



**CITY OF SCOTTSDALE
NEIGHBORHOOD ADVISORY COMMISSION
REGULAR MEETING MINUTES**

WEDNESDAY, JANUARY 27, 2016

**COMMUNITY DESIGN STUDIO
7506 E. INDIAN SCHOOL ROAD
SCOTTSDALE, AZ 85251**

- PRESENT:** Michael Gonzalez, Chair
Todd Becker, Vice-Chair
Jennifer Fabiano, Commissioner
William Lichtsinn, Commissioner
Joe Meli, Commissioner
- ABSENT:** Jordan Ledbetter, Commissioner
Kevin Walling, Commissioner
- STAFF:** Christy Hill, Staff Representative
Adam Yaron
Sara Javoronok, Project Coordination Liaison

Call to Order/Roll Call

Chairman Gonzalez called the meeting of the Neighborhood Advisory Commission to order at 5:00 p.m. A formal roll call was conducted confirming members present as stated above.

Public Comment

No members of the public wished to speak

1. Approve Draft Summary Meeting Minutes: May 6, 2015

Ms. Hill noted a grammatical correction.

**COMMISSIONER MELI MOVED TO APPROVE THE MINUTES OF THE
REGULAR MEETING OF MAY 6, 2015 AS AMENDED. COMMISSIONER
FABIANO SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF**

FIVE (5) TO ZERO (0). COMMISSIONERS LEDBETTER AND WALLING WERE ABSENT.

2. STAFF AND COMMISSION UPDATES AND COMMENTS

Ms. Hill requested to move staff and commission updates and comments up to Agenda Item Two and to address future agenda items at the end of the meeting. She introduced incoming Commissioner Lichtsinn, who provided an overview of his background. The other commissioners and staff members introduced themselves.

3. Presentation, Discussion and Possible Action on Draft GP 2035

Sara Javoronok, Project Coordination Liaison, stated that the Task Force completed the Draft of General Plan 2035 in 2014. The Standard Planning Enabling Act allowed for the creation of the General Plan, which provides communities with predictability in land use and zoning decisions. It also gives communities the power to implement the plan and enforce laws, which is accomplished through a planning commission, planning and zoning departments and code enforcement.

In Arizona, the General Plan is adopted by the City Council and is then ratified by the voters. As such, it is a legal mandate, required by State statute and City charter. It serves as a statement of City policy, as opposed to a being a regulatory document. It provides a long term comprehensive perspective on City growth over time, supporting the City's community vision, values and goals.

General Plans are effective for up to ten years, with an update required every ten years. The last ratification of the General Plan by voters occurred in 2001. A proposed General Plan was adopted by the City Council in 2011, however it was not ratified by voters in 2012. Thus, the 2001 Plan remains in effect until a new plan is adopted. The City remains in compliance, so long as it moves forward in its efforts to adopt a new Plan.

The 2035 General Plan begins with a vision statement, developed through a town hall process and supported by three community aspirations: Exceptional experience, outstanding livability and community prosperity. It contains seven community values: Respect character and culture, conserve and preserve the environment, collaborate and engage with the community, foster well-being, connect the community, revitalize responsibly, advance innovation and prosperity.

The Plan includes 22 elements with 17 being State mandated. Five new elements in the 2015 Draft include: Arts, culture and creative community; energy; healthy community; neighborhood preservation; and revitalization. Of these, the State mandated elements are energy; and neighborhood preservation and revitalization. The five community created elements are: arts, culture and creative community; healthy community; community involvement; character and design; and economic vitality.

The elements of the plan most closely related to the Neighborhood Advisory Commission are character and design; housing; neighborhood preservation and revitalization; conservation; rehabilitation; and redevelopment. Changes have been made to the character and design element from the previous plan. These focus on the creation and updating of character areas, assuring that the edges of character areas are addressed and ensuring that residents, property owners and businesses within these areas are involved in the planning process. The revised General Plan recommends a change in the number of character areas from 22 in the 2001 General Plan to 11 in the 2035 General Plan. Existing areas with character area plans include: Desert Foothills, Dynamite, Greater Airpark, Shea, Downtown and Southern Scottsdale.

