

SCOTTSDALE CITY COUNCIL
WORK STUDY SESSION MINUTES
TUESDAY, FEBRUARY 9, 2021



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

CALL TO ORDER

Mayor David D. Ortega called to order a Work Study Session of the Scottsdale City Council at 4:00 P.M. on Tuesday, February 9, 2021.

ROLL CALL

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

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

PRESENTATIONS/INFORMATION UPDATES

- **COVID-19 Pandemic Response Update – Status of COVID-19 Vaccination Program**
Presenter(s): Michelle Pabis, HonorHealth, Vice President, Government and Community Affairs

Honor Health Vice President, Government and Community Affairs Michelle Pabis gave a PowerPoint presentation (attached) on the status of the COVID-19 vaccination program.

PUBLIC COMMENT – None

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

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

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

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

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

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

Section 1 – Preface; Vision Statement and Community Values

There was consensus to:

- Strengthen the language of the General Plan by reinstating some of the words such as “should” and “will” as much as possible.
- Shorten the introduction to the General Plan document by making the Executive Summary (14 total pages, iii-xvi) into a separate Companion Piece to the General Plan itself, placing the Foundation for the Vision – Historical (6 total pages, 14-19) and Community Profile – Historical Portions (8 total pages, 32-39) into the General Plan appendix, and retaining the Prologue, Purpose of the General Plan and Community Profile portions “Place in the Region” and “Demographics” at the beginning of the General Plan.
- Test the following vision statements with the public: 2001 Vision Statement; 2014 Task Force Vision Statement with the Community Aspirations; and Vice Mayor Janik’s proposed Vision Statement.

Councilmembers made the following suggestions:

- Replace “southwestern tourist destination” with “international tourist destination” to be consistent throughout the document.
- On page 12, under Community Value Respect Character and Culture, consider that there is not a lot in terms of references to history, culture or the “West’s Most Western Town.”
- On page 12, consider adding a guiding principle (value) for the original township that would read “Respectfully consider the original township area as low profile, low-density and pedestrian character.”
- A request was made to have more detail brought back regarding the suggestion of the original township guiding principle so that all members of Council can understand where in downtown it would apply, more detail will be provided at the next Work Study Session.
- On page vi, replace Framing the Future – “Our Vision and Values” with “Vision, Community Aspirations and Values” and capitalize words “vision”, “aspirations”, and “values” in the second paragraph. Make it clear in the plan that the Vision and Aspirations are tied together – locate vision and three aspirations on one page.
- Replace the word “academic” with more appropriate verbiage such as “educational.”
- On page ix, under Sustainability and Environmental Chapter elements, acknowledge the importance of climate action and resiliency.
- On page xii, under Circulation Element, revise to be more inclusive of other mobility options and more strongly worded, not so heavy on the automobile as the primary mode of transportation.
- Page 36 on the McDowell Sonoran Preserve – shorten, clarify amount of Preserve land purchased versus what was originally identified to be purchased and remainder that could be purchased. Also need updated reference to Prop 420 Charter Amendment changes. Planning staff will coordinate with Preserve staff and provide information regarding Preserve land acquisition to the Council and revised language for this page.
- Consider renaming “Community Values” to what we have in 2001 Plan – “Guiding Principles.”

Section 2, Chapter 1 – Land Use Element

There was consensus to test the Employment/Office land use combination and proposed new Desert Rural land use designation/major amendment process ideas with the community during public outreach.

Councilmembers made the following suggestions:

- On page 69, Goal LU 5.1, reinstate the words “reduce automobile use and improve air quality.”
- On page 70, remove Goal LU 6.3 “Encourage commercial land uses of similar scale and character in proximity to or within medium-to-high density residential areas to promote walkable connections.”
- On page 74, separate Natural Open Space and McDowell Sonoran Preserve into two separate categories – Preserve should not be indented under Natural Open Space.
- On page 74, reference Prop 420/City Charter language related to the McDowell Sonoran Preserve.
- On page 75, remove reference to the Infill Incentive District Overlay.
- On page 76, on the Land Use Category Criteria Table, divide Rural Neighborhoods into two categories – Rural Neighborhoods and Desert Rural Neighborhoods to protect larger equestrian and residential properties. A change from Desert Rural to Rural Neighborhoods would be a major General Plan amendment.

Section 2, Chapter 1 – Land Use Element, General Plan Amendment Criteria

There was consensus to take the following items to the public for comment:

- Original four amendment criteria with public edits, including modified Criteria 2, which would now require a major General Plan amendment for changes greater than 10 acres citywide, versus 10 acres generally in the southern portion of the community and 15 acres in the northern portion of the community as it is in the existing 2001 General Plan.
- New criteria No. 5 (Change to the Amendment Criteria and/or Land Use Category Definitions); No. 6 (Growth Area Criteria); and No. 7 (General Plan Land Use Overlay Criteria).
- Retaining existing exceptions to the major amendment criteria carried over from the 2001 General Plan and as amended in the 2035 draft Plan, for area specific flexibility. Areas include the Regional Use Overlay (Airpark Area), Shea Corridor, and Mayo Support District.

Councilmembers made the following suggestions:

- Include definitions on what can be built, and not built, on non-private Natural Area Open Space lands.
- Require the redevelopment of public open space and public buildings to be a major general plan amendment.

Section 2, Chapter 1 – Character/Design Element

There was consensus to take the following items to the public for comment:

- Maintain the element moving forward.
- Find a happy medium between “taller/lower scale” and “stories” language.
- Retain the Character areas as proposed – both adopted and anticipated future areas.
- Do not restore the bullets under the Rural/Rural Desert Character Types that are specific to the northern portion of the City only.
- Restore the original language in CD 1.2, 1.4, and 7.5.

Councilmembers made the following suggestions:

- Consider a character plan for the original township area of Scottsdale as to low profile, low density, and pedestrian character. Mayor Ortega will draft a plan with a map to describe the area and bring them back to Council for further discussion at the next Work Study Session.
- Consider adding references to tree canopies, a tree canopy plan, and the Emerald Necklace to Goal 5, and Policies CD 5.1 and 5.2 (Page 58).

ADJOURNMENT

The Work Study Session adjourned at 8:23 P.M.

SUBMITTED BY:



Carolyn Jagger, City Clerk

Officially approved by the City Council on March 2, 2021

CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Work Study Session of the City Council of Scottsdale, Arizona, held on the 9thth day of February 2021.

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

DATED the 2nd day of March 2021.



Carolyn Jagger, City Clerk

COVID 19 Vaccination Update

Michelle Pabis

Vice President, Government & Community Affairs

1



Ready, Set, Go!

- August 2020: HonorHealth creates internal Vaccination Steering Committee to be ready to rapidly store, prepare, administer, & monitor multiple vaccines.
- October 2020: City of Scottsdale Emergency Manager and SFD join HonorHealth planning teams. City helps purchase ultra-low temp freezers for vaccine storage.
- November 2020: HonorHealth selected and contracted as one of five regional points of distribution for COVID vaccines in Maricopa County for Phase 1A.
- December 17, 2020: HonorHealth NE Region POD is one of the first to go live in AZ with Pfizer vaccine distribution.
- December 2020-January 2021: Over 41k vaccine doses administered at HonorHealth NE POD for healthcare workers & first responders.
- January 2021- currently: Nearly 17k vaccine doses administered to date at HonorHealth NE POD for law enforcement, school/childcare personnel and adults age 75+. Second dose appointments start 2/11.

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COVID Vaccine Prioritization Process

FEDERAL: Advisory Committee on Immunization Practices (ACIP) makes recommendation to Centers for Disease Control (CDC) who incorporates into the overall strategy and makes recommendation to the states.



STATE: Arizona's Vaccine and Antiviral Prioritization Advisory Committee (AZ VAPAC) makes recommendations to the counties.



15 COUNTIES: Reviews the AZ VAPAC information and may further prioritize depending on vaccine supply. Sets the guidelines for vaccine providers in their county.

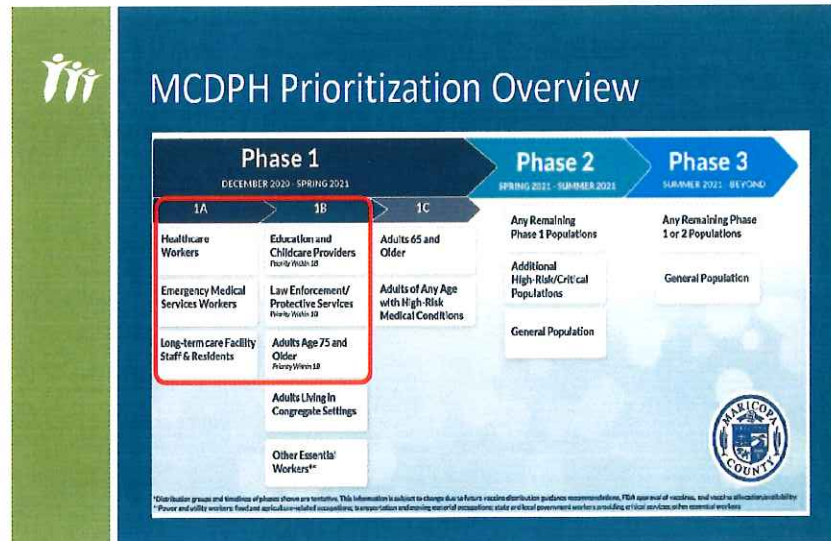


VACCINE PROVIDERS (healthcare systems, physician offices, FQHCs, pharmacies): The role of different partners in vaccine distribution will depend on vaccine supply and the stage of the vaccine distribution plan.

2/11/2021

3

3



2/11/2021

4

4



Phase 1A:

Hospitals
Fire/EMS
Outpatient Clinics
Pharmacies

- 10 licensed acute care hospitals including HonorHealth and Mayo employees.
- 10 EMS/Fire Departments including Scottsdale Fire.
- Health care workers (paid and unpaid persons) serving in healthcare settings who have the potential for direct or indirect exposure to patients or infectious materials.

2/11/2021

5

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Phase 1B Prioritized: School Personnel

- Four School Districts served at HonorHealth NE POD including Scottsdale Unified, Paradise Valley Unified, Cave Creek Unified and Fountain Hills.
- Charter and private schools in 19 NE zip codes including Basis, Great Hearts and Phoenix Diocese schools.
- SUSD/PVUSD Blitz Weekends

2/11/2021



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Phase 1B Prioritized: Adults Age 75+

- Direct outreach and scheduling through HonorHealth MyChart and phone banking.
- Special outreach to vulnerable populations including Desert Mission and NOAH.
- Partnership with COS Senior Centers for appointment scheduling and on-site vaccinations.

2/11/2021

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Looking Ahead...

- Vaccine supply is biggest challenge to expansion by State and County.
- Vaccine providers must be onboarded through ADHS and require a medical director and ASIS access.
- More access points including FQHCS, pharmacies, physician offices and targeted events.
- Be patient but when it's your turn, take your shot!



2/11/2021

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Item 1

Draft Scottsdale General Plan 2035
Case: 1-GP-2021
City Council Work Study Session
February 9, 2021

1

Recommended Approach

- Publicly review/discuss CRC recommended draft Scottsdale General Plan 2035 in order of plan organization
- Review/address public comments provided on the draft plan
- When City Council direction is provided, city staff will mockup suggested plan changes for public/Council review/input

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City Council Study Sessions/Meetings on Draft Scottsdale General Plan 2035

- Tuesday, February 9th - 4:00 PM Work Study Session (Tonight)
- Tuesday, March 2nd – 4:00 PM Work Study Session
- Tuesday, March 9th – 4:00 PM Work Study Session
- Tuesday, March 23rd – 4:00 PM Work Study Session
- Tuesday, April 13th – Reserved for Work Study Session

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Request for City Council Direction

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Arizona State Statutes & 2001 General Plan

Required under ARS 9-461.05

- Update required every 10 years
 - Enhanced Public Outreach
 - Planning Commission Recommendation
 - City Council Adoption
 - Voter Ratification

2001 General Plan

- City Council Adopted October 30, 2001
- Ratified by public vote March 12, 2002

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City of Scottsdale General Plan 2001

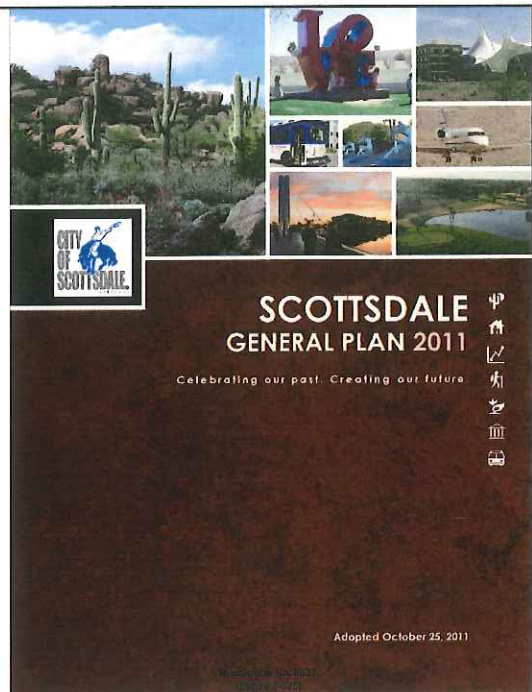


2001 General Plan Update

2009 – 2011

- 19-member General Plan Working Group
 - One person from each board/commission
- Extensive citywide public outreach
- 2011 Draft Plan included content retained from 2001 General Plan
- Added new state statute required elements
- City Council Adopted October 25, 2011
- Not Ratified by the Voters March 13, 2012

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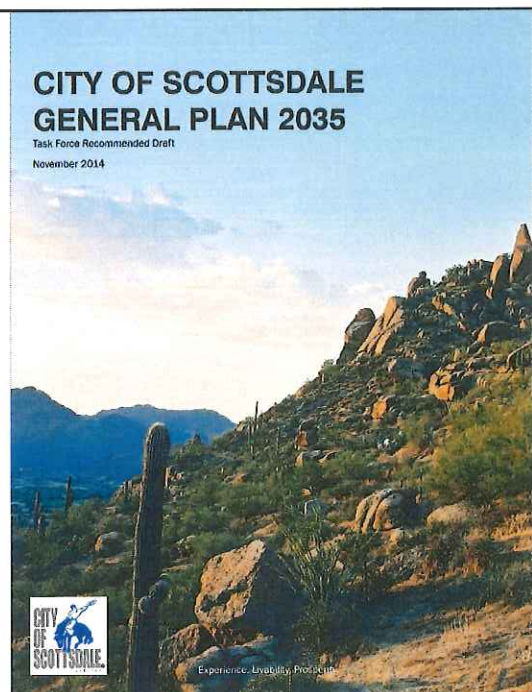
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2035 General Plan Update

2012 – 2014

- Visioning Town Hall – 100 Citizens
- Council-appointed 25-member Task Force
 - 32 public meetings
- New Elements created by Task Force
 - Arts, Culture + Creative Community
 - Healthy Community
- New state statute required elements added
- Extensive citywide public outreach
 - 5 Community Workshops – Plan Content
 - 6 Community Open Houses – Plan Review
 - Ongoing Online Engagement
 - Meetings with Individuals/Community Groups
- Base Plan - Current General Plan Update Process

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Process and Timeline – Current General Plan Update

- **Phase 1** – Data Collection and Analysis (completed)
- **Phase 2** – City Staff Technical Advisory Committee Review (completed)
- **Phase 3** – Citizen Review Committee (completed)
- **Phase 4** – Public Outreach & State Required Adoption Process (Jan – Jun 2021)
- **Phase 5** – Consideration of Voter Ratification (November 2021)

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CRC 2035 Draft Plan Organization

- 3 Sections – Preface, Chapters, Appendix
- 8 Chapters – Organize the Elements
- 23 Elements
 - 17 State Mandated Elements
 - 6 Community Created Element
 - Character & Design (2001)
 - Arts, Culture & Creative Community
 - Community Involvement (2001)
 - Healthy Community
 - Economic Vitality (2001)
 - Tourism

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CITY OF SCOTTSDALE GENERAL PLAN 2035 CONTENTS

Executive Summary

Section 1 - Preface

Prologue

Vision and Values

- Vision Statement
- Community Aspirations
- Our Guiding Values
 - Foundation for the Vision

Introduction

- Purpose of the General Plan
- Community Profile

Section 2 - Chapters

1) Character & Culture Chapter

- ★ Character & Design Element
- Localism Element
- Growth/Placemaking Element
- ★ Arts, Culture & Creative Community Element **NEW**

2) Sustainability & Environment Chapter

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

3) Collaboration & Engagement Chapter

- ★ Community Involvement Element

4) Community Well-Being Chapter

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

5) Connectivity Chapter

- Circulation Element
- Mobility Element

6) Revitalization Chapter

- Antiquities Preservation & Revitalization Element
- Conservation, Rehabilitation & Fishery Element
- Graffiti Element
- Outdoor Development Element
- Public Services & Facilities Element
- Public Works Element

7) Innovation & Prosperity Chapter

- ★ Economic Vitality Element
- ★ Tourism Element **NEW**

8) Implementation Chapter

Section 3 - Appendix

Appendix

- Abbreviations
- Acronyms
- Public Plans & Policies
- Public Process
- Miscellaneous

1. CHARACTER & CULTURE



INTRODUCTION

Scottsdale is a special place. It is first and foremost a residential community and southwest tourist destination. By geographic size, Scottsdale is a large community, and its topographical diversity has resulted in a variety of development patterns—from large estates, reminiscent of rural communities, to compact, pedestrian-oriented urban areas. Among this collection of living environments, Scottsdale has worked to provide access to nature, protect large, unspoiled portions of PRISTINE mountain and desert areas; and, offer an assortment of employment and creative opportunities, while **avoiding land uses that MINIMIZING POTENTIAL conflicts or are otherwise unwanted BETWEEN DIFFERING LAND USES.**

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

Recognizing the unique mosaic of places that make up Scottsdale, the community has implemented character-based general planning, which provides a three-tiered planning approach: citywide, character area and neighborhood levels. This three-tiered approach to planning will ensure that community participation continues to shape the consistency of the character, land uses, and development quality in the community.

The Character & Culture Chapter emphasizes the community's continued commitment to quality design, authentic arts and culture, and the protection of Scottsdale's special places. Through the General Plan, Character Area Plans, and Neighborhood Plans, Scottsdale will continue to be held in high regard locally, nationally, and internationally.

