

SCOTTSDALE CITY COUNCIL
WORK STUDY SESSION MINUTES
TUESDAY, MARCH 2, 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, March 2, 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

PUBLIC COMMENT – None

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

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

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

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

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

Proposed Downtown Core Adjustment to General Plan

There was consensus to represent the downtown in the vision statement, community values, or guidelines by including language such as: "Respect and sensitivity for the unique legacy, low-profile, history and pedestrian scale in the "Core" of Scottsdale from Historic Main Street to Fifth Avenue. The Core originated our identity, our unique sense of place".

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.

There was consensus to test the addition of a “Downtown Core” area, accompanied by a text description, on the Character Types map/section in the General Plan.

Councilmembers made the following suggestions:

- Consider future adjustment to the Old Town Character Area Plan to align with the proposed addition of the “Downtown Core” at the General Plan level in the Character Types map, or create two separate character area plans, one that is specific to the area that is designated as Old Town and another that is from Scottsdale Road to Brown and Indian School to Second (Historic Old Town).
- “Downtown Core” needs to be spelled out as a specific area, separate from the urban area.

Section 2, Chapter 1 – Character and Culture Chapter, Arts, Culture + Creative Community Element

There was consensus to incorporate stronger language throughout the element.

Councilmembers made the following suggestions:

- Include additional arts and culture assets in the element – Scottsdale Museum of the West, Art Galleries.
- Emphasize keeping this part of Scottsdale strong (downtown) because it brings economic activity to the city.
- On Page 85, add a new policy under Goal 2 that reads: “Maximize the potential of the Downtown Arts District, as defined by the art galleries, related arts businesses, the Scottsdale Artist School, city museums, Scottsdale Arts, and the Scottsdale Symphony, for generating economic activity.”
- On Page 85, under Policy ACC 2.2, replace the words “Consider establishing” with “Welcome” new districts.
- On Page 86, under Goal ACC 3 and Policy ACC 3.3, replace the word “encourage” with “promote”.
- On Page 87, under Policy ACC 4.3, add Scottsdale Museum of the West.
- Represent arts education for K-12 and beyond K-12.
- Expand definitions of “arts” and “working artists” in the plan.
- Place more emphasis on the role non-profits/educational institutions play in providing arts.

Section 2, Chapter 2 – Sustainability/Environment, Open Space Element

Councilmembers made the following suggestions:

- On Page 93, paragraph one, insert verbiage related to the Environmentally Sensitive Lands Ordinance, such as “most forward-thinking ordinance and serves as a guide for protecting our environment”.
- On Page 94, Goals and Policies OS 1, prioritize the open spaces listed, starting with McDowell Sonoran Preserve, then Natural Open Space, then Continuous Open Space, and, finally, Developed Open Space; and update Page 74 to reflect the four open spaces and prioritization (instead of three).
- On Page 94, change the order of Policy OS 1.3 (Developed Open Space) and OS 1.4 (Continuous Open Spaces).
- On Page 94, assign goal statements to Policies OS 1.1 through OS 1.4 for consistency.
- On Page 95, delete the state statute identifier next to Goal OS 2 as it is confusing since fulfilling the Scottsdale McDowell Sonoran Preserve initiative is not state mandated.
- On Page 95, reinsert original language for Policy OS 2.3.
- On Page 95, under Policy OS 2.5, replace the word “Recognize and consider” with “Protect” to make the verbiage stronger.

