
CITY OF
SCOTTSDALE
GENERAL PLAN ANNUAL REPORT
JANUARY - DECEMBER 2022



CITY OF
SCOTTSDALE
GENERAL PLAN ANNUAL REPORT

JANUARY - DECEMBER 2022

CITY COUNCIL

Mayor David D. Ortega
Councilmember Tammy Caputi
Councilmember Tom Durham
Councilmember Barry Graham *(Term Began Jan. 2023)*
Councilmember Betty Janik
Councilmember Kathy Littlefield
Councilmember Linda Milhaven *(Term Limit Reached Jan. 2023)*
Councilmember Solange Whitehead

PROJECT STAFF

Jim Thompson, City Manager
Brent Stockwell, Assistant City Manager
Erin Perreault, AICP, Executive Director, Planning, Economic Development, & Tourism
Adam Yaron, Planning + Development Area Manager
Taylor Reynolds, Principal Planner
Nick Carroll, Planner & Report Author

CITYWIDE DIVISIONS & DEPARTMENTS

Administrative Services Division

Human Resources
Information Technology

Charter Officer Division

City Attorney
City Auditor
City Clerk
City Court
City Treasurer
City Manager's Office
Communications
Citizen Service

Community & Economic Development Division

Aviation
Economic Development
Planning & Development
Tourism & Events

Community Services Division

Human Services
Libraries
Parks & Recreation
Planning & Administration
Preserve
WestWorld

Public Safety Division

Police
Fire

Public Works Division

Capital Projects
Facilities
Fleet
Solid Waste
Street Operations
Transportation

Water

Water Quality
Reclamation Services
Planning & Engineering
Technology & Administration
Water Services
Pipeline & Treatment Agreements

Scottsdale Art

Public Art

CONTENTS

Overview	
Purpose	4
Format	6
Section 1 - Implementation	
Our Community Values & General Plan Implementation	8
2022 Awards & Accolades	12
Respect Character & Culture	16
Conserve & Preserve The Environment	20
Collaborate & Engage	28
Foster Well-Being	32
Connect The Community	42
Revitalize Responsibly	48
Advance Innovation & Prosperity	56
Section 2 - General Plan Amendments	
Overview - City of Scottsdale General Plan 2035	70
General Plan Amendments, 2022	72
Section 3 - Character Area Plans	
Southern Scottsdale Character Area	77
Old Town Character Area	80
Greater Airpark Character Area	83
Section 4 - Implementation Reporting	
Implementation Progress Reporting	86



OVERVIEW



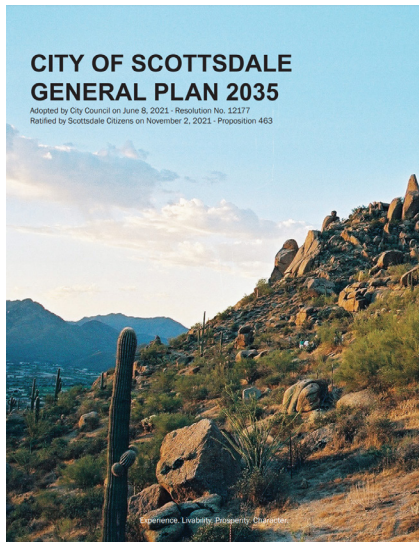
PURPOSE

The 2022 General Plan Annual Report is the first annual report specific to the City of Scottsdale General Plan 2035 (General Plan) which was successfully ratified in November 2021 by Scottsdale voters.

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

Scottsdale's General Plan 2035 has three interrelated roles:

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



ANNUAL REPORT – STATE STATUTE

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 Plan 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 2022.

FORMAT

This report is organized into four sections. The first section is a 2022 synopsis of accomplishments realized through the implementation of the General Plan for each of the Community Values.

OUR COMMUNITY VALUES



RESPECT CHARACTER AND CULTURE



CONSERVE AND PRESERVE THE ENVIRONMENT



COLLABORATE AND ENGAGE



FOSTER WELL BEING



CONNECT THE COMMUNITY



REVITALIZE RESPONSIBLY



ADVANCE INNOVATION AND PROSPERITY

The second section describes State Statutes pertaining to the General Plan amendment process, Scottsdale’s established amendment criteria, and major and minor General Plan amendments that were considered by the Scottsdale City Council between January-December of 2022.

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.

The fourth section provides tables that detail implementation progress reporting specific to each Community Value.

THIS PAGE INTENTIONALLY LEFT BLANK

SECTION 1 - IMPLEMENTATION



OUR COMMUNITY VALUES

Building upon decades of planning and thousands of hours of community involvement, General Plan 2035 guides the physical development of Scottsdale and acts as a blueprint to enhance our four community aspirations – Exceptional Experience, Outstanding Livability, Community Prosperity, and Distinctive Character.



Our seven Community Values are at the forefront of decision making in implementing the vision, community aspirations, and goals found in the General Plan and the basis upon which inconsistencies in the General Plan are resolved.

The following Community Values are expanded upon and further defined in corresponding chapters of the General Plan:

Respect Character and Culture (Chapter 1 - Character & Culture)



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



Conserve and Preserve the Environment (Chapter 2 - Sustainability & 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 (Chapter 3 - Collaboration & Engagement)

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 (Chapter 4 - Community 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 (Chapter 5 - Connectivity)



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 (Chapter 6 - Revitalization)



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

Advance Innovation and Prosperity (Chapter 7 - Innovation & 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.

GENERAL PLAN IMPLEMENTATION & OUR COMMUNITY VALUES

The General Plan Annual Report is intended to review the advancement and implementation of the General Plan. Implementation is the manifestation of the General Plan. Because the General Plan will be implemented over the long-term, its **Implementation Chapter (Chapter 8)** describes general next steps and includes lists of major programs that should be created and/or updated to bring the General Plan to life. Major programs for implementation are categorized according to the Community Values. Items in this report that align with delineated implementation programs are identified, and their status is reiterated in the Implementation Progress Reporting section.

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 Community Value of the General Plan. However, highlighted actions and events only show up once in the report and are matched to the Community Value which they most closely align. Other Community Values that are implemented through the highlighted action are cross-referenced through the use of the corresponding colored symbols depicted on the previous page.

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 17 required elements in a General Plan for cities the size of Scottsdale; however, Scottsdale’s General Plan 2035 includes 24 elements – a result of incorporating seven (7) additional community-created elements. Elements are organized into the seven core chapters of the General Plan which coincide with Our Community Values.

- | | | |
|--|---|----------------------------------|
| ■ Arts, Culture & Creative Community* | ■ Growth Areas | |
| ■ Bicycling | ■ Housing | |
| ■ Circulation | ■ Healthy Community* | |
| ■ Character & Design* | ■ Land Use | |
| ■ Community Involvement* | ■ Neighborhood Preservation
& Revitalization | |
| ■ Cost of Development | ■ Open Space | |
| ■ Conservation | ■ Public Buildings | |
| ■ Conservation, Rehabilitation,
& Redevelopment | ■ Public Services & Facilities | |
| ■ Energy | ■ Recreation | |
| ■ Education* | ■ Safety | * = Community-Created
Element |
| ■ Environmental Planning | ■ Tourism* | |
| ■ Economic Vitality* | ■ Water Resources | |

THIS PAGE INTENTIONALLY LEFT BLANK

2022 AWARDS & ACCOLADES

The Fraesfield Trailhead at sunset.



Arizona Forward Environmental Excellence Awards

Arizona Forward honored the Scottsdale McDowell Sonoran Preserve’s Fraesfield and Granite Mountain trailheads with Crescordia awards in two categories: “Natural Environment Preservation” and “Civic Buildings, Structures, and Landscape Design.” The Fraesfield and Granite Mountain trailheads were disturbed trailhead sites in need of restoration. A preservation project restored the natural habitat while expanding and facilitating access into the McDowell Sonoran Preserve, allowing the natural environment to guide the design of sustainable amenities that provide refuge, shade, and shelter. The eco-friendly trailheads use desert-appropriate materials and limit their environmental impact while blending into the surrounding landscape.

[Cross-Reference Character & Design, Open Space Elements; Implementation Program]

Mayor Ortega, councilmembers, and city staff with APA award.



American Planning Association General Plan Award

The City of Scottsdale General Plan 2035 was named as the 2022 best “Regional or General or Comprehensive Plan” by the Arizona Chapter of the American Planning Association. This acknowledgment inspires quality and innovation in the planning profession and builds awareness of the important role planning plays in cultivating thriving communities.

[Cross-Reference Character & Design, Environmental Planning, Economic Vitality Elements]

2022 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 2022, Scottsdale held a ceremony to observe Arbor Day and received the award as part of a week-long Earth Day celebration. 2022 marked the 40th year Scottsdale has been awarded this designation, more than any other community in Arizona.

[Cross-Reference Conservation, Environmental Planning Elements]





Clean Air Campaign Awards

The 35th annual Clean Air Campaign Awards and luncheon was held on Monday, October 17, 2022 to recognize employers and individuals for outstanding efforts to improve air quality in Maricopa County by reducing single occupancy vehicle (SOV) commuting. City of Scottsdale was well represented in 2022, receiving the following awards:

- Outstanding Travel Reduction Program (more than 500 employees)
- Clean Air Champions (Link Wheeler and Danielle Lechner)

[Cross-Reference Environmental Planning, Circulation Elements]

Excellence in Action Award and Service Award Presented at 2022 WateReuse Symposium

Scottsdale Water received the Excellence in Action Award for the city’s Reclaimed Water Distribution System and Service Award for Executive Director Brian Biesemeyer. The Excellence in Action Award recognizes utility leaders that demonstrate a commitment to water resiliency through the innovative use of recycled water for commercial operations, watershed restoration projects, irrigation, or other related water projects. Scottsdale’s Reclaimed Water Distribution was recognized for 30 years of using recycled water to supply 26 golf courses in the community – saving 100 billion gallons of precious, potable water through its decades of service. Executive Director Brian Biesemeyer received the Service Award for his commitment on the WateReuse Board of Directors from 2016 – 2021.

[Cross-Reference Water Resources Element]

Certificate of Achievement for Excellence in Financial Reporting

The city's 2021 Annual Comprehensive Financial Report was recognized by the Government Finance Officers’ Association. This certificate is the highest form of recognition in governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management.

[Cross-Reference Economic Vitality Element]

Scottsdale Water Campus.



WateReuse Board of Directors



Brian Biesemeyer
Scottsdale Water,
AZ



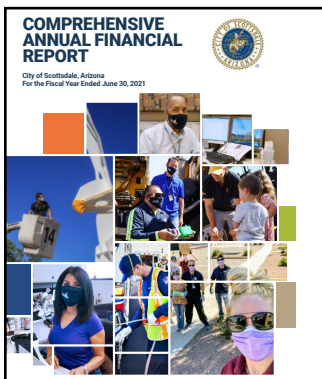
Paul Cook
Irvine Ranch Water
District, CA



Paul Jones
Eastern Municipal
Water District, CA



Gilbert Trejo
El Paso Water,
TX





Center for Digital Government Award for Excellence 

ScottsdaleEZ earned an award for excellence from the Center for Digital Government (CDG). CDG’s annual awards recognize the achievements and best practices of states, cities and counties that are radically improving the experience of government services. ScottsdaleEZ is the city’s one-stop online “report a problem” app, developed entirely in-house by city staff.

[Cross-Reference Neighborhood Preservation & Revitalization Element]

Scottsdale Ranch Park & Tennis Center.



Scottsdale Ranch Park & Tennis Center Recognition 

Scottsdale Ranch Park & Tennis Center was designated a 2022-2023 premier facility by the United States Tennis Association. This new pilot program recognizes top tennis providers across the country that meet or exceed qualifications in participation, certification & continuing coach education, programming, facility operations, customer service and community partnerships. According to the USTA, the program will cultivate a 'standard of excellence' across the industry by recognizing and rewarding best-in-class tennis operators, which ultimately will increase participation and improve player experiences.

[Cross-Reference Healthy Community, Recreation, Neighborhood Preservation & Revitalization Elements]

THIS PAGE INTENTIONALLY LEFT BLANK



Jack Knife by Ed Mell - Marshall Way and Main Street, Old Town Arts District



Scottsdale is first and foremost a residential community and southwest tourist destination. Scottsdale also features a variety of land uses that contribute to a diverse economy, unique community character, and a national reputation for quality and livability. Scottsdale residents and visitors place extraordinary value on the diverse character types and unique design qualities that, when grouped together, complete the Scottsdale mosaic. The “Respect Character and Culture” Community Value is expressed and implemented through the Character & Culture Chapter of the General Plan, which emphasizes the community’s continued commitment to quality design, authentic arts and culture, and the protection of Scottsdale’s special places.

ELEMENTS IN THIS CHAPTER:

- Character & Design
- Land Use (General Plan Amendment Criteria)
- Arts, Culture & Creative Community

This section of the report highlights actions and events that occurred in 2022 to implement the Community Value, Respect Character and Culture.

Scottsdale's Founders Day

Scottsdale celebrated the 185th birthday of Winfield Scott on Friday, February 25, 2022 as Founders Day. The celebration was held in-person on the back patio of the city's Community Design Studio, 7506 E. Indian School Road, which is located on land that Winfield Scott once owned. Approximately 80 people were in attendance, including former and current Scottsdale council members and mayors. The celebration was hosted by community historian Joan Fudala, and Mayor David D. Ortega read a proclamation of acknowledgement. Keynote speaker and Arizona State Historian, Marshall Trimble, spoke about Scott's contributions to Scottsdale and Arizona.

Old Town Alley Refresh & Recycling Campaign

The Scottsdale City Council initiated the Old Town Scottsdale Recycling and Alley Refresh Campaign on September 20, 2022. The goal of the program is to provide recycling options, beautify alleys, and increase sustainability efforts along four identified alleys in the Old Town Area. The alley refresh addresses the following concerns: outside storage of materials, equipment, and business-related items; encroachment into sidewalks and walking paths; graffiti; litter, trash, shopping carts and debris; blight and deteriorated surfaces of buildings; grass and weeds. Three alleys have been repaved, and the city has had initial discussions with Waste Management, Republic Services, and business owners about a pilot recycling program.

[Cross-Reference Character & Design, Community Involvement, Healthy Community, Neighborhood Preservation & Revitalization, Tourism Elements]



Before



After

Alley south of Indian School Rd and west of Brown Ave.

New Scottsdale Gateway Markers

Scottsdale gateway markers have a new look. Residents and visitors entering Scottsdale are now welcomed to the city by new artist-designed gateway markers selected by the community. Five designs were voted on in early 2020 and the concept submitted by Moazam Khan and William Lester from MoD a+p was the selected finalist. The new design includes the combination of natural materials with striking contemporary forms, which represents the integration of the old with the new and the harmony of nature with the built environment. The new markers are found at 11 locations within the community.

[Cross-Reference Character & Design, Community Involvement, Circulation, Neighborhood Preservation & Revitalization, Tourism Elements]



Rendering of new gateway marker.

Water A Fun by Yuke Li.



Scottsdale Public Art: IN-FLUX Program Overview 

The city partnered with Salt River Project (SRP) and Scottsdale Public Art to beautify a city water riser pipe and SRP irrigation structure with a new community-inspired mural by artist Yuke Li. The mural, Water A Fun, resonates with the surrounding neighborhood near Thomas Road and 82nd Street by activating the dynamic and fun characteristics of water through the shape of the pipe. The mural will remain onsite until June 2024.

[Cross-Reference Arts, Culture & Creative Community, Community Involvement, Neighborhood Preservation & Revitalization Elements]

Cycle the Arts 

In celebration of Valley Bike Month in April, Scottsdale partners with Scottsdale Public Art and Valley Metro each year for Cycle the Arts, a guided bike tour of public art throughout the city. This returned as an in-person event on April 3rd, 2022, following two years of self-guided routes due to the pandemic. 93 riders participated in the 8.6-mile tour, featuring 13 art stops with volunteers from Scottsdale Transportation, Scottsdale Arts, Old Town Ambassadors, and the bicycling community. The self-guided Cycle the Arts ride continued to be promoted throughout the year, and the response was positive. Over 60 people downloaded the route map throughout the year.

[Cross-Reference Arts, Culture & Creative Community, Bicycling, Community Involvement, Healthy Community, Tourism Elements]

INTERWOVEN 

During the pandemic lockdown of 2020, the Telaraña Fiber Arts Guild proposed a challenge to keep their members engaged with one another and celebrate Arizona's beauty. INTERWOVEN was a result of what inspired them and was on display at the Civic Center Library through June 2022.

[Cross-Reference Arts, Culture & Creative Community, Community Involvement, Neighborhood Preservation & Revitalization Elements]

Bicyclists tour the city's public art.



Arizona Poppy by Debbie Kahn



Development Review Board 

To maintain Scottsdale’s high quality character and design, the Development Review Board held regular meetings during 2022 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:

- **Commercial Developments:** Juggernaut (28-DR-2021), McDowell Hayden Retail (32-DR-2021), Wild West Storage (31-DR-2020), Falcon Nest Hanger (13-DR-2021), Peeps (22-DR-2021) Dual Drive-Thru Restaurants Pima Road (40-DR-2021), TPC Expansion (4-DR-2022), Christian Brothers Automotive (44-DR-2021), Hawkins CSOK (37-DR-2020), New Corporate Hangar for Set Jet (31-DR-2021), Project Cactus (52-DR-2021), Western Technologies Addition (3-DR-2022), Bicycle Haus Addition (13-DR-2022), Fiesta Bar & Restaurant (38-DR-2021), Healthpeak Scottsdale MOB (25-DR-2022), Scottsdale Auto Storage (19-DR-2021), Sprouts at Papago Marketplace (18-DR-2022), 4439 Saddlebag Restaurant/Bar (11-DR-2022), 4240 N Brown Ave (22-DR-2022).
- **Mixed-Use Developments:** The Kimsey (23-DR-2021), Public Art – SOHO Phase 2 (56-DR-2014#4), The Goldwater (25-DR-2021), Craft Mixed Use Development (49-DR-2021), Gentry on the Green (33-DR-2021), Hazel & Azure Camelback (37-DR-2021), Bella Alba aka Continental (1-DR-2022)
- **Single-Family Subdivisions, Multi-Family Residential, and Residential Healthcare Facility Developments:** 26 Oaks (6-PP-2021), Scottsdale and Mountain View (16-DR-2021), GH Residences at Cavasson (24-DR-2021), Vi at Cavasson (41-DR-2021), One Scottsdale PU II (8-PP-2021), One Scottsdale PU II by Streetlights (30-DR-2021), Standing Stones Preliminary Plat (7-PP-2021), Museum Square (11-DR-2020), Fiesta Ranch (5-PP-2022), Portico aka Belgravia One Scottsdale PU II (30-DR-2021#2), Sereno Canyon Phase 4E (1-PP-2022), Preserve IV Preliminary Plat (4-PP-2022), The Miller (5-DR-2022), Troon Golf Villas (48-DR-2007#2, Storyrock Phase 3A (5-PP-2016#14), Rosewood 10 (5-PP-2016-#15), Minnezona Lofts (45-DR-2021), Stagecoach and Windmill (7-PP-2022)
- **Public Buildings or Facilities:** Scottsdale Civic Center Plaza (39-DR-2021), Drinkwater Underpass Public Art (7-DR-2022), Rawhide Wash Flood Hazard Mitigation Project (7-WM-2020), Ashler Hills Park (51-DR-2021), North Miller Road Bridge Project (46-DR-2021).

