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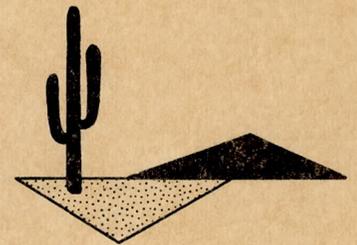
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# COMPREHENSIVE PLAN FOR

- SCOPE AND OBJECTIVES
- ECONOMIC ANALYSIS
- POPULATION & LAND USE

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*Scottsdale*  
ARIZONA

"THE WESTS MOST  
WESTERN TOWN"

PR-27



CHAPTER 1  
OF  
A COMPREHENSIVE PLAN FOR  
SCOTTSDALE, ARIZONA  
"The West's Most Western Town"

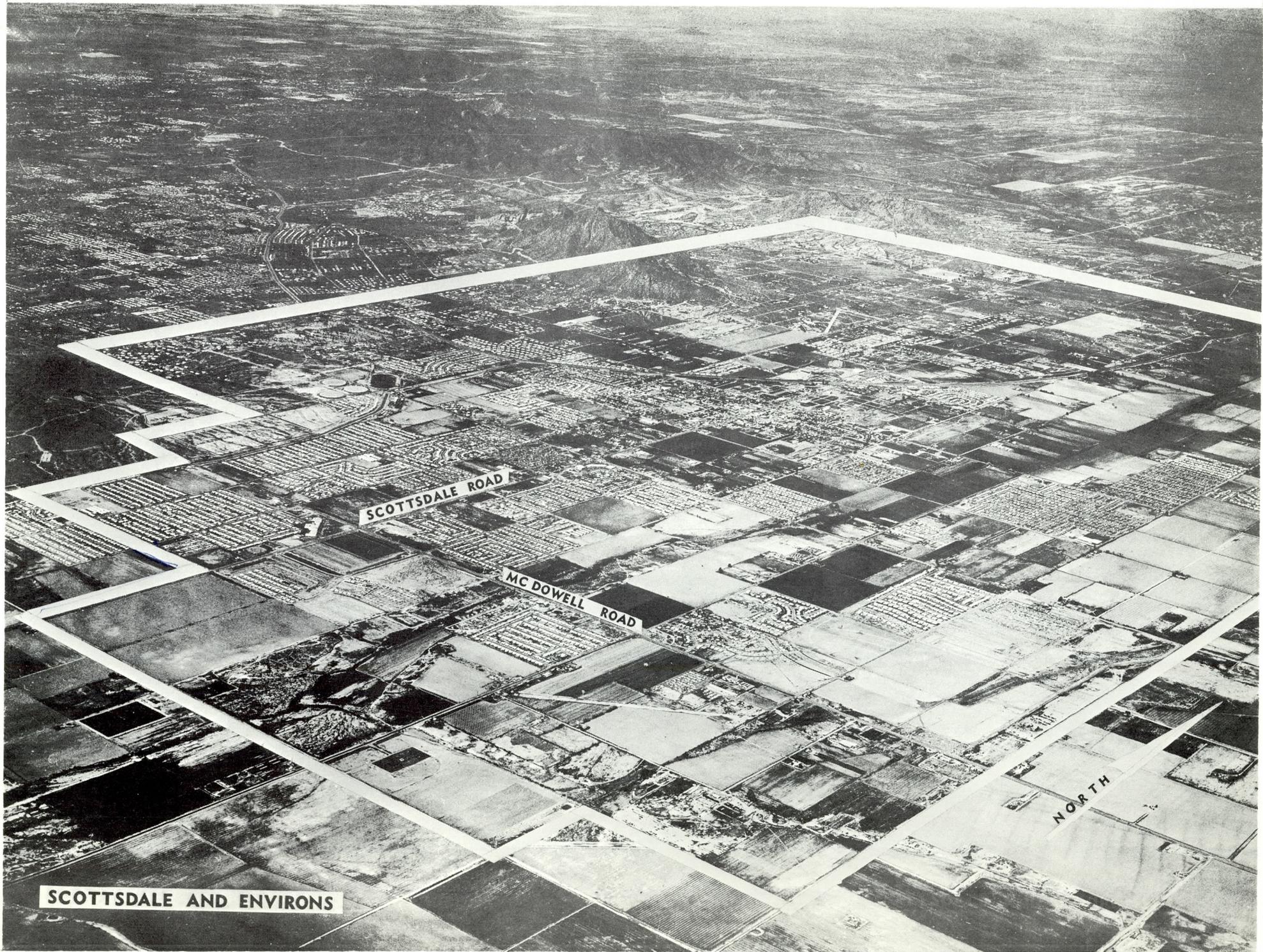
Prepared For  
THE TOWN OF SCOTTSDALE, ARIZONA

By  
THE MARICOPA COUNTY PLANNING AND ZONING DEPARTMENT

\*\*\*\*\*

Economic Analysis and Projection By  
Western Business Consultants, Inc.  
Second Printing March, 1961

Price: Three Dollars



SCOTTSDALE ROAD

MC DOWELL ROAD

NORTH

SCOTTSDALE AND ENVIRONS

TOWN OF SCOTTSDALE

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John Pickrell  
John Marron  
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103 WEST JEFFERSON  
PHONE AL 8-9611  
PHOENIX, ARIZONA

August 1, 1960

Honorable M. E. Kimsey  
Mayor of the Town of Scottsdale  
Scottsdale, Arizona

My dear Mr. Mayor:

We are pleased to submit herewith the first in a series of planning reports in accordance with the planning program agreement entered into on July 13, 1959 between the Town of Scottsdale and Maricopa County. This agreement included a contract with Western Business Consultants, Inc. of Phoenix and San Diego to make the basic economic study required for this planning program.

This report covers the first six items outlined in the document titled "Planning Program for the Town of Scottsdale." The economic analysis and projection prepared by Western Business Consultants, Inc., is Part 2 of this report. The sections covering scope and objectives of the current planning program, population, and land use were prepared by the technical staff of the Maricopa County Planning Department.

Material contained in this report will provide the basis for subsequent plans for physical development. Therefore, it is suggested that the contents of this report be publicized to the fullest extent possible in order that the citizenry may become acquainted with the current planning program.

We wish to acknowledge the assistance given us by Mayor Mort Kimsey, City Manager Gordon Allison, and other public officials.

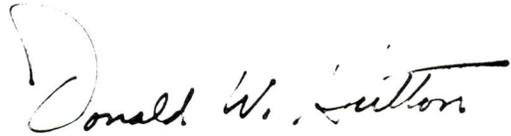
Mayor of the Town of Scottsdale  
August 1, 1960  
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This report was prepared under the supervision of Mr. Robert Bowsby, Principal Planner, Maricopa County.

Respectfully yours,



H. S. Casey Abbott, Chairman



Donald W. Hutton, Director

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## INTRODUCTION

Many of the satellite communities that adjoin larger cities are now in the path of intensive development and confronted with very complex urban problems. Most of them are not prepared to adequately control or direct the new urban growth. Typical of such communities is the Town of Scottsdale.

The population of the Town of Scottsdale has increased five-fold since 1950 and is for many reasons but a forerunner of more extensive and accelerated growth yet to come. The next 15 years may see Scottsdale's present population multiply another 5 times, and its incorporated land area increase to as much as 15 square miles. If this growth is to occur in a sound and orderly manner, it must be directed within the framework of a comprehensive plan which reflects the needs and desires of the citizens. It must also be developed within the guide lines of a continuing planning function by the town and a considered action program by its citizens. This may be accomplished if the community has a sound long-range planning program.

The Town of Scottsdale has undertaken a long-range planning program in conjunction with the Maricopa County Planning Department and the program is scheduled to be completed over a two-year period of time.

This is the first in a series of reports which will comprise the comprehensive plan. The purpose of this report is:

1. To help the citizens of Scottsdale know their community better.
2. To outline the scope of an integrated long-range planning program.
3. To provide a factual basis for future planning.
4. To establish the future land area needs for Scottsdale and its environs.

## SUMMARY

### Scope of the Plan and Characteristics of the Area

The Town of Scottsdale has a unique opportunity to guide and control its future development and emerge as a planned community providing the best of public services to its residents. This may be accomplished by the preparation and adoption of a Comprehensive Plan.

Scottsdale enjoys a natural reputation for charm and Western living. This reputation, together with the Town's unique geographical location, has been a significant factor in the rate and character of development which has taken place.

### Economic Analysis and Projection for Scottsdale Study Area

Substantial growth is in prospect for the Scottsdale Area. By 1975-80, it is expected that the population within the Scottsdale Area, as defined for this study, will reach 86,000. This figure compares with a 1959 population of approximately 33,000 in the same area. Present trends indicate that the population of 86,000, which is projected for 1975-80, will be distributed within the Scottsdale Study Area as follows: south of the Arizona Canal -

62,000; and north of the Canal - 24,000.

The economic life of Scottsdale is becoming increasingly intertwined with that of the whole Phoenix Urban Area. Many residents of the Scottsdale community work elsewhere, and a number of persons who are employed in the Scottsdale Area, particularly in manufacturing and construction, live at other places in the Phoenix Urban Area.

During 1959, employment within the Scottsdale Study Area is estimated to have reached 7,400 during the winter peak. Approximately 28 per cent of this employment was provided by manufacturing. Establishments catering to the tourist and other non-resident trade furnished 16 per cent. The balance, or 56 per cent, was supplied by retail and service establishments serving local residents, real estate and other offices, and local construction.

The major economic potential of the Scottsdale Area lies in two directions - growth as a suburban residential community and continued development as a center for winter visitors.

In the industrial field, it is probable that the largest increase in employment will come from the expansion of the existing electronics plant. Two factors suggest this probability: (1) the rapidity with which vacant land in parcels large enough for major plants is being developed for housing; (2) the rise in land values to the point where sites in the Area would be too expensive for most industrial purposes.

There are, however, certain craft-type industries which fit into commercial areas. Some craft establishments are located in the downtown section of Scottsdale. The encouragement of such ventures should increase the appeal of Scottsdale to both winter visitor and Valley resident alike.

A number of offices have been located in the Scottsdale Area by business and professional firms serving the Phoenix Area, and in some cases a larger geographic area. In addition, some firms have found Scottsdale a suitable location for research and development projects. Both the office and laboratory potential of the Area should be enhanced by many of the same improvements which would make the community more attractive to visitors.

Based upon regional and national trends, winter tourism in the Scottsdale Area could more than double over the next 15 to 20 years. Expansion of the local tourist industry on the scale which outside trends may make possible will depend in large part upon what happens within the Scottsdale Area. Suburban growth could crowd out tourism, at least below the Arizona Canal, but this eventuality need not happen. Many of the improvements which would make Scottsdale more attractive to tourists would also enhance its appeal for year-around living. This fact is indicated by the recommendations made in the course of this study by managers of tourist accommodations in the Scottsdale Area. These managers recommended the following steps to improve Scottsdale for tourists:

1. Carry out comprehensive street improvement program.

2. Develop better parking facilities in downtown Scottsdale and improve traffic circulation.

3. Increase in community recreational facilities and programs.

4. Improved community appearance and atmosphere, and encourage more friendly attitude on part of sales personnel in Scottsdale stores and service shops.

### Existing Conditions

Adequate utilities are available in the Scottsdale Area. This includes gas, electric power, sanitary sewers south of the Arizona Canal, and an adequate water supply until 1980. The area north of the Canal is not now served with sanitary sewers.

Since the Town of Scottsdale was incorporated in June 1951, it has grown in land area from 0.62 to 4.1 square miles. By 1975-80 the Town of Scottsdale may contain 8 to 10 square miles of land area if this present rate of annexation continues.

### Population

The existing population distribution pattern south of the Arizona Canal is concentrated to the east and west of Scottsdale Road with densities ranging from 1.39 to 6.34 persons per gross acre. These figures are in contrast to those found north of the Canal, ranging from 0.37 to 2.48 persons per gross acre.

The projected 1975-80 population densities range from 6.45 to 13.34 persons per gross acre south of the Canal and from 1.44 to 5.87 persons per gross acre north of the Canal .

### Land Use

Approximately 41 per cent of the land within the Town of Scottsdale is undeveloped compared to 70 per cent undeveloped in the unincorporated area . It would be desirable if the older vacant areas could be developed before the more outlying vacant areas .

Residential development in the Scottsdale Area suffers from a lack of continuity of development . Failure to coordinate street patterns of adjoining subdivisions and to provide for the extension of streets into vacant parcels has produced an excessive number of dead-end streets and a lack of convenient access within the developing neighborhoods . The effects of this deficiency can be alleviated in the future through increased attention to neighborhood circulation as a detail of subdivision platting control .

No parks or playgrounds are provided in the Town of Scottsdale or in the unincorporated area . By standards comparable to those found to be typical of similar cities, the Scottsdale Study Area is at least 100 acres short of park lands .

Within the Town of Scottsdale approximately 6 per cent (70 acres) of

the developed land is in commercial use as compared to 4.6 per cent (2,160 acres) in the Phoenix Urban Area and 2.09 per cent as found in 10 other satellite cities containing 10 - 25,000 population. This amounts to 0.66 acres of commercial land used for every 100 persons in the Town of Scottsdale, as compared to 0.54 acres in the Phoenix Urban Area and 0.28 acres in 10 other satellite cities.

Approximately 11 acres of land were in use for every 100 persons living in the Town of Scottsdale as compared to 12 acres in the Phoenix Urban Area and 14 acres in 10 other satellite cities.

#### Future Land Use

The future land area requirements for Scottsdale and Environs south of the Arizona Canal is estimated to be 14 acres of land per 100 persons, or 8,400 acres of land needed for a community of 62,000 people. The area south of the Canal could accommodate a community of this size.

The future land area requirements north of the Arizona Canal are quite different from those of a typical suburban community and have not been determined. Its needs for governmental or public services will be less than that found south of the Canal due to the expected low population density.

South of the Arizona Canal, Scottsdale and Environs will require approximately 400 acres of commercial land for all uses. This is less than half

of what will probably be zoned if the present rezoning pattern continues.

Light industry will require approximately 185 acres of land and should be contained within the area south of McDowell Road and east of Hayden Road. Heavy industry should be discouraged from locating in the Scottsdale Area.

Public and semi-public development is expected to increase from 3.62 to 4.90 acres per 100 persons and will require 3,038 acres of land. Of this amount schools, parks, and playgrounds are expected to require 640 acres of land.

## PART I

### SCOPE OF THE PLAN AND CHARACTERISTICS OF THE AREA

#### Scope of the Planning Program

The planning program for the Town of Scottsdale will cover 13 related subjects as outlined in the Planning Contract. These subjects will be presented in a series of coordinated reports and made available over the scheduled period of time. When completed, the reports will be consolidated and bound together to form chapters in a single report referred to as a Comprehensive Plan.

The statistical data in this report is related to both the Town of Scottsdale and all of Census Tracts PH-10 and PH-49 through 54, and that part of PH-9 lying south of the Indian Bend Road; this area will hereinafter be referred to as the Scottsdale Study Area, and is shown on Plate 11, Scottsdale Study Area by Census Tracts. The other documentary maps found in this report are confined to the area between 56th Street and Pima Road and from Indian Bend Road to McKellips Road. This area is referred to as Scottsdale and Environs.

## Objectives of the Planning Program

The first objective of the planning program is to obtain thorough knowledge and understanding of the local conditions, including the conditions that give Scottsdale its Western character. This involves the collection and analysis of basic data regarding land use, population, and economic base. The surveys and analysis provide the information needed from which the future land use, population, and economic potential can be reliably predicted.

The second objective of the planning program is to prepare a general plan for the future use of the land; this will be a diagrammatic plan designed to establish a general framework for developing other elements of the Comprehensive Plan. This diagrammatic plan will primarily be determined by existing land use patterns and zoning trends.

The third objective of the planning program is the actual preparation of the Comprehensive Plan. Consisting of a number of written and graphic proposals dealing with specific elements of the urban community such as housing, major streets, parking, parks, and recreation, schools, commercial and industrial development, and public facilities. Each of these elements will be given special detailed study before proposals are made as part of the Plan.

The fourth objective of the planning program is to provide the community with the authority and control necessary to carry out the Plan. These controls include, among others, subdivision regulations and a zoning ordinance.

The process of planning and carrying out the Plan involves all elected and appointed officials, municipal department heads, private developers and private citizens, and citizen groups. Official actions toward effectuating the Plan include:

- a. Adoption of the Plan.
- b. Adoption and enforcement of a zoning ordinance.
- c. Adoption and enforcement of a subdivision control ordinance.
- d. Annual preparation of a six-year capital improvements program.
- e. Provision for a continuing program of advance study for the refinement and adjustment of the Plan.

In order to accomplish these objectives, the following subject matter will be covered in detail under the scope of the planning program:

1. Scope of the Plan and Characteristics of the Area

Generally planning reports are prepared within certain areas and contract limitations, depending on the purpose and funds available. The scope of the plan describes the geographic area to be studied, subject matter to be included, and the purpose of each report.

The Town of Scottsdale has certain natural assets and unique area advantages that influence the Town's growth. These factors are known as characteristics of the area and should be understood in order to develop the best plan for the future. They include historic background, water resources, geology,

topography, Western climate, and the economics of the area.

2. Economic Analysis and Projection

Certain economic information is required to develop a comprehensive plan of land use. This information is supplied by Western Business Consultants, Inc. The report submitted includes: Population Projection to 1980, Economic Base Analysis, Industrial Potential, and Tourist Housing Requirements.

3. Population Distribution and Density

Existing and future population distribution and density information is needed to determine number, type, and location of municipal facilities required in the future. This information is graphically shown on a series of plates and tables.

4. Land Use - Zoning

The existing land use establishes a base for zoning and patterns for future community growth. The information is also essential in analyzing the adequacy of existing and proposed zoning regulations, and establishing the existing population land use ratios. These ratios applied to future population estimates determine the amount of land that would be needed for future urban purposes, and justification for revising the present zoning regulations.

5. Major Streets and Highways and Parking

The growth and pattern of community development is influenced considerably by its major street and highway system. The present system for Scottsdale

and Environs is deficient in many respects and is in need of improvement. This problem will be studied together with an analysis of existing parking facilities and future parking requirements for the business district. These plans will be coordinated with the recently released major street and highway report prepared by Wilbur Smith and Associates for Phoenix and Maricopa County.

#### 6. Land Subdivision Regulations

Subdivision regulations provide one of the legal controls necessary to implement the Comprehensive Plan. The present procedure for processing subdivision plats in the Town of Scottsdale will be studied and new regulations prepared. These regulations will be based on the regulations now under study by the City of Phoenix and Maricopa County, but tailored to meet the needs and problems of the Scottsdale Area.

#### 7. Schools, Parks, and Recreational Areas

A coordinated school, park, and recreational program is essential for developing sound neighborhoods. This subject will be studied in detail, analyzing the present population and the future needs for Scottsdale and Environs. This study will consider any information supplied by the Scottsdale School District and the Maricopa County Parks Department.

#### 8. Administration of the Plan

The Comprehensive Plan is only as effective as the degree to which it is followed and administered. Administration of the Plan will include a study

of existing planning and zoning laws applicable to Scottsdale and the relationship of other governing agencies concerned with planning matters.

9. Longe-Range Improvement Program

The long-range improvement program is the link between the Comprehensive Plan and the annual spending for capital improvements by fiscal agencies. The various proposals recommended by the Plan, together with those by other independent agencies, will be programmed in accordance with priority needs over a six-year span. However, cost estimates will not be included.

10. Comprehensive Plan

This will be a report summarizing all the various subjects previously discussed concerning Scottsdale and Environs.

This report will be prepared in publication form after previous reports have been reviewed by the Scottsdale Town Council and will reflect any necessary modification or changes that may be warranted.

