



CITY OF
SCOTTSDALE

GENERAL PLAN ANNUAL REPORT
JANUARY - DECEMBER 2021





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David D. Ortega
Tammy Caputi
Tom Durham
Betty Janik
Kathy Littlefield
Linda Milhaven
Solange Whitehead

PROJECT STAFF

Jim Thompson, City Manager
Brent Stockwell, Assistant City Manager
Erin Perreault, AICP, Interim Planning & Economic Development Executive Director
Adam Yaron, Principal Planner
Taylor Reynolds, Project Coordination Liaison
Brandon McMahon, Associate Planner/Report Author

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Scottsdale Art

Public Art

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OVERVIEW

Scottsdale Airport Business Aviation Center



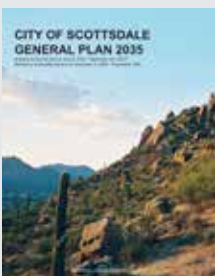
PURPOSE

The City of Scottsdale General Plan 2001 (General Plan) is the long-range planning document that helps guide the future growth and character of the community. The goals and policies of the General Plan are enacted through ongoing formal procedures of the city, such as the Zoning Ordinance, Design Guidelines, and through recommendations from city boards and commissions, and decisions made by the City Council.

The General Plan is a policy document that has the ability to respond to changing conditions, as well as the needs and desires of the community. The General Plan has three interrelated functions:

- It is an expression of community goals and priorities;
- It is a decision-making guide; and
- It fulfills legal requirements created by state law.

Arizona State Statute requires cities to “render an annual report to the legislative body on the status of the plan and progress in its application” (ARS 9-461.07). The General Plan addresses all attributes of the community – from housing, transportation, and infrastructure, to the natural environment - therefore necessitating periodic review of the Plan’s implementation. The purpose of this report is to review the advancement and implementation of the General Plan and to fulfill the state mandated requirement for annual review. The report provides a list of major accomplishments to illustrate how the General Plan has been implemented for the reporting period of January through December 2021.



GENERAL PLAN 2035

In November 2021, Scottsdale residents successfully ratified the City of Scottsdale General Plan 2035. Consequently, this will be the final annual report specific to the 2001 General Plan. Beginning in 2022, all subsequent General Plan annual reportings will reflect the vision, community values, elements, goals, policies, and implementation items found within the City of Scottsdale General Plan 2035.



FORMAT

This report is organized into two main sections. The first section is a synopsis of accomplishments realized through the implementation of the General Plan while the second section lists and describes amendments (major and non-major) to the General Plan, adopted by City Council, during the reporting period.

The first section of this report - comprised of actions realized through General Plan implementation - is organized by Scottsdale's Six Guiding Principles of the 2001 General Plan:



PRESERVE MEANINGFUL OPEN SPACE



ENHANCE NEIGHBORHOODS



SEEK SUSTAINABILITY



SUPPORT ECONOMIC VITALITY



ADVANCE TRANSPORTATION



VALUE SCOTTSDALE'S UNIQUE LIFESTYLE & CHARACTER

The second section describes State Statutes pertaining to the General Plan amendment process, Scottsdale's established amendment criteria, and major and non-major General Plan amendments that were considered by the Scottsdale City Council between January-December of 2021. The third section reviews the specific implementation items that have been completed over the past year in the Southern Scottsdale, Old Town Scottsdale and the Greater Airpark Character Areas.

SECTION 1 – IMPLEMENTATION



CITYSHAPE 2020 & THE SIX GUIDING PRINCIPLES

As part of Scottsdale's citizen involvement efforts to ensure a coherent community vision, a comprehensive review of the General Plan, called CityShape 2020, occurred in 1994. CityShape 2020 was an extensive educational and community outreach process responsible for reaffirming and improving the General Plan as an expression of the Shared Vision. Completed in 1996, the recommendations from the CityShape 2020 process included Six Guiding Principles.

All six of the city's Guiding Principles are interrelated, and equally important in influencing the effectiveness of the public-private partnerships that build, improve, maintain and sustain Scottsdale.



PRESERVE MEANINGFUL OPEN SPACE

The City of Scottsdale is committed to promoting the acquisition, dedication, and setting aside of open space as a community amenity and in support of the tourism industry in Scottsdale.



ENHANCE NEIGHBORHOODS

Scottsdale's residential and commercial neighborhoods are a major defining element of this community. The quality of our experience as a Scottsdale citizen is expressed first and foremost in the individual neighborhoods where we live, work, and play. Scottsdale is committed to maintaining and enhancing our existing and future neighborhoods. Development, revitalization, and redevelopment decisions, including rezoning and infrastructure planning, must meet the needs of our neighborhoods in the context of broader community goals.



SEEK SUSTAINABILITY

Scottsdale is committed to the effective management of its finite and renewable environmental, economic, social, and technological resources to ensure that they serve future needs.



SUPPORT ECONOMIC VITALITY

Scottsdale is committed to the goal of supporting its existing economic strengths by targeting new opportunities which can diversify our economic base; providing for the fiscal health of the city; and forming partnerships with the community, which strengthen our ability to meet this goal.



ADVANCE TRANSPORTATION

The transportation system must be the backbone of Scottsdale, supporting its economy and serving and influencing its land use patterns in a positive way.



VALUE SCOTTSDALE'S UNIQUE LIFESTYLE & CHARACTER

Scottsdale offers a superior and desirable Sonoran Desert lifestyle for its citizens and visitors. The preservation of this unique lifestyle and character will be achieved through a respect for our natural and man-made environment, while providing for the needs of our citizens.

GENERAL PLAN ANNUAL REPORT & THE SIX GUIDING PRINCIPLES

The General Plan Annual Report is intended to review the advancement and implementation of the General Plan. The report is written so as to align with the Community Vision found in the General Plan. As such, the various actions and events realized through General Plan implementation have been aligned with the Six Guiding Principles.

Actions and events that occur over the course of a year are not always singular in terms of implementation, in many instances, they implement more than one Guiding Principle of the General Plan. However, highlighted actions and events only show up once in the report, and are matched to the Guiding Principle which they most closely align. Other Guiding Principles are noted through the use of the colored symbols (depicted below) that correspond with each of the Six Guiding Principles:



PRESERVE MEANINGFUL OPEN SPACE



ENHANCE NEIGHBORHOODS



SEEK SUSTAINABILITY



SUPPORT ECONOMIC VITALITY



ADVANCE TRANSPORTATION



VALUE SCOTTSDALE'S UNIQUE IDENTITY & CHARACTER

To further tie this document back to the General Plan, cross-references to the various General Plan elements are provided for each action. State law mandates twelve required elements in a General Plan; however, Scottsdale's 2001 General Plan includes fifteen elements - a result of combining several state mandated elements, and incorporating three additional (not state mandated) community created elements: Character & Design, Economic Vitality, and Community Involvement. The City of Scottsdale General Plan 2001 includes the following elements:

- Character & Design
- Land Use
- Economic Vitality
- Community Involvement
- Housing
- Conservation, Rehabilitation, and Redevelopment
- Neighborhood Preservation and Revitalization
- Open Space & Recreation
- Preservation & Environmental Planning
- Cost of Development
- Growth Areas
- Public Services & Facilities
- Energy
- Community Mobility
- Bicycling

2021 AWARDS & ACCOLADES



Scottsdale Turns 70

When Scottsdale was incorporated on June 25, 1951, the city had a population of about 2,000, Malcolm White was appointed the first mayor and the city adopted “The West’s Most Western Town” as its official motto. Today, Scottsdale is a vibrant city with more than 242,000 residents led by its 12th mayor, David D. Ortega and on June 25, 2021 celebrated its 70th year as a municipality. To commemorate this special anniversary, the city hosted several family-friendly events and educational opportunities to learn some Scottsdale history at various city facilities and library branches. *(Cross-Reference Economic Vitality Element)*



2021 PTI Solutions Award

Scottsdale's GIS team received a 2021 Public Technology Institute Solutions Award under the Geospatial Information Systems category for the “Good to Go Business Interactive Map” that was developed during the pandemic. The map was released in Summer 2020 in cooperation with the Economic Development department to help residents and visitors easily identify which businesses were open during the height of the pandemic. GIS Analyst Mele Koneya was also a first place winner in the GIS Certification Institute’s contest for his entry “Preserving the McDowell Mountains.” *(Cross-Reference Economic Vitality Element)*



Indian School Park & Tennis Center Recognition

Indian School Park and Tennis Center received the Distinguished Facility Award by the American Sports Builders Association (ASBA), the national organization for builders and suppliers of materials for athletic facilities. Awards are presented to those whom best exemplify construction excellence. In addition, Indian School Park and Tennis Center was recognized as the Municipal Tennis Facility of the year by Racquet Sports Industry Magazine. Racquet Sports Industry’s annual Champions of Tennis Awards have spotlighted leaders in the sport and business of tennis for the past 21 years. The magazine attributed the success of Indian School Park Tennis Center to its excellence in construction and diverse programming, along with hosting local, regional and national events. *(Cross-Reference Economic Vitality Element)*



2021 Tree City USA Award

Tree City USA is a national recognition program that began in 1976 and is sponsored by the Arbor Day Foundation in partnership with the U.S. Forest Service and National Association of State Foresters. In April 2021, Scottsdale held a ceremony to observe Arbor Day and received the award as part of a bigger Earth Day celebration. 2021 marked the 40th year Scottsdale has been awarded this designation, more than any other community in Arizona. *(Cross-Reference Cross-Reference Neighborhoods, and Preservation & Environmental Planning Elements)*

2021/22 Budget Book



Award Winning Budget

The city Budget Department supports the City Council's ongoing budget development process, providing citizens with several opportunities and methods to communicate their budget feedback and priorities to City Council. Following Council adoption of the budget, the Budget Book earned notable recognition from the Government Finance Officers Association. The city's fiscal year 2021/22 Budget Book earned the "Distinguished Budget Presentation Award" for the 33rd consecutive year. To receive recognition, the adopted budget must meet established criteria as a policy document, a financial plan, an operations guide and a communications device. The Government Finance Officers Association's Distinguished Budget Presentation Award is the highest form of recognition in governmental budgeting. *(Cross-Reference Community Involvement Element)*

Scottsdale Water Recognized at 2021 Arizona Water Conference

Scottsdale Water was honored for multiple awards at the 94th AZ Water Conference and Exhibition held in April 2021, hosted by the Arizona Water Association. The awards recognize individual members who have excelled in the past year, as well as outstanding projects and teams. The organizational and individual awards earned by Scottsdale Water included Large System of the Year – Water Distribution, Water Treatment Plant Project of the Year – Thomas Groundwater Treatment Facility, Technology Professional of the Year – Rikk Mascia, Laboratory Analyst of the Year – Keely Bolstad. *(Cross-Reference Neighborhoods, and Preservation & Environmental Planning Elements)*



Tripadvisor Travelers' Choice Award

The Travelers' Choice Award celebrates attractions that consistently deliver fantastic experiences to travelers around the globe; awardees are in the top 10 percent of attractions worldwide. Old Town Scottsdale was selected based on positive reviews and ratings over the last year. Hundreds of millions of travelers each month use the Tripadvisor site and app to browse more than 878 million reviews and opinions of 8.8 million destinations, accommodations, restaurants, experiences, airlines and cruises. Tripadvisor is available in 49 markets and 28 languages. *(Cross-Reference Economic Vitality Element)*

Condé Nast Traveller Gold List 2021 Edition



Tripadvisor Travelers' Choice Award

Condé Nast Traveler Editors included Scottsdale in their "Gold List," a roundup of their favorite destinations in the world. Editor Rebecca Misner, whom the city's destination marketing organization Experience Scottsdale has worked with in the past, wrote, "When I can't take another minute of winter, I head to Scottsdale [...] Recently, though, the Valley of the Sun has come into its own, claiming its stunning desert setting and Southwest culture in new ways." *(Cross-Reference Economic Vitality Element)*

Group of hikers on the Camino Campana Interpretive Trail



The City of Scottsdale is committed to promoting the acquisition, dedication, and setting aside of open space as a community amenity and in support of the tourism industry in Scottsdale. Open space includes, but is not limited to, open space for passive enjoyment and low impact recreational activities, open space for active recreational uses, and setbacks for vista corridors along major streets. The character and function of open spaces are different depending upon the character of the area within which they are located.

Scottsdale's distinctive natural and environmental features contribute significantly to quality of life and economic vitality. Scottsdale provides an exemplary open space system, which contributes to an exceptional quality of life and visitor experience. A large proportion of the city will remain as natural open space through privately-dedicated Natural Area Open Space (NAOS) and through citizen initiative. In established areas, a network of parks, scenic and vista corridors, paths, and trails provide access to nature, recreation opportunities, ecological benefits, and beauty.

Common open spaces serve a variety of functions, such as recreation, aesthetics, and flood control. Throughout Scottsdale, several types of open spaces create different experiences. The Scottsdale McDowell Sonoran Preserve is a continuous tract of natural open space. It protects significant wildlife habitat, maintains the community's connection to the natural Sonoran Desert, and represents an image and character that is uniquely Scottsdale. A major developed open space, the Indian Bend Wash Greenbelt, serves as a recreation and flood control spine, as well as, a significant segment of the regional park system. Smaller parks next to school sites allow for dual use by the neighborhood and school. Preserved desert washes help maintain the lush desert character and wildlife corridors in developments. Still, other open spaces offer protection from natural hazards and conservation of natural resources, including watersheds, streams, and aquifers.