- On Page 96, under Policy OS 3.3, reinsert the word "ensure" instead of "encourage".
- On Page 96, under Policy OS 3.4, explain the definition of "vista corridors".
- On Page 96, Goal OS 3, add a policy for the creation of a connected "Emerald Necklace" concept of public spaces downtown that is linked by pedestrian connections.
- On Page 96 add NAOS.
- On Page 97, combine Policies OS 4.5 and OS 4.7.
- On Page 97, under Policies OS 4.5 and 4.7, and Page 98, under Policy OS 5.4, replace the word "encourage" with the word "ensure".
- On Page 97, under Policy OS 3.5, remove the words "when possible".
- On Page 97, Goal OS 4, add a policy to limit the closing off of public spaces to the public and or expand accessibility to public open space to all members of the public.
- On Page 97, Goal OS 4, add a policy to expand public access to public venues, such as WestWorld and the Stadium, and a policy to expand open spaces through the use of public/private partnerships, such as SkySong.
- On Page 98, under Policy OS 5.1, add wildlife corridors.
- On Page 99, under Policy OS 6.4, change the word "Recognize" to "Protect".
- On Page 100, summarize Policy OS 7.5 using the Tree Canopy Plan.
- On Page 100, use stronger language in Policy OS 7.6 to help protect against the abandonment of public right-of-way/public access easements.
- On Page 101, use more distinctive coloring or other characterizations on the Open Space Map to distinguish the different areas and make the map easier to read.
- Clearly define the terms Natural Area Open Space and Environmentally Sensitive Lands.

Environmental Planning Element

- On Page 106, under Policy EP 1.2, replace the word "preserve" with "protect" and add "using ESLO as a guide" at the end of the policy.
- On Page 107, under Policy EP 2.1, add Natural Area Open Space and ESLO language.
- On Page 111, under Policy 7.3, replace "such as shade and tree plans" with "tree canopy plan" or "such as canopies formed by mature tree crowns".
- Councilwoman Whitehead will return to the Council on March 23 to present changes to the draft plan for Council consideration and discussion in the environmental planning, water resources, and energy elements (after working with staff and the Scottsdale Environmental Advisory Commission).

Conservation Element

- On Page 114, under Policy CONSV 1.1, use a more active verb than "seek", such as "promote".
- On Page 114, under Policy CONSV 1.3, replace the word "Seek" with "Promote", eliminate the word "encourage".
- On Page 115, under Policy CONSV 2.3, start the policy with the word "maintain".
- On Page 115, restore Policy CONSV 2.7.
- On Page 116, Policy CONSV 3.5 should read "Identify sources responsible for watershed contamination and educate the community on watershed pollution measures".
- On Page 118, Policy CONSV 5.1 seems weak as written, look at language and how it relates to ESLO.

Water Resources Element

- On Page 120, add acknowledgement to current water supply situation, with reference made to the Colorado River.

Energy Element

- On Page 124, reinstate Policy E 1.6.
- On Page 124, under Goal E1, add a policy to ensure energy grid will be functional in times of stress by performing regular stress tests.
- On Page 124, under Goal E1, emphasize use of solar power.
- Take advantage of solar power, especially here in Arizona. There is only a little reference to solar in the Energy Element – make it more of a focus.

Community Involvement Element

- Goal CI 2 “seek community-wide representation” could make it seem like there is a suggestion for districting in Scottsdale – suggest adjusting to “seek direct input from all areas of the community”.

Additional Comments

- Label pictures in the General Plan document to identify the locations and photo content.
- Add a stand-alone education element to the General Plan document.
- Legal to review all suggested changes.

ADJOURNMENT

The Work Study Session adjourned at 5:49 P.M.

SUBMITTED BY:



Carolyn Jagger, City Clerk

Officially approved by the City Council on March 16, 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 2nd day of March 2021.

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

DATED the 16th day of March 2021.



Ben Lane, City Clerk

Work Study Item 1

Draft Scottsdale General Plan 2035
Case: 1-GP-2021
City Council Work Study Session
March 2, 2021

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

- Tuesday, February 9th - 4:00 PM Work Study Session
- Tuesday, March 2nd – 4:00 PM Work Study Session (Tonight)
- 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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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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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 Collected – 02/16/21
- Attachment #4 – CRC Recommended Draft 2035 Plan – Clean Version
- Attachment #5 – CRC Recommended Draft 2035 Plan – Tracked Edits
- Attachment #6 – Matrix of Public Comments Collected – 02/16/21
- Attachment #7 – Matrix Boards/Commissions Comments – 02/16/21
- Attachment #8 – 02/09/21 Council Study Session Marked Agenda

