

SCOTTSDALE CITY COUNCIL
WORK STUDY SESSION MINUTES
TUESDAY, APRIL 20, 2021



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

CALL TO ORDER

Mayor David D. Ortega called to order a Work Study Session of the Scottsdale City Council at 7:59 P.M. on Tuesday, April 20, 2021.

ROLL CALL

Present: Mayor David D. Ortega
Vice Mayor Betty Janik
Councilmembers Tammy Caputi, Tom Durham, Kathy Littlefield,
Linda Milhaven, and Solange Whitehead

Also Present: City Manager Jim Thompson, City Attorney Sherry Scott,
Acting City Treasurer Judy Doyle, City Auditor Sharron Walker, and
City Clerk Ben Lane

PUBLIC COMMENT – None

1. Draft General Plan 2035 Update (1-GP-2021)

Request: Presentation, discussion, and possible direction to staff regarding the Draft General Plan 2035.

Presenter(s): Erin Perreault, Planning and Development Area Director

Staff Contact: Randy Grant, Planning and Development Services Director, 480-312-2664,
rgrant@scottsdaleaz.gov

Planning and Development Area Director Erin Perreault gave a PowerPoint presentation (attached) on the Draft General Plan 2035 Update.

The Council provided the following directions:

Vision Statement

There was consensus to:

- Under "Vision" paragraph, insert a comma between the words "lifestyles" and "and".

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.

- Under “Community Prosperity” paragraph, remove the semicolon between the words “technology” and “and”.

Section 2, Chapter 1 - Character & Culture, Character and Design Elements

Council made the following suggestions:

- On page 30, first paragraph, strike the last two sentences.
- On page 30, first paragraph, after the first sentence, insert “Character types are distinct from zoning districts and land use categories.”
- On page 30, under “Employment Cores”, revise the fifth sentence to “Taller building heights are typically found within the core and low-scale building heights are typically found within the transition areas adjacent to Rural and Suburban Character Types.”
- On page 30, under “Urban Character Types”, provide additional clarity to the definition of downtown core by putting a definition in the glossary or inserting a reference that the downtown core is as depicted on the associated page of the Old Town Character Plan.
- On page 32, under “Rural/Rural Desert Types”, strike the word “lower” and insert “low”.
- On page 37, Goal CD 4.2, add the words “Establish new and” before the word “Maintain”.
- On page 39, Goal CD 7.2, strike the words “As appropriate”.

Section 2, Chapter 1 – Character & Culture, Land Use Elements

There was consensus to:

- On page 46, under Goal LU 1, after the word “southwest”, add the words “and sustain the city’s goal as a regional cultural center and economic hub.”
- On page 46, under Policy LU 1.3, strike the current language and replace with “Promote development patterns that integrate with and reinforce the character of an area. The City will continually review development patterns to ensure consistency of development in areas with fragmented or evolving patterns.”
- On page 52, under “Desert Rural Neighborhoods”, in the first sentence, strike the word “usually”.
- On page 53, under “Commercial”, on the sixth line, strike the words “encouraged to” and replace with the words “should be compatible with”.
- On page 54, under “McDowell Sonoran Preserve”, on the sixth line, strike word “for” and replace with the word “to”.
- On page 55, under “Circle”, line three, insert the word “a” between the words “of” and “particular”.
- On page 57, in the Change in Land Use Category Matrix, under Category C across (Desert Rural Neighborhoods) and Category D down (Rural Neighborhoods), change from “major” to “minor”.
- On page 58, under General Plan Land Use Overlay Criteria, strike the words “Infill Incentive District Overlay”.
- On page 58, under Exceptions to the General Plan Amendment Criteria, bullet point 4, second line, strike the word “major” between the words “plan” and “amendment”.

Council made the following suggestion:

- Table Council action on Desert Rural Land use element to a future date, after conversations with the Arizona State Land Department.

Section 2, Chapter 6 – Revitalization Element

There was consensus to:

- On page 177, under Goal CRR 2, strike the word “the” between the words “Sustain” and “long-term”.
- On page 177, under Policy 2.1, strike the word “mature” between the words “in” and “declining”.

Section 2, Chapter 7 – Education Element

There was consensus to:

- On page 219, paragraph three, line two, strike the words “The importance of”.
- On page 220, first paragraph, first line, strike the word “like” and insert the word “as”.
- On page 220, paragraph two, line one, strike the word “This” and insert the word “The”.
- On page 220, paragraph two, line one, strike the words “maintain and”.
- On page 220, paragraph two, second line, change the word “encourage” to “encourages”.
- On page 220, paragraph two, line four, strike the word “supports” and revise to “environment that, in turn, contributes to a strong workforce,”.
- On page 222, Policy EDU 2.6, strike the word “government” and add an “s” at the end of the word “civic”.

Section 2, Chapter 8 – Implementation, Funding Sources

Council made the following suggestion:

- On page 231, under “Municipal Bonds”, separate the second sentence into two separate sentences to read “Bond funding is used city improvements. There are many types of bonds.”

ADJOURNMENT

The Work Study Session adjourned at 9:10 P.M.

SUBMITTED BY:



Ben Lane, City Clerk

Officially approved by the City Council on June 8, 2021

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 20th day of April 2021.

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

DATED the 8th day of June 2021.



Ben Lane, City Clerk

Draft Scottsdale General Plan 2035
Case: 1-GP-2021
City Council Work Study Session
April 20, 2021

1

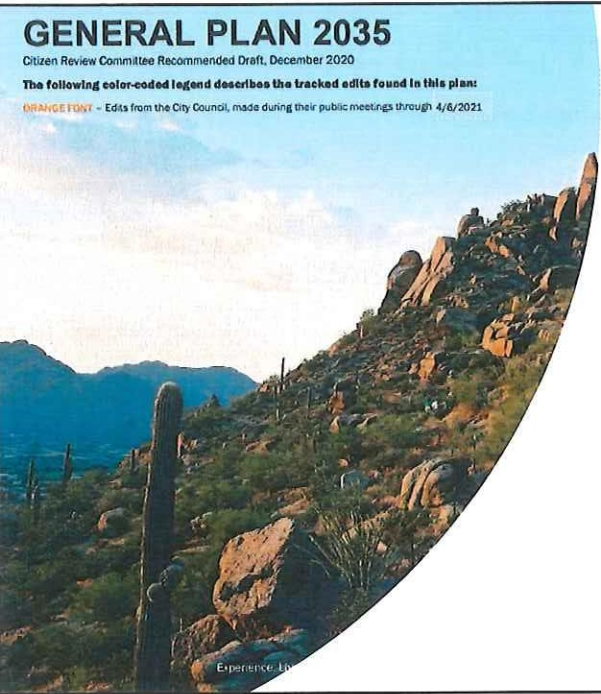
Public Meetings on
Draft Scottsdale General Plan 2035