[Cross-Reference Character & Design, Community Involvement, Housing, Neighborhood Preservation & Revitalization, Conservation, Rehabilitation, & Redevelopment, Growth Areas, Cost of Development, Public Buildings, Economic Vitality Elements; Implementation Program]

Architectural renderings:



Saddlebag Restaurant/Bar.



Bella Alba.



The Miller.



Pima Dynamite Trailhead. Credit Bill Timmerman.



Scottsdale recognizes that economic growth, environmental stewardship, the provision of open space, and fiscal responsibility are interrelated and mutually achievable goals. The community’s distinctive natural and environmental features contribute significantly to quality of life and economic vitality. To preserve Scottsdale as a highly livable city that is environmentally and economically healthy, Scottsdale proactively seeks creative solutions to environmental challenges. The “Conserve and Preserve the Environment” Community Value is expressed and implemented through the Sustainability and Environment Chapter of the General Plan and fosters the planning for, and implementation of, comprehensive, integrated, sustainable strategies that enhance the City of Scottsdale.

ELEMENTS IN THIS CHAPTER:

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

This section of the report highlights actions and events that occurred in 2022 to implement the Community Value, Conserve and Preserve the Environment.

Habitat Improvements in the Preserve 

Arizona Public Service (APS) determined that payments to the City of Scottsdale would be appropriate to compensate for powerline-related impacts within the McDowell Sonoran Preserve. City Council authorized the acceptance of a \$500,000 payment from APS and committed the funds to be used for restoration improvements and education efforts in the Preserve.

[Cross-Reference Open Space, Education, Healthy Community, Recreation, Tourism Elements]

Establishment of the “Protect and Preserve Scottsdale Task Force” 

In September 2022, City Council adopted Resolution No. 12532 to form the Protect and Preserve Scottsdale Task Force. The task force will develop a recommendation to City Council on a financial strategy to protect and preserve open spaces and quality of life. The task force will be composed of nine Scottsdale residents representing different geographical areas of the City. The primary goal of the task force is to engage citizens and enhance the level of public participation to help the City identify solutions to funding needs for the protection, preservation, and perpetual maintenance of open spaces.

[Cross-Reference Open Space, Community Involvement, Healthy Community, Recreation, Tourism Elements]

Arizona Site Steward Program 

In February 2022, City Council authorized a Memorandum of Understanding (MOU) with Arizona State Parks for the Arizona Site Steward Program. Through this MOU, Arizona State Parks will provide the training and administration of volunteers to monitor archeological sites in the Scottsdale McDowell Sonoran Preserve. The archaeological resources found within the Scottsdale McDowell Sonoran Preserve are valuable cultural assets at the local, state, and national levels. State and federal laws encourage cooperation among agencies, local governmental entities, and private citizens to protect these resources.

[Cross-Reference Open Space, Community Involvement, Education, Healthy Community, Recreation, Tourism Elements]



Sky at Fraesfield by McDowell Sonoran Conservancy Steward, Lynne Russell.

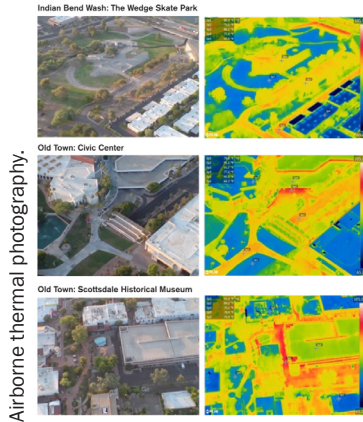


Sustainability/Resiliency Plan 

Since July 2021, the Office of Environmental Initiatives (OEI) has been working to develop the city’s first Community Sustainability Plan (CSP), soliciting input from the Scottsdale Environmental Advisory Commission (SEAC) and other members of the community. After surveying best practices and frameworks, staff collected ideas about possible actions at community meetings in May 2022, resulting in an initial draft of the plan (June 2022). The city continued outreach to staff, residents, and other stakeholders for their feedback and presented to other city commissions and boards. City Council feedback and public input was collected on a second draft of the plan at a Work Study Session in September 2022. A third draft of the plan was released in October, and a second set of community meetings was held to elicit feedback on that public draft and priorities. At the same time, an online survey was widely distributed. The City Council will consider adoption of the Community Sustainability Plan in 2023.

[Cross-Reference Environmental Planning, Community Involvement, Economic Vitality, Healthy Community, Land Use Elements; Implementation Program]

Study Informs Heat Mitigation Plan 



Airborne thermal photography.

The OEI shared an update on the key findings of the “Identifying Strategies for a Cooler Scottsdale” at the September 13, 2022 City Council Work Study session. Notably, the study found that higher incomes are correlated with lower surface temperatures, and the mean radiant temperature drops by approximately 55 degrees Fahrenheit under mature, fully leafed trees compared to fully exposed areas. Next steps include analyzing public input from an online survey and community meetings and working with departments on a ‘scan’ of current efforts. OEI will finalize the framework for the City’s first Extreme Heat Action Plan and a two-year workplan in 2023.

[Cross-Reference Open Space, Environmental Planning, Community Involvement, Healthy Community, Land Use Elements; Implementation Program]

Mandatory Green Building Code Requirements 

On December 6, 2022, City Council adopted the 2021 edition of the International Energy Construction Code (IECC) and the International Green Construction Code (IgCC) as mandatory codes – making Scottsdale the first municipality in the state, and one of only a few nationwide, to adopt mandatory ‘green’ building code requirements.

- The IECC applies to new residential and commercial buildings and will result in lower energy use, cost savings, thermal comfort, and reduced environmental impacts. Benefits include an energy cost savings of 10.6% and greenhouse gas emission reductions of 10.2% as compared to the 2018 IECC.
- The IgCC applies to all new commercial and multifamily buildings. Environmental benefits include conserving natural resources, improved air quality, enhanced occupant comfort and health, and reduced waste streams. Economic benefits include reduced operating costs, occupant productivity, life-cycle cost savings, and improved property values.

[Cross-Reference Conservation, Energy, Cost of Development, Housing, Land Use Elements; Implementation Program]

Green Building Program 

Green-related building codes continue to be enforced as a part of the city’s plan review, permit, and inspection processes. Highlights for 2022 include:

- 552 new single-family homes and 214 multi-family residential units utilized such measures in 2022, including high efficiency plumbing fixtures, tight building thermal envelopes, and fresh air intake.
- The number of designated green homes increased from 5 last year to 7 with the building of 5 new and 2 retrofitted single-family homes in 2022.
- The number of IgCC projects that were under construction in 2022 included three hotels and one multi-family project. Four more multifamily and mixed-use projects were approved during the planning and building review process.
- Since 2005, sixteen city buildings have achieved LEED certification, including four at the top platinum level.



[Cross-Reference Environmental Planning, Energy, Cost of Development, Housing, Land Use Elements]

Hazardous Materials Compliance Program & Planning 

The OEI provides environmental compliance awareness training to all workgroups that purchase, use, and store hazardous materials. Conformance with environmental regulations is supported by collaborative site walkthroughs at all facilities where these hazardous materials are stored and used. The office also assists field operations with waste minimization and pollution prevention measures.

[Cross-Reference Environmental Planning, Healthy Community, Safety Elements; Implementation Program]

Green Team 

The Green Team meets monthly to identify and implement sustainability projects that actively promote the city’s strategic goals. Comprised of around 20 employees, the Green Team is currently investigating paper reduction, energy efficiency, and green purchasing initiatives.

[Cross-Reference Environmental Planning, Energy, Healthy Community Elements]

Scottsdale Environmental Advisory Commission 

The Scottsdale Environmental Advisory Commission (SEAC) worked on several high-profile projects in 2022, including:

- Recommendations to the Mayor and City Council related to the building code adoption,
- Initiating a pilot program to inventory privately-owned trees,
- Participated in Earth Day and Arbor Day celebrations, and
- Assisted in the development of the Old Town Recycling and Alley Refresh Campaign.

[Cross-Reference Environmental Planning, Energy, Community Involvement, Healthy Community, Economic Vitality Elements]

Outdoor water efficiency check.



Grass Removal Rebates  

The Water Conservation team enhanced marketing communication with customers to establish a 300% increase in grass removal rebates. This totaled more than 219,000 square feet – or close to 4 football fields – of grass removed. With an average of 50 gallons of water saved per square foot, this gives the city a water saving estimate of nearly 11-million gallons per year moving forward.

[Cross-Reference Conservation, Community Involvement Elements; Implementation Program]

Water Efficiency Checks  

Participation in the Outdoor Water Efficiency Check program increased nearly 100% in 2022, improving water proficiency for more than 300 homes. This free service offers water efficiency plans and leak checks to Scottsdale residents.

[Cross-Reference Conservation, Water Resources, Community Involvement Elements; Implementation Program]

Prohibit Mandatory Overseeding  

The Drought Management Team and Water Conservation staff brought forward an ordinance amendment to prohibit Home Owner’s Associations (HOAs) from mandating winter lawns, or what is commonly referred to as "overseeding." This simple water saving commitment does not incur additional costs to the customer. The ordinance amendment gives customers the option to not overseed and avoid punitive action from their HOAs.

[Cross-Reference Conservation, Water Resources, Community Involvement Elements]

5% Water Savings Initiative 

The Drought Management Team set a goal of 5% water savings across the City for calendar year 2022. Internal departments increased programs and procedures to ultimately reduce water use by 6% when compared to the five-year average. Facilities contributed nearly a million gallons of water saved by working with Conservation staff to install seven controllers that identify mechanical failures, allowing for quick repairs and water-use reductions. Parks and Recreation increased their water savings by 5.8% by finding and fixing leaks, implementing advanced drip irrigation systems, and reducing grass in areas of public parks that are not commonly used for recreation. Four parks saw 61,558 square feet of grass converted to desert-friendly landscape which will save the City three-million gallons of water each year moving forward.

[Cross-Reference Conservation, Water Resources, Elements; Implementation Program]

Colorado River Basin Municipal and Public Water Providers Memorandum of Understanding

In response to the Bureau of Reclamation August Tier 2a shortage declaration, a number of public and municipal providers within the seven Colorado River basin states developed a Memorandum of Understanding (MOU) to address the need for a heightened collaborative approach to reduce demand and commit to water efficiency practices. While it was noted that Scottsdale already carries out the majority of the MOU items, the signing of the MOU by the Executive Director of Scottsdale Water acts as a statement of commitment to be a part of the solution to the Colorado River decline.

[Cross-Reference Conservation, Water Resources, Elements]

Water Supply and Quality



At work in the Water Quality Lab.

In 2022, Scottsdale provided safe, reliable drinking water to more than 93,000 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 11,400 fire hydrants, and thousands of valves, pump and booster stations, and other equipment that make up the drinking water distribution. The Water Quality Laboratory performed more than 14,070 tests on drinking water and exceeded all EPA water quality requirements.

[Cross-Reference Water Resources Element; Implementation program]

Updated Integrated Water Resources Master Plan

Master planning for municipal water and sewer services is a dynamic process. The updated 2022 Integrated Water Resources Master Plan (IWRMP) addressed changes in system conditions due to significant changes in economic conditions, demand patterns, and observed development trends in some areas of the City since the previous master plan was adopted by City Council in 2015. This document analyzed all aspects of the City's water service and provides recommendations which will support the City in providing the highest level of service to its citizens in the most effective and efficient manner.

[Cross-Reference Community Involvement, Economic Vitality, Growth Areas, Housing, Land Use, Open Space, Recreation, Tourism Elements; Implementation Program]

Water Pipe Filtration

For the first time, Scottsdale Water partnered with a contracting team, No-DES, to clean more than nine miles of the City's water pipes. By using the contractor's water recycling and filtration truck, nearly one-million gallons of water was flushed and scoured without waste. In comparison, the traditional way to flush and scour these pipes is to open fire hydrants and let the water run out onto the ground until the system has been flushed. This new method prevents water from being wasted, saving the city nearly five-million gallons of water in 2022.

[Cross-Reference Conservation, Water Resources Element]

Sustainable Water Management Principles 

On June 21, 2022, City Council approved nine water management principles that govern the way Scottsdale Water plans and operates to meet its vision of providing “Water sustainability through stewardship, innovation, and people.” The nine principles include:

- 1. Water Quality
- 2. Water Conservation
- 3. Water Resource Planning
- 4. Water and Land Use Management
- 5. Water Recycling and Reuse
- 6. Water Recharge and Recovery
- 7. Infrastructure
- 8. Financial Planning
- 9. Climate Change and Drought

Principle 4 will now require proposed, large water use developments to provide additional information on water usage when seeking a General Plan amendment or rezoning and encourages conservation measures above and beyond existing requirements.

[Cross-Reference Community Involvement, Economic Vitality, Growth Areas, Housing, Land Use, Open Space, Recreation, Tourism Elements]

Energy Efficiency & Clean Fuel Updates 

Solar permit activity in 2022 resulted in another record year for residential installations. 1,165 solar permits were issued during 2022, up from 882 solar installations in 2021. Since 2002, 7,969 solar electric (photovoltaic) and hot water systems have been installed on primarily single-family home roof tops – approximately 10.4% of Scottsdale owner-occupied homes.

[Cross-Reference Conservation, Energy, Housing Elements]



Electronics recycling event.

Landfill Diversion 

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 they are processed and utilized for reuse. In 2022, the city achieved a 27% diversion rate due to residents

participating in this collection program. Residents can 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.

[Cross-Reference Conservation, Public Services & Facilities Elements]

Sustainable Waste Systems

Scottsdale Solid Waste continues to work to provide quality, efficient, and timely collection services to residents and businesses across the city. In 2022, Solid Waste began using transfer station feasibility study results to develop plans for the proposed Transfer Station expansion project which would include doubling the available bays, establishing a permanent Household Hazardous Waste drop-off facility for residents, and creating a permanent green waste drop-off facility. Solid Waste also focuses on achieving the goals outlined in the Strategic Solid Waste and Recycling Plan. These efforts include promoting recycling efforts within city facilities, working with Parks staff to increase green waste diversion, and encouraging the diversion of solid waste material at city-sponsored special events, most notably Scottsdale Public Art's annual Canal Convergence event.

[Cross-Reference Conservation, Public Services & Facilities, Tourism Elements]



Old Town Character Area Plan Open House in March 2022



Scottsdale aims to continue as a leader in regional and citywide collaboration efforts, as well as, open, fair, accessible, and responsive government processes. As a community, Scottsdale will consider new ways to promote citizen involvement and engage the diverse perspectives found within our community.

The “Collaborate and Engage” Community Value is expressed and implemented through the Collaboration & Engagement Chapter of the General Plan and seeks to reach beyond the minimum standards for citizen involvement and adapt to the community’s growing and changing population. As such, Scottsdale will:

- Make informed decisions and arrive at creative solutions through deliberation, dialogue, and thoughtful, respectful discussion and collaboration; and
- Involve residents, businesses, organizations, institutions, and government in constructive dialogue, which is the cornerstone of successful planning, decision making, and community building.

ELEMENTS IN THIS CHAPTER:

- Community Involvement

This section of the report highlights actions and events that occurred in 2022 to implement the Community Value, Collaborate & Engage.



Getting Arizona Involved in Neighborhoods (GAIN)

“Getting Arizona Involved in Neighborhoods” (GAIN) encourages residents to get together in their respective communities to promote safety, neighborhood communication and celebrate the successes of crime prevention through community involvement. In 2022, 38 different neighborhood groups participated in GAIN throughout the City of Scottsdale. The block party events were held in neighborhood streets, driveways, clubhouses, and backyards.

[Cross-Reference Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]

Neighborhood Watch

Neighborhood Watch (NW) is represented by citizens and police working in partnership to reduce crimes and improve the quality of life in neighborhoods. By having a cohesive body of concerned citizens addressing issues related to the entire community, NW programs can instill a greater sense of security, well-being, and reduce the fear of crime, as well as create a greater “sense of community” by putting the “neighbor” back in neighborhood. In 2022, there were 138 active Neighborhood Watch groups with 236 captains/co-captains.

[Cross-Reference Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]

Record Cleanup for Adopt-a-Road Program

The Adopt-a-Road program had a record cleanup on April 23, 2022. 71 volunteer groups participated in the spring citywide cleanup to celebrate Earth Week. 501 people cleaned more than 142 miles of roadway and removed more than two tons of trash during the event. This is nearly 14% higher than the fall 2021 citywide cleanup, which also set a participation record.

[Cross-Reference Community Involvement, Environmental Planning, Neighborhood Preservation & Revitalization Elements; Implementation Program]

Neighborhood College

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 2022, there were 23 Neighborhood College classes held with 810 residents attending.

[Cross-Reference Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]



Scottsdale 360 

Scottsdale 360 is a virtual learning series about the people, policies, and programs that shape our community. Participants receive a 360-view of citywide operations with presentations featuring leaders from across the city. The Spring 2022 series included six, hour long classes with live Q & A sessions. Classes included Government Relations, Water Wise, Practicing Preparedness, Short Term Rentals, Capitol Projects, and Human Trafficking. In Fall of 2022, Scottsdale 360 was added to the Neighborhood College line-up and continues to offer opportunities for residents and staff to stay engaged and informed. Classes included Dirty Jobs in the Water Department and an additional Short Term Rentals class due to demand. Overall, there were 711 total registrants to the program.

[Cross-Reference Community Involvement Element; Implementation Program]



Screenshot of virtual class.

Adopt-A-Family and Adopt-A-Senior Programs  

Every year, the Adopt-A-Family and Adopt-A-Senior programs serve low-income individuals in the Scottsdale community by matching them with sponsors for the holiday season. This year, 400 generous sponsors provided 569 families and seniors with a traditional Thanksgiving meal and gifts during the December 2022 holidays.

[Cross-Reference Community Involvement, Healthy Community Elements; Implementation Program]

Citywide Volunteer Program  

Citizen volunteers play a critical role assisting the City of Scottsdale in providing ‘simply better service for a world-class community’. During the pandemic, the volunteer program was suspended, allowing only volunteers that could safely perform duties in a virtual or outdoor setting, with no public contact. In-person volunteering was gradually reintroduced in 2022, as the pandemic waned.

In 2022, more than 3,400 citizens contributed 92,800 hours volunteering with the city to enhance services to citizens and visitors of Scottsdale, a contribution valued at \$2.6 million. This includes more than 150 residents that volunteer on the city’s boards, commissions, and task forces. The citywide volunteer program provides opportunities for citizens to volunteer in a wide range of services and program areas, such as the libraries, the parks and recreation department, police and fire departments, senior centers, the food bank, and neighborhood centers, as well as with programs like the Old Town Ambassadors and the McDowell Sonoran Preserve Stewards.

The 2022 William P. Schrader Volunteer Impact Award was presented to Janet Orlandi for her dedication and contribution to the Brown Bag program, which operates out of the Granite Reef Senior Center, and provides low-income Scottsdale seniors with a bi-monthly distribution of food items. Janet prepares over 200 bags of food every first and third Thursday each month and is a constant source of support and caring for the program participants.

[Cross-Reference Community Involvement, Neighborhood Preservation & Revitalization Elements]



Award winner, Janet Orlandi.

