

CITY OF SCOTTSDALE GENERAL PLAN 2035

Task Force Working Draft #2

June 27, 2014



Experience. Livability. Prosperity.

CONTENTS

Executive Summary	2
-------------------	---

Section 1 - Preface

Vision and Values	22
-------------------	----

Introduction	44
--------------	----

■ Purpose	45
-----------	----

■ Community Profile	54
---------------------	----

Section 2 - Chapters

1) Character & Culture Chapter	70
---	-----------

■ Character & Design Element	73
------------------------------	----

■ Land Use Element	89
--------------------	----

■ General Plan Amendment Criteria	102
-----------------------------------	-----

■ Arts, Culture & Creative Community Element	109
--	-----

2) Environment Chapter	118
-------------------------------	------------

■ Open Space Element	121
----------------------	-----

■ Environmental Planning Element	131
----------------------------------	-----

■ Conservation Element	139
------------------------	-----

■ Water Resources Element	145
---------------------------	-----

■ Energy Element	149
------------------	-----

3) Collaboration & Engagement Chapter	154
--	------------

■ Community Involvement Element	157
---------------------------------	-----

4) Community Well-Being Chapter	162
--	------------

■ Healthy Community Element	165
-----------------------------	-----

■ Housing Element	173
-------------------	-----

■ Recreation Element	179
----------------------	-----

■ Safety Element	187
------------------	-----

5) Connectivity Chapter	196
■ <i>Circulation Element</i>	199
■ <i>Bicycling Element</i>	209
6) Revitalization Chapter	214
■ <i>Neighborhood Preservation & Revitalization Element</i>	217
■ <i>Conservation, Rehabilitation & Redevelopment Element</i>	223
■ <i>Growth Areas Element</i>	229
■ <i>Cost of Development Element</i>	235
■ <i>Public Services & Facilities Element</i>	241
■ <i>Public Buildings Element</i>	249
7) Innovation & Prosperity Chapter	256
■ <i>Economic Vitality Element</i>	259
8) Implementation Chapter	268

Section 3 - Appendix

Appendix	286
■ <i>Abbreviations</i>	287
■ <i>Glossary</i>	290
■ <i>Related Plans & Policies</i>	316
■ <i>Report of the Visioning Scottsdale Town Hall</i>	320
■ <i>Photo Credits</i>	326
■ <i>Acknowledgements</i>	328

EXECUTIVE SUMMARY



PROLOGUE

Scottsdale is a community of choices, welcoming to, and inclusive of diverse cultures and lifestyles. Many characteristics combine to make Scottsdale what it is now: the physical setting of the Sonoran Desert; a vibrant, walkable downtown; thriving businesses and industries providing diversified employment; authentic arts and culture; and varied neighborhoods, each unique in character. Some of Scottsdale's best features include our McDowell Sonoran Preserve, the Indian Bend Wash Greenbelt, WestWorld, golf courses, great weather, open skies, beautiful views, worldwide prestige, civic engagement opportunities, healthcare resources, safe neighborhoods, cleanliness, and an abundance of entertainment and leisure attractions. The Scottsdale of today represents established tradition and robust community.

The passage of time inevitably brings changes. The Scottsdale of today differs from the city it was twenty years ago, and the city it will be twenty years from now. As we welcome the future, retaining the community's unique features will strengthen the evolution of our sophisticated city with small town charm.

Our future begins today. Building upon decades of planning and thousands of hours of community involvement, General Plan 2035 guides the physical development of Scottsdale and acts as the blueprint to enhance our **EXCEPTIONAL EXPERIENCE, OUTSTANDING LIVABILITY, and COMMUNITY PROSPERITY** over the next twenty years.



OVERVIEW

The General Plan is the primary tool for guiding the future of the city. On a daily basis the city is faced with choices about growth, housing, transportation, neighborhood improvement, and service delivery. A General Plan provides a guide for making these choices by describing long-term goals for the city's future, as well as policies to guide day-to-day decisions. Scottsdale's General Plan has three interrelated roles:

- It is an expression of community goals and priorities;
- It is a decision-making guide; and
- It fulfills State legal requirements.

The General Plan contains the city's policies on character and design, land use, open spaces and the natural environment, business and economics, community services, neighborhood vitality, transportation, and growth issues. It shapes the physical form of the city, yet it also includes policies and statements about other aspects of community. Human services, protection of desert and mountain lands, economic vitality, arts and culture, community health and the character of neighborhoods are all discussed in Scottsdale's General Plan.

[INSERT GRAPHIC- THE GENERAL PLAN: WHAT IT IS & WHAT IT ISN'T]

The policies in the General Plan are implemented through ordinances, regulations, ongoing formal procedures, recommendations from city Boards and Commissions, and decisions made by the City Council. The General Plan is also carried out by private actions and initiatives in the community. Whether public or private, implementation of the plan takes many forms. Some of the most recognizable applications of the plan include buildings and development, road expansions or abandonments, neighborhood revitalization projects, preservation efforts, capital improvements, fiscal planning, budgeting and project funding, and recreation facilities.

The framework for the General Plan is regulated by the State of Arizona, which requires the General Plan to establish community-wide goals and development policies for a variety of topics. Every ten (10) years, the City is required to update its General Plan and send the updated plan to the Scottsdale voters for ratification. The City is also required to render an annual report on the status of the General Plan and progress in its application.

Arizona State Statues require consistency between the adopted General Plan and all zoning regulations and rezoning actions. Applicants for such requests should refer to the whole document, as well as, any adopted Character Area or Neighborhood Plans. Several elements may pertain to a single, suggested development or improvement: Character & Design, Land Use, Public Services & Facilities, Circulation, etc. The elements, taken into consideration with the goals, policies, vision and community values, supply a “checklist” for evaluating any proposed development application for consistency with the General Plan.

What's New?

General Plan 2035 updates the 2001 General Plan to include new state requirements and reflect community, regional and national changes that have occurred since the original plan was created in the 1990s. The following are some aspects of the 2035 plan that are different from the 2001 plan:

- New vision statement, community values, and organization of the plan.
- Enhanced emphasis on tourism, fiscal sustainability, open space, community health, arts and culture, and safety.
- Enhanced focus on community character issues, such as building height, transitions/buffers, scenic views, noise and light pollution, and contextual compatibility.
- Shift from a primary focus on new development to revitalization, redevelopment, and preservation.
- New state-mandated elements: Energy and Neighborhoods Preservation & Revitalization.
- New community-added elements: Arts, Culture & Creative Community and Healthy Community.
- Revised Character Area Planning map showing existing/adopted plans and possible boundaries for future Character Areas.
- Removal of ambiguous designations from the Land Use Map (e.g. “resort stars”, golf course (g), and open space circle designations)
- Expanded and more specific General Plan Amendment Criteria addressing:
 - Land use changes of 10+ acres,
 - Proposed land use changes to Preserve lands,
 - Designation/expansion of Infill Incentive Districts,
 - Proposed changes to the criteria itself.
 - Proposed growth area expansion, and
 - More specificity for major/minor amendment determinations of the existing criteria—such as properties with land use category overlays (.e.g. Shea Corridor or Regional Use).
- A list of action steps to carry out the plan and evaluate progress.

What's Not New?

Although many new or enhanced concepts are included in General Plan 2035, many concepts from the 2001 General Plan remain:

- The foundation for the vision statement: Scottsdale's Shared Vision and CityShape 2020.
- The three-levels of planning—General Plan, Character Area Plan, Neighborhood Plan—established in CityShape 2020.
- A substantial focus on community character and design.
- The mix and distribution of land uses city-wide.
- Recognition that Scottsdale is primarily a residential, Sonoran Desert community and that the automobile will continue to be the primary form of transportation in Scottsdale for the next decade.
- Scottsdale's leadership role in environmental stewardship and open space preservation.
- Maintained the existing Growth Areas (Downtown, Airpark, and McDowell), but with specific rather than generalized boundaries.
- Four major General Plan amendment criteria that focused on changes in land use affecting density/intensity, acreage, Character Area conformance, and Water/Sewer infrastructure.

Framing the Future—Our Vision and Values

The content of the General Plan is guided by the community's vision statement, and three main aspirations—Experience, Livability, and Prosperity.

Within the broader vision and aspirations are seven community values that organize the plan into chapters. Each chapter is further refined by “elements” or specific topics required by state law or community mandate. Each element contains goals and policies to guide Scottsdale's future.

Photograph to
come at a later
date

Vision

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

Our Primary Community Aspirations:

EXCEPTIONAL EXPERIENCE

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

- 1) **Respect Character & Culture**
- 2) **Conserve & Preserve the Environment**

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.

- 3) **Collaborate & Engage**
- 4) **Foster Well-Being**
- 5) **Connect the Community**
- 6) **Revitalize Responsibly**

COMMUNITY PROSPERITY

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

- 7) **Advance Innovation & Prosperity**

EXCEPTIONAL EXPERIENCE

1) Respect Character & Culture

The Character & Culture chapter establishes policies for the character of the community, as well as, the types and locations of land uses throughout the city. It emphasizes the importance of the diverse character, unique quality of design, varied lifestyle choices, and commitment to the arts. It includes the state-mandated Land Use Element, Land Use Map, and General Plan amendment criteria. It also includes two elements added by the community—Character & Design; and Arts, Culture & Creative Community. The Culture & Character Chapter demonstrates respectful pride, continued commitment to quality, and protection of Scottsdale’s special places.

■ Character & Design Element

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

- Development appropriateness
- Character Types/building height
- Character Area Planning
- Quality design
- Design of streets and public spaces
- Visual significance of landscaping
- Light and noise pollution



Photograph to
come at a later
date

■ **Land Use Element[‡]**

The goals and policies of the Land Use Element reflect careful consideration for the types and locations of defined land uses and delineate the criteria that should be carefully considered when contemplating a change in Land Use Category (General Plan Amendment Criteria) [[‡] = State-required].

- Regional economic hub, tourist destination, cultural center
- Land Use transitions
- High quality of life
- Land use and transportation[‡]
- Conserve resources[‡]
- Improve economic well-being
- Airport compatibility
- Land Use Categories/densities[‡]
- General Plan Amendment Criteria[‡]
- Land Use Map[‡]



■ **Arts, Culture & Creative Community Element**

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

- Arts destination
- Arts and culture programs
- Creative placemaking
- Historic preservation
- Arts and culture facilities
- Working artists
- Creative community



EXCEPTIONAL EXPERIENCE

2) Conserve & Preserve the Environment

The Environment chapter focuses on Scottsdale's environmental resources and open spaces, from protecting natural systems and the water supply to creating a green built environment. Goals and policies in this chapter also seek to provide a comprehensive system of open spaces, including Scottsdale's McDowell Sonoran Preserve. Five state-mandated elements are included in this chapter, Open Space, Environmental Planning, Conservation, Water Resources, and Energy.

■ Open Space Element[‡]

As stewards of parks and open spaces, the city is dedicated to promoting healthy lifestyles and a higher-level of livability by providing safe, accessible and attractive outdoor space. Through the goals and policies of this element, Scottsdale will respect and sustainably manage its open space resources.

- Open Space system types[‡]
- Scottsdale's McDowell Sonoran Preserve[‡]
- Continuous Open Space System
- Abundant open spaces
- Open space design
- Open Space management[‡]
- Expand and improve open space[‡]
- Regional open space system[‡]

Photograph to
come at a later
date

■ Environmental Planning Element[‡]

The city's natural environment includes both the ecological systems that sustain Sonoran vegetation and wildlife, as well as other elements that provide clean air and water, protect the community from hazards, and create a naturally beautiful and enjoyable setting. This element provides goals and policies for protecting and enhancing the quality of Scottsdale's natural and human habitats for future generations.

- Sonoran Desert/ecological protection[‡]
- Environmental leadership
- Air quality[‡]
- Reduce, reuse, recycle
- Green buildings
- Water quality[‡]
- Heat island prevention

■ **Conservation Element**[‡]

Scottsdale is active in, and continually improving, efforts to safeguard its natural and man-made resources—from wildlife habitat to watersheds. The Conservation element guides Scottsdale’s resource conservation efforts, which will provide a healthy and diverse environment for future generations.

- Natural resource management[‡]
- Watershed protection[‡]
- Water conservation[‡]
- Biodiversity[‡]
- Erosion control[‡]
- Watercourse and water body preservation[‡]

■ **Water Resources Element**[‡]

The Water Resources Element ensures that Scottsdale continues to provide safe, reliable, and quality drinking water to the community.

- Ensure long-term water supply[‡]
- Prepare for drought

■ **Energy Element**[‡]

The goals and policies of the Energy Element seek to balance the energy needs of consumers with the sustainability of the community’s renewable and non-renewable energy sources.

- Become a net-zero energy community & incentives[‡]
- Reduce energy consumption
- Promote energy efficiency
- Efficient City Facilities
- Renewable energy sources[‡]



OUTSTANDING LIVABILITY

3) Collaborate & Engage

The Collaboration and Engagement Chapter underscores the importance of community involvement in decision-making. The community-added Community Involvement Element is included in this chapter.

■ Community Involvement Element

This element serves as a building-block to strengthen ways to effectively inform and involve the community in discussions and decision-making processes.

- Seek broad public input
- Seek community-wide representation on issues
- Publish relevant information
- Use diverse engagement techniques
- Increase community understanding of issues
- Work toward collaborative solutions

OUTSTANDING LIVABILITY

4) Foster Well-Being

The Community Well-Being Chapter emphasizes the importance of health, housing, safety and recreation opportunities on the overall well-being of the community. Three state-mandated elements, Housing, Safety, and Recreation, are included in this chapter. In addition, Scottsdale has added a Healthy Community Element in this Chapter.

■ Healthy Community Element

The Healthy Community Element seeks to maintain Scottsdale’s leadership role in providing healthcare for all citizens, respond to the needs of families, take care of our neighbors and our elders, promote lifelong learning, and provide opportunities for youth to grow and become leaders in our future community.

- Healthcare and human services
- Access to healthy food
- Leadership in health and wellness
- Education and life-long learning
- Welcoming city for all ages, backgrounds, lifestyles, etc.
- Support needs of senior citizens
- Foster sense of belonging

Photograph to
come at a later
date

■ Housing Element[‡]

Scottsdale is committed to the provision and preservation of housing opportunities to meet the needs of current and future residents. The Housing Element will ensure that future housing options in Scottsdale include a wide-range of opportunities for people living and working in Scottsdale, as well as people at different life stages, income levels, and social and physical abilities.

- Character of housing[‡]
- Housing for a variety of socioeconomic needs[‡]
- Housing for all generations and abilities[‡]
- Fair Housing[‡]

■ Recreation Element[‡]

Through the Recreation Element, the city's recreational facilities and programs will provide for the needs of Scottsdale's current and future generations.

- Parks and recreation planning[‡]
- Collaboration
- Diverse recreational needs[‡]
- Attractive recreation facilities

■ Safety Element[‡]

Scottsdale is committed to protecting citizens and visitors from conditions, circumstances and influences that would threaten, disrupt or diminish the quality of their lifestyles. The goals and policies of the Safety Element will ensure that the community is prepared and resilient when faced with disaster, and that our habitat is safe and enjoyable for all.

- Prevent Hazards[‡]
- Prepare for emergencies[‡]
- Effective emergency response
- Disaster recovery framework
- Airspace and transportation safety[‡]
- Flooding
- Crime prevention
- Hazardous material disposal

Photograph to
come at a later
date

OUTSTANDING LIVABILITY

5) Connect the Community

The Connectivity Chapter contains goals that promote a variety of mobility choices for the movement of people and goods throughout the community. Two state-mandated elements, Circulation and Bicycling, are included in this chapter.

■ Circulation Element[‡]

The automobile historically has been, and will continue to be, the predominant mode of transportation in Scottsdale. However, to match the character and lifestyle of different areas of the community, it is important to diversify the city’s transportation choices. The Circulation Element’s goals and policies concentrate on accessibility, connectivity, mode choice, and the interrelatedness of transportation and land use.

- Safe and efficient system[‡]
- Reduce automobile trips
- Multi-modal system[‡]
- Regional systems
- Transportation planning
- Protect neighborhoods
- School circulation
- Accessibility and comfort

Photograph to
come at a later
date

■ Bicycling Element[‡]

Scottsdale is recognized as a bicycle-friendly community because it actively supports bicycling and encourages residents to use bicycles as an alternative mode of transportation and as part of a healthy lifestyle. The goals and policies of the Bicycling Element provide a guide for a safe, connected, and convenient on-street and off-street bicycle network.

- Bicycle network[‡]
- Increase bicycle use
- Education, safety, enforcement

Photograph to
come at a later
date

OUTSTANDING LIVABILITY

6) Revitalize Responsibly

The Revitalization Chapter recognizes that the majority of future development in Scottsdale will consist of revitalization, redevelopment, and infill projects. The goals and policies in the Revitalization Chapter focus on preserving the unique qualities and character of Scottsdale's neighborhoods, addressing the fiscal impacts of development, guiding the locations for concentrated growth and reinvestment in the city, providing public services, and allocating public facilities citywide. Six state-mandated elements are included in this chapter, they are: Neighborhood Preservation & Revitalization; Conservation Rehabilitation & Redevelopment; Cost of Development; Growth Areas; Public Buildings; and Public Services & Facilities.

■ Neighborhood Preservation & Revitalization Element[‡]

The goals and policies of this element recognize that the preservation and revitalization of Scottsdale's mature neighborhoods is critical to maintaining and strengthening the health, safety, prosperity, and enjoyment of the community.

- Neighborhood preservation[‡]
- Promote homeownership[‡]
- Neighborhood safety[‡]
- Develop Neighborhood Planning
- Neighborhood interaction

■ Conservation, Rehabilitation & Redevelopment Element[‡]

As a maturing city, it is increasingly important for Scottsdale to focus on the conservation and rehabilitation of aging properties, seek creative infill development strategies, and support context-sensitive redevelopment in areas showing signs of decline. The element addresses both "informal" and "formal" redevelopment, recognizing that any "formal" redevelopment must be approved by the City Council and conform to Arizona State Statute requirements.

- Ensure neighborhood stability[‡]
- Support economic well-being through redevelopment[‡]
- Use Redevelopment Authority only when necessary for health/safety (per State Law) [‡]

Photograph to
come at a later
date

■ **Growth Areas Element[†]**

The Growth Areas Element identifies specific locations that are most appropriate for development focus, can accommodate future growth, or need reinvestment. Scottsdale’s Growth and Activity Areas are intended to manage growth and development in a way that maintains the quality and variety of lifestyle choices found throughout the community.

- Direct growth/intensity in Growth Areas[†]
- Multi-modal connections to Growth Areas[†]
- Protect natural resources in Growth Areas[†].
- Infrastructure planning in Growth Areas[†]
- Growth/Activity Area character
- Scottsdale’s Growth Areas area:
 - McDowell Road/Scottsdale Road
 - Downtown
 - Greater Airpark

■ **Cost of Development Element[†]**

The purpose of the Cost of Development Element is to establish goals and policies that guide the fiscal impacts created by new development or redevelopment with regard to infrastructure and public services, and determine how such impacts will be addressed.

- Development should pay its fair share[†]
- Adequate public facilities
- Economic sustainability of land use decisions

■ **Public Services & Facilities Element[†]**

The Public Services and Facilities Element provides broad guidance about the provision of programs, services and physical facilities that serve to protect the health, safety, and welfare of the community.

- Solid waste[†]
- Infrastructure and utilities[†]
- Capital Improvement Planning
- Library system
- Community service partnerships
- Human services



■ Public Buildings Element[†]

Scottsdale acknowledges the vital role that public buildings play in the shaping of community life, and the city seeks to design facilities that represent the community's special qualities. Libraries, community centers, schools, and cultural facilities are treasured investments in providing a high quality of life for current and future generations.

- Safe, accessible, adaptable public buildings[†]
- Public building design
- School locations[†]

COMMUNITY PROSPERITY

7) Advance Innovation & Prosperity Chapter

The Innovation & Prosperity Chapter sets forth goals to foster the economic sustainability of the community, with focus on tourism, retention and attraction of core industries, and high-quality jobs. The Economic Vitality Element is a community-added element in this chapter.

■ Economic Vitality Element

The Economic Vitality Element addresses policies to better evaluate decisions and encourage economic development that will sustain the community. The goals emphasize compatibility, diversity, growth, and flexibility and acknowledge the economic factors that strongly influence the future well-being of the community. The city is committed to supporting and expanding its existing economic strengths through protection and adaptation of Scottsdale's tourism industry, diversification of the economic base, and providing for the future fiscal health of the city, all while protecting the city's unique southwestern character and quality of life.

- Strengthen tourism
- Ensure economic resiliency
- Socio-economic prosperity
- Enhance economic development
- Fiscal sustainability

Photograph to
come at a later
date

Making It Happen—Implementation

Establishing the goals and policies of General Plan 2035 is just the first step. The second part of the General Plan is putting those goals and policies into action. This will include a variety of initiatives, such as the development of Character Area Plans, which will result in land use, design and various goals for particular areas of the community; updates to the Zoning Ordinance to conform to the updated plan; Capital Improvement Planning; and a multitude of other short, mid and long term action steps.

- **Character Area Planning** Character Area Plans work to define, maintain, or enhance a desired character for an area. They link the broad policy direction of the General Plan with more detailed policies and implementation projects for specific geographic areas of the city. The Character & Design Element of the General Plan includes a map showing adopted and future Character Areas. Character Area Plans will be prioritized and scheduled for update/adoption over a 10-20 year timeframe.
- **Master/Strategic Planning** Master plans are detailed plans for specific functions of the city. These plans typically include specific project recommendations, cost analyses, and other provisions and are updated on a 2-5 year basis. While the General Plan provides broad goals and community direction, master plans provide the methods and means for realizing them. Examples of master plans include, but are not limited to, the Transportation Master Plan, Integrated Water/Wastewater Master Plan, Community Services Master Plan, Police Department Strategic Plan, Tourism and Marketing Strategic Plan, Public Art Master Plan, Economic Development Strategic Plan, Airport Master Plan, and Stormwater Master Plan.
- **City Code/Zoning Ordinance Updates** Many General Plan policies are implemented through regulations adopted by the city, based upon the city’s “police power” to protect the public’s health, safety and welfare. The City Code is comprised of detailed regulations on a variety of areas, including, but not limited to, zoning, subdivision development, fire, police, stormwater management, aviation, native plants, property maintenance, parking and historic preservation. As a part of the City Code, the Zoning Ordinance governs how land can be used and built upon. In an ongoing effort, Scottsdale will strategically review and update the Zoning Ordinance, as necessary, and in the following ways:
 - On a neighborhood basis, primarily in response to neighborhoods plans or emerging challenges or opportunities within individual neighborhoods;
 - On a Character Area basis, primarily to support implementation of Character Area Plans;
 - On a topical basis, primarily to achieve the policies of the General Plan and any legal mandates or community priorities that arise; and
 - On a city-wide basis, to achieve the community’s vision, aspirations and goals in the General Plan.

- **City Budget and Capital Improvement Plan** The General Plan includes an ambitious list of goals and policies intended for implementation over a 10-20 year period. Given the limited resources of the city, it is not possible to simultaneously fund implementation of every goal and policy. Effective implementation of the General Plan will require prioritization of programs and projects prior to determining funding. State law requires the creation of a coordinated capital improvement program submitted to the Planning Agency for review and report as to the conformity with the adopted General Plan. Therefore, when adopting the City Budget and Capital Improvement Plan, the City Council shall include a finding of consistency with the General Plan.

Measuring Progress

A community’s ability to prepare and respond to change is an indication of its resiliency and sustainability. A regular system of review, monitoring and adjustment will measure progress towards achieving the General Plan’s short-, mid- and long-term goals and policies, and ensure that the General Plan responds to emerging trends, issues and opportunities.

See the Implementation Chapter (page xx) for a prioritized list of action steps. The General Plan Monitoring and Evaluation Program will be approved by the City Council separately as Part III of the General Plan.





SECTION 1 - PREFACE





Overview Contents

The following topics are included in the Preface:

PROLOGUE

VISION

Vision Statement

Community Aspirations

Value Statements

Foundation for the Vision

INTRODUCTION

Purpose

Community Profile

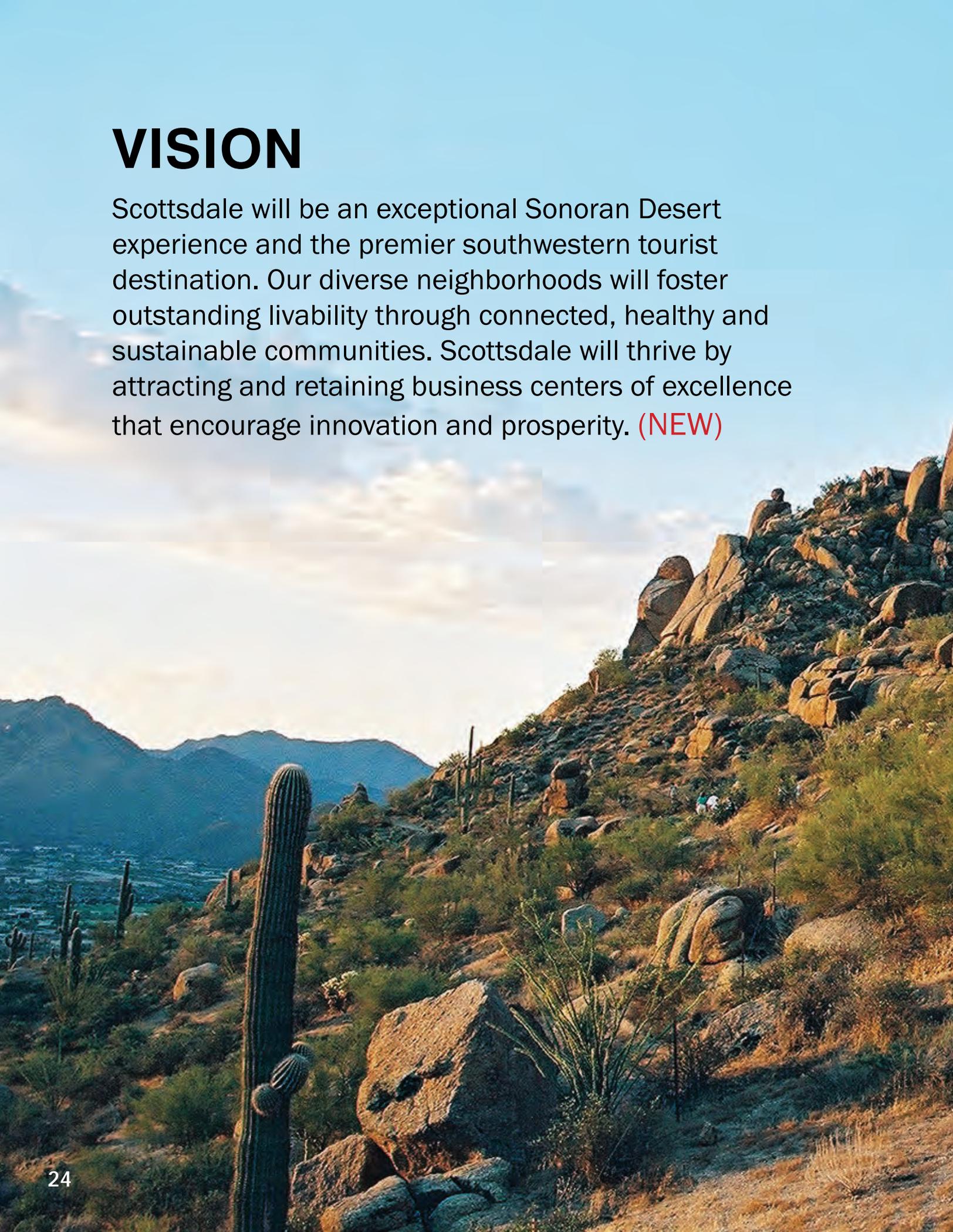


Scottsdale is a community of choices, welcoming to, and inclusive of diverse cultures and lifestyles. Many characteristics combine to make Scottsdale what it is now: the physical setting of the Sonoran Desert; a vibrant, walkable downtown; thriving businesses and industries providing diversified employment; authentic arts and culture; and varied neighborhoods, each unique in character. Some of Scottsdale's best features include our McDowell Sonoran Preserve, the Indian Bend Wash Greenbelt, WestWorld, golf courses, great weather, open skies, beautiful views, worldwide prestige, civic engagement opportunities, healthcare resources, safe neighborhoods, cleanliness, and an abundance of entertainment and leisure attractions. The Scottsdale of today represents established tradition and robust community. (NEW)

The passage of time inevitably brings changes. The Scottsdale of today differs from the city it was twenty years ago, and the city it will be twenty years from now. As we welcome the future, retaining the community's unique features will strengthen the evolution of our sophisticated city with small town charm.

VISION

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







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. (NEW)





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. (NEW)





COMMUNITY PROSPERITY





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



OUR COMMUNITY VALUES



These Scottsdale values will be at the forefront of our decision-making in implementing our vision, community aspirations and goals found in the General Plan and shall be the basis upon which inconsistencies in the General Plan are resolved (in no particular order): **(NEW)**

■ **Respect Character and Culture**

Enhance and protect Scottsdale's unique features, neighborhood identity, character, livability, southwestern heritage, and tourism through appropriate land uses and high standards for design. Create vibrant and attractive places that accommodate a variety of ages and incomes and support the arts and multi-cultural traditions.

■ **Conserve and Preserve the Environment**

Lead the region in the stewardship and effective management of the Sonoran Desert environment and conservation of natural resources and open spaces for the visual, physical, and personal enrichment of everyone.

■ **Collaborate and Engage**

Promote strong, visionary leadership that is transparent, responsive, and efficient; collaborates regionally; respects and honors our community values; recognizes the benefit of interactive community involvement and volunteerism; and embraces citizens as active partners in decisions that affect their neighborhoods and city.



- **Foster Well-Being**

Promote a culture of life-long physical and mental health, safety, and well-being for residents, visitors, employers, and employees.

- **Connect the Community**

Connect all of Scottsdale's residents, commuters and visitors across geographic, cultural and generational boundaries by cultivating a welcoming environment; respecting human dignity; recognizing and embracing citywide and regional diversity; and striving for cost-effective, diverse, affordable, adaptable, and innovative mobility options.

- **Advance Innovation and Prosperity**

Embrace a diverse, creative, and innovative economy to sustain our high quality of life through a variety of locally-owned businesses, health and research institutions, and educational, technological, tourism and cultural elements.

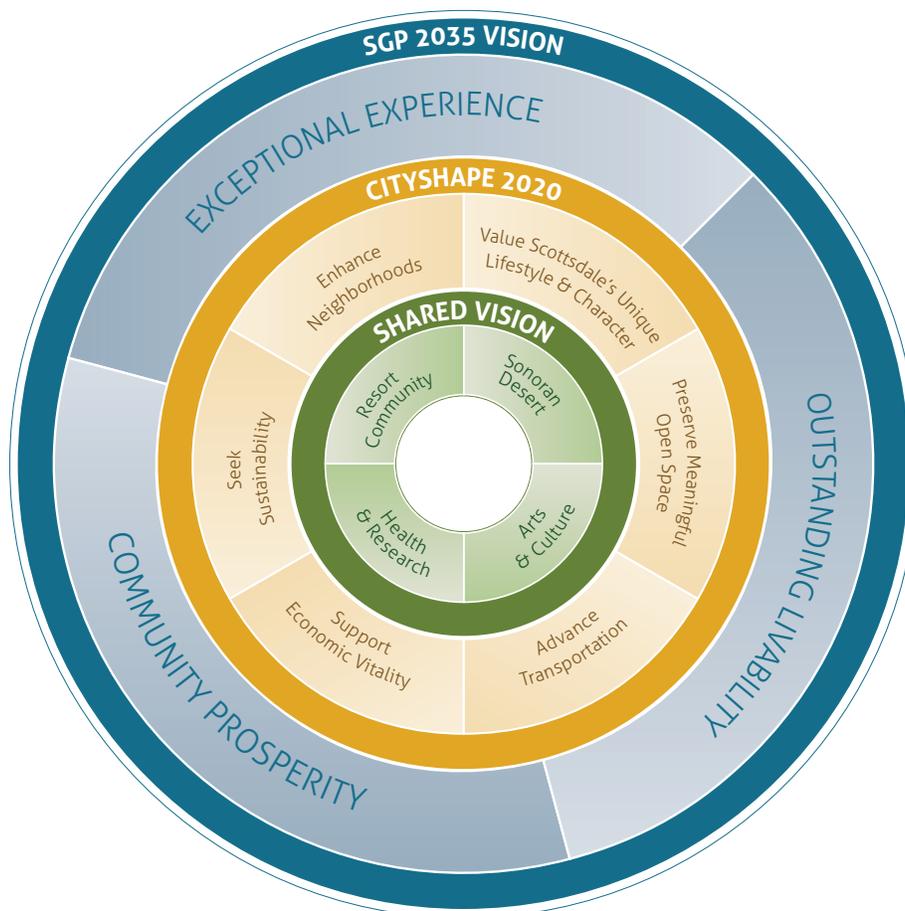
- **Revitalize Responsibly**

Vigorously evaluate the short- and long-term impacts of decisions to ensure that development and redevelopment support and maintain the unique features and identity that make Scottsdale special, while also contributing positively to the community's physical, fiscal and economic needs and high quality of life.

THE FOUNDATION FOR THE COMMUNITY VISION

Each of us has a vision of what Scottsdale should be like in the future. Although our visions are different, they share common qualities. Unanimous agreement about the future is not the goal of the General Plan. Rather, it strives to create balance and blending of opinions to form a community that collectively manages change. Only then can we retain the community's unique characteristics and still welcome the future. The Scottsdale General Plan strives to reflect a coherent vision of the hopes, dreams, aspirations, and community goals of a diverse population - senior citizens and children, long-term residents and newcomers, those living in established neighborhoods and those living in newly created neighborhoods.

The community vision is built from a foundation of citizen-driven processes. Building on the Scottsdale Town Enrichment Program (S.T.E.P.) forums of the 1960s, 1970s, and early 1980s, two community visioning processes, Scottsdale Visioning (1991-92) and CityShape 2020 (1994-96), identified dominant Themes and created Guiding Principles for the community. These ideas were carried forward into the 2001 General Plan and validated through voter ratification of the plan. During the General Plan 2035 process, the community has re-validated and expanded on these established community aspirations in light of changes that have occurred since the 1990s. Differences of opinion in the community about what the future should hold will always exist, but the foundation laid by our legacy of community visioning still holds true.



Scottsdale Visioning and the Shared Vision

In 1991, a “community visioning” process began to identify the most important and significant beliefs and desires about the long-term future of the community. In December 1992, the City Council accepted a report outlining Scottsdale’s Shared Vision. The Shared Vision identified four mutually supportive Dominant Themes, which reflect Scottsdale’s special qualities and are the foundation for Scottsdale’s long-term vitality. The Four Themes represent who we are and present an inspiring vision of our emerging special place in the broader regional, national and global economy. The Four Dominant Themes are:

- **Sonoran Desert:** Our growth and development should proceed with clear awareness of the impact on our rare and beautiful environment.
- **Resort Community:** Tourism and the constant influx of people from all over the world strongly affect our way of life as well as our economy.
- **Arts & Culture:** Scottsdale’s cultural assets are an integral part of the community and a basis for further development.
- **Health & Research:** Scottsdale has a culture of wellness and an optimistic spirit of innovation. Health, biotechnology, computer, and other high-tech businesses are a natural fit for the growing diversity of our community.

Building on its southwestern heritage, stylish reputation, and innovative methods for delivering municipal services, Scottsdale has evolved into an internationally recognized resort center, art community, and health care provider. The desert community of Scottsdale has always been its own special place. It has never tried to be all things to all people.

- Scottsdale Shared Vision 1992



CityShape 2020

After the Visioning process, a comprehensive review of the General Plan called CityShape 2020, occurred in late 1994. CityShape 2020 was an extensive educational and community outreach process responsible for reaffirming and improving the Scottsdale General Plan as an expression of the Shared Vision. Completed in 1996, the recommendations from the CityShape 2020 process are the basis for planning in Scottsdale today. The recommendations include:

- An enhanced focus on “character and quality” in development;
- A three-level approach to planning:
 - Level 1 - Citywide Planning;
 - Level 2 - Character Planning;
 - Level 3 - Neighborhood Planning; and

CityShape 2020 ... states strategies for realizing Scottsdale's Shared Vision through the Guiding Principles and the development of Character and Neighborhood Plans.... The Steering Committee believes that the ideas and approaches outlined in the [Comprehensive] report will provide the means for the city to maintain its traditions of strong planning and high quality, and to have a plan with the flexibility to address redevelopment at the same time it guides new development. Above all, this General Plan will be thorough and responsive to the needs of this community.

- CityShape 2020 Comprehensive Report, March 1996



Photograph to
come at a later
date



Photograph to
come at a later
date

- The establishment of the Six Guiding Principles (the principles are equal, with no priority in the listing):

- **Preserve Meaningful Open Space:** The city of Scottsdale is committed to promoting the acquisition, dedication, and setting aside of open space as a community amenity and in support of the tourism industry in Scottsdale.
- **Enhance Neighborhoods:** Scottsdale’s residential and commercial neighborhoods are a major defining element of this community. The quality of our experience as a Scottsdale citizen is expressed first and foremost in the individual neighborhoods where we live, work, and play. Scottsdale is committed to maintaining and enhancing our existing and future neighborhoods. Development, revitalization, and redevelopment decisions, including rezoning and infrastructure planning, must meet the needs of our neighborhoods in the context of broader community goals.
- **Seek Sustainability:** Scottsdale is committed to the effective management of its finite and renewable environmental, economic, social, and technological resources to ensure that they serve future needs.
- **Support Economic Vitality:** Scottsdale is committed to the goal of supporting its existing economic strengths by: targeting new opportunities which can diversify our economic base; providing for the fiscal health of the city; and forming partnerships with the community, which strengthen our ability to meet this goal.
- **Advance Transportation:** The transportation system must be the backbone of Scottsdale, supporting its economy and serving and influencing its land use patterns in a positive way.
- **Value Scottsdale’s Unique Lifestyle and Character:** Scottsdale offers a superior and desirable Sonoran Desert lifestyle for its citizens and visitors. The preservation of this unique lifestyle and character will be achieved through a respect for our natural and man-made environment, while providing for the needs of our citizens.

Both the Shared Vision and CityShape 2020 recommendations are reflected in General Plan 2035’s vision and values.

Future in Focus/2001 General Plan

Future in Focus was a community effort to re-evaluate Scottsdale's General Plan, bring it up to date with the Growing Smarter and Growing Smarter Plus laws, and make sure the overall direction for our city's development (through the General Plan) was still in line with the community's goals and visions. In short, Future in Focus examined the vision created through Scottsdale Visioning and CityShape 2020 in the light of changes that had occurred between 1990 and 2000. The process resulted in the 2001 General Plan, which was subsequently ratified by the Scottsdale voters in 2002, per state mandate.

Based on input received from Scottsdale community members, the 2001 General Plan focused on:

- Growth management techniques, as well as, policies to assist in phasing of growth (Cost of Development, Growth Areas, and Open Space Elements);
- Strengthening and preserving community character and neighborhoods (Character and Design, Neighborhood and Public Services and Facilities Elements);
- Involving the community in the decision-making process (Community Involvement Element);
- Expanding transportation choices (Community Mobility Element); and
- Housing affordability and the need for moderately priced senior living facilities.

Using community input throughout Scottsdale's 2001 General Plan process ensured that the plan incorporated the diversity of perspectives and beliefs held by Scottsdale community members.

The importance of community participation in the process to update the General Plan cannot be underestimated. For a General Plan to meet the needs, expectations and ultimate desires of its community, it must thoroughly consider all sectors of the community, consider various positions and alternatives, and ultimately analyze and present the results in a fair and non-biased manner.

- Future in Focus Community Involvement Outreach Summary, November 2000



Photograph to
come at a later
date

Scottsdale General Plan 2035 (NEW)

General Plan 2035 started with a conversation about how Scottsdale should evolve over the next 20 years. That conversation began in early 2013 with a group of eighty youth in the Future Leaders Town Hall, followed by a consortium of 100 diverse community members in the Visioning Scottsdale Town Hall [see Appendix for full Town Hall Report]. The conversation lasted for more than two years.

More than XXXX [TO BE INSERTED LATER] people were directly involved in the conversation—through one-on-one discussions; workshops; photo contests; online questionnaires; written submissions; Task Force, Planning Commission and City Council meetings; and community conversations. Many more were indirectly part of the conversation—by talking with each other, reading articles, blogging and viewing General Plan exhibits and posters. (NEW)

Over the course of two years, ideas flowed. People listened, shared, and discussed hard topics. The following are just some of the major concepts the community discussed: (NEW)

- Scottsdale is a special city in the heart of the Sonoran Desert.
- Scottsdale’s appearance, climate, specialty businesses, culture, leisure opportunities and healthcare are what bring visitors and businesses to the community.
- Scottsdale is a mosaic of diverse neighborhoods, each one contributing in its own way to the picture that is Scottsdale.
- Recognizing that growth will continue in the city, the community insists on contextually-sensitive, responsible and managed growth. The goal is not to be the fastest growing city in Arizona, but rather, continue to make Scottsdale the best place for the growth that is likely to occur.
- Scottsdale is and should continue to be an economic destination city, this includes:
 - National and international tourists;
 - Regional visitors/shoppers;
 - Specialty, high-end retail;
 - A well-educated workforce and high-paying jobs;
 - A diversity of large and small businesses in a variety of sectors; and
 - A place for a variety of socio-economic realities.
- Scottsdale is a leader in preserving the natural environment and open spaces, as well as promoting environmentally-sensitive development.
- Scottsdale strives to be healthy and interconnected through a variety of transportation choices, continues to excel in environmental initiatives, and provides open space and recreation opportunities for community members.

- Scottsdale continues to be a multi-generational community, with people living here during all life stages.
- Some recognized challenges in the future include:
 - Accommodating growth in a sensitive and economically-responsible way;
 - Scottsdale’s population is aging and has one of the highest elderly populations in the country;
 - The community is reaching build-out, and therefore, future development will be primarily infill or redevelopment; it will be important to ensure this development integrates into existing neighborhoods;
 - Although the community will continue to use the automobile as the primary means of travel, encouraging use of alternative transportation modes will enhance community health, reduce traffic congestion and connect residents and visitors to destinations without using a car;
 - As established areas of Scottsdale revitalize and regenerate, it will be important to provide access to significant, useable public open spaces and recreation opportunities; and
 - Prudent implementation of the General Plan will need to occur and ensure consistency with the community’s vision and values.

These citizen participation processes, encompassing thousands of work hours, have helped to define the future vision for the community and provided new tools with which to achieve that vision. The General Plan is one of those tools.

Photograph to
come at a later
date

Photograph to
come at a later
date

This Page Intentionally Left Blank

PEOPLE WANT A CITY...

That continues to attract tourists from all over the world.

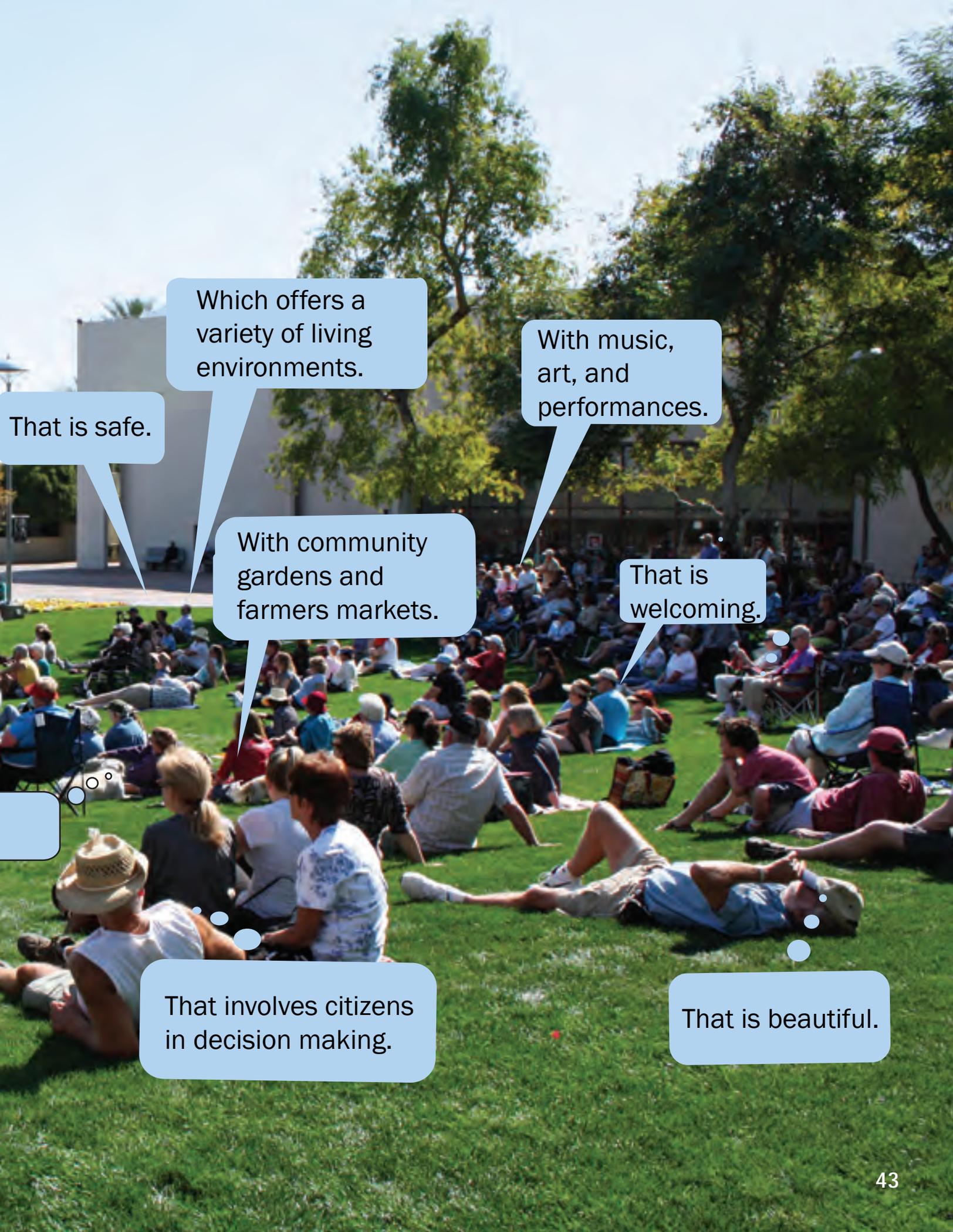
With diverse businesses.

Where it is easy to get around.

Where they can age in place.

With more dog parks.

That protects wildlife, native plants, and open spaces.



That is safe.

Which offers a variety of living environments.

With music, art, and performances.

With community gardens and farmers markets.

That is welcoming.

That involves citizens in decision making.

That is beautiful.

INTRODUCTION

PURPOSE



OVERVIEW

The General Plan is the primary tool for guiding the future of the city and the foundation for which land use decisions are based. On a daily basis the city is faced with choices about growth, housing, transportation, neighborhood improvement, and service delivery. The General Plan is a guide for making these choices by describing long-term goals for the city's future, as well as policies to guide day-to-day decisions. Scottsdale's General Plan has three interrelated roles:

- It is an expression of community goals and priorities;
- It is a decision-making guide; and
- It fulfills State Statute and City Charter requirements.

