

SCOTTSDALE CITY COUNCIL
WORK STUDY SESSION MINUTES
TUESDAY, APRIL 6, 2021



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

CALL TO ORDER

Mayor David D. Ortega called to order a Work Study Session of the Scottsdale City Council at 7:59 P.M. on Tuesday, April 6, 2021.

ROLL CALL

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

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

PUBLIC COMMENT – None

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

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

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

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

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

Council made the following suggestions for the Vision Statement (Attachment 6):

- Reword paragraph under Distinctive Character to: "Scottsdale respects and is sensitive to the unique history and sense of place found throughout the City in our Old Town, our historic neighborhoods, our outdoor and equestrian experience, recreational activities, and cultural and architectural resources."
- Remove the words "which extends" from the Distinctive Character paragraph.
- Make no changes to the Distinctive Character paragraph.

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

ADJOURNMENT

The Work Study Session adjourned at 8:46 P.M.

SUBMITTED BY:



Ben Lane, City Clerk

Officially approved by the City Council on May 4, 2021

C E R T I F I C A T E

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Work Study Session of the City Council of Scottsdale, Arizona, held on the 6th day of April 2021.

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

DATED the 4th day of May 2021.



Ben Lane, City Clerk



Draft Scottsdale General Plan 2035

Case: 1-GP-2021

City Council Work Study Session

April 6, 2021

1

Public Meetings on Draft Scottsdale General Plan 2035

- Tuesday, April 6th - City Council Work Study Session
- Tuesday, April 13th – City Council Work Study Session
- Tuesday, April 20th – City Council Work Study Session
- Wednesday, April 28, 2021 – PC Non-Action Hearing
- Wednesday, May 12, 2021 – PC Recommendation Hearing
- Tuesday, June 8th - City Council Possible Adoption Hearing



2

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GENERAL PLAN 2035

Citizen Review Committee Recommended Draft, December 2020

The following color-coded legend describes the tracked edits found in this plan:

ORANGE FONT - Edits from the City Council, made during their public meetings through 3/9/2021

City Council Draft General Plan 2035

3

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2035 Draft Plan Review

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

CITY OF SCOTTSDALE GENERAL PLAN 2035 CONTENTS

Executive Summary

Section 1 - Preface

Prologue

Vision and Values

- Right to Life and Liberty
- Community Resilience
- Environmental Stewardship
- Prosperous Future

Introduction

- "Scottsdale, Arizona, 1907"
- Community Profile

Section 2 - Chapters

1) Character & Culture Chapter

- ★ Character & Design Element
- Land Use Element
- General Plan Amendment Element
- ★ Arts, Culture & Creative Community Element **NEW**

2) Sustainability & Environment Chapter

- Open Space Element
- Environmental Planning Element
- Conservation Element
- Water Resources Element
- Energy Element

3) Collaboration & Engagement Chapter

- ★ Community Involvement Element

4) Community Well-Being Chapter

- ★ Healthy Community Element **NEW**
- Housing Element
- Recreation Element
- Safety Element

5) Connectivity Chapter

- Circulation Element
- Elysian Element

6) Revitalization Chapter

- Neighborhood Revitalization & Rehabilitation Element
- Redevelopment, Rehabilitation & Reimagining Element
- Growth Areas Element
- Cost of Development Element
- Public Services & Financing Element
- Public Safety Element

7) Innovation & Prosperity Chapter

- ★ Economic Vitality Element
- ★ Tourism Element
- ★ Quality of Life Element

8) Implementation Chapter

Section 3 - Appendix

Appendix

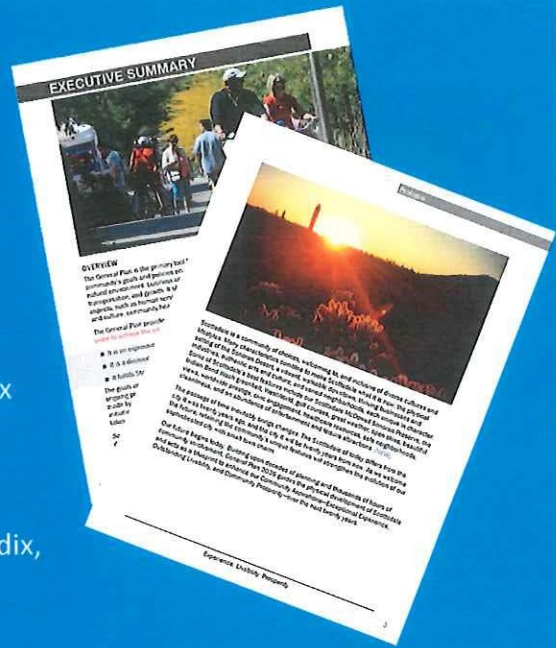
- Abbreviations
- Glossary
- Visual Plans & Photos
- Photographs
- Acknowledgments

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4

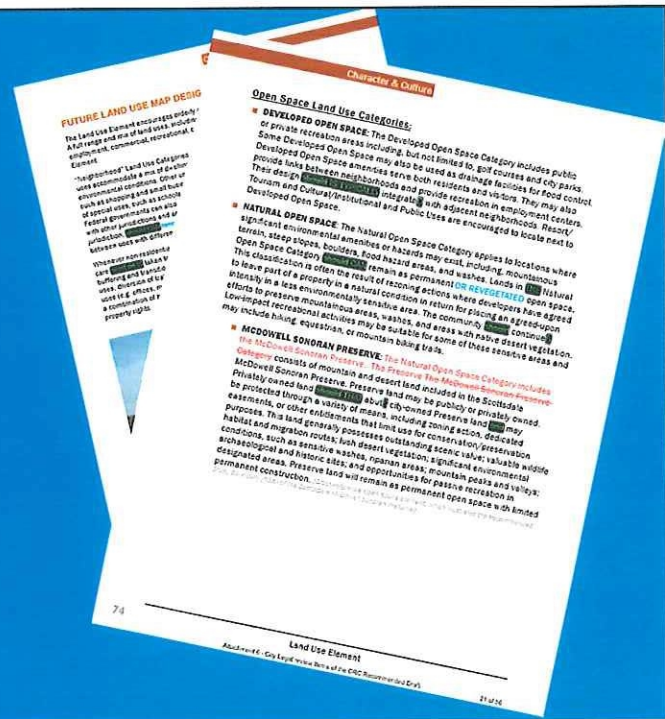
Draft Plan - Executive Summary/Prologue

- Sections that were adjusted include:
 - Executive Summary – Companion Piece to Plan
 - Prologue – Retain in Plan
 - Foundation for the Vision – Historical, Appendix
 - Purpose of the General Plan – Retain in Plan
 - Community Profile – Historical Portions Appendix, Retain Place in Region/Demographics in Plan



Draft Plan Language

- Strengthened Throughout
- Goals – more action oriented



Section 1 – Preface

Vision Statement Community Aspirations Community Values

Vision Statements Tested With Community

2011 Community Vision

Each of us has a vision of what Scottsdale should be in the future. Although our visions are different, they share common qualities and reference points. We hope to create a safe, attractive city for ourselves, our children, and for future generations. We envision a city where the natural environment is protected, a high quality of life is enjoyed, and where citizens and business leaders in their city government, we agree to create a city that is economically healthy and a great place to do business. We envision a city that has balanced mobility options and connections to citywide and regional networks. We see our community as a great place to live now and in the future.

Many characteristics combine to make Scottsdale what it is now. The physical setting of the Sonoran Desert, the character of our downtown dining business and industry providing diversified employment, a historical emphasis on arts and culture, and a variety of neighborhoods, each unique in character, allowing for a broad range of lifestyles.

The passage of time inevitably brings change. Scottsdale's history differs from the city of twenty or fifty years ago and is different now than the city will be in twenty or fifty years. The task facing us is to retain the most important characteristics of our city in the face of changes we cannot control, and manage as well as possible, those forces we can control.

Maximizing agreement about the future is not the goal of the General Plan. Rather, it strives to create balance and blending of options to form a community that can actively manage change. Only then can we retain the community's unique characteristics and set a course for the future. The General Plan will strive to reflect a coherent vision of the hopes, dreams, and aspirations of a diverse population - senior citizens and children, long-term residents and newcomers, those living in walkable neighborhoods, and those living in newly created neighborhoods.

Typically Grouped Legend:
Character & Culture, Sustainability & Environment, Collaborative & Engagement, Community Well-Being, Community, Innovation & Prosperity

2014 Task Force Vision

Scottsdale will be an exceptional balanced desert experience and the premier southwestern tourist destination. Our business and industry will foster outstanding quality through connected, healthy and sustainable communities. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity.

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

OUTSTANDING QUALITY
Scottsdale will continue to offer a variety of multi-generational lifestyle choices that are responsibly planned, connected, attractive, and consistent with appropriate infrastructure and services for urban, suburban, and rural living. Our high standard of excellence will advance well-being and safety through preservation of physical and social amenities.

COMMUNITY PROSPERITY
Scottsdale will be a thriving, progressive city that attracts and grows world-class businesses, leverages technology, encourages innovation and creativity, and cultivates a well-educated workforce. Our citizens will have opportunities to prosper.

Typically Grouped Legend:
Character & Culture, Sustainability & Environment, Collaborative & Engagement, Community Well-Being, Community, Innovation & Prosperity



Vice Mayor Jack Vizen Statement

A Vision for the Future

VISION STATEMENT - Elected Town Hall Statement

SCOTTSDALE WILL...