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CRC 2035 Draft Plan Review

- Executive Summary
- Section 1 – Preface
 - Prologue
 - Vision/Aspirations + Community Values
 - Introduction
 - Purpose of the General Plan
 - Community Profile
- Section 2 – Chapters
 - Chapter 1 – Character + Culture
 - Character + Design Element
 - Land Use Element/Major Amendment Criteria
 - Arts, Culture + Creative Community Element
- Mayor’s Suggestion for Old Town Scottsdale

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CITY OF SCOTTSDALE GENERAL PLAN 2035 CONTENTS

Executive Summary

Section 1 - Preface

Prologue

Vision and Values

- Vision
- Values
- Aspirations

Introduction

- Purpose of the General Plan
- Community Profile

Section 2 - Chapters

1) Character & Culture Chapter

Character + Design Element
Land Use Element/Major Amendment Criteria
Arts, Culture + Creative Community Element

2) Sustainability & Environment Chapter

- Environmental Goals
- Environmental Objectives
- Environmental Policies
- Environmental Programs

3) Collaboration & Engagement Chapter

Community Engagement

4) Community Well-Being Chapter

- ★ Health + Well-Being **NEW**
- ★ Economic Well-Being
- ★ Environmental Well-Being
- ★ Social Well-Being

5) Connectivity Chapter

- Transportation
- Recreation

6) Recreation Chapter

- Active Recreation
- Cultural Recreation
- Passive Recreation
- Youth Recreation
- Senior Recreation

