

SCOTTSDALE CITY COUNCIL  
WORK STUDY SESSION MINUTES  
TUESDAY, MARCH 25, 2014



CITY HALL KIVA  
3939 N. DRINKWATER BOULEVARD  
SCOTTSDALE, AZ 85251

**CALL TO ORDER**

Mayor W.J. "Jim" Lane called to order a Work Study Session of the Scottsdale City Council at 5:07 P.M. on Tuesday, March 25, 2014 in the City Hall Kiva.

**ROLL CALL**

Present: Mayor W.J. "Jim" Lane  
Vice Mayor Virginia L. Korte  
Councilmembers Suzanne Klapp, Robert W. Littlefield, Linda Milhaven,  
Guy Phillips, and Dennis E. Robbins

Also Present: City Manager Fritz Behring  
City Attorney Bruce Washburn  
City Treasurer Jeff Nichols  
City Auditor Sharron Walker  
City Clerk Carolyn Jagger

**MAYOR'S REPORT** – None

**CITY MANAGER'S REPORT** – None

**PUBLIC COMMENT**

**1. Draft General Plan 2014**

**Request:** Presentation, discussion, and possible direction to staff regarding the draft Scottsdale General Plan 2014.

**Presenter(s):** Erin Perreault, Long Range Planning Manager

**Staff Contact(s):** Randy Grant, Planning, Neighborhood, and Transportation Administrator, 480-312-2664, [rgrant@scottsdaleaz.gov](mailto:rgrant@scottsdaleaz.gov)

**NOTE:** MINUTES OF CITY COUNCIL MEETINGS AND WORK STUDY SESSIONS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE CITY COUNCIL AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE CITY COUNCIL MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

Mayor Lane opened public testimony.

- Michael Kelly, Scottsdale citizen, commented on the importance of maintaining a connection with the 2001 General Plan and referenced his March 24, 2014, letter to the 2014 General Plan Task Force (attached).

Mayor Lane closed public testimony.

Long Range Planning Manager Erin Perreault gave a PowerPoint presentation (attached) outlining the elements of the Draft General Plan. She noted that the changes that were made at the previous night's Task Force meeting were not included in the packet.

#### **MOTION NO. 1**

Councilman Phillips made a motion to add the words "fostering tourism" to the last sentence in the General Plan Vision Statement. Councilman Littlefield seconded the motion (no vote taken).

#### **ALTERNATE MOTION TO MOTION NO. 1 AND VOTE**

Vice Mayor Korte made an alternate motion to direct the Task Force to take a second look at the Vision Statement to determine if wording could be added that would enhance the tourism experience and support the tourism industry to a greater extent. Councilwoman Klapp seconded the motion, which carried 7/0.

2014 General Plan Task Force Chair Wendy Springborn spoke on the intent of the General Plan update and expressed concern about opposition to the draft plan.

#### **MOTION NO. 2**

Councilman Phillips made a motion to remove the McDowell Sonoran Preserve from the land use category criteria. Motion died for lack of a second.

#### **MOTION NO. 3 AND VOTE**

Councilman Phillips made a motion to change the language in LU 6.3 (Page 37) from "within residential areas" to "within specifically identified character areas." Councilman Littlefield seconded the motion, which failed 2/5, with Mayor Lane; Vice Mayor Korte; and Councilmembers Klapp, Milhaven, and Robbins dissenting.

#### **MOTION NO. 4 AND VOTE**

Councilman Phillips made a motion to direct staff to reevaluate the Culture and Creative elements to look for ways to cut back on some of the things that the City is being asked to do. Councilman Littlefield seconded the motion, which carried 5/2, with Vice Mayor Korte and Councilwoman Milhaven dissenting.

#### **MOTION NO. 5 AND VOTE**

Councilwoman Milhaven made a motion to direct the Task Force to consider making "Resorts and Tourism" and "Cultural Institutions and Public Use" their own categories and whether they should require major or minor General Plan amendments. Vice Mayor Korte seconded the motion, which carried 5/2, with Councilmembers Littlefield and Phillips dissenting.

**MOTION NO. 6 AND VOTE**

Councilman Littlefield made a motion to direct the Task Force to put the sentence "Should a Minor or Major Amendment be denied by City Council, the applicant must wait one (1) year from the date of denial before resubmitting the same General Plan Amendment application to the City of Scottsdale." back into the draft plan. Councilman Phillips seconded the motion, which failed 2/5, with Mayor Lane; Vice Mayor Korte; and Councilmembers Klapp, Milhaven, and Robbins dissenting.

**MOTION NO. 7**

Councilman Phillips made a motion to direct staff to look into the legality of Section 2.5 in the Healthy, Happy Community Element. Motion died for lack of a second.

**MOTION NO. 8 AND VOTE**

Councilman Phillips made a motion to add "promote aging in place initiatives" to Policy HHC 6.1 in the Healthy, Happy Community Element. Vice Mayor Korte seconded the motion, which carried 7/0.

**MOTION NO. 9**

Mayor Lane made a motion to: (1) Stop the process on the 2014 General Plan; (2) provide overall guidance to the Task Force and staff to add the new required elements to the existing plan; and (3) consider moving forward with the 2001 General Plan with these modifications. Councilwoman Klapp seconded the motion (motion withdrawn).

**MOTION NO. 10 AND VOTE**

Vice Mayor Korte made a motion to recommend that the Task Force review and provide the Council with a robust public outreach program that includes a timeline into 2015. Councilman Phillips seconded the motion, which carried 7/0.

**MAYOR AND COUNCIL ITEMS – None**

**ADJOURNMENT**

With no further business to discuss, the Work Study Session adjourned at 8:30 P.M.

**SUBMITTED BY:**



**Carolyn Jagger  
City Clerk**

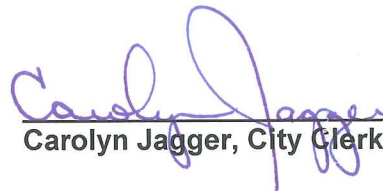
Officially approved by the City Council on April 29, 2014

### CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Work Study Session of the City Council of Scottsdale, Arizona held on the 25<sup>th</sup> day of March 2014.

I further certify that the meeting was duly called and held, and that a quorum was present.

**DATED** this 29<sup>th</sup> day of April 2014.



---

Carolyn Jagger, City Clerk



**DRAFT  
SCOTTSDALE  
GENERAL PLAN 2014**

**City Council  
March 25, 2014**

**City Council Decisions – SGP 2014**

**Community Visioning - City Council Direction:**

**June 19, 2012/December 04, 2012**

- Directed staff to proceed with a consultant contract
- Consultant Contract Approved December
- Visioning Town Hall/Future Leaders Town Hall held January/February 2013

**General Plan 2014 City Council Direction:**

**January 22, 2013**

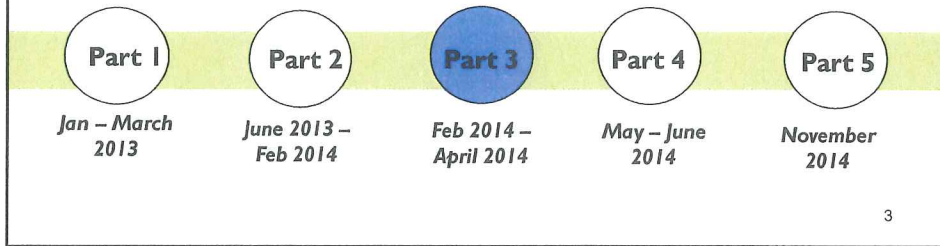
- Develop General Plan 2014 process/written procedures
- Develop a specific General Plan 2014 adoption calendar
- Establish a community task force to draft the Scottsdale General Plan 2014

**May 14, 2013**

- Resolution No. 9393
  - General Plan 2014 Process
  - General Plan Adoption Calendar
- Resolution No. 9394 established
  - General Plan 2014 Task Force

# General Plan Process

- **Phase 1:** Visioning (Complete)
- **Phase 2:** Drafting the Plan (Complete)
- **Phase 3:** Public Input/Editing the Plan
- **Phase 4:** Public Hearings/Possible Adoption
- **Phase 5:** Voter Ratification Consideration



## General Plan 2014

### Community Outreach

#### Workshops

June – Nov 2013

- Neighborhoods & Housing
- Community Character
- Transportation
- Economic Vitality/ Growth Areas
- Land Use/General Plan Amendment Criteria