ELEMENTS IN THIS CHAPTER:

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

"Scottsdale's Mesquite and character embrace the beauty of our natural features, including the desert, mountains, and waters, and our contributions to the physical environment, such as quality residential development, distinctive commercial and employment centers, and vibrant public amenities."

- CityShape 2020 Comprehensive Report (19%)

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Character & Culture

Character & Culture Chapter

CHARACTER & DESIGN ELEMENT

Goal CD 1 DETERMINE development appropriateness

Goal CD 2 GOVERNANCE Character Area Planning

Goal CD 3 FOSTER quality design

Goal CD 4 ENHANCE streets and public spaces

Goal CD 5 IMPROVE CHARACTER THROUGH landscaping

Goal CD 6 MINIMIZE light and noise POLLUTION

Goal CD 7 HONOR western/equestrian lifestyle

LAND USE ELEMENTS*

Goal LU 1 ENHANCE economic viability and character

Goal LU 2 SENSITIVELY INTEGRATE land uses/ features

Goal LU 3 MAINTAIN a balance of land uses

Goal LU 4 DEVELOP land use PATTERNS and transportation THAT SUPPORT MOBILITY

Goal LU 5 PROMOTE LAND USE PATTERNS THAT conserve resources¹

Goal LU 6 improve economic wellbeing

Goal LU 7 PROTECT THE Scottsdale Airport compatibility

General Plan Amendment Criteria²

ARTS, CULTURE & RECREATION COMMUNITY ELEMENT

Goal ACC 1 Arts, culture and creativity SUPPORT ARTS AND CULTURAL PROGRAMS

Goal ACC 2 Arts and cultural programs BUILD ON ARTS, CULTURE AND CREATIVITY

Goal ACC 3 ENCOURAGE creative placemaking

Goal ACC 4 PROTECT historic and cultural preservation RESOURCES

Goal ACC 5 PROMOTE a creative community

[¹ = State required]

CHARACTER & DESIGN ELEMENT

Scottsdale residents and visitors place extraordinary value on the diverse character and unique design qualities of our Sonoran Desert community. Each neighborhood setting holds an important legacy that, when grouped together, comprises the Scottsdale mosaic. Whether in urban, suburban, rural, or native desert settings, the community provides a broad palette of experiences, visual expressions, and quality design.

Scottsdale's rich design heritage is a product of proactive, creative, and inspired solutions to community design opportunities and issues. Examples include strong signage and landscaping standards, the Development Review Board, the Environmentally Sensitive Land Ordinance (ESLO), the Urban Brand Vision process, Scott Center, and Scottsdale Sensitive Design Principles.

Good design sensitively responds to and strikes a balance among the character of the surrounding natural and built settings and the community's historical, cultural, and environmental resources. The beauty of our natural features, including the Sonoran Desert, mountains, and desert waters, provides a unique backdrop to the community. Our well-designed neighborhoods, businesses, recreational and cultural facilities, and the public spaces combine to further make Scottsdale a desirable and memorable community.

The goals and policies of the Character and Design Element focus on the important aspects, connections, transitions, and blending of character that ensure our community evolves as an integrated mosaic.

Character & Culture

Goal CD 2

Continue to develop, maintain, and refine Character Area and Character Area Plans to foster quality development and consistent character and context within various areas of the community.

Policy:

CD 2.1 Set priorities for the creation and updating of Character Area Plans.

CD 2.2 Update Character Area Plans to address "edges" places where two Character Areas meet or places where Scottsdale's boundaries meet other governmental jurisdictions, to ensure compatible transitions of character and connections.

CD 2.3 Ensure the involvement and participation of the Character Area's residents, businesses and property owners in planning and implementation of Character Area Plans.

Goal CD 3

Foster quality design that enhances Scottsdale as a unique southwestern desert and tourism community through development review processes.

Policy:

CD 3.1 Strengthen Scottsdale's economic and environmental attributes, distinctive character, and attractiveness through good design, sustainable site planning and design, and other measures that enhance quality design, including quality standards for development and landscaping.

CD 3.2 Continue to use existing and adopt new comprehensive policies, guidelines, and design standards for use in the design and development review process, to ensure good and positive development responses to and enhance the diverse character and context within our Sonoran Desert community. (CityShape 2020 Comprehensive Report (19%))

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Character & Design Element


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Character & Design Element

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2035 Draft Plan Excerpt	Character & Culture	2001 General Plan Excerpt
<p>Goal CD 2</p> <p>Continue to develop, maintain, and refine Character Areas and Character Area Plans to foster quality development and consistent character and context within various areas of the community.</p> <p><i>Policies</i></p> <p>CD 2.1 Set priorities for the creation and updating of Character Area Plans.</p> <p>CD 2.2 ENSURE Character Area Plans address "edges," places where two Character Areas meet or places where Scottsdale's boundaries abut other governmental jurisdictions, to ensure compatible transitions of character and connections.</p> <p>CD 2.3 Ensure the involvement and participation of the Character Area's residents, businesses and property owners in planning and implementation. <small>(City Ordinance 20040010-000001)</small></p> <p>Goal CD 3</p> <p>Foster quality design that enhances Scottsdale as a unique southwestern desert and tourism community through development review processes.</p> <p><i>Policies</i></p> <p>CD 3.1 Strengthen Scottsdale's economic and environmental attributes, distinctive character, and attractiveness through good COLLABORATIVE site planning and design. <small>(City Ordinance 20040010-000001)</small></p> <p>CD 3.2 Continue to use existing and adopt new comprehensive policies, guidelines, and design standards for use in the design and development review process, to ensure public and private development responds to and enhances the diverse character and contexts within our Sonoran Desert community. <small>(City Ordinance 20040010-000001)</small></p>	<p>that will take place in the neighborhood. Neighborhood plans will identify and implement efforts to improve specific neighborhoods within the city. Every neighborhood has different needs, issues, constraints, and opportunities. A Neighborhood Plan might broadly define a neighborhood's goals together with an action plan, issues brief, or other policy and implementation tools. The planning process must have the in-depth involvement of the people who live and work in that neighborhood.</p> <p>2. Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community. <i>(The City Charter excludes review of detached single family residential)</i></p> <ul style="list-style-type: none"> • Continue the development review process. The Development Review Board currently reviews all proposed new and revitalized development, other than single-family residential, in terms of appropriate contextual character, quality of design, and site planning. • Recognize that Scottsdale's economic and environmental well-being depends a great deal upon the distinctive character and natural attractiveness of the community, which are based in part on good site planning and aesthetics in the design and development review process. These characteristics contribute substantially to the community's potential as a recreational resort area and regional trade center. • Use the design and development review process to enrich the lives of all Scottsdale residents and visitors by promoting safe, attractive, and context compatible development. • Promote, develop, and adopt comprehensive policies and guidelines for use in the design and development review process, which establish principles and standards for public and private development and recognize the diverse scope of development projects in the community. These should include, but are not limited to, design guidelines for Character Districts, Character Areas, special districts, visually important roadways, open spaces, public and private infrastructure, specific building types, and interaction with our Sonoran Desert. • Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life. • Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community. 	
11	Character & Design Element	55
	Character and Design Element	Page 47

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Materials in Council Packet to Assist Council & Discussion/Direction on Draft General Plan 2035

- Attachment #1 – Council Adopted Process & Procedures
- Attachment #2 – Matrix of Public Comments Collected 2014-2020
- Attachment #3 – Unformatted Public Comments as Collected
- Attachment #4 – CRC Recommended Draft 2035 Plan – Clean Version
- Attachment #5 – CRC Recommended Draft 2035 Plan – Tracked Edits
- Attachment #6 – City Legal Review Items Used During CRC Meetings

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Draft 2035 General Plan Public Comments	10	20	30	40	50	60	70
Exec. Summary-Preface				40			
Character + Design				43			
Land Use							73
Arts, Culture + Creative Community	9						
Open Space	10						
Environmental Planning		25					
Conservation	7						
Water Resources	3						
Energy	4						
Community Involvement	1						
Healthy Community		12					
Housing	6						
Recreation	5						
Safety	6						
Circulation		17					

13

Draft 2035 General Plan Public Comments	10	20	30	40	50	60	70
Bicycling	9						
Neighborhood Preservation + Revitalization	10						
Conservation, Rehabilitation + Redevelopment	4						
Growth Areas	7						
Cost of Development	6						
Public Services + Facilities	2						
Public Buildings	3						
Economic Vitality		19					
Tourism		12					
Implementation	10						
Glossary			32				
Related Plans + Policies	1						

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CRC Draft Plan

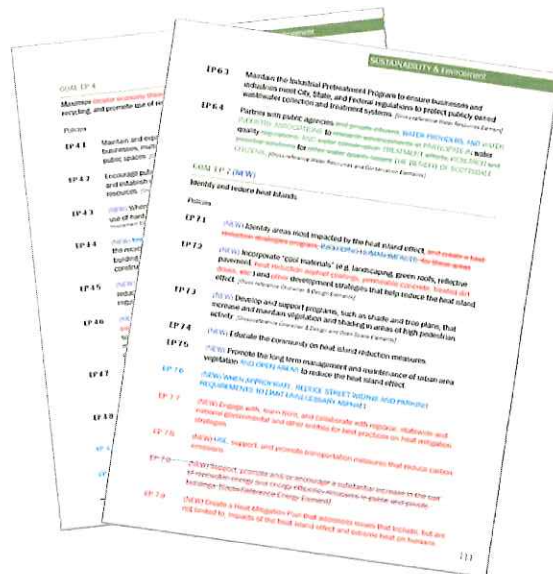
- CRC Draft 2035 General Plan
- CRC Modifications to Plan
- City Staff TAC Input
- Citizen Outreach (2014 - current)

(NEW) = Content created by GP Task Force

‡ = State Required Content

Maintaining RED or GREEN text indicates CRC acceptance of the suggested edits for inclusion in plan.

If RED or GREEN text has LIGHT BLUE strike through lines this indicates that the CRC has recommended striking the suggested edits.



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CRC Draft Plan - Executive Summary/Prologue

- Public comments received suggesting draft plan is too long –
- Sections that can be adjusted include:
 - Executive Summary – Companion Piece to General Plan (14; iii-xvi)
 - Prologue – Retain in Plan (1; 3)
 - Foundation for the Vision – Historical, Appendix (6; 14-19)
 - Purpose of the General Plan – Retain in Plan (10; 22-31)
 - Community Profile – Historical Portions Appendix (8; 32-39), Retain Place in Region/Demographics in Plan (3; 40-42)
- Hold the review of the Executive Summary content to take place following review of the entire Draft Plan
 - Changes to Draft Plan will need to be reflected in Executive Summary



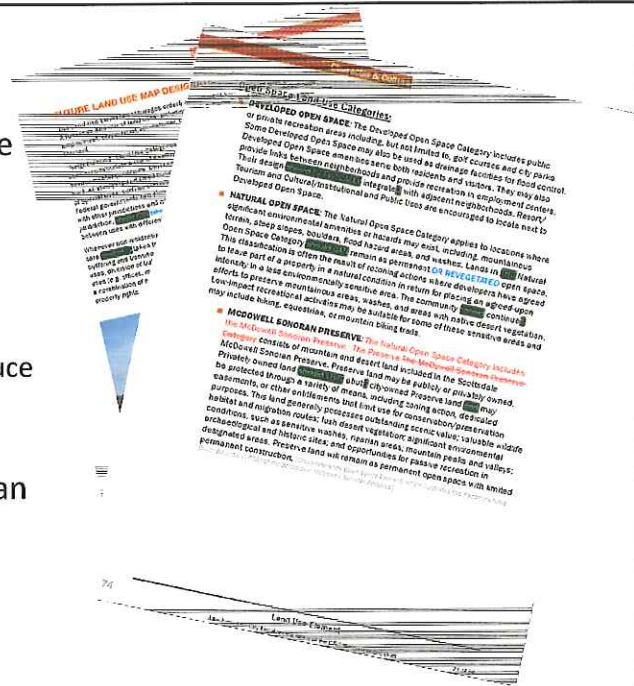
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Request for City Council Direction

15

Draft Plan Language

- Public comments about plan language changes – should, will etc.
- General Plan is an aspirational policy plan:
 - CRC/staff made concerted effort to reduce regulatory language
- Internal consultation that language can be restored throughout plan as suggested in public comments



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Request for City Council Direction

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Community Profile - Population

- 2001 General Plan:
 - Build-out Population Projection 300,000 (2020)
 - Population of Scottsdale 258,069 (July 2019)
- Draft 2035 Plan:
 - Build-out Population Projection 316,700 (2055)
- Not “target population” numbers
 - City has never set a “target population”
 - Population projections based on mix/type of General Plan land use



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Section 1 – Preface

Vision Statement

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General Plan Vision Statements

- Vision statements are inspirational, lofty, & ambitious - they don't contain details or steps for achieving goals
- City is reaching build-out, vision more likely to maintain/enhance than a bold new vision
- Public input – maintain/enhance all that Scottsdale offers today
- Vision Statements are not state mandated

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Town of Carefree - Vision Statement

- General Plan 2030 (2012)
- Provides extensive background/history
- Future/forward looking in last paragraph
- Contains details/steps

2. VISION STATEMENT

Carefree is a unique semi-rural small town nestled among vegetated sloping foothills the Upper Sonoran Desert. The Town was master planned to be entirely distinctive from the surrounding communities. This distinction is reflected in many of the local street names, such as Easy Street, Ho Hum, Nonchalant and Peaceful Place. The Town is a community where residents enjoy a lifestyle that blends into the quiet of the natural desert. At the heart of Carefree is the business district, where residents and visitors gather to work, shop and visit.

Carefree's founding fathers thoughtfully planned the community to include within its fabric select amenities, including a resort, a private airport, a private golf course and a unique shopping district located in the geographic center of the community. Complementing these land uses are a rich assortment of residential lifestyles, from town homes and condominiums situated in its shopping district, to magnificent homes harmoniously placed within the splendor of the Upper Sonoran Desert.

The community aspires to maintain its characteristics of a community with a high quality of life, a vibrant Town Center and peaceful and well-designed semi-rural neighborhoods that blend into the natural terrain and are sensitive to the native vegetation and wildlife.

As the Town matures, the Town will face certain challenges as it implements its vision. The urbanizing communities surrounding the Town have an effect on the Town's ability to maintain its distinct nature. Within the Town limits, as undeveloped raw land becomes scarcer the community will see a significant shift from the construction of new homes to extensive remodels or replacements. The Town Center will also see challenges in the future to enhance its vibrancy given the commercial encroachment from nearby communities.

Looking forward, the Town can address its evolving challenges and preserve its unique lifestyle by striving for sustainability. From an economic perspective, new opportunities should be targeted which enhance the community's sales tax base that provides additional security for the fiscal health of the Town. Residential and commercial neighborhoods should be maintained and enhanced through appropriate infrastructure investment. Additionally, development should be cognizant and reflective of its impact on the sensitive nature of the Upper Sonoran Desert. In doing so, the Town will be more capable of bringing to fruition its goals and objectives and becoming even more exceptional place to enjoy its diverse amenities and tranquil environment.

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VISION STATEMENT 5

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City of Phoenix - Vision Statement

- General Plan 2015 (2015)
- Future/forward looking
- Motivational & inspirational
- Defines its current status and where its heading
- Contains some details/steps


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Part 1: Our Story & Vision

A Vision for the Future of **Phoenix**

OUR CONNECTED OASIS

Phoenix will continue to be like no other city in the world – a place steeped in history, defined by its beautiful desert landscape, activated by unique neighborhoods and businesses and embodied by a pervading sense of opportunity and equity. Phoenix will become an even greater city by building on its existing wealth of assets and by enhancing residents' opportunities to connect to these assets and each other by becoming a more "connected" city. Phoenix residents will benefit with enhanced levels of prosperity, improved health and a thriving natural environment. Bringing the great people and places of this flourishing desert metropolis together is what will solidify Phoenix's identity as the Connected Oasis.



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Town of Gilbert - Vision Statement

- General Plan 2020 (2020)
- Future/forward looking
- Communicates shared values
- Inspirational – incorporates values, but does not get into details/steps

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Planning Framework

Vision Statement

Visioning is a critical step in articulating the shared values of Gilbert residents, business owners and community leaders. The Vision Statement below is a description of what Gilbert wants to become through the implementation of its General Plan. The Vision Statement provides a sense of purpose and mission for the Town and sets the tone for the subsequent themes, strategies, policies and actions throughout the General Plan.

Gilbert's Vision Statement and associated values stem from the previous 2011 Gilbert General Plan. Through the public outreach process, both the community and General Plan Advisory Group (GPAG) members had the opportunity to participate, recommending and updating the Vision Statement. Through this review process, only minor adjustments were completed because both the public and GPAG members believed that the General Plan's Vision has served the Town well, and it holds as true today as it did 10 years ago.

Our Vision for Gilbert

Gilbert, a safe, healthy, clean, attractive, family-oriented community that embraces our Town's heritage yet recognizes the opportunities of the future without sacrificing the resources of today. Gilbert will continue to thrive as a Town with:

- ✓ A vibrant and dynamic business climate
- ✓ Excellent educational opportunities
- ✓ A sense of community and neighborhoods
- ✓ Environmental stewardship
- ✓ Cultural amenities
- ✓ Diverse recreational opportunities
- ✓ Enduring architecture and design
- ✓ Fiscally sustainable practices
- ✓ Efficient transportation

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Task Force Draft 2035 General Plan Vision Statement

- Visioning background and history:
 - 100 citizens participated in drafting a Town Hall Vision Statement
 - Town Hall Vision Statement – taken out to public for further comment/refinement
 - General Plan Citizen Task Force – further refined and created the Vision statement found in baseline 2035 Draft Plan (2014)

VISION

Scottsdale will be an exceptional Sonoran Desert experience and the premier southwestern tourist destination. Our diverse neighborhoods will foster outstanding livability through connected, healthy and sustainable communities. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity. **(NEW)**



Town Hall Vision Statement

A Vision for the Future

The community values set forth above are an integral part of this vision statement and are incorporated herein.

We will be a city founded on and adhering to its community values, which leverages its rich Southwestern history, where the past is celebrated, while managing our future based on preserving those values. We will be an active, globally interconnected, and multi-generational city where residential neighborhoods and commercial districts co-exist harmoniously with each other and the environment; where a culture of wellness is promoted; where people are committed to and respect each other; and where growth is managed responsibly and with respect for nature, sustainability, wellbeing, character, and unique environmental assets such as our Sonoran Desert and our McDowell Sonoran Preserve. We will be a vibrant and welcoming city with a unique international reputation for natural beauty, innovation, arts and culture, economic vitality, and livability.

