

# 4 ● NEIGHBORHOOD REVITALIZATION



## Introduction

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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.

