

3 ● ECONOMIC VITALITY



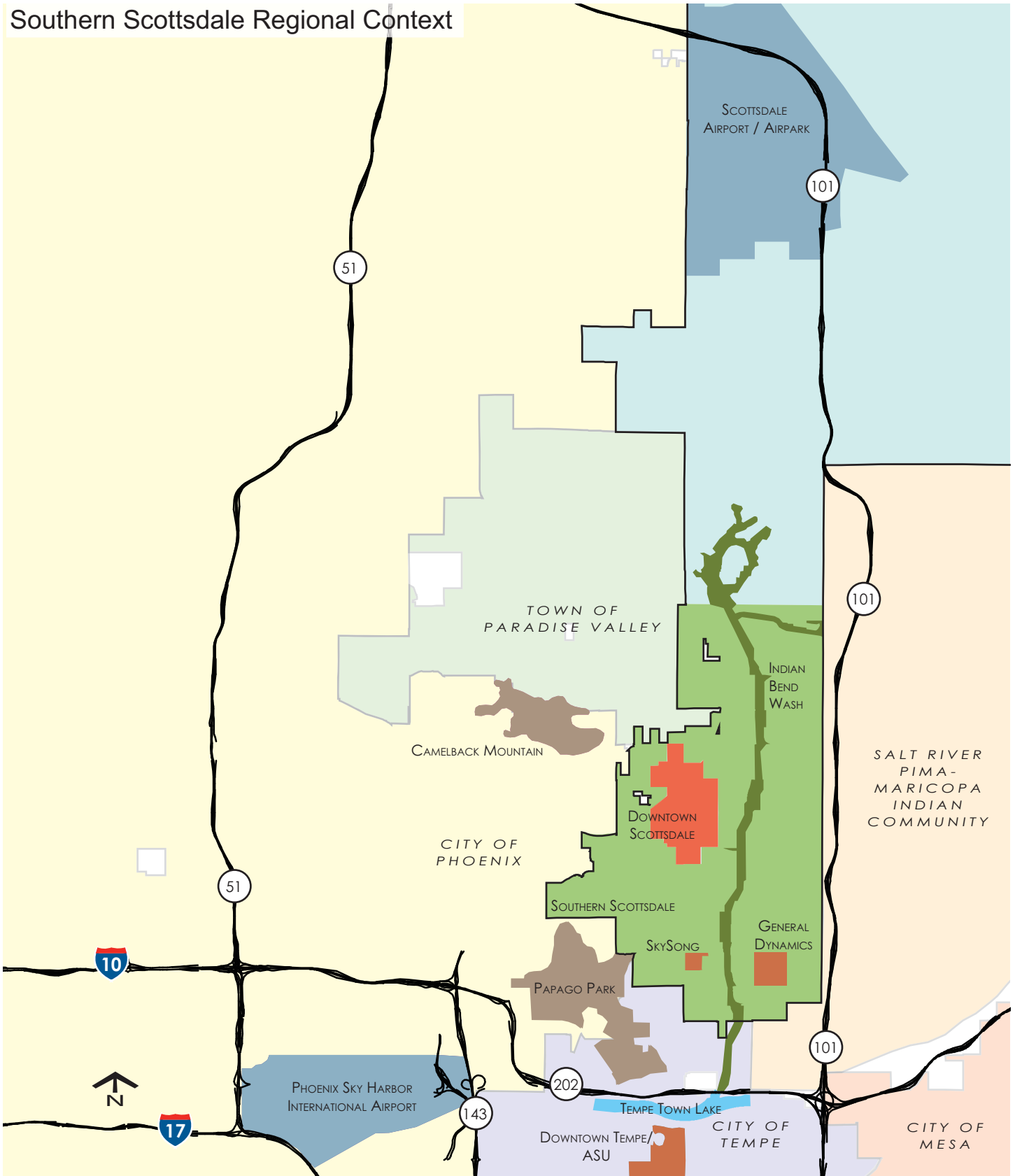
Introduction

Southern Scottsdale's economic growth directly impacts its residents' quality of life and the future viability of the community. Consisting mainly of mature residential neighborhoods, the area's commercial, business, and employment activities are located along major corridors and maintain a healthy economic base for the City of Scottsdale. Additionally, the area's proximity to recreational opportunities, two airports, the freeway system, and the cities of Tempe and Phoenix, the Town of Paradise Valley, and the Salt River Pima-Maricopa Indian Community, contribute to its reputation as an ideal place to live, work, play, and do business.

Populated by SkySong, General Dynamics, and nearby Scottsdale Health Care employment assets, Southern Scottsdale is near build out. Consequently, future economic development strategies will focus primarily on revitalization and infill development. Capitalizing on this approach, the Plan emphasizes the need to focus mixed-use development along Regional Corridors, with the greatest height and density located in Regional Centers. These development areas will encompass employment, retail, commercial, office, residential, hotel/tourism, entertainment, cultural, culinary, and educational uses.

The Southern Scottsdale community recognizes the need to encourage this mixture of economic activities as a path to enhance and expand its economic future. This chapter supports this approach by providing a framework of economic goals, policies, and implementation strategies to develop a sustainable economy that will maintain Southern Scottsdale residents' quality of life and the city's ability to provide superior community services. Consistent with Scottsdale's core values of environmental stewardship and sustainability, the Plan's goals and policies encourage job creation while supporting business and commercial activities that build upon Southern Scottsdale's character and natural environment. Southern Scottsdale is fortunate in its location, regional connections, involved citizenry, and engaged business community. It has an underlying strength and commitment by business and landowners, concerned local government and residents that will help use this Plan to provide guidance for a successful economic future.