We will continue to create a safe, attractive, vibrant and sustainable city for ourselves, our children, our visitors and future generations.

We will be a city where citizens are esteemed active primary stakeholders in their city government.

We will preserve, protect and enhance neighborhoods, and historically significant structures and sites, while protecting property rights.

We will be a city that draws visitors from around the world because of its internationally recognized brand reflected in its physical appearance; desert vistas; amenities; world-class events; resorts; equestrian heritage; high quality of life; healthcare resources; thriving, unique and walkable downtown; and its arts, culture and recreation opportunities.

We will create an innovative and sustainable city that is economically prosperous, an honest place to do business and that allows a multitude of opportunities for all citizens.

We will create, grow and attract diverse, world-class businesses and entrepreneurs that leverage technology and innovation to fuel the local community and benefit the global economy.

We will have a thriving, well-educated workforce; strong, safe neighborhoods; and a wide range of innovative, efficient and effective mobility options that connect to citywide and regional networks.

We will be a city that promotes meaningful open spaces with new development and that respects and preserves Scottsdale's mature neighborhoods, the Indian Bend Wash Greenbelt, canal banks, neighborhood parks, and a thriving downtown.

We will be one of the finest cities in which to live and a place where the Southwest and the 21st Century join hands.

General Plan 2035 Visioning Background: Task Force Vision Statement Discussion

- Future Tense – describe community of the future
- Short/Memorable
- Create a visual vision statement using themes
- Remove redundancy in Town Hall Vision Statement
- Keep integrity of Town Hall Vision Statement
- Needs to apply to entire city/General Plan

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TOWN HALL VISION & VALUES

TASK FORCE IDEAS/DISCUSSION

Vision

Scottsdale will be an exceptional Sonoran Desert experience and the premier southwestern tourist destination. Our diverse neighborhoods will foster outstanding livability through connected, healthy and sustainable communities. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity.

Our Primary Community Aspirations:

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

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

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

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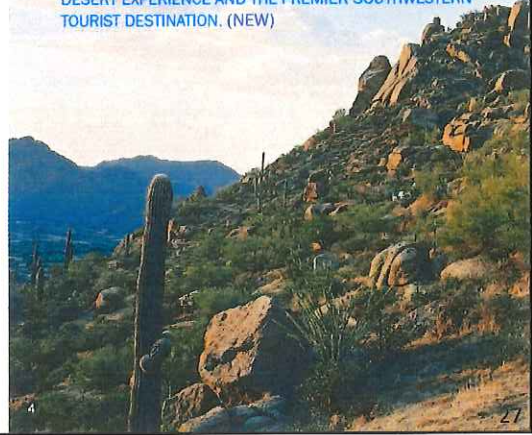
VISION

Scottsdale will be an exceptional Sonoran Desert experience and the premier southwestern tourist destination. Our diverse neighborhoods will foster outstanding livability through connected, healthy and sustainable communities. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity. (NEW)



VISION

Scottsdale will be an exceptional Sonoran Desert experience and the premier southwestern tourist destination. Our SCOTTSDALE'S diverse neighborhoods will foster outstanding livability through connected, healthy and sustainable communities. Scottsdale WE will thrive by AS A RESULT OF OUR EDUCATED CITIZENRY AND BY attracting and retaining business centers of excellence that encourage innovation and prosperity. SCOTTSDALE WILL BE AN EXCEPTIONAL SONORAN DESERT EXPERIENCE AND THE PREMIER SOUTHWESTERN TOURIST DESTINATION. (NEW)



- Recognizes and embraces change: from being predominantly undeveloped to mostly built out, from a young town to a maturing city, from a bedroom community to a net importer of employees, and from a focus on a single economic engine to a diverse, balanced economy;
- Simultaneously acknowledges our past (preservation of historically significant sites and buildings will be important), and prepares for our future;
- Promotes growth that serves community needs, quality of life and community character;
- Recognizes and embraces the diversity of the community by creating an environment that respects the human dignity of all without regard to race, religion, national origin, age, gender, sexual orientation, or physical attributes.

Community Vision

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

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

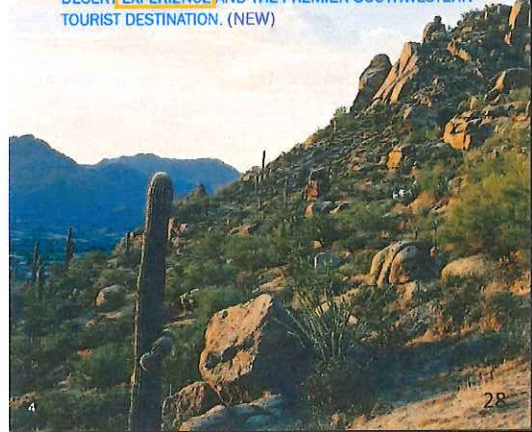
The passage of time inevitably brings changes. Scottsdale today differs from the city of twenty or fifty years ago and is different now than the city it will be in twenty or fifty years. The task facing us is to retain the most important characteristics of our city in the face of changes we cannot control,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

Unanimous agreement about the future is not the goal of the General Plan. Rather it strives to create balance and blending of opinions to form a community that collectively manages change. Only then can we retain the community's unique characteristics and still welcome the future. The Scottsdale General Plan strives to reflect a coherent vision of the hopes, dreams, and aspirations of a diverse population - senior citizens and children, long-term residents and newcomers, those living in established neighborhoods and those living in newly created neighborhoods.



VISION

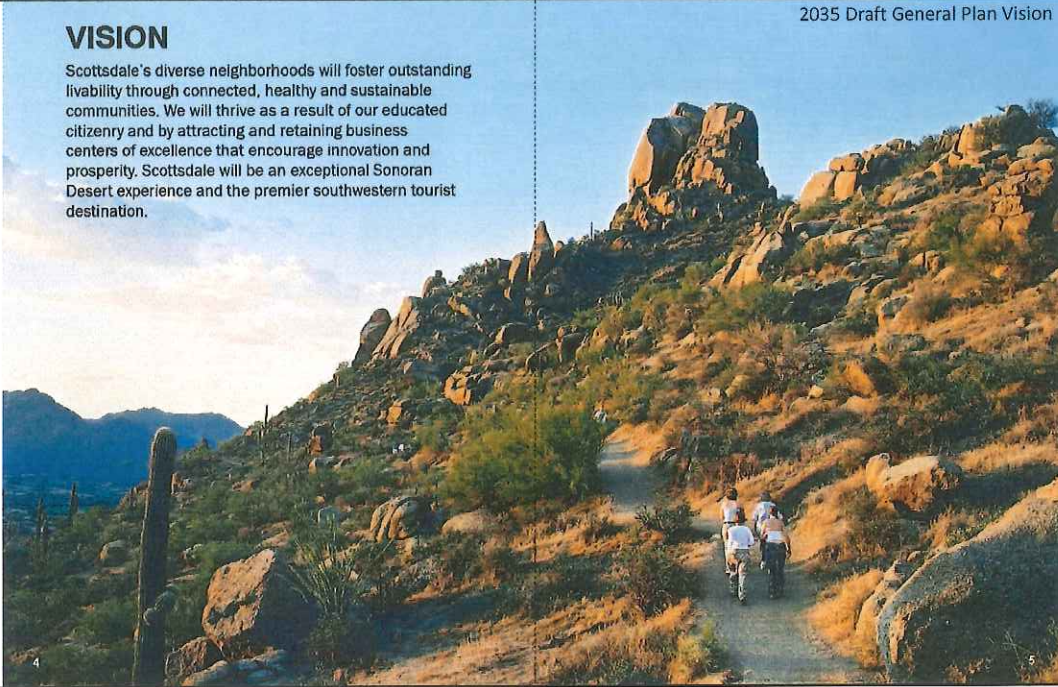
Scottsdale will be an exceptional Sonoran Desert experience and the premier southwestern tourist destination. Our SCOTTSDALE'S diverse neighborhoods will foster outstanding livability through connected, healthy and sustainable communities. Scottsdale WE will thrive by AS A RESULT OF OUR EDUCATED CITIZENRY AND BY attracting and retaining business centers of excellence that encourage innovation and prosperity. SCOTTSDALE WILL BE AN EXCEPTIONAL SONORAN DESERT EXPERIENCE AND THE PREMIER SOUTHWESTERN TOURIST DESTINATION. (NEW)



VISION

Scottsdale's diverse neighborhoods will foster outstanding livability through connected, healthy and sustainable communities. We will thrive as a result of our educated citizenry and by attracting and retaining business centers of excellence that encourage innovation and prosperity. Scottsdale will be an exceptional Sonoran Desert experience and the premier southwestern tourist destination.

2035 Draft General Plan Vision



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Draft Vision Statement – Provided by Vice Mayor Janik

A Vision for the Future

VISION STATEMENT - Bulleted Town Hall Statement

Scottsdale will...

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

We will be one of the finest cities in which to visit, live, work, and play and a place where the Southwest and the 21st Century join hands.

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Section 1 – Preface

Vision Statement & Community Aspirations

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TOWN HALL VISION & VALUES

TASK FORCE IDEAS/DISCUSSION

Vision

Scottsdale will be an exceptional Sonoran Desert experience and the premier southwestern tourist destination. Our diverse neighborhoods will foster outstanding livability through connected, healthy and sustainable communities. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity.

Our Primary Community Aspirations:

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

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

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

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VISION

Scottsdale's diverse neighborhoods will foster outstanding livability through connected, healthy and sustainable communities. We will thrive as a result of our educated citizenry and by attracting and retaining business centers of excellence that encourage innovation and prosperity. Scottsdale will be an exceptional Sonoran Desert experience and the premier southwestern tourist destination.



Community Aspirations

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

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

Community Prosperity- Scottsdale will be a thriving, prosperous city that attracts and grows world-class businesses, leverages technology, encourages innovation and creativity, and cultivates **ACADEMIC OPPORTUNITIES FOR** a well-educated **CITIZENRY AND** workforce.

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Section 1 – Preface

Community Values

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Town Hall Report Community Values

1. Expects responsive, just, efficient and transparent governance of all of our community values through strong visionary leadership, continuous partnerships and engaged citizenry.
2. Demonstrates its commitment to environmental, economic, social well-being and educational quality by vigorously evaluating both the short- and long-term impacts of its decisions prior to making those decisions;
3. Creates, revitalizes, protects, and preserves neighborhoods, unique attributes and character, livability, safety, and accessibility to and connectivity with other neighborhoods in the community in a manner that fits together to form an exceptional citywide quality of life;
4. Facilitates human connection across neighborhood, cultural, geographic and generational boundaries to make Scottsdale one community by promoting policies and by anticipating and locating facilities, technology, infrastructure, and transportation that have a clear value and benefit;
5. Respects the Southwestern environmental character of the city, our McDowell Sonoran Preserve and our Sonoran Desert surroundings as key assets by innovatively collaborating with neighboring cities and Native American communities to preserve, protect and effectively manage natural resources;
6. Encourages activities and infrastructure that promote a culture of wellness and lifelong physical and mental health and well-being for residents, visitors and employees;
7. Recognizes and builds on the continuing evolution of its Southwestern and diverse heritage and cultures, promotes historical and archaeological preservation areas, and identifies, promotes and celebrates the arts and tourism in a way that recognizes the unique Sonoran Desert environment in which we live;
8. Promotes, coordinates and communicates cost-effective, diverse, affordable and innovative local and regional transportation options with appropriate land uses and more mobility choices, balancing both the present needs of our community and the need to adapt to changing modes of transportation that provide choices to the whole population, including Scottsdale residents, those who commute into and out of Scottsdale and those who visit the city;
9. Maintains or improves very high standards of appearance, public amenities, safety, service, wellness, education and human capital;
10. While supporting and maintaining the unique qualities, characteristics, and identity that make Scottsdale special, anticipates, proactively manages, and embraces change that is consistent with our values, contributes positively to the future that the citizens of Scottsdale envision, and positions Scottsdale to meld the benefits of its historic past with its present realities and future needs, including embracing a range of quality housing options and evolving economic, employment and educational opportunities;
11. Celebrates and respects our past through the preservation of our multicultural and Southwestern heritage, and preservation of historically and archeologically significant sites, buildings and neighborhoods, while continuing to prepare and plan for our future;
12. Encourages appropriate land use, quality redevelopment, transitions between communities compatible with surrounding neighborhoods, and the development of communities that are vibrant and attractive for various ages and income levels;
13. Supports community cohesiveness and creates a welcoming environment by respecting the human dignity of all, recognizing and embracing cultural and economic diversity throughout the City of Scottsdale and the region;
14. Promotes and enhances a diverse and balanced economy that is sustainable, creative, innovative, supportive of entrepreneurs and local business owners and integrated with educational institutions and that strengthens arts and cultural industries as a key element in the growth of Scottsdale's economy;
15. Encourages safe and active living, and the redevelopment, planning and design of new environments, which respond to Scottsdale's best features and support the variety of social and economic needs and values of residents and visitors;
16. Takes an engaged visionary leadership role in the development of regional resources for education, transportation, public safety, healthcare, disaster preparedness, and employment to ensure that these are available to residents and visitors to Scottsdale in ways consistent with community values;
17. Promotes and nurtures regional, tribal, national and global collaboration, cooperation and partnerships that enhance education, research, the economy and the environment, specifically to include neighboring Indian communities;
18. Promotes excellent, diverse and innovative life-long educational opportunities;
19. Actively embraces community involvement, and makes citizens true partners in the decisions that affect their neighborhood and the city as a whole. We will celebrate, support, respect and nurture civic engagement, community service and volunteerism;
20. Showcases and expands Scottsdale's wonderful system of libraries, parks and recreation programs and does even more to make them available to all citizens.

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Scottsdale Values...

Civic Leadership and Engaged Citizenry

Expect strong visionary leadership

Inclusiveness

Respect human dignity of all and recognize and embrace diversity

Multi-Faceted Heritage and Culture

Support continuing evolution of Scottsdale's diverse southwestern heritage

Sustainability

Evaluate impacts of decisions on environmental, economic and social quality

High Standards

Scottsdale known for high standards of appearance, safety, accessibility, levels of service

Our Enviably Quality of Life and Unique Neighborhoods

Creating, revitalizing, preserving, and protecting our neighborhood identity, character, livability, safety, and connectivity

Economic Sustainability

Embrace diverse, creative, and innovative economy

Natural Environment

Lead region in stewardship and management of Sonoran Desert environment

Strategic, Responsible Growth

Development and redevelopment supports and maintains Scottsdale's unique qualities, characteristics, and identity

Health and Wellness

Culture of life-long physical/mental health and well-being

Human Connection

Human connection across all geographic, cultural and generational boundaries

Mobility Choices

Cost-effective, diverse, affordable, adaptable, and innovative local and regional mobility options


Regional Leadership and Collaboration

Collaborate as a local/regional/global leader

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OUR COMMUNITY VALUES



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

- **Respect Character and Culture**
Enhance and protect Scottsdale's unique features, neighborhood identity, character, livability, southwestern heritage, and tourism through appropriate land uses and high standards for design. Create vibrant and attractive places that accommodate a variety of ages and incomes and support the arts and multicultural traditions.
- **Conserve and Preserve the Environment**
Lead the region in the stewardship and ~~efficient~~ *sustainable* management of the Sonoran Desert environment and conservation of natural resources and open spaces for the visual, physical, and personal enrichment of everyone.
- **Collaborate and Engage**
Promote strong, visionary leadership that is transparent, responsive, and efficient; collaborates regionally; respects and honors our community values; recognizes the benefit of interactive community involvement and volunteers; and embraces citizens as active partners in decisions that affect their neighborhoods and city.
- **Foster Well-Being**
Promote a culture of lifelong physical and mental health, safety, and well-being for residents, visitors, employers, and employees. FOSTER SOCIAL CONNECTIVITY ACROSS CULTURAL AND GEOGRAPHICAL BOUNDARIES BY CULTIVATING A WELCOMING ENVIRONMENT, RESPECTING HUMAN DIGNITY, AND RECOGNIZING AND EMBRACING CITYWIDE AND REGIONAL DIVERSITY.
- **Connect the Community**
Connect all community members across geographic-cultural and generational boundaries by cultivating a welcoming environment, respecting human dignity, recognizing and embracing citywide and regional diversity, and ~~THE REGION AND WITHIN THE CITY and to the region by~~ *striving for cost effective, adaptable, and innovative, safe, and efficient mobility options that will place people, goods, services, and mobility and mobility more than getting from here to there. CONNECTIVITY AND MOBILITY INFLUENCE THE FORM AND COMFORT OF URBAN COMMUNITIES*
- **Revitalize Responsibly**
Aggressively ~~PROGRESSIVELY~~ *evaluate the short- and long-term impacts of development decisions to ensure that development and development PUBLIC AND PRIVATE INVESTMENT WORK COLLABORATIVELY TO support and maintain the unique features and local identity that make Scottsdale special, and contribute positively to the community's physical, fiscal and economic needs and high quality of life.*
- **Advance Innovation and Prosperity**
Embrace a diverse, and innovative economy to sustain our high quality of life through a variety of businesses, health and research institutions, and educational, technological, tourism and cultural elements.

