

# VISION STATEMENT

**Vision:**

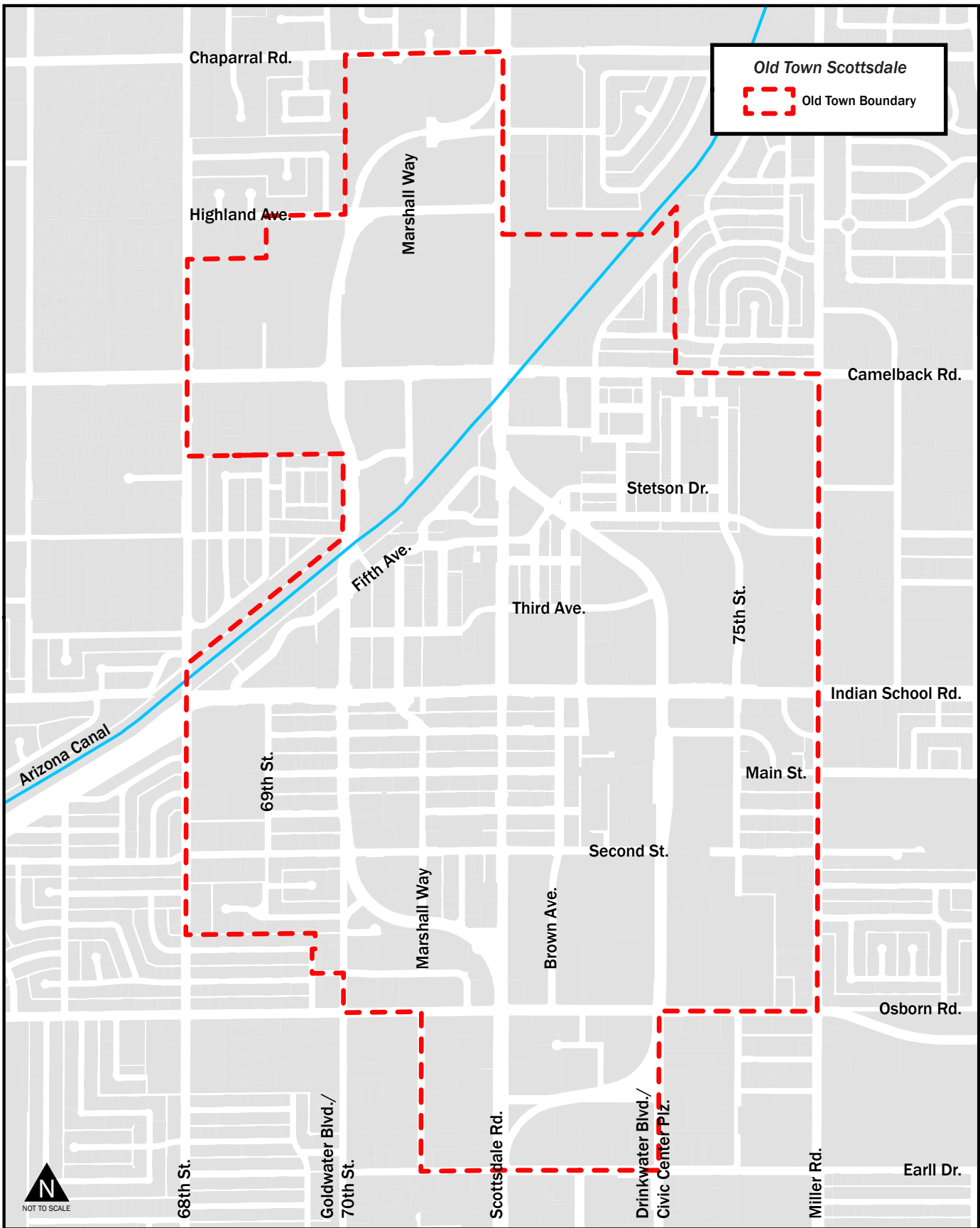
Comprised of its unique districts, Old Town Scottsdale is a vibrant city center which maintains its Distinctive Character and recognizes its western heritage, while boldly looking to its future.

**Values:**

Driven by quality of life for its citizens, visitors, and businesses, this vision is guided by the following values (values listed are of equal importance):

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

*“Downtown Scottsdale is where the new west meets the old west!”*  
 ~ Placemaking Workshop Participant, 2007



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