CITY OF SCOTTSDALE GENERAL PLAN 2035

Adopted by City Council on June 8, 2021 - Resolution No. 12177
Ratified by Scottsdale Citizens on November 2, 2021 - Proposition 463
Amended on November 21, 2022 to comply with House Bill 2482 - Resolution No. 12655



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SECTION 1 - PREFACE





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Scottsdale is a community of choices, welcoming to, and inclusive of, diverse cultures and lifestyles. Many characteristics combine to make Scottsdale what it is now: the physical setting of the Sonoran Desert; a vibrant, walkable downtown; thriving businesses and industries; authentic arts and culture; and varied neighborhoods, each unique in character. Some of Scottsdale's best features include our Scottsdale McDowell Sonoran Preserve, the Indian Bend Wash Greenbelt, WestWorld, golf courses, great weather, open skies, beautiful views, worldwide prestige, civic engagement, healthcare resources, safe neighborhoods, cleanliness, and an abundance of entertainment and leisure attractions.

The passage of time inevitably brings changes. The Scottsdale of today differs from the city it was 20 years ago, and the city it will be 20 years from now. As we welcome the future, retaining the community's unique features will strengthen the evolution of our sophisticated city with small town charm.

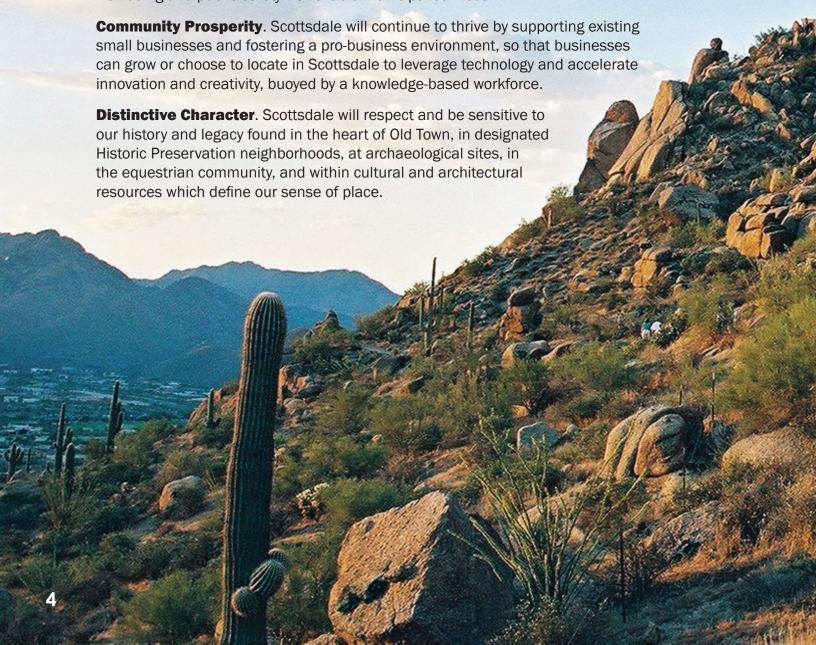
Our future begins today. Building upon decades of planning and thousands of hours of community involvement, General Plan 2035 guides the physical development of Scottsdale and acts as a blueprint to enhance our community aspirations—Exceptional Experience, Outstanding Livability, Community Prosperity, and Distinctive Character—over the next 20 years.

VISION

Scottsdale will continue to be an exceptional Sonoran Desert experience and premier international destination, where our Western heritage is valued. Our diverse neighborhoods foster outstanding livability, connectivity, healthy lifestyles, and a sustainable environment. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity.

Exceptional Experience. Scottsdale has a reputation as an inclusive community, with natural desert beauty, the McDowell Sonoran Preserve, high-quality design standards, a vibrant downtown, world-class events and resorts, and diverse arts and culture venues.

Outstanding Livability. Scottsdale offers 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. Neighborhood life promotes well-being and public safety via reliable municipal services.





OUR COMMUNITY VALUES



These 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 (values listed are of equal importance):

■ Respect Character and Culture

Enhance and protect Scottsdale's unique features, neighborhood identity, character, livability, southwestern heritage, and tourism through appropriate land uses and high standards for design. Create vibrant and attractive places that accommodate a variety of ages and incomes and support the arts and multicultural traditions.