Characteristics of the Area

Historical Background

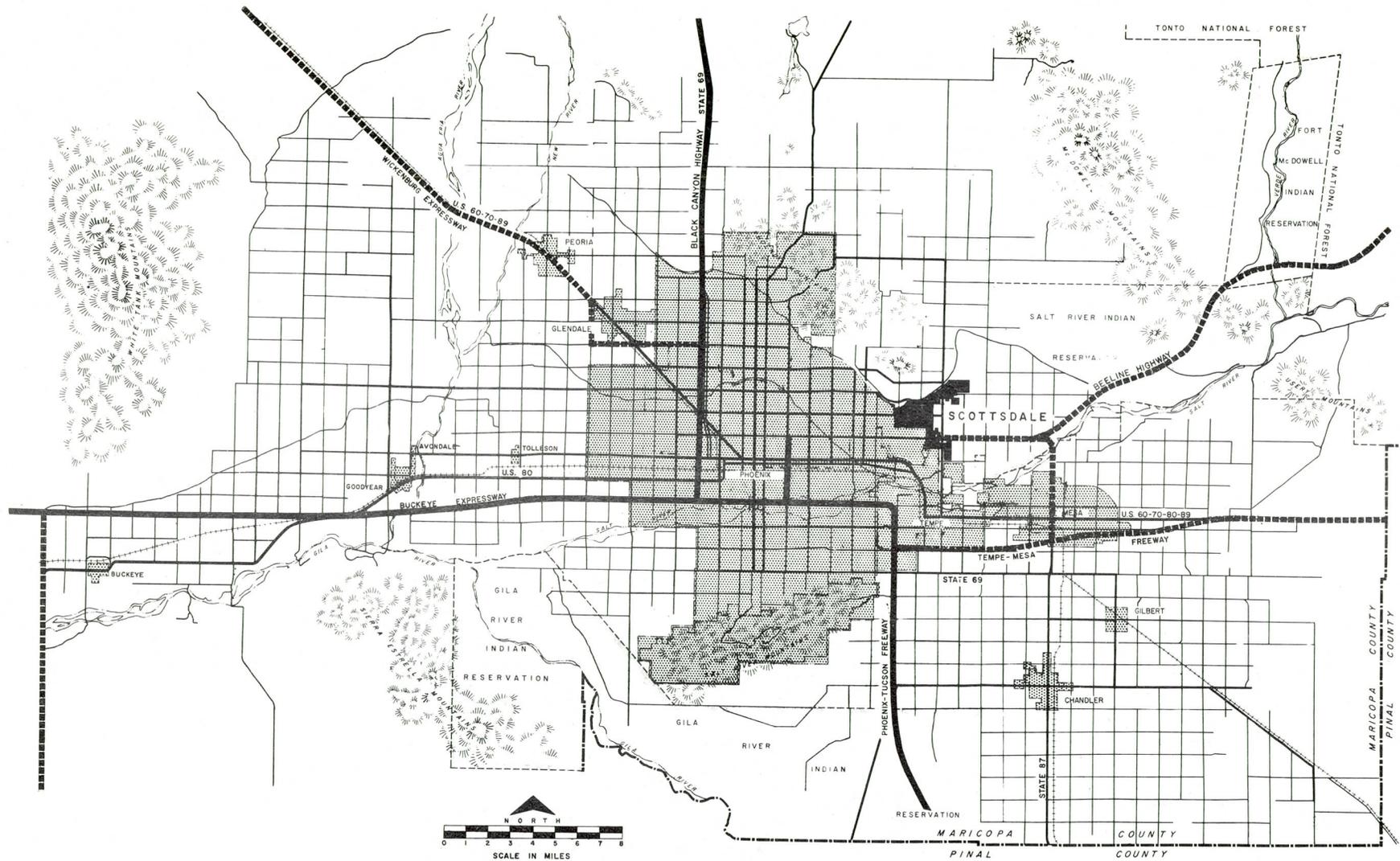
Scottsdale is named after Major Winfield Scott who was attracted to the area because of its climate and agricultural potential. In 1891 he obtained title to certain land that is located within the present Town of Scottsdale. The original Town site, laid out in 1913, included the land located between

Scottsdale Road and George Street, from Indian School Road to Second Street.

Although Scottsdale was originally the center of an agricultural area, in recent years it has become known as the center of a resort area with charm and prestige surpassed by few communities. Unlike many resort areas, it has developed a special character with a Western motif that is reflected in its activities and its architecture.

The attraction of the area for tourists, permanent residents, craftsmen and artists is well known and needs no elaboration. It is significant that Scottsdale has adopted the motto as "The West's Most Western Town." Like the Vieux Carre in New Orleans, the preservation of which is an economic asset, Scottsdale also recognizes its Western character as an economic asset, it has wisely taken steps to preserve this character in both tangible and intangible ways.

The Comprehensive Plan has as one of its objectives, the preservation of conditions that make Scottsdale an attractive place in which to live, work, and play. Future growth should be guided in such a manner that it will not conflict with the continuance of the Western character of Scottsdale. Because Scottsdale and Environs will experience considerable future growth, it will require the utmost vigilance to guard against trends that would result in Scottsdale becoming just another town or suburb.



PREPARED BY  
 MARICOPA COUNTY PLANNING DEPARTMENT  
 APRIL 1960

———— PROPOSED INTERSTATE EXPRESSWAY SYSTEM  
 - - - - - OTHER PROPOSED FREEWAY-EXPRESSWAY SYSTEMS

# VICINITY MAP

## SCOTTSDALE, ARIZONA

## Location

The Town of Scottsdale is located in the northeasterly part of the Phoenix Metropolitan Area, situated between the Arizona Canal, City of Phoenix, and the Town of Tempe. It is shown on Plate 1, Vicinity Map, as it relates to the existing major traffic arterials and several of the proposed expressway routes recommended in the Wilbur Smith Major Street and Highway Report.

Scottsdale and Environs are served with four major thoroughfares which make it within easy commuting distance from downtown Phoenix and other area employment centers. They are: (1) McDowell Road which links Scottsdale with Phoenix and Mesa; (2) Thomas Road which links Scottsdale with Phoenix and the Salt River Indian Reservation; (3) Indian School Road which extends as far west as Litchfield Park; and (4) Scottsdale Road which is the only through north-south major arterial connecting Scottsdale with the Town of Tempe and the Paradise Valley area.

The present Scottsdale road system is inadequate to serve the area and is in need of improvement. This problem will be studied in detail at a later date, as part of the Major Street, Highway and Parking report, and will be closely coordinated with the recently completed Wilbur Smith and Associates street and highway report covering the Phoenix Metropolitan Area and Maricopa County.

## Topography

The topography for Scottsdale and Environs is shown on Plate 3, Existing Utilities. The area is classified into three categories based on the general slope of the land and its drainage characteristics. They are: (1) Mountain Areas; (2) Flat Lands; (3) Flood Lands.

The Mountain Areas are limited to the area north of the Arizona Canal and comprise both Camelback and Mummy Mountains. These mountains rise abruptly from the flat land south of Camelback Road and west of Scottsdale Road to an elevation of 2,700 feet above sea level. Their geographic location and rugged form offer great scenic beauty to the area but little residential opportunities above the 1,400-foot elevation due to the steep slopes and high cost of development.

The Flat Lands include most of the area east of the mountains and south of the Arizona Canal. These lands south of the Canal contain grades less than one per cent and fall gently to the south toward the Salt River located south of McKellips Road. The area is transversed along the north-south axis near Hayden Road by a natural unimproved drainage channel known as the Indian Bend Wash. This channel is not clearly defined and varies considerably in width depending on the volume and rate of water flowing. Most of the land outside the Wash is well drained and seldom confronted with drainage problems even though there is an absence of an improved drainage system for the area.

The Flood Lands are located along the Indian Bend Wash varying in width from several hundred to several thousand feet extending southward from Indian Bend Road to the Salt River. This area is shown on Plate 12, Generalized Land Use - 1959. The flooding occurs during the rainy season and occasionally during the summer due to heavy rainfall originating in the McDowell Mountains. The flood area covers approximately 1,400 acres of land representing a great economic loss to the community and may be safe for development only upon the completion of an expensive channelization project. The Maricopa County Flood Control District and Department is currently studying this problem.

#### Climate

The subtropical climate of the Salt River Valley is a most attractive feature to residents, tourists, and health seekers. This is especially true in the Phoenix Metropolitan Area where the sun shines 84 per cent of its possible daylight sojourn (approximately 230 days of sunshine) which results in a dry, warm climate. The average humidity taken over a four-year period of time in Phoenix has been 25.1 per cent. The average yearly temperature is 70.2 degrees, with a yearly rainfall of 7.4 inches.

#### Water Resources

For purposes of considering the water resources available in the Scottsdale Area, it is necessary to consider two sub-areas: (1) the area north of the

Canal which is dependent entirely on underground supplies, and (2) the area south of the Canal for which both underground and surface supplies are available. The area north of the Canal is within the Paradise Valley Area, and the area south of the Canal is within the Salt River Project Area as described in the Turner Report.

The following discussion of major findings is revealed in the report, Available Water for Urban Development in the Phoenix Area\*, prepared by Samuel F. Turner, of Turner and Associates, Consulting Geologists.

"The Paradise Valley Area is located northeast of Phoenix, the south line being the Arizona Canal and extending north to the mountain area near Cave Creek. The west boundary is Seventh Street and extends eastward to the McDowell Mountains. The ground water supplies in this area are reasonably good for irrigation or domestic use.

"The depth of water below ground level in the southern part of the area varied from 170 feet to 250 feet in the Spring of 1959. The depth of water became greater to the north with the depth of water in the valley from four to five miles south of Cave Creek being more than 800 feet.

"The latest maps show less than 10,000 acres of land irrigated in the Paradise Valley area but a figure of 10,000 acres has been used to make up the domestic water use on non-irrigated land in the area. Thus, the amount of water used in the area is estimated as 45,000 acre-feet per annum. This equals an average daily use of 120 acre-feet or 39 m.g.d. which is sufficient for a population of 195,000 people.

"By 1980 parts of the area near the Phoenix and the McDowell Mountains will be unwatered to bedrock and the pumping lift will be excessive in the northwestern part of the area. Therefore, in 1980 the amount of water available is estimated as only half the present use of 20 m.g.d.

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\* This is a supplement to the Report entitled, Economic Analysis and Projection for Phoenix and Maricopa County.

"The Salt River Area is approximately the same as the Salt River Project and includes all of Scottsdale and the largest part of Phoenix. The major difference between this area and the Paradise Valley Area is the fact that this area uses large amounts of surface water derived from the Salt River System.

"The shallowest depth of water in the Salt River Project area is in the area northeast of Phoenix where water levels of 10 to 12 feet are still found. In the irrigated areas the shallowest depth to water is 80 feet in the area along the Salt River. The depth to water increases to the north to a maximum of 250 feet north of Peoria, 230 feet north of Scottsdale, and 260 feet south of Gilbert.

"The Salt River Project has a water supply derived from both surface and ground water. The average pumpage from underground has been about 500,000 acre-feet per year. This equals 1,370 acre-feet per day or 447 m.g.d. This would support a population of 2,235,000. The average surface water diversion into the area is 800,000 acre-feet, but a part is lost through canal seepage and about 600,000 acre-feet is all that is available for use. This equals 1,650 acre feet per day or 538 m.g.d. Thirty-eight m.g.d. of this are included in the City of Phoenix supply leaving 500 m.g.d. for a population of 2,500,000 people.

"The Phoenix Metropolitan Area is using an average of 100 m.g.d. derived from surface water and from underground. This would supply about 500,000 people.

"It is estimated that by 1980 the amount of usable water that can be pumped inside the Salt River Project will have decreased to 200 m.g.d. as the quality will be unsatisfactory for domestic and most industrial uses in one-half of the area. The surface water supply will decrease from 500 to 475 m.g.d. due to continued upstream development. The City of Phoenix present use of 100 m.g.d. from surface and underground water will decrease to an available supply of 38 m.g.d. from surface and 25 m.g.d. from underground. Thus the City will have to take over more and more of the surface water available from the Project."

## PART 2

### ECONOMIC ANALYSIS AND PROJECTION

#### Introduction

This economic analysis and projection for the Scottsdale Study Area was prepared by Western Business Consultants, Inc. of Phoenix and San Diego.

It is the purpose of this economic study to lay a sound basis for community planning in the Scottsdale Area by providing a picture of the present economic base of the community, pointing out significant trends, and evaluating the factors which may stimulate or retard growth.

The following subjects are covered: the outlook for population growth, the community's economic base, and the community's industrial, tourist and residential potential. A separate section is devoted to results of the special survey of tourist and other accommodations in the Scottsdale Area which was made by Western Business Consultants, Inc. as a phase of the economic study.

For the reader's convenience, the general boundaries of the Scottsdale Study Area, which were given earlier, are repeated here: (See Plate 11)

Northern: Mocking Bird Land from Tatum Boulevard to Invergorden Road; south on Invergorden to Northern Avenue and east to Scottsdale Road; then south to Indian Bend Road and east to Pima Road.

Eastern: Pima Road and Salt River Indian Reservation.

Southern: Tempe city limits.

Western: Phoenix city limits north to Arizona Canal; approximately 44th Street to MacDonald Drive and Tatum Boulevard from MacDonald Drive to Mocking Bird Lane.

## Population Growth

By 1975-80, the population of the Scottsdale Study Area is expected to reach 86,000. At this level the population of the Area would be 2.6 times that of July 1959, which is estimated to have been approximately 33,000 (see Part 4).

The rate of growth anticipated for the Scottsdale Study Area is greater than that expected for Maricopa County. Were the Area only to keep pace with the growth of the County, it would have a population of close to 75,000 in 1975-80 instead of the 86,000 projected.\*

The more rapid growth projected for the Scottsdale Study Area is based upon an analysis of recent trends in the distribution of population within Maricopa County, particularly in the Phoenix Urban Area. Geographically the Phoenix Urban Area has been primarily growing in three directions - north, northwest, and northeast. Between 1950 and 1959, the northeast was slightly the more favored section as is shown in Table 1 by the distribution of population growth by elementary school districts. Approximately 30 per cent of the population growth in the Phoenix Urban Area between 1950 and 1959 occurred in the elementary school districts located in the northeast as compared with 28 per cent in the northern districts, 23 per cent in the northwestern districts,

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\* Based upon the County reaching a population of 1,400,000 in 1975-80, and the 1959 ratio of Area to County population of 5.3 per cent.

and 19 per cent in all other districts combined - central, southern, southeastern and southwestern.

TABLE 1  
POPULATION GROWTH IN THE PHOENIX URBAN AREA  
BETWEEN 1950 AND 1959 BY DIRECTION OF  
GROWTH FROM PHOENIX CORE AND BY  
ELEMENTARY SCHOOL DISTRICTS

Direction of Growth and School District	Population Estimates		Increase Per Cent of Total	
	1950	1959	Number	
Northeastern districts (Balsz, Creighton and Scottsdale)	32,000	111,000	79,000	30
Northern districts (Madison, Osborn, Sunnyside and Washington)	51,000	126,000	75,000	28
Northwestern districts (Alhambra, Cartwright, Glendale and Isaac)	32,000	94,000	62,000	23
All other directions and districts	<u>168,000</u>	<u>217,000</u>	<u>49,000</u>	<u>19</u>
Totals	283,000	548,000	265,000	100

Source: Estimates by Western Business Consultants, Inc.

So far as can be anticipated at this time the northeastern sector should continue to be one of the more favored sectors for residential purposes in the Phoenix Urban Area. The Scottsdale Study Area is an important portion of

this sector and can be expected to attract population as long as land is available in the Area for subdivision or apartment development.

Economic factors now indicate that the portion of the Study Area south of the Arizona Canal should increase in population at a fairly rapid rate until the holding capacity of the land is reached at the density levels established by zoning. The portion of the Study Area which is north of the Canal will presumably grow at a slower rate because of the pattern of low-density development already established and the character of the area.

Population growth in the Phoenix Area has been characterized by certain density trends (increases in number of persons per acre). The highest density has been in the old established Phoenix core but, as growth has spread beyond the original core, the densities of areas beyond the core have gradually increased. Based upon pertinent density trends, and the acreage potentially available for development, it is estimated that the Scottsdale Study Area will have the following population by 1975-80:

South of Arizona Canal:

Within July, 1959 boundaries of City of Scottsdale	18,000
Outside City boundaries	<u>44,000</u>

62,000

North of Arizona Canal:

24,000

Study Area Total

86,000

In April 1960, preliminary figures issued by the United States Bureau of the Census, indicate that the City of Scottsdale had a population of 9,942. It is estimated from information on residential electric customers that the Scottsdale Study Area had a population of over 40,000 as of April, 1960. Neither figure includes allowance for guests of hotels, resorts, and guest ranches. The Area estimate, however, does include persons with winter homes who were counted elsewhere for Census purposes.

## Economic Base

### Relation to Phoenix Economy

The economy of Scottsdale is closely interwoven with that of the Phoenix Urban Area as a whole. It is true that employers within the Scottsdale Study Area provide thousands of jobs, but analysis indicates there are also several thousand residents who commute to jobs outside of the Study boundaries.

Were all of the employed persons who live in the Scottsdale Study Area employed there, it would probably mean that employment in the community would exceed 9,000 persons.\* It is estimated that 7,600 persons were employed in the Area during the 1959 winter tourist season, including those on construction jobs. Many of these persons, however, lived elsewhere in Metropolitan Phoenix, especially those working on construction projects and those employed in manufacturing. If as many as 1,000 lived outside the Study boundaries (probably a conservative figure, considering the extent of commuting in both construction and manufacturing in Greater Phoenix), it would mean that employment within the Scottsdale Area provided jobs for around 6,600 residents. When this estimate is compared with the probability that more than 10,000 employed persons live in the Scottsdale Area, it indicates very substantial commuting to jobs outside the community.

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\* Based upon the estimated 1959 population of the Study Area, adjusted for winter residents, and the ratio of employment to population in Maricopa County.

Employment Within Area by Economic Activity

In 1959, manufacturing provided more jobs in the Scottsdale Area than any other major economic activity, including the hotel-resort-apartment business during the winter season. The estimates that could be made for retail trade indicated that this activity furnished about the same number of jobs as the resort business. If the employment estimates given in Table 2 for manufacturing, resort operation, retail trade and construction are added together, it will be found that these four activities accounted for more than 70 per cent of the estimated total employment of 7,600 within the Scottsdale Area during the 1959 winter season.

TABLE 2  
EMPLOYMENT IN SCOTTSDALE STUDY AREA BY  
ECONOMIC ACTIVITY, 1959 (WINTER SEASON)

<u>Economic Activity</u>	<u>Estimated Number of Employees</u>
Manufacturing	2,100
Resorts, hotels and apartments	1,200
Trade	1,200
Construction	1,000
Finance, insurance and real estate	750
Services	700
Government and public schools	500
Transportation and utilities	<u>150</u>
Total	7,600

Source: Employment estimated by Western Business Consultants, Inc. based upon information from Scottsdale Chamber of Commerce, Arizona Employment Security Commission, and other sources.

## Industrial Employment

The present importance of manufacturing as a source of jobs in the Scottsdale Area may come as some surprise in light of the popular identification of Scottsdale with the resort business. Probably the winter-tourist business as a whole did provide almost as many jobs as manufacturing in 1959, if the tourist impact upon employment in stores and shops is added to that of hotels, resorts, and apartments (see next section).

For reasons which are discussed in the section headed "Industrial Potential," further substantial growth in the number of factory jobs in the Study Area may be largely limited to the expansion of the existing electronics plant. But it would not necessarily follow that residents of Scottsdale would have to commute great distances for factory employment. There are present and potential industrial sections nearby as pointed out under "Industrial Potential."

## Tourist-Related Employment

As shown in Table 2, it is estimated that hotels, resorts and apartments within the Scottsdale Study Area furnished employment for 1,200 persons in the 1959 winter season.\* During the summer employment dropped substantially - it is estimated to less than 500.

In the retail field, it is probable that half of the employment is generated

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\* This estimate includes an allowance for proprietors acting as managers.

by non-resident trade, taking into account not only the usual tourists who visit Scottsdale, but also the residents of Phoenix and neighboring communities who are attracted by Scottsdale's shops and places of entertainment.

In the winter of 1959 total retail employment is estimated to have been 1,200 persons. If half of this number, or 600 jobs, is credited to serving tourists and other non-residents, it would mean a total winter employment in 1959 of around 1,800 for the Study Area generated by tourist and other non-resident trade - 600 employed in stores and 1,200 in hotels, resorts, and apartment houses. Scottsdale's tourist business could expand substantially and likewise the employment generated. The possibilities for expansion are explored in a subsequent section under the heading "Tourist Potential."

#### Employment Related to Residential Growth

It was estimated in connection with the discussion of tourist-related employment that at least half of the retail employment within the Study Area in 1959 could be attributed to serving local residents. To this figure of 600 could be added most of the employment in the services (health, business services, repair, etc.), virtually all of the transportation, utility and government employment, and a substantial proportion of the employment in banks and insurance offices. The total would probably run around 2,300 - that is 2,300 persons employed in the Study Area in providing local residents with goods and services. One could add the construction of homes and of commercial

and other facilities for a total employment of over 3,000 persons in the Scottsdale Area which was related in 1959 to serving present and prospective residents of the community.

As for the future, substantial expansion of employment in all activities serving local residents will be required to keep pace with the population growth now in prospect.

#### Office Employment

Office employment in the Study Area consists largely of jobs in banks, real estate offices, and insurance agencies; and in the various business and professional firms included in the "service" category shown in Table 2. Such employment is estimated to have been in the range of 1,000 to 1,200 persons in 1959.

Substantial increases could occur in the future and in larger volume than would be required for service to local residents. During the past few years, a number of businesses and professional offices have been located in Scottsdale by firms or industries serving Metropolitan Phoenix, and in some cases a larger geographic area. A sub-regional office center appears to be developing in Scottsdale. This development could gain momentum.

## Industrial Potential

Further industrial development on a major scale within the Scottsdale Study Area is limited by the relatively small acreage of unused land which is suitable for industrial purposes. In most sections of the Area, manufacturing would be incompatible with the residential pattern of land use which is developing, and probably most of the land now vacant in these sections is held at a price which would preclude any industrial use.

## Craft Shops

There are certain craft-type industries which could fit into commercial areas. Some craft operations have been located in the downtown section of Scottsdale and the encouragement of such ventures should increase the appeal of Scottsdale to both winter visitor and Valley resident alike. Nevertheless, certain problems should be anticipated and avoided before further expansion of craft industry is planned and promoted.

