

SCOTTSDALE CITY COUNCIL
WORK STUDY SESSION MINUTES
TUESDAY, MARCH 23, 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 4:01 P.M. on Tuesday, March 23, 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 Ben Lane

PUBLIC COMMENT

1. Draft Anti-Discrimination Ordinance

Request: Presentation, discussion, and possible direction to staff regarding the Draft Anti-Discrimination Ordinance.

Presenter(s): Brent Stockwell, Assistant City Manager

Staff Contact(s): Jim Thompson, City Manager, 480-312-2800, jthompson@scottssdaleaz.gov

Diversity Manager Sharon Cini gave a PowerPoint presentation (attached) on the draft Anti-Discrimination Ordinance.

Councilmembers made the following suggestions:

- Section 15.17 (A) – revise the language from 501(c)(3) to 501(c)(6).
- Change wording from "roommate" to reference persons selected to reside in a dwelling or portion of a dwelling.
- Include First Amendment provisions as to not reach activity that would be protected under the First Amendment.

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 support the Veterans Advisory Commission recommendation related to veterans, active-duty service members, national guard and reserve, and their spouses as being a protected class.

2. 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

Mayor Ortega opened public comment.

Kelly Reading shared the Scottsdale Waterfront Residents Organization's Visions and Values Statements, which he believes is compatible with the General Plan.

Mayor Ortega closed public comment.

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

Councilmembers made the following suggestions:

Vision Statement

- First sentence under "VISION", change wording from "our revered history is valued" to "our distinctive heritage is valued".
- Second sentence under "Exceptional Experience", after "Our" insert "inclusive".
- Second sentence under "Exceptional Experience", after "desert beauty," insert the words "McDowell Sonoran Preserve."
- Second sentence under "Exceptional Experience", change "distinctive heritage and culture" to "distinctive history, arts and culture."
- Second sentence under "Community Prosperity", suggestions included changing "citizens" to "citizens and businesses"; changing "citizens" to "community members" or removing the second sentence.
- Use action verbs to provide clearer direction in the vision statement.
- Add content related to respecting open spaces and view corridors.
- Reword "Revered History" to "Distinctive Character" or "Distinctive Heritage".
- There was consensus to expand the first sentence under "Revered History" to include other distinctive areas in the City; reword the second sentence to be broader and less specific; and remove the last sentence.
- Under "Revered History", Mayor Ortega offered the following verbiage for consideration: "Distinctive Character: Scottsdale will respect and be sensitive to the unique history and legacy found in the heart of Old Town, in historic preservation designated neighborhoods, archaeological sites and cultural resources which define our unique sense of place."

Education Element

- Under Education Element, shorten the first sentence to "A healthy community and competitive economy are directly based on high quality education."
- Renumber Goals EDU 1.1 through EDU 1.5 (there are two goals listed under EDU 1.4).
- For Policy EDU 2.6, change "Work" to "Coordinate", "Collaborate" or "Support".

Existing Major Amendment Criteria – Change in Land Use

- There was Council consensus to use the larger “Change in Land Use Category” matrix.
- Add the land use text at the top of the matrix.

Desert Rural Land Use

- There was Council consensus to support Desert Rural Land Use as a new land use category.
- Consider triggering a general plan major amendment requirement for seven (7) acres in the downtown area.

ADJOURNMENT

The Work Study Session adjourned at 7:23 P.M.

SUBMITTED BY:



Ben Lane, City Clerk

Officially approved by the City Council on April 20, 2021

C E R T I F I C A T E

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Work Study Session of the City Council of Scottsdale, Arizona, held on the 23rd day of March 2021.

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

DATED the 20th day of April 2021.



Ben Lane, City Clerk

Proposed Anti-Discrimination Ordinance

City Council work study session

March 23, 2021

1

The journey: An on-going commitment for equality

- The Scottsdale Human Relations Commission recommended that City Council consider a non-discrimination ordinance and anti-harassment policy
- This discussion is occurring within the renewed national discourse on race and equity, a movement that has touched and activated many within the Scottsdale community.

2

What are Scottsdale anti-discrimination endeavors?

- 1999 – Established Scottsdale’s Administrative Regulation 333 Anti-discrimination and Non-harassment regulations for Scottsdale employees and volunteers
- 2007 – HR Ordinance amendments to include sexual orientation and gender identity
- 2015 – Scottsdale signed and supported the One Community Unity Pledge.
- 2017 – Scottsdale becomes a Golden Rule City valuing kindness, empathy, respect and civility.
- 2020 – Human Rights Campaign annual Municipal Equality Index score is currently 80 of 100 points.

3

Updated ordinance covers two separate areas:

CITY GOVERNMENT

- Employees and volunteers
- Contractors, vendors, consultants
- Elected and appointed officials

COMMUNITY

- Businesses who serve the public
- Employers
- Housing

4

Updated ordinance covers two separate areas:

CITY GOVERNMENT

- Employees and volunteers
- Contractors, vendors, consultants
- Elected and appointed officials

COMMUNITY

- Businesses who serve the public
- Employers
- Housing

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Policy statement:

- It is the policy of the city to not discriminate and provide equal opportunity to all persons regardless of protected class
- In the access, provision and treatment of city services, programs and activities.
- It is the policy of the city that all persons be treated with respect and dignity as specified in sections 15-4 through 15-7.
- Each person has the right to receive service from the city in a manner that promotes equality under the law and prohibits unlawful discrimination, including harassment and retaliation.

6

Identified Protected classes: Actual or perceived

- Race
- Color
- Religion
- Sex
- National origin
- Age
- Disability
- Sexual orientation
- Gender identity

7

What do these terms mean?

- Discrimination based is any act, policy or practice that unfavorably subjects any person to different or separate treatment
- Harassment is verbal, written or physical conduct that denigrates or shows hostility or aversion toward an individual
- Retaliation is any act, policy or practice that unfavorably subjects an person to different or separate treatment because the person has opposed or reported any prohibited practice

Ref. Sec. 15-4-6

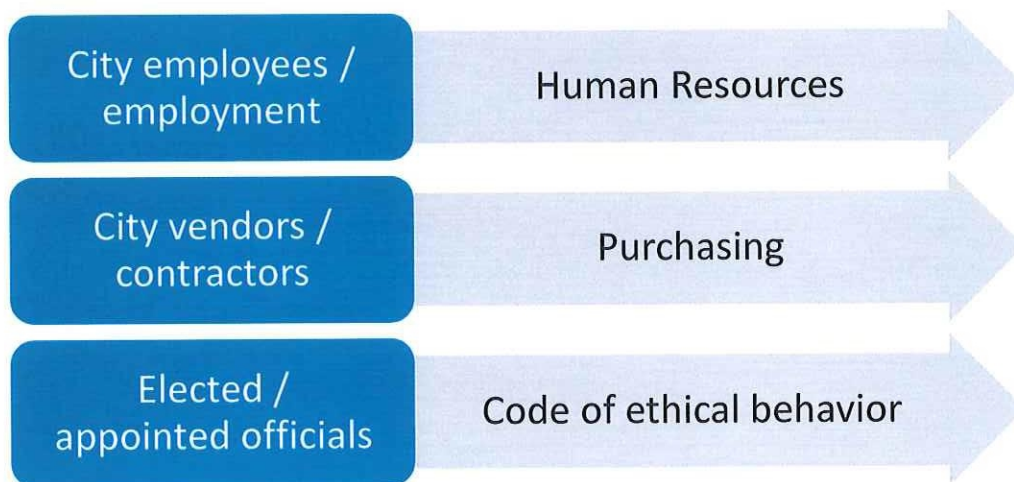
8

To whom does the current ordinance apply to?

- All elected and appointed officials
- City volunteers, contractors, vendors and consultants
- City employees are already covered under language in Chapter 14 of City Code.

9

What happens when a complaint is filed?



10

Addressing two areas:

CITY GOVERNMENT

- Employees and volunteers
- Contractors, vendors, consultants
- Elected and appointed officials

COMMUNITY

- Businesses who serve the public
- Employers
- Housing

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A public commitment in 2021:

The ordinance represents a public commitment to the concept of fairness and equity in our community and action for compliance.

The ordinance proposed here would:

- ✓ Require local businesses and employers to comply with the law
- ✓ Provide a mechanism for responding to complaints
- ✓ Subject violators to civil prosecution

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Current city limitations and gaps:

- Current city ordinances provide some civil rights protections, but do not protect individuals from discrimination in private employment, public accommodations or housing.
- Effect of these gaps in federal, state and local law is that persons can be denied public service, denied public housing, and employment.
- Most businesses in Scottsdale are small businesses which account for about 80 percent.

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What is being proposed for businesses?

This local ordinance would add to existing federal and state protections by adding sexual orientation and gender identity to the protected classes and

Extending anti-discrimination protections to people working for employers that employ fewer than 15 people.

14

What constitutes an unlawful practice?

Discrimination in:

- Access to services
- Employment decisions
- Membership
- It is also unlawful to retaliate or harass of those reporting violations

15

What are the business exemptions?

Specific exceptions allowed for:

- Bona fide private membership clubs
- Religious organizations

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What is proposed for fair housing?

Any person would be prohibited from using a protected class to make decisions about the sale, lease, rental or any other condition involving housing.

This ordinance adds “familial status” and covers those who are pregnant or a parent with children under age 18

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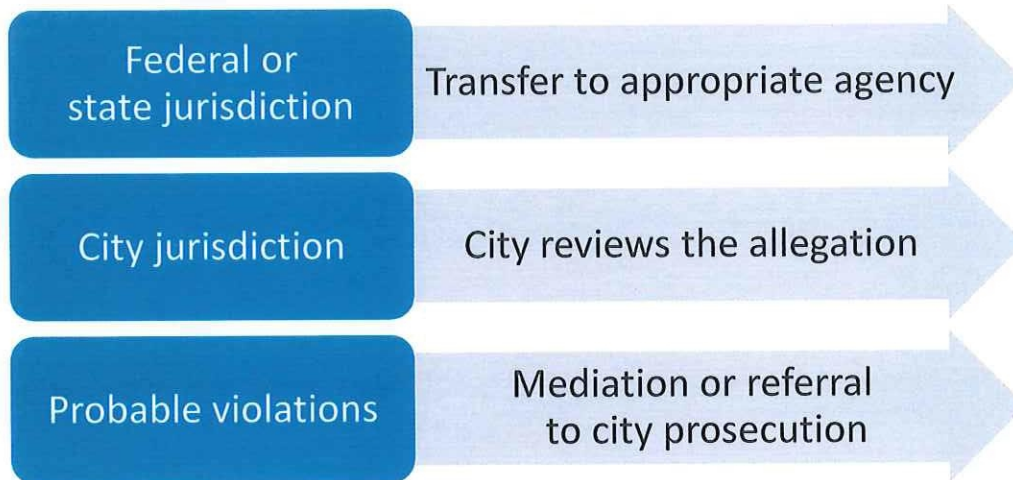
What are the fair housing exemptions?