- Be a safe, attractive, vibrant and sustainable city founded on and adhering to community values, and managing our future based on preserving these values.
- Celebrate our heritage where the past is preserved and industry is celebrated.
- Be an active, globally interconnected, and multi-generational city where residential neighborhoods are well protected and preserved and harmoniously coexist with commercial districts and the environment.
- Preserve and expand our meaningful open spaces.
- Promote a culture of well-being.
- Be a place where people are connected to and respect each other, and where citizens are primary stakeholders in the city and government.
- Manage growth responsibly and with respect for nature, sustainability, well-being, character, historically significant structures and sites, and unique environmental assets such as the Sonoran Desert and our national tourism presence.
- Be a vibrant, economically prosperous, and welcoming city with a unique international reputation for natural beauty, innovation, opportunity, arts and culture, economic vitality, and livability.
- Continue to draw visitors from around the world because of our internationally recognized brand reflected in our city's physical appearance, desert setting, the Premier, world-class events, scenic, historic heritage, high quality of life, healthcare resources, shopping, unique and walkable downtown, and arts, culture and recreation opportunities.
- Create, grow and attract diverse, world-class businesses and entrepreneurs that leverage technology, innovation, and a thriving, well-educated workforce to fuel the local economy and benefit the global economy.
- Have a wide range of innovative, efficient and effective mobility options that connect to citywide and regional networks.

We will be one of the finest cities in which to live, work, and play and a place where the Southwest and the West Culture join hands.

Typically Grouped Legend:
Character & Culture, Sustainability & Environment, Collaborative & Engagement, Community Well-Being, Community, Innovation & Prosperity

2014 Vision + Council Suggested Additions

VISION

Scottsdale will be an exceptional Sonoran Desert experience, and the premiere **INTERNATIONAL** southwestern tourist destination, **WHERE OUR DISTINCTIVE HERITAGE (OR CHARACTER) IS VALUED**. Our diverse neighborhoods will foster outstanding livability through connected, healthy and sustainable communities. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity.

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2014 Community Aspirations + Council Suggested Additions

Exceptional Experience.

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

Outstanding Livability.

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

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Community Prosperity.

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

DISTINCTIVE HERITAGE (OR CHARACTER).

SCOTTSDALE WILL RESPECT AND BE SENSITIVE TO THE UNIQUE HISTORY AND LEGACY FOUND IN THE HEART OF OLD TOWN AND EXPANDING THROUGHOUT THE CITY, IN HISTORIC NEIGHBORHOODS, ARCHAEOLOGICAL SITES, AND CULTURAL RESOURCES WHICH DEFINE OUR UNIQUE SENSE OF PLACE.

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Attachment 6

VISION

Scottsdale is known worldwide as an exceptional Sonoran Desert experience, and the premiere international tourist destination in the Southwest. We value and preserve our distinctive character. We will foster outstanding livability through diverse neighborhoods which form connected, healthy and sustainable communities. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity. We will be one of the finest cities in which to work, live, and play and a place where the past and the future join hands.

Exceptional Experience. Scottsdale is a special place in the Sonoran Southwest. We will draw visitors, businesses, and new residents from around the world to our inclusive community. With our climate, natural desert beauty, vast open spaces and vistas, and environmental assets we will provide a unique experience for visitors and residents alike. Within this diversified environment, we enjoy a vibrant downtown with distinctive arts and culture, high standards for design, world-class resorts, events and museums, and recreational opportunities.

Outstanding Livability. Scottsdale is a vibrant city with the charm, look, and feel of a much smaller community. We will offer a variety of multi-generational lifestyle choices that are responsibly planned, attractive, and supported with appropriate infrastructure and services for urban, suburban, and rural living. Our neighborhood experiences will advance well-being and safety through promotion of physical and social connection.

Community Prosperity. Scottsdale focuses on being a thriving, prosperous city that attracts and grows world-class businesses, leverages technology, encourages innovation and creativity, promotes wellness, sustainability, and cultivates a knowledgeable workforce. Above all, Scottsdale will continue to be a great place to work because it is a special place to live.

Distinctive Character. Scottsdale respects and is sensitive to the unique history and Western legacy found in the heart of Old Town, which extends throughout the City in historic neighborhoods, our outdoor and equestrian experience, recreational activities, and cultural and architectural resources which define our unique sense of place.

Attachment 7

Edited Vision Statement

SCOTTSDALE'S distinctive neighborhoods champion exceptional multi-generational Quality Of Life by way of, premier educational opportunities, healthy lifestyles and a sustainable secure community. Our focus on a educated citizenry attracts and retains business centers of excellence that stimulate innovation and promote prosperity. We offer a compelling Sonoran Desert Experience as a premier southwestern tourist destination with unrivaled open space. The community aspires to illuminate its cherished heritage while engaging the future. As a proactive community we embrace SMART and Future City concepts aligned with controlled growth. Citizen desires to be immersed in natural landscape are realized via biodiversity. We aim to employ Green Technology wherever possible to reduce greenhouse emissions. Scottsdale is committed to all aspects of equal opportunity. Our medium sized Eco-friendly model city objectives continue to draw attention internationally.

OUR COMMUNITY VALUES



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

■ Respect Character and Culture

Enhance and protect Scottsdale's unique features, neighborhood identity, character, livability, southwestern heritage, and tourism through appropriate land uses and high standards for design. Create vibrant and attractive places that accommodate a variety of ages and incomes and support the arts and multicultural traditions. **RESPECT THE UNIQUE LEGACY, HISTORY, AND PEDESTRIAN SCALE OF THE DOWNTOWN CORE IN OLD TOWN. THIS CORE AREA ORIGINATED OUR IDENTITY, COMMUNITY CHARACTER, AND UNIQUE SENSE OF PLACE.**

■ Conserve and Preserve the Environment

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

■ Collaborate and Engage

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

■ Foster Well-Being

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

■ Connect the Community

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

■ Revitalize Responsibly

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

■ Advance Innovation and Prosperity

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

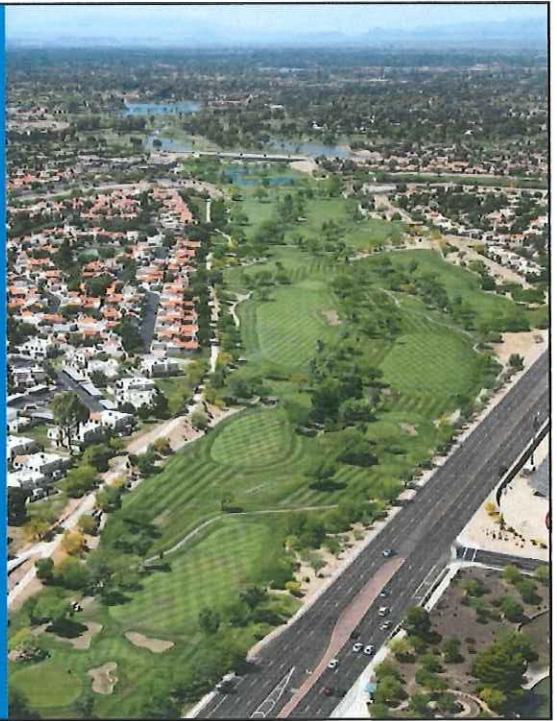
Section 2 – Chapters

Character + Culture Chapter

Character & Culture Chapter

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

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Character & Design Element

- CD 1 Development appropriateness
- CD 2 Continue Character Area Planning
- CD 3 Foster quality design
- CD 4 Enhance streets and public spaces
- CD 5 Improved character through landscaping
- CD 6 Minimize light and noise pollution
- CD 7 Honor western/equestrian lifestyle

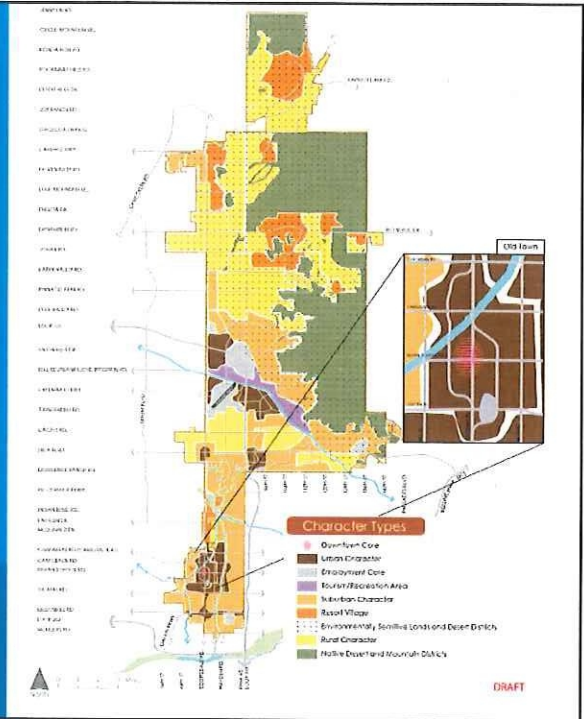
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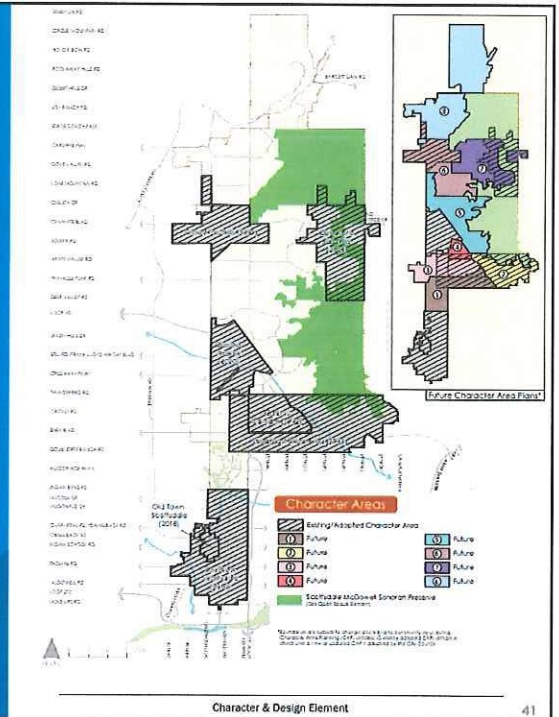
Proposed Character Types Map – Addition of Downtown Core