■ Conserve and Preserve the Environment

Lead the region in the stewardship and sustainable management of the Sonoran Desert environment and conservation of natural resources and open spaces for the visual, physical, and personal enrichment of everyone.

■ Collaborate and Engage

Promote strong, visionary leadership that is transparent, responsive, and efficient; collaborates regionally; respects and honors our community values; recognizes the benefit of interactive community involvement and volunteerism; and embraces citizens as active partners in decisions that affect their neighborhoods and city.



■ Foster Well-Being

Promote a culture of lifelong physical and mental health, safety, and well-being for residents, visitors, employers, and employees. Foster social connectivity across cultural and generational boundaries by cultivating a welcoming environment; respecting human dignity; and recognizing and embracing citywide and regional diversity.

■ Connect the Community

Connect all community members within the city and to the region by striving for cost-effective, adaptable, innovative, safe, and efficient mobility options. Connectivity and mobility involve more than getting people from here to there, connectivity and mobility influence the form and comfort of urban communities.

■ Revitalize Responsibly

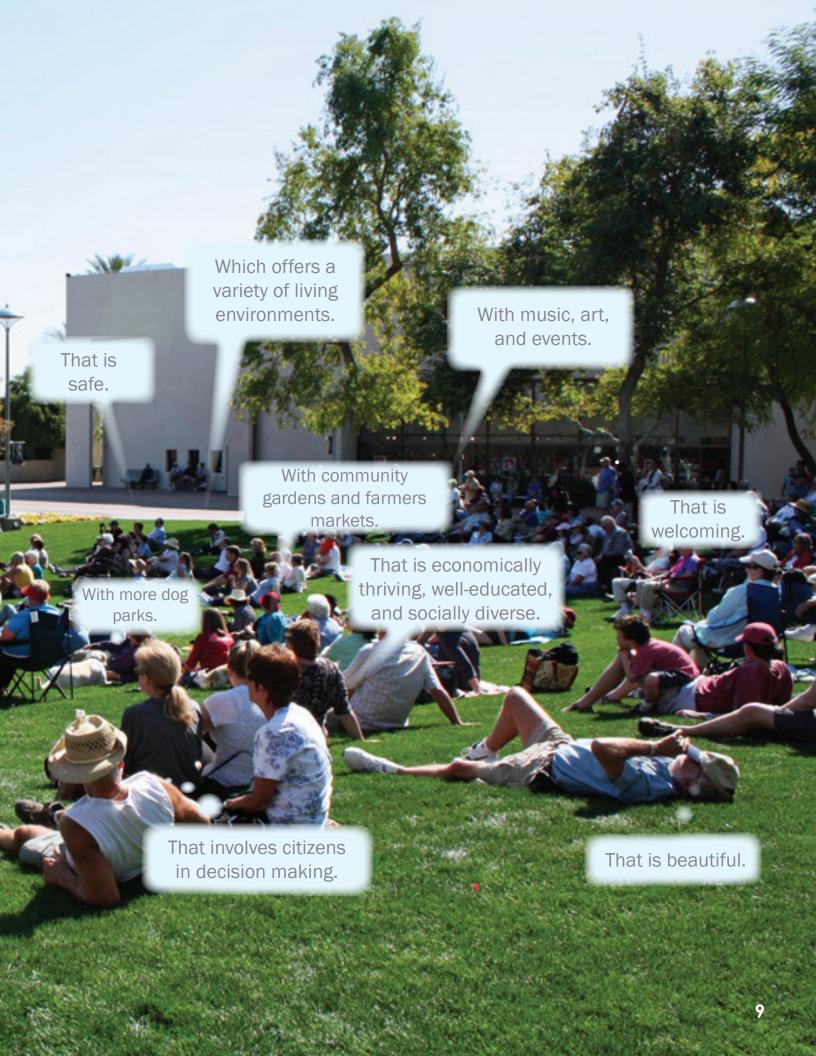
Vigorously evaluate the short- and long-term impacts of development and redevelopment decisions to ensure that public and private investment work collaboratively to support and maintain the unique features and local identity that make Scottsdale special, and contribute positively to the community's physical, fiscal, and economic needs and high quality of life.

■ Advance Innovation and Prosperity

Embrace a diverse and innovative economy to sustain our high quality of life through a variety of businesses, health and research institutions, and educational, technological, tourism and cultural elements.

PEOPLE WANT A CITY...