The following section of the report highlights actions and events that occurred in 2021 to implement the Guiding Principle, Preserve Meaningful Open Space.

Pima & Dynamite Trailhead



Pima & Dynamite Trailhead Improvements

Construction of the Pima & Dynamite Trailhead was completed in the fall of 2021. This new facility is one of the twelve trailheads that provide public access to Scottsdale’s McDowell Sonoran Preserve. The trailhead facilities include basic support amenities such as restrooms, passenger vehicle parking areas, equestrian trailer parking and staging areas (hitching rails, water trough, mounting blocks), staff offices, educational amphitheater, regulatory and interpretive signage, shaded seating areas, drinking fountains, and storage area for maintenance supplies. A community celebration was held in November 2021 to commemorate the opening of the trailhead, and the dedication of the Art DeCaboooter Amphitheater. *(Cross-Reference Open Space & Recreation Element)*

Camino Campana Interpretive Trail



Camino Campana Interpretive Trail

In October, 2021, the City celebrated the completion of the Camino Campana Interpretive Trail at the Fraesfield Trailhead. This trail is approximately one-mile in length and meets guidelines for accessibility for persons with mobility disabilities. The trail has 13 stops along its length with interpretive sign panels in line with the theme of “Seeing the Unseen Desert.” One of the greatest adaptations of desert plant and animal life is its ability to hide from the harsh sun, heat, and low humidity of the Sonoran Desert. The desert also has unseen elements of a 9,000 year human history, and a virtually unfathomable geologic history. The interpretive signs bring these elements to life by illustrating unseen elements of the Preserve such as the cross-sections of animal burrows and bird nests, illustrations of animals that are not often seen, cultural history elements, as well as geologic forces that are difficult to see with our eyes. The overall theme for the trail and the topics of each interpretive sign were created by Stewards from the McDowell Sonoran Conservancy, and the water color art on the sign panels was created by local artists from the Cattle Track Arts Compound. *(Cross-Reference Open Space & Recreation, and Preservation & Environmental Planning Elements)*

Solid Waste staff demonstrates bin collector to resident and children



Scottsdale’s residential and commercial neighborhoods are a major defining element of this community. The quality of our experience as a Scottsdale citizen is expressed first and foremost in the individual neighborhoods where we live, work, and play. Scottsdale is committed to maintaining and enhancing our existing and future neighborhoods. Development, revitalization, and redevelopment decisions, including zoning and infrastructure planning, must meet the needs of our neighborhoods, in the context of broader community goals.

Scottsdale’s vision is to preserve, reinforce, and where appropriate, revitalize the core characteristics and stability that define all of its neighborhoods, commercial and residential. By making sure that development is in harmony with existing character, enhancing neighborhoods’ defining features, and ensuring their long-term attractiveness and economic integrity, the unique character and special qualities of each individual neighborhood can become more prominent.

The following section of the report highlights actions and events that occurred in 2021 to implement the Guiding Principle, Enhance Neighborhoods.

Community Education

Neighborhood College is a city-created program that provides residents, neighborhood groups and homeowners associations with the information, resources and tools needed to become effective neighborhood leaders. During 2021, there were 18 Neighborhood College classes held with 888 residents attending. Scottsdale 360, a virtual learning series about the people, policies and programs that shape our community, was held both virtually and in person to help people stay engaged with city government while staff and city employee learning academies were put on hold due to the COVID-19 Pandemic. Participants received a 360-view of citywide operations with presentations featuring leaders from across the city. 2021 Spring series featured six, hour long classes with live Q & A following each presentation. Classes included Managing Scottsdale, Sustainable Scottsdale, Planning & Development, Public Safety, Tourism and Events and Community Services. Overall there were 411 total registrants to the program. *(Cross-Reference Community Involvement Element)*

Community Partnerships

Community partnerships were fostered through a variety of collaborative events. Neighborhood groups participated in the “Getting Arizona Involved in Neighborhoods” (GAIN) which continued with the parade theme in 2021. The event was in a neighborhood parade format consisting of 5 routes and spanning 91 miles of Scottsdale roads. Due to the COVID-19 Pandemic, only one “Keep Scottsdale Beautiful” specific adopt-a-road event occurred in the fall. That event had a total of 386 volunteers cleaning 62 miles of roadways. The larger Adopt-a-Road program had 62 registered groups in 2021, with more than 695 volunteers keeping 96 miles of Scottsdale roadside cleaned throughout the year. In 2021, there were 124 active Neighborhood Watch groups with 216 captains/co-captains. *(Cross-Reference Community Involvement Element)*

Neighborhood Safeguarding

Neighborhood Safeguarding Scottsdale had a fast and efficient code enforcement agency with a 0.6-day average code inspector response time to a citizen complaint in 2021, and an average of 25 days to close a case. As compared to a 0.7 day average and 24 day close out in 2020. In addition, code inspectors performed 20,617 inspections of properties and performed 2,311 illegal sign removals citywide in 2021. *(Cross-Reference Neighborhoods Element)*

Operation Fix-It

Operating since 2012, nationally recognized Operation Fix It (OFI) a City of Scottsdale non-profit program, provides property maintenance assistance to residents that cannot physically or financially do so for themselves. In previous years, OFI was supported by way of monetary contributions and in-kind donations, as well as dedicated volunteers who provided the labor to help eligible (low-income) residents maintain their landscape, and/or aging and blighted building exteriors with house painting and repairs. However, during unprecedented times with the COVID-19 Pandemic, volunteers were disengaged for safety purposes. Thankfully with implemented safety protocols, OFI was able to welcome back nearly 600 volunteers following their long hiatus. These valuable volunteers contributed over 1,800 volunteer hours while licensed contractors continued to provide essential labor. OFI received the highest demand for its assistance in southern Scottsdale (areas south of Indian Bend Road). OFI received \$150,000 in grant funding under the CARES Act which paid for the contracted work, allowing this program to support Scottsdale neighborhoods and residents. *(Cross-Reference Neighborhoods Element)*

OFI landscape renovation and painting done on a Cactus Corridor residence - Before & After



Adopt-A-Family Assistance

The 2021 Adopt-A-Family program looked very different with new COVID-19 Pandemic protocols in place, including new electronic enrollment and drive-thru distribution for donors and recipients. Packages consisting of donated gifts for children and gift cards were safely distributed before the winter holidays by the Vista del Camino staff. With the support of Scottsdale Community Partners and over 200 local donors, the department provided an estimated \$140,907 in supplies to program recipients. *(Cross-Reference Neighborhoods Element)*

NEGP funded OFI/NAC project



2021 Spirit of Scottsdale Award Winners



Comanche Park's new playground



Neighborhood Enhancement Grant Program

Scottsdale's Neighborhood Enhancement Grant Program (NEGP) provides funding from the City to non-HOA neighborhoods to assist in maintaining and/or revitalizing their areas, so as to prevent the decline of mature neighborhoods. The process includes application submittal, a meeting between the applicant and city staff to discuss the proposed scope of work, and consideration and approval by the Neighborhood Advisory Commission at a public meeting (\$30,000 of available funds per fiscal year). For 2021, NEGP funds assisted with an 82nd Street & Thomas Road Landscape Enhancement (April 2021), City designated Neighborhood Parks Landscape Enhancement/Tree Replacement (March and September 2021), Villa La Playa Landscape Enhancement (May 2021), Operation Fix-It Equipment Replacement (May 2021), and an Operation Fix-It/Scottsdale Neighborhood Advisory Commission (NAC) joint volunteer project (November 2021). *(Cross-Reference Neighborhoods & Community Involvement Element)*

Spirit of Scottsdale Awards

The Spirit of Scottsdale Awards are a citizen nominated program that recognizes the people and places that embody the "Spirit of Scottsdale". Scottsdale's Neighborhood Advisory Commission voted on nominees in January of 2022, and awarded in March 2022. Award winners for 2021 were Sherrie Poinsett and the Scottsdale Community Partners (group winner). *(Cross-Reference Neighborhoods & Community Involvement Element)*

City Park Upgrades

Funded through Scottsdale's Capitol Project budget, 2021 saw Comanche Park, located at Via Paseo Del Norte and Del Norte Drive, receive an upgrade that included an upgraded playground with brand new equipment and wood fibers to replace the sand. Comanche is one of three neighborhood parks to be updated this year. Zuni Park, located at Via Del Elemental and Del Norte Drive, also received an upgraded playground in early March 2021, as well as Shoshone Park. *(Cross-Reference Neighborhoods & Community Involvement Element)*

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LEED Certified 70th Street Lofts



Scottsdale is committed to the effective management of our finite and renewable environmental, economic, social, and technological resources to ensure that they serve future needs. It is essential that there will always be sufficient resources to maintain or improve levels of service, environmental quality, economic vitality, and access to amenities that contribute to the quality of life Scottsdale offers today.

Scottsdale is a community that embraces conservation and preservation and offers residents and visitors a healthy, safe, clean and sustainable environment. Its policies and programs foster energy, land, and water conservation, reduced solid waste generation, cleanup of contaminated sites, and participation in finding solutions to regional environmental issues.

Scottsdale citizens have often affirmed that one of the community's highest priorities is preserving and protecting the environment. This is accomplished by incorporating the importance of environmental sensitivity into the city's planning efforts to ensure that environmental stewardship occurs while maintaining a high quality of life for citizens.

The following section of the report highlights actions and events that occurred in 2021 to implement the Guiding Principle, Seek Sustainability.

Regional Sustainability

The city's Office of Environmental Initiatives is an active member of the Arizona State University Julie Ann Wrigley Global Institute of Sustainability, Sustainable Cities Network (SCN). The office provides active support on the SCN Steering Committee, Green Infrastructure Working Group, Low Impact Development Stormwater Specifications and Standards Subcommittee, Best Practices and Green Building Working Group, and Energy Efficiency and Solar Power Working Group.

- **Air Quality** – The Office of Environmental Initiatives represented the East Valley cities on the Maricopa County Clean Air Council and is a current member of the Maricopa Association of Governments' Air Quality Technical Advisory Committee. The Environmental Office along with the city Communications Department participated in successful county-wide “Burn Cleaner, Burn Better” and “Ozone Reduction” campaigns.
- **Low Impact Development** – The Office of Environmental Initiatives continues to work with a multi-jurisdictional team for a county-wide effort to develop technical details, specifications, and implementation strategies for Low Impact Development (LID) & Green Infrastructure (GI). LID & GI strategies are used to minimize stormwater pollution by treating the runoff near its source. This technique also incorporates the use of rainwater harvesting to passively support tree and plant growth. A Handbook of Technical Standard Details and Specifications for 10 - LID/ GI techniques has been used to incorporate these details into the Maricopa Association of Governments (MAG) Specifications and Standards documents. During 2021, one additional detail for curb openings was revised and accepted by the MAG Committee joining the pervious concrete detail that was adopted in 2020.
- **Waste** – The Scottsdale Environmental Advisory Commission continues to monitor the current state of recycling and is seeking alternative uses for products, now that China has drastically changed the dynamics of the previously established flow of recyclable materials. Office of Environmental Initiatives staff has begun pilot programs for recycling collection in all city buildings, striving to increase both the quantity and the quality (less contamination) of the recycling content.
- **Scottsdale Environmental Advisory Commission (SEAC)** – Although convening remotely (electronically) for most of calendar year 2021, the Scottsdale Environmental Advisory Commission was actively engaged with local and regional policy matters concerning environmental sustainability through the following:
 - SEAC received detailed briefings from the City Manager's Office on the city's structured (initiative-driven) protocol to achieve its Strategic Goal to Seek Sustainability.
 - SEAC also sent City Council letters of support for a municipal carbon neutrality policy, and for a Master Intergovernmental Agreement (IGA) for a period of three years with Arizona State University and the Rob and Melani Walton Sustainability Solutions Services (ASU WSSS) to further sustainability efforts for the city. The first year's work was dedicated to an Urban Heat Island Mitigation study within Scottsdale. The study has been completed and is titled Investigating Strategies for a Cooler Scottsdale. This study will be included in a larger effort for creating a sustainability plan for Scottsdale.
 - And finally, in 2021 SEAC began its active participation with the ASU WSSS to begin the establishment of the City's first community and operational sustainability plan. The plan is expected to be completed in late Fall to early Winter of 2022. *(Cross-Reference Preservation & Environmental Planning Element)*

SCOTTSDALE



GREEN BUILDING PROGRAM

Local Sustainability

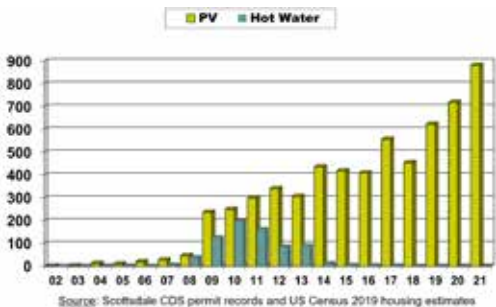
Green Building

- Green Building Program** – The number of Scottsdale designated green homes increased from 1,464 last year to 1,469 with the building of 5 new and retrofitted single-family homes in 2021. Collectively, this represents an annual energy savings of \$814,164 and a greenhouse gas reduction equivalent of removing 1,041 passenger vehicles from the streets.
- Lecture Series** – For the 24th consecutive year, the city hosted a free green building lecture series. Each lecture addressed one of many green building topics that demonstrate energy/resource efficient, healthy, and environmentally responsible building practices. Due to the continued COVID-19 Pandemic, all of the lecture programs were presented as webinars. Topics included green renovations, edible landscapes and healthy high-performance homes. The series continues to showcase Scottsdale's environmental initiatives.
- Green Multifamily & Commercial Projects** – The city continued the implementation of the adopted International Green Construction Code (IgCC). Within Old Town, the IgCC is a baseline requirement for new buildings within the Planned Block Development (PBD) zoning district. Outside of Old Town, IgCC is required for projects that seek amended development standards within the Planned Regional Center (PRC) zoning district. The multifamily and commercial projects that were approved or completed in 2021 under the IgCC, LEED or Green Globes certification programs included Gramercy Apartments, DC Hotel, SOHO Townhomes, 70th Street Lofts, Broadstone Papago Marketplace Apartments, and Scottsdale Residence apartments.
- Green City Facilities** – In 2005, Scottsdale adopted the nation's first LEED Gold policy for newly constructed and renovated public facilities. Since 2005, sixteen city buildings have LEED certification including four at the top platinum level. In 2021, Fire Stations 616, located on Cave Creek Road west of 110th Street, and 603, located on Indian Bend Road west of 83rd Street, received LEED certification at the certified level.
- Green Rehab Program** – With Community Development Block Grant (CDBG) funding from the US Department of Housing and Urban Development (HUD), the city's Community Assistance Office continued its Green Rehabilitation Program for the sixth year. Green building specifications are used to retrofit existing homes with energy efficiency improvements, water efficient plumbing fixtures, efficient hot water delivery system and improved indoor environmental quality. Two homes were retrofitted in 2021.