- Tuesday, April 20th – City Council Work Study Session
- Tuesday, May 4th – City Council Work Study Session (If Needed)
- Wednesday, April 28, 2021 – PC Non-Action Hearing
- Wednesday, May 12, 2021 – PC Recommendation Hearing
- Tuesday, June 8th - City Council Possible Adoption Hearing

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GENERAL PLAN 2035
Citizen Review Committee Recommended Draft, December 2020
The following color-coded legend describes the tracked edits found in this plan:
ORANGE FONT - Edits from the City Council, made during their public meetings through 4/6/2021.



**City Council
Draft General
Plan 2035**

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3

Section 1 – Preface

**Vision Statement
Community Aspirations**

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Councilman Durham 4/13 – Legislative Edit Version

Scottsdale will be IS KNOWN WORLDWIDE AS an exceptional Sonoran Desert experience, and the premier southwestern INTERNATIONAL tourist destination IN THE SOUTHWEST. WE VALUE AND PRESERVE OUR DISTINCTIVE CHARACTER. WE OUR DIVERSE NEIGHBORHOODS WILL foster outstanding livability through DIVERSE NEIGHBORHOODS WHICH FORM connected, healthy and sustainable communities. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity. WE WILL BE ONE OF THE FINEST CITIES IN WHICH TO WORK, LIVE, AND PLAY, AND A PLACE WHERE THE PAST AND THE FUTURE JOIN HANDS.

Exceptional Experience. Scottsdale is a special place in the Sonoran southwest. Our community WE will continue to draw visitors, businesses, and new residents from around the world TO OUR INCLUSIVE COMMUNITY, because of WITH our CLIMATE, natural desert beauty, vast open spaces and VISTAS, AND environmental assets, WE WILL PROVIDE A UNIQUE EXPERIENCE FOR VISITORS AND RESIDENTS ALIKE. WITHIN THIS DIVERSIFIED ENVIRONMENT, WE ENJOY A VIBRANT DOWNTOWN WITH DISTINCTIVE ARTS AND CULTURE; high standards for design, world-class events and resorts, EVENTS AND MUSEUMS; AND OUTSTANDING RECREATIONAL OPPORTUNITIES vibrant downtown and distinctive heritage and culture.

Outstanding Livability. Scottsdale IS A VIBRANT CITY WITH THE CHARM, LOOK, AND FEEL OF A MUCH SMALLER COMMUNITY. WE 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 neighborhood experiences will advance well-being and safety through promotion of physical and social connection.

Community Prosperity. Scottsdale will FOCUS ON BEING a thriving, prosperous city that attracts and grows world-class businesses, leverages technology, encourages innovation and creativity, PROMOTES WELLNESS, CHAMPIONS SUSTAINABILITY, and cultivates a well-educated KNOWLEDGEABLE workforce. Our citizens will have opportunities to prosper. ABOVE ALL, SCOTTSDALE WILL CONTINUE TO BE A GREAT PLACE TO WORK BECAUSE IT IS A SPECIAL PLACE TO LIVE.

DISTINCTIVE CHARACTER. SCOTTSDALE RESPECTS AND IS SENSITIVE TO THE UNIQUE HISTORY AND WESTERN LEGACY FOUND IN THE HEART OF OLD TOWN, HISTORIC NEIGHBORHOODS, OUR OUTDOOR AND EQUESTRIAN EXPERIENCES, RECREATIONAL ACTIVITIES, AND CULTURAL AND ARCHITECTURAL RESOURCES, ALL OF WHICH DEFINE OUR UNIQUE SENSE OF PLACE.

Mayor Ortega 4/13 – Legislative Edit Version

Scottsdale will be IS KNOWN WORLDWIDE AS WILL CONTINUE TO BE an exceptional Sonoran Desert experience, and the premier southwestern INTERNATIONAL tourist destination IN THE SOUTHWEST. WHERE OUR WESTERN HERITAGE IS VALUED. WE VALUE AND PRESERVE OUR DISTINCTIVE CHARACTER. WE OUR DIVERSE NEIGHBORHOODS WILL foster outstanding livability through DIVERSE NEIGHBORHOODS WHICH FORM connect-IVITY, healthy LIFESTYLES and A sustainable communities ENVIRONMENT. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity. WE WILL BE ONE OF THE FINEST CITIES IN WHICH TO WORK, LIVE, AND PLAY, AND A PLACE WHERE THE PAST AND THE FUTURE JOIN HANDS.

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Outstanding Livability. Scottsdale IS A VIBRANT CITY WITH THE CHARM, LOOK, AND FEEL OF A MUCH SMALLER COMMUNITY. WE will continue to offer a variety of multi-generational lifestyle choices that are responsibly planned, connected, CONNECTED, attractive, and supported with appropriate infrastructure and services for urban, suburban, and rural living. Our Neighborhood LIFE experiences will advance PROMOTES well being and PUBLIC safety through promotion of physical and social connection VIA RELIABLE MUNICIPAL SERVICES.

Community Prosperity. Scottsdale will FOCUS ON WILL CONTINUE TO BEING a thriving, THRIVE BY SUPPORTING EXISTING SMALL BUSINESSES AND FOSTERING A PRO-BUSINESS ENVIRONMENT, SO THAT BUSINESSES CAN GROW OR CHOOSE TO LOCATE IN SCOTTSDALE TO prosper in a city that attracts and grows world-class businesses, leverage technology, encourage AND ACCELERATE innovation and creativity, PROMOTES WELLNESS, SUSTAINABILITY, and cultivates a well-educated KNOWLEDGEABLE FORCE BY A KNOWLEDGE-BASED workforce. Our citizens will have opportunities to prosper. ABOVE ALL, SCOTTSDALE WILL CONTINUE TO BE A GREAT PLACE TO WORK BECAUSE IT IS A SPECIAL PLACE TO LIVE.

