

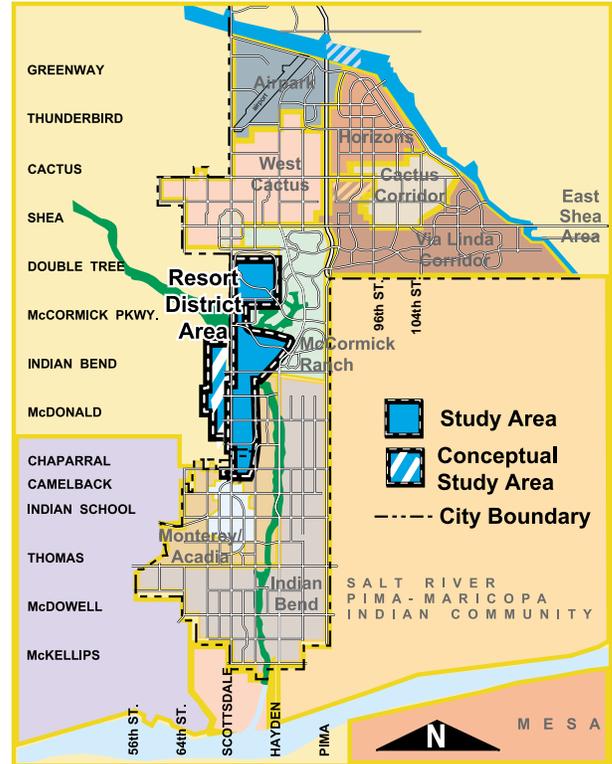
RESORT CORRIDOR CHARACTER AREA

General Description of the Area:

This area focuses on Scottsdale Road, north of the Downtown area. It is generally a half mile wide corridor which is bounded on the north by Mountain View Road, on the east by Miller Road (more specifically the open spaces of the Indian Bend Wash and Arizona Canal), on the south by Chaparral Road, and on the west by Scottsdale Road (Town of Paradise Valley). Camelback and Mummy Mountains are a short distance west of the area and form an important backdrop for the area.

Overview of the Area:

From the 1920's through the 1950's this area was dominated by horse breeding ranches and by small dude ranch resorts. In the mid 1960's and early 1970's, there was a concerted plan by the community to turn this area into a "resort corridor." This unfolded with the development of several resorts, specialty, tourist oriented retail centers, and high quality office buildings in the 1970's and 1980's. A significant portion of the area is not serviced by Scottsdale's water system.



Character Features and Elements:

Buildings in the area have predominantly used some form of Mediterranean style. A few notable exceptions have a contemporary southwestern character. Landscaping is a major part of the character of the area, with lush streetscapes and a large window onto the Indian Bend Wash Greenbelt. Major landmarks abound in the area with seven major hotels and resorts, three major retail clusters, and seven major office complexes. Gated neighborhoods are common and there is little access connection to surrounding neighborhoods. A couple of notable and unique features are the McCormick Railroad Park and the lush golf courses in the McCormick Ranch and Gainey Ranch developments. There is a sharp character contrast between this area and the low density desert landscaped residential area in Paradise Valley to the west.



How This Area Fits into Community:

This area has created much of the image on which the city’s international reputation is based. It is the core and base for the tourism industry, which is very important to the vitality of the entire community. The dominance of townhouse and patio home housing in commonly maintained settings has attracted winter visitors and active empty nesters in high quality settings. There remains a few, widely scattered pockets of low density neighborhoods as a legacy to the past.