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



Proposed Character Areas

- Approved Character Areas
- Future Character Areas



Land Use Mixture

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GENERAL PLAN 2035 LAND USE MIXTURE					
Land Use Group	Land Use Category	General Density	Percentage*	Existing Acreage*	Total Percentage of Group
Residential	DESERT RURAL NEIGHBORHOODS	1 DWELLING UNIT PER 3 OR MORE ACRES	6%	7,582	51%
	Rural Neighborhoods	1 dwelling unit per 1 or more acres	20%	23,373	
	Suburban Neighborhoods	More than 1 and less than 8 dwelling units per acre	23%	27,181	
	Urban Neighborhoods	8 or more dwelling units per acre	2%	2,545	
Mixed Uses	Mixed-Use Neighborhoods		3%	4,087	5%
	Resorts/Tourism		2%	1,870	
Non-Residential	Cultural/Institutional or Public Use		3%	3,254	7%
	Commercial		1%	1,305	
	Employment		3%	3,199	
Open Space	Developed Open Space		7%	8,430	37%
	Natural Open Space		5%	5,410	
	MCDOWELL SONORAN PRESERVE		25%	29,862	

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1) Change in General Plan Land Use Category Criteria

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

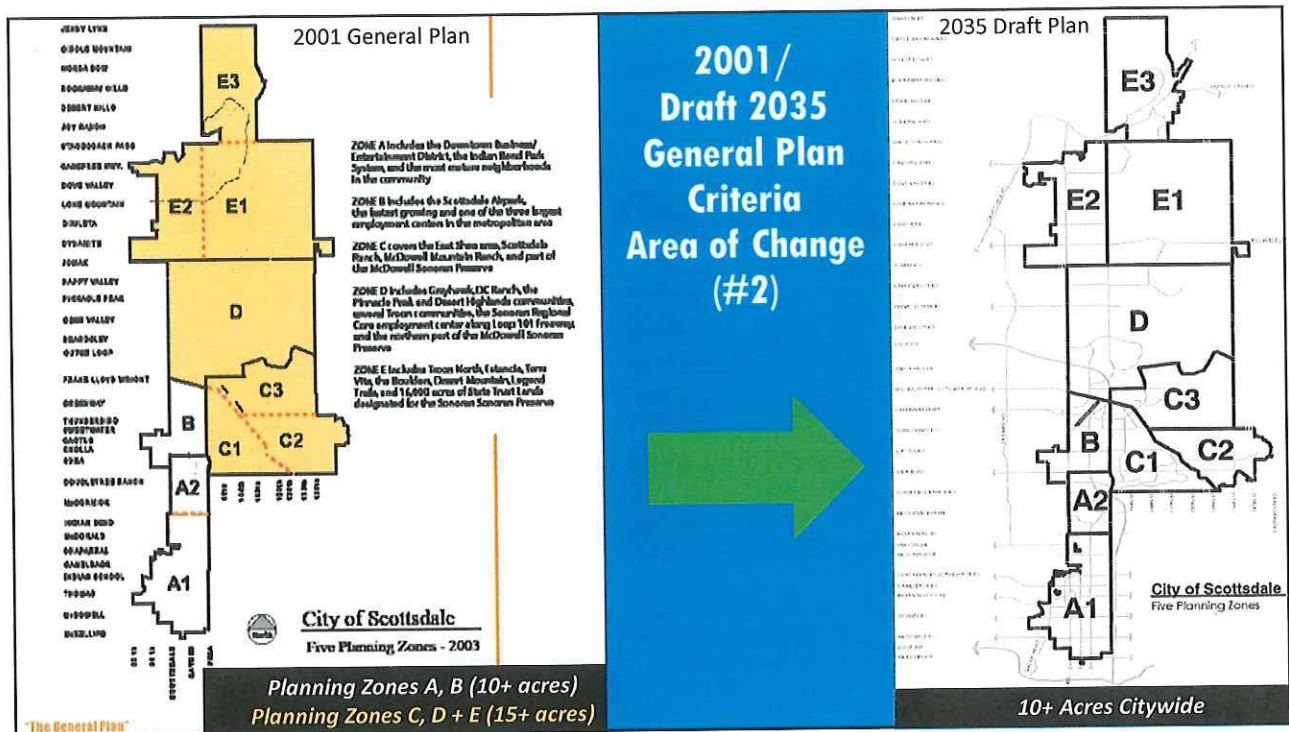
CHANGE IN LAND USE CATEGORY				
From Category:	To Category:			
	A	B	C	D
A Rural Neighborhoods	Minor	Major	Major	Major
B Natural Open Space				
C Suburban Neighborhoods				
D Developed Open Space	Minor	Minor	Major	Major
E Cultural/Institutional or Public Use				
F Urban Neighborhoods				
G Resorts/Tourism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

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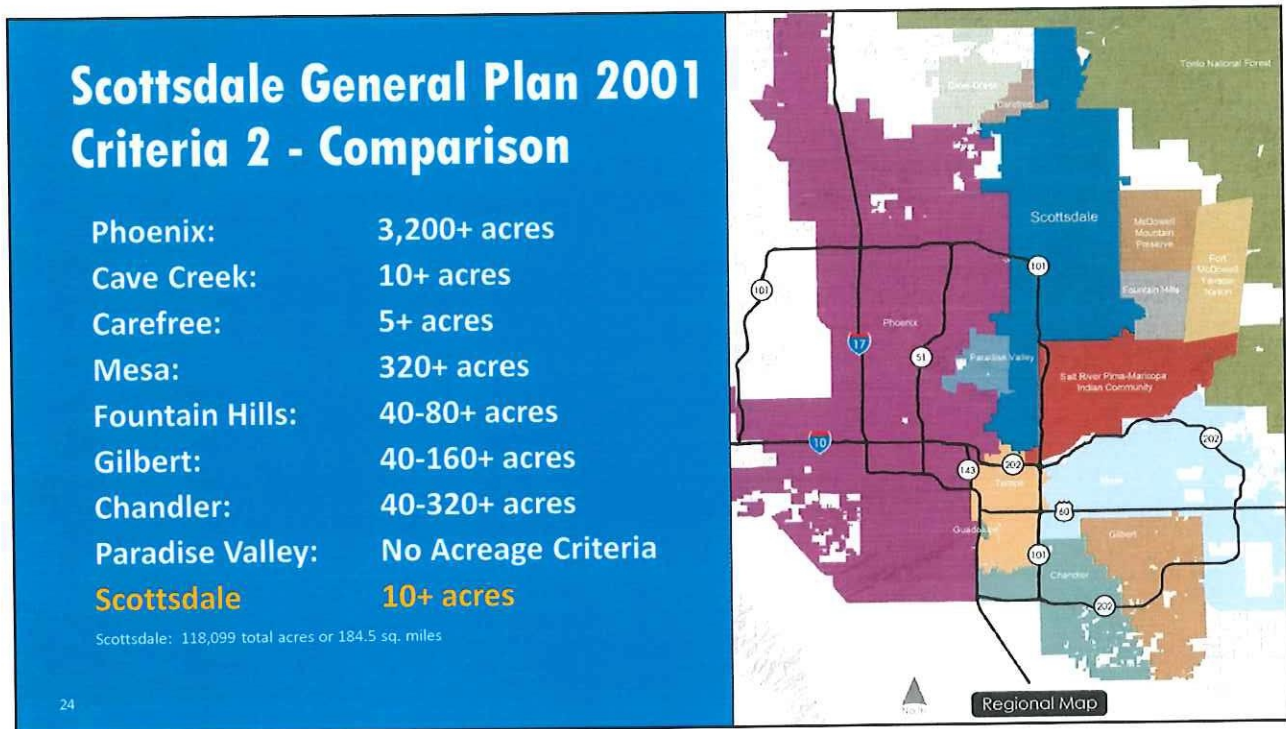
Major Amendment Criteria #1 – Change in Land Use

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

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Major Amendment Criteria #3 + #4

Character Area – Water/Wastewater Infrastructure Criteria

3) Character Area Criteria

A change in General Plan Land Use Category that does not clearly meet the goals, policies, and strategies embodied within an adopted Character Area Plan or that changes an existing character area or boundary. Character Areas recognize and maintain the unique physical, visual, and functional conditions that occur in distinct areas across the community. The city recognizes that Character Areas form a context that is important to the lifestyle, economic well-being, and long-term viability of the community. The Character & Design Element identifies adopted Character Area Plans.

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4) Water/Wastewater Infrastructure Criteria

A change in General Plan Land Use Category that results in the premature increase in the size of a master planned water transmission or sewer collection facility and that also requires public/ community: a) investment for such facilities or b) physical provision of such facilities.

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Major Amendment Criteria #5, #6 + #7

5) Change to the Amendment Criteria and/or Land Use Category Definitions

A modification to the General Plan Amendment Criteria Section of the General Plan Land Use Element and/or a text change to the use, density, or intensity of the General Plan Land Use Category definitions.

6) Growth Area Criteria

A change in General Plan Land Use Category accompanied by a new or expanded Growth Area.