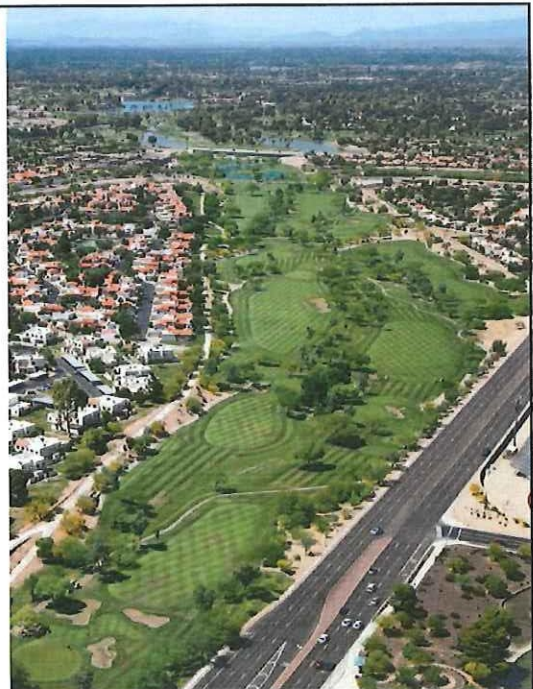
DISTINCTIVE CHARACTER. SCOTTSDALE WILL RESPECT AND IS BE SENSITIVE TO THE UNIQUE OUR HISTORY AND WESTERN LEGACY FOUND IN THE HEART OF OLD TOWN, IN DESIGNATED HISTORIC PRESERVATION NEIGHBORHOODS, OUR OUTDOOR AND EQUESTRIAN EXPERIENCES, RECREATIONAL ACTIVITIES, AND AT ARCHAEOLOGICAL SITES, IN THE EQUESTRIAN COMMUNITY AND WITHIN CULTURAL AND ARCHITECTURAL RESOURCES, WHICH DEFINE OUR UNIQUE SENSE OF PLACE.

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Chapter 1: Character & Culture

- Emphasizes the importance of:
 - Diversity in character citywide
 - Quality of design
 - Varied lifestyle choices (rural, suburban, urban)
 - Commitment to the arts
- State-mandated element:
 - Land Use
 - Future Land Use Map
 - General Plan Amendment Criteria
- Community-created elements:
 - Character & Design
 - Arts, Culture, & Creative Community

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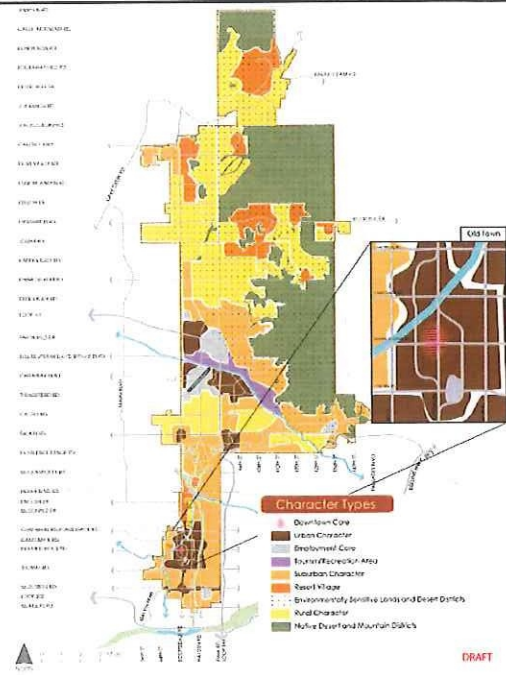


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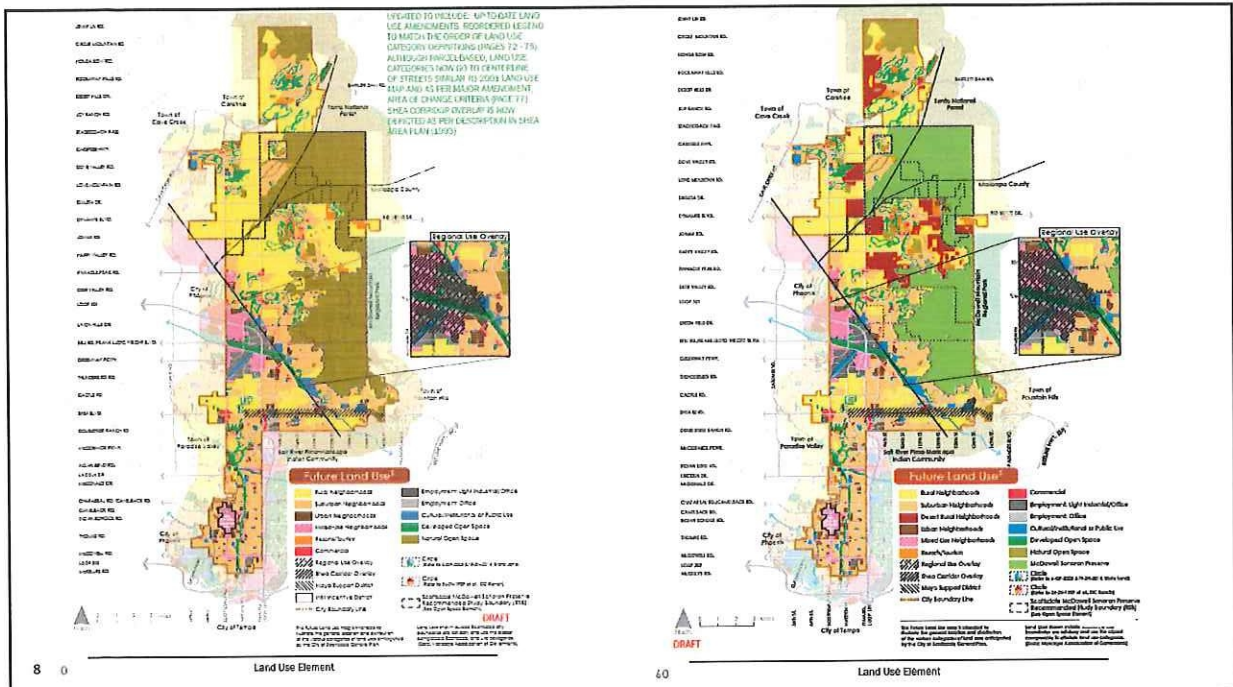
Proposed Character Types Map – Addition of Downtown Core

As part of the Old Town Urban Character Type, the Downtown Core incorporates the primary pedestrian areas in Old Town. The Downtown Core is a resident and tourist destination that includes downtown’s historic legacy and heritage, specialty retail, art galleries, restaurants, public art and the highest concentration of individually designated historic buildings found in the city. **Relative to the entire Old Town area, the Downtown Core is comprised of the lowest intensity of development.** The small lot development pattern, with active ground level land uses in the Downtown Core, are some of the primary elements that give Old Town its most identifiable character.