- ❖ Conducted Real Time and On-line
- ❖ Total Workshop Participation 260



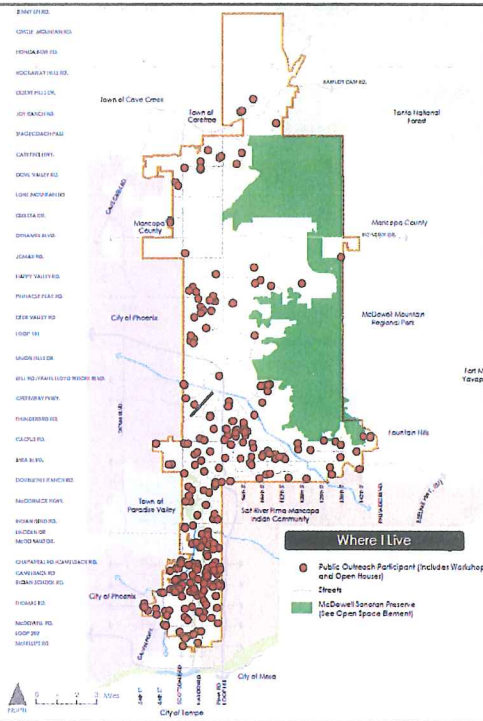
SGP 2014 Workshop Participation

# General Plan 2014 Community Outreach

## Open Houses

March 12<sup>th</sup>, 13<sup>th</sup> + 19<sup>th</sup> 2014

- Central – Mountain View
    - Day/Evening Options
    - 22 Participants
  - North – Appaloosa
    - Day/Evening Options
    - 27 Participants
  - South – SkySong
    - Day/Evening Options
    - 49 Participants
- ❖ 98 Total Open House Participants
- ❖ 720 Total Participants To Date



# General Plan 2014 Community Outreach

## Competing in an 'Attention Economy'

- Utility Bill Inserts/Electronic
- Harkins Advertising
- Poster/Fliers Campaign
- Horizon – Channel 8
- 2 Photo Contests
- Electronic News Services
  - ✓ Email Lists
  - ✓ E-Newsletters
- Newspaper Articles
- Social Media Posting
- City Boards/Commissions

### Utility Bill Insert

How could we create a community where everyone can be healthy and happy?



Look in the plan!

Scottsdale residents who helped create the draft 2014 General Plan studied issues like open space and more.

What do you think?

Review the draft plan and fill us at [scottsdale.gov](http://scottsdale.gov)

### Horizon-Channel 8



Review the draft  
2014 Scottsdale General Plan  
and tell us what you think  
at [ScottsdaleGP.com](http://ScottsdaleGP.com).



Harkins Advertising

# Draft Scottsdale General Plan 2014 Comment On the Web

[www.scottsdalegp.com](http://www.scottsdalegp.com)

Scottsdale General Plan 2014 Task Force Drafts

The Scottsdale General Plan 2014 Task Force Drafts are available for public comment on the web. The drafts are available for review and comment on the web. The drafts are available for review and comment on the web.

**Chapter 1 - Lifestyle & Character**

- Character & Design\*
- Land Use
- Arts, Culture & Creative Community\*
- Healthy, Happy Community\*

**Chapter 2 - Neighborhoods**

- Community Involvement\*
- Housing
- Neighborhood Preservation & Revitalization
- Conservation, Rehabilitation & Redevelopment

**Chapter 3 - Economic Vitality**

- Economic Vitality\*
- Growth Areas
- Cost of Development

**Chapter 4 - Open Space**

- Open Space
- Recreation

**Chapter 5 - Sustainability**

- Conservation
- Energy
- Environmental Planning

**Chapter 6 - Transportation**

- Bicycling
- Circulation

**Chapter 7 - Public Services & Facilities**

- Public Buildings
- Public Services & Facilities
- Safety
- Water Resources

**Chapter 8 - Implementation**

# Draft General Plan 2014 Chapters and Elements



## Preface - Vision & Values



## Chapter 1 - Lifestyle & Character

- Character & Design\*
- Land Use
- Arts, Culture & Creative Community\*
- Healthy, Happy Community\*



## Chapter 2 - Neighborhoods

- Community Involvement\*
- Housing
- Neighborhood Preservation & Revitalization
- Conservation, Rehabilitation & Redevelopment



## Chapter 3 - Economic Vitality

- Economic Vitality\*
- Growth Areas
- Cost of Development



## Chapter 4 - Open Space

- Open Space
- Recreation



## Chapter 5 - Sustainability

- Conservation
- Energy
- Environmental Planning



## Chapter 6 - Transportation

- Bicycling
- Circulation



## Chapter 7 - Public Services & Facilities

- Public Buildings
- Public Services & Facilities
- Safety
- Water Resources

## Chapter 8 - Implementation



# Task Force Vision Statement Discussion/Direction

- ❖ Future Tense – describe community of the future
- ❖ Short/Memorable
- ❖ Create a visual vision statement using themes
- ❖ Bulleted format (easier to read)
- ❖ Remove redundancy in Town Hall vision statement
- ❖ Keep integrity of Town Hall vision statement
- ❖ Needs to apply to the entire city/General Plan document

9

## Town Hall Report Vision Statement

### A Vision for the Future

The community values set forth above are an integral part of this vision statement and are incorporated herein.

We will be a city founded on and adhering to its community values, which leverages its rich Southwestern history, where the past is celebrated, while managing our future based on preserving those values. We will be an active, globally interconnected, and multi-generational city where residential neighborhoods and commercial districts co-exist harmoniously with each other and the environment; where a culture of wellness is promoted; where people are committed to and respect each other; and where growth is managed responsibly and with respect for nature, sustainability, wellbeing, character, and unique environmental assets such as our Sonoran Desert and our McDowell Sonoran Preserve. We will be a vibrant and welcoming city with a unique international reputation for natural beauty, innovation, arts and culture, economic vitality, and livability.

We will continue to create a safe, attractive, vibrant and sustainable city for ourselves, our children, our visitors and future generations.

We will be a city where citizens are esteemed active primary stakeholders in their city government.

We will preserve, protect and enhance neighborhoods, and historically significant structures and sites, while protecting property rights.

We will be a city that draws visitors from around the world because of its internationally recognized brand reflected in its physical appearance; desert vistas; amenities; world-class events; resorts; equestrian heritage; high quality of life; healthcare resources; thriving, unique and walkable downtown; and its arts, culture and recreation opportunities.

We will create an innovative and sustainable city that is economically prosperous, an honest place to do business and that allows a multitude of opportunities for all citizens.

We will create, grow and attract diverse, world-class businesses and entrepreneurs that leverage technology and innovation to fuel the local community and benefit the global economy.

We will have a thriving, well-educated workforce; strong, safe neighborhoods; and a wide range of innovative, efficient and effective mobility options that connect to citywide and regional networks.

We will be a city that promotes meaningful open spaces with new development and that respects and preserves Scottsdale's mature neighborhoods, the Indian Bend Wash Greenbelt, canal banks, neighborhood parks, and a thriving downtown.

We will be one of the finest cities in which to live and a place where the Southwest and the 21<sup>st</sup> Century join hands.

10

## Vision

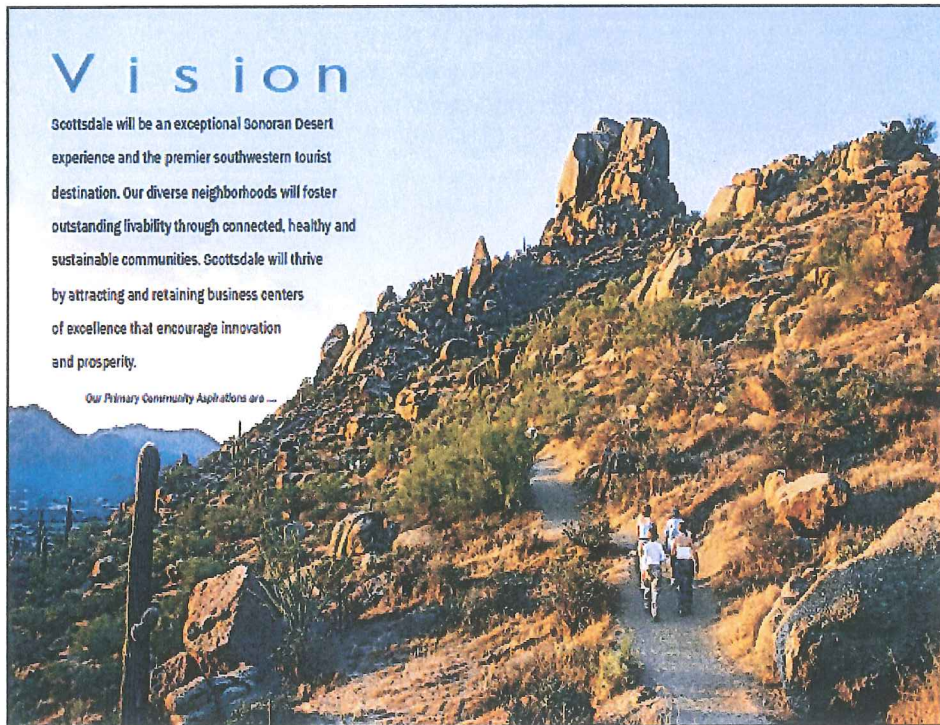
Scottsdale will be an exceptional Sonoran Desert experience and the premier southwestern tourist destination. Our diverse neighborhoods will foster outstanding livability through connected, healthy and sustainable communities. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity.