Scottsdale Mayor's Youth Council 



2022 Mayor's Youth Councilmembers.

The Scottsdale Mayor's Youth Council provides Scottsdale high school students the opportunity to learn about local government and how services are provided. City staff and elected officials are also able to learn from youth perspectives. In 2022, fifty students completed an application and went through the interview process. The thirty students chosen have participated in various community events such as adopt-a-road, Veteran's Day activities, adopt-a-senior food packing, and adaptive services holiday festivities. The Youth Council engaged in conversation with various leaders in the city and attended the Arizona League of Cities and Towns conference in August 2022.

[Cross-Reference Community Involvement, Healthy Community, Education Elements]



Human Services Back to School Drive at Scottsdale Stadium.



The strength of the community relies on the well-being of all of its members. A healthy, livable community provides both necessary physical and social infrastructure. Physical features, such as walkability, good quality housing and health care systems, and access to open space and recreation facilities can encourage people to make healthier choices, but community well-being relies on more than just a city’s physical form. Health and human services, faith-based resources, non-profit partnerships, and social relationships are equally important and collectively help people achieve their basic needs and reach their full potential. The “Foster Well-Being” Community Value is expressed and implemented through the Community Well-Being Chapter of the General Plan and represents Scottsdale’s continuous efforts to enhance community health, safety, and vitality through, not only improvement of physical assets, but also, the community’s social and health conditions.

ELEMENTS IN THIS CHAPTER:

- Healthy Community
- Housing
- Recreation
- Safety

This section of the report highlights actions and events that occurred in 2022 to implement the Community Value, Foster Well Being.



Southwest Autism Research & Resource Center (SARC) at the Paiute Neighborhood Center 

In January 2022, The City of Scottsdale and SARC entered into an agreement to establish a community school at the Paiute Neighborhood Center. The community school will serve children ages 18 months to 5 years old to ensure kindergarten readiness through play-based, developmentally appropriate curriculum aligned with state education standards.

[Cross-Reference Healthy Community, Education Elements]



Women, Infant & Children (WIC) Program at the Paiute Neighborhood Center

In October 2022, the City of Scottsdale and Maricopa County entered into an agreement to establish a WIC office at the Paiute Neighborhood Center. The WIC program is a health and nutrition program with the primary goal of providing tools for families to eat healthy and be healthy. It encourages physical activity for all family members and provides individualized nutrition counseling which meets individual and family needs.

[Cross-Reference Healthy Community, Education Elements]

Counseling Services 

In the past year, Youth and Family Services (YFS) has sought to improve their counseling services programs by providing outreach in the community. City of Scottsdale Human Services staff presented to human services agencies and Scottsdale Unified School District (SUSD) Junior High and High Schools to promote behavioral health services to students who meet the specified criteria for an appropriate referral in an effort to address an increase in behavioral health needs in the adolescent population. In 2022, Youth and Family Services received 24 referrals from SUSD and the community and has 12 confirmed clients receiving services once a week.

[Cross-Reference Community Involvement, Healthy Community Elements]

Community Intervention Court (CIC) 

The Scottsdale CIC is a voluntary program that aids defendants who are experiencing homelessness or mental health related issues. A client who agrees to participate in the CIC will receive a referral for a court navigator and an assigned date for the CIC. A client must regularly make court appearances before a judge and agree to meet with a court navigator for integrated case management. In 2022, the CIC received 208 referrals and had 40 graduates from the program.

[Cross-Reference Healthy Community, Education Elements]

Homeless Navigation Team Services and Programs 

Scottsdale’s Human Services department works in collaboration with community partners to connect people in need with resources, services, and programs with the goal of making homelessness brief, rare, and non-recurring:

- **Non-Congregate Transitional Housing Program** – The City has partnered with a local hotel to provide transitional housing to individuals and families experiencing homelessness. There are currently 15 rooms at the hotel being used for temporary shelter. Participants of the program are provided case management services to guide them towards a more stable living environment. Program participants are assisted with getting documents, applying for long term shelter, connecting to employment assistance programs, and other services that will help end their homelessness.
- **Day Relief Center** – Community Bridges Inc. and New Faces provides a Day Relief Center where people experiencing homelessness can seek respite from the weather, charge their phones, get a meal, shower, and receive help with navigation services. The city currently provides programming two days per week and is working on securing a third partner in 2023.
- **Phoenix Rescue Mission Works Program** – Day labor opportunities are provided to people experiencing homelessness and to individuals referred through the City of Scottsdale Community Intervention Court. Participants work in various city capacities including Parks and Recreation, Westworld, and the Brick by Brick program.
- **St. Joseph the Worker, Workforce Villages Program** - Non-congregate shelter and wrap around case management is provided to people experiencing homelessness. Participants complete a 90-day program to help them reach the goal of long-term stable housing. They are required to complete trainings in budgeting, save a portion of their income, and apply to affordable housing options. Case managers will also help participants search for employment that may be more stable or provide higher pay. To date, 200 individuals have participated.
- **Elaine Transportation Services** – Transportation to medical/service appointments, shelters, and program facilities are provided to the unsheltered and vulnerable population through a contracted partnership with Elaine.

[Cross-Reference Community Involvement, Healthy Community, Housing, Education Elements; Implementation Program]

Affordable Rental Units Through the HOME Investment Partnership 

The City of Scottsdale and Maricopa County entered into a new financial Intergovernmental Agreement for the purchase and rehabilitation of two single-family homes in an effort to provide affordable rental housing in Scottsdale. With this agreement, there will be a total of seventeen affordable rental units in Scottsdale provided through the HOME Investment Partnership which was identified as a high priority goal in Scottsdale’s Consolidated Plan of 2020-2025.

[Cross-Reference Healthy Community, Housing Elements; Implementation Program]

Funding for Veteran Housing 

In 2022, the Scottsdale Housing Agency received a grant for \$150,244 from the HUD-Veterans Affairs Supportive Housing (HUD-VASH) program. The HUD-VASH program combines HUD's Housing Choice Voucher rental assistance for homeless Veterans with case management and clinical services provided by the Department of Veterans Affairs (VA). The grant supports staffing necessary to carry out the responsibilities of providing veterans in the Scottsdale jurisdiction with immediate access to permanent housing.

[Cross-Reference Healthy Community, Housing Elements; Implementation Program]

Adult Court Programs 

Youth and Family Services (YFS) is an Arizona licensed behavioral health facility that offers adult court programs and services that include alcohol, drug, anger, domestic violence, and DUI screenings for defendants referred from the Scottsdale City Court. Programs provided include community education that consists of underage drinking and shoplifting programs, as well as an online 16-hour DUI Education course. The following services were provided to the community in 2022:

- 750 alcohol screenings
- 55 drug screenings
- 42 DUI Screenings
- 98 anger screenings
- 130 domestic violence screenings
- 25 mental health Screenings
- 25 underage drinking classes
- 360 online DUI Education classes
- 60 shoplifting classes



Youth and Family Services office on Hayden Road.

[Cross-Reference Healthy Community, Education Elements]

Family Self-Sufficiency Program Receives Grant Funding 

In 2022, the Scottsdale Housing Agency received a grant for \$80,136 from the U.S. Department of Housing and Urban Development (HUD) through the Family Self-Sufficiency (FSS) program to support the salaries and training needs of FSS Program Coordinators. FSS Program Coordinators develop local strategies to connect participating families to public and private resources to increase their earned income and financial empowerment, reduce or eliminate the need for welfare assistance, and make progress toward economic independence and self-sufficiency.

[Cross-Reference Housing, Education Elements; Implementation Program]

Community Development Block Grant (CDBG) Strategic Action Plan

The goals of the Community Development Block Grant Program are to provide decent housing, a suitable living environment, and economic opportunities for low-moderate income residents. Through the Community Assistance Office (CAO) and Scottsdale Housing Agency (SHA), Scottsdale strives to accomplish these goals by maximizing and effectively utilizing all available funding resources to conduct housing and community development activities. These activities are described at length in the CAO Annual Action Plan (AAP) in alignment with the five-year Consolidation Action Plan (2020-2024).

- **Housing Choice Vouchers (HCV)** – The CAO/SHA is allotted 735 Housing Choice Vouchers. 468 of them are currently utilized resulting in a utilization rate of 66%. The low utilization rate is contributed to a number of factors that include the high-cost rental market, fair market rates approved by HUD that do not reflect inflation, and the fact that SHA is spending 98% of its allocated budget for 468 families.
- **Landlord Engagement Initiative** – Since launching in January 2022, the Landlord Engagement Initiative has been the proactive link between the Scottsdale Housing Agency and Scottsdale landlords. It continues to increase housing options available to Scottsdale housing voucher participants. The homes added through the Landlord Engagement Initiative have allowed voucher holders to lease in a broader set of mixed income neighborhoods and secure stable housing that is safe and affordable.
 - 54 affordable units added to the portfolio in 2022 (24 new landlord partners and 30 current landlord partners) – of which:
 - 45 were supported by the Emergency Security Deposit Assistance incentive.
 - 18% of incentivized units are being leased to households that were homeless or at a severe risk of homelessness through ten Emergency Housing Vouchers.
 - 43 lease-ups are supported by the Housing Choice Voucher.
 - One lease-up is supported by the Foster Youth to Independence voucher.
 - 38 of the 54 landlords received a signing bonus.
- **Tenant Based Rental Assistance (TBRA) Program & Seniors** – The COA works to provide housing options that allow all generations of Scottsdale residents to continue to reside in Scottsdale regardless of life stage or ability. Beginning in July 2023, the TBRA program will help senior populations who are rent cost burdened by more than 50%.

[Cross-Reference Healthy Community, Housing Elements; Implementation Program]

Consolidated Plan (2020-2024) Objectives 

The Consolidated Plan is a single-document planning process through the U.S. Department of Housing and Urban Development (HUD) whereby a community establishes a unified vision for housing and community development actions. The Plan is intended to more comprehensively fulfill three basic goals: to provide decent housing, to provide a suitable living environment, and to expand economic opportunities. The following highlights are Objectives implemented in 2022:

■ **Housing Rehabilitations**

- In FY 21/22, 19 Emergency Housing Repairs, 11 Roof Repairs and Replacements, and two Green Housing Rehabilitations were completed.

■ **Public Service**

- In FY 22/23, 42 non-profit projects and one Scottsdale Police Department project are funded to assist low-moderate income residents citywide through various funding sources (CDBG, CDBG-CV-3, Salt River Maricopa Pima Indian Community, Scottsdale Cares, Endowment, HOME Investment Partnership, CARES funds). These projects are estimated to serve over 20,000 unduplicated residents of Scottsdale.

[Cross-Reference Healthy Community, Housing Elements; Implementation Program]

Fair Housing Program 

The Community Assistance Office (CAO) administers local, State, and Federal laws that prevent housing discrimination practices towards any person because of their race, color, national origin, religion, sex, disability, or familial status. The CAO worked with the Mayor’s Office, and a proclamation was issued on April 5, 2022 to establish April as Fair Housing Month in the City of Scottsdale. On November 3, 2022, the CAO received training on Fair Housing Basics from the Southwest Fair Housing Council.

[Cross-Reference Healthy Community, Housing Elements; Implementation Program]

Bell94 Sports Complex 



Fields at Bell94 Sports Complex.

Funded through Scottsdale’s Bond 2019 Program, the Bell94 Sports Complex opened in the fall of 2022. The tournament-level sports complex features six sand-based fields that can host a variety of sports including soccer, rugby, and lacrosse. Similar to the existing Scottsdale Sports Complex, the fields serve a dual purpose and provide parking for signature events within the Airpark. The complex has met increased demand for sports fields and the additional inventory has allowed Scottsdale to host larger regional and national tournaments that create a positive economic impact for Scottsdale.

[Cross-Reference Character & Design, Open Space, Recreation, Growth Areas, Public Services & Facilities, Economic Vitality Elements]

Playground replacement at Grayhawk Park.



Grayhawk Park Playground Improvement 

In December of 2022, the Parks and Recreation Department completed a replacement of the playground at Grayhawk Park – located near 76th Street and Grayhawk Drive. The project included all new playground equipment, a new shade structure, and improved surfacing. The project was funded through Scottsdale’s Capital Improvement Plan, replacing one of the city’s oldest playgrounds.

[Cross-Reference: Open Space, Recreation, Public Services & Facilities Elements]

Turf removal at Horizon Park on Scottsdale Road.



Turf Conversions and Water Savings 

In December 2022, the Parks and Recreation Department completed one of several turf to xeriscape conversions at Horizon Park. In support of Scottsdale’s water conservation efforts, the department converted approximately 27,000 square feet of non-functional turf in three retention basins to xeriscape, a combination of granite, drought-tolerant plants and trees. The estimated annual water savings from the project will exceed 690,000 gallons. The conversion of non-functional turf areas, irrigation technology improvements, and water conservation elements to recent projects have helped push the Parks and Recreation Department to an overall water reduction of 25% below the Arizona Department of Water Resources Allocation.

[Cross-Reference: Open Space, Environmental Planning, Water Resources Elements; Implementation Program]

Maricopa County Multi-Jurisdictional Hazard Mitigation Plan 

In January 2022, City Council adopted the 2021 Maricopa County Multi-Jurisdictional Hazard Mitigation Plan. This plan is an analysis of the most probable, natural hazards faced by the City of Scottsdale. It includes a vulnerability assessment for a number of events including dam failure, drought, extreme heat, fissure, flooding/flash flooding, levee failure, severe wind, subsidence, and wildfire. The plan serves as a point-of-reference for the City to use in mitigation planning by prioritizing hazards and making project recommendations to best mitigate those hazards. It also fulfills the requirements of the Disaster Mitigation Act of 2000 and allows the city to remain eligible for federal non-emergency mitigation funding that may become available.

[Cross-Reference: Safety Element; Implementation Program]

Scottsdale Family Advocacy Center Funding

The Scottsdale Family Advocacy Center was designed to increase the effectiveness and efficiency of Crimes Against Persons investigations while reducing the stress and trauma to the victim. This is accomplished by co-locating multiple disciplines involved in the investigation and care of the victim in one building that is intelligently designed to address the unique needs of these types of crimes. City Council authorized the acceptance of a grant from the Office of the Arizona Attorney General in the amount of \$34,913 in support of the Family Advocacy Center. The acceptance of the grant funds will ensure the Family Advocacy Center remains a comforting and safe place for victims served.

[Cross-Reference: Safety Element]

Fire Prevention and Protection Code Amendment

The Fire Department identified a lack of specific language in the Arizona Revised Statutes, Scottsdale City Charter, and the Scottsdale Revised Code that defines the roles and responsibilities of a municipal fire department chief. Fire Department staff worked with the City Attorney’s Office to craft language consistent with common best practices of a contemporary fire department in the Phoenix Metropolitan region. Section 36-2, pertaining to Fire Department purpose and duties, was added to the Scottsdale Revised Code on July 7, 2022 with the adoption of Ordinance No. 4552.

[Cross-Reference: Safety Element]

Arizona Internet Crimes Against Children (ICAC) Task Force Funding

The Scottsdale Police Department is a member of the ICAC Task Force which promotes a multi-jurisdictional, multi-agency approach to investigating and prosecuting internet crimes against children cases. The Department received a sub-grant in the amount of \$6,500 to be utilized for training and/or equipment related to ICAC investigations pursuant to an approved Intergovernmental Agreement with the City of Phoenix.

[Cross-Reference: Safety Element]

Police and Community Engagement

In 2022, the Police Department expanded their engagement with the community through several outreach initiatives, including re-establishing new curriculum and online options for the Citizens Academy, continuing to release new episodes of “Shop Talk,” and launching new social media campaigns such as the “Sunday Safety Tip.”

[Cross-Reference: Safety, Community Involvement Element]



Police Department Advancements

- Implemented a new patrol schedule and consolidated facilities to maximize efficiencies for patrol response.
- Expanded implementation of the Real Time Crime Center through increased staffing and technology to support police investigations using real-time information.
- Created the Short-Term Rental Unit to provide dedicated, specialized responses to short-term rental concerns in the city.

[Cross-Reference: Safety Element]

Public Safety Radio Network Battery Replacement

A critical project to replace the aged battery backup system for Scottsdale's Public Safety Radio Network was completed in January 2022. Despite the challenges created by COVID-19, the Information Technology Radio Engineering team completed the project, as approved by voters in the 2019 Bond Election, within budget and on schedule. The old batteries were installed in 2010 and had an average lifespan of seven years. The team maintained the health of these battery systems for 12 years through specialized maintenance and management providing considerable savings while ensuring these units were functional and not vulnerable to a power outage. These batteries are used when there is a commercial power interruption and provide the critical link between commercial power and generator power, ensuring police and fire radios continue to transmit life-critical and time-sensitive information during power interruptions.

[Cross-Reference: Safety, Public Services & Facilities Elements]

THIS PAGE INTENTIONALLY LEFT BLANK



2nd Street Shared Use Path.



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 challenges and their cost effectiveness at a local, as well as regional level. While the automobile will remain an important means of travel in Scottsdale, the community must make land use decisions that strive to reduce the length and number of automobile trips. A variety of mobility choices will provide greater accessibility and connectivity; alleviate pollution and congestion; and foster community well-being and quality of life. The “Connect the Community” Community Value is expressed and implemented through the Connectivity Chapter of the General Plan and outlines how Scottsdale will safely, conveniently, and efficiently move people and goods.

ELEMENTS IN THIS CHAPTER:

- Circulation
- Bicycling

The following section of the report highlights actions and events that occurred in 2022 to implement the Community Value, Connect the Community.

Transportation Action Plan

In 2021, staff worked with the Transportation Commission to draft an in-house update to the City Council-adopted Transportation Master Plan which was last approved in 2016. Considering the level of maturity in the city's existing transportation network, the new plan was reoriented as a 10-year action plan, rather than a long-range master plan. On April 26, 2022, City Council adopted the plan – one that the Transportation and Streets Department is responsible for implementing and managing. The 2022 Transportation Action Plan (TAP) supports the goals and objectives of General Plan 2035 by emphasizing livable streets and a livable 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 plan includes an introduction with overarching goals and values, five modal elements (street, transit, bikeway, trail and pedestrian), an implementation program, and a glossary.

[Cross-Reference: Circulation, Bicycling Elements; Implementation Program]

Trails Master Plan & Citywide Trails

The 2004 Trails Master Plan was integrated into the 2016 Transportation Master Plan Update. The 2022 Transportation Action Plan (TAP) includes a Trail Element to guide citywide trails outside the McDowell Sonoran Preserve. The TAP reduced the planned trail network by 48 miles, to a total network of 290 miles. Priority for new trail construction will be given to the completion of connections to approved Preserve trailheads and to filling in gaps in neighborhood trail systems, especially in more rural neighborhoods where no sidewalks are in place or planned between Jomax Road and Lone Mountain Road. In 2022, the Transportation Planning team completed a field inventory and maintenance needs assessment for 160 miles of citywide trails outside the McDowell Sonoran Preserve. A refined Trails Maintenance Public Outreach Plan is scheduled for launch in 2023.

[Cross-Reference: Open Space, Recreation, Circulation, Bicycling Elements; Implementation Program]

Street Operations

The city takes a comprehensive approach with pavement management by including ADA improvements and adding new, widened, or buffered bicycle lanes. This helps maximize the funding while minimizing traffic disruptions during the improvements. The city continues to maintain:

- 907 center-line miles of pavement
- 2,846 roadway lane miles
- 20,038,588 square yards of asphalt
- 192 miles of bike lanes
- 129 miles of shared use paths
- 150 miles of non-Preserve trails
- 6,800 drainage assets
- 232 bridges and large culverts
- 314 traffic signals
- 14,008 streetlights
- 48,000 signs

[Cross-Reference: Circulation, Bicycling, Public Services & Facilities Elements; Implementation Program]



Traffic Management Center.

