

5 • ECONOMIC VITALITY



Introduction

Downtown Scottsdale has experienced steady economic growth and development since the adoption of the original Downtown Plan in 1984. The results of this economic viability can be seen in the mix of Old Town land uses, activities and development: increasing population, numerous hotels, major employers, boutique offices and creative spaces, a prominent medical campus, destination and unique specialty retail, strategic public investments, cultural facilities, nightlife and entertainment venues, and art galleries all of which combine to create a vibrant hub for resident, worker, and visitor economic activity. Growing and nurturing this diverse economic base is critical to Old Town's continued success.

Economic vitality for Old Town Scottsdale is encouraged and maintained through public and private investment, the character and quality of development, and strengthening Old Town's competitive position among similar locations with comparable land use patterns. This chapter of the plan establishes economic goals and policies that encourage Old Town to be a sustainable and functional mixed-use center for the city and region. These policies emphasize the need for urban development that encompasses specialty retail, arts/cultural opportunities, office, residential, hotel/tourism uses, as well as retention and expansion opportunities for major employers, as the underpinnings for an economically healthy downtown. The plan provides the framework within which the private sector can assume a strong leadership role in the revitalization and continued emergence of Old Town, ensuring economic viability into the future.

"I like the urban flavor of different activities Downtown."

~ Focus Group Participant, 2007

Goals & Policies

GOAL EV 1

SUPPORT OLD TOWN'S PROMINENT ECONOMIC ROLE AS A HUB FOR ARTS, CULTURE, RETAILING, DINING, ENTERTAINMENT, TOURISM, EVENTS, AND EMPLOYMENT.

- **Policy EV 1.1**
Encourage land uses, activities, and special events that support downtown as a General Plan designated Growth Area.
- **Policy EV 1.2**
Promote downtown as an environment attractive to both leisure visitors and a skilled workforce.
- **Policy EV 1.3**
Attract tourism-supporting land uses, activities, and special events to reinforce Old Town as a robust tourism destination.
- **Policy EV 1.4**
Appeal to residents, visitors, and workers with programs and services that support a high quality, year-round, successful mix of retail, dining, entertainment, emerging enterprises, and small businesses that contribute to Old Town's unique character.



Maintain and enhance Old Town's retail mix.



Expand employment opportunities. Attract new office and commercial development.



GOAL EV 2

PROMOTE PRIVATE INVESTMENT IN, AND ATTRACT NEW DEVELOPMENT TO, OLD TOWN.

- **Policy EV 2.1**
Encourage investment in residential and commercial development that ensures Old Town’s economic competitiveness regionally and nationally.
- **Policy EV 2.2**
Promote a mix of daytime/nighttime activities year-round through residential and commercial development in Old Town.
- **Policy EV 2.3**
Encourage private investment to deliver downtown development and community amenities.
- **Policy EV 2.4**
Promote the retention of major downtown employers.
- **Policy EV 2.5**
Expand downtown employment opportunities with a focus on target growth industries.
- **Policy EV 2.6**
Retain, expand, and support Old Town’s Medical District that serves as both a major employer and community service provider.
- **Policy EV 2.7**
Attract and retain a broad array of economic activities that widen the appeal of Old Town and strengthen the city’s tax base.
- **Policy EV 2.8**
Enhance Old Town’s quality of life amenities and housing choices, to appeal to a skilled workforce and promote business attraction.



Promote a mix of daytime and nighttime activities in Old Town.



Retain a broad array of economic activities, such as art galleries, to widen the appeal of Old Town.

GOAL EV 3

EMBRACE AND EXPLORE INNOVATIVE SOLUTIONS TO INFRASTRUCTURE AND SERVICE DELIVERY.

- **Policy EV 3.1**

Pursue new technologies that will better leverage and capitalize on city assets and improve service delivery through the Scottsdale Smart Cities Initiative or similar efforts.

- **Policy EV 3.2**

Pursue approaches to downtown parking, transportation, mobility, and public space limitations through a combination of demonstrated national best practices as well as early adoption of technology.

“The City should be flexible and encourage high quality revitalization and innovative developments.”
~ Downtown Scottsdale Town Hall Report, 2006

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