Though the older central area of Scottsdale is a highly desirable location for craft industry from some points of view, it should be kept in mind that there are other very important land needs to be met in the general downtown area, including ornamental park areas, comfort facilities for visitors, and public building needs as well as off-street parking. In other words, a comprehensive plan of land use development is needed for the general downtown area of Scottsdale in which all of the various needs for land in this area

including that of craft shops, would be recognized and planned in proper balance to each other.

#### Research and Development

The Research Laboratory of the Western Military Electronics Center of Motorola, Inc. is located just outside the Scottsdale Study Area on the west side of 56th Street. Some other firms are carrying on engineering and development activities in the Area. Ready accessibility to preferred residential neighborhoods plus nearness to Arizona State University should encourage other companies to establish research operations in the Area. Whether such offices are established will depend in part on availability of suitable sites and the success with which local traffic problems are solved.

#### Light Manufacturing

As land-use patterns are developing in the Scottsdale Study Area, the major section still suited to manufacturing (but light industry only) is found in the southeast portion - namely in the vicinity of the Study Area's one major factory, the main plant of the Western Military Electronics Center of Motorola, Inc., located at 8201 East McDowell Road.

Whether the land now vacant in the southeastern portion of the Study Area is used for manufacturing and other industrial purposes, will in large part turn upon how effectively this land is merchandized in relation to

competitive locations in the eastern part of the Valley, including the prices at which it is offered. Basically the location has many advantages. These include:

1. Proximity to good labor market - skilled, managerial, and executive personnel are located in the nearby residential subdivisions and in custom housing north of the Arizona Canal. Those industries requiring highly skilled labor and engineering and technical personnel would be particularly attracted to this area.
2. Proximity to Arizona State University at Tempe - this asset is of particular interest to those firms employing engineers and scientists. An added advantage is the availability of a computer service center located on the campus.
3. Highway access - both McDowell and Pima Roads have been proposed for controlled access highways.\* However, until plans are adopted as to both location and completion date, this possibility may not be a strong asset. More important is the present status of McDowell Road as an inter-city connecting route.

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\* A Major Street and Highway Plan, Phoenix Urban Area, Maricopa County, Wilbur Smith and Associates, 1960.

4. Prestige location - a location next to the Western Military Electronics Center of Motorola, Inc. should have some appeal, and particularly to suppliers of Motorola.

#### Outlying Locations

The fact that the land available for industrial development within the Scottsdale Study Area is limited does not mean that residential expansion will be limited by lack of factory jobs. There are a number of potential industrial locations within a few miles which have the same basic advantages as the Motorola section and additional advantages in some cases. These industrial locations include the general area between Sky Harbor and Tempe; the Tempe-Mesa section, especially along and south of the Southern Pacific Railroad; and the land along the river within the Salt River Indian Reservation.

It should be kept in mind, however, that the attractiveness of a Scottsdale residence to persons working at plants located in the areas mentioned will become increasingly dependent upon highway accessibility between Scottsdale and these potential factory sites.

## Tourist Potential

### Growth Estimates and Projections

Growth History. Beginning in the 1920's, and until the last few years, the tourist industry in the Scottsdale Area has experienced modest but steady growth. Traditionally, the Area attracted winter visitors by offering luxurious accommodations at guest ranches, lodges and inns in the Paradise Valley and Camelback Mountain sections. The town of Scottsdale held appeal as a small western community, - simple and colorful, which offered a variety of arts and crafts, western clothing, and casual entertainment.

The year 1957 marked the beginning of a growth spurt in tourist accommodations which shows no signs of slackening as of the end of 1959. Sparked by the increasing popularity of winter vacations a new group of accommodations are springing up to take care of winter visitors - the "resort apartment." This apartment construction and new business establishments are literally changing the face of Scottsdale.

Economic Significance. The dollar volume of the tourist business in Maricopa County in recent years has been estimated at \$165 million.\*

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\* Economic Analysis and Projection for Phoenix and Maricopa County, a study for the Maricopa County Planning and Zoning Commission and the City of Phoenix Planning Commission, Western Business Consultants, Inc., October, 1959.

Based upon ratio of units in the Scottsdale Study Area to units in Maricopa County (units in hotels, motels, resorts, and guest ranches), the dollar volume of tourist business in the Scottsdale Study Area would run over \$13 million.\* The actual figure is probably somewhat higher because of the predominance of resort-type operation in the Scottsdale Area.

The fact that a winter visitor may stay in the Scottsdale Area does not necessarily mean that all of his vacation dollars are spent there. Some expenditures are undoubtedly made elsewhere in the Phoenix Urban Area just as winter visitors who stop elsewhere in the Valley may patronize shops and entertainment spots in Scottsdale. It follows, however, that the more attractive Scottsdale is to winter visitors, the higher will be the local expenditures by such visitors whether they stop in the Area or elsewhere in the Valley.

Reactions obtained from managers of tourist accommodations indicate that Scottsdale, in their judgment, is failing to be as attractive to winter visitors as it could be. To the extent that these managers are correct in their analysis, Scottsdale is failing to that degree to realize the full potential of its present tourist business. A detailed report on what the managers of

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\* In 1959 the number of units in the hotels, motels, resorts and guest ranches of the Scottsdale Study Area was over 8 per cent of the total number of such units in Maricopa County as estimated by the Phoenix Chamber of Commerce, Phoenix Action, April, 1960.

tourist accommodations think should be done to make the Scottsdale Area more attractive to winter tourists is given in a subsequent special section of this study under the heading "Survey of Tourist and Other Rental Accommodations."

Estimate of Tourist Potential. The future of winter tourism in the Scottsdale Area depends upon many factors, some national and regional, and others which are solely local.

It has been estimated that the dollar volume of the tourist industry of Maricopa County will reach \$390 million in 1975-80 — or be approximately 2.4 times the estimate for 1958 of \$165 million.\* If the tourist business within the Scottsdale Study Area were to grow accordingly, the accommodations for tourists would have to be substantially increased.

Were present proportions maintained between hotel and apartment-type accommodations, the number of hotel-motel and resort-type units could increase from the present level of close to 1,280 to over 3,000; and resort apartments, from approximately 780 to over 1,850 units. An expansion of this dimension, at existing rates of land use per unit, would require an increase in land used for tourist-type accommodations from approximately 350

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\* Economic Analysis and Projection for Phoenix and Maricopa County, op. cit., p. 116.

(1959 use) to around 875 acres. It is highly probable, however, that the actual increase in land use would be significantly less because rising land values will tend to increase the number of units per acre, and probably encourage the construction of apartment and hotel-type units rather than the establishment of resorts and guest ranches with a low-unit density per acre.

Whether the tourist industry of the Scottsdale Area continues to grow will depend upon both regional and local factors remaining favorable. The regional outlook is promising as is outlined in the following section. The problems which may limit growth, unless solved, are largely found at the Scottsdale level; these local problems are discussed after reviewing the regional outlook.

#### Factors Influencing the Growth of the Tourist Industry

Regional Factors. Expansion of tourism nationally is explainable in terms of such factors as increasing population, the rising average real income per family, and the near universality of paid vacations.

Winter tourism in central and southern Arizona is affected additionally by: (1) the trend toward longer vacations; (2) the increasing popularity of winter vacations - not just among the wealthy, but also among families of more modest means; (3) the increased availability and safety of air travel; (4) weather conditions in other winter resort areas; and (5) the rise in the proportion of the population most likely to take a winter vacation - those

over fifty years of age who have no school-age children to tie them down.

In considering the future of Arizona's tourist industry, it is also of interest to note the areas from which winter tourists are drawn. Seven states - Illinois, Iowa, Michigan and Minnesota in the North Central-Midwest region; and, California, Colorado and Montana in the West have accounted for almost 50 per cent of the winter visitors to central and southern Arizona.\*

The fact that substantial numbers of winter vacationers have been attracted from industrial states bordering the Great Lakes suggests that even greater numbers can be expected in the future because this industrial heart of the nation will surely continue to expand with the national economy, especially in view of the new stimulus to growth which will be given by the St. Lawrence Seaway. Furthermore, it is probable that we have yet to feel the full impact of what is still but a growing realization in the severe winter states of the North Central and Midwest regions, that Arizona offers an attractive alternative to Florida for a winter vacation.

It is also significant for the future growth of tourism in the state that Arizona is drawing an appreciable number of winter tourists from the western states and particularly from California. Except for the desert in Southern California and Southern Nevada, Arizona offers the nearest opportunity, in the

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\* Report on Winter and Summer Visitors in Arizona, Arizona Development Board, 1955.

United States, for the large population centers of the Pacific Coast to enjoy a winter vacation. Furthermore, these Pacific Coast centers will probably experience a larger growth than almost any other urban area in the United States during the next 10 to 20 years. The United States Bureau of the Census has projected a greater growth for the Pacific Coast between 1960 and 1970 than for any other geographic division - an increase of approximately 6,000,000 persons for the Pacific Coast States as compared with the next largest increase of 5,800,000 for the East North Central States, the other major market for the tourist industry of central and southern Arizona.\*

Local Factors. The future of the tourist industry in Scottsdale is to a large extent dependent upon the success with which the attractiveness of the Area to winter visitors is maintained in the face of rapid suburban growth.

1. Congestion. One result of the growing urbanization is increasing congestion. Heavy traffic, parking problems, crowding of public and private facilities, and loss of "open space" character are all factors which could impede the growth of the local tourist industry.
  
2. Changing Character of Town. The fact that the character of Scottsdale is changing cannot be denied. Many managers of

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\* Donald J. Bogue, The Population of the United States, The Free Press, p. 782.

rental accommodations feel that retailers and Scottsdale merchants have begun to neglect their traditional customer - the tourist - to concentrate instead on meeting the challenge of the new residential consumer. The winter visitor is reported as wondering what has happened to the small western community - "The West's Most Western Town." It is still too early to tell what the long range reaction of the tourist will be to these changes; for some persons, urbanization may reduce substantially Scottsdale's desirability as a place to spend a winter vacation; for others, the increased activity of the new Scottsdale could prove an added attraction.

3. Recreational Facilities. Many winter visitors want more recreational facilities and activities than are available in the Scottsdale Area, according to managers of tourist accommodations.\* Particularly concerned are visitors in the resort apartments for whom recreational facilities are limited.

Probably recreational opportunities must be expanded before further extensive expansion of accommodations takes place, especially of resort apartments. The shortage in supporting facilities such as public parks and cultural facilities, movies, restaurants, golf

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\* See subsequent section "Survey of Tourist and Other Rental Accommodations."

and other sporting activities may be encouraging Scottsdale's winter visitors to go elsewhere in the Valley for much of their recreation.

4. Competing Local Areas. The industrial development of the Phoenix Urban Area and associated population growth could make the Area less attractive for some winter vacationers. Resorts in the Phoenix Area may lose their appeal to visitors who want more exclusive facilities, free from metropolitan influence, and create the demand for luxury accommodations further removed from population centers.

As urbanization changes the character of Scottsdale, it should be kept in mind there are many communities in central and southern Arizona which could still offer the original atmosphere of small western towns. Should appropriate accommodations become available and accepted by the tourist in these locations, Scottsdale could very well lose a significant portion of its future potential tourist developments to these communities. However, a substantial segment of the winter tourist market appears to be made up of families in the middle-income group, many of them from farms and ranches for whom the city is an added attraction. For these people, increasing urbanization may well enhance the appeal of the area, as the rising popularity of resort apartments would indicate.

## Residential Potential

### Higher-Priced Homes

Until recently much of the residential development in the Scottsdale Area was characterized by custom homes and limited tract construction of medium to high valuation, particularly north of the Arizona Canal. This home-building was inspired by the setting, including the view of the mountains, the desert beyond the Arizona Canal, and the citrus groves on each side of the Canal; by the unique character of the Town of Scottsdale itself; and, by the prestige that has become associated with the Scottsdale and Paradise Valley areas through its reputation as a resort area. Many former winter vacationers moving into the area on retirement, or on transfer to Phoenix, settled in the Scottsdale Area where they had stayed while on their vacations. This type of residential growth is still occurring but further substantial expansion cannot be expected in the Study Area because of the limited number of attractive sites which remain for this type of housing.

### Popular Priced Homes

South and east of Scottsdale a new kind of residential development is occurring as subdividers build competitively priced homes in large tracts. The character and pricing of these developments are much the same as it has been in other parts of the Valley. Home building on this scale requires generally 40 acres or more in one parcel in order to make the operation

competitive. The number of parcels of undeveloped land of this size is being continually reduced and now lie primarily along the boundary of the Salt River Indian Reservation. It is possible that most of the land in the Study Area, in terms of size, location and price which is suitable for large-scale tracts, could be used up within five years or less.

#### Apartment Development

A substantial investment in multiple-unit dwellings is being made at this time in the vicinity of Scottsdale. Many of these dwellings are designed as resort apartments to serve winter visitors and whatever summer tenants may be available. However, some apartment operators lease all or part of their units to permanent residents at yearly rates in order to stabilize their operation. There appears to be a ready market of year-around residents desiring this type of accommodations.

Just as many wealthy vacationers have chosen to retire in the Valley, so may the Scottsdale vacationer of moderate means also like to retire in the Scottsdale vicinity. If tract home development becomes limited in the Scottsdale Area, such persons might turn to apartment housing, should it be available.

#### Mobile Home Parks

The development of large, well-planned mobile home parks in the Scottsdale Area catering to retired persons may be feasible, providing sufficient land

is available at appropriate locations and prices. Except for possibly land south of McDowell Road which lies near the Salt River, mobile home parks would have to compete with subdividers for large parcels of land and with apartment developers for small parcels. Such competition may limit mobile home park development in the Scottsdale Study Area. In addition, mobile home parks would not be compatible with single-family residences in the majority of instances. Such residences now characterize housing developments in most of the Area.

## Survey of Tourist and Other Rental Accommodations

### Scope

The survey covered all rental accommodations with four or more units within the Scottsdale Study Area.\* The basic list was obtained from the Scottsdale Chamber of Commerce and further expanded from records of the City of Scottsdale and other sources. The questionnaire was sent to 95 establishments of which 64 responded (67 per cent). For those establishments which did not return the questionnaire, information concerning number and type of units was obtained by telephone and from the records of the Chamber of Commerce.

The tables which follow, except for Table 3 on number of units by type and by size of establishment, are based on reports from the respondents on the assumption that these establishments are representative of the rental-accommodation business in the Scottsdale Study Area.

This survey was designed to determine the implications for the tourist industry of the recent growth of Scottsdale as a suburban community, and the recent surge in apartment construction. Three general subjects were covered by the questionnaire:

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\* In addition a few establishments which were near the boundaries of the Study Area were also included.

1. The characteristics of available accommodations, including number and type of units, land owned and utilized, number of employees, parking spaces, date of construction and recreational facilities.
2. The length of the winter season, the average length of stay of guests and tenants, and the average occupancy rate.
3. Perhaps the most important was a section on the reaction of guests to Scottsdale and the suggestions of managers for improvements aimed at maintaining and improving the Scottsdale tourist industry.

#### Character of Accommodations

Distribution by Size. Rental facilities were divided into two groups - an "apartment only" group, and a "resort" group comprised of hotels, inns, resorts, guest ranches, and other lodgings which offer a restaurant and resort activities. These two types of establishments are hereafter referred to as "apartments" and "resorts" respectively. These groups were further classified by number of units for some analyses. Table 3 gives a summary of the rental accommodations in the Scottsdale Area by kind and size of establishment as of the beginning of the 1959-60 winter season. Attention is called to the importance that apartments are now playing in the tourist industry. Although apartment construction largely dates from 1957, these facilities now represent nearly 38 per cent of the available accommodations.

TABLE 3

## RENTAL ACCOMMODATIONS IN THE SCOTTSDALE AREA

Number of Units by Type and by Size of Establishments  
Estimates for 1959-60

Size of Est'b. In Units	No. of Est'b.	Total Number Units	Room and Bath	Efficiency Apartment	One Bed-room	Two Bed-room	Three Bed-room
<u>Apartments:</u>							
4	13	52	0	8	23	21	0
6- 9	25	198	1	11	102	84	0
10- 14	13	151	3	11	78	54	5
15- 19	7	118	0	11	31	67	9
20- 34	<u>10</u>	<u>259</u>	<u>0</u>	<u>25</u>	<u>76</u>	<u>131</u>	<u>27</u>
Total	68	778	4	66	310	357	41
<u>Resorts:</u>							
4- 16	13	146	82	34	27	3	0
20- 60	7	279	206	58	12	2	1
80-180	<u>7</u>	<u>851</u>	<u>756</u>	<u>13</u>	<u>80</u>	<u>0</u>	<u>2</u>
Total	27	1,276	1,044	105	119	5	3
Grand Total	95	2,054	1,048	171	429	362	44

Source: Survey by Western Business Consultants, Inc.

Locations of Facilities. The present location of tourist accommodations in the Scottsdale Study Area is given in accompanying Plate No. 2. The resorts, guest ranches, lodges and inns lie exclusively north of the Arizona Canal and primarily in the vicinity of Camelback Mountain. They are generally not close to each other and are distributed in a relatively random pattern in the Camelback Mountain area. Hotels are located close in to central Scottsdale in the vicinity of the Arizona Canal.

Resort apartments are developing south of the Arizona Canal and primarily in certain areas or subdivisions. There are now four major apartment areas:

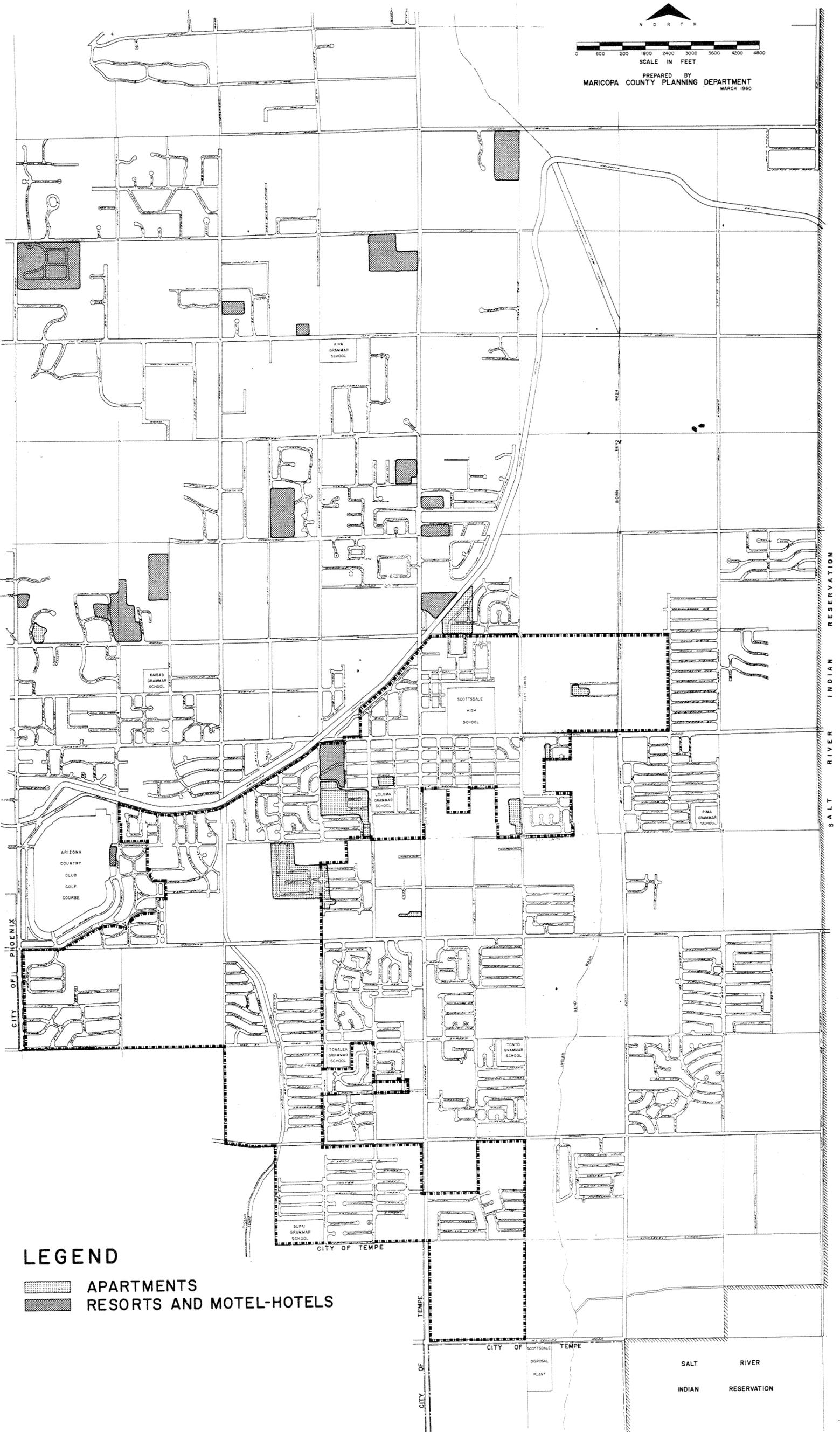
1. Holiday Park - an area one-half mile west of Scottsdale Road and one-half mile south of Indian School Road covering approximately 40 acres. Apartments in this development have four to sixteen units per establishment. They are comprised of small single story buildings, arranged in a high density pattern, without recreational facilities other than a swimming pool, and minimal landscaping.
2. Scottsdale Resort Apartment Center - just south of the Ramada Inn comprising less than 20 acres, containing 12 two-story establishments which might be characterized as a garden or patio-type. These apartments have one or more swimming pools, elaborate

architectural and landscaping display and luxurious suites. They provide little or no recreational facilities, but are close to downtown Scottsdale.

