

## Putting Scottsdale North on the Map!

Did you know that Google Maps shows the area of Scottsdale North ending 10 miles south of its actual border? I love our Scottsdale North area and have always felt that the neighborhood has been a bit neglected by the rest of the Valley. To this end, I am championing a campaign to bring awareness to Scottsdale North and help residents in the Valley of the Sun appreciate its uniqueness.

### What Happened to Google Maps?

When you do a search on Google Maps for North Scottsdale, it currently brings up an area that stops right at [street]. Unfortunately, the northern border of the Scottsdale North area actually goes all the way to [street].

{Map Illustration Here}

What about other maps? Well, other mapping applications aren't much better. Zillow and Trulia, popular real estate apps, both show North Scottsdale ending at Dynamite. Realtor.com actually goes all the way north to Dixileta. But none of these get the northern boundary of our beloved Scottsdale North, [street name], right.

- Other mapping apps?
- City of Phoenix/Maricopa County maps?

### Missing Piece in the Media

It isn't just technology that's overlooking Scottsdale North. Many media outlets are inadvertently shrinking the size of our community. Take this article for instance: [North Scottsdale Appeals for Its Climate, Low Taxes and Golf](#). Written a couple of months ago, it gives glowing reviews and talks about how great Scottsdale North is. Unfortunately, the area they define doesn't include that actual Scottsdale North area. We have one of the best lifestyle communities, with some of the most affluent residents in the Valley of the Sun, but the information in the article doesn't define our geographic area correctly.

Likewise, publications like the Arizona Republic don't even include the 85266 zip code, right in the heart of Scottsdale North, in their real estate section. The list of missing pieces in the media goes on and on.

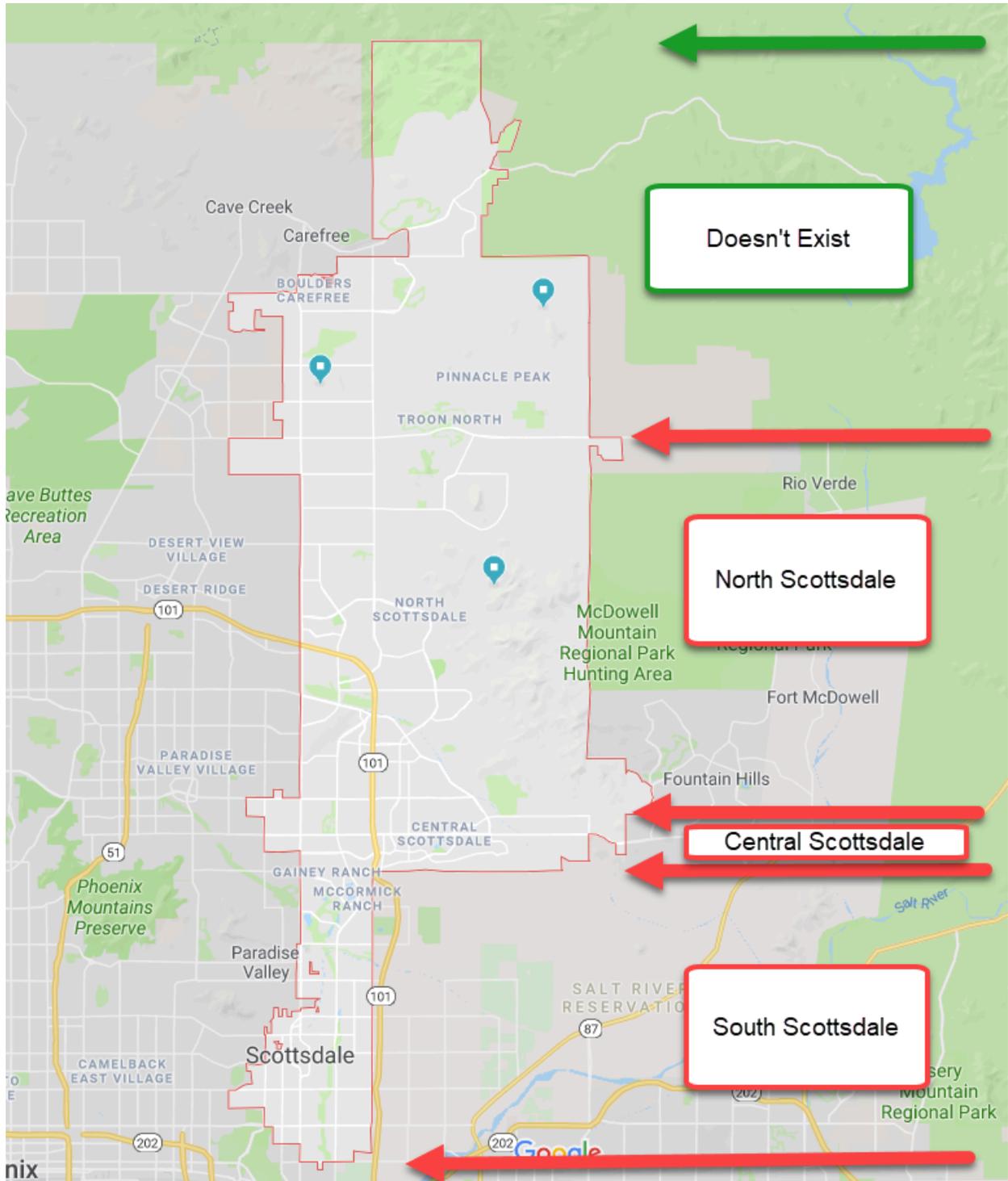
### City Leaders Don't Know Our Boundaries

One of my biggest beefs about our lack of visibility with the general public is that, despite having some of the highest home prices and property values in the Valley, and therefore some of the highest taxes, there are no city parks in Scottsdale North. We have been actively campaigning the city to create a much needed pickleball court area and dog park on a site the city set aside 20 years ago, but so far almost nothing has happened with that parcel of land.

In fact, when we invited city leaders come to a meeting in Scottsdale North, they made jokes about how far north it is and how much longer their drive was than they thought. They were clearly unfamiliar with Scottsdale North area and had no clear idea of our boundaries.

### **How Can We Make a Difference?**

- Request Google Maps amendment
- Report incorrect boundaries to real estate and other mapping apps
- Write to media outlets to correct their information - request they publish corrections
- Attend city meetings and write to your representatives
- Share information on social media
- Leverage best practices from Upper West Side (maybe not in article, but look at best practices to see what they have done for promotion)
- Patronize and promote local businesses both in and out of our neighborhood
- Participate in Connecting Scottsdale North ([link](#), [description](#))



If you google each section of Scottsdale individually, this is how it looks on Google Maps.