7) Innovation & Prosperity Chapter

- ★ Innovation + Prosperity **NEW**
- ★ Economic Prosperity

8) Implementation Chapter

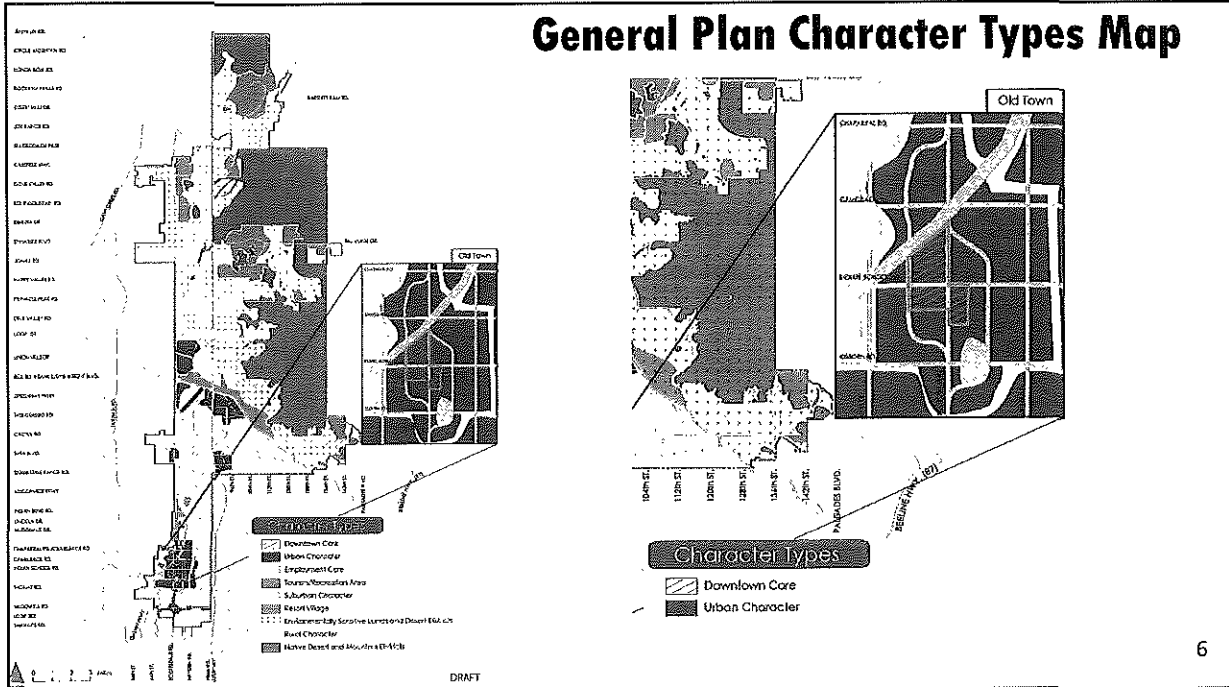
Section 3 - Appendix

Appendix

- Appendix A
- Appendix B
- Appendix C
- Appendix D

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General Plan Character Types Map



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Comments/Questions/Direction Proposed Downtown Core Adjustment to General Plan

Council Decision Points

- Explore adjustment of General Plan Character Types Map to depict expanded Downtown Core in Old Town

- Potential first step in expanding the Downtown Core/Type 1 in the Old Town Character Area Plan
 - If General Plan adopted/ratified with adjustment to Character Types map, Old Town Plan would need to be adjusted for conformance - public outreach/hearings

Staff Rec./Public Input

- Explore adjustment during public outreach

- Staff recommends completing General Plan first before adjustment to Character Area Plan occurs

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Section 2 - Chapters

Chapter 1 – Character and Culture Chapter

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

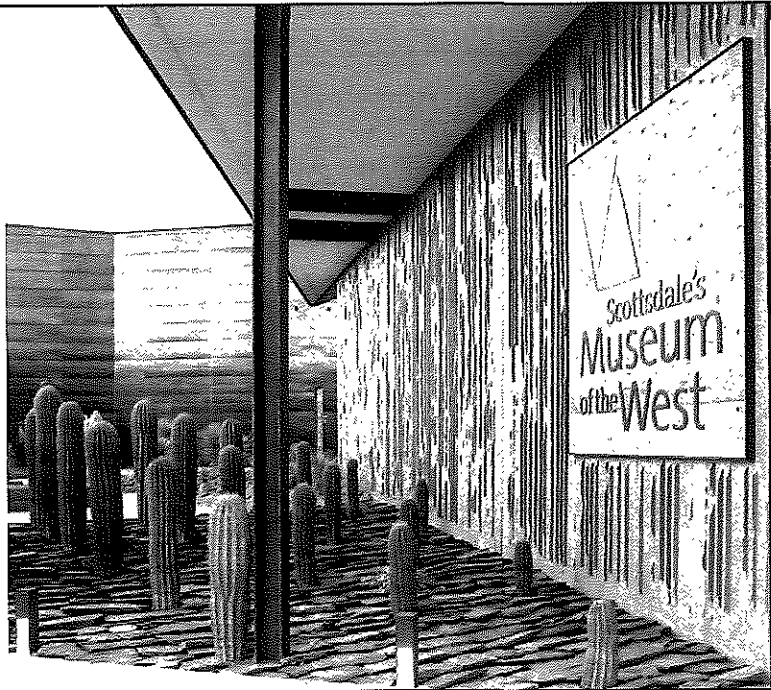
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Arts, Culture & Creative Community: Public Comments

- Overall support
- SMOW, Art Galleries
- Represent arts education beyond K-12
- Expand definitions – arts, working artists
- Emphasize role non-profits/educational institutions provide arts
- Strengthen language in element



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Arts, Culture & Creative Community: Public Comments

- ACC 2.2
 - New Districts
 - Revitalization of Existing Districts
- ACC 2.3
 - Moved to Tourism (T 3.4)
 - Maintain in Tourism
 - Also add in Arts/Culture “Maximize the potential of the Downtown Arts District, art galleries, related arts businesses, the Artist School, City Museums and Scottsdale Arts for generating economic activity”

