

SCOTTSDALE CITY COUNCIL  
STRATEGIC PLANNING WORKSHOP MINUTES  
TUESDAY, APRIL 1, 2014



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

**CALL TO ORDER**

Mayor W.J. "Jim" Lane called to order a Strategic Planning Workshop of the Scottsdale City Council at 3:07 P.M. on Tuesday, April 1, 2014, in the City Hall Kiva.

**ROLL CALL**

Present: Mayor W.J. "Jim" Lane  
Vice Mayor Virginia L. Korte  
Councilmembers Suzanne Klapp, Robert W. Littlefield, Linda Milhaven,  
Guy Phillips, and Dennis E. Robbins

Also Present: City Manager Fritz Behring  
City Attorney Bruce Washburn  
City Treasurer Jeff Nichols  
City Auditor Sharron Walker  
City Clerk Carolyn Jagger

1. **Welcome and Opening Comments** – Mayor Lane commented that the workshop allows for open discussion on the City's efforts with regards to planning and direction.
2. **Discuss and receive updates on implementation of the new mission statement and the top priorities for the current year, including possible direction to staff**

Mission Statement: Simply better service for a world-class community.

Strategic Initiatives Director Brent Stockwell gave a presentation on the implementation of the City's recently adopted mission statement. He also reviewed the information in the Council packet.

**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.

Mayor and City Council FY 2013/14 Priorities:

- A. Partner with residents and businesses to revitalize the McDowell Road corridor.
- B. Provide strategic support of tourism and visitor events.
- C. Create and adopt a comprehensive economic development strategy.
- D. Develop a transportation strategy that anticipates future needs.
- E. Prepare and adopt fiscally sustainable operating and capital budgets.
- F. Reinvest in a high performance organization and work culture.

Planning, Neighborhood and Transportation Administrator Randy Grant gave a PowerPoint presentation (attached) on the McDowell Corridor revitalization efforts.

Councilmembers discussed the McDowell Corridor residential boundaries and whether the north boundary should end at Osborn Road, Earll Drive, or Indian School Road.

#### **MOTION NO. 1 - ITEM 2**

Vice Mayor Korte made a motion to table the discussion on expanding the McDowell Corridor boundaries (no vote taken).

Mayor Lane clarified that because no direction had been given to staff regarding the McDowell Corridor revitalization efforts, there would be no change from what is currently proposed unless the Council takes action at some point in the future.

Mr. Grant reviewed the cost of acquiring and removing the berms on both sides of the bridge on McDowell Road, which is estimated at \$1.0M.

#### **MOTION NO. 2 AND VOTE - ITEM 2**

Councilwoman Milhaven made a motion to direct staff to break out what the costs would be to acquire the berms on the north side of McDowell Road, where it crosses Indian Bend Wash, and bring the information back to Council for consideration. Mayor Lane seconded the motion, which carried 6/1, with Councilman Littlefield dissenting.

Mr. Grant reported that ASU expressed an interest in revitalizing the SkySong banners along McDowell Road, which are currently allowed under the development agreement.

#### **MOTION NO. 3 AND VOTE - ITEM 2**

Mayor Lane made a motion to direct staff not to pursue the expansion of the SkySong banner program. Councilman Littlefield seconded the motion, which failed 2/5, with Vice Mayor Korte and Councilmembers Klapp, Milhaven, Phillips, and Robbins dissenting.

### **3. Identify and discuss any additional priorities for the next year(s) and discuss strategies to achieve those priorities, including possible direction to staff**

Discussion Questions: Is there anything that the City:

- Is not currently doing that we should start doing?
- Is there anything that the City is currently doing that we should stop doing?
- Is there anything that the City is currently doing that we should work to improve?

Mr. Behring commented that it will take staff between 12 and 24 months to see all the Council's priorities through to completion. He asked Council if there were any priority items they wished to have added to the list.

Vice Mayor Korte expressed concern about sustainable operation of the Preserve. She pointed out that the Preserve does not have an identified revenue source and wondered how long the City can rely solely on volunteers to maintain the Preserve.

### **MOTION NO. 4 AND VOTE - ITEM 3**

Vice Mayor Korte made a motion to: (1) List the cost of maintaining and operating the Preserve under Priority E (Prepare and adopt fiscally sustainable operating and capital budgets); and (2) direct staff to agendize a discussion on a possible moratorium on future land acquisitions until the City's remaining bond capacity can be assessed and the City can better identify what the future costs of maintaining and operating the Preserve will be. Mayor Lane seconded the motion, which carried 5/2, with Councilman Littlefield and Phillips dissenting.

### **DIRECTION**

Councilman Phillips suggested directing staff to look at and agendize discussions on: (1) The pros and cons of removing the redevelopment designation from the McDowell Corridor area; (2) including tourism in the McDowell Corridor; and (3) making bus turnouts a higher priority in the Transportation Plan. The Council unanimously supported the suggestions.