37 12 **Request for City Council Direction** 13

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Comments/Questions/Direction Executive Summary/ Section 1 - Preface

<p>Council Decision Points</p> <ul style="list-style-type: none"> • Exec. Summary/Sect. 1 Preface <ul style="list-style-type: none"> • Prologue • Foundation for the Vision • Purpose of General Plan • Community Profile • Draft Plan Language • Vision Statement • Community Aspirations • Community Values 	<p>Staff Rec./Public Input</p> <ul style="list-style-type: none"> • Companion Piece • Retain in Plan • Appendix • Appendix (32-39); Retain in Plan (40-42) • Reinstate Language – should, will etc. • Test CRC or Task Force/2001 in Outreach <ul style="list-style-type: none"> • Consider Alternate Vision Language Proposed • Test CRC or Task Force in Outreach • Retain in Plan as Proposed by CRC
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Section 2 - Chapters

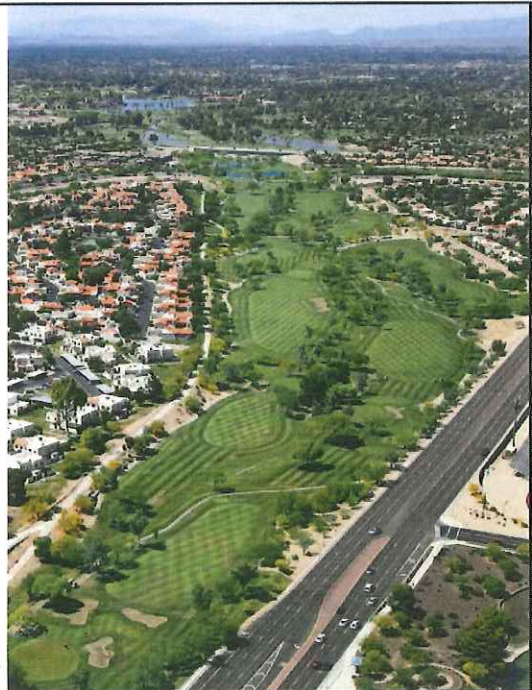
Chapter 1 – Character & Culture

Character & Design Element Land Use Element Arts, Culture & Creative Community Element

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CRC Draft Plan: Character & Culture Chapter

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



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Section 2 - Chapters

Chapter 1 – Land Use Element

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CRC Draft Plan: Land Use Element

- Goals Include:
 - LU 1 Enhance economic viability & character
 - LU 2 Sensitively integrate land uses
 - LU 3 Maintain a balance of land uses
 - LU 4 Land use patterns that support mobility
 - LU 5 Land use patterns that conserve resources
 - LU 6 Improve economic well-being
 - LU 7 Protect the Scottsdale Airport
- General Plan Amendment Criteria
- Future Land Use Map

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State Statute Requirements - ARS 9-461.05

- a) Designates the proposed general distribution & location of land uses
- b) Includes a **statement** of the standards of population density & building intensity recommended for the various land use categories
- c) Identifies specific programs and policies that the municipality may use to promote infill or compact form development activity & locations where those development patterns should be encouraged
- d) Includes consideration of air quality & access to incident solar energy for all general categories of land use
- e) Includes policies that address maintaining a broad variety of land uses including the range of uses existing in the municipality when the plan is adopted, readopted or amended
- f) Includes sources of currently identified aggregates from maps that are available from state agencies, policies to preserve currently identified aggregates sufficient for future development and policies to avoid incompatible land uses

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Character & Culture	Character & Culture
	<p>(Scottsdale McDowell Sonoran Preserve), linking the McDowell Mountains with McDowell Mountain Regional Park and Fountain Hills McDowell Mountain Preserve to the east, the Tonto National Forest to the north, and the City of Phoenix open space networks to the west. Scottsdale has also required desert-sensitive design throughout the community through Scottsdale's Adopted Sensitive Design Principles, and the Environmentally Sensitive Lands Ordinance (ESLO), which strive to protect the Sonoran Desert on private, developable lands. (Scottsdale Planning Department)</p>
<p>LAND USE ELEMENT*</p>	<p>Regional Employment Center In 2002, construction of the Loop 101/Pima Freeway was finished, and stimulated a concentrated mixed-use land use pattern near the Scottsdale Airport. This area, more commonly known as the Greater Airport Character Area, has emerged as one of the most significant employment and business cores within the State of Arizona. These regional land uses, along with the city's land preservation efforts, have contributed to Scottsdale's economy, which in turn contributes to a high quality of life for residents.</p>
<p>Scottsdale has evolved and grown since its founding in the late 1800's and incorporation in 1951. Starting as a small agricultural community sprinkled with farms and citrus groves, Scottsdale has experienced growth cycles, annexations of large unincorporated lands, preservation of natural environment, and expanded resort, tourism, and cultural facilities. Today, Scottsdale features a variety of land uses that contribute to a diverse economy, unique community character, and a national reputation for quality and livability.</p>	<p>Character-Based General Planning The General Plan Land Use Element, as with all the elements of the General Plan, incorporates broad goals, policies, and general direction for the entire city. More detailed planning is found at the Character Area and Neighborhood Planning levels. In some cases, specific land use considerations may be better addressed at the Character Area Plan and/or Neighborhood Plan levels rather than through the citywide General Plan. (Scottsdale Planning Department)</p>
<p>Resorts and Tourism Scottsdale is the major resort center and tourist destination of the metropolitan area. Although not all major resorts are located in Scottsdale, it has some specialty shopping, art galleries, and recreational facilities. Many of the region's premier cultural and sporting events, which attract and sustain the local tourism industry, are also found in Scottsdale. Preserving the quality of the city's visual and physical environments is an important part of maintaining this industry.</p>	<p>Land Use Patterns Land use patterns <u>should</u> CAN help conserve natural resources, <u>reduce the dependence on the automobile</u> PROVIDE FOR ALTERNATIVE MOBILITY OPTIONS, alleviate traffic congestion, contribute to the character of the community, support Scottsdale's tourism industry, and adequately serve the needs of citizens. Land use decisions <u>must</u> INCLUDE consideration OF the relationships of adjacent land uses and sensitively integrate proposed land uses with existing natural and physical environments.</p>
<p>Desert Preservation Efforts The tremendous growth cycle of the mid to late 1990's led to a strong community desire to preserve large expanses of Sonoran Desert, particularly in and around the McDowell Mountains. Since that time, Scottsdale has emerged as a leader in open space preservation with the commitment to preserving one-third of its landmass in a natural preserve.</p>	
<p>Land Use Element</p>	<p>Land Use Element</p>

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Character & Culture		Character & Culture	
Scottsdale's Future Land Uses are distributed as follows:			
GENERAL PLAN 2035: LAND USE MIXTURE			
Land Use Group	Land Use Category	General Density	Percentage*
Residential	Rural Neighborhoods	Less than 1 unit per 1/2 acre	20.02%
	Suburban Neighborhoods	More than 1 and less than 8 units per 1/2 acre	23.00%
	Urban Neighborhoods	8 or more dwelling units per acre	2%
Mixed Uses	Mixed-Use Neighborhoods		3%
	Resorts/Tourism		2%
Non-Residential	Cultural/Institutional or Public Use		3.06%
	Commercial		1%
	Employment		3%
Open Space	Developed Open Space		7.5%
	Natural Open Space		30.95%
	McDowell Sonoran Preserve		7.6%

To maintain a healthy economic base and provide services for our SCOTTSDALE residents, businesses, and visitors, the community should provide a diversity of land uses and supporting infrastructure. The Land Use Element and its map indicate the general distribution, location, type, and relationship of all land uses. The Zoning Ordinance carries out the goals and policies of the Land Use Element by establishing the legal parameters for the development of a parcel of land.

Under Arizona Revised Statute 9-461.05 C1(d), the city must identify any sources of aggregates from state agency maps. No aggregates have been identified in Scottsdale, and therefore, no policies related to aggregates have been included in the Land Use Element.

The goals and policies of the Land Use Element reflect careful consideration for the locations of defined land uses and delineate the criteria that should be carefully considered when contemplating a change in Land Use Category.

POLICY LU 1.3 MOVED TO THE NEW TOURISM ELEMENT AS REQUESTED BY THE CRC AT THEIR MAY 18, 2020 MEETING.

Goals and Policies

GOAL LU 1

Enhance Scottsdale's economic viability by encouraging land uses that contribute to economic viability and community character to sustain and enhance Scottsdale's role as a major reinforce the city's reputation as the premier southwestern tourist destination, cultural center, and economic hub, and are compatible with Scottsdale's brand, character, and physical appearance, regional economic hub, tourist destination, and cultural center.

Policies

LU 1.1 Encourage land uses that preserve a high quality of life and further define Scottsdale's sense of place within the region.





LU 1.2 Celebrate Scottsdale's identity as a desert city IMAGE by preserving natural open space and natural ecosystems, (Cross-reference Sport Space, Environmental Planning, and Conservation Element 4)

LU 1.3 Promote destination resorts in conjunction with recreation, retail, dining, and cultural uses that support tourism and sustain a resort-like lifestyle. (Cross-reference Economic Viability, Healthy Community, and Arts, Culture & Creative Community Elements)




LU 1.4.3 Promote development patterns that integrate with and complement surrounding uses and reinforce an area's THE CHARACTER OF AN AREA, OR ESTABLISH NEW CHARACTER WHERE DEVELOPMENT PATTERNS ARE FRAGMENTED OR EVOLVING. (Cross-reference Character & Design and Growth and Activity Areas Element 14)

LU 1.4.4 Work with adjacent jurisdictions to understand the dynamics of, AND COLLABORATE ON, emerging and redeveloping areas on the borders of Scottsdale ADJACENT TO THE CITY BOUNDARY.

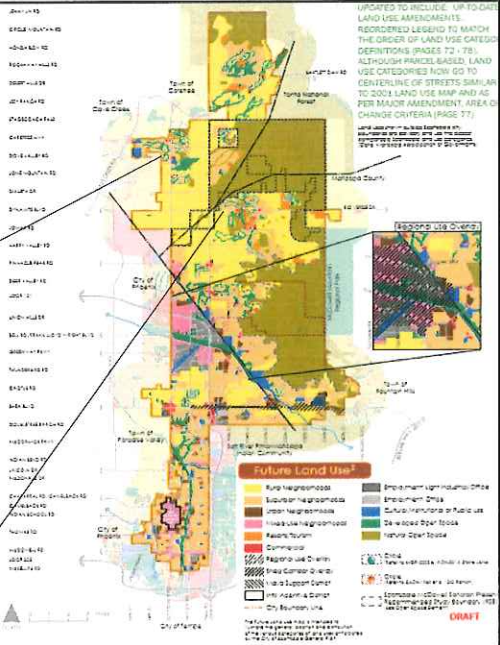
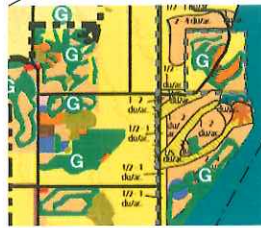
Character & Culture		Character & Culture	
GOAL LU 2			
Sensitively transition and integrate land uses with the surrounding natural and built environments.			
Policies			
LU 2.1	Ensure neighborhood "edges" transition to one another through compatible land uses and development patterns. (Cross-reference Character & Design and Growth and Activity Areas Element 14)		
LU 2.2	Sensitively integrate low density development patterns and land uses bordering the Scottsdale McDowell Sonoran Preserve and other sensitive natural features. (Cross-reference Open Space Element)		
LU 2.3	Locate employment and major non-residential uses along major transportation networks to limit impacts on residential areas and provide citywide and regional access. (Cross-reference Economic Viability and Character Elements)		
GOAL LU 3			
Maintain a balance of land uses to support a high quality of life.			
Policies			
LU 3.1	Allow for the diversity and innovative development patterns of residential uses and supporting services to provide for the needs of the community. (Cross-reference Housing Element)		
LU 3.2	Integrate housing, employment, and supporting infrastructure, primarily in mixed-use neighborhoods and Growth and Activity Areas, to support a jobs/housing balance. (Cross-reference Housing, Economic Viability, and Growth and Activity Areas Element 14)		
LU 3.3	Maintain a citywide balance of land uses, and consider modifications to the land use mix to accommodate changes in community vision, demographic needs, and economic sustainability. (Cross-reference Character & Design, Economic Viability, and Vision and Vision)		
LU 3.4	Provide an interconnected, accessible open space system, which includes pedestrian and equestrian links, recreation areas, canals, and drainage ways. (Cross-reference Open Space and Recreation Elements)		
LU 3.5	NEW: ENGAGE THE COMMUNITY IN RESIDENTIAL AND NEIGHBORHOOD LAND USE DISCUSSIONS.		

Character & Culture	Character & Culture
<p>GOAL LU 4</p> <p>Develop context appropriate land use patterns that are compatible with and support a variety of compatible mobility choices and services.</p> <p>Policies</p> <p>LU 4.1 Integrate land uses and mobility TRANSPORTATION systems to allow for various and less automobile-dependent and greater choices for A VARIETY OF mobility CHOICES. (Cross-Reference Circulation Element)</p> <p>LU 4.2* Support mixed-use and compact development patterns, to provide opportunities for pedestrian oriented development, reduced parking demand, and support context appropriate alternative mobility choices. (Cross-Reference Circulation Element)</p> <p>LU 4.3 Promote transportation choices that respond to the community's land use patterns and local neighborhood lifestyles. (Cross-Reference Circulation Element)</p> <p>LU 4.4* Locate regional land uses and intensities in Growth and Activity Areas to provide the greatest access to alternative modes of transportation. (Cross-Reference Growth Areas and Circulation Element)</p> <p>GOAL LU 5*</p> <p>Promote land use patterns that conserve resources, including land, clean air, water, and energy.</p> <p>Policies</p> <p>LU 5.1* Encourage a variety of compatible mixed use land uses within or next to Growth and Activity Areas, along major streets, and within particular Character Areas to reduce automobile use and improve air quality. (Cross-Reference Growth Areas Planning and Circulation Element)</p> <p>LU 5.2* Concentrate greater development intensities in Growth and Activity Areas, thereby reducing development pressures in low-density areas and conserving energy. (Cross-Reference Growth Areas and Energy, Circulation)</p> <p>LU 5.3 Minimize environmental hazards and protect the natural character of the desert by encouraging THROUGH sensitive development on Environmentally Sensitive Lands. (Cross-Reference Character & Design Open Space and Conservation Element)</p>	<p>GOAL LU 6 (NEW)</p> <p>Attract and retain diverse, high-quality employment, business, and retail land uses to improve the economic well-being of Scottsdale's residents.</p> <p>Policies</p> <p>LU 6.1 (NEW) Promote opportunities for the expansion and revitalization of employment and commercial uses within the city. (Cross-Reference Commercial, Residential, & Management Element)</p> <p>LU 6.2 (NEW) Support well-planned, clustered employment centers of healthcare and research and development related or similar uses such as Healthcare and Research and Development land uses, (Cross-Reference Health Community and Economic Vitality Element)</p> <p>LU 6.3 (NEW) Encourage commercial land uses of similar scale and character of similar scale and character next in proximity to or within medium- to high-density residential areas to promote walkable connections. (Cross-Reference Neighborhoods, Recreation & Recreation Element)</p> <p>GOAL LU 7 (NEW)</p> <p>Protect the viability of the Scottsdale Airport by encouraging compatible land uses and development types in the surrounding area.</p> <p>Policies</p> <p>LU 7.1 (NEW) Promote safe operations of the Scottsdale Airport by discouraging uses that will impede safe flight operations or negatively impact airport funding sources. (Cross-Reference Safety, Economic Vitality and Quality of Life Element)</p> <p>LU 7.2.1 (NEW) Maintain and implement FOLLOW the Airport Part 150 Noise Compatibility Program, and encourage disclosure of the Scottsdale Airport's location according to the Airport Influence Area and Noise Contour Maps. (Cross-Reference Character & Design, Economic Vitality and Quality of Life Element)</p> <p>LU 7.2.2 (NEW) Maintain Runway Protection Zones next to the Scottsdale Airport. (Cross-Reference Safety, Economic Vitality, and Quality of Life Element)</p> <p>LU 7.2.3 (NEW) Support location-related economic development opportunities and land uses near the Scottsdale Airport. (Cross-Reference Economic Vitality, Health and Wellness, and Quality of Life Element)</p>
47	49 70
Land Use Element	Land Use Element

Character & Culture	Character & Culture
<p>FUTURE LAND USE MAP DESIGNATIONS*</p> <p>The Land Use Element encourages orderly and efficient distribution of land uses in the city. A full range and mix of land uses, including rural, suburban, and urban neighborhoods, employment, commercial, recreational, cultural, and preservation areas are provided in the Element.</p> <p>*"Neighborhood" Land Use Categories are mostly residential classifications. These land uses accommodate a mix of dwelling types and densities for a variety of neighborhood and environmental conditions. Other uses are included that support the residential land uses, such as shopping and small business. Sometimes, the city does not control the location of special uses, such as schools, places of worship, or major transmission lines. State and Federal governments can also preempt local land use authority. However, the city can work with other jurisdictions and agencies on land use decisions. All development, regardless of jurisdiction, should not take special uses to ARE IS ENCOURAGED to provide adequate transitions and avoid impacts between uses with different functions and intensities.</p> <p>Whenever non-residential uses are next to established or planned residential areas, special care should be IS taken to ensure privacy and to protect personal property. Residential buffering and transition techniques include increased setbacks, landscaping, restricted land uses, diversion of traffic, controlled noise or light, height limitations, and transitional land uses (e.g. offices, medium-high density residential uses). Mixed-use areas can still provide a combination of housing and non-residential uses while respecting privacy and personal property rights.</p>  <p style="text-align: center;">(Photo by Google)</p>	<p>Residential Land Use Categories:</p> <ul style="list-style-type: none"> ■ RURAL NEIGHBORHOODS: This category includes large-lot, single-family neighborhoods. Densities in Rural Neighborhoods are usually one house dwelling unit per one or more acres. Within the Environmentally Sensitive Lands area, native desert vegetation is abundant in native Rural Neighborhoods and special care is needed to preserve open desert character and environmental features. The goal in Rural Neighborhoods is to retain the large lot character while providing, wherever possible, to preserve desert vegetation, washes, and natural features. Challenging may be used to achieve this goal. Rural Neighborhoods may also include equestrian or golf course uses/amenities. ■ SUBURBAN NEIGHBORHOODS: This category includes medium- to small-lot single-family neighborhoods or subdivisions. Densities in Suburban Neighborhoods are usually more than one house dwelling unit per acre, but less than eight houses dwelling units per acre. This category also includes some townhouses and small-lot single-family homes, such as patio homes. Suburban Neighborhoods may be used as transitions among less intense areas, Urban Neighborhoods, and non-residential uses. The terrain should be relatively flat or gently sloping to accommodate this density. ■ URBAN NEIGHBORHOODS: This category generally includes multi-family housing. Densities in Urban Neighborhoods are usually eight or more dwelling units per acre. Urban Neighborhoods are generally located near retail centers, offices, or other compatible non-residential uses, serving as transitional land uses between lower-density residential areas and higher intensity non-residential areas. The design of developments in this category must take care to provide adequate circulation to accommodate traffic volumes, and provide access to transportation choices (e.g. pedestrian, bicycle, transit) AND BUFFER LESS DENSE RESIDENTIAL FROM HIGHLY TRAVELED ROADWAYS. The terrain should be relatively flat or gently sloping to accommodate this density. <p>Mixed-Use Land Use Categories:</p> <ul style="list-style-type: none"> ■ MIXED-USE NEIGHBORHOODS: Mixed-Use Neighborhoods focus on human-scale development and are located in areas with strong access to multiple modes of transportation and major regional services. These areas accommodate higher-density housing combined with complementary office or retail uses. Mixed-Use Neighborhoods are most suitable near and within Growth and Activity Areas. Mixed-Use Neighborhoods may be non-residential in the Greater Airport Character Area. (Cross-Reference Growth Areas, Quality of Life) ■ RESORTS/TOURISM: This category includes hotels and a variety of resorts, which can be freestanding, part of a resort community, or part of a master-planned development. Resort locations capitalize on the natural amenities and the leisure or shopping opportunities of the area. Hotels or resorts often include ancillary retail, cultural, and recreational uses. In some areas of the community, lower-density may be needed to preserve desert character, environmental features, land slopes, or other physical constraints. Medium-density housing with a resort character and lifestyle may integrate into resort uses and may share resort amenities. Resort uses are often placed next to open space, as a key resort feature.
48	71 72
Land Use Element	Land Use Element