GOAL ACC 2.2

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

Policies

ACC 12.1 (NEW) Increase promotion of Scottsdale’s vibrant arts and cultural programs. *[Cross reference: Land Use and Community Vitality Element]*

ACC 12.2 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: Land Use and Community Vitality Element]*

ACC 12.3 Maximize the potential of art and cultural activities and destinations for generating economic activity and jobs. *[Cross reference: Land Use and Community Vitality Element]*

ACC 142.3 (NEW) Strengthen downtown’s OLD TOWN arts destinations through physical improvements, promotion, the adaptive reuse of unique spaces, and collaboration among arts and cultural entities. *[Cross reference: Downtown Old Town Scottsdale Character Area Plan]*

ACC 152.4 (NEW) Develop partnerships to build regional, national, and international tourism and cultural exchange programs.

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

Council Decision Points

- Proposed New Element
- Additional References
 - SMOW, Art Galleries, SCC, ASU
- Expand Arts/Working Artists Definitions
- Emphasize role non-profits/educational institutions provide arts
- Policy 2.2 – New/Existing Districts
- Policy 2.3 – Economic activity of arts/culture – in Arts + Tourism Elements
- Incorporate stronger language

Staff Rec./Public Input

- Include New Element
- Incorporate Additional References
- Expand Arts/Working Artists Definitions
- Emphasize role non-profits, educational institutions, galleries + others provide arts
- Public Input –delete
- Include in both Arts + Tourism Elements
- Incorporate stronger language

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Section 2 - Chapters

Chapter 2 – Sustainability + Environment Chapter

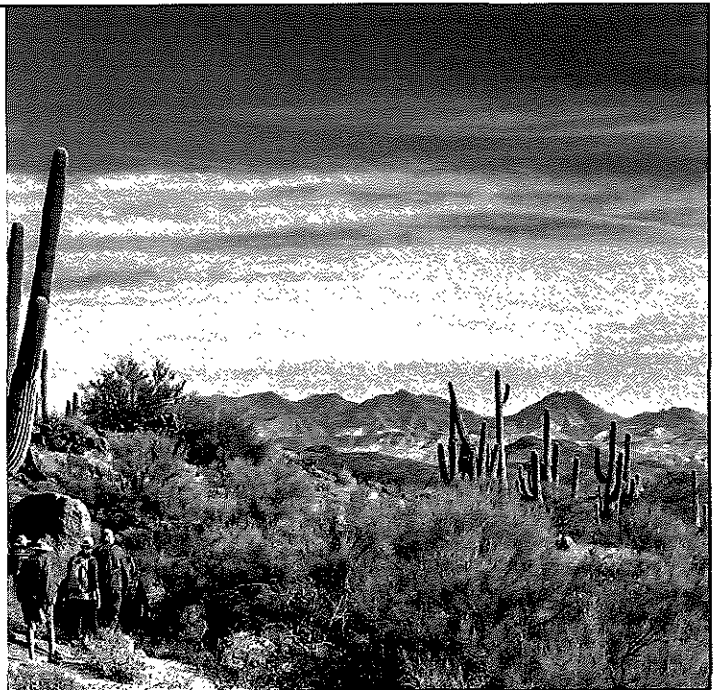
Open Space Element

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CRC Draft Plan: Open Space Element ‡

Goals Include:

- OS 1 Provide open space types ‡
- OS 2 Fulfill Preserve initiative
- OS 3 Maintain continuous system
- OS 4 Provide open space opportunities
- OS 5 Relate to land use + character
- OS 6 Manage open space ‡
- OS 7 Acquire/expand/improve open space ‡
- OS 8 Expand regional open space system ‡



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Open Space Element: Public Comments

- Overall support
- ESLO References
- OS 2 – Fulfill Preserve Initiative
- OS 2 – OS 7 Compliance with Statutes
- Policy - OS 2.3:
Development Adjacent to Preserve



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Open Space Element: Public Comments

D. For cities and towns with a population of more than two thousand five hundred persons but less than ten thousand persons and whose population growth rate exceeded an average of two percent per year for the ten-year period before the most recent United States decennial census and for cities and towns with a population of ten thousand or more persons according to the most recent United States decennial census, the general plan shall include, and for other cities and towns the general plan may include:

1. An open space element that includes:

(a) A comprehensive inventory of open space areas, recreational resources and designations of access points to open space areas and resources.