PURPOSE OF THE GENERAL PLAN



The General Plan is the primary tool for guiding the future of the city. It contains the community's goals and policies on character and design, land use, open space and the natural environment, business and economics, community services, neighborhood vitality, transportation, and growth. It shapes the physical form of the city, yet also addresses other aspects, such as human services, education, protection of desert and mountain lands, arts and culture, community health, and the character of neighborhoods.

The General Plan is a guide for short- and long-term decision making in order to achieve the vision. Scottsdale's General Plan 2035 has three interrelated roles:

- It is an expression of community vision, aspirations, values, and goals;
- It is a decision making guide; and
- It fulfills State Statute and City Charter requirements.

Arizona State Statues require consistency between the adopted General Plan and all land use regulations, such as zoning and rezoning actions. Applicants for such requests should refer to the whole document as well as any adopted Character Area Plans, as several elements may pertain to a single suggested development or improvement. The goals and policies of the 24 elements, taken into consideration with the vision, aspirations, and community values, supply a "checklist" for evaluating any proposed development application for consistency with the General Plan.



Why Does Scottsdale Have a General Plan?

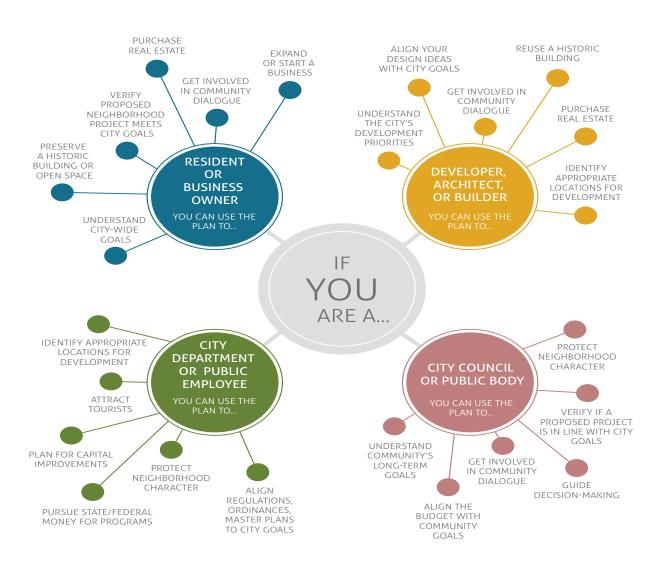
Arizona state law (ARS 9-461.05A) requires each city to adopt a comprehensive, long-range General Plan to guide the physical development of their community. The Scottsdale City Charter also requires its adoption.

The General Plan represents goals and policies to guide the community over a 20-year period. (Arizona state law requires readoption and voter ratification of the General Plan every 10 years.) It is not a specific document, but rather a guiding set of goals and policies that provide a sense of order, coordination, and quality to the city. There is a natural tendency to presume that the General Plan, as adopted, will be applied in its entirety with minimal change over its lifespan. But, such rigid application would not be responsive to the natural changes and unforeseen opportunities that arise in a community as dynamic as Scottsdale. Making long-range decisions means that issues need to be periodically readdressed to reflect new or emerging circumstances. Beyond this practical issue, there is also a legal issue. Each succeeding City Council has the discretion to reconsider previous long-range policy decisions and may choose to change them, subject, of course, to community discussion in public hearings. The General Plan is a key instrument to reflect changing perspectives and attitudes.

Who Uses the General Plan?

The City Council uses the General Plan to evaluate and apply policies, act on land use decisions, and make funding and budget decisions. City staff and the Planning Commission use the General Plan to evaluate land use, building, and development, and make recommendations on proposed projects. Builders and developers use it to understand the uses and intensities planned for their properties. Citizens and neighborhood groups use it to understand the city's long-range plans for different geographic areas. The General Plan provides the basis for the city's development regulations and the foundation for its Capital Improvement Program.

HOW YOU CAN USE THE GENERAL PLAN



Common Misconceptions

In practice, there is often confusion or blurring of the distinction between the role of the General Plan and the role of the Zoning Ordinance. The Plan is a "general" policy document that guides community growth and development decisions. The Zoning Ordinance, and its associated zoning maps, is a legal instrument that defines, with significant precision, the permitted land uses and associated development standards (e.g., setbacks, height, scale) for every property within the city. The confusion between the two very different roles is likely attributed to the legal requirement that Zoning Ordinance amendments and zoning map changes must conform to the generalized goals and policies of the General Plan.