Arizona State Statutes require consistency between the adopted General Plan and all land use regulations, such as zoning and rezoning actions. Applicants for such requests should refer to the whole document, as well as, any adopted Character Area Plans, as several elements may pertain to a single, suggested development or improvement. The elements, taken into consideration with the goals, policies, vision, aspirations, and community values, supply a "checklist" for evaluating any proposed development application for consistency with the General Plan.



GENERAL PLAN PURPOSE

The General Plan contains the city's policies on character and design, land use, open spaces and the natural environment, business and economics, community services, neighborhood vitality, transportation, and growth issues. It shapes the physical form of the city, yet it also includes policies and statements about other aspects of community. Human services, protection of desert and mountain lands, economic vitality, arts and culture, community health and the character of neighborhoods are all discussed in Scottsdale's General Plan. The General Plan may include maps, diagrams, tables, and text setting out community conditions, principles, goals, objectives, and strategies.

[insert graphic- what a general plan is, what it is not]

The City Council uses the General Plan to evaluate and apply policies, act on land use decisions, and make funding and budget decisions. City staff and the Planning Commission use the Plan to evaluate land use, building, and development and make recommendations on proposed projects. Builders and land owners use it to understand the uses and intensities planned for their properties. Citizens and neighborhood groups use it to understand the city's long-range plans for different geographic areas. The Plan provides the basis for the city's development regulations and the foundation for its Capital Improvements Program.

[insert graphic- who uses the general plan]

Why does Scottsdale have a General Plan?

Arizona state law (ARS 9-461-05A) requires each city to adopt a comprehensive, long-range General Plan to guide the physical development of their community. The Scottsdale City Charter also requires its adoption.

The General Plan represents goals and policies to guide the community over a 20 year period. (Arizona state law requires readoption and voter ratification of the General Plan every 10 years.) It is not a specific document, but rather a guiding set of goals and policies that provide a sense of order, coordination, and quality to the city. There is a natural tendency to presume that the Plan, as adopted, will be applied in its entirety with minimal change over its lifespan. But, such rigid application would not be responsive to the natural changes and unforeseen opportunities that arise in a community as dynamic as Scottsdale. Making long-range decisions means that issues need to be periodically readdressed to reflect new or emerging circumstances. Beyond this practical issue, there is also a legal issue. Each succeeding City Council has the discretion to reconsider previous long-range policy decisions and may choose to change them, subject of course, to community discussion in public hearings. The General Plan is a key instrument to reflect changing perspectives and attitudes.

Common Misconceptions

In practice, there is often confusion or blurring of the distinction between the role of the General Plan and the role of the Zoning Ordinance. The Plan is a “general” policy document that guides community growth and development decisions. The Zoning Ordinance, and its associated zoning maps, is a legal instrument that defines, with significant precision, the permitted land uses and associated performance standards (e.g. setbacks, height, scale) for every property within the city. The confusion between the two very different roles is likely attributed to the legal requirement that Zoning Ordinance amendments and zoning map changes must conform to the generalized goals and policies of the General Plan.

Many people struggle with a common misconception that the General Plan is merely the Land Use Map. For many development decisions, it is true that land use appropriateness is the focal point of dialogue. However, this view will typically disregard many interrelated issues, such as transportation, infrastructure concerns, and the community’s environmental and economic philosophy. The best community decisions are those that recognize and address these complex interrelationships.

How Does the General Plan Relate to Other City Policies and Procedures?

The goals and policies in the General Plan are applied through ordinances and ongoing formal procedures of the city, such as the Zoning Ordinance, Land Division Ordinance, and Design Guidelines. The General Plan's intent is implemented through city Board and Commission recommendations and City Council decisions regarding such requests as rezoning and subdivisions, road expansion or abandonments, neighborhood revitalization projects, preservation efforts, economic opportunities, and park and recreation facilities. Over time, the General Plan is a living document that is manifested by many specific decisions and events that cause it to respond to the changing conditions, needs and desires of the community.

[insert graphic of how plans and procedures relate]

Administration of the General Plan

The General Plan is a broad, flexible document that changes as the community needs, conditions, and direction change. It can be revised through city-initiated amendments, through citizen/property owner requests, or through referenda (citizen petition and vote). Ultimately, the decision to amend the General Plan is in the hands of the City Council.

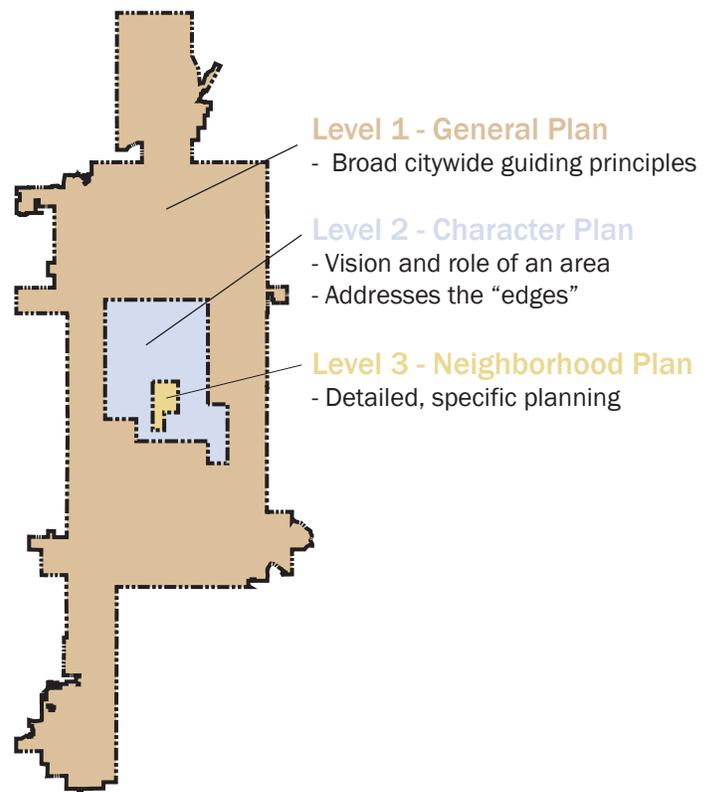
Through the Growing Smarter (1998) and Growing Smarter Plus (2000) Acts, the State of Arizona requires cities to update their general plans every ten years, defines a process for amending the General Plan, and requires each city to define criteria for major and minor amendments. The Land Use Element describes Scottsdale's process and criteria for General Plan amendments. [insert page #]

After public review and the Planning Commission's recommendation to approve an update to the General Plan, the Scottsdale City Council considers the Plan's adoption. If adopted, the General Plan must be ratified by a vote of the citizens; however, if the citizens do not ratify the updated Plan, the existing General Plan will remain in effect until the community ratifies a revised or new plan.

Scottsdale's General Plan Form: Three Tiers of Planning

As a result of CityShape 2020 recommendations, Scottsdale has employed Character-based General Planning. The Character-based General Plan consists of three distinct and interrelated levels:

- **Level 1 - Citywide Planning:** Incorporates all policies that apply to the city as a whole through the General Plan.
- **Level 2 - Character Area Planning:** Develops Character Plans over a period of time and speaks specifically to the goals and special attributes of an identifiable and functional area. Character Plans will ensure that quality of development and consistency of character drive Scottsdale's General Plan at the Character Plan level, all within the context of community-wide goals. An added strength of the Character Plan approach is its ability to address "edges," those places where two Character Areas meet or places where Scottsdale's boundaries abut other governmental jurisdictions. Character Area Planning will rely on the involvement and participation of an area's residents and property owners in the planning and implementation processes.
- **Level 3 - Neighborhood Planning:** Because the health and vitality of a neighborhood is dependent on its ability to adapt to the future, steps need to be taken to address changes that will take place in the neighborhood. Neighborhood Plans will identify and encourage efforts to improve specific neighborhoods within the city. Every neighborhood has different needs, issues, constraints, and opportunities. A Neighborhood Plan might broadly define a neighborhood's goals and may build an action plan or an issues brief. The Neighborhood Planning process must have the in-depth involvement of the people who live and work in that neighborhood.



This three-level General Plan approach serves as a platform for community decision-making. A key advantage of this format is its ability to address issues and challenges in existing and mature neighborhoods that may have received too little attention in the past, and inform and involve a greater number of Scottsdale citizens.

GENERAL PLAN ORGANIZATION

General Plan 2035 is organized into two parts. Part 1 is the full Scottsdale General Plan, which contains citywide goals and policies. Part 2 includes the Character Area Plans that have been adopted as a part of the General Plan. (NEW)

PART 1- GENERAL PLAN 2035

Arizona State law (ARS 9-461.05) requires that the General Plans for cities the size of Scottsdale contain seventeen (17) sections, called “elements.” Scottsdale has included five (5) more elements that the community identified as important: Character & Design; Arts, Culture & Creative Community; Healthy Community; Community Involvement; and Economic Vitality. Although the added elements discuss topics not required by state law, the opportunities they address are basic to the current and the future quality of life in Scottsdale. Once adopted by the City Council, all elements have the same legal status. No single element or subject supersedes any other.

Scottsdale’s General Plan promotes the community’s vision by establishing goals and policies, for each of the twenty-two (22) elements. The elements include State-required subjects but are designed specifically for Scottsdale. As with any comprehensive document, there is room for interpretation on the policies and goals contained in these elements, and instances may occur where goals and/or policies conflict. The community vision/aspirations and values help guide the decision-maker with resolving any conflicts or interpretations that may be needed. The goals and policies of the General Plan are equally as important as the graphically displayed information.

The elements contain a common format and similar terms and references:

- Each element begins with an introduction that identifies the significance of the element’s content to Scottsdale.
- Each element should be consistent with the overall city vision and values.
- Goal statements describe the general end towards which the city will direct its efforts.
- Policies describe the general direction that the city sets to follow to meet its goals and vision.
- Where applicable, goals and policies in other elements or documents will be referenced to help readers grasp the comprehensive and interconnected nature of the General Plan.
- Throughout the General Plan, content required by State Statute is indicated with a “‡” symbol.

Photograph to
come at a later
date

The General Plan organizes the twenty-two elements under the following Chapters, based on Scottsdale's Community Values:

1. Character and Culture Chapter

This chapter establishes policies for the character of the community, as well as, the types and locations of land uses throughout the city. It emphasizes the importance of the diverse character, unique quality of design, varied lifestyle choices, and commitment to the arts. It includes the state-mandated Land Use Element, Land Use Map, and General Plan amendment criteria. It also includes two elements added by the community—Character & Design; and Arts, Culture & Creative Community.



2. Environment Chapter

This chapter focuses on Scottsdale's environmental resources and open spaces, from protecting natural systems and the water supply to creating a green built environment. Goals and policies in this chapter also seek to provide a comprehensive system of open spaces, including Scottsdale's McDowell Sonoran Preserve. Five state-mandated elements are included in this chapter, Open Space, Environmental Planning, Conservation, Water Resources, and Energy.



3. Collaboration and Engagement Chapter

The Collaboration and Engagement Chapter underscores the importance of community involvement in decision-making. The community-added Community Involvement Element is included in this chapter.



4. Community Well-Being Chapter

The Community Well-Being Chapter emphasizes the importance of health, housing, safety and recreation opportunities on the overall well-being of the community. Three state-mandated elements, Housing, Safety and Recreation, are included in this chapter. In addition, Scottsdale has added a Healthy Community Element in this Chapter.



5. Connectivity Chapter

This chapter contains goals that promote a variety of mobility choices for the movement of people and goods throughout the community. Two state-mandated elements, Circulation and Bicycling, are included in this chapter. (NEW)



6. Revitalization Chapter

This Chapter recognizes that the majority of future development in Scottsdale will consist of revitalization, redevelopment, and infill projects. The goals and policies in the Revitalization Chapter focus on preserving the unique qualities and character of Scottsdale’s neighborhoods, addressing the fiscal impacts of development, guiding the locations for concentrated growth and reinvestment in the city, providing public services, and allocating public facilities citywide. Six state-mandated elements are included in this chapter, they are: Neighborhood Preservation & Revitalization; Conservation Rehabilitation & Redevelopment; Cost of Development; Growth Areas; Public Buildings; and Public Services & Facilities. (NEW)



7. Innovation and Prosperity Chapter

This chapter sets forth goals to foster the economic sustainability of the community, with focus on tourism, retention and attraction of core industries, and high-quality jobs. The Economic Vitality Element is a community-added element in this chapter. (NEW)



8. Implementation Chapter

Making it happen. This chapter describes steps to put the vision, values, goals, and policies of the General Plan into action (NEW)



Finally, the General Plan contains an Appendix that provides References, a Glossary, Abbreviations, and Visioning Scottsdale Town Hall Report. Furthermore, the General Plan includes an Implementation Chapter that provides information on how the goals of the General Plan will be put into action and evaluated over time.

PART 2- CHARACTER AREA PLANS

Part 2 of the General Plan includes Character Area Plans that have been adopted by the City Council. The goals and policies in these plans further complement and define the General Plan. The adopted Character Area Plans, which are incorporated herein by reference, are: **(NEW)**

- Cactus Corridor (1992)
- Shea/East Shea (1993)
- Desert Foothills (1999)
- Dynamite Foothills (2000)
- Downtown (2009)
- Greater Airpark (2010)
- Southern Scottsdale (2010)

PART 3- MONITORING AND EVALUATION PROGRAM

Part 3 of the General Plan includes a monitoring and evaluation program, as approved the City Council. The program outlines metrics for monitoring progress on implementation of the General Plan on an annual and five-year basis. **(NEW)**



This Page Intentionally Left Blank



SCOTTSDALE'S PAST

When incorporated in 1951, Scottsdale was a small community of 2,000 residents situated on about two square miles. The community developed as a commerce center for local agricultural activity. Few paved roads existed, and daily activities focused on working in citrus groves, cotton fields, dairy farms, and shopping in the downtown area.

As a small community, much of the first 60 years of Scottsdale's business activity focused around the needs and functions of an agricultural community. The seeds for future economic growth evolved from local residents' and visitors' interests in art, hospitality, health, and well-being. Small artist communities, galleries, resorts, dude ranches, and equestrian breeding establishments began to spring up in the community. Partially because of the exposure the area received during World War II as a location for military training, new businesses moved facilities to the area in the 1950s.

In the early to mid-1950s several events took place that would set the city's growth and character in motion. First, the Chamber of Commerce recognized the benefit and potential growth of the winter visitor and tourist market. Many distinctive projects and events were developed, such as the Parada Del Sol, Spring Training baseball, the opening of the Safari and Valley Ho hotels, apartment housing for winter visitors, "The West's Most Western Town" slogan, and the western retrofit of the original Downtown and 5th Avenue shopping districts. Second, Motorola opened major plants at the southern end of the community and in nearby east Phoenix, bringing strong population growth of well-educated and skilled employees from the upper Midwest. Third, in response to the population growth, the community saw the beginning of single-family tract housing development south of the downtown area. This, along with the expansion of Arizona State University into a major university, brought about Scottsdale's first major growth period in the late 1950s and early 1960s.



From 1958 to 1965 the city experienced explosive growth in housing and population. The population grew from less than 10,000 to 65,000. The typical family had four or five members, and the head of the family usually had at least some college education, if not a degree. Most people lived in single-family homes on modest sized lots, similar to housing growth occurring at the same time in suburbs across the country. The city annexed rapidly, first southward from Downtown and later northward to Deer Valley Road, growing from about two square miles to over 60 square miles. With the notable exception of a few major industrial plants and resorts, this early growth did not include a strong balance of services, mixed employment, or public amenities.

Key decisions made in collaboration by the residents and business owners in the 1960s through the Scottsdale Town Enrichment Program (STEP), further spurred the nature and quality of growth in the community. The first decision to become a full-service resort destination led to the construction of many new resorts, specialty retail, and high-end shopping. Another key decision turned the airport into a vital facility surrounded by a major center of business activity. These actions have led to high quality development and a favorable setting for small and innovative businesses.

During the late 1960s, Los Arcos Mall, Scottsdale Fashion Square Mall, and the growth of small businesses in and around Downtown established major service uses. The beginnings of a strong public park system and creation of the Civic Center Complex were some of the first public amenities built. Greater housing variety began to occur with the introduction of townhomes and the first apartments not oriented toward winter visitors.

In the early 1970s another growth spurt occurred, and with it, the first master planned development in the city—McCormick Ranch. This project would inspire many subsequent developments throughout the Phoenix Metropolitan Area. With the advent of master planned development came new concepts and policies, such as developer-built public improvements, contributions to the infrastructure, and amenities to support new neighborhoods. Before this time, most infrastructure had been built using public funds from Maricopa County bonds, Federal Government grants, and local improvement districts. Besides providing public amenities, McCormick Ranch introduced private amenities and strong property owner associations. To absorb the costs of these amenities, new housing became noticeably more expensive, establishing a trend for upper-middle and high-end housing costs that still exists in the community.

From the mid-1970s through the mid-1980s, the city experienced periods of slow growth followed by major growth upswings. Through these cycles, the predominant growth focus was on master planned developments, like McCormick Ranch, Scottsdale Ranch, and Gainey Ranch. Large multifamily housing filled in remaining parcels in the southern parts of the city. Two periods of resort growth also occurred: The first, in the mid-1970s, resulted in a “resort corridor” along Scottsdale Road from Chaparral Road to McCormick Parkway. The second brought full service luxury resorts, such as the Gainey-Hyatt and Scottsdale Princess. The Scottsdale Airport grew in activity, and the surrounding employment areas began to form during this period. In Addition, the Mayo Clinic branch opened, bringing new interest in healthcare and biomedical uses to the community and its growing senior population. Part-time resident growth continued, but more so in low-density, single-family housing than in the townhome and apartment developments of years past. In the late 1980s, a growth slowdown occurred, followed in the early and mid-1990s by the strongest growth the city had experienced since the mid-1950s. While the dominance of growth in master planned communities continued, this growth period broadly diversified the geography of where development occurred.

Reflecting strong community sentiment to protect the McDowell Mountains and retain natural desert areas, the city adopted zoning regulations in 1977 called the Hillside Ordinance. This ordinance established where development could occur on desert and mountain lands and prohibited development on high mountain slopes. The ordinance was legally challenged soon after its adoption in November 1977. In 1985, the Appeals Court declared the Hillside Ordinance unconstitutional, and the Arizona Supreme Court upheld that decision in July 1986. Scottsdale used interim ordinances to continue protection of the desert while working on the Environmentally Sensitive Lands Ordinance (ESLO), which was adopted in February 1991.

The city doubled in size with annexations that took place between 1982 and 1984. In these new areas of the city, a number of large projects had been approved under the prior Maricopa County jurisdiction, and most were within the Hillside and ESLO zoning districts. These projects were restructured in the city in the mid-1980s, and by the 1990s, were beginning final planning and construction. This created a new sense of character in the community with the protection of native plants, desert open spaces, and hillsides. Overall densities declined as compared with earlier development periods in the city. By

the mid-1990s, virtually all new housing was built north of Shea Boulevard, with the majority being north of Bell Road. Beginning in the mid-1980s, the percentage of low-density custom homes increased in the northern part of the city. By 2000 nearly 80% of residential building was custom homes.

As the community has matured, it has become a major center of economic activity while keeping strong tourism, healthcare, business services, and retail sectors. The growing diversity of the local business activity has allowed the area to adjust as the regional and national economy has evolved, creating a more stable economic and fiscal environment.

Since 2000, Scottsdale has begun to experience increased revitalization in mature parts of the city. Downtown has experienced an influx of residents who prefer urban-style living choices over the suburban and rural parts of Scottsdale. McDowell Road has experienced significant changes with the Los Arcos Mall redevelopment into ASU/SkySong Innovation Center and the outflow of auto dealerships along the “Motor Mile”. The Airpark has become one of the largest employment centers in the state, anchored by one of the busiest business aviation Airports in the nation—Scottsdale Airport. Primary development focus in the community has shifted from the large single-family subdivisions and master planned communities to a focus on infill and revitalization projects.

Photograph to
come at a later
date

Photograph to
come at a later
date

A LEGACY OF CITIZEN INVOLVEMENT

The formulation of the STEP forums to focus on important issues facing the city was likely the most significant public participation event in the history of the city. This involvement of interested, creative, and collaborative citizens made Scottsdale different from the multitude of similarly situated suburbs across the nation. The STEP forums set the bar for how our citizens expect to be involved in decision-making about the community's future. Subsequent public participation programs have occurred over the decades, including Scottsdale Visioning, CityShape 2020 and Future In Focus, to ensure that Scottsdale's legacy of citizen involvement continues.

Unlike many communities, Scottsdale has established a tradition of community involvement. Characterizing this involvement are numerous standing and ad hoc committees, commissions, and boards addressing a wide range of subjects. This history has raised the level of expectation for citizen involvement to essentially a mandate.

DESERT AND MOUNTAIN PRESERVATION EFFORTS

In 1990, Scottsdale citizens (through the non-profit McDowell Sonoran Land Trust, today called the McDowell Sonoran Conservancy) began the process of preserving Scottsdale's McDowell Mountains and Sonoran Desert. The goal is to preserve approximately 36,400 acres, equal to 1/3 of Scottsdale's total land area, or 57 square miles. This area is referred to as the Recommended Study Boundary (RSB) for the McDowell Sonoran Preserve and is the potential land boundary within which tax dollars dedicated to Preserve acquisition can be used.

When land in the RSB is acquired by Scottsdale, it becomes part of Scottsdale's McDowell Sonoran Preserve. The Preserve will consist of mountains, Sonoran Desert, and natural corridors linking to natural open spaces in neighboring communities, the Tonto National Forest, and Maricopa County Regional Park. The vision is to create a large sustainable natural desert habitat for wildlife and desert plants, available for passive recreation and public use.



Photograph to
come at a later
date



Photograph to
come at a later
date

In 1995, Scottsdale voters approved a 0.2% tax increase to purchase land in the original 16,640 acre RSB. In 1998, voters approved using the sales tax to purchase 19,940 more acres in an expanded RSB, totaling close to 36,400 acres.

A total of 19,643 acres in the RSB is State Trust Land. In 1998 all of the State Trust Land in the original boundary (2,762 acres) and 317 acres next to the County Regional Park was reclassified as suitable for conservation under the Arizona Preserve Initiative (API). The City of Scottsdale submitted a petition to the State Land Department in 1998 to preserve the remaining 16,600 acres of State Trust Lands for permanent open space within the McDowell Sonoran Preserve.



Photograph to
come at a later
date

In 2001, the State Land Commissioner responded to this application by reclassifying 11,390 acres as suitable for conservation with a deed restriction to ensure that the property purchaser would conserve these lands. An additional 1,630 acres were reclassified as suitable for conservation; however, deed restrictions were not placed on these lands. The State Land Commissioner did not reclassify 3,543 acres.

The City of Scottsdale, property owners, neighbors, other interested parties, and the State Land Department worked together in 2002 to reflect the State Land Commissioner's 2001 reclassification and to propose land uses that fit the character and environment of the 3,543 acres not reclassified for conservation purposes (General Plan Amendment case 4-GP-2002). The city has a strong commitment to purchase all 16,600 +/- acres of State Trust Land, but cannot make changes to the General Plan or zoning that would devalue the land held in trust by the State Land Department.

In 2004, Scottsdale voters approved an additional 0.15% increase in the sales tax for land acquisition and access area amenities. As of 2014, all private land in the RSB has been or is being acquired. As such, Scottsdale's McDowell Sonoran Preserve is one of the largest urban preserves in the country.

HISTORY OF GENERAL PLANNING IN SCOTTSDALE

	1950	1960	1970	1980	1990	2000	2010
Major City Milestones	Incorporation (1951) Major Annexations (1956 - 1964)	City Charter (1962) Scottsdale Town Enrichment (STEP Forums) (1964 -1974)	East Shea Annexation (1975)	Scottsdale Vision 2000 Update (1981-1982) North Area Annexations (1982-1984)	Scottsdale Visioning City-Shape 2020 (1991-1992) (1995-1996) McDowell Sonoran Desert Preserve		
Arizona State Statutes			Arizona's General Plan Statute Created (1972)			Arizona's Growing Smarter Act (1998) Arizona's Growing Smarter Plus Act (2000)	
City's General Plan		General Plan (Eisner) (1967) City Charter Requires Comprehensive Plan (1967)	General Plan Review (Wilsey-Ham) (1972-1973)	General Plan Update (1980-1981)	General Plan Update (1992) Reformat/Reprint (1998)	General Plan Update (2001) Future in Focus (2000)	General Plan Update (2011) General Plan Update (2014)
Major Comprehensive Area Plans			Northeast Area Plan (1976)	Airport Area (1981) Scottsdale Foothills (1984) Downtown (1985) Tonto Foothills (1986)			
Character Area Plans			Shea/Scottsdale (1979)	Downtown (1984) East Shea (1987)	Cactus Corridor (1992)	Desert Foothills (1999) Dynamite Foothills (2000)	Downtown Update (2009) Greater Airpark (2010) Southern Scottsdale (2010)
Major Zoning Ordinances	Original Ordinance (1952)	Major Update (1961)	Hillside Ordinance (1977) Major Update (1969)	Downtown Ordinance (1986)	Environmentally Sensitive Land Ordinance (1991)	Downtown Overlay (2003)	
City-wide Master Plans			Transportation (1973) Bikeways (1974) Parks (1979)	Trails (1978) Parks (1979) Trails (1985)	Water and Sewer (1992) Bikeways (1996)	Bikeways Trails Transportation (2008) Parks (2005)	

In 1960, the Scottsdale City Council, Chamber of Commerce, Maricopa County Board of Supervisors, and County Planning Commission prepared the first Comprehensive Plan for Scottsdale. The study, initiated by Maricopa County, included a Land Use Element and street plans and covered an area of about 15 square miles between McKellips Road on the south, Indian Bend Road on the north, Pima Road on the east, and 64th Street on the west.

In 1966, the Scottsdale Town Enrichment Program (STEP) involved 300 citizen participants and numerous civic organizations in discussing the future of the community. These forums spurred a comprehensive General Plan study (by Eisner-Stewart and Associates) and a 1967 City Charter amendment to require the adoption of a comprehensive plan. The Eisner-Stewart Plan included Land Use, Circulation, and Public Facilities Elements and covered an area of about 80 square miles from Deer Valley Road to McKellips Road. It recommended reinforcement of the Civic Center/Downtown as the city's governmental, civic, and cultural hub; the concentration of employment uses in the Airpark area; residential uses to the east of the Airpark area to support the employment uses; and a system of parks and recreation uses, including the Indian Bend Wash.

Between 1972 and 1975, the comprehensive General Plan process included updates to the Land Use and Circulation Elements and the McCormick Ranch Center General Plan Amendment. Also, the city changed the Zoning Ordinance to accommodate master planned projects, sign controls, landscape and parking requirements, and development design review.

In 1976, the Northeast Area Plan was prepared for an area covering 25 square miles north and east of the Central Arizona Project (CAP) aqueduct to Deer Valley Road and the eastern corporate boundary. This planning project involved twelve months of dialogue among a variety of study groups and public hearings, as well as, the participation of the City Council, Planning Commission, and city staff. It designated a “future development line” beyond which development would not occur for ten years.

In 1981, city staff updated the Land Use, Environmental Design, Circulation, and Public Facilities Elements of the General Plan.

During the 1990s, updates to the General Plan Elements occurred:

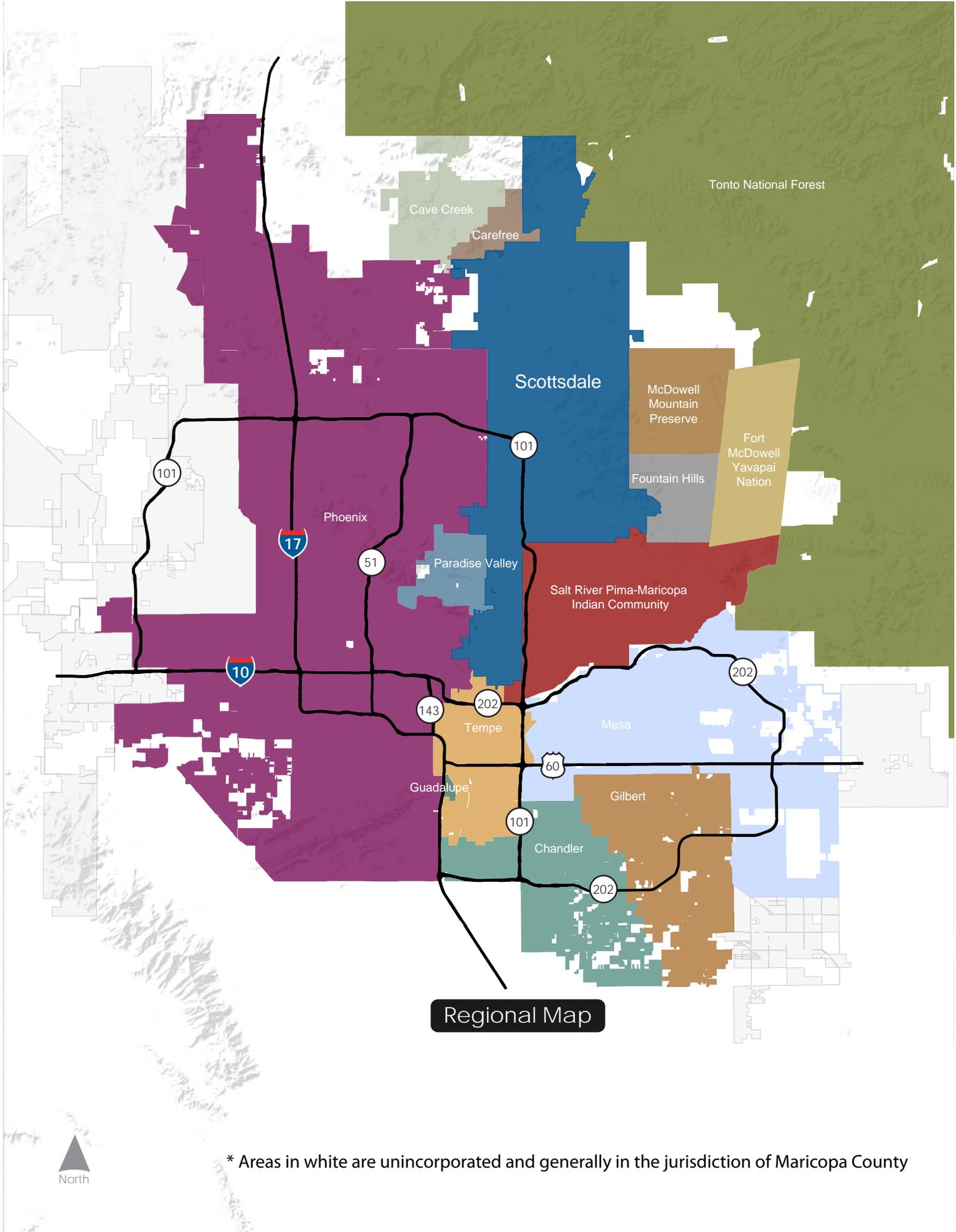
- Land Use Element updates occurred in 1989, 1994, and 1999.
- A Circulation Element update occurred in 1991.
- The Public Facilities and the Environmental Design Elements were updated in 1992.
- Following recommendations from the CityShape 2020 process, the city created an Interim General Plan and added an Economic Element in 1998.

The 1998 Growing Smarter and 2000 Growing Smarter Plus legislation required all Arizona cities and towns to update their General Plans by December 2001 and have such plans ratified by a vote of the public. This legislation was the impetus for the review and update of Scottsdale’s General Plan beginning in the summer of 1999. The new plan included new state-mandated elements, the recommendations from CityShape 2020, and a Community Involvement Element. The Plan was adopted by the City Council in 2001 and ratified by the voters in 2002.

By 2011, it had been ten years since the City Council’s adoption of the 2001 General Plan, requiring an update to meet state requirements. The City of Scottsdale, working with a citizen task force and three-year community engagement process, created a 2011 General Plan. The updated Plan included new state-mandated elements and other state and local law changes since 2001. The 2011 General Plan was adopted by the City Council but was not ratified by the Scottsdale voters in March 2012.



Photograph to
come at a later
date



* Areas in white are unincorporated and generally in the jurisdiction of Maricopa County

Based on feedback from the community, in Fall 2012 the City Council directed the Planning Department to again provide an inclusive process to create a new General Plan for community consideration. The City of Scottsdale hired the non-profit organization, Arizona Town Hall, to conduct a Town Hall of 100 community members representing all different perspectives in Scottsdale. The committee of 100 worked for three days to create draft Community Values and a Vision Statement for the General Plan. After the Town Hall event, the City Council asked Arizona Town Hall to select a Task Force of diverse community members. Twenty-five members were selected to represent the different perspectives of the community. Furthermore, the community-at-large discussed major community topics identified during the 2011 General Plan process—such as land use, General Plan amendment criteria, Character Areas, Growth Areas, economic development, neighborhoods, and transportation—at community workshops. Founded in diverse community input, the General Plan 2035 Task Force presented a draft General Plan to the Scottsdale Planning Commission in XXXX [TO BE INSERTED LATER]. This plan includes updates to all elements, the addition of two new state-mandated elements—Neighborhood Preservation & Revitalization Element and Energy Element—as well as two new community-created elements—Arts, Culture & Creative Community Element and Healthy Community Element.

SCOTTSDALE’S PLACE IN THE REGION

Scottsdale is located in the northeast quadrant of the Phoenix Metropolitan Area (“the Valley”). The southern end of the city is near the metropolitan area’s geographical population center.

The city’s northern end abuts the Tonto National Forest, unincorporated Maricopa County, and the communities of Carefree and Cave Creek. Much of the southern part is bordered on the east by the Salt River Pima-Maricopa Indian Community. Another large part of the city’s eastern edge borders the Town of Fountain Hills and McDowell Mountain Regional Park. Tempe is located along the southern boundary and Phoenix, Paradise Valley, and Maricopa County are located along the western boundary. Essentially landlocked and nearing build-out, Scottsdale’s large annexations and developments of the past will not continue to occur. Rather, the dominant focus will be on infill development and redevelopment.

Scottsdale is a suburb of Phoenix, but unlike the typical suburban community, it is a net importer of employment and serves as a regional retail and healthcare center. Household sizes are typically smaller than other Valley communities, and household incomes are higher than most communities in the area.

Scottsdale is the major tourism and resort center of the metropolitan area. Although not all local major resorts are located in the city, Scottsdale is the core of specialty shopping, art galleries, recreational facilities, and cultural and sporting events that attract and sustain the local tourism industry. The city’s high-quality built and natural environments are important to maintaining this industry.

Scottsdale, by way of pioneering innovative concepts, such as the Indian Bend Wash, the Civic Center, sign controls, significant open space, landscaping standards, green building policy for public buildings, planned community development, and design review, has achieved a quality of development emulated by communities across the country.

DEMOGRAPHICS

Scottsdale is a diverse community where most residents enjoy an unsurpassed standard and quality of life. With its world-class resorts, unique retail and dining experiences, year-round recreational opportunities, and its positive approach to business, this community is one of the most desirable “addresses” available.

Within this setting, community composition continues to evolve. The 2010 Federal Decennial Census counted 217,385 full-time residents in Scottsdale occupying nearly 124,001 dwelling units. This reflects an overall population increase of 6.7% since the 2000 Federal Census.

[insert demographic infographic]

The 2010 Census further found that roughly 80% of Scottsdale’s housing units are occupied, with 70% being owner-occupied and 30% being renter occupied. About 70% of Scottsdale residents occupy a detached single-family dwelling, patio home, or townhouse. Most of the remaining 30% choose to live in a multi-unit development, such as apartments or condominiums. More than 40% of single-family home owners spend 30% or more of their household income on housing. Nearly 47% of Scottsdale renters spend 30% or more of their household incomes on housing.

According to the US Census American Community Survey, as of 2012, it is estimated that the average citizen of Scottsdale is 45.1 years old, college-educated, married with children in school, a professional or middle-manager who owns more than one automobile, lives in a single-family detached house with a market value of nearly \$400,000, and has an annual household income approaching \$72,000

Scottsdale, like the rest of the country, has experienced a decline in the average household size since its incorporation in 1951. The 1960 Census reported an average of 3.6 people per dwelling unit, and the 2010 Federal Census showed an average of 2.26 people per dwelling unit in Scottsdale. This downward trend in household size has stabilized over the last few decades and is easily explained: it is a combination of the “baby boomer” and subsequent generations’ tendencies to marry later and have fewer children than their parents, coupled with the significant inflow of retirees to this community.

In 1960, the incorporated area of Scottsdale was only 3.9 square miles. The city now includes 184.5 square miles within its corporate boundaries. Approximately 17.7 square miles of land within the city's boundary are undeveloped (figure excludes preserved lands). As of July 2013, Scottsdale's population was two-thirds of the estimated built-out population projection of 280,000 by 2035, as based on the current General Plan land use configuration. Looking to the future, many events, factors, and trends, both external and internal will mold community growth and changes. A priority facing the community is finding the resources needed to provide the same distinguished level of services and amenities current residents enjoy to the numbers of new residents expected in the future, while maintaining the high quality of life for all residents.

[insert demographic infographic]

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

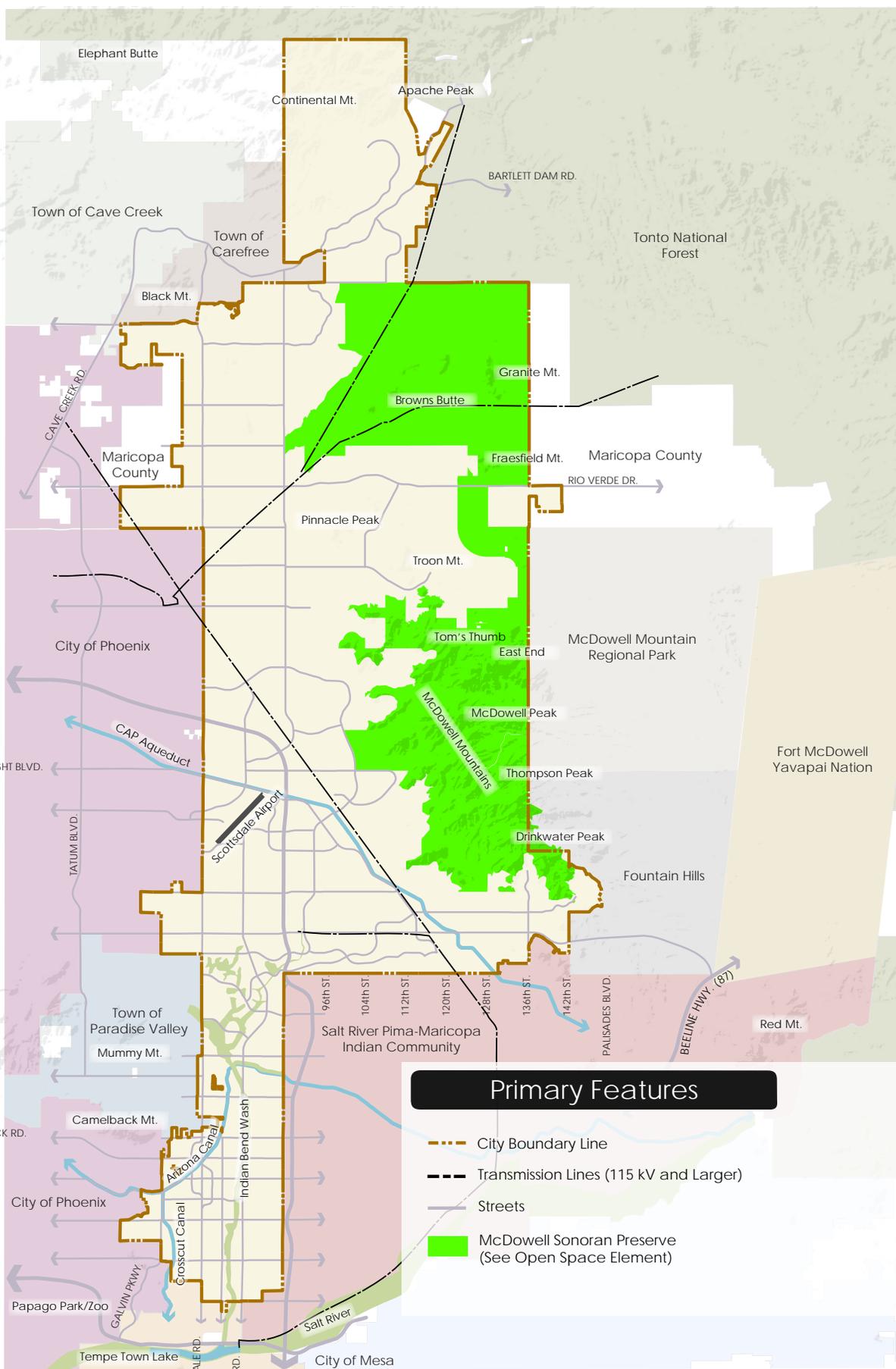
INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.



Primary Features

- - - City Boundary Line
- - - Transmission Lines (115 kV and Larger)
- Streets
- McDowell Sonoran Preserve (See Open Space Element)



DRAFT

This Page Intentionally Left Blank



SECTION 2 - CHAPTERS





1. CHARACTER & CULTURE



INTRODUCTION

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

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

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



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

ELEMENTS IN THIS CHAPTER:

- Character & Design
- Land Use/General Plan Amendment Criteria
- Arts, Culture & Creative Community

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

- CityShape 2020 Comprehensive Report (1996)

Chapter Contents

The following Elements are included in the Character & Culture Chapter:

CHARACTER & DESIGN ELEMENT

Goal CD 1 Character and context

Goal CD 2 Character Area planning

Goal CD 3 Design review process

Goal CD 4 Public realm

Goal CD 5 Landscaping

Goal CD 6 Light and noise

LAND USE ELEMENT

Goal LU 1 Economic viability and character

Goal LU 2 Transition land uses

Goal LU 3 Balance of land uses

Goal LU 4 Land use and transportation

Goal LU 5 Sustainable land use patterns[‡]

Goal LU 6 Improve economic well-being

Goal LU 7 Scottsdale Airport compatibility

General Plan Amendment Criteria[‡]

ARTS, CULTURE & CREATIVE COMMUNITY ELEMENT

Goal ACC 1 Arts, culture and creativity

Goal ACC 2 Arts and culture programs

Goal ACC 3 Creative placemaking

Goal ACC 4 Historic and cultural resources

Goal ACC 5 Facility and equipment needs

Goal ACC 6 Nurture working artists

Goal ACC 7 Creative community

[[‡] = State-required]



CHARACTER & DESIGN ELEMENT

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

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

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

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

Goals and Policies

Goal CD 1

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

Policies

- CD 1.1** New and revitalized development should respond to the regional, citywide, and neighborhood contexts in terms of:
- Scottsdale’s southwestern, Sonoran Desert characteristics, such as climate, native vegetation, topography, and history/culture.
 - Scottsdale as a part of a larger metropolitan area with a unique image, character, and identity within the regional setting.
 - Relationships and sensitivity to surrounding land forms, land uses, and transportation corridors.
 - Compatibility with and sensitive integration into established neighborhood character.
 - Contributions to citywide linkages of open space, Growth Areas, and Activity Areas.
 - Contributions to high-quality habitation, well-being, and life enrichment.
 - Creation of new or reinvention of the existing character of an area, when necessary.
 - Physical scale relating to human experience.
 - Visual impacts on and accessibility to public settings, significant natural features, and neighboring properties.
 - Impacts on and sensitivity to the natural environment.
 - Public buildings and facilities that demonstrate the above principles.

[Cross-reference Environmental Planning, Conservation, Arts, Culture & Creative Community, Land Use, Circulation, Bicycling, Open Space, Neighborhood Preservation & Revitalization, Growth Areas, Conservation, Rehabilitation & Redevelopment, Healthy Community, Public Buildings, Housing, and Recreation Elements]

CD 1.2 Because character can cross land uses and include diverse community regions, ensure that all development is a part of and contributes to established or planned Character Types. Character Types describe the general pattern, form, and intensity of development. Certain community-serving uses (e.g. hospitals, museums) may require building heights greater than outlined below. The Zoning Ordinance will govern specific development standards, such as building height, by zoning district. The following general Character Types are found in our community:

- Urban Character Types consist of higher-density residential, non-residential, and mixed-use neighborhoods, including apartments, high-density townhouses, business and employment centers, and resorts. Development in urban character types should have a pedestrian orientation, shade, activity nodes, and useable open spaces that encourage interaction among people. Building heights typically range between three and six stories, with one- to three-story transition areas next to Rural and Suburban Character Types. Buildings exceeding six stories may be appropriate in Growth Areas, depending on context (see Growth Areas Element). Examples include Downtown Scottsdale, a mixed-use center of distinct urban neighborhoods; mixed-use portions of the Greater Airpark Character Area, particularly along Scottsdale Road; and the Scottsdale Healthcare hospital/medical campus near Shea Boulevard and 90th Street. *[Cross-reference Land Use and Growth Areas Elements]*
- Employment Cores are primary employment centers for the city. These areas are predominately concentrated in the Greater Airpark Character Area, a mixed-use employment core with primary freeway access, as well as, around other major employment campuses, such as the Mayo Clinic and General Dynamics. Employment cores support a wide range of activities, such as aviation, light-industrial, and regional- and community-level employment uses. These areas consist of multi-functional buildings with an emphasis on technology and corporate character. Building heights typically range between three and six stories, with one- to three-story transition areas next to Rural and Suburban Character Types. The Greater Airpark Character Area Plan denotes appropriate locations for greater heights and intensity in the Airpark area. (See also: Growth Areas Element). *[Cross-reference Land Use and Growth Areas Elements]*

- Suburban/Suburban Desert Character Types contain medium-density neighborhoods, which include a variety of residential, commercial, employment centers, and resorts. Suburban Character Types incorporate a wide variety of recreational and leisure opportunities. Likewise, pedestrian and bicycle linkages weave these neighborhoods together to create a livable community. The physical character of these areas varies widely throughout the community and is based on period of construction, surrounding topography, and natural features. Building heights typically range between one and three stories. Four-story buildings may be considered within designated Activity Areas (see Growth Areas Element). *[Cross-reference Land Use, Neighborhood Preservation & Revitalization, Bicycling, Recreation, and Growth Areas Elements]*
- Tourism/Recreation Areas consist of major natural and developed open spaces and recreational amenities located primarily along the Central Arizona Project (CAP) aqueduct. The character of developments in these areas should accentuate the open space and resort-like amenities located within and surrounding the area. Existing facilities include, but are not limited to, the Tournament Players Club (TPC) golf courses, Fairmont Scottsdale Princess Resort, WestWorld Equestrian Park, and Taliesin West. Building heights typically range between two and six stories. *[Cross-reference Land Use, Economic Vitality, and Arts, Culture & Creative Community Elements]*
- Resort Villages include concentrations of major resorts and master-planned communities with high-amenity tourist and residential accommodations. These Character Types are located in the northern portions of Scottsdale, as well as, in the “Resort Corridor” located along Scottsdale Road north of Downtown. These areas consist of major resorts and supporting uses, such as quality office, specialty retail, recreation uses, and compatible high-amenity housing. Building heights typically range between one and three stories for Resort Village Character Types in Desert Districts (see second bullet below) and typically range between two and six stories in the Resort Corridor area. *[Cross-reference Land Use, Economic Vitality, and Arts, Culture & Creative Community Elements]*



Photograph to
come at a later
date

- Rural/Rural Desert Character Types contain low-density and large lot development, including horse privilege neighborhoods and areas with particularly sensitive and unique natural environments. The rural lifestyle of these areas further emphasizes preservation of the desert and equestrian character. Building heights typically range between one and two stories. The identity and natural desert character of this Character Type should be strengthened and maintained by:
 - Preventing encroachment of nonconforming land uses, higher densities, and incompatible architectural styles;
 - Protecting open spaces and vistas;
 - Encouraging conservation of desert vegetation in common open space areas or individual lots; and
 - Minimizing development impacts on the desert through clustering, preserving washes and natural drainage ways, responding to topography, building low-profile structures, and using natural buffers (i.e. discouraging walls).