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1) Change in General Plan Land Use Category Criteria

A change in General Plan Land Use Category on the General Plan Future Land Use Map from one Category to another, as delineated in the following table:

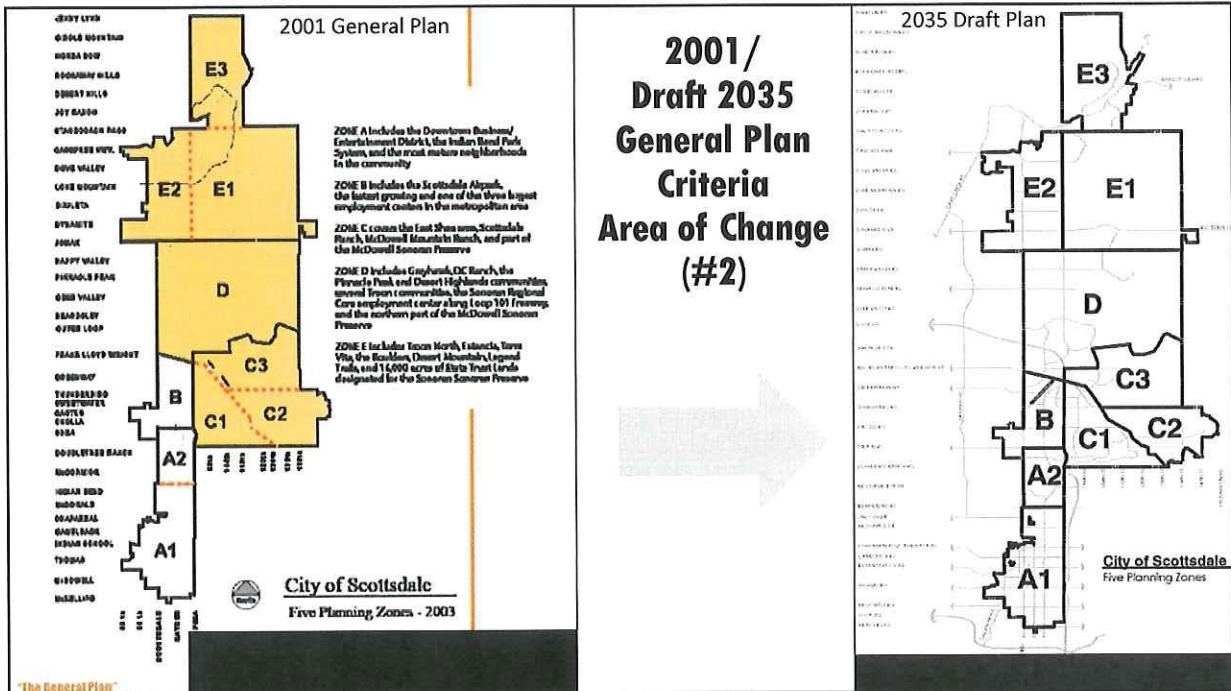
CHANGE IN LAND USE CATEGORY		To Category:			
From Category:		A	B	C	D
A	Rural Neighborhoods	Minor	Major	Major	Major
	Natural Open Space				
	Suburban Neighborhoods				
B	Developed Open Space	Minor	Minor	Major	Major
	Cultural/Institutional or Public Use				
C	Urban Neighborhoods	Major	Minor	Minor	Major
	Resorts/Tourism				
D	Commercial	Major	Major	Minor	Minor
	Employment				
	Mixed Use Neighborhoods				

Major Amendment Criteria #1 – Change in Land Use

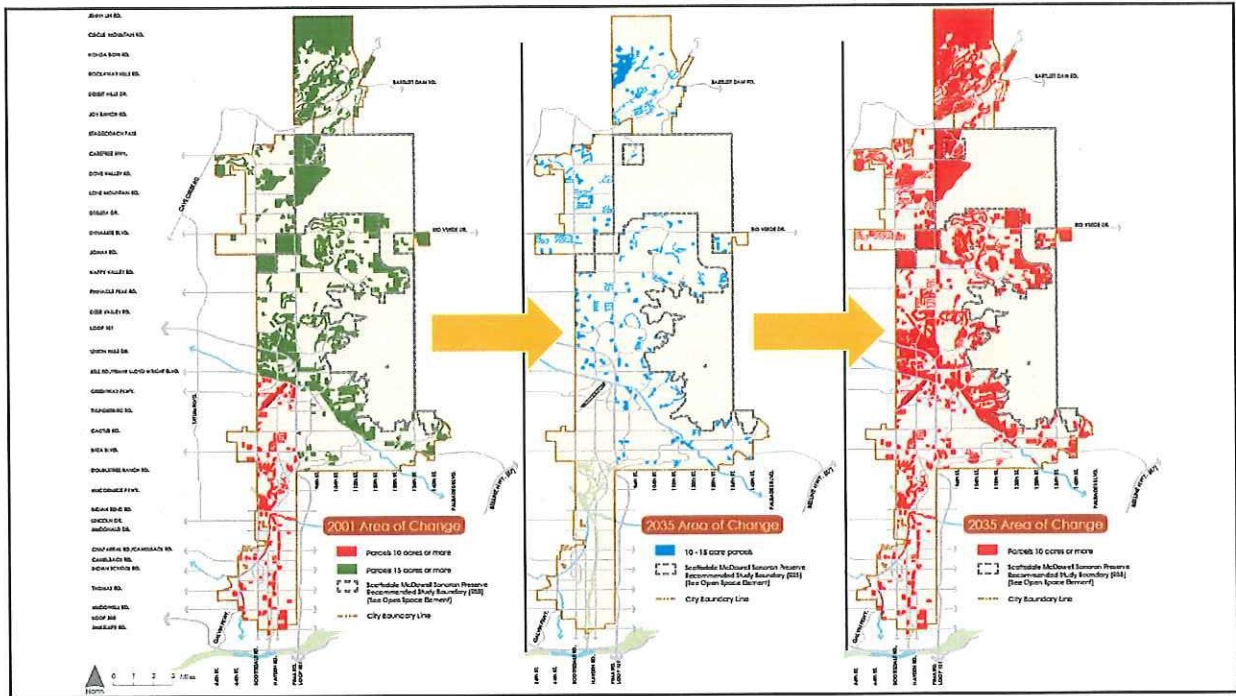
CHANGE IN LAND USE CATEGORY		To Category:							
From Category:		A	B	C	D	E	F	G	H
From Category:	Natural Open Space			DESERT RURAL NEIGHBORHOODS					
	Developed Open Space								
	DESERT RURAL NEIGHBORHOODS								
	Rural Neighborhoods								
	Suburban Neighborhoods								
	Cultural/Institutional or Public Use								
	Urban Neighborhoods								
	Resorts/Tourism								
Commercial									
Employment									
Mixed-Use Neighborhoods									
A	Natural Open Space	-	Major	Major	Major	Major	Major	Major	Major
B	Developed Open Space	Minor	-	Major	Major	Major	Major	Major	Major
C	DESERT RURAL NEIGHBORHOODS	MINOR	MAJOR		MAJOR	MAJOR	MAJOR	MAJOR	MAJOR
D	Rural Neighborhoods	Minor	Major	Minor	-	Major	Major	Major	Major
E	Suburban Neighborhoods	Minor	Minor	Minor	Minor	Minor	Major	Major	Major
F	Cultural/Institutional or Public Use	Major	Minor	Major	Major	Minor	-	Minor	Major
G	Resorts/Tourism	Major	Minor	Major	Major	Minor	Major	-	Major
H	Commercial	Major	Major	Major	Major	Major	Minor	Minor	Minor
	Employment								
	Mixed-Use Neighborhoods								