Many people struggle with a common misconception that the General Plan is merely the Land Use Map. For many development decisions, it is true that land use appropriateness is the focal point of dialogue. However, this view will typically disregard many interrelated issues, such as transportation, infrastructure concerns, and the community's environmental and economic philosophy. The best community decisions are those that recognize and address these complex interrelationships.

THE GENERAL PLAN IS:

🕡 A Staten

A Statement of Vision

V

A Set of Community-Wide Goals

V

A Decision Making Guide for Quality Development and Programs



A Framework for More Specific Planning

THE GENERAL PLAN IS NOT:

X A Zoning Ordinance



X A City Budget



"Just a Land Use Map"

How the General Plan Relates to Other City Policies and Procedures

The goals and policies in the General Plan are applied through ordinances and ongoing procedures, recommendations from city boards and commissions, and decisions made by the City Council. The General Plan is also carried out by private actions and initiatives in the community. Whether public or private, implementation of the plan takes many forms. Some of the most recognizable applications of the plan include the city's physical development, road expansions or abandonments, neighborhood revitalization projects, preservation efforts, capital improvements, fiscal planning, budgeting and project funding, and recreation facilities. The General Plan is a living document reshaped by decisions and events that cause it to respond to the changing conditions, needs, and desires of the community over time.

Purpose and Administration of the General Plan

The General Plan is a broad, flexible document that changes as community needs, conditions, and direction change. It can be revised through city-initiated amendments, through citizen/property owner requests, or through referenda (citizen petition and vote). Ultimately, the decision to amend the General Plan is in the hands of the City Council.

The framework for the General Plan is regulated by the State of Arizona, which requires the General Plan to establish community-wide goals and development policies for a variety of topics. Every 10 years, the city is required to update its General Plan and send it to the voters for ratification. The city is also required to render an annual report on the status of the General Plan and progress in its application.

The State of Arizona also requires a process for proposing amendments to the General Plan and allows each city to define criteria for major and minor amendments. The Land Use Element describes Scottsdale's process and criteria for General Plan amendments.

BUILDING A COMMUNITY



Scottsdale's General Plan Form: Three Levels of Planning

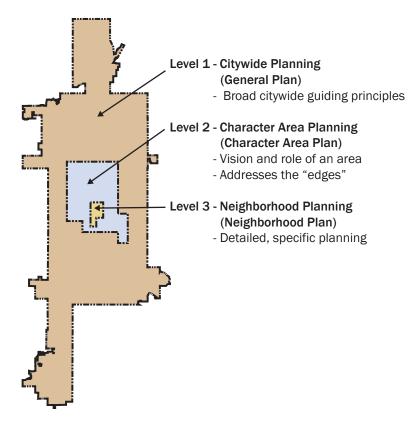
As a result of CityShape 2020 recommendations, Scottsdale has employed character-based General Planning. The character-based General Plan consists of three distinct and interrelated levels:

■ Level 1 - Citywide Planning:

Incorporates all policies that apply to the city as a whole through the General Plan.

■ Level 2 - Character Area Planning:

Develops Character Area Plans over time that speak to the goals and special attributes of a specific, identifiable, and functional area. Character Area Plans will ensure that quality of development and consistency of character drive Scottsdale's General Plan at the Character Area level, all within the context of community-wide goals. An added strength of this approach is the ability to address "edges," those places where two Character Areas meet or places where Scottsdale's boundaries abut other governmental jurisdictions. Character Area Planning relies on the participation of an area's stakeholders in the planning and implementation processes.



■ Level 3 - Neighborhood Planning:

Because the health and vitality of a neighborhood is dependent on its ability to adapt to the future, steps need to be taken to address changes that will take place in the neighborhood. Neighborhood Plans will identify and encourage efforts to improve specific neighborhoods within the city. Every neighborhood has different needs, issues, constraints, and opportunities. A Neighborhood Plan might broadly define a neighborhood's goals and may build an action plan or an issues brief. The Neighborhood Planning process must have the in-depth involvement of the people who live and work in that neighborhood.

This three-level General Plan approach serves as a platform for community decision making. A key advantage of this format is its ability to address issues and challenges in existing and mature neighborhoods that may have received too little attention in the past, and inform and involve a greater number of Scottsdale citizens.