Traffic Engineering

Traffic Engineering completed 46 speed limit studies in 2022 as part of an effort to have recent findings on file for all major streets in Scottsdale. In addition, five road safety assessments and nine traffic control studies were completed (three signal warrants, four left-turn, one pedestrian crossing, and one stop). Traffic Engineering also designed and installed two pedestrian hybrid beacons and one traffic signal in 2022.

[Cross-Reference: Circulation, Bicycling Elements]

Roadway, Bicycle, & Pedestrian Improvements

The city continued to improve transportation infrastructure in 2022. Projects included:

■ Data Collection

- Ongoing collection from nine permanent bike/pedestrian automated counters on paths
- Deployment of a mobile bike/pedestrian counter to collect data on usage 24/7
 - Dynamite Boulevard/Rio Verde Drive bike lanes and right turn lanes from 93rd Street to 136th Street

■ ADA Upgrades

- 39 roadway projects city-wide improved ADA ramps as part of their scope of work.

■ Paths

- Bell94 Sports Complex Path – Created a new shared use path in the powerline corridor to improve accessibility at and through the Bell 94 Sports Complex. The Bell 94 Sports Complex also included sidewalk on the west side of 94th Street from Bell Road to the DC Ranch boundary.
- Westworld Sports Complex Path – Created a shared use path to improve accessibility at and through the complex.



North end of Bell94 Sports Complex Path.

■ **Trails**

- Pinnacle Peak Trail: Williams Drive to Miller Road – new trail to improve access on the south side of the road.
- Thunderbird Trail: Hayden to 76th Street – new trail to improve access to Northsight Park.

■ **Bike Lanes**

- Several new, wider, or buffered bike lanes were added in 2022 including:
 - Legacy Boulevard from Pima Road to Thompson Peak Parkway
 - Williams Drive from Scottsdale to Hayden Roads

[Cross-Reference: Circulation, Bicycling Elements; Implementation Program]

Transit Improvements 

Throughout 2022, the City of Scottsdale Transit Department continued to provide a safe and clean experience commuting within and through Scottsdale:

- In July 2022, the City bus stop inventory was updated with the assistance of ServiceLink, the contractor who provides scheduled cleaning services for city bus stops. The updated inventory includes bus stop signs and proper labeling, bus stop amenities, stop area pavement condition, ADA compliance, and lighting at bus stops with or without shelters. This data will be stored in the city’s Geographical Information System (GIS) along with other city data. Transit staff will be able to access the data via tablets in the field and regularly update the inventory.
- In fall of 2022, the Transit Team coordinated the completion of 24 bus stop renovations throughout the city. The project consisted of:
 - Complete shelter and amenity replacement at six (6) stops, which included installing additional concrete.
 - Painting of shelters at seven (7) stops.
 - Replacing amenities at nine (9) stops.
 - In addition to the bus stop renovation project, 56 work orders were generated for repairs, sign replacements, tree trimming, weed removal, and amenity replacement. This work was completed by City Facilities, Community Services, and Signing and Markings staff.



Standard bus stop and amenities.

- The Transit Team coordinated bus stop cleaning and graffiti removal efforts at over 200 bus stops.
- The Public Transit Agency Safety Plan (PTASP), adopted in 2020, was revised along with the formation of the Transit Safety Committee, who will use the PTASP to monitor federal safety requirements in trolley operations.
- The City of Scottsdale coordinated with the City of Phoenix to install an additional Clever Devices dispatch console for the Transit Team at the North Corp Yard to enhance trolley monitoring and data reporting.
- On December 7, 2022, City Council reviewed and authorized the approval of Scottsdale's Title VI Plan for Transit Services. Scottsdale's Title VI Plan ensures that no person is excluded from participation in, or denied the benefits of, its transit services on the basis of race, color, national origin, age, language, religion, sex, income or disability as protected by Title VI and described in FTA Circular 4702.1.A. The next Title VI Plan update will be in 2025.

[Cross-Reference: Circulation Element; Implementation Program]

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 medical and group van trips. This program was launched in August 2016.

- In 2022, Cab Connection welcomed 144 new participants to the program. The program currently has 700 active participants, with 62% of them being over 80 years old.
- In coordination with the city Senior Centers (Granite Reef and Via Linda) and Scottsdale Training & Rehabilitation Services (STARS), Cab Connection also provides residents who are low income and live within a five-mile radius of a senior center, taxi vouchers to each senior center for participation in a daily lunch program. Eligibility is determined and verified by qualified 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 received cab vouchers for the Wheels to Meals Program in 2022.

[Cross-Reference: Circulation Element; Implementation Program]

THIS PAGE INTENTIONALLY LEFT BLANK



Restored Old Town cowboy sign.



Neighborhoods are a blend of homes, shops, schools, churches, parks, and places of employment. They make up our community mosaic, each being distinct but, as a whole, forming the beautiful picture that is Scottsdale. Scottsdale’s public services and facilities represent the community’s investment in diverse programs, infrastructure, and physical facilities to meet the needs of these neighborhoods. The “Revitalize Responsibly” Community Value is expressed and implemented through the Revitalization Chapter of the General Plan and seeks to create strong neighborhoods; proactively preserve and revitalize Scottsdale’s diverse areas; contextually redevelop property; manage growth; and guide the provision of Scottsdale’s community services and facilities.

ELEMENTS IN THIS CHAPTER:

- Circulation
- Neighborhood Preservation & Revitalization
- Conservation, Rehabilitation, & Redevelopment
- Growth Areas
- Cost of Development
- Public Services & Facilities
- Public Buildings

This section of the report highlights actions and events that occurred in 2022 to implement the Community Value, Revitalize Responsibly.

Neighborhood Advisory Commission – Neighborhood Enhancement Grant Program 

The Neighborhood Advisory Commission (NAC) provides direct assistance to Scottsdale neighborhoods for maintenance and revitalization projects through City Council approved budget funding and the Neighborhood Enhancement Grant Program. The process includes an application submittal, a meeting between the applicant and city staff to discuss the proposed scope of work, and consideration for approval by the NAC at a public meeting (typically, \$30,000 of available funds per fiscal year). The following improvement projects received funding in 2022:

- Casa Rica Neighborhood Sign Toppers (March 2022)
- Pima Neighborhood Park Butterfly Garden Landscape Enhancement, in partnership with Scottsdale Operation Fix It Neighborhood Project Program (April 2022)
- Sherwood Heights and Fairway Park Entry Monument Repaint and Landscape Enhancement (September 2022)



[Cross-Reference Character & Design, Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]

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 three HRER applications during 2022, allocating \$16,035 (FY 21/22) of available funds to residents to sensitively rehabilitate homes located in historic districts listed on the Scottsdale Historic Register. From these projects, only \$12,347 (FY 21/22) of actual expenditures have been dispersed based on project completion.

[Cross-Reference Character & Design, Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]

Spirit of Scottsdale Awards 

The Spirit of Scottsdale Awards are a citizen-nominated program that recognize those that help strengthen and build Scottsdale's community through their commitment to and involvement in neighborhoods. On January 25th, 2023, the Neighborhood Advisory Commission (NAC) reviewed, discussed, and then selected Mildred Heber and The Holland Center as the 2022 winners of the City of Scottsdale Spirit of Scottsdale Award for the "Individual" and "Business/Organization" award categories.

[Cross-Reference Community Involvement, Neighborhood Preservation & Revitalization Elements]



The Holland Center on N 60th Street.

McCormick-Stillman Railroad Park Bunkhouse Capital Project 



McCormick-Stillman Railroad Park.



Mayor Ortega accepting donation.


McCormick-Stillman Railroad Park opened in October of 1975 to the public and is a nationally recognized park and tourist destination, both locally and abroad. The park contributes to Scottsdale's tourism industry and brings in upwards of \$2,000,000 to the park annually. To boost summer attendance and to give park visitors better entertainment options during the hot Arizona months, the city is proposing to demolish the existing unused, outdated bunkhouse and construct an approximately 8,000 square foot multiuse facility in its place with an indoor train themed play structure, indoor/outdoor restrooms, party/event space, staff office space, shaded outdoor area, and event lawn/plaza. In June 2022, City Council authorized the acceptance of a \$1,000,000 donation from the Scottsdale Railroad and Mechanical Society which will contribute to fund the McCormick-Stillman Railroad Park Bunkhouse capital project.

[Cross-Reference Character & Design, Open Space, Recreation, Community Involvement, Economic Vitality, Neighborhood Preservation & Revitalization, Tourism Elements; Implementation Program]

Vacation Rental Ordinance Update 

In July 2022, Governor Ducey signed State Bill (SB) 1168 which allows local governments to set up short-term rental licensing or permitting programs and suspend or revoke the licenses of short-term rentals with chronic violations. In the months following, Scottsdale Ordinance 4566 was adopted unanimously by the City Council, requiring rental property owners/operators to obtain a Scottsdale license for each property and comply with several safety, health, and neighborhood notification requirements. These changes provide tools to hold "bad operators" responsible for their actions.

[Cross-Reference Community Involvement, Safety, Neighborhood Preservation & Revitalization, Housing, Tourism Elements; Implementation Program]

Neighborhood Safeguarding – Code Enforcement 

Scottsdale had a fast and efficient Code Enforcement agency with a 0.4-day average code inspector response time to a citizen complaint in 2022, and an average of 22 days to close out a case. As compared to a 0.6 day average and 25 day close out in 2021. Code inspectors performed 14,089 inspections of properties and performed 2,364 illegal sign removals citywide in 2022. In addition, the rise of short-term vacation rental property concerns in 2022 resulted in 2,815 cases for code inspectors to investigate and resolve.

[Cross-Reference Community Involvement, Safety, Neighborhood Preservation & Revitalization, Housing Elements; Implementation Program]

Rawhide Wash Mitigation Project

In January 2022, City Council approved the acquisition of rights-of-way for the Rawhide Wash Mitigation project. The project will install flood protection improvements including new floodwalls as well as required modifications to existing privately owned floodwalls in order to meet FEMA requirements. This effort is part of an intergovernmental agreement with the City of Phoenix, the Flood Control District of Maricopa County, and the City of Scottsdale.

[Cross-Reference Environmental Planning, Conservation, Safety, Conservation, Rehabilitation, & Redevelopment, Public Services & Facilities, Tourism Elements; Implementation Program]

Pima Park Butterfly Garden

With the support of Operation Fix-It, the city's Parks and Recreation Department, and Scottsdale's Neighborhood Advisory Commission, more than 40 volunteers from PHX Architecture, First Christian Church, and HonorHealth Ambassadors provided about 240 volunteer hours at a value worth over \$5,000 that resulted in significant enhancements to Pima Park at 86th Street and Thomas Road. The garden includes a new pedestrian path, over 125 plants, 15 trees, four benches and metal art. Staff have reported positive feedback from area residents and have seen an increased butterfly population.

[Cross-Reference Character & Design, Community Involvement, Environmental Planning, Neighborhood Preservation & Revitalization, Open Space Elements]

Scottsdale Public Library Operational Updates

Scottsdale Public Library continued to put people at the heart of dynamic library services throughout 2022. In January 2022, all four branches fully re-opened to offer in-building access, along with drive-thru and curbside services, seven days a week. This completed the final phase of restoring hours for the library system after COVID disruptions from the previous two years.

- **Statistics** – Scottsdale Public Library circulated 2,223,369 physical and digital items in 2022. Nearly 549,000 people visited the branches and picked up holds and other materials at the drive-thru windows and curbside pickup. An additional 569,272 people used the Library's online services. There were 15,428 new cardholders, and 33,743 new items were added to the collection, including an expansion of Vox picture books, a video game collection, and Hoopla, a popular digital media service. The Library also added Newspaper Archives, a database of historical local Arizona papers. The Library Help Line answered 18,936 calls, and there were 1,503 questions answered through the online Ask-a-Librarian service.
- **Pony Express @ Appaloosa** – In June 2022, Pony Express @ Appaloosa re-opened for extended hours at Appaloosa Library. This service allows registered Scottsdale Public Library patrons access to the Appaloosa Library, without staff present, in order to browse the library collection, check out items, use public computers, Wi-Fi and the study rooms. A total of 2,826 patrons were registered for this service by the end of 2022.
- **Auto-Renewals** – Starting in July 2022, Scottsdale Public Library began auto-renewals for most library items. Eligible items renew automatically up to six times, offering convenient access for library patrons.

[Cross-Reference Neighborhood Preservation & Revitalization, Public Services & Facilities Elements; Implementation Program]

Library Card Contest finalists.



Library Card Design Contest 🏠

A Library Card Design Contest open to kindergarten students was held in September 2022, with an event in November to announce the winner. Over 700 people attended the event, which included crafts, field games, and a free concert. The winning submission was made into a library card design.

[Cross-Reference Neighborhood Preservation & Revitalization, Public Services & Facilities Elements]

First storytime in SkyRoom.



The Civic Center SkyRoom 🏠

SkyRoom, the new storytime room and youth programming space at Civic Center Library, was completed in April and opened to the public in May 2022. Since opening, over 100 programs have been held in SkyRoom with nearly 4,400 people in attendance.

[Cross-Reference Neighborhood Preservation & Revitalization, Public Services & Facilities Elements]

Library Volunteers 🧑‍🤝‍🧑 🏠

After a two-year hiatus, volunteers were able to return to Scottsdale Public Library branches. Pat Ansell, one of the library’s longtime volunteers, was awarded the Volunteer of the Year Award from Arizona Library Association, a prestigious award that is given to only one library volunteer a year who has demonstrated a personal commitment to volunteering. Volunteer-led programs, such as computer classes and English for Speakers of Other Languages programs, both returned in this year. Adult and teen volunteers also returned to help during the Summer Reading Program, the Scottsdale Heritage Connection, and larger events.

[Cross-Reference Community Involvement, Neighborhood Preservation & Revitalization, Public Services & Facilities Elements]



Pat Ansell (left), Library Volunteer of the Year.



Teen volunteers at Apaloosa Library.

Library Art Exhibitions

Scottsdale Public Art brought four public art exhibitions to the Public Gallery at Civic Center in 2022.

- “FIRST: Native American Arizona Artists” was a juried group exhibition by Native American artists who expressed a unique point of view of their traditions and life as they know in the West.
- “INTERWOVEN: Telaraña Fiber Arts Guild” showcased fiber related works of art inspired by the stunning Arizona landscape.
- “Designed to Move: Seeds that Float, Fly or Hitchhike Through the Desert Southwest” featured work by photographer Taylor James to illustrate the ingenious design of desert seeds that employ different methods for dispersal and propagation. This exhibit was organized by the Biomimicry Center at Arizona State University (ASU) in collaboration with the Desert Botanical Garden, ASU’s Herbarium, and ASU’s Design School.
- “Modern Latina: Cultura, Familia y Arte” featured Phoenix Latina artists who reflected on their identities as illuminated through their cultural and familial ties, all embodied in the celebration of traditions and ancestral legacies.

In April 2022, to support Scottsdale Sister Cities Association, Civic Center Library featured their 34th Annual Young Artists and Authors Showcase, “Generation Rescue: Sustainable Water for All”. This international contest invited young artists and writers to create written and visual art to highlight the importance of climate change and its impact on water resources. There were also two art exhibits on display at Mustang Library from Scottsdale Sister Cities in partnership with the Scottsdale Artists’ School that featured art from teens in sister cities Uasin Gishu, Kenya and Ontario, Canada.

The Scottsdale Historic Society’s “Scottsdale Then & Now” art installation in the Scottsdale Heritage Connection space in Civic Center Library featured historic photographs of iconic points of interest around Old Town Scottsdale.

[Cross-Reference Community Involvement, Neighborhood Preservation & Revitalization, Public Services & Facilities Elements]



Art from the FIRST exhibit.

Central Arizona Flute Ensemble Program.



Library Adult Services 

In fall 2022, in-person programs returned to Scottsdale Public Library, including specialty programs, book discussion groups, local history programs, and career classes. The partnership with Scottsdale Arts was continued as Library Creatives art workshops and discussions were revived as part of the fall programming. Craft of the Month kits were offered throughout the year, where library patrons picked up a kit with supplies and instructions to create a different kind of craft every month, as well as Citizen Science kits in April where patrons checked out a kit to participate in citizen science-based projects.

[Cross-Reference Community Involvement, Neighborhood Preservation & Revitalization, Public Services & Facilities, Education Elements; Implementation Program]

Books2Go at Garden Apartment District.



Library Outreach 

Scottsdale Public Library’s Books2Go service continued to expand in 2022. Books2Go are micro-library structures placed throughout Scottsdale with the mission of getting books into the community’s hands. Two new Books2Go locations were installed in Scottsdale in November 2022. The first was a structure relocated from Sonoran Hills Park to DC Ranch Park. The second is located at Goldwater and 70th Street by the historic Garden Apartments District. The newest micro-library was designed by local architect Ned Sawyer and built by local artist Gary Slater, with Scottsdale Historic Preservation Commissioner Ben Brosseau overseeing the project.

Sister Cities 35th Anniversary event.



With the return of many events in 2022, Scottsdale Public Library continues to maintain a presence in the community. The Library participated in signature Scottsdale events such as Exclusively Little, All Things Senior Expo, and GAIN block parties, and began outreach visits to both Via Linda and Granite Reef Senior Centers in fall 2022. Scottsdale Public Library continued to offer support to partnership organizations, such as the Scottsdale Sister Cities with the celebration of the 35th Anniversary with Cairns, Australia as well as by visiting several schools in the area to share about library resources with students and their families.

[Cross-Reference Community Involvement, Neighborhood Preservation & Revitalization, Public Services & Facilities Elements]

Library Youth Services

Many youth programs that were put on hiatus during COVID returned to all branches in 2022, including storytimes, Knowing & Growing parent workshops, STEAM programs, Teen Advisory Boards, and other specialty programs. Littlest Scientists, the newest Knowing & Growing program, debuted with much success over summer 2022. Also in June 2022, Girls in STEM, a new program series funded by the Friends of the Scottsdale Public Library, gave teens the opportunity to meet experts and explore science, technology, engineering, and math concepts hands-on. Family Read Aloud Nights at the Scottsdale Unified School District returned to four Title I schools in spring 2022. Popular signature programs such as Halloween Family Fun, Tail Waggin' Tales, and Fire Truck programs all returned in fall 2022. The Summer Reading Program, Oceans of Possibilities, saw increases in both registrations and completions compared to last year. A total of 6,474 participants signed up for the program, with 2,510 people completing the program by reading 1,000 minutes or more throughout the summer.

In December 2022, an article was published in the academic journal, *Frontiers in Psychology*, on the impact of the Knowing and Growing program, Fun with Math & Science, which was created by the library. The article which is titled, "Promoting caregiver involvement at the public library: An evaluation of a math and science storytime program for young children," reviews the findings from a research study that was conducted by Arizona State University in conjunction with Scottsdale Public Library. Fun with Math & Science is a 6-week enhanced storytime program that focuses on providing caregivers with strategies to help them support early STEM development at home. 115 families participated in the study and the results of the study showed an increase in caregivers' ability to support their child's early math and science learning.

[Cross-Reference Community Involvement, Neighborhood Preservation & Revitalization, Public Services & Facilities, Education Elements; Implementation Program]



Girls in STEM program.