(b) An analysis of forecasted needs, policies for managing and protecting open space areas and resources and implementation strategies to acquire additional open space areas and further establish recreational resources.

(c) Policies and implementation strategies designed to promote a regional system of integrated open space and recreational resources and a consideration of any existing regional open space plans.

- Goal OS 2 – Fulfill the Scottsdale McDowell Sonoran Preserve initiative to create an integrated desert open space and wildlife corridor system that connects to the regional Sonoran Desert open space system.
 - Why Goal OS 2?
 - Eliminate state symbol from Goal OS 2;
 - Consider merging goals OS 2 and Goal OS 7;
 - Policy OS 7.3 – Encourage public acquisition of natural or developed open space through direct purchase, purchase of development rights, purchase of open space easements, donations or other means.

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Open Space Element: Public Comments

D. For cities and towns with a population of more than two thousand five hundred persons but less than ten thousand persons and whose population growth rate exceeded an average of two percent per year for the ten-year period before the most recent United States decennial census and for cities and towns with a population of ten thousand or more persons according to the most recent United States decennial census, the general plan shall include, and for other cities and towns the general plan may include:

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(b) An analysis of forecasted needs, policies for managing and protecting open space areas and resources and implementation strategies to acquire additional open space areas and further establish recreational resources.

(c) Policies and implementation strategies designed to promote a regional system of integrated open space and recreational resources and a consideration of any existing regional open space plans.

- Goal OS 2 – Fulfill the Scottsdale McDowell Sonoran Preserve initiative to create an integrated desert open space and wildlife corridor system that connects to the regional Sonoran Desert open space system.
 - Goal OS 2 – Promote a regional system of integrated open space and recreational resources and consider any existing regional open space plans ‡
 - OS 2.1 – Complete the land acquisition for the SMSP –
 - OS 2.1 - Promote the integration between the Scottsdale McDowell Sonoran Preserve and regional open space
 - OS 2.1 – Promote land acquisitions for the Scottsdale McDowell Sonoran Preserve that connect to a regional system of open space
 - OS 2.1 - Pursue, as authorized and feasible, voter-approved land acquisitions for the SMSP

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Open Space Element: Public Comments

- OS 2.3
 - Restore language
 - Delete physical access
- “Ensure development adjacent to the Scottsdale McDowell Sonoran Preserve respects its unique location, minimizes impacts to the natural environment and contributes to the community’s visual access to open space and the mountains”

Goal OS 2 ‡

Fulfill the Scottsdale McDowell Sonoran Preserve initiative to create an integrated desert open space and wildlife corridor system that connects to the regional Sonoran Desert open space system.

Policies

OS 2.1 Complete the land acquisition for the Scottsdale McDowell Sonoran Preserve. *(Cross-reference Land Use, Conservation, and Environmental Planning Elements)*

OS 2.2 Provide educational and research opportunities to learn and interpret the natural elements, history, and archaeology of the Sonoran Desert and mountains. *(Cross-reference Healthy Community, Arts, Culture & Creative Community, Recreation, Economic Vitality, Environmental Planning, and Conservation Elements)*



OS 2.3 (NEW) Ensure development ~~near~~ **ADJACENT** to the Scottsdale McDowell Sonoran Preserve respects its unique location, minimizes impacts to the natural environment, and contributes to the community’s visual and physical access to open space and the mountains. *(Cross-reference Chapter 15.1.00 Land Use, Health, Outdoor, and Recreational Planning, and 15.2.00 Environmental Planning)*

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Comments/Questions/Direction Chapter 2 – Open Space Element