LEVEL 1 - CITYWIDE PLANNING (GENERAL PLAN 2035)

Arizona State law (ARS 9-461.05) requires that the General Plans for cities the size of Scottsdale contain 17 sections, called "elements." Scottsdale has included 7 more elements that the community identified as important: Character & Design; Arts, Culture & Creative Community; Healthy Community; Community Involvement; Economic Vitality; Tourism; and Education. Although the added elements discuss topics not required by State law, the opportunities they address are basic to the current and the future quality of life in Scottsdale. Once adopted by the City Council, all elements have the same legal status. No single element or subject supersedes any other.

Scottsdale's General Plan promotes the community's vision by establishing goals and policies for each of the 24 elements. The elements include State-required subjects but are written specifically for Scottsdale. As with any comprehensive document, there is room for interpretation of the goals and policies contained in these elements, and instances may occur where goals and/or policies conflict. The community vision, aspirations, and values help guide the decision-maker in resolving any conflicts or interpretations. The goals and policies of the General Plan are equally as important as the graphically displayed information.

The elements contain a common format and similar terms and references:

- Each element begins with an introduction that identifies the significance of the element's content to Scottsdale.
- Each element should be consistent with the overall city vision and values.
- Goal statements describe the general end towards which the city will direct its efforts.
- Policies describe the general direction that the city sets to follow to meet its vision and goals.
- Where applicable, goals and policies in other elements or documents will be referenced to help readers grasp the comprehensive and interconnected nature of the General Plan.
- Throughout the General Plan, content required by State Statute is indicated with a "‡" symbol.

The General Plan organizes the 24 elements under the following chapters, based on Scottsdale's Community Values:



1. Character & Culture Chapter

The Character & Culture Chapter establishes policies for the character of the community, as well as the types and locations of land uses throughout the city. It emphasizes the importance of the diverse character, unique quality of design, varied lifestyle choices, and commitment to the arts. It includes the State-mandated Land Use Element, Future Land Use Map, and General Plan Amendment Criteria. It also includes two elements added by the community—Character & Design, and Arts, Culture & Creative Community.



2. Sustainability & Environment Chapter

The Sustainability & Environment Chapter focuses on Scottsdale's environmental resources and open spaces, from protecting natural systems and the water supply to creating a sustainable environment. Goals and policies in this chapter also seek to provide a comprehensive system of open spaces, including the Scottsdale McDowell Sonoran Preserve. Five State-mandated elements are included in this chapter: Open Space, Environmental Planning, Conservation, Water Resources, and Energy.



3. Collaboration & Engagement Chapter

The Collaboration & Engagement Chapter underscores the importance of early and ongoing community involvement in planning, community-building, and decision making. The community-added Community Involvement Element is included in this chapter.



4. Community Well-Being Chapter

The Community Well-Being Chapter emphasizes the importance of health, housing, safety, and recreation opportunities for the overall well-being of the community. Three state-mandated elements, Housing, Recreation, and Safety, are included in this chapter. In addition, Scottsdale has added a Healthy Community Element in this chapter.



5. Connectivity Chapter

The Connectivity Chapter contains goals that promote a variety of mobility choices for the movement of people and goods throughout the community. Two State-mandated elements are included in this chapter: Circulation and Bicycling.



6. Revitalization Chapter

The Revitalization Chapter recognizes that the majority of future development in Scottsdale will consist of revitalization, redevelopment, and infill projects. The goals and policies in the Revitalization Chapter focus on preserving the unique qualities and character of Scottsdale's neighborhoods, addressing the fiscal impacts of development, guiding the locations for concentrated growth and reinvestment in the city, providing public services, and allocating public facilities citywide. Six State-mandated elements are included in this chapter: Neighborhood Preservation & Revitalization; Conservation, Rehabilitation & Redevelopment; Growth Areas; Cost of Development; Public Services & Facilities; and Public Buildings.



7. Innovation & Prosperity Chapter

The Innovation & Prosperity Chapter sets forth goals and policies to foster the economic sustainability of the community, with focus on tourism, retention and attraction of core industries, and high-quality jobs. This chapter includes three elements added by the community: Economic Vitality, Tourism, and Education.



8. Implementation Chapter

The Implementation Chapter makes it all happen. This chapter describes steps to put the vision, values, goals, and policies of the General Plan into action.