[Cross-reference Land Use, Open Space, Environmental Planning and Conservation Elements]

- Environmentally Sensitive Lands and Native Desert Character Types include areas within the Environmentally Sensitive Lands Ordinance (ESLO) overlay zoning district, as well as major protected desert areas. Sensitive areas in these Character Types should ultimately be preserved as natural open space, and all areas will follow the regulations of ESLO.
 - **Desert Districts** include areas of all Character Types in the ESLO overlay zoning district, and may include areas with significant environmental amenities or hazards. Special care should be taken to minimize the impacts of development in these districts.
 - **Native Desert and Mountain Districts** include the McDowell and Continental Mountains, as well as the mountainous regions of northern Scottsdale. Steep mountainsides, boulder features, mountain peaks, ridges, and incised washes characterize these areas. Development regulations should offer incentives to preserve land in these areas and to transfer any allowable density to adjacent land containing few environmental constraints. Any development permitted in this district should be low-density and special care should be taken to minimize the impacts of development on the natural character of the land. Low-impact recreational opportunities may be considered for these areas, including hiking, mountain biking, and equestrian trails.

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

[Cross-reference Land Use, Recreation, Open Space, Environmental Planning and Conservation Elements]

- CD 1.3** (NEW) Encourage transitions and blending of character between Character Types, including, but not limited to, open space areas and building height, massing, and orientation. *[Cross-reference Open Space, Environmental Planning, Energy, Growth Areas, and Neighborhood Preservation & Revitalization Elements]*
- CD 1.4** (NEW) Consider the effects of building height, overall development density, and building orientation on adjacent neighborhood character, privacy, and viewsheds. *[Cross-reference Land Use, Open Space, Growth Areas, Energy, and Neighborhood Preservation & Revitalization Elements]*

Goal CD 2

Continue to develop, maintain and refine Character Areas and Character Area Plans to foster quality development and consistent character within various areas of the community, while considering the context of community-wide goals.

Policies

- CD 2.1** Identify and set goals for the potential physical, economic, social and/or lifestyle attributes in certain portions of the city through Character Area Planning, and carry out strategies suited to the needs and opportunities for each area.
- CD 2.2** Set priorities for the development and updating of Character Area Plans.
- CD 2.3** Character Area Plans should address “edges,” places where two Character Areas meet or places where Scottsdale’s boundaries abut other governmental jurisdictions, to ensure compatible transitions of character and connections.
- CD 2.4** Ensure the involvement and participation of the Character Area’s residents, businesses and property owners in planning and implementation. *[Cross-reference Community Involvement Element]*

Goal CD 3

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

Policies

- CD 3.1** Strengthen the development review process to improve the design quality of all proposed development, in terms of contextual character, durability, and site planning. *[Cross-reference Housing and Neighborhood Preservation & Revitalization Elements]*
- CD 3.2** Recognize Scottsdale’s economic and environmental well-being depends a great deal on the distinctive character and natural attractiveness of the community. Good site planning and design aesthetics, achieved through the development review process, largely contribute to the community’s potential as a recreational resort area and regional trade center. *[Cross-reference Open Space, Environmental Planning, Economic Vitality, Healthy Community, and Neighborhood Preservation & Revitalization Elements]*
- CD 3.3** Continue to use existing and adopt new comprehensive polices, guidelines, and design standards for use in the design and development review process, to ensure public and private development responds to and enhances the diverse character and contexts within our Sonoran Desert community. *[Cross-reference Open Space, Environmental Planning, Conservation, Energy, and Neighborhood Preservation & Revitalization Elements]*

Goal CD 4

Enhance the design of the public realm, streets and public spaces as critical parts of Scottsdale’s visual quality, experience, Sonoran Desert context, social life, and habitat.

Policies

- CD 4.1** **(NEW)** Contribute to the character of street frontages through improvements to the public realm, including, but not limited to, landscaping, seating, lighting, universal accessibility, public art, heritage markers, sidewalks, and multi-use paths. *[Cross-reference Open Space, Arts, Culture & Creative Community; Environmental Planning, Conservation, Energy, Circulation, and Bicycling Elements]*



CD 4.2 Promote contextually compatible streetscapes that correspond with the following classifications:

- **Urban Streetscapes** encourage pedestrian comfort, safety, and accessibility using decorative elements, such as arcade-covered walkways, shade, pedestrian lighting, decorative paving and street crossings, transit shelters, seating, waste receptacles, and landscaping. Urban Streetscapes strive for equality among pedestrians, bicyclists, and automobiles in the design of the public realm. *[Cross-reference Safety, Bicycling, Environmental Planning, Conservation, Public Services & Facilities, and Circulation Element]*
- **Suburban Streetscapes** strive to achieve compatibility and safety between automobile traffic, neighborhood amenities (schools and parks), pedestrians, bicyclists, and recreational activities through the use of landscape areas, consideration of sidewalk alignment, and incorporation of a broad tree canopy. *[Cross-reference Land Use, Safety, Recreation, Open Space, Bicycling, Environmental Planning, Conservation, Neighborhood Preservation & Revitalization, and Circulation Element]*
- **Transitional Streetscapes** serve as buffers between traffic and adjacent land uses in medium- to low-intensity development areas. These streetscapes incorporate native plants or desert-adaptable plants and non-motorized pathways. Existing natural features and contextual character of the immediate area are also considered in the design. *[Cross-reference Land Use, Environmental Planning, Conservation, and Circulation Element]*
- **Natural Streetscapes** embody the natural state of the Sonoran Desert environment, to the greatest extent possible, while incorporating non-motorized paths in the public realm. Native plants and plant densities should buffer adjoining uses, protect views, and preserve rural and desert contexts. *[Cross-reference Circulation, Open Space, Environmental Planning, and Conservation Element]*



CD 4.3 Blend different streetscape categories where they join to prevent a marked difference between opposing sides of streets.

CD 4.4 Establish new and maintain existing guidelines and policies for the design and maintenance of Visually Significant Roadways and major city streets, including Scenic Corridors, Buffered Roadways, Desert Scenic Roadways (in ESLO districts) and streets with specific design themes. These guidelines should celebrate the distinct areas of Scottsdale, while also blending designs together to create a unified identity for Scottsdale. *[Cross-reference Open Space Element]*



CD 4.5 Form and apply policies to guide landscape maintenance and infrastructure placement in the public rights-of-way and easements consistent with the desired streetscape character. *[Cross-reference Open Space Element]*

CD 4.6 Retain mature trees in public rights-of-way to preserve shade and the character of the street. Plant new trees as trees die or as space becomes available. *[Cross-reference Open Space, Environmental Planning, Conservation, and Energy Elements]*

CD 4.7 Identify and establish consistent entrances to Scottsdale and, as appropriate, key gateways to neighborhoods and Character Areas so that residents and visitors have a sense of arrival into the city and prominent/special areas within the community. *[Cross-reference Circulation Element]*

CD 4.8 **(NEW)** Establish and enhance the visual identity of Scottsdale’s developed open space corridors through distinguishing design features, improvements to wayfinding, and creation of visually and physically penetrable access. *[Cross-reference Open Space and Circulation Elements]*

CD 4.9 Sensitively integrate the natural desert setting into Visually Significant Roadways, and preserve the integrity of their setbacks. *[Cross-reference Open Space, Environmental Planning and Conservation Element]*

CD 4.10 Ensure environmental sensitivity and consideration of aesthetics in the design and retrofit of mobility systems, infrastructure and public facilities. (e.g. Scottsdale redesigned the Loop 101/Pima Freeway to include public art and aesthetic treatment). *[Cross-reference Open Space, Environmental Planning, Conservation, Circulation, Public Services & Facilities, and Arts, Culture & Creative Community Element]*

Goal CD 5

Recognize the value and visual significance landscaping has on the character of the community.

Policies

CD 5.1 Require ample landscaping as part of new development, redevelopment, and capital projects.

CD 5.2 Use landscaping to reduce the effects of reflective heat and glare on buildings and paved surfaces, thus improving the overall comfort and quality of the built environment. *[Cross-reference Environmental Planning Element]*

CD 5.3 To the greatest extent possible, retain mature plants. Replace plants as needed to maintain or improve density pattern. *[Cross-reference Environmental Planning and Conservation Elements]*



Goal CD 6

Minimize light and noise pollution.

Policies

CD 6.1 Support Scottsdale’s designation as an Outdoor Light Control City by reducing light pollution, glare, and light trespass where possible, while still attending to public safety needs. *[Cross-reference Safety, Public Services & Facilities, Public Buildings, and Neighborhood Preservation & Revitalization Elements]*

CD 6.2 Encourage creative, energy-efficient, and high-quality designs for outdoor lighting that reflect the character of the local context. *[Cross-reference Energy, Public Buildings, and Neighborhood Preservation & Revitalization Elements]*

CD 6.3 Discourage lighting that reduces the viability of astronomical observation facilities within Arizona.

CD 6.4 **(NEW)** Integrate noise considerations into the planning process of future developments, and apply noise abatement techniques through design, compatible land use, and other sound reduction methods. *[Cross-reference Land Use, Circulation, Safety, Public Services & Facilities, Public Buildings, and Neighborhood Preservation & Revitalization Elements]*

GOAL CD 7 (NEW)

Honor Scottsdale’s western and equestrian lifestyle.

Policies

- CD 7.1** (NEW) Protect equestrian use areas from incompatible development. *[Cross-reference Cactus Corridor Character Area Plan and Open Space, Land Use, and Recreation Elements]*
- CD 7.2** (NEW) Accommodate equestrian users in the design of streets and trails. *[Cross-reference Open Space, Circulation, and Recreation Elements]*
- CD 7.3** (NEW) Celebrate and preserve western art and architecture. *[Cross-reference Downtown Character Area Plan and Arts, Culture & Creative Community Element]*
- CD 7.4** (NEW) Attract and retain western and equestrian venues and events. *[Cross-reference Arts, Culture & Creative Community and Economic Vitality Element]*

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

PALISADES BLVD.

BEELINE HWY. (87)

96th ST

104th ST

112th ST

120th ST

128th ST

136th ST

142th ST

Character Types

- Rural Character
- Suburban Character
- Urban Character
- Resort Villages
- Employment Core
- Tourism and Recreational Character
- Visually Significant Roadways
- Native Desert Character and Mountain Districts
- Environmentally Sensitive Lands/Desert Districts



DRAFT

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

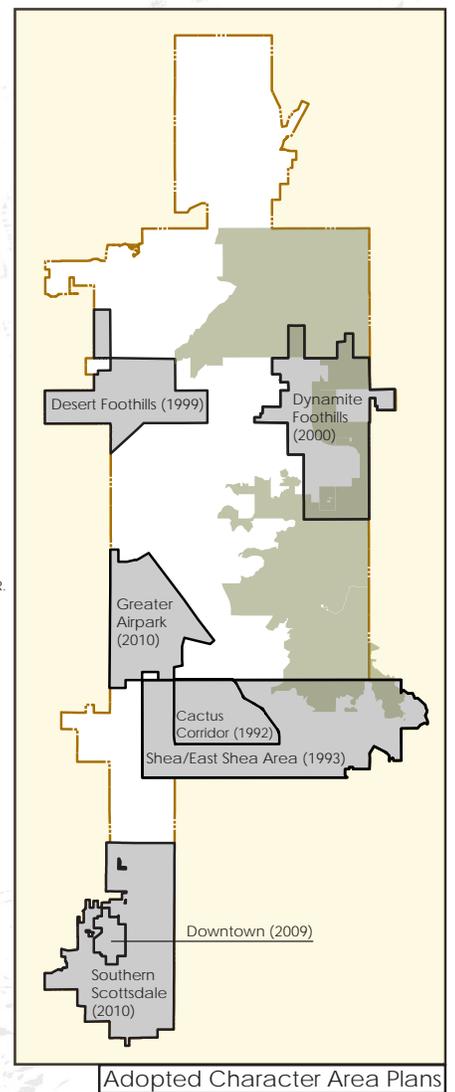
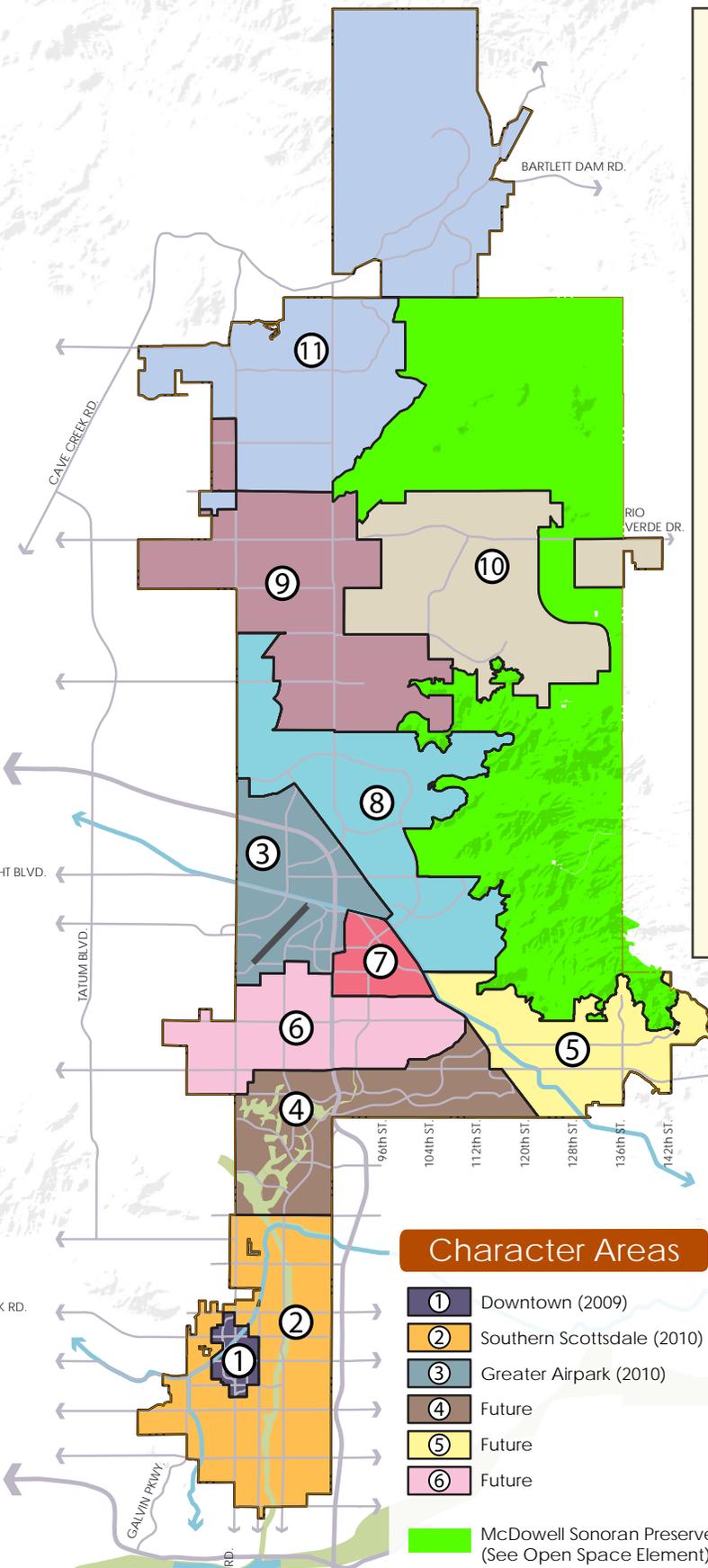
INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.



Character Areas

- 1 Downtown (2009)
 - 2 Southern Scottsdale (2010)
 - 3 Greater Airpark (2010)
 - 4 Future
 - 5 Future
 - 6 Future
 - 7 Future
 - 8 Future
 - 9 Future
 - 10 Future
 - 11 Future
- McDowell Sonoran Preserve (See Open Space Element)



DRAFT

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

PALISADES BLVD.

BEELINE HWY. (87)

56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

96th ST.

104th ST.

112th ST.

120th ST.

128th ST.

136th ST.

142th ST.

GALVIN PKWY.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

Streetscapes

- Natural Streetscape
- Transitional Streetscape
- Suburban Streetscape
- Urban Streetscape
- McDowell Sonoran Preserve (See Open Space Element)



DRAFT

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

PALISADES BLVD.

BEE LINE HWY. (87)

56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

96th ST

104th ST

112th ST

120th ST

128th ST

136th ST

142th ST

GALVIN PKWY.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

Visually Significant Roadways

-  Scenic Corridor
-  Buffered Roadway
-  Desert Foothills Scenic Drive
-  Themed Streetscape
-  Desert Scenic Roadway
-  Desert Scenic Roadway/Preserve
-  McDowell Sonoran Preserve (See Open Space Element)



DRAFT

This Page Intentionally Left Blank



LAND USE ELEMENT

Scottsdale has evolved and grown since its founding in the late 1800's and incorporation in 1951. Starting as a small agricultural community sprinkled with farms and citrus groves, Scottsdale has experienced growth cycles, annexations of large unincorporated lands, preservation of natural environment, and expanded resort, tourism, and cultural facilities. Today, Scottsdale features a variety of land uses that contribute to a diverse economy, unique community character, and a national reputation for quality and livability.

Resorts and tourism

Scottsdale is the major resort center and tourist destination of the metropolitan area. Although not all major resorts are located in the city, Scottsdale has the core specialty shopping, art galleries, and recreational facilities. Many of the region's premier cultural and sporting events, which attract and sustain the local tourism industry, are also found in Scottsdale. Preserving the quality of the city's visual and physical environments is an important part of maintaining this industry.

Desert preservation efforts

The tremendous growth cycle of the mid to late 1990's led to a strong community desire to preserve large expanses of Sonoran Desert, particularly in and around the McDowell Mountains. Since that time, Scottsdale has emerged as leader in open space preservation with the commitment to preserving one-third of its landmass in a natural preserve

(Scottsdale’s McDowell Sonoran Preserve), linking the McDowell Mountains with McDowell Mountain Regional Park and Fountain Hills McDowell Mountain Preserve to the east, the Tonto National Forest to the north, and the City of Phoenix open space networks to the west. Scottsdale has also required desert-sensitive design throughout the community through Scottsdale’s Adopted Sensitive Design Principles, as well as, the Environmentally Sensitive Lands Ordinance (ESLO) and Natural Area Open Space (NAOS), which strive to protect the Sonoran Desert on private, developable lands. *[Cross-reference Open Space Element]*

Regional employment center

In 2002, construction of the Loop 101/Pima Freeway was finished, and stimulated a concentrated mixed-use land use pattern near the Scottsdale Airport. This area, more commonly known as the Greater Airpark Character Area, has emerged as one of the most significant employment and business cores within the State of Arizona. These regional land uses, along with the city’s land preservation efforts, have contributed to Scottsdale’s economy, which in turn contributes to a high quality of life for residents.

Character-based General Planning

The General Plan Land Use Element, as with all the elements of the General Plan, incorporates broad goals, policies, and general direction for the entire city. More detailed planning is found at the Character Area and Neighborhood Planning levels. In some cases, specific land use considerations may be better addressed at the Character Area Plan and/or Neighborhood Plan levels rather than through the citywide General Plan. *[Cross-reference Character & Design Element]*

Land use patterns

Land use patterns should help conserve natural resources, reduce the dependence on the automobile, alleviate traffic congestion, contribute to the character of the community, support Scottsdale’s tourism industry, and adequately serve the needs of citizens. Land use decisions must consider the relationships of adjacent land uses and sensitively integrate proposed land uses with existing natural and physical environments.



Scottsdale’s Future Land Uses are distributed as follows:

GENERAL PLAN 2035 LAND USE MIXTURE			
Land Use Group	Land Use Category	Percentage	Total Percentage of Group
Residential	Rural Neighborhoods	27%	48%
	Suburban Neighborhoods	19%	
	Urban Neighborhoods	2%	
Mixed Uses	Mixed-Use Neighborhoods	3%	4%
	Resorts/Tourism	1%	
Non-Residential	Cultural/Institutional and Public Use	2%	6%
	Commercial	1%	
	Employment	3%	
Open Space	Developed Open Space	7.5%	42%
	Natural Open Space	7.5%	
	McDowell Sonoran Preserve	27%	

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

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

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

Goals and Policies

GOAL LU 1

Encourage land uses that contribute to economic viability and community character to sustain and enhance Scottsdale’s role as a major regional economic hub, tourist destination, and cultural center.

Policies

- LU 1.1** Encourage land uses that preserve a high quality of life and further define Scottsdale’s sense of place within the region.
- LU 1.2** Celebrate Scottsdale’s identity as a desert city by preserving natural open space and natural ecosystems. *[Cross-reference Open Space, Environmental Planning and Conservation Elements]*
- LU 1.3** Promote destination resorts in conjunction with recreation, retail, housing, and cultural uses that support tourism and sustain a resort-like lifestyle. *[Cross-reference Economic Vitality, Healthy Community, and Arts, Culture & Creative Community Elements]*
- LU 1.4** Promote development patterns and standards that integrate with and complement surrounding uses and reinforce an area’s character. *[Cross-reference Character & Design and Neighborhood Preservation & Revitalization Elements]*
- LU 1.5** Work with adjacent jurisdictions to understand the dynamics of the emerging and redeveloping areas on the borders of Scottsdale.



GOAL LU 2

Transition land uses from more intense regional and citywide activity to less intense neighborhood activity. Sensitively integrate and complement land uses with the surrounding natural and built environments.

Policies

- LU 2.1** Ensure neighborhood edges transition to one another through compatible land uses, development patterns, character and neighborhood elements, and accessibility linkages. *[Cross-reference Character & Design, Neighborhood Preservation & Revitalization, Circulation and Bicycling Elements]*
- LU 2.2** Sensitively integrate development patterns and land uses with Scottsdale’s McDowell Sonoran Preserve and other sensitive natural features by encouraging relatively low-density development along their borders. *[Cross-reference Open Space Element]*
- LU 2.3** Locate employment and major non-residential uses along major transportation networks to limit impacts on residential areas and provide citywide and regional access. *[Cross-reference Economic Vitality and Circulation Elements]*
- LU 2.4** Encourage transitions between different land uses and intensities, particularly where natural or man-made buffers are unavailable. *[Cross-reference Growth Area and Character & Design Elements]*
- LU 2.5** Sensitively integrate neighborhood services, schools, parks, and other civic amenities into the physical and natural environments by establishing reasonable buffers and preserving the integrity of the natural terrain and open space networks. *[Cross-reference Open Space, Recreation, Public Buildings, Public Services & Facilities, Public Buildings, Environmental Planning and Conservation Elements]*



GOAL LU 3

Maintain a balance of land uses to support a high quality of life.

Policies

- LU 3.1** Allow for the diversity and innovative development pattern of residential uses and supporting services to provide for the needs of the community. *[Cross-reference Housing Element]*

- LU 3.2** Integrate housing, employment, and supporting infrastructure, primarily in mixed-use neighborhoods, Growth Areas, and Activity Areas, to support a jobs/housing balance. *[Cross-reference Housing, Economic Vitality and Growth Areas Elements]*

- LU 3.3 †** Maintain a citywide balance of land uses and support changes to the land use mix based on changes in community vision, demographic needs, and economic sustainability. *[Cross-reference Housing and Economic Vitality Elements and Vision and Values]*

- LU 3.4** **(NEW)** Support land uses that create synergy within local neighborhoods, contribute positive benefits to the city, and are consistent with the vision and goals of the community. *[Cross-reference Vision and Values, Economic Vitality, Cost of Development, and Neighborhood Preservation & Revitalization Elements]*

- LU 3.5** Provide an interconnected, accessible open space system, which includes pedestrian and equestrian links, recreation areas, canals, and drainage ways. *[Cross-reference Open Space and Recreation Element]*



GOAL LU 4

Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and services.

Policies

- LU 4.1** Integrate land uses and mobility systems to allow for shorter and fewer automobile trips and greater choices for mobility. *[Cross-reference Circulation Element]*
- LU 4.2 †** Support the physical integration of residential uses with non-residential uses, as well as compact development patterns, to provide opportunities for pedestrian-oriented development, reduce parking demand, and support alternative mobility modes. *[Cross-reference Circulation Element]*
- LU 4.3** Promote transportation choices that respond to the community’s land use patterns and local neighborhood lifestyles. *[Cross-reference Circulation Element]*
- LU 4.4 †** Locate regional land uses and intensities along regional transportation networks. Direct the highest-intensity land uses to Growth and Activity Areas, which provide the greatest access to alternative modes of transportation. *[Cross-reference Growth Areas Element and Circulation Element]*

GOAL LU 5 †

Promote land use patterns that conserve resources, including land, clean air, water, and energy.

Policies

- LU 5.1 †** Encourage a variety of compatible mixed-use land uses within or next to Growth and Activity Areas, along major streets, and within particular Character Areas to reduce automobile use and improve air quality. *[Cross-reference Environmental Planning and Circulation Elements]*
- LU 5.2 †** Concentrate greater development intensities in Growth and Activity Areas, thereby discouraging sprawl and conserving energy. *[Cross-reference Growth Areas Element and Energy Element]*
- LU 5.3** Minimize environmental hazards and protect the natural character of the desert by discouraging development on Environmentally Sensitive Lands. *[Cross-reference Character & Design, Open Space and Conservation Elements]*

GOAL LU 6 (NEW)

Attract and retain diverse, high-quality employment, business, and retail development to improve the economic well-being of Scottsdale’s residents.

Policies

- LU 6.1** (NEW) Promote opportunities for the expansion and revitalization of employment and commercial uses within the city. *[Cross-reference Conservation, Rehabilitation & Redevelopment Element]*
- LU 6.2** (NEW) Support well-planned healthcare and research and development clusters. These clusters should include coordinated land uses and enhanced amenities for patients and workers. *[Cross-reference Healthy Community and Economic Vitality Elements]*
- LU 6.3** (NEW) Encourage commercial land uses of similar scale and character next to or within medium- to high-density residential areas to promote walkable connections. *[Cross-reference Neighborhood Preservation & Revitalization Element]*

GOAL LU 7 (NEW)

Protect the viability of the Scottsdale Airport by encouraging compatible land uses and development types in the surrounding area.

Policies

- LU 7.1** (NEW) Promote safe operation of the Scottsdale Airport by discouraging uses that will impede safe flight operations. *[Cross-reference Safety, Economic Vitality and Circulation Elements]*
- LU 7.2** (NEW) Maintain and implement the Airport Part 150 Noise Compatibility Program, and encourage disclosure of the Scottsdale Airport according to the Airport Influence Area and Noise Contour Maps. *[Cross-reference Character & Design, Safety, Economic Vitality and Circulation Elements]*
- LU 7.3** (NEW) Maintain Runway Protection Zones next to the Scottsdale Airport. *[Cross-reference Safety, Economic Vitality and Circulation Elements]*
- LU 7.4** (NEW) Support aviation-related economic development opportunities and land uses near the Airport. *[Cross-reference Economic Vitality Element and Greater Airpark Character Area Plan]*
- LU 7.5** (NEW) Update and maintain the Greater Airpark Character Area Plan with focus on aviation as a key economic contributor for Scottsdale. *[Cross-reference Safety, Economic Vitality and Circulation Elements and Greater Airpark Character Area Plan]*

FUTURE LAND USE MAP DESIGNATIONS †

The Land Use Element encourages orderly and efficient distribution of land uses in the city. A full range and mix of land uses, including rural, suburban, and urban neighborhoods, employment, commercial, recreational, cultural, and preservation areas are provided in the Element.

“Neighborhood” Land Use Categories are mostly residential classifications. These land uses accommodate a mix of dwelling types and densities for a variety of neighborhood and environmental conditions. Other uses are included that support the residential land uses, such as shopping and small business. In some cases, the city does not control the location of special uses, such as schools, places of worship, or major transmission lines. State and federal governments can also preempt local land use authority. However, the city can work with other jurisdictions and agencies on land use decisions. All development, regardless of jurisdiction, should take special care to provide adequate transitions and avoid impacts between uses with different functions and intensities.

Whenever non-residential uses are next to established or planned residential areas, special care must be taken to ensure privacy and to protect personal property. Residential buffering and transition techniques include increased setbacks, landscaping, restricted land uses, diversion of traffic, controlled noise or light, height limitations, and transitional land uses (e.g. minor offices, medium-high density residential uses). Mixed-use areas can still provide a combination of housing and non-residential uses while respecting privacy and personal property rights.



Photograph to
come at a later
date



Photograph to
come at a later
date

Residential Land Use Categories:

- **RURAL NEIGHBORHOODS:** This category includes large-lot, single-family neighborhoods. Densities in Rural Neighborhoods are usually one house per one or more acres. Native desert vegetation is abundant in many Rural Neighborhoods, and special care is needed to preserve open desert character and environmental features. Clustering is encouraged to preserve desert vegetation, washes, and natural features. Rural Neighborhoods may also include equestrian or golf course character.
- **SUBURBAN NEIGHBORHOODS:** This category includes medium- to small-lot single-family neighborhoods or subdivisions. Densities in Suburban Neighborhoods are usually more than one house per acre, but less than eight houses per acre. This category also includes some townhouses and small-lot single-family homes, such as patio homes. Suburban Neighborhoods may be used as transitions among less intense areas, Urban Neighborhoods, and non-residential uses. The terrain should be relatively flat or gently sloping, to accommodate this density.
- **URBAN NEIGHBORHOODS:** This category generally includes multi-family housing. Densities in Urban Neighborhoods are usually more than eight dwellings 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). The terrain should be relatively flat or gently sloping to accommodate this density.

Mixed-Use Land Use Categories:

- **MIXED-USE NEIGHBORHOODS:** Mixed-use Neighborhoods focus on human-scale development and are located in areas with strong access to multiple modes of transportation and major regional services. These areas accommodate higher-density housing combined with complementary office or retail uses. Mixed-use Neighborhoods are most suitable near and within Growth Areas and Activity Areas. Mixed-use Neighborhoods may be non-residential in the Greater Airpark Character Area. *[Cross-reference Greater Airpark Character Area Plan]*
- **RESORTS/TOURISM:** This category includes hotels and a variety of resorts, which can be freestanding, part of a resort community, or part of a master-planned development. Resort locations capitalize on the natural amenities and the leisure or shopping opportunities of the area. Hotels or resorts often include ancillary retail, cultural, and recreational uses. In some areas of the community, lower-density may be needed to preserve desert character, environmental features, land slopes, or other physical constraints. Medium-density housing with a resort character and lifestyle may integrate into resort uses and may share resort amenities. Resort uses are often placed next to open spaces, which are key resort features.

Non-Residential Land Use Categories:

- **COMMERCIAL:** Commercial uses provide a variety of goods and services to the people who live, work, or visit in Scottsdale and have been designated throughout the community at various locations. Neighborhood-serving commercial uses should be located at frequent intervals in relationship to the density of nearby housing to reduce travel time and distance. The size and scale of neighborhood business centers should be compatible with surrounding areas. Neighborhood-serving commercial uses are best located on collector or arterial streets. Community- and regional-serving commercial uses should usually be located on arterial streets for high visibility and traffic volumes. Community and regional commercial uses work best when they are integrated with a mix of uses.
- **EMPLOYMENT:** The employment category permits a range of employment uses from light industrial to office uses. There are two types of Employment Land Uses:
 - **LIGHT INDUSTRIAL/OFFICE:** The Employment-Light Industrial/Office areas provide a variety of employment opportunities, business enterprises, aviation uses [see Greater Airpark Character Area Plan], light manufacturing, warehousing, and other light industrial and heavy commercial type activities. Light Industrial/Office uses should be located and designed to limit impacts on and access to residential neighborhoods. These areas should also have excellent access to labor pools and transportation networks. Major streets serving Light Industrial/Office areas should accommodate truck traffic. Transit facilities and other multi-modal options are also needed at significant employment centers to accommodate commuters and minimize traffic congestion.
 - **OFFICE:** The Employment-Office Land Use Category includes a variety of office uses. Office uses that embody residential scale and character, and generate low to moderate traffic volumes, could be located along collector or arterial streets or next to residential areas. When next to residential land uses, design of offices should incorporate elements that minimize negative impacts on the neighborhood. Offices needing strong transportation access to accommodate city-wide and regional labor pools should be generally located in and around Growth and Activity Areas and in areas with arterial street or freeway access.
- **CULTURAL/INSTITUTIONAL OR PUBLIC USE:** This category includes a variety of public and private facilities including, but not limited to, government buildings, schools, private and public utilities, the Scottsdale Airport and Taliesin West.

Open Space Land Use Categories:

- **DEVELOPED OPEN SPACE:** The Developed Open Space Category includes public or private recreation areas including, but not limited to, golf courses and city parks. Some Developed Open Space may also be used as drainage facilities for flood control. Developed Open Space amenities serve both residents and visitors. They may also provide links between neighborhoods and provide recreation in employment centers. Their design should integrate with adjacent neighborhoods. Resort/Tourism and Cultural/Institutional and Public Uses are encouraged to locate next to Developed Open Space.

- **NATURAL OPEN SPACE:** The Natural Open Space Category applies to locations where significant environmental amenities or hazards may exist, including, mountainous terrain, steep slopes, boulder features, flood hazard areas, and washes. Lands in the Natural Open Space Category should remain as permanent open space. This classification is often the result of rezoning actions where developers have agreed to leave part of a property in a natural condition in return for placing an agreed-upon intensity in a less environmentally sensitive area. The community should continue efforts to preserve mountainous areas, washes, and areas with native desert vegetation. Low-impact recreational activities may be suitable for some of these sensitive areas and may include hiking, equestrian, or mountain biking trails.

- **MCDOWELL SONORAN PRESERVE:** The McDowell Sonoran Preserve Category consists of mountain and desert land included in Scottsdale’s McDowell Sonoran Preserve. Preserve land may be publicly or privately owned. Privately owned land should abut city-owned Preserve land and may be protected through a variety of means, including zoning action, dedicated easements, or other entitlements that limit use for conservation/preservation purposes. This land generally possesses outstanding scenic value; valuable wildlife habitat and migration routes; lush desert vegetation; significant environmental conditions, such as sensitive washes, riparian areas; mountain peaks and valleys; archaeological and historic sites; and opportunities for passive recreation in designated areas. Preserve land will remain as permanent open space with limited permanent construction. *[Cross-reference Open Space Element, which illustrates the Recommended Study Boundary (RSB) of the McDowell Sonoran Preserve]*

Other Land Use Categories and Map Designations:

- **CIRCLE:** A Circle on the General Plan Future Land Use Map indicates an area planned for the land use(s) indicated in the Circle, and is subject to existing entitlements granted as a part of particular General Plan and/or Master Planned Community Case, specifically 4-GP-2002 (State Land) and 54-ZN-1989 et al (DC Ranch). The Land Use Categories in the Circle may occur anywhere in the subject area (subject area is denoted on the Future Land Use Map with a dashed outline), per the approved case.
- **REGIONAL USE OVERLAY:** The Regional Use Overlay Category provides flexibility for land uses when it can be shown that new land uses are viable in serving a regional market. Regional uses include, but are not limited to, corporate office, region-serving retail, major medical, educational campus, community service facilities, tourism, and destination attraction uses. In determining whether proposed land uses are regional in nature, the city will consider whether the use has a regional draw, fulfills current economic development policies, enhances the employment core and the city's attractiveness to regional markets, benefits from good freeway access, and complements the established character for the area.
- **SHEA CORRIDOR OVERLAY:** The Shea Corridor Overlay applies to neighborhoods along Shea Boulevard. Within this area, specific goals, policies, and guidelines are in effect per the Shea/East Shea Area Plan (1993). Policies include:
 - Enhance and protect the existing residential areas while allowing flexibility in residential parcels having Shea frontage.
 - Allow employers offering uses such as medically related services, corporate headquarters, or hotel accommodations.
 - Neighborhood level retail centers, which provide everyday goods and services, such as groceries, drug stores, and dry cleaning should occur within the neighborhoods, on arterial streets, and outside of the Shea Corridor Overlay so that convenient vehicular and pedestrian access can occur and local traffic will not need to use Shea Boulevard.
- **MAYO SUPPORT DISTRICT OVERLAY:** The Mayo Support District Overlay applies to the area surrounding the Mayo Clinic. Within this district, a flexible approach to locating support uses should be considered. Policies for this area are included in the Shea/East Shea Area Plan, adopted 1993.
- **INFILL INCENTIVE DISTRICT OVERLAY:** The Infill Incentive District Overlay Category applies to areas, which the City Council has found, meet the State Statute Requirements (ARS 9.499.10) for establishing formal Infill Incentive Districts and Plans, to encourage redevelopment of the area, and promote infill development[‡] through fee waivers, relief from development standards, and expedited zoning and plan processing. Formal Infill Incentive Districts require Infill Incentive District Plans to carry out the intent of the districts. (NEW)

GENERAL PLAN AMENDMENT CRITERIA ‡

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

Arizona Revised Statutes require each city to establish criteria to determine if a proposed change to the General Plan Land Use Element qualifies as a ‘Major’ Amendment. Per state statute, a ‘Major’ Amendment is defined as a “substantial alteration of the municipality’s land use mixture or balance, as established in the municipality’s existing General Plan Land Use Element.” For Scottsdale, an amendment to the General Plan shall be defined as a major amendment if it meets any one of the following criteria‡: (NEW)

1) Change in General Plan Land Use Category Criteria

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

CHANGE IN LAND USE CATEGORY					
From Category:		To Category:			
		A	B	C	D
A	Rural Neighborhoods	Minor	Major	Major	Major
	Natural Open Space				
	McDowell Sonoran Preserve* (NEW)				
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				

* Article 8 of the Scottsdale City Charter allows the City Council to remove the McDowell Sonoran Preserve designation from any parcel of land less than one (1) acre in area. Such removal is limited to a maximum of six (6) parcels within any one (1) calendar year. Such removal requires a two-thirds vote of all members of the City Council. Removal of the McDowell Sonoran Preserve designation from any larger parcel of land requires a two-thirds majority vote of all members of the City Council and ratification by the Scottsdale voters.

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 embodied within an approved Character Area Plan.

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 Amendment Criteria and Land Use Category Definitions Criteria (NEW)**

A modification to the General Plan Amendment Criteria Section of the General Plan Land Use Element and/or a text change to the use, density, or intensity of the General Plan Land Use Category definitions.

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

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

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

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

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

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

- To facilitate completion of Scottsdale’s McDowell Sonoran Preserve, any city-initiated change from any General Plan Land Use Category to the McDowell Sonoran Preserve Land Use Category on city-acquired parcels for Scottsdale’s Preserve will be exempt from a General Plan Amendment process. (NEW)

- An area designated by the Circle Land Use Category on the General Plan Future Land Use Map is determined to already be planned for the land use categories within the Circle Designation, per cases 4-GP-2002 (State Land) and 54-ZN-1989 et al (DC Ranch), and therefore, an amendment to the General Plan is not required. (CLARIFIED FROM 2001)
- Regional uses [see Regional Use Overlay Category description] within the Regional Use Overlay area on the General Plan Future Land Use Map are determined as already planned land uses for that area and do not require amendments to the General Plan. (CLARIFIED FROM 2001)
- Proposed uses within the Shea Corridor Overlay and/or Mayo Support District Overlay areas on the General Plan Future Land Use Map that meet the goals, policies, and guidelines of Shea/East Shea Area Plan (1993) are determined as already suitable uses within those areas and will be determined as minor amendments. (CLARIFIED FROM 2001)
- Exceptions to Criteria #2- Area of Change Only:
 - A change greater than ten (10) gross acres from one General Plan Residential Land Use Category to another General Plan Residential Land Use Category of lesser density shall be processed as a minor amendment.
 - A change greater than ten (10) gross acres in General Plan Land Use Category will be processed as a minor amendment if it does not increase the planned number of dwellings and includes at least 30% more Natural Area Open Space (NAOS) than required by the Environmentally Sensitive Lands Ordinance (ESLO), and if the open space:
 - Is at least seven (7) or more contiguous gross acres, and designated as Natural Open Space on the General Plan Future Land Use Map, and
 - Protects sensitive natural features and is visually and/or physically accessible to the general public, excluding land within Scenic Corridors or Vista Corridors.
 - A change greater than ten (10) gross acres in General Plan Land Use Category to Cultural/Institutional Or Public Use with a municipal, public school, or non-profit cultural facility will be processed as a minor amendment if the proposed facility is not adjacent to a Rural or Suburban Neighborhoods General Plan Land Use Category, or it does not share direct access to any street having single-family residential driveway access within one-half (1/2) mile of the proposal.

General Plan Amendment Process † (CLARIFIED FROM 2001)

All General Plan amendment proposals will be determined as major or minor according to Criteria 1-8. Both major and minor General Plan amendment processes include Planning Agency review, analysis, findings, and recommendations to the Planning Commission and City Council. If the proposal is located within the boundaries of an adopted Character Area Plan and/or Neighborhood Plan, the Planning Agency will conduct analysis to see if the proposal supports the goals and policies within those plans. Both major and minor amendments require the City of Scottsdale to provide opportunity for public comment by public officials and agencies; Maricopa County; school districts; Maricopa Association of Governments (MAG); public land management agencies; public utility companies; civic, educational and professional organizations; citizens; and property owners.

MAJOR AMENDMENT† (CLARIFIED FROM 2001)

State statute allows the city to process major amendments to the General Plan only one time per year. Thus, all major amendment proposals must be submitted by a date each year, as decided by the Planning Agency. Major amendments require that, 60-days before notice of the Planning Commission Remote Hearing, the Planning Agency shall transmit all major amendment proposals to the Planning Commission, City Council, Maricopa County, all contiguous municipalities to Scottsdale, Maricopa Association of Governments (MAG), Arizona Commerce Authority or designated state agency, state water resources department, and any person who requests copies of the proposals.

Major amendments to the General Plan require at least two (2) public hearings of the Planning Commission, a remote hearing and a regular hearing. The Planning Commission receives public comment, but does not take action at the remote hearing. Any Planning Commission recommendations made at the regular hearing will be transmitted to the City Council for consideration. (CLARIFIED FROM 2001)

Major amendments may only be considered by the City Council at a single-hearing during the same calendar as submitted. Approval of a major amendment requires an affirmative vote of at least two-thirds of the members of the City Council. (CLARIFIED FROM 2001)

MINOR AMENDMENT

Minor amendments applications are processed as they are received and can be heard any time during the year. Minor amendments do not require hearings in the same year as submitted. Minor amendments require at least one (1) public hearing of the Planning Commission and one (1) public hearing of the City Council. Approval of a minor amendment requires a simple majority vote of the City Council. (CLARIFIED FROM 2001)

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

Town of Cave Creek

Town of Carefree

BARTLETT DAM RD.

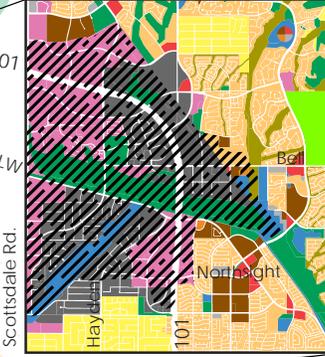
Tonto National Forest

Maricopa County

Land Uses shown outside Scottsdale city boundaries are advisory and use the closest comparable Scottsdale land use categories. (Data: Maricopa Association of Governments)

McDowell Mountain Regional Park

Regional Use Overlay



Town of Fountain Hills

Town of Paradise Valley

City of Phoenix

City of Tempe

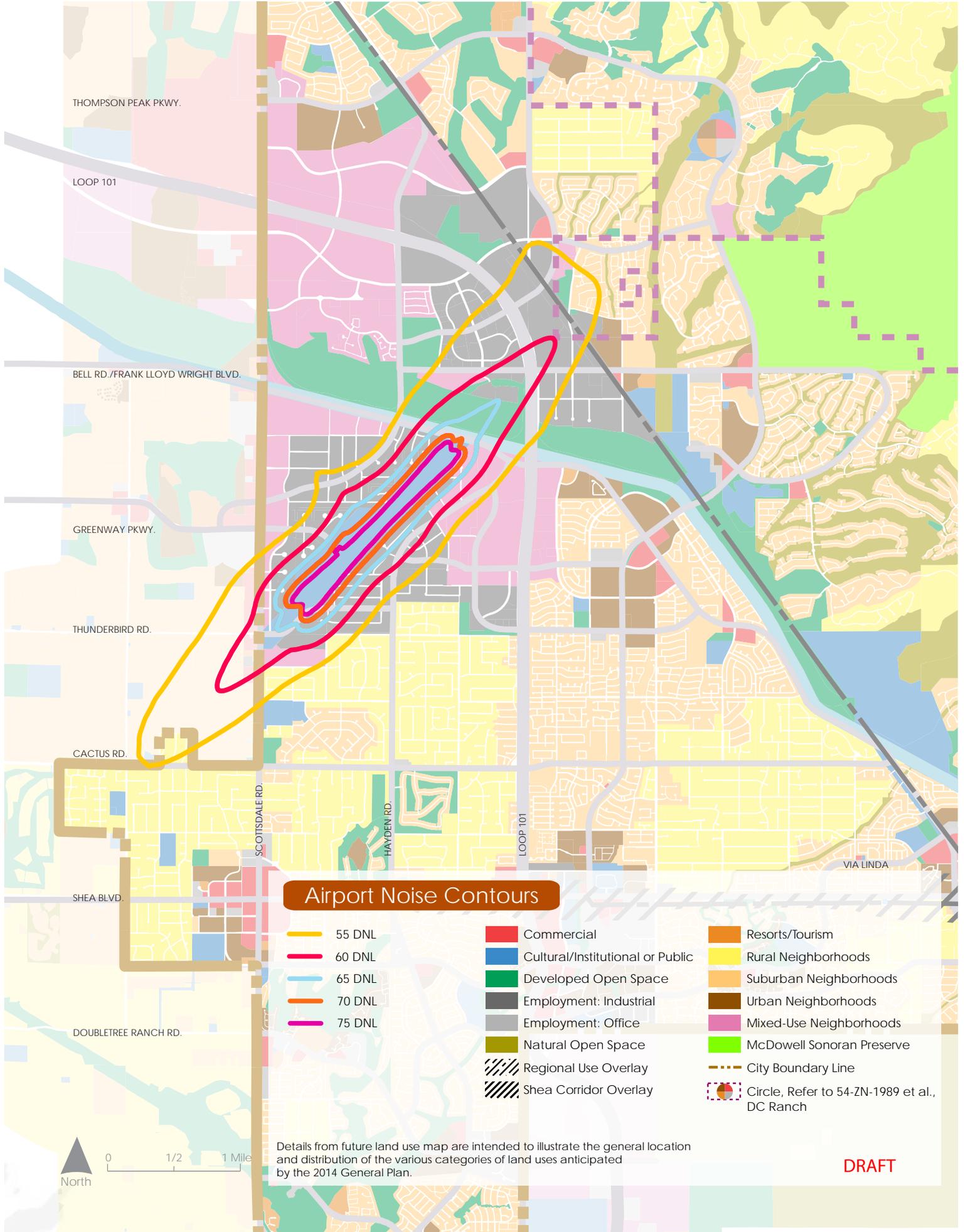
Future Land Use[†]

- Commercial
- Cultural/Institutional or Public
- Developed Open Space
- Employment: Industrial
- Employment: Office
- Natural Open Space
- Regional Use Overlay
- Shea Corridor Overlay
- Mayo Support District
- Infill Incentive District
- Resorts/Tourism
- Rural Neighborhoods
- Suburban Neighborhoods
- Urban Neighborhoods
- Mixed-Use Neighborhoods
- McDowell Sonoran Preserve
- City Boundary Line
- Circle, Refer to 4-GP-2002, State Land
- Circle, Refer to 54-ZN-1989 et al., DC Ranch



DRAFT

The future land use map is intended to illustrate the general location and distribution of the various categories of land uses anticipated by the 2014 General Plan.