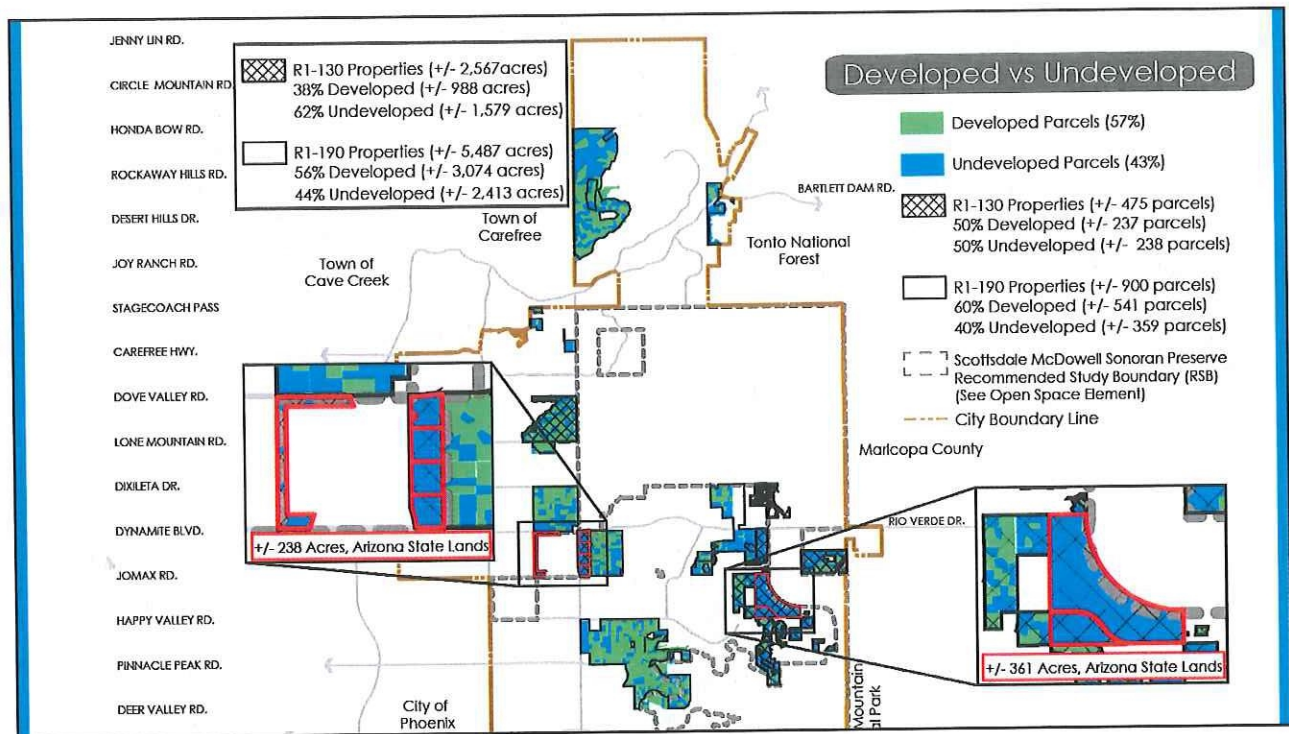
7) General Plan Land Use Overlay Criteria

The modification or expansion of an existing General Plan Land Use Overlay Category (specifically regarding the Regional Use Overlay, Infill Incentive District Overlay, Shea Corridor Overlay, and Mayo Support District Overlay) or the creation of a new General Plan Land Use Overlay Category.



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Proposed New Desert Rural Land Use Definition

Desert Rural Neighborhoods:

This category includes the largest-lot, single-family neighborhoods. Densities in Desert Rural Neighborhoods are usually one dwelling unit per three or more acres. Within the Environmentally Sensitive Lands (ESL) areas, native desert vegetation is abundant and special care is needed to preserve open desert character and environmental features. The goal in Desert Rural Neighborhood is to retain the large-lot character while preserving desert vegetation, washes, and natural features. Limited clustering of development may be considered to achieve this goal. Desert Rural Neighborhoods may also include equestrian or limited golf course uses.

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Highlights of Draft Plan Chapter 1— Land Use Element

- Enhanced discussion surrounding ESLO and NAOS (44)
- Clarifying language regarding the Preserve (54)
- Land Use Designation
 - Removed Infill Incentive Definition (55)
- Authority of Review in Appeal of Major Amendment (58)

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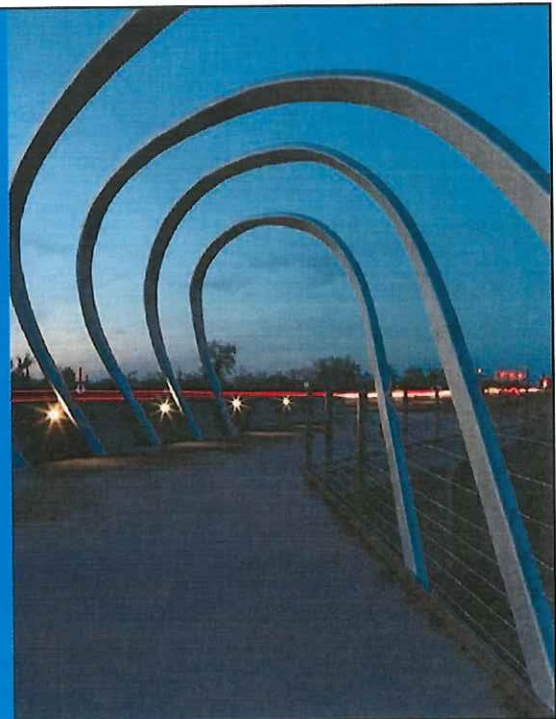
31

Arts, Culture & Creative Community Element

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

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Highlights Draft Plan Summary

Chapter 1 – Arts, Culture & Creative Community Element

- Additional emphasis on supporting the arts and cultural resources of the City; (64-65)
- Arts and Working Artists are better defined; (67)
- References to SMOW, SMOCA, Art Galleries (64)

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Section 2 - Chapters

Chapter 2 – Sustainability & Environment

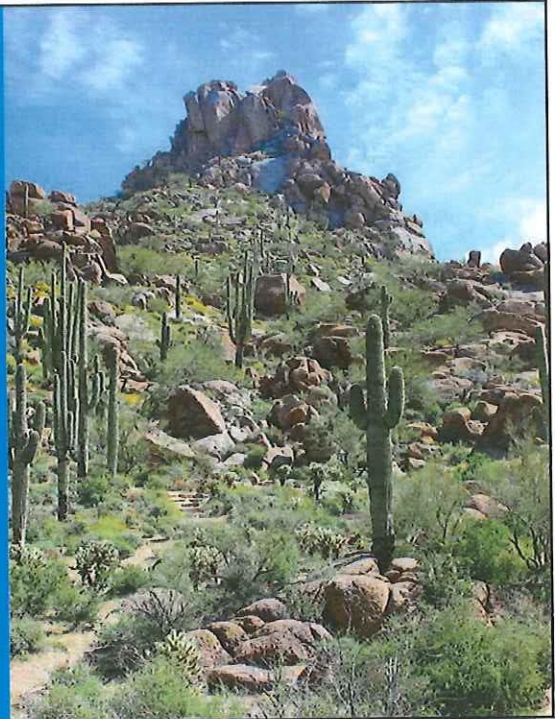
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Sustainability & Environment Chapter

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

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Section 2 - Chapters

Chapter 2 – Sustainability & Environment Open Space Element

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Open Space Element

- OS 1 Provide open space types
- OS 2 Fulfill preserve initiative
- OS 3 Preserve natural open spaces
- OS 4 Maintain a continuous open space system
- OS 5 Provide developed open space opportunities
- OS 6 Relate to Land use and character
- OS 7 Manage Open Space
- OS 8 Acquire, expand, improve open spaces
- OS 9 Expand the regional open space system

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Highlights in Draft Plan Chapter 2– Open Space Element

- Enhanced references to ESLO and NAOS; (73)
- Aligned Goals and Policies of Element with Four Primary Open Space Types (Goal OS1) – Preserve, Natural Open Space, Continuous Open Space + Developed Open Space (74-76)
- Emphasis on the provision of Public Open Spaces & Tree Canopy/Shade (77, 79-80)

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Environmental Planning Element

- EP 1 Protect & enhance habitats
- EP 2 Demonstrate environmental stewardship/sustainability
- EP 3 Protect air quality
- EP 4 Maximize recovery, reuse, and recycling
- EP 5 Encourage environmentally sound/green building design
- EP 6 Surpass water quality standards
- EP 7 Reduce heat islands

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Highlights in Draft Plan Chapter 2— Environmental Planning Element

- Enhanced references ESLO and NAOS; (86-87)
- Expanded language to support Environmental Planning Programs and Initiatives (88-91)
 - Air quality
 - Circular Economy
 - Green Building
 - Heat island reduction/mitigation

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SEAC Comments Chapter 2 – Environmental Planning Element

- Goal EP 4 – adjusted language incorporated “expand circular economy”
- EP 4.8 - adjusted language to provide horse manure composting as an example – will broaden language to “such as compost programs”
- SEAC request: climate action goal/policy that includes climate mitigation, emissions (EP 3.1), energy (103-107), transportation(EP 3.1, 3.2, 3.3) resiliency (EP 7.4), and extreme heat (EP 7, EP 7.1-7.7)
 - EP 7.4 Engage and educate the public on climate action and resiliency