LEVEL 2 - CHARACTER AREA PLANNING (CHARACTER AREA PLAN)

The General Plan includes Character Area Plans (separate documents) that have been adopted by the City Council. The goals and policies in these plans further complement and define the General Plan. The adopted Character Area Plans, which are incorporated herein by reference, are:

- Cactus Corridor Area Plan (1992)
- East Shea Area Plan/Shea Area Plan (1987/1993)
- Desert Foothills Character Plan (1999)
- Dynamite Foothills Character Area Plan (2000)
- Old Town Scottsdale Character Area Plan (2018)
- Greater Airpark Character Area Plan (2010)
- Southern Scottsdale Character Area Plan (2010)

LEVEL 3 - NEIGHBORHOOD PLANNING (NEIGHBORHOOD PLAN)

The General Plan also includes Neighborhood Plans (separate documents) that have been adopted by the City Council. The adopted Neighborhood Plans, which are incorporated herein by reference, are:

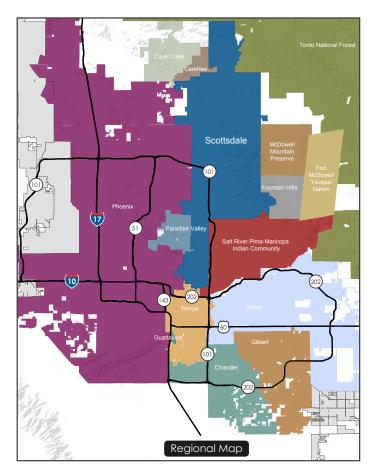
- Peaceful Valley Neighborhood Plan (1992)
- Sherwood Heights Area Neighborhood Plan (2003)



SCOTTSDALE'S PLACE IN THE REGION

Scottsdale is located in the northeast quadrant of the Phoenix Metropolitan Area ("the Valley"). The southern end of the city is near the metropolitan area's geographical population center.

The city's northern end abuts the Tonto National Forest, unincorporated Maricopa County, and the communities of Carefree and Cave Creek. Much of the southern part is bordered on the east by the Salt River Pima-Maricopa Indian Community. Another large part of the city's eastern edge borders the Town of Fountain Hills and McDowell Mountain Regional Park. Tempe is located along the southern boundary. Phoenix, Paradise Valley, and Maricopa County are located along the western boundary. Essentially landlocked and nearing build-out, Scottsdale's large annexations and developments of the past will not



occur. Rather, the dominant focus will be on infill development and redevelopment.

Scottsdale is a suburb of Phoenix, but unlike the typical suburban community, it is a net importer of employment and serves as a regional retail and healthcare center. Household sizes are typically smaller than other Valley communities, and household incomes are higher than most communities in the area.

Scottsdale is the major tourism and resort center of the metropolitan area. Although not all local major resorts are located in the city, Scottsdale is the core of specialty shopping, art galleries, recreational facilities, and cultural and sporting events that attract and sustain the local tourism industry. The city's high-quality built and natural environments are important to maintaining tourism.

Scottsdale, by way of pioneering innovative concepts such as the Indian Bend Wash, the Civic Center, sign controls, significant open space, landscaping standards, green building policy for public buildings, planned community development, and design review, has achieved a quality of development emulated by communities across the country.

DEMOGRAPHICS

Scottsdale is a diverse community where most residents enjoy an unsurpassed standard and quality of life. With its world-class resorts, unique retail and dining experiences, year-round recreational opportunities, and its positive approach to business, the community is one of the most desirable "addresses" available.

Within this setting, community composition continues to evolve. The 2010 Federal Decennial Census counted 217,385 full-time residents in Scottsdale occupying nearly 124,001 dwelling units. This reflects an overall population increase of 6.7% since the 2000 Federal Census.

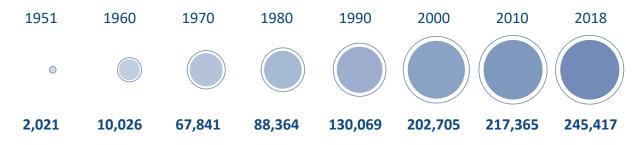
The 2010 Census further found that roughly 80% of Scottsdale's housing units are occupied, with 70% being owner-occupied and 30% being renter occupied. About 70% of Scottsdale residents occupy a detached single-family dwelling, patio home, or townhouse. Most of the remaining 30% choose to live in a multi-unit development, such as apartments or condominiums. More than 40% of single-family homeowners spend 30% or more of their household income on housing. Nearly 47% of Scottsdale renters spend 30% or more of their household incomes on housing.