**Our Primary Community Aspirations:**

**Exceptional Experience-** Scottsdale is a special place in the Sonoran southwest. Our community will continue to draw visitors, businesses, and new residents from around the world because of our natural desert beauty; vast open spaces and environmental assets; high standards for design; world-class events and resorts; vibrant downtown; and distinctive heritage and culture.

**Outstanding Livability-** Scottsdale will continue to offer a variety of multi-generational lifestyle choices that are responsibly planned, connected, attractive, and supported with appropriate infrastructure and services for urban, suburban and rural living. Our neighborhoods will advance human well-being, safety, and happiness through promotion of physical and social connection.

**Community Prosperity-** Scottsdale will be a thriving, prosperous city that attracts and grows world-class businesses, leverages technology, encourages innovation and creativity, and cultivates a well-educated workforce. Our citizens shall have opportunities to prosper.





## Town Hall Report Community Values

1. Expects responsive, just, efficient and transparent governance of all of our community values through strong visionary leadership, continuous partnerships and engaged citizenry.
2. Demonstrates its commitment to environmental, economic, social well-being and educational quality by vigorously evaluating both the short- and long-term impacts of its decisions prior to making those decisions;
3. Creates, revitalizes, protects, and preserves neighborhoods, unique attributes and character, livability, safety, and accessibility to and connectivity with other neighborhoods in the community in a manner that fits together to form an exceptional citywide quality of life;
4. Facilitates human connection across neighborhood, cultural, geographic and generational boundaries to make Scottsdale one community by promoting policies and by anticipating and locating facilities, technology, infrastructure, and transportation that have a clear value and benefit;
5. Respects the Southwestern environmental character of the city, our McDowell Sonoran Preserve and our Sonoran Desert surroundings as key assets by innovatively collaborating with neighboring cities and Native American communities to preserve, protect and effectively manage natural resources;
6. Encourages activities and infrastructure that promote a culture of wellness and lifelong physical and mental health and well-being for residents, visitors and employees;
7. Recognizes and builds on the continuing evolution of its Southwestern and diverse heritage and cultures, promotes historical and archaeological preservation areas, and identifies, promotes and celebrates the arts and tourism in a way that recognizes the unique Sonoran Desert environment in which we live;
8. Promotes, coordinates and communicates cost-effective, diverse, affordable and innovative local and regional transportation options with appropriate land uses and more mobility choices, balancing both the present needs of our community and the need to adapt to changing modes of transportation that provide choices to the whole population, including Scottsdale residents, those who commute into and out of Scottsdale and those who visit the city;
9. Maintains or improves very high standards of appearance, public amenities, safety, service, wellness, education and human capital;
10. While supporting and maintaining the unique qualities, characteristics, and identity that make Scottsdale special, anticipates, proactively manages, and embraces change that is consistent with our values, contributes positively to the future that the citizens of Scottsdale envision, and positions Scottsdale to meld the benefits of its historic past with its present realities and future needs, including embracing a range of quality housing options and evolving economic, employment and educational opportunities;
11. Celebrates and respects our past through the preservation of our multicultural and Southwestern heritage, and preservation of historically and archeologically significant sites, buildings and neighborhoods, while continuing to prepare and plan for our future;
12. Encourages appropriate land use, quality redevelopment, transitions between communities compatible with surrounding neighborhoods, and the development of communities that are vibrant and attractive for various ages and income levels;
13. Supports community cohesiveness and creates a welcoming environment by respecting the human dignity of all, recognizing and embracing cultural and economic diversity throughout the City of Scottsdale and the region;
14. Promotes and enhances a diverse and balanced economy that is sustainable, creative, innovative, supportive of entrepreneurs and local business owners and integrated with educational institutions and that strengthens arts and cultural industries as a key element in the growth of Scottsdale's economy;
15. Encourages safe and active living, and the redevelopment, planning and design of new environments, which respond to Scottsdale's best features and support the variety of social and economic needs and values of residents and visitors;
16. Takes an engaged visionary leadership role in the development of regional resources for education, transportation, public safety, healthcare, disaster preparedness, and employment to ensure that these are available to residents and visitors to Scottsdale in ways consistent with community values;
17. Promotes and nurtures regional, tribal, national and global collaboration, cooperation and partnerships that enhance education, research, the economy and the environment, specifically to include neighboring Indian communities;
18. Promotes excellent, diverse and innovative life-long educational opportunities;
19. Actively embraces community involvement, and makes citizens true partners in the decisions that affect their neighborhood and the city as a whole. We will celebrate, support, respect and nurture civic engagement, community service and volunteerism;
20. Showcases and expands Scottsdale's wonderful system of libraries, parks and recreation programs and does even more to make them available to all citizens.

13

## Scottsdale Values...

*These Scottsdale values will be at the forefront of our decision-making in implementing our vision, community aspirations and goals found in the General Plan and shall be the basis upon which inconsistencies in the General Plan are resolved:*

### Civic Leadership and Engaged Citizenry

Expect strong visionary leadership

### Inclusiveness

Respect human dignity of all and recognize and embrace diversity

### Multi-Faceted Heritage and Culture

Support continuing evolution of Scottsdale's diverse southwestern heritage

### Sustainability

Evaluate impacts of decisions on environmental, economic and social quality

### High Standards

Scottsdale known for high standards of appearance, safety, accessibility, levels of service

### Our Envable Quality of Life and Unique Neighborhoods

Creating, revitalizing, preserving, and protecting our neighborhood identity, character, livability, safety, and connectivity

### Economic Sustainability

Embrace diverse, creative, and innovative economy

### Natural Environment

Lead region in stewardship and management of Sonoran Desert environment

### Strategic, Responsible Growth

Development and redevelopment supports and maintains Scottsdale's unique qualities, characteristics, and identity

### Health and Wellness

Culture of life-long physical/mental health and well-being

### Human Connection

Human connection across all geographic, cultural and generational boundaries

### Mobility Choices

Cost-effective, diverse, affordable, adaptable, and innovative local and regional mobility options

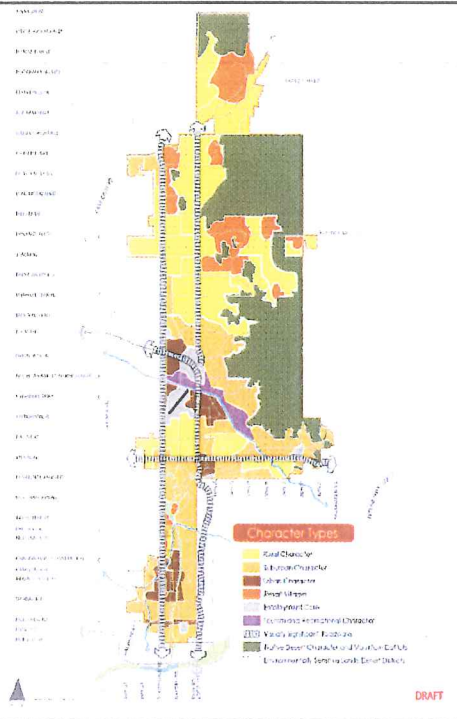
### Regional Leadership and Collaboration

Collaborate as a local/regional/global leader

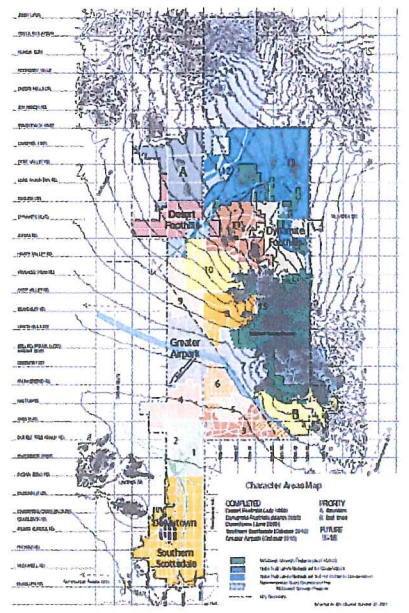
14

## Character & Design Element

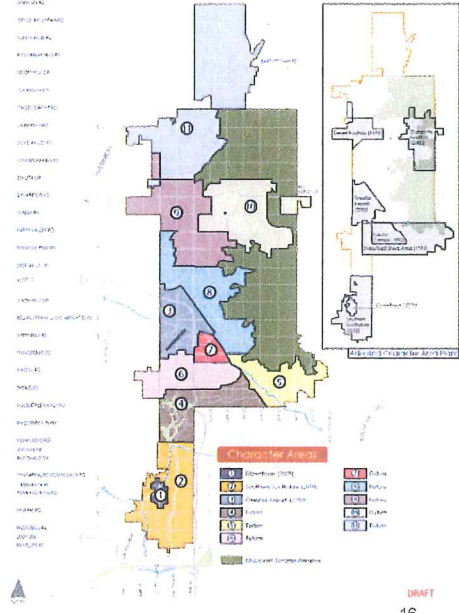
- ❖ Development appropriateness based on context & character
- ❖ Quality design that enhances Scottsdale as a unique southwestern desert community
  - Development Review
  - Economic/Environmental Well Being
  - Design Guidelines/Policies/Standards
- ❖ Character Types
  - Identify character of different areas
  - Describe pattern/intensity of development
  - Generalized heights (New)
- ❖ Character Area Planning
  - Identify Character Areas
  - Address "edges" of areas
  - Involve residents, property owners, businesses of the Character Area