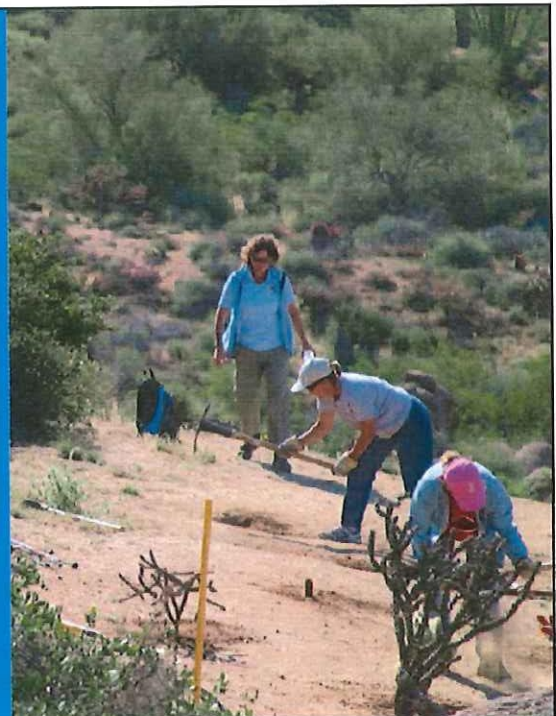


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Conservation Element

- CONSV 1** Balance conservation/built environment
- CONSV 2** Protect desert biodiversity/ecosystems
- CONSV 3** Protect watersheds
- CONSV 4** Conserve water
- CONSV 5** Minimize Erosion of watercourses



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Highlights in Draft Plan Chapter 2– Conservation Element

- Action language added to goals/policies
- Recommended SEAC/City Staff language change for CONSV 2.7 to: “Strive to reduce pesticide use by employing non-chemical and less toxic pest management strategies”
- Minimal adjustment/ some clarifying language added to policies

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Water Resources Element

WR 1 Assure long-term water supply

WR 2 Prepare for climatic impacts on water supply

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Highlights in Draft Plan Chapter 2– Water Resources Element

- New Policy WR 2.7 -

Expand the Water Conservation Program to increase efficiency and reduce per capita usage.

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SEAC Comments Chapter 2 – Water Resources Element

- Acknowledge precarious nature of Colorado River supply
 - Introduction (99) discusses full water portfolio, including Colorado River, how Scottsdale Water actively plans/prepares for drought
 - Goal WR 2/policies speak to adapting to significant climatic impacts on water supply
- Restore references to gray water – Scottsdale Water Resources would rather specific references to gray water remain omitted from plan
 - Water Resources Director Brian Biesmeyer
- Rainwater harvesting – using landscaping and modified infrastructure to collect and direct rainwater to areas of soil where water infiltrates and is stored.
- Water conservation – any beneficial reduction in water loss, use, or waste. This includes water management practices and programs that improve the use and/or efficiency of water, functional process and behavior.



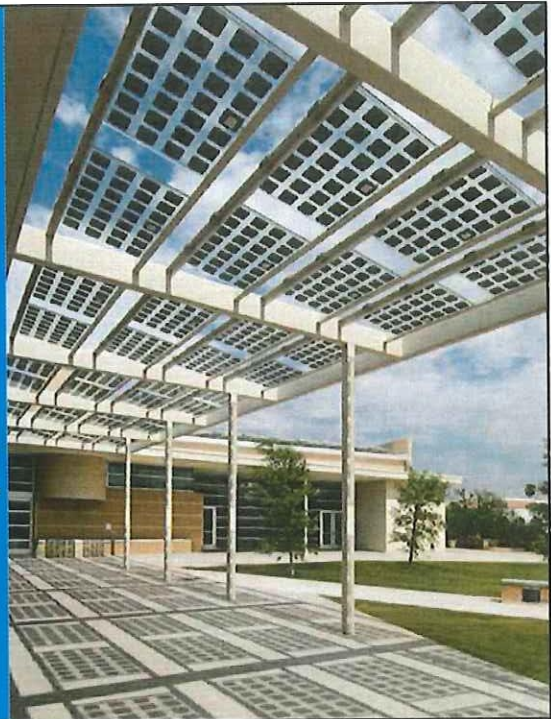
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Energy Element

- E 1 Become a net-zero community
- E 2 Reduce energy consumption
- E 3 Promote energy efficiency
- E 4 Increase energy efficiency of city facilities
- E 5 Develop renewable energy sources

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Highlights in Draft Plan Chapter 2– Energy Element

- New Policy E1.6 which promotes energy efficiency improvements for residential properties and education of property owners about such
- New Policy E 1.7 which promotes energy grid preparedness through performance of regular stress tests

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Section 2 - Chapters

Chapter 3 – Collaboration & Engagement Community Involvement Element

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Community Involvement Element

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

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Highlights in Draft Plan

Chapter 3– Community Involvement Element

- Goal CI2 – clarified language - direct input from all areas of the community should be sought

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Section 2 - Chapters

Chapter 4 – Community Well-Being

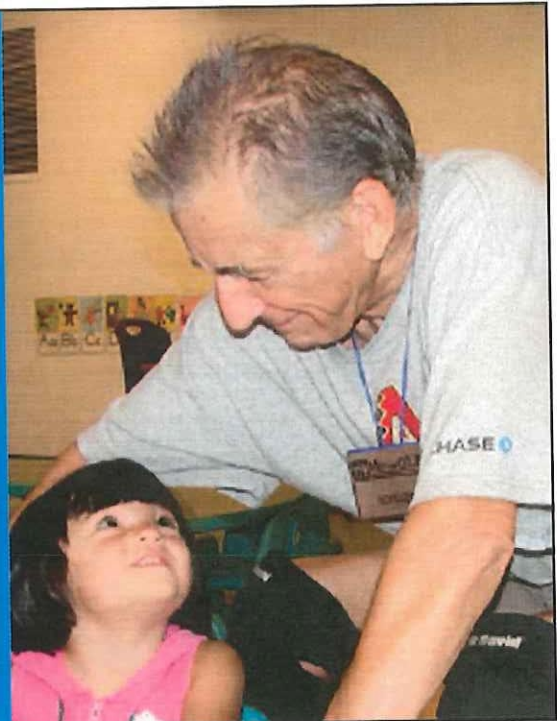
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Community Well-Being Chapter

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

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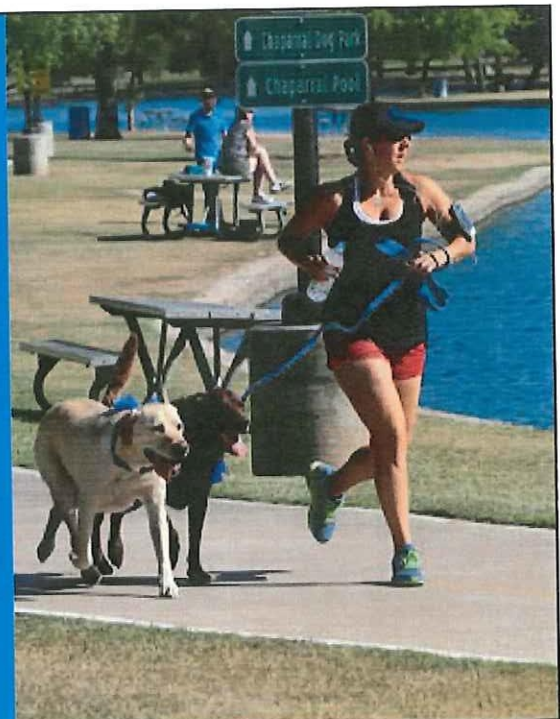


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Healthy Community Element

- HC 1 Access to healthcare + human services
- HC 2 Access to healthy, local foods
- HC 3 Build on wellness and healthful living
- HC 4 Ensure diversity and inclusion
- HC 5 Accommodate senior citizens
- HC 6 Foster a caring community

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Highlights in Draft Plan Chapter 4 – Healthy Community Element

- New Policy HC 2.5 – supports the creation of a network to share and receive local fruits.
- New Health Facilities Map includes Hospitals, County Health, and Neighborhood Outreach Access to Health (NOAH) Facilities

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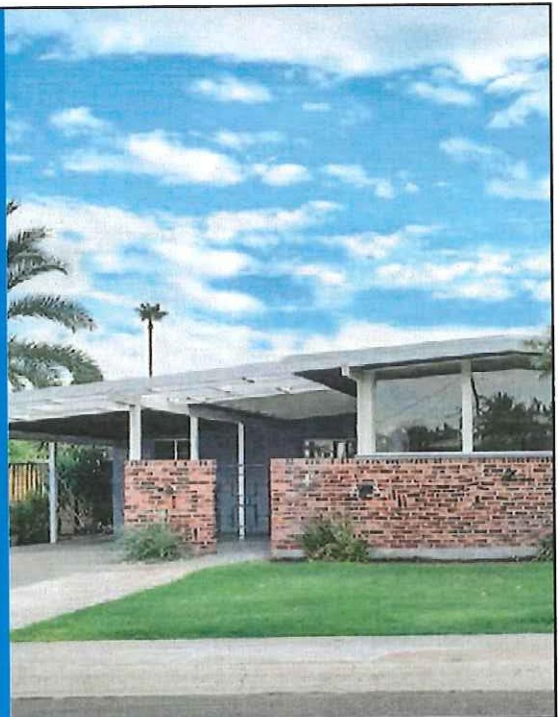
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Housing Element

- H 1** Support diverse housing options
- H 2** Provide a variety of housing options
- H 3** Provide generational housing options
- H 4** Prevent housing discrimination

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Highlights in Draft Plan Chapter 4 – Housing Element

- Minimal action and clarifying language added to policies within the Element.