Council Decision Points

- ESLO References
- Consider OS 2, OS 2.1, OS 7 + OS 7.3

- Restore Language OS 2.3

Staff Rec./Public Input

- ESLO References
- Maintain OS 2/OS 7 – consider language changes to OS 2/OS 2.1

- Restore Language to OS 2.3

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Environmental Planning Element ‡

Goals Include:

- **EP 1** Protect + Enhance Habitats
- **EP 2** Demonstrate Environmental Stewardship
- **EP 3** Protect Air Quality ‡
- **EP 4** Maximize Recovery, Reuse + Recycling
- **EP 5** Encourage Environmentally Sound Design
- **EP 6** Surpass Water Quality Standards‡
- **EP 7** Reduce Heat Islands



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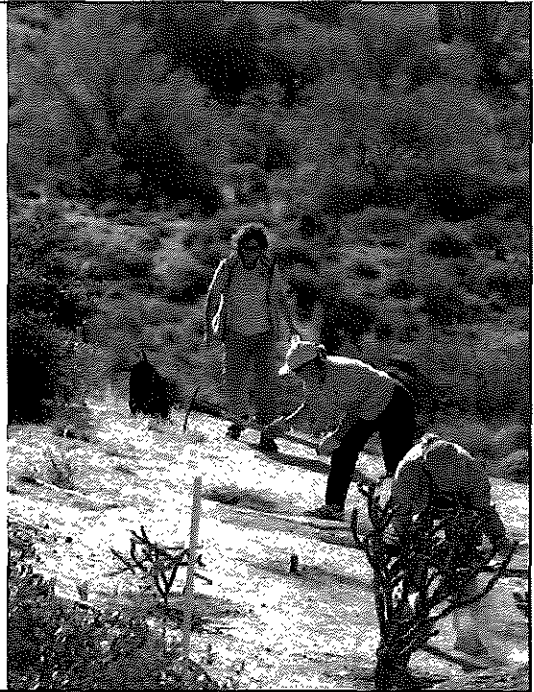
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Conservation Element ‡

Goals Include:

- **CONSV 1** Achieve a Sustainable Balance ‡
- **CONSV 2** Protect Ecosystems ‡
- **CONSV 3** Protect Watersheds ‡
- **CONSV 4** Conserve Water ‡
- **CONSV 5** Minimize Erosion ‡

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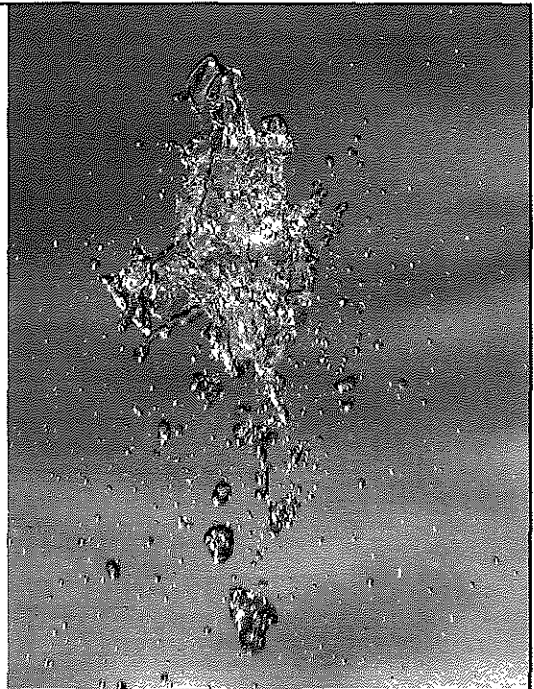
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Water Resources Element ‡

Goals Include:

- **WR1** Ensure long-term water supplies ‡
- **WR2** Prepare for Climatic Impacts ‡