This Page Intentionally Left Blank



ARTS, CULTURE & CREATIVE COMMUNITY ELEMENT

The arts are as integral to Scottsdale’s character as the Sonoran Desert. The Scottsdale Visioning process of the early 1990s recognized this aspect, making arts and culture one of the Four Dominant Themes that define Scottsdale’s unique characteristics. *[Cross-reference Scottsdale’s Vision and Values section]*

Arts, Culture, and Community Identity (NEW)

Arts and culture provide a window into Scottsdale’s unique history and evolution. This legacy is expressed through historic buildings, residents’ oral histories, and ongoing community traditions and celebrations. Today’s equestrian events—the Parada Del Sol Rodeo and Parade, and the Pony Express Hashknife reenactment—emphasize the community’s western roots. The retention of natural landscape character and long-term commitment necessary to acquire Scottsdale’s McDowell Sonoran Preserve reflect the passion residents have for the Sonoran Desert. The establishment of a public art program and 1% Ordinance for public art, which is tied to new development and capital improvements, displays the community’s commitment and passion for the arts. Although Scottsdale is relatively young, it recognizes the significance of historic and archeological Preservation in retaining our authenticity and unique culture.

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

Dynamic Arts and Culture Landscape (NEW)

The arts and cultural landscape of the community and region is transforming. Changing communications and technology alter the way people view and experience the arts. Evolving demographics challenge traditional preferences about art and the creative process. Funding for the arts is also changing. As traditional sources of revenue become less reliable, Scottsdale will need to develop new funding sources and strengthen public-private partnerships. These challenges, coupled with an increasingly competitive regional arts and cultural environment, will require creative solutions and planning to maintain our dynamic arts and cultural landscape.

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



Goals and Policies

GOAL ACC 1

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

Policies

- ACC 1.1** (NEW) Support and increase promotion of Scottsdale’s vibrant arts and cultural environment as a part of tourism and economic development programs. *[Cross-reference Land Use and Economic Vitality Elements]*
- ACC 1.2** (NEW) Partner with the tourism, hospitality, and healthcare industries to provide an effective and inclusive cultural tourism strategy. *[Cross-reference Healthy Community and Economic Vitality Elements]*
- ACC 1.3** (NEW) Reinforce Scottsdale as the premier arts and culture destination in the region, and build long-term support to retain this status. *[Cross-reference Land Use and Economic Vitality Elements]*
- ACC 1.4** (NEW) Actively participate in the regional arts and culture community.
- ACC 1.5** (NEW) Officially recognize, on a regular basis, contributions the arts make to the quality of life and identity of Scottsdale.
- ACC 1.6** Consider establishing new districts that celebrate the city’s tradition of art, and support the revitalization of existing arts-related districts. *[Cross-reference Downtown Character Area Plan]*
- ACC 1.7** Maximize the potential of art and cultural events for generating economic activity. *[Cross-reference Economic Vitality Element]*
- ACC 1.8** (NEW) Unify downtown’s arts destinations through physical improvements, promotion, and collaboration among arts and cultural entities. *[Cross-reference Downtown Character Area Plan]*
- ACC 1.9** (NEW) Partner with other creative cities and organizations to build regional, national, and international tourism and cultural exchange programs.



GOAL ACC 2 (NEW)

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

Policies

ACC 2.1 (NEW) Provide direction for arts and culture planning through the development, implementation and regular update of arts and cultural strategic/master plans that:

- Establish action plans for arts and culture in Scottsdale;
- Maintain, develop, and enhance the delivery of community arts and culture programs;
- Set targets for existing and future cultural spaces;
- Maximize the role of all forms of public art in the beautification of the city; and
- Conduct annual reviews of program quality, education outreach, civic engagement, and accountability.

[Cross-reference Character & Design, Recreation, Public Buildings, Community Involvement, and Public Services & Facilities Elements]

ACC 2.2 (NEW) Broadly engage Scottsdale community members in arts and cultural planning. *[Cross-reference Community Involvement Element]*

ACC 2.3 (NEW) Ensure professional and fiscally responsible oversight and management of existing and new arts and culture facilities. *[Cross-reference Economic Vitality Element]*



GOAL ACC 3 (NEW)

Encourage creative placemaking throughout Scottsdale to revitalize neighborhoods, enhance the overall experience of place, celebrate cultural heritage, and strengthen community character and pride.

Policies

ACC 3.1 (NEW) Strive to increase the public’s knowledge of artistic influences and aesthetic aspects of Scottsdale’s man-made and natural environments. *[Cross-reference Character & Design Element]*

ACC 3.2 (NEW) Integrate art into public programs, natural features, civic buildings, infrastructure, and other community assets to strengthen sense of place. *[Cross-reference Character & Design and Public Buildings Element]*

ACC 3.3 (NEW) Encourage public art that reflects the city’s heritage, lifestyle, and surrounding environment.

ACC 3.4 (NEW) Continue to engage the community with traditional, authentic, and innovative public art works, programs, and experiences that strengthen Scottsdale’s sense of place and the bonds of community. *[Cross-reference Healthy Community Element]*

ACC 3.5 (NEW) Encourage the co-location or clustering of arts-related uses, enterprises, and artistic venues. *[Cross-reference Recreation, Public Buildings, and Public Services & Facilities Elements]*

ACC 3.6 (NEW) Integrate arts, culture, and creativity in the city’s long-range planning and economic development efforts, and work to involve more artists in visioning and decision-making processes. *[Cross-reference Character & Design, Community Involvement, and Economic Vitality Elements]*

ACC 3.7 Introduce and integrate public art at various scales into the built environment. *[Cross-reference Character & Design Element]*

ACC 3.8 (NEW) Work to expand the presence of public art to all areas of the city.



GOAL ACC 4

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

Policies

- ACC 4.1** Identify and protect our significant historical, cultural, and archaeological resources, and work to prevent loss through preservation programs.
- ACC 4.2** Provide a variety of incentives to enhance and preserve significant historic, cultural, and archaeological resources.
- ACC 4.3** Promote preservation, revitalization, adaptive reuse, and/or restoration of identified, significant historic resources as alternatives to wholesale redevelopment. *[Cross-reference Neighborhood Preservation & Revitalization and Conservation, Rehabilitation & Redevelopment Elements]*
- ACC 4.4** Develop partnerships with groups, such as the Scottsdale Historical Society, State Historic Preservation Office, and other local, regional, and national historic and archaeological organizations to identify and preserve significant historic, cultural, and archaeological resources.
- ACC 4.5** Promote Historic and Archaeological Preservation programs within the community through education and public outreach. *[Cross-reference Community Involvement Element]*
- ACC 4.6** **(NEW)** Work cooperatively with private entities and foundations, such as Taliesin West; the Frank Lloyd Wright Foundation; Cosanti Foundation; and Cattletrack/ Ellis Compound, to protect the legacy of people who have contributed significantly to architecture, arts, and culture in the community and beyond.
- ACC 4.7** **(NEW)** Strive to retain western and southwestern art collections and museum works within Scottsdale.
- ACC 4.8** **(NEW)** Consider reusing historic buildings as cultural centers or for arts education to aid neighborhood conservation efforts. *[Cross-reference Neighborhood Preservation & Revitalization and Conservation, Rehabilitation & Redevelopment Elements]*



GOAL ACC 5 (NEW)

Address space, facility, and equipment needs for arts and culture facilities.

Policies

ACC 5.1 (NEW) Plan for, maintain, and reinvest in art and cultural facilities and publicly programmed spaces. *[Cross-reference Public Buildings and Public Services & Facilities Elements]*

ACC 5.2 Explore various techniques and offer private-sector opportunities to expand the space available in the community for arts exhibits, classes, performances, and other cultural activities. *[Cross-reference Recreation, Public Buildings, and Public Services & Facilities Elements]*

ACC 5.3 (NEW) Promote cultural facilities that are strategically located near supporting activities and are accessible to all members of the community. *[Cross-reference Land Use, Recreation, Public Buildings, and Public Services & Facilities Elements]*



GOAL ACC 6 (NEW)

Promote an environment that nurtures working artists in Scottsdale.

Policies

ACC 6.1 (NEW) Engage with existing artist groups to plan for their needs. *[Cross-reference Community Involvement Element]*

ACC 6.2 (NEW) Encourage cost-effective programming and advertising collaborations among arts groups.

ACC 6.3 (NEW) Continue support of community arts and culture organizations and initiatives, where such groups meet a demonstrated need.

ACC 6.4 (NEW) Explore development of an artist-in-residence program.

GOAL ACC 7 (NEW)

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

Policies

- ACC 7.1** (NEW) Partner with youth organizations and educators to build curricula for community members to acquire knowledge, build creative skills, gain exposure to the arts, and obtain mentoring from the arts community. *[Cross-reference Recreation, Healthy Community, and Economic Vitality Elements]*

- ACC 7.2** (NEW) Develop public arts and cultural events to increase access to the arts. *[Cross-reference Economic Vitality Element]*

- ACC 7.3** (NEW) Promote high quality arts and culture experiences for all Scottsdale residents and visitors regardless of age, income level, ability, background and lifestyles. *[Cross-reference Healthy Community Element]*

- ACC 7.4** (NEW) Work to bring community members together around art and cultural activities to promote cultural awareness, and for enjoyment, learning, and social engagement. *[Cross-reference Recreation, Healthy Community, and Economic Vitality Elements]*

- ACC 7.5** (NEW) Promote city programs that provide the opportunity for community members to experience the arts as residents-in-learning, through direct participation, or as spectators and observers.

- ACC 7.6** (NEW) Promote partnerships and collaborate with arts and cultural organizations to work with local schools and to expand the breadth of arts experiences for Scottsdale visitors and residents. *[Cross-reference Recreation, Healthy Community, and Economic Vitality Elements]*

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

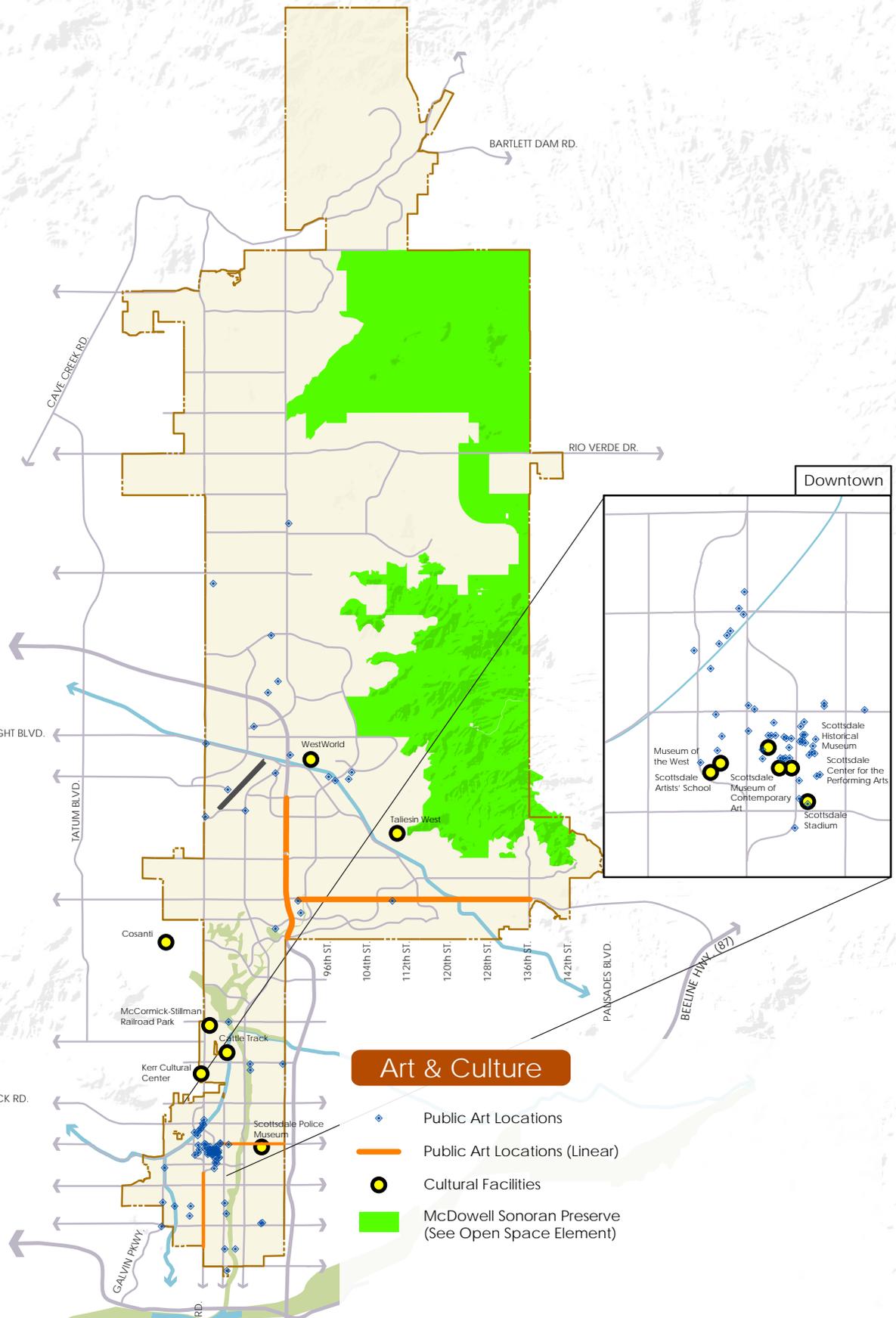
LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

Downtown



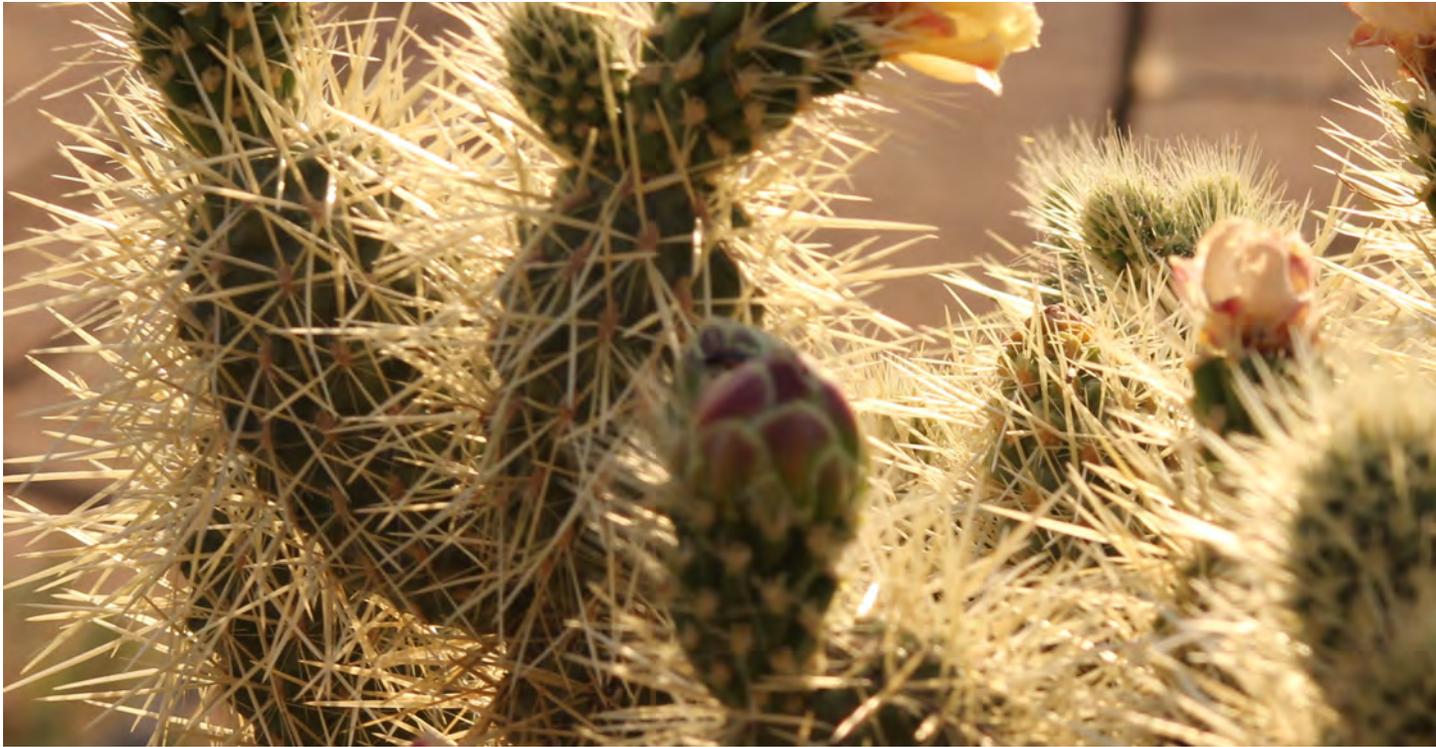
Art & Culture

- ◆ Public Art Locations
- Public Art Locations (Linear)
- Cultural Facilities
- McDowell Sonoran Preserve (See Open Space Element)



DRAFT

2. ENVIRONMENT



INTRODUCTION

Scottsdale embraces environmental conservation and ample access to open space. The community's distinctive natural and environmental features contribute significantly to quality of life and economic vitality. As stewards of the natural environment, community members commit to preserving the Sonoran Desert ecosystem, protecting biodiversity, and managing natural resources and open spaces to ensure the city remains a beautiful and enjoyable place.

Much of Scottsdale's reputation is built on creative solutions to solve environmental challenges. The need for flood control in the southern part of the community became the world-renowned Indian Bend Wash Greenbelt. The desire to preserve the natural beauty and land forms of the Sonoran Desert resulted in the Environmentally Sensitive Lands and Native Plant Ordinances and Scottsdale's McDowell Sonoran Preserve. The Green Building Program was created to promote more sustainable desert living.

Scottsdale also provides an exemplary open space system, which contributes to an exceptional quality of life and visitor experience. A large Proportion of the city will remain as natural open space through privately-dedicated Natural Area Open Space (NAOS) and through citizen initiative. In established areas, a network of parks, scenic and vista corridors, paths, and trails provide access to nature, recreation opportunities, ecological benefits, and beauty. Upon the city's build-out, nearly half of all land in Scottsdale will be dedicated as open space and connected to the regional system, providing community members with access to over 4,700 square miles of open space.



Scottsdale’s population has steadily increased while the opportunity to create open space and preserve environmental resources has diminished. Therefore, the growing need for public open space and environmental protection will continue as a key focus. The city will need to acquire and create new open space in areas where it is most lacking, preserve unique natural features and environmental quality, provide greater access to and connectivity between open spaces, and retrofit existing open spaces to accommodate the community’s needs in the future.

The Environment Chapter focuses on the protection of our magnificent open spaces and environmental sustainability. Scottsdale recognizes that economic growth, environmental stewardship, the provision of open space, and fiscal responsibility are interrelated and mutually achievable goals. Therefore, when environmental and open space goals compete with other goals, such as those related to economic development, the city commits to equally considering environmental and open space objectives. The goals and policies of this chapter foster sustainable strategies for open space, natural resource, and water conservation; air and water quality protection; waste reduction; regional collaboration in environmental issues; and open space connectivity.

ELEMENTS IN THIS CHAPTER:

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

Chapter Contents

The following Elements are included in the Environment Chapter:

OPEN SPACE ELEMENT

- Goal OS 1** Open space types[‡]
- Goal OS 2** Fulfill preserve initiative[‡]
- Goal OS 3** Connect open spaces
- Goal OS 4** Open space opportunities
- Goal OS 5** Manage open spaces
- Goal OS 6** Comprehensive open space[‡]
- Goal OS 7** Acquire, expand, improve[‡]
- Goal OS 8** Regional cooperation[‡]

WATER RESOURCES ELEMENT

- Goal WR 1** Long-term water supplies
- Goal WR 2** Climatic impacts on supply

ENERGY ELEMENT

- Goal E 1** Net-zero community
- Goal E 2** Reduce energy consumption
- Goal E 3** Energy efficiency in site design
- Goal E 4** Energy efficiency of city facilities
- Goal E 5** Renewable energy sources

ENVIRONMENTAL PLANNING ELEMENT

- Goal EP 1** Protect & enhance habitats
- Goal EP 2** Environmental stewardship
- Goal EP 3** Improve air quality[‡]
- Goal EP 4** Recovery, reuse, & recycling
- Goal EP 5** Environmentally sound design
- Goal EP 6** Water quality[‡]
- Goal EP 7** Reduce heat islands

CONSERVATION ELEMENT

- Goal CONSV 1** Sustainable balance[‡]
- Goal CONSV 2** Protect watersheds[‡]
- Goal CONSV 3** Conserve water[‡]
- Goal CONSV 4** Protect ecosystems[‡]
- Goal CONSV 5** Minimize erosion[‡]
- Goal CONSV 6** Retain watercourses[‡]

[[‡] = State-required]



OPEN SPACE ELEMENT

Open space is vital for sustaining a high quality of life; thus, a strategically planned, balanced, and connected system of open spaces is essential for the enjoyment of all citizens and guests. The city of Scottsdale commits to maintaining, enhancing, and expanding both active and passive open spaces throughout the community to serve citizens and remain a highly desirable tourism destination. As stewards of healthy lifestyles and livability, the city is dedicated to providing safe, accessible, and attractive outdoor space.

Common open spaces serve a variety of functions, such as recreation, aesthetics, and flood control. Throughout Scottsdale, several types of open spaces create different experiences. Scottsdale's McDowell Sonoran Preserve is a continuous tract of natural open space. It protects significant wildlife habitat, maintains the community's connection to the natural Sonoran Desert, and represents an image and character that is uniquely Scottsdale. A major developed open space, the Indian Bend Wash Greenbelt serves as a recreation and flood control spine, as well as, a significant segment of the regional park system. Smaller parks next to school sites allow for dual use by the neighborhood and school. Preserved desert washes help maintain the lush desert character and wildlife corridors in developments. Still, other open spaces offer protection from natural hazards and conservation of natural resources, including watersheds, streams, and aquifers.

As Scottsdale nears build-out, sustaining existing open spaces and creating new open spaces it will be even more important. Regional collaboration in open space matters will ensure that current and future community members continue to enjoy our open spaces.

Through the goals and policies of this element, Scottsdale will sustainably protect and manage its open space resources.

Goals and Policies

Goal OS 1 †

Provide four primary public and private open space types: Scottsdale's McDowell Sonoran Preserve, natural open spaces, developed open spaces, and continuous open spaces.

Policies

- OS 1.1 (NEW) Scottsdale's McDowell Sonoran Preserve.** Provide an integrated desert open space system consisting of mountains, desert, and natural areas to maintain scenic views, preserve wildlife and desert plant habitats, and protect archaeological and historical resources and sites, while providing public access for educational purposes and passive outdoor recreational opportunities. Scottsdale's Preserve should be sustained as natural Sonoran Desert for current and future generations. *[Cross-reference Land Use, Recreation, Environmental Planning and Conservation Elements]*
- OS 1.2 Natural Open Space.** Provide public and private, natural open spaces to preserve wildlife habitat, views, and sensitive historical/archeological sites, and, where appropriate, incorporate areas for low-impact recreation, such as walking, observing nature, hiking, bicycling, mountain and rock climbing, and horseback riding. *[Cross-reference Land Use, Healthy Community, Arts, Culture & Creative Community, Recreation, Environmental Planning and Conservation Elements]*
- OS 1.3 Developed Open Space.** Offer public and private parks and open spaces to accommodate both active and passive recreation. Active recreation may include golf, softball, tennis, basketball, volleyball, swimming, and equestrian pursuits; and passive activities may include walking, jogging, bicycling, socializing, lounging and picnicking. *[Cross-reference Land Use, Healthy Community, and Recreation Elements]*
- OS 1.4 Continuous Open Spaces.** Develop a system of contiguous open spaces that connect city-wide and regionally, and, if possible, Scottsdale's McDowell Sonoran Preserve, to neighborhoods, the desert, mountains, washes, and the canal system. Such open spaces may include Vista Corridors, streetscapes, trails, and canals. *[Cross-reference Character & Design, Land Use, Healthy Community, Recreation, Environmental Planning and Conservation Elements]*

Photograph to
come at a later
date

Goal OS 2 †

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

Policies

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

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

OS 2.3 Apply a scenic buffer along streets within and adjacent to the Recommended Study Boundary (RSB) of Scottsdale’s McDowell Sonoran Preserve. *[Cross-reference Character & Design Element]*

OS 2.4 **(NEW)** Ensure development next to Scottsdale’s McDowell Sonoran Preserve respects its unique location, minimizes impacts to the natural environment, and contributes to the community’s visual and physical access to open space and the mountains. *[Cross-reference Character & Design, Land Use, Healthy Community, Environmental Planning and Conservation Elements]*

OS 2.5 Restore ecological habitat in degraded areas (e.g. burned, grazed, vehicular damage, invasive vegetation) of Scottsdale’s McDowell Sonoran Preserve. *[Cross-reference Environmental Planning and Conservation Elements]*

OS 2.6 **(NEW)** Be sensitive to wildlife corridors, habitat, and trail crossings when planning mobility routes through and adjacent to Scottsdale’s McDowell Sonoran Preserve. *[Cross-reference Recreation, Environmental Planning, Circulation, and Conservation Elements]*



Goal OS 3

Visually and physically connect open spaces to maintain a continuous open space system.

Policies

- OS 3.1** Develop a public trail and path system that links to other city and regional systems. *[Cross-reference Healthy Community and Recreation Elements]*
- OS 3.2** Identify and consider the positive and negative impacts of proposed projects on viewsheds throughout the development review and approval process. *[Cross-reference Character & Design and Land Use Elements]*
- OS 3.3** As development occurs, preserve scenic views of mountains, the Sonoran Desert, natural features, and landmarks while enhancing the unique image and aesthetics of major streets through open space buffering. The following corridor designations should be applied:

- **Scenic Corridors** should be designated along major streets where a significant landscaped buffer is needed between streets and adjacent land uses, where an enhanced streetscape appearance is desired, and where views to mountains and natural or man-made features will be maximized. Scenic Corridors may provide enhanced opportunities for open space, scenic viewing, trails, and pathways in the community.
- **Buffered Roadways** should be designated along major streets to provide an aesthetic or environmental buffer, enhance the unique image of the streetscape, and reduce the impacts that major streets may have on adjacent land uses.
- **Desert Scenic Roadways** should be designated along the one-mile and half-mile streets within the Environmentally Sensitive Lands areas that are not already designated as Scenic Corridors or Buffered Roadways. These designations should maintain and enhance open spaces along streets in environmentally sensitive locations. *[Cross-reference Character & Design, Land Use, Arts, Culture & Creative Community, Recreation, Environmental Planning, and Conservation Elements]*

- OS 3.4** Use drainage easements, Vista Corridors, and transmission line corridors as open space connection opportunities, as well as, to augment general recreation and trails. *[Cross-reference Healthy Community, Recreation, Conservation, and Public Services & Facilities Elements]*
- OS 3.5** Locate parks to enhance unique landmarks and environmentally significant areas, when possible. *[Cross-reference Character & Design, Land Use, Recreation, and Conservation Elements]*

Goal OS 4

Provide abundant opportunities for the enjoyment of open space and the outdoors in every Scottsdale neighborhood.

Policies

- OS 4.1** Provide ample opportunity for people to experience and enjoy the magnificent Sonoran Desert and mountains, while balancing public access and preservation goals.
- OS 4.2** Provide open space access and trailhead areas with adequate facilities for public use. *[Cross-reference Recreation and Public Buildings Elements]*
- OS 4.3** **(NEW)** Ensure that open spaces in public ownership remain accessible to community members for compatible recreational use. *[Cross-reference Recreation and Public Services & Facilities Elements]*
- OS 4.4** **(NEW)** Locate publicly accessible and useable open spaces within established neighborhoods and near population centers. *[Cross-reference Land Use, Healthy Community, Recreation, and Neighborhood Preservation & Revitalization Elements]*
- OS 4.5** **(NEW)** Encourage useable outdoor open space in new development. *[Cross-reference Character & Design, Healthy Community, and Recreation Elements]*
- OS 4.6** **(NEW)** Capitalize on opportunities to create new, or connect and expand existing, open spaces in established areas when redevelopment occurs. *[Cross-reference Land Use and Conservation, Rehabilitation & Redevelopment Elements]*



Goal OS 5

Design and manage open spaces to relate to surrounding land uses and character.

Policies

- OS 5.1 †** Evaluate the design of open spaces with the following as primary determinants: aesthetics, neighborhood and service area needs, public safety, visual and functional connectivity, social and economic impacts, maintenance requirements, water consumption, drainage considerations, multi-use, and desert preservation. *[Cross-reference Character & Design, Land Use, Healthy Community, Recreation, Environmental Planning, Conservation, Water Resources, Cost of Development, Safety, Public Services & Facilities, and Neighborhood Preservation & Revitalization Elements]*
- OS 5.2** Distinguish between and protect the different priorities and management objectives for each of the Open Space Land Use Categories. *[Cross-reference Land Use Element]*
- OS 5.3** Preserve significant, useable, and accessible open spaces by using creative residential and commercial development techniques. Strive for open space design consistency with the surrounding area character or adopted Character Area Plan. *[Cross-reference Character & Design, Land Use, Housing, Recreation, and Neighborhood Preservation & Revitalization Elements]*
- OS 5.4** Aesthetically and sensitively integrate utilities and other public facilities into open spaces. *[Cross-reference Character & Design, and Public Services & Facilities Elements]*
- OS 5.5** Work with developers to design land use plans that respect existing topography, view corridors, wildlife corridors, and open space. Where possible, enhance existing viewsheds as areas are developed and redeveloped. *[Cross-reference Character & Design, Land Use, Environmental Planning and Conservation Elements]*
- OS 5.6** **(NEW)** Provide ample shade in public open spaces as appropriate for the type of open space. *[Cross-reference Character & Design, Recreation, and Environmental Planning Elements]*



Goal OS 6 †

Manage a comprehensive open space program that is responsive to public need and exemplifies the city’s commitment to leadership in environmental affairs.

Policies

OS 6.1 Continue to encourage active citizen involvement in the development and management of open space. *[Cross-reference Community Involvement Element]*

OS 6.2 Provide consistent and effective operations and maintenance for all open space facilities. *[Cross-reference Public Services & Facilities Elements]*

OS 6.3 Promote “docent” or “steward” programs to help maintain open spaces and lower associated operational costs. *[Cross-reference Community Involvement and Healthy Community Elements]*

OS 6.4 Consider important natural areas, parks, and other open space systems as primary elements in long-term sensitive growth planning, endangered species protection, and watershed protection. *[Cross-reference Land Use, Growth Area, Environmental Planning, and Conservation Elements]*



Goal OS 7 †

Acquire new, expand existing, and improve established open spaces for public use.

Policies

OS 7.1 † Acquire and develop new public open space in existing neighborhoods, giving priority to areas that are most lacking. Encourage landowners in the development process to dedicate useable open space where there is an existing park shortage or a need to preserve open space, natural features, or scenic views. *[Cross-reference Character & Design, Land Use, Recreation, Environmental Planning, Conservation, Public Services & Facilities, and Neighborhood Preservation & Revitalization Elements]*

OS 7.2 † Provide development incentives to promote the dedication of new useable, visually significant open space. *[Cross-reference Land Use Element]*

- OS 7.3 Require developers to connect and provide public access between their subject properties and any neighboring open spaces, park sites, or planned open spaces. *[Cross-reference Character & Design and Land Use Elements]*
- OS 7.4 † Identify revenue sources to acquire, improve, and maintain open spaces, rights-of-way, and parks. *[Cross-reference Recreation, Economic Vitality, and Public Services & Facilities Elements]*
- OS 7.5 † Encourage public acquisition of natural or developed open space through direct purchase, purchase of development rights, purchase of open space easements, or other means. *[Cross-reference Land Use Element]*
- OS 7.6 † Create usable open spaces from existing rights-of-way, sidewalk widening, street realignment, development of trails, and other creative solutions. *[Cross-reference Character & Design, Recreation, Circulation, and Public Services & Facilities Elements]*
- OS 7.7 † **(NEW)** Renovate, renew, and upgrade the city’s parks and recreation facilities in response to changing community demographics, needs and priorities. *[Cross-reference and Public Services & Facilities Elements]*
- OS 7.8 **(NEW)** Ensure the interconnectivity of trails and streets before abandoning rights-of-way. *[Cross-reference Circulation, Bicycling Elements]*

Goal OS 8 †

Encourage and cooperate with other governmental agencies to preserve, protect, connect, maintain, and expand the regional open space system.

Policies

- OS 8.1 Support and encourage Maricopa County, the Maricopa Association of Governments (MAG), State of Arizona, Tonto National Forest, federal agencies, and established private entities to acquire, develop, protect, maintain, and operate open space in and around Scottsdale.
- OS 8.2 † Cooperate with other public and private agencies on the planning and development of open space sites and facilities next to city boundaries.
- OS 8.3 † Support the regional open space network and coordinate with adjacent jurisdictions to supply open space systems, interconnected trails networks, recreation opportunities, stormwater drainage, and sensitive wildlife habitat and migration routes. *[Cross-reference Recreation, Environmental Planning and Conservation Elements]*

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

Spur Cross Ranch
Conservation Area

Cave Creek
Regional Park

BARTLETT DAM RD.

Tonto National Forest

RIO VERDE DR.

McDowell Mountain
Regional Park

Fountain Hills McDowell
Sonoran Preserve

CAVE CREEK RD.

TATUM BLVD.

96th ST

104th ST

112th ST

120th ST

128th ST

136th ST

142th ST

PALISADES BLVD.

BEELINE HWY. (87)

GALVIN PKWY.

Papago
Park

SCOTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

Open Space⁺

- Public Open Space
- Private Open Space
- Major Wash
- Regional Open Space
- McDowell Sonoran Preserve



0 1 2 3 Miles

56th ST.

64th ST.

SCOTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

DRAFT

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

PALISADES BLVD.

BEE LINE HWY. (87)

56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

96th ST

104th ST

112th ST

120th ST

128th ST

136th ST

142th ST

GALVIN PKWY.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

McDowell Sonoran Preserve

-  Recommended Study Boundary (RSB)
-  McDowell Sonoran Preserve (City Owned as of February 2014)
-  Other Preserved lands, within RSB
-  State Trust Land, within RSB
-  State Trust Land, within RSB, reclassified, but not limited to conservation
-  Existing Trailheads*
-  Planned Trailheads*

* Refer to McDowell Sonoran Preserve Access Areas Report for additional trailhead detail.



DRAFT



ENVIRONMENTAL PLANNING ELEMENT

Scottsdale is first and foremost a Sonoran Desert community, and citizens recognize that the unique and delicate desert environment is valuable for community health, character, economic vitality, and quality of life. As such, we pride ourselves as a global leader and are committed to environmental stewardship and sustainability.

The city's environment includes both the ecological systems, which sustain Sonoran vegetation and wildlife, and natural and man-made elements that provide clean air and water, protect the community from hazards, and create a naturally beautiful and enjoyable setting.

Without careful planning and stewardship, our healthy natural systems may be negatively impacted by regional population growth, urban development, and everyday life. This element provides goals and policies for protecting and enhancing Scottsdale's natural and human habitats for future generations.

Goals and Policies

GOAL EP 1

Protect and enhance Scottsdale’s human and Sonoran Desert habitats.

Policies

EP 1.1 Retain Scottsdale’s Sonoran Desert aesthetic values and heritage. *[Cross-reference Character & Design, Arts, Culture & Creative Community, and Conservation Elements]*

EP 1.2 † Preserve the unique, rare, and significant features of Scottsdale’s natural environment, including, boulders, major washes, canals, native plants, and mountains. Educate landowners and developers on their preservation options. *[Cross-reference Character & Design, Open Space, and Conservation Elements]*

EP 1.3 Require developments to retain and integrate the Sonoran Desert ecosystem, where appropriate. *[Cross-reference Character & Design and Conservation Elements]*

EP 1.4 † Preserve local plants, wildlife, and natural resources to maintain the biodiversity and long-term sustainability of the area’s ecology. *[Cross-reference Character & Design and Conservation Elements]*

EP 1.5 Integrate environmental quality protection into all phases of local planning, policy, and development. *[Cross-reference Character & Design and Conservation Elements]*

EP 1.6 **(NEW)** Promote the long-term management and maintenance of urban-area vegetation to reduce the heat island effect and to maximize environmental, quality of life, and other community benefits. *[Cross-reference Character & Design and Conservation Elements]*



GOAL EP 2 (NEW)

Demonstrate and expand the city’s leadership in environmental stewardship and sustainability.

Policies

- EP 2.1** (NEW) Educate and inform the community of the significance and fragility of the Sonoran Desert environment and the city’s environmental protection efforts. *[Cross-reference Open Space and Conservation Elements]*
- EP 2.2** (NEW) Support and encourage citizens, groups, and community partnerships to maintain and enhance environmental features and landscapes. *[Cross-reference Open Space and Community Involvement Elements]*
- EP 2.3** (NEW) Foster community stewardship and a sense of personal responsibility for the natural environment. *[Cross-reference Open Space, Healthy Community, and Community Involvement Elements]*
- EP 2.4** (NEW) Regularly update and build on Scottsdale’s Green Building Program to maintain Scottsdale as a leader in green building and low-impact development. *[Cross-reference Conservation and Energy Elements]*

Photograph to
come at a later
date

Photograph to
come at a later
date

GOAL EP 3 †

Promote local and regional efforts to improve air quality.

Policies

- EP 3.1** Reduce automobile emissions through traffic management; mobility system improvements; promotion of alternative modes, such as ridesharing and bicycling; and use of alternative fuels. Highlight the success of community emission reductions to further encourage reduction efforts. *[Cross-reference Energy, Circulation, and Bicycling Elements]*
- EP 3.2** Actively participate in regional coordination, partnerships, and funding decisions for air quality improvement and reduced vehicle emissions.
- EP 3.3** Encourage migration to, and expand the use of, clean fuel alternatives to achieve and exceed regional clean air goals. *[Cross-reference Energy Element]*
- EP 3.4** **(NEW)** Seek to reduce activities that contribute to air pollution during High Wind Exceptional Event episodes, No Wood Burning Days, High Ozone Days, and other significant air pollution events.
- EP 3.5** **(NEW)** Reduce the community's contribution to regional dust and particulate air pollution created by man-made sources, such as construction, maintenance equipment, vacant lots, unpaved parking areas, and vehicles.
- EP 3.6** Incentivize the use of clean alternative fuels by requiring preferred parking for low-emitting and fuel-efficient vehicles and incorporating electrical recharge and clean-fuel refilling stations throughout the community. *[Cross-reference Energy Element]*



Photograph to
come at a later
date

GOAL EP 4

Maximize resource recovery, reuse, and recycling, and promote use of recycled, recyclable, and renewable materials.

Policies

- EP 4.1** Maintain and expand citywide recycling programs, particularly for tourist areas, businesses, multi-family housing, institutional facilities, special events, and public spaces. *[Cross-reference Public Services & Facilities Elements]*
- EP 4.2** Encourage public and private establishments to minimize waste generation, and establish effective programs for waste reduction and the reuse and recycling of resources. *[Cross-reference Public Services & Facilities Elements]*
- EP 4.3** Expand demand and develop markets for recycled materials.
- EP 4.4** **(NEW)** Whenever possible and appropriate, use paperless media and limit the use of hard copy materials for city programs and projects, such as board and commission reports, public notifications, and distribution of city documents. *[Cross-reference Community Involvement Element]*
- EP 4.5** **(NEW)** Encourage the recycling and/or reuse of building materials to reduce construction waste.
- EP 4.6** **(NEW)** Support regional waste reduction efforts, policies, and regulations.
- EP 4.7** **(NEW)** Identify opportunities to use solid waste as a marketable commodity.
- EP 4.8** **(NEW)** Strive to reduce single-use, non-recyclable, and non-compostable packaging and bags.
- EP 4.9** Promote household composting to reduce the amount of biodegradable waste going to the landfill. *[Cross-reference Public Services & Facilities Element]*

Photograph to
come at a later
date

GOAL EP 5

Encourage environmentally sound, high-performance buildings and low-impact site plans that support sustainable desert living.

Policies

- EP 5.1** Protect and enhance the natural desert elements of all development sites. *[Cross-reference Character & Design, Open Space, and Conservation Elements]*
- EP 5.2** When appropriate, use low-impact development strategies and stormwater management techniques, such as green drainage infrastructure. *[Cross-reference Conservation Element]*
- EP 5.3** **(NEW)** Promote a durable and sustainable building stock using green building principles as appropriate for the desert environment. *[Cross-reference Character & Design, Housing, Conservation, and Energy Elements]*
- EP 5.4** **(NEW)** Promote passive solar site and building design strategies that recognize and respond to the Sonoran Desert climate. *[Cross-reference Character & Design and Energy Elements]*

GOAL EP 6 †

Meet or surpass all applicable water quality standards.

Policies

- EP 6.1** Continue to provide a safe and healthy environment for community members through appropriate water and wastewater treatment processes. *[Cross-reference Water Resources Element]*
- EP 6.2** Ensure Scottsdale drinking water continues to meet or surpass all Federal Environmental Protection Agency standards and plans for future regulatory requirements by updating or adding necessary treatment technologies to existing facilities. *[Cross-reference Water Resources Element]*
- EP 6.3** Maintain the Industrial Pretreatment Program to ensure businesses and industries meet city, state, and federal regulations to protect publicly owned wastewater collection and treatment systems. *[Cross-reference Water Resources Element]*
- EP 6.4** Partner with public agencies and private citizens to research advancements in water quality regulations, water conservation efforts, and possible solutions for other water quality issues. *[Cross-reference Water Resources and Conservation Elements]*

GOAL EP 7 (NEW)

Identify and reduce heat islands.*Policies*

- EP 7.1** (NEW) Identify areas most impacted by the heat island effect, and create reduction strategies for these areas.
- EP 7.2** (NEW) Incorporate “cool materials” and development strategies that help reduce the heat island effect. *[Cross-reference Character & Design Elements]*
- EP 7.3** (NEW) Develop and support programs, such as shade and tree plans, that increase and maintain vegetation and shading in areas of high pedestrian activity. *[Cross-reference Character & Design and Open Space Elements]*
- EP 7.4** (NEW) Educate the community on heat-island reduction measures.
- EP 7.5** (NEW) Use landscaping and stabilizing paving materials, other than black asphalt, to reduce the heat island effect and reduce use of mechanical air conditioning. *[Cross-reference Character & Design, Energy, and Open Space Elements]*

This Page Intentionally Left Blank



CONSERVATION ELEMENT

Scottsdale is continuously improving efforts to safeguard its natural and man-made environmental resources—from wildlife habitat to watersheds. The community is dedicated to the efficient use of natural resources and steadfastly works toward the long-term sustainability of non-renewable resources. Many resources, such as wildlife, watersheds, and other resources, however, pay no attention to boundaries. Therefore, regional coordination is essential in achieving the community’s conservation goals.

One natural resource that is critical to our daily lives is water. As citizens, we can contribute to water conservation by consuming less, using water more efficiently, and avoiding waste; installing rainwater harvesting and gray water systems; and reusing treated wastewater.

As Scottsdale matures, development will place pressure on lands at the urban fringe. This can have unintended consequences on the natural environment, including degradation of water, loss of habitat, and diminished scenic views. The challenge remains at achieving a balance between orderly development and the protection of Scottsdale’s natural resources.

This goals and policies in this element guide Scottsdale’s resource conservation efforts to provide a healthy and diverse environment for future generations.

Goals and Policies

GOAL CONSV 1 †

Achieve a sustainable balance between the conservation of natural resources and development of the built environment.

Policies

- CONSV 1.1** Promote public and private partnerships to reduce natural resource consumption, such as aggressive conservation, reuse, and recycling programs. *[Cross-reference Environmental Planning and Public Services & Facilities Elements]*
- CONSV 1.2** Use best practices in natural resource management to enhance, restore, and sustain our Sonoran Desert ecosystem. *[Cross-reference Environmental Planning and Public Services & Facilities Elements]*
- CONSV 1.3** Encourage cooperation among natural resource management agencies, professionals, and local school districts in developing environmental education materials and outreach programs. *[Cross-reference Environmental Planning Element]*
- CONSV 1.4** Encourage landscape designs that promote water conservation, prevent erosion, reduce the heat island effect, and decrease stormwater runoff. *[Cross-reference Character & Design, Open Space, and Environmental Planning Elements]*
- CONSV 1.5** Protect and restore ecosystems that maintain water quality, reduce flooding, and enhance sustainable resource development. *[Cross-reference Environmental Planning, Water Resources and Safety Elements]*

Photograph to
come at a later
date

GOAL CONSV 2 †

Protect the integrity of watersheds.

Policies

- CONSV 2.1 †** Identify potential sources of watershed contamination, continue to remediate groundwater contamination, and apply preventative measures to avoid future contamination of groundwater resources. *[Cross-reference Environmental Planning and Water Resources Elements]*

- CONSV 2.2** Monitor stormwater runoff to identify opportunities to reduce surface water pollution. *[Cross-reference Environmental Planning Element]*

- CONSV 2.3** Improve stormwater quality through best management practices.

- CONSV 2.4** Explore groundwater contamination prevention techniques, such as minimizing use of chemicals for landscape maintenance. *[Cross-reference Environmental Planning Element]*

- CONSV 2.5** **(NEW)** Educate sources responsible for watershed contamination, as well as the larger community, on watershed pollution prevention measures. *[Cross-reference Environmental Planning and Water Resources Elements]*

- CONSV 2.6** **(NEW)** Use control measures to meet Scottsdale’s Arizona Pollution Discharge Elimination System Municipal Separate Storm Sewer System (MS4) Permit requirements.