2035 General Plan Future Land Use Map

- Maintains Existing Land Uses
 - Combined Employment and Office Categories
 - Mapped Developed Open Space
 - Mapped Natural Open Space
 - Circle Designation References are Case Specific
 - Removal of Resort Stars
- Addresses Airport
 - Goal/Policies
 - Noise Contours Map



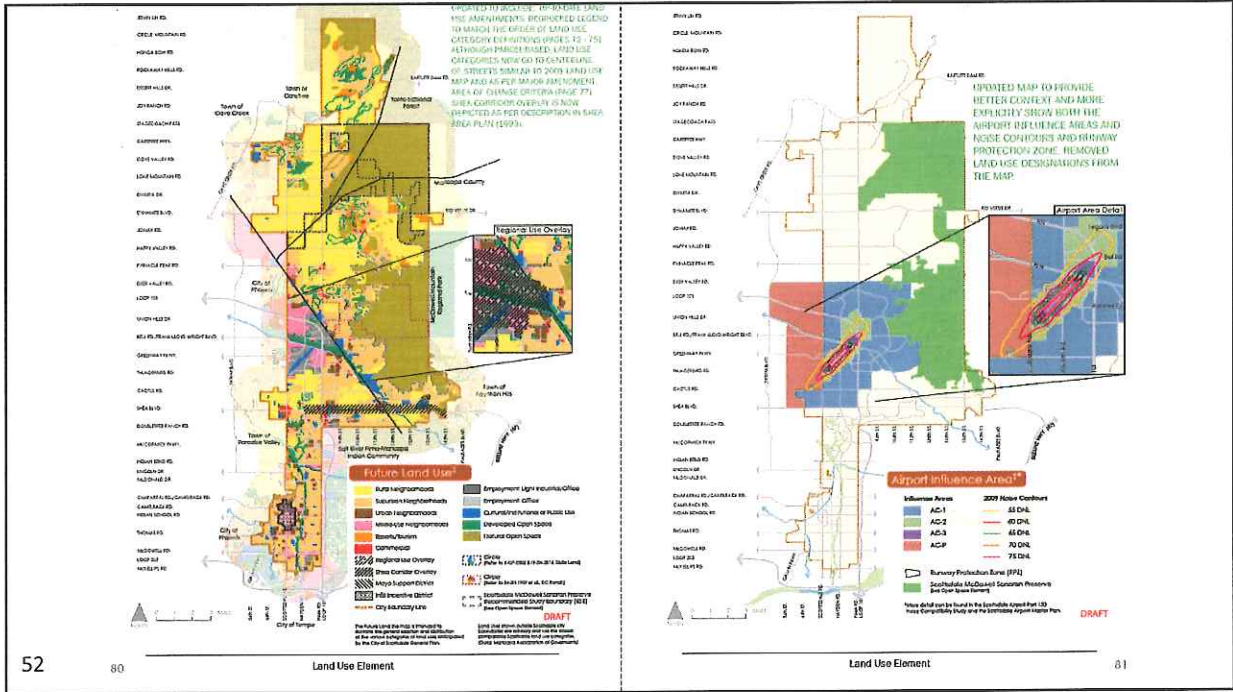
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Land Use Element

Enclosure 1 to Appendix B

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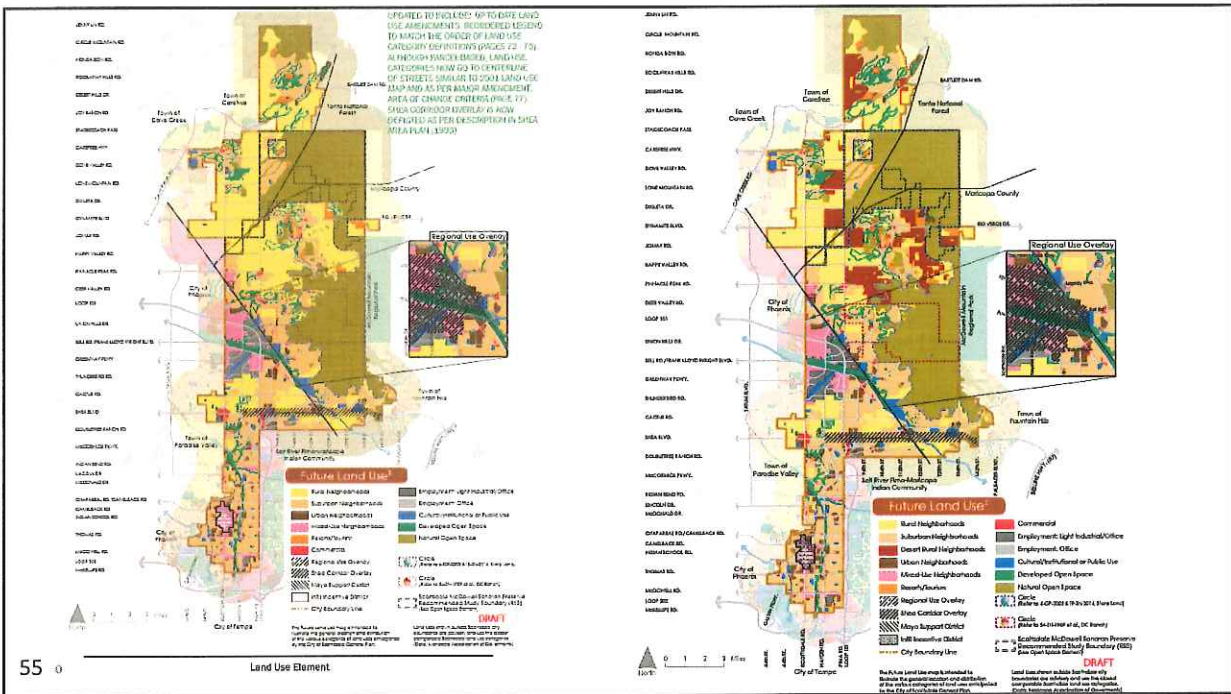
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Land Use Element

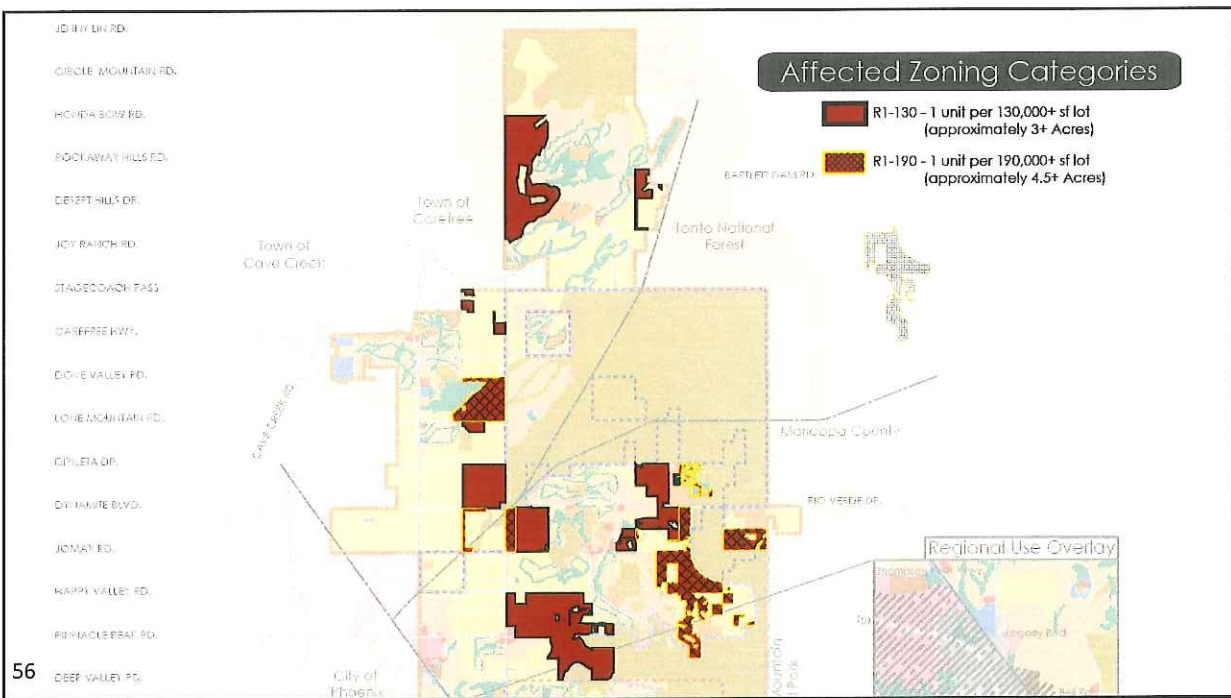
Land Use Element

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Land Use Acreage Result

Citywide – 118,297 acres

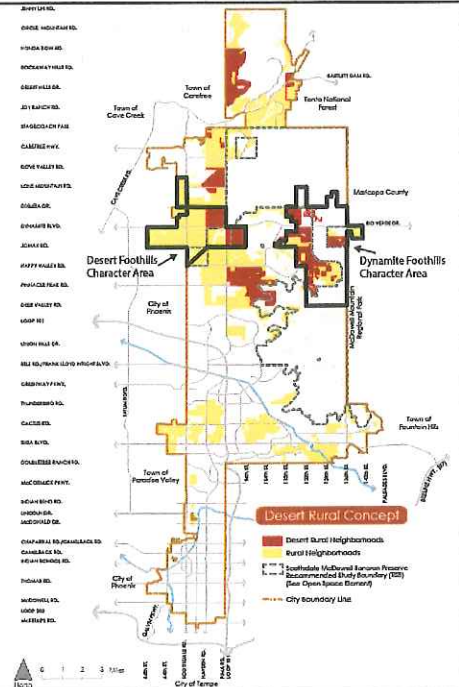
- Desert Rural Neighborhoods: 6% (7,578 acres/1,374 Parcels)
- Rural Neighborhoods: 20% (23,400 acres)

Desert Foothills CAP – 5,522 acres

- Desert Rural Neighborhoods: 24% (1,351 acres)
- Rural Neighborhoods: 72% (3,972 acres)

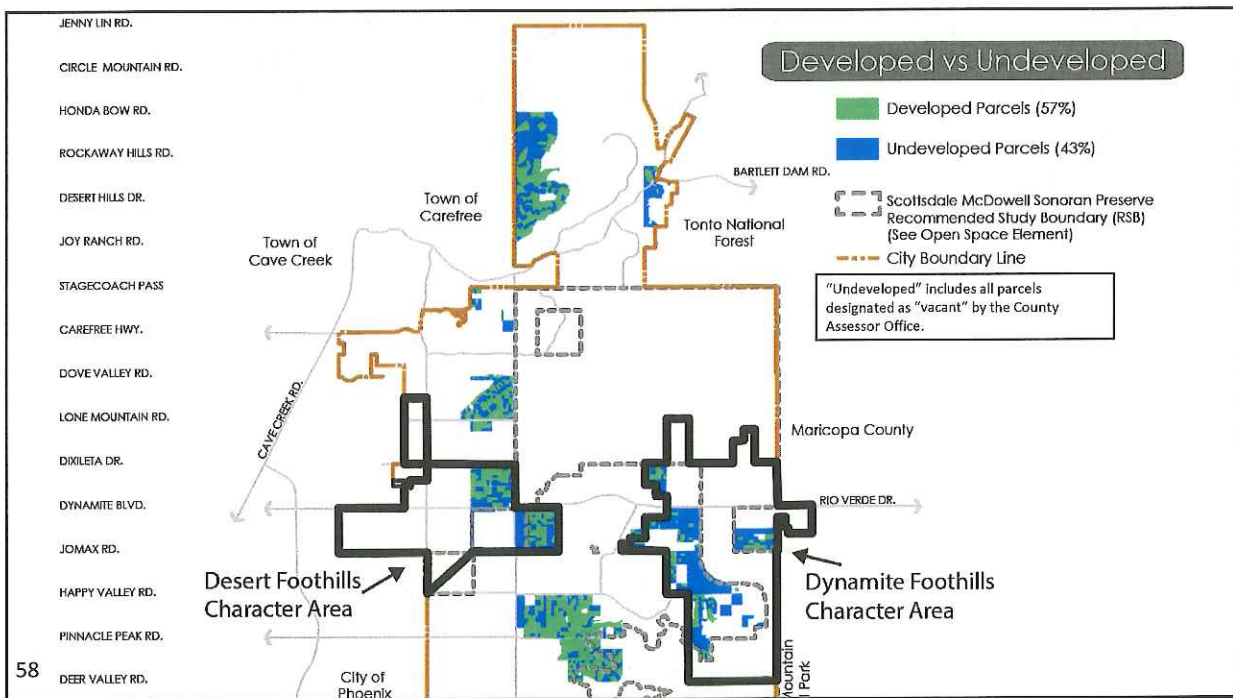
Dynamite Foothills CAP – 8,778 acres

- Desert Rural Neighborhoods: 25% (2,193 acres)
- Rural Neighborhoods: 16% (1,439 acres)



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**Comments/Questions/Direction
Chapter 1 – Land Use Element**

Council Decision Points

- Land Use
 - Employment/Office
 - New Desert Rural

Staff Rec./Public Input

- Maintain Mix/Location of Land Uses
 - No Staff Recommendation
 - Community Outreach

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Section 2 - Chapters

Chapter 1 – Land Use Element

General Plan Amendment Criteria

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State Statute Requirements - ARS 9-461.05

- General Plans are required under ARS 9-461.05 to include criteria that identify and allow for amendments
 - Each municipality establishes own criteria
 - Criteria defines what constitutes major & non-major (minor) amendments
- ✓ Scottsdale General Plan is & must remain legally amendable



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General Plan Amendment Criteria

Major amendment:

“substantial alteration of the municipality’s land use mixture or balance as established in the existing general plan land use element.”

Major Amendment	Minor Amendment
Occurs one time per year	Can occur any time per year
Min. 2 Planning Commission hearings	Min. 1 Planning Commission hearing
2/3 majority of Council to adopt (5 out of 7)	Regular majority of Council to adopt (4 out of 7)
Enhanced notification to surrounding jurisdictions	Regular notification process

All other analysis remains the same for major and non-major (minor) amendments

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What does the Amendment Criteria Do?

PROTECTS:

- Increases in the intensity and density to specific land uses (primarily residential);
- Decreases in the intensity and density of specific land uses (mixed-use/commercial – economic engines);
- Uses important/vital to keep Scottsdale fiscally, socially & environmentally sustainable (resorts/tourism, natural open space, cultural)

QUALIFIES/DIRECTS A PROCESS

- Qualifies a proposal using the community's criteria to determine a Major or Non-Major amendment to the established land use plan
- Allows for flexibility to respond as necessary

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Land Use Category	Description	Density/Intensity
Rural Neighborhoods	Large lot, single-family neighborhoods	1 dwelling per 1+ acre(s)
Suburban Neighborhoods	Medium to small lot single-family neighborhoods	2 – 8 dwellings per acre
Urban Neighborhoods	Small-lot single family and multi-family dwellings/apartments	8+ units per acre
Mixed-Use Neighborhoods	Combination of higher-density housing, commercial and/or office uses	8+ units per acre
Resorts/Tourism	Hotels, resorts, supporting services, low to medium density residential	Contextual
Commercial	Uses that provide a variety of goods and services	Contextual
Office	A variety of office uses	Contextual
Employment	A range of employment-oriented uses, including light industrial to office uses	Contextual
Natural Open Space	Significant environmental amenities/hazards; suitable for low-impact recreational activities	N/A
Developed Open Space	Public/private recreation areas and drainage facilities	N/A
McDowell Sonoran Preserve	Mountain and desert lands in the City's Preserve	N/A
Cultural/Institutional & Public Use	Variety of public/private facilities, including government uses, schools, hospitals, airport	Contextual

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Character & Culture

GENERAL PLAN AMENDMENT CRITERIA ¹

The community recognizes that a proposed change of land uses within any given part of the city may have a great impact on the citywide balance of land uses. The General Plan Land Use Element was written with full consideration of the appropriate character and balance of land uses throughout the city. This leads to a land use pattern that reflects the community's vision, aspirations, values, and goals.

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*: (NEW)

1) **Change in General Plan Land Use Category Criteria**

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

CHANGE IN LAND USE CATEGORY		To Category:			
From Category:		A	B	C	D
A	Rural Neighborhoods				
	Natural Open Space <small>McDowell Sonoran Preserve (NEW)</small>	Minor	Major	Major	Major
B	Suburban Neighborhoods				
	Developed Open Space <small>Cultural/Institutional or Public Use</small>	Minor	Minor	Major	Major
C	Urban Neighborhoods				
	Resorts/Tourism	Major	Minor	Minor	Major
D	Commercial				
	Employment	Major	Major	Minor	Minor
	Mixed-Use Neighborhoods				

*Article 6 of the Scottsdale City Charter allows the City Council to remove the McDowell Sonoran Preserve designation from any parcel of land less than one (1) acre in area. Such removal is limited to a maximum of six (6) parcels within any one (1) calendar year. Such removal requires a two-thirds vote of all members of the City Council. Removal of the McDowell Sonoran Preserve designation from other parcels of land requires a two-thirds majority vote of all members of the City Council and ratification by the Scottsdale voters.

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Land Use Element

Character & Culture

2) **Area of Change Criteria**

A change in General Plan Land Use Category of ten (10) or more gross acres.