Little Scientists program.



Floatus by Walter Productions, Canal Convergence 2022.



Scottsdale’s future as an exceptional place depends on a dynamic, diversified, and growing economic base that complements the character and livability of the community. The city must also support and expand its economic base to maintain high public service standards and physical quality. This can be done by targeting new economic and educational opportunities, which provide support for the future fiscal health of the city. The “Advance Innovation and Prosperity” Community Value is expressed and implemented through the Innovation & Prosperity Chapter of the General Plan and recognizes that Scottsdale operates within broader regional and global economic settings, and, as such, the city must maintain and strengthen its competitive position by creating an environment where Scottsdale can effectively respond, innovate, and adjust rapidly.

ELEMENTS IN THIS CHAPTER:

- Economic Vitality
- Tourism
- Education

This section of the report highlights actions and events that occurred in 2022 to implement the Community Value, Advance Innovation & Prosperity.

Smart City Initiative 



As a 2022 Smart Cities Readiness Challenge winner, Scottsdale hosted the Smart Cities Council along with more than 50 industry professionals, city staff and residents for a “Scaling Citizen Engagement Readiness Challenge Workshop”. The April 6 workshop included data and solutions presentations from local and international experts and offered

an opportunity for interaction and input in a brainstorming session. A complementary comparative analysis with other world-class innovation districts was provided by the Smart Cities Council. The analysis evaluated SkySong and Old Town based on five indicators of successful innovation districts: volume, character, variety, vitality and relevance. Building upon the City of Scottsdale Smart City Strategic Roadmap, which was accepted by the City Council in April 2021, potential projects were identified for the Old Town and SkySong areas involving sound mitigation, wayfinding, sustainability, public safety, and economic development.

[Cross-Reference Growth Areas, Public Services & Facilities, Economic Vitality Elements; Implementation Program]

Small Business Support through Choose Scottsdale HUUB 



In 2022, the Scottsdale Economic Development team partnered with Cohoots to manage the newly launched Choose Scottsdale HUUB platform. The program has been successful in supporting local businesses by providing free access to advisors, funding opportunities, and other digital learning tools, as well as a place to connect with other small business owners.

The HUUB has 282 all-time platform users with 168 total appointments. The most viewed course was the Ready.Set.Grow Bootcamp, with 90.4% of the all-time views on the platform. The most viewed page in December 2022, aside from the home page, was the grants page which generated 11.9% of the views. In December, there were 966 visits to the HUUB page, and 61 businesses were approved to the technical assistance program, 75.41% of which were women, and 16% were Black, Indigenous, and People of Color.

[Cross-Reference Economic Vitality, Education Elements; Implementation Program]

State Land Auctions Predict Vibrant Scottsdale Development 

Two purchases of Arizona State land at auctions this year indicate new development potential for prime Scottsdale locations. An 85.6-acre site at the southwest corner of Loop 101 and Hayden Road purchased by Scottsdale-based De Rito Partners Development, Inc. is expected to become a mixed-use commercial and industrial project. At the northeast corner of Loop 101 and Hayden Road, a 48-acre site purchased by HonorHealth, is expected to be used for health care purposes in the future.

[Cross-Reference Growth Areas, Economic Vitality Elements]

After-School Programing

From August 2021 through May 2022, the Parks and Recreation Department's Youth Development team coordinated programs at Mountain View and Horizon community centers and five Scottsdale Unified School District campuses. Programs were held daily from school dismissal until 6 p.m., serving nearly 370 students in grades K–6. Staff worked collaboratively with teachers to offer additional educational support and extra-curricular activities. At the Navajo Elementary site, staff incorporated the school's STEM curriculum through egg drop and lava lamp activities, helping the administration earn the distinction as an internationally STEM-certified school this year. *[Cross-Reference Education Element; Implementation Program]*

New Company Locates

New company locates and expansions have added 525 new jobs in 2022. The economic development team has worked with 12 companies with an average wage of just under \$66,700, absorbing over 140,000 SF of commercial space, and adding over \$5.4 million in new capital expenditures. The total 5-year direct revenue impact of these projects is over \$4 million. The total 5-year economic impact of these projects is over \$2.8 billion. Companies new to Scottsdale include the following :

- **Nerdwallet** is an American personal finance company that provides consumers and small businesses with the tools, information, and insight they need to make financial decisions.
- **Raven Industries** is advancing farming through innovation and technology. Raven provides innovative, high-value products and systems that help farmers serve the world with groundbreaking work in autonomous systems.
- **Cruise Automation** tests and develops autonomous car technology. Through partnerships with General Motors and Honda, they are the only self-driving company with fully integrated manufacturing at scale, building all-electric, zero-emission, self-driving vehicles.
- **Flare** is a software company providing business to consumer legal services.
- **Crest Technologies** designs, develops, and provides maintenance of industrial machinery and production facilities for leading manufacturers of semiconductor equipment.
- **Support Partners** is a system integrator specializing in deploying and supporting innovative, efficient end-to-end production solutions in the cloud.
- **ACCO Engineered Systems** is dedicated to the design, fabrication, installation, maintenance, and service of commercial and industrial HVAC, refrigeration, plumbing, process piping, and building automation systems.
- **Affinaquest** is a full-featured customer relationship management (CRM) system built specifically for nonprofit organizations. Affinaquest is a Salesforce Foundation partner, and the solution is built on top of the traditional Salesforce.com platform.

- **Vincit** is an internationally operating digital service provider founded and headquartered in Finland. The company's services cover the entire digital value chain from management consulting to design, software development, and software maintenance.
- **Brilliant** provides network communication systems and automation solutions to improve productivity for semiconductor companies.
- **AGCO** Corporation delivers agricultural solutions worldwide and is a leader in the design, manufacture, and distribution of agricultural equipment through a full line of tractors, combine harvesters, hay and forage equipment, seeding and tillage implements, and protein production systems.

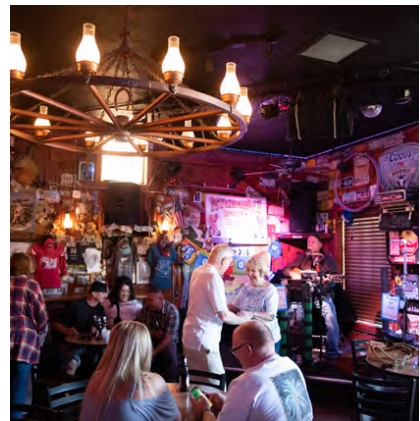
[Cross-Reference Economic Vitality Element; Implementation Program]

Tourism Economic Impacts 

According to the Tourism & Events Department most recent annual Visitor Report, Scottsdale welcomed an estimated 1.5 million more visitors in 2021 than 2020, reaching a total of 9.7 million visitors (4.3 million domestic overnight, 1.0 million international overnight, and 4.4 million domestic day trip visitor). This is up from 3.4 million domestic overnight visitors, 0.9 million international overnight visitors and 3.9 million domestic day trip visitors in 2020 but still below pre-pandemic levels in 2019. Through their local spending, these visitors created an annual economic impact of \$2.5 billion in the city. The report found that the top ten Scottsdale visitor activities were (in order): shopping, sightseeing, hiking or backpacking, swimming, attending a celebration, night clubs, business meetings, visiting historic sites and landmarks, visiting state or national parks and casinos.

Additionally, the Tourism & Events Department most recent annual Lodging Report showed that the Scottsdale 2021 bed tax revenues, totaling \$23,491,604, was up 48 percent from 2020. 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 Open Space, Recreation, Circulation, Economic Vitality, Tourism Element; Implementation Program]



From the 2022 Scottsdale Tourism & Events Strategic Plan.

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 2022:



Barrett-Jackson.



Adopt-a-Road cleanup.



- **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 \$2.25 million, programs were vetted through an application process by staff, the Tourism Development Commission, and approved by City Council. In total, 26 events were allotted \$880,800 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 153 applications in 2022.
- **Barrett-Jackson** – In 2022, Barrett-Jackson celebrated its 50th anniversary with its most successful auction ever, welcoming hundreds of thousands of guests, auctioning more than \$200 million in collector automobiles and automobilia, and raising nearly \$9 million for charitable causes. WestWorld and Scottsdale were in the spotlight for nearly 40 hours of television coverage.
- **Earth Day Celebration** – From volunteer road cleanups and tree giveaways to a solar power presentation and green expo breakfast with the Mayor and City Council, Scottsdale presented a week of events for everyone looking to recognize Earth Day.

Arizona Indian Festival.



Hashknife Pony Express.



Parada Del Sol.



■ **Arizona Indian Festival** – Through the city’s partnership with the Arizona American Indian Tourism Association (AAITA), Arizona Indian Festival held their 6th Annual event 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. Due to construction of the Civic Center, the event moved to the 2nd St & Brown Parking Garage in Historic Old Town, drawing 9,000 attendees.

■ **Western Week** – During Western Week, Old Town Scottsdale transformed into an authentic old west experience for the whole family. Several events took place that included family-friendly games, food, music, and entertainment.

- Gold Palette ArtWalk in the Scottsdale Arts District
- 64th Annual Hashknife Pony Express at the Scottsdale Museum of the West
- 68th Annual Parada Del Sol Historic Parade along Scottsdale Road
- Trail’s End Festival in the Historic Old Town District
- Arizona Indian Festival in Old Town and the Scottsdale Museum of the West

■ **June Days** – The city launched its 2nd Annual June Days—a monthlong summertime celebration and off-season marketing and advertising campaign—with its biggest lineup to date. With more than 80 events and activities from pumped-up pool parties and rockin’ honky-tonks to invigorating yoga sessions and laid-back wine tastings. Many area businesses, retailers, restaurants, and galleries got into the spirit with special activities and deals of their own designed to make June Days extra “cool.”



Scottsdazzle in Old Town.

■ **Scottsdazzle** – The 7th Annual Scottsdazzle– Old Town’s signature month-long holiday extravaganza encompassing a multitude of activities and events designed to spread holiday spirit to residents and visitors–featured more than 50 events, including the signature Sing-Along & Tree Lighting Ceremony, stunning décor, and unique events. Local businesses also got into the spirit by offering visitors and residents special holiday deals to dine, drink and shop their way through the season. For the second year, the city included an option on the Scottsdazzle website (scottsdazzle.com) to opt-in to the Tourism & Events event notification database to be the first to hear about city-hosted events in the area. This year, 2,327 unique email addresses opted-in, bringing the notification database to nearly 4,850 email addresses.



Juneteenth Celebration at Scottsdale Stadium.

■ **Juneteenth Celebration** – The celebration held at Scottsdale Stadium included live performances, games & activities for kids and families, and health care talks from Mayo Clinic and HonorHealth. Nearly 50 volunteers from Scottsdale’s Diversity Advisory Committee, Mayo Clinic, Bank of America and 25 scholars from Africa participating in the Mandela Washington Fellowship for Young African Leaders supported the event. The event was made possible with the support of Tourism & Events, Scottsdale Stadium, and sponsors Mayo Clinic, HonorHealth and the Scottsdale Fire Fighters Association.



Pac-12 tournament at Scottsdale Stadium.

■ **Pac-12 Baseball Tournament** – Through a three-year partnership with the city, Pac-12, and the Arizona Sports & Entertainment Commission, the inaugural Pac-12 Baseball Tournament took place May 25-29, 2022 at Scottsdale Stadium. The double-elimination tournament featured the top eight teams in Conference standings at the conclusion of the regular season, with the tournament champion receiving the Pac-12’s automatic bid to the NCAA Tournament. No. 1-seeded Stanford beat No. 2 Oregon State, 9-5, in the title game.

- Canal Convergence** – Celebrating 10 Years of Water + Art + Light, the 2022 event featured 13 large-scale installations from artists who have exhibited work at Canal Convergence throughout the 10-year span, alongside artists who were new to the event. The collection of past and present artists highlighted not only the evolution as an event but also the artists’ growth. The event featured: workshops, educational tours, live music, dance performances, original augmented reality artworks from three Arizona artists, and for the first time a fashion show featuring “wearable tech.” The One Water Brewing Showcase, a “drought-friendly beer festival” in partnership with Scottsdale Water, was held on-site with a half dozen participating breweries.

[Cross-Reference Arts, Culture & Creative Community, Healthy Community, Economic Vitality, Tourism Elements]



SunDrops by Jeff Zischke and photo by David Blakeman, Canal Convergence 2022.

Adaptive Services and SUSD Vocational Training Program Partnership

Scottsdale Unified School District’s Scottsdale Community Opportunity for Real-World Education (SCORE) Program provides training and support to gain employment and develop independent living skills for students with intellectual disabilities ages 18-22. The city’s Adaptive Services Center hosted the group once a week throughout the school year to give students and instructors access to the state-of-the-art kitchen, multi-sensory room, and recreational space. During the 2021-22 school year, the SCORE program helped 14 students gain employment despite significant challenges related to the pandemic.

[Cross-Reference Healthy Community, Recreation, Education Elements; Implementation Program]

NEW INVESTMENT & REVITALIZATION - ZONING ACTIONS



The following are zoning actions approved by City Council between January & December 2022, found on the Zoning Action Location Map (page 72):

- 1 Greenbelt 88 (15-ZN-2020)** – This was a rezoning from Planned Neighborhood Center Planned Community District (PNC PCD) to Planned Unit Development (PUD) to allow for a mixed-use center with a maximum of 228 multi-family dwelling units and approximately 29,000 square feet of commercial floor area on a ±7-acre site. Having an existing General Plan Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan, as well as the Southern Scottsdale Character Area Plan (CAP). The subject site is located within a Southern Scottsdale CAP-designated Opportunity Corridor, where moderate intensity, mixed-use development is supported.
Approved by City Council on February 8, 2022.
- 2 Astria & Associates (9-ZN-1997#2)** – This was a rezoning from Downtown Office Commercial Type-1 Downtown Overlay (D/OC-1 DO) to Downtown Multiple Use Type-2 Downtown Overlay (D/DMU-2 DO) to allow for a new mixed-use 3-story building (1st floor office with 3 residential units above) on a ±6,311 square-foot site located at 7121 E. 1st Avenue. Having an existing General Plan Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan. Furthermore, the subject property is located within the Old Town Growth Area; Growth Areas are specific locations within the community that are most appropriate for development focus, and can best accommodate future growth, (re)development, and revitalization.
Approved by City Council on March 1, 2022.
- 3 Palo on 75th (9-ZN-2021)** – This was a rezoning from Service Residential Downtown Overlay (S-R DO) to Downtown/Downtown Multiple Use, Type 2, Downtown Overlay (D/DMU-2 DO) to allow for a new multi-family development consisting of 5 units on a ±0.20-acre site located at 3961 N. 75th Street. Having an existing General Plan Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan. Furthermore, the property is located within the General Plan designated Old Town Growth Area ; Growth Areas are specific locations within the community that are most appropriate for development focus, and can best accommodate future growth, (re)development, and revitalization.
Approved by City Council on April 5, 2022.
- 4 Artisan Scottsdale (3-ZN-2021 and 3-DA-2021)** – This was a rezoning from Central Business Downtown Overlay (C-2 DO) to Downtown/Downtown Multiple Use Type-2, Planned Block Development, Downtown Overlay (D/DMU-2 PBD DO) and Downtown/Downtown Core Type-1, Planned Block Development, Downtown Overlay (D/DC-1 PBD DO) to allow for 83 dwelling units and approximately 5,000 square feet of commercial floor area on a ±1.92-acre site. Having an existing General Plan Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan. The subject property is located within the boundary of the Old Town Scottsdale Character Area Plan (OTSCAP) and designated partially Downtown Core Use Type 1 and partially Downtown Multiple Use Type 2. These designations encourage a mixed-use environment within Old Town, with specialty retail and tourism, along with higher density housing combined with, office, retail, and other

compatible uses. Furthermore, the property is located within the General Plan designated Old Town Growth Area; Growth Areas are specific locations within the community that are most appropriate for the highest intensity of development, and will best accommodate future growth, (re)development, and revitalization.

Approved by City Council on May 3, 2022.

- 5 **7700 E. Indian School Road (5-ZN-2021)** – This was a rezoning from Service Residential (S-R) to Neighborhood Commercial (C-1) to allow for the adaptive reuse of an existing building on a ±0.6-acre site by expanding the permitted uses to include furniture and home furnishing sales. The General Plan land use designation for the subject site was amended from Employment-Office to Commercial through a minor General Plan amendment (2-GP-2021). General Plan 2035 and the Southern Scottsdale Character Area Plan both support reinvestment and adaptive reuse of existing development.

Approved by City Council on June 21, 2022.

- 6 **FLW Storage (8-ZN-2021)** – This was a rezoning from Single-Family Residential (R1-35) to Highway Commercial (C-3) to allow for a new internalized community storage facility with associated vehicle storage on a ±3.38-acre site. The subject site is designated as Mixed-Use Neighborhoods within the General Plan and located within the Greater Airpark Character Area.

Approved by City Council on June 21, 2022.

- 7 **Megerdichian Residential Health Care Facility (25-ZN-2018)** – This was a rezoning from Single-Family Residential (R1-35) to Townhouse Residential (R-4) to allow for a residential health care facility on a ±4.8-acre portion of a ±7.4-acre site. Having a Suburban Neighborhoods General Plan land use designation, the approval maintained and implemented the General Plan. Furthermore, the proposal included self-imposed 50-foot setbacks from adjacent, existing single-family neighborhoods, which implements goals of both the Cactus Corridor Area Plan and the Shea Area Plan.

Approved by City Council on August 22, 2022.

- 8 **Narazona Corporation (13-ZN-2021)** – This was a rezoning from Commercial Office (C-O) to Neighborhood Commercial (C-1) on a ±1.7-acre site to allow for additional commercial land uses, specifically pet care services, within two existing buildings. The General Plan land use designation was amended for the subject site from Mixed-Used Neighborhoods to Commercial through a minor General Plan amendment (6-GP-2021). General Plan 2035 and the Southern Scottsdale Character Area Plan both support reinvestment and adaptive reuse of existing development.

Approved by City Council on September 13, 2022.

- 9 **The Osborn Residential Health Care Facility (1-ZN-2014#2)** – This was an amendment to an existing development plan and zoning stipulations (1-ZN-2014) to allow for the development of a residential healthcare facility with 247 units, including both minimal and specialized care, and approximately 9,900 square feet of commercial space on a ±3.59 gross acre site zoned Downtown/Downtown Multiple Use Type-2 Planned Block Development Downtown Overlay (D/DMU-2 PBD DO). The subject property is located within the boundary of the Old Town Scottsdale Character Area Plan (OTSCAP) which encourages redevelopment and infill that strengthens Old Town's mix of uses and activities through mutually supportive land uses.

Approved by City Council on September 13, 2022.

- 10 **Scottsdale Office Remodel (3-ZN-2022)** – This was a rezoning from Single-Family Residential (R1-43) to Service Residential (S-R) on a ±0.65-acre site to repurpose an existing vacant fire station into an office use. The General Plan land use designation for the subject site was amended from Cultural/Institutional or Public Use to Suburban Neighborhoods through a minor General Plan amendment (1-GP-2022). General Plan 2035 and the Southern Scottsdale Character Area Plan both support reinvestment and adaptive reuse of existing development.

Approved by City Council on September 20, 2022.