- CONSV 2.7** **(NEW)** Use natural watercourse and watershed pollution management techniques, such as “green” or low-impact infrastructure, vegetation, erosion control measures, and settling ponds. *[Cross-reference Environmental Planning Element]*



GOAL CONSV 3 †**Conserve water and encourage the reuse of wastewater.***Policies*

- CONSV 3.1** Continue to expand and modify the reclaimed water distribution system, as feasible, and continue to develop and enhance a salinity reduction program for reuse of reclaimed water. *[Cross-reference Water Resources Element]*
- CONSV 3.2** Consider multiple-use facilities when planning resource conservation programs, including the integration of recharge sites with natural or constructed habitat, as allowed per the Arizona Department of Environmental Quality and Arizona Department of Water Resources.
- CONSV 3.3** Encourage public art that reflects the city’s heritage, lifestyle, and surrounding environment.
- CONSV 3.4** Continue to thoroughly review development impacts on water use, and encourage development design that fosters water conservation. *[Cross-reference Character & Design, Environmental Planning, Water Resources, and Cost of Development Elements]*
- CONSV 3.5** Effectively monitor and maintain the water distribution system to minimize water conveyance loss. *[Cross-reference Water Resources Element]*
- CONSV 3.6** Increase recycled water use and encourage the adoption of water conservation measures and best management practices by local industries. *[Cross-reference Water Resources Element]*
- CONSV 3.7** Inform, educate, and incentivize community members on all aspects on water conservation. *[Cross-reference Water Resources Element]*
- CONSV 3.8** Integrate water harvesting, stormwater capture, and gray water systems into site planning and building design, where appropriate. *[Cross-reference Character & Design, Environmental Planning and Water Resources Elements]*
- CONSV 3.9** **(NEW)** Explore new and evolving water conservation and reuse technologies, and use them as appropriate. *[Cross-reference Water Resources Element]*
- CONSV 3.10** **(NEW)** Review city code and ordinance requirements that potentially hinder water conservation practices and revise city documents, as necessary. *[Cross-reference Water Resources Element]*

GOAL CONSV 4 †**Protect and manage Sonoran Desert biodiversity and native ecosystems.***Policies*

- CONSV 4.1** Preserve, salvage, and/or restore native plants, wildlife habitat, and natural resources to maintain the biodiversity and long-term sustainability of the area's desert ecology and character. *[Cross-reference Character & Design and Environmental Planning Elements]*
- CONSV 4.2** Encourage landscaping that limits the amount of grass and makes optimal use of native desert plants. *[Cross-reference Character & Design and Environmental Planning Elements]*
- CONSV 4.3** **(NEW)** Where appropriate, maintain natural washes as wildlife movement corridors and avoid disturbances to preserve habitat linkages, including transition buffers between Scottsdale's McDowell Sonoran Preserve and developed areas. *[Cross-reference Open Space and Environmental Planning Elements]*
- CONSV 4.4** **(NEW)** Identify, protect, and enhance habitats for endangered, rare, and threatened species. *[Cross-reference Environmental Planning Element]*
- CONSV 4.5** **(NEW)** Prevent the introduction and control further spread of invasive species. *[Cross-reference Environmental Planning Element]*
- CONSV 4.6** **(NEW)** Incorporate and maintain wildlife habitat elements in park design and common area landscaped areas. *[Cross-reference Character & Design, Open Space, Recreation, and Environmental Planning Elements]*

Photograph to
come at a later
date

GOAL CONSV 5 † (NEW)

Minimize erosion to protect the health of watercourses and prevent property damage.

Policies

CONSV 5.1 (NEW) Discourage clearing and grading of entire sites located in areas designated as Environmentally Sensitive Lands. *[Cross-reference Character & Design, Open Space, and Land Use Elements]*

CONSV 5.2 † (NEW) Maintain existing and promote wise placement of native vegetation as the primary means to control erosion and retain Sonoran Desert character. *[Cross-reference Character & Design and Environmental Planning Elements]*

CONSV 5.3 † (NEW) Strive to restore erosion-damaged areas to their previous conditions to reduce water consumption and restore desert wildlife habitat. *[Cross-reference Environmental Planning Element]*

GOAL CONSV 6 † (NEW)

Retain significant watercourses and water bodies.

Policies

CONSV 6.1 † Encourage preservation of the 100-year floodplains and washes as natural drainage ways, where possible. If hazard prevention measures are necessary, use context-sensitive design elements. *[Cross-reference Character & Design, Open Space, and Safety Elements]*

CONSV 6.2 Manage streams, washes, and floodplains to maintain their multiple biological, physical, and social values.

CONSV 6.3 For flood control channel design, a high priority should be placed on:

- Sensitive aesthetic treatment;
- Neighborhood character compatibility; and
- Effects on the entire ecosystem, including plant and animal habitat.

[Cross-reference Character & Design, Environmental Planning and Neighborhood Preservation & Revitalization Elements]



WATER RESOURCES ELEMENT

The City of Scottsdale has a multi-faceted water resources portfolio aimed at providing the community with a long-term assured water supply. The city's water resources portfolio consists of surface water supplies, which include Salt River Project and Central Arizona Project; groundwater supplies; and reclaimed wastewater. Scottsdale's water resources systems include water supplies, water treatment, water transmission and delivery, wastewater collection, wastewater treatment systems, and both reclaimed and irrigation water distribution systems.‡

The State of Arizona requires cities to prove that sufficient water supplies are available for the next 100 years (safe-yield) before allowing any new development. Therefore, Scottsdale has focused on obtaining surface water supplies, increasing recharge efforts, and reducing groundwater pumping whenever possible to obtain safe-yield. In 2006, the city achieved a significant milestone by reaching safe-yield in groundwater usage. Scottsdale is demonstrating responsible stewardship of groundwater resources and maintaining a sustainable water supply for future generations by not withdrawing more groundwater than is replenished through natural or artificial recharge.

Although Scottsdale manages and protects the water supply, the first and most critical step in planning and preparing for drought is proactive conservation of water by decreasing use, reducing waste, and maximizing use of reclaimed water, gray water, and harvested rainwater. All citizens can help ensure we have enough water for future generations by efficient use of water on a daily basis.

The goals and policies of the Water Resources Element ensure that Scottsdale continues to provide safe, reliable, and quality drinking water to the community now and into the future.

Goals and Policies

GOAL WR 1

Ensure renewable, long-term water supplies for the community.

Policies

- WR 1.1 †** Maintain state-mandated safe-yield conditions in the city’s water service area by minimizing groundwater pumping and maximizing the amount of groundwater recharge. *[Cross-reference Conservation and Water Resources Development Elements]*
- WR 1.2 †** Protect existing supply and ensure adequate future supply of renewable water sources, including Central Arizona Project water rights, credits, and/or reclaimed wastewater, to meet growth projections. *[Cross-reference Conservation Element]*
- WR 1.3 †** Update the city’s 100-year Assured Water Supply designation as new sources of water supply are acquired.
- WR 1.4** Continue to manage water and wastewater resources as critical parts of a sustainable community. *[Cross-reference Environmental Planning, Conservation, and Public Services & Facilities Elements]*
- WR 1.5** Encourage private septic system users to connect to the city’s sewer collection system, where practical.
- WR 1.6** Continue to provide a reliable, high-quality water and wastewater system that achieves the highest level of customer satisfaction.
- WR 1.7 †** **(NEW)** Proactively site, drill, construct, and equip new groundwater recharge wells in the most effective locations available to help stabilize groundwater levels, protect water supplies, and mitigate land subsidence.
- WR 1.8** **(NEW)** Ensure the city’s drinking water distribution system can effectively deliver drinking water to every part of the water service area. *[Cross-reference Public Services & Facilities Element]*
- WR 1.9** **(NEW)** Continue working with regional partners, other government entities, and tribal communities to facilitate shared water demand and sustainable management of water resources.
- WR 1.10** **(NEW)** Proactively maintain and replace water delivery and effluent recapture system infrastructure. *[Cross-reference Public Services & Facilities Element]*
- WR 1.11** **(NEW)** Expand and modify the reclaimed water distribution system, as feasible, to enhance water recharge and reuse. *[Cross-reference Conservation Element]*

GOAL WR 2 (NEW)

Plan, prepare for, and adapt to significant climatic impacts on the water supply, such as short-term and extended drought.

Policies

- WR 2.1** (NEW) Educate the public on preparedness, planning, and response for drought and other emergencies affecting the water supply. *[Cross-reference Conservation and Safety Elements]*
- WR 2.2** (NEW) Closely monitor drought conditions and implement the least drastic mitigation measures required. *[Cross-reference Conservation and Safety Elements]*
- WR 2.3** (NEW) Minimize the impacts of drought on residents by using an integrated approach to drought preparedness, response, and recovery both long-term and short-term. *[Cross-reference Safety Element]*
- WR 2.4** (NEW) Effectively communicate the procedures and available resources information to the community in the event of extreme drought or other emergency. *[Cross-reference Safety Element]*
- WR 2.5** (NEW) Proactively update Scottsdale's Drought Management Plan to reflect changes in law, technology, or other circumstances with a greater emphasis on water conservation. *[Cross-reference Conservation and Safety Elements]*

Photograph to
come at a later
date

Photograph to
come at a later
date

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

PALISADES BLVD.

BEELINE HWY. (87)

Water Resources

-  City of Scottsdale
Approximate Water Service Area
-  McDowell Sonoran Preserve
(See Open Space Element)



0 1 2 3 Miles

56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

96th ST

104th ST

112th ST

120th ST

128th ST

136th ST

142th ST

GALVIN PKWY.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

DRAFT



ENERGY ELEMENT

A safe, reliable energy supply is important to commerce and the city's overall health. Using renewable energy systems allows Scottsdale to become more independent and less reliant on imported fossil fuels. Moving to more reliable and affordable sources will showcase the city's commitment to a sustainable energy future. Furthermore, reducing energy consumption and encouraging conservation per capita are critical to future economic and environmental vitality. (NEW)

In Scottsdale, the most viable renewable energy resource is solar energy. Other sources of renewable energies include water and wind generation; however, Scottsdale has no significant sources of these energy generation types. Natural Gas is a non-renewable source of fuel that is used widely as a fossil fuel alternative.

The city's total demand for energy will increase with projected population growth. Therefore, Scottsdale must provide flexibility and incentives for future energy conservation and generation technologies. The goals and policies of the Energy Element seek to balance the energy needs of consumers with the sustainability of the community's renewable and non-renewable energy sources. (NEW)

Goals and Policies

GOAL E 1 (NEW)

Work toward becoming a net-zero energy community that balances energy consumption with renewable energy generation.

Policies

- E 1.1 ‡** (NEW) Set community-wide targets for energy efficiency and provide incentives and/or disincentives to achieve desired energy objectives.
- E 1.2** (NEW) Assess energy loads for all sectors to find the greatest opportunities for energy savings.
- E 1.3** (NEW) Support off-site or shared renewable energy generation for a group of buildings or entire neighborhood.
- E 1.4 ‡** (NEW) Consider the use of alternative finance options, such as tax credits and cost-recovery programs, to achieve renewable energy supply goals.
- E 1.5** (NEW) Promote alternative energy-ready designs for new construction and major remodels. *[Cross-reference Character & Design and Environmental Planning Elements]*



GOAL E 2

Reduce per capita energy consumption and promote energy efficiency through public awareness and integration of new technologies.

Policies

- E 2.1** (NEW) Develop public-private energy conservation education programs.
- E 2.2** (NEW) Promote use and provide education on the benefits of energy efficiency best practices and the continual maintenance and operations of energy-efficient equipment.
- E 2.3** Explore emerging energy technologies and use them whenever possible.
- E 2.4** Support development of regional waste-to-energy facilities. *[Cross-reference Environmental Planning and Public Services & Facilities Elements]*
- E 2.5** (NEW) Encourage local industries to adopt energy conservation measures to minimize the environmental impacts of their operations.
- E 2.6** (NEW) Support efforts to make energy usage and impacts transparent for property owners and tenants.

Photograph to
come at a later
date

Photograph to
come at a later
date

GOAL E 3 (NEW)

Promote building and site designs that maximize energy efficiency.

Policies

- E 3.1** Use natural properties and sustainable building materials (e.g. sun, shade, thick walls, insulation) to reduce the demand for and use of mechanical cooling and heating systems. *[Cross-reference Character & Design and Environmental Planning Elements]*
- E 3.2** Increase landscaping that contributes to energy conservation. *[Cross-reference Character & Design and Environmental Planning Elements]*
- E 3.3** Promote solar energy opportunities in building and site design. *[Cross-reference Character & Design and Environmental Planning Elements]*
- E 3.4** Encourage the commercial and residential sectors to consider incorporating energy conservation in design and construction. *[Cross-reference Character & Design and Environmental Planning Elements]*
- E 3.5** Incorporate healthy, resource- and energy-efficient materials and methods in design, construction, and remodeling of buildings. *[Cross-reference Character & Design, Housing, Healthy Community, Conservation, and Environmental Planning Elements]*
- E 3.6** **(NEW)** Incorporate energy conservation and efficiency measures into redevelopment and remodels. *[Cross-reference Character & Design, Environmental Planning, Conservation, Rehabilitation & Redevelopment Elements]*
- E 3.7** **(NEW)** Orient buildings and lots in ways that minimize solar heat gain, maximize solar access and natural ventilation, and limit solar access obstructions of neighboring structures. *[Cross-reference Character & Design and Environmental Planning Elements]*
- E 3.8** Improve the energy efficiency of the building envelope, mechanical equipment, lighting, and appliances.

Photograph to
come at a later
date

GOAL E 4 (NEW)

Seek creative means to increase the energy efficiency of city facilities and operations.

Policies

- E 4.1** Promote fuel conservation in city vehicles, and use clean, alternative fuels whenever possible.
- E 4.2** Reduce energy consumption in the provision of municipal services and maintenance of city infrastructure, without affecting the quality and quantity of services. *[Cross-reference Public Services & Facilities and Public Buildings Elements]*
- E 4.3** **(NEW)** Develop strategies to lower utility costs and reinvest savings into energy efficiency measures. *[Cross-reference Public Buildings Element]*
- E 4.4** **(NEW)** Perform energy audits and benchmarking of municipal facilities, projects, and programs to assess their energy efficiencies and evaluate any needed improvements. *[Cross-reference Public Services & Facilities and Public Buildings Elements]*
- E 4.5** **(NEW)** Consider incorporating renewable energy in the design of city facilities. *[Cross-reference Public Buildings Element]*

GOAL E 5 † (NEW)

Support the development of renewable energy sources that are compatible with Scottsdale's environmental and aesthetic goals.

Policies

- E 5.1** **(NEW)** Support regional efforts to increase the supply of energy from renewable sources, distributed generation, and cogeneration. *[Cross-reference Public Services & Facilities Element]*
- E 5.2** **(NEW)** Optimize existing energy infrastructure and encourage interconnection with smart grid technologies. *[Cross-reference Public Services & Facilities Element]*
- E 5.3** **(NEW)** Diversify the city's energy supply sources with emphasis on cost-effective, efficient, clean, renewable, reliable, and secure energy sources. *[Cross-reference Public Services & Facilities Element]*
- E 5.4** **(NEW)** Promote clean and renewable alternative energy and fuel sources to reduce the community's dependence on fossil fuels.

3. COLLABORATION & ENGAGEMENT



INTRODUCTION

Scottsdale has a rich history of citizen involvement. Built on collaborative engagement programs, such as STEP, Scottsdale Visioning, and CityShape 2020, the community has long recognized that:

- Community dialogue should be interactive;
- Complex issues should be explored from a variety of community perspectives;
- Community understanding is enhanced when citizens are actively involved, and the city provides opportunities for participation, dialogue and interaction;
- Community participation is best achieved when the roles and responsibilities of citizen, staff and elected officials are melded and all groups actively participate in public dialogue;
- Community dialogue should include a diversity of communication and participation methods, combining traditional with emerging technologies; and
- Community involvement goals and policies should encourage participation from all parties.

Scottsdale is a collaborative city that works across neighborhoods and within the region to benefit all citizens. Collaboratively working with metropolitan area partners allows Scottsdale to preserve its individual identity while benefiting from shared resources, coordinated services and increased efficiency. Further strengthening neighborhood engagement and local government leadership will enhance community well-being and the overall Scottsdale brand. **(NEW)**



The Collaboration and Engagement Chapter aims for Scottsdale to continue as a leader in regional and citywide collaboration efforts, as well as, open government processes that are accessible, responsive, and fair to all citizen participants. The goals of this Chapter seek to reach beyond the minimum standards for citizen involvement and adapt to the community's growing and changing population. As such, Scottsdale will:

- Take collective responsibility and ownership for where it is and where it is going;
- Make informed decisions and arrive at creative solutions through deliberation, dialogue, and thoughtful, respectful discussion and collaboration; and
- Involve residents, businesses, organizations, institutions, and government in constructive dialogue, which is the cornerstone of successful planning, decision making, and community building.

This Chapter ensures that Scottsdale will always consider new ways to promote citizen involvement and engage the diverse perspectives within our community.

ELEMENTS IN THIS CHAPTER:

- Community Involvement

Chapter Contents

The following Element is included in the Collaboration & Engagement Chapter:

COMMUNITY INVOLVEMENT ELEMENT

Goal CI 1 Seek ongoing involvement

Goal CI 2 Engage citizens

Goal CI 3 Accommodate

Goal CI 4 Augment with technology

Goal CI 5 Increase understanding

Goal CI 6 Foster collaboration



COMMUNITY INVOLVEMENT ELEMENT

Scottsdale promotes open, transparent, accessible, responsive, and fair government. The community recognizes that encouraging early and ongoing citizen participation is important for successful planning, community-building, and decision-making. Interactive community participation helps resolve concerns more immediately, provides meaningful input into policy and regulatory decisions, and levels the playing field among citizens (i.e. residents, property owners, and businesses), elected officials, and other stakeholders.

Scottsdale has a rich history of community involvement (See General Plan Vision and Values and Introduction) with numerous opportunities for participation, such as citizen committees, open houses, neighborhood meetings, commissions, and boards. Citizens have spent thousands of hours addressing and having a say in decisions that affect our community.

Recognizing that a city as complex and diverse as Scottsdale will rarely have consensus, Scottsdale will continue to foster an environment of civil dialogue and encourage and welcome interactive citizen participation. The goal is to bring understanding to complex issues while aligning decisions with the community's vision and values.

The goals and policies included in this element serve as building-blocks to effectively inform and involve the community in discussions and decision-making processes.

Goals and Policies

Goal CI 1

Seek early and ongoing involvement and broad public input in project/policy-making discussions.

Policies

- CI 1.1** Maximize opportunities for early notification of proposed projects using signs, information display boards, website postings, written correspondence, and other methods as they become available.
- CI 1.2** Use public involvement plans to identify and engage interested parties about their concerns and interests, and provide opportunities for information exchange and involvement.
- CI 1.3** Require project sponsors to conduct community involvement programs, share up-to-date information, communicate project issues and opportunities, show accountability and responsiveness to constructive community comments, and demonstrate how community comments are ultimately addressed.
- CI 1.4** **(NEW)** Encourage project sponsors and citizens to share in the responsibility to be transparent and civil in dialogue and deliberation.
- CI 1.5** **(NEW)** Encourage broad public input in the state-mandated General Plan annual report.

Photograph to
come at a later
date

Photograph to
come at a later
date

Goal CI 2

Proactively seek community-wide representation on issues through vigorous outreach programs, and engage citizens who are not typically involved.

Policies

CI 2.1 Decide the range or distance of public notification based on the characteristics of the specific case, plan, or policy. At a minimum, notify all directly affected stakeholders. Depending on the interest level of the community, enhanced notification may be warranted.

CI 2.2 Maintain community-wide contact lists that include representation from homeowners associations, neighborhood and service groups, the faith community, the school districts, the business community, and other interested groups.

CI 2.3 Engage a broad cross-section of community members on municipal issues. *[Cross-reference Healthy Community Element]*

CI 2.4 Ensure community-wide representation on issues requiring a public vote through increased voter registration and participation, as well as, broad distribution of information via mail, technology, and print. *[Cross-reference Healthy Community Element]*



Goal CI 3

Publish and process city issues in ways relevant to people’s daily lives and personal and professional interests.

Policies

CI 3.1 Provide multiple locations/times/communication tools to accommodate a wide diversity of lifestyles, work schedules, and time availability in public involvement efforts. *[Cross-reference Healthy Community Element]*

CI 3.2 Use multidisciplinary teams to inform and communicate with Scottsdale’s diverse population and organizations in a variety of ways.

Goal CI 4

Augment citizen interactions through diverse communication and technology techniques.

Policies

- CI 4.1** Provide multiple opportunities for input through use of new and evolving technologies.
- CI 4.2** Adapt the latest communication techniques, formats, and technologies to each situation.
- CI 4.3** Encourage partnering with other organizations to use networks and tools to communicate city information. *[Cross-reference Public Services & Facilities Element]*
- CI 4.4** To clarify complex city issues, explore new techniques, such as data visualization, simulation, and modeling.

Goal CI 5

Increase understanding and insight into the complexity of challenges affecting the community.

Policies

- CI 5.1** Track, measure, identify, and convey information about community issues, opportunities, trends, and concerns.
- CI 5.2** Provide community-wide access to current facts, figures, demographics, trends, and analysis.
- CI 5.3** Create factual public information materials about project opportunities and issues (e.g. the project’s purpose, timing, or need/benefits).



Goal CI 6

Foster community partnerships, catalysts, and networks to share information and responsibilities and to work toward collaborative solutions.

Policies

- CI 6.1** Clarify citizen, private entity, and the city’s role in responsible civil dialogue on community opportunities and issues.
- CI 6.2** Continue the tradition of “Community Visioning” to reevaluate community issues, goals, and vision for the future.
- CI 6.3** **(NEW)** Seek to involve community groups, HOAs, and other citizen organizations in the sharing of both city and project information.

4. COMMUNITY WELL-BEING



INTRODUCTION

A healthy, livable community provides both the physical and social infrastructure necessary to achieve community well-being. Although physical features, such as walkability, good quality housing, and access to open space and recreation facilities can encourage people to make healthier choices, community well-being relies on more than just the city's physical form. The city's "soft" infrastructure, such as health and human services, faith-based resources, non-profit partnerships, and social relationships, are equally important and collectively help people achieve their basic individual and collective needs to reach their full potential. (NEW)

High-quality, safe housing remains a core aspect of community vibrancy. Scottsdale embraces housing options for people living and working in the city, people at different life stages and income levels, and people with various social and physical needs. Scottsdale also values housing that enhances the character, diversity, and vitality of the city and respects the Sonoran Desert environment. Proactive maintenance and improvement of the existing housing stock; encouragement of context-appropriate infill housing; and continued commitment to community safety will ensure Scottsdale's neighborhoods continue to thrive in the future.

Another critical aspect of community health, recreation facilities and programs enhance the social, psychological and physical well-being of citizens. A well-managed, interconnected system that provides active and passive recreational opportunities should be available to all ages, on a year-round basis in the city of Scottsdale. Open spaces, recreational programs and facilities are not merely desirable, but are integral pieces of the community's overall physical and social well-being.



The strength of the community relies on the well-being of all of its members. The Community Well-Being Chapter represents Scottsdale’s continuous efforts to enhance community health, safety and vitality through, not only improvement of physical assets, but also the community’s social and health conditions.

ELEMENTS IN THIS CHAPTER:

- Healthy Community
- Housing
- Recreation
- Safety

“Recognizing that general health and well-being connect to the quality of living environment, we visualize a community whose neighborhoods are firmly established, safe, and healthy.”

- Scottsdale Visioning Health and Human Services Committee (1992)

Chapter Contents

The following Elements are included in the Community Well-Being Chapter:

HEALTHY COMMUNITY ELEMENT

- Goal HC 1** Healthcare and human service
- Goal HC 2** Healthy, local foods
- Goal HC 3** Wellness and healthful living
- Goal HC 4** Life-long learning
- Goal HC 5** Diversity and inclusion
- Goal HC 6** Accommodate senior citizens
- Goal HC 7** Caring community

HOUSING ELEMENT

- Goal H 1** Diverse housing options[‡]
- Goal H 2** Meet local socioeconomic needs[‡]
- Goal H 3** Generational housing options
- Goal H 4** Prevent housing discrimination

RECREATION ELEMENT

- Goal R 1** Quality recreation facilities
- Goal R 2** Joint use recreational facilities
- Goal R 3** Recreational diversity[‡]
- Goal R 4** Well-maintained facilities

SAFETY ELEMENT

- Goal S 1** Prevent hazards[‡]
- Goal S 2** Emergency preparation
- Goal S 3** Emergency response
- Goal S 4** Disaster recovery preparation
- Goal S 5** Safe airspace and transportation
- Goal S 6** Flood impact protection
- Goal S 7** Crime prevention
- Goal S 8** Hazardous materials

[[‡] = State-required]



HEALTHY COMMUNITY ELEMENT

Scottsdale has long been viewed as a healthy community. Clean air, sunshine, and natural desert beauty attracted early settlers to the city. The warm, dry desert air made Scottsdale a magnet for East Coast and Midwestern health seekers searching for relief from ailments, such as tuberculosis, asthma, and consumption. This trend is still prevalent today, with tourists and residents escaping somber gray skies and everyday stress for abundant sunshine and rejuvenation in our many resorts and spas. This visitation trend is also largely responsible for the development of Scottsdale's excellent healthcare system. The health of a community, however, involves more than just remedy for ailments. A healthy community balances exceptional healthcare services and prevention aids, with the physical, social, cultural, and environmental needs of all community members. (NEW)

Today, Scottsdale has one of the largest per capita senior citizen populations in the country. The community celebrates its increased human longevity and prepares for future generations of retirees through intergenerational opportunities, providing a continuum of care, and offering activities that allow seniors to age-in-place gracefully. Scottsdale also provides exceptional recreational amenities that serve residents and visitors of all ages. Besides seniors, Scottsdale has been recognized several times for its efforts to improve the well-being of local youth and families. Our community's commitment includes classes and programs for children, sports and recreation programs, critical services, and promoting family self-sufficiency. (NEW)

Scottsdale’s citizens have long valued that every resident should have the opportunity to be happy, to participate equally at all levels, and to share in all aspects of health and human services. As such, Scottsdale has maintained an advantageous culture of wellness and a high-quality system of healthcare and human services. While the city aspires to provide services for all of its residents and families, it is impossible for government to address every aspect of human need in Scottsdale. As the population continues to evolve, it will be critical for the private sector, non-profits, and schools to provide services, activities, and care to various generations of the community. (NEW)

Through the goals and policies of the Healthy Community Element, Scottsdale will maintain a leadership role in providing healthcare for all citizens, respond to the needs of families, take care of our neighbors and our elders, promote lifelong learning, and provide opportunities for youth to grow and become leaders in our future community. (NEW)



Goals and Policies

Goal HC 1 (NEW)

Promote access to healthcare and human services for citizens of Scottsdale.

Policies

- HC 1.1** (NEW) Identify healthcare facility service area needs, and support the development, preservation, and enhancement of these facilities, particularly in underserved areas. *[Cross-reference Economic Vitality Element]*
- HC 1.2** (NEW) Encourage new healthcare facilities to locate close to existing or planned public transit services, and encourage transit providers to provide service to healthcare facilities. *[Cross-reference Circulation Element]*
- HC 1.3** Work with hospital administrators to plan and develop facilities of the most suitable size, location, quality, and type of health services (e.g. emergency, critical care, inpatient, out-patient, treatment, and wellness). *[Cross-reference Economic Vitality Element]*

Goal HC 2 (NEW)

Strive to provide access to healthy, local foods for all neighborhoods.

Policies

- HC 2.1** (NEW) Promote fresh food markets as an important part of neighborhood retail centers.
- HC 2.2** (NEW) Identify opportunities and locations throughout the community for community gardens, farmers markets, and other local food sources. *[Cross-reference Neighborhood Preservation & Revitalization Element]*
- HC 2.3** (NEW) Consider using city land, including parks and surplus property, to expand our capacity to grow, process, distribute, and access local foods. *[Cross-reference Recreation and Public Buildings Elements]*
- HC 2.4** (NEW) Work collaboratively with regional partners and local organizations to assess and identify food deserts and resources to access healthy food. *[Cross-reference Public Services & Facilities Element]*
- HC 2.5** (NEW) Support gardening and local food production in backyards, on green roofs, and within private courtyards/communal spaces. *[Cross-reference Environmental Planning, Character & Design, and Neighborhood Preservation & Revitalization Element]*

Goal HC 3 (NEW)

Build on Scottsdale’s leadership role in wellness and healthful living.

Policies

- HC 3.1** (NEW) Provide quality recreation and neighborhood services that increase frequency of exercise, foster physical activity, and encourage healthful living. *[Cross-reference Recreation Element]*
- HC 3.2** (NEW) Encourage private recreation facilities such as fitness centers, swim clubs, tennis clubs, and golf courses as complements to the city’s cache of public facilities. *[Cross-reference Recreation Element]*
- HC 3.3** (NEW) Expand walking, biking, and recreation facilities throughout the city to support healthy, active lifestyles. *[Cross-reference Recreation, Circulation & Bicycling Elements]*
- HC 3.4** (NEW) Develop and maintain city programs and education opportunities that encourage healthful lifestyle choices.
- HC 3.5** (NEW) Publicize the health-related successes of the city, residents, and local employers to the media.
- HC 3.6** (NEW) Continue to foster and market Scottsdale as a resort, spa, wellness, rejuvenation, and cure destination. *[Cross-reference Economic Vitality Element]*
- HC 3.7** (NEW) Foster healthy indoor environments using low- or non-emitting materials and finishes and working to improve conditions that may adversely affect indoor air quality. *[Cross-reference Environmental Planning Element]*



Goal HC 4 (NEW)

Strengthen educational and life-long learning opportunities for all Scottsdale residents.

Policies

- HC 4.1** (NEW) Encourage life-long learning by partnering with local community colleges, universities, and other institutions of higher learning. *[Cross-reference Economic Vitality Element]*
- HC 4.2** (NEW) Promote libraries, community centers, and other existing city facilities throughout the city as centers for learning and mental growth. *[Cross-reference Public Services & Facilities Element]*
- HC 4.3** Support a variety of education facilities, including, public, private, parochial, charter, and trade/technical schools. *[Cross-reference Land Use, Public Buildings, and Economic Vitality Elements]*

Goal OS 5 (NEW)

Promote Scottsdale as a welcoming city, supportive of people of all ages, cultures, incomes, abilities, backgrounds, and lifestyles.

Policies

- HC 5.1** Recognize diversity in Scottsdale and cultivate an inclusive community where differences are valued, respected, and embraced. *[Cross-reference Community Involvement Element]*
- HC 5.2** (NEW) Celebrate diversity and inclusion through community activities and events that recognize different groups, bringing people together to experience and learn about ethnic and cultural traditions. *[Cross-reference Arts, Culture & Creative Community and Economic Vitality Elements]*
- HC 5.3** (NEW) Improve access to city and community programs that allow people to receive the services they need. *[Cross-reference Public Services & Facilities Element]*
- HC 5.4** (NEW) Promote social interaction between different generations. *[Cross-reference Housing & Neighborhood Preservation & Revitalization Elements]*



Goal HC 6 (NEW)

Accommodate the physical, social, and economic needs of Scottsdale’s senior citizen population.

Policies

- HC 6.1** Address the increasing needs of Scottsdale’s senior citizen population by:
- Providing opportunities for older citizens to interact with the community;
 - Promoting a variety of choices in residential living options;
 - Supporting and promoting the provision of elder care services from public and private providers, including employers;
 - Addressing the changing mobility needs of this segment of the community; and
 - Promoting aging-in-place initiatives.

[Cross-reference Public Services & Facilities, Circulation and Housing Elements]

- HC 6.2** **(NEW)** Work collaboratively with public and private sector partners to plan for the housing, health, employment, transportation, recreational, educational, cultural, and other needs of Scottsdale’s population as it ages. *[Cross-reference Public Services & Facilities, Recreation, Circulation and Housing Elements]*



Goal HC 7 (NEW)

Foster a caring community where people are involved in community life, where citizens help each other, and where all generations and families are nurtured and supported.

Policies

HC 7.1 Create a sense of belonging among people who live in and visit Scottsdale by:

- Promoting opportunities that bring people together;
- Enhancing possibilities for intergenerational activities; and
- Encouraging broad participation in local neighborhoods and community-wide activities.

[Cross-reference Neighborhood Preservation & Revitalization, Recreation and Community Involvement Elements]

HC 7.2 Promote social responsibility and development of personal capabilities among Scottsdale's youth and family members.

HC 7.3 Promote public land uses, such as parks, schools, and other civic uses, that act as the nucleus of a neighborhood, and link them with surrounding land uses to promote community interaction. *[Cross-reference Land Use, Public Buildings, and Neighborhood Preservation & Revitalization Elements]*

HC 7.4 **(NEW)** Promote a culture of volunteerism and community service through improved access to information about community service opportunities. *[Cross-reference Community Involvement Element]*

HC 7.5 **(NEW)** Emphasize prevention and early intervention that will enable youth to make healthy choices when faced with difficult and/or dangerous situations, thereby reducing risks and strengthening the resiliency of youth in the community. *[Cross-reference Safety Element]*

HC 7.6 **(NEW)** Cultivate future community leaders by involving youth in civic affairs and community service. *[Cross-reference Community Involvement Element]*

HC 7.7 **(NEW)** Encourage quality, accessible daycare, including preschool, after-school care, and adult/elder daycare, to support working families. *[Cross-reference Housing, Element]*

HC 7.8 **(NEW)** Consider the needs of children, youth, and older adults in land use, housing, transportation, park, and public service and facility decisions. *[Cross-reference Land Use, Housing, Recreation, Open Space, Circulation and Public Buildings Element]*

HC 7.9 **(NEW)** Foster and encourage community spirit, a sense of belief in self and others, and increased satisfaction with life for all community members.

This Page Intentionally Left Blank



HOUSING ELEMENT

Since incorporating in 1951, Scottsdale’s housing and neighborhoods have shifted and evolved in response to marketplace trends, evolving community character, and family lifestyle preferences. Scottsdale pioneered creative housing solutions in Arizona, such as townhomes, master-planned communities, downtown urban living, and custom single-family desert homes.

In general, Scottsdale maintains higher housing costs and values than comparable housing in other valley communities because of the community amenities, services, and quality of life. Although this is beneficial for property and resale values, housing for the full spectrum of Scottsdale’s citizens, service workers, entry-level homeowners, seniors on limited incomes, and citizens with special social or physical needs, has become more difficult.

Scottsdale is a community of choices. As such, the community embraces a variety of housing options that blend contextually among our neighborhoods. At build-out, Scottsdale’s population is expected to reach 296,300 residing in 150,200 housing units.[‡] While single-family homes will continue to be the predominant housing type in Scottsdale, an increasing number of people, from retirees to young professionals, seek an urban lifestyle or need more affordable and diverse housing options. As land for housing development becomes increasingly limited, the community will need to focus attention on the revitalization and preservation of established housing stock and seek creative infill development strategies to accommodate Scottsdale’s multiple generations.

The goals and policies of the Housing Element will ensure that future housing options in Scottsdale include a wide-range of opportunities for people living and working in Scottsdale, as well as, people at different life stages, income levels, and social and physical abilities.

Goals and Policies

GOAL H 1 †

Support diverse, safe, and high-quality housing options that blend with the character of the neighborhood and respond to the Sonoran Desert environment.

Policies

- H 1.1** Maintain Scottsdale’s quality-driven development review standards for new housing development. *[Cross-reference Character & Design Element]*
- H 1.2** Encourage complementary physical design, building structure, landscaping, and lot layout relationships between existing and new housing construction. *[Cross-reference Character & Design Element]*
- H 1.3** Support community dialogue during zoning and the development review processes to encourage context-appropriate housing development designs. *[Cross-reference Community Involvement and Character & Design Elements]*
- H 1.4** Support the creation of mixed-use projects, primarily in Growth Areas, to increase housing supply within walking distance of employment and services. *[Cross-reference Land Use and Growth Areas Elements]*
- H 1.5 †** Encourage a variety of housing densities in context-appropriate locations throughout Scottsdale to accommodate projected population growth. *[Cross-reference Character & Design Element]*
- H 1.6 †** Maintain, improve, and create high-quality and safe housing for all citizens to ensure long-term habitation. *[Cross-reference Safety and Healthy Community Elements]*
- H 1.7 †** **(NEW)** Coordinate across city departments to ensure homes in Scottsdale are safe and high-quality, and work with property owners to rehabilitate or rebuild any sub-standard housing in the community. *[Cross-reference Safety and Conservation, Rehabilitation & Redevelopment Element]*
- H 1.8** **(NEW)** Encourage new housing developments to incorporate the highest possible cost- and quality-effective level of amenities, design, durability and architectural quality. *[Cross-reference Character & Design and Open Space Elements]*
- H 1.9 †** Encourage energy-efficient and durable housing designs, constructions, and renovations that respond to the Sonoran Desert environment and contribute to long-term housing affordability. *[Cross-reference Character & Design, Energy, and Environmental Planning Elements]*

GOAL H 2 †

Seek a variety of housing options that meet the socioeconomic needs of people who live and work in Scottsdale.

Policies

- H 2.1 †** Establish incentives for the development of high-quality, durable housing that accommodates a variety of income levels.
- H 2.2** Support programs aimed at increasing homeownership among entry-level and moderate-income households in Scottsdale. *[Cross-reference Neighborhood Preservation & Revitalization Element]*
- H 2.3** Reduce government financial and regulatory constraints, and whenever possible, offer expeditious processing of development proposals and building permits to enhance housing affordability.
- H 2.4** Encourage the development and preservation of “naturally affordable” housing types, including smaller units and older housing stock. *[Cross-reference Arts, Culture & Creative Community Element]*
- H 2.5** Leverage state and federal funding opportunities to create and preserve high quality, safe, and affordable housing.
- H 2.6** Seek quality, affordable housing for a wide-range of income groups and Scottsdale’s employment base during development and redevelopment. *[Cross-reference Conservation, Rehabilitation & Redevelopment Element]*
- H 2.7** Support partnerships and initiatives whereby builders and/or major employers help provide housing options for employee housing needs. *[Cross-reference Economic Vitality Element]*
- H 2.8** Encourage the development of workforce housing with the new development and/or expansion of hotels, resorts, and other generators of service-level employment. *[Cross-reference Economic Vitality Element]*
- H 2.9** Connect housing to jobs, child care, schools, retail, open spaces, and other services needed on a daily basis. Plan housing near public transportation networks, employment centers, and shopping areas to provide these connections. *[Cross-reference Circulation and Land Use Elements]*
- H 2.10 †** Support adjustments to the housing mix based on demographic needs and economic changes within the city. *[Cross-reference Land Use Element]*
- H 2.11** **(NEW)** Protect the affordability of units at risk of losing federal or state subsidies or being converted to market-rate housing.

GOAL H 3

Provide housing options that allow for all generations of Scottsdale residents to continue to live here, regardless of life stage or ability.

Policies

- H 3.1** Develop the full spectrum of senior housing options in neighborhoods, giving priority to locations accessed by public transportation or within reasonable walking distance to health services and community facilities. *[Cross-reference Circulation and Healthy Community Elements]*

- H 3.2** Promote housing opportunities and accessible living environments that allow seniors to age in place, either in the same home, assisted living facilities, continuing care facilities, or other housing types within the same community. Sensitive integrate and connect these facilities into neighborhoods. *[Cross-reference Healthy Community Element]*

- H 3.3 †** Encourage the provision of broad housing options to meet the needs of young professionals, families with children, multi-generational households, the elderly, and residents with special needs.

- H 3.4** Encourage intergenerational interaction by linking housing with community facilities, such as senior centers, childcare centers, preschools, and youth centers. *[Cross-reference Healthy Community and Public Buildings Elements]*

- H 3.5** Support existing and future use of federal, state, and local matching funds, in partnership with non-profit and social agencies, to acquire and rehabilitate multi-family housing. *[Cross-reference Conservation, Rehabilitation & Redevelopment Element]*

- H 3.6** Support agencies and organizations that provide shelter, housing, and services for homeless and vulnerable populations. *[Cross-reference Public Services & Facilities Element]*

- H 3.7** Identify regional partners and, as appropriate, use regional solutions for housing options for all generations and abilities. *[Cross-reference Healthy Community Element]*

- H 3.8** **(NEW)** Encourage universal design in new and rehabilitated housing units to support the very young, people with disabilities, and aging adults. *[Cross-reference Character & Design Element]*



GOAL H 4 (NEW)

Prevent housing discrimination practices toward any person, as prohibited by federal, state, county and local laws.

Policies

H 4.1 † (NEW) Comply with state and federal laws prohibiting discrimination in housing and support fair and equal access to housing regardless of race, color, sex, creed, familial status, economic level, or ability. *[Cross-reference Healthy Community Element]*

H 4.2 (NEW) Continue to monitor and partner with local agencies, non-profits, and businesses to provide fair housing information, legal services, foreclosure prevention assistance, and anti-predatory lending assistance.



This Page Intentionally Left Blank



RECREATION ELEMENT

Abundant recreational opportunities are a part of Scottsdale's image. The benefits of park and recreation amenities are immense. They provide social interaction and help improve the physical and mental well-being of community members. Parks and recreation facilities also provide the city with environmental protection, and tourism enhancement.

The city provides enjoyable recreational activities and park settings that meet the needs of diverse community members. Scottsdale's parks planning system recommends four levels of parks[±]:

- Neighborhood parks provide primary recreation services and facilities that are easily accessible and available to local residents; serve a single neighborhood or several neighborhoods, depending on location; are preferably located with or next to elementary schools, neighborhood centers, or other gathering places; and are accessed primarily via pedestrians and bicycles.
- Community parks centralize a full range of recreational activities for major parts of the city; have the capacity to accommodate large groups; generally feature a community center building designed to meet multi-generational recreation needs, as well as lighted recreational amenities and sports fields; serve several neighborhoods; are preferably located central to a group of neighborhoods and often next to elementary, middle or high schools; and are accessed primarily by automobiles and bicycles.

- Specialty parks provide specialized facilities and preserve significant unique features of the community, including environmentally sensitive areas; generally serve the entire city or the valley; are located where necessary to capitalize on an existing feature, facility or specialized market area; and may need a high-degree of access (e.g. baseball stadium) or limited access (e.g. wildlife preserve).
- Trails provide valuable recreation and transportation opportunities for city residents and visitors, linking schools, residential areas, parks, employment centers, shopping areas, and other areas of interest; are located in areas that will connect neighborhoods, mountain preservation areas, or serve as destinations; may be located next to parks that are used as staging areas to traverse into desert or mountain preservation areas.

Projected population numbers are used to determine future park needs and locations. Scottsdale's limited land availability, changing economic conditions, and evolving demographics impose increasing demands on recreational amenities. To address this, the private sector often provides public parks when an influx of population is projected to occur as a result of new development. Parks and recreational amenities are also developed in master planned communities and subdivisions throughout the city, although they are usually only available for use to the residents of those specific communities. Scottsdale does not include these private amenities in determining the number and type of facilities needed to meet current and future resident demand, but does use the location of those amenities in the development of future parks and recreation service areas. Therefore, community involvement will continue to be important for future planning and development of recreational opportunities.

Scottsdale is committed to continually investing in public recreation facilities and their maintenance, rehabilitation, modernization, and co-location of services. The city is also committed to providing new recreational opportunities in underserved areas, or where change is expected.

Through the following goals and policies, the city's recreational facilities and programs will serve the needs of Scottsdale's current and future generations.

Photograph to
come at a later
date

Goals and Policies

GOAL R 1

Plan, design, and develop a wide range of quality recreation facilities and services, and pursue opportunities to acquire land for facilities.

Policies

- R 1.1** Increase community participation in parks and recreational planning and implementation. *[Cross-reference Community Involvement Element]*
- R 1.2** Regularly conduct systematic assessments of recreational facilities and services, including quality programming and community preferences.
- R 1.3** Consider a wide range of recreational uses during park planning and design.
- R 1.4** Provide a variety of opportunities for passive recreational activities, such as hiking, golfing, horseback riding, mountain biking, rock climbing, and wildlife observation, as well as, active recreational activities, such as team sports, playgrounds, skate parks, and gymnasiums. *[Cross-reference Open Space and Healthy Community Elements]*
- R 1.5** Seek opportunities to develop new parks and recreational facilities to meet the growing needs of residents and visitors, and where possible, design them to adapt to the changing needs of the surrounding neighborhoods. *[Cross-reference Open Space Element]*
- R 1.6** Develop parks, paths, and trails with the participation of private development through required fees, dedication of land, and construction of facilities to further expand the city's offerings. *[Cross-reference Open Space Element]*

Photograph to
come at a later
date

GOAL R 2

Collaborate with schools, tribal communities, and other public entities for joint use of recreational facilities, programming, and special events.

Policies

- R 2.1** If appropriate, retain school sites for community use. When possible, consider acquisition or co-location of facilities to maintain neighborhood recreation and open space accessibility. *[Cross-reference Open Space and Public Buildings Element]*
- R 2.2** Where possible, locate parks and recreational spaces along multi-use pathways and next to school grounds or other jurisdictions’ recreational spaces to encourage the maximum use of all properties. *[Cross-reference Land Use Element]*
- R 2.3** When possible, encourage public access to school site recreation facilities (e.g. basketball courts, playgrounds, tennis courts, fields), and support joint city-school district use of park, school, and library sites. *[Cross-reference Public Buildings and Public Services & Facilities Elements]*

GOAL R 3 † (NEW)

Provide and enhance recreational opportunities that meet the diverse needs of Scottsdale’s citizens and visitors.

Policies

- R 3.1** Provide neighborhood parks that are easily accessible to local residents and provide recreational opportunities reflective of the surrounding neighborhood’s needs and preferences. *[Cross-reference Open Space Element]*
- R 3.2** Locate community parks where they are accessible from relatively long distances. Community parks concentrate a broad range of recreational activities for major parts of the city. Some community parks also include human service facilities. *[Cross-reference Healthy Community and Public Services & Facilities Elements]*



- R 3.3 Provide unique recreational opportunities that have regional appeal through specialty parks. These activities may range from riding the railroad at McCormick Railroad Park, to rock climbing and horseback riding, to simply enjoying the beauty of the natural desert. *[Cross-reference Open Space Element]*

- R 3.4 **(NEW)** Develop and maintain a citywide interconnected network of trails to provide valuable recreation and fitness opportunities for city residents and visitors. Trails may provide hikers, walkers, joggers, equestrians, and mountain bikers with opportunities to improve health and fitness, spend time with family and friends, enjoy the natural environment, and escape the stresses of everyday life. Where possible, trails should connect to neighborhoods and serve major destinations. *[Cross-reference Open Space and Bicycling Element]*

- R 3.5 **(NEW)** Develop a diverse range of recreation and educational programs that consider community needs, interests, and financial resources. *[Cross-reference Healthy Community Element]*

- R 3.6 **(NEW)** Provide multi-generational recreation programming and facilities, and encourage interactions among the full spectrum of Scottsdale’s generations—from tots to twenty-somethings to seniors. *[Cross-reference Healthy Community and Housing Element]*

- R 3.7 **(NEW)** Offer quiet spaces in parks, recreation facilities, libraries, and public spaces to accommodate passive recreation, such as socializing, reading, painting, and meditating. *[Cross-reference Open Space, Character & Design, and Public Services & Facilities Elements]*

- R 3.8 Provide access to educational, recreational, and cultural services for residents with special needs. *[Cross-reference Healthy Community and Arts, Culture & Creative Community Elements]*

- R 3.9 Ensure that all major recreational facilities and programs are easily accessed by a variety of transportation modes, including the area transit system. *[Cross-reference Circulation and Bicycling Elements]*



GOAL R 4

Provide attractive, well-maintained community recreational and park facilities that serve the entire community.