2001 GP- 22 Character Areas



Proposed GP 2014- 11 Character Areas

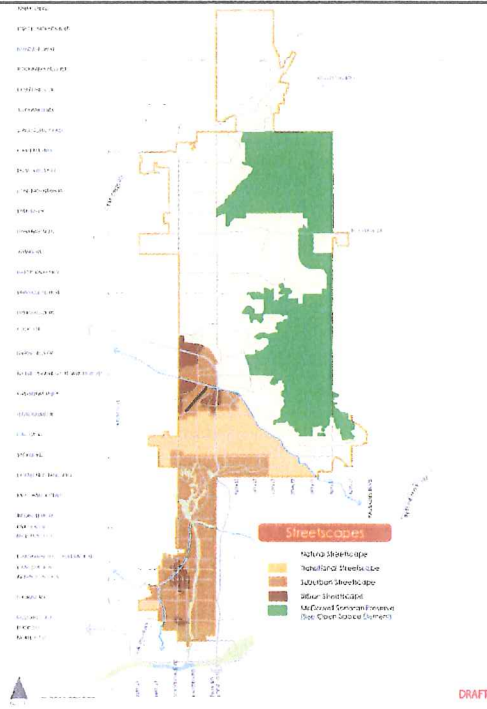




## Character & Design Element

### ❖ Public Realm & Public Spaces

- Character of street frontages
- Streetscape Types:
  - *Urban*
  - *Suburban*
  - *Transitional*
  - *Natural*
- Identify & Create Guidelines for Visually Significant Roadways
  - *Scenic Corridors*
  - *Buffered Roadways*
- Open Space corridor design



## Land Use Element

### ❖ Regional economic hub, tourist destination

- Land uses that preserve high quality of life
- Preserve natural open spaces
- Destination resorts that support tourism and resort lifestyle

### ❖ Land use transitions

- Neighborhood edges should transition through land use, development patterns, and character
- Sensitively integrate development patterns and land uses with the Preserve and other sensitive features
- Employment uses should locate along major streets/networks



## Land Use Element

### ❖ Balance land uses to support high quality of life

- Maintain citywide land use balance; support changes based on changes in vision, demographic needs and economic sustainability.
- Support land uses that create neighborhood synergy and contribute positively to the city (New)
- Interconnected open space system



### ❖ Land use patterns that support diverse mobility choices

- Shorter/fewer automobile trips
- Transportation choices should respond to land use patterns and local neighborhoods.
- Locate regional land uses/intensities along regional networks

19

## Land Use Element

### ❖ Land Use patterns that conserve resources

- Mixed-use in appropriate locations
- Concentrate greater intensities in Growth/Activity Areas

### ❖ Attract/retain employment & commercial land uses to improve socioeconomics (New)

- Promote revitalization/expansion of employment & commercial uses (New)
- Support healthcare and research & development clusters
- Commercial land uses of similar scale/character adjacent to & within neighborhoods for walkable connections (New)



Photo Credit: Maureen Isree

### ❖ Protect Airport through compatible land uses and development types (New)

- Maintain Noise Compatibility Program (New)
- Maintain Runway Protection Zones (New)
- Discourage uses that impede safe operations (New)
- Support aviation-related economic development (New)



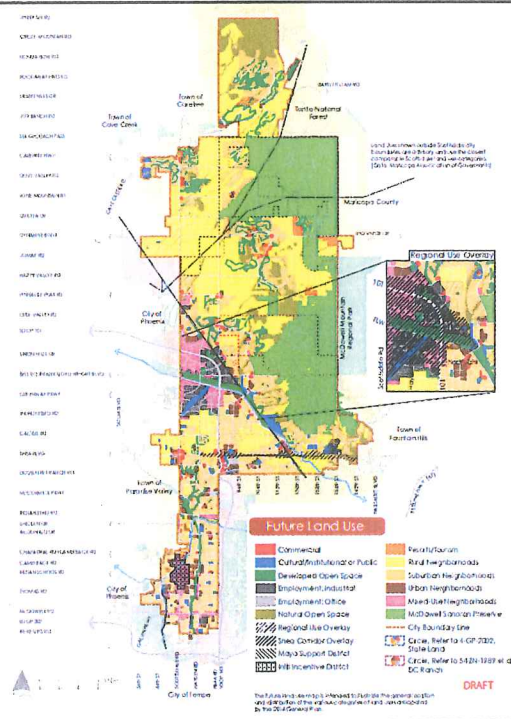
20

# Land Use Categories

General Plan 2014 Land Use Mixture			
Land Use Group	Land Use Category	Percentage	Total Percentage of Group
Residential	Rural Neighborhoods	27%	48%
	Suburban Neighborhoods	19%	
	Urban Neighborhoods	2%	
Mixed Uses	Mixed-Use Neighborhoods	3%	4%
	Resorts/Tourism	1%	
Non-Residential	Cultural/Institutional and Public Use	2%	6%
	Commercial	1%	
	Employment**	3%	
Open Space	Developed Open Space	7.5%	42%
	Natural Open Space	7.5%	
	McDowell Sonoran Preserve	27%	

\*\* Employment consists of two sub-categories: 1) Light Industrial/Office and 2) Office

Draft Future 2014 Land Use Map









## General Plan Amendment Criteria

### 1. Change in General Plan Land Use Category Criteria

<i>From:</i>	<i>To:</i>	Group A	Group B	Group C	Group D
Group A	Rural Neighborhoods Natural Open Space McDowell Sonoran Preserve (NEW)	Minor	Major	Major	Major
Group B	Suburban Neighborhoods Developed Open Space Cultural/Institutional or Public Use	Minor	Minor	Major	Major
Group C	Urban Neighborhoods Resorts/Tourism	Major	Minor	Minor	Major
Group D	Commercial Employment Mixed Use Neighborhoods	Major	Major	Minor	Minor

27

## General Plan Amendment Criteria

### 2. Area of Change Criteria

- Land Use Category change of 10+ gross acres (city-wide)

### 3. Character Area Criteria

- Land Use Category change that does not clearly comply with the goals and policies embodied within an approved Character Area Plan.

### 4. Water/Wastewater Infrastructure Criteria

- Land Use Category change that results in premature increase in size of master-planned water transmission or sewer facility.

28

## General Plan Amendment Criteria

### 5. Amendment Criteria/Land Use Definitions Text Change Criteria (NEW)

- Change to Amendment Criteria text and/or use, density or intensity of Land Use Category definitions

### 6. Growth Area Criteria (NEW)

- Land Use Category change accompanied by a new or expansion of existing Growth Area

### 7. General Plan Land Use Overlay Criteria (NEW)

- Modification, expansion or creation of new General Plan Land Use Overlay (Regional Use, Infill Incentive (NEW), Shea Corridor, Mayo Support)

29

## General Plan Amendment Criteria

### 8. Exceptions to the Criteria

*Certain exceptions are considered in the best interest of the general public and in keeping with the vision, values and goals of the community.*

- McDowell Sonoran Preserve**— no amendment required for any city-initiated change to this category (NEW)
- Circle**- minor amendment required for a change to any of the identified land uses within the circle and specific to its designated area (Clarified)
- Regional Use Overlay**- no amendment required for regional uses within the overlay area (Clarified)
- Shea Corridor and Mayo Support Overlays**- Minor amendments for changes that meet the intent of the Shea/East Shea Area Plan (Clarified)

30

## General Plan Amendment Criteria

### 8. Exceptions to the Criteria (continued)

*Exceptions to Criteria #2- Area of Change only:*

- a. Minor amendment if a residential use change greater than 10 acres is to a lesser density in residential land use category
- b. Minor amendment if a change greater than 10 acres does not increase the planned units and 30% more NAOS than required for properties that:
  - i. 7+ acres and Natural Open Space on the Land Use Map
  - ii. Protect sensitive natural features and visually/physically accessible to the public (excludes Scenic and Vista Corridors)
- c. Minor amendment if 10+ acres change to Cultural/Institutional when not adjacent to Rural or Suburban neighborhoods or share direct street access to a street with single-family driveways within ½ mile

31

## Arts, Culture & Creative Community Element

### ❖ Recognized destination in arts, culture and creativity

- Promotion of arts and cultural environment (New)
- Expand presence of public art to all areas of city (New)

### ❖ Support, plan for, manage, arts and culture (New)

- Arts and cultural strategic/master plans (New)
- Broadly engage Scottsdale community members in arts and culture (New)
- Fiscally responsible oversight and management (New)

### ❖ Creative placemaking (New)

- Increase public knowledge/sensitivity to artistic/aesthetic influences (New)
- Integrate art into public programs, natural features, infrastructure, etc. (New)