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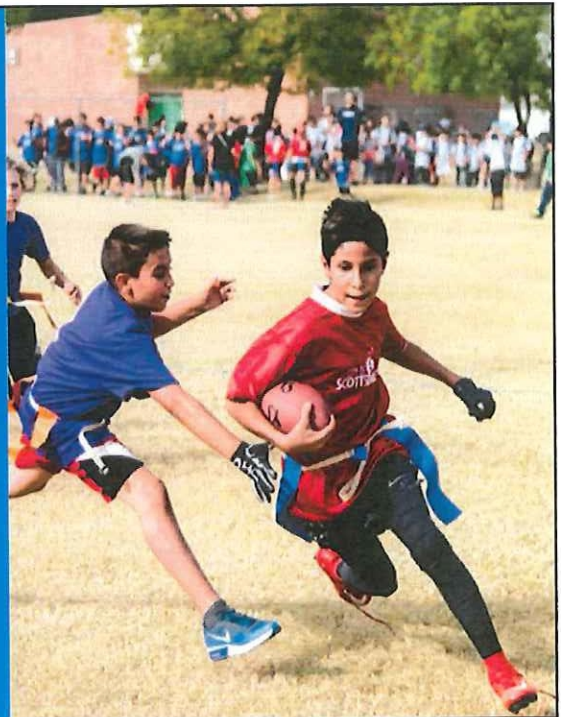
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Recreation Element

- R 1 Develop quality recreation facilities
- R 2 Collaborate with public entities
- R 3 Provide recreational diversity

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Highlights in Draft Plan Chapter 4 – Recreation Element

- New Policy R2.3 promotes enhancement of our aquatic community, facilities and programming.
- Update to Parks & Recreation Facilities Map –
 - Includes aquatic facilities;
 - Solstice Neighborhood Park (to be added)

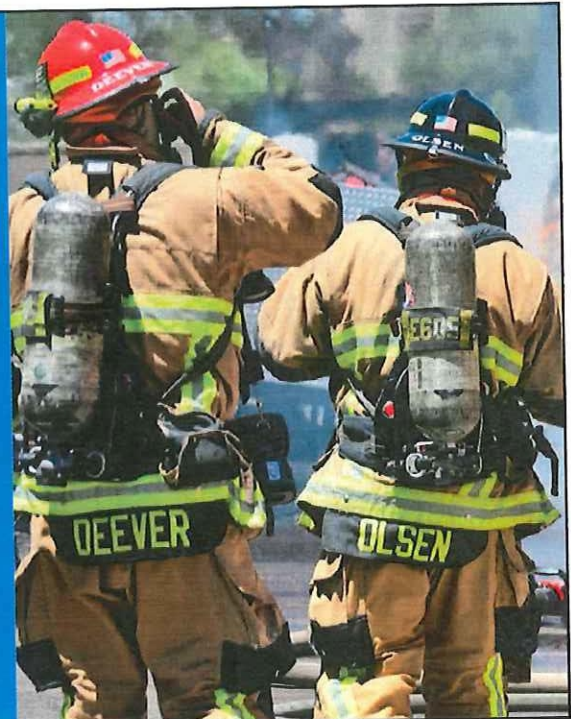
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Safety Element

- S 1 Prevent hazards
- S 2 Prepare for emergencies
- S 3 Deliver emergency response
- S 4 Prepare for disaster recovery
- S 5 Maintain airspace/transportation safety
- S 6 Flood impact protection
- S 7 Safety through crime prevention
- S 8 Promote hazardous materials safety

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Highlights in Draft Plan Chapter 4 – Safety Element

- New Policy S 2.5 – Retrofit city facilities and services to continue operations during possible disruptions for any period of time.
- Updated Policy S 3.1 to ensure public safety resources are also based on population density, service areas, and other changes.
- New Policy S 3.6 – Support and cooperate with state and county public health recommendations and procedures when responding to pandemics and other emergencies and disasters.

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Section 2 - Chapters

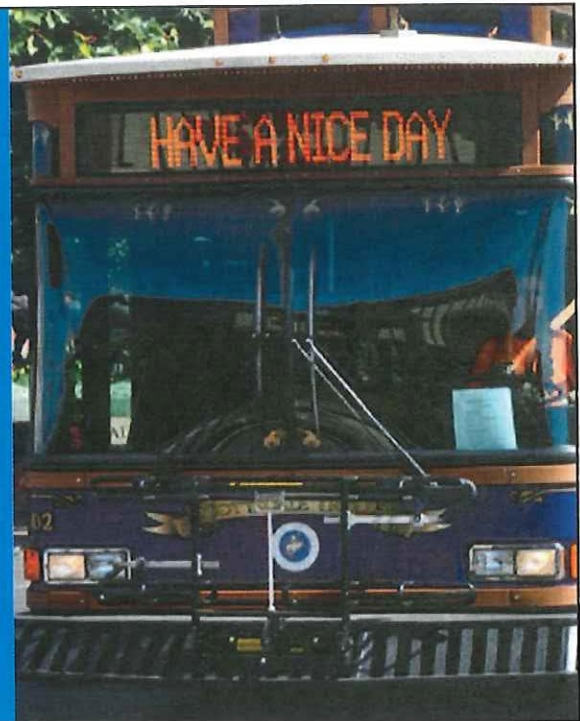
Chapter 5 – Connectivity Chapter

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Connectivity Chapter

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

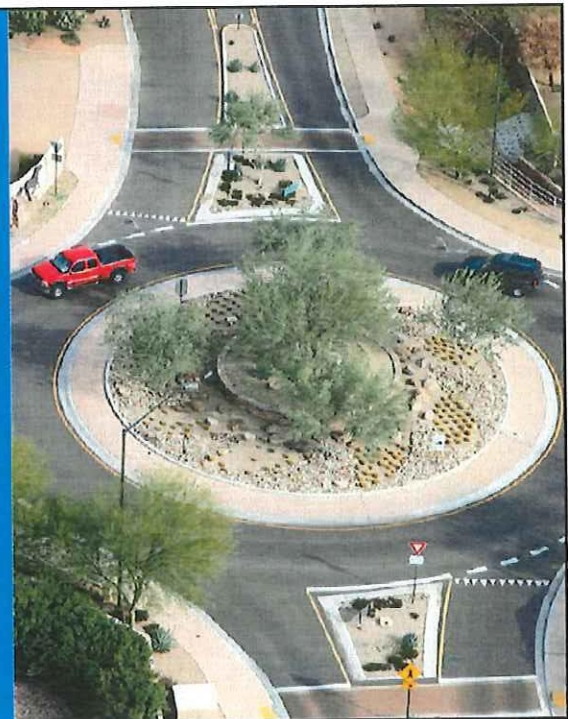


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Circulation Element

- C 1 Design safe / efficient transportation corridors
- C 2 Reduce automobile trips
- C 3 Develop a connected multi-modal system
- C 4 Plan for future expansion
- C 5 Protect neighborhoods
- C 6 Participate in regional coordination
- C 7 Coordinate with schools and neighborhoods
- C 8 Provide a comfortable & accessible system



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Highlights in Draft Plan Chapter 5 – Circulation Element

- Clarified language that supports future technologies and micro-mobility options (C 1.1) in the design of safe and efficient transportation corridors - deletes references to high-capacity transit (C 1.1)
- Deletion of C 1.6 – assess alternates to high-capacity transit

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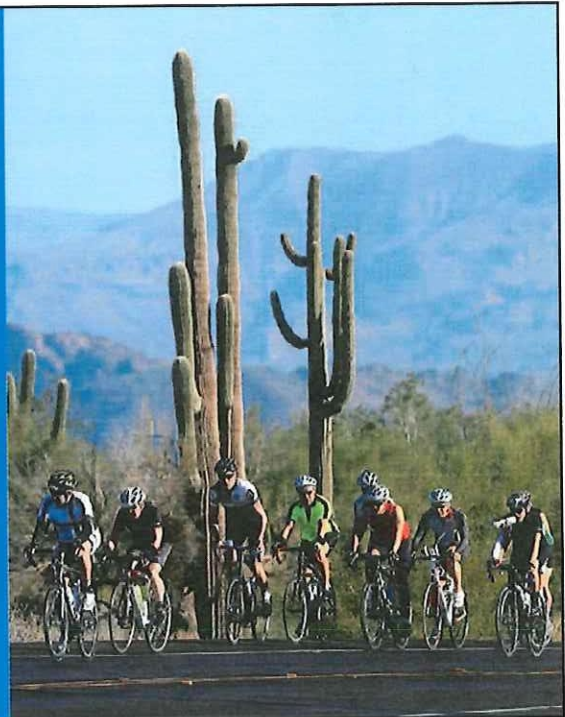
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Bicycling Element

- B 1 Develop accessible & interconnected networks
- B 2 Encourage increased bicycle use
- B 3 Promote bicycle education & safety

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Highlights in Draft Plan Chapter 5 – Bicycling Element

- Minimal clarifying language added to Scottsdale's designation as a Bicycle Friendly Community (B 1.5)

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Section 2 - Chapters

Chapter 6 – Revitalization Chapter

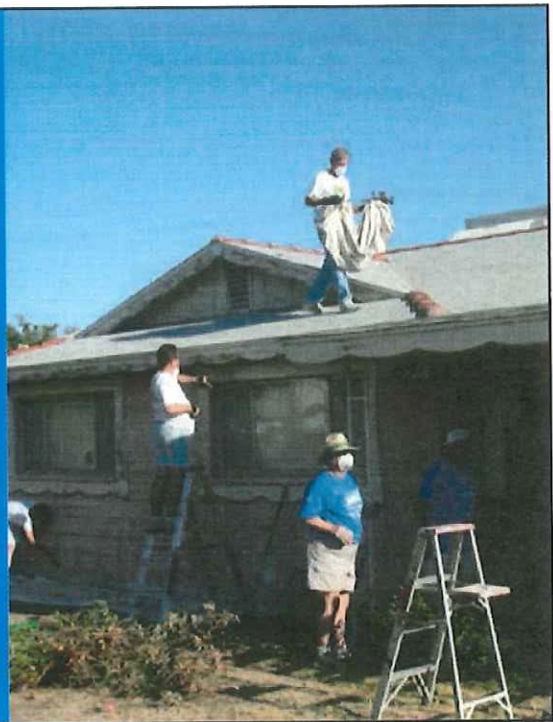
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Revitalization Chapter