Exceptions are provided for:

- Housing operated under any state or federal program specifically designed or intended for persons of a certain age
- Religious organizations giving preference to persons of the same religion
- Selection of a roommate to reside within a dwelling or portion of a dwelling occupied by the person selecting the roommate
- *Private clubs who provide lodging to members*

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What will happen when a complaint is filed?



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What are the penalties?

- Fines from \$500 to \$2,500 per violation
- Each day a violation continues could be deemed a separate violation
- Failure to comply could result in additional fines as established by the City Court

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Resource implications

- With Scottsdale's existing resources, team collaboration and future training plan, our team approach anticipates using current processes and people
- Experiences in peer communities with similar ordinances also helps Scottsdale to forecast potential costs and time to handle complaints. Trends say cost and time is expected to be minimal

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Community involvement

- Recommendation was discussed multiple times by the Human Relations Commission
- Copies provided to community diversity partners and advocacy organizations along with the city's LGBTQ liaisons
- Public education and community involvement opportunities to get feedback

22

Updated ordinance covers two separate areas:

CITY GOVERNMENT

- Employees and volunteers
- Contractors, vendors, consultants
- Elected and appointed officials

COMMUNITY

- Businesses who serve the public
- Employers
- Housing

23

Identified Protected classes: Actual or perceived

- Race
- Color
- Religion
- Sex
- National origin
- Age
- Disability
- Sexual orientation
- Gender identity

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Should veteran status be a protected class?

- Recommendations from the Veterans Advisory Commission

The recommendation to the City Council is to include veterans, active-duty service members, national guard and reserves, and spouses of active-duty service members and veterans among protected groups in the city's proposed anti-discrimination ordinance.

- Recommendation from the Human Relations Commission

Include "U.S. Military veteran status" only.

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Proposed Anti-Discrimination Ordinance

City Council work study session

March 23, 2021

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Draft Scottsdale General Plan 2035

Case: 1-GP-2021

City Council Work Study Session

March 23, 2021

1

CRC 2035 Draft Plan Review

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

2

CITY OF SCOTTSDALE GENERAL PLAN 2035 CONTENTS

Executive Summary

Section 1 - Preface

Prologue

Vision and Values

- Vision Statement
- Community Aspirations
- Core Community Values
- Foundation for the Vision

Introduction

- Purpose of the General Plan
- Community Focus

Section 2 - Chapters

1) Character & Culture Chapter

- ★ Character & Design Element
- ★ Land Use Element
- ★ Open Space, Amusement/Recreation

★ Arts, Culture & Creative Community Element **NEW**

2) Sustainability & Environment Chapter

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

3) Collaboration & Engagement Chapter

- ★ Community Involvement Element

4) Community Well-Being Chapter

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

5) Connectivity Chapter

- Open Space Element
- Beyond Transit

6) Revitalization Chapter

- Neighborhood Revitalization & Preservation Element
- Conservation, Rehabilitation & Reconversion Element
- Growth Area Element
- Area of Development Element
- Public Services & Facilities Element
- Public Buildings Element

7) Innovation & Prosperity Chapter

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

8) Implementation Chapter

Section 3 - Appendix

Appendix

- Abbreviations
- Glossary
- Related Plans & Policies
- Public Input
- Acknowledgements

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Tonight's Discussion

- Implementation Chapter
- Appendix
 - Abbreviations
 - Glossary
 - Related Plans/Policies
 - Photo Credits/Labels
 - Acknowledgements
- Summary of Public Outreach to Date
 - 2/18 – Virtual Open House Sessions
 - 03/08 – Virtual Open House Sessions
 - 03/11 – Specific Property Owners
 - 03/15 – Virtual Open House Sessions
 - Self-Guided Virtual Open House Sessions
- Council Edited Plan
 - Stronger Plan Language
 - Vision Statements – Color Coded Comparisons
 - Character + Culture Chapter
 - Downtown Core Character Types Addition
 - New Desert Rural Land Use
 - Density Ranges for General Plan Land Uses
 - Combined Employment/Office Land Use
 - General Plan Amendment Criteria
 - Land Use Matrix (Criteria #1)
 - New Desert Rural Land Use Definition
 - Appealing major amendment determinations
 - All Other Suggested Plan Edits Throughout
 - Draft of New Education Element

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Implementation Chapter

- Assist public in understanding how implemented/funded
- Implementation Tools
 - City Code/Ordinances
 - Character/Neighborhood Plans
 - Master/Strategic Plans
 - Design Guidelines/Standards
 - Capital Improvement Plan
 - Align with City Budget – Prioritization
 - Intergovernmental Coordination
 - Joint Private-Public + Nonprofit Partnerships
 - Private Sector
- Measuring Progress
 - General Plan Update
 - General Plan 5-Year Assessments
 - General Plan Annual Report
 - Character Area Plan 5-Year Assessments
 - Annual Reports Section Growth Areas

Implementation

Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/Periodic	Responsible Agency
Support Part 150 Program Implementation	C, CO, EV, LU, B				■	Airport
Arts & Cultural Occurrences System	ACC, CO, CA, LU, I	■	■			Planning & Development
Arts/Cultural Strategic Master Planning	ACC, EV, CA, HD, LU, I	■	■		■	Contracted Agency
Character Area Plans/Action/Creates Flow	CO, CA, LU, OS	■				Planning & Development
Character Area Plan Implementation	C, CO, EV, CA, LU, OS				■	Citywide
Green Preservation Strategy Environmental Design (EPD) Program	ACC, CO, ENV, CH, H, LU, NRP, D				■	Public Planning & Development
Design Guidelines (e.g. General Design Principles, Visually Significant Features, Gateway)	ACC, CO, CD, CO, ENV, CH, H, LU, NRP, OS, PB				■	Planning & Development
Design Standards & Policies Manual Update	CO, OS, EP, ENV, ACC, LU, H, NRP, EV, PB, HD, C				■	Planning & Development
Development Review Process Refinement	ACC, CO, CD, CO, ENV, CH, H, LU, NRP, OS				■	Planning & Development
Downtown Core Revitalization District Evaluation/Update	ACC, CO, SOD, CH, H, LU, NRP, OS	■				Planning & Development
Historic & Archaeological Preservation Programs Update	ACC, CO, CH, H, LU, NRP, OS, I	■	■		■	Planning & Development
Transportation & Related City Initiatives (e.g. Land Division, Evaluation/Update/Policy Implementation Tools sections for further detail)	ACC, CO, SOD, CH, H, LU, NRP, OS, I	■			■	Planning & Development

ELEMENT LEGEND
ACC= Arts, Culture & Creative Community
AS= Air Element of State General Plan
B= Bicycling
C= Circulation
CD= Character & Design
CE= Community Engagement
CO= Core of Development
COENV= Community Environmental
COH= Community, Health, Safety, & Resiliency
E= Energy
EP= Environmental Planning
EV= Economic Vitality
GA= Growth Areas
H= Housing
HD= Health & Community
LU= Land Use
LUEN= Land Use, Planning & Environmental
OS= Open Space
PB= Public Buildings & Facilities
PB= Public Services & Facilities
R= Recreation
S= Safety
T= Transportation
WTR= Water Resources

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Vision Statement

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Vision Statements Tested With Community

2011 Community Vision

Each of us has a vision of what it would be like to live in the future. Although our visions are different, they all share a common goal: to create a better future for ourselves and for future generations. We hope to create a city that is a model of sustainability, innovation, and economic growth. We hope to create a city that is a model of sustainability, innovation, and economic growth. We hope to create a city that is a model of sustainability, innovation, and economic growth.

Many of our vision statements focus on the physical setting of the future. We hope to create a city that is a model of sustainability, innovation, and economic growth. We hope to create a city that is a model of sustainability, innovation, and economic growth.

The passage of time inevitably brings change. As our city grows, we must be prepared to adapt to the challenges of the future. We hope to create a city that is a model of sustainability, innovation, and economic growth.

Our vision statements are a reflection of our hopes, dreams, and aspirations for the future. We hope to create a city that is a model of sustainability, innovation, and economic growth. We hope to create a city that is a model of sustainability, innovation, and economic growth.

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

2014 Task Force Vision

Scottsdale will be an exceptional Arizona desert experience and the premier southwestern travel destination. Our diverse neighborhoods will foster outstanding flexibility through innovation, healthy and sustainable communities. Scottsdale will thrive by attracting and retaining business leaders of excellence that encourage innovation and prosperity.

EXCEPTIONAL EXPERIENCE
 Scottsdale is a special place in the Sonoran Southwest. Our community will continue to draw visitors, businesses, and professionals from around the world because of our natural desert beauty, vast open spaces and environmental setting, high standards for design, world-class events and resorts, vibrant community, 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 enhance well-being and safety through preservation of physical and social connections.

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

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

Vice Mayor (2014) Vision Statement

A Vision for the Future

VISION STATEMENT - Robert Thomas, Vice Mayor

SCOTTSDALE, AZ

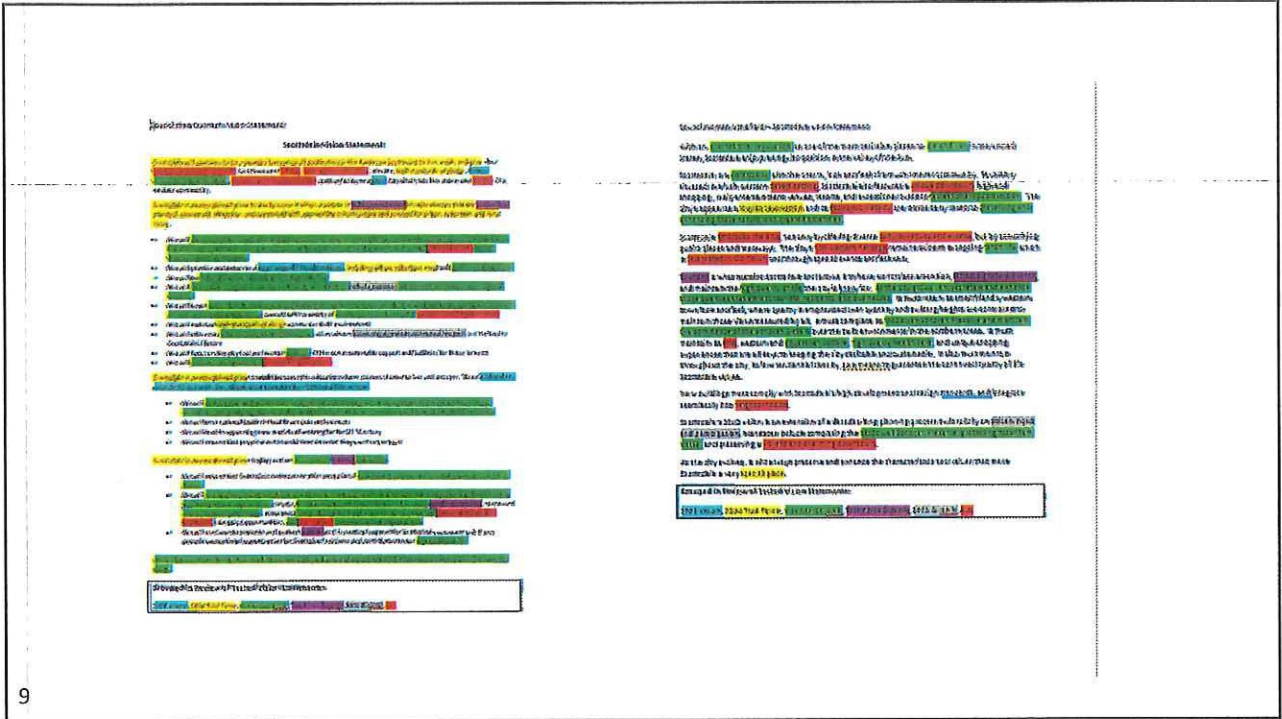
- Be a safe, attractive, vibrant and sustainable city focused on and a challenge to its community vision, and managing our future based on preserving those values.
- Enhance our heritage where the past is engaging and its identity is celebrated.
- Be an active, globally interconnected, and multi-generational city where residential neighborhoods are safe, preserved and preserved and harmoniously co-exist with economic districts and their surroundings.
- 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 diverse and primary relationships define the city and government.
- Manage growth responsibly and with respect for nature, sustainability, well-being, character, historically significant structures and sites, and unique environmental assets such as the Sonoran Desert and our Midwestern Sonoran Primmery.
- 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 and amenities that provide high quality of life, beautiful resources, vibrant, unique and sustainable communities and sites, 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, effective and effective mobility options that connect to citywide and regional networks.