The character design element includes a new goal relating to Scottsdale's Western and equestrian lifestyle as well as four new supporting policies. These policies are in part designed to protect equestrian areas from incompatible development. Other policies address the preservation of Western and Southwestern art.

Four new policies address the support of diverse, safe, resource-efficient and high quality housing options. These include sustainable design, architectural quality, air quality, and successful rehabilitation of substandard housing. Additional policies will protect affordable housing units that have federal or state subsidies, as well as providing housing options for all generations. This includes encouraging universal design in new or rehabilitated residences. Another goal seeks to prevent housing discrimination practices, as prohibited by local, state and federal laws. This goal will include the monitoring of legal services, foreclosure prevention assistance and anti-predatory lending practices.

The new neighborhood preservation and revitalization element includes a number of new policies to address existing goals. One goal is to preserve and enhance neighborhood character, quality and identity. The two new policies are to have new construction and remodels address transition areas and the identification and promotion of character design features. This is particularly important in historic areas. The second goal is to promote home ownership and investment and to remove barriers which prevent homeowners from revitalizing their houses.

Four new policies target safety and security of neighborhoods: Use of community policing techniques, enhance response to vandalism, partner with groups to monitor vacant buildings, provide programs for risk reduction. A goal relating to neighborhood planning includes four new policies. These look to support community participation in development of neighborhood plans and neighborhood planning; to establish guidelines for creating and updating neighborhood plans; to use these plans to identify neighborhood improvements; and to encourage stewardship by residents and others in the community. A goal to build strong community through neighborhood interaction has supporting policies, including the creation of public gathering spaces, support for neighborhood organizations with educational programs, and increased opportunities for interaction through community building activities.

In regards to the conservation, rehabilitation and redevelopment element, there are two new policies to support high quality and appropriate redevelopment, rehabilitation and conservation to promote long- term neighborhood stability. The policies address substandard infrastructure and property rehabilitation, while encouraging neighborhood stewardship to prevent decline. A redevelopment policy stresses efficiency and expediency.

A new goal and related policies address redevelopment. Redevelopment plans should promote careful and sensitive redevelopment of blighted or vacant areas, while ensuring that these areas meet health, safety and welfare requirements for the community.

The General Plan previously did not include an implementation chapter. There are a number of ways that the General Plan is implemented, including City Council approved plans and policies or avenues such as capital improvement programs or neighborhood plans.

A City Council study session is anticipated to occur in the next few months. Comments from Neighborhood Advisory Commissioners will be added to the draft and forwarded to the Planning Commission and City Council.

In response to a question from Chairman Gonzalez, Ms. Javoronok stated that under State statute and City code, redevelopment areas must meet certain requirements. The redevelopment plan outlines the types of development that would be included, such as infrastructure improvements. Commissioner Meli referenced the Los Arcos redevelopment area in the McDowell corridor as an example. Mr. Yaron explained that the Los Arcos redevelopment area was an approved plan, which took place in the mid to late 1990s and has since sunsetted in terms of its general scope. This area of the City remains a priority of City Council in terms of redevelopment.

Commissioner Meli asked about the distinguishing factors of commercial and residential redevelopment. Ms. Javoronok replied that it would be looked at on a case by case basis. The redevelopment plan itself addresses specific plans for both commercial and residential areas.

In response to a question from Chairman Gonzalez, Ms. Javoronok stated that she did not believe there were any redevelopment areas officially identified since the sunseting of the Los Arcos redevelopment. Mr. Yaron added that this area is now referenced as the McDowell Road Corridor Plan with broad initiative goals and priorities for economic development and redevelopment.

