



City of Scottsdale Tourism & Events Department
Downtown Scottsdale 2.0 Open House Feedback

Two Sessions:

Wednesday, December 14, 2016

Thursday, December 15, 2016

Topics discussed regarding the present and future of Downtown Scottsdale included:

- 1) **Commercial Development**
- 2) **Arts and Culture**
- 3) **Services**
- 4) **Marketing**
- 5) **Events/Festivals**
- 6) **Parking**
- 7) **Connectivity**
- 8) **Competition**

1) Commercial Development

Small is part of downtown charm

Who is downtown?

Tech industry?

Need master plan that specifies uses / building types

Office

Jobs / industries

Don't need call centers

Low paying

High parking demand

Small, professional

Creative

5 – 25 person office

Affordable

Add more office space, current vacancy 4%, but not downtown, do on periphery

Help businesses reach DT residents

Government less involved, let free market work

Retail:

Need for unique clothing (niche to bring back)

Keep open after 6 pm (especially high tourist season)

Need more

Restaurants:



- Culinary school
- Wine bars / tasting rooms
 - Partner / cluster with food trucks and entertainment

Diversity:
Important to keep

Bike sharing

Food trucks:
Some for, some against

- Not located near brick & mortar restaurants
- Both necessary for diversity / vibrancy
- Consider seasonal cycles, parking impact

Public market concept

2) Arts /Culture

- Performance space
- Performances
- Support businesses to support arts industry
 - Sound
 - Fabric
 - Designers
 - Sets
 - Actor's lab (lose)
 - Galleries (losing)
 - Keep open past 5 pm (especially during peak tourist season)
 - Capitalize on uniqueness
- Example: Poison Pen
 - Often brings people to downtown (200-1000)
 - Need affordable event space to accommodate
 - Currently go out of downtown to accommodate
 - Writer's colony (opportunity)
- Convention center?
 - Need an affordable option for events/performances

3) Services:

- Wi-Fi: Free downtown
- Electronic kiosks for merchants
- Social media: encourage all businesses to use more
- Better signage
- Slow down Goldwater

Service Marketing Types:



Beautification / aesthetics

- Lighting, benches, landscape
- South of Indian School – better architectural elements
- Make Scottsdale Rd more appealing and walkable
- More greenspace

Seasonal decorations

Lighting

Maintenance (commercial services do well on limited budget)

- Streetscapes falling apart

Spruce up for company

Street-sweeping needs

Cooperation with Economic Development

Recognize, support those business that been here a long time

Retention

Scottsdale is “tough” to deal with from development perspective

- City-policy changes
- Parking guidelines restrictive
- Need less, ease some

Too many restrictions / regulations

- Re: new building, re-models, development review board

Business attraction

- Quality businesses
- High-end businesses
- Unique businesses

4) Marketing:

American Express small business Saturdays

- Love ‘shop local’

Old West / New West, embrace new

Growth change

- Integrate in new development

Downtown “image issue”

- Cast wider net vs 45 and older, wealthy

Market to families

District connectivity

Be more inclusive – all income and demographic levels

One association for downtown

Better define goal/vision for downtown and its market base

- Millennials, families, or older

Branding issue

- Scottsdale being confused with other municipalities
- Needs to stay unique
- Valley-wide presence needed (marketing, social media, staffing)



5) Events:

- Major events, performances, especially at night and/or outdoors
- Family-oriented events / activities
- Losing draw to other cities especially during holidays
 - I.e Glendale Glitters with kid-friendly activities
- Increase holiday presence – an opportunity to re-capture lost business
- Add “First Friday” element, take good with bad
- Expand to market to year-round locals
- Cross-promotional opportunities

Event ordinance:

- Don't limit number of events in a quarter
- Re-visit event ordinance over all
- Stop limiting businesses
- Quarterly meetings for anyone interested in hosting an event
- Streamline process

6) Parking

- Need more
- Make agreements with business not using parking in evening, i.e artist school
- 2nd St Parking structure, demolish and re-do
- Current downtown parking has been long neglected

Management:

- Meters vs in-lieu spaces
- Timed parking
- Charge vs in-lieu fairness
- Better destination if put in parking

- Old Town parking corral garage – safety, maintenance

Valet parking:

- Issues with free parking
- Keep downtown parking free
- Underground parking level for employees, above ground for customers
 - Employees park elsewhere, leave close spaces for customers
- Remove Civic Center garage
 - Open up Civic Center area visually

7) Connectivity:

- Pop-up playgrounds (example: behind Coach House)
- Linkage between core and mall
- Marshall Way / Indian School
- Scottsdale Rd between Indian School and Camelback



Covered walkways, parking

Modify trolley to move between Kierland (north) to downtown (south)

More flexible trolley routes in general

Make whole downtown walkable and easier to navigate

Unique signage in each district

Buildings:

Structures with better lighting, safer and general maintenance

Walkways to parking with safety issues, especially after dark

4020 building – design complimentary to Old Town

8) Competition:

Kierland

Scottsdale Quarter

Ritz on Lincoln