We will be one of the great cities in which to visit, live, work, and play and a place where our substance and the spirit of our people flourish.

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

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Aggregate Virtual Open House Results - Vision

- 2001 Vision Statement 7 (6%)
- 2014 Vision Statement/Aspirations 47 (42%)
- Vice Mayor Vision Statement 48 (42%)
- None of Vision Statements 11 (10%)

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2014 The Sonoran 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.

SCOTTSDALE 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 neighborhood experiences will advance well-being and safety through promotion of physical and social connection.

CITYWIDE EXPERIENCE

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 will have opportunities to prosper.

Topically Grouped Legend:

Character & Culture, Sustainability & Environment, Collaboration & Engagement, Community Well-Being, Connectivity, Revitalization, Innovation & Prosperity

Vice Mayor Jeff Vinton Statement

A Vision for the Future

WORLDWIDE VISITORS - Enhanced Town Hall Statement

Scottsdale will...

- Be a safe, attractive, vibrant and sustainable city founded on and adhering to its community values, and managing for future success preserving those values.
- Embrace our heritage where the past is recognized and livability is celebrated.
- Be an active, globally interconnected, and multi-generational city where residential neighborhoods are safe, protected and preserved and intentionally to-be 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 choices 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 world-class city with a unique international reputation for natural beauty, innovation, opportunity, 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.

Topically Grouped Legend:

Character & Culture, Sustainability & Environment, Collaboration & Engagement, Community Well-Being, Connectivity, Revitalization, Innovation & Prosperity

What's Missing In Vision Statements?

- Education
- Diversity/Inclusion
- Tourism
- Art/Culture
- Sustainability
- Business Attraction
- Fiscal Sustainability



2014 Vision + Council Suggested Additions

VISION

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

- **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 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 a well-educated workforce. Our citizens will have opportunities to prosper.
- **REVERED HISTORY. SCOTTSDALE WILL RESPECT AND BE SENSITIVE TO THE UNIQUE HISTORY AND LEGACY FOUND IN THE HEART OF OLD TOWN. AS A RESIDENT AND TOURIST DESTINATION, THIS DOWNTOWN CORE INCLUDES SPECIALTY RETAIL, ART GALLERIES, RESTAURANTS, PUBLIC ART AND THE HIGHEST CONCENTRATION OF INDIVIDUALLY DESIGNATED HISTORIC BUILDINGS FOUND IN THE CITY. FROM MAIN STREET TO THE ARIZONA CANAL, NESTLED AT THE CENTER OF DOWNTOWN, THIS LOW-PROFILE, PEDESTRIAN SCALE CORE, IS THE ORIGIN OF OUR IDENTITY, OUR UNIQUE SENSE OF PLACE.**

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New Education Element

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DRAFT EDUCATION ELEMENT - INTRODUCTION

Maintaining and growing a healthy community and competitive economy is linked to high quality education. The educational system is a quality-of-life indicator. Parents typically seek exceptional schools and make housing and employment decisions based on this factor. Educational offerings are a leading consideration for attracting new residents to Scottsdale. Furthermore, businesses universally rely on the quality of local education when determining where to invest their limited resources. This includes but is not limited to becoming the benefactor of a well-developed workforce or having their employees satisfied with the schools they send their children to.

In addition to economic prosperity, educational excellence fosters the development of resourceful, innovative, and productive adults who are in turn, a boon to both local enterprise and the community at-large. Consequently, educational options, quality of schools, and overall educational outcomes yield many direct and indirect benefits to the city and our Scottsdale community.

Scottsdale is an educated community. More than half of Scottsdale adults have earned a Bachelor's degree, or higher. The importance of educating the community's students, whether primary, secondary or higher education, has historically not been a direct charge or function of the city. The City is served by public school districts **and a variety of vocational**, charter, private and parochial schools; Maricopa County Community Colleges and State universities. (See Education Element Map).

While the City doesn't provide direct, traditional educational support, it does have a vested interest in educational outcomes and offers a number of supportive programs such as before and after-school programs; library literacy, homework help, early learning and parent/child education programs; and art, cultural and recreational enrichment classes and camps. The City provides lifelong learning options for all ages and abilities.

The Education Element provides goals and policies that maintain and enhance lifelong learning opportunities, encourage partnerships between the City and traditional educational providers, and further the City's role in supporting a safe, healthy, and positive educational environment that supports a strong workforce, vital vibrant economy, and enhanced quality of life.

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DRAFT EDUCATION ELEMENT – Proposed Policy Modifications

EDU 1.3 - (Was HC 7.6) Encourage **and expand** affordable, high-quality, accessible daycare, including preschool, after-school care, and adult/elder daycare, to support working families. [Cross-reference Housing Element]

EDU 1.4 – **Facilitate** high quality early childhood education, school readiness and literacy programs.

EDU 2.9- Support initiatives **and revitalization strategies**, which are designed to improve the quality of educational outcomes and increase the likelihood of postsecondary success through elimination of funding barriers for the first two years of college.

EDU 3.1 - (Was S 7.8) **Collaborate with school entities to implement school campus safety, security, emergency and contingency plans.** [Cross-reference Circulation and Public Buildings Elements]

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Major 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

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

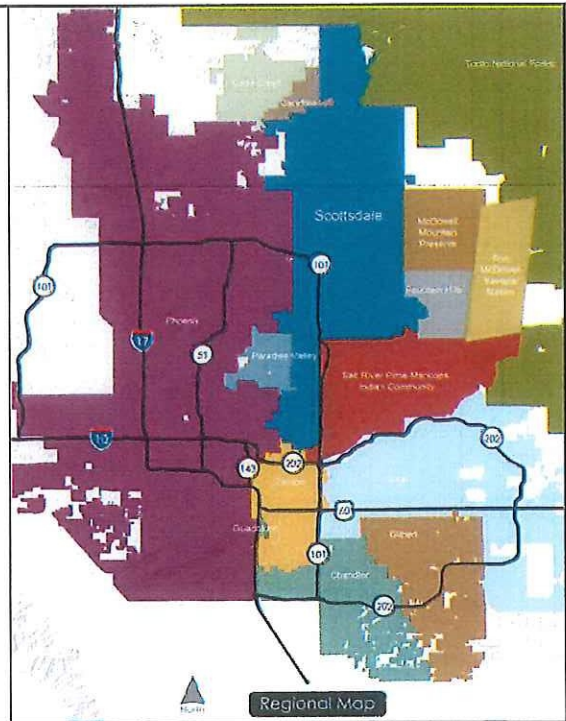
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Scottsdale General Plan 2001 Criteria 2 - Comparison

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



21

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Aggregate Virtual Open House Results – Major Amendment Criteria

• 4 Existing Amendment Criteria	84 (87%)	YES
• Change in Land Use Category Criteria	13 (13%)	NO
• Area of Change Criteria		
• Character Area Criteria		
• Water/Wastewater Criteria		
• New Amendment Criteria	75 (77%)	YES
• Change to Amendment Criteria and/or Land Use Category Definitions Criteria	22 (23%)	NO
• Growth Area Criteria		
• General Plan Land Use Overlay Criteria		

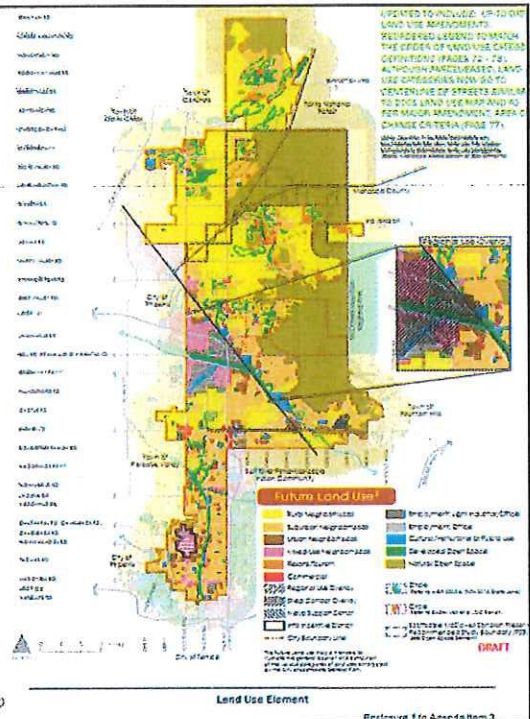
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Aggregate Virtual Open House Results – Combined Employment/Office Land Use

- Combined Employment/Office Land Use

87 (88%) YES
12 (12%) NO



23

80

Land Use Element

Enclosure 1 to Agenda Item 3

23

1) Change in General Plan Land Use Category Criteria

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

CHANGE IN LAND USE CATEGORY				
From Category:	To Category:			
	A	B	C	D
A Rural/Sparsely Developed Natural Open Space	Minor	Major	Major	Major
B Suburban Neighborhoods Developed Open Space Cultural/Recreational or Public Use	Minor	Minor	Major	Major
C Urban Neighborhoods Residential/Institution	Major	Minor	Minor	Major
D Commercial Employment Mixed Use Neighborhoods	Major	Major	Minor	Minor

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, policies, and strategies embodied within an adopted Character Area Plan or that changes an existing character area or boundary.

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

Existing Major Amendment Criteria

84 (87%) YES

13 (13%) NO

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 investment for such facilities or physical provision of such facilities.

24

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New Major Amendment Criteria

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

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).