Vice Mayor Korte suggested including trust and transparency of local government as part of the discussion on reinvesting in a high performance organization and work culture. Councilwoman Milhaven suggested continuing the conversation on trust in government suggested by Vice Mayor Korte. There was general consensus to continue the conversation.

#### **4. Closing Remarks**

Mayor Lane and City Manager Behring were in agreement that the open discussion provided ideas on how the City can accomplish next year's priorities.

### **ADJOURNMENT**

With no further business to discuss, the Strategic Planning Workshop adjourned at 5:25 P.M.

### **SUBMITTED BY:**



**Carolyn Jagger  
City Clerk**

Officially approved by the City Council on

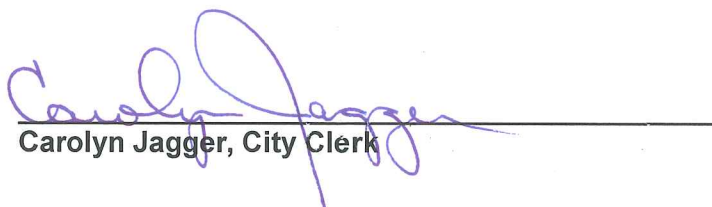
April 29, 2014

### CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Strategic Planning Workshop of the City Council of Scottsdale, Arizona held on the 1<sup>st</sup> day of April 2014.

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

**DATED** this 29<sup>th</sup> day of April 2014.

  
Carolyn Jagger, City Clerk

# **Mayor and City Council Update**

## **Revitalize the McDowell Road Corridor**

**April 1, 2014**

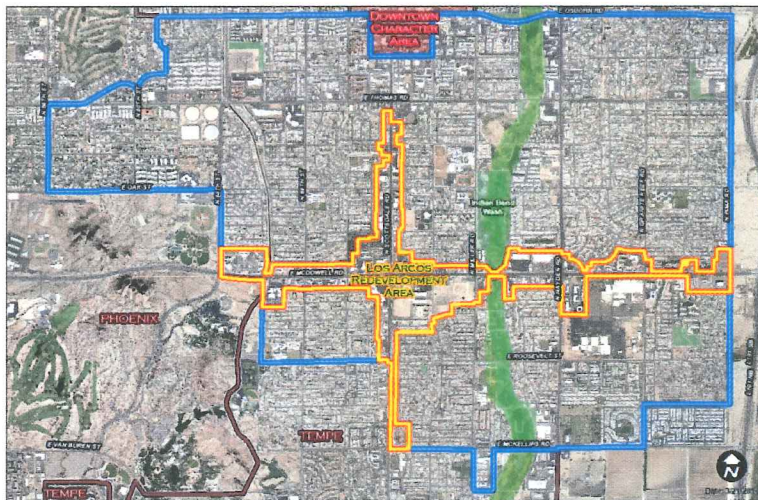
A city of scottsdale planning and development / economic development partnership

### **Summary from October 8, 2013 Study Session**

- Broaden perspective to include neighborhoods
- Evaluate Ordinances, Processes and recommend changes to promote revitalization
- Engage City of Tempe, City of Phoenix, SRPMIC
- Provide design/tech resources to neighborhoods
- Continue and expand focus group activities
- Promote an identity for the Corridor – Technology, Innovation, Education, Gateway
- Focus on recruiting high-value businesses
- Provide periodic updates to Council on progress

