial wastewater generated from domestic processes such as dish washing, laundry, and bathing. Grey water comprises 50-80% of residential wastewater. Grey water comprises wastewater generated from all of the house’s sanitation equipment except for the septic tank.

Growth Areas – are areas where future development is focused – coordination of infrastructure with development activity is encouraged – development of mixed-use and multi-modal transportation are most appropriate in these areas.

H

Historic Residential Exterior Rehabilitation (HRER) Program - assists homeowners in

the city's designated historic districts with maintaining the special historic character of their homes. Under this program, many homeowners seek funding for more energy efficient and functional replacement windows.

Human Scale - generally refers to the use of human-proportioned architectural features and site design elements clearly oriented to human activity. A building has a good human scale if its details, elements, and materials allow people to feel comfortable using and approaching it. Features that give a building human scale also encourage human activity.

I

Incubator – a program designed to accelerate the successful development of entrepreneurial companies through an array of business support resources and services.

Infill – development of individual vacant lots or “leftover” vacant properties within areas that are already developed and have access to urban services and infrastructure.

Intensity - a measure of the extent to which a land parcel is developed in conformity with zoning ordinances.

J

K

L

Live-Work - indicates that the quiet enjoyment expectations of the neighbors in the building or adjacent buildings take precedence over the work needs of the unit in question. Therefore, 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. Reversion to work-only or live-only may be acceptable, depending on surrounding users. Flexibility is important in this type of development.

M

Massing – the physical volume, shape, or bulk of a building. A grouping of individual parts, or elements, that compose a unified form or shape of unspecified size or quantity.

Mixed-Use (1) - General Plan land use designation that includes Southern Scottsdale - defined in the General Plan.

Mixed-Use (2) - 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; vertically in the same building; or through a combination of the two. This may result in a combination of residential, commercial, industrial, office, institutional, or other land uses. Characteristics of mixed-use development include: pedestrian orientation and connectivity; the accommodation of all modes of travel; the inclusion of residential development in

the mix; and the physical and functional integration of uses through careful design of public spaces, streets, and buildings.

Mobility – the ability to move from one place to another or to transport goods or information from one place to another.

Multi-modal – an approach to transportation that includes all users (pedestrians, bicyclists, transit vehicles, equestrians, and motorists) of all ages and abilities and aims to create a comprehensive, integrated, and connected transportation network.

N

Natural Environment - commonly referred to simply as the environment, is a term that encompasses all living and non-living things occurring naturally on earth.

O

Open space - refers to all open space of public value, including active and passive park lands, washes, canals, lakes and ponds which offer important opportunities for sport and outdoor recreation and can also act as a visual amenity.

P

Pedestrian Oriented Design – is a form of development that makes the street environment inviting for pedestrians. Commercial areas may be characterized by special sidewalk pavement, zero front and side yard setbacks, buildings of varied

architectural styles, street-facing window displays, an absence of front yard parking, benches, and other amenities. Residential areas may be characterized by sidewalks, parkways, front porches, low fences, lighting, and other amenities.

Planned Unit Development (PUD) - is a designed grouping of varied and compatible land uses, such as housing, recreation, commercial centers, and industrial parks all within one contained development or subdivision. It is also a zoning designation intended to create a built environment superior to that which would be accomplished through conventional zoning districts.

Public Realm – consists of publicly-owned streets, sidewalks, rights-of-ways, parks and other publicly-accessible open spaces, and public and civic buildings and facilities.

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

Q

R

Regulatory Flexibility - with regard to the Southern Scottsdale Character Area Plan, this is the process by which land use, zoning, and design guideline regulations can be adapted in order to achieve

community goals or to respond to changing land use and development needs and trends. Regulatory flexibility is primarily granted through a review and action of the City Council in a public hearing format.

Reinvestment – seeks to attract new private investment that results in the creation of new jobs, the retention of existing jobs, encourages new development, and the expansion of the Southern Scottsdale’s tax base.