32



## Arts, Culture & Creative Community Element

### ❖ Historic, archaeological and cultural resources

- Incentives to enhance/maintain
- Partnerships to identify/preserve
- Protect legacy of architecture, arts, and culture in the community (New)



### ❖ Space, facility and equipment needs for arts and culture facilities (New)

- Maintenance and reinvestment of capital (New)
- Reuse historical buildings for cultural centers (New)



### ❖ Nurture working artists (New)

- Work regionally to create artist habitats and increase artist retention (New)
- Incentives/remove regulatory barriers to encourage arts and cultural development (New)

33

## Arts, Culture & Creative Community Element

### ❖ Cultivate creative citizens through education/exposure to creative process (New)

- Curricula for citizens to acquire knowledge, skills, and gain exposure to the arts (New)
- Provide high quality arts and culture experiences for all (New)



### ❖ Partnerships and funding (New)

- Explore the full range of funding options for arts, culture and other quality of life initiatives (New)
- Maintain/expand Percent for Arts Funding Program (New)



34

## Healthy, Happy Community Element

### ❖ Provide health & human services needs

(New)

- Identify healthcare facility service area needs (New)
- Work with hospitals in planning/siting facilities
- Ensure basic levels of health & human services for all

### ❖ Access to healthy, local food resources

(New)

- Promote fresh food markets, community gardens (New)
- Support gardening and local food production (New)

### ❖ Build upon leadership role in wellness and healthful living (New)

- Support healthy, active lifestyles (New)
- City programs/education related to healthy lifestyle choices (New)
- Market city as a resort, spa, wellness, rejuvenation and cure destination (New)



35

## Healthy, Happy Community Element

### ❖ Education & life-long learning

- Partner with higher-learning institutions (New)
- Promote libraries, civic facilities for learning/enrichment (New)
- Support variety of education facilities

### ❖ Welcoming to all ages, cultures, incomes, abilities, backgrounds, lifestyles (New)

- Recognize diversity, value differences
- Celebrate diversity through events (New)
- Promote intergenerational interaction (New)

### ❖ Accommodate needs of senior population (New)

- Provide variety of living options
- Work with public and private sector partners to address needs
- Address changing mobility needs



36

## Healthy, Happy Community Element

### ❖ Foster a happy, caring community (New)

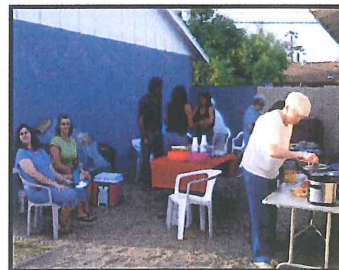
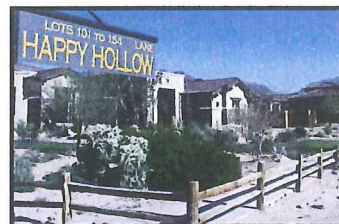
- Create a sense of belonging
- Promote culture of volunteerism
- Cultivate future leaders - involve youth in civic affairs & community service (New)
- Development of quality, accessible daycare to support working families (New)



37

## Neighborhood Preservation & Revitalization

- ❖ Character/identity of diverse neighborhoods.
  - ❖ Sensitive address neighborhood transition areas. (NEW)
  - ❖ Character-defining elements of neighborhoods (architectural style, design elements, landscape features). (NEW)
  - ❖ Property maintenance/code enforcement.
- ❖ Homeownership
- ❖ Neighborhood Safety/Security
  - ❖ Community policing. (NEW)
  - ❖ Graffiti/vandalism response. (NEW)
  - ❖ Partner with neighborhood groups to monitor abandoned/vacant buildings. (NEW)
- ❖ Neighborhood Planning Policies (NEW)
- ❖ Neighborhood Interaction (NEW)



Scottsdale Neighborhoods

38



## Economic Vitality Element

### ❖ Premier tourism and resort destination

- Diverse, high-quality lodging
- Preserve natural, social and cultural environments
- Maintain high quality retail, event and entertainment activities



### ❖ Ensure economic resiliency

- Economic and tourism strategic planning (New)
- Business retention and attraction programs
- Foster support networks among businesses (New)

### ❖ Socio-economic prosperity for all community members

- Support start ups and incubators
- Support education and job training (New)
- Attract/retain a mix of businesses for all skill and education levels in the community (New)



39

## Economic Vitality Element

### ❖ Manage land uses for economic development, fiscal health, job growth while protecting neighborhoods

- Identify infill opportunities and ensure sensitive neighborhood integration of infill projects (New)
- Manage orderly, planned future growth (New)
- Expand resort/tourism, employment & commercial land uses when appropriate for fiscal health (New)



### ❖ Retain fiscal resources to provide high-level of city services (New)

- Diversify economic base (New)
- Support projects with positive fiscal contributions (New)
- Operate the city in a fiscally responsible manner (New)
- Evaluate projected changes in city revenue and service costs as a part of General Plan review (New)
- Consider fiscal implications of land use decisions (New)

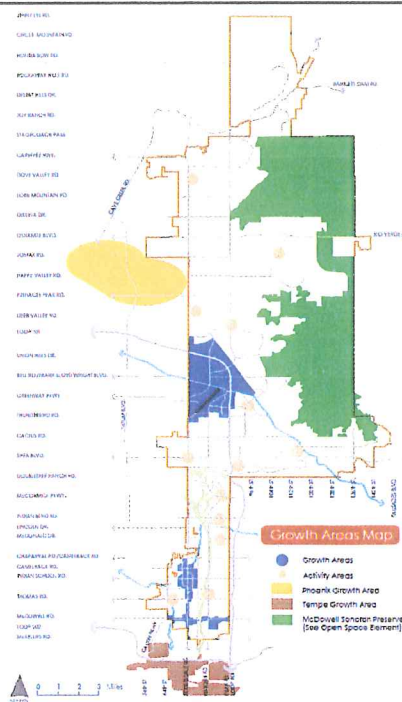


40

## Growth Areas Element

### ❖ 3 Growth Areas:

- **Greater Airpark**
  - One of largest employment centers in the State
  - On par with Downtown in terms of intensity- further defined in Greater Airpark Character Area Plan
  
- **Downtown**
  - Commercial, cultural, civic and symbolic center
  - Downtown Character Area Plan indicates locations for greatest development intensity in Scottsdale
  
- **McDowell Road/Scottsdale Road**
  - Less intense than other growth areas
  - McDowell/Scottsdale intersection is "hub"
  - Southern Scottsdale Character Area Plan indicates locations for greater intensity



## Open Space Element

### Types of Open Space (2001/2011)

1. Natural Open Space
2. Developed Open Space
3. Contiguous Open Spaces

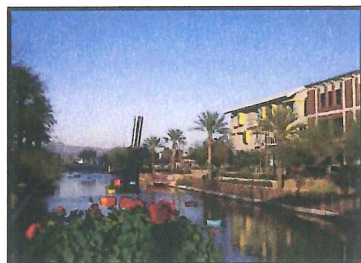


Photo Credit: Janet Wunnicke

### Types of Open Space (2014)

1. McDowell Sonoran Preserve **(NEW)**
2. Natural Open Space
3. Developed Open Space
4. Continuous Open Spaces



Photo Credit: Eugenia Valentine

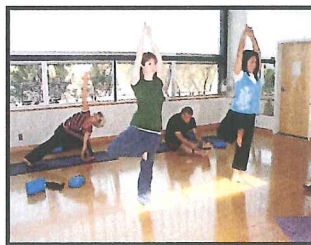
## Open Space Element

- McDowell Sonoran Preserve— expansion of goals/focus on maintaining/protecting instead of purchase :
  - **New**- Ensure that new development adjacent to the McDowell Sonoran Preserve respects its unique location, minimizes impacts to the natural environment, and contributes to the community's visual and physical access to open space and the mountains.
- Continuous open spaces— include vista corridors, streetscapes, canals and trails as part of open space linkages.
- New focus on creating new and expanding open spaces in established parts of Scottsdale, particularly during redevelopment. **(New)**

43

## Recreation Element

- ❖ Change from three (3) types of parks— Neighborhood, Community and Specialty—to four (4) types—Neighborhood, Community, Specialty and Trails. **(New)**
- ❖ Added idea of 'co-location' of recreation services. **(New)**
- ❖ Focus on different neighborhood recreation needs:
  - Plan for diverse range of recreation/educational programs.
  - Citywide interconnected network of trails.
  - Provide multi-generational recreation programming and facilities. **(New)**
  - Offer quiet spaces in parks, libraries and public spaces. **(New)**
  - Strive to meet and exceed maintenance and staffing standards for recreation facilities. **(New)**
  - Explore creative funding options for recreation facilities and programs. **(New)**