75 (77%) YES

6) Growth Area Criteria

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

7) General Plan Land Use Overlay Criteria

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

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

Existing Major Amendment Criteria – Change in Land Use

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

26

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Aggregate Virtual Open House Results – New Desert Rural Land Use

- New Desert Rural Land Use

88 (57%)	YES
67 (43%)	NO

- New Major Amendment Criteria for Desert Rural

83 (54%)	YES
72 (46%)	NO

 - Change to Amendment Criteria #1 – Land Use Category for New Desert Rural

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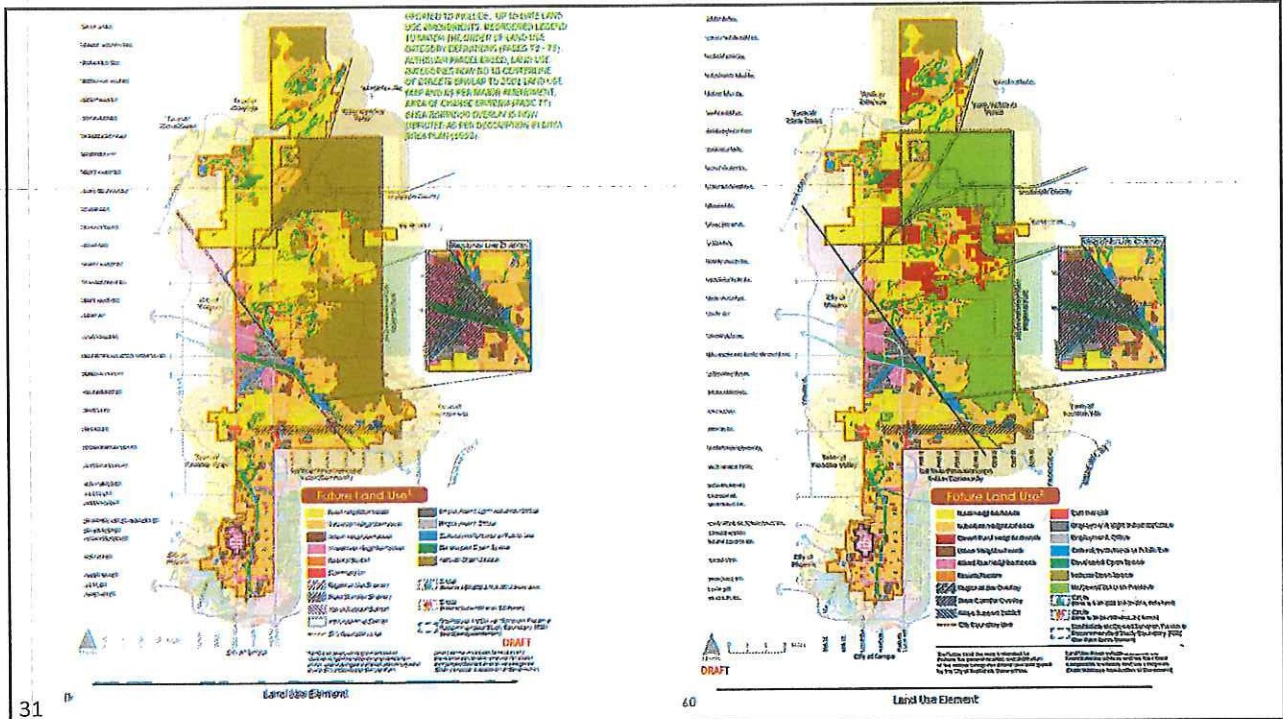
CHANGE IN LAND USE CATEGORY					
From Category:		To Category:			
		A	B	C	D
A	Rural Neighborhoods	Minor	Major	Major	Major
	Natural Open Space				
B	Suburban Neighborhoods	Minor	Minor	Major	Major
	Developed Open Space				
C	Urban Neighborhoods	Major	Minor	Minor	Major
	Cultural/Institutional or Public Use				
D	Commercial	Major	Major	Minor	Minor
	Employment				
	Mixed-Use Neighborhoods				

Change in Land Use- New Desert Rural

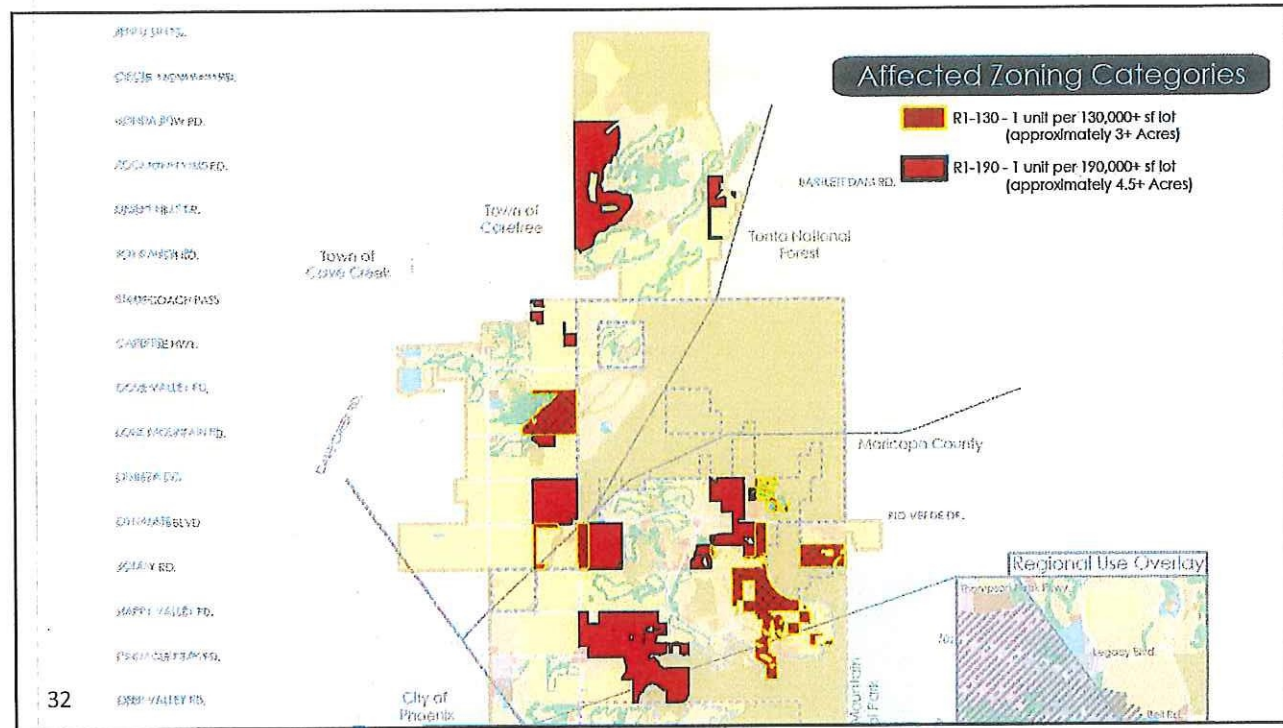
CHANGE IN LAND USE CATEGORY									
From Category:		To Category:							
		A	B	C	D	E	F	G	H
A	Natural Open Space	-	Major	Major	Major	Major	Major	Major	Major
B	Developed Open Space	Minor	-	Major	Major	Major	Major	Major	Major
C	DESERT RURAL NEIGHBORHOODS	MINOR	MAJOR		MAJOR	MAJOR	MAJOR	MAJOR	MAJOR
D	Rural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

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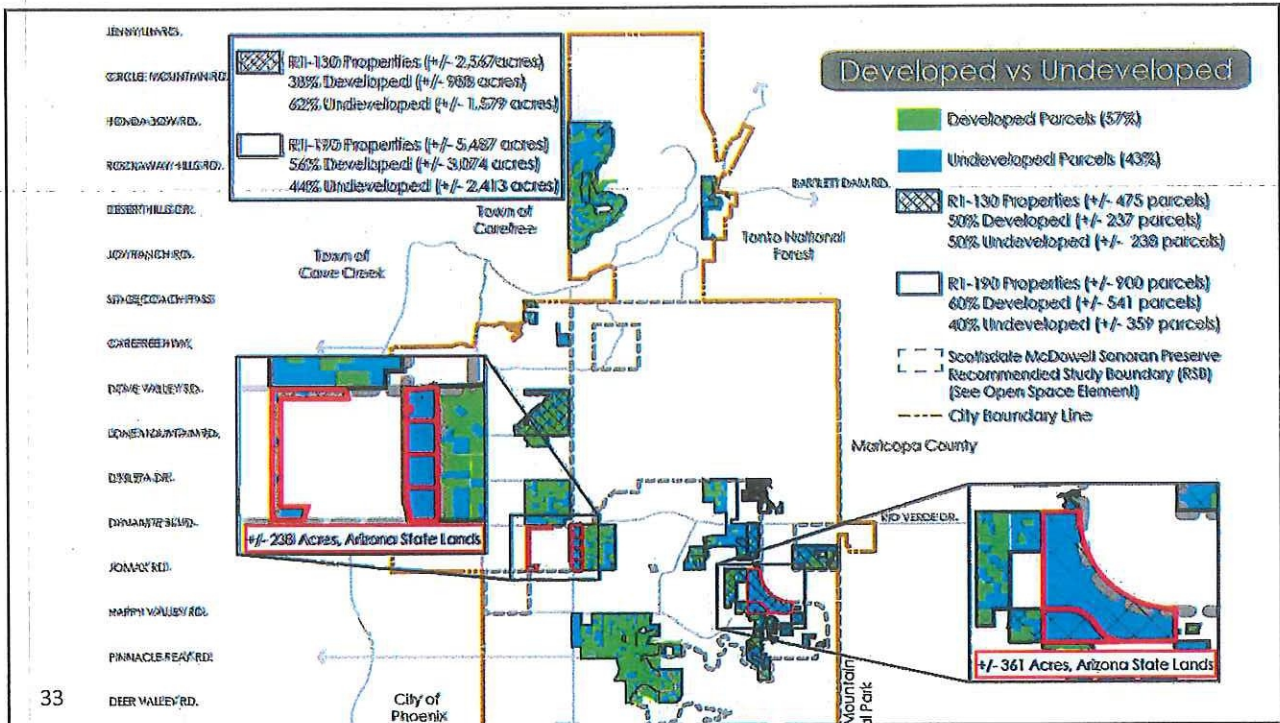
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Proposed New Desert Rural Land Use Definition

- Desert Rural Neighborhoods:

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

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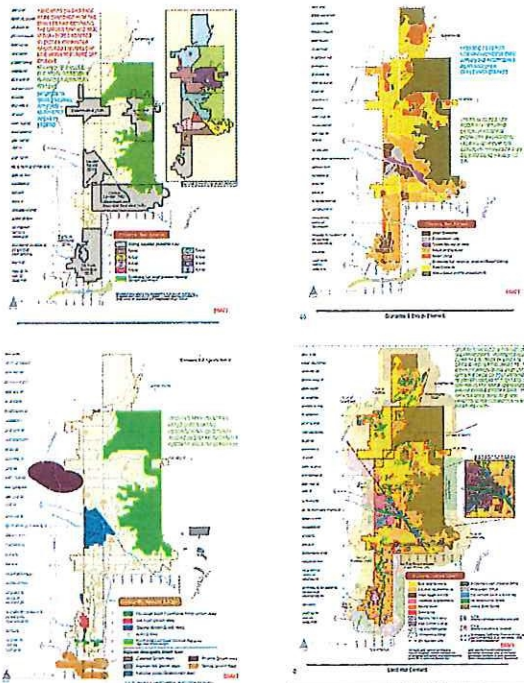
Downtown Core