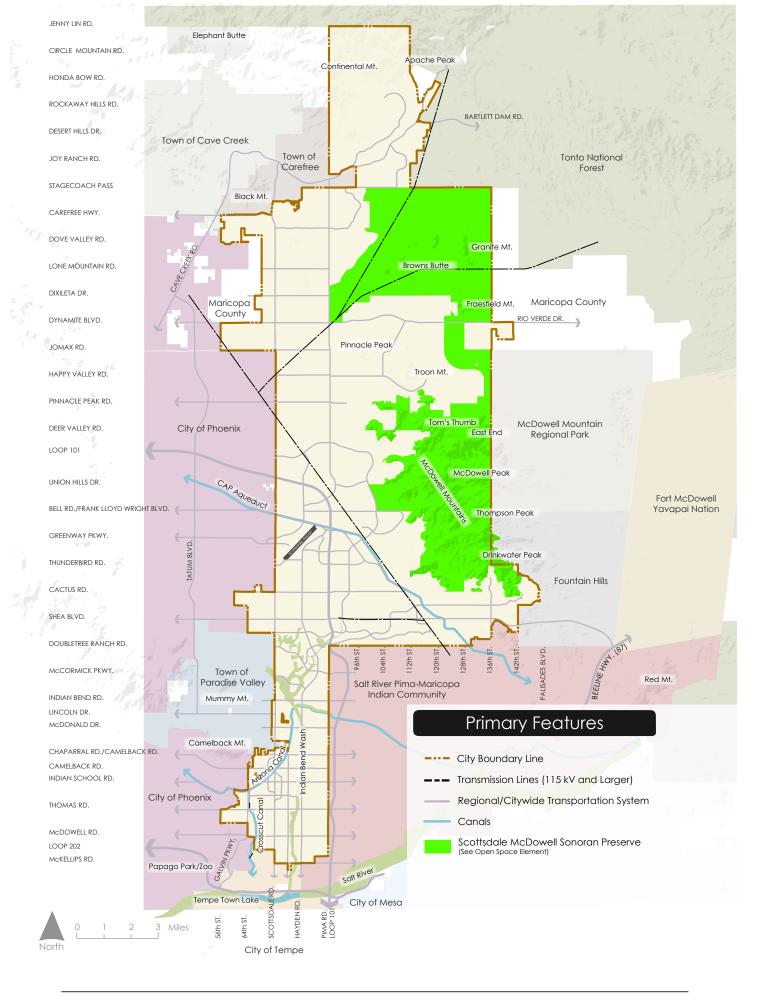
According to the U.S. Census American Community Survey, as of 2018, it is estimated that the average citizen of Scottsdale is 47 years old, college-educated, married with children in school, a professional or middle-manager who owns more than one automobile, lives in a single-family detached house with a market value of \$455,900, and has an annual household income approaching \$84,601.

Scottsdale, like the rest of the country, has experienced a decline in the average household size since its incorporation in 1951. The 1960 Census reported an average of 3.6 people per dwelling unit, and the 2010 Federal Census showed an average of 2.26 people per dwelling unit in Scottsdale. This downward trend in household size has stabilized over the last few decades and is easily explained: it is a combination of the "baby boomer" and subsequent generations' tendencies to marry later and have fewer children than their parents, coupled with the significant inflow of retirees to the community.

In 1960, the incorporated area of Scottsdale was only four square miles. As of 2020, the city includes 184.5 square miles within its corporate boundaries. Approximately 17.7 square miles of land within the city's boundary are undeveloped (figure excludes preserved lands). As of July 2018, Scottsdale's population was three-quarters of the estimated built-out population projection of 316,700 by 2055, as based on the current General Plan land use configuration. Looking to the future, many events, factors, and trends, both external and internal will mold community growth and changes. A priority facing the community is finding the resources needed to provide the same distinguished level of services and amenities current residents enjoy to the numbers of new residents expected in the future, while maintaining the high quality of life for all residents.

Scottsdale's Population Growth





Purpose of the General Plan		
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