3) **Character Area Criteria**

A change in General Plan Land Use Category that does not clearly meet the goals, and policies, and strategies embodied within an approved adopted Character Area Plan or that changes an existing character area or boundary.

Character Areas recognize and maintain the unique physical, visual, and functional conditions that occur in distinct areas across the community. The city recognizes that Character Areas form a context that is important to the lifestyle, economic well-being, and long-term viability of the community. The Character & Design Element identifies adopted Character Area Plans.

4) **Water/Wastewater Infrastructure Criteria**

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

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

A modification to the General Plan Amendment Criteria Section of the General Plan Land Use Element (pages 76-79) and/or a text change to the use, density, or intensity of the General Plan Land Use Category definitions (pages 72-75).

6) **Growth Area Criteria (NEW)**

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

7) **General Plan Land Use Overlay Criteria (NEW)**

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

8) **Exceptions to the General Plan Amendment Criteria (3 ABIFIED FROM 2001)**

Certain exceptions to the General Plan Amendment Criteria are considered in the best interest of the general public and in keeping with the vision, values, and goals of the community. The following exceptions to the General Plan Amendment Criteria shall apply:

- To facilitate completion of the Scottsdale McDowell Sonoran Preserve, any city-initiated change from any General Plan Land Use Category to the McDowell Sonoran Preserve Natural Open Space Land Use Category on city-owned or required parcels for inclusion in the Scottsdale McDowell Sonoran Preserve will be exempt from a General Plan Amendment process. (NEW)

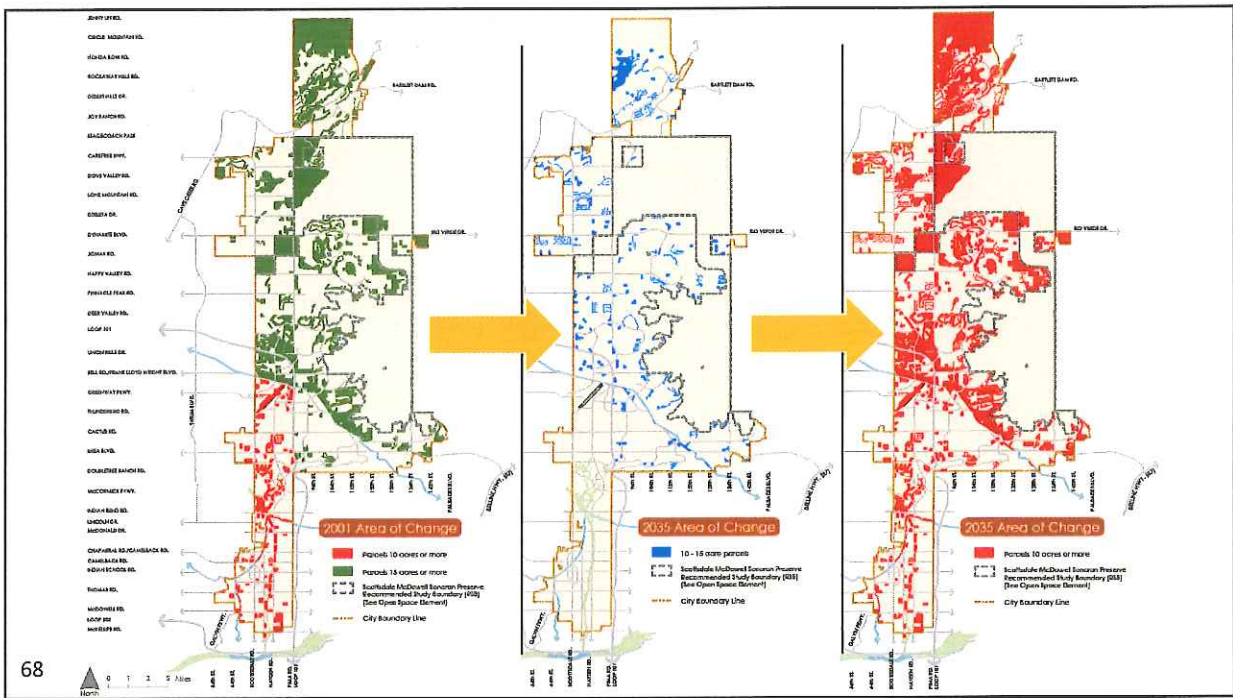
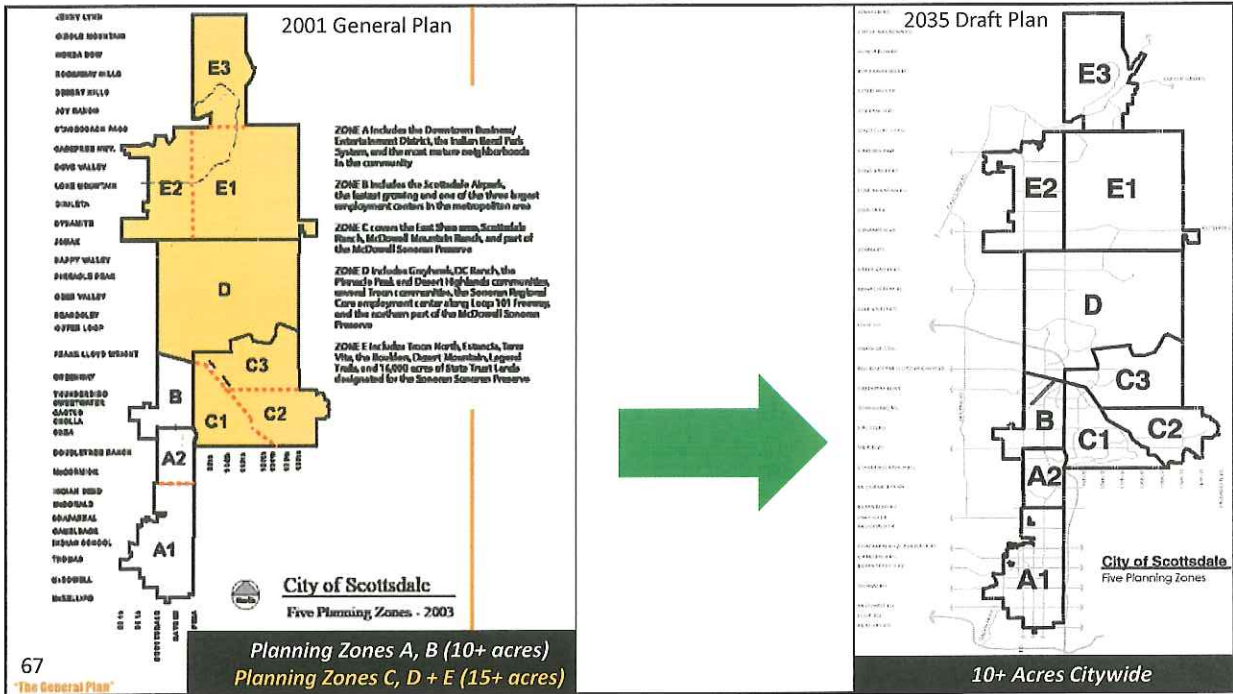
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Land Use Element

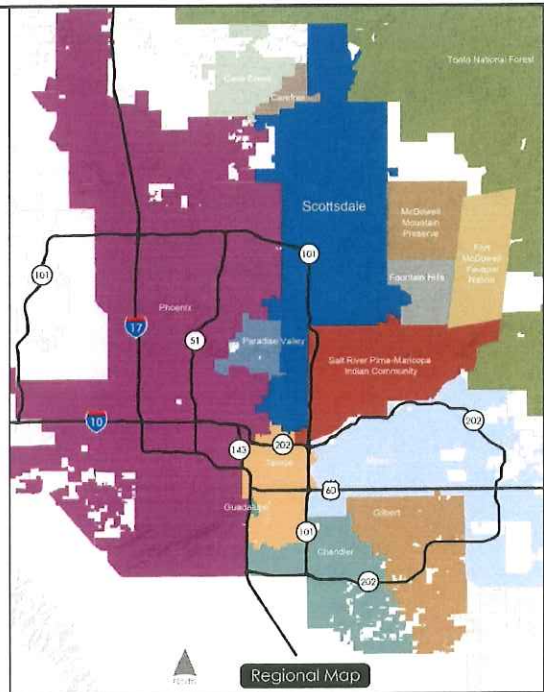
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Scottsdale General Plan 2001 Criteria 2 - Comparison

Phoenix:	3,200+ acres
Cave Creek:	10+ acres
Carefree:	5+ acres
Mesa:	320+ acres
Fountain Hills:	40-80+ acres
Gilbert:	40-160+ acres
Chandler:	40-320+ acres
Paradise Valley:	No Acreage Criteria
Scottsdale	10+ acres

Scottsdale: 118,099 total acres or 184.5 sq. miles



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Scottsdale General Plan 2001 Land Use Amendments

- Since *2001 Adoption/2002 Ratification:
 - 147 amendment applications
 - 30 major amendments approved
 - 68 non-major amendments approved
 - 2 major amendments denied
 - 1 non-major amendment denied
 - 44 applications withdrawn (39) or expired (5)

100% of major amendment cases were determined as a result of [Criteria 1 and/or 2](#)

*Updated as of January 2021

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3. **Character Area Criteria**
 Character areas have been added to the city's planning process in order to recognize and maintain the unique physical, visual and functional conditions that occur in distinct areas across the community. The city recognizes that these form a context that is important to the lifestyle, economic well-being and long term viability of the community. These areas are identified by a number of parameters including but not limited to building scale, open space types and patterns, age of development and topographic setting.
 If a proposal to change the land use category has not been clearly demonstrated by the applicant to comply with the guidelines and standards embodied within an approved character area plan, it will be considered a major amendment. (Note: The character area plans that qualify for consideration include the Cactus Corridor Plan, Shea Area Plan, Desert Foothills Plan, Dynamite Foothills Plan, Southern Scottsdale Plan, Greater Airport Plan, and Old Town Scottsdale Plan.)
4. **Water/Wastewater Infrastructure Criteria**
 If a proposal to change the planned land use category results in the premature increase in the size of a master planned water transmission or sewer collection facility, it will qualify as a major amendment.

2001/ Draft 2035 General Plan Character Area Criteria (#3) & Water – Wastewater Infrastructure Criteria (#4)

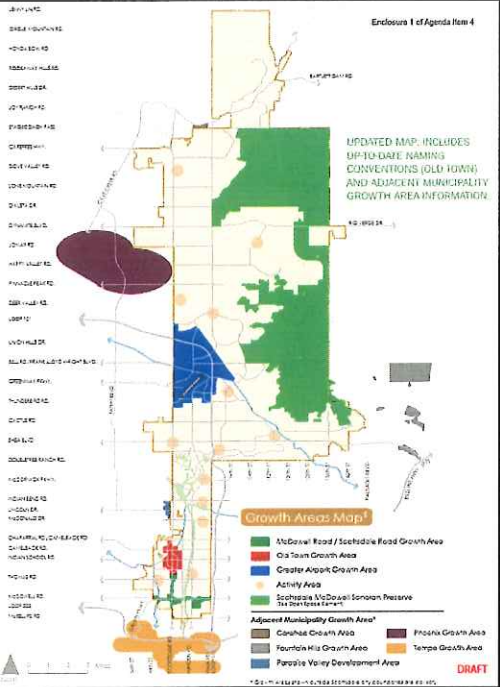
- 2) **Area of Change Criteria**
 A change in General Plan Land Use Category of ten (10) or more gross acres.
- 3) **Character Area Criteria**
 A change in General Plan Land Use Category that does not clearly meet the goals and policies and strategies embodied within an approved adopted Character Area Plan or that changes an existing character area or boundary.
 Character Areas recognize and maintain the unique physical, visual, and functional conditions that occur in distinct areas across the community. The city recognizes that Character Areas form a context that is important to the lifestyle, economic well-being, and long-term viability of the community. The Character & Design Element identifies adopted Character Area Plans.
- 4) **Water/Wastewater Infrastructure Criteria**
 A change in General Plan Land Use Category that results in the premature increase in the size of a master planned water transmission or sewer collection facility and that also requires public/community: a) investment for such facilities or b) physical provision of such facilities.
- 5) **Change to the Amendment Criteria and/or Land Use Category Definitions Criteria (NEW)**
 A modification to the General Plan Amendment Criteria Section of the General Plan Land Use Element (pages 76-79) and/or a text change to the use, density, or intensity of the General Plan Land Use Category definitions (pages 72-75).
- 6) **Growth Area Criteria (NEW)**
 A change in General Plan Land Use Category accompanied by a new or expanded Growth Area.
- 7) **General Plan Land Use Overlay Criteria (NEW)**
 The modification of, or expansion of, and/or creation of a new or existing General Plan Land Use Overlay Category, specifically regarding the Regional Use Overlay, Infill Incentive District Overlay, Shea Corridor Overlay, and Mayo Support District Overlay, or the creation of a new General Plan Land Use Overlay Category.
- 8) **Exceptions to the General Plan Amendment Criteria (CLARIFIED FROM 2001)**
 Certain exceptions to the General Plan Amendment Criteria are considered in the best interest of the general public and in keeping with the vision, values, and goals of the community. The following exceptions to the General Plan Amendment Criteria shall apply:
 - To facilitate completion of the Scottsdale-McDowell-Sonoran Preserve, any city-initiated change from any General Plan Land Use Category to the McDowell-Sonoran Preserve Natural Open Space Land Use Category on city-owned or acquired parcels for inclusion in the Scottsdale-McDowell-Sonoran Preserve will be exempt from a General Plan Amendment process. (NEW)

- 2) **Area of Change Criteria**
 A change in General Plan Land Use Category of ten (10) or more gross acres.
- 3) **Character Area Criteria**
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NEW Draft 2035 General Plan Amendment Criteria (#5)

- 2) **Area of Change Criteria**
A change in General Plan Land Use Category of ten (10) or more gross acres.
- 3) **Character Area Criteria**
A change in General Plan Land Use Category that does not clearly meet the goals, and policies, and strategies embodied within an approved adopted Character Area Plan or that changes an existing character area or boundary.
Character Areas recognize and maintain the unique physical, visual, and functional conditions that occur in distinct areas across the community. The city recognizes that Character Areas form a context that is important to the lifestyle, economic well-being, and long-term viability of the community. The Character & Design Element identifies adopted Character Area Plans.
- 4) **Water/Wastewater Infrastructure Criteria**
A change in General Plan Land Use Category that results in the premature increase in the size of a master planned water transmission or sewer collection facility and that also requires public/community: a) investment for such facilities or b) physical provision of such facilities.
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- 6) **Growth Area Criteria (NEW)**
A change in General Plan Land Use Category accompanied by a new or expanded Growth Area.
- 7) **General Plan Land Use Overlay Criteria (NEW)**
The modification ~~or~~ expansion of, ~~and/or~~ creation of a new ~~or~~ existing General Plan Land Use Overlay Category, specifically regarding the Regional Use Overlay, Infill Incentive District Overlay, Shea Corridor Overlay, and Mayo Support District Overlay, or the creation of a new General Plan Land Use Overlay Category.
- 8) **Exceptions to the General Plan Amendment Criteria (CLARIFIED FROM 2001)**
Certain exceptions to the General Plan Amendment Criteria are considered in the best interest of the general public and in keeping with the vision, values, and goals of the community. The following exceptions to the General Plan Amendment Criteria shall WILL apply.
- To facilitate completion of the Scottsdale McDowell Sonoran Preserve, any city-initiated change from any General Plan Land Use Category to the McDowell Sonoran Preserve Natural Open Space Land Use Category on city-OWNED OR acquired parcels for INCLUSION IN the Scottsdale McDowell Sonoran Preserve will be exempt from a General Plan Amendment process. (NEW)

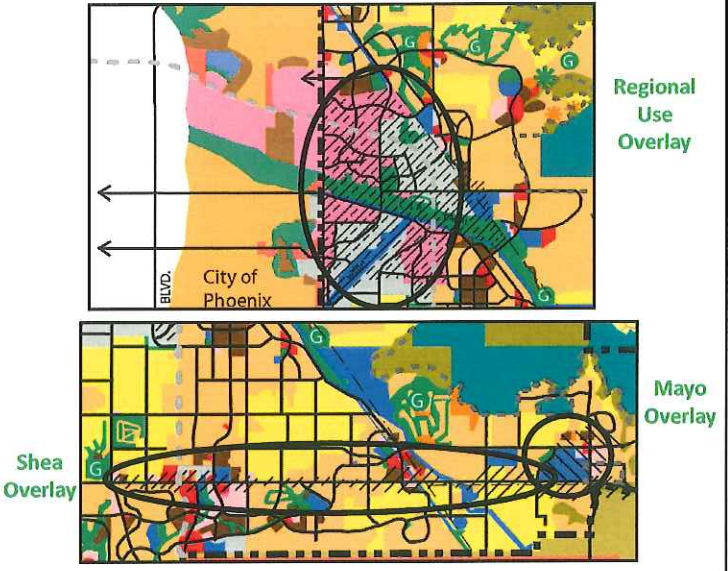
NEW Draft 2035 General Plan Amendment Criteria (#6)



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- 2) **Area of Change Criteria**
A change in General Plan Land Use Category of ten (10) or more gross acres.
- 3) **Character Area Criteria**
A change in General Plan Land Use Category that does not clearly meet the goals, and policies, and strategies embodied within an approved adopted Character Area Plan or that changes an existing character area or boundary.
Character Areas recognize and maintain the unique physical, visual, and functional conditions that occur in distinct areas across the community. The city recognizes that Character Areas form a context that is important to the lifestyle, economic well-being, and long-term viability of the community. The Character & Design Element identifies adopted Character Area Plans.
- 4) **Water/Wastewater Infrastructure Criteria**
A change in General Plan Land Use Category that results in the premature increase in the size of a master planned water transmission or sewer collection facility and that also requires public/community: a) investment for such facilities or b) physical provision of such facilities.
- 5) **Change to the Amendment Criteria and/or Land Use Category Definitions Criteria (NEW)**
A modification to the General Plan Amendment Criteria Section of the General Plan Land Use Element (pages 76-79) and/or a text change to the use, density, or intensity of the General Plan Land Use Category definitions (pages 72-75).
- 6) **Growth Area Criteria (NEW)**
A change in General Plan Land Use Category accompanied by a new or expanded Growth Area.
- 7) **General Plan Land Use Overlay Criteria (NEW)**
The modification ~~or~~ expansion of, ~~and/or~~ creation of a new ~~or~~ existing General Plan Land Use Overlay Category, specifically regarding the Regional Use Overlay, Infill Incentive District Overlay, Shea Corridor Overlay, and Mayo Support District Overlay, or the creation of a new General Plan Land Use Overlay Category.
- 8) **Exceptions to the General Plan Amendment Criteria (CLARIFIED FROM 2001)**
Certain exceptions to the General Plan Amendment Criteria are considered in the best interest of the general public and in keeping with the vision, values, and goals of the community. The following exceptions to the General Plan Amendment Criteria shall WILL apply.
- To facilitate completion of the Scottsdale McDowell Sonoran Preserve, any city-initiated change from any General Plan Land Use Category to the McDowell Sonoran Preserve Natural Open Space Land Use Category on city-OWNED OR acquired parcels for INCLUSION IN the Scottsdale McDowell Sonoran Preserve will be exempt from a General Plan Amendment process. (NEW)