- 11 **Alameda 5 Acres (4-ZN-2021)** – This was a rezoning from Single-Family Residential, Environmentally Sensitive Lands (R1-130 ESL) to Single-Family Residential, Planned Residential Development, Environmentally Sensitive Lands (R1-43 PRD ESL) for a three-lot subdivision on a ±5.6-acre site. General Plan 2035 and the Dynamite Foothills Character Area Plan support rural neighborhoods and the preservation of rural desert character at this location with large lots, low building heights, and minimal impact on natural desert vegetation and features.

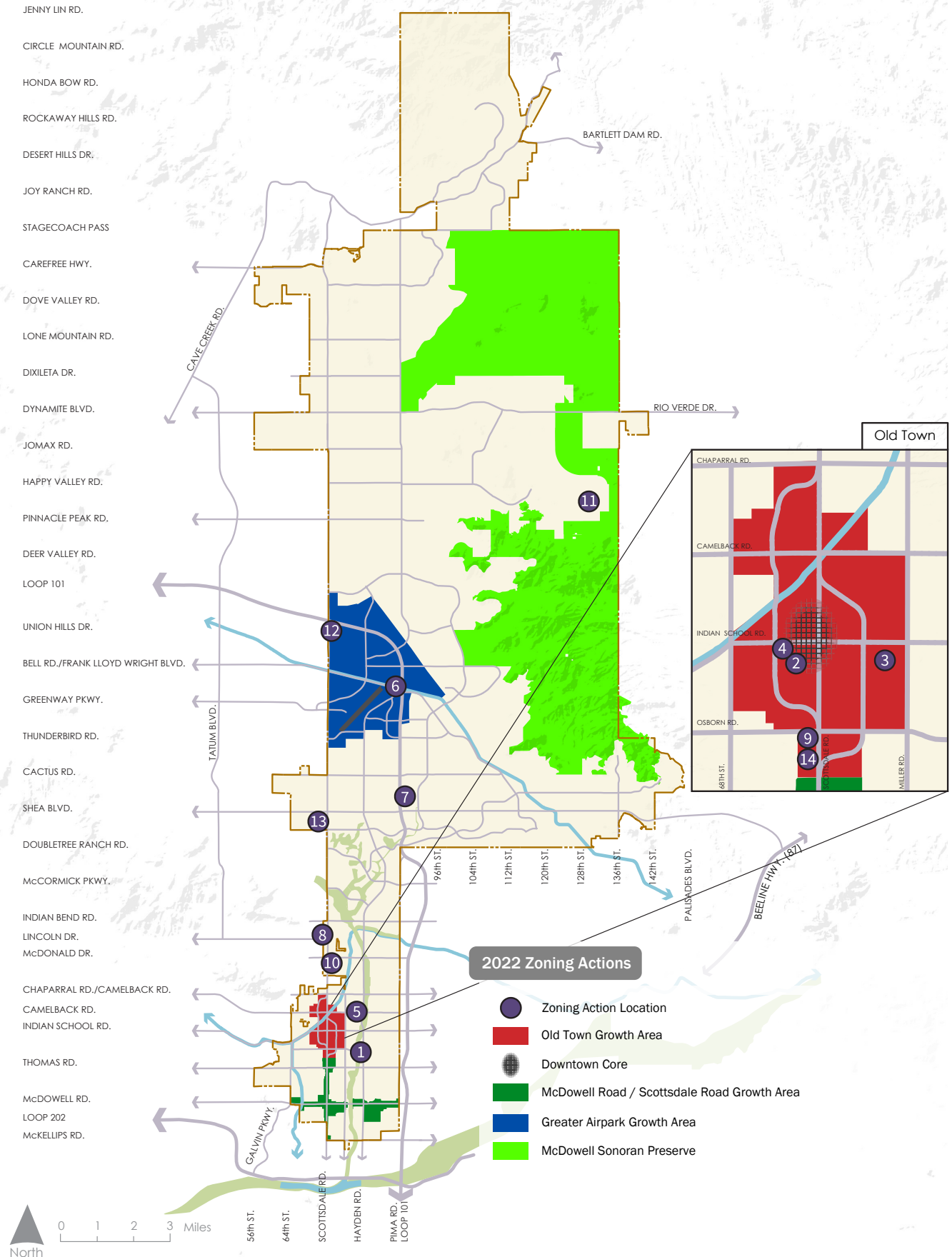
Approved by City Council on October 18, 2022.

- 12 **Optima McDowell Mountain Village (20-ZN-2002#4 and 2-DA-2022)** – This was a rezoning from General Commercial, Planned Community Development (C-4 PCD) to Planned Airpark Core Development, Airpark Mixed-Use Residential, Planned Community Development, Planned Shared Development (PCP/AMU-R, PCD PSD) to allow for a mixed-use development comprised of 1,390 residential units, 36,000 square feet of commercial area, and a building height up to 118 feet on a ±21.88 acre site. The subject site is located within the General Plan Mixed-Use Neighborhoods land use designation and Greater Airpark Growth Area. Growth Areas are specific locations within the community that are most appropriate for the highest intensity of development, and will best accommodate future growth, (re) development, and revitalization.

Approved by City Council on November 21, 2022.

- 13 **High Street Residential (4-ZN-2022, 3-DA-2022)** – This was a rezoning from Central Business (C-2) district to Planned Unit Development (PUD) to allow for a new mixed-use development with approximately 215 dwelling units and 11,000 square feet of non-residential floor area on a ±4.64 gross acre site. The General Plan land use designation for the subject site was amended from Commercial to Mixed-Use Neighborhoods through a minor General Plan amendment (2-GP-2022). The subject site is located at the edge of the Scottsdale Road/Shea Boulevard Activity Area and redevelops a largely vacant commercial site.
Approved by City Council on November 21, 2022.
- 14 **Scottsdale 3200 North (6-ZN-2022 and 4-DA-2022)** – 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 mixed-use development comprised of a minimum of 8,000 square feet dedicated to commercial use and bonus residential density (55.8 du/ac) on a ±2.4-acre site. Having an existing General Plan Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan. The subject property is located within the boundary of the Old Town Scottsdale Character Area Plan (OTSCAP) Garden District. The Garden District is generally defined as an area within Old Town that includes mid-century apartments and condos, new multifamily housing, restaurants and service-oriented businesses that serve district residents and visitors. The property is also located within the General Plan designated Old Town Growth Area; Growth Areas are specific locations within the community that are most appropriate for the highest intensity of development, and will best accommodate future growth, (re) development, and revitalization.
Approved by City Council on December 7, 2022.

[Cross-Reference Character & Design, Community Involvement, Cost of Development; Conservation, Rehabilitation, & Redevelopment; Economic Vitality; Growth Areas; Housing; Land Use; Open Space Elements]



THIS PAGE INTENTIONALLY LEFT BLANK

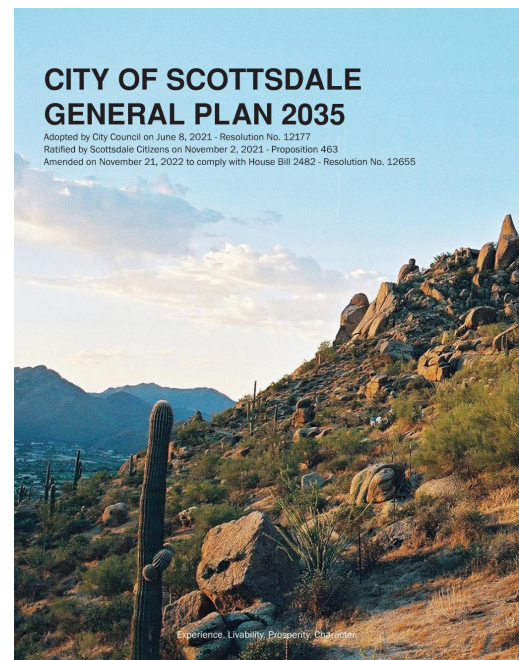
SECTION 2 - GENERAL PLAN AMENDMENTS

OVERVIEW - CITY OF SCOTTSDALE GENERAL PLAN 2035

The General Plan is designed to be a broad, flexible, living document that is legally amendable. There are many decisions and events that compel it to respond to the changing conditions, needs, and desires of the community. It can be revised through city-initiated amendments, citizen/property owner requests, or referenda (citizen petition and vote). Ultimately, the decision to amend the General Plan is in the hands of the City Council.

Arizona Revised Statutes require each city to establish criteria to determine if a proposed change to the General Plan Land Use Element qualifies as a ‘major’ amendment. Per State Statute, a ‘major’ amendment is defined 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.” For Scottsdale, an amendment to the General Plan shall be defined as a major amendment if it meets any one of the following criteria:

- Change in General Plan Land Use Category Criteria
- Area of Change (Acreage) Criteria
- Character Area Criteria
- Water/Wastewater Infrastructure Criteria
- Change to the Amendment Criteria and/or Land Use Category Definitions Criteria
- Growth Area Criteria
- General Plan Land Use Overlay Criteria
- Exceptions to the General Plan Amendment Criteria



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 minor General Plan amendment. Per statutory requirements, both major and minor General Plan amendments are received and reviewed at any time during the year; however, a minor General Plan amendment requires a simple majority (4 out of 7) vote, while a major General Plan amendment requires additional opportunities for public involvement through public hearings as well as a 2/3 majority (5 out of 7) vote for approval by the City Council.

NEW MAJOR GENERAL PLAN AMENDMENT PROCESS

House Bill 2482 was signed by the Governor into law in April 2022 and became effective September 24, 2022. The bill requires that all major amendments to a municipal general plan be presented at a public hearing within 12 months of when a proposal is made, rather than within the same calendar year. Text changes to Pages 57 and 59 of Scottsdale General Plan 2035 were adopted by City Council in November 2022 through a minor General Plan amendment (5-GP-2022) to ensure consistency and compliance with the new State law.

For 2022, eight minor amendments were reviewed through the public hearing process, with no major amendments submitted. This is the first report regarding amendments to the City of Scottsdale General Plan 2035 since its ratification by the Scottsdale voters in November 2021.

BREAKDOWN OF GENERAL PLAN AMENDMENTS, 2022

Council-Adopted, **Minor** General Plan Amendments:

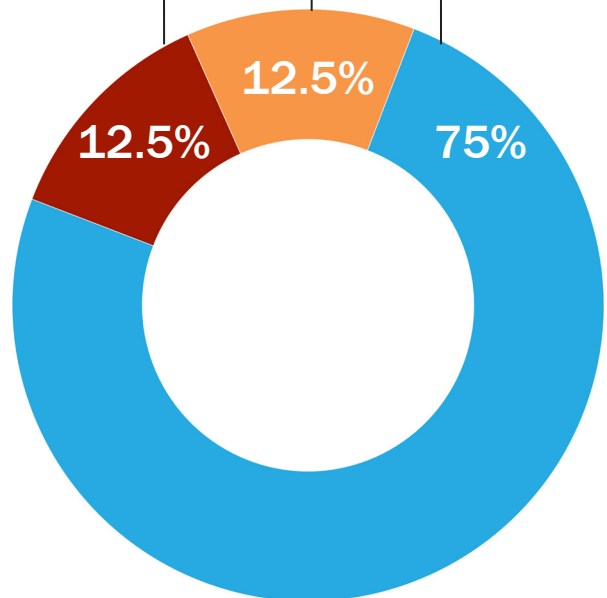
- Hawkins General Plan 2035 Amendment (5-GP-2020#2)
- Pima McDowell (4-GP-2021#2)
- 7700 E Indian School Road (2-GP-2021) Approved September 14, 2021
- Narazona Corporation (6-GP-2021) Approved October 12, 2021
- Scottsdale Office Remodel (1-GP-2022)
- High Street Residential (2-GP-2022)

Withdrawn, Minor General Plan Amendments for 2022

- 92 Ironwood (3-GP-2021)

Denied, Minor General Plan Amendments for 2022

- Mercado Courtyards (6-GP-2022)



MINOR GENERAL PLAN AMENDMENTS



The following are minor General Plan amendments adopted by City Council in 2022, found on General Plan Amendment Map (page 80):

- ① **Hawkins General Plan 2035 Amendment (5-GP-2020#2)** – City Council approved a minor General Plan amendment to the City of Scottsdale General Plan 2035 to change the land use designation from Office to Commercial on ±1.97 acres of a ±3.53-acre site located at the southwest corner of N 114th Street and E Shea Boulevard. The purpose of this amendment was to maintain the same land use designation within the City of Scottsdale General Plan 2035 as approved by Council in Case 5-GP-2020. The subject site is located within the boundary of the 1993 Shea Character Area Plan which supports the enhancement and protection of existing neighborhoods of the area, encourages site planning that is sensitive to environmental features, and encourages new development that is compatible with existing development.

Approved by City Council on May 17, 2022.

[Cross-Reference Economic Vitality, Land Use Elements, Shea Area Plan]

- ② **Pima McDowell (4-GP-2021#2)** – City Council approved a minor General Plan amendment to the City of Scottsdale General Plan 2035 to change the land use designation from Mixed-Use Neighborhoods to Commercial on a ±7.22-acre site located at the southwest corner of E McDowell Road and N Pima Road. The purpose of this amendment was to maintain the same land use designation within the City of Scottsdale General Plan 2035 as approved by Council in Case 4-GP-2021. The subject site is located within the boundary of the 2010 Southern Scottsdale Character Area Plan which encourages redevelopment and supports reinvestment in existing properties.

Approved by City Council on May 17, 2022.

[Cross-Reference Economic Vitality, Growth Areas, Land Use Elements, Southern Scottsdale Character Area Plan]

- ③ **7700 E Indian School Road (2-GP-2021 and 5-ZN-2021)** – City Council approved a minor General Plan amendment to the City of Scottsdale General Plan 2035 to change the land use designation from Employment-Office to Commercial on a ±0.6-acre site located at the northeast corner of N Parkway Avenue and E Indian School Road. The purpose of this amendment was to expand the allowable land uses within an existing one-story building. The subject site is located within the boundary of the 2010 Southern Scottsdale Character Area Plan which encourages redevelopment and supports reinvestment in existing properties.

Approved by City Council on June 21, 2022.

[Cross-Reference Economic Vitality, Land Use Elements, Southern Scottsdale Character Area Plan]

- ④ **Narazona Corporation (6-GP-2021 and 13-ZN-2021)** – City Council approved a minor General Plan amendment to the City of Scottsdale General Plan 2035 to change the land use designation from Mixed-Used Neighborhoods to Commercial on a ±1.7-acre site located at the northwest corner of N Scottsdale Road and E Lincoln Drive. The purpose of this amendment was to expand the allowable land uses within the two existing office buildings on site. The subject site is located within the boundary of the 2010 Southern Scottsdale Character Area Plan which encourages redevelopment and supports reinvestment in existing properties.
Approved by City Council on September 13, 2022.

[Cross-Reference Economic Vitality, Land Use, Neighborhood Preservation & Revitalization Elements, Southern Scottsdale Character Area Plan]

- ⑤ **Scottsdale Office Remodel (1-GP-2022 and 3-ZN-2022)** – City Council approved a minor General Plan amendment to the City of Scottsdale General Plan 2035 to change the land use designation from Cultural/Institutional or Public Use to Suburban Neighborhoods on a ±0.65-acre site located near the corner of N 73rd Place and E McDonald Drive. The purpose of this amendment was to allow for the repurposing of an existing vacant fire station into an office use. The subject site is located within the boundary of the 2010 Southern Scottsdale Character Area Plan which encourages redevelopment and supports reinvestment in existing properties.
Approved by City Council on September 20, 2022.

[Cross-Reference Economic Vitality, Land Use, Neighborhood Preservation & Revitalization, Southern Scottsdale Character Area Plan]

- ⑥ **High Street Residential (2-GP-2022, 4-ZN-2022, 3-DA-2022)** – City Council approved a minor General Plan amendment to the City of Scottsdale General Plan 2035 to change the land use designation from Commercial to Mixed-Use Neighborhoods on a ±4.64 gross acre site located near the southwest corner of N Scottsdale Road and E Gold Dust Avenue. The purpose of this amendment was to allow for a mixed-use development, including up to 215 multi-family dwelling units and approximately 11,000 square feet of non-residential floor area. Mixed-Use Neighborhoods are most suitable near and within Growth and Activity Areas, and the subject site is located at the edge of the Scottsdale Road / Shea Boulevard Activity Area designated in Scottsdale General Plan 2035.
Approved by City Council on November 21, 2022.

[Cross-Reference Economic Vitality, Growth Areas, Housing, Land Use]

- ⑦ **City of Scottsdale General Plan 2035 – HB2482 (5-GP-2022)** – City Council approved a minor General Plan amendment to the City of Scottsdale General Plan 2035 in response to the approved House Bill 2482 amending Arizona Revised Statutes 9-461.06, relating to the City’s major General Plan amendment process. Text changes were made to Pages 57 and 59 of the General Plan 2035 to ensure consistency and compliance with the new State Law.
Approved by City Council on November 21, 2022.

[Cross-Reference Economic Vitality, Growth Areas, Housing, Land Use Elements]

WITHDRAWN MINOR GENERAL PLAN AMENDMENTS

The following are withdrawn minor General Plan Amendments in 2022:

- 8 **92 Ironwood (3-GP-2021 and 6-ZN-2021)** – The applicant formally withdrew a minor General Plan Amendment to the Scottsdale General Plan 2035 that requested to change the land use designation from Commercial to Mixed-Use Neighborhoods on ±3.92-acres of a ±8.52-acre site located at the southeast corner of N 92nd Street and E Shea Boulevard. The purpose of this amendment was to allow for a mixed-use development, including 285 multi-family dwelling units and 24,375 gross square feet of commercial building area. The subject site is located within the boundary of the 1993 Shea Character Area Plan which promotes the creation of a variety of residential housing opportunities that blend with existing land use patterns and investment in vacant properties. Furthermore, the subject site is located at the edge of a General Plan 2035-designated Activity Area. Activity Areas are locations that can accommodate moderate levels of activity and mix of uses, and where development is concentrated, but to a lesser degree than Growth Areas. Planning Commission heard the General Plan case on September 22, 2021 and recommended approval with a vote of 4-3.

Formally withdrawn at the City Council hearing on February 22, 2022.