35

Old Town & the General Plan

- Character Type - Urban
- Character Area Boundary
- Land Use – Mixed- Use
- Growth Area
- Art/Cultural Resources
- Goals/Policies
 - CD 7.3, 7.5
 - ACC 2.3
 - T 1.7, 2.4

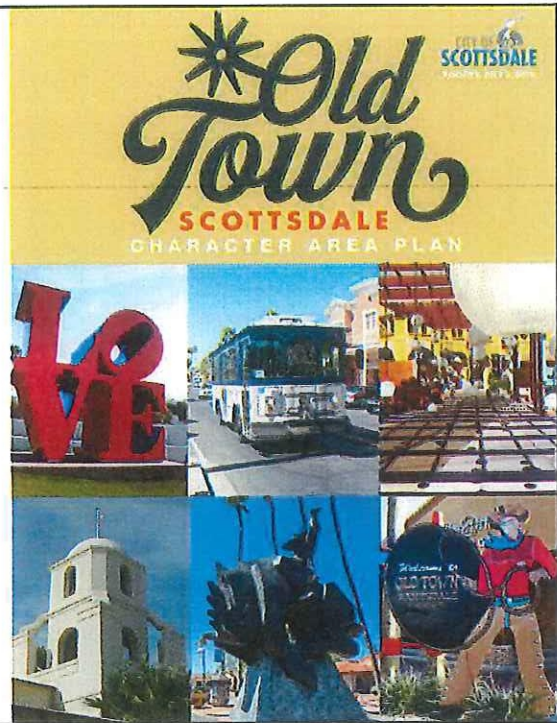
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Old Town Character Area Plan

- Establishes Old Town Vision
- Goals/Policies for Old Town
 - Land Use
 - Character/Design
 - Mobility
 - Arts/Culture
 - Economic Vitality
 - Implementation Program

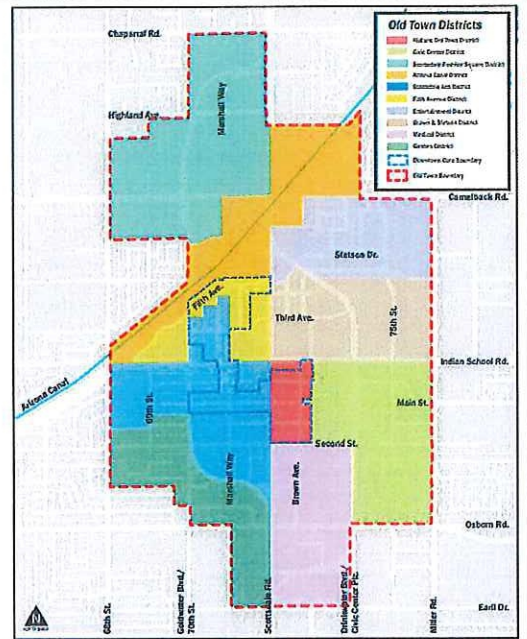


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Old Town Character Area Plan

- Establishes distinct downtown districts
- Historic Old Town
- Downtown Core



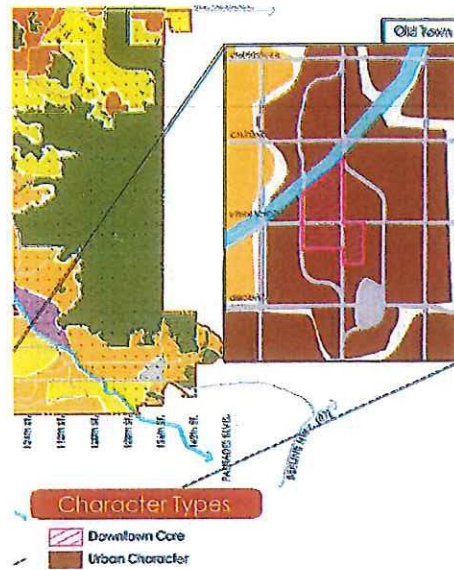
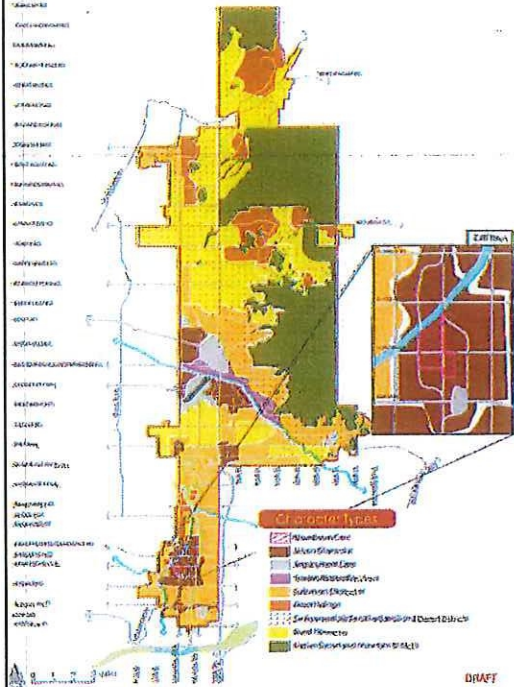
Map 3 - Old Town Districts

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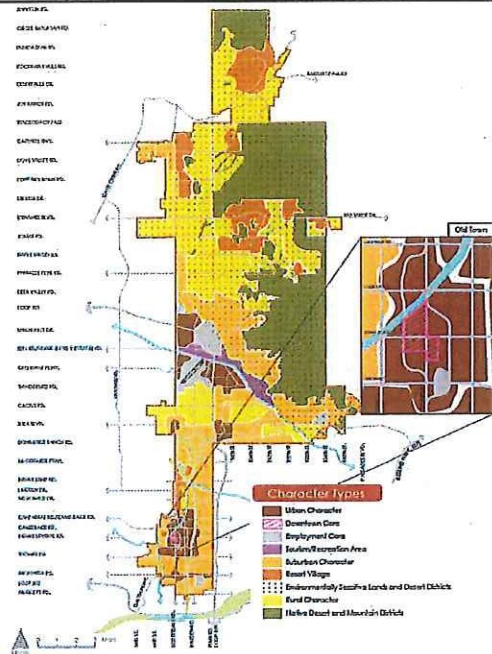
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General Plan Character Types Map



Proposed Character Types Map – Addition of Downtown Core

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

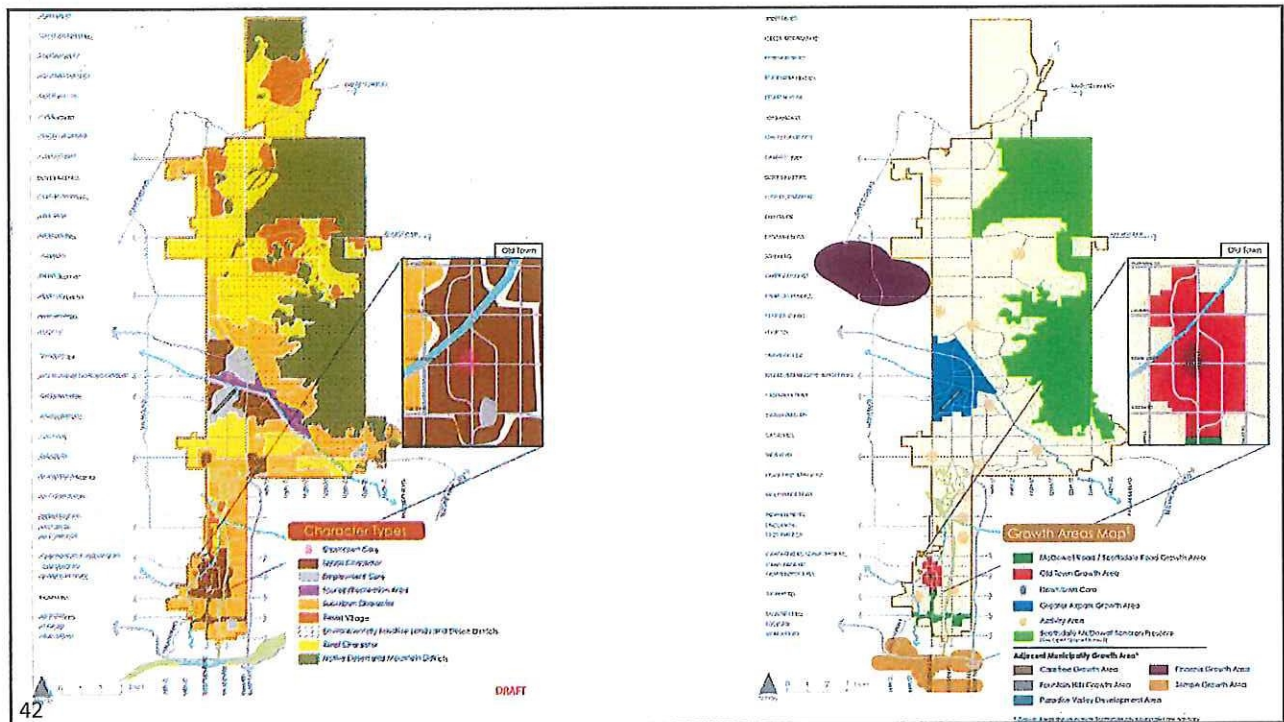


Aggregate Virtual Open House Results – Downtown Core - Addition to Character Types Map

• Add Downtown Core to General Plan Character Types Map	52 (72%)	YES
	20 (28%)	NO

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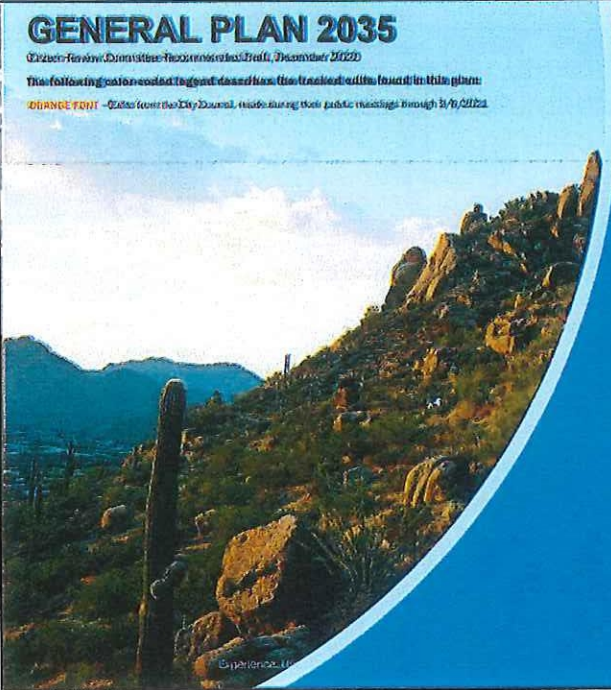
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GENERAL PLAN 2035
 City of Scottsdale Recommendations Draft, December 2022
 The following color-coded legend describes the track of items found in this plan:
ORANGE FONT - Items sent to the City Council, including any other public meetings through 3/31/2023



City Council Draft General Plan 2035

 CITY OF SCOTTSDALE

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Draft General Plan 2035 – Next Steps