NEW Draft 2035 General Plan Amendment Criteria (#7)

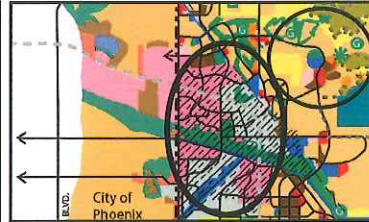


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Exceptions to Amendment Criteria



Case Specific Circle Land Uses



Regional Use Overlay



Shea Overlay

Mayo Overlay

b) Exceptions to the General Plan Amendment Criteria (CLARIFIED FROM 2001)

Certain exceptions to the General Plan Amendment Criteria are considered in the best interest of the general public and in keeping with the vision, values, and goals of the community. The following exceptions to the General Plan Amendment Criteria **shall** **WILL** apply:

- To facilitate completion of the Scottsdale McDowell Sonoran Preserve, any city-initiated change from any General Plan Land Use Category to the McDowell Sonoran Preserve Natural Open Space Land Use Category on city-PAVED-OR-acquired parcels for #4615458-14 in the Scottsdale McDowell Sonoran Preserve will be exempt from a General Plan Amendment process. (NEW)

- An area designated by the Circle Land Use Category on the General Plan Future Land Use Map is determined to already be planned for the land use categories within the Circle Designation, per cases 4-GP-2002 (State Lands) and 64-21-1989 et al (DC Ranch), and therefore, any amendment to the General Plan to not re-apply WILL BE PROCESSED AS A MINOR AMENDMENT. (CLARIFIED FROM 2001)

- Regional uses (see Regional Use Overlay Category description) within the Regional Use Overlay area on the General Plan Future Land Use Map are determined as already planned land uses for that area and not require amendment to the General Plan. WILL BE PROCESSED AS A MINOR AMENDMENT. (CLARIFIED FROM 2001)

- Proposed APD uses (COMMERCIAL) within the Shea Corridor Overlay and/or Mayo Support District Overlay areas on the General Plan Future Land Use Map that meet the goals, policies, and guidelines of the East Shea Area Plan (1987/1993) are determined as already planned land uses for that area and will be determined FROM A SSCD as minor amendments. (CLARIFIED FROM 2001)

- If a project applicant wishes to appeal the designation of General Plan major amendment, the Planning and Development Director, or the position equivalent, will evaluate the appeal and make a major amendment PROCESS determination.

- THE FOLLOWING ARE exceptions to Criteria #2 - Area of Change - only

- A change greater than ten (10) gross acres from one General Plan Residential Land Use Category to another General Plan Residential Land Use Category of lesser density **shall** **WILL** be processed as a major amendment.

- A change greater than ten (10) gross acres in General Plan Land Use Category will be processed as a minor amendment if it does not increase the planned number of dwelling units or exceed the maximum number of units per acre as established by the Environmental Sensitive Lands Ordinance (ESLO) and if the open space:
 - Is at least twenty (20) or more contiguous gross acres and designated as an Open Space Space on the General Plan Future Land Use Map; and
 - Protects identified natural features and resources and/or physically accessible to the general public; including but not limited to scenic corridors or visual corridors.

- A change greater than ten (10) gross acres in General Plan Land Use Category to Cultural Institutional or Public Use with a municipal, institutional, or non-profit cultural facility will be processed as a minor amendment if the proposed facility is: (1) IS not adjacent to a Rural or Suburban Neighborhoods General Plan Land Use Category, or it does not share direct access to any street having single-family residential driveway access within one-half (1/2) mile of the proposal WILL BE PROCESSED AS A MINOR AMENDMENT.

Comments/Questions/Direction Chapter 1 – Amendment Criteria

Council Decision Points

- Amendment Criteria
 - Original 4 Amendment Criteria
 - Suggested public edits
 - 10/15 acres vs 10 acres Citywide
 - New Criteria #5-#7
 - Existing Exceptions to Major Amendment Criteria for flexibility
 - Regional Use Overlay
 - Shea Corridor
 - Mayo Support District

Staff Rec./Public Input

- Amendment Criteria
 - Maintain Original 4 Amendment Criteria
 - With public edits
 - With suggested 10 acres Citywide
 - Maintain new criteria #5-#7
 - Maintain Exceptions to Major Amendment Criteria
 - Regional Use Overlay
 - Shea Corridor
 - Mayo Support District

CRC Draft Plan: Character & Design Element

- Goals Include:

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



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Character & Culture



CHARACTER & DESIGN ELEMENT

Scottsdale residents and visitors place extraordinary value on the diverse character and unique design qualities of our Sonoran Desert community. Each neighborhood setting holds an important image that, when grouped together, completes the Scottsdale mosaic. Whether in urban, suburban, rural, or native desert settings, the community provides a broad palette of experiences, visual expressions, and quality design.

Scottsdale's rich design heritage is a product of proactive, creative, and inspired solutions to community design opportunities and issues. Examples include strong signage and landscaping standards, the Development Review Board, the Environmentally Sensitive Lands Ordinance (ESLO), the Indian Bend Wash greenbelt, Scenic Corridors, and Scottsdale Sensitive Design Principles.

Good design sensitively responds to and strikes a balance among the character of the surrounding natural and built settings and the community's historical, cultural, and environmental resources. The beauty of our natural features, including the Sonoran Desert, mountains, and desert washes, provides a unique backdrop to the community. Our well-designed neighborhoods, businesses, recreational and cultural facilities, and the public spaces combine to further make Scottsdale a desirable and memorable community.

The goals and policies of the Character and Design Element focus on the important aspects, connections, transitions, and blending of characters that ensure our community evolves as an integrated mosaic.

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Character & Design Element

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Character & Culture


CHARACTER TYPES

Character Types describe the general pattern, form, and intensity of development. Certain community-serving uses (e.g., hospitals, mass transit) may require building heights greater than outlined in the Character Types descriptions. The Zoning Ordinance will govern specific development standards, such as building height, by zoning district. Per State Statute, Scottsdale must designate and maintain a broad variety of land uses and reduce density standards pertaining to land use categories that have such. Please reference the Land Use Element for that information. Character Types describe the general pattern, form, and intensity of development. They are not mutually exclusive to one another.

- Urban Character Types** consist of higher density residential, non-residential, and mixed-use neighborhoods, including apartments, high-density townhouses, business and employment centers, and resorts. Development in Urban Character Types **SHOULD BE ENCOURAGED** to have a pedestrian orientation, shade, activity nodes, and useable open spaces that encourage interaction among people. Building FORM AND heights typically range between three and six stories, with one- to three-story transition adjacent to ADJACENT Rural and Suburban Character Types. TALLER buildings (up to eight stories) may be appropriate in Growth Areas, depending on context (see Growth Areas Element). Examples include Downtown Scottsdale, mixed-use center of distinct urban neighborhoods, mixed-use portions of the Greater Alpark Character Area, particularly along Scottsdale Road, and the Honor Health (formerly Scottsdale Healthcare) hospital/medical campus near Shea Boulevard and 90th Street.


- Employment Cores** are primary employment centers for the city. These areas are predominately concentrated in the Greater Alpark Character Area, a mixed-use employment core with primary freeway access, as well as, around other major employment campuses, such as the Mayo Clinic and General Dynamics. Employment Cores support a wide range of activities, such as aviation, light industrial, and regional- and community-level employment uses. These areas consist of multi-functional buildings with an emphasis on technology and corporate character. **A HEIGHT TALLER building heights are typically range between three and six stories, with one- to three-story FOUND WITHIN THE CORE. LOW-SCALE BUILDING HEIGHTS MAY BE APPROPRIATE WITHIN THE location areas next ADJACENT to Rural and Suburban Character Types.** The Greater Alpark Character Area Plan identifies appropriate locations for greater heights and intensity in the Alpark area. (See also: Growth Areas Element).



- Tourism/Recreation Areas** consist of major natural and developed open spaces and recreational amenities located primarily along the Central Arizona Project (CAP) aqueduct. The character of developments in these areas **SHOULD BE APPROPRIATE** to the open space and resort-like amenities located within and surrounding the area. Existing facilities include, but are not limited to, the Tournament Players Club (TPC) golf courses, Fairmont Scottsdale Princess Resort, WestWorld Equestrian Park, and Falcon West. Building heights typically range between two and six stories.





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Character & Culture

- Suburban/Suburban Desert Character Types** contain medium-density neighborhoods, which include a variety of residential, commercial, employment centers, and resorts. Suburban Character Types incorporate a wide variety of recreational and leisure opportunities. Likewise, pedestrian and bicycle linkages weave these neighborhoods together to create a livable community. The physical character of these areas varies widely throughout the community and is based on period of construction, surrounding topography, and natural features. Building heights typically range between one and three stories. Four-story buildings (TALLER BUILDINGS may be considered within ADJACENT TO designated Activity Areas with appropriate transition to adjacent development (see Growth Areas Element).


- Resort Villages** include concentrations of major resorts and master-planned communities with high-amenity tourist and residential accommodations. These Character Types are located in the northern portions of Scottsdale, as well as, in the "Resort Corridor" located along Scottsdale Road north of Downtown Old Scott. These areas consist of major resorts and supporting uses, such as quality office, specialty retail, recreation, and compatible high-amenity housing. Building heights are typically range between one and three stories. LOWER SCALE for Resort Village Character Types in Desert Districts (see adjacent bullet below) and typically range between two and six stories in the Resort Corridor area.


- Environmentally Sensitive Lands and Desert Districts** include areas of all Character Types in the Environmentally Sensitive Lands Ordinance (ESLO) overlay zoning district, and may include significant environmental amenities or hazards. Special care should be taken to minimize the impacts of development in these districts. Sensitive areas in these character types **SHOULD BE APPROPRIATELY** preserved as natural open space, and all projects will follow the regulations of ESLO.





Character & Design Element

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Character & Culture

- Rural/Rural Desert Character Types** contain low-density and large lot development, including horse privilege neighborhoods and areas with particularly sensitive and unique natural environments. The rural lifestyle of these areas further emphasizes preservation of the desert and equestrian character. Building heights are typically range between one and two stories. LOWER SCALE. THE SPECIAL CARE IS TAKEN TO STRENGTHEN AND MAINTAIN THE identity and natural desert character of the Character Type should be strengthened and maintained by:

 - Providing encouragement of reinforcing land safety, higher densities, and environmental stewardship.
 - Providing open spaces and vistas.
 - Encouraging conservation of desert vegetation in common open space areas or individual lots and
 - Minimizing development impacts on the desert through siting, preserving washes and natural drainage ways, responding to topography, building low-profile structures, and using natural building (i.e. desert) materials.
- Native Desert and Mountain Districts** include the McDowell and Continental Mountains, as well as the mountainous regions of northern Scottsdale. Steep mountainsides, boulder features, mountain peaks, ridges, and noised washes characterize these areas. Development regulations should offer incentives to preserve land in these areas and to transfer any allowable density to adjacent land containing low environmental constraints. Development permitted in this district should be **LOW-DENSITY** and special care should be taken to minimize the impacts of development on the natural character of the land. Low-impact recreational opportunities may be considered for these areas, including hiking, mountain biking, and equestrian trails.


- These districts also include the Scottsdale McDowell Sonoran Preserve, which has outstanding scenic value, valuable wildlife habitat and migration routes, lush desert vegetation, significant environmental conditions, such as sensitive desert washes, riparian areas, and mountain peaks and valleys; archaeological and historic sites; and opportunities for suitable passive recreation in designated areas. Preserve land will remain as permanent open space with limited permanent construction. The Recommended Study Boundary (RSB) of the Scottsdale McDowell Sonoran Preserve includes mountain and desert land designated by the City Council as suitable for preservation.

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Character & Culture

Goals and Policies


Goal CD 1

Determine the appropriateness of all development in terms of community goals, surrounding area character, and context.

Policies

CD 1.1 ENCOURAGE new and revitalized development should TO respond to the regional, citywide, and neighborhood contexts in terms of:



- Scottsdale's southwestern, Sonoran Desert characteristics, such as climate, native plants, topography, and history/culture.
- Scottsdale as a part of a larger metropolitan area with a unique image, character, and identity within the regional setting.
- Relationships and sensitivity to surrounding land forms, land uses, and transportation corridors.
- Compatibility with and sensitive integration into established neighborhood character, INCLUDING HISTORICAL PRESERVATION POLICIES.
- Contributions to citywide linkages of open space, Growth Areas, and Activity Areas.
- Contributions to high-quality habitation, well-being, and life enrichment
- Creation of new or reinvention of the existing character of an area, when necessary.
- Physical scale relating to human experience.
- Visual impacts on and accessibility to public settings, significant natural features, and neighboring properties.
- Impacts on and sensitivity to the natural environment.
- Public buildings and facilities that demonstrate the above principles.




(Please reference Environmental Planning, Conservation, Arts, Culture & Creative Community, Land Use, Circulation, Bicycle, Open Space, Neighborhood Preservation & Revitalization, Growth Areas, Conservation, Rehabilitation & Redevelopment, Equity, Community, Public Safety, Planning, and Recreation Elements.)

Character & Design Element

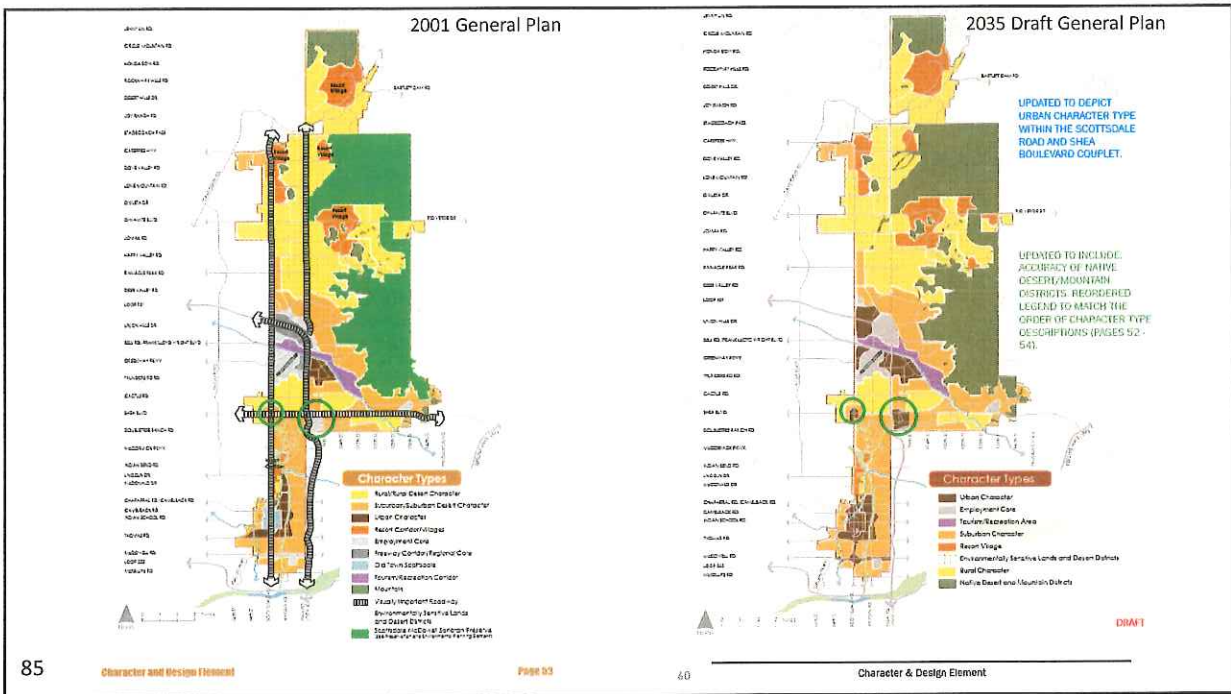
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Character & Culture	Character & Culture
<p>CD 1.2 (NEW) Consider the effects of building height, massing, development density, end-use, building orientation on adjacent neighborhood character, privacy and viewsheds. (Cross-reference Land Use, Open Space, Growth Areas, Energy, and Neighborhood Preservation & Revitalization Elements)</p>  <p>CD 1.3 Ensure that all development is a part of and contributes to established Character Types.</p> <p>CD 1.4 (NEW) Encourage Corridor transitions and blending of character between Character Types, including open space areas, building height, massing, DENSITY, and orientation. (Cross-reference Open Space, Environmental Planning, Energy, Growth Areas, and Neighborhood Preservation & Revitalization Elements)</p> 	<p>Goal CD 2</p> <p>Continue to develop, maintain, and refine Character Areas and Character Area Plans to foster quality development and consistent character and context within various areas of the community.</p> <p>Policies</p> <p>CD 2.1 Set priorities for the creation and updating of Character Area Plans.</p> <p>CD 2.2 ENSURE Character Area Plans <i>must</i> address “edges,” places where two Character Areas meet or places where Scottsdale’s boundaries about other governmental jurisdictions, to ensure compatible transitions of character and connections.</p> <p>CD 2.3 Ensure the involvement and participation of the Character Area’s residents, businesses and property owners in planning and implementation. (Cross-reference Community Investment Element)</p> <p>Goal CD 3</p> <p>Foster quality design that enhances Scottsdale as a unique southwestern desert and tourism community through development review processes.</p> <p>Policies</p> <p>CD 3.1 Strengthen Scottsdale’s economic and environmental attributes, distinctive character, and attractiveness through <i>good</i> COLLABORATIVE site planning and design. (Cross-reference Open Space, Environmental Planning, Economic Vitality, Healthy Community, and Neighborhood Preservation & Revitalization Elements)</p> <p>CD 3.2 Continue to use existing and adopt new comprehensive policies, guidelines, and design standards for use in the design and development review process, to ensure public and private development responds to and enhances the diverse character and contexts within our Sonoran Desert community. (Cross-reference Open Space, Environmental Planning, Conservation, Energy, and Neighborhood Preservation & Revitalization Elements)</p>
81 54 Character & Design Element	Character & Design Element 55