Chairman Gonzalez referenced the Bell Road Corridor Plan, which Mr. Yaron clarified is not targeted for redevelopment, because it has not yet been developed in terms of goals and priorities. This area is identified as an 80-acre primarily City owned property at 94th and Bell. In terms of current status, a market analysis was completed this past spring. Currently, the City is moving forward with a parking study for the area in order to identify use needs. There is also a stormwater study for Reata Wash, which travels through the WestWorld facility.

Chairman Gonzalez asked how the Bell Road corridor relates to the proposed Desert Discovery Center, which would involve developing a portion of the Preserve. Mr. Yaron stated that this will be looked at as the Plan progresses, in terms of parking and other development. Chairman Gonzalez asked whether the City is focusing on any areas other than the McDowell corridor. Ms. Javoronok replied that from a long-range planning perspective, the City completed the Southern Scottsdale Character Plan, which was completed in 2010, the Greater Airpark Character area plan, which was completed around the same time and the Downtown Plan, which was completed in 2009. Work is underway to assess the implementation of all of these plans to determine next steps.

Chairman Gonzalez noted that Chapter Six addresses neighborhood preservation. He asked for an opinion of where the Commission fits in, in terms of identifying areas in need of protection and rehabilitation. Ms. Hill replied that Ms. Javoronok may not have enough background knowledge on the Commission to respond to this question. However, this may fall under another agenda item, which addresses planning and goals.

4. Discussion and Possible Action on the Neighborhood Enhancement Partnership and the Gift Clause Ordinance

Ms. Hill discussed that department staff and City attorneys have determined that the way the existing Program was working created risk in reference to the Gift Clause Ordinance. The City Charter indicates that,

"The City shall not give or loan its credit in aid of, nor make any donation, grant or payment of any public funds by subsidy or otherwise to any individual, association or corporation, except where there is clearly identified public purpose, and the City either receives direct consideration substantially equal to its expenditures or provides direct assistance to those in need."

Staff met with the City Attorney and received the understanding that revisions must be made to address the issue. As such, staff is in the process of rebuilding the Neighborhood Enhancement Program in order to meet the requirements. Staff feels that the Program can be designed to allow a continued reach-out to neighborhoods in need and the ability to provide funding. However, it must be ensured that enhancements occur on public property.

Commissioner Meli asked for clarification regarding specific areas of noncompliance. Ms. Hill stated that there were projects that occurred within a community, such as within an association and streets internal to a housing development area. Chairman Gonzalez cited the R1-7 project as an example. He stated his understanding that community walls typically are not located within an easement area on public private property.

Chairman Gonzalez suggested two possible approaches, including complying with the Ordinance as written, which would eliminate most of what the City Council has allowed the Neighborhood Advisory Commission to do in the past, or possibly amending the Ordinance. He noted that as currently written, the Ordinance indicates that the Neighborhood Advisory Commission cannot help anyone who wants to help themselves. Unfortunately, until the new guidelines

are complete, the programs that the Neighborhood Advisory Commission developed in the last few years cannot proceed for this year, with the exception of the Spirit Awards. Ms. Hill stated that she would consult with the City Attorney to review the wording of the Ordinance and determine if revisions are possible.

Chairman Gonzalez noted that the Neighborhood Advisory Commission has not met since last May. Two meetings were missed, as they fell on holidays. For the remaining missed meetings, a quorum was not achieved. He expressed concern for the lack of progress during the past seven months. He read the membership attendance rule into the record. The rules indicate that if a member is absent or tardy for three consecutive meetings or four meetings within a six-month period, the Chair will notify the Mayor or the Mayor's designee for consideration of removal of the member via City Council action. He stated his intention to comply with this removal rule going forward.

Commissioner Fabiano asked that the list of meeting dates be distributed to Commission Members. Commissioner Meli asked that a process for attending the meeting telephonically be developed. Chairman Gonzalez suggested that if the current schedule happens to fall frequently on holidays, that perhaps the Commission should consider meeting on the third week, rather than the fourth. Ms. Hill undertook to place this issue on next month's agenda.