- Tuesday, April 6th – City Council Work Study Session
- Tuesday, April 13th – City Council Work Study Session
- **Tuesday, April 20th – City Council Work Study Session**
- Wednesday, May 5th – Final Draft Plan for PC Recommendation Hearing
- **Wednesday, May 12th - PC Recommendation Hearing**
- June 8th - City Council Adoption Consideration Hearing

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Draft Scottsdale General Plan 2035

Case: 1-GP-2021

City Council Work Study Session

March 23, 2021

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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.
- 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 70-73) and/or a text change to the use, density, or intensity of the General Plan Land Use Category definitions (pages 72-78).
- 6) **Growth Area Criteria (NEW)**
A change in General Plan Land Use Category accompanied by a new or expanded Growth Fee.
- 7) **General Plan Land Use Overlay Criteria (NEW)**
The modification of, or expansion of, and/or creation of a new General Plan Land Use Overlay Category, specifically regarding the Regional Use Overlay, Infill Incentive District Overlay, Sales Center 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 **will** apply:
 - To facilitate completion of the Scottsdale McDowell Sonoran Preserve, any city-initiated change to any General Plan Land Use Category to the McDowell Sonoran Preserve National Open Space Land Use Category on city-OWNED but not acquired parcels for DISCUSSION the Scottsdale McDowell Sonoran Preserve will be exempt from a General Plan Amendment process. (NEW)

Land Use Element

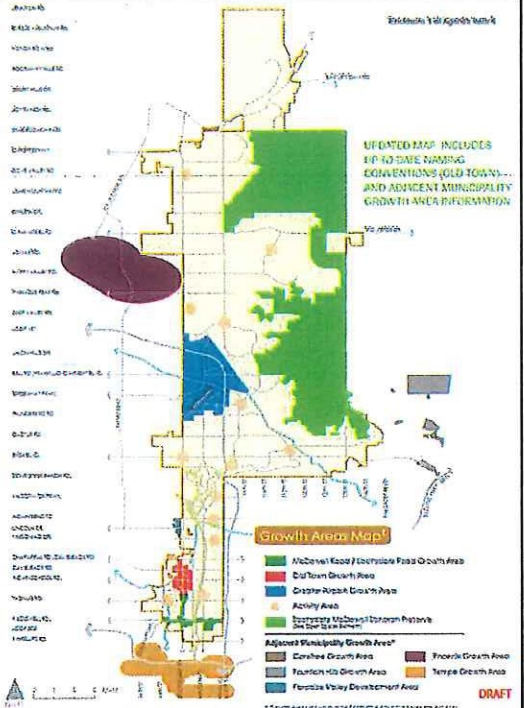
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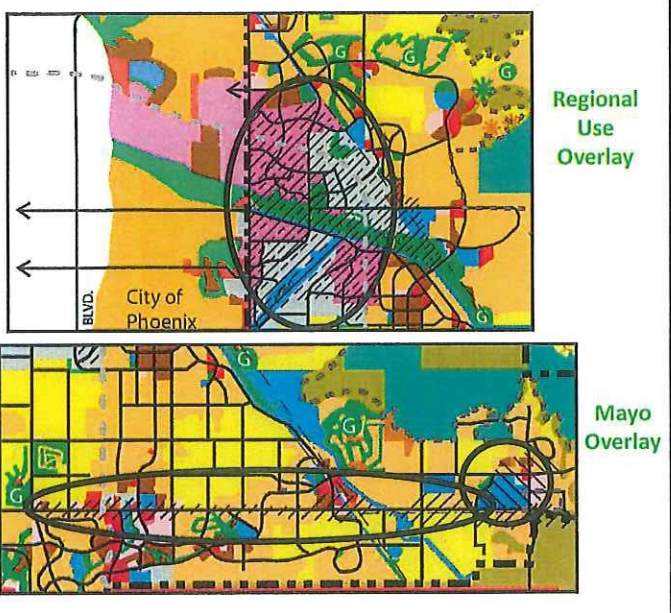
- 2) **Area of Change Criteria**
A change in General Plan Land Use Category of ten (10) or more gross acres.
- 3) **Character Area Criteria**
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A modification to the General Plan Amendment Criteria Section of the General Plan Land Use Element (pages 70-73) 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.
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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)

NEW Draft 2035 General Plan Amendment Criteria (#6)



- 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 investment for such facilities or 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 70-73) 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 apply:
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NEW Draft 2035 General Plan Amendment Criteria (#7)



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

General Plan Amendment Criteria #1 – Land Use Matrix Proposed Changes per Councilwoman Whitehead

1	CHANGE IN LAND USE CATEGORY							
2	* Only requested changes shown							
3								
4	From Category	A	B	C	D	E	F	G
5								
6	A Natural Open Space	Major	Major	Major	Major	Major	Major	
7	Developed Open Space							
8	Cultural /Institutional or Public Use							
9								
10	B Desert Rural	Minor	Minor	Major	Major	Major	Major	
11								
12	C Rural	Minor	Minor	Minor	Major	Major	Major	
13								
14	D Suburban Neighborhoods							
15								
16	E Resorts/Tourism	Minor	Major	Major	Major	Minor	Major	
17								
18	F Urban Neighborhoods							
19								
20	G Commercial							
21	G Employment							
22	G Mixed-Use Neighborhoods							

Land Use Acreage Result

Citywide – 118,297 acres

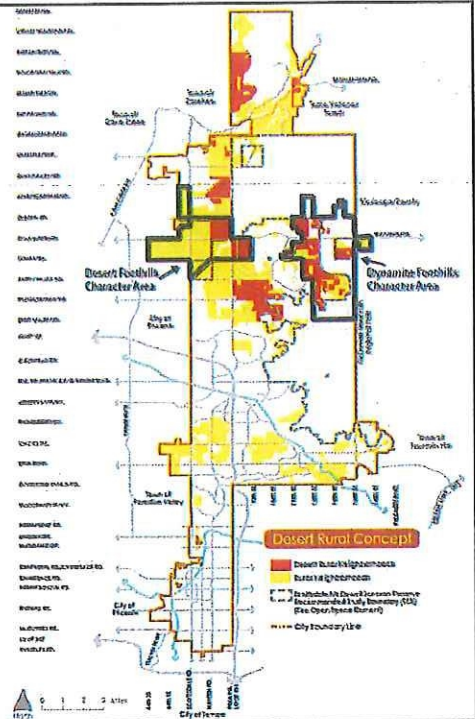
- Desert Rural Neighborhoods: 6% (7,578 acres/1,374 Parcels)
- Rural Neighborhoods: 20% (23,400 acres)

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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Land Use Analysis – Desert Rural Neighborhoods

- Future Land Use Map Net Present Value Over 20 Years:
 - Current Land Uses (No Desert Rural) = + \$815 Million
 - Desert Rural Neighborhoods (3+ and 5+ Acre Properties) = \$780 Million
 - Desert Rural Neighborhood (5+ Acre Properties Only) = \$784 Million

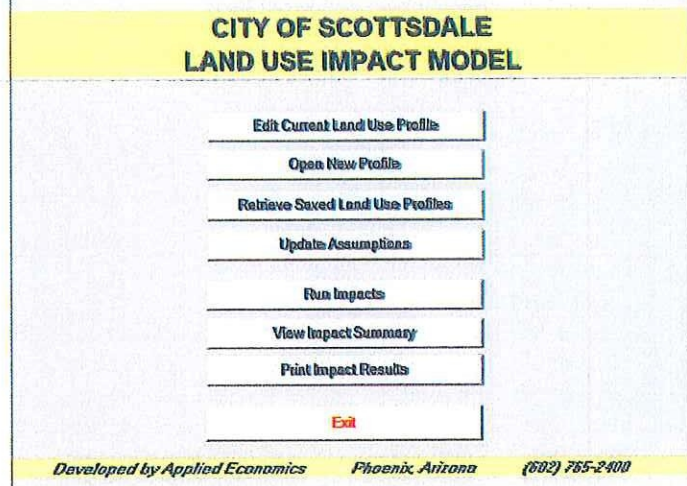
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Land Use Impact Model

- Estimates socioeconomic/fiscal impacts of General Plan land use change
- Assesses revenues/expenditures to estimate how much value a project adds/does not add over time – Net Present Value
- Calculates the annual fiscal impact of land use change based on the number of acres by land use type
- Results expressed in terms of the annual amount of revenues/expenditures by line item that would result from the proposed change – as represented in the city budget
- Also shows annual levels of population, employment, assessed value and retail sales that would result from the land use change

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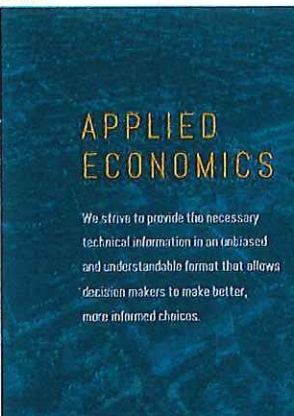
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Applied Economics

- 26 Years in business
- Specialize in economic/fiscal impact assessment, socioeconomic modeling, economic development, urban planning & custom software
- Provide unbiased/understandable technical information
- Clients include – cities, counties, councils of government (MAG), state agencies, school districts, utilities, regional economic development associations, retailers, private corporations