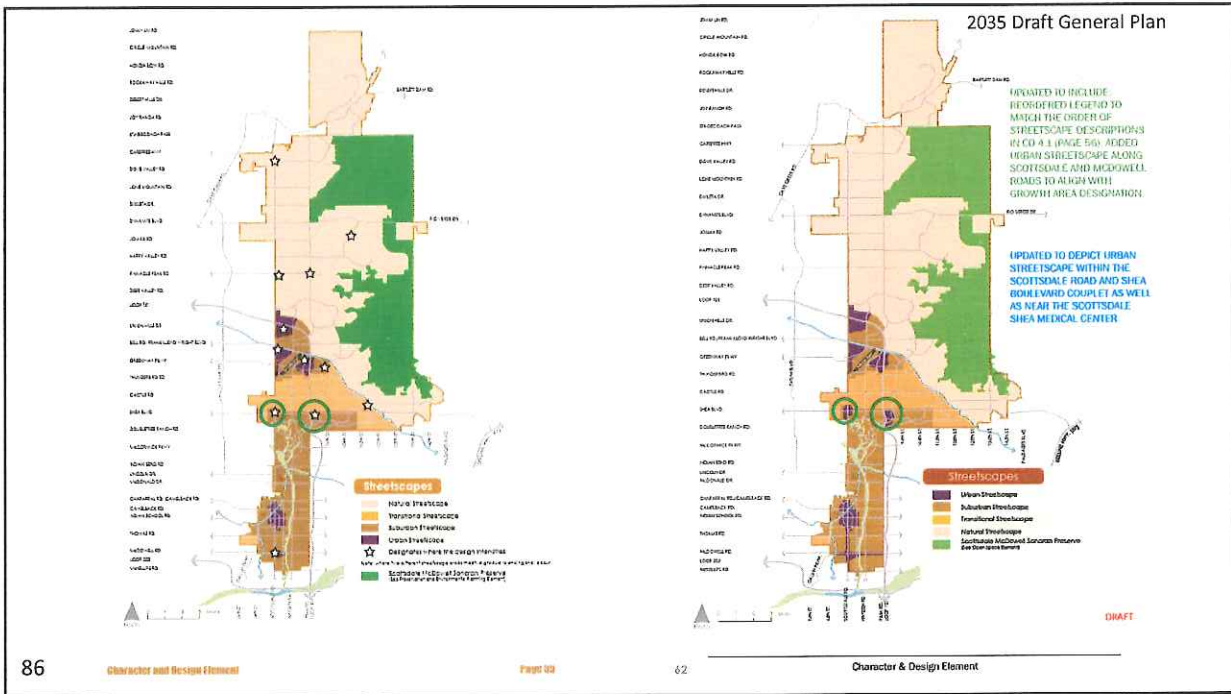
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Character & Culture	Character & Culture
<p>Goal CD 4</p> <p>Enhance the design of streets and public spaces to improve Scottsdale’s visual quality, experience, Sonoran Desert context, and social life.</p> <p>Policies</p> <p>CD 4.1 Promote contextually compatible streetscapes that correspond with the following classifications:</p> <ul style="list-style-type: none"> Urban Streetscapes encourage pedestrian comfort, safety, and accessibility using decorative elements, such as arcade covered walkways, shade, pedestrian lighting, decorative paving and street crossings, transit shelters, seating, waste receptacles, and landscaping. Urban Streetscapes strive for equality among pedestrians, bicyclists, and automobiles in the design of the public realm. (Cross-reference Safety, Bicycling, Environmental Planning, Conservation, Public Services & Facilities, and Circulation Element) Suburban Streetscapes strive to achieve compatibility and safety between automobile traffic, neighborhood amenities (schools and parks), pedestrians, bicyclists, and recreational activities through the use of landscape areas, consideration of sidewalk alignment, and incorporation of a broad tree canopy. (Cross-reference Land Use, Safety, Performance, Open Space, Bicycling, Environmental Planning, Conservation, Neighborhood Preservation, Revitalization and Circulation Context) Transitional Streetscapes serve as buffers between traffic and adjacent land uses in medium- to low-intensity development areas. These streetscapes incorporate native plants or desert <i>resilient</i> plants and non-motorized pathways. Existing natural features and contextual character of the immediate area are also considered in the design. (Cross-reference Land Use, Environmental Planning, Conservation, and Circulation Element) Natural Streetscapes embody the natural state of the Sonoran Desert environment, to the greatest extent possible, while incorporating non-motorized paths in the public realm. Native plants and plant densities should buffer adjoining uses, protect view corridors, and preserve rural and desert contexts. (Cross-reference Land Use, Open Space, Environmental Planning, and Conservation Element) 	<p>CD 4.2 Blend different streetscape categories where they join to prevent a marked difference between opposing sides of streets.</p> <p>CD 4.3 Establish <i>new</i> and Maintain existing guidelines and policies for the design and maintenance of Visually Significant Roadways and major city streets, including Scenic Corridors, Buffered Roadways, Desert Scenic Roadways (in ESID districts), and streets with themed streetscape designs. (Cross-reference Open Space Element)</p> <p>CD 4.4 Form and apply policies to guide landscape maintenance and infrastructure placement in the public rights-of-way and easements consistent with the desired streetscape character. (Cross-reference Open Space Element)</p> <p>CD 4.5 Identify and establish consistent entrances to Scottsdale and, as appropriate, key gateways to neighborhoods and Character Areas so that residents and visitors have a sense of arrival. (Cross-reference Circulation Element)</p> <p>CD 4.6 (NEW) Establish and enhance the visual identity and physical function of Scottsdale’s developed open space corridors. (Cross-reference Open Space and Circulation Elements)</p> <p>CD 4.7 Ensure environmental sensitivity and consideration of aesthetics in the design and retrofit of <i>existing</i> TRANSPORTATION systems, infrastructure, and public facilities, (e.g. Scottsdale redesigned the Loop 101/Pima Freeway to include public art and aesthetic treatment). (Cross-reference Open Space, Environmental Planning, Conservation, Circulation, Public Services & Facilities, and Arts, Culture & Creative Community Elements)</p> 
82 56 Character & Design Element	Character & Design Element 57

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Comments/Questions/Direction Chapter 1– Character/Design Element

Council Decision Points

- Maintain Element
- Character Types
 - Taller, Lower Scale vs. Stories
 - Restore Language Rural/Rural Desert
- Character Areas
 - 7 Adopted
 - 8 Future Character Areas
- Restoring Language CD 1.2, 1.4,7.5

Staff Rec./Public Input

- Maintain Element
- No Specific Recommendation

- Retain Character Areas as Proposed

- Restore CD 7.5 – Protect the heritage and western character of Historic Old Town

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Section 2 - Chapters

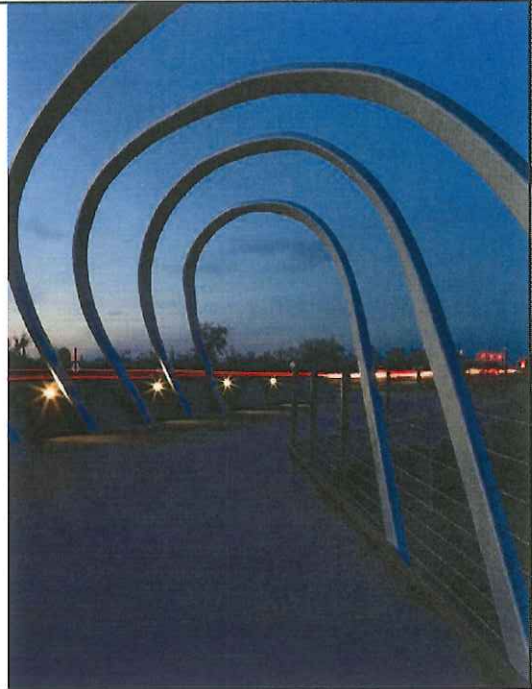
Chapter 1 – Arts, Culture & Creative Community Element

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CRC Draft Plan: Arts, Culture & Creative Community Element

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

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Character & Culture



ARTS, CULTURE & CREATIVE COMMUNITY ELEMENT

Arts and culture are as integral to Scottsdale's character as the Sonoran Desert. The Scottsdale Visioning process of the early 1990s recognized this aspect, making it one of the Four Dominant Themes that define Scottsdale's unique characteristics. (Cross reference Scottsdale's Vision and Values section)

Arts and culture provide a window into Scottsdale's unique history and evolution. This legacy is expressed through historic buildings, residents' oral histories, and ongoing community traditions and celebrations. Today's equestrian events—the Parada Del Sol Rodeo and Parade, and the Pony Express Hashkudo reenactment—emphasize the community's western roots. The establishment of a public art program (Ordinance 15-001) for public art, which is tied to new development and capital improvements, AND FUTURE ORIENTED, IMMERSIVE PUBLIC ART EVENTS, SUCH AS CASH CONVERGENCE, display the community's commitment and passion for the arts. Although Scottsdale is relatively young, it recognizes the significance of historic and archeological preservation in retaining our authenticity and unique culture. Although incorporated in 1951, Scottsdale boasts a rich pre-Hohokam and Hohokam history. It recognizes the importance of preserving and celebrating the associated historic and cultural resources. This helps retain the city's unique culture and heritage. (NEW)

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Arts, Culture & Creative Community Element

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Character & Culture

The arts are a part of daily life for many community members. Arts and cultural activities, whether one of Scottsdale's signature special events, a visit to our contemporary art museum, or a community theater group performance, stimulate economic activity and generate revenue to support the community. Arts and culture will continue prominence in Scottsdale through animated public places, enhanced tourist experiences, and heightened presence of our visual and performing arts. Strong presence of the arts in the community will also shape the community's creative workforce and future leaders as creative problem solvers. (NEW)

The arts and cultural landscape of the community and region is transforming. Changing communications and technology alter the way people view and experience the arts. Evolving demographics challenge traditional preferences about art and the creative process. These challenges, coupled with an increasingly competitive regional arts and cultural environment, will require creative solutions and planning to maintain our dynamic arts and cultural landscape.

The goals and policies of this element speak to the important role that arts, culture and the creative community will play in the city's future. As such, Scottsdale will build on its authentic cultural experiences, innovative programs, and competitive regional standing in arts and culture. (NEW)



84 Arts, Culture & Creative Community Element

Character & Culture

POLICY ACC 2.3 MOVED TO THE NEW TOURISM ELEMENT AS REQUESTED BY THE CRC AT THEIR MAY 18, 2020 MEETING

Goals and Policies

GOAL ACC 2.1 (NEW)


Continue to support, plan for, and manage Scottsdale's arts and culture programs and facilities.

Policies

ACC 21.1 (NEW) Develop, implement, and regularly update arts and cultural strategic/master plans.

ACC 21.2 (NEW) Broadly engage Scottsdale community members in arts and cultural planning. (Cross-reference Community Development Element)

ACC 21.3 Explore various techniques to expand the space available for arts exhibits, classes, performances, and other cultural activities. (Cross-reference Recreation, Public Buildings, and Public Services & Facilities Element)



GOAL ACC 2.2

Build on Scottsdale's reputation as the regional leader and widely-recognized destination in arts, culture, and creativity.

Policies

ACC 42.1 (NEW) Increase promotion of Scottsdale's vibrant arts and cultural programs. (Cross-reference Land Use and Economic Policy Element)

ACC 42.2 Consider establishing new districts that celebrate the city's tradition of arts and culture, and support the revitalization of existing arts-related districts. (Cross-reference Planning and Design, Scottsdale Character Area Plan)

ACC 42.3 Maximize the potential of art and cultural events for generating economic activity. (Cross-reference Economic Policy Element)

ACC 42.3 (NEW) Strengthen Scottsdale's OLD TOWN arts destinations through physical improvements, promotion, the adoption of new lounge spaces, and collaboration among arts and cultural entities. (Cross-reference Planning and Design, Scottsdale Character Area Plan)

ACC 1-52.4 (NEW) Develop partnerships to build regional, national, and international tourism and cultural exchange programs.

85 Arts, Culture & Creative Community Element

Character & Culture

GOAL ACC 3 (NEW)

Encourage creative placemaking to revitalize neighborhoods, enhance sense of place, celebrate cultural heritage, and strengthen community character.


Policies

ACC 3.1 (NEW) Integrate art into public programs, natural features, civic buildings, infrastructure, and other community assets to strengthen sense of place. (Cross-reference Character & Design and Public Buildings Element)

ACC 3.2 (NEW) Encourage public art that reflects the city's past, present, and future.

ACC 3.3 (NEW) Encourage the co-location or clustering of arts-related uses, enterprises, and artistic venues near supporting activities. (Cross-reference Recreation, Public Buildings, and Public Services & Facilities Element)

ACC 3.4 Integrate public art at various scales into the built environment citywide. (Cross-reference Character & Design Element)




GOAL ACC 4

Identify and protect Scottsdale's historic, archaeological, and cultural resources, to promote awareness and sustain community character.

Policies

ACC 4.1 Provide a variety of incentives to enhance, preserve, and prevent loss of significant historic, cultural, and archaeological resources.

ACC 4.2 Promote preservation, revitalization, adaptive reuse, and/or restoration of identified, significant historic resources as alternatives to wholesale redevelopment. (Cross-reference Neighborhood Preservation & Revitalization and Open Spaces, Rehabilitation, & Redevelopment Element)




86 Arts, Culture & Creative Community Element

Character & Culture

ACC 4.3 Develop partnerships with groups, such as the Scottsdale Historical Society, Frank Lloyd Wright Foundation, Cosanti Foundation, and Cattletrack/Ella Compound, THE SMITHSONIAN, and other local, regional, and national historic and archaeological organizations to identify, evaluate, and preserve significant historic, architectural, cultural, and archaeological resources with the aim of listing the most significant resources in the Scottsdale Historic Register.

ACC 4.4 Promote Historic and Archaeological Preservation programs within the community and local schools through education and public outreach. (Cross-reference Community Involvement Element)



GOAL ACC 5 (NEW)


Promote a creative community through education and exposure to the creative process AND THE ARTS.

Policies

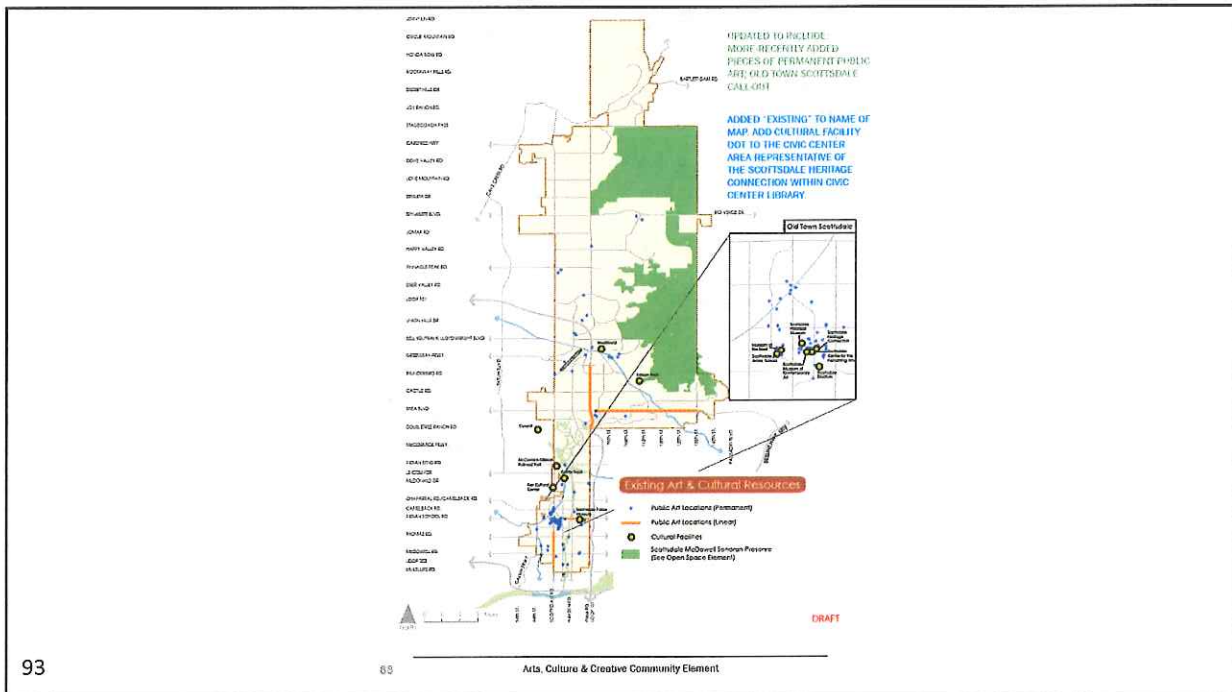
ACC 5.1 (NEW) Develop public arts and cultural experiences to increase access to and awareness of the arts. (Cross-reference Economic Policy Element)

ACC 5.2 (NEW) Work with local schools and youth organizations to build creative skills and gain exposure to entrepreneurship and the arts. (Cross-reference Recreation, Public Buildings, and Public Services & Facilities Element)

ACC 5.3 (NEW) Promote a supportive environment for working artists to help expand the creative community within Scottsdale.



87 Arts, Culture & Creative Community Element



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Comments/Questions/Direction Chapter 1 – Arts, Culture, Creative Community Element

Council Decision Points

- Proposed New Element
- Goals
- Policies

Staff Rec./Public Input

- Include New Element
 - Public outreach – support
 - Goals
 - Policies

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General Plan Update – Next Steps

Tonight:

- **Section 1 – Preface**
 - Prologue
 - Vision/Values
 - Introduction
- **Section 2 – Chapters**
 - **Chapter 1: Character/Culture**
 - Character/Design Element
 - Land Use Element
 - Arts, Culture & Creative Community Element

- **Next Meeting – March 2nd**
- **Section 2 – Chapters**
 - **Chapter 2: Sustainability/Environment**
 - Open Space Element
 - Environmental Planning Element
 - Conservation Element
 - Water Resources Element
 - Energy Element
 - **Chapter 3: Collaboration/Engagement**
 - Community Involvement element

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