Gramercy Apartments



Fire Station 603



Total Number of Green Multifamily Dwelling Permits for Condos, Apartments & Hotel Buildings (2002 through 2021)

- **Energy/Water Efficiency & Indoor Environmental Quality Measures** – Green-related building code amendments continue to be enforced as a part of the city project review, permit and inspection process under the International Energy Conservation Code (IECC), the International Residential Code (IRC) and the International Plumbing Code (IPC). Code provisions include high efficacy lighting, water efficient plumbing fixtures, efficient hot water delivery, bathroom exhaust fan controls, and solar-ready roof zones. As a result, 493 new single-family homes, 520 multifamily residential units, and nine hotels utilized such measures in 2021.
- **Residential Solar Energy** – 2021 solar permit activity results in another record year for residential solar installations. 882 solar permits were issued during 2021, up from 719 solar installations in 2020. Since 2002, 6,804 solar electric (photovoltaic) and hot water systems have been installed on primarily single-family home roof tops. This represents 8.2% of Scottsdale owner-occupied homes and is equivalent to an annual greenhouse gas reduction of 77,517 tons of carbon dioxide (CO₂), or removal of 15,140 passenger vehicles from the streets.
- **Scottsdale Sustainability Plan** – In July of 2021 staff worked with the ASU Rob and Melanie Walton Sustainability Solutions Services to begin a combined comprehensive community and civic operations sustainability plan. This plan is scheduled to be completed in the Fall of 2022 and staff will be seeking public input over the summer and Fall of 2022. *(Cross-Reference Preservation & Environmental Planning Element)*

Water

- **Water Supply & Quality** – In 2021, Scottsdale provided safe, reliable drinking water to over 92,000 accounts by maintaining and operating more than 2,100 miles of water lines, two surface water treatment plants, five groundwater treatment facilities, 43 reservoirs, 21 active groundwater wells, more than 11,000 fire hydrants, and thousands of valves, pump and booster stations and other equipment that make up the drinking water distribution system. The Water Quality Laboratory performed over 14,430 tests on drinking water and exceeding all EPA water quality requirements.
- **Facilities Water Audit** – In 2021, Scottsdale Water Conservation staff along with a professional consultant performed comprehensive water audits on 32 city-owned facilities to assess potential water savings. All city owned extra-large, large, and medium size facilities have completed a water audit. This includes leak detection, process optimization, or fixture upgrade recommendations.
- **Advance Metering Infrastructure** – Scottsdale Water continues automating the city’s water metering system from manual read services to electronic read services for all residential and commercial accounts. Automation of the water metering system increases operational efficiencies with enhanced revenue collection and improves customer service and satisfaction. In 2021, over 7,100 manual meters were replaced with automated meters. Scottsdale Water will have all customer accounts converted to the automated meter reading technology by 2022. After 2022, Scottsdale Water will continue upgrading the system, moving from drive by automated meters to Advanced Metering Infrastructure (AMI), allowing for daily and hourly water consumption readings.

Scottsdale Water operates seven water facilities including Chaparral Water Treatment Plant



Scottsdale Water maintenance crew work on a main water line



Water quality testing pools at Scottsdale Water Campus



2021 Household Hazardous Waste collection event



City parks green waste collection bins



- **Safe Yield** – In 2021, Scottsdale achieved Safe Yield (recharging more water into the aquifer than pumping out) for the 16th consecutive year by recharging nearly 4.0 billion gallons of water. This supply is intended to be utilized in times of prolonged drought and shortage to ensure Scottsdale has a resilient water supply.
- **Direct Irrigation Water Reuse** – In 2021, approximately 6.5 million gallons of water were recycled each day from the Water Campus and Gainey Ranch Water Reclamation Plants, helping the city meet irrigation demands for 24 golf courses. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Solid Waste & Recycling

- **Sustainable Waste System** – Scottsdale offers several programs that aid in the goal of diverting waste materials from the landfill. The city’s recycling program encourages residents to separate their recyclable materials from their refuse for weekly collection. These materials are diverted from the landfill to a Materials Recycling Facility where materials are processed and utilized for reuse. In 2021, the city achieved a 27% diversion rate as a result of residents participating in this collection program. Residents are also able to safely dispose of unused materials through monthly Household Hazardous Waste home collection and several electronics recycling events held at the city’s North Corporation Yard at no additional cost.
- **Landfill Diversion** – Scottsdale began offering curb side residential recycling in 1996. In 2021, residents continued to participate by separating at the source over 26% of the recyclables they generate. The city offers a variety of free events, such as electronics recycling and monthly home collection of household hazardous waste. These two programs alone diverted over 134 tons of waste from the landfill in 2021. *(Cross-Reference Preservation & Environmental Planning Element)*

Additional Sustainability Efforts

- **Preventative Maintenance Program** – The Facilities Management Team completed installation of touchless fixtures in 34 buildings throughout the city in 2021, changing out faucets and toilet flush valves from manual to sensor operations. Facilities also continued to upgrade exterior lighting to LED lighting along the multi-use pathway from Main Street to Indian School Road, replaced 54 fixtures to LED along the Cross Cut Canal starting at McDowell and going north, and installed new LED fixtures along the alleyway at the 2nd Street and Wells Fargo Parking Garage. Solar lighting bollards were purchased by Facilities and installed by the Street Operations Signals Team along the pathway at 78th Street alignment between Camelback Road and Meadowbrook Avenue. All total, over 7,500 preventative maintenance work orders completed in all trades through in-house staff and contracted vendors.

- **COVID-19 Spread Prevention** – The Facilities Management Team installed Ultraviolet Germicidal Lighting in the Justice Center Courtrooms for elimination of bacteria and virus in 2021, as well as Bi-Polar ionization/Ultraviolet equipment were installed in the HVAC systems in fourteen public use and high staff capacity buildings.
- **Clean City** – The Valley of the Sun Clean Cities Coalition and the State of Arizona recently recognized Scottsdale as a Clean Air Champion under the Federal Government’s initiative to reduce petroleum use. The initiative seeks to increase alternative and renewable fuel usage, improve fuel economy, and implement idle reduction and fuel-saving technology. Scottsdale has proactively increased its usage of compressed natural gas (CNG) and E-85 (increased ethanol fuel blend) to produce lower fleet engine emissions. *(Cross-Reference Preservation & Environmental Planning, Open Space and Public Services & Facilities Elements)*

SUPPORT ECONOMIC VITALITY \$

New Sister Cities sign near City Hall



The strength of Scottsdale’s economy has enabled the city to provide a high level of service to its residents at a relatively low cost through tourism and sales tax subsidies. In order to maintain its economic advantage, it is important to foster a balanced economic development program. Scottsdale is committed to the goal of supporting our existing strengths by targeting new opportunities which can diversify our economic base; providing for the fiscal health of the city; and forming partnerships with the community that strengthen our ability to meet this goal.

Scottsdale’s future as a desirable place to live, work, and visit is dependent upon a dynamic, diversified, and growing economic base that compliments the character of the community. Scottsdale relies on its strong economic vitality to generate financial resources; provide services and a high quality of life; offer employment and prosperity for its citizens; and preserve special places in the community. Without these economic strengths, citizens would experience decreased levels of services and amenities, and/or increased taxes and costs of services.

The following section of the report highlights actions and events that occurred in 2021 to implement the Guiding Principle, Support Economic Vitality.

Tourism Economic Impacts

According to the Tourism & Events Department's most recent annual Visitor Report that analyzed data from calendar year 2020, Scottsdale welcomed 2.8 million less visitors in 2020 than 2019 reaching a total of 8.2 million visitors (3.4 million domestic overnight, 0.9 million international overnight and 3.9 million domestic day trip visitors - data skewed due to the COVID-19 Pandemic). These visitors, through their local spending, created an annual economic impact of \$2 billion in the City of Scottsdale. The report found that the top ten Scottsdale visitor activities were (in order): shopping, sightseeing, hiking, attending a celebration, night clubs, casino, business conventions/conferences, swimming, visiting historic sites and landmarks. Additionally, the Tourism & Events Department most recent annual Lodging Report showed that the Scottsdale 2020 bed tax revenues, totaling \$15,866,811 was down 33 percent from 2019. The Lodging Report reviews trends in local transient occupancy tax (bed tax) collection, room inventory, average room rates, occupancy rates and other factors relating to lodging. *(Cross-Reference Economic Vitality Element)*

2021 Exceptionally Scottsdale Wine Tasting Event



Exceptionally Scottsdale Product Development

In partnership with Veneto Collaboratory and select Scottsdale businesses, the city and Experience Scottsdale launched Exceptionally Scottsdale, a collection of expertly curated experiences to help drive visitation, generate economic development, and maintain a sustainable tourism landscape. From the flavors of Arizona wines and the region's unique history to memorable museum experiences to vibrant Native American storytelling and crafts, these immersive tours and workshops will give guests unparalleled access to Scottsdale's most popular local businesses and attractions. *(Cross-Reference Economic Vitality Element)*

Special Events

Special events help build a sense of belonging and community pride, as well as create opportunities to interact, celebrate, enrich people's lives, promote inclusiveness, and stretch imaginations. The City of Scottsdale plays a strong role in financially assisting special events and helping event planners bring people together safely and successfully at events held throughout the city. The following represents Special Event highlights from 2021:

- **Tourism Event Development Fund** – The city manages multiple programs that support special events held throughout Scottsdale by funding one-time, new, existing, and community events through a criteria-based application process. With an investment of up to \$1.4 million, programs were vetted through an application process by staff, the Tourism Development Commission, and approved by City Council. In total, 21 events were allotted \$418,500 in Tourism Event Development Funds.
- **Special Event Application & Permitting** – The city assists event organizers by guiding them through its special event application and permitting process to ensure safe and successful events. Not including events held in city owned facilities such as WestWorld and Parks, the city reviewed and processed 189 applications in 2021.
- **Barrett-Jackson** – The world-famous collector car auction was held March 20th through March 27th, 2021. The event looked a little different this year with reduced crowds and safety protocols in place, but nevertheless, the event was a great success. Over 1,000 automobiles were sold, and the auction block raised more than \$5.8 million dollars for charitable causes on 'Super Saturday.'

2021 NCAA Men's Golf Championship contestant



- **NCAA Men's and Women's Golf Championships** – Grayhawk Golf Club, in partnership with Arizona State and the City of Scottsdale, hosted the men's and women's NCAA Golf National Championships May 21 through June 2, 2021. The tournament featured 30 men's teams and 24 women's teams from around the country and attracted 5,000 + attendees and was televised on NBC's GOLF Channel over the duration of the two-week tournament. The three-year agreement brings the championships back to Scottsdale in 2022 and 2023.