44



## Energy Element

### ❖ Net-Zero Energy Community (New)

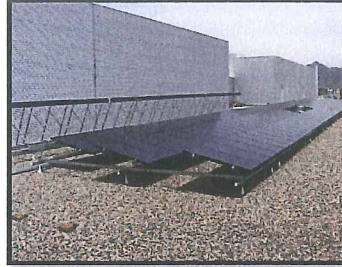
- Community-wide targets for energy (New)
- Off-site/shared energy generation (New)
- Finance options (New)

### ❖ Reduce per capita energy consumption/ promote efficiency

- Education programs (New)
- Emerging energy technologies
- Waste-to-energy facilities

### ❖ Efficient building/site design (New)

- Solar energy opportunities
- Building materials/natural properties
- In Redevelopment/Remodels (New)
- Maximize solar access (New)



Top Photo Credit: Henkel Consumer Products

45

## Energy Element- continued

### ❖ Energy & City Facilities/Operations (New)

- Fuel conservation & clean, alternative fuels
- Lower utility costs/reinvest savings (New)
- Energy audits (New)

### ❖ Develop renewable energy sources (New)

- Support increase in regional supply of renewable energy (New)
- Optimize existing infrastructure and connect to smart grid (New)
- Diversify energy supply sources (New)



46

# Implementation Chapter

## Implementation Tools

- City Code
- Character Area Plans
- Neighborhood Plans
- Strategic/Master Plans
- Design Guidelines/Standards
- Capital Improvement Plan
- City Budget

## Funding Sources

## Oversight/Coordination

## Implementation Programs

- Short-Term
- Mid-Term
- Long-Term

### 4. Action Steps

The following table delineates programs that implement the General Plan and its vision. It is assumed that all programs listed will be reviewed and updated to conform to applicable General Plan elements. Other city or community programs may be created or updated that are not shown but are still intended to implement the General Plan over its 10-20 year lifespan. Programs have been prioritized according to the extent that they implement the General Plan's vision, goals and policies, as indicated by the numbers associated with each program.

#### Short-Term (Next 5 years) Priorities

Programs to Achieve Vision, Goals and Policies	Elements Implemented	Revised Goals/Policies by Vision & Aspiration			Total	Target Timeframe	Responsible Agency
		Experience	Librality	Propriety			
zoning & Related Code Updates (e.g. Land Divisions, Building Codes) (see Implementation Tests section for further detail)	CD, LU, NPR, CRR, EV, EP, GA, H, S, HHC, CO, COO, ACC	99	111	38	248	On-going/As-needed	Planning, Development Services
Evaluate/Update/Adopt New Design Guidelines (e.g. Sustainable Design Principles, Visually Significant Waterways, Streetscapes)	CD, LU, NPR, CRR, GA, OS, EP, CONSV, PB, ACC, HHC, C	85	55	25	165	On-going/Short-Term	Planning
Parks & Recreation Master Plan Review/Update	ACC, EV, GA, OS, R, EP, LU, NPR, COO, R, C, B, PSP	51	64	14	149	Short-Term	Parks & Recreation
Neighborhood Preservation & Conservation Programs Development/Update	CD, NPR, CRR, OS, ACC, GA, HHC, CI, H, LU, EV, HHC	25	37	11	123	On-going/Short-Term	Planning, Neighborhood Services
Transportation Master Plan Update	CRR, EV, OS, EP, HHC, LU, R, NPR, C, B, HHC, S, PSP, COO, GA	13	69	9	111	Short-Term	Transportation
Economic Development Strategic Plan Update	LU, NPR, CRR, EV, HHC, H, ACC, GA	15	18	73	106	Short-Term	Economic Development
Community Services Master Plan Review/Update	EV, OS, LU, NPR, COO, R, PB, PSP, ACC, HHC, COO	20	63	18	101	Short-Term	Community Services
Update Design Standards & Policies Manual	CD, OS, EP, CONSV, ACC, LU, H, NPR, EV, PB, HHC, C	38	43	15	96	Annual	Planning, Development Services
Develop Sustainability Plan	CD, GA, OS, EP, CONSV, LU, H, EV, PB, HHC, E	48	32	20	92	Short-Term	Environmental Initiatives

### Element Legend

- ACCo Arts, Culture & Creative Community
- All-All Elements/Entire General Plan
- B= Bilingual
- C= Circulation
- CD= Character & Design
- CI= Community Involvement
- COO= Cost of Development
- CONSV= Conservation
- CRRe Conservation, Rehabilitation & Redevelopment
- E= Energy
- EP= Environmental Planning
- EV= Economic Viability
- GA= Growth Areas
- H= Housing
- HHC= Healthy, Happy Community
- LU= Land Use
- NPR= Neighborhood Preservation & Revitalization
- OS= Open Space
- PB= Public Buildings
- PSP= Public Services & Facilities
- R= Recreation
- S= Safety
- W= Water

165 of 181

## Next Steps in Draft SGP 2014 Process

- **Task Force Meetings:**
  - April 7<sup>th</sup>
  - April 21<sup>st</sup>
- **Planning Commission:**
  - May 7<sup>th</sup> – Remote Hearing
  - May 21<sup>st</sup> – Recommendation Hearing
- **City Council:**
  - June 10<sup>th</sup> – Work Study Session
  - June 24<sup>th</sup> – Consideration of Plan Adoption & Call for Election Hearing



Task Force Meeting

## Council, Task Force & Staff Discussion



49

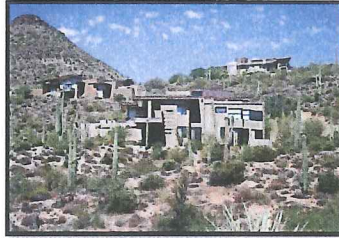
## Council Discussion

50



## Housing Element

- ❖ Character/context of housing options.
  - ❖ Variety of housing densities in context-appropriate locations.
  - ❖ High-quality, durable, safe housing
  - ❖ Incorporate highest-possible level of amenities, design, durability, architectural quality. (New)
  
- ❖ Housing options to meet socioeconomic needs.
  - ❖ Accommodate variety of income levels.
  - ❖ Reduce financial/regulatory constraints & expedite affordable housing proposals to enhance affordability.
  - ❖ Develop "naturally affordable" housing types.
  - ❖ Employer-assisted/created housing
  - ❖ Adjust housing mix based upon demographic needs.
  
- ❖ Fair Housing (New)



Top Photo Credit: Maureen Isree

51

## Housing Element- continued

- ❖ Housing options for all generations.
  - ❖ Full spectrum of senior housing.
  - ❖ Aging in place.
  - ❖ Housing for young professionals, families with children, multi-generational households, elderly, special needs populations.
  - ❖ Support agencies that provide services for homelessness and vulnerable populations.
  - ❖ Participate in regional solutions for housing for special needs.
  - ❖ Universal design. (New)



52

## Conservation, Rehabilitation & Redevelopment

- ❖ High-quality/context-appropriate redevelopment.
  - ❖ Redevelopment that is sensitive to identity/character of neighborhoods.
  - ❖ Hold project sponsors accountable for early, meaningful communication with neighborhoods. (New)
  - ❖ Upgrade substandard infrastructure during redevelopment. (New)
  - ❖ Neighborhood stewardship to prevent decline. (New)
- ❖ Economic well-being through redevelopment.
  - ❖ Redevelop/rehabilitate aging commercial areas.
  - ❖ Presence/capacity of infrastructure as incentive. Expediency in processing redevelopment proposals. (New)
- ❖ Use of Formal Redevelopment Authority. (New)
  - ❖ Redevelopment plans. (New)
  - ❖ Blight/hazardous conditions. (New)
  - ❖ Relocation benefits. (New)



Bottom Photo Credit: Brian Hancock

53

## Community Involvement Element

- ❖ Be a leader in promoting open government processes and consider new ways to promote community involvement.
- ❖ Require project sponsors to demonstrate how community comments have been addressed in project proposals.
- ❖ Encourage both project sponsors and citizens to share in the responsibility to be transparent and civil in dialogue and deliberation. (New)
- ❖ Provide for broad public input in the state-mandated General Plan Annual Report. (New)



SGP 2014 Workshop Participation

54

## Cost of Development Element

### ❖ Ensure development pays its fair share of public service costs *(New)*

- Should be reasonable, equitable and mutually beneficial
- Allow for exceptions when specific to public interest (e.g. Growth Areas, revitalization)

### ❖ Development timing guided by adequate public facilities

- Plan for orderly building of infrastructure
- Private-sector participation in public facilities

### ❖ Coordinate infrastructure and land use decisions with economic sustainability *(New)*

- Evaluate impacts of land use decisions on long-term revenue *(New)*
- Analysis of long-term replacement



55

## Growth Areas Element

### ❖ Direct growth in areas that can support development density and intensity

- Locations for Growth Areas: *(New)*
  - Infrastructure capacity/efficiency
  - Multi-modal access
  - Needing focused reinvestment
  - Existing/planned regional attractions
  - Reduce development pressures in lower intensity areas of the city

- Incorporate context-appropriate transitions

- Highest intensity of development in Growth Areas *(New)*

- Ensure sensitive response to neighborhoods.
- Character Area Plans ~ more specificity