Policies

- R 4.1** Where appropriate, maintain recreational facilities in public ownership to prevent potential shortages in the future.

- R 4.2** Develop plans for the maintenance, renovation, and enhancement of community recreational facilities, and invest necessary resources to keep assets sustainable. *[Cross-reference Public Services & Facilities and Cost of Development Elements]*

- R 4.3** **(NEW)** Provide adequate recreation facilities for future needs, and strive to meet and exceed maintenance and staffing standards to ensure maximum use. *[Cross-reference Public Services & Facilities Element]*

- R 4.4** **(NEW)** Identify revenue sources to improve and maintain recreational and park facilities and programs, such as creative funding options, grants, special assessments, development of parks districts, and partnerships with public, private, and non-profit organizations. *[Cross-reference Public Services & Facilities and Cost of Development Elements]*

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

PALISADES BLVD.

BEELINE HWY. (87)

Desert Mt.

Whisper Rock

George "Doc" Cavalliere

Pinnacle Peak

Florence Ely Nelson

Sonoran Hills

Grayhawk

Thompson Peak

Ironwood

DC Ranch Neighborhood

Scottsdale Sports Complex

Horizon

McDowell Mountain Ranch

Northsight

Thunderbird

Aztec

Cactus

Mescal

Cholla

Rio Montana

Mountain View

Scottsdale Ranch

Stonegate

Rotary

Comanche

Shoshone

Zuni

Nature Area

Agua Linda

Chaparral

Camelback

Chesnut

Indian School

Scottsdale Civic Center Mall

Osborn

Pima

Eldorado

Papago Rotary

Thomas Rd Bike Stop

Vista Del Camino

Apache

Parks and Recreation Facilities[†]

-  Specialty Parks
-  Neighborhood Parks
-  Community Parks
-  Planned Neighborhood Parks
-  Planned Community Parks
-  McDowell Sonoran Preserve (See Open Space Element)



DRAFT

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

PALLADES BLVD.

BEEHIVE HWY. (87)

56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

GALVIN PKWY.

96th ST.

104th ST.

112th ST.

120th ST.

128th ST.

136th ST.

142th ST.



Trails and Trailheads†

- Existing Trails
 - Planned Trails
 - Maricopa Trail* (Regional)
 - Sun Circle Trail* (Regional)
 - Park Trailhead
 - Existing Preserve Trailhead
 - Planned Preserve Trailhead
- McDowell Sonoran Preserve (See Open Space Element)

* Regional Trail alignments provided by Maricopa County Parks and Recreation Department.

DRAFT



SAFETY ELEMENT

The safety level of a community is critical to quality of life, community health, and economic vitality. Scottsdale is consistently rated as one of the safest communities in the nation, boasting low crime rates and few natural disasters. As the community continues to evolve, providing superior public safety resources for residents and visitors is crucial to Scottsdale's image as a livable community and premier destination city. (NEW)

Although Scottsdale is nationally-recognized for safety, it is not immune from disaster. Hazards such as flash flooding, brush fires, power outages, and other major threats can occur at any time with little or no warning. Management of these emergencies involves four phases: prevention and mitigation, preparedness, response, and recovery. (NEW)

Scottsdale is committed to protecting citizens and visitors from conditions, circumstances, and influences that would threaten, disrupt, or diminish the quality of their lifestyles. The goals and policies of the Safety Element will ensure that the community is prepared and resilient when faced with disaster, and that our habitat is safe and enjoyable for all.

Goals and Policies

GOAL S 1 †

Prevent hazards and reduce physical risks to all Scottsdale citizens, visitors, and properties.

Policies

- S 1.1** Educate and support the general public in preventing accidents and injuries.
- S 1.2** Support and meet all regional and national laws, regulations, and programs designed to protect the public from natural and man-made hazards and disasters. *[Cross-reference Environmental Planning, Conservation, and Water Resources Elements]*
- S 1.3** **(NEW)** Regularly review and update all public codes according to best practices and current structural engineering standards. *[Cross-reference Housing and Conservation, Rehabilitation & Redevelopment Elements]*
- S 1.4 †** **(NEW)** Research and maintain information about emerging hazards, such as terrorism threats, geologic hazards, and electrical failures.
- S 1.5** **(NEW)** Identify and replace vulnerable infrastructure and critical service lifelines (e.g. electricity). *[Cross-reference Public Services & Facilities Element]*
- S 1.6** **(NEW)** Maintain private property to minimize vulnerability to fire hazards and reduce overall fire hazard risks. *[Cross-reference Neighborhood Preservation & Revitalization Element]*



GOAL S 2 (NEW)

Prepare for the onset of disasters and emergencies.

Policies

- S 2.1** (NEW) Provide education and emergency preparedness and response training at the neighborhood level.
- S 2.2** (NEW) Regularly conduct community-wide and regional preparedness drills.
- S 2.3** (NEW) Enhance the community’s communication capabilities in preparation for all phases of a disaster, particularly in the high-contact period immediately after a disaster. *[Cross-reference Community Involvement and Public Services & Facilities Elements]*
- S 2.4** (NEW) Continue to conduct fire-safety planning and fire preparedness and prevention programs, including stringent fire codes, infrastructure improvements, defensible space standards, and regional emergency management coordination. *[Cross-reference Housing and Public Services & Facilities Elements]*
- S 2.5** (NEW) Continue to build a support system for Scottsdale’s elderly population by providing outreach, education and notification through senior centers, faith-based organizations, local businesses, and other entities. *[Cross-reference Healthy Community Element]*
- S 2.6** (NEW) Continue to build a widespread culture of emergency preparedness.
- S 2.7 †** (NEW) Continue to prepare for water-related emergencies and ensure a safe and reliable water supply during an emergency situation. *[Cross-reference Water Resources Element]*



GOAL S 3 (NEW)

Deliver effective and efficient response for emergencies and disasters.

Policies

- S 3.1** Provide public safety facilities, information, and training programs to minimize response times and maximize effectiveness in responding to natural and man-made hazards. *[Cross-reference Public Services & Facilities Element]*
- S 3.2** (NEW) Train multi-lingual personnel to aid evacuation of residents and visitors, as well as for other emergency response activities.
- S 3.3** (NEW) Coordinate with hotels, resorts, and special event managers to effectively respond to emergencies involving or affecting visitors. *[Cross-reference Economic Vitality Element]*
- S 3.4 †** (NEW) Identify emergency evacuation routes and effectively communicate the information to the public. *[Cross-reference Community Involvement and Circulation Elements]*

GOAL S 4 (NEW)

Prepare for the short and long-term recovery of the community after disaster events.

Policies

- S 4.1** (NEW) Develop a framework for recovery that identifies priorities for reinstatement of critical infrastructure and other physical assets, services, and functions throughout the community. *[Cross-reference Public Services & Facilities Element]*
- S 4.2** (NEW) Prepare city staff for official roles in emergency response and recovery.
- S 4.3** (NEW) Work with regional entities, hospitals, faith-based organizations, schools, community groups, and large employers to ensure continuity of operations after a disaster occurs.
- S 4.4** (NEW) Engage the community in the reconstruction planning process. *[Cross-reference Community Involvement Element]*
- S 4.5** (NEW) When appropriate, expedite neighborhood repair, reconstruction, and rebuilding to aid with resident return to their neighborhoods. *[Cross-reference Conservation, Rehabilitation & Redevelopment and Housing Elements]*

Goal S 5 (NEW)

Maintain safe airspace and transportation systems.

Policies

S 5.1 Manage the Scottsdale Airport through high-quality safety and security programs that protect airport users, surrounding neighborhoods, and nearby properties. *[Cross-reference Land Use and Circulation Elements]*

S 5.2 † (NEW) Maintain clear zones within the key safety areas around the Scottsdale Airport. *[Cross-reference Land Use Element]*

S 5.3 † Design, develop, and manage Scottsdale's transportation projects and traffic control systems with public safety as an overriding concern. *[Cross-reference Circulation and Bicycling Elements]*

Photograph to
come at a later
date

Goal S 6

Protect the health, safety, and welfare of the public from the impacts of flooding.

Policies

S 6.1 Identify the city's drainage system needs, and make improvements where flood control problems exist. *[Cross-reference Conservation Element]*

S 6.2 Mitigate watercourse obstructions resulting from natural causes, and restrict watercourse obstructions resulting from man-made causes. *[Cross-reference Conservation Element]*

S 6.3 Design and construct watercourse and drainage system street crossings, where possible, to promote traffic safety. *[Cross-reference Conservation and Circulation Elements]*

S 6.4 Manage the city's floodplains consistent with the requirements of participation in the National Flood Insurance Program, FEMA's Community Rating System, and all other applicable federal, state, and regional regulations, standards, and practices. *[Cross-reference Conservation Element]*

S 6.5 (NEW) Locate critical facilities outside of the 100-year floodplain. *[Cross-reference Conservation Element]*

Goal S 7 (NEW)

Maintain Scottsdale as a safe community through crime prevention.

Policies

- S 7.1** Encourage the use of crime prevention strategies in the design and redevelopment of all areas of the city. *[Cross-reference Character & Design; Neighborhood Preservation & Revitalization; and Conservation, Rehabilitation & Redevelopment Elements]*
- S 7.2** (NEW) Implement enhanced crime tracking, trending, and predictive modeling to reduce crime and increase offender apprehension.
- S 7.3** (NEW) Continue to embrace new communication platforms, such as social media, to deliver timely crime prevention strategies and increased security awareness. *[Cross-reference Community Involvement Element]*
- S 7.4** (NEW) Focus on increased crime prevention associated with visitor safety and security via event planning and management programs. *[Cross-reference Economic Vitality Element]*
- S 7.5** (NEW) Create community participation and partnerships to reduce crime and develop safer neighborhoods. *[Cross-reference Neighborhood Preservation & Revitalization Element]*
- S 7.6** (NEW) Continue to locate and design police facilities to enhance the effective, efficient, and responsive performance of police functions throughout the city. *[Cross-reference Public Buildings Element]*
- S 7.7** (NEW) Enhance collaboration between public safety providers and the city’s Planning Agency to incorporate best development practices in reducing crime. Considerations include improved lighting, building orientation, neighborhood ingresses and egresses, and Crime Prevention Through Environmental Design (CPTED). *[Cross-reference Character & Design Element]*
- S 7.8** (NEW) Continue the city’s efforts in ensuring the safety of Scottsdale’s schools and school-aged children. *[Cross-reference Circulation and Public Buildings Elements]*



Goal S 8 (NEW)

Promote the safe handling, storage and disposal of hazardous materials.

Policies

- S 8.1** Properly manage hazardous materials and contaminants to minimize their potential harm to people and the environment. *[Cross-reference Conservation Element]*
- S 8.2** Minimize the use of toxic and hazardous materials within the city, and encourage the use of alternative materials and practices. *[Cross-reference Environmental Planning Element]*
- S 8.3** Continue working with appropriate agencies to clean up hazardous waste.
- S 8.4** **(NEW)** Provide training opportunities and educational materials on hazardous waste management. *[Cross-reference Community Involvement Element]*
- S 8.5** **(NEW)** Develop a plan for the transport of hazardous waste.

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

PALISADES BLVD.

BEELINE HWY. (87)

56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

96th ST

104th ST

112th ST

120th ST

128th ST

136th ST

142th ST

GALVIN PKWY.

Public Safety

-  Existing Police Stations
-  Existing Fire Stations
-  Proposed Fire Station
-  Scottsdale City Court
-  McDowell Sonoran Preserve (See Open Space Element)



DRAFT

This Page Intentionally Left Blank

5. CONNECTIVITY



INTRODUCTION

The way residents, visitors and employees travel throughout the community effects overall quality of life and community image. Scottsdale is the premier center in the Valley for arts, culture and tourism, a regional shopping hub, and an importer of employment. Therefore, it is critical for the city to provide a variety of transportation options and examine transportation issues at a local, as well as, regional level.

The automobile will remain an important means of travel in Scottsdale. To maintain mobility, land use and transportation policies should emphasize a mix of uses and activities served by more efficient and accessible transportation options. To reduce traffic congestion and impacts on the built and natural environments, Scottsdale must make land use decisions that strive to reduce the length and number of automobile trips. Efficient, accessible, and comfortable alternative mobility choices, as well as employer participation in trip reduction programs, can also transform reliance on the automobile and reduce congestion on streets.



Through the goals and policies of the Connectivity Chapter, Scottsdale will provide access and mobility choices to safely, conveniently and efficiently move people and goods. This chapter recognizes the prominent role the automobile plays in mobility, but also promotes a diversity of mobility systems that match the character and lifestyle within different areas of the community.

ELEMENTS IN THIS CHAPTER:

- Circulation
- Bicycling

“We will have... a wide range of innovative, efficient, and effective mobility options that connect to citywide and regional networks.”

- Visioning Scottsdale Town Hall Report (2013)

Chapter Contents

The following Elements are included in the Connectivity Chapter:

CIRCULATION ELEMENT

- Goal C 1** Safe/efficient transportation corridors[‡]
- Goal C 2** Trip reduction
- Goal C 3** Safe & connected system[‡]
- Goal C 4** Regional system coordination
- Goal C 5** Plan for future expansion
- Goal C 6** Protect neighborhoods
- Goal C 7** Schools & neighborhoods
- Goal C 8** Comfortable & accessible system

BICYCLING ELEMENT

- Goal B 1** Accessible & interconnected networks[‡]
- Goal B 2** Encourage increased bicycle use
- Goal B 3** Balance of land uses
- Goal B 4** Bicycle education & safety

[‡ = State-required]



CIRCULATION ELEMENT

Scottsdale's transportation system is the backbone of the city, supporting the economy and serving and influencing land use patterns. The automobile historically has been, and will continue to be, the predominant mode of transportation in Scottsdale. However, to match the character and lifestyle of different areas of the community, the city will need to diversify its transportation choices. Alternative modes of transportation will provide greater accessibility and connectivity, alleviate pollution and congestion, and foster community well-being and quality of life. (NEW)

The Circulation Element recognizes the primary role of the automobile, but also fully integrates other modes, such as public transit, air travel, cycling, and walking. It also recognizes the interrelationships among transportation, land use, neighborhoods, and Growth Areas. Different areas within the city may have unique mobility needs requiring specific-area solutions. However, transportation systems and their impacts do not stop at the city boundary. Therefore, this Element stresses the efficient use of Scottsdale's existing transportation systems, and strong inter-jurisdictional coordination.

Goals and Policies

Goal C 1 †

Design and improve transportation corridors to safely and efficiently move people and goods.

Policies

- C 1.1 †** Coordinate transportation and land use planning to provide a continuous and integrated system of mobility. *[Cross-reference Land Use Element]*
- C 1.2** Develop innovative and efficient designs to reduce conflict points between various means of travel.
- C 1.3** Protect regional corridor flow, function, and safety by using of grade separations for non-motorized travel. *[Cross-reference Safety Element]*
- C 1.4** Use and continuously manage technologies that efficiently move people and increase the carrying capacity of roads.
- C 1.5** Balance the safe and efficient movement of traffic with access and local needs. *[Cross-reference Safety Element]*
- C 1.6** Provide intermodal connections that ensure functional and uninterrupted movement between transportation modes.
- C 1.7** Retrofit aging neighborhood infrastructure and streets and create non-motorized neighborhood connections to enhance livability and safety. *[Cross-reference Neighborhood Preservation & Revitalization Element]*
- C 1.8 †** **(NEW)** Support the Scottsdale Airport as an integral transportation hub, connecting the community to national and international markets. *[Cross-reference Land Use and Economic Vitality Elements]*
- C 1.9 †** **(NEW)** Promote consistent accessibility and wayfinding elements, including, signage, street naming, and numbering, to increase the efficiency of transportation systems. *[Cross-reference Bicycling Element]*

Photograph to
come at a later
date

Goal C 2

Reduce the number, length, and frequency of automobile trips to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

Policies

- C 2.1** Encourage a mix of land uses that will reduce the distance and frequency of automotive trips and support alternative modes. *[Cross-reference Environmental Planning, Growth Area, and Land Use Elements]*
- C 2.2** Integrate alternative modes of transportation along regional networks. *[Cross-reference Growth Area Element]*
- C 2.3** Reduce capacity demands on transportation networks by using vehicular trip reduction strategies and travel demand management techniques, including telecommuting, alternative work schedules, carpooling, and transit/bicycling incentives. *[Cross-reference Environmental Planning and Bicycling Elements]*
- C 2.4** Work with employers to provide incentives and encouragement for trip reduction strategies. *[Cross-reference Environmental Planning and Economic Vitality Elements]*
- C 2.5** Promote non-motorized travel for short neighborhood trips. *[Cross-reference Environmental Planning and Land Use Elements]*

Photograph to
come at a later
date

Photograph to
come at a later
date

Goal C 3 †

Continue to develop an effective, safe, and connected multi-modal transportation system.

Policies

- C 3.1** Integrate park-and-ride lots and transit centers, along regional corridors and within Growth and Activity Areas. *[Cross-reference Growth Area Element]*
- C 3.2** Create a diversity of mobility choices in Growth and Activity Areas, which have the greatest intensity of development. *[Cross-reference Growth Area Element]*
- C 3.3** Actively work with neighboring jurisdictions to maintain mobility choices and network continuity. *[Cross-reference Open Space Element]*
- C 3.4** Integrate regional employment and commercial centers into the regional multimodal system (e.g. streets, trails, bikeways, paths, and transit). *[Cross-reference Land Use Element]*
- C 3.5** Increase accessibility to mass transit through non-motorized and other transit connections, such as, neighborhood circulators or Dial-A-Ride type services.
- C 3.6** Create, preserve, and enhance multimodal connections between residential areas and neighborhood-supporting land uses through effective site and master planning, linkages, and grade separations. *[Cross-reference Land Use and Healthy Community Elements]*
- C 3.7** Provide access to parks and community facilities through a variety of transportation modes, such as bicycle, pedestrian, and equestrian links. *[Cross-reference Bicycling, Recreation, Open Space, and Healthy Community Elements]*
- C 3.8** Support mobility choices that reflect the character and dominant lifestyle within a neighborhood. For example, in equestrian areas of the community, create links to the citywide and regional trail system. *[Cross-reference Character & Design, Land Use, and Open Space Elements]*
- C 3.9** Explore emerging technologies to enhance Scottsdale's portfolio of transportation choices.

Photograph to
come at a later
date

Goal C 4

Actively work with regional jurisdictions and other agencies to coordinate and implement regional mobility systems and connections.

Policies

- C 4.1** Coordinate regional transportation planning and implementation strategies in partnership with neighboring jurisdictions and quasi-governmental agencies.
- C 4.2** Support other agencies in the development of regional pedestrian, bicycle, and multi-use trail systems. *[Cross-reference Open Space, Recreation, and Bicycling Elements]*
- C 4.3** **(NEW)** Coordinate with Airport management and the Airport Advisory Commission on aviation challenges. *[Cross-reference Land Use, Economic Vitality and Safety Elements]*



Photograph to
come at a later
date



Photograph to
come at a later
date

Goal C 5

Plan and educate the community about the future expansion of transportation systems.

Policies

- C 5.1** Maintain expansion options for existing and future networks to efficiently serve future mobility needs.
- C 5.2 †** Preserve and/or acquire public rights-of-way to ensure mobility networks can be sufficiently expanded. *[Cross-reference Open Space Element]*
- C 5.3** Provide alternative routes and mode options if expansion of existing routes is not possible.
- C 5.4** Coordinate local and regional construction projects to reduce mobility delays and hindrances.
- C 5.5** Explore partnerships or privatization to provide more mobility choices and address gaps in the mobility system.
- C 5.6** Consider Improvement Districts and other alternative funding mechanisms to provide neighborhood links. *[Cross-reference Cost of Development Element]*
- C 5.7** Educate the community about the direct impacts of land use decisions on service levels and mobility choices. *[Cross-reference Land Use and Community Involvement Elements]*
- C 5.8** Recognize that different areas of the city will have centers or focal points of intensity in mobility systems. *[Cross-reference Character & Design, Land Use and Growth Area Elements]*
- C 5.9** Examine and plan for connectivity, at each planning level (citywide, Growth Area, Character Area, neighborhood level). *[Cross-reference Character and Design, Land Use, Neighborhood Preservation & Revitalization, and Growth Area Elements]*
- C 5.10** **(NEW)** Plan street modifications based on forecasted future volumes. *[Cross-reference Public Services & Facilities Element]*



Photograph to
come at a later
date

Goal C 6

Protect neighborhoods from negative impacts of regional and citywide transportation networks.

Policies

- C 6.1** Preserve reasonable emergency access to and within neighborhoods, balancing the potential for neighborhood street restriction with emergency accessibility. *[Cross-reference Safety Element]*
- C 6.2** Design neighborhood street layouts that reduce speeding and noise, provide greater and safer opportunities for non-motorized modes, and create an environment where the neighborhood can flourish. *[Cross-reference Character & Design, Safety, and Neighborhood Preservation & Revitalization Elements]*
- C 6.3** Control access to and from regional corridors to protect their mobility.
- C 6.4** Design citywide networks to balance access with mobility to further protect neighborhoods from regional or citywide traffic.
- C 6.5** Incorporate open space and buffering techniques into street design to protect neighborhoods. *[Cross-reference Character & Design, Land Use, and Open Space Elements]*
- C 6.6** Provide transitions from regional systems to neighborhood systems by gearing transportation design standards to the intensity of use and traffic volumes. *[Cross-reference Character & Design, Land Use and Growth Area Elements]*



Photograph to
come at a later
date



Photograph to
come at a later
date

Goal C 7

Balance the sensitive relationships and respective mobility needs of schools and neighborhoods.

Policies

- C 7.1** Promote school locations and designs that encourage non-motorized travel. Accommodate direct links between schools and neighborhoods that minimize exposure to vehicles. *[Cross-Reference Character & Design and Public Buildings Elements]*
- C 7.2 †** **(NEW)** Minimize the impacts of student drop-offs on neighborhoods by providing enough parking for students and employees on school grounds, locating student drop-off areas for personal vehicles on school property, providing convenient access to public transit, and encouraging non-motorized modes of travel to school.
- C 7.3** **(NEW)** Work with the school districts to create safe and accessible transportation routes to schools through a variety of methods and programs. *[Cross-reference Safety Element]*

Goal C 8

Provide a comfortable and accessible transportation system.

Policies

- C 8.1** Provide pedestrian safety, comfort, and amenities commensurate with street design and character of an area. *Cross-reference Character & Design Element*
- C 8.2** **(NEW)** Consider the needs of all community members and visitors, as well as, the special needs of children, the elderly, and people with impaired mobility in the planning and design of the transportation system. *[Cross-reference Healthy Community Element]*
- C 8.3** **(NEW)** Transportation facilities should conform to the standards established in the federal Americans with Disabilities Act (ADA). *[Cross-reference Public Services & Facilities and Public Buildings Elements]*
- C 8.4** **(NEW)** Provide equitable access for individuals with impaired mobility. *[Cross-reference Healthy Community Element]*

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

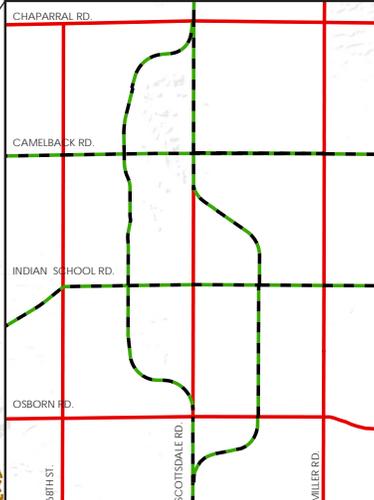
LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

Downtown



CAVE CREEK RD.

TATUM BLVD.

56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD. LOOP 101

96th ST.

104th ST.

112th ST.

120th ST.

128th ST.

136th ST.

142th ST.

PANSADES BLVD.

BEELINE HWY. (87)

GALVIN PKWY.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

Street Classification

- Arterial
- Collector
- Local/Neighborhood Street
- McDowell Sonoran Preserve (See Open Space Element)



DRAFT

This Page Intentionally Left Blank



BICYCLING ELEMENT

Scottsdale maintains a wide variety of on-street and off-street bicycle networks. These networks are not mutually exclusive and are both necessary. Because homes, offices, and employment centers are located along streets, many bicyclists and pedestrians use streets to reach their destinations. A commute to work by bicycle will typically begin on a residential street and end on an arterial or major collector street. Many experienced bicyclists prefer to bicycle on streets where they can travel greater distances in a short amount of time. (NEW)

The off-street network provides a more relaxed environment and fewer interactions with motorized traffic. Off-street network users must still watch for vehicles at driveways, street crossings, and intersections. Paths, such as the Indian Bend Wash Greenbelt, have grade-separated crossings at streets or intersections, which allow non-motorized users to avoid interaction with motorized users. These grade-separated crossings provide a safer environment for all users and allow quick travel for faster cyclists when few other users are present. Because bicyclists share paths with pedestrians, runners, strollers, dogs, and horses, they must adjust their speeds to share the path or to safely pass others. Many commuter bicyclists combine the use of on-street and off-street networks to reach their destinations. (NEW)

Scottsdale is recognized as a bicycle-friendly community because it actively supports bicycling and encourages residents to use bicycles as an alternative mode of transportation and as part of a healthy lifestyle. The goals and policies of the bicycling element guide a safe, connected, and convenient on-street and off-street bicycle network. (NEW)

Goals and Policies

GOAL B 1 †

Develop continuous, accessible, and interconnected bicycle networks.

Policies

- B 1.1** Continue to participate in regional bikeway system planning. *[Cross-reference Circulation and Open Space Elements]*
- B 1.2** **(NEW)** Promote convenient connections between on-street and off-street bicycling networks throughout the city and with neighboring jurisdictions.
- B 1.3** **(NEW)** Continue to integrate bicycle lanes through street restriping and other techniques.
- B 1.4** **(NEW)** Continue to expand Scottsdale’s off-street bicycling networks, and connect them to existing and planned on-street bicycle networks. *[Cross-reference Healthy Community, Open Space, and Recreation Elements]*
- B 1.5** **(NEW)** Maintain or improve on Scottsdale’s designation as a bicycle-friendly community.

GOAL B 2 **(NEW)**

Encourage increased bicycle use through the provision of convenient bicycle facilities and comfort enhancements.

Policies

- B 2.1** **(NEW)** Integrate wayfinding systems into shared-use path and trail systems to ease navigation, provide signal detection, and increase bicyclist comfort. *[Cross-reference Circulation Element]*
- B 2.2** **(NEW)** Provide easily accessible bicycle parking, and accommodate bicycles on transit and transit stops. *[Cross-reference Circulation Element]*
- B 2.3 †** **(NEW)** Promote a variety of bicycle facilities, including, bicycle parking, bicycle lockers, and shower facilities at public buildings, businesses, and major transit hubs to encourage bicycling in the community. *[Cross-reference Healthy Community, Public Buildings, and Circulation Elements]*
- B 2.4** **(NEW)** Embrace new bicycle facility technologies that will enhance bicycle use in the community.

GOAL B 3 (NEW)**Promote bicycle education, safety, and enforcement.***Policies*

- B 3.1** Promote safe bicycle access from neighborhoods to schools, parks, recreational centers, and services. *[Cross-reference Healthy Community, Recreation, Public Buildings, and Circulation Elements]*
- B 3.2** **(NEW)** Promote opportunities to participate in bicycling, and educate residents, businesses, schools, and other community members on bicycle safety. *[Cross-reference Healthy Community, Recreation, Safety, and Community Involvement Elements]*
- B 3.3** **(NEW)** Work to reduce physical and regulatory barriers for improving bicycle safety. *[Cross-reference Safety Element]*
- B 3.4 †** **(NEW)** Incorporate safety measures at grade separations, mid-block crossings, and intersections to ensure bicyclist safety in inter-modal situations. *[Cross-reference Circulation and Safety Elements]*
- B 3.5** **(NEW)** Work with law enforcement to ensure bicycle safety measures are enforced. *[Cross-reference Safety Element]*

Photograph to
come at a later
date

Photograph to
come at a later
date

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

PALISADES BLVD.

BEELINE HWY. (87)

56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

GALVIN PKWY.

96th ST.

104th ST.

112th ST.

120th ST.

128th ST.

136th ST.

142th ST.

Existing Bikeways and Crossings[†]

- Bike Lane
- Bike Route
- Shared-Use Path
- Paved Shoulder
- Bridge Over
- Bridge Under
- HAWK Beacon
- Raised Pedestrian Crossing
- Tunnel
- Tunnel Closed
- Pedestrian Refuge
- McDowell Sonoran Preserve (See Open Space Element)



DRAFT

This Page Intentionally Left Blank

6. REVITALIZATION



INTRODUCTION

Neighborhoods consist of a blend homes, shops, schools, churches, parks and places of employment. They make up our community mosaic, each being distinct but, as a whole, forming the beautiful picture that is Scottsdale. The community's goal is to preserve, reinforce, and where needed, revitalize the core characteristics and stability that define its neighborhoods. The city can protect and enhance its neighborhoods by making sure changes harmonize with existing character, celebrating defining features, and bolstering long-term attractiveness and economic integrity.

Whereas neighborhoods are the most visible parts of the city, public services and facilities “touch” the most people. Scottsdale's public services and facilities represent the community's investment in diverse programs, infrastructure, and physical facilities needed to meet neighborhood demands. Citizens and visitors expect these systems to support and maintain high-quality standards for the social, physical and economic health, comfort, and general well-being of the city.

Over the next twenty years, Scottsdale will face challenges in accommodating and serving development, growth, and the short- and long-term demands of the community. Some of these challenges include:

- Differing expectations about public service and facility design, quality, location, level, and delivery among demographic groups and geographic areas of the city. These differences should be identified and planned for.
- Scottsdale's physical size, configuration, and varying development patterns often require decentralization of public service delivery to ensure equal and fitting levels of service throughout the community. Extending municipal infrastructure to development must require private sector participation to avoid negative net balances in the city's operational and capital expenditure accounts.



- The diminishing amount of available land in Scottsdale places an increasing emphasis on infill and redevelopment, which may alter public service demands in established areas.

To address these challenges, the plan seeks to concentrate higher-intensity uses in Growth and Activity Areas [see Growth Areas Element] to promote infill, better use remaining land resources, limit the spread of higher-intensity development, and enable economic provision of public facilities and services. As the city approaches build-out, fewer new homes will be constructed, and greater attention will be given to Scottsdale’s established neighborhoods. Consequently, In most cases, neighborhood character and context considerations will often take precedence over competing considerations. The city welcomes Scottsdale citizens as partners in making sure their neighborhoods are the kind in which they want to live and do business.

Scottsdale’s future as a desirable place to live, work and visit is dependent on a stable economic base, but equally reliant on vital, livable neighborhoods. The Elements in the Revitalization Chapter seek to create strong neighborhoods; proactively preserve and revitalize Scottsdale’s diverse areas, contextually redevelop property; manage growth; and guide the provision of Scottsdale’s community services and facilities.

ELEMENTS IN THIS CHAPTER:

- Neighborhood Preservation & Revitalization
- Conservation, Rehabilitation & Redevelopment
- Growth Areas
- Cost of Development
- Public Services & Facilities
- Public Buildings

Chapter Contents

The following Elements are included in the Revitalization Chapter:

NEIGHBORHOOD PRESERVATION & REVITALIZATION ELEMENT

- Goal NPR 1** Preserve character
- Goal NPR 2** Homeownership[‡]
- Goal NPR 3** Safe neighborhoods[‡]
- Goal NPR 4** Neighborhood planning
- Goal NPR 5** Community building

CONSERVATION, REHABILITATION, & REDEVELOPMENT ELEMENT

- Goal CRR 1** Context-appropriate
- Goal CRR 2** Economic well-being
- Goal CRR 3** Redevelopment Authority

GROWTH AREAS ELEMENT

- Goal GA 1** Direct growth[‡]
 - Goal GA 2** Improve transportation access[‡]
 - Goal GA 3** Conserve resources[‡]
 - Goal GA 4** Infrastructure planning[‡]
 - Goal GA 5** Character and diversity
- Scottsdale's Growth Areas**

COST OF DEVELOPMENT ELEMENT

- Goal COD 1** Long-term water supplies[‡]
- Goal COD 2** Climatic impacts on supply
- Goal COD 3** Climatic impacts on supply

PUBLIC SERVICES & FACILITIES ELEMENT

- Goal PSF 1** Solid waste collection[‡]
- Goal PSF 2** Utility and infrastructure[‡]
- Goal PSF 3** Public service operations
- Goal PSF 4** Library system
- Goal PSF 5** City service delivery
- Goal PSF 6** Integrated services

PUBLIC BUILDINGS ELEMENT

- Goal PB 1** Safe, accessible, adaptable[‡]
- Goal PB 2** Design, construct, renovate
- Goal PB 3** School district coordination[‡]

[‡ = State-required]



NEIGHBORHOOD PRESERVATION & REVITALIZATION ELEMENT

Scottsdale provides a quality physical and social environment for its citizens and places high value on the preservation and enhancement of its neighborhoods. Scottsdale citizens' stressed the importance of neighborhoods by creating Neighborhood Planning as the third-tier of the Scottsdale General Plan during the 1994-1996 CityShape 2020 process.

As Scottsdale is nearing build-out, most of the city's neighborhoods have already been established, and few entirely new neighborhoods will be built over the next decade. Into the future, the city must preserve and enhance the qualities that make Scottsdale's neighborhoods safe, special, and vibrant. It will be equally as critical for development and revitalized properties to sensitively integrate into Scottsdale's neighborhoods.

The goals and policies of this element recognize that the preservation and revitalization of Scottsdale's mature neighborhoods is critical to maintaining and strengthening the health, safety, prosperity, and enjoyment of the community.

Goals and Policies

Goal NPR 1

Preserve and enhance the character, identity, and quality of Scottsdale’s diverse neighborhoods.

Policies

- NPR 1.1** Support innovative, well-designed building construction and rehabilitation to enhance neighborhood character and identity. *[Cross-reference Character & Design, Housing, Environmental Planning, Energy, and Conservation, Rehabilitation & Redevelopment Elements]*

- NPR 1.2** **(NEW)** New construction and remodels should sensitively address neighborhood transition areas. *[Cross-reference Character & Design, Land Use, and Conservation, Rehabilitation & Redevelopment Elements]*

- NPR 1.3** **(NEW)** Identify, promote, and enrich the character-defining elements of neighborhoods, including architectural style, design elements, and landscape features. *[Cross-reference Character & Design and Arts, Culture & Creative Community Elements]*

- NPR 1.4 †** Encourage ongoing property and right-of-way maintenance to sustain neighborhood vitality, value, and overall sense of community pride. *[Cross-reference Safety Element]*

- NPR 1.5 †** Continue proactive inspection and code enforcement programs, in partnership with the community, to maintain healthy neighborhoods. *[Cross-reference Safety Element]*

- NPR 1.6** Coordinate city enhancement and support programs that work to revitalize neighborhoods.



Goal NPR 2 †

Promote homeownership and investment in housing as ways to strengthen sense of community and maintain strong neighborhoods.

Policies

NPR 2.1 † Support policies and programs that provide opportunities for homeowners to update or renovate their homes. *[Cross-reference Housing Element]*

NPR 2.2 **(NEW)** Alleviate regulatory barriers that hinder the revitalization and adaptation of existing homes. *[Cross-reference Housing Element]*

Goal NPR 3 †

Provide for the safety and security of Scottsdale’s neighborhoods.

Policies

NPR 3.1 **(NEW)** Use community policing techniques, such as block watch groups, to discourage criminal activity in neighborhoods. *[Cross-reference Safety Element]*

NPR 3.2 **(NEW)** Enhance response efforts to graffiti and vandalism damage. *[Cross-reference Safety Element]*

NPR 3.3 **(NEW)** Partner with neighborhood groups and organizations to monitor and report the condition of abandoned or vacant buildings and prevent negative effects on the neighborhood. *[Cross-reference Housing, Safety, and Conservation, Rehabilitation & Redevelopment Elements]*



Goal NPR 4 (NEW)

Develop and refine Neighborhood Planning and Neighborhood Plans to ensure neighborhood vitality and adaptability for the future.

Policies

- NPR 4.1** (NEW) Support the participation of community members in shaping the future of their neighborhoods. *[Cross-reference Community Involvement Element]*
- NPR 4.2** (NEW) Establish guidelines for creating and updating neighborhood plans. Ensure the Neighborhood Planning program is inclusive, collaborative, and effective for neighborhood residents and businesses.
- NPR 4.3** (NEW) Use neighborhood plans to identify neighborhood improvements.
- NPR 4.4** (NEW) Encourage Neighborhood Plan stewardship supported by continuous cooperation between the city and neighborhoods.

Goal NPR 5 (NEW)

Build a strong community through neighborhood interaction.

Policies

- NPR 5.1** (NEW) Preserve existing and create new public gathering spaces within walking distance of residential areas. *[Cross-reference Character & Design and Healthy Community Elements]*
- NPR 5.2** (NEW) Support neighborhood organizations through technical help and educational programs to promote self-reliance and community-based problem-solving.
- NPR 5.3** (NEW) Create opportunities for neighborhood interaction through block parties, community gardens, and other neighborhood events. *[Cross-reference Community Involvement and Healthy Community Elements]*
- NPR 5.4** Improve and enhance the physical and social links between non-residential and residential land uses. *[Cross-reference Character & Design, Land Use, and Healthy Community Elements]*

INDIAN BEND RD.

LINCOLN DR.

MCDONALD DR.

CHAPARRAL RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

MCDOWELL RD.

MCKELLIPS RD.

56th St.

64th St.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

GALVIN PKWY.

Historic Neighborhoods & Neighborhood Plans

Village Grove Historic Neighborhood

Villa Monterey Historic Neighborhood

Town and Country Historic Neighborhood

Peaceful Valley Neighborhood Plan

Sherwood Heights Neighborhood Plan

DRAFT



This Page Intentionally Left Blank



CONSERVATION, REHABILITATION, & REDEVELOPMENT ELEMENT

As a maturing city, Scottsdale increasingly needs to focus on the conservation and rehabilitation of aging properties, seek creative infill development strategies, and support context-sensitive redevelopment in areas showing signs of decline. It is also critical to involve residents in infill and redevelopment decisions affecting their neighborhoods.

The term redevelopment means to change existing development in an entire area or on an individual property through modification or complete replacement. These “informal” redevelopment efforts are typically led by the private sector to enhance aging areas. Sometimes cities help with and encourage informal redevelopment through supportive ordinances, processes, or public-private partnerships, such as funding public infrastructure to benefit the redevelopment purpose and community.

At times it has been necessary for the city to use the “formal” Redevelopment Authority granted to cities by the State of Arizona. The Redevelopment Authority Statute (ARS 36-1471) provides tools for protecting the health, safety, and welfare of citizens by improvement of deteriorated urban conditions, acquisition and sale of property, establishment of open space, and achievement of other locally-approved redevelopment goals. To use this authority, the city must designate an area as a formal Redevelopment Area, according to statutory criteria, and adopt a Redevelopment Plan to establish goals and policies to accomplish the redevelopment intent.

The goals and policies of this element discuss both “informal” and “formal” redevelopment, recognizing that any “formal” redevelopment must be approved by the City Council and conform to Arizona State Statute requirements.



Photograph to
come at a later
date



Photograph to
come at a later
date

Goals and Policies

GOAL CRR 1

Support high-quality, context-appropriate redevelopment, rehabilitation, and conservation to promote long-term neighborhood stability.

Policies

- CRR 1.1** Support redevelopment that is sensitive to the identity and character of Scottsdale’s maturing neighborhoods. *[Cross-reference Character & Design, Housing, and Neighborhood Preservation & Revitalization Elements]*
- CRR 1.2 †** Continue strategic and proactive intervention efforts for property redevelopment, rehabilitation, and maintenance on properties beginning to show signs of decline, so as to prevent further progression of blight, distress, underutilization, or deterioration. *[Cross-reference Safety, Housing, and Neighborhood Preservation & Revitalization Elements]*
- CRR 1.3** Support the proactive participation of affected residents and business owners during the planning and implementation of redevelopment projects. Hold redevelopment project sponsors accountable for early, meaningful communication with affected residents and neighborhoods. *[Cross-reference Community Involvement and Neighborhood Preservation & Revitalization Elements]*
- CRR 1.4** Strive to replace affordable housing removed by redevelopment projects. *[Cross-reference Housing Element]*
- CRR 1.5** Protect and re-energize established areas/neighborhoods by promoting context-appropriate infill development, sensitive neighborhood and property assemblage, and innovative adaptive reuse of existing community resources and historic properties. *[Cross-reference Character & Design; Land Use; Arts, Culture & Creative Community; and Neighborhood Preservation & Revitalization Elements]*
- CRR 1.6** **(NEW)** Upgrade substandard infrastructure during redevelopment and rehabilitation projects. *[Cross-reference Safety, Public Services & Facilities and Cost of Development Elements]*
- CRR 1.7** **(NEW)** Encourage proactive neighborhood stewardship to prevent property and neighborhood decline, and help neighbors-in-need, homeowners, and property owners with property rehabilitation. *[Cross-reference Safety, Neighborhood Preservation & Revitalization, and Healthy Community Elements]*

GOAL CRR 2

Sustain the long-term economic well-being of the city and its citizens through redevelopment, rehabilitation, and conservation.

Policies

CRR 2.1 Support and encourage public and private economic reinvestment in mature, declining areas. *[Cross-reference Public Services & Facilities and Economic Vitality Elements]*

CRR 2.2 Encourage re-investment that positively impacts the visual impressions and experiences of citizens, businesses, and tourists. *[Cross-reference Public Services & Facilities and Economic Vitality Elements]*

CRR 2.3 † Redevelop antiquated commercial areas to maintain Scottsdale’s standing as one of the major retail, restaurant, and entertainment destinations within the metropolitan area. *[Cross-reference Land Use, Public Services & Facilities and Economic Vitality Elements]*

CRR 2.4 † Redevelop and rehabilitate mature employment centers to enhance Scottsdale’s job market and provide new job opportunities. *[Cross-reference Land Use, Public Services & Facilities and Economic Vitality Elements]*

CRR 2.5 Encourage healthy, resource- and energy-efficient building materials and methods during conservation, rehabilitation and redevelopment efforts. *[Cross-reference Environmental Planning, Healthy Community, and Energy Elements]*

CRR 2.6 Promote the presence and capacity of existing infrastructure, such as telecommunications, as an incentive to encourage more infill development within the community. *[Cross-reference Land Use and Public Services & Facilities Elements]*

CRR 2.7 **(NEW)** Coordinate the processing of redevelopment proposals across city departments to reduce project costs and promote expediency.



GOAL CRR 3 (NEW)

Use formal Redevelopment Authority only when necessary to enhance economic conditions and improve the health, safety, and welfare of the community.

Policies

- CRR 3.1 † (NEW)** Use redevelopment plans to promote careful and sensitive redevelopment of blighted or vacant areas.
- CRR 3.2 † (NEW)** Correct the deficiencies of areas experiencing blight or potentially hazardous conditions that affect the health, safety, and welfare of community members. *[Cross-reference Safety Element]*
- CRR 3.3 †** Expect use of relocation benefits to avoid hardship on community members during redevelopment process relocations. *[Cross-reference Housing and Healthy Community Elements]*

Photograph to
come at a later
date

Photograph to
come at a later
date

INDIAN BEND RD.

LINCOLN DR.

MCDONALD DR.

CHAPARRAL RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

MCDOWELL RD.

MCKELLIPS RD.

56th St.

64th St.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

GALVIN PKWY.

Los Arcos Redevelopment Area

 Redevelopment and Central Business District Boundary



DRAFT



GROWTH AREAS ELEMENT

Since 1967, Scottsdale has diligently used its General Plan to guide and direct the internal and external influences affecting growth in the community. Scottsdale continuously seeks to ensure that growth occurs in a responsible and contextually-appropriate way. This is accomplished through stringent standards and by identifying locations needing targeted investment. As a result, Scottsdale has a nationally recognized, high-quality built environment and is an attractive place for businesses and residents alike.

The Growth Areas Element identifies specific locations within the community that are most appropriate for development focus. Growth Areas will best accommodate future growth, new development, and redevelopment. Scottsdale's Growth Areas focus higher intensity development, a planned concentration of land uses, and enhanced transportation and infrastructure in designated areas.

Besides Growth Areas, the City of Scottsdale has designated Activity Areas. Activity Areas are locations where development is concentrated, but to a lesser degree than Growth Areas. Activity Areas vary in size, intensity, type of activity, and development. Development in these areas should consider the surrounding context.

Growth and Activity Areas manage growth and development to maintain the quality and variety of lifestyle choices found throughout the community.

Goals and Policies

GOAL GA 1 †

Direct growth in areas of the city that can support a concentration of development density and intensity, as well as, a broad mix of uses.

Policies

GA 1.1 (NEW) Designate Growth Areas in locations:

- With infrastructure capacity to accommodate higher levels of activity and a mix of uses[‡],
- Where infrastructure upgrade/extension will be most cost-effective[‡],
- With multimodal transportation access[‡],
- Needing focused reinvestment,
- Where regional attractions exist or are planned, and/or
- That will reduce development pressures in lower intensity areas of the city.

GA 1.2 Identify Growth Area edges, and incorporate context-appropriate transitions between these edges and neighborhoods to minimize the impacts of higher-intensity development on character and lifestyle of neighborhoods.

GA 1.3 (NEW) Accommodate the highest intensity of development in designated Growth Areas. Ensure that such development sensitively responds to neighborhoods, infrastructure, and character within and next to Growth Areas. In some cases Character Area Plans may be more specific on appropriate locations for higher intensity development within Growth Areas. *[Cross-reference Character & Design Element]*

Photograph to
come at a later
date

GOAL GA 2 †

Improve access to automobile, transit, and other multimodal circulation to, from, and within Growth and Activity Areas.

Policies

- GA 2.1** Promote physical planning and design techniques that ease access to transit services and other multimodal options in Growth and Activity Areas. *[Cross-reference Circulation Element]*
- GA 2.2** Coordinate balanced multimodal circulation system that can accommodate changing patterns of development within identified Growth and Activity Areas. *[Cross-reference Circulation Element]*

Photograph to
come at a later
date

GOAL GA 3 †

Conserve and incorporate significant natural resources, open spaces, and cultural assets in the Growth and Activity Areas.

Policies

- GA 3.1** Provide useable public open space as an integral part of Growth and Activity Areas to encourage public gathering, enhance aesthetics, preserve viewsheds, and serve as buffers between differing land uses and intensities. *[Cross-reference Character & Design, Open Space, and Healthy Community Elements]*
- GA 3.2** **(NEW)** Identify and strengthen open space connections within and outside of Growth Areas. *[Cross-reference Open Space Element]*
- GA 3.3** **(NEW)** Safeguard and maintain significant cultural, historic, archaeological, and natural resources in Growth and Activity Areas. *[Cross-reference Open Space, Conservation, and Arts, Culture & Creative Community Elements]*
- GA 3.4** Integrate art and cultural amenities into Growth and Activity areas. *[Cross-reference Arts, Culture & Creative Community Element]*

GOAL GA 4 †

Promote public and private construction of timely and financially-sound infrastructure in Growth and Activity Areas through the use of infrastructure funding and fiscal planning coordinated with development.