2021 Arizona Indian Festival



Western Week 2021 Hashknife Event



2021 Scottsdazzle



2021 June Days at Solstice Park



- Arizona Indian Festival** – Through the city’s partnership with the Arizona American Indian Tourism Association (AAITA), Arizona Indian Festival was created as part of Scottsdale’s Western Week. The festival provides a platform for tribal tourism and awareness of Arizona’s indigenous communities by creating an inclusive inter-tribal event, which included traditional dwellings, songs and dances, native foods, and demonstrations of arts and crafts. The scaled-down event drew 5,000+ attendees and followed COVID-19 safety protocols and restrictions to ensure the safety of festival participants, volunteers, and attendees.
- Western Week** – Western Week was postponed from February to April due to the ongoing pandemic and high transmission rates on tribal lands. The Scottsdale Charros, now at the helm of Parada del Sol Parade & Trail’s End Festival event planning, erred on the side of safety and chose to cancel the historical parade and festival. The Hashknife Pony Express Arrival was moved to Scottsdale Stadium to allow for more space between attendees, and with Spring Training canceled, the stadium field was a great location to hold this time-honored event. Scottsdale’s Museum of the West continued to offer it’s two free admission days, and the Scottsdale Gallery Association presented a Western Spirit Gold Palette ArtWalk with a social-distancing component. Western Week also saw the inclusion of several business-led events from cowboy crafting workshops to Western painting sessions to Native American storytelling.
- Scottsdazzle** – The 6th annual Scottsdazzle extravaganza released its biggest event lineup ever. With more than 45 events, there was truly something for everyone. The Sing-Along & Tree Lighting Ceremony was back after being postponed last year due to social gathering limitations. Guests of the event were wowed as the city delightfully revealed a new dazzling 40-foot tree to the community. Back for a second year, was the popular Scottsdazzle Stroll, an at-your-own-pace amble around the beautifully decorated and lit Scottsdale Waterfront during select Saturdays in December. The city also launched a Shop Scottsdale Holiday Giveaway to promote shopping small during the holiday season. Shoppers and diners could submit copies of purchases from Scottsdale small businesses to be entered to win one of five \$250 American Express gift cards. The city also included an option on the Scottsdazzle.com website to opt-in to the Tourism & Events event notification database to be the first to hear about city-hosted events in the area – nearly 2,600 email addresses were collected.
- June Days** – In late May, the city launched the first off-season marketing and advertising campaign to highlight all the amazing events and activities happening in Old Town in June. Appropriately named June Days, this inaugural event series included the city’s 70th anniversary celebration on June 25, as well as the “Scottsdale Solstice Celebration”, a dedication of Scottsdale’s newest public gathering spot, Solstice Park. In addition to city-produced signature events, many area businesses, retailers, restaurants, and galleries got into spirit with special activities and deals of their own design to make June Days extra “cool.” *(Cross-Reference Economic Vitality Element)*

Canal Convergence – Floom by Walter Productions



Vigas LED Lantern workshop at 2021 Canal Convergence



Canal Convergence 2021

Water + Art + Light returned in full to the Scottsdale Waterfront in November of 2021, after a modified event in 2020 that spread artworks throughout Old Town Scottsdale to encourage social distancing. The 2021 event followed a theme of “Art and Technology” connected to its hosting of the annual CODASummit, which brought, designers, artists, and art-commissioning bodies from around the country and the world to Scottsdale for the two events. Two augmented-reality-based artworks joined nine large-scale, light-based artworks on the banks of the Arizona Canal, and on the canal itself, for the 2021 event, which also saw a return of in-person programming, including live music, creative workshops, and artist talks. The 2021 event also saw the return of choreographed fire shows on the canal via Scottsdale’s own Walter Productions’ latest fire-breathing artwork: Floom. *(Cross-Reference Character & Design and Growth Areas Elements)*

Scottsdale Economic Development Reaccredited through IEDC

In 2021, the International Economic Development Council (IEDC) announced that the Scottsdale Economic Development department has once again been recognized as one of 68 economic development organizations accredited by IEDC as an Accredited Economic Development Organization (AEDO). The AEDO program is a comprehensive peer review process that measures economic development organizations against commonly held professional standards. The AEDO program consists of two phases: a documentation review and an on site visit, which the team had to do virtually this year. The "onsite" visit consisted of the department taking the judges on a virtual ride-along through Scottsdale landmarks as well as upcoming development projects. Each phase is designed to evaluate the structure, organization, funding, program, and staff of the economic development organization. The reaccreditation validates the importance and value our department lends each and every day to ensure Scottsdale is a highly desired place to live, work and grow your business. *(Cross-Reference Economic Vitality Element)*



Economic Development 5-Year Strategic Plan

In April, the City Council adopted the City of Scottsdale Economic Development 5-Year Strategic Plan. This plan was developed in concert with Scottsdale business leaders and community stakeholders, and defines the Economic Development Department vision, values, guiding principles, goals, objectives and actions for the City of Scottsdale over the next five years. The City’s ability to retain and grow existing Scottsdale businesses and attract new companies contributes to a diverse and sustainable economy. The Strategic Plan also addresses pandemic-related recovery initiatives that will serve to rebuild our local economy and support small businesses. *(Cross-Reference Economic Vitality Element)*



Smart City Strategic Roadmap

In a process that started in November 2019, the city engaged residents and businesses through a series of community workshops, business and stakeholder interviews, and research to create a Smart City Roadmap. The roadmap was adopted by the City Council in April 2021. It creates a framework for informed decision making and is a guide for future Scottsdale smart city efforts. With the Roadmap complete Scottsdale’s Smart City Team Initiative is ongoing with participation from multiple departments. It is focused on combining traditional infrastructure such as roads and buildings, with technology to enrich people’s lives. The initiative strives to engage with people in our community about the use of smart city solutions to solve community challenges, improve the quality of life and enhance interactions with the city. *(Cross-Reference Economic Vitality Elements)*

LifeStance Health’s new office in central Scottsdale



LifeStance Health

Behavioral healthcare provider, LifeStance Health has taken the leap and opted to #ChooseScottsdale as their new corporate headquarters location. Originally headquartered in Bellevue, Washington, the outpatient mental health care provider will now be leasing approximately 20,000 square feet on the southwest corner of Chaparral Rd. and Scottsdale Rd. early this summer. LifeStance Health CEO, Michael Lester stated that the move was based on the availability and access to diverse and top talent in Scottsdale. LifeStance Health will join the growing healthcare sector in Scottsdale. *(Cross-Reference Economic Vitality Elements)*








Small Business Training through Local First Arizona

In 2021, the Scottsdale Economic Development team partnered with Local First Arizona to create the Small Business Assistance Program, which specifically supported 100+ businesses through 14 small business training sessions and one-on-one technical assistance. *(Cross-Reference Economic Vitality Elements)*

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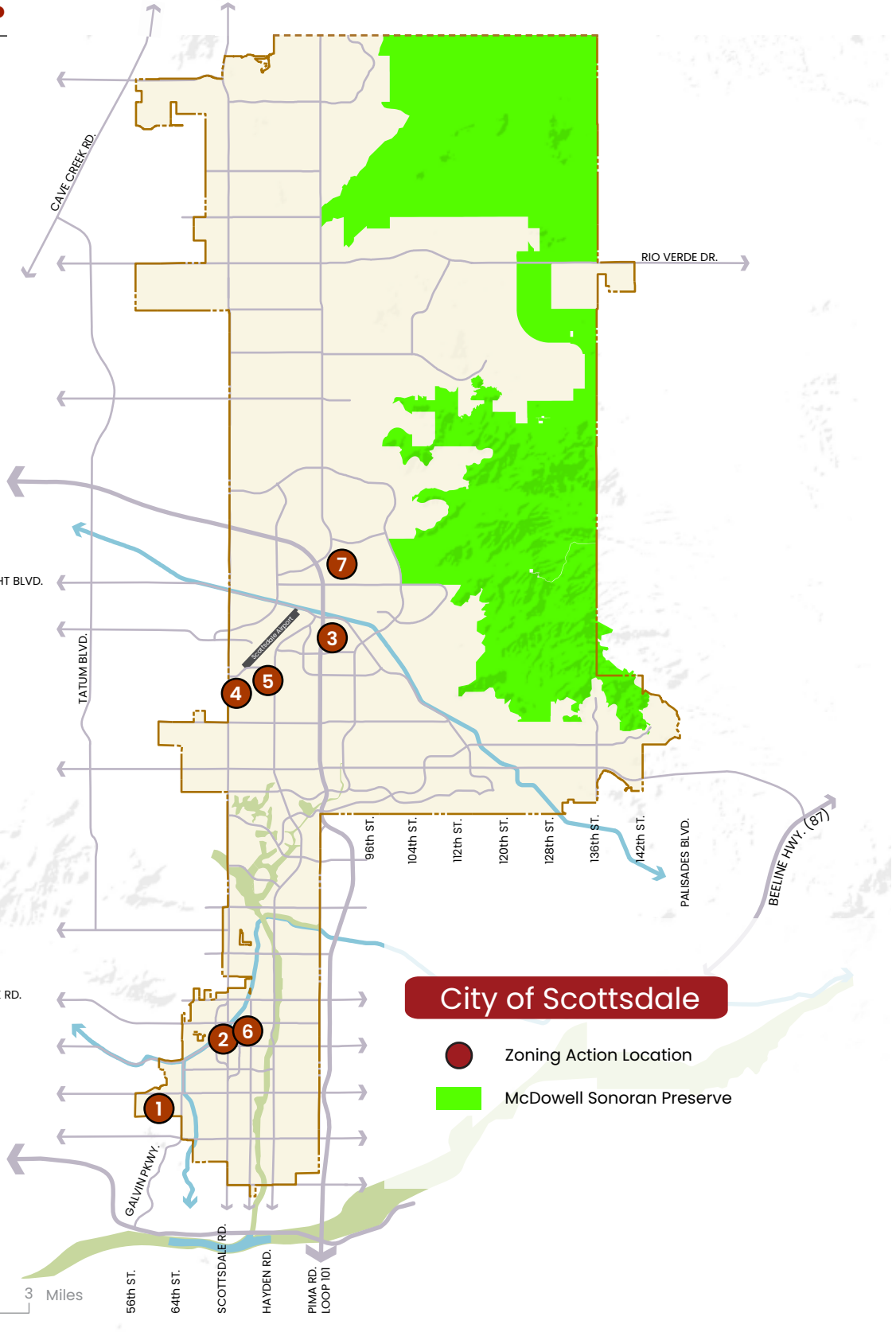
NEW INVESTMENT & REVITALIZATION – ZONING ACTIONS

The following are zoning actions approved by City Council between January & December 2021, found on Zoning Map:

- **1 Sherwood Heights Planned Residential Development Amendment (16-ZN-2003#2)** – This was a rezoning To amend the Single-family Residential, Planned Residential Development (R1- 10 PRD) to amend the minimum lot size requirement by increasing it to prevent further lot splits, thereby protecting the historic character of the Sherwood Heights neighborhood located between 56th Street to 60th Street and Wilshire Drive, south to Oak Street. Having an existing General Plan Suburban Neighborhoods land use designation, the approval maintained and implemented both the General Plan and Southern Scottsdale Character Area Plan. *(Cross-Reference Land Use, Housing, Economic Vitality, and Open Space Elements)*
- **2 The Kimsey (10-ZN-2020)** – This was a rezoning from Central Business Downtown Overlay (C-2 DO) district to Downtown/Downtown Multiple Use Type-2 Planned Block Development Downtown Overlay (D/DMU-2 PBD DO) district to allow for a new mixed-use development with a 168-room hotel, 230 multi-family units, and restaurant/commercial uses on a ±3.5 acre site located east of the northeast corner of Marshall Way & Indian School Road. Having an existing General Plan Mixed-Use Neighborhoods land use designation, the approval maintained and implemented both the General Plan and Old Town Character Area Plan. The corresponding Historic Preservation case (55-HP-2021) assisted in assuring the historic building on site was preserved through the projects associated development plan. *(Cross-Reference Land Use, Economic Vitality, and Growth Areas Elements)*
- **3 Greystar Independent Living (16-ZN-2020)** – This was a rezoning from Single-family Residential (R1-35) to Commercial Office (C-O) for a new 155-unit residential healthcare facility on a ±5 acre site located north of the northwest corner of Raintree Drive & Redfield Road. Having an existing General Plan Mixed-Use Neighborhoods land use designation, the approval maintained and implemented both the General Plan and Greater Airpark Character Area Plan. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*
- **4 Ina Levine Jewish Community Campus (11-ZN-2020)** – This was a rezoning from Single-family Residential (R1-35) District to Special Campus, Planned Shared Development District (SC PSD) to expand the campus including ±185 residential health care units on a ±28 acre site located at southeast corner of Scottsdale Road & Sweetwater Avenue. Having an existing General Plan Cultural/Institutional land use designation, the approval maintained and implemented the General Plan. *(Cross-Reference Land Use, Housing, Neighborhoods and Economic Vitality Elements)*
- **5 McLaren Scottsdale (2-ZN-2021)** – This was a rezoning from Industrial Park (I-1) to General Commercial (C-4) for a new auto dealership on a ±3.4 acre site located at the northwest corner of Hayden & Thunderbird Roads. Having an existing General Plan Employment land use designation, the approval maintained and implemented both the General Plan and Greater Airpark Character Area Plan. *(Cross-Reference Land Use, Economic Vitality Elements, and Growth Areas Elements)*
- **6 The Miller (1-ZN-2021)** – This was a rezoning from Highway Commercial (C-3) to Downtown/Downtown Multiple Use, Type 2, Planned Block Development, Downtown Overlay (D/DMU-2 PBD DO) to allow for a new 148-unit multi-family development on a ±1.7 acre foot site located at the northwest corner of Miller Road & 6th Avenue. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented both the General Plan and Old Town Character Area Plan. *(Cross-Reference Land Use, Housing, Neighborhoods, and Growth Areas Elements)*
- **7 Scottsdale Auto Storage (7-ZN-2021)** – This was an amendment to the height standards of an existing development plan within the Industrial Park Planned Community District (I-1 PCD) on a ±1.3 acre site located at the southeast corner of 93rd Street & Hidden Spur Trail. Having an existing General Plan Employment land use designation, the approval maintained and implemented both the General Plan and Greater Airpark Character Area Plan. *(Cross-Reference Land Use, Economic Vitality, and Growth Areas Elements)*

ZONING MAP

- CAREFREE HWY.
- DOVE VALLEY RD.
- LONE MOUNTAIN RD.
- DIXILETA DR.
- DYNAMITE BLVD.
- JOMAX RD.
- HAPPY VALLEY RD.
- PINNACLE PEAK RD.
- DEER VALLEY RD.
- LOOP 101
- UNION HILLS DR.
- BELL RD./FRANK LLOYD WRIGHT BLVD.
- GREENWAY PKWY.
- THUNDERBIRD RD.
- CACTUS RD.
- SHEA BLVD.
- DOUBLETREE RANCH RD.
- MCCORMICK PKWY.
- INDIAN BEND RD.
- LINCOLN DR.
- MCDONALD DR.
- CHAPARRAL RD./CAMELBACK RD.
- CAMELBACK RD.
- INDIAN SCHOOL RD.
- THOMAS RD.
- MCDOWELL RD.
- LOOP 202
- McKELLIPS RD.