### ❖ Character of Growth and Activity Areas *(New)*

- Context-appropriate development adjacent to neighborhoods *(New)*
- Protect key economic assets *(New)*



56



## Growth Areas Element

- ❖ **Improve multi-modal circulation to, from and within Growth and Activity Areas**
  - Design that facilitates multi-modal use
  - Balanced multi-modal system
  
- ❖ **Conserve natural resources, open spaces, cultural assets in Growth and Activity Areas**
  - Strengthen open space connections *(New)*
  - Safeguard/integrate art, cultural, historic, archaeological, natural resources *(New)*
  
- ❖ **Infrastructure funding and fiscal planning**
  - Promote sustainable development practices to lessen demand on infrastructure *(New)*
  - Focus infrastructure improvements/expansion in Growth Areas



57

## Environmental Planning Element

- ❖ **Protect/enhance Sonoran Desert & Human Habitat**
  - Preserve unique features of natural environment
  - Long-term management of urban vegetation *(New)*
  
- ❖ **Stewardship & personal responsibility for the natural environment *(New)***
  - Leadership in environmental affairs
  - Education & encouragement to maintain/enhance environmental features *(New)*
  
- ❖ **Improve Air Quality**
  - Reduce auto emissions
  - Regional coordination
  - Reduce contributions to air pollution *(New)*
  - Incentives for clean fuels



58

## Environmental Planning Element

### ❖ Resource recovery, reuse, recycling.

- Expand recycling programs (i.e. tourist areas, businesses, multi-family, public areas).
- Minimize waste generation. *(New)*
- Markets for recycled materials.



### ❖ High-performance buildings/low-impact site planning.

- Protect natural desert elements of sites.
- Use low-impact development strategies.
- Durable/sustainable building stock. *(New)*
- Passive solar design strategies. *(New)*



### ❖ Water Quality

- Safe/healthy water
- Meet/surpass all standards

59

## Environmental Planning Element

### ❖ Identify/Reduce Heat Islands *(New)*

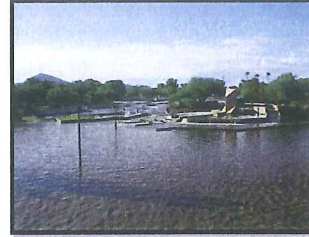
- Identify & mitigate areas most impacted by heat island *(New)*
- Increase vegetation/shade *(New)*
- Education on heat island reduction *(New)*
- Use of materials other than black asphalt.



60

## Conservation Element

- ❖ **Balance conservation & built environment.**
  - Reduce natural resource consumption
  - City government leadership in conservation
  - Cooperation among natural resource management agencies
  - Protect/restore essential ecosystems
- ❖ **Protect quality of watersheds. (New)**
  - Prevent groundwater contamination & monitor runoff
  - City government leadership in conservation
  - Improve stormwater quality (i.e. best management practices)
  - Education about pollution/contamination (New)
  - Comply with NPDES
  - Protect watercourses from pollution & sediment
  - Low-impact infrastructure to manage stormwater

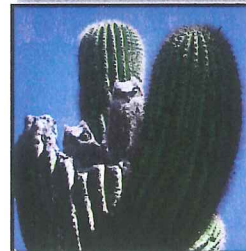


Top Photo Credit: Benjamin Baukol  
Bottom Photo Credit: Maureen Isree

61

## Conservation Element

- ❖ **Water Conservation**
  - Reclaimed water for irrigation/recharge
  - Design that fosters water conservation
  - Minimize water loss
  - Increase recycled water use
- ❖ **Biodiversity & native ecosystems**
  - Preserve/salvage/restore native plants, wildlife habitat & natural resources
  - Limit turf, use native plants
  - Maintain natural washes as wildlife movement corridors (New)
  - Habitats for endangered, rare & threatened species. (New)
  - Prevent spread of invasive plants & animal species (New)



Bottom Photo Credit: Linda Whitehead

62



## Conservation Element

- ❖ **Minimize erosion** *(New)*
  - Discourage clearing/grading in ESL areas *(New)*
  - Wise placement of vegetation *(New)*
  - Restore erosion-damaged areas *(New)*
  
- ❖ **Retain significant watercourses/waterbodies** *(New)*
  - Maintain washes in natural state (as possible). *(New)*
  - Retain/protect floodplains
  - Design criteria for flood control channels



Top Photo Credit: Bryce Beck  
Bottom Photo Credit: Maureen Isree

63

## Circulation Element

- ❖ **Coordinate regional mobility**
  - Regional transportation planning coordination
  - Aviation coordination *(New)*
  
- ❖ **Plan for/educate about future systems**
  - Preserve/acquire rights-of-way
  - Coordinate local/regional construction projects
  - Plan roadway modifications based on forecasted future volumes *(New)*
  
- ❖ **Protect neighborhoods**
  - Neighborhood traffic management techniques
  - Open space buffering in roadway design
  - Transitions from regional systems to neighborhood systems



64

## Circulation Element

### ❖ Balance school-neighborhood mobility needs

- Encourage non-motorized travel to schools
- Provide adequate school parking and drop off (New)
- Create safe, accessible routes to school (New)



### ❖ Comfortable and accessible for all

- Consider needs of all community members and visitors (New)
- Conform with ADA standards (New)
- Inter-modal access for individuals with impaired mobility (New)

65

## Circulation Element

### ❖ Safely, efficiently move people/goods

- Coordinate transportation and land use planning.
- Consistent accessibility and wayfinding elements (New)
- Provide intermodal connections

### ❖ Reduce automobile trips

- Mixed land uses
- Trip reduction techniques (e.g. vanpool, telecommuting, transit incentives)

### ❖ Develop multi-modal system

- Work with adjacent jurisdictions
- Mobility choices that reflect character and lifestyle within a neighborhood
- Explore new modal technologies



66

## Bicycling Element

### ❖ Continuous, accessible, connected bicycle systems

- Convenient connections on & off-street networks (New)
- Integrate bicycle lanes & off-street networks (New)

### ❖ Increase bicycle use (New)

- Wayfinding (New)
- Easily accessible bicycle parking (New)
- Variety of facilities (New)

### ❖ Bicycle safety, education, enforcement (New)

- Promote safe access from neighborhoods
- Education & awareness of bicycle safety (New)
- Reduce physical and regulatory barriers for bicycle safety (New)
- Work with law enforcement on safety measures (New)



67

## Public Buildings Element

### ❖ Safe, accessible, adaptable buildings

- Focus primary government activities in Civic Center area
- Equip with technology to access global information
- Satellite facilities

### ❖ Design for community gathering, context

- Reflect character of surrounding neighborhoods
- Co-location of services (New)
- Green building standards

### ❖ Plan for schools

- Guides general locations of schools
- Work collaboratively with school districts



68



## Public Services & Facilities Element

### ❖ Maintain solid waste collection, recycling, disposal system

- Promote waste reduction
- Seek new methods



### ❖ Provide/maintain reliable utility & infrastructure that matches character of Scottsdale

- Minimize visual impact of utilities/facilities
- Encourage access to technology
- Designed to meet ultimate capacity (New)

### ❖ Plan & manage infrastructure, facilities & public services

- Prioritize for areas with greatest need
- Ensure facilities grow in proportion with the community to maintain levels of service (New)

69

## Public Services & Facilities Element

### ❖ State of the art library system

- Adapt to changing technology
- Encourage neighborhood/community building (New)
- Multi-lingual, ESL programs (New)



### ❖ Partner with other jurisdictions

- Neighboring communities
- Schools
- Non-profits

### ❖ Provide human services

- Accessibility to services
- Provide throughout the city

70

## Safety Element

### ❖ Prevent hazards, mitigate risks

- Education
- Property maintenance (fire risk) (New)
- Replace vulnerable infrastructure & critical services lifelines (New)

### ❖ Prepare for disasters/emergencies

- Emergency preparedness training at neighborhood level (New)
- Enhance communication capabilities
- Fire-safety planning (New)

### ❖ Response to emergencies

- Multi-lingual personnel (New)
- Coordinate with hotels, special events (New)
- Identify evacuation routes (New)



71

## Safety Element

### ❖ Prepare for recovery after disaster (New)

- Framework for replacement of infrastructure (New)
- Engage community in reconstruction planning process (New)

### ❖ Safe airspace & transportation (New)

- Maintain Airport clear zones (New)
- Design transportation projects with safety in mind



### ❖ Protection from flooding

- Manage floodplains (FEMA)
- Make drainage system improvements
- Locate critical facilities outside 100-year floodplain (New)

72

## Safety Element

### ❖ Hazardous materials (New)

- Training/education
- Management of hazardous materials
- Transport of hazardous materials (New)



### ❖ Crime prevention (New)

- Enhanced crime tracking, tending, modeling (New)
- Embrace new communication platforms (New)
- Focus on visitor safety & schools (New)
- Community partnerships (New)