3. Peaceful Valley Resort Apartments - a group of six apartments similar to Scottsdale Resort Apartments located at Osborn and Miller Roads.
4. Scottsdale Terrace Apartments - a group similar to Holiday Park, north of Camelback Road and just east of the Arizona Canal.

# TOWN OF SCOTTSDALE ARIZONA

CITY PLANNING AND ZONING COMMISSION



## LEGEND

- APARTMENTS
- RESORTS AND MOTEL-HOTELS

# TOURIST ACCOMMODATIONS

Age of Accommodations. The most significant fact about age is the large number of apartments which have been built within the past two years (see Table 4), in the Scottsdale Area. Recent construction accounts for approximately 80 per cent of the existing apartments. The majority of resorts, on the other hand, were established much earlier. The average date of establishment for resorts is 1947 as compared with 1959 for apartments.

TABLE 4  
FIRST YEAR OF OPERATION

Type of Establishment	Per Cent of Establishments by Opening Year		
	1959	1958	Earlier
Apartments	52	28	20
Resorts	6	6	88

Source: Survey by Western Business Consultants, Inc.

Parking Spaces and Land Use. Information was collected on parking spaces provided and land used by each establishment. Ratios of parking spaces per unit and units per acre were calculated for various sizes of apartments and resorts (see Table 5). All size classes of apartments and resorts, with the exception of apartments having 20 or more units, averaged over one parking space per unit. A ratio of 1.5 parking spaces per unit is

recommended in the Zoning Ordinance prepared for the City of Scottsdale by the Maricopa County Planning and Zoning Department.

Apartments are using one acre for every 12 to 14 units in the smaller establishments, and in the larger apartments one acre for every 22 to 27 units. Small and medium size resorts use one acre for every 2 to 3 units, and in the larger resorts, density rises to about 7 units per acre.

TABLE 5  
PARKING SPACES AND LAND USED PER UNIT

Size of Establishment	Parking Spaces Per Unit	Units Per Acre
<u>Apartments</u>		
4	1.2	13
6 - 9	1.5	12
10 - 12	1.2	14
15 - 18	1.0	27
20 - 34	<u>0.8</u>	<u>22</u>
Average*	1.1	17
<u>Resorts</u>		
4 - 16	2.3	2
20 - 60	1.2	3
80 - 180	<u>2.2</u>	<u>7</u>
Average*	1.9	4

\* Weighted by units.

Source: Survey by Western Business Consultants, Inc.

Employment in Tourist Accommodations. The smaller apartments are generally managed by the owners who live in one of the units. Professional managers usually operate the larger apartments and resorts. The number of paid employees per establishment based on the survey response is given in Table 6 by summer and winter seasons.

TABLE 6  
AVERAGE EMPLOYMENT PER ESTABLISHMENT

Size of Establishment in Units	Employees per Establishment	
	Winter	Summer
<u>Apartments</u>		
4	*	*
6 - 9	*	*
10 - 12	2	1
15 - 18	2	1
20 - 34	4	2
<u>Resorts</u>		
4 - 16	7	*
20 - 60	29	4
80 - 180	83	32

\* Average less than one employee per establishment

Source: Survey by Western Business Consultants, Inc.

Occupancy and Length-of-Stay and Season

Occupancy Rate. Apartments have experienced a higher occupancy rate than resorts, even during the winter season (see Table 7). Larger apartments during the winter have averaged 94 per cent occupancy, whereas in the case of resorts, occupancy averages somewhat less than 80 per cent. The higher occupancy rate of apartments can be attributed, in part, to some leasing to year-around residents.

TABLE 7  
AVERAGE PER CENT OCCUPANCY

Size of Establishment in Units	Average Per Cent Occupancy of All Units	
	Winter	Summer
<u>Apartments</u>		
Under 10 units	87	71
10 units and over	94	67
<u>Resorts</u>	77	50*

\* For those accommodations of resort-type remaining open; many are closed during the summer season.

Source: Survey by Western Business Consultants, Inc.

Length-of-Stay. Apartments experience a longer length-of-stay during the winter season than resorts. This fact can be noted in Table 8, an analysis of the length-of-stay by size of establishment. The extended length-of-stay for the smaller apartments indicates the predominance of all-season rentals in this group. The average stay would seem to be approximately three-months for apartments, both summer and winter, and three weeks for resorts in the winter. Resorts either close down or have periods of low occupancy rates in the summer.

TABLE 8  
AVERAGE LENGTH-OF-STAY IN WEEKS

Size of Establishment in Units	Average Length of Stay in Weeks	
	Winter	Summer
<u>Apartments</u>		
Under 10 units	10	11
10 units and over	9	8
<u>Resorts</u>	3	*

\* Not shown because number of resorts close during summer season.

Source: Survey by Western Business Consultants, Inc.

Length of Tourist Season. Operators of tourist accommodations in the Scottsdale Area vary greatly in their definition of the winter season. Those reporting 25 weeks or more considered the winter season as opening in October and closing in May. Those reporting less than a 15 week season usually set January 1 as the opening and April 1 as the closing date of the season. The majority of operators, however, considered the winter season to run between 15 and 19 weeks. This season usually meant from December 1 to April 1.

TABLE 9  
LENGTH OF WINTER SEASON

Length in Weeks	Per Cent of Establishments Reporting Winter Season of Length Specified	
	Apartments	Resorts
Under 15	16	12
15 - 19	38	53
20 - 24	21	0
25 and over	25	35
Total	100	100

Source: Survey by Western Business Consultants, Inc.

Favorable and Unfavorable Reactions of Visitors to  
Scottsdale and Recommendations of Managers

Favorable Reaction of Guests. The managers of tourist accommodations in the Scottsdale Study Area were asked, "What have your guests consistently liked about Scottsdale?" They cited the community's unique western and small-town atmosphere as exemplified in its architecture, location near the open desert and mountains, casual dress and living conditions, and friendly, neighborly people. Equally important in the eyes of visitors, according to the managers, are Scottsdale's unique specialty shops and restaurants. Among the resort-apartment operators, a number mentioned "good schools" and a "prestige address" as having impressed their tenants.

Unfavorable Reactions of Guests. The managers of tourist accommodations were also asked to list what their guests had consistently disliked about Scottsdale. The responses grouped into the following three classes of shortcomings:

1. Street, traffic, and parking conditions resulting in dust, congestion, downtown parking troubles and other transportation difficulties within the area.
2. Lack of community recreational facilities, such as a community park and golf course with associated activities, a library, and a conventional movie theater.\*

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\* Such a movie theater was under construction when this report was printed.

3. The changing atmosphere of the town of Scottsdale and attitude of merchants and towns-people toward the winter visitor. The trend toward a suburban community is apparent to the winter visitor.

Recommendations of Managers. The survey included a request to the managers of tourist accommodations to list their recommendations for improving the attractiveness of the Scottsdale Area for tourists. Interestingly enough virtually all of the recommendations which were made would, if carried out, not only increase the community's attraction for tourists, but would also make Scottsdale a better place in which to live the year around.

The recommendations made by the managers fell into four sets or groups in terms of subjects covered. High on most lists were a series of street improvements:

1. Construction of side walks, gutters and curbs and street lights, particularly in the neighborhood of schools and the main streets of Scottsdale. This improvement would encourage the visitor to walk to and around downtown Scottsdale and lessen traffic congestion by keeping pedestrians, especially children, off of the streets. It would also go a long way toward reducing the dust and the traffic-congestion problems.

2. A step up in the street paving program (but not during the winter season).
3. The installation of street signs and the publishing of a complete map would aid the winter visitor to locate places of interest in and about Scottsdale.
4. A street cleaning and dust control program.
5. A general landscaping of the main streets in Scottsdale, particularly Scottsdale Road.

The second major set of recommendations concerned traffic and parking:

1. Development of a comprehensive downtown parking program designed to permit winter visitors to find parking convenient to the shops which they have rated so highly.
2. A traffic by-pass system which would enable traffic going through Scottsdale to by-pass the downtown area of Scottsdale.
3. Through streets close to Scottsdale Road which would permit local traffic to move from one part of Scottsdale to another without having to use Scottsdale Road itself.

4. More traffic signals throughout the Scottsdale Area.

A third group of recommendations dealt with community recreational facilities and programs. The need for more recreational activities was brought out in the unfavorable responses of guests to Scottsdale and rate highly among the recommendations made by the managers of tourist accommodations. Specifically mentioned is the need for a municipal park and associated golf course with municipally sponsored activity programs such as organized activities for children, musical events, square dancing, lectures, etc.

Also mentioned was the possibility of a city library which perhaps might enhance the western atmosphere through the use of special exhibits and programs. It could be a place where a winter visitor could appraise himself of the places and events of historical significance in Scottsdale and in the Southwest, and obtain more comprehensive literature on places of particular interest.

The need was also expressed for an additional movie theater\* of a more conventional nature in downtown Scottsdale. It would probably increase the evening business in Scottsdale for many activities. The early closing of drug stores and other places where necessities are sold forces the winter visitor to leave Scottsdale in order to take care of his needs.

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\* A new theater is now under construction.

A fourth set of recommendations concerned community appearance and atmosphere, and the attitude of merchants and towns people toward the winter visitors. The development of a public relations program through appropriate community organizations such as the Scottsdale Chamber of Commerce was suggested; a program designed to awaken the local merchants and towns people to the problems of a growing and changing community; inform them of the reactions of guests to Scottsdale in recent years, and encourage them to develop a program which would enhance the area both for winter visitors and permanent residents.

One of the shortcomings which was emphasized by managers of tourist accommodations is the changing attitude of merchants toward the casual living which rates highly on the list of Scottsdale assets. Visitors are reported to feel that merchants are more and more dropping their Western atmosphere. This is noticeable not only in the architecture, but particularly in the advertising, signs, and general appearance of downtown Scottsdale. It is becoming more and more cluttered and less and less like "The West's Most Western Town." There has been a trend to discontinue the wearing of Western clothing by merchants and even a lack of approval in its use by customers.

Many of the managers of tourist accommodations feel that the large influx of auto dealers has greatly impaired the general appearance of Scottsdale. They think further development by this group should be discouraged, and that

existing dealers should be made to enhance the appearance of their establishments, especially through the use of a Western motif and by less gaudy displays.

The managers of visitor accommodations realize that Scottsdale is moving from the days of a small resort town to a prestige suburban community, but they feel that it is incorrect to assume that this change is incompatible with a continued healthy tourist industry.

## PART 3

### EXISTING CONDITIONS

#### Utilities

The water and sewer system for Scottsdale and Environs south of the Arizona Canal is shown on Plate 3, Existing Utilities. The system includes all of the sanitary trunk sewer mains and water lines eight to sixty inches in size. The map also shows the topography of the area and the independent water district boundaries.

The area north of the Canal is not extensively served with sanitary sewers nor is it anticipated that it will be served in the near future due to the existing low population density of the area and the present zoning requirements. Domestic water is available and provided by the respective water companies shown on the map.

Minimum standards of design and responsibilities prescribed by the State Water Commission are generally inadequate to meet the needs of a large urban community. Many of the water lines serving the area are under six inches in size and not capable of supporting fire hydrants. This situation presents a

hazardous condition which results in high insurance rates, twice as high as those served with fire hydrants. However, the Town of Scottsdale is not confronted with this problem. It is presently installing seventeen new water hydrants which, when completed, will place it in Fire District A, allowing lower premiums generally within the area served by fire hydrants and lower rates in specific situations. Fire hydrants are not found in the unincorporated parts of the area.

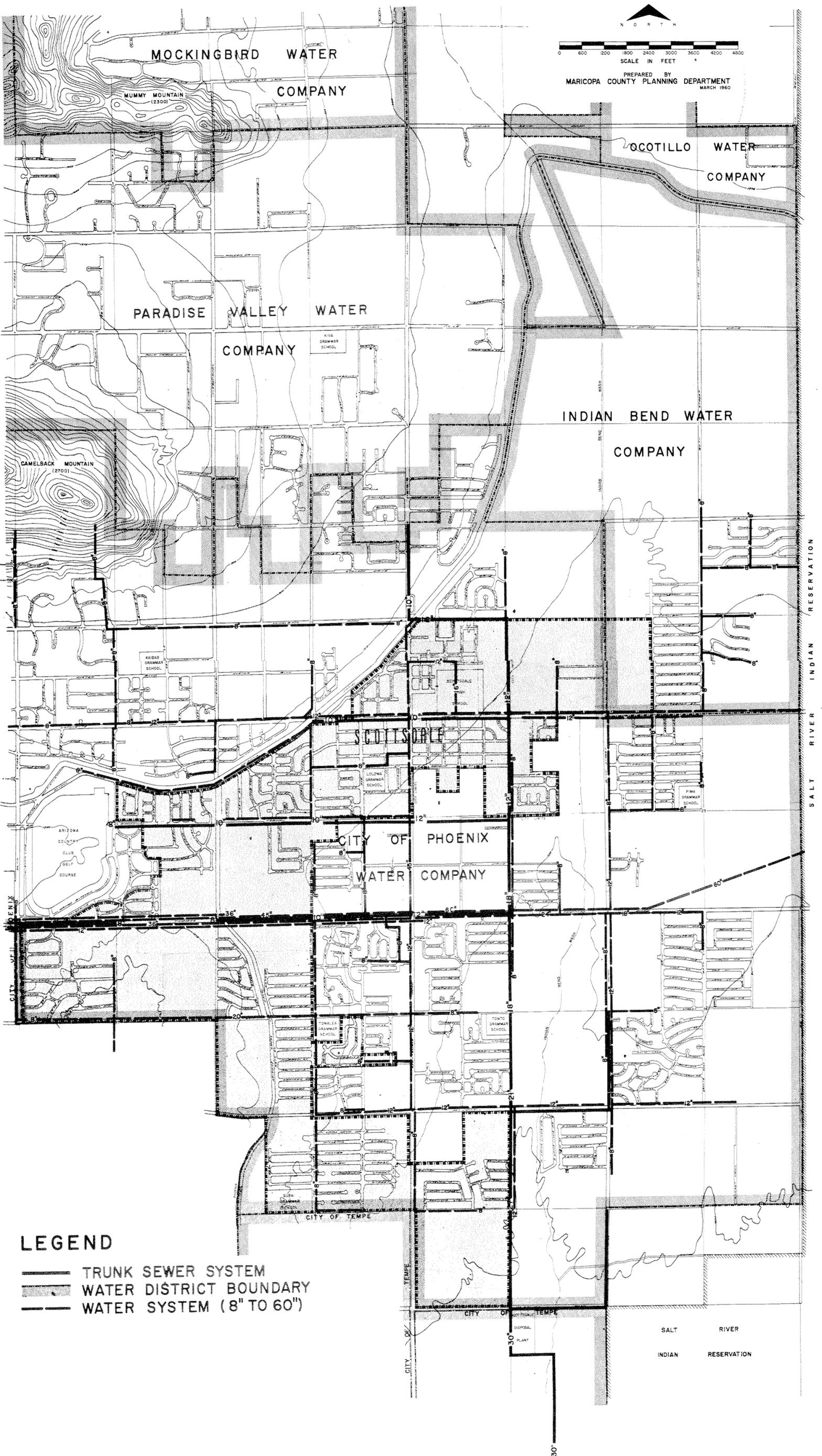
Gas service and electrical power are available in both areas north and south of the Arizona Canal, with the exception of a few sparsely populated areas.

#### Residential Development 1955 - 1960

The amount of residential development that has taken place in Scottsdale and its Environs between 1955 and March 1960 is shown on Plate 4. The major commercial and industrial development is also shown. The following table lists the total amount of development by year that is shown on Plate 4.

# TOWN OF SCOTTSDALE ARIZONA

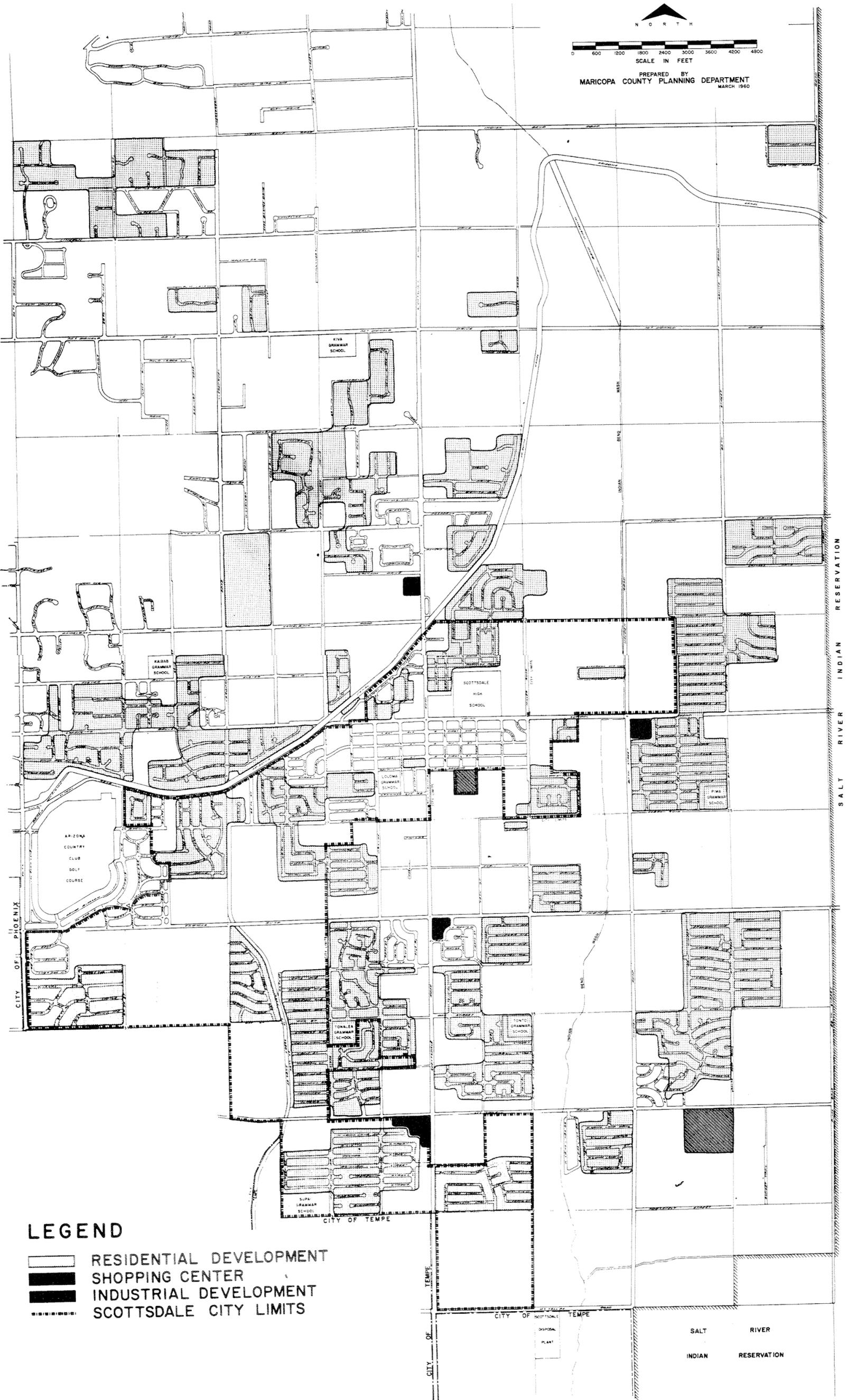
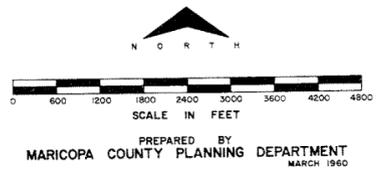
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## EXISTING UTILITIES

# TOWN OF SCOTTSDALE ARIZONA

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## LEGEND

- RESIDENTIAL DEVELOPMENT
- SHOPPING CENTER
- INDUSTRIAL DEVELOPMENT
- SCOTTSDALE CITY LIMITS

# RESIDENTIAL DEVELOPMENT FROM 1955 TO 1960

<u>YEAR</u>	<u>ACRES</u>
1955	400
1956	276
1957	509
1958	729
1959	680
1960	<u>*28</u>
Total	**2,622 Acres or 4.1 Sq. Mi.

\* As of March 1960.

\*\* This represents approximately 20 per cent of the total area referred to as Scottsdale and Environs.

Development south of the Canal has been toward the south and east, creating a scattered open pattern of development with relatively few large tracts of vacant land remaining.

However, much of the land north of Camelback Road and east of the Canal still remains vacant. If the present rate of growth continues, this area will soon be developed for residential use.