S

Sensitive Edge Transitional Buffer – is a defined area that is formed in order to create a separation between dissimilar uses and/or development intensities, in an effort to reduce the pressure or influence of one area upon the other and to reduce the risk of adverse affects and impacts from the more intense development.

Sustainable Design – the intention of eliminating negative environmental impacts through integrated, sensitive design and development. Often sustainable designs require no non-renewable resources, impact the environment minimally, and relate people with the natural environment.

Sustainability – for the purposes of the Southern Scottsdale Character Area Plan, this is a condition of living which enables the present generation to enjoy social well-being, a vibrant economy, and a healthy environment without compromising the ability of future generations to enjoy the same.

T

Transition Areas – is a change from one development density to another or a preserved area to a developed area.

U

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

Urban Heat Island Effect – a phenomenon involving elevated temperatures in urban and as compared to out-lying rural surroundings. Heat islands are generally caused by reduced vegetation, solar heat absorption, material heat capacity, use of energy, and building spacing.

V

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

W

Walkability – the extent to which the built environment is designed so that people are able and encouraged 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 using landmarks, effective signage, and/or building design.

Workforce Housing – means a broad range of owner and renter residential housing, located in or near employment centers, and intended to appeal to essential workers in the community i.e. police officers, fire fighters, teachers, nurses and medical technicians, knowledge and office workers, etc.

X

Y

Z

Related Plans, Ordinances & Documents

A

» *Assessment of Southern Scottsdale*

C

» *Community Facilities Master Plan*

» *Parks and Recreation Master Plan*

» *Canal Corridor Study*

D

» *Design Guidelines and Development Framework for the ASU Scottsdale Center for New Technology and Innovation and the Surrounding Area*

» *City of Scottsdale Design Standards and Policies Manual*

E

» *Economic Vitality Strategic Plan*

G

» *Greater Air Park Community Area Plan*

» *Scottsdale's Green Building Program*

L

» *Los Arcos Redevelopment Plan*

M

» *McDowell Road Streetscape Plan*

R

» *Real Estate Economic Analysis of Use Options in Southern Scottsdale*

» *Resort Corridor Specific Area Plan*

S

» *Scottsdale General Plan*

» *Scottsdale Road Streetscape Design Guidelines*

» *Scottsdale Neighborhood Preservation Task Force Final Report*

» *Southern Scottsdale Existing Conditions Report*

» *Scottsdale Zoning Ordinance*

» *Stormwater Master Plan*

T

» *The Market for Retail and Office Uses and Strategic Recommendations for the Enhancement of Southern Scottsdale*

» *Trails Master Plan*

» *Transportation Master Plan*

Implementation Programs

Recommended Program	Goals(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Zoning and Land Use Changes:							
PUD/Mixed-Use:							
Property Development Standards-setbacks, height allowance, parking etc.	LU1, LU3, LU10, CD2, CD3, H1, CM5	City	•				
Vertical Mixed-Use Height Allowances	LU5, LU9, CD2, CD9, EV1	City	•				
Development Flexibility/ Bonuses/ Incentives for Public Benefit	LU1, LU3, LU9, LU10, CD2, CD3, CD6, CD7, CD8, EV1, CM5, OSR1, OSR3	City	•				
Facilitate Reinvestment/Revitalization	LU1, LU3, LU5, LU8, LU10, CD3, EV1	City	•				
Time-Sensitive/ Sunsets Performance Standards	LU3, LU5	City	•				
Sensitive Edge Buffering/Transitions	LU7, CD1, CD7	City	•				
Accommodate Diverse Range of Mixed-Use	LU3	City	•				
Land Assemblage	LU3, H2	City	•				
Provision of Public Amenities in New Developments (i.e., Gathering Spaces, Plazas, etc.)	CD2	City	•				•
Zoning Ordinance Updates:							
Create Greater Housing Options through Zoning Ordinance Update	LU1, LU10, EV1, H2	City	•			•	
Review and Update Zoning Ordinance to Reflect Current Policies, Trends, and Market Conditions	EV1	City	•				•
Examine Current Land Use and Zoning Anomalies to Update and Reflect Current Policies Trends and Market Conditions	EV1	City	•				•
Re-evaluate Parking Requirements Nearby Public Transit	EV1, CM5, PE1	City	•				

Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Zoning and Land Use Changes (Cont.):							
Overall Parking Flexibility for Mixed-Use Development	EV1, CM5	City	●				
Southern Scottsdale Area-Specific Parking Standards	CD2, EV1, CM5	City	●				
Character & Design Programs:							
Public Art:							
The Incorporation of Public and/or Private Art in Development/ Infrastructure Projects	CD10	City, Private					●
Public Art Master Plan	CD10	City, Private	●			●	
Southern Scottsdale Design Programs:							
Regional/Opportunity/Resort Corridor Design Guidelines	CD3, CD5, CD8, CD9	City	●				
Motor Mile/Galvin Parkway Gateway Design	CD3						
Regional Center and Activity Area Design Guidelines	CD3, CD9						
Sensitive Edge Buffering Design Guidelines	LU7, CD1, CD3, CD7						
Gathering Space Design Guidelines	CD2, CD8, NR3, OSR2						
Alley Open Space Design Guidelines	OSR1						
Site Design Guidelines for Mixed-Use	CD2						
Sonoran Desert Building Design Guidelines	CD4						
Public Realm Design Guidelines	CD5						
Sustainable Building Design Guidelines	CD6						
Design Guidelines for Indian Bend Wash Improvements	LU8, CD5						
Economic Programs:							
Economic Development Programs:							
Branding Program	EV3, EV4	Private, City				●	
State Legislative Initiatives	LU10, EV3	City	●				●
City Application and Permit Fee Schedules	CD3, EV1, NR1, H3, OSR1	City				●	
Incentives for Revitalization Efforts	CD3, EV1, EV4, NR1	City				●	●

Recommended Program	Goals(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Economic Programs (Cont.):							
Development/Redevelopment Agreements	LU3, CD7, EV4	City, Private					•
Indian Bend Wash/Papago Park Adjacent Employment Opportunities	CD5, EV5	City, Private		•			
Marketing Program	EV3, EV4	City, Private				•	
Conference/Exhibition/Entertainment Facilities	EV4	City, Private	•				•
Incentives for Critical Industries	EV2, EV3, EV4	City, Private					•
Specialty Food Markets, Small Groceries and Fresh Produce Incentive Program	EV2	City, Private	•				•
Area Market Analysis Opportunities and Constraints	EV1, EV2, EV3	City, Private	•				•
Specialized Use Clusters of complementary business uses	EV2, EV5	City					•
Southern Scottsdale Business Retention	EV3	City					•
Small Business Assistance	EV5	City					•
Workforce Development Programs:							
College Apprenticeship	PSF1, EV3	City, Private, Non-Profit	•				
Assist Workforce Housing	LU8, EV5, H1, H2	City, Private, Non-Profit		•			
Tourism Programs:							
Tourism Wayfinding Programs	CD8	City	•				
Resort Market Analysis	EV4	City	•				
Update City Tourism Program	EV4	City	•				
Resort Corridor Maintenance/Improvements	LU4, CD8	City, Private					•
Develop and Support Special Events/Festivals	EV4, NR3	City, Private					•
Hospitality Revitalization	LU4	City, Private				•	•
Redevelopment and Infill Programs:							
Develop Enhanced Business District Program	EV1	City		•			•