ABOUT SERVICES QUALIFICATIONS CLIENTS

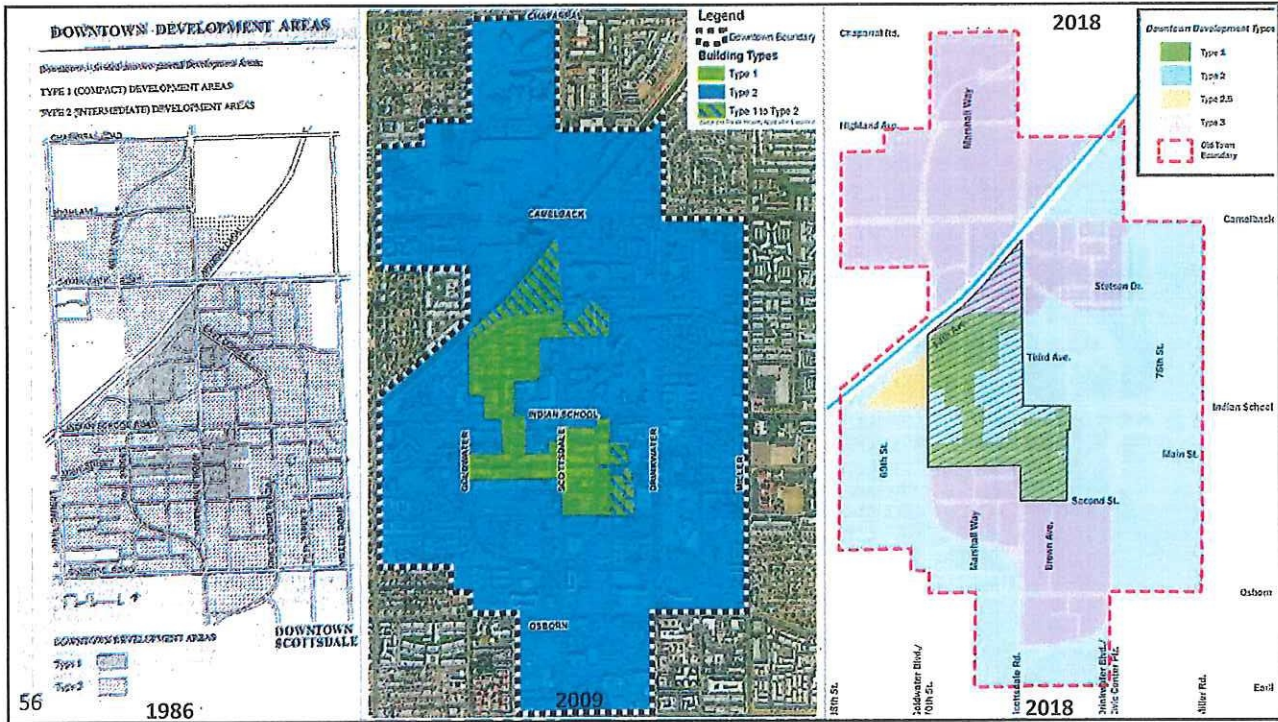
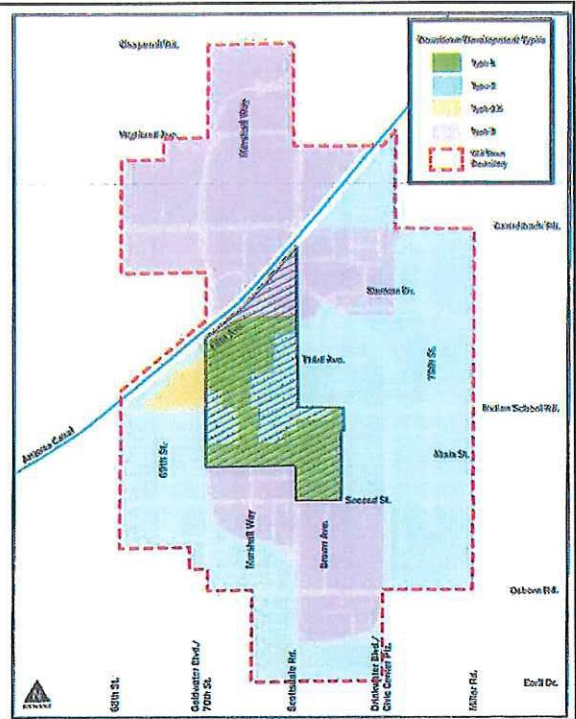
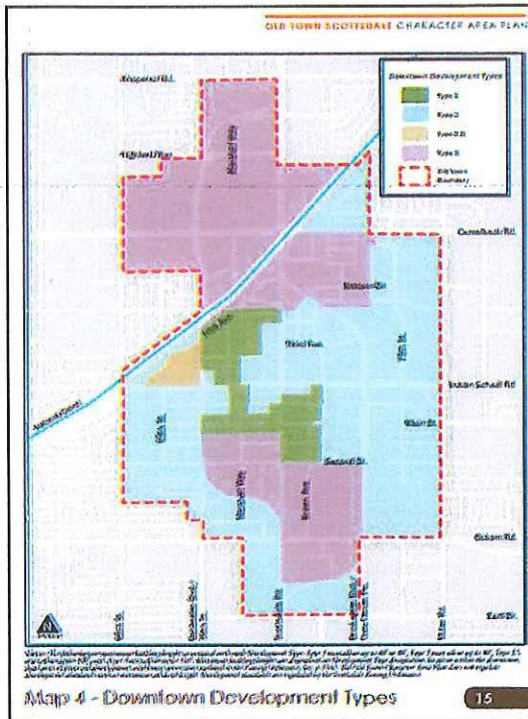


ECONOMIC RESEARCH AND CONSULTING

- Economic & Fiscal Impact Analysis
- Socioeconomic Projections & Urban Planning
- Incentive Analysis
- Economic Development Research & Modeling
- School District Enrollment Projections & Facility Planning

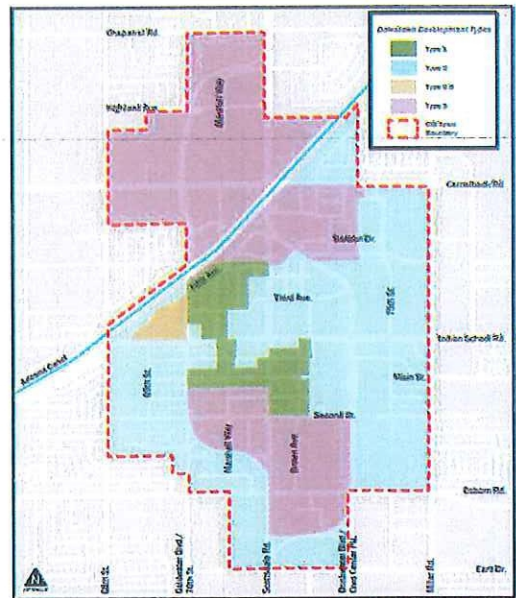
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Old Town Character Area Plan

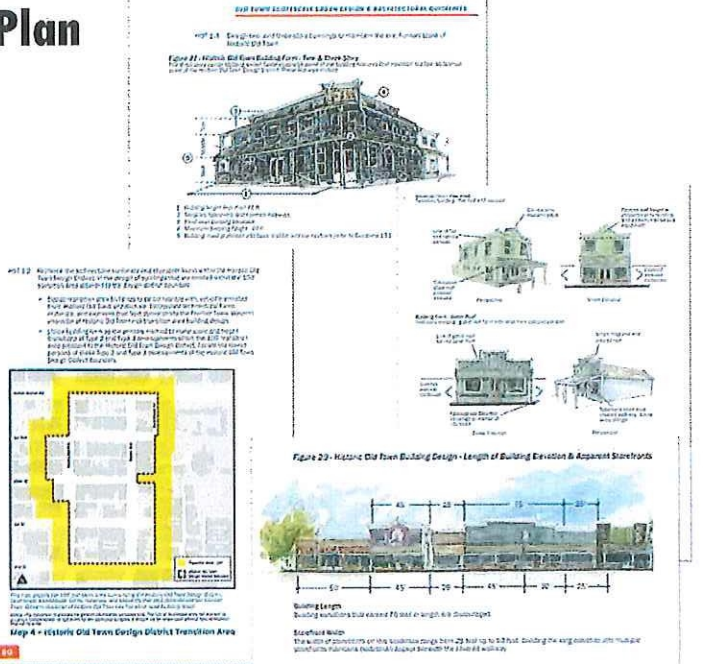
- Establishes distinct Downtown Development Types
- Types guide where the lowest to greatest height and development intensity can occur in downtown
- Historic Old Town is identified by Development Type 1 – low scale



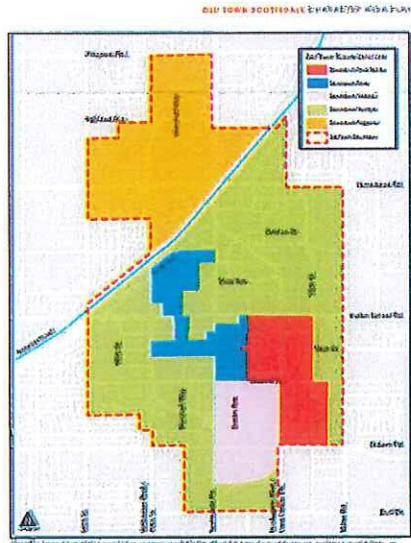
Map 4 - Downtown Development Types

Old Town Character Area Plan Implementation

- Scottsdale Zoning Ordinance
 - Historic Old Town 40 feet
 - All other Type 1 Areas 48 feet
- Old Town Urban Design + Architectural Guidelines

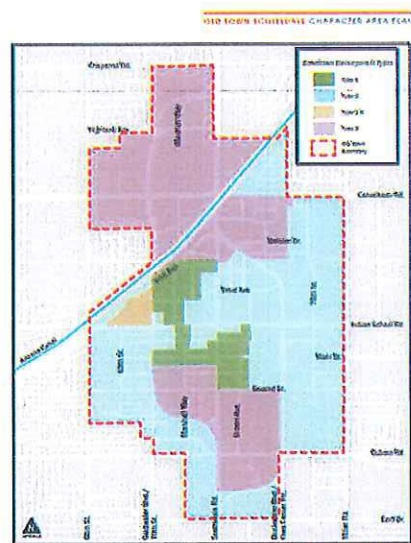


Old Town Character Area Plan



Map 2 - Old Town Future Land Use

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Map 4 - Downtown Development Types

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7.5 LEVEL OF SERVICE RECOMMENDATIONS

Based on a thorough review of the Community Services system and extensive public input, it is recommended that the City DO NOT aggressively pursue further development of parks and recreation amenities at this time. Recommended changes to the acreage of parks and areas, miles of trails or the quantity of different types of amenities are minimal and are based on maintaining the current level of service standard for the projected population in 2020. These standards can continue to be applied in future years beyond 2020 as the community continues to grow in size.

Amenity/Assets	Current Inventory	Current Standards			2020 Recommended Standards			2020 Need Calculation Based on Recommended Standards
Aquatic Centers	4	0.18	per	10,000	0.18	per	10,000	0.50
Libraries	5	0.22	per	10,000	0.20	per	10,000	0.41
Senior Center	2	0.09	per	10,000	0.09	per	10,000	0.25
Community Centers	5	0.22	per	10,000	0.20	per	10,000	0.00
Neighborhood Park Centers	3	0.13	per	10,000	0.13	per	10,000	0.25
Neighborhood Parks	224	0.99	Acres per	1,000	1.00	Acres per	1,000	25.60
Community Parks	489	2.16	Acres per	1,000	2.00	Acres per	1,000	10.70
Tennis Courts	24	1.06	per	10,000	1.00	per	10,000	1.00
Diamond Fields	72	3.17	per	10,000	3.00	per	10,000	3.00
Mult-purpose Fields	94	4.14	per	10,000	4.00	per	10,000	6.00
Playgrounds	36	1.59	per	10,000	1.50	per	10,000	1.50
Dog Park/Off Leash Areas	4	0.18	per	10,000	0.25	per	10,000	2.25

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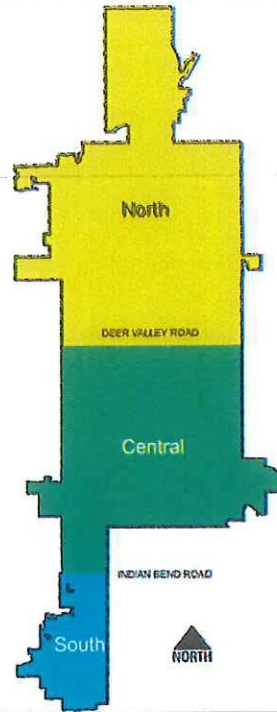
Figure 70 - Recommended Level of Service Standards

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Housing Tenure

	North	Central	South
Total Housing Units (Citywide)	15%	48%	37%
Detached SFR	92.8%	56.3%	37.6%
Attached Unit (Duplex)	5.7%	10.8%	15.6%
Multiple Family Unit	1.3%	67.5%	44.8%
All Other (Mobile Home, Boat RV, Van, etc.)	.2%	.4%	2%