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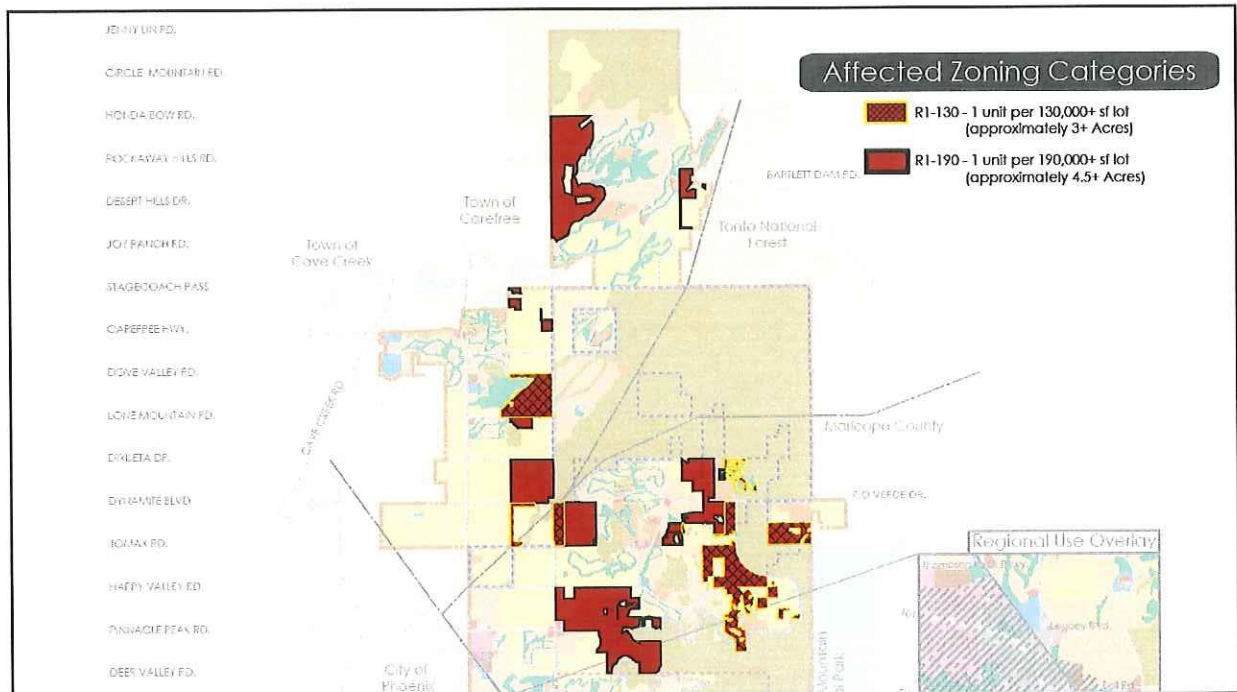
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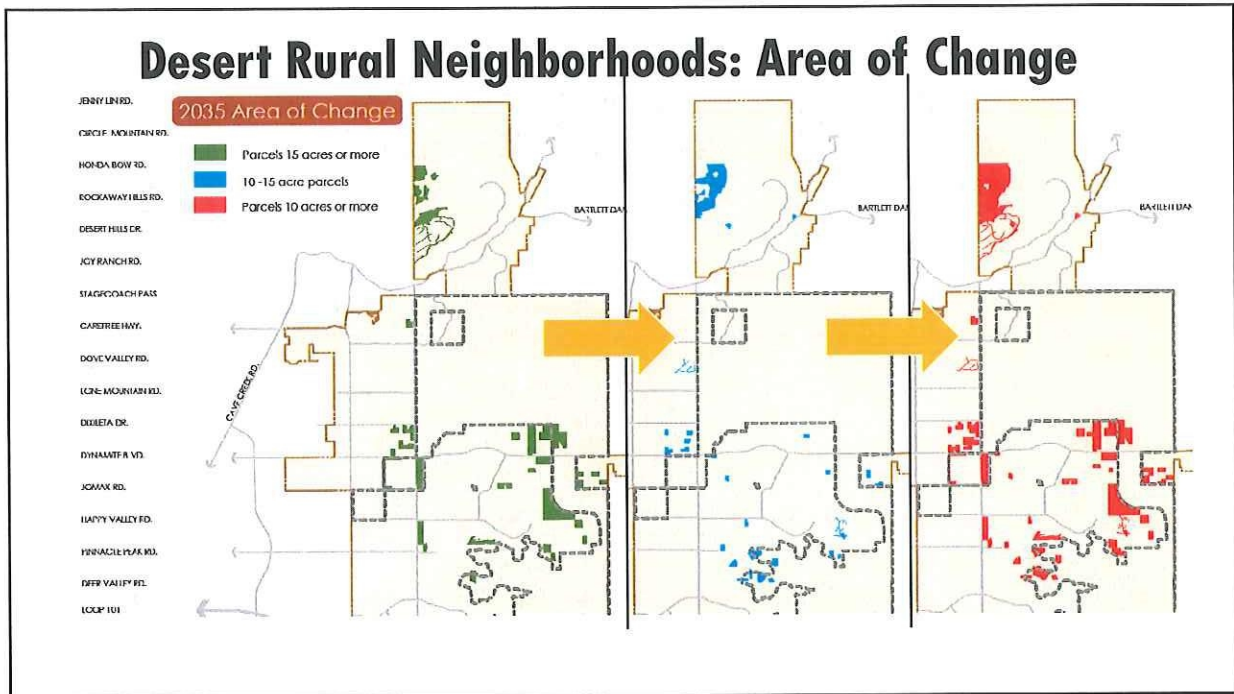
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Horses on Residential Properties