Less development has taken place north of the Canal than south of the Canal. This is due partly to the high cost of land and to larger lot sizes required by the zoning ordinance, which recognizes the spacious character of

existing residential development here .

### Annexations

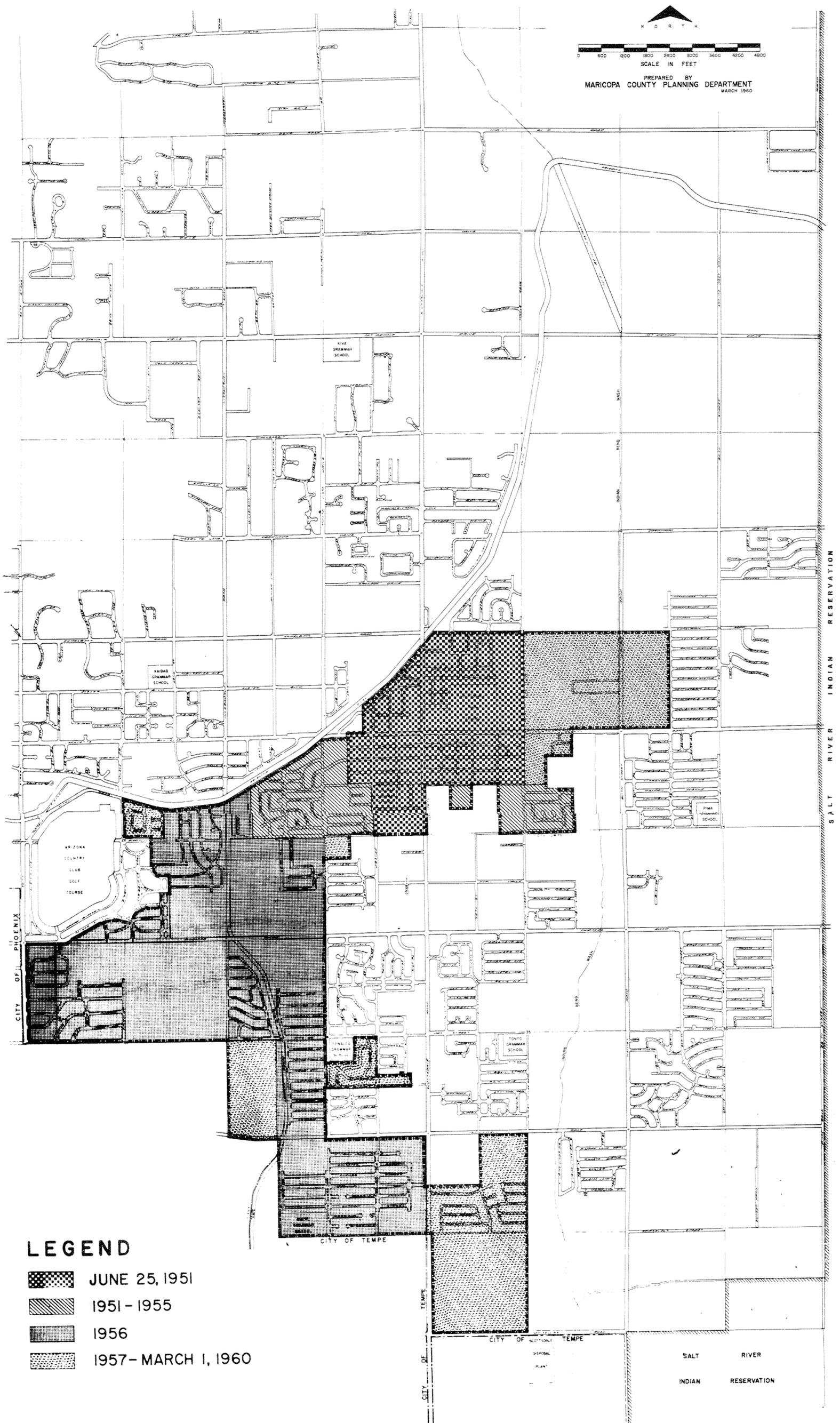
The growth of Scottsdale by annexation is shown on Plate 5, Annexations 1951-1960. The map shows a major consolidation of all annexations by year from the Town's incorporation date of June 25, 1951 to March 1960. This represents a growth in land area from 0.62 to 4.1 square miles, or an average rate of growth equal to approximately 247 acres of land per year .

A town grows primarily by annexation of territory either before or after the land is developed. Much of the land inside Scottsdale was developed prior to annexation, which afforded Scottsdale little opportunity to determine the existing street pattern .

If the Town of Scottsdale continues to annex areas at its present rate, most all of the land south of the Arizona Canal can be expected to be urbanized and incorporated into the Town of Scottsdale within the next 10 to 15 years .

# TOWN OF SCOTTSDALE ARIZONA

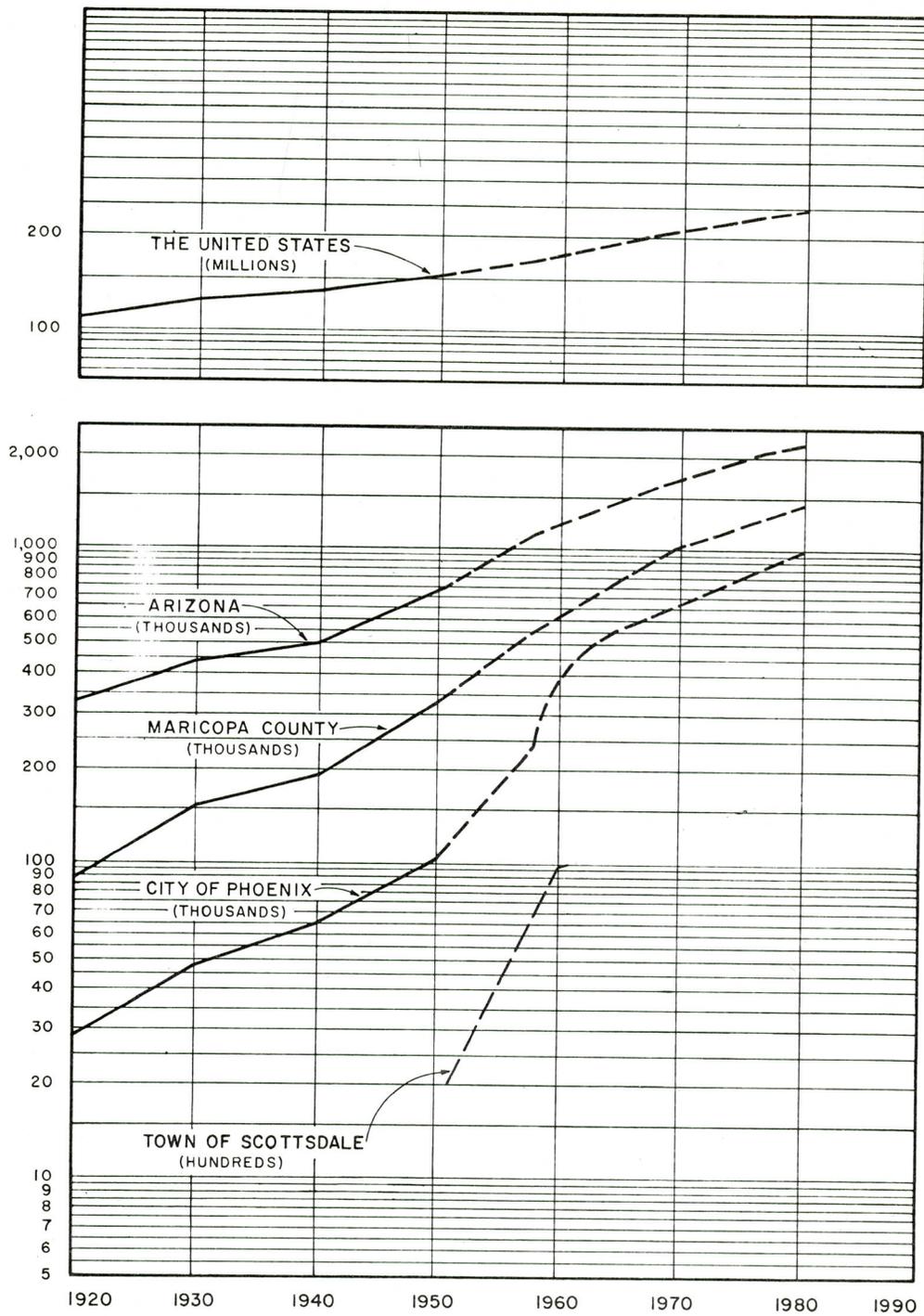
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## LEGEND

-  JUNE 25, 1951
-  1951 - 1955
-  1956
-  1957 - MARCH 1, 1960

# ANNEXATIONS 1951 - 1959



# 1920-1980 COMPARATIVE POPULATION GROWTH

## TOWN OF SCOTTSDALE

PREPARED BY MARICOPA COUNTY PLANNING AND ZONING COMMISSION - JUNE, 1960

## PART 4

### POPULATION

#### Population Trends

The population growth trends for the Town of Scottsdale, the United States, State of Arizona, and Maricopa County are shown on Plate 6, Comparative Population Growth Trends 1920-1980.

A more complete tabulation of figures and percentages is shown on Table A, Past and Estimated Future Trends in Population Growth, 1920-1980. Population figures for the Town of Scottsdale were not available prior to 1951.

In April 1958, a study on Population Growth of the Phoenix Urban Area was prepared and published by the Advance Planning Task Force of the City of Phoenix and Maricopa County. The study included existing (1958) population and future (1980) population projections by census tract\* for all of the area inside the City of Phoenix and the adjacent unincorporated areas, but

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\* These census tracts were established by the Advance Planning Task Force and later revised by the U.S. Bureau of Census.

did not include land use studies for the Town of Scottsdale.

Prior to 1960, the Phoenix Metropolitan Area was without the benefit of established census tracts.\* Consequently, only limited information is now available for establishing trends for future population projections.

#### Existing Population - 1959

The estimated population for the Scottsdale Study Area as of July 22, 1959, was 32,700 persons. Of this total, the Town of Scottsdale accounted for 10,480\*\* persons with the balance of 22,220 persons located in the unincorporated urban fringe area. These population estimates are based upon a dwelling unit count carried on in the course of a land use survey, and include a small percentage of people not classified as permanent residents by the Census Bureau. These figures are shown on Table 10, by census tract. In converting dwelling units to population, a factor of 3.6 persons per dwelling unit was used for Scottsdale and 3.52 for the urban fringe area. These factors are the result of population studies carried out by Western Business Consultants, Inc.

#### Distribution of Population - 1959

The existing distribution of population is shown on Plate 7. Each dot

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\* The census tracts shown in this report are those officially adopted by the U. S. Bureau of Census.

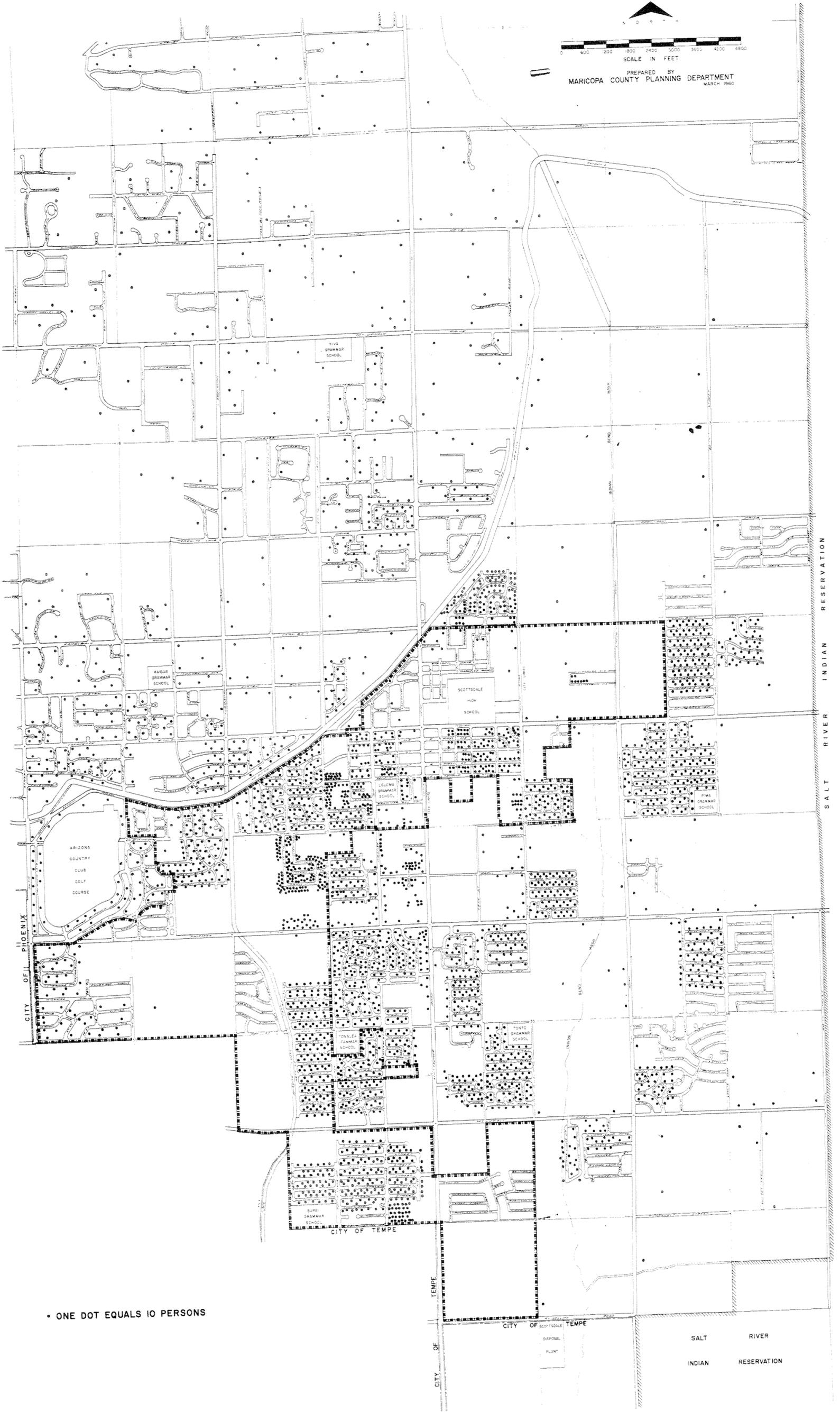
\*\* U. S. Bureau of Census, preliminary estimate 9,924 persons as of April 1, 1960.

# TOWN OF SCOTTSDALE ARIZONA

CITY PLANNING AND ZONING COMMISSION



PREPARED BY  
MARICOPA COUNTY PLANNING DEPARTMENT  
MARCH 1960



• ONE DOT EQUALS 10 PERSONS

# POPULATION DISTRIBUTION - 1959

Table 10  
EXISTING AND FUTURE POPULATION BY CENSUS TRACT  
 Scottsdale Study Area

Census Tract	Area In Acres			1959 Population *			1980 Population **		
	Scottsdale	Fringe	Total	Scottsdale	Fringe	Total	Scottsdale	Fringe	Total
PH-9	---	1,065	1,065	---	400	400	---	3,650	3,650
PH-10	---	4,329	4,329	---	1,800	1,800	---	6,270	6,270
PH-49	---	1,614	1,614	---	4,000	4,000	---	9,480	9,480
PH-50	---	3,087	3,087	---	2,100	2,100	---	4,600	4,600
PH-51	80	4,735	4,815	540	6,160	6,700	560	30,520	31,080
PH-52	343	288	631	3,040	960	4,000	4,500	3,920	8,420
PH-53	446	1,244	1,690	3,900	5,100	9,000	5,860	8,220	14,080
PH-54	1,010	245	1,255	3,000	1,700	4,700	7,080	1,340	8,420
<b>TOTAL</b>	<b>1,879</b>	<b>16,607</b>	<b>18,486</b>	<b>10,480</b>	<b>22,220</b>	<b>32,700</b>	<b>18,000</b>	<b>68,000</b>	<b>86,000</b>

\* Based on studies conducted by the Advance Planning Task Force April 1959 and the Maricopa County Planning and Zoning Department February 1960.

\*\* Western Business Consultants, Inc.

Note: Area north of Indian Bend Road in Census Tract PH-9 excluded from area calculations.

represents 10 persons. The resulting pattern of dots indicates the location where more intense residential uses of land are being made. The dots were located in a pattern based on the existing land use map shown on Plate 12. Because of the large lot sizes north of the Arizona Canal, the location of dots in this area cannot be precise.

#### Density of Population - 1959

Population density is a measure of the intensity of land use for any given area of land. Density can be expressed in a number of ways depending upon the purpose for which the information is to be used. In this report gross and net densities have been tabulated and are shown respectively on Tables C and B.

Table B lists 1959 population, gross area by acres, and persons per gross acre. Plate 8 shows this information graphically.

Generally, a gross density of 10 persons per acre or more is needed to provide a satisfactory and economical level of governmental service according to studies made in other communities.

Because of the generally scattered residential and commercial development and the large amount of vacant land (See Plate 12, Generalized Land Use Map, 1959), gross densities shown on Plate 8 are comparatively low—ranging from a low of 0.37 in Census Tract PH-9 to a high of 6.34 persons per gross acre in Census Tract PH-52.



Table C shows net densities. Since these exclude vacant land, net densities are much higher. As vacant areas continue to develop, gross densities will, of course, tend to approach net densities.

#### Future Population - 1980

Any future population estimate for the Town of Scottsdale is difficult to forecast due to the unpredictable rate and amount of annexation which may take place over the next 15 to 20 years.

Estimates were given in Part 2 for the population expected by 1975-80 within the July 1959 boundaries for the Town of Scottsdale and the Scottsdale Study Area. These projections were prepared by Western Business Consultants, Inc.

Table 10, Existing and Future Population by Census Tract, shows a comparison of existing population with that projected for 1980, for both the area inside of Scottsdale and that outside known as the fringe area.

#### Population Distribution - 1980

The future population distribution for 1980 is shown on Plate 9. Each dot represents 10 persons and is geographically located on the map in a pattern based on the Future General Land Use Plan as shown on Plate 13. There is a significant increase in population shown in the area northeast of the Town of Scottsdale and south of the Canal.

Ultimately certain land adjoining to the east of Pima Road within the Indian Reservation may be subject to urban development; however, this area is not within the limits of the Study Area.

#### Population Density - 1980

The 1980 gross population density by census tract is shown on Plate 10. The density figure represents the future number of persons per gross area of land by 1980.

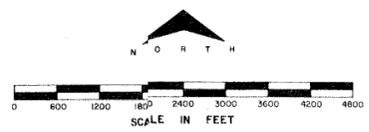
The densities to be obtained north of the Arizona Canal are considerably lower than those expected south of the Canal due to the one-acre zoning requirement and the sparse residential development found in the area near Camelback and Mummy Mountains.

It is significant to note that the higher densities are found in the area south of the Canal. Census Tract PH-52 contains the highest density figure of 13.34 persons per gross acre due to the substantial amount of small lots and multiple dwelling units found in the older sections of Scottsdale.