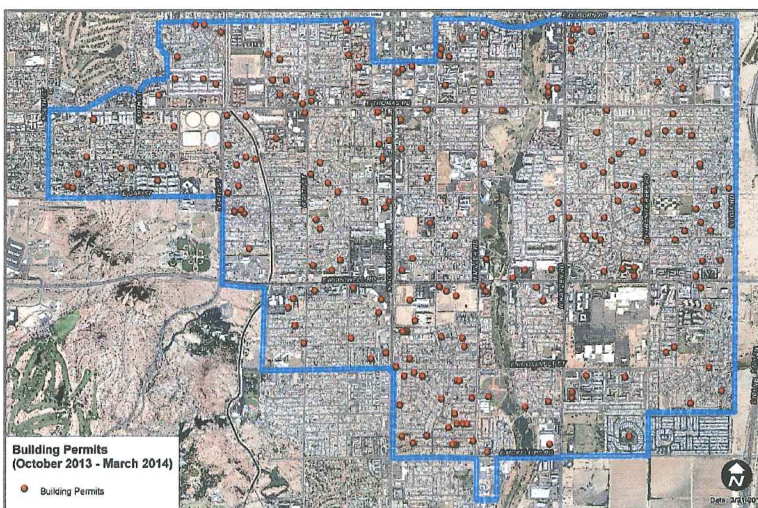
## McDowell Corridor Boundary

Corridor includes formal Redevelopment Area, surrounding neighborhoods



## Building Permit Activity

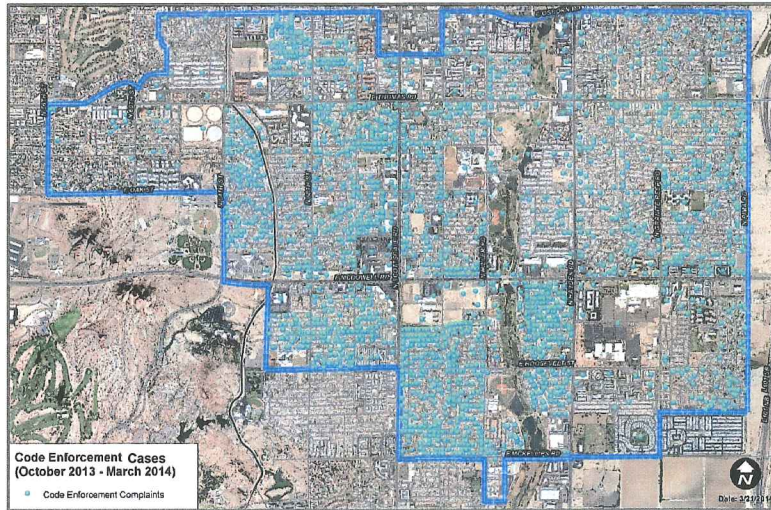
Valuation of Building Permits Issued Since Oct 8, 2013 - \$103,000,000



### Priority - Code Enforcement

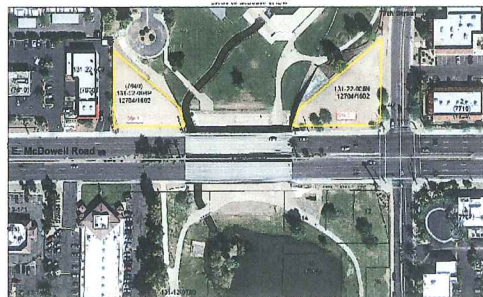
1,597 Cases Closed Since Oct 8, 2013

87% Initiated Proactively



### Council Request – Evaluate Berms

- **Status:** In Probate
- **Cost:** \$970,000 to purchase, level and landscape (est.)
- **Options:** a. Pursue acquisition  
b. Do not acquire
- **Impacts of both options**



**Priority - Outreach**

**Coordination Efforts Ongoing:**

- Neighbors
- Property Owners/Business Owners
- Community/Neighborhood Groups
- School District
- City of Tempe
- City of Phoenix
- Salt River Pima-Maricopa Indian Community

**Priority – Promote Reinvestment**

**Improvements Underway:**

- Neighborhood Improvement Program
- “Every House Changes”
- Consolidate City’s website on Home Improvement
- CDBG Commercial Façade Improvement Program

**Future Discussions with Mayor and Council:**

- Banner Program – Potential expansion of SkySong program
- Opportunities to Promote Adaptive Re-Use
- Los Arcos Redevelopment Area – Tools and Impacts



## Priority - Transportation Improvements



### Underway:

- Bike, Sidewalk - Thomas Road, 73<sup>rd</sup> St to IBW
- Transit facilities – Scottsdale Rd west of SkySong
- Transit Route Improvements



### Pending:

- Widening McDowell Road Bridge
- Streetscape: N. side of McDowell from Scottsdale Rd to Miller



### Upcoming:

- Crosscut Canal & Bridge
- Bike connections along McDowell Road
- Bike Share Program

## McDowell Rd & Scottsdale Rd Streetscape

### Landscaping replaced or supplemented since October 8:

- 64<sup>th</sup> to Scottsdale Road - 58 new 5-gallon plants installed in medians
- Granite Reef to Pima – 50 new plants and new decomposed granite
- Pima at McDowell – 35 new plants, irrigation and new decomposed granite
- East Entry Monument – area around monument improved with new plants



- **Projects in the Corridor**

**A Sample of Projects In-Progress or Upcoming**

1. Las Aguas
2. Scottsdale RV
3. Mark Kia
4. SkySong Apts.
5. SkySong Building 3
6. Mark Taylor Apts.
7. 77 on the Park
8. Paddock Pools site



**Priority - Sustain the Progress**

- Continued Outreach and Coordination
- Finding Win-Win Solutions to Revitalization Challenges
- Recognizing and Celebrating Success

**McDowell Road Corridor Revitalization Project**

**Project Coordinator – Kim Chafin, Senior Planner**  
**kchafin@scottsdaleaz.gov**  
**480-312-7734**

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