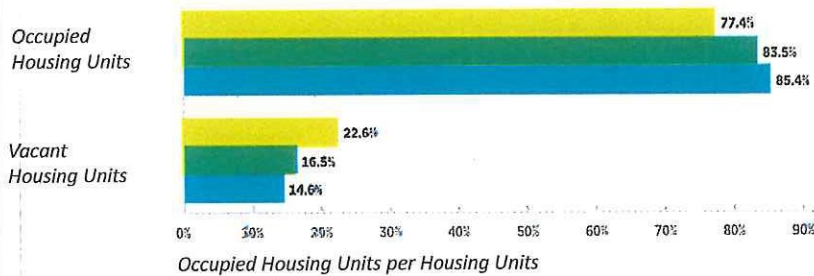
July 1st, 2020 Estimate of Total Housing Units = 250,903
 Source: MAG & US Census ACS 5-Year Estimates



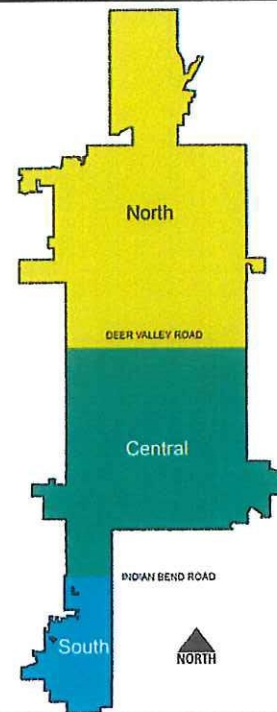
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Vacant vs Occupied Housing



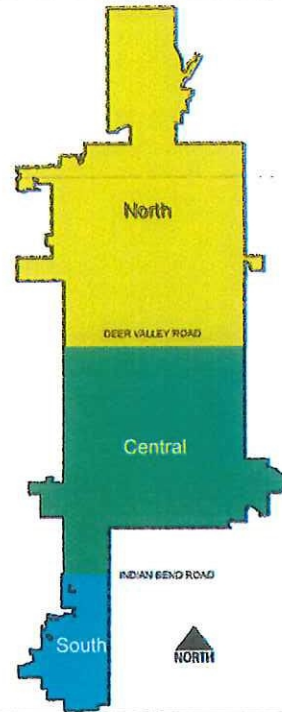
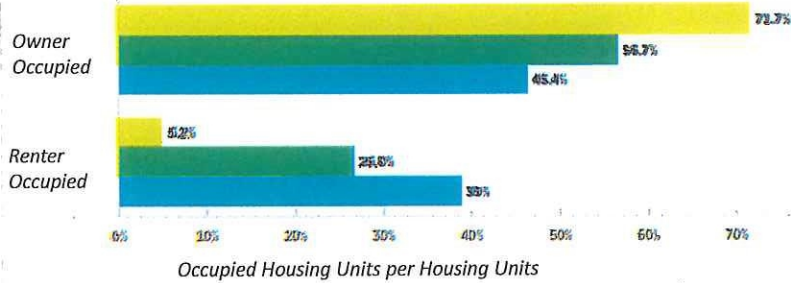
Source: US Census ACS 5-Year Estimates



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Owner vs Renter Occupied Housing



Source: US Census ACS 5-Year Estimates

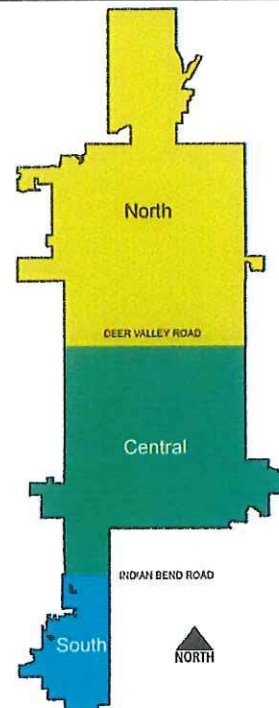
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Occupied Housing Units & Costs

	North	Central	South
Total Housing Units (Citywide)	15%	48%	37%
Owner Occupied (Units)	93%	68%	54%
Median Home Value	\$821,931	\$525,125	\$312,260
Owner Housing Costs 30% or More Of Total Household Income (% of Occ. Units)	24%	17%	13%
Renter Occupied (Units)	7%	32%	46%
Median Home Rent	\$2,268	\$1,758	\$1,265
Renter Housing Costs 30% or More Of Total Household Income (% of Occ. Units)	3%	12%	16%

July 1st, 2020 Estimate of Total Housing Units = 250,903
 Citywide Median Household Income – Owner \$108,815
 Citywide Median Household Income – Renter: \$61,100
 Source: MAG & US Census ACS 5-Year Estimates



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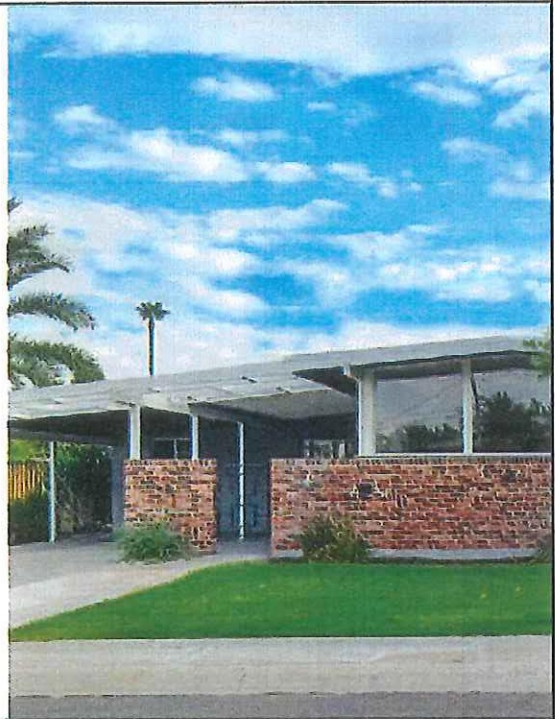
Affordable Housing & Zoning

A City CANNOT:

- Enact land use policies;
- Impose regulations or condition approval, to make affordable housing available as part of a development.

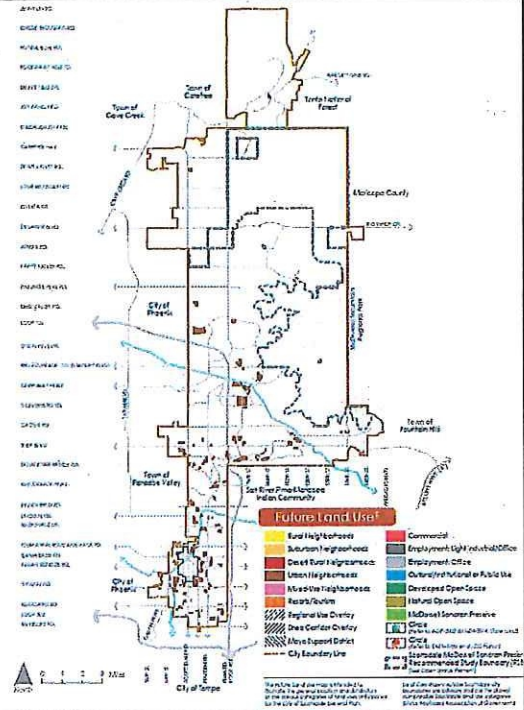
A City CAN:

- Offer voluntary incentives to a development proposer, *who may elect to accept the incentives*, and make affordable housing available as part of their development proposal



Urban Neighborhoods Land Use

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



R1-5	Single-family Residential—4,700 square feet per lot	4,700 sqf	9.27 (5.0 in ESL)	Suburban Neighborhoods , Urban Neighborhoods
R-2	Two-family Residential	8,000 sf	5.45 - 10.9 (7.28 in ESL)	Urban Neighborhoods
R-3	Medium Density Residential	No Minimum	12.93 (12.93 in ESL)	Urban Neighborhoods
R-4	Townhouse Residential	8,000 sf	8.31 (8.31 in ESL)	Urban Neighborhoods
R-4R	Resort/Townhouse Residential	7.5 acres	7.54 - 10.62 (7.54 in ESL)	Urban Neighborhoods
R-5	Multiple-family Residential	35,000 sf	23.0 (23 in ESL)	Urban Neighborhoods

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Urban Neighborhoods Land Use Designation

R-5 : Multiple Family Residential Zoning District

Intended to provide for:

- Development of multiple-family residential
- Allows a high density of population with a proportional increase in amenities as the density rises
- District is residential in character and promotes a high quality environment through aesthetically oriented property development standards

Density Based Uses (P) – Permitted (CU) Conditional Use	Maximum Density
Dwelling, multi-family (P)	23 du/ac
Dwelling, single-family detached or attached, including Vacation rental or Short-term rental (P)	33 du/ac
Residential health care facility (CU)	40 du/ac (minimum residential care facility) 80 du/ac (specialized health care facility)
Travel accommodation (CU)	33 du/ac

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Urban Neighborhoods Land Use Desig

R-5: Development Standards

- Minimum Lot Size (35,000 sq. ft.)
- Building Height (36')
- Increased Open Space Requirements - proportionate to land use and density requested
- Increased Building Setbacks adjacent to R1- districts

Density Based Uses (P) – Permitted (CU) Conditional Use	Maximum Density
Dwelling, multi-family (P)	23 du/ac
Dwelling, single-family detached or attached, including Vacation rental or Short-term rental (P)	33 du/ac
Residential health care facility (CU)	40 du/ac (minimum residential care facility) 80 du/ac (specialized health care facility)
Travel accommodation (CU)	33 du/ac

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- **URBAN NEIGHBORHOODS:** This category generally includes multi-family housing. Densities in Urban Neighborhoods are usually eight or more dwellings 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.~~

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D	Downtown	No Minimum	50.0	Mixed-Use Neighborhoods
DO	Downtown Overlay	No Minimum	23.0	Mixed-Use Neighborhoods
PBD	Planned Block Development	20,000 sf	50.0 (Bonus Density set by Zoning Approval)	Mixed-Use Neighborhoods
P-C	Planned Community	10 - 160 acres	Determined by Zoning Approval	Mixed-Use Neighborhoods
PNC	Planned Regional Center	25 acres	21.0	Mixed-Use Neighborhoods
PCP	Planned Commerce Park	2 acres	Determined by Zoning Approval (25.0 in ESL)	Mixed-Use Neighborhoods
PUD	Planned Unit Development	0.5 acres	Determined by Zoning Approval	Mixed-Use Neighborhoods

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Public Outreach to Date:

Email & Print:

- Scottsdale E-Subscriptions +/-4000 emails
- Scottsdale P&Z Link +/-4000 emails
- Scottsdale Progress Email and Print
- Scottsdale Independent Email and Print
- AZCentral Email and Print
- NextDoor Citywide- Subscription
- 60-Day Letter +/- 100
- PC Remote Hearing Letter +/-100
- Desert Rural Letter +/- 1300

Community Groups:

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

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