Southern Scottsdale Regional Context



Goals and Policies

GOAL EV 1

SUPPORT REINVESTMENT THAT UPDATES AND/OR REPLACES AGING COMMERCIAL PROPERTIES.

- **Policy EV 1.1**
Support Opportunity and Regional Corridors, Regional Centers, and Activity Areas for areas of mixed-use and higher-density development as part of an overall economic revitalization strategy.
- **Policy EV 1.2**
Encourage additional height incentives for commercial and high-density residential development along Opportunity and Regional Corridors and within proposed Regional Centers and Activity Areas.
- **Policy EV 1.3**
Update the zoning ordinance and regulatory processes to improve city accommodation of more intense commercial development along Opportunity or Regional Corridors and within proposed Regional Centers and Activity Areas.
- **Policy EV 1.4**
Identify, evaluate, and implement economic revitalization and reinvestment tools to address commercial development in Southern Scottsdale.
- **Policy EV 1.5**
Support parking options that encourage the revitalization of small and/or shallow land parcels located along Opportunity and Regional Corridors and within proposed Regional Centers and Activity Areas.
- **Policy EV 1.6**
Work with the private sector to identify design, performance strategies, and development standards that can aid in attracting new businesses to Southern Scottsdale.
- **Policy EV 1.7**
Utilize the Los Arcos redevelopment designation as a tool to guide and stimulate commercial reinvestment in Southern Scottsdale.



Major employer: General Dynamics.

GOAL EV 2

ENHANCE ECONOMIC VITALITY AND ACTIVITY IN SOUTHERN SCOTTSDALE.

- **Policy EV 2.1**

Encourage new business and real estate development that will expand the community's tax base and support the long-term economic sustainability of Southern Scottsdale.

- **Policy EV 2.2**

Expand the range of Southern Scottsdale's entertainment, dining, and restaurant options in collaboration with the food and beverage community.

- **Policy EV 2.3**

Support the development of viable, smaller-scale grocery stores that can provide the variety, quality, and price of supermarkets while relying on a smaller customer base and floor space.



Underdeveloped strip center opportunity.

GOAL EV 3

CREATE ECONOMIC CONDITIONS IN SOUTHERN SCOTTSDALE TO SUPPORT JOB CREATION AND BUSINESS SECTOR GROWTH.

- **Policy EV 3.1**

Create economic development strategies specific to Southern Scottsdale to enhance business attraction, retention, and expansion to provide greater economic stability and generate tax revenues for city service provision.

- **Policy EV 3.2**

Encourage partnerships between Southern Scottsdale's business, labor, and professional trade sectors to create a community-based workforce development program.

- **Policy EV 3.3**

Support partnerships between Scottsdale, Tempe, Phoenix, Paradise Valley, and the Salt River Pima-Maricopa Indian Community for collaborative economic development and revitalization along Southern Scottsdale's borders.

- **Policy EV 3.4**

Support public/private collaboration that directs resources to create opportunities for start-up businesses.

**GOAL EV 4**

DEVELOP NEW AND ENHANCE EXISTING TOURISM AND VISITOR EXPERIENCES IN SOUTHERN SCOTTSDALE.

- **Policy EV 4.1**
Promote and encourage investment in South Scottsdale’s existing and future tourism assets.
- **Policy EV 4.2**
Encourage the development of specialized tourism branding in Southern Scottsdale for those areas which are currently, or may become, tourist destinations.
- **Policy EV 4.3**
Support the provision of suitable transportation connections within Southern Scottsdale to and from major tourism destinations.
- **Policy EV 4.4**
Market the Resort Corridor, Regional Centers and Activity Areas within Southern Scottsdale as engaging destinations for business events as the business tourism market becomes more sophisticated and competitive.
- **Policy EV 4.5**
Provide greater opportunities to develop new hospitality destinations and developments while expanding and improving existing resort/hotel accommodations.
- **Policy EV 4.6**
Maintain and enhance the Scottsdale Road Resort Corridor’s success by continuing to attract a variety of high-quality hospitality, restaurant, retail, office, and entertainment venues to the Corridor.
- **Policy EV 4.7**
Promote area tourism by cultivating Southern Scottsdale’s relationship to Indian Bend Wash and proximity to Papago Park as a unique tourism destinations that is home to various amenities, activities, and attractions.



GOAL EV 5

ENCOURAGE A STRONG ECONOMIC RELATIONSHIP AMONG OPPORTUNITY AND REGIONAL CORRIDORS AND ASSOCIATED REGIONAL CENTERS AND ACTIVITY AREAS.

- **Policy EV 5.1**
Promote the gathering of complementary high-tech and innovative businesses, suppliers, and corporate institutions into business clusters, within the Pima Regional Center, to increase Southern Scottsdale’s economic competitiveness.
- **Policy EV 5.2**
Continue to partner with Arizona State University’s SkySong sponsored knowledge and industrial-based business incubation processes by encouraging the creation of start-up businesses, offering access to facilities, office space, contacts, and specialized business expertise.
- **Policy EV 5.3**
Promote the development and location of a range of housing to meet executive and workforce housing needs in Regional Centers and adjacent mixed-use Regional Corridors to support business cluster and employment development.
- **Policy EV 5.4**
Provide Activity Area workforce housing by adding units above Opportunity Corridor revitalized lower-scale retail centers and strip malls to support multi-family residential development that is within walking distance of Activity Area commercial uses.