

Implementation

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

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

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

Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
CHARACTER & DESIGN									
1	Old Town Scottsdale Urban Design & Architectural Guidelines Update	CD 9							•
2	Old Town District Master Plans	LU 2				•		•	
3	Downtown Maintenance & Safety Education Programs	CD 5							•
PEDESTRIAN/STREETSCAPE AMENITIES & IMPROVEMENTS									
4	Identify pedestrian crossing locations	M 1							•
5	Improve accessibility, streetscapes and pedestrian amenities by repairing and replacing sidewalks and crossings to meet ADA requirements and contribute to pedestrian comfort.	M 1, M 2, M 3							•
6	Pedestrian Wayfinding – Design and construct pedestrian level wayfinding signage throughout Old Town. Include a specific sign-topper program for the Historic Old Town District.	M 2, M 3						•	
7	Main Street Streetscape Design & Construction Phase I – Complete streetscape improvements on Main Street from Scottsdale Rd. west to Hotel Valley Ho.	CD 5, M 2		•	•				
8	Main Street Streetscape Design & Construction Phase II – Complete streetscape improvements on Main Street from Scottsdale Rd east to Brown St.	CD 5, M 2						•	
9	Transform Scottsdale Road – Enhance the Scottsdale Road experience. Retain the existing number of lanes, widen sidewalks, establish a signature median, and locate gateway monuments at Drinkwater and Goldwater Boulevards.	CD 5, M 1, M 2						•	•
10	Increase Public Bicycle Parking	M 7							•

	Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
11	Create a Comprehensive Downtown Shade and Tree Plan.	CD 6, CD 7, M 7	Planning & Development, Parks & Recreation		●					●
12	Entertainment District Improvements – Increase district lighting levels, and install public safety cameras and bollards for safety and tourism purposes.	CD 6, CD 8, M 2	Planning & Development, Public Works, Public Safety, Transportation, Tourism, Private	●						●
13	2nd Street Roadway & Pedestrian Improvements – Widen and repair sidewalks, add bike lanes, new landscaping and pedestrian lighting, and build two pocket parks to help create a better pedestrian experience.	CD 5, CD 6, M 1, M 2, M 6, M 7	Transportation, Public Works	●	●					
PUBLIC SPACES										
14	Civic Center – Improve the visibility of and entrance to the civic center space from Old Town and add features for children and events adjacent to the Civic Center Library.	CD 5, CD 9, CD 10	Public Works	●						
15	Scottsdale Stadium Area Improvements – Redevelop the area around the stadium by demolishing and rebuilding the parking structure north of stadium. Following demolition, reestablish 2nd Street, and rebuild the garage with a commercial/retail liner along Drinkwater with improved pedestrian level features, and additional event space. Includes new stadium entry and skyboxes.	CD 8, M 4	Public Works						●	
16	Scottsdale Stadium Renovations – Design and construct improvements that may include the left field berm and third base line seating, Gate A improvements and enhancements, seating bowl improvements, and public art.	CD 8, M 4	Public Works	●						

Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
17	Arizona Canal – Transform the area around the canal by providing additional public event spaces, relocating the horse fountain out of the street round-about to a new plaza location, adding infrastructure to support special events and public art installations, integrating the pedestrian realm into the surrounding areas, providing additional parking, and adding bicycle transportation amenities.	CD 8, CD 10, M 2, M 4							•
18	Fifth & Goldwater – Add robust landscaping and pedestrian improvements to the City-Owned parking lot.	CD 8, CD 10, M 2, M 4	•	•					
OLD TOWN PARKING									
19	Parking Assessment – Maintain an inventory of all parking spaces in Old Town and provide assessments of parking utilization by quadrant.	M 4		•					•
20	Parking Management & Operations – Monitor on-street parking time limits and adjust as needed to ensure parking turnover, maximize parking space use, and help provide parking throughout the downtown. Utilize physical/digital signs and online maps that identify available parking.	M 4, EV 3							•
21	Use of alternative modes – Partner with businesses to support commute trip reduction and the increased use of public transportation.	M 4							•
22	Special Events Parking Analysis – Evaluate special event parking and create a parking plan to address large special events.	M 4							•
23	Parking Regulations – Assess and adjust, as appropriate, parking standards to more accurately reflect supply and demand.	M 4							•
24	Mobility Management – Encourage more efficient travel patterns, including changes in mode, timing, destination, and vehicle trip frequency.	M 4, EV 3							•

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

Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
ECONOMIC VITALITY									
35	Expand programmatic partnerships between community organizations (City, Experience Scottsdale, Chamber, etc.) to benefit business connections	EV 1	Economic Development, Contracted Agency						•
36	Small Business Training – Expanded Small Business Training Programs, focusing on areas of need for storefront merchants	EV 1, EV 2	Economic Development, Private						•
37	Business Tools – Consider various business development and retention tools	EV 1, EV 2	Economic Development, Private						•
INFRASTRUCTURE IMPROVEMENTS									
38	Undergrounding of Utilities – Continue to underground utilities in conjunction with private development.	CD 10	Public works, Planning & Development, Local Utilities, Private						•
39	Utility Cabinets Relocation – Relocate utility cabinets located in highly visible areas, where possible, with redevelopment or infrastructure improvements.	CD 10	Public works, Planning & Development, Local Utilities, Private						•
40	Restrooms - Improve existing & construct new facilities throughout downtown. Consider providing temporary seasonal restroom facilities in the Entertainment District until permanent restrooms are constructed.	CD 10	Public Works, Tourism, Private						•
41	Infrastructure and Public Realm Improvements - Invest in, maintain, upgrade, and expand infrastructure and public realm improvements. Assess opportunities to acquire land for inclusion in Capital Improvement Plan. New development should also contribute to necessary infrastructure.	CD 1, CD 5, CD 10	Public Works, Private						•

Recommended Program	Goal(s) Implemented	Responsible Entity(ies)	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 10	ONGOING
42	Public infrastructure master plans – Regularly update public infrastructure master plans. Ensure updates will help facilitate the implementation of the Old Town Plan goals and policies.	CD 9, CD 10							●
43	Coordinate utility maintenance and installation – Utilities and associated infrastructure should be standardized, installed, and maintained in a way that minimizes disruption and can accommodate existing and future development. Encourage the placement of utilities underground.	CD 10							●
44	Public Safety – Monitor response times for emergency, medical, fire, and law enforcement to maintain appropriate levels of service for existing and new development.	LU 1							●
45	City Services - Maintain the primary city governance and administrative services within the Civic Center. Expand as necessary to provide needed services.	LU 1, LU 2							●
46	Complete 2nd Street bike path improvements to connect the Indian Bend Wash to Old Town and create a major east-west bike corridor south of Indian School Road.	M 6, M 7	●	●					
47	Add bicycle detection at all signalized intersections on streets with bike lanes or routes in the downtown area.	M 7							●
48	Provide wayfinding signage and pavement markings for bicyclists throughout Old Town.	M 7							●
49	Advance waste reduction and diversion with a Twin the Bins program.	CD 10							●
EVENT PROGRAMMING									
50	Canal Convergence – Further develop the 10-day fall event and expand it from the Arizona Canal to include other areas throughout Old Town.	AC 1, AC 2, AC 3							●

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

*Old Town

SCOTTSDALE
CHARACTER AREA PLAN