Policies

- GA 4.1** (NEW) Promote sustainable development practices to lessen the demand on infrastructure within Growth and Activity Areas. *[Cross-reference Environmental Planning, Conservation, and Energy Elements]*
- GA 4.2** Focus infrastructure improvement and expansion in Growth and Activity Areas, where most efficient and effective and where adverse impacts in surrounding areas will be minimized. *[Cross-reference Public Services & Facilities Element]*
- GA 4.3** Promote the coordination of infrastructure and development activity within Growth and Activity Areas. *[Cross-reference Cost of Development Element]*
- GA 4.4** Set priorities in the Capital Improvements Plan (CIP) for infrastructure maintenance and improvements that serve the complex needs of Growth and Activity Areas. *[Cross-reference Public Services & Facilities Element]*

GOAL GA 5 (NEW)

Recognize and build on the character and diversity of Scottsdale's various Growth and Activity Areas.

Policies

- GA 5.1** (NEW) Support land use compatibility with nearby neighborhoods through context-appropriate development within Growth and Activity Areas. *[Cross-reference Land Use, Neighborhood Preservation & Revitalization, and Character & Design Elements]*
- GA 5.2** (NEW) Protect key economic assets from incompatible land uses in designated Growth and Activity Areas. *[Cross-reference Land Use, Economic Vitality, and Conservation, Rehabilitation & Redevelopment Elements]*
- GA 5.3** (NEW) Support compact development patterns, which minimize the need for added public facilities, in Growth and Activity Areas. *[Cross-reference Character & Design Element]*
- GA 5.4** (NEW) Promote new development and redevelopment within Growth and Activity Areas that maintains fiscal sustainability, promotes long-term economic development goals, and enhances quality of life. *[Cross-reference Economic Vitality and Cost of Development Elements]*

SCOTTSDALE'S GROWTH AREAS

Because of its geographic size, Scottsdale has identified several Growth Areas. Each Growth Area has distinct characteristics based on the role it plays within the surrounding community and its context within the region. Scottsdale's Growth Areas are:

- **MCDOWELL ROAD/ SCOTTSDALE ROAD GROWTH AREA** consists of long-standing commercial properties along both MacDowell Road and Scottsdale Road, south of Downtown. The majority of the properties in this Growth Area are in land use or development transition. The transitional nature of the area, as well as its close proximity to surrounding regional amenities, such as Sky Harbor International Airport and Papago Regional Park, provides opportunity for redevelopment and reinvestment to occur along these corridors. Scottsdale road is the city's backbone, and southern Scottsdale Road can capitalize on its location between Scottsdale's Downtown Growth Area and the City of Tempe's downtown and northern Growth Areas. The intersection of McDowell and Scottsdale Roads is the "hub" of this Growth Area. This Growth Area will be less intense/dense than the Downtown and Greater Airpark Growth Areas. Building heights generally range between two and six stories. The Southern Scottsdale Character Area Plan provides more specific guidance for this Growth Area.
- **DOWNTOWN GROWTH AREA** is the commercial, cultural, civic, and symbolic center of the community. Downtown includes a collection of interconnected, mixed-use urban neighborhoods. While one of the city's local and regional draws for shopping, dining, and entertainment, Scottsdale's Downtown is a prime tourist destination. The Downtown Growth Area, through the Downtown Character Area Plan, denotes locations for some of the greatest development intensity within the community. Building heights generally range between two and six stories, depending on location and neighborhood context, and may exceed six stories in certain areas identified in the Downtown Character Area Plan and the Downtown Infill Incentive District Plan.
- **GREATER AIRPARK GROWTH AREA** is one of the largest employment centers in the State of Arizona. It is headquarters for a multitude of national and regional corporations, center for a variety of smaller and locally-owned businesses, contains the largest employment and industrial-zoned area within the City of Scottsdale, and is home to the Scottsdale Airport. The Greater Airpark Growth Area is also the location of some of the largest, signature special events in the city, such as the Waste Management Phoenix Open Golf Event, the Barrett Jackson Auto Auction, and the Arabian Horse Show. This Growth Area will be on par with the Downtown Growth Area in terms of intensity. Building heights generally range between three and six stories and may exceed six stories in certain areas identified in the Greater Airpark Character Area Plan. Appropriate locations for higher density/intensity development, and other considerations, are specified in the Greater Airpark Character Area Plan.

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

PALISADES BLVD.

BEELINE HWY. (87)

56th St.

64th St.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD./LOOP 101

Growth Areas Map †

- Growth Areas
- Activity Areas
- Phoenix Growth Area
- Tempe Growth Area
- McDowell Sonoran Preserve (See Open Space Element)



DRAFT



COST OF DEVELOPMENT ELEMENT

Growth in Scottsdale began with residential development. This early development became a catalyst for other land uses, such as commercial, office, industrial, and recreation. Over the years, Scottsdale's growth has been cyclical, with periods of expansion and relatively short periods of contraction. In each growth cycle, the community has expected development to pay for itself by providing the necessary infrastructure, including parks, school sites, streets, and water/wastewater facilities.

Although development may pay for the cost of new or expanded infrastructure, the long-term operation and maintenance costs fall largely on taxpayers, except when the improvements are solely private. The Cost of Development Element establishes goals and policies to address fiscal impacts of infrastructure and public services created by development. (NEW)

Several city ordinances require developer participation in public infrastructure improvement, per state law:

- The **Land Division Ordinance** † requires right-of-way and easement dedications, construction of on-site and frontage infrastructure, and adequate provision of park or school facilities within subdivisions.
- The **Streets Ordinance** † requires right-of-way and easement dedications for streets and alleys, along with the construction of public infrastructure within those dedications.
- **Development Fees Ordinances** † require applicants for new development to pay a proportion of water delivery systems, sewer collection and processing systems, and water resources to serve the proposed development. These fees cover the costs of acquiring water resources, processing them to meet mandated standards, delivering them to the general area of a development, and collecting and processing sewer flows generated by the use.
- The **Payback Ordinance** † may be used by an applicant to recover prorated costs of extending water or sewer lines from non-adjacent locations. The city collects and disburses these funds over a specified period of time.

Developments may participate in the improvement of public infrastructure through other means, such as:

- **City Bond Projects** † - In some cases in-lieu or development fee funds from a development may be combined with city bond funds to build infrastructure, particularly when there is a need to over-size the facility or there are substantial regional-based demands. Generally, bonds are debt instruments, which require repayment of a principal amount with interest on a certain date (maturity date).
- **Improvement Districts** † - Property owners who wish to fund public infrastructure to serve their properties may petition the City Council for an Improvement District. Through these districts, bonds or city funding are used to finance improvements. Improvement district financing is repaid through a compulsory levy (special assessment) against affected properties. The levy defrays the cost of a capital improvement or service that benefits the Improvement District properties.
- **Community Facilities Districts (CFD)** † - CFDs are special purpose, public improvement districts. CFDs provide mechanisms to finance public infrastructure, fund the operation and maintenance of public infrastructure, and provide enhanced municipal services in qualifying areas through a variety of public funding options.
- **Other Special Districts** † - Title 48 of Arizona Revised Statutes describes other types of special districts, such as Revitalization Districts, Redevelopment Districts, Infill Incentive Districts, and Enhanced Devices Districts, that may be used by developers to provide public infrastructure or services. The city may also create special districts. (NEW)

Other actions by the private sector and quasi-public entities/jurisdictions may reduce the expected demand for public infrastructure, such as:

- **Sprinkler Ordinance** † - The requirement that all structures within the city have fire sprinklers reduced the need for hydrants, the sizing of water lines, the amount of pumping and storage capacity, and the number of fire stations and related equipment.
- **Private Facilities** † - In some cases the development of private streets and recreational facilities reduced the need for community-serviced street and park facilities and the ongoing maintenance costs for such facilities.
- **Joint-Use Agreements** † - Where applicable and viable, joint-use agreements with school districts and flood control agencies have helped reduce the lands and facilities needed to provide a variety of recreational and community services.

Photograph to
come at a later
date

Photograph to
come at a later
date

Goals and Policies

GOAL COD 1 † (NEW)

Require development to pay its fair share of the cost of public service needs it generates.

Policies

COD 1.1 † Ensure funding mechanisms used to finance public services bear a reasonable relationship to the burden imposed. *[Cross-reference Public Services & Facilities Element]*

COD 1.2 † Public services and infrastructure provided by development should be reasonable, fair, and mutually beneficial to the city. *[Cross-reference Public Services & Facilities Element]*

COD 1.3 Support fiscally responsible decision- and policy-making affecting growth, development, infill, and preservation. *[Cross-reference Land Use, Growth Area, and Economic Vitality Element]*

COD 1.4 † Provide opportunities for decision makers to introduce reductions and exceptions to fees when specific to revitalization or targeted growth (e.g. in Growth Areas). *[Cross-reference Growth Areas and Conservation, Rehabilitation & Redevelopment Elements]*

COD 1.5 Consider, if applicable and allowed by state law, expansion of other development impact fees beyond water and wastewater impact fees. *[Cross-reference Water Resources and Public Services & Facilities Elements]*

COD 1.6 Ensure new service delivery costs are borne by those desiring the service without costing or adversely impacting existing customers. *[Cross-reference Public Services & Facilities Element]*

COD 1.7 Continue to use water, water resources, and sewer development fees to ensure that new growth pays for itself. *[Cross-reference Water Resources and Public Services & Facilities Elements]*

Photograph to
come at a later
date

GOAL COD 2

Promote development timing guided by the adequacy of existing and/or expandable infrastructure, services, and facilities.

Policies

- COD 2.1** Plan and promote the orderly building of infrastructure, such as water, sewer, drainage, streets, and transit shelters. *[Cross-reference Public Services & Facilities Elements]*
- COD 2.2** Ensure proposed development commits to construction of primary water, wastewater, and circulation systems, as necessary, before approval. *[Cross-reference Public Services & Facilities Element]*
- COD 2.3** Secure land for public facilities, such as water treatment plants, reservoirs, rights-of-way, parks, libraries, community centers, police, and fire. *[Cross-reference Public Buildings, Public Services & Facilities, and Safety Elements]*
- COD 2.4** Promote private-sector participation in the development of needed public facilities and amenities through required fees, dedication of land, and construction of facilities. *[Cross-reference Public Buildings and Public Services & Facilities Elements]*

GOAL COD 3 (NEW)

Coordinate infrastructure investment and land use decisions with long-term municipal economic sustainability.

Policies

- COD 3.1** (NEW) Evaluate the long-term fiscal impacts of land use decisions that will require expanded city services. *[Cross-reference Land Use, Economic Vitality, and Public Services & Facilities Elements]*
- COD 3.2** (NEW) Calibrate the Capital Improvement Plan (CIP) to balance the benefits of infrastructure for both public and private sectors. *[Cross-reference Public Services & Facilities Element]*
- COD 3.3** Use fiscal impact modeling to aid preparation of departmental operating plans, capital facilities development plans, and asset management programs. *[Cross-Public Services & Facilities Element]*
- COD 3.4** Conduct comprehensive analyses of long-term infrastructure replacement requirements and costs through Capital Improvements Planning. *[Cross-reference Public Services & Facilities Elements]*
- COD 3.5** Develop and analyze alternative fiscal impact scenarios involving growth policies, service levels, funding methods, and cost and rate structures. *[Cross-reference Land Use, Growth Areas, Economic Vitality, and Public Services & Facilities Elements]*

This Page Intentionally Left Blank



PUBLIC SERVICES & FACILITIES ELEMENT

Scottsdale provides high quality community services to its residents, businesses, and visitors. These services include, refuse disposal, recycling, human services, local utilities, and libraries. The city continually pursues new ways to deliver these services in the most efficient and cost-effective way, while ensuring that levels of service are maintained. Wherever possible, the city works to enhance levels of service according to the variable needs of our geographically and economically diverse population.

Demand for public and human services, like child and senior care, education, utilities, public safety, and emergency services, fluctuate with the population. Technology has changed the way the city provides services, and now other public entities, nonprofit agencies, and private companies provide services once provided only by government. Therefore, many future public services will be provided through partnerships and coordination efforts to effectively meet the increasingly complex needs of the community.

The Public Services and Facilities Element guides the provision of programs, services, and physical facilities that protect the health, safety, and welfare of the community.

Goals and Policies

GOAL PSF 1 †

Maintain an innovative, sustainable solid waste collection, recycling, and disposal delivery system.

Policies

- PSF 1.1** Continually seek new, cost effective, and environmentally-friendly methods of solid waste collection and disposal. *[Cross-reference Safety and Environmental Planning Elements]*
- PSF 1.2** Seek new recycling options to enhance the efficiency and cost-effectiveness of the recycling program. *[Cross-reference Environmental Planning Element]*
- PSF 1.3** Continue the household hazardous waste and electronics collection programs to ensure safe disposal practices. *[Cross-reference Safety and Environmental Planning Elements]*
- PSF 1.4** **(NEW)** Provide a diverse selection of services that meet solid waste disposal needs throughout the community.
- PSF 1.5** **(NEW)** Use Scottsdale’s Transfer Station to reduce miles driven by solid waste collection vehicles, improve operational efficiency, and expand the options for future disposal sites. *[Cross-reference Environmental Planning Element]*



GOAL PSF 2 †

Provide and maintain utility and infrastructure systems that match the character of Scottsdale and deliver reliable, efficient service.

Policies

- PSF 2.1** Cooperate with all utility companies in installing and maintaining services and facilities throughout the community.
- PSF 2.2** Minimize the visual impact of existing and proposed utility facilities. *[Cross-reference Character & Design and Open Space Elements]*
- PSF 2.3** Underground all new electrical distribution lines carrying voltages of less than 69kV. *[Cross-reference Character & Design Element]*
- PSF 2.4** Encourage undergrounding of all existing 69kV and lower voltage electrical lines. One method for financing the undergrounding is through special improvement districts. *[Cross-reference Cost of Development and Character & Design Elements]*
- PSF 2.5** Locate utilities outside of washes and drainage easements. *[Cross-reference Open Space and Safety Elements]*
- PSF 2.6** Encourage access to technology by supporting the expansion of telecommunications services and choices, and support future technologies to remain flexible to changing community preferences and demographics.
- PSF 2.7** **(NEW)** Maintain adequate water, wastewater, and stormwater services to the city's service areas. *[Cross-reference Water Resources and Conservation Element]*
- PSF 2.8** **(NEW)** Ensure public facilities and infrastructure are designed and constructed to meet ultimate capacity to avoid the need for future upsizing.

Photograph to
come at a later
date

GOAL PSF 3 (NEW)

Efficiently plan and manage infrastructure, facilities, and public service operations.

Policies

- PSF 3.1** Analyze public service operations and facilities for the whole city, and identify the most efficient use of available resources to maintain and replace infrastructure. *[Cross-reference Cost of Development Element]*
- PSF 3.2** Set priorities for new facilities and service operations based on greatest need. *[Cross-reference Cost of Development Element]*
- PSF 3.3** Apply the same methods for determining public service and facility needs to all areas of the city. *[Cross-reference Cost of Development Element]*
- PSF 3.4** **(NEW)** Explore alternative mechanisms and public-private partnerships to fund and provide public services and facilities. *[Cross-reference Cost of Development Element]*
- PSF 3.5** **(NEW)** Ensure infrastructure, facilities, and public services grow in proportion with the community to maintain the same or superior levels of services and adequate facilities to support the growing population. *[Cross-reference Cost of Development, Growth Areas, and Land Use Element]*

GOAL PSF 4

Provide a state-of-the art library system that serves the community's informational, educational, and creative aspirations.

Policies

- PSF 4.1** Build robust, adaptable, and accessible library technology infrastructure to accommodate the technological needs of the community.
- PSF 4.2** Adapt to the changing communications and information technology needs of the community using efficient, contemporary service models.
- PSF 4.3** Focus on youth and their families as essential customers of library services through enrichment, early literacy, and school readiness programming. *[Cross-reference Healthy Community Element]*
- PSF 4.4** Partner with other libraries and recreational service providers to ensure efficient service delivery, and collaborate with community agencies to market library resources to specialized audiences. *[Cross-reference Recreation Element]*

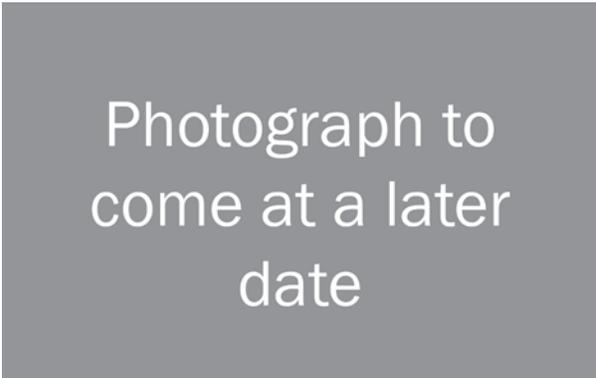
- PSF 4.5** Use libraries as community resources for education, job/career readiness, co-working spaces, public meetings, social gathering, and idea sharing, as well as for reading, computer use and quiet study. *[Cross-reference Healthy Community, Public Building and Recreation Elements]*
- PSF 4.6** **(NEW)** Support multi-lingual, English as a Second Language (ESL), and non-English speaking library customers by providing programs and materials of interest to various cultures. *[Cross-reference Healthy Community Element]*
- PSF 4.7** **(NEW)** Support and develop partnerships, collaboration and growth of library services to encourage neighborhood/community building and economic development. *[Cross-reference Healthy Community, Economic Vitality, and Neighborhood Preservation & Revitalization Elements]*

GOAL PSF 5

Partner with other jurisdictions and agencies to achieve the greatest efficiency in city service delivery.

Policies

- PSF 5.1** Encourage partnerships to seek effective solutions to shared problems and community service needs. *[Cross-reference Healthy Community, Housing, and Recreation Elements]*
- PSF 5.2** Cooperate with neighboring communities in providing municipal services, such as police and fire protection, human services, libraries, and recreation. *[Cross-reference Healthy Community, Housing, Safety, Public Buildings, and Recreation Elements]*
- PSF 5.3** Maintain a close, collaborative relationship with all school districts that serve Scottsdale to maximize the use of school services and facilities for public benefit. *[Cross-reference Recreation and Open Space Elements]*
- PSF 5.4** Encourage active participation of local businesses in the provision of community services. *[Cross-reference Healthy Community and Economic Vitality Elements]*
- PSF 5.5** Coordinate services locally and regionally with other public agencies, non-profits, and the private sector to reduce overlap and maximize resources.
- PSF 5.6** Market city services and space for non-profit use to maximize community resources.



GOAL PSF 6

Provide an integrated system of human services, resources, and opportunities to help Scottsdale residents of all ages improve their lives, the lives of others, neighborhoods, and the total community.

Policies

- PSF 6.1** Ensure that Scottsdale citizens with disabilities have equal access to facilities, services, transportation, education, training, and employment. *[Cross-reference Healthy Community, Housing, Circulation, Economic Vitality, and Recreation Elements]*
- PSF 6.2** Identify existing or potential locations for human service care centers (for families, youth, senior citizens, victims of domestic violence, homeless and persons with disabilities) in public facilities. *[Cross-reference Healthy Community, Housing, and Public Buildings Elements]*
- PSF 6.3** Consider human service needs in future plans for city services and facilities, such as transportation, parks, libraries, and water resources. *[Cross-reference Healthy Community, Housing, and Public Buildings Elements]*
- PSF 6.4** Provide human services throughout the city, and design facilities to accommodate the types of service provided. *[Cross-reference Healthy Community and Public Buildings Elements]*

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

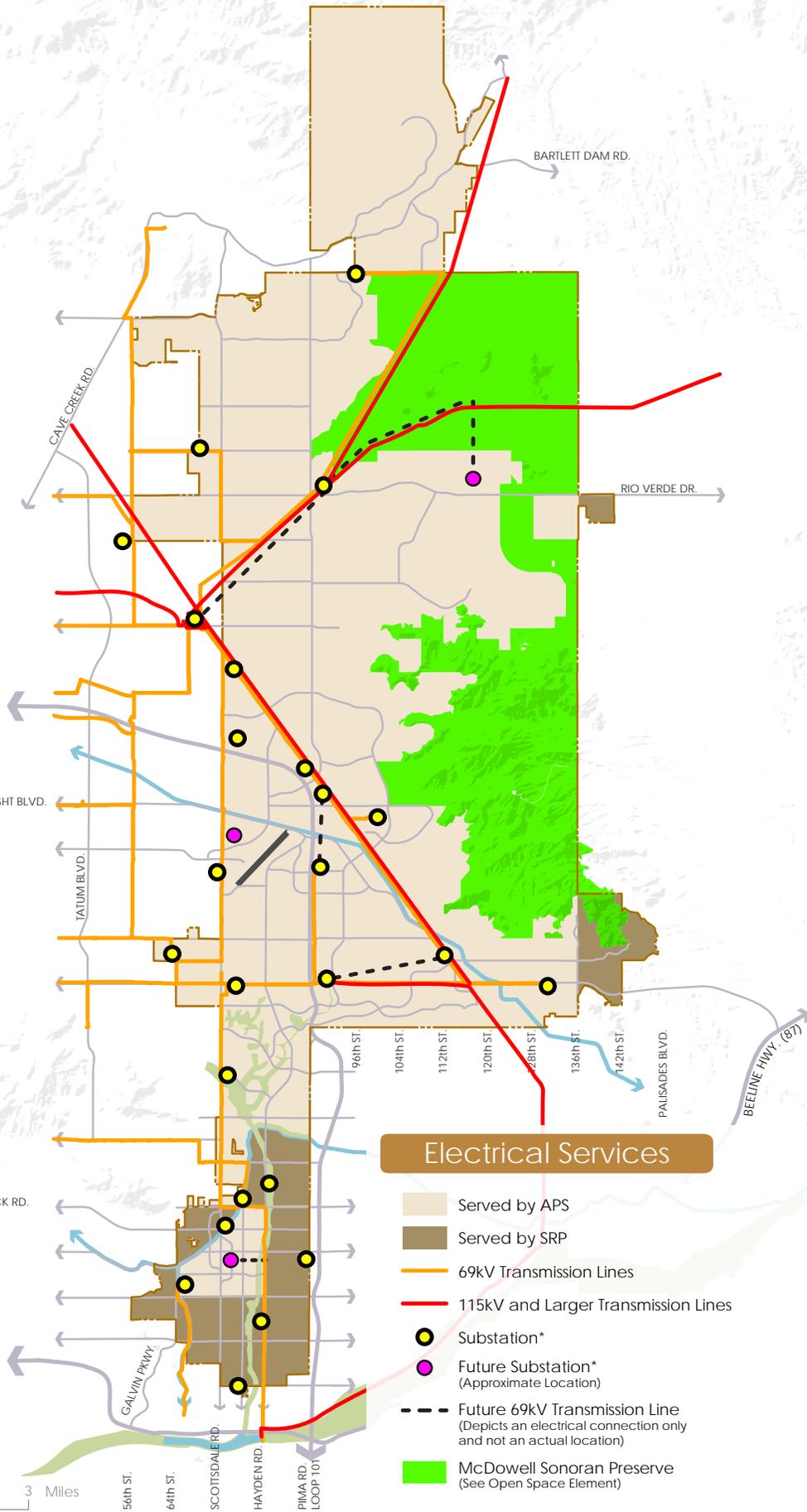
INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.



DRAFT

*Locations in APS service area provided by Arizona Public Service.

This Page Intentionally Left Blank



PUBLIC BUILDINGS ELEMENT

Scottsdale acknowledges the vital role public buildings play in the shaping of community life, and the city seeks to design facilities that represent the community's special qualities. Libraries, community centers, schools, and cultural facilities are treasured investments in providing a high quality of life for generations.

Scottsdale's public buildings are designed to respond to the needs of the community, and as such, the location, size, timing, and financing of public buildings must be planned well in advance of construction to minimize cost. For new buildings, the city will lead by example in constructing facilities that reflect the community's character and legacy of environmental stewardship, while maximizing usefulness and public benefits.

The goals and policies of the Public Buildings Element promote public buildings that are sustainable, beautiful, and continuously meet the needs of a changing population. (NEW)

Goals and Policies

GOAL PB 1 †

Provide safe, accessible, and adaptable public buildings to meet the evolving needs of the community.

Policies

- PB 1.1** Focus primary community activities, city government, and administrative services in the Civic Center Complex, the “heart” of Scottsdale.
- PB 1.2** Establish satellite city facilities to enhance service delivery to various geographic areas.
- PB 1.3** Strategically locate and group public buildings, facilities, and parks to serve all neighborhoods in the city. *[Cross-reference Land Use, Open Space and Recreation Elements]*
- PB 1.4** Provide fully accessible public buildings to all community members and visitors. *[Cross-reference Public Services & Facilities and Healthy Community Elements]*
- PB 1.5** Equip public buildings with the technology to access global information resources. *[Cross-reference Public Service & Facilities Element]*
- PB 1.6** Meet or exceed municipal facility industry standards for space/staff ratios within public buildings.
- PB 1.7** Uniformly apply the methods for determining future municipal facility needs, incorporate such needs into a citywide facilities master plan, and tie the plan to the city’s capital improvement program. *[Cross-reference Public Service & Facilities Element]*
- PB 1.8** Design and construct new community facilities to have flexible functions to ensure adaptability to the changing needs of the community.

Photograph to
come at a later
date

GOAL PB 2

Design, construct, and renovate public buildings as community gathering spaces that demonstrate Scottsdale’s Sonoran Desert context, promote excellence in architectural design, and showcase the city’s leadership in environmental sustainability.

Policies

PB 2.1 Reinvest in aging facilities to improve their useful lifespan, function, and appearance. *[Cross-reference Arts, Culture & Creative Community Elements]*

PB 2.2 Reflect the context and character of the surrounding neighborhoods in the design of city buildings, parks, and schools. *[Cross-reference Character & Design, Recreation, and Public Services & Facilities Elements]*

PB 2.3 Incorporate green building standards and energy efficiency measures in the design of city facilities. *[Cross-reference Environmental Planning and Energy Elements]*

PB 2.4 Conduct comprehensive analyses, develop improvement plans, and invest necessary resources for the long-term maintenance, restoration, and enhancement of public buildings. *[Cross-reference Cost of Development and Public Services & Facilities Elements]*

PB 2.5 **(NEW)** Whenever possible, design public buildings that accommodate co-location of services and programs to maximize space and create synergy. *[Cross-reference Recreation and Public Services & Facilities Elements]*



GOAL PB 3 †

Coordinate with the School Districts to plan for and secure public schools facilities as key features of healthy neighborhoods.

Policies

- PB 3.1** Work with the School Districts, to plan and secure school facilities of the most suitable size, location, quantity, and type. *[Cross-reference Land Use and Cost of Development Elements]*
- PB 3.2** Locate elementary schools along minor collector streets so they are accessible, but exposed to lower volumes of traffic. They should be within walking distance of as many students as possible, and sited in conjunction with parks, whenever feasible. *[Cross-reference Land Use, Open Space, Recreation, and Circulation Elements]*
- PB 3.3** Locate middle schools along collector streets where they are accessible from relatively long distances. *[Cross-reference Land Use and Circulation Elements]*
- PB 3.4** Locate high schools close to arterial streets, in areas that can accommodate the activities generated. Facilities that will create a great deal of traffic, noise, or light should be located away from homes. Lights for sports facilities should be shielded to reduce neighborhood light pollution. *[Cross-reference Character & Design, Land Use, and Circulation Elements]*

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

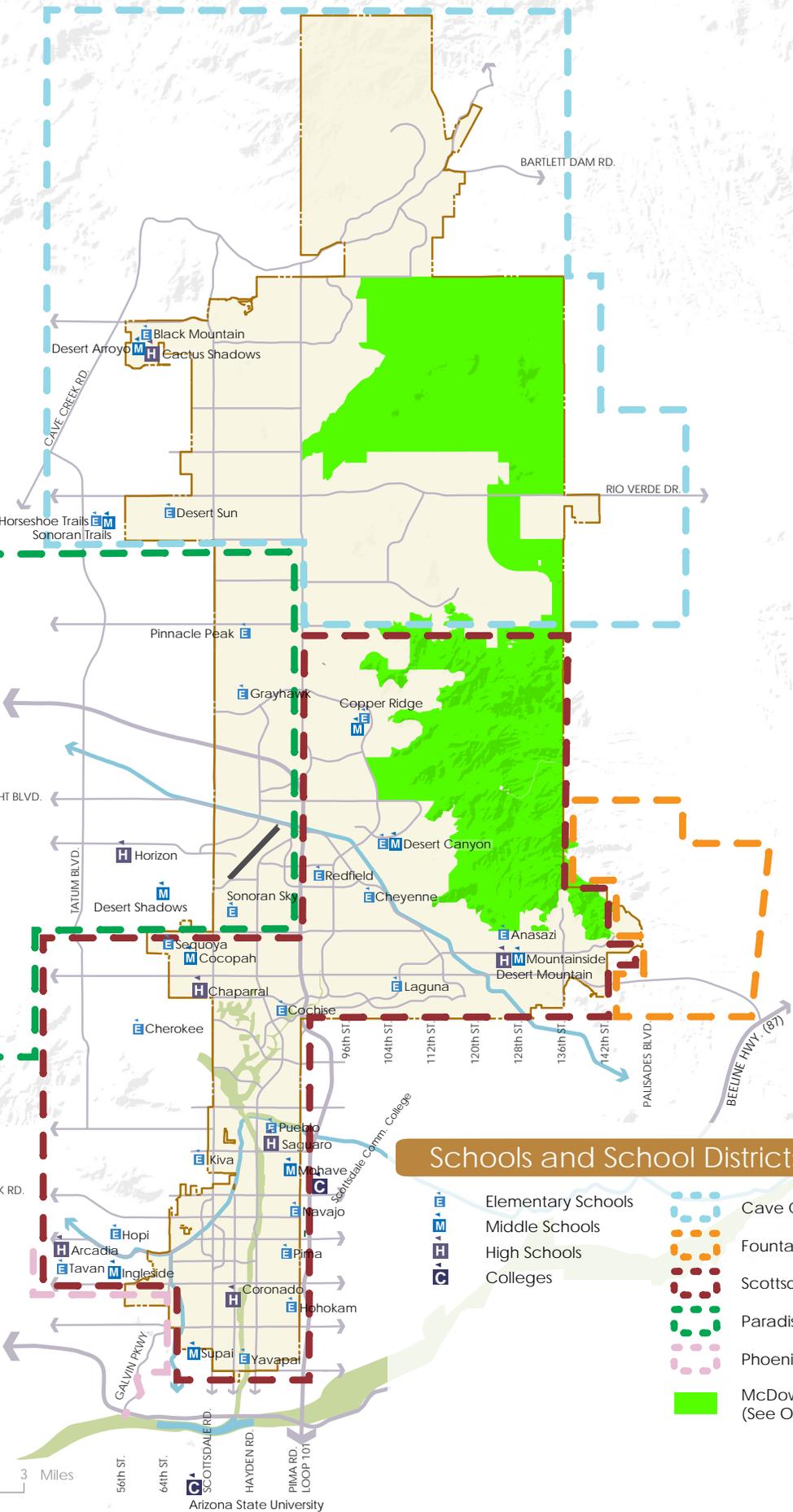
INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.



Schools and School Districts[†]

- Elementary Schools
- Middle Schools
- High Schools
- Colleges
- Cave Creek Unified
- Fountain Hills Unified
- Scottsdale Unified
- Paradise Valley Unified
- Phoenix Union
- McDowell Sonoran Preserve (See Open Space Element)



DRAFT

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

PALISADES BLVD.

BEELINE HWY. (87)

Appaloosa

Arabian

Horizon

McDowell Mountain Ranch

Cactus

Mountain View

Mustang

Via Linda

Chaparral

Club SAR

City Hall

Civic Center

Paiute

Eldorado

Granite Reef

Vista Del Camino

Community Centers and Libraries†

-  Community Centers
-  Libraries
-  McDowell Sonoran Preserve (See Open Space Element)



DRAFT

This Page Intentionally Left Blank

7. INNOVATION & PROSPERITY



INTRODUCTION

Scottsdale's future as an exceptional place depends on a dynamic, diversified, and growing economic base that complements the character of the community. Scottsdale is regionally competitive and attracts businesses that employ our citizens, provide essential services, respect the desert environment, reduce dependence on fossil fuels, complement and support the tourism industry, and bolster the tax base. Scottsdale celebrates and embraces existing economic strengths, seeks to diversify and develop new strengths, and supports fiscally sustainable ways of doing business.

Tourism and high-paying industries, such as healthcare, renewable energy, and bio/life sciences, are integral to Scottsdale's identity and serve as the community's core economic engines. In some respects, the tourism and healthcare markets in Scottsdale overlap, with both influenced by the climate, natural and built environments, and quality and character of the community. Whereas tourism is more of an elastic industry, healthcare and other significant industries in Scottsdale balance the economy, provide a stable employment base, and contribute to community well-being through diverse jobs and community services. Preservation and enhancement of Scottsdale's core economic sectors is critical to continuous economic health.



To maintain high public service standards and physical quality, the city must commit to supporting and expanding its economic base and renewable energy sources. This can be done by targeting new economic opportunities, which provide support for the future fiscal health of the city, and embracing renewable energy as a part of economic and environmental vitality. The goals and policies of the Innovation and Prosperity Chapter recognize that the city of Scottsdale operates within the broader regional and global economic settings, and, as such, the city must maintain and strengthen its competitive position by creating an environment where Scottsdale's strengths can respond and adjust rapidly.

ELEMENTS IN THIS CHAPTER:

- Economic Vitality

"Different types and sizes of businesses should be in Scottsdale... A mixture of businesses is quintessential to keeping Scottsdale's small town feel."

- Scottsdale Youth Town Hall Report (2014)

Chapter Contents

The following Element is included in the Innovation & Prosperity Chapter:

ECONOMIC VITALITY ELEMENT

- Goal EV 1** Tourism and resort destination
- Goal EV 2** Resiliency to economic change
- Goal EV 3** Enhance prosperity
- Goal EV 4** Enhance economic development
- Goal EV 5** Fiscal resource management



ECONOMIC VITALITY ELEMENT

A healthy, vibrant economy is fundamental to Scottsdale’s lifestyle and identity. Scottsdale relies on its strong economic vitality to generate financial resources, provide services and a high quality of life, offer employment and prosperity for its citizens, and preserve special places in the community. Without these economic strengths, citizens would experience decreased levels of city services and amenities, and/or increased taxes and costs of services. The strength of Scottsdale’s economy enables the city to provide a high level of service to its residents at a relatively low cost.

Tourism is an integral part of Scottsdale’s identity and economy, and it serves as one of the community’s leading economic engines. To maintain and enhance the tourism experience, it is essential to provide and preserve our authentic natural, built, social, and cultural environments. The tourism market is dependent on the quality, character, and service-level of local hotels and resorts, the availability of natural and built attractions, presence of entertainment activities, and the unique desert experience.

While tourism remains a significant aspect of Scottsdale’s economy, the city’s economic base is quite diverse. Long-standing economic themes of health, research, bio/life sciences, arts and culture, and advanced business services work together with other emerging sectors, such as information technology, to foster a vibrant economy and prosperity for our residents. Extensive retail and diverse employment opportunities within the Greater Scottsdale Airpark and Downtown are examples of how Scottsdale has focused on its strengths, broadened its tax base, and provided high quality employment opportunities.

The Economic Vitality Element provides goals and policies to evaluate decisions and encourage economic development that will sustain the economy while protecting Scottsdale's unique southwestern character and quality of life. The goals emphasize compatibility, diversity, growth, and flexibility and acknowledge the economic factors that strongly influence the future well-being of the community. The city is committed to supporting and expanding its economic strengths through protection and adaptation of Scottsdale's tourism industry, diversification of the economic base, and providing for the future fiscal health of the city.

Photograph to
come at a later
date

Photograph to
come at a later
date

Goals and Policies

Goal EV 1

Strengthen Scottsdale’s position as a premier regional, national, and international tourism and resort destination.

Policies

EV 1.1 Support the development and revitalization of hotels and resorts that reflect Scottsdale’s Sonoran Desert character and high-quality image. *[Cross-reference Character & Design, Land Use, and Conservation, Rehabilitation & Redevelopment Element]*

EV 1.2 Accommodate diverse, high-quality lodging and tourism market segments according to regional and national visitor trends and community character.

EV 1.3 Preserve Scottsdale’s natural, social, and cultural environments so that Scottsdale’s tourism experiences remain uniquely competitive and viable. *[Cross-reference Open Space; and Arts, Culture & Creative Community Elements]*

EV 1.4 Enhance Scottsdale’s tourism support services including, fine dining, specialty retail, art galleries, spas and wellness centers, recreation and leisure opportunities, and entertainment. *[Cross-reference Healthy Community; Arts, Culture & Creative Community; and Recreation Elements]*

EV 1.5 Provide destination attractions and events that celebrate Scottsdale’s heritage, including, the key theme areas of the arts, southwestern culture, Native American culture, cowboy/western lore, and the Sonoran Desert environment. *[Cross-reference Character & Design and Arts, Culture & Creative Community Elements]*



- EV 1.6** Build on Scottsdale’s strength for attracting sporting events/entertainment opportunities, such as professional baseball spring training, professional golf tournaments, equestrian competitions and shows, automobile auctions, Parada Del Sol, Scottsdale Culinary Festival, and art festivals. *[Cross-reference Arts, Culture & Creative Community and Safety Elements]*
- EV 1.7** Provide multi-modal transportation choices and regional links to ease tourist mobility to and throughout the city. *[Cross-reference Circulation Element]*
- EV 1.8** Support tourism in the community by providing public scenic, outdoor, educational, and recreational facilities for visitors. *[Cross-reference Character & Design, Open Space, Recreation, Arts, Culture & Creative Community, and Public Buildings Elements]*
- EV 1.9** Provide historical and archaeological tourist destination attractions. *[Cross-reference Arts, Culture & Creative Community Element]*
- EV 1.10** Encourage and maintain high-quality retail, event experiences, and entertainment activities that enhance tourism and attract visitors from nearby communities. *[Cross-reference Land Use, Recreation, and Arts, Culture & Creative Community Elements]*
- EV 1.11** Continue to support a concentration of tourist and visitor services and experiences in the Downtown area. *[Cross-reference Growth Area and Arts, Culture & Creative Community Elements]*
- EV 1.12** Advocate the development of new retail opportunities, especially those that capture the unique flavor of Scottsdale and complement the quality, and resort and desert character of the community. *[Cross-reference Character & Design and Land Use Elements]*



Goal EV 2

Ensure Scottsdale’s resiliency to economic change through support of our core industries (e.g. tourism, healthcare, bio/life sciences, advanced business services), assets, regional competitiveness, and economic diversity.

Policies

EV 2.1 (NEW) Direct economic growth and change through the implementation and regular update of economic and tourism development strategic plans, that:

- Identify major and emerging growth sectors in Scottsdale, the metropolitan area, and southwest;
- Support Scottsdale’s competitive strengths and are compatible with Scottsdale’s lifestyle;
- Guide the coordination of the local economy with regional economic initiatives; and
- Encourage and support local businesses, well-paying jobs, fiscal sustainability, clean industries, and broader community goals and vision.

[Cross-reference Vision and Values]

EV 2.2 Support retention and expansion of established businesses, and provide resources for businesses to adapt to changing market conditions.

EV 2.3 Diversify the variety, scales, and sizes of Scottsdale’s businesses, focusing on industries that add value to the existing economic environment.

EV 2.4 Recruit environmentally-sensitive companies at the forefront of economic and technological change, and encourage partnerships between these companies and research institutions to ensure their longevity in the community.

[Cross-reference Environmental Planning and Energy Elements]

EV 2.5 (NEW) Foster collaboration and the creation of support networks among Scottsdale businesses.



Goal EV 3

Provide community-wide access to diverse economic activities, employment opportunities, and educational pursuits to enhance the socio-economic prosperity of all community members.

Policies

- EV 3.1** Target specific economic sectors for expansion or relocation in Scottsdale that will enhance the quality of life of the community, provide the greatest positive impact, and deliver the fewest negative impacts. *[Cross-reference Land Use, Cost of Development and Public Services & Facilities Elements]*

- EV 3.2** Strengthen community partnerships with educational institutions to grow and support high-value startup businesses, as well as, to promote incubator, research, and other entrepreneurial opportunities. *[Cross-reference Healthy Community Element]*

- EV 3.3** **(NEW)** Support accessible and effective education and job training, from pre-school through higher education. *[Cross-reference Healthy Community Element]*

- EV 3.4** **(NEW)** Attract and retain a mix of businesses and industries that can provide jobs for residents of all skill and education levels found in our community. *[Cross-reference Land Use and Healthy Community Elements]*



Goal EV 4

Sensitively manage land uses to provide and enhance economic development, fiscal health and job growth, while simultaneously protecting the integrity and lifestyle of neighborhoods.

Policies

- EV 4.1** Maintain and enhance, where necessary, major street, freeway, and telecommunications access to key employment and regional retail centers. *[Cross-reference Land Use, Growth Area, Circulation, and Public Services & Facilities Elements]*
- EV 4.2** Maintain and create distinctive business, shopping, and cultural/entertainment clusters. *[Cross-reference Land Use and Arts, Culture & Creative Community Elements]*
- EV 4.3** Maintain and develop neighborhood-scale shopping areas near residential concentrations. *[Cross-reference Land Use and Neighborhood Preservation & Revitalization Elements]*
- EV 4.4** Focus major employment and commercial uses in Growth Areas. *[Cross-Reference Growth Areas Element]*
- EV 4.5** Ensure neighborhoods are adequately protected from major development through design sensitivity, buffering, and traffic management. *[Cross-reference Land Use and Character & Design Elements]*
- EV 4.6** **(NEW)** Enhance and protect the Scottsdale Airport as a global connection for tourism and business development. *[Cross-reference Land Use, Circulation and Safety Elements]*
- EV 4.7** **(NEW)** Identify and promote opportunities for infill development, and ensure that infill development projects sensitively integrate into the neighborhood setting. *[Cross-reference Land Use; Character & Design; Conservation, Rehabilitation & Redevelopment; and Neighborhood Preservation & Revitalization Elements]*
- EV 4.8** **(NEW)** Promote orderly, planned growth to reduce service costs, maximize use of existing and proposed public facilities, and enhance available revenues. *[Cross-reference Land Use, Growth Area, Cost of Development, and Public Services & Facilities Elements]*
- EV 4.9** **(NEW)** Maintain, and expand when appropriate for fiscal health, resorts/tourism, employment, and commercial land uses to provide revenue, jobs, and contribute to the socio-economic prosperity of our citizens. *[Cross-reference Land Use and Growth Area Elements]*

Goal EV 5 (NEW)

Ensure that Scottsdale retains fiscal resources needed to effectively govern, provide services at a level consistent with community expectations, and fulfill the city’s vision.

Policies

- EV 5.1** Ensure the highest level of services and public amenities are provided to the citizens of Scottsdale at the lowest costs in terms of property taxes and travel distances. *[Cross-reference Land Use, Public Services & Facilities, and Recreation Elements]*
- EV 5.2** (NEW) Diversify Scottsdale’s economic base to financially insulate the city in a down economic cycle, and to encourage and enhance prosperity during times of economic growth.
- EV 5.3** (NEW) Seek and support economic development projects that will contribute positively to the city’s finances and advance the city’s vision and goals. *[Cross-reference Vision & Values]*
- EV 5.4** (NEW) Operate the city in a fiscally-responsible manner through long-term planning and maintaining a positive balance between available revenue and expenditures. *[Cross-reference Public Services & Facilities Element]*
- EV 5.5** (NEW) Evaluate projected changes in city revenue and service costs as a part of General Plan review. *[Cross-reference Implementation Chapter]*
- EV 5.6** (NEW) Explore new options to supplement the city’s existing resources devoted to the operation and maintenance of infrastructure and service delivery. *[Cross-reference Cost of Development and Public Services & Facilities Elements]*
- EV 5.7** (NEW) Carefully consider the fiscal implications of land use decisions that result in service expansions to avoid significant negative fiscal impacts, unless necessary to achieve other critical community objectives. *[Cross-reference Land Use, Cost of Development, and Public Services & Facilities Elements]*

This Page Intentionally Left Blank



The General Plan provides direction on how Scottsdale should evolve over the next 20 years. The goals and policies found in its elements provide guidance for future city ordinances, regulations, initiatives, and other projects. The General Plan also influences decisions on city budget priorities and the Capital Improvements Program (CIP). The plan guides coordination among city staff, departments, and other jurisdictions on a variety of projects and programs.

Implementation is the ultimate goal of the General Plan. Scottsdale's General Plan sets forth a vision that will come alive as city government, residents, businesses, organizations, and others work together to fulfill the plan's goals and policies. This can only be accomplished if the plan is properly administered, maintained and evaluated. Because the General Plan will be implemented over the long-term, this Chapter provides a process to complete programs and projects in a systematic and coordinated manner.

Arizona state law provides for the municipal Planning Agency to take the following actions to implement the General Plan:

- Recommend measures to the city council that will put into effect the provisions of the General Plan.
- Promote public interest and understanding of the general plan and its regulations.
- Communicate with other public officials, agencies and organizations with regard to plan implementation.
- Develop specific plans as may be necessary to implement the Plan.



- Contract for, receive and utilize grants or other financial assistance made available by government agencies.
- Render an annual report to the City Council on the status of the plan and progress of its application.
- Create and maintain a Capital Improvement Program (CIP).

This Chapter is organized into the following sections:

- 1) **Implementation Tools** describe some of the primary ways the General Plan is carried out, with recommendations for certain action steps.
- 2) **Funding Sources** provide a list of just some of the primary funding sources for General Plan implementation.
- 3) **Oversight and Coordination** describes generally who implements the plan.
- 4) **Process and Programs** describes general next steps in implementing the plan and a list of major programs that should be created and/or updated to bring the General Plan to life.
- 5) **Monitoring and Evaluation** indicates how the General Plan will be evaluated and monitored over the next 20 years, with recommended reporting procedures.

1) Implementation Tools

The General Plan provides a broad framework for the development and update of city ordinances, regulations, specific plans, and other future plans. Much of the plan's implementation occurs on a daily basis, through city staff review of proposed re-zonings and other development applications, aviation uses, new businesses, and city court duties. These implementation tools should be consistent with the framework set forth in the General Plan. The following are just some of the implementation tools of the General Plan, as well as some general action steps that should be taken to realize the community's vision. Further discussion on implementation actions is discussed in the Action Steps section of this Chapter.

City Code

Many General Plan policies are implemented through regulations adopted by the city, based upon the city's "police power" to protect the public's health, safety and welfare. The City Code is comprised of detailed regulations on a variety of areas, including, but not limited to, zoning, subdivision development, fire, police, stormwater management, aviation, native plants, property maintenance, parking and historic preservation.