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

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Neighborhood Preservation & Revitalization Element

NPR 1 Preserve neighborhood character

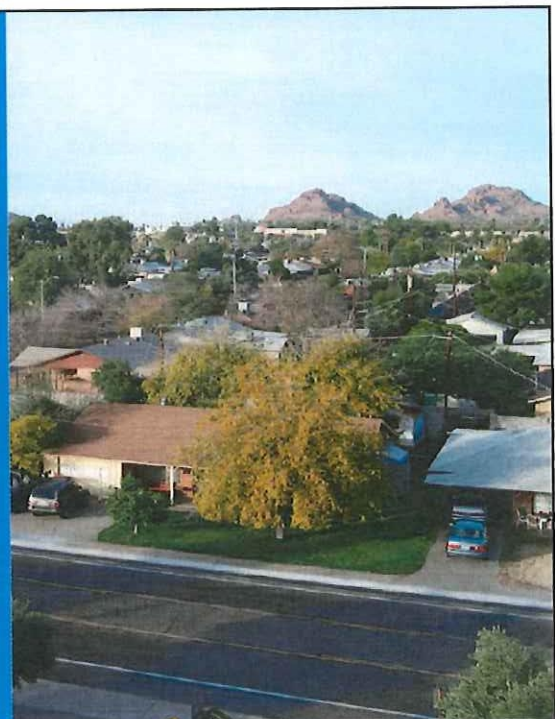
NPR 2 Promote homeownership

NPR 3 Provide neighborhood safety

NPR 4 Develop neighborhood planning

NPR 5 Promote community building

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Highlights in Draft Plan Chapter 6 – Neighborhood Preservation & Revitalization Element

- NPR 1.3 clarified language to emphasize that a Historic Designation should come as a result of a property owner's desire for such

71

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Conservation, Rehabilitation, & Redevelopment Element

CRR 1 Context appropriate development

CRR 2 Sustain economic well-being

CRR 3 Only when necessary, use
Redevelopment Authority

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Highlights in Draft Plan Chapter 6 – Conservation, Rehabilitation, & Redevelopment Element

- Minimal text changes in introduction.

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Growth Areas Element

GA 1 Provide direction for growth

GA 2 Improve transportation access

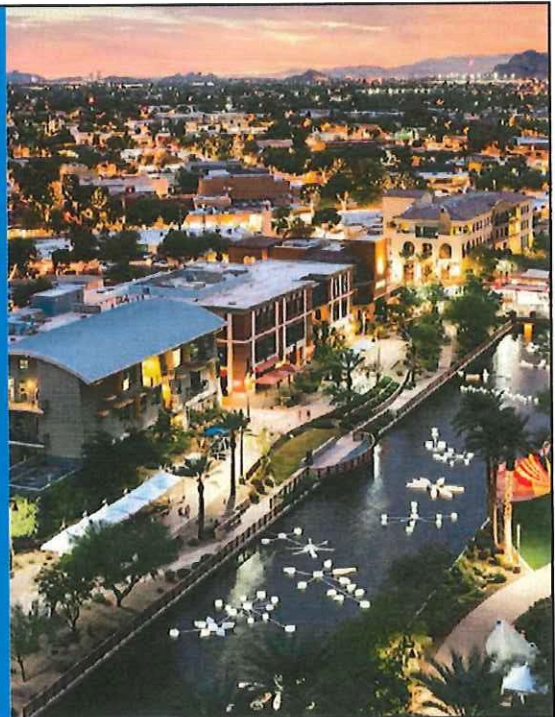
GA 3 Conserve resources

GA 4 Promote infrastructure planning

GA 5 Build on character and diversity

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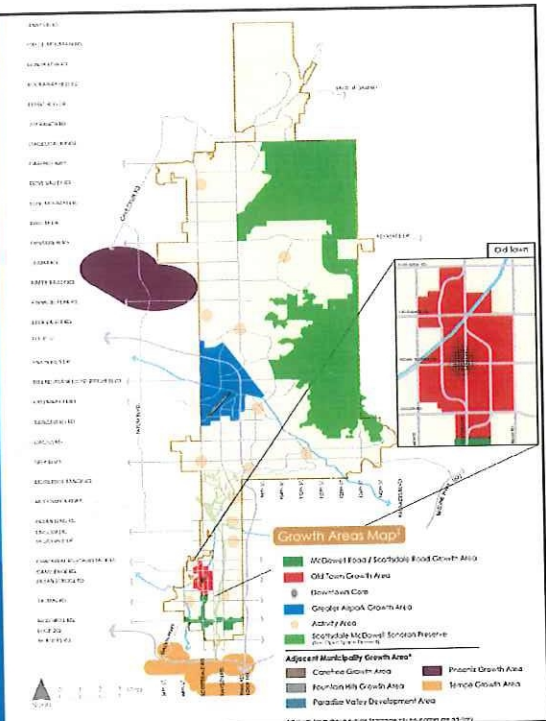
74



Highlights in Draft Plan Chapter 6 – Growth Areas Element

- Old Town Growth Area includes description of the Downtown Core
- Growth Area Map depicts general Downtown Core location within Old Town Growth Area
- Specific boundaries are assigned to each growth area (3) depicted on the map

75



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Cost of Development Element

- COD 1** Development pays its fair share
- COD 2** Promote timing/adequacy of public services
- COD 3** Coordinate infrastructure investment

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Highlights in Draft Plan Chapter 6 – Cost of Development Element

- Minimal, clarifying language added to policies within the Element.

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Public Services and Facilities Element

PSF 1 Maintain innovative solid waste system

PSF 2 Maintain utility/infrastructure systems

PSF 3 Plan/manage public service operations

PSF 4 Provide a library system

PSF 5 Jurisdictional partnership for service efficiencies

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Highlights in Draft Plan Chapter 6 – Public Services & Facilities Element

- Minimal, clarifying language added to policies within the Element.

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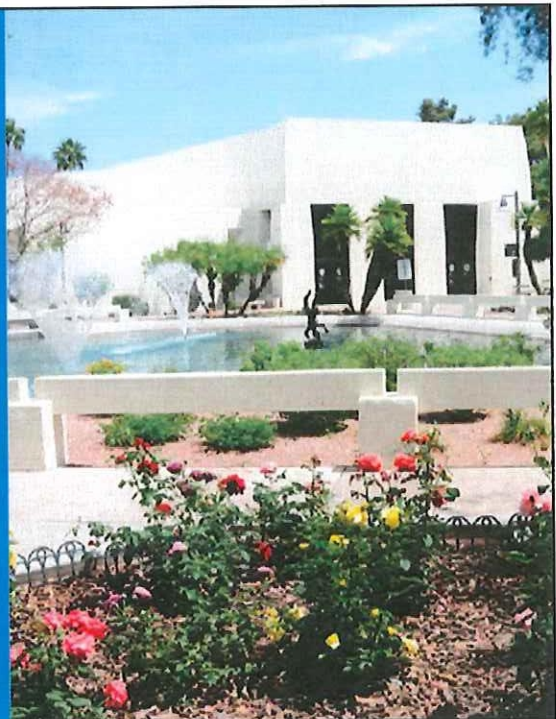
Public Buildings Element

PB 1 Provide safe/accessible/adaptable public buildings

PB 2 Design/construct/renovate public buildings

PB 3 Collaborate with schools for facilities as key features in neighborhoods

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Highlights in Draft Plan

Chapter 6 – Public Buildings Element

- Minimal, clarifying language added to policies within the Element
- Public Schools & School District Map has been moved to the new Education Element

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Section 2 - Chapters

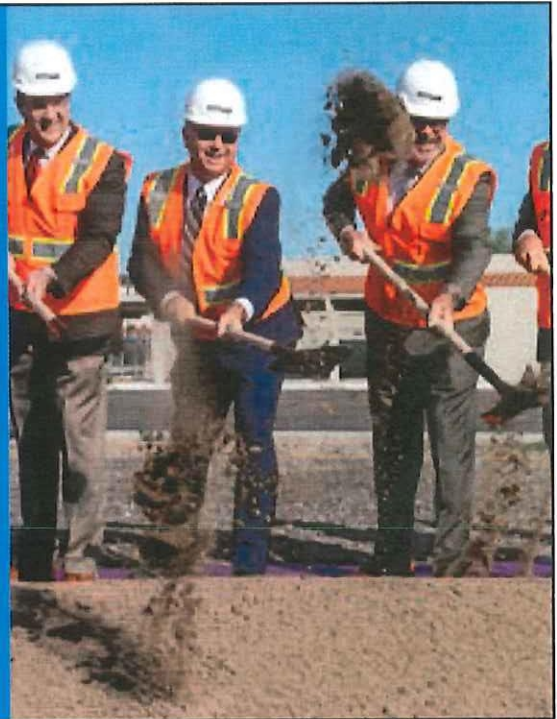
Chapter 7 – Innovation & Prosperity

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Innovation & Prosperity Chapter