- The City does not regulate the number of animals (including horses and other livestock) on a residential property, provided:
 - They are for personal use of the homeowner, and
 - There is a habitable single-family home on the property
- Animals are regulated by the Maricopa County Health Department and by rules/regulations enforced by Homeowner's Associations or Covenants, Codes & Restrictions (CC&R's).
- The City of Scottsdale does have regulations pertaining to:
 - Commercial Stable or Ranch
 - Nuisances such as flies or odors

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Commercial Horse Operations

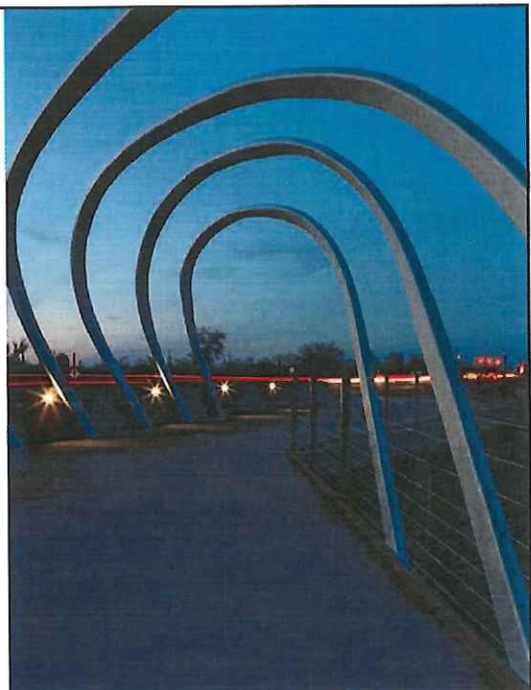
- *Stable, commercial*
 - Minimum 10 acres
 - Open to the general public, utilized primarily for the boarding of livestock not involved with breeding or training
 - Training of large groups of eight (8) or more students as permitted
 - Polo fields or arenas used for scheduled, public or club events; and those uses permitted in a ranch.
 - Meets provisions of underlying zoning district and the CUP criteria set forth in Section 1.403 of the zoning ordinance
- *Ranch*
 - Minimum 5 acres
 - Utilized primarily for the breeding of horses/raising of livestock
 - Training of small groups of eight (8) or fewer students
 - Housing for ranch employees permitted
 - Meets provisions of underlying zoning district and the CUP criteria set forth in Section 1.403 of the zoning ordinance

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Arts, Culture & Creative Community Element Pages 63-68

- **ACC 1** Support arts & cultural programs
- **ACC 2** Build on arts, culture & creativity
- **ACC 3** Encourage creative placemaking
- **ACC 4** Protect historic/cultural resources
- **ACC 5** Promote a creative community

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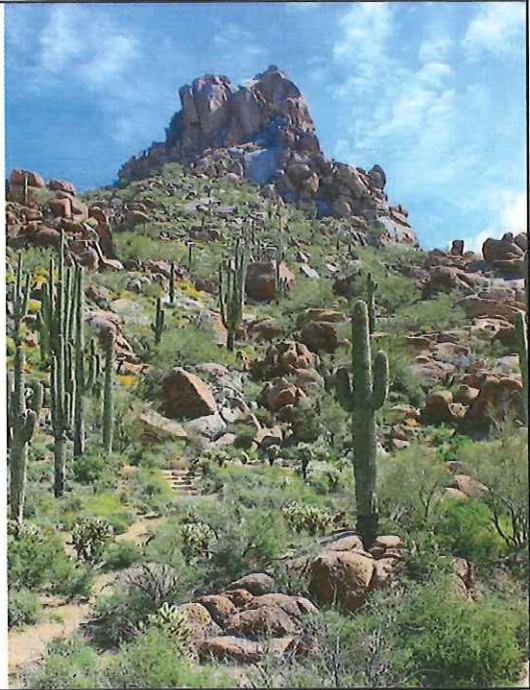


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Chapter 2: Sustainability & Environment

- Focus on environmental resources and open spaces
- Five state-mandated elements:
 - Open Space
 - Environmental Planning
 - Conservation
 - Water Resources
 - Energy

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Chapter 3: Collaboration + Engagement Community Involvement Element

- CI 1 Seek broad public input
- CI 2 Seek direct input from all areas
- CI 3 Distribute city information
- CI 4 Foster community collaboration

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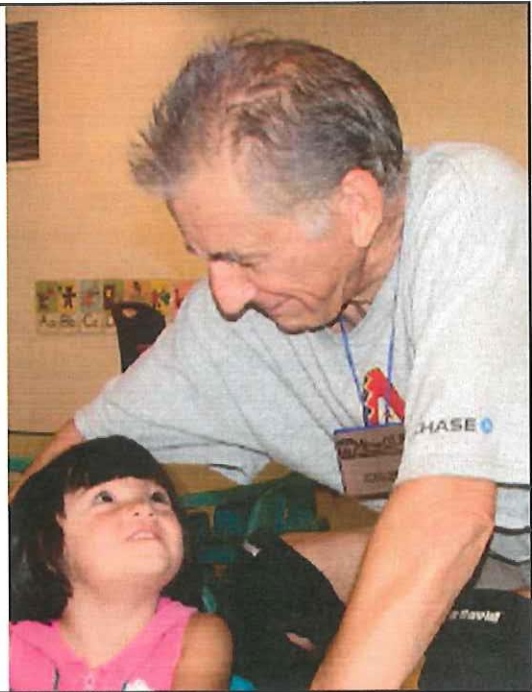