City of Scottsdale

- Zoning Action Location
- McDowell Sonoran Preserve

Cyclists on the Indian Bend Wash



The transportation system is the backbone of the city, supporting its economy and serving and influencing its land use patterns. Scottsdale's commitment to transportation planning is reflected in both development and redevelopment decisions. Historically, Scottsdale has grown up with the automobile as the primary mode of transportation. Although the automobile will likely remain a primary mode of transportation, Scottsdale will provide alternatives to diversify the city's transportation system. These alternatives will provide greater accessibility for residents and visitors, alleviate pollution and congestion, and continue to influence land use patterns.

The way residents, visitors, and employees travel throughout the city affects overall quality of life and community image. Scottsdale is the premier center in the Valley for arts, culture and tourism; a regional shopping hub; and an importer of employees. Therefore, it is critical to provide a variety of mobility choices and examine transportation issues at a local, as well as, regional level.

The following section of the report highlights actions and events that occurred in 2021 to implement the Guiding Principle, Advance Transportation.

New pavement and striping on 124th Street



Street Operations

The city takes a comprehensive approach with pavement management by including ADA improvements and adding new or buffered bicycle lanes. This helps maximize the funding while minimizing traffic disruptions during the improvements. In 2021, pavement maintenance was completed throughout the city on 909 roadway centerline miles, 2,846 roadway lane miles, and 20,038,588 square yards of asphalt. Additional street improvements were made including illuminated street signs, streetlight replacement using LED fixtures, flashing yellow arrow additions, and traffic signal upgrades/Intelligent Transportation System (ITS) upgrades. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

New CNG Scottsdale Bus



Transit Improvements

Throughout 2021 the City of Scottsdale’s Transit Department continued to provide a safe and clean experience for those commuting through and throughout Scottsdale:

- In February 2021, Transportation retired three buses and replaced them with new Compressed Natural Gas (CNG) buses. The buses were purchased with grant funding. A change on Valley Metro Route 50 took effect April 2021. The route originally truncated at Fashion square mall, but now provides service to Scottsdale Community College (SCC). Prior to April 2021, 68CM Trolley served SCC, but now terminates at Scottsdale Fashion Square Mall.
- In July 2021, Scottsdale outsourced bus stop maintenance to a contractor to help address our expanding system, growing homeless concerns and other issues such as lack of weekend and after hour service. Transit operators and riders noticed an immediate difference at the stops. Bus stop shelter amenities that are being serviced by contractor include concrete pad, bench, bike rack and trash can(s).
- Clever Devices implementation on the trolley fleet were completed in 2021. Clever Devices is an Intelligent Transportation System (ITS) for public transport. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

New bus shelter at Mountain View-Arbic



70th Street Neighborhood Bikeway Study

The Neighborhood Bikeway Study for the 70th Street Corridor was completed in June 2021. The project area is a 2.5-mile corridor along 70th Street from Continental Drive/Roosevelt Road in South Scottsdale to Main Street in Old Town. This low-stress bikeway will connect Tempe to Old Town Scottsdale, connect the corridor to nearby biking routes and serve neighborhoods along 70th Street. The study was a community-driven project that aimed to analyze existing conditions, gather public input and develop a preliminary design for corridor improvements. Future design or construction projects to improve the corridor will require additional funding. *(Cross-Reference Neighborhoods and Community Mobility and Unique Lifestyle Elements)*

Roadway, Bicycle & Pedestrian Improvements

The city continued to improve transportation infrastructure in 2021. Projects included:

110th St buffered bike lane northbound



Mountain View Sidewalk near Cochise Elementary School



- Installed speed feedback signs on Stagecoach Pass and Shea Boulevard in response to speeding concerns;
- Installed dual westbound left-turn lane on Dynamite Boulevard at Pima Road in response to citizen requests;
- 105th Street and Queens Wreath pedestrian improvements;
- 2.3 miles of new bike lanes and 1 mile of buffered bike lanes were added (includes lanes on both sides of roadway);
- The addition of 2 miles of unpaved trail along Pinnacle Vista Drive from 56th Street to 62nd Street and Ranch Gate Road from 120th Street alignment to 128th Street;
- Mountain View Sidewalk from Arabian Trail to 85th Street along the north side of the street and a new bus shelter. This project completed a gap in sidewalk connectivity near Cochise Elementary School, Mountain View Park, and transit access;
- Installation of eight bike and pedestrian automated counters on paths and deployment of two mobile bike and pedestrian counters to collect data on path and bike lane usage 24/7; and
- A 750-foot long temporary asphalt walkway was installed on the west bank of the Arizona Canal north of Camelback Road. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Cab Connection

The City of Scottsdale continued the Cab Connection voucher program as an alternative to East Valley Paratransit (formally known as Dial-a-Ride). This program offers residents, who are age 65 or older or are certified as disabled through the Valley Metro ADA (Americans with Disabilities Act) Paratransit process, more flexibility and greater independence by providing twenty regular travel cab vouchers per month per user. These vouchers are subsidized by the City of Scottsdale at a rate of 80%, up to a maximum of \$10.00. Cab Connection works in coordination with Foothills Caring Corps to serve Scottsdale residents north of Bell Road for their travel needs with group van trips. This program was launched in August 2016. In 2021, Cab Connection welcomed 125 new participants to the program. The program currently has 1,162 active participants, with 62% of them being over 80 years old.

In coordination with the Granite Reef Senior Center, Cab Connection also provides residents who are low income and live within a five-mile radius of the senior center, taxi vouchers to the Granite Reef Senior Center for participation in a daily lunch program. Eligibility is determined and verified by qualified Granite Reef Senior Center staff. The voucher pays 100% of the cab fare, plus gratuity for participants to attend the lunch program. There were 26 participants who receive cab vouchers for the Wheels to Meals Program in 2021. *(Cross-Reference Neighborhoods and Community Mobility and Unique Lifestyle Elements)*

Transportation Action Plan

Between January and December 2021, Transportation staff worked with the Transportation Commission to draft an in-house update to the Transportation Action (Master) Plan, which was last approved in 2016. Considering the level of maturity in the city’s existing transportation network, the new plan has been reoriented as a 10-year action plan, rather than a long-range master plan. The draft 2022 Transportation Action Plan (TAP) supports the goals and objectives of General Plan 2035 by emphasizing livable streets/community over rapid traffic throughput. As such, the TAP focuses more closely on refinement of the existing transportation system rather than adding extensive new infrastructure. The draft plan includes an introduction with overarching goals and values, five modal elements (Street, Transit, Bikeway, Trail and Pedestrian), an Implementation Program and a glossary. On December 16, 2021, the Transportation Commission voted to recommend the City Council adopt the Transportation Action Plan. *(Cross-Reference Neighborhoods and Community Mobility and Unique Lifestyle Elements)*

Barrett Jackson Auto Auction 2021



Scottsdale offers a desirable Sonoran Desert lifestyle for its citizens and visitors. Scottsdale's lifestyle and character embrace the beauty of our natural features including the desert, mountains, and washes; and our contributions to the physical environment such as quality residential development, distinctive commercial and employment centers, and pleasing public amenities. Ensuring a variety of living, working, and leisure opportunities is fundamental to our community. The preservation of this unique lifestyle and character will be achieved through respect for our natural and man-made environment, while providing for the needs of our citizens.

Scottsdale's image is strongly derived from its role as the premier southwestern tourist destination and that of a sophisticated city infused with small town charm. The image of the city is also largely shaped by the Sonoran Desert environment; mountain views; iconic art, culture and architecture; and a walkable, vibrant downtown. Beyond tourism, Scottsdale's neighborhoods offer a mosaic of choices for residents, each with its own sense of place.

The following section of the report highlights actions and events that occurred in 2021 to implement the Guiding Principle, Value Scottsdale's Unique Lifestyle and Character.

Sunburst at SkySong



Citywide Public Art

In January 2021, Scottsdale Public Art completed installation of Sunburst by RE:Site, a Texas-based design studio operated by Shake Allbritton and Normal Lee. Sunburst reinterprets the rings of a spherical astrolabe as a dimensional sunburst diagram. Dichroic glass panels in the artwork continually change color with the movement of the sun and cast shadows of varied hues on the plaza below. At night, the sculpture is dramatically lit, providing a different experience of reflected and transparent color. The artwork is installed outside at SkySong, The ASU Scottsdale Innovation Center. *(Cross-Reference Character & Design and Growth Areas Elements)*

Virtual Cycle the Arts Guide



Cycle the Arts

Due to the COVID-19 Pandemic, the 2020 Cycle the Arts event was cancelled. And in 2021, the formal, guided event was replaced with a self-guided option that included a suggested route map at ScottsdalePublicArt.org. And in place of the artists and Scottsdale Public Art board members and staff who previously provided information about the artworks at each stop was the addition of augmented reality features for a number of artworks located around Old Town Scottsdale, including older favorites like Robert Indiana’s LOVE and Louise Nevelson’s Windows to the West alongside newer works like John Randall Nelson’s One-Eyed Jack and Curtis Pittman’s Diamond Bloom. *(Cross-Reference Character & Design and Growth Areas Elements)*

2021 Volunteer Impact Award Winner Hank Carmean



Volunteer Impact Award

In 2021, more than 2,300 citizens contributed 64,000 hours volunteering with the city to enhance services to citizens and visitors of Scottsdale – which is valued at \$1.7 million. This includes more than 150 residents that volunteer on the city’s boards, commissions and task forces. The 2021 recipient of the William P. Schrader Volunteer Impact Award was presented to Hank Carmean for his dedication and contribution to the city manager’s office through the High Performance and Innovate team. Hank is a driving force behind the city’s process improvement culture. He has the uncanny ability of “unsticking” stalled work processes, and he provides a diplomatic viewpoint aimed at increasing efficiency and effectiveness. *(Cross-Reference Community Involvement Element)*

Organization Strategic Plan

In 2021, City Council received updates on the status of the Organization Strategic Plan in biweekly City Council Update emails. In addition, the Organization Strategic Plan was updated from a static PDF to an online dashboard, found on the city's webpage. This dashboard also links to various quarterly performance measures for specific areas, and allows for increased interaction by the reader. *(Cross-Reference Community Involvement Element)*



Golden Rule City

In January 2021, Mayor Ortega and members of Scottsdale City Council held a tree planting ceremony to commemorate Scottsdale's 'Golden Rule City' designation and kick off the Scottsdale for All campaign. The Scottsdale for All campaign message is aligned with the city's support of Golden Rule fundamental values of Kindness, Empathy, Respect, Civility. Inspiration for Scottsdale for All came from a variety of examples, including StoryCorps web-based stories, LOVE Scottsdale stories, and local poster campaigns from nearby cities or other cities around the country. *(Cross-Reference Community Involvement Element)*

Historic Preservation

Through the Historic Residential Exterior Rehabilitation (HRER) Program, the Historic Preservation Commission provided support for the rehabilitation of several residential properties in the Village Grove 1-6 Historic District, the Town and Country Scottsdale Historic District, Villa Monterey 1-7 Historic District, and the Sands North Townhouses for replacement of windows, doors, and roofs. The Historic Preservation Commission approved 9 HRER applications during 2021, allocating \$67,500 (FY 21/22) of available funds in assistance to residents in sensitively rehabilitating and/or expanding homes located in historic districts listed on the Scottsdale Historic Register. From these projects, only \$15,382 (FY 21/22) of actual expenditures have been dispersed based on project completion. *(Cross-Reference Community Involvement Element)*

Development Review Board

To maintain Scottsdale's high quality character and design, the Development Review Board held regular meetings during 2021 to review proposed development within the city. The Board reviewed many different types of projects and approved several that included renovation and expansion of existing developments, large, mixed-use development projects, and infill projects on parcels that had been vacant, including:

- Major commercial developments included: Cavasson Hilton Hotel, Cavasson Retail, Comfort Suites Addition, 9100 Legacy, Maya Hotel, The Ivy, One Scottsdale PU II, Ilume Innovation Center, Celebrity Equine Center, AutoNation Subaru Scottsdale, Storage at McDowell, Jomax Storage, Toy Barn Scottsdale, Peoples Hangar, Winfield, Birdcall, Rudy's Restaurant and Grill, Pepin Restaurant Remodel, CHP Scottsdale Project, and 4Group Building Office and Hangar.
- Mixed-use developments included: The Kimsey, 7220 Retail/Office Redevelopment, District at 9400 Shea, Greenbelt 88, 4417 Saddlebag, One Scottsdale Planning Unit II MEDCP update, 92nd Street Rezoning, Southdale, and One Scottsdale Planning Unit III, Phase II, Shops B.
- Single-family subdivisions and multi-family residential developments included: 55 Resort Residences Scottsdale, San Bellara Apartment Community, Estates on 128th, Solitude, Acoya Scottsdale at Shea, Raintree Drive Residential, Hanella Estates, Greystar Independent Living, Joy Ranch & Tonto National Forest, Legacy at DC Ranch, The Miller, Scottsdale & Dixileta, McDowell Mountain Manor, Preserve Ranch, and Scottsdale & Mountain View.