5. Planning, Discussion and Possible Action on Spring Spirit Awards

The Spirit Awards have kicked off for 2016 with renewed focus on the McDowell Corridor. Staff will be retooling the verbiage to increase excitement and a better response. The Awards opened on January 1st and will close on March 31st. Awards will be presented at the City Council meeting in June.

Chairman Gonzalez stated that Commissioner Meli and he previously presented the winners before the City Council and the winners were given a book on the history of Scottsdale from the Mayor. He suggested that winners receive a plaque for display, as a more meaningful recognition of the award. Commissioner Meli suggested an accompanying certificate for framing. This would provide the plaque for hanging outdoors and the certificate for hanging indoors. Ms. Hill commented that plaques are fairly expensive and that metal signs might be a more affordable alternative. Commissioner Meli stated that a business establishment would be more likely to hang up a sign than a homeowner. Ms. Hill suggested that as the nominations are received, the potential winners can be asked which they would prefer.

Commissioner Fabiano asked whether there was a provision to provide permission to businesses to publicize their winning of the award on advertising materials. Ms. Hill replied that she could check with the City Attorney's Office on this, but she did not believe it would be a problem. Commissioner Meli commented that if business were allowed to publicize winning the award, this would incentivize other businesses to participate.

Ms. Hill stated that nominating parties are being asked to submit a photo of property and the reasons for the nomination. Commissioner Fabiano commented that she still enjoyed the process of visiting the homes in person.

Ms. Hill stated that an address list will be provided to Commission members, as has been done in the past. Chairman Gonzalez stated that once the nominations are made, the nominating signs should be placed in the yards as soon as possible.

Commissioner Meli asked for clarification that staff was using the same materials as the previous year to communicate the process to the community and specifically whether there is any incentive to participate that might encourage a homeowner to repaint their home, for example. Ms. Hill replied that she is currently working on revisions to the materials in hopes of increasing participation. Chairman Gonzalez suggested listing last year's winners and accompanying photographs on the City website to increase publicity. He added that this year's nominations could also be listed.

Commissioner Meli suggested that Chairman Gonzalez or Vice Chairman Becker could be present at a City Council meeting to remind the public to participate. Chairman Gonzalez stated that if this were to take place, he would like to have an accompanying PowerPoint presentation with photographs of the homes. Ms. Hill stated that she would investigate this possibility. She also suggested that an alternative would be to utilize the three minute public speaking time open to attendees at City Council meetings. Staff could prepare signs for display. Chairman Gonzalez added that the City Council staff can be provided with a PowerPoint presentation in advance and have it ready to go.

Ms. Hill stated that Nextdoor, the social media tool, is being used for promotion. Since implementing Nextdoor, registration for the Scottsdale City Government 101 class has risen from a previous high of 40 registrations to a new high of 95, with 13 people on a waiting list.

6. Staff and Commission updates, comments, future agenda items

On May 18th, the Commission received its sunset review. City Council and the Audit Committee have recommended that the Commission continue for the next three years. Attendance was discussed. Commission Members discussed the meeting cycle. Chairman Gonzalez suggested a monthly meeting, stating that they can be cancelled if there is nothing on the agenda. He added that the Spirit Awards should be followed up on every month. Commissioner Fabiano commented that while the Commission has not met since last May, staff continues to work every day without the advice and interaction of the Commission. She agreed with a monthly meeting schedule. Commissioner Meli reiterated that removing barriers to attendance by offering telephonic and other remote participation will decrease absences.

Ms. Hill asked for input for upcoming agenda items. Chairman Gonzalez asked for an update on Spirit Award status. Commissioner Meli stated that the most pressing issues include an update on NEP and the Spirit Awards.

Chairman Gonzalez read the Commission's mission into the record and suggested that goals and action plans be included on an upcoming agenda.

Commissioner Fabiano inquired as to whether any NEP applications were received during the months that the Commission did not meet. Ms. Hill replied that the program has been closed and there have been no applications issued.

Commissioner Meli requested that a schedule of meetings for 2016 be placed on the agenda for discussion at the next meeting.

ADJOURNMENT

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 6:10 p.m.