Recommended Program	Goals(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Economic Programs (Cont.):							
Residential Housing Revitalization and Reinvestment	H3	City, Private	●				●
Improve Vacant and Under-utilized Land (Ex: Central Business District, Infill Incentive Districts, Government Property Lease Excise Tax Programs)	EV1, H3	City, Private	●				●
Neighborhood Programs:							
Community Beautification/Improvement Programs	NR1, H3	City, Private	●			●	
Historic Registration Designation/Inventory Program	NR1	City, Private				●	
Neighborhood Planning Process/Update	NR1	City, Private	●			●	
Appropriate Historic Building Retrofitting	CD6, PE1	Private					●
Historic Residential Exterior Rehabilitation Program (Replacement Windows, etc.)	NR1	Private					●
Grant Programs to Fund Improvements	NR1, H2	City, Private, Non-Profit		●			●
Community Identity and Involvement Programs	CD5, NR2, NR3, H3	City, Private, Non-Profit					●
Expansion of Human Services Programs	NR3, H3, PSF1	City, Private, Non-Profit					●
Community Garden Demonstration Projects	NR3	City, Private, Non-Profit					●
Housing Programs:							
Expand and Monitor Housing Strategies	H1, H2, H3	City				●	
Inventory Housing Needs	H2	City	●			●	
Expand Rental Housing Code Enforcement	PSF1	City					●
Partnership/Revitalized Housing	H2, H4	City, Private, Non-Profit	●				●
Partnership/Eldercare Housing	H4, PSF1, CM3	City, Private, Non-Profit	●				●

Recommended Program	Goals(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Housing Programs (Cont.):							
Mix of Housing/Living Environments	H2, H4, PSF1	City, Private, Non-Profit	•			•	
Create Housing Education Program	H3	City, Real Estate Industry		•			
Mobility Improvements & Programs:							
Pedestrian/Bicycle Improvements:							
Shade Structures/Shade Trees	CD4, CD5, NR2, CM4, OSR1	Private, City					•
Street Furniture	NR2, CM4	Private, City					•
Exterior and Site Lighting	NR2, CM2, CM4, CD9	Private, City					•
Sidewalk/Path Improvements	CD5, NR2, CM1, CM2, CM4	Private, City					•
Way-finding Systems	CD2, CD8, CM4	Private, City	•				
Pedestrian/ Bicycle Connections	LU7, LU9, CD2, CD5, CD9, NR2, NR3, CM1, CM4	Private, City	•				
Street/Intersection Improvements:							
Motorized/Non-Motorized Neighborhood Connectivity	LU7, CD9, NR3, CM1, PE1, PE4	City				•	
Functional Complete Streets Program	CD5, NR2, CM1, CM2, CM4	City	•			•	
Streetscape Design Improvements	CD5, NR2, CM1, CM2, CM4						
Urban Major and Minor Arterial Character Designation Changes	CM2	City	•				•
Parking Options:							
Public/Private Parking Facilities	LU3, CM5	City, Private					•
Shared Parking-Adjoining Properties	CM5	City, Private	•				•
Transit Related Programs:							
Higher Density Development/Transit Relationship	LU2, LU3, LU5, CM2, CM3	City	•				
Trolley Circulation Service	EV4, H4, CM1, CM3, CM5, PE4	City				•	

Recommended Program	Goals(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Mobility Improvements & Programs (Cont.):							
Compliance with Section 504 of the Rehabilitation Act	CM3	City					●
Upgrade Transit Management Technology Systems	CM2	City					●
Multi-Modal Transit Connectivity	EV4, NR2, CM1, CM2, CM3, CM4, OSR4, PE4	City					●
Implementation of Transportation Master Plan	LU10	City	●				●
Traffic Calming Programs	CM1, CM2, CM4, CM6	City, Private					●
Scottsdale Road Corridor for High Capacity Transit Use	CM1	City and RPTA	●				
Public Facilities/ Services / Programs:							
Maintain Recreational Facilities and Open Space	OSR1, OSR2	City					●
Police/Fire Services	PSF1	City					●
Commercial/ Multi-family Solid Waste Recycling	PSF1	City		●			
Implement Stormwater Master Plan	PSF3, PE3	City	●				
Examine and Update City Code Enforcement	PSF1	City	●				●
Examine Urban-Oriented, Stormwater Detention	PSF3, PE3	City	●				
Power Line Burial/Mapping	PSF3	City		●			
Identify Infrastructure Needs and Priority Areas	H2, PSF3	City, Private	●				●
Efficiency in Public Communication/ Energy Systems	PSF1, PE5	City, Private		●			
Open Space Programs:							
Develop Outdoor Recreational Opportunities and Greater Public Realm Connectivity	CD5, OSR2, OSR4	City	●			●	

Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Open Space Programs (Cont.):							
Acquire/Annex New Open Spaces (Ex: A Portion of Papago Park)	NR3, OSR1, OSR2, OSR4	City	•			•	
Update Existing Facilities and Increase Accessibility	CM1, CM4, OSR2	City				•	
Maintenance/Best Practices for Landscaping	CD4	City					•
Alley Open Space/Connectivity	OSR1	City		•		•	
Examine Change of Existing Land Uses Along Indian Bend Wash for Proposed Activation Areas	LU8, OSR3	City					•
Indian Bend Wash Mapping of Activation Areas	LU8, OSR3	City	•				
Enhance Access to Indian Bend Wash	LU8, OSR3	City	•				
Research Existing 404 Permit for Allowable Improvements within Indian Bend Wash	LU8, OSR3	City	•				
Create Noise Abatement Guidelines for Uses Along Indian Bend Wash	LU8, OSR3	City	•				
Preservation and Environmental Programs:							
Green Building:							
Green Technology Elements (American Society of Heating Refrigerating and Air Conditioning, International Code Council, and Leadership in Energy and Environmental Design)	CD4, CD6, PE1, PE2, PE5	City	•				•
Use of Plants for Shade, Cooling, Clean Air, Heat Mitigation	CD6, OSR1, PE2	City, Private	•				•
Use Materials Which Absorb Less Radiant Heat	CD4, CD6, PE2	City, Private	•				•
Utilize New Technologies for Grey Water Reclamation	PE3	City, Private	•				•

Recommended Program	Goals(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Preservation and Environmental Programs (Cont.):							
Expand Dust and Particulate Reduction Program	CD6, PE4	City, Private	●				●
Explore a Renewable Energy Improvement District	PE5	City	●				●
Renewable Energy Educational Series	PE5	City	●				●
Incentives for Green Building Retrofits	CD6, PE1	City		●		●	
Environmental and Building Programs:							
Potable/Recycled Water Use	PE3	City	●				●
Examine and Update Ordinance and Other Pertinent Regulations to Address Water Conservation	PE6	City	●				●
Evaluate In-lieu Stormwater Impact Fees	PSF3, PE3	City	●			●	
Net-Zero Energy Efficiency Incentives	CD6, PE1, PE5	City	●				
Environmental/Energy/Conservation Education Programs	OSR1, PE1, PE5	City, Private	●			●	
Develop an Urban Forestry Best Practices and Education Program	PE2, PE3, PE4	City, Private		●			●
Compact Development	LU5, CD6, H3, CM1, CM4, CM5, PE1	City, Private	●				●
Intergovernmental Programs:							
Maintain and Enhance Community Access to School Facilities	CD5, EV5, PSF1, PSF2	City, School District					●
Enforce Regional Air Quality Requirements	PE4	City, Regional State, Federal					●
Scottsdale Road High Capacity Transit	CM1	City, Regional			●		
Collaborate with Utility Companies for Infrastructure Needs	PSF3, PE5	City, Utility Provider		●			●
Collaborate with Intergovernmental Entities and Non-Profit Agencies to Preserve Regional Open Space	OSR3, OSR4	City, Non-Profit, Intergovernmental					●

Recommended Program	Goals(s) Implemented	Responsible Entity(ies)	2010-2015	2016-2021	2022-2030	Annual	On-going
Intergovernmental Programs (Cont.):							
Revenue Sharing for Auto Retail and Employment with Salt River Pima-Maricopa Indian Community	LU10, EV3	City, Non-Profit, Intergovernmental		•			
Collaborate with Federal, State, and City Governments to Explore the Use of Recycled/Grey Waters for Irrigation Purposes in Southern Scottsdale and Indian Bend Wash	PE3	City, Private, Intergovernmental	•				•
Collaborate with Federal, State, and City Governments to Update the Current 404 Permit for Indian Bend Wash (Within Southern Scottsdale) for Future Public, Private, and Public/Private Improvements.	LU8, OSR3	City, Private, Intergovernmental	•				
Other:							
Southern Scottsdale Plan Annual Report	n/a	City				•	