Action Steps:

- Complete a comprehensive review and update of the City Code to conform to the General Plan.
- Strategically review and update the Zoning Ordinance in the following ways:
 - On a neighborhood basis, primarily in response to neighborhoods plans or emerging challenges or opportunities within individual neighborhoods;
 - On a Character Area basis, primarily to support implementation of Character Area Plans;
 - On a topical basis, primarily to achieve the policies of the General Plan and any legal mandates or community priorities that arise; and
 - On a city-wide basis, to achieve the community's vision, aspirations and goals in the General Plan.
- Evaluate rezonings and Zoning Ordinance text amendments for consistency with the General Plan, particularly the Land Use and Character & Design Elements, and advancement of the goals and policies of other elements of the plan.
- Complete a comprehensive review of the city's public outreach and involvement processes.

Character Area Plans

Character Area Plans work to define, maintain, or enhance a desired character for an area. They link the broad policy direction of the General Plan with more detailed policies and implementation projects for specific geographic areas of the city. The Character & Design Element of the General Plan includes a map showing adopted and future Character Areas.

Action Steps:

- Prioritize Character Area Plans over a 10-20 year timeframe and create a plan update strategy/timeframe. New and updated Character Area Plans should be adopted as minor General Plan amendments. Character Area Plans may recommend changes to the General Plan that may constitute major or minor amendments, per the General Plan amendment criteria (e.g. change in land use category).

Neighborhood Plans

The third-tier of Scottsdale planning, Neighborhood Planning complements the General and Character Area Plans. Neighborhood Plans are action-oriented and serve as tools to maintain and enhance the vitality of neighborhoods. Adopted Neighborhood Plans are illustrated in the Neighborhood Preservation & Revitalization Element.

Action Steps:

- Develop a Neighborhood Planning Program.

Master/Strategic Plans

Master plans are detailed plans for specific functions of the city. These plans typically include specific project recommendations, cost analyses, and other provisions and are updated on a 2-5 year basis. While the General Plan provides broad goals and community direction, master plans provide the methods and means for realizing them. Examples of master plans include, but are not limited to, the Transportation Master Plan, Integrated Water/Wastewater Master Plan, Community Services Master Plan, Police Department Strategic Plan, Tourism and Marketing Strategic Plan, Public Art Master Plan, Economic Development Strategic Plan, Airport Master Plan, and Stormwater Master Plan.

Action Steps:

- Examine, and update if necessary, all adopted master plans, and create new master plans when appropriate, upon ratification of the General Plan.

Design Guidelines and Standards

Design guidelines provide the framework for evaluating proposals on the basis of design, architecture, context, compatibility, landscaping and other factors. Scottsdale's design guidelines include, but are not limited to, the Design Standards and Policies Manual (DS&PM), Scenic Corridor Design Guidelines, Lighting Design Guidelines, Sensitive Design Principles, Great Sonoran Design Concepts, Green Building Program, Downtown Urban Design and Architectural Guidelines, and Commercial Retail Design Guidelines.

Action Steps:

Evaluate existing design guidelines and standards for consistency with the General Plan, and update and/or create new guidelines as appropriate to meet the vision, values and goals of the community.

Capital Improvement Plan

The Capital Improvement Plan (CIP) manages the timing and location of needed public improvements, such as flood control, water and sewer improvements, streetscape and traffic improvements, police and fire stations, and community facilities improvements. The CIP sets priorities and funding for capital improvement projects annually.

Action Steps:

- Annually evaluate and update the CIP to include any needed public improvements as a result of the General Plan and subsequent Character Area, Neighborhood and/or master plans.

Aligning the General Plan and the City Budget

The General Plan includes an ambitious list of goals and policies intended for implementation over a 20 year period. Given the limited resources of the city, it is not possible to simultaneously fund every goal and policy. Effective implementation of the General Plan will require prioritization of programs and projects prior to determining funding.

Action Steps:

- State law requires the creation of a coordinated program submitted to the Planning Agency for review and report as to the conformity with the adopted General Plan. Therefore, when adopting the City Budget and Capital Improvement Plan, the City Council shall include a finding of consistency with the General Plan.

2) Funding Sources

Successful implementation of the General Plan may be realized through a variety of funding sources. The programming of city capital projects and their funding over time is outlined in the city's Capital Improvement Plan, which is updated annually. The following are examples of revenue sources used by or available to the city, to support development, maintenance and/or operation of city services and facilities:

- **City Budget:** Scottsdale is required by law to adopt a budget each year and cannot spend more than the total amount budgeted. The Mayor and City Council identify and fund a number of priorities each year; however, when adopting the City Budget, the City Council is required to find consistency with the General Plan.
- **Tax Revenue:** The City of Scottsdale imposes three types of taxes—Transaction Privilege (sales) Taxes & Use Taxes, Property Taxes, and Transient Occupancy (bed) Taxes. Each of the allocations are distributed to various city services and projects, such as, transportation, purchasing land for Scottsdale's McDowell Sonoran Preserve, public safety, and tourism development.
- **Municipal Bonds:** Bonds are essentially loans made to the city by people or organizations that purchase bonds in a public offering. Bond funding is used for city improvements, and there are many types of bonds. For example, some fund street enhancements and others fund water and sewer improvements. Bonds must be repaid with a committed funding stream, such as property taxes, sales taxes, user fees, or other consistent revenue source that can be dedicated to repaying the debt.
- **Exactions:** Exactions are a condition attached to a discretionary permit. For example, before granting a permit, a conservation easement or public access easement might be requested.
- **User Rates and Fees:** Users pay fees for a variety of city services including, but not limited to, refuse collection, water and wastewater service, recreation services, and library services.
- **Special Districts:** Special Districts are designated areas within the city in which a service is provided that is not typically provided by the city, such as a particular infrastructure improvement. Special districts may have the power to tax, issue municipal bonds, set fees, or obtain funds from federal, state or local appropriations.
- **Impact/Development Fees:** There are generally three types of development and impact fees: 1) planning fees, which cover the administrative review costs of required planning documents, 2) building permit, plan check, and inspection fees, which cover review costs of building permits and other permit applications, and 3) capital facilities fees, which cover the up-front costs of providing public capital infrastructure.
- **County, State and Federal Funding:** A variety of funding sources exist to assist municipalities in implementing the general plan, such as allocated/shared tax funds, grants, tax credits, and loans.

3) Oversight and Coordination

The city will take an active leadership role in promoting use and implementation of the General Plan. However, implementation cannot rest on the city alone. The private sector and individuals are pivotal to successful implementation. It will take the concerted efforts of residents, businesses, city boards and commissions, to name a few, to bring the General Plan from vision to reality.

Intergovernmental Coordination

The city must coordinate with numerous local, regional, state, and federal agencies to implement the General Plan. These agencies provide services, facilities, and funding and administer regulations that directly or indirectly affect many issues addressed in the General Plan. The following are agencies that play a role in implementing the General Plan, such as adjacent municipalities, School Districts, Maricopa Association Of Governments (MAG), Arizona Department Of Transportation (ADOT), Arizona Department Of Environmental Quality (ADEQ), Arizona Commerce Authority, Federal Emergency Management Agency (FEMA), Federal Aviation Administration (FAA), Arizona State Land Department, and The Greater Phoenix Economic Council (GPEC).

Joint Partnerships with the Private Sector

The city can combine its efforts with private and non-profit sectors to improve public services, manage public sector assets, or leverage private sector investments. By expanding the role of the private sector, the city can use its technical, management, and financial resources in creative ways to achieve the goals of the General Plan.

City Boards and Commissions

City of Scottsdale boards, commissions and task forces are critical in implementing the General Plan. Thus, all members of the public body must be knowledgeable about the General Plan. The city will educate public bodies on the General Plan through a variety of methods, such as in orientation materials, presentations and discussions, and seeking input on future updates to the plan.

Individual Citizens, Businesses, Project Sponsors, and Community Groups

The General Plan is a statement of community goals written by and for the community. Thousands of work hours over decades have resulted in the Scottsdale General Plan. To ensure that the community-at-large, businesses, and project applicants and sponsors are familiar with the content and community vision, the city will provide educational materials, presentations, community discussions, and other services that promote its implementation.

4) Process and Programs

After ratification of the General Plan, the city will begin reviewing existing plans, documents, and regulations for consistency. For example, the city will review the Zoning Ordinance to see if any changes are needed to carry out the intent of the General Plan. These changes could encompass anything from definitions to floor area ratio (FAR) requirements. Per the Community Involvement Element and State and Local laws, community input will be a part of these Implementation programs. Not all goals and policies may be implemented at one time due to the long-term nature of the plan and budgeting/funding requirements.

[INSERT IMPLEMENTATION PROCESS DIAGRAM]

The following table delineates programs that implement the General Plan and its vision. It is assumed that all programs listed will be reviewed and updated to conform to applicable General Plan elements. Other city or community programs may be created or updated that are not listed but are still intended to implement the General Plan over its 20 year lifespan.

Timeframes are general, expected timeframes. The City Council may choose to fund programs at any time.

RESPECT CHARACTER & CULTURE						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Airport Part 150 Program Implementation	C, EV, LU, S				■	Airport
Arts & Cultural Ordinances Update	ACC, CD, GA, LU		■			Planning & Development
Arts/Cultural Strategic/Master Planning	ACC, EV, GA, HC, LU		■		■	Cultural Council
Character Area Plans-Prioritize, Create New	CD, GA, LU, OS,	■				Planning & Development
Character Area Plan Implementation	C, CD, EV, GA, LU, OS,				■	City-Wide
CPTED Program	ACC, CD, CONSV, CRR, H, LU, NPR				■	Police, Planning & Development
Design Guidelines (e.g. Sensitive Design Principles, Visually Significant Roadways, Gateways)	ACC, C, CD, CONSV, CRR, EP GA, HC, LU, NPR, OS, PB				■	Planning & Development
Design Standards & Policies Manual Update	CD, OS, EP, CONSV, ACC, LU, H, NPR, EV, PB, HHC, C				■	Planning & Development
Development review process refinement	ACC, CD, CI, COD, CONSV, CRR, EP, EV, H, HC, LU, NPR, OS				■	Planning & Development
Downtown Infill Incentive District Evaluation/Update	ACC, CD, COD, CRR, EV, GA, LU, NPR, OS	■				Planning & Development
Historic & Archaeological Preservation Programs/Update	ACC, CD, CRR, EP, EV, GA, H, LU, NPR, OS,		■		■	Planning & Development
Zoning & Related Code Updates (e.g. Land Division, Building Codes) (see Implementation Tools section for further detail)	ACC, CD, COD, CRR, EV, EP, GA, H, HC, LU, NPR, OS, S	■			■	Planning & Development

ELEMENT LEGEND
ACC= Arts, Culture & Creative Community
All- All Elements/ Entire General Plan
B= Bicycling
C= Circulation
CD= Character & Design
CI= Community Involvement
COD= Cost of Development
CONSV= Conservation
CRR= Conservation, Rehabilitation & Redevelopment
E= Energy
EP= Environmental Planning
EV= Economic Vitality
GA= Growth Areas
H= Housing
HC= Healthy Community
LU= Land Use
NPR= Neighborhood Preservation & Revitalization
OS= Open Space
PB= Public Buildings
PSF= Public Services & Facilities
R= Recreation
S= Safety
WR= Water Resources

PRESERVE & CONSERVE THE ENVIRONMENT						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Assured Water Supply	EV, S, WR				■	Water Resources
Drought Management Plan Updates	WR				■	Water Resources
Energy Efficiency & Clean Fuel Code Revisions	CD, CRR, E, EP, H, LU		■			Environmental Initiatives
Green Building Program & Code Review/Update	CD, CONSV, CRR, E, EP, GA, H, HHC, NPR, PB				■	Environmental Initiatives
Heat Island Mitigation Plan	CD, CONSV, EP			■		Environmental Initiatives
Infrastructure Improvements Plan	COD, CONSV,CRR, EV, GA, OS, PSF,	■	■	■		Water Resources
McDowell Sonoran Preserve Land Acquisition	ACC, EP, EV, LU, OS, R				■	Preservation
McDowell Sonoran Preserve maintenance/access improvements	ACC, CONSV, HC, EP, EV, LU, NPR, OS, R,				■	Community Services, Preservation
Native Plant Ordinance	CD, CONSV, EP, GA, H, HC, NPR, OS		■		■	Planning & Development
Net-Zero Energy Strategic Plan Creation	CRR, E, EP,LU			■		Environmental Initiatives
Recycling/Solid Waste Programs Review/ Update	COD, CONSV, E, EP, PSF	■		■		Solid Waste
Stormwater Program & Master Plan Update	CRR, CONSV, EP, LU, OS, PSF, S		■		■	Stormwater
Sustainability Plan	CD, CONSV, E, EP, EV, GA, H, HC, LU, OS, PB		■			Environmental Initiatives
Water Conservation Program	CONSV, EP				■	Water Resources
Water Quality Reporting	CI, CONSV, EP, WR				■	Water Resources
Water/Wastewater Master Plan Review/ Update	COD, CONSV,CRR, EP, LU, WR	■		■		Water Resources

COLLABORATE AND ENGAGE						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Citizen Survey	CI, HC				■	Administration
Community Outreach Programs	ACC, B, C, CD, CI, CONSV, CRR, E, EP, H, HC, NPR, OS, S				■	City-Wide
Community Visioning	ACC, CD, CI, HC			■		Planning & Development
General Plan Monitoring & Annual Report	CD, CI, EV, LU,		■		■	Planning & Development
Public Involvement Plans for projects	ACC, C, CI, CRR, EP, H, HC, R,				■	Private Sector
Public notification requirements update	ACC, CI, CRR, H, HC, LU	■				Planning & Development, Neighborhood Services

CONNECT THE COMMUNITY						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Airport Master Plan Update	C, EV, LU, S		■			Airport
Bicycle Program	B, C, CRR, EP, EV, GA, HC, LU, NPR, R				■	Transportation
Transit Program	B, C, CRR, EP, EV, GA, H, HC, LU, NPR, PSF,				■	Transportation
Transportation Master Plan Update	B, C, COD, CRR, EP, EV, GA, H, HC, LU, NPR, OS, PSF, S	■				Transportation

FOSTER WELL-BEING						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
ADA Program	ACC, C, CD, CRR, H, HC, PB, PSF, R				■	City-Wide
CDBG Strategic Action Plan	CRR, H, HC, LU, PSF, R				■	Human Services
Community Health Assessments	EP, H, HC, LU, NPR, PB		■			Healthcare Providers, Planning & Development, Neighborhood Services
Community Services Master Plan Review /Update	ACC, COD, EV, HC, LU, NPR, OS, R, PB, PSF,		■			Community Services
Diversity Program	ACC, CI, H, HC, PSF, R,	■			■	Administration
Emergency Management Plan & Program	CD, HC, LU, NPR, S		■		■	Public Safety
Fair Housing Program	H, HHC				■	Human Services
Fire Department Strategic Plan	CONSV, COD, CRR, EV, HC, LU, NPR, PSF, S				■	Fire
Gardens, farmers markets code updates	HC, LU, NPR	■				Planning & Development, Neighborhood Services
Hazardous Materials Compliance Program & Planning	CONSV, EP, PSF, S				■	Environmental Initiatives
Housing/Human Services Programs and Consolidated Plan Update	ACC, COD, CRR, EV, H, HC, NPR, PSF, R	■	■	■	■	Human Services
Housing Rehabilitation Programs Review	CRR, H, HC, NPR				■	Human Services
Parks & Recreation Master Plan Review/Update	ACC, B, C, COD, EP, EV, GA, LU, OS, NPR, PSF, R		■			Parks & Recreation
Police Department Strategic Plan	B, COD, CRR, EV, HC, LU, NPR, PSF, S				■	Police
Residential Healthcare Facility/Adult Care Home Codes/Policies Update	LU, EV, H, HC,	■		■		Planning & Development, Human Services
School District & Regional Safety Coordination	B, C, HC, NPR, S				■	Public Safety
Senior Services Programs	ACC, H, HC, R				■	Community Services
Strategy for Preservation & Creation of High-Quality, Safe, and Affordable Housing	ACC, CRR, H, HHC, LU		■			Human Services
Trails Master Plan Review/ Update	B, C, EP, EV, GA, HC, LU, NPR, OS, R	■				Community Services

REVITALIZE RESPONSIBLY						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Asset Management Programs	ACC, CD, CRR, E, EV, GA, NPR, PB, R				■	Public Works, Water Resources
Capital Improvement Plan/Program	ACC, C, COD, CRR, EV, HC, LU, NPR, OS, PB, PSF, R, S				■	Public Works
City Facilities Master Plan	ACC, HHC, PB, EV, R, C, PSF, CRR, COD, E		■			Public Works
Community-Building & Neighborhood Organization Programs	ACC, CRR, H, HC, NPR, PSF,				■	Neighborhood Services
Community Policing Programs/Update	HC, NPR, S		■		■	Neighborhood Services, Public Safety
Development & Demographic Forecasting/Analysis	ACC, C, CD, CI, COD, CRR, EV, GA, H, HC, LU, OS, PSF, R,		■		■	Planning & Development
Fiscal Sustainability Analysis	ACC, CI, COD, CRR, EV, GA, LU, OS, PSF, R				■	Economic Development, Planning & Development
Impact & Development Fees Update	COD, H, NPR, OS, R				■	Planning, Water Resources, Financial Services
Library Programs	ACC, COD, GA, HC, PSF, R				■	Library
Neighborhood Planning Program	ACC, H, HC, LU, NPR			■		Neighborhood Services, Planning & Development
Neighborhood Preservation & Conservation Programs Development/Update	ACC, CD, CI, CRR, EV, GA, H, HC, LU, NPR, OS	■			■	Planning & Development, Neighborhood Services
Property Maintenance Code/ Code Enforcement Program Review/Update	CD, CRR, EP, H, NPR, S		■		■	Neighborhood Services
Redevelopment Plan Updates	ACC, CD, CRR, H, LU, OS	■				Economic Development, Planning & Development

ADVANCE INNOVATION & PROSPERITY						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Business Attraction/ Retention Programs	ACC, C, CRR, EV, HC, LU, NPR				■	Economic Development
Competitive Position Analysis	ACC, EV, HC, LU	■				Economic Development
Economic Development Strategic Plan Update	ACC, CRR, EV, GA, H, HC, LU, NPR	■	■	■		Economic Development
Lodging and Visitor Statistics Studies	ACC, EV, HC				■	Tourism
Tourism & Marketing Strategic Plan & Implementation	ACC, EV, HC, LU, OS		■		■	Tourism

5) Monitoring and Evaluation

A community’s ability to prepare and respond to change is an indication of its resiliency and sustainability. A regular system of review, monitoring and adjustment will measure progress towards achieving the General Plan’s short-, mid- and long-term goals and policies, and ensure that the General Plan responds to emerging trends, issues and opportunities.

General Plan Progress Reporting and Indicators

Upon adoption of the General Plan, a monitoring and evaluation program will be developed to establish a coordinated approach to data collection, interpretation and reporting. Indicators will be designed to inform and guide ongoing adaptation and update of the plan. A general list of indicators, baseline data, and desired trends will be included as **Part III of the General Plan**. Indicators will be chosen based on the following criteria:

Meaningful	Does it provide useful and relevant information about reaching the General Plan’s vision, values, goals, and policies?
Available	Is the data needed to measure the indicator readily available? If not, can a new system to measure the indicator be easily created? Is the indicator reported on a regular basis?
Outcome-oriented	Does the indicator measure results and not just the resources invested?
Reliable	Are the methods used to measure the indicator standardized and reliable? Is the data of a good quality?
Accepted	Is the indicator seen by other municipalities, professional organizations and other governmental entities as valid, reliable and verifiable?
Spatial	If possible, is the indicator spatially-oriented and able to be mapped?

Annual Report

As required per State Statute, an annual report will be compiled and provided to the Scottsdale City Council. The report will assess the progress of the city in achieving the vision, values, goals, and policies of the General Plan. The annual report will include the following at a minimum:

- Hold meetings with relevant city departments, public bodies, and community members to discuss how the General Plan has been implemented and include the findings in the annual report.
- An annual listing of any major and minor General Plan amendments.
- Progress on the implementation of each Chapter/Community Value, with focus on indicators that will be created and adopted as **Part III** of the General Plan.
- An analysis and recommendation of modifications needed to the General Plan to clarify or update aspects of the plan.
- Present the annual report to the Planning Commission.
- Provide the annual report to the City Council.

Periodic Review and Update

The General Plan is in effect for up to ten years from the date the plan is ratified. Arizona law requires that at the end of the ten year period, the City Council will either readopt the existing General Plan or adopt a new General Plan.

This Page Intentionally Left Blank



SECTION 3 - APPENDIX





Contents

The following topics are included in the Additional Resources section:

APPENDIX

- 1** Abbreviations
- 2** Glossary
- 3** Related Plans and Policies
- 4** Visioning Scottsdale Town Hall
- 5** Photo Credits
- 6** Acknowledgements

1. ABBREVIATIONS

List of abbreviations and acronyms

ACC	Arts, Culture & Creative Community Element
ADA	Americans with Disabilities Act
ADEQ	Arizona Department of Environmental Quality
ADOT	Arizona Department of Transportation
ADWR	Arizona Department of Water Resources
ARS	Arizona Revised Statutes
ASLD	Arizona State Land Department
ASU	Arizona State University
B	Bicycling Element
C	Circulation Element
CAP	Central Arizona Project / Character Area Plan
CC&Rs	Codes, Covenants, & Restrictions
CD	Character & Design Element
CDBG	Community Development Block Grant
CI	Community Involvement Element
CIP	Capital Improvement Plan/Program
CFD	Community Facilities District
COD	Cost of Development Element
CONSV	Conservation Element
CPTED	Crime Prevention through Environmental Design
CRR	Conservation, Rehabilitation & Redevelopment Element
DNL	Day/Night Average Sound Level
DS&PM	Design Standards and Policies Manual
E	Energy Element
EP	Environmental Planning Element
EPA	US Environmental Protection Agency

Abbreviations

ESL	Environmentally Sensitive Lands
ESLO	Environmentally Sensitive Lands Ordinance
EV	Economic Vitality Element
FAA	Federal Aviation Administration
FAR	Floor Area Ratio / Federal Aviation Regulation
FEMA	Federal Emergency Management Agency
FHA	Federal Housing Administration
FHWA	Federal Highway Administration
GA	Growth Areas Element
GP	General Plan
GPEC	Greater Phoenix Economic Council
H	Housing Element
HB	House Bill (State of Arizona)
HC	Healthy Community Element
HOA	Home Owners Association
HUD	US Department of Housing and Urban Development
ID	Improvement District
IID	Infill Incentive District
KV	Kilo Volt
LU	Land Use/Land Use Element
MAG	Maricopa Association of Governments
MS4	Municipal Separate Storm Sewer System
NAOS	Natural Area Open Space
NPDES	National Pollution Discharge Elimination System
NPR	Neighborhood Preservation & Revitalization Element
OS	Open Space/Open Space Element
PART 150	Airport Noise Compatibility Study
PB	Public Buildings Element

POA	Property Owners Association
PSF	Public Services & Facilities Element
R	Recreation Element
RSB	Recommended Study Boundary of the McDowell Sonoran Preserve
S	Safety Element
SB	Senate Bill (State of Arizona)
SCC	Scottsdale Community College / Scottsdale Cultural Council
SGP	Scottsdale General Plan
SRP	Salt River Project
SRPMIC	Salt River Pima-Maricopa Indian Community
STEP	Scottsdale Town Enrichment Program
SUSD	Scottsdale Unified School District
TPC	Tournament Players Club
WR	Water Resources Element

2. GLOSSARY

A

Abatement (Noise) - The method of reducing the degree and intensity of noise. For Scottsdale Airport, noise abatement is addressed through a series of recommended procedures for flight operations and voluntary pilot compliance. Scottsdale operates in compliance with FAA standards for noise awareness and mitigation. (NEW)

Acre - A measure of land containing 43,560 square feet.

Acre-foot – A volume of water one-foot deep covering an acre of land.

Active Recreation - Leisure activities that use organized play areas including, playing fields, swimming pools, and basketball courts.

Activity Areas - Areas where development is concentrated, but to a lesser degree than Growth Areas.

Adaptive Reuse - Developing a new use for an older building or for a building originally designed for a special or specific purpose.

Aesthetic - Elements in the natural or created environment (including artistic elements) that are pleasing to the eye. The desirable appearance of place.

Affordability or Affordable (Housing) – Housing that can be rented or purchased by a household with entry-level or “workforce” income, or spending no more than 30% of annual household income on housing expenses.

Aging-in-Place – The idea that people will remain in the community through all life stages, either in their family homes, in homes to which they have moved in middle or later life, or in a supported accommodation of some type, such as an assisted-living facility. (NEW)

Aggregate(s) – Cinder, crushed rock or stone, decomposed granite, gravel, pumice, pumicite, and sand, which are typically mined from riverbeds and drainage areas. (NEW)

Alley – A narrow service way with public access but not intended for general traffic circulation. Alleys are typically located along rear property lines, and are often used for utility access, garbage or trash pick-up, and maintenance. (NEW)

Alternative Energy or Fuel - Energy sources that do not rely on fossil fuels, such as, sunlight and wind.

Amenity - A natural or created feature that enhances the aesthetic quality, living environment, visual appeal, or makes a particular property, place, or area more attractive.

Americans with Disabilities Act (ADA) - 1990 Federal legislation specifying provisions for design or redesign of buildings, parking, and outdoor areas to remove barriers for persons with disabilities and guaranteeing equal access opportunity to public accommodations, transportation, and government services.

Annexation - The incorporation of land area into an existing community with a resulting change in the boundaries of that community. Annexation may include newly incorporated land from County lands or land transferred from one municipality to another.

Assisted-Care or Assisted-Living Facility

–A health care facility, other than a hospital or in-patient nursing care facility, that provides residential units, supervisory care services, personal care services, directed care services, or health-related services for persons who do not need inpatient nursing care. Services in these facilities may include help with daily life, such as dressing and bathing. (NEW)

Archaeological Resource - Any material remains of past life that are at least fifty years old and of historic or pre-historic significance.

Archaeological Site - A concentration of archaeological resources in a specific location.

Architectural Style – A classification system for building design primarily organized and defined chronologically based on the occurrence or presence of a defining feature, a reflection of changing trends, and emergence of new ideas, technology, or materials that make new styles possible. Some examples of styles familiar to Scottsdale include mid-century modern, ranch style, Spanish colonial, and mission revival. (NEW)

Arterial Street (also Major Street) - A road with partial control of access, with some at-grade intersections, intended to move high volumes of traffic over longer distances and at higher speeds than secondary roads.

Assemblage; Land, Property, or Parcel – The merging of separate, adjacent parcels under one ownership to create larger-scale developments. This technique is sometimes used to prevent decline and/or repurpose underused properties as a part of revitalization or redevelopment efforts. (See also: Neighborhood Assemblage). (NEW)

Assured Water Supply –A program operated by the Arizona department of water resources designed to sustain the state’s economic health by preserving groundwater resources and promoting long-term water supply planning. Before recording plats or selling parcels, developers must prove that all state assured water supply criteria have been met. (NEW)

B

Bicycle Lane - A section of a road that is marked for exclusive bicycle use.

Bike Route - May include shared streets, bike lanes, or multi-use paths, in any combination for bicycle circulation. (NEW)

Bikeway – A corridor designated for bicyclists that is not part of a vehicular road or bike route, such as bicycle paths.

Biodiversity – The variety of plant and animal life in a particular habitat or in the world as a whole. (NEW)

Blight – The visible and physical decline of a property or neighborhood due to any of the following: defective/inadequate street layout; faulty lot layout; unsanitary/unsafe conditions; deterioration of site/infrastructure; tax delinquency exceeding fair value of land; defective title conditions; improper/obsolete platting; and/or conditions that endanger life or property. (NEW)

Boulder or Boulder Feature – Exposed bedrock or bedrock cluster produced by weathering.

Buffer - An area of land separating two distinct land uses that acts to soften or prevent the negative effects of one land use on the other. Often the buffered area is open space, landscaped areas, fences, walls, berms, or any combination of these things. A buffer may also be a transitional land use designation between two other land uses, for example, a suburban land use that buffers a rural land use from a commercial land use.

Buffered Roadway – A road that has been designated in the General Plan to have an open space buffer (of a lesser extent than a Scenic Corridor) to reduce impacts a major street may have on neighboring parcels and to provide a unique image and visual aesthetic for certain streets. (NEW)

Building Envelope – The outer shell of a building, typically the roof, above-grade walls and below-grade walls. Also called building enclosure.

Building Height – Typically, the vertical distance from the lowest point of the structure to the highest point of the roof. Depending on the specific zoning district, building height may be measured in different ways. (NEW)

Building Mass – The height, width, and depth of a building or structure.

Building Scale - The relationship of a building, in terms of building mass, to other nearby and neighboring buildings.

Build-out - The point when land eligible for development under the General Plan has been developed to its maximum allowed level. Build-out does not preclude revitalization, infill, or redevelopment efforts.

Built Environment – Human-made elements including, buildings, structures, roads, canals, paths, and trails, that together create the physical character of an area or community.

Business Attraction - City programs aimed at attracting new businesses or industries to the community. (NEW)

Business Retention - City programs aimed at supporting, keeping, and sustaining existing local businesses.

C

Capital Improvement - Any building or infrastructure project that will be owned by a governmental unit financed, purchased, or built with direct appropriations or backed with public bonds. A project may include construction, installation, project management, or supervision, project planning, engineering, or design and the purchase of land or interests in land. Some common examples include, streets, public libraries, water and sewer lines, and park and recreation facilities.

Capital Improvements Plan or Program (CIP) - A plan for the purchase, installation, design, and construction of capital improvements that includes a prioritized listing of projects, their timing, phasing, and related costs.

Carpool, Carpooling – Two to four persons commuting in a motor vehicle to or from a destination in a privately owned vehicle. (See Also: Trip Reduction)

Center – Commercial, employment, and/or mixed-use areas (including municipal facilities) of the city that serve as the focus for community life. Centers may serve the region, the city, general neighborhoods, or a single neighborhood.

Central Arizona Project (CAP) - The 336-mile long aqueduct system constructed to deliver water from the Colorado River into central and southern Arizona.

Central Business District (CBD) - A single, contiguous geographic area that may be designated by the City Council if it meets the following state requirements: 1) located within a slum or blighted area; and 2) geographically compact and no larger than five (5) percent of the total land area of the city, or 640 acres. The State allows the city to abate tax for government property improvements within the Central Business District for a limited period of time.

Channelization - The straightening, enlarging, or deepening of a watercourse for the purposes of stormwater runoff control.

Character, Community – Unique features, qualities, and attributes that identify a place. Urban design is concerned with the use of character to distinguish place or relate places to one another. (NEW)

Character Area Plan (CAP) - The middle tier of Scottsdale's three-level General Plan structure that guides more detailed planning, land use, and character for a defined sub-area of the city.

Character Type – A designation in the Character & Design Element that describes the general pattern, form, and intensity of development. See Character & Design Element for descriptions of each Character Type in Scottsdale. (NEW)

City Charter - The document that outlines the city government's structure, processes, powers, and limitations.

Citizen or Public Participation, Public Outreach - An open process in which the rights of the community to be informed, be involved, comment, and receive response from city government are met through a wide range of opportunities. (See also: Civil Dialogue)

City Council - A seven-member elected body of Scottsdale residents responsible for governing the city and making policy, legislative, and regulatory decisions about the provision of city services and resolution of civic issues.

CityShape 2020 – A public education and outreach process conducted between 1994 and 1996, which involved a comprehensive review and update of Scottsdale's General Plan as an expression of Scottsdale's Shared Vision. The process established the three-tiered general plan structure and Six Guiding Principles for use in making decisions on planning-related issues.

Civic Use - Any building or property that serves a public function including, schools, libraries, City Hall, post offices, police and fire stations, and recreational and cultural facilities.

Civil Dialogue or Discourse- Discussion between parties to enhance understanding; advance the public's interests; further individual dignity; and improve society. Civil dialogue is generally robust, honest, frank, and constructive dialogue. It includes a willingness to explain the reasons behind one's opinions and to listen and understand the opposing side's reasons. Civil discourse provides a safe environment for different points of view to be expressed and evaluated. (See also: Citizen or Public Participation) (NEW)

Clustering or Cluster Development -

Essentially any development approach that locates buildings in limited areas on a site and results in a more compact arrangement of buildings on a property. This allows the remaining land to be used for open space and creates larger blocks of connected open space instead of smaller, individual areas.

Cogeneration – Also called “Combined Heat and Power (CHP),” the simultaneous production of electricity and heat from a single fuel source, such as natural gas, biomass, coal, waste heat, or oil. Cogeneration provides onsite generation of electrical or mechanical power; waste-heat recovery for heating, cooling, or process applications; and seamless integration for a variety of technologies, applications, and fuel types. (NEW)

Collector Street – A secondary street used for local neighborhood traffic to exit or enter the neighborhood.

Community Center – A facility that provides public services for residents, including recreational and cultural services, and services for youth or seniors.

Community Development Block Grant (CDBG) - Grant program administered by the US Department of Housing and Urban Development (HUD). Grants must primarily be used to help low-income households with emphasis on housing and public improvement projects.

Community Facilities District (CFD) - A special taxing district used for financing the installation, operations, and maintenance of public facilities through the sale of General Obligation and other government-backed bonds. CFDs are used by developers of both residential and commercial projects for costly infrastructure improvements and also used for community-initiated programs. The bonds associated with a CFD become the responsibility of the property owners who benefit from the infrastructure improvements.

Community Member or Citizen - A person who lives, works, or owns property in Scottsdale.

Community Park- Park located in a centralized area in relation to a group of neighborhoods or major parts of the city. Community parks accommodate large groups; generally feature a community center and lighted recreational amenities; are often located next to elementary, middle or high schools; and are accessed mainly by automobiles and bicycles. (NEW)

Community Policing- A public safety strategy that focuses on local law enforcement building ties and working closely with members of a community or neighborhood. Community policing promotes partnerships and neighborhood problem-solving techniques to proactively address the immediate conditions that cause crime, social disorder, and fear of crime. (NEW)

Community Rating System – The Federal Emergency Management Agency’s (FEMA) system for recognizing and encouraging community floodplain management beyond the minimum National Flood Insurance Program (NFIP) standards. Depending on participation level, flood insurance premiums for policyholders can be reduced up to 45%. (NEW)

Compact Development - Development designed to use less land than conventional development. (NEW)

Conservation - (1) The controlled use and systematic protection of a resource, including environmental or cultural resources. (2) To use something sparingly so as not to exhaust supplies. (See also: Preserve, Preservation and Conservation, Neighborhood) (NEW)

Conservation, Neighborhood- A process that seeks to maintain significant character-defining features of a neighborhood, such as lot size, lot coverage, building height, and streetscapes. (See also: Conservation and Historic Preservation) (NEW)

Context – The relationship between a location and its surrounding natural and/or built environment; the whole environment relevant to a particular building or place; the interrelated conditions in which something exists or occurs. (NEW)

Conveyance (Water) – The distribution of water using natural and constructed systems, such as pipelines, pumps, and canals. (NEW)

Continuous Open Space– A system of linked, interconnected open spaces, including trails, Vista Corridors, streetscapes, and canals. (NEW)

Corridor - A linear pattern of similar land uses (e.g. commercial or open space corridor); a major transportation route, including freeways, expressways, arterials, or transit lines; or any major utility route, such as transmission lines or canals.

Creative Placemaking – Strategically shaping the physical and social character of a neighborhood, area, city, or region around arts and cultural activities through public, private, not-for-profit, and community partnerships. (NEW)

Creative Workforce – Employees or workers with expertise or occupations involving a high level of creative thinking, including developing, designing, or creating new applications, ideas, relationships, systems or products, and artistic contributions. (NEW)

Cultural Resource(s)– Any building site, district, structure, or object significant in history, architecture, archaeology, culture, or science. This can extend to include the community’s heritage and way of life. (See also: Archaeological Resource and Historic Site or Resource) (NEW)

D

Density – Usually used to describe the number of housing units per acre of land in residential districts. Density is sometimes used interchangeably with intensity. Intensity is the relative measure of development impact, as defined by characteristics such as traffic generation, floor area ratio, and lot coverage, or the concentration of activity occurring on a site or in an area. (See also: Intensity)

Density Transfer- The practice of transferring allowable development from one parcel to another, or from one area of a site to a different area of a site, sometimes for the purposes of preserving historic or environmental resources, observing an important view, or achieving compatible land use and design relationships.

Desert Scenic Roadway - A road designated in the General Plan to have an open space buffer (of a lesser extent than a Scenic Corridor or Buffered Roadway) to maintain and enhance open space along roads in Environmentally Sensitive Lands. (NEW)

Design Features – Design details, such as roof-style and exterior materials, that link character and context of a neighborhood, district, area, or historical era. (NEW)

Design Guidelines – Non-mandatory provisions that steer the design of buildings and are used by staff, the city’s Boards and Commissions, and the City Council for evaluating projects. Design guidelines are usually applied in a particular area or to a particular use to protect investment or establish a unifying look for an area. Typical guidelines might focus on building orientation, architectural details, and streetscape considerations.

Developed Open Space – Generally landscape areas, turf areas, parks, golf courses, and other recreational facilities intended for both passive and active recreation. Refer to the Land Use Element for the Developed Open Space Land Use Category definition and the Open Space Element for the primary open space type definitions. (NEW)

Developer - The legal owner of land who holds entitlement for the use, improvement, or construction on that land. The developer may be a property owner, a partnership, a company, or a corporation.

Development- The physical extension or construction of land uses. Development includes subdivision of land; construction or alteration of structures, roads, utilities, and other facilities; installation of water and sewer systems; grading; deposit of refuse, debris, or fill; and clearing of vegetative cover.

Development Project – Any development resulting from the approval of a building permit, lot split, preliminary or final plat, rezoning application, grading permit, public or private infrastructure, variance requests, development review, master plans, native plant removal, relocation or re-vegetation, or use permit.

Development Regulations - Scottsdale’s Zoning Ordinance, Land Division Ordinance, and other regulations, that regulate particular development factors, including the type of land use, densities, height and bulk, landscaping, parking requirements, some elements of design, and standards for street layout and design. (See also: Zoning)

Development Review - A process involving the review of all aspects of a proposed development, including the site plan, the relationship of development to the surrounding area, and carrying out character and design related goals and policies of the General Plan. The Scottsdale Development Review Board oversees the development review process.

Development Review Board- A decision-making citizen board, consisting of a City Council member, a Planning Commissioner, and five (5) appointed professional members, that oversees the development review process.

Development Site - A specific area of a development project proposed for a zone, use, or density.

Distributed Generation – Using small sources of electrical power, such as solar, micro-turbines, fuel cells, or other generating devices, at designated sites to meet individual customer energy load. These sources (i.e. generators) are sized to match a specific load, such as a house, industry, or community. (NEW)

Downtown - In Scottsdale, the commercial, cultural, civic, and symbolic center of the community consisting of a vital mix of supporting land uses. Scottsdale's Downtown is about two (2) square miles located generally south of Chaparral Road, west of Miller Road, north of Earll Drive, and east of 68th Street.

Drainage - Surface water runoff or the removal of surface water or groundwater from land by drains, grading, or other means, which includes runoff controls to minimize erosion and sedimentation during and after construction or development. (See also: Stormwater, Stormwater Runoff)

Drought – Three or more consecutive years of less-than-average rainfall. (NEW)

Dwelling - Any building, or part of a building, designed and used exclusively for residential purposes. (NEW)

Dwelling Unit (DU) - A house or apartment that is a separate and independent housekeeping unit, occupied or intended for occupancy by one household.

E

Early Notification - A procedure to allow neighborhood associations, business groups, and affected residents to review project applications before they are scheduled for public hearings.

Easement - The right to use property owned by another for designated purposes, such as access to another piece of property, conveyance of stormwater, or transmission of utilities.

Economic Sector - A specific industry or group of interconnected industries.

Ecosystem – Living and non-living elements that interact to form a complete environmental unit. (NEW)

Effluent – Wastewater, treated or untreated, that flows out of a treatment plant, sewer, or industrial outfall. (NEW)

Element (General Plan) – A piece of the General Plan focused on a specific topic, such as open space or land use. State law requires the General Plan to include seventeen (17) elements, and allows for other elements to be identified by the community. Scottsdale's General Plan includes twenty-two (22) elements organized into seven (7) chapters.

Employment Area or Core – Generally, a relatively large area of the city dominated by office, high- technology, light industrial, and other job-generating land uses. Refer to the Land Use Element for the Employment Land Use Category definition.

Environmental Protection Agency (EPA) - Federal agency charged with protecting the environment.

Endangered Species – A species of animal or plant with prospects for survival and reproduction in immediate jeopardy. (NEW)

Entry-Level Housing – Sometimes referred to as a starter home, a housing unit that is the first home a person or family can afford to purchase. (NEW)

Environmental Quality Protection – The protection and enhancement of the environment for future generations. (NEW)

Environmentally Sensitive Lands (ESL) – Land in Scottsdale with unique and sensitive natural features, including mountains and hills, large rock formations, native landscapes, archeological and historical sites, significant washes, and land with special hazards. (NEW)

Environmentally Sensitive Lands Ordinance (ESLO) - A set of zoning regulations originally adopted by the City of Scottsdale in 1991 (and subsequently revised) to guide future development in the desert and mountain areas of Scottsdale. The ordinance includes standards to ensure that new construction will be compatible with the natural beauty of the area.

Equestrian – Relating to horses, horseback riding, or people who ride horses. (NEW)

F

Fair Housing – The right to choose housing free from unlawful discrimination. (NEW)

Federal Aviation Regulation Title 14 CFR Part 150 Noise Compatibility Program (Part 150) - A voluntary noise compatibility study established by the FAA, which develops and recommends actions that an airport, municipalities, airlines, and the FAA could take to help reduce aircraft noise. (NEW)

Federal Emergency Management Agency (FEMA) - A federal agency responsible for coordination of disaster preparedness, response and recovery efforts, as well as, the National Flood Insurance Program (NFIP) and flood hazard mapping. (NEW)

Flood Control - Any structural or non-structural measures designed to divert or contain floodwater and prevent flooding.

Floor Area Ratio (FAR) - A measure of development intensity, typically described in the Zoning Ordinance, that is expressed by the ratio of gross building floor area to net lot area of a site.

Floodplain - The channel and the relatively flat area adjoining the channel of a natural stream or river that has been or may be covered by floodwater.

Floodplain(s), 100-year - Land predicted to flood during a 100-year storm, which has a 1% chance of occurring in any given year. (NEW)

Food Desert – Neighborhoods without ready access to fresh, healthy, and affordable food. Instead of grocery stores, these areas may have no food access or are served only by fast food, restaurants, or convenience stores with few healthy, affordable options. (NEW)

Fossil Fuels – Buried, combustible geologic deposits of organic materials, formed from decayed plants and animals, that have been converted to crude oil, coal, natural gas, or heavy oils by exposure to heat and pressure in the earth's crust over millions of years. Fossil fuels are generally considered “non-renewable” energy sources. (NEW)

Freeway – Major road with controlled access devoted exclusively to traffic movement, mainly of a through or regional nature. Local examples include the Pima Freeway (SR 101) and the Red Mountain Freeway (SR 202).

Frontage – The part of a lot that touches a road, street, or watercourse. It is often described by a measure of distance or length in linear feet such as “60 feet of frontage.”

G

Gateway - A point along a street where a motorist or pedestrian gains a sense of arrival into the city or a particular area, typically through signs, monuments, landscaping, change in development character, or a natural feature.

General Fund - Part of city budget generated by sales tax, property tax, utility tax, and other miscellaneous sources, and used to fund general city services and debt service.

General Plan - A collection of goals and policies that guide decision-making about the evolution of the city. The General Plan provides a comprehensive, coordinated set of directions for the development of the city, including land use, transportation, economic conditions, environment, infrastructure, public facilities, and physical character.

General Plan Amendment - A formal City Council change to the text or maps of the General Plan. Per State Statute, a change to the General Plan is considered a Major Amendment if it is “a substantial alteration of the municipality’s land use mixture or balance as established in the Land Use Element.” All amendments must meet certain requirements in the Land Use Element.

Geologic Hazard - Any public safety hazard associated with geologic forces, including landslides, mudslides, rock slides, erosion, and sedimentation.

Grade Separation - Crossing facilities, including overpasses, underpasses, skywalks, or tunnels, that allow pedestrians and motor vehicles to cross a street at different levels. (NEW)

Gray Water – Wastewater collected separately from sewage that may contain fats, oils, grease, hair, lint, soaps, cleansers, fabric softeners, and other chemicals. Gray water originates from a clothes washer, bathtub, shower or sink, but not from a kitchen sink, dishwasher, or toilet and may contain elevated levels of chlorides, sodium, borax, and sulfates. Gray water differs from “black water,” which may be contaminated by bacteria, viruses, and other pathogens, from toilets, kitchen sinks, and dishwashers. (NEW)

Green Building or High-Performance Building– The practice of increasing the efficiency of building resource use, such as energy, water, and materials, while also reducing negative effects on human health and the environment during the building’s lifecycle through site layout, building design, construction, operation, maintenance, and removal. (NEW)

Green Building Program - The Green Building Program is a voluntary building initiative for home builders and prospective home buyers in Scottsdale that are interested in environmentally compatible homes. The program encourages environmentally responsible building techniques, materials, and processes.

Groundwater - Water under the earth’s surface, often confined to aquifers, capable of supplying wells and springs.

Groundwater Recharge - The process of infiltration and percolation of rainwater, or treated wastewater, from land areas or streams through permeable soils into aquifers that provide underground storage.

Growing Smarter Act - 1998 state legislation governing long-range planning activities in Arizona cities and towns focused on a community's general plan. This legislation discusses the content, organization, amendment procedures, public involvement, notification requirements, 10-year update or re-adoption, and other procedural and material requirements.

Growing Smarter Plus - 2000 state legislation that amended the original 1998 Growing Smarter Act. Growing Smarter Plus redefined major amendments to the General Plan and required that General Plan adoptions be ratified by a public vote after City Council approval.

Growth Areas - Areas of the community that best accommodate future growth allowing increased focus on creating or enhancing transportation systems and infrastructure coordinated with development activity.

Growth Management - Techniques used by the government to control the rate, amount, location, timing, and type of development.

H

Habitat - The physical location or type of environment in which an organism or biological population lives or occurs.

Hazardous Material - A substance that could be harmful to people, animals, plants, and the environment, including pesticides, herbicides, poisons, toxic metals and chemicals, liquefied natural gas, explosives, volatile chemicals, and nuclear fuels.

Heat Island Effect, Urban - The phenomenon involving elevated temperatures in urban/suburban areas as compared with out-lying rural/undeveloped surroundings. Heat islands are generally caused by reduced vegetation, solar heat absorption, material heat capacity, use of energy, and building spacing. (NEW)

High Density - A relative term, usually used to describe development dominated by multi-family housing, or areas of more than eight (8) dwelling units to an acre of land.

High Ozone Day - When Ozone levels are forecast to reach unhealthy levels, Maricopa County may issue a High Ozone Day and suggest action steps to reduce ground-level ozone. Ground-level Ozone can cause health problems, such as breathing and lung issues. (NEW)

High-Technology or High-Tech - An economic sector composed of a broad range of technologies, including development and production of computers and office machines, communications equipment, semi-conductors and electronic parts, aerospace and military vehicles, computer services, research and development laboratories, and scientific measurements.

High Wind Exceptional Event – Under the Clean Air Act, the U.S. Environmental Protection Agency (