73

## Water Resources Element

### ❖ Renewable, long-term water supply

- Maintain safe-yield (New)
- Protect supply to meet growth projections
- Groundwater recharge (New)
- Facilitate shared water demand regionally (New)
- Proactive replacement of infrastructure (New)



### ❖ Plan & Adapt to Climactic Impacts on Water Supply (i.e. drought) (New)

- Education (New)
- Monitoring (New)
- Communication of procedures (New)
- Update drought management plan (New)



74



PUBLIC  
COMMENT

Michael S. Kelly  
8973 N. 84<sup>th</sup> Way  
Scottsdale, Arizona 85258  
(480) 998 - 4975

March 25, 2014

Mayor W. J. "Jim" Lane  
Vice Mayor Virginia Korte  
Councilwoman Suzanne Klapp  
Councilman Robert Littlefield  
Councilwoman Linda Milhaven  
Councilman Guy Phillips  
Councilman Dennis Robbins  
Offices of the Mayor and City Council of Scottsdale  
3939 Drinkwater Boulevard  
Scottsdale, Arizona 85251

**RE: My 3/24/2014 Letter to Scottsdale's 2014 General Plan Task Force Discussing "Scottsdale's 16 Cardinal Principles of Governance"**

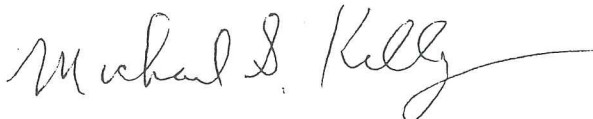
Honorable Mayor Lane, Vice Mayor Korte and City Council Members Klapp, Littlefield, Milhaven, Phillips and Robbins,

My 3/24/2014 letter to Scottsdale's 2014 General Plan Task Force is shared with you for your information. I ask that you read the letter which defines and discusses those "16 Cardinal Principles of Scottsdale Governance" that citizens formulated and placed in our 2001 General Plan.

As you review the "Draft" 2014 General Plan, I ask that you specifically look for those "16 Cardinal Principles," which remain valid today, since they have neither been nullified nor modified. Accordingly, they should be carried forward in any "Draft" general plan.

You are the "stewards" of Scottsdale's currently operative General Plan 2001, which our City Council adopted and Scottsdale voters ratified. I believe that your stewardship entails preserving and protecting those key "16 Cardinal Principles." I hope you will agree.

Sincerely,



Michael S. Kelly

Michael S. Kelly  
8973 N. 84th Way  
Scottsdale, Arizona 85258  
(480) 998 - 4975

March 24, 2014

Ms. Wendy Springborn, Chair, Scottsdale 2014 General Plan Task Force  
C/o Ms. Erin Perreault  
Scottsdale Community Design Studio  
7506 E. Indian School Road  
Scottsdale, AZ 85251

Honorable Chair Wendy Springborn, Vice-Chair Timothy P. Burns, and Members of the 2014 General Plan Task Force,

I have been thinking about what Scottsdale can do to preserve this community's key citizen developed governing concepts. Those concepts are currently found in Scottsdale's "2001 General Plan." These governance concepts evolved over decades of dedicated citizen involvement in Scottsdale's governance matters.

The 2014 General Plan Task Force is currently updating "Scottsdale's 2001 General Plan." That document was constructed to give physical form to Scottsdale's 1992 "Shared Vision" and its "4 Dominant Themes." Those "4 Dominant Themes" are: "Sonoran Desert; Resort Community; Arts and Culture; and, Health and Research." Those "4 Dominant Themes" describe Scottsdale's core vision for itself. Those "4 Dominant Themes" were decided upon by Scottsdale citizens who participated in the "Shared Vision" project.

I would like to reduce the chance that Scottsdale's core vision, exemplified by the "Shared Vision's" "4 Dominant Themes," will slip from the public's view as we bring forth a "Draft " 2014 General Plan.

Scottsdale's elected leaders, our professional staff, and, our many citizen volunteers, serving on Scottsdale's Boards, Commissions, and Task Forces, all assume responsibility for shaping and implementing public policy that builds upon the "Shared Vision's" "4 Dominant Themes." They do this by working to implement those themes throughout Scottsdale's "Three-Tiered Planning Paradigm" --- "community wide," "character area," and "neighborhoods." Additionally, those individuals do this while following Scottsdale's citizen directed "Six Guiding Principles --- Preserve Open Space; Enhance Neighborhoods; Seek Sustainability; Support Economic Vitality; Advance Transportation; and, Value Scottsdale's Unique Lifestyle and Character." Our "Three-Tiered Planning Paradigm" and our "Six Guiding Principles" were products of the "CityShape 2020" project.

All those involved in Scottsdale's governance processes also assume the obligation of implementing the principles contained in our three "Non-Required" 2001 Scottsdale General Plan "Elements," which like the "4 Dominant Themes," and the "Six Guiding Principles," were also developed and placed in the general plan during the "CityShape 2020" project. Those General Plan "Elements" are: the "Character and Design Element;" the "Community Involvement Element;" and, our "Economic Vitality Element."

I believe that Scottsdale's "4 Dominant Themes," Scottsdale's "Six Guiding Principles," Scottsdale's "Three-Tiered Planning Paradigm" and Scottsdale's three "Non-Required General Plan Elements," should be consolidated, and collectively renamed "Scottsdale's 16 Cardinal Principles of Governance." These "16 Cardinal Principles of Governance" emerged from Scottsdale's visioning and long-term planning efforts: "Scottsdale's Shared Vision" (1991-1992) and "CityShape 2020" (1994-1996).

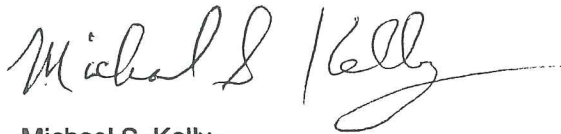
I believe that as Scottsdale continues to mature as a city, these **"16 Cardinal Principles of Governance"** should be carried forward, given due respect, and relied upon as our governance system's baseline public policy guidelines. They should be regarded as the essential core of Scottsdale's governmental public policy. These **"16 Cardinal Principles of Scottsdale Governance"** should serve to assist in aligning Scottsdale's public policy decisions and staff actions made on behalf of this community.

By consolidating, renaming, and referring to these key points as **"Scottsdale's 16 Cardinal Principles of Governance,"** we may aid new residents in more quickly grasping our long-term visioning and municipal planning objectives. By highlighting the "products" of Scottsdale's premier visioning and long-term planning events --- our "Shared Vision" and "CityShape 2020," we will be facilitating wider understanding of those events and their "products." Those "products" continue to play key roles in Scottsdale governance.

Scottsdale's loyalty to these **"16 Cardinal Principles of Governance"** over time has assisted us in achieving our international reputation and the quality of life we currently enjoy. Adhering to these **"16 Cardinal Principles of Governance"** should pay additional dividends in Scottsdale's future. These **"16 Cardinal Principles of Scottsdale Governance"** should neither be discounted nor dismissed. We should not allow them to recede from the community's collective memory as the years pass by. Scottsdale should stay steady on course and continue to build upon its strengths, which have developed from our implementing these principles.

I ask that the 2014 General Plan Task Force ensure that **"Scottsdale's 16 Cardinal Principles of Governance"** are included and highlighted in the "Draft" 2014 General Plan. And, in the future, additional **"Scottsdale Principles of Governance"** may be added to this original list of **"16 Principles,"** if the community considers that appropriate.

Sincerely,

A handwritten signature in black ink that reads "Michael S. Kelly". The signature is written in a cursive style with a long horizontal flourish extending to the right.

Michael S. Kelly

Attachment: **"Scottsdale's 16 Cardinal Principles of Governance"**



# SCOTTSDALE, ARIZONA

## Scottsdale's 16 Cardinal Principles of Governance

1. Scottsdale is a Sonoran Desert Community.
2. Scottsdale is a Resort Community.
3. Scottsdale is an Arts and Culture Community.
4. Scottsdale is a Health and Research Community.
5. Scottsdale will Preserve Meaningful Open Space.
6. Scottsdale will Enhance Neighborhoods.
7. Scottsdale will Seek Sustainability.
8. Scottsdale will Support Economic Vitality.\*
9. Scottsdale will Advance Transportation.
10. Scottsdale will Value Scottsdale's Unique Lifestyle and Character.
11. Scottsdale will Plan on a Community Wide Level.
12. Scottsdale will Plan on a Character Area Level.
13. Scottsdale will Plan on a Neighborhood Level.
14. Scottsdale will emphasize Economic Vitality.\*
15. Scottsdale will emphasize Community Involvement.
16. Scottsdale will emphasize Character and Design.

**\*Economic Vitality is the single Cardinal Principle of Governance deemed so important that Scottsdale citizens put it forth twice, first, as one of Scottsdale's "6 Guiding Principles", and, second, as a non-required "Element" in Scottsdale's General Plan 2001.**

Michael S. Kelly  
8973 N. 84th Way  
Scottsdale, Arizona 85258  
(480) 998 - 4975  
March 24, 2014