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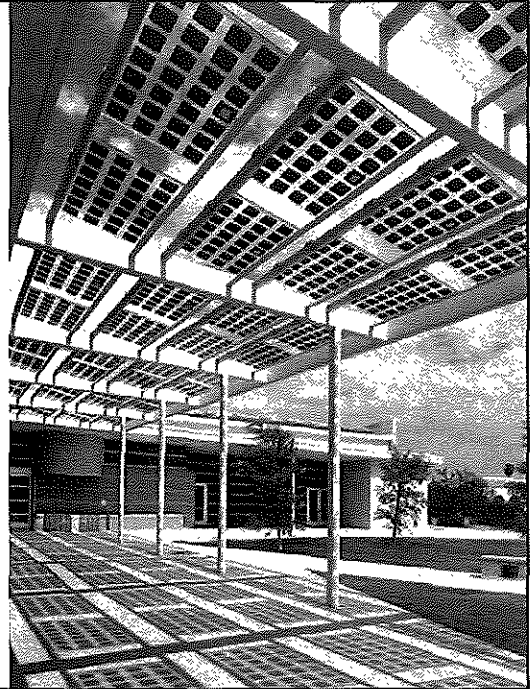


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Energy Element †

Goals Include:

- E 1 Become a Net-Zero Community
- E 2 *Reduce Energy Consumption*
- E 3 Promote Energy Efficiency
- E 4 Increase Energy Efficiency of City Facilities
- E 5 Develop Renewable Energy Sources †



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Section 2 - Chapters

Chapter 3 – Collaboration + Engagement

Community Involvement Element

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Community Involvement Element

Goals Include:

- CI 1 Seek Broad Public Input
- CI 2 Seek Community-wide Representation
- CI 3 Distribute City Information
- CI 4 Foster Community Collaboration



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General Plan Update – Next Steps at City Council

Tonight:

- Section 2 – Chapters
 - Chapter 1: Character/Culture
 - Arts, Culture + Creative Community
 - Chapter 2: Sustainability/Environment
 - Open Space
 - Environmental Planning
 - Conservation
 - Water Resources
 - Energy
 - Chapter 3: Collaboration/Engagement
 - Community Involvement

Next Meeting – March 9th

- Section 2 – Chapters
 - Chapter 4: Community Well-Being
 - Healthy Community
 - Housing
 - Recreation
 - Safety Chapter
 - Chapter 5: Connectivity
 - Circulation
 - Bicycling
 - Chapter 6: Revitalization
 - Neighborhood Preservation + Revitalization
 - Conservation, Rehabilitation + Redevelopment
 - Growth Areas
 - Cost of Development
 - Public Services + Facilities
 - Public Buildings
 - Chapter 7: Innovation + Prosperity
 - Economic Vitality Element
 - Tourism Element

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General Plan Update – Public Participation

Outreach Opportunities:

- Upcoming Council Study Sessions
 - March 9th
 - March 23rd

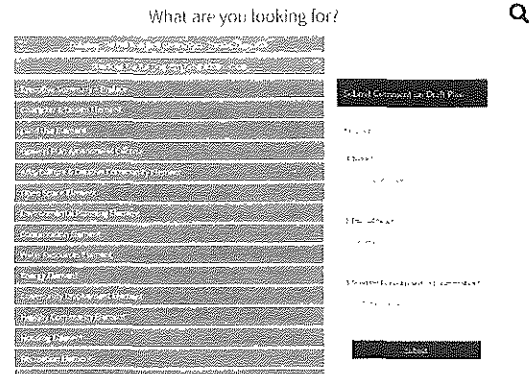
- Community Group Zoom Meetings

- Online Open Houses

- March 8
- March 15

Online 24/7:

- <https://www.scottsdaleaz.gov/general-plan/general-plan-updates>



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Next Steps

Meet with community members/groups

February and March 2021

- Other City Boards, Commissions, Community Open Houses

March, April and May 2021

- Remote Planning Commission Hearing (March 24th)
- City Council Study Session (March 9th, 23rd, April 13th)
- Planning Commission Recommendation Hearing (May 12th)

June 2021

- City Council Adoption Hearing (June 8th)

November 2021

- Public Vote

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