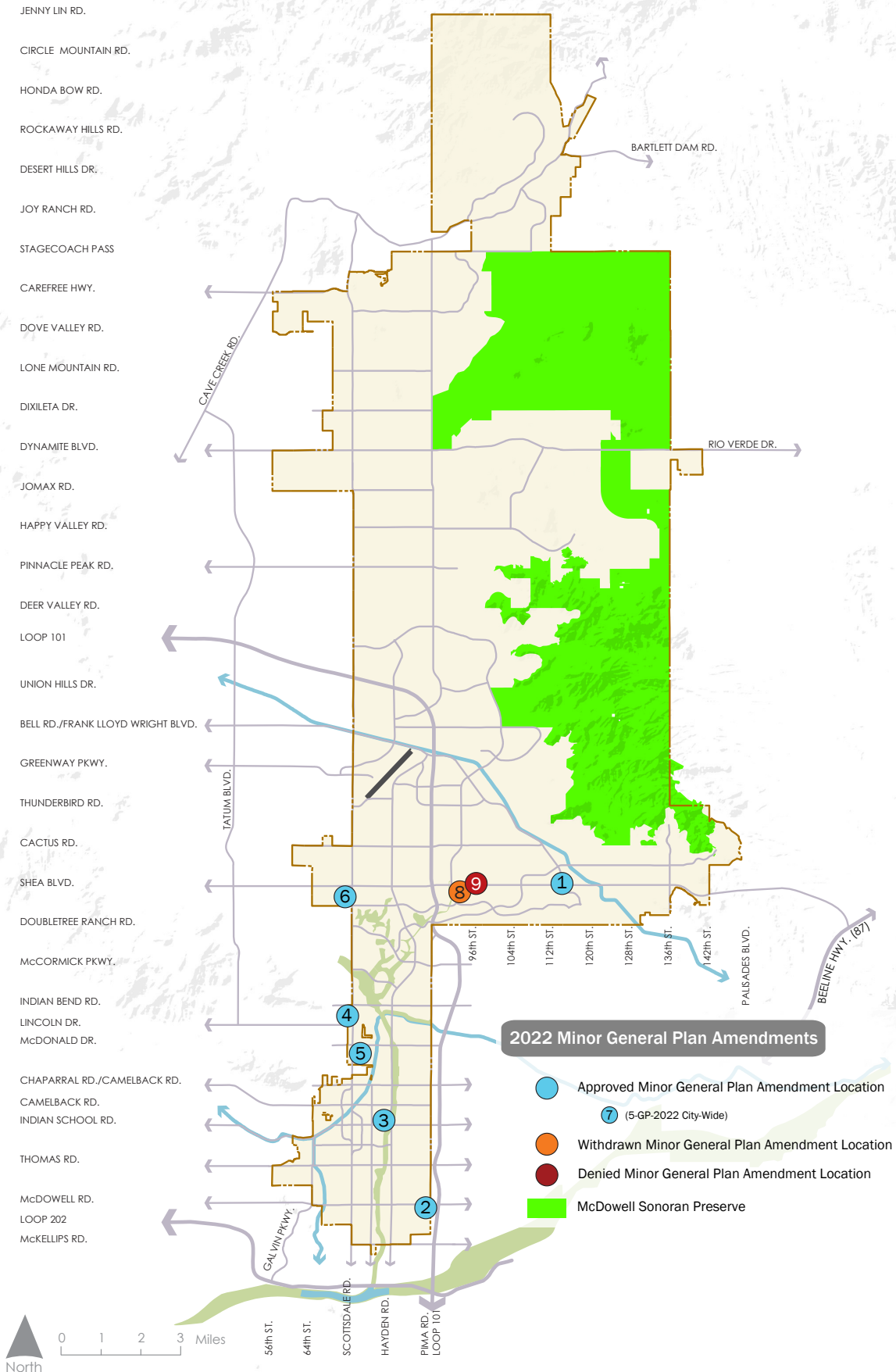
DENIED MINOR GENERAL PLAN AMENDMENTS

The following are denied minor General Plan Amendments in 2022:

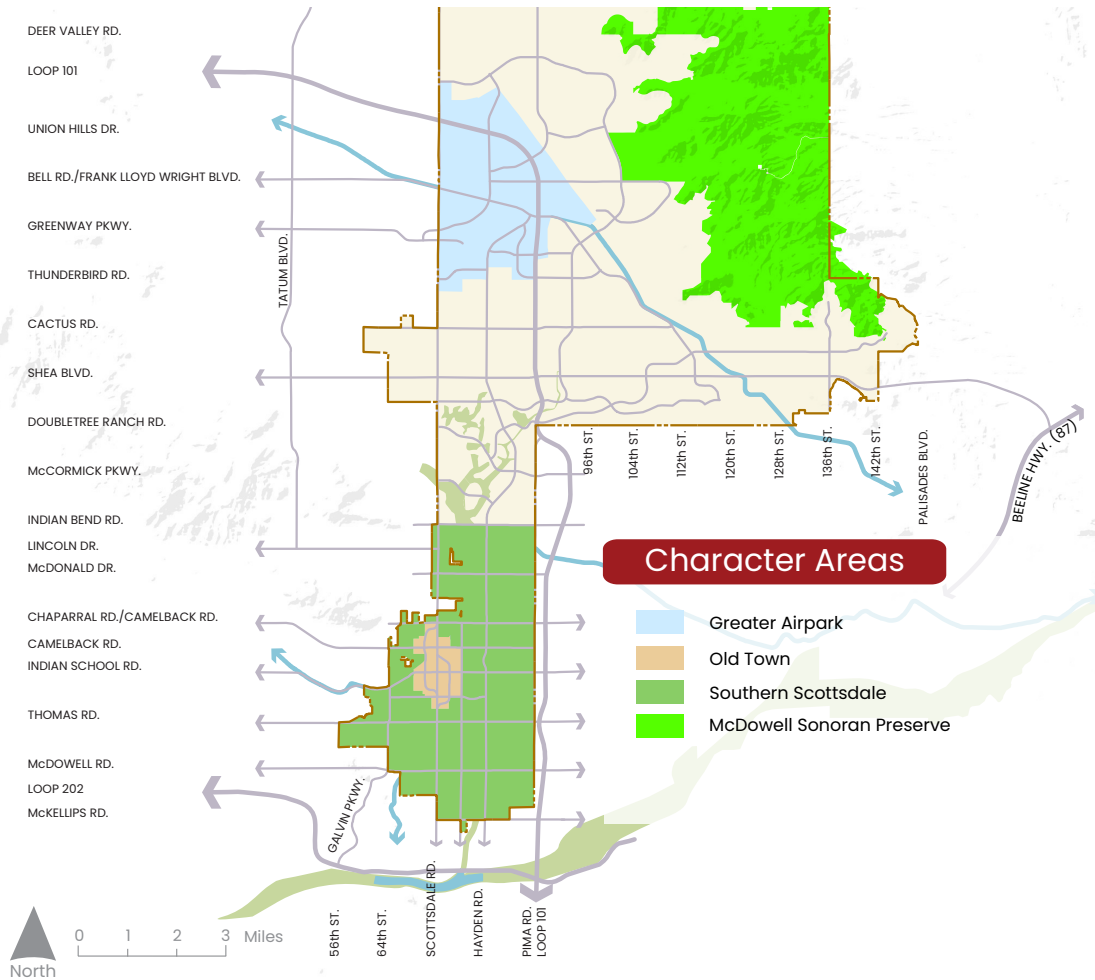
- 9 **Mercado Courtyards (6-GP-2022 and 12-ZN-2022)** – City Council denied a minor General Plan amendment to the City of Scottsdale General Plan 2035 that requested to change the land use designation from Commercial to Mixed-Use Neighborhoods on ±3.92-acres of a ±8.52-acre site located at the southeast corner of N 92nd Street and E Shea Boulevard. The purpose of this amendment was to allow for a mixed-use development, including 273 multi-family units and approximately 24,375 gross square feet of commercial building area. The subject site is located within the boundary of the 1993 Shea Character Area Plan which promotes the creation of a variety of residential housing opportunities that blend with existing land use patterns and investment in vacant properties. Furthermore, the subject site is located at the edge of a General Plan 2035-designated Activity Area. Activity Areas are locations that can accommodate moderate levels of activity and mix of uses, and where development is concentrated, but to a lesser degree than Growth Areas. Planning Commission heard the General Plan case on November 9, 2022 and recommended approval with a vote of 4-3.

Denied by City Council on December 7, 2022 with a vote of 5-2.

GENERAL PLAN AMENDMENT MAP



SECTION 3 - CHARACTER AREA PLAN



INTRODUCTION

The City of Scottsdale has a long history of using area-based plans that speak to the goals and special attributes of specific, identifiable, and functional expanses of the city. Accordingly, Character Area Plans ensure that quality of development and consistency of character drive Scottsdale’s General Plan at the Character Area level, all within the context of community-wide goals.

General Plan 2035 identifies eleven (11) areas within the city intended to have specific Character Area Plans. As of today, seven (7) character area plans have been adopted – Cactus Corridor (1992), Shea Area (1993), Desert Foothills (1999), Dynamite Foothills (2000), Greater Airpark (2010), Southern Scottsdale (2010), and Old Town Scottsdale (2018). Two of these character areas are also designated as Growth Areas in the General Plan – Greater Airpark and Old Town Scottsdale. The remaining Growth Area – McDowell Road / Scottsdale Road – is encompassed by the Southern Scottsdale Character Area. These three (3) Character Areas are highlighted because they contain the highest concentration of development within Scottsdale, and thus, they are where many implementation items occur.

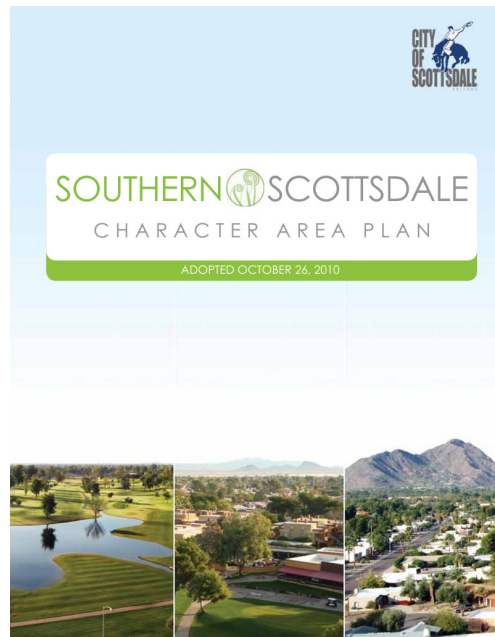
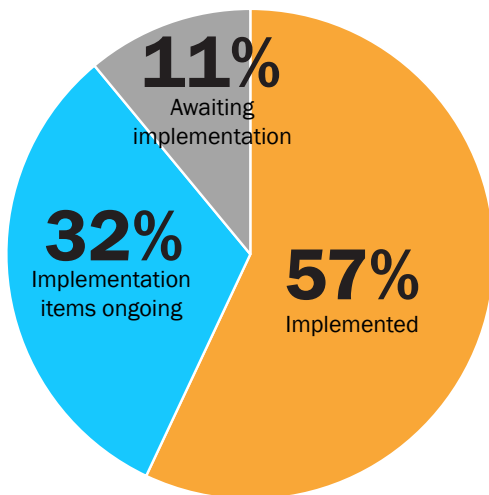
This section presents year-over-year Character Area implementation and is focused solely on 2022 accomplishments.

SOUTHERN SCOTTSDALE CHARACTER AREA

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 2022)



SOUTHERN SCOTTSDALE HIGHLIGHTS (2022):

Sidewalk Illumination Project

A team comprised of Transportation and Streets, IT Signals, Facilities, Citizen Service and the City Manager’s Office of Scottsdale completed a solar bollard lighting project to illuminate a dark sidewalk near Camelback Road and 78th Street. Originally brought to the city’s attention by a resident, the sidewalk lacked lighting and became a safety hazard during the evenings. Solar bollard lighting is significantly less expensive, has less of an impact to surrounding neighbors, and is quicker to install than lighting with underground wiring. Residents in the Villa Monterey and Scottsdale Shadows neighborhoods were involved in the process, and the lights now provide a safe pathway.

[Cross-Reference Community Involvement, Safety, Circulation, Neighborhood Preservation & Revitalization Elements]

Roadway, Bicycle, & Pedestrian Improvements

In 2022, the city continued to improve transportation infrastructure in the Southern Scottsdale Character Area. Projects included:

- **ADA Upgrades**

- Thomas Road ADA sidewalk connection from 81st Way to 82nd Street.

- **Pedestrian Hybrid Beacon Installations**

- New pedestrian hybrid beacon at the intersection of Thomas Road and 86th Street provides controlled safe pedestrian crossing. The project also included updating ADA ramps and push buttons to meet the current standard.

- **Paths**

- Indian Bend Wash Path Renovation – The first phase of the renovation project included constructing a wider 10-foot path on the west side of Hayden Road from Glenrosa Avenue to Camelback Road. Additional segments are designed and funded with a plan to construct in 2023-2024.

- **Bike Lanes**

- New bike lanes were added on Earll Drive from Miller Road to Scottsdale Road

[Cross-Reference: Circulation, Bicycling Elements; Implementation Program]

Reinvestment & Revitalization

The Southern Scottsdale Character Area Plan encourages mixed-use development along Regional Corridors and reinvestment that updates or replaces aging commercial properties. The Southern Scottsdale community recognizes the need to encourage this mixture of economic activities as a path to enhance and expand its economic future.



Roadrunner on McDowell.

- Located on the south side of East McDowell Road along the east bank of the Cross-Cut Canal, **Roadrunner** is a new mixed-use development consisting of one, centrally located 4-story residential building, single-story detached garage buildings, and a 3-story combination “flex” office/residential building. The development offers 357 dwelling units in approximately 425,130 square feet of building area and office space in approximately 7,000 square feet of building area. The site design interacts with and engages the canal frontage with a publicly accessible amenity area that can be used as a rest stop by pedestrians on the multi-use path.

The Formation.



- **The Formation** at 2040 North Scottsdale Road is a new 4-story mixed-use project consisting of 170 dwelling units and 3,800 square feet of commercial-retail space. The site was thoughtfully designed to mitigate, as much as possible, impacts of height and massing to adjacent single-family residential. A large breezeway at the center of the east elevation engages the Scottsdale Road frontage and provides visual connectivity to the amenity area. Additionally, the commercial floor area is located along the street frontage and includes storefronts to engage pedestrians.

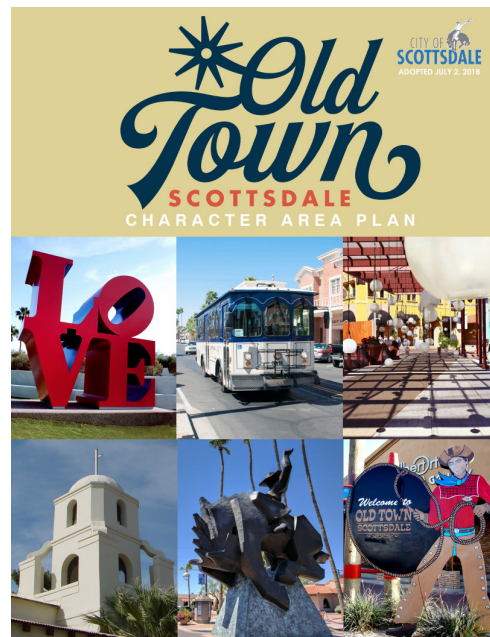
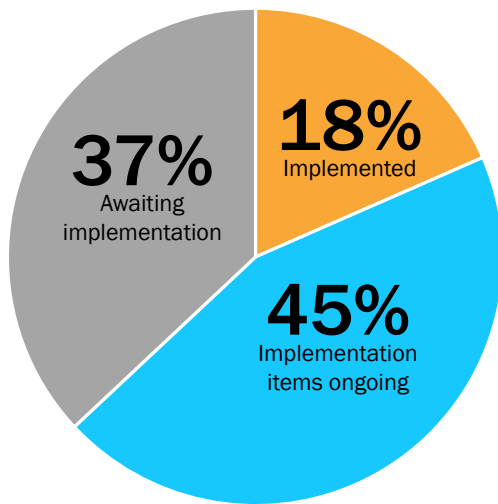
[Cross-Reference: Character & Design, Growth Areas, Economic Vitality Elements]

OLD TOWN CHARACTER AREA

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. Surrounded by the Southern Scottsdale Character Area, Old Town is generally bounded by Chaparral Road to the north, Earll Drive to the south, 68th Street to the west, and Miller Road to the east.

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.

IMPLEMENTATION BREAKDOWN
(THROUGH 2022)



OLD TOWN HIGHLIGHTS (2022):

Old Town Wooden Pole Replacement and Sign Refurbishment

Through a newly created Capital Improvement Plan (CIP) project, ten wooden poles with Old Town Cowboy signage will be proactively replaced across five sites to prevent damage or injury and maintain the unique character of Old Town Scottsdale.

[Cross-Reference Character & Design, Community Involvement, Economic Vitality, Neighborhood Preservation & Revitalization, Tourism Elements]



Roadway, Bicycle, & Pedestrian Improvements 

In 2022, the city continued to improve transportation infrastructure in the Old Town Scottsdale Character Area. Projects included:

■ **Data Collection**

- Deployment of a mobile bike/pedestrian counter to collect 24/7 usage data on McDowell Road Bike Lanes between Pima Road and 64th Street.

■ **ADA Upgrades**

- Old Town ADA Priority Area – Improved all out of compliance ramps and crosswalks along Brown Avenue.
- Camelback Road – Installed an ADA compliant sidewalk along the north side of Camelback Road from Miller to 73rd Street and improved ramps at all street crossings to be ADA compliant.

■ **Pedestrian Hybrid Beacon Installations**

- New pedestrian hybrid beacon at the intersection of Camelback Road and Saddlebag Trail provides controlled safe pedestrian crossing. The project also included updating ADA ramps and push buttons to meet the current standard.

■ **Bike Lanes**

- New, wider, or buffered bike lanes were added on Civic Center Plaza from Thomas Road to Earll Drive.



Newly installed ADA ramp in Old Town.



HAWK Crossing at Camelback & Saddlebag Trail.

[Cross-Reference: Circulation, Bicycling Elements; Implementation Program]

OLD TOWN SCOTTSDALE CHARACTER AREA PLAN UPDATE

At their August 24, 2021 meeting, City Council initiated a minor General Plan amendment to update the Old Town Scottsdale Character Area Plan (Case 5-GP-2021). City Council directed staff that any amendments, through subsequent public outreach and public hearings, consider the topics of Vision & Values, Quality Development, Open Space, Mixed-Use Development, Development Types & Building Height, Development Flexibility, and Bonus Provisions. Consequently, City staff conducted public outreach throughout 2022 to help inform forthcoming updates to the Old Town Scottsdale Character Area Plan and Downtown sections of the Zoning Ordinance.

Reinvestment & Revitalization

The Old Town Scottsdale Character Area Plan supports the concept of Old Town as the commercial, cultural, civic, and symbolic center of the community comprised of a collection of interconnected, mixed-use districts. A mix of land uses and the provision of a variety of open space and public realm areas are encouraged.

Senna House at N 75th and Camelback.



- **Senna House** at N 75th Street and E Camelback is a 75-foot-tall hotel and the latest installment to the Curio Collection by Hilton. The development offers 169 guest rooms, leisure amenities, and a restaurant. Consistent with the goals and policies of the Old Town Scottsdale Character Area Plan and Urban Design and Architectural Guidelines, the site design engages the Camelback Road frontage and provides significant enhancements to the pedestrian experience.

The Clayton on 2nd.



- **The Clayton on 2nd** is a 4-story, 39-unit luxury apartment complex located on the northeast corner of N 75th Street and 2nd Street, across the street from the Civic Center mall, an entertainment venue, and a short walk from Scottsdale Stadium. The development is consistent with the uses and character of the area, as well as the Old Town Scottsdale Character Area Plan and Urban Design and Architectural Guidelines. The style is of a contemporary design, and the building steps back from street frontages to provide a transition from the streetscape and create a pedestrian scale.

Fleetwood 6 Townhomes.



- **Fleetwood 6 Townhomes** is a complex located on the northeast corner of N 69th Street and East 1st Avenue consisting of six, attached, 3-story units. As a corner property, the pedestrian experience and engagement with the street were critical considerations. Sidewalks were widened on both streets and significant landscape improvements, including shade trees, were implemented to upgrade the pedestrian realm. Additionally, the design incorporates recessing and shading elements to provide differentiation to building planes, visual interest, and mitigation of solar heat gain.