(Cross-Reference Community Involvement Element)

First Pony Express @ Appaloosa patron



Scottsdale Library Branches

Due to the challenges created by the COVID-19 Pandemic, Scottsdale Library continued to operate under a modified schedule for much of 2021. In March 2021, Scottsdale Library introduced Pony Express @ Appaloosa, a new and innovative way to provide library access to the community. Pony Express @ Appaloosa was a library self-service model that allowed registered patrons to enter and use the branch with no staff present. City staff from Scottsdale Library, IT, and Municipal Security worked together to use technology to implement this service. A total of 2,670 patrons registered to use Pony Express @ Appaloosa by the end of 2021. In September 2021, Scottsdale Library began phase 1 of the expansion of building hours. Civic Center Library expanded their hours to 7 days a week and Arabian Library opened their doors with a modified schedule.

Civic Center storytime room construction



Construction at Civic Center Library began in October 2021 on the new storytime room. The space, which is set to be completed in Spring 2022, is named the Sky Room, and will feature a new A/V system, programmable LED lighting, and the new flooring. Once completed, the room will see a 35% increase in square footage for use in library programming and the domed ceiling with a reflecting mirror at the top will make the space feel lighter and brighter than ever before. The Sky Room is primarily funded by CIP funds, with support from a Fiesta Bowl grant awarded to the Friends of the Scottsdale Public Library.

Library Cardholder Celebration Event



Scottsdale Library launched a Library Card Campaign from September-November 2021, with a goal of signing up 2,000 new library cardholders. Trivia, games, and raffle drawings were held throughout the three months to engage the community and encourage people to register for a new library card. Scottsdale Library also held a card design contest for teens, in which the winning submission was made into a library card design. A culminating Library Cardholder Celebration Event took place on November 12, 2021 at the Scottsdale Stadium. In November 2021, the Friends of the Scottsdale Public Library held their annual Spirit of Literacy Award, which recognizes and honors individuals and companies who excel in promoting reading, literacy and library use in Scottsdale. Due to the COVID-19 Pandemic, this year's awards show honored winners from 2020 and 2021.

2021 Spirit of Literacy Awards



Scottsdale Public Library circulated 1,873,786 physical and digital items in 2021. Nearly 305,000 people visited the branches in-person and the Library served an additional 86,430 people through the drive-thru windows and curbside hold pick up as well as 633,786 people who used the Library's online services. There were 8,148 new cardholders and 34,979 new items were added to the collection, including a new pilot collection of Vox books, which were picture books with a read-aloud device attached. The Library Call Center answered 24,392 calls and the online Ask-a-Librarian serviced assisted with 1,651 inquiries. *(Cross-Reference Public Services & Facilities Element)*

'The Loan Ranger' at the Westworld vaccination pod



Library Outreach

Scottsdale Library maintained connection with the community through inventive outreach methods. Starting in February 2021, the Library partnered with the Human Services department and Community Bridges to bring the library book bike, 'The Loan Ranger', to two faith-based communities in Scottsdale to assist people experiencing homelessness. 'The Loan Ranger' was onsite monthly from February to May to offer library resources, free paperbacks, first aid kits, collapsible water bottles, pens, and notepads. Scottsdale Library also brought 'The Loan Ranger' to the Westworld vaccination pod in the spring to give out free books to those who were in the waiting area. *(Cross-Reference Public Services & Facilities Element)*

Sister Cities art exchange with Kingston, Ontario



Library Art Exhibitions

Four public art exhibitions were featured at The Public Gallery at Civic Center throughout 2021, presented by Scottsdale Public Art. "WEST: Arizona Artists of Color", co-curated by artist Joe Willie Smith, captured the West's spirit through bold creative expressions and showed the rich cultural history of the artists. "I am You, You are Me: Portraits" showcased the relationship between the artist and the subject through portraits in all medias. "Pictures Tell Stories: Children's Book Illustrations" shared the love and passion two Arizona librarians have for the power of stories and pictures. "Arizona Watercolor Association Juried Exhibition" featured work from the finest of Arizona's watercolor artists.

'Allurement of a Journey' at Arabian Library



In partnership with the Scottsdale Sister Cities Association and the Scottsdale Artists' School, two art exhibits were featured at Mustang Library during 2021. The first exhibit ran through September 2021 and featured works of art from teens from sister city Kingston, Ontario in Canada. During the same time, art from Scottsdale teens were displayed in Kingston. A second exhibit was installed in October 2021 and featured primarily the work of teens from Uasin Gishu, Kenya in Africa. In December 2021, Kenji Umeda's "Allurement of a Journey" sculpture was installed at its new location at Arabian Library. Previously located near the Scottsdale Civic Center Library, this marble sculpture and tribute to artist Lew Davis was among the artworks relocated from Scottsdale Civic Center during the renovations to the park area. *(Cross-Reference Public Services & Facilities Element)*

Poet Laureate Lois Roma-Deeley with Poet Laureate Emeritus Bob Frost and Mayor David D. Ortega



Library Adult Services

The Adult Services department at Scottsdale Library continued to adapt their programs and services to the changing atmosphere of the COVID-19 Pandemic during 2021. Instead of the annual Local Authors Book Sale, the program was converted into a virtual format where local authors were invited to talk about their books and share their passion for writing. The Local Author Book Talk series included five total videos, with fourteen local authors participating, and cumulated nearly 600 views.

The Library also partnered with the Mayor’s Office and Scottsdale Art in the search for a new city poet laureate. A reception for the new poet laureate, Lois Roma-Deeley, was held at the Library in September 2021. In addition, Scottsdale Library also began a new online service called Bookmates, where patrons could request reading recommendations virtually. *(Cross-Reference Public Services & Facilities and Economic Vitality Element)*

Library Youth Services

The Youth Services department, similar to the Adult Services department, continuously adapted their programs to fit the needs of the community while keeping the public and staff safe. Outdoor storytimes were implemented in the spring and they took place in various locations including outside the Civic Center mall area and in different city parks. Masks were encouraged and social distancing was achieved through roping off an area, limiting the amount of people in the space, and placing blankets down for families to sit on. Nearly 400 people enjoyed these outdoor storytimes. In April 2021, Scottsdale Library hosted a bookmark contest in honor of National Library Week. There were four different categories for all ages and the library received over sixty submissions. Winners in each of the different age groups had their designs printed out as bookmarks that were given out at the libraries.

Limited in-person programming began in summer 2021 for programs in which the auditorium spaces could be utilized for social distancing. Scottsdale Library also partnered with Scottsdale Unified School District during the summer to provide free lunches for kids ages 0-17. Over 500 lunches were given out over the summer. In September 2021, in-person storytimes at Civic Center and Mustang resumed. Virtual crafty storytimes and virtual STEAM programs continued throughout the year; families could pick up kits that were designed to be enjoyed at home while watching the virtual programs.

The Summer Reading Program theme, Tails and Tales, had a total of 3,864 participants sign up. 1,988 participants completed the program, and a total of 3.6 million minutes were read. Overall, there was an increase in both participation and minutes read in 2021. *(Cross-Reference Preservation & Environmental Planning Element)*

Outdoor storytime program at the Civic Center mall area



Family Read Aloud Fun program at Civic Center Library



City of Scottsdale General Plan 2001



Arizona’s Growing Smarter Acts (Growing Smarter 1998 and Growing Smarter Plus 2000), made a number of changes to the way cities, towns, and counties manage, update, and amend their General Plans as well as what is required to be included in a General Plan. The 2000 Growing Smarter Plus Act created a new definition of a major General Plan amendment and new requirements for processing major amendments. Arizona Revised Statute 9-461.06 defines a major amendment as, “a substantial alteration of the municipality’s land use mixture or balance as established in the municipality’s existing general plan land use element.”

The statute provides the definition of a major amendment but allows individual jurisdictions discretion to determine the criteria that would meet that definition. Due to the statute’s flexibility, each city or town has established unique criteria that supports the values, and achieves the long range vision, of their community. Scottsdale approved criteria defining major General Plan amendments, in October 2001. The criteria identify amendments to the General Plan as major if the proposal meets any one of the following criteria:

- Change in land use category
- Area of change criteria (acreage)
- Character area criteria
- Water/Wastewater infrastructure criteria

Based on criteria set forth in the General Plan, if a proposed project does not substantially alter the city’s land use mixture as per the above criteria, the project may qualify as a non-major General Plan amendment. Non-major General Plan amendments are received and reviewed at any time during the year and require a simple majority (4 out of 7) vote for approval by City Council. If a proposed project substantially alters the citywide land use mixture based on the criteria in the General Plan, then the project qualifies as a major amendment. Major General Plan amendments must go through a lengthier public review process than a non-major amendment, and, as such, are received and reviewed once in the same calendar year. Major General Plan amendments require a 2/3 majority (5 out of 7) vote for approval by the City Council per statutory requirements. For 2021, four non-major amendments were submitted, while no major amendments were submitted. This is the last year of amendments to the 2001 General Plan. Since the City of Scottsdale General Plan 2035 has been ratified, future reportings will only be on General Plan 2035 amendments.

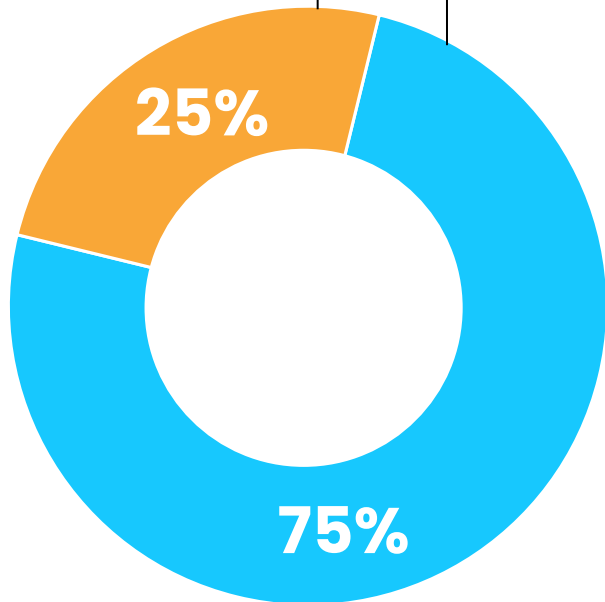
BREAKDOWN OF GENERAL PLAN AMENDMENTS, 2021

Council-Adopted, **Non-Major** General Plan Amendments:

- Scottsdale General Plan 2035 (1-GP-2021) Approved June 8, 2021
- Hawkins - CSOK (5-GP-2020) Approved September 14, 2021
- Pima McDowell (4-GP-2021) Approved October 12, 2021




Withdrawn, Non-Major General Plan Amendments for 2021

- District at 9400 Shea (6-GP-2019) Withdrawn October 19, 2021




NON-MAJOR GENERAL PLAN AMENDMENTS

The following are the non-major General Plan amendments adopted by City Council between January and December 2021:

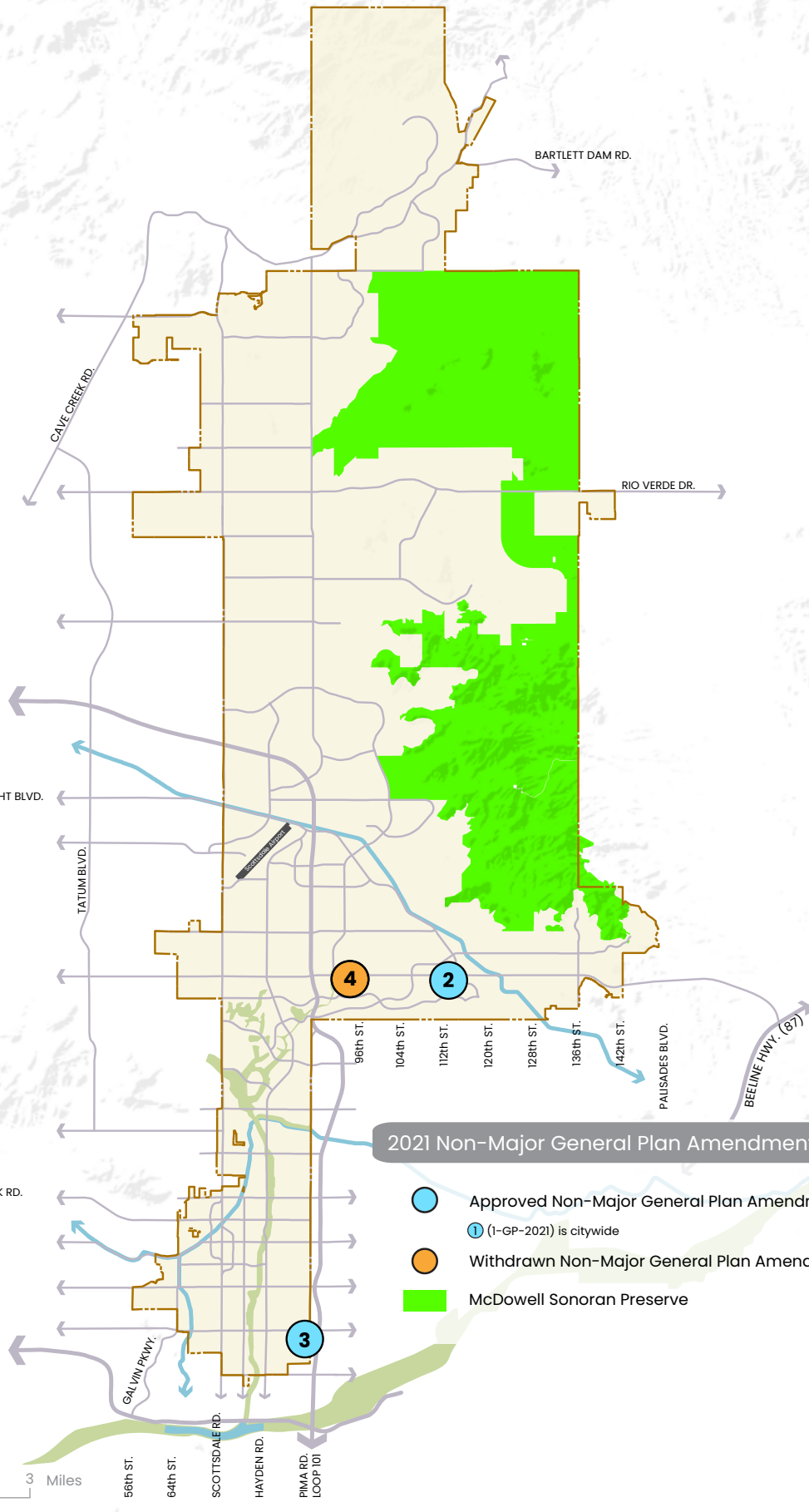
- **1 Scottsdale General Plan 2035 (1-GP-2021)** – City Council adopted a new General Plan for the City of Scottsdale (General Plan 2035), in order to revisit and revise the community's long-term objectives and land development policies for future growth, development and redevelopment and to amend existing General Plan elements. Planning Commission recommended approval on May 12, 2021 with a vote of 6-0. *(Cross-Reference Character & Design, Land Use, Economic Vitality, Community Involvement, Housing, Conservation, Rehabilitation, and Redevelopment, Neighborhood Preservation and Revitalization, Open Space & Recreation, Preservation & Environmental Planning, Cost of Development, Growth Areas, Public Services & Facilities, Energy, Community Mobility, and Bicycling Elements)*
Adopted by City Council on June 8, 2021 with a vote of 7-0.
- **2 Hawkins - CSOK (5-GP-2020 & 8-ZN-2020)** – City Council approved a non-major amendment to the City of Scottsdale General Plan 2001 to change the land use designation from Office to Commercial on a ±3.5 acre site located at the southwest corner of 114th Street and Shea Boulevard. The purpose of this amendment was to allow for a new retail/office development on the subject site. Planning Commission heard the General Plan and rezoning cases on August 11, 2021 and recommended approval with a vote of 6-0. *(Cross-Reference Land Use, Economic Vitality, and Growth Areas Elements)*
Adopted by City Council on September 14, 2021 on Consent.
- **3 Pima McDowell (4-GP-2021 & 11-ZN-2021)** – City Council approved a non-major amendment to the City of Scottsdale General Plan 2001 to change the land use designation from Mixed-Use Neighborhoods to Commercial on a ±7.2 acre site located at the southwest corner of Pima & McDowell Roads. The purpose of this amendment was to allow for a new auto dealership and showroom on the subject site. Planning Commission heard the General Plan and rezoning cases on September 22, 2021 and recommended approval with a vote of 7-0. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*
Adopted by City Council on October 12, 2021 on Consent.

WITHDRAWN NON-MAJOR GENERAL PLAN AMENDMENTS

The following are the withdrawn non-major General Plan amendments between January and December 2021:

- **4 District at 9400 Shea (6-GP-2019 & 16-ZN-2019)** – The applicant formally withdrew a non-major amendment to the City of Scottsdale General Plan 2001 that had requested to change the land use designation from Commercial to Mixed-Use Neighborhoods on an ±11 acre site located at the southwest corner of Shea Boulevard and Becker Lane. The purpose of this amendment was to allow for a 219 unit multi-family development on the subject site. Planning Commission heard the General Plan case on May 26, 2021 and recommended approval with a vote of 4-3. *(Cross-Reference Land Use, Neighborhoods, Housing, and Economic Vitality Elements)*
Formally withdrawn on October 19, 2021.

JENNY LIN RD.
 CIRCLE MOUNTAIN RD.
 HONDA BOW RD.
 ROCKAWAY HILLS RD.
 DESERT HILLS DR.
 JOY RANCH RD.
 STAGECOACH PASS
 CAREFREE HWY.
 DOVE VALLEY RD.
 LONE MOUNTAIN RD.
 DIXILETA DR.
 DYNAMITE BLVD.
 JOMAX RD.
 HAPPY VALLEY RD.
 PINNACLE PEAK RD.
 DEER VALLEY RD.
 LOOP 101
 UNION HILLS DR.
 BELL RD./FRANK LLOYD WRIGHT BLVD.
 GREENWAY PKWY.
 THUNDERBIRD RD.
 CACTUS RD.
 SHEA BLVD.
 DOUBLETREE RANCH RD.
 MCCORMICK PKWY.
 INDIAN BEND RD.
 LINCOLN DR.
 McDONALD DR.
 CHAPARRAL RD./CAMELBACK RD.
 CAMELBACK RD.
 INDIAN SCHOOL RD.
 THOMAS RD.
 McDOWELL RD.
 LOOP 202
 McKELLIPS RD.

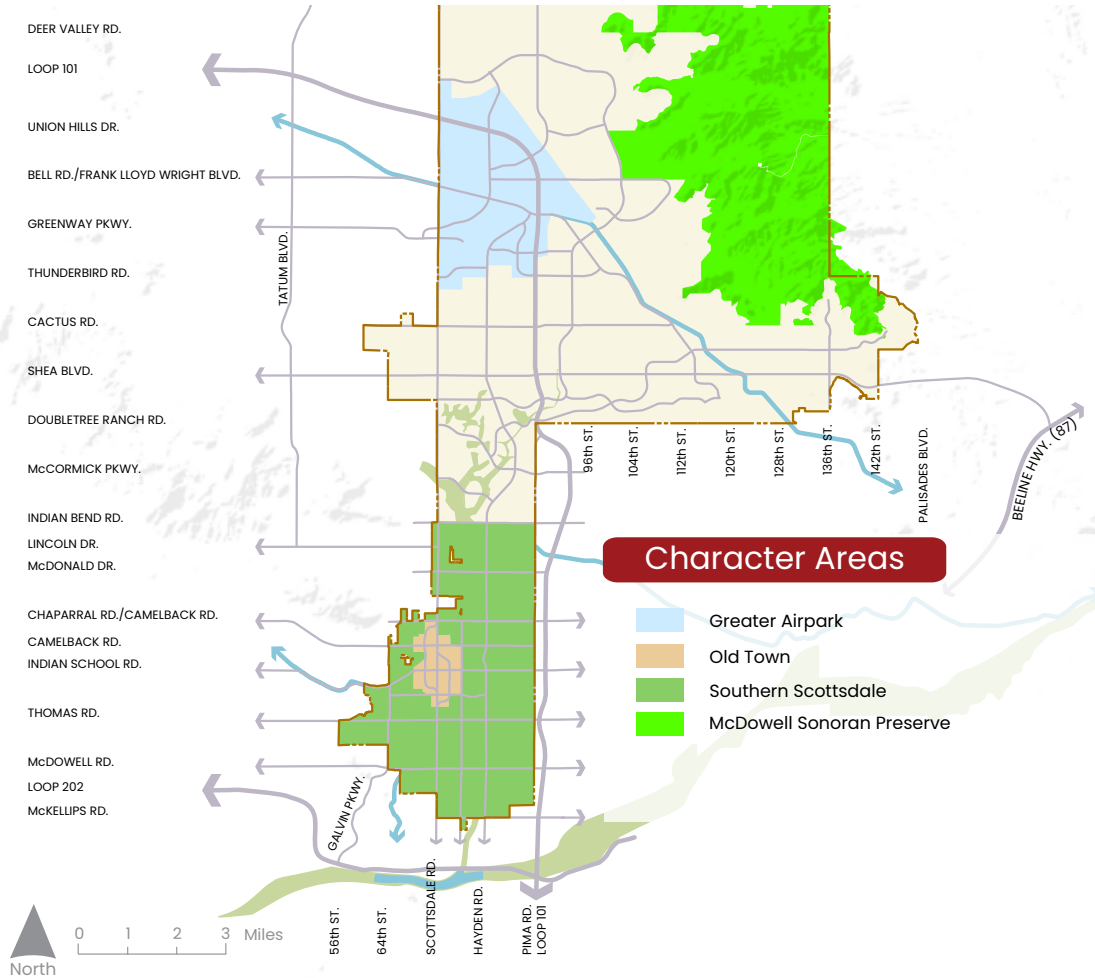


2021 Non-Major General Plan Amendments

- Approved Non-Major General Plan Amendment Location
- (1-GP-2021) is citywide
- Withdrawn Non-Major General Plan Amendment Location
- McDowell Sonoran Preserve



SECTION 3 – CHARACTER AREA PLAN IMPLEMENTATION



Introduction

The City of Scottsdale has a long history of using area-based plans to provide policy and program direction for certain areas of the city. Consequently, Character Area Plans are components of the General Plan that focus on long range, area-related goals and policies. To avoid repetition, Character Area Plans supplement the city-wide goals and policies provided by the General Plan.

The 2001 General Plan identified twenty-four (24) areas within the city intended to have specific Character Area Plans; however, as of today, seven (7) character areas have been adopted -- Cactus Corridor (1992), Shea Area (1993), Desert Foothills (1999), Dynamite Foothills (2000), Greater Airpark (2010), Southern Scottsdale (2010), and Old Town (2018). Three of these character areas are also designated as growth areas in the General Plan - Southern Scottsdale, Greater Airpark and Old Town. These General Plan growth areas are highlighted because they contain the highest concentration of development within Scottsdale and thus a number of General Plan implementation items occur in these three areas.

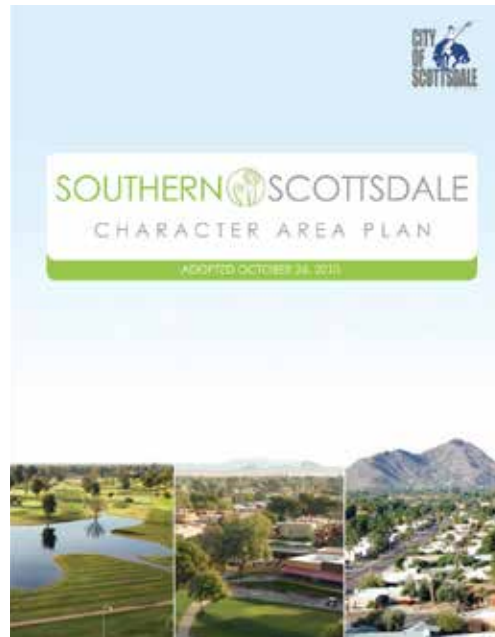
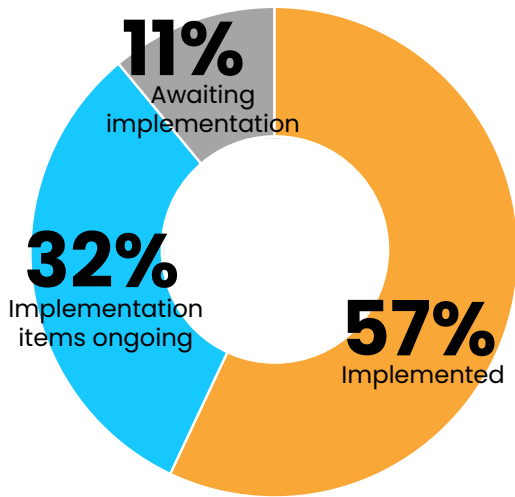
This section reports out year-over-year Character Area implementation and is focused solely on 2021 accomplishments.

SOUTHERN SCOTTSDALE CHARACTER AREA PLAN

The Southern Scottsdale Character Area is located within the southern-most portion of Scottsdale, encompassing 14.98 square miles and entirely surrounding Old Town Scottsdale. More specifically, Southern Scottsdale is bounded on the north by Indian Bend Road, on the east by the Salt River Pima-Maricopa Indian Community, on the south by the City of Tempe, and on the west by the City of Phoenix and the Town of Paradise Valley.

The Southern Scottsdale Character Area Plan is a policy document that offers guidance to the community regarding future growth and development decisions, acting as a framework for citizens, business owners, and public officials to come together and ensure that revitalization and redevelopment fulfills the community’s vision and values for this portion of Scottsdale. The Plan offers a combination of implementation approaches and programs which reflect the community’s vision and aspirations for the future of Southern Scottsdale. Since adoption of the Southern Scottsdale Character Area Plan in 2010, approximately 57% of all items have been implemented; however, it should be noted that an additional 32% are items that are typically implemented on an ongoing basis.