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Chapter 4: Community Well-Being

- Emphasizes the importance of health housing, safety and recreation opportunities for the overall well-being of the community.
- 3 state-mandated elements:
 - Housing
 - Recreation
 - Safety
- 1 community created element:
 - Healthy Community Element

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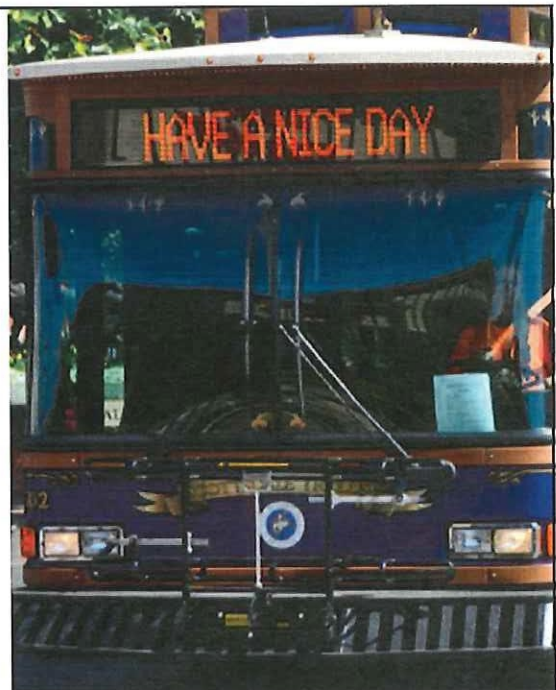


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Chapter 5: Connectivity

- Promotes a variety of mobility choices for the movement of people and goods through the community.
- 2 state-mandated elements:
 - Circulation
 - Bicycling

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Chapter 6: Revitalization

- Recognizes majority of future development will consist of revitalization, redevelopment, and infill projects
- 6 state-mandated elements:
 - Neighborhood Preservation & Revitalization;
 - Conservation Rehabilitation & Redevelopment;
 - Growth Areas;
 - Cost of Development;
 - Public Services & Facilities; and
 - Public Buildings

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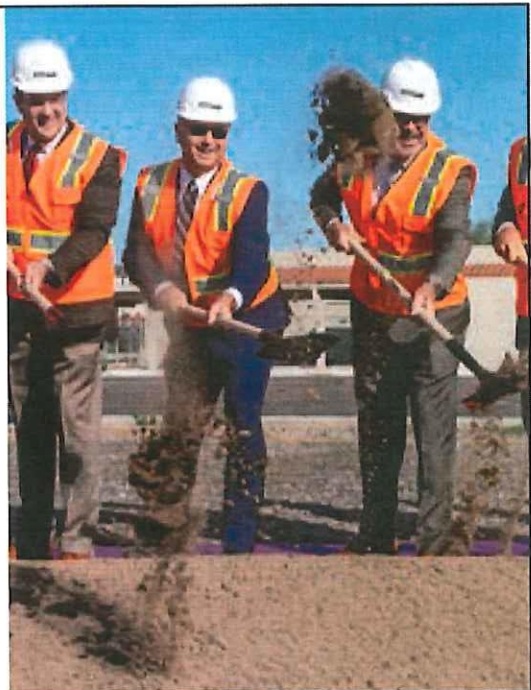


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Chapter 7: Innovation & Prosperity

- Recognizes economic sustainability of the community will depend on having a focus on tourism, retention and attraction of core industries, high-quality jobs, and education
- 3 community created elements:
 - Economic Vitality
 - Tourism
 - Education

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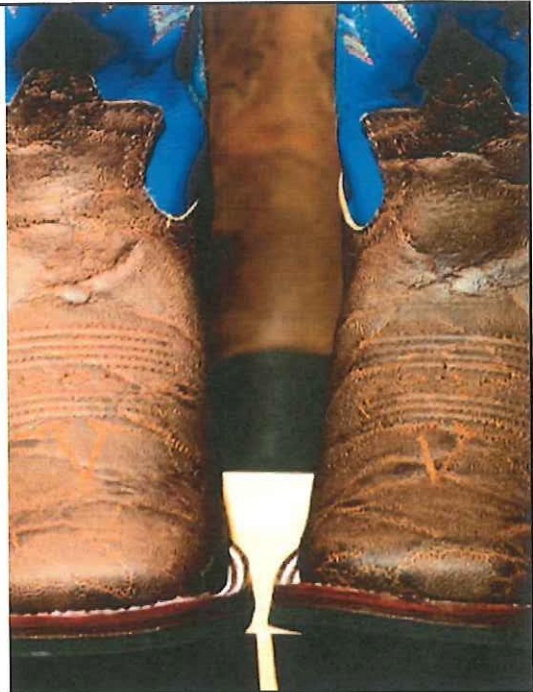


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Chapter 8: Implementation

- Implementation Tools
- Funding Sources
- Oversight and Coordination
- Process and Programs
- Measuring Progress

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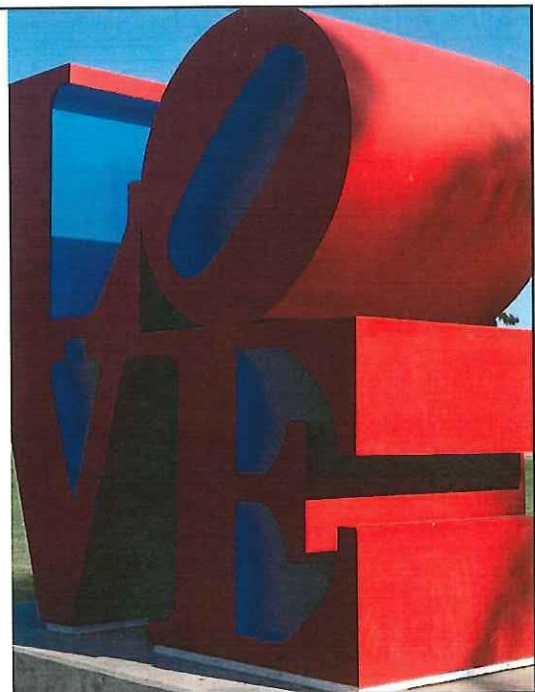