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

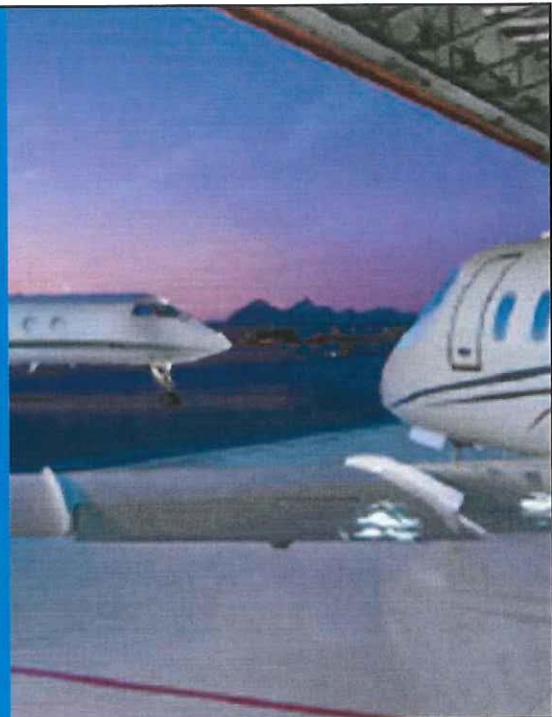


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Economic Vitality Element

- EV 1 Foster economic resiliency
- EV 2 Enhance socio-economic prosperity
- EV 3 Land uses to enhance economic development
- EV 4 Ensure fiscal sustainability



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Highlights in Draft Plan Chapter 7 – Economic Vitality Element

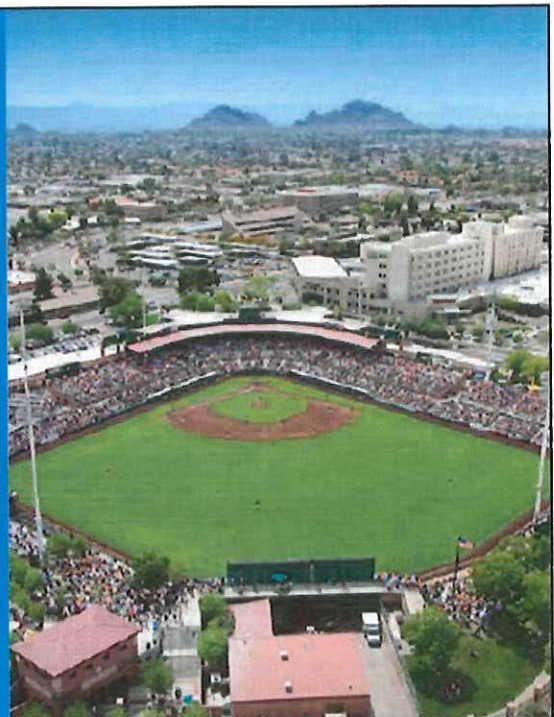
- No changes

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Tourism Element

- T 1 Strengthening tourism
- T 2 Enhance mobility/wayfinding
- T 3 Support special events and venues



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Highlights in Draft Plan Chapter 7 – Tourism Element

- Minimal, clarifying language added to policies within the Element

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Education Element

- EDU 1** Lifelong learning opportunities
- EDU 2** Equitable/quality/education city-wide
- EDU 3** Safe/healthy/positive learning environments
- EDU 4** Collaborate with public entities for joint use of facilities/programming/events

88

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Highlights in Draft Plan Chapter 7 – Education Element

- Minimal, clarifying language added to policies within the Element
- Introduction – add mention of school districts serving community, and goals/policies to be implemented by public, private and non-profit entities primarily, with city support through programs/services that the city already offers
- Soften some of the action language that makes goals/policies appear like the city is responsible for funding and programming; provide examples of current city programming such a safe routes to school (EDU 3.2)
- Recommend deletion of Policy EDU 2.8; EDU 4.3

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Section 2 - Chapters

Chapter 8 – Implementation Chapter

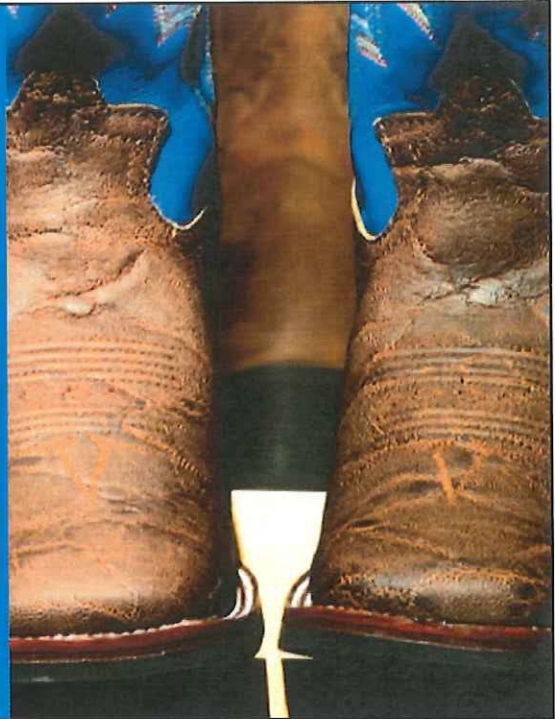
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Implementation Chapter

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

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Highlights in Draft Plan Chapter 8 – Implementation Chapter

- City Council reviewed this Chapter on 3/23
 - Anticipate that Education Element items will be incorporated

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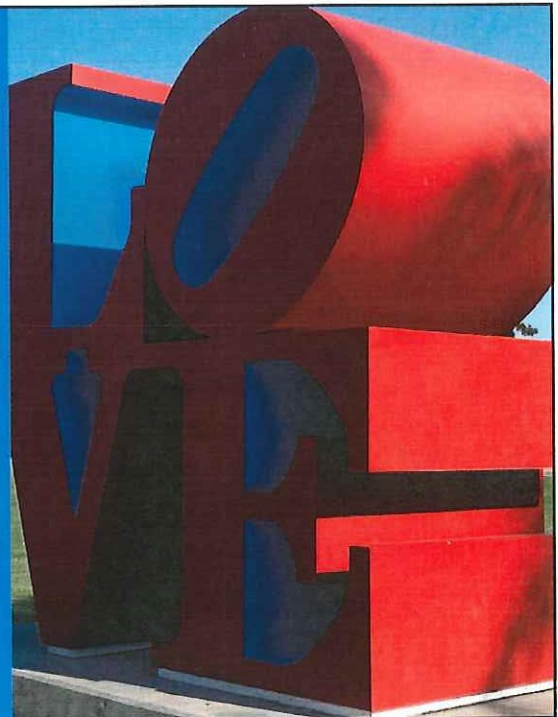
Section 3 - Appendix

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Appendix

- Abbreviations
- Glossary
- Related Plans & Policies
- Historical Content
- Photo Credits/Labels
- Acknowledgements

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Highlights in Draft Plan Section 3 – Appendix

- Glossary Terms: Arts, Working Artists
- Generalized low, moderate, high and highest density terms adjusted
- Historical Content: Relocated from Executive Summary
 - Greater detail of Scottsdale McDowell Sonoran Preserve History
 - Enhanced discussion surrounding ESLO and NAOS

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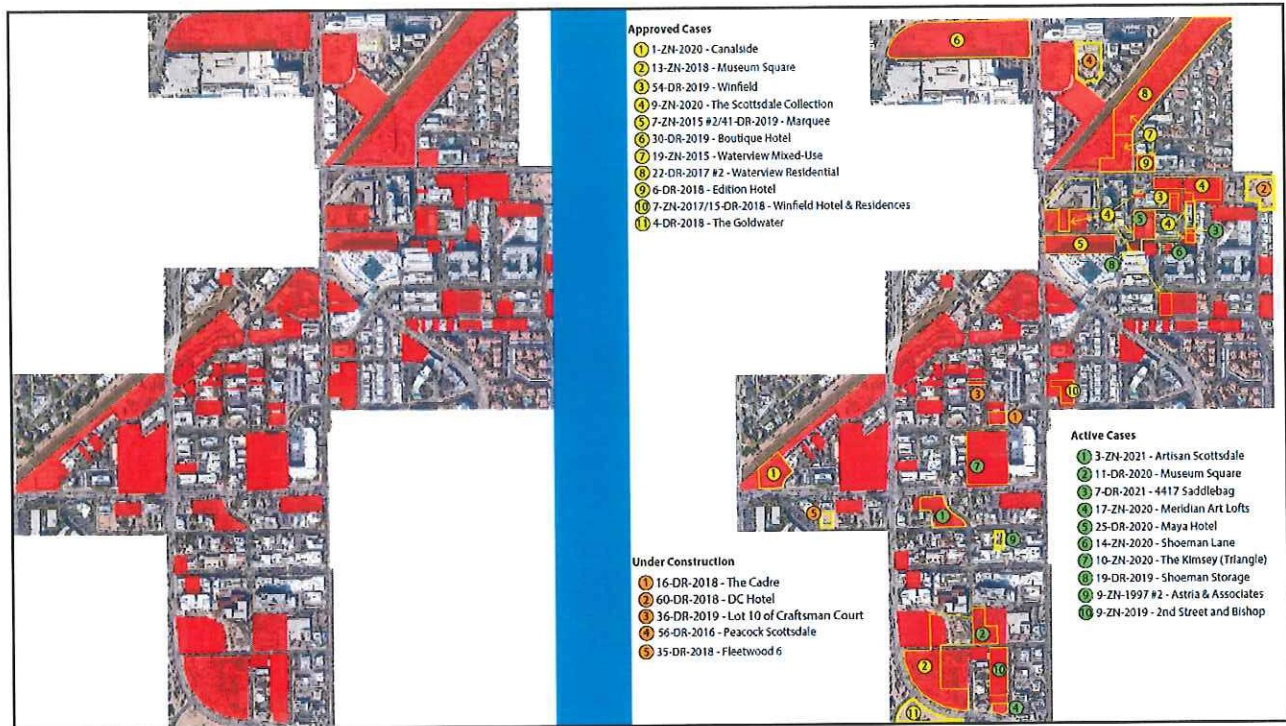
Draft Scottsdale General Plan 2035

Case: 1-GP-2021

City Council Work Study Session

April 6, 2021

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Public Outreach to Date:

Email & Print:

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

Community Groups:

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

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