[Cross-Reference: Character & Design, Growth Areas, Economic Vitality Elements]

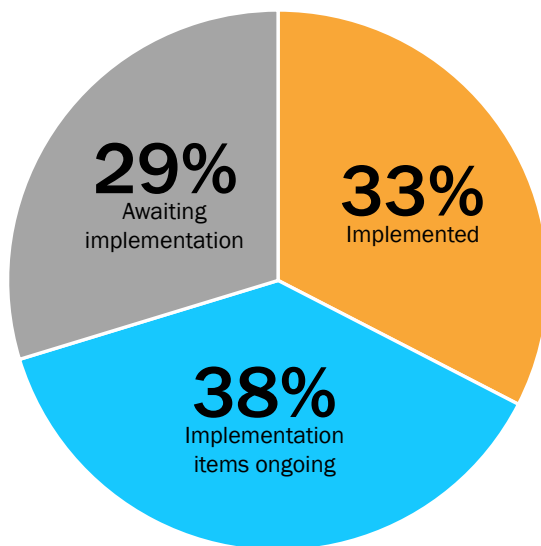
GREATER AIRPARK CHARACTER AREA

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 WM 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 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, 33% of programs and initiatives listed in the Implementation Program have been completed; however, it should be noted that an additional 38% are items that are typically implemented on an ongoing basis.

IMPLEMENTATION BREAKDOWN

(THROUGH 2022)



GREATER AIRPARK HIGHLIGHTS (2022):

Top Ranking for Scottsdale Airport

In early 2022, Scottsdale Airport was ranked fourth in the world for business aviation departures. WingX, which tracks business aviation flight activity globally, notes Scottsdale Airport just below Palm Beach International, Teterboro (NJ) and Miami-Opa Locka Executive airports. Those airports all have more than one runway, making Scottsdale Airport the busiest single runway airport. The ranking was driven by the city’s “high season” with events like the Barrett-Jackson Collector Car Auction and the WM Phoenix Open. Overall, the airport experienced an average 77 percent increase in business jet operations during these events alone.

[Cross-Reference Economic Vitality, Tourism Elements]

Roadway, Bicycle, & Pedestrian Improvements 

In 2022, the city continued to improve transportation infrastructure in the Greater Airpark Character Area.

- Roadways
 - Raintree Drive Phase 1: 76th Place to Hayden Road – Resurfaced roadway, added bike lanes, and completed construction of a roundabout at 76th Place.

[Cross-Reference: Circulation, Capital Improvement Plan/Program Elements; Implementation Program]



Raintree and 76th Place roundabout.

Reinvestment & Revitalization 

The Greater Airpark Character Area Plan conceptualizes the Greater Airpark as a multi-faceted hub of commerce, employment, aviation, tourism, and recreation, as well as a center for growth in Scottsdale. Mixed-use corridors, activity centers, diverse housing types, and public spaces support a highly functioning employment area and encourage continued economic success.

McLaren Scottsdale.



- **McLaren Scottsdale**, a boutique luxury car dealership, completed an interior remodel of an existing building located slightly west of the northwest corner of East Thunderbird Road and North Hayden Road to include a showroom, storage, and associated vehicle service, as well as minor site and façade improvements including new hardscape, additional landscaping, sidewalk upgrades, repaint, and roll up garage doors.

Groundbreaking in 2021.



- **Ross Aviation**, a Fixed Base Operator serving Scottsdale Airport, completed the development of two 28,000 square foot hangar bays and two 3,000 square foot office spaces on the south side of North Airport Drive. Ross Aviation has been highly ranked for safety and service in recent industry surveys and is quickly becoming known for its fresh and innovative perspectives in both flight hospitality and maintenance services.

[Cross-Reference: Character & Design, Growth Areas, Economic Vitality Elements]

THIS PAGE INTENTIONALLY LEFT BLANK

SECTION 4 - IMPLEMENTATION PROGRESS REPORTING



As required per State Statute, this Annual Report was rendered to assess the status of the General Plan and progress of its implementation. The **Implementation Chapter (Chapter 8)** of the General Plan includes the following tables which delineate programs that should be created and/or updated to bring the General Plan to life. They are categorized according to the Community Values.

It is assumed that all programs listed will be reviewed and updated to conform to applicable General Plan elements. Other programs may be created or updated that are not listed but are still intended to implement the General Plan over its 20-year lifespan. Timeframes are general, expected timeframes. Not all goals and policies may be implemented at one time due to the long-term nature of the plan and budgeting/funding requirements. The City Council may also choose to fund or not fund programs at any time. Per the Community Involvement Element and State and local laws, community input will be a part of many of these implementation programs.



Actions and events highlighted in this report that align with delineated programs were identified and cross-referenced as an Implementation Program. The symbology in the legend below is used in the following tables to reiterate the progress status.

■ IMPLEMENTED

Indicates the one-time completion of an Implementation Program

■ ONGOING IMPLEMENTATION

Indicates the completion of an ongoing Implementation Program

■ IMPLEMENTATION TIMING ENVISIONED BY GENERAL PLAN 2035

Indicates an Implementation Program awaiting completion

Items not mentioned in this report but denoted as implemented were completed during the drafting of General Plan 2035. Future implemented items will be reported in this annual document.

CHARACTER & CULTURE

Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Airport Part 150 Program Implementation	C, CD, EV, LU, S				■	Airport
Arts & Cultural Ordinances Update	ACC, CD, GA, LU, T	■				Planning & Development
Arts/Cultural Strategic/Master Planning	ACC, EDU, EV, GA, HC, LU, T	■			■	Contracted Agency
Character Area Plans-Prioritize/Create New	CD, GA, LU, OS	■				Planning & Development
Character Area Plan Implementation	C, CD, EV, GA, LU, OS				■	Citywide
Crime Prevention through Environmental Design (CPTED) Program	ACC, CD, CONSV, CRR, EDU, H, LU, NPR, S				■	Police, Planning & Development
Design Guidelines (e.g., Sensitive Design Principles, Visually Significant Roadways, Gateways)	ACC, C, CD, CONSV, CRR, EP, GA, HC, LU, NPR, OS, PB				■	Planning & Development
Design Standards & Policies Manual Update	CD, OS, EP, CONSV, ACC, LU, H, NPR, EV, PB, HC, C				■	Planning & Development
Development Review Process Refinement	ACC, CD, CI, COD, CONSV, CRR, EP, EV, H, HC, LU, NPR, OS				■	Planning & Development
Historic & Archaeological Preservation Programs/Update	ACC, CD, CRR, EDU, EP, EV, GA, H, LU, NPR, OS, T	■			■	Planning & Development
Zoning & Related Code Updates (e.g., Land Division, Building Codes) (see Implementation Tools section for further detail)	ACC, CD, COD, CRR, EV, EP, GA, H, HC, LU, NPR, OS, S, T	■			■	Planning & Development

ELEMENT LEGEND

ACC= Arts, Culture & Creative Community
All- All Elements/ Entire General Plan
B= Bicycling
C= Circulation
CD= Character & Design
CI= Community Involvement
COD= Cost of Development
CONSV= Conservation
CRR= Conservation, Rehabilitation, & Redevelopment
E= Energy
EDU= Education
EP= Environmental Planning
EV= Economic Vitality
GA= Growth Areas
H= Housing
HC= Healthy Community
LU= Land Use
NPR= Neighborhood Preservation & Revitalization
OS= Open Space
PB= Public Buildings
PSF= Public Services & Facilities
R= Recreation
S= Safety
T= Tourism
WR= Water Resources

SUSTAINABILITY & ENVIRONMENT						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Assured Water Supply	EV, S, WR				■	Water Resources
Drought Management Plan Updates	WR, S		■			Water Resources
Energy Efficiency & Clean Fuel Updates	CD, CRR, E, EP, H, LU	■				Environmental Initiatives
Green Building Program/Energy & Building Code Review/Update	CD, CONSV, CRR, E, EP, GA, H, HC, NPR, PB				■	Environmental Initiatives
Heat Mitigation Plan	CD, CONSV, EP	■				Environmental Initiatives
Infrastructure Improvements Plan	COD, CONSV,CRR, EV, GA, OS, PSF	■				Water Resources
Integrated Water Resources Master Plan Update	COD, CONSV,CRR, EP, LU, WR	■				Water Resources
Scottsdale McDowell Sonoran Preserve Land Acquisition	ACC, EP, EV, LU, OS, R, T				■	Preservation
Scottsdale McDowell Sonoran Preserve Access Improvements	ACC, CONSV, HC, EP, EV, LU, NPR, OS, R, T				■	Community Services, Preservation
Native Plant Ordinance	CD, CONSV, EP, GA, H, HC, NPR, OS		■		■	Planning & Development
Net-Zero Energy Strategic Plan	CRR, E, EP,LU	■				Environmental Initiatives
Recycling/Solid Waste Programs Review/ Update	COD, CONSV, E, EP, PSF	■			■	Solid Waste
Stormwater Program & Master Plan Update	CRR, CONSV, EP, LU, OS, PSF, S		■		■	Stormwater
Sustainability/ Resiliency Plan	CD, CONSV, E, EP, EV, GA, H, HC, LU, OS, PB	■				Environmental Initiatives
Amend Code and Ordinances to align with Sustainability Plan	CD, CONSV, E, EP, EV, GA, H, HC, LU, OS, PB	■				Environmental Initiatives
Water Conservation Program	CONSV, EP				■	Water Resources
Water Quality Reporting	CI, CONSV, EP, WR				■	Water Resources

ELEMENT LEGEND
ACC= Arts, Culture & Creative Community
All- All Elements/ Entire General Plan
B= Bicycling
C= Circulation
CD= Character & Design
CI= Community Involvement
COD= Cost of Development
CONSV= Conservation
CRR= Conservation, Rehabilitation, & Redevelopment
E= Energy
EDU= Education
EP= Environmental Planning
EV= Economic Vitality
GA= Growth Areas
H= Housing
HC= Healthy Community
LU= Land Use
NPR= Neighborhood Preservation & Revitalization
OS= Open Space
PB= Public Buildings
PSF= Public Services & Facilities
R= Recreation
S= Safety
T= Tourism
WR= Water Resources

COLLABORATION & ENGAGEMENT						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Community Survey	CI, HC, S				■	Administration
City Public Participation Manual	CI, HC	■			■	Administration
Community Outreach Programs	ACC, B, C, CD, CI, CONSV, CRR, E, EDU, EP, H, HC, NPR, OS, S				■	Citywide
Community Visioning	ACC, CD, CI, EDU, HC, T			■		Planning & Development
General Plan 5-year & Annual/Reports	CD, CI, EV, LU, T		■		■	Planning & Development
City Council Annual Priorities/ Organization Strategic Plan	All				■	Citywide
Public Involvement Plans for projects	ACC, C, CI, CRR, EP, H, HC, R				■	Private Sector
Public Notification Requirements Update	ACC, CI, CRR, H, HC, LU	■				Planning & Development, Neighborhood Services

ELEMENT LEGEND
ACC= Arts, Culture & Creative Community
All- All Elements/ Entire General Plan
B= Bicycling
C= Circulation
CD= Character & Design
CI= Community Involvement
COD= Cost of Development
CONSV= Conservation
CRR= Conservation, Rehabilitation, & Redevelopment
E= Energy
EDU= Education
EP= Environmental Planning
EV= Economic Vitality
GA= Growth Areas
H= Housing
HC= Healthy Community
LU= Land Use
NPR= Neighborhood Preservation & Revitalization
OS= Open Space
PB= Public Buildings
PSF= Public Services & Facilities
R= Recreation
S= Safety
T= Tourism
WR= Water Resources

CONNECTIVITY						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Airport Master Plan Update	C, COD, EP, EV, LU, PB, PSF, S, T		■			Airport
Bicycle Program	B, C, CRR, EDU, EP, EV, GA, HC, LU, NPR, R, S, T				■	Transportation
Old Town Scottsdale Bicycle Master Plan	B, C, CRR, EP, EV, GA, H, HC, LU, NPR, PSF, T	■ (2021)				Transportation
Transit Program	B, C, CRR, EP, EV, GA, H, HC, LU, NPR, PSF, T				■	Transportation
Transportation Action Plan Update	B, C, COD, CRR, EDU, EP, EV, GA, H, HC, LU, NPR, OS, PSF, S	■			■	Transportation

COMMUNITY WELL-BEING

Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
ADA Program	ACC, C, CD, CRR, EDU, H, HC, PB, PSF, R				■	Citywide
CDBG Strategic Action Plan	CRR, H, HC, LU, PSF, R				■	Human Services
Community Health Assessments	EP, H, HC, LU, NPR, PB, S		■			Healthcare Providers, Planning & Development, Neighborhood Services
Community Services Master Plan Review/Update	ACC, COD, EV, HC, LU, NPR, OS, R, PB, PSF		■			Community Services
Diversity and Inclusion Programs	ACC, CI, EDU, H, HC, PSF, R, T				■	Administration
Emergency Management Plan & Program	CD, EDU, HC, LU, NPR, S	■			■	Public Safety
Fair Housing Program	H, HC				■	Human Services
Fire Department Strategic and Standards of Coverage Plans	CONSV, COD, CRR, EV, HC, LU, NPR, PSF, S, T				■	Fire
Gardens, Farmers Markets Code Updates	HC, LU, NPR	■				Planning & Development, Neighborhood Services
Hazardous Materials Compliance Program & Planning	CONSV, EP, PSF, S				■	Environmental Initiatives
Housing/Human Services Programs and Consolidated Plan Update	ACC, COD, CRR, EV, H, HC, NPR, PSF, R	■	■	■	■	Human Services
Housing Rehabilitation Programs Review	CRR, H, HC, NPR				■	Human Services
Parks & Recreation Master Plan Review/Update	ACC, B, C, COD, EDU, EP, EV, GA, LU, OS, NPR, PSF, R, T		■			Parks & Recreation
Police Department Strategic Plan	B, CI, COD, EDU, EV, HC, LU, NPR, PSF, S, T				■	Police
Residential Healthcare Facility/Adult Care Home Codes/Policies Update	LU, EV, H, HC	■		■		Planning & Development, Human Services
School District & Regional Safety Coordination	B, C, EDU, HC, NPR, S				■	Public Safety
Senior Services Programs	ACC, EDU, H, HC, R				■	Community Services
Strategy for Preservation & Creation of High-Quality, Safe, and Affordable Housing	ACC, CRR, H, HC, LU		■			Human Services
Trails Master Plan Review/Update	B, C, EP, EV, GA, HC, LU, NPR, OS, R, T	■				Community Services

ELEMENT LEGEND
ACC= Arts, Culture & Creative Community
All- All Elements/ Entire General Plan
B= Bicycling
C= Circulation
CD= Character & Design
CI= Community Involvement
COD= Cost of Development
CONSV= Conservation
CRR= Conservation, Rehabilitation, & Redevelopment
E= Energy
EDU= Education
EP= Environmental Planning
EV= Economic Vitality
GA= Growth Areas
H= Housing
HC= Healthy Community
LU= Land Use
NPR= Neighborhood Preservation & Revitalization
OS= Open Space
PB= Public Buildings
PSF= Public Services & Facilities
R= Recreation
S= Safety
T= Tourism
WR= Water Resources

REVITALIZATION						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Asset Management Programs	ACC, CD, CRR, E, EV, GA, NPR, PB, R				■	Public Works, Water Resources
Capital Improvement Plan/Program	ACC, C, COD, CRR, EV, HC, LU, NPR, OS, PB, PSF, R, S, T				■	Public Works
City Facilities Master Plan	ACC, HC, PB, EV, R, C, PSF, CRR, COD, E		■			Public Works
Community-Building & Neighborhood Organization Programs	ACC, CRR, EDU, H, HC, NPR, PSF				■	Neighborhood Services
Community Policing Programs/Update	CI, HC, NPR, S		■		■	Neighborhood Services, Public Safety
Development & Demographic Forecasting/Analysis	ACC, C, CD, CI, COD, CRR, EV, GA, H, HC, LU, OS, PSF, R, T		■		■	Planning & Development
Fiscal Sustainability Analysis	ACC, CI, COD, CRR, EV, GA, LU, OS, PSF, R, T				■	Economic Development, Planning & Development
Impact & Development Fees Update	COD, H, NPR, OS, R				■	Planning & Development, Water Resources, City Treasurer's Office
Library Programs	ACC, COD, EDU, GA, HC, PSF, R, T				■	Library
Neighborhood Planning Program	ACC, H, HC, LU, NPR			■		Neighborhood Services, Planning & Development
Neighborhood Preservation & Conservation Programs Development/Update	ACC, CD, CI, CRR, EV, GA, H, HC, LU, NPR, OS	■			■	Planning & Development, Neighborhood Services
Property Maintenance Code/Code Enforcement Program Review/Update	CD, CRR, EP, H, NPR, S		■		■	Neighborhood Services

ELEMENT LEGEND
ACC= Arts, Culture & Creative Community
All- All Elements/ Entire General Plan
B= Bicycling
C= Circulation
CD= Character & Design
CI= Community Involvement
COD= Cost of Development
CONSV= Conservation
CRR= Conservation, Rehabilitation, & Redevelopment
E= Energy
EDU= Education
EP= Environmental Planning
EV= Economic Vitality
GA= Growth Areas
H= Housing
HC= Healthy Community
LU= Land Use
NPR= Neighborhood Preservation & Revitalization
OS= Open Space
PB= Public Buildings
PSF= Public Services & Facilities
R= Recreation
S= Safety
T= Tourism
WR= Water Resources

INNOVATION & PROSPERITY						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
After-School Program	ACC, EDU, HC, PSF, R				■	Community Services, Parks & Recreation
Business Attraction/Retention Programs	ACC, C, CRR, EV, HC, LU, NPR				■	Economic Development
Competitive Position Analysis	ACC, EV, HC, LU, T	■				Economic Development
Economic Development Strategic Plan Update	ACC, CRR, EV, GA, H, HC, LU, NPR	■ (2021)	■	■		Economic Development
High Performance and Innovation Initiative	All	■			■	City Manager's Office
Lifelong Learning Programs	ACC, CI, EDU, HC, PSF, R				■	Community Services, Human Services, Library, Parks & Recreation
Lodging and Visitor Statistics Studies	ACC, EV, HC, T				■	Tourism
School Readiness and Literacy Program	EDU, HC, PSF, R				■	Community Services, Human Services, Library
Smart Cities Strategic Roadmap	All	■	■	■	■	City Manager's Office
Tourism & Marketing Strategic Plan & Implementation	ACC, EV, HC, LU, OS, T		■		■	Tourism
Citywide Volunteer Program	ACC, CI, EDU, HC, PSF, R				■	Community Services, Neighborhood Services, Library, Parks & Recreation

ELEMENT LEGEND
ACC= Arts, Culture & Creative Community
All- All Elements/ Entire General Plan
B= Bicycling
C= Circulation
CD= Character & Design
CI= Community Involvement
COD= Cost of Development
CONSV= Conservation
CRR= Conservation, Rehabilitation, & Redevelopment
E= Energy
EDU= Education
EP= Environmental Planning
EV= Economic Vitality
GA= Growth Areas
H= Housing
HC= Healthy Community
LU= Land Use
NPR= Neighborhood Preservation & Revitalization
OS= Open Space
PB= Public Buildings
PSF= Public Services & Facilities
R= Recreation
S= Safety
T= Tourism
WR= Water Resources



CITY OF
SCOTTSDALE
GENERAL PLAN ANNUAL REPORT
JANUARY - DECEMBER 2022



Scottsdale Civic Center Park