Implementation Breakdown (Through 2021)



Southern Scottsdale Highlights (2021):

Thomas Groundwater Treatment Facility Grand Opening



Thomas Groundwater Treatment Facility

The Thomas Groundwater Treatment Facility started operations in 2021 and is Scottsdale Water’s newest water treatment facility. Finalizing construction in October 2021, this new facility treats water from four different wells in south Scottsdale and will have the added benefit of reducing hardness in the finished water that will be distributed to Southern Scottsdale residents. *(Programs Implemented: Environmental & Building Programs -Potable / Recycled Water Use)*

North 70 Multi-Family Development



Reinvestment/Revitalization

Completed in late 2021, North 70 is a 10-acre multi-family housing project consisting of over 220 units. This project increased the availability of housing choice in this area of the community. *(Programs Implemented: Housing Programs - Mix of Housing/Living Environments)*

New Indian Bend Traffic HAWK



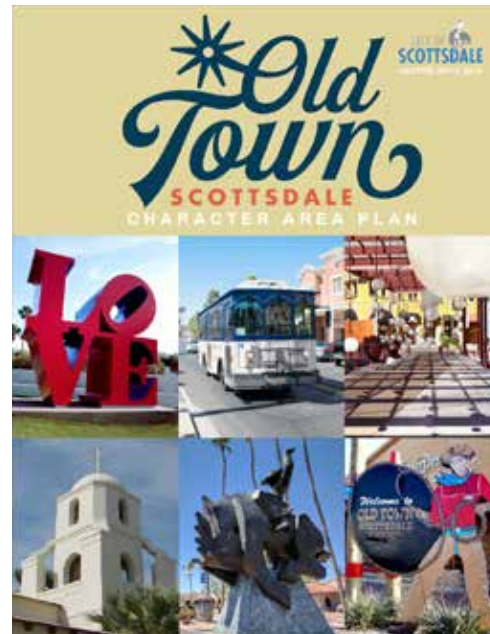
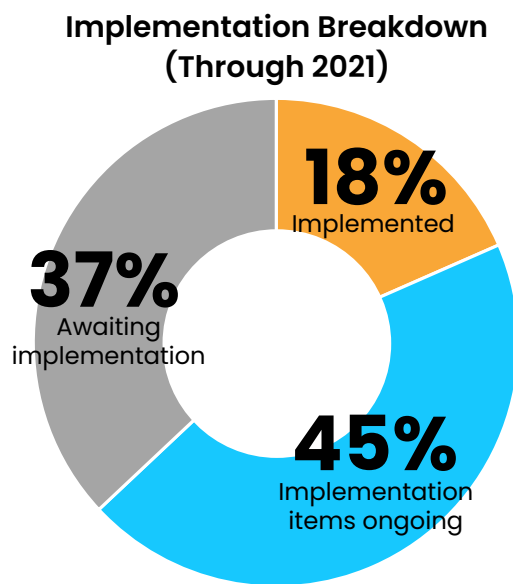
Pedestrian Improvements

2021 saw two major pedestrian improvements come to fruition within Southern Scottsdale. The first being a Pedestrian Hybrid Beacon (HAWK) installed on Indian Bend Road adjacent to the McCormick Railroad Park, and the second being the completion of the Thomas Road Sidewalk gap near 82nd Street that was improved to provide more accessibility on the south side of Thomas Road. *(Programs Implemented: Mobility Improvement Programs - Motorized / Non-Motorized Neighborhood Connectivity)*

OLD TOWN CHARACTER AREA PLAN

Old Town Scottsdale is the commercial, cultural, civic, and symbolic center of the community, comprised of districts that operate together as a highly functional mixed-use center. Generally, Old Town is bounded by Chaparral Road to the north, Earll Drive to the south, 68th Street to the west and Miller Road to the east and is surrounded by the Southern Scottsdale Character Area.

The Old Town Scottsdale Character Area Plan is a policy document that establishes the vision for downtown and provides the basis for decision making over the next twenty years. The plan contains explanatory goals, policies and illustrative graphics to articulate and act as a bridge between the vision for Old Town Scottsdale and the implementation programs necessary to achieve the vision. Since 2018, 18% of all items have been implemented; however, it should be noted that an additional 45% are items that are typically implemented on an ongoing basis.



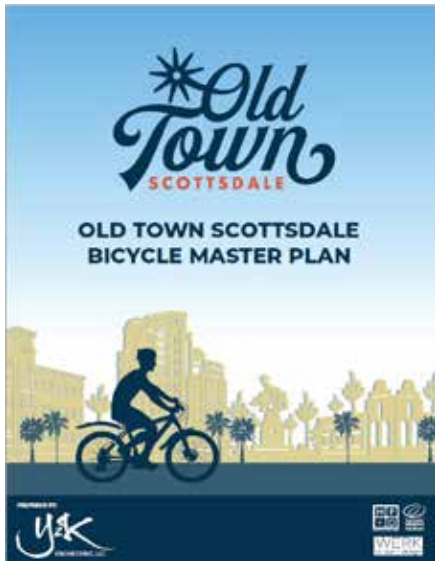
Old Town Highlights (2021):

Small Business Assistance Center

The Scottsdale Small Business Assistance Center (SSBAC) serves as the City of Scottsdale's virtual one stop shop for Scottsdale businesses looking for information on available business support programs and resources during the COVID-19 Pandemic. The SSBAC looks to assist Scottsdale businesses with questions regarding Federal, State, and other government funding programs and connect them with critical resources. Businesses can rely on the center to provide the most up to date information on assistance programs, step-by-step guides and useful webinars. To date, SSBAC has successfully assisted over 320 Scottsdale businesses. *(Program Implemented: Economic Vitality - Small Business Training)*

Parking Text Amendment

Though a citywide amendment, this amendment to Scottsdale's zoning ordinance, adopted by City Council on May 18, 2021 (5-TA-2020), greatly affected Old Town. Specifically, this amendment altered requirements of parking for hotels, multi-family residential, and office, while also altering sections pertaining to the in-lieu parking program, the downtown overlay and how it applies to parking and other items related to special improvement requirements for public parking. The overall goal of this amendment is generally to adjust parking requirements in accordance with current trends and existing conditions, limit allowances for new parking credits in the Old Town area, and promote efficient use of parking in the Old Town area. *(Program Implemented: Old Town Parking - Parking Regulations)*



Old Town Bicycle Master Plan

In 2021, the Old Town Scottsdale Bicycle Master Plan was adopted with the assistance of Federal grant funding through Maricopa Association of Governments (MAG). The project team identified Five Key Routes on streets in Old Town to provide access to and through the area. The focus of the routes is to provide low stress bikeways for a wide range of ages and cycling skills. These routes will connect to existing off-street paths such as the Arizona Canal, Crosscut Canal and Indian Bend Wash, as well as existing and planned on-street bikeways in the area. Notably, the routes will link to several upcoming city projects including 70th Street Neighborhood Bikeway, Osborn Road Complete Street, 68th Street Complete Street, 2nd Street Bikeway, and Civic Center Plaza, as well as improvements to be built with private developments such as Gentry on the Green and Museum Square. The Five Key Routes are included in the Bikeway Element of the draft 2022 Transportation Action Plan. On August 24, 2021, Scottsdale City Council adopted the plan as presented, which carried 7/0. *(Program Implemented: Pedestrian/Streetscape Amenities & Improvements - Increase public bicycle parking)*

Canal Convergence

Record crowds attended 2021's Canal Convergence themed "Art and Technology." The combination of cutting-edge technologies with public art made possible some of the most exciting and innovative artworks to appear at Canal Convergence. Among the artworks was Say What You Will by MASARY Studios, a Boston-based collective, that invited the public to express themselves with their voices and see their expression realized through light and video projection above the Arizona Canal. The event also continued to explore augmented reality technology, including artworks entirely based in AR like Mirage by Los Angeles artist Nancy Baker Cahill. *(Program Implemented: Event Programming - Canal Convergence)*

Old Town Scottsdale Instagram

The city's Instagram channel hit a major milestone in reaching 20,000 followers in 2021. These followers of @OldTownScottsdale get to learn and see firsthand downtown's public art, unique area businesses, upcoming events, Insta-worthy backdrop locations, and hot dining spots around town. *(Programs Implemented: Economic Vitality - Develop & Implement a Comprehensive Arts and Culture Marketing Plan)*

Entwined Meadow by Charles Gadeken at Canal Convergence 2021



786 Posts 22.7K Followers 282 Following

Old Town Scottsdale (Official)
Government organization
Home to 400 retail shops, 120 restaurants and over 70 art galleries and museums. Tag #OldTownScottsdale to share your Old Town photos with us. 🍷
linkin.bio/oldtownscottsdale
Scottsdale, Arizona

Follow Message Contact +

Old Town Scottsdale Instagram Profile

Old Town Scottsdale Character Area Plan Update

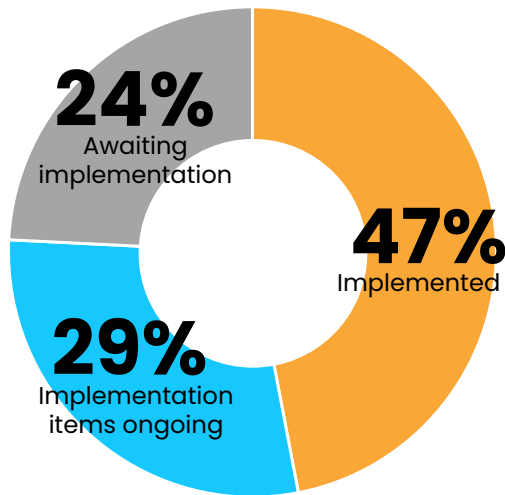
At their August 24, 2021 meeting, City Council initiated a non-major General Plan amendment to update the Old Town Scottsdale Character Area Plan (Case 5-GP-2021). Furthermore, City Council directed staff that any amendments, through subsequent public outreach and public hearings, consider the provision of quality new development and redevelopment; Development Type designations, locations, and transitions to one another; the consideration of development flexibility in the Plan, Zoning Ordinance, and Guidelines; the provision of more interconnected, public open space areas in Old Town; and, providing stronger development requirements. Consequently, City staff conducted public outreach throughout 2021 and into 2022 to help inform forthcoming updates to the Old Town Scottsdale Character Area Plan and Downtown sections of the Zoning Ordinance.

GREATER AIRPARK CHARACTER AREA PLAN

The Greater Airpark contains the largest industrial-zoned area within the City of Scottsdale, and is recognized nationally as a model for airport-based business parks. Additionally, it is the location of some of the largest special events attended in the city, such as the Phoenix Open, the Barrett Jackson Auto Auction, and the Arabian Horse Show.

The Scottsdale General Plan designates the Greater Airpark as a growth area - meaning that it is an area of the community that is most appropriate for development focus. In growth areas, the city can concentrate on improvements that will support a planned concentration and variety of land uses at the greatest intensity and density. Since adoption of the Greater Airpark Character Area Plan in 2010, 47% of programs and initiatives listed in the Implementation Program have been completed, with an additional 29% are items that are typically implemented on an ongoing basis.

Implementation Breakdown (Through 2021)



Greater Airpark Highlights (2021):

New HAWK at Hayden Road north of Princess Drive



Pedestrian & Roadway Improvements

2021 saw three major pedestrian and roadway improvements completed with the Greater Airpark area. The first being major intersection improvements to the Bell Road and Thompson Peak Parkway intersection improvements, including lighting, sidewalk improvements and new asphalt. Further, at Bell Road and Perimeter Drive, Americans with Disabilities Act (ADA) improvements were made to make the intersection more accessible to all Scottsdale residents by removing the median nose to clear the crosswalk. Finally, a Pedestrian Hybrid Beacon (HAWK) was installed on Hayden Road north of Princess Drive near the Scottsdale Sports Complex. *(Programs Implemented: Street/Intersection Improvements - Intersection Mobility Enhancement)*

Cavasson Office



San Artes apartments



Tony Nelson Equestrian Center



Reinvestment/Revitalization



Located at the northwest corner of Loop 101 and Hayden Road, the Cavasson development saw two major aspects of the project completed in 2021. The first being Nationwide Insurance's Scottsdale regional headquarters which was completed in August of 2021. Nationwide's 30-acre portion of the site consists of over 465,000 square feet of office space and over 1 million square feet of parking garage space. The second aspect of the project that was completed was Cavasson Hilton hotel which consists of 230 high-end hotel rooms, and Cavasson Retail which consists of 15,000 retail space, all located at the southwest corner of Hayden Road and Legacy Boulevard. Both were completed in October of 2021.

San Artes, a multi-family development, located at the northwest corner of Hayden Road and Princess Boulevard, was completed in late 2021. This 30-acre project consists of 522 dwelling units housed within 2 & 3-story apartment buildings. Pre-leasing began in June of 2021. *(Programs Implemented: Business Attraction Program - Site Selection Assistance)*

Tony Nelson Equestrian Center Upgrades



WestWorld's Tony Nelson Equestrian Center, North Hall, Equidome and South Hall received a new exhaust system equipped with sensors to mitigate and remove exhaust fumes, dust, and provide the ability for 100% fresh air throughout the facility. The cover on Exterior Arena Five was replaced with the cover replacement on Arena Three, which will be complete by the middle of 2022. *(Programs Implemented: Infrastructure/Facilities Improvements & Programs - WestWorld Capital Improvements)*

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CITY OF SCOTTSDALE

GENERAL PLAN ANNUAL REPORT
JANUARY - DECEMBER 2021