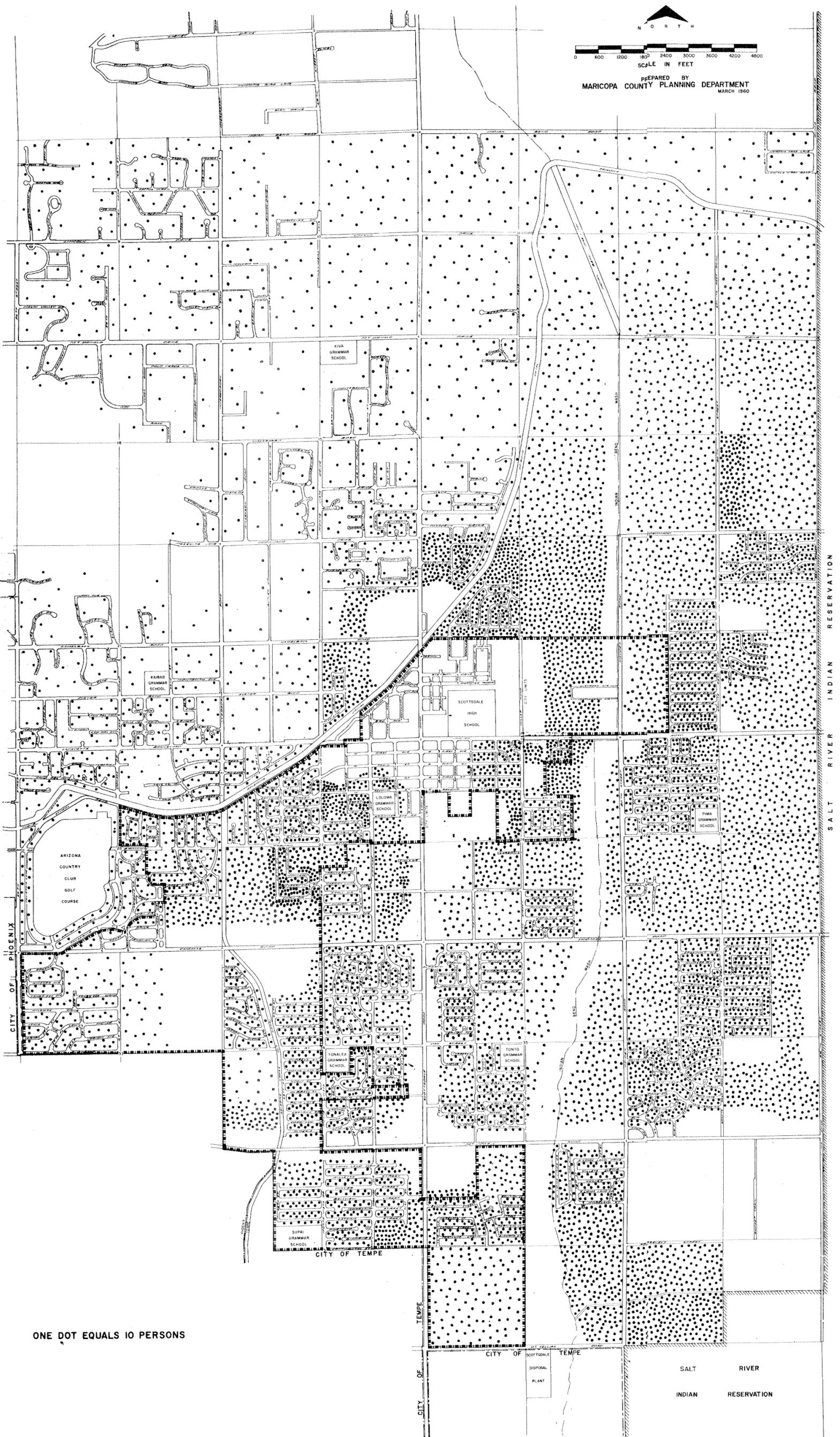
Table 11 shows the gross acres, future population, and future population density by census tract for Scottsdale and Environs. For purposes of comparison, 1959 population densities are also shown as extracted from Table B. Census tracts shown on Plate 10 south of the Canal would have gross densities ranging from 6.45 to 13.34 persons per acre in 1980 compared with 1.39 to 6.34 in 1959.

# TOWN OF SCOTTSDALE ARIZONA

CITY PLANNING AND ZONING COMMISSION



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MARICOPA COUNTY PLANNING DEPARTMENT  
MARCH 1960

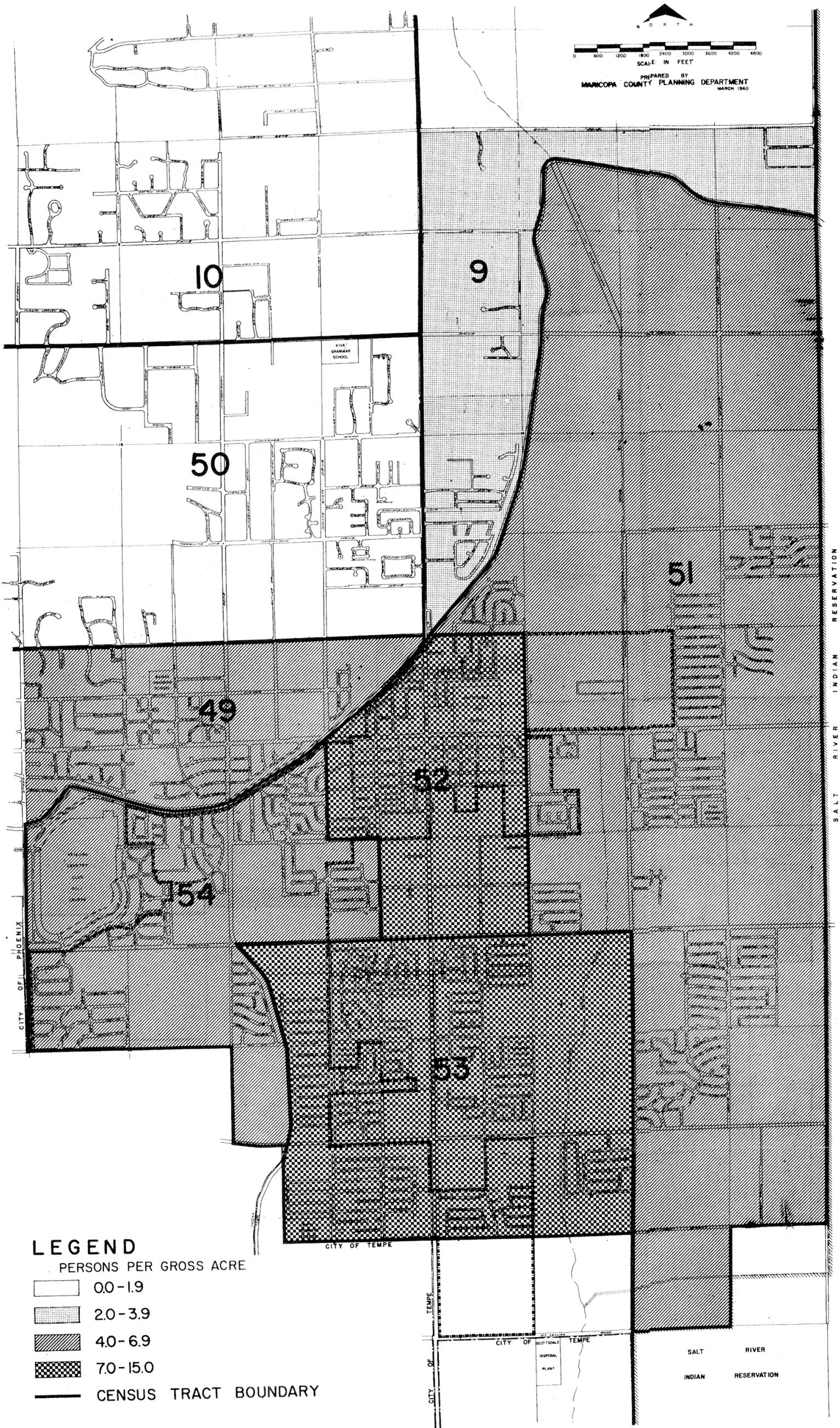


ONE DOT EQUALS 10 PERSONS

# POPULATION DISTRIBUTION - 1980

# TOWN OF SCOTTSDALE ARIZONA

CITY PLANNING AND ZONING COMMISSION



## FUTURE POPULATION DENSITY

Table 11  
COMPARATIVE GROSS POPULATION DENSITIES BY CENSUS TRACT  
 Scottsdale Study Area \*

Census Tract	Total Area (Acreage)	1980 **		1959 **		Increase 1959-1980	
		Estimated Population (Persons)	Persons Per Gross Acre	Estimated Population (Persons)	Persons Per Gross Acre	Estimated Population (Persons)	Persons Per Gross Acre
PH-9 *	1,065	3,650	3.42	400	0.37	3,250	3.05
PH-10	4,329	6,270	1.44	1,800	0.41	4,470	1.03
PH-49	1,614	9,480	5.87	4,000	2.48	5,480	3.39
PH-50	3,087	4,600	1.49	2,100	0.68	2,500	0.81
PH-51	4,815	31,080	6.45	6,700	1.39	24,380	5.06
PH-52	631	8,420	13.34	4,000	6.34	4,420	7.00
PH-53	1,690	14,080	8.33	9,000	5.32	5,080	3.01
PH-54	1,255	8,420	6.71	4,700	3.74	3,720	2.97

\* That part of PH-9 lying south of Indian Bend Road.

\*\* Table 10, Existing and Future Population By Census Tracts.

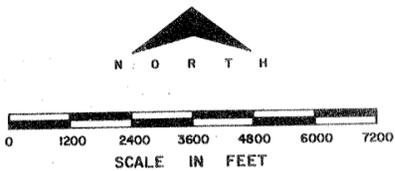
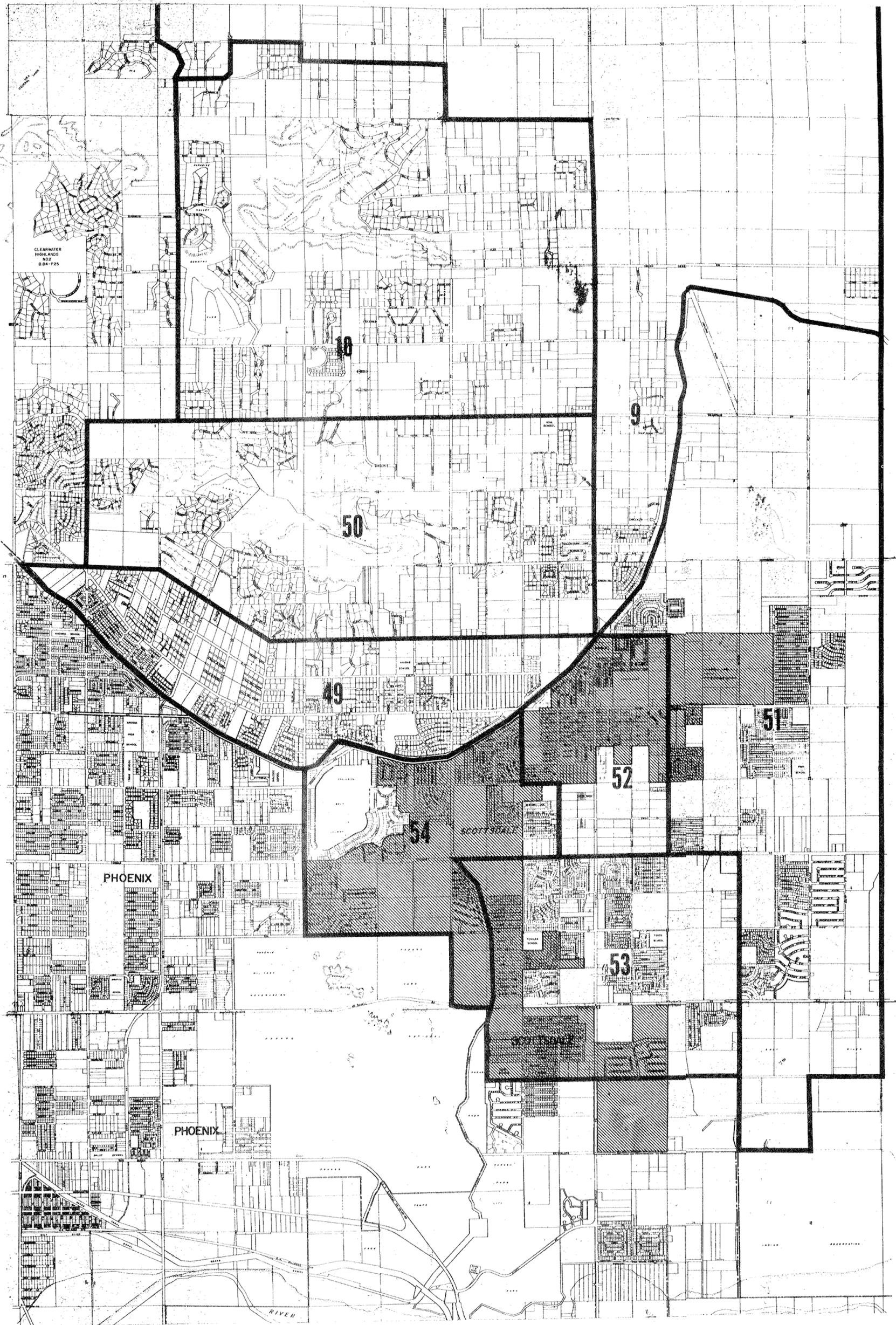
## PART 5

### LAND USE

#### Area Included in Land Use Survey

The geographical area included in the land use survey is shown on Plate 11, Scottsdale Study Area, by census tracts. The Town of Scottsdale is shown by a shaded pattern in order to indicate its relationship to the census tract boundaries. The survey area includes all of Census Tracts PH-49 through 54, PH-10 and that portion of PH-9 south of Indian Bend Road.

The land use data found in this report was assembled over a two-year period of time (1958-1959). The land use data obtained outside the Town of Scottsdale was secured in 1958 by the Phoenix-Maricopa County Advance Planning Task Force, and the land use data within the Town of Scottsdale was secured in the Spring of 1959 by the Maricopa County Planning Department. All maps found in this report reflect the town limits of Scottsdale as of March 1960. However, statistical data for Scottsdale is based on the town limits as of July 1959 since the land use was tabulated for this earlier survey. For purposes of planning, the future population projection would not be materially



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MARICOPA COUNTY PLANNING DEPARTMENT  
MARCH 1960

TOWN OF SCOTTSDALE ARIZONA  
CITY PLANNING AND ZONING COMMISSION

# SCOTTSDALE STUDY AREA BY CENSUS TRACTS

PLATE NO. II

affected by the population growth between 1959 and 1960.

The land use survey includes a field check of every parcel of land, and each is classified in one of fifteen different land use categories according to the land use classification system in use by the Maricopa County Planning Department. Each land use was then measured and tabulated in terms of acreage and the number of dwelling units recorded. Field notes were recorded in color on a 600-scale base map which is not reproduced in this report. In 1960 new growth was recorded from field inspection and a new land use map was prepared (in color) to guide the determination of proposed zoning district boundaries.

#### Existing Land Use

A graphic picture of the existing land use pattern for Scottsdale and Environs is shown on Plate 12, Generalized Land Use - 1959. The various land uses shown have been classified and placed in one of four broad categories: Residential, Commercial, Industrial, Public and Semi-Public. They are shown on the map by contrasting patterns. The map also indicates the area subject to flooding located along Indian Bend Wash. The older section of Scottsdale is found near the central portion of the map bounded by the Arizona Canal, Miller Road, Thomas Road, and Monte Vista Drive. This section contains much of the Western charm of Scottsdale together with a concentration of new residential and commercial development.

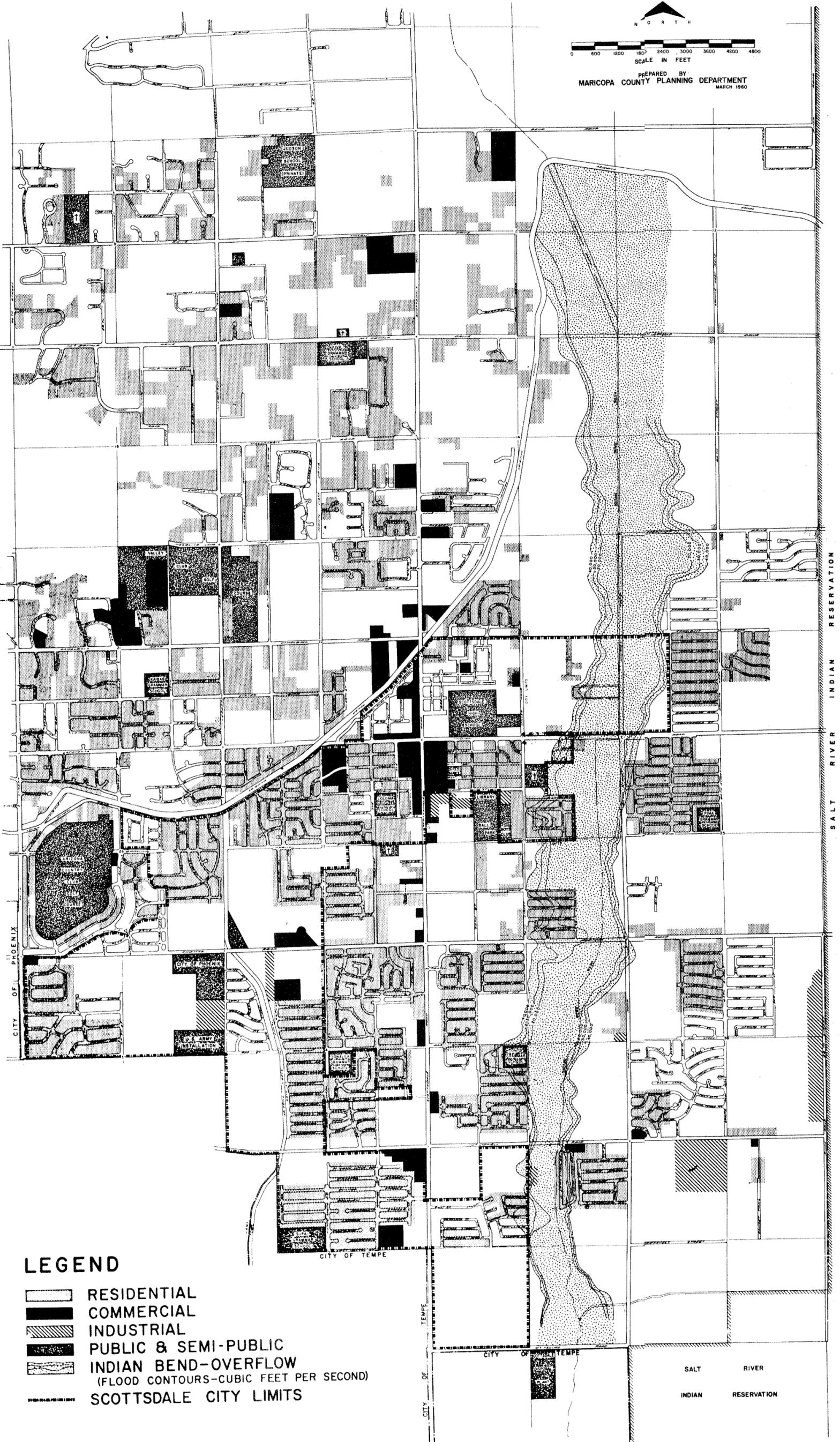
The construction of homes throughout the area south of the Arizona Canal is a regional growth indicator largely responsible for the rapid population growth inside and outside the corporate limits of Scottsdale. The influx of new residents has begun to change the character of Scottsdale's commercial development by requiring new shopping facilities to serve new growth demands in various areas. As a result, new decentralized shopping centers are being built, influencing the pattern of land uses. Currently, there is a trend for the extension of commercial business along Scottsdale and McDowell Roads, but is not yet far advanced in terms of actual construction.

As a result of the compactness of early development in the central and older part of the Town, there is relatively little intermingling of conflicting land uses. The present popularity of the area for apartment construction is the only noticeable trend towards mixed land use. However, most of these apartment developments have considerable size and the conflict with owner-occupied single-family residences is not particularly pronounced. The only industrial land uses found in Scottsdale are located east of Scottsdale Road and south of Second Street. These uses are now relatively small in size and there is little evidence that they will be expanded.

That part of the Scottsdale area lying north of the Arizona Canal, known as Paradise Valley, has a character quite different from the rest of the area. While home construction south of the Canal is more typical of a modest-to-medium-price class occupied by permanent residents, development to the north

# TOWN OF SCOTTSDALE ARIZONA

CITY PLANNING AND ZONING COMMISSION



## GENERALIZED LAND USE - 1959

is almost exclusively a more expensive type and includes a great many homes which are occupied only during the winter months. Large-lot residential development in this section is interspersed with a general scattering of commercial activities of the resort-hotel and guest ranch type.

#### Areas Occupied by Existing Land Uses

Table 12 shows a tabulation of the area in acres occupied by existing land use in the Town of Scottsdale and the remaining portion of the Study Area. Table D shows the existing land use by census tracts. Also shown are percentages of total areas represented by each land use. Of particular significance is the fact that 41 per cent of the land within the town limits is undeveloped as is 70 per cent of the unincorporated area. It would be desirable if older vacant areas could be developed before the more outlying vacant areas.

This information is useful in determining the adequacy of various zoning districts - existing and proposed - which are the subject of a separate report.

#### Percentage of Developed Land Occupied by Existing Land Uses

As an aid in comparing local use of land with that in the Phoenix Urban Area and in other similar satellite cities, Table 13 has been prepared to show the percentages of total developed land occupied by existing land uses in both the Town of Scottsdale and the unincorporated fringe area.