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Appendix

- Abbreviations (245)
- Glossary (246-269)
- Related Plans & Policies (270-273)
- Historical Content (274-287)
- Photo Credits/Labels (288-289)
- Acknowledgements (290-295)

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Draft Scottsdale General Plan 2035
Case: 1-GP-2021
City Council Work Study Session
April 20, 2021

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Public Notification:

Email& Print:

- Scottsdale E-Subscriptions +/-4000 emails
- Scottsdale P&Z Link +/-4000 emails
- Scottsdale Progress +/- 25,000
- Scottsdale Independent +/- 25,000
- AZCentral +/- 65,000
- NextDoor Citywide- +/- 92,360
- 60-Day Letter +/- 100
- PC Remote Hearing Letter +/-100
- Desert Rural Letter +/- 1300
- Water Bill Insert +/- 48,000

Community Groups:

- COGS Call /Email
- Scottsdale Rotary Call /Email
- Scottsdale Sunrise Rotary Call /Email /Presentation
- Experience Scottsdale Call /Email
- SCOTT Call /Email/Presentation
- Scottsdale Neighborhood Coalition Call /Email
- Scottsdale Realtors Call /Email
- Scottsdale Leadership Call/Email/Presentation
- Scottsdale Chamber of Commerce Call / Email

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2035 Draft Plan Review

- 3 Sections – Preface, Chapters, Appendix
- 8 Chapters – Organize the Elements
- 24 Elements
 - 17 State Mandated Elements
 - 7 Community Created Element
 - Character & Design (2001)
 - Arts, Culture & Creative Community
 - Community Involvement (2001)
 - Healthy Community
 - Economic Vitality (2001)
 - Tourism (2020 CRC)
 - Education (NEW City Council)

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CITY OF SCOTTSDALE GENERAL PLAN 2035 CONTENTS

Executive Summary

Section 1 - Preface

Prologue

Vision and Values

- City Vision and Core Values
- Community Aspirations
- Strategic Priorities
- Guiding Principles

Introduction

- Purpose & Scope
- Community

Section 2 - Chapters

1) Character & Culture Chapter

- ★ Character & Design Element
- ★ Historic Element

2) Sustainability & Environment Chapter

- Open Space Element
- Environmental Planning Element
- Greenhouse Gas
- Water Resources Element
- Energy Element

3) Collaboration & Engagement Chapter

- ★ Community Involvement Element

4) Community Well-Being Chapter

- ★ Equity Community Element **NEW**
- Housing Element
- Zoning Element
- Safety Element

5) Connectivity Chapter

- Circulation Element
- Airport Element

6) Revitalization Chapter

- Neighborhood Preservation & Restoration Element
- Economic Revitalization & Redevelopment Element
- Urban Area Element
- Land Development Element
- Public Safety & Facilities Element
- Public Buildings Element

7) Innovation & Prosperity Chapter

- ★ Economic Vitality Element
- ★ Tourism Element
- ★ Job Growth Element

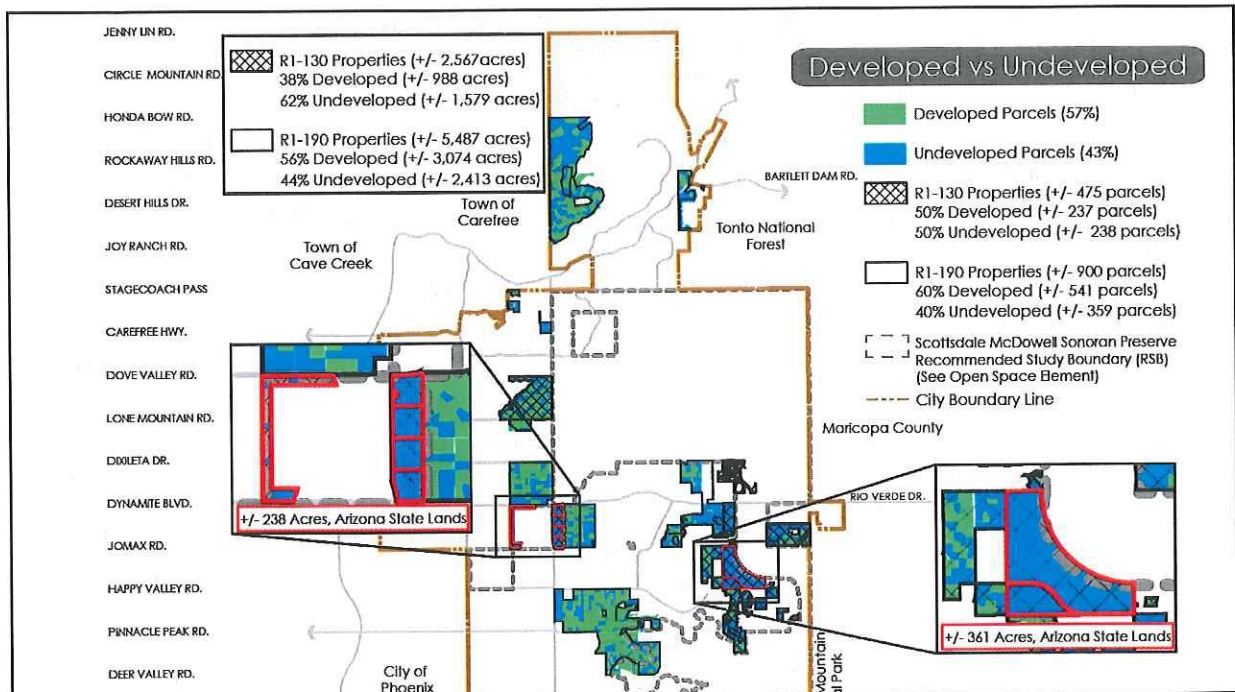
8) Implementation Chapter

Section 3 - Appendix

Appendix

- Acquisitions
- Artwork
- Public Parks & Recreation
- Photo Credits
- Acknowledgments

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