Table 12  
**EXISTING LAND USE - 1959**  
 Scottsdale Study Area \*

Land Use	Town of Scottsdale		Urban Fringe		Total Study Area	
	Acreage	% of Total	Acreage	% of Total	Acreage	% of Total
Single-Family	583.6	30.1	2,900.3	17.4	3,483.9	18.7
Two-Family	1.2	0.0	10.1	0.06	11.3	0.06
3 or More Family	39.8	2.1	15.2	0.09	55.0	0.3
Trailer Parks	24.4	1.3	2.7	0.02	27.1	0.1
<b>TOTAL RESIDENTIAL</b>	<b>649.0</b>	<b>33.5</b>	<b>2,928.3</b>	<b>17.6</b>	<b>3,577.3</b>	<b>21.4</b>
<b>TOTAL COMMERCIAL</b> (Incl. Motels and Hotels)	<b>69.2</b>	<b>3.6</b>	<b>352.7</b>	<b>2.1</b>	<b>421.9</b>	<b>2.3</b>
Light Industry	27.9	1.4	48.1	0.3	76.0	0.4
Heavy Industry	0.2	0.01	41.5	0.2	41.7	0.2
RR and Public Utilities	8.0	0.4	8.2	0.05	16.2	0.09
<b>TOTAL INDUSTRIAL</b>	<b>36.1</b>	<b>1.9</b>	<b>97.8</b>	<b>0.6</b>	<b>133.9</b>	<b>0.7</b>
Streets and Alleys	235.8	12.2	1,147.2	6.9	1,383.0	7.4
Parks and Playgrounds	---	---	---	---	---	---
Schools	66.1	3.4	90.6	0.5	156.7	0.8
Other Public and Semi-Public	78.1	4.0	355.7	2.1	433.8	2.3
<b>TOTAL PUBLIC AND SEMI-PUBLIC</b>	<b>380.0</b>	<b>19.6</b>	<b>1,593.5</b>	<b>9.6</b>	<b>1,973.5</b>	<b>10.6</b>
<b>TOTAL DEVELOPED LAND</b>	<b>1,134.3</b>	<b>58.6</b>	<b>4,972.3</b>	<b>29.8</b>	<b>6,106.6</b>	<b>32.8</b>
Agricultural	52.0	2.7	4,903.7	29.4	4,955.7	26.6
Canals	18.3	0.9	97.7	0.6	116.0	0.6
Vacant	674.4	37.8	6,633.7	40.2	7,308.1	40.0
<b>TOTAL UNDEVELOPED LAND</b>	<b>744.7</b>	<b>41.4</b>	<b>11,635.1</b>	<b>70.2</b>	<b>12,379.8</b>	<b>67.2</b>
<b>TOTAL ALL LAND</b>	<b>1,879.0</b>	<b>100.0</b>	<b>16,607.4</b>	<b>100.0</b>	<b>18,486.4</b>	<b>100.0</b>

\* Census Tracts PH-10, 49, 50, 51, 52, 53 and 54 and that part of PH-9 south of Indian Bend Road.

Note: Slight discrepancies in totals are the result of rounding to the nearest tenth.

Table 13  
PERCENTAGE OF DEVELOPED LAND OCCUPIED BY SPECIFIC USES  
 Compared to Phoenix Urban Area and 10 Other Satellite Cities\*

Land Use	PERCENTAGE OF DEVELOPED LAND				
	Scottsdale Study Area			Phoenix Urban Area**	10 Other Satellite Cities
	Town	Fringe	Total		
Single-Family	51.4	58.3	57.1	46.3	47.83
Two-Family	0.01	0.2	0.2	2.2	1.79
3 or More Family	3.5	0.3	0.9	3.0	1.55
Trailer Parks	2.2	0.05	0.4		
<b>TOTAL RESIDENTIAL</b>	<b>57.2</b>	<b>58.9</b>	<b>58.6</b>	<b>51.5</b>	<b>51.17</b>
<b>TOTAL COMMERCIAL</b> (Incl. Motels and Hotels)	<b>6.1</b>	<b>7.1</b>	<b>6.9</b>	<b>4.6</b>	<b>2.09</b>
Light Industry	2.5	1.0	1.2	3.9 )	1.60
Heavy Industry	---	0.8	0.7		
RR and Public Utilities	0.7	0.2	0.3	0.8	3.03
<b>TOTAL INDUSTRIAL</b>	<b>3.2</b>	<b>2.0</b>	<b>2.2</b>	<b>6.4</b>	<b>4.63</b>
Streets and Alleys	20.8	23.1	22.6	24.8	24.71
Parks and Playgrounds	---	---	---	1.3	4.65
Schools	5.8	1.8	2.6	11.4	12.75
Other Public and Semi-Public	6.9	7.2	7.1		
<b>TOTAL PUBLIC AND SEMI-PUBLIC</b>	<b>33.5</b>	<b>32.0</b>	<b>32.3</b>	<b>37.5</b>	<b>42.11</b>
<b>TOTAL DEVELOPED LAND</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.00</b>

\* Harland Bartholomew, "Land Uses in American Cities", 1955; Brentwood, Mo.; Clayton, Mo.; Highland Park, Illinois; Kirkwood, Mo.; LaGrange, Illinois; Richmond Heights, Mo.; University Park, Texas; Webster Grove, Mo.; Wilmette, Illinois; Winnetka, Illinois.

\*\* The City of Phoenix and its urbanized unincorporated environs.

Note that there is a close similarity in the percentages for the Town of Scottsdale and those for its unincorporated fringe area.

#### Ratio of Existing Land Use Areas to Population

Table 14 shows the ratio of existing land use to population for the two components of the Study Area as compared to the average ratio for the Phoenix Urban Area and those of other satellite cities of similar size and characteristics. Table E shows the ratio of land use to population by Census tracts.

Compilations and analyses of land use data from many cities and urban areas throughout the United States have shown that definite and predictable relationships exist between land use and population.\* Table 14, therefore, presents data which will be of considerable value in the estimation of land needs for urban purposes by the future population. A later section of this report gives more detailed consideration to future land needs expressed as a ratio of land use to population.

It should be noted that the ratios for the Town of Scottsdale are in closer agreement with the average ratios for the Phoenix Urban Area than those for the Study Area as a whole. The land use characteristics of Paradise Valley are particularly significant in accounting for the relatively wide variations evident in Table D. More than anything else, this is the reason why the

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\* Page 120, Harland Bartholomew, Land Use in American Cities, 1955.

Table 14  
RATIO OF EXISTING LAND USE TO POPULATION  
 Compared to Phoenix Urban Area and Other Satellite Cities

	DEVELOPED ACRES PER 100 PERSONS					
	Scottsdale Study Area			Phoenix Urban Area*	10 Satellite Cities**	10 Other Satellite Cities***
	Town	Fringe	Total		10-25,000	over 25,000
Population - 1959	10,480	22,220	32,700	397,836		
Single-Family	5.57	13.05	10.65	5.44	6.33	1.79
Two-Family	0.01	0.04	0.03	0.26	0.24	0.31
3 or More Family	0.38	0.07	0.17	0.35	0.20	0.23
Trailer Parks	0.23	0.01	0.08			
<b>TOTAL RESIDENTIAL</b>	<b>6.19</b>	<b>13.17</b>	<b>10.93</b>	<b>6.05</b>	<b>6.77</b>	<b>2.33</b>
<b>TOTAL COMMERCIAL</b> (Incl. Motels and Hotels)	<b>0.66</b>	<b>1.58</b>	<b>1.29</b>	<b>0.54</b>	<b>0.28</b>	<b>0.18</b>
Light Industry	0.27	0.22	0.23	0.46 0.19	0.21	0.78
Heavy Industry	0.002	0.19	0.13			
RR and Public Utilities	0.08	0.04	0.05	0.10	0.40	0.34
<b>TOTAL INDUSTRIAL</b>	<b>0.34</b>	<b>0.45</b>	<b>0.41</b>	<b>0.75</b>	<b>0.61</b>	<b>1.12</b>
Streets and Alleys	2.25	5.63	4.21	2.91	3.27	1.55
Parks and Playgrounds	---	---	---	0.15	0.62	0.20
Schools	0.54	0.41	0.48	1.34	1.69	0.40
Other Public and Semi-Public	0.75	1.60	1.33			
<b>TOTAL PUBLIC AND SEMI-PUBLIC</b>	<b>3.62</b>	<b>7.64</b>	<b>6.02</b>	<b>4.40</b>	<b>5.58</b>	<b>2.15</b>
<b>TOTAL ALL USES</b>	<b>10.82</b>	<b>22.84</b>	<b>18.65</b>	<b>11.74</b>	<b>13.75</b>	<b>5.77</b>

\* Phoenix and urbanized unincorporated environs, 1958.

\*\* Brentwood, Missouri; Clayton, Missouri; Kirkwood, Missouri; Richmond Heights, Missouri; Webster Grove, Missouri; Highland Park, Illinois; LaGrange, Illinois; Wilmette, Illinois; Winnetka, Illinois; University Park, Texas.

\*\*\* Beverly Hills, California; Bloomfield, New Jersey; East Chicago, Indiana; East Orange, New Jersey; East St. Louis, Illinois; Evanston, Illinois; Irvington, New Jersey; Maywood, Illinois; New Westminster, B. C.; Oak Park, Illinois.

Study Area is divided into two sub-areas. It is anticipated that continued development of both areas will be consistent with present trends.

Average Lot Area Per Family by Census Tracts

Table F shows the average lot area per family in each category of residential development by census tracts.

Average lot area per family is a practical measurement of population density, a measurement which is easily understood and easily applied to long-range planning. It is a significant factor in determining the amount of land that will be required for future residential development by any given amount of future population. It is important as a guide to the preparation of sound zoning regulations to implement the long-range plan for community development.

Table F also shows that the division of residential character in the Study Area takes place at the Arizona Canal. Typical lot sizes in the Arcadia and Paradise Valley sections are uniformly in excess of one acre, while in the area to the south of the Canal there tends to be less uniform but typically smaller lot areas.

## Analysis of Significant Factors in Land Use

### General Street Patterns

Residential development in the Scottsdale Study Area suffers from the same lack of continuity of development that is evident throughout the Phoenix Urban Area. Failure to coordinate the street patterns of adjoining subdivisions and to provide for the extension of streets into vacant parcels has produced an excessive number of dead-end streets and a distressing lack of convenient access within the developing neighborhoods.

Much of the failure to coordinate street systems can be laid to the lack of an overall plan for major streets and thoroughfares to serve the future community. The effects of this deficiency can be greatly alleviated in the future through increased attention to neighborhood circulation as a detail of subdivision platting control.

### Single-Family Residence

From the standpoint of single-family residential character, the Scottsdale Study Area already has significant differences. The area north of the Arizona Canal is developed almost exclusively to expensive custom built homes and the area to the south of the Canal is becoming increasingly popular as a location for mass production of medium priced homes.

There is every reason to believe that the strong single-family growth trend being experienced in the section of the Study Area lying south of the Arizona Canal will continue. Scottsdale offers many advantages that are important to the production builder and to his home buyers:

1. It is situated within easy commuting distance of area employment centers.
2. Public sewers and water are available or planned.
3. Large parcels of open land are available.
4. The area is relatively "clean" with less than the usual amount of intermittent development of conflicting land uses.
5. The name "Scottsdale" connotes charm and good address.

Similarly, development of the Arcadia and Paradise Valley section is expected to continue strongly in terms of investment, if somewhat more slowly in terms of population.

#### Multi-Family Residence

Apartment construction in Scottsdale has been proceeding at a rapid pace during recent years. Table 13 shows that the ratio of multi-family land use to population in the Study Area is very close to the average for similar cities and that for the Town of Scottsdale is closely similar to the ratio for the Phoenix Urban Area in 1958. The multi-family trend in Scottsdale is related to the Area's attractiveness to winter visitors and may be expected to continue strong

for some time to come, limited only by the overall rental market in the Phoenix Urban Area.

To date, multi-family land use has shown a tendency to locate in the immediate environs of the Scottsdale business district and within the town limits. This trend is favorable and should be encouraged through zoning and other land use controls. In general, multi-family residence provides a satisfactory transition use between business and single-family residence.

#### Commercial Land Use

Commerce, including motels, hotels, and guest ranches, occupies 6.9 per cent of the developed land in the Study Area, as shown by Table 13. Both in terms of percentage of developed land and in acres per 100 persons, commercial development in the Scottsdale Study Area exceeds that of the Phoenix Urban Area and comparable cities. This high proportion of commerce is because much of Scottsdale's commerce has developed to serve the needs of winter visitors and the new residential development in the outlying fringe area.

Organized neighborhood and small regional shopping centers selling convenience and shopping goods are being established in outlying areas away from the established commercial core along Scottsdale Road.

## Industrial Land Use

Tables 13 and 14 show that the Study Area presently contains an amount of light industry roughly equivalent to the average of similar satellite cities. Industry, as a land use, includes a number of activities so classified because of their nuisance characteristics, (e.g. service garages, livestock feeding operations, etc.). Scottsdale has very little manufacturing at the present time and the question of whether more manufacturing industry should be actively sought depends largely upon whether it can be advantageously located where it will not unduly influence surrounding land use.

Heavy industrial uses are those considered to be noxious, and as such incompatible to residential and many commercial uses. Some heavy industrial uses are found in Census Tracts PH-51, 52, and 53, but are relatively small in operation and not considered to be serious problems at this time.

A cotton gin located in Census Tract PH-51 is the most significant heavy industrial use in the area. This use is presently classified as "Industrial 3 - Heavy Industrial District," as found in the Maricopa County Zoning Ordinance. It is presumed that as this area becomes more urbanized the need for a cotton gin will be eliminated and the land converted to some other type of heavy industrial use.

It is therefore important that the future land use plan provide suitable

locations for a limited amount of light industry and an attempt be made to eliminate all heavy industry from the Scottsdale Area.

#### Public and Semi-Public Land Use

Streets and Alleys. Streets and alleys occupy about 22.6 per cent of the developed land in the Study Area, a ratio slightly less than is typical of similar areas. It is anticipated that the ratio of land devoted to this use will remain fairly constant.

Parks and Playgrounds. In the entire Scottsdale Study Area, comprising some 18,618 acres (30 square miles), there is not one acre in use as public park or playground. The only existing playground facilities are those developed by the Scottsdale School District as a part of their school system.

By standards comparable to those shown to be typical of similar cities, the Scottsdale Study Area is at least 100 acres short of park land at the present time. It will take concentrated effort at all levels of public and private endeavor to overcome this tremendous deficiency, let alone to provide for future needs.

Schools and Other Public and Semi-Public Uses. The land devoted to these uses is presently comparable to that provided in similar cities.

## Undeveloped Land

Agricultural and vacant land presently accounts for two-thirds of the total land in the Study Area. While this is not a unique phenomenon for an outlying, rapidly growing urban area, it is important to examine the causes and effects in order to guide future land development policies.

An abundant supply of suitable land for urban development is partly responsible for the present scattering of land development. Development which is not contiguous disrupts the continuity of local streets and makes the provision of urban services more expensive. Access to developed property is restricted and the convenience of residents adversely affected. Also, uncertainty as to the future use of by-passed, vacant parcels exerts an adverse influence on neighboring residences.

Firm public policies related to the provision of public improvements are needed to encourage the utilization of vacant land and the development of neighborhoods as physical and social urban units.

## PART 6

### FUTURE LAND USE

#### Future Land Use Needs

As previously mentioned, a close and fairly constant relationship exists between land use and population in urban complexes of similar size and location. The existing land use-population ratios shown in Tables 14 and E provide a basis for estimating probable future land area requirements for urban uses.

As previously discussed, for purposes of this study the Scottsdale Study Area is divided into two sub-areas separated by the Arizona Canal. If present trends continue as expected, and the sub-area south of the Canal and east of Scottsdale Road becomes increasingly popular as a mass-production home-building location, the present divergence of character between sub-areas will become even more pronounced. Future character of development is an important factor in estimating future land needs for urban uses and the divergence of character in two separated areas requires the consideration of each area on the basis of its own criteria.

In arriving at a breakdown of future land use for the Phoenix Urban Area, the Phoenix-Maricopa County Advance Planning Task Force used 14.33 acres per 100 persons as a total 1980 land need. This estimated total resulted from study of national and local trends in land use and their effects upon future needs in relation to the anticipated population level of the Phoenix Urban Area.

#### Land Area Requirements South of Arizona Canal - 1980

Yesterday's urban patterns used about 7 acres of land for every 100 persons. All national trends indicate that urban dwellers are using an increasing amount of land per capita. These trends have been influential in developing the estimates of the 1980 land area needs for the sub-area south of the Arizona Canal shown in Table 15. Comparison of Tables 14 and 15 shows how existing land use to population ratios have been adjusted in estimating future needs.

Because of the character of development already established in this sub-area, the total land need per 100 persons of future population is expected to be somewhat lower than estimated for the Phoenix Urban Area. A total land need of 13.60 acres per 100 persons of 1980 population has thus been used in this study for planning purposes. Table 15 shows the detailed breakdown of this total by specific use.

Table 15  
ESTIMATED LAND AREA REQUIREMENTS SOUTH OF THE ARIZONA CANAL - 1980  
 Scottsdale And Environs

Land Use	Acres Per 100 Persons	Total Land Need	% of Total Developed Acreage
<u>ESTIMATED POPULATION - 62,000 *</u>			
Single-Family	7.10	4,400	52.20
Two-Family	0.05	31	.37
3 or More Family	0.35	217	2.57
Trailer Parks	0.15	93	1.10
<b>TOTAL RESIDENTIAL</b>	<b>7.65</b>	<b>4,741</b>	<b>56.24</b>
<b>TOTAL COMMERCIAL</b>	<b>0.65</b>	<b>403</b>	<b>4.78</b>
Light Industry	0.30	186	2.21
Heavy Industry	0.05	31	.37
RR and Public Utilities	0.05	31	.37
<b>TOTAL INDUSTRIAL</b>	<b>0.40</b>	<b>248</b>	<b>2.95</b>
Streets and Alleys	2.90	1,798	21.34
Schools, Parks and Playgrounds	1.00	620	7.35
Other Public and Semi-Public	1.00	620	7.35
<b>TOTAL PUBLIC AND SEMI-PUBLIC</b>	<b>4.90</b>	<b>3,038</b>	<b>36.04</b>
<b>TOTAL ALL USES</b>	<b>13.60</b>	<b>8,430</b>	<b>100.00</b>

\* Western Business Consultants, Inc.

## Residential Uses

Single-Family. Single-family development is expected to increase its land use per capita over that presently demonstrated, with the result that by 1980 Scottsdale and Environs south of the Canal will require 7.10 acres per 100 persons or approximately 4,400 acres.

The low ratio of two-family use is expected to increase slightly as existing residential areas mature and become subject to conversion to two-family residences, with a resulting 1980 ratio of 0.05 acres per 100 persons.

Multi-Family. Multi-family residential development is expected to remain at a high ratio of 0.35 acres per 100 persons and by 1980 occupy about 217 acres of land. In addition, trailer parks are expected to occupy about 93 acres at a ratio of 0.15 acres per 100 persons of total population.

Commercial Uses. Future commercial development is expected to include considerable off-street parking space. Motels, hotels, and guest ranches will ultimately account for a much lesser proportion of the commercial total than is presently the case. Total commercial uses, including off-street parking, motels, hotels, and guest ranches will require about 403 acres by 1980.

Industrial Uses. Light industry is expected to increase at a slightly faster rate than the population and occupy about 186 acres of land by 1980.

Heavy industry, railroads, and public utilities will expand at a slightly slower rate and ultimately occupy a total of about 62 acres.

Public and Semi-Public. The public and semi-public development for Scottsdale and Environs is expected to increase from 3.62 to 4.90 acres per 100 persons and will require 3,038 acres of land. Of this amount schools, parks, and playgrounds are expected to require 620 acres of land, half of which will be used for park purposes. Other public and semi-public uses will require an additional 620 acres of land with the remaining amount occupying streets and alleys.

#### Land Area Requirements North of Arizona Canal - 1980

Table D shows that the Arcadia-Paradise Valley portion of the Study Area (comprising Census Tracts PH-9, 10, 49, and 50) is only 54 per cent developed. Tables B and F, and Plates 7 and 8 show that this sub-area is developed to a very low density in terms of persons per gross acre and that average lot areas are relatively large. The area contains very little industry and its commercial development is almost entirely limited to the hotel-motel-guest ranch category. It is the prestige residential and resort area of the Salt River Valley and as such it has at least one counterpart near every major urban area in the country.

There are no known criteria by which the future land area needs of such a community can be determined. Its needs for governmental or public services

are quite different from those of a typical suburban community. It has less need for a high type of street improvement or maintenance because there are less residents per mile of street. Its fire and police protection needs are less because of the low level of density. Its large average lot size provides space for adequate functioning of private sewage disposal systems. Large lots also accommodate play space for children with the result that neighborhood playground facilities are less necessary and more widely spaced.

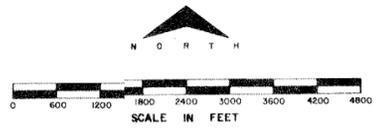
For reasons above stated, this report does not attempt to determine the amount of land which will be needed to serve the future population of the Arcadia-Paradise Valley Area. At this point, any long-range plan for the future development of the area would surely be directed toward the protection and extension of the existing type of development and consist of fairly simple statements setting forth the rules of good land use relationship and development controls through zoning and subdivision regulations.

#### Future Generalized Land Use Plan

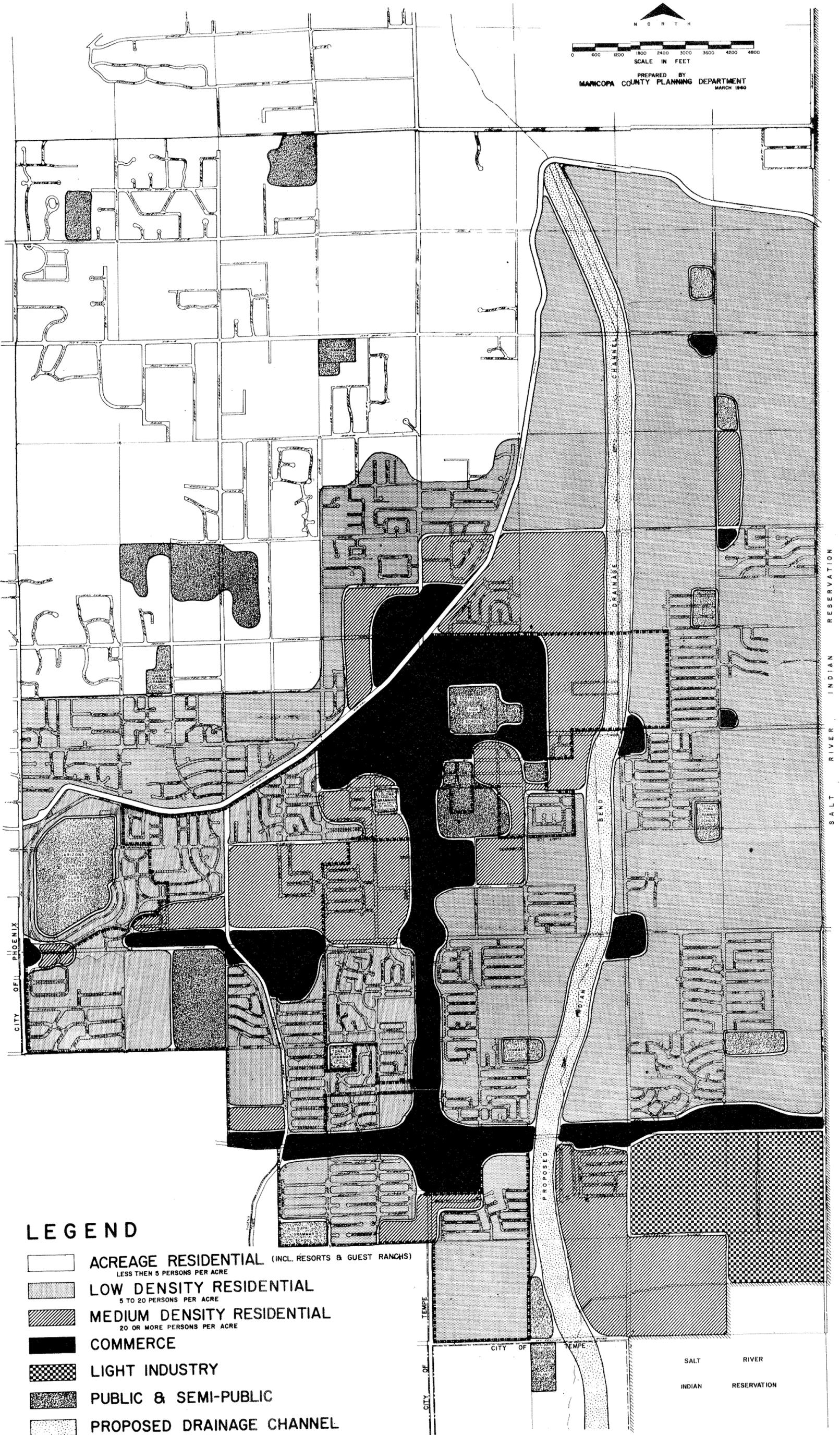
A diagrammatic future land use plan is shown on Plate 13, Future General Land Use Plan. This map represents a future pattern of land use based upon the existing land use pattern, zoning trends, anticipated public improvements, and estimated land area requirements for 1980 for Scottsdale and Environs. The plan is to be used as a guide only for the general locations of major land use categories.

# TOWN OF SCOTTSDALE ARIZONA

CITY PLANNING AND ZONING COMMISSION



PREPARED BY  
MARICOPA COUNTY PLANNING DEPARTMENT  
MARCH 1960



## LEGEND

-  ACREAGE RESIDENTIAL (INCL. RESORTS & GUEST RANCHES)  
LESS THAN 5 PERSONS PER ACRE
-  LOW DENSITY RESIDENTIAL  
5 TO 20 PERSONS PER ACRE
-  MEDIUM DENSITY RESIDENTIAL  
20 OR MORE PERSONS PER ACRE
-  COMMERCE
-  LIGHT INDUSTRY
-  PUBLIC & SEMI-PUBLIC
-  PROPOSED DRAINAGE CHANNEL

# FUTURE GENERAL LAND USE PLAN

The specific land uses have been consolidated and placed into seven broad land use categories and shown on the map in different tone patterns.

The residential areas are extensive throughout the area with the higher densities located near the central downtown area of Scottsdale. Tourist accommodations are not specifically shown on this map but they are allowed in certain residential districts in the County by special permit.

This development is classified into three broad categories: Acreage Residential (including guest ranches and resorts) - less than 5 persons per acre, Low Density - 5 to 19 persons per acre, and Medium Density - 20 persons per acre and over.

The Acreage Residential is confined to that area north of the Arizona Canal and contains for the most part single-family dwelling units accommodated on one acre lots. This area may also be used for guest ranches, lodges, and resorts under certain conditions.

Low Density areas are primarily confined to the area south of the Canal accommodating single-family residences located on lots ranging from 6,000 to 16,000 square feet in area.

Medium Density areas are located closer to downtown Scottsdale and generally contain duplex and apartments with lot areas ranging from 1,000 to 3,000 square feet per dwelling unit.

Population distribution and gross densities envisaged by this plan are shown on Plates 9 and 10.

The future commercial uses are confined for the most part south of the Canal on both sides of Scottsdale and McDowell Roads. Other commercial areas are shown along Thomas Road and at the intersection of major thoroughfares. The only major commercial development shown north of the Canal is located along Scottsdale Road south of Granada Drive.

The only major light industrial area shown on the map is located south of McDowell Road and adjacent to the Indian Reservation. A significant amount of industry is now in the area and could logically be expected to increase.

#### Adequacy of the Proposed Plan

The adequacy of the proposed Future General Land Use Map can be seen on Table 16, Comparative Land Use Data. This Table compares the existing quantitative amounts of land use for Scottsdale and Environs south of the Arizona Canal as of July 1959 to that required by a projected population of 62,000 and the computed amount of land uses shown on the Future General Land Use Map.

The future land area requirement figures were computed on a future population land use ratio of 13.60 acres per 100 persons.

Table 16  
**COMPARATIVE LAND USE DATA**  
 Scottsdale and Environs South of the Arizona Canal\*

Land Use	1959 Land Use	Future Land Requirements**	Future Land Use Map***
Single-Family	1,275	4,400	3,395
Two-Family	8	31 )	
3 or More Family	53	217 )	1,065
Trailer Parks	27	93 )	
<b>TOTAL RESIDENTIAL</b>	<b>1,363</b>	<b>4,741</b>	<b>4,460</b>
<b>TOTAL COMMERCIAL</b> (Incl. Motels and Hotels)	<b>90</b>	<b>403</b>	<b>965</b>
Light Industry	72	186 )	
Heavy Industry	42	31 )	300
RR and Public Utilities	13	31 )	
<b>TOTAL INDUSTRIAL</b>	<b>127</b>	<b>248</b>	<b>300</b>
Streets and Alleys	635	1,798	2,055
Schools, Parks and Playgrounds	96	620 )	620
Other Public and Semi-Public	232	620 )	
<b>TOTAL PUBLIC AND SEMI-PUBLIC</b>	<b>963</b>	<b>3,038</b>	<b>2,675</b>
<b>TOTAL DEVELOPED LAND</b>	<b>2,545</b>	<b>8,400</b>	<b>8,400</b>
Agriculture	4,049	---	---
Canals	55	---	---
Vacant	1,788	---	----
<b>TOTAL UNDEVELOPED LAND</b>	<b>5,892</b>	<b>---</b>	<b>---</b>
<b>TOTAL ALL LAND</b>	<b>8,435</b>	<b>8,430</b>	<b>8,400</b>

\* Census Tracts PH-51, 52, 53, and 54.

\*\* Based on Table 15, Estimated Land Area Requirements South of the Arizona Canal - 1980.

\*\*\* Based on Plate 13, Future General Land Use Plan.

Because trade areas do not stop at boundaries, it is difficult to determine the adequacy of this plan by these figures alone. It is significant to note that the future land use maps provide over two times the amount of commercial land as that required by the assumed standards. However, the larger figures reflect a considerable amount of land used for tourist accommodations and commercial uses serving areas well beyond the limits of the described area.

The future land use plan provides for 300 acres of land including all types of industry. However, it is anticipated that most of this will be used for light industry, railroads, and public utilities.

The future land use plan provides for a total of 620 acres of land for schools, parks, and playgrounds and other public and semi-public uses. This is 620 acres less than needed (See Table 16). However, most of this land will be used for other needed public and semi-public uses which cannot be determined at this time. This will include such uses as a large park, public buildings, public parking facilities, water and sewer treatment plants, churches, civic clubs, and possibly an airport.

Public and semi-public areas are distributed throughout the residential area. These areas include existing and presently scheduled school and park sites, and existing golf course, churches, private and semi-public clubs, libraries and other public service uses. A separate report will deal with existing and proposed school, park, and other recreational areas.

The proposed Indian Bend Drainage Channel is also shown on the Future General Land Use Plan. The proposed drainage channel as shown on this map is approximately 600 feet wide and subject to change pending more detailed study by the Flood Control District.

#### Methods of Implementation

One of the objectives of the planning program for Scottsdale is to provide the community with the tools and the guidance necessary to carry out the plan.

Private development is controlled and guided principally by zoning, subdivision control, and building codes. Public development is guided primarily by the plan and public policies regarding extension of urban services (e.g. utilities).

The zoning ordinance provides for the control of private development and use of land in such a way as to avoid congestion, insure public safety, insure adequate light and air, prevent overcrowding of the land and undue concentration of people, and otherwise promote the health, safety, morals, and general welfare of the citizens of the community. A zoning ordinance includes a text of regulations and their applications to the land by means of a districting map. Sound zoning is based upon knowledge of existing land use, judgment of existing and future land use needs, and guidance from the Comprehensive Plan. As part of the planning program, a revised zoning ordinance

will be prepared. One of the purposes of a zoning ordinance is to implement a plan of land use.

The subdivision control ordinance provides for the orderly growth and harmonious development of land. Its objectives are to coordinate local street systems, develop stable neighborhoods, provide for adequate water supply, drainage and sanitary sewage, secure adequate sites for schools, parks, and other public facilities, secure home sites of maximum utility and livability, and convey land by accurate legal description.

If the town's annual budget is to help progressively in carrying out the plan, its preparation must be integrated with the planning process. The long-term capital improvements program is the link between the Comprehensive Plan and the annual spending for capital improvements. It is, in effect, the financial plan which accompanies the physical plan. By means of capital proportionment programming, various proposals embraced in the Comprehensive Plan can be gradually accomplished over a period of years.

Without such an improvement program, there can be no realistic assignment of project priorities. Such programs have been prepared and successfully followed in other communities in the United States.

The following items are methods and procedures which should be adopted for implementing the plan:

1. Adoption of the plan.
2. Zoning regulations.
3. Subdivision rules and regulations.
4. Annual preparation of a six-year capital improvement program.
5. Provision of a continuing program of study to keep the plan up to date.

APPENDIX

Table A  
PAST AND ESTIMATED FUTURE TRENDS IN POPULATION GROWTH, 1920 - 1980  
 United States, State of Arizona, Maricopa County, Scottsdale

	United States			State of Arizona				Maricopa County				Town of Scottsdale			
	Population		Increase	Population		Increase		Population		Increase		Population		Increase	
	(000,000)	(000,000)	%	(000)	% U.S.	(000)	%	(000)	% Ariz.	(000)	%	Persons	% County	Persons	%
1920	106	---	---	334	0.31	---	---	90	26.9	---	---	---	---	---	---
1930	123	17	16.0	436	0.35	102	30.5	151	34.6	61	67.8	---	---	---	---
1940	132	9	7.3	499	0.38	63	14.4	186	37.3	35	23.2	---	---	---	---
1950	151	19	14.4	750	0.50	251	50.3	332	44.3	146	78.5	---	---	---	---
1951	---	---	---	---	---	---	---	---	---	---	---	2,032	---	---	---
1960	179***	28	18.5	1,282***	0.71	532	71.1	657***	51.2	325	97.9	9,924***	1.51	7,892	388.3
1980 (proj.)	245*	35	16.7	2,200	0.90	450	25.7	1,400	63.6	400	40.0	18,000**	1.28	8,076	81.3

\* Estimate of U. S. Census.

\*\* Western Business Consultants, Inc. - Based on July 1959 city limits.

\*\*\* Preliminary U. S. Census.

Note: A population of 10,480 was established for July 1959 based upon count of dwelling units. However, the U. S. Bureau of Census does not include winter residents which accounts for this higher figure.

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Table B  
GROSS POPULATION DENSITY BY CENSUS TRACT - 1959  
 Scottsdale Study Area

Census Tract	Estimated Population (Persons)	Total Area (Acreage)	Persons Per Gross Acre
PH-9 *	400	1,065.5	0.37
PH-10	1,800	4,329.0	0.41
PH-49	4,000	1,614.5	2.48
PH-50	2,100	3,087.8	0.68
PH-51	6,700	4,815.0	1.39
PH-52	4,000	631.0	6.34
PH-53	9,000	1,690.0	5.32
PH-54	4,700	1,255.0	3.74

\* That part of PH-9 lying south of Indian Bend Road.

Table C  
NET DENSITY OF RESIDENTIAL DEVELOPMENT BY CENSUS TRACT  
 Scottsdale Study Area

Census Tract	Single-Family			Two-Family			Multi-Family			Trailer Parks		
	Dev. Res.	Est. Pop.	Persons Per Dev.									
	Land (Ac.)	(Persons)	Acre									
PH-9 * (part)	129.8	391	3.0	---	---	---	---	---	---	---	---	---
PH-10	799.5	1,721	2.15	3.3	49	14.8	0.7	11	15.7	---	---	---
PH-49	588.1	4,009	6.8	---	---	---	---	---	---	---	---	---
PH-50	690.0	2,119	3.1	---	---	---	1.2	11	9.2	---	---	---
PH-51	376.0	6,033	16.0	2.2	35	15.9	8.7	605	69.5	---	---	---
PH-52	187.7	1,782	9.5	4.2	115	27.4	22.9	1,922	83.6	2.7	216	80.0
PH-53	453.4	8,550	18.9	1.0	43	43.0	0.8	40	50.0	9.9	360	36.0
PH-54	259.4	3,013	11.6	0.6	63	105.0	20.7	1,440	69.6	14.5	204	14.1

\* That part of PH-9 lying south of Indian Bend Road.

Note: Net density is the number of persons per acre of developed residential property.

Table D  
EXISTING LAND USE BY CENSUS TRACT  
 Scottsdale Study Area

Land Use	Land Use Acreage By Census Tract							
	PH-9*	PH-10	PH-49	PH-50	PH-51	PH-52	PH-53	PH-54
Single-Family	129.8	799.5	588.1	690.0	376.0	187.7	453.4	259.4
Two-Family	---	3.3	---	---	2.2	4.2	1.0	0.6
3 or More Family	---	0.7	---	1.2	8.7	22.9	0.8	20.7
Trailer Parks	---	---	---	---	---	2.7	9.9	14.5
<b>TOTAL RESIDENTIAL</b>	<b>129.8</b>	<b>803.5</b>	<b>588.1</b>	<b>691.2</b>	<b>386.9</b>	<b>217.5</b>	<b>465.1</b>	<b>295.2</b>
<b>TOTAL COMMERCIAL</b> (Incl. Motels and Hotels)	<b>32.2</b>	<b>123.6</b>	<b>14.5</b>	<b>159.0</b>	<b>3.3</b>	<b>60.7</b>	<b>21.7</b>	<b>5.1</b>
Light Industry	---	2.0	2.1	---	40.3	13.2	6.7	11.7
Heavy Industry	---	---	---	---	33.2	3.2	5.3	---
RR and Public Utilities	---	2.8	0.3	0.4	2.5	0.7	1.7	7.8
<b>TOTAL INDUSTRIAL</b>	<b>---</b>	<b>4.8</b>	<b>2.4</b>	<b>0.4</b>	<b>76.0</b>	<b>17.1</b>	<b>13.7</b>	<b>19.5</b>
Streets and Alleys	52.6	256.9	223.6	214.5	221.7	91.2	188.2	134.3
Parks and Playgrounds	---	---	---	---	---	---	---	---
Schools	---	41.5	9.3	9.5	10.0	46.1	40.3	---
Other Public and Semi-Public	---	62.8	3.5	135.4	17.6	42.8	0.5	171.2
<b>TOTAL PUBLIC AND SEMI-PUBLIC</b>	<b>52.6</b>	<b>361.2</b>	<b>236.4</b>	<b>359.4</b>	<b>249.3</b>	<b>180.1</b>	<b>229.0</b>	<b>305.5</b>
<b>TOTAL DEVELOPED LAND</b>	<b>214.6</b>	<b>1293.1</b>	<b>841.4</b>	<b>1210.0</b>	<b>715.5</b>	<b>475.4</b>	<b>729.5</b>	<b>625.3</b>
Agriculture	326.5	81.2	388.6	109.0	3465.6	75.9	461.9	47.0
Canals	23.2	---	38.6	---	22.9	3.6	9.2	18.5
Vacant	501.2	2954.7	345.9	1768.8	611.2	76.2	489.9	564.9
<b>TOTAL UNDEVELOPED LAND</b>	<b>850.9</b>	<b>3035.9</b>	<b>773.1</b>	<b>1877.8</b>	<b>4099.7</b>	<b>155.7</b>	<b>961.0</b>	<b>630.4</b>
<b>TOTAL ALL LAND</b>	<b>1065.5</b>	<b>4329.0</b>	<b>1614.5</b>	<b>3087.8</b>	<b>4815.0</b>	<b>631.0</b>	<b>1690.0</b>	<b>1255.0</b>

\* That part of PH-9 lying south of Indian Bend Road.

Table E  
RATIO OF EXISTING LAND USE TO POPULATION BY CENSUS TRACT  
 Scottsdale Study Area

	DEVELOPED ACRES PER 100 PERSONS BY CENSUS TRACT							
	PH 9*	PH 10	PH 49	PH 50	PH 51	PH 52	PH 53	PH 54
Estimated Population	400	1800	4000	2100	6700	4000	9000	4700
Existing Land Use	(Ac)	(Ac)	(Ac)	(Ac)	(Ac)	(Ac)	(Ac)	(Ac)
Single-Family	33.2	46.5	14.7	32.6	5.6	4.7	5.3	5.5
Two-Family	---	0.2	---	---	0.04	0.1	0.01	0.02
3 or More Family	---	0.04	---	0.06	0.1	0.6	0.01	0.4
Trailer Parks	---	---	---	---	---	0.5	0.1	0.3
TOTAL RESIDENTIAL	33.2	46.7	14.7	32.7	5.7	5.9	5.4	6.2
TOTAL COMMERCIAL	8.2	7.2	0.4	7.5	0.05	1.5	0.2	0.1
Light Industry	---	0.1	0.05	---	0.6	0.3	0.08	0.3
Heavy Industry	---	---	---	---	0.5	0.1	0.06	---
RR and Public Utilities	---	0.2	---	---	0.04	---	0.01	0.2
TOTAL INDUSTRIAL	---	0.3	0.1	---	1.1	0.4	0.2	0.6
Streets and Alleys	13.5	14.9	5.6	10.1	3.3	2.3	2.2	2.8
Parks and Playgrounds	---	---	---	---	---	---	---	---
Schools	---	2.4	0.2	0.4	0.2	1.6	0.5	---
Other Public and Semi-Public	---	3.6	0.1	6.4	0.3	1.1	---	3.6
TOTAL PUBLIC AND SEMI-PUBLIC	13.5	20.9	5.9	16.9	3.8	5.0	2.7	6.4
TOTAL ALL USES	54.9	75.1	21.0	57.1	10.6	12.8	8.5	13.3

Table F  
AVERAGE LOT AREA PER FAMILY BY CENSUS TRACT  
 Scottsdale Study Area

Census Tract	Single-Family			Two-Family			Multi-Family			Trailer Parks		
	Dwelling Units (No.)	Total Lot Area (Ac.)	Average Lot Area (Sq. Ft.)	Dwelling Units (No.)	Total Lot Area (Ac.)	Average Lot Area/DU (Sq. Ft.)	Dwelling Units (No.)	Total Lot Area (Ac.)	Average Lot Area/DU (Sq. Ft.)	Dwelling Units (No.)	Total Site Area (Ac.)	Average Site Area/DU (Sq. Ft.)
PH-9 (part) *	111	129.8	50,938	---	---	---	---	---	---	---	---	---
PH-10	489	799.5	71,219	14	3.3	10,268	3	0.7	10,164	---	---	---
PH-49	1,139	588.1	22,491	---	---	---	---	---	---	---	---	---
PH-50	602	690.0	49,928	---	---	---	3	1.2	17,424	---	---	---
PH-51	1,714	376.0	9,556	10	2.2	9,583	172	8.7	2,203	---	---	---
PH-52	495	187.7	16,518	32	4.2	5,717	534	22.9	1,868	60	2.7	1,960
PH-53	2,375	453.4	8,316	12	1.0	3,630	11	0.8	3,168	100	9.9	4,312
PH-54	856	259.4	13,200	18	0.6	1,452	409	20.7	2,205	58	14.5	10,890

\* That part of PH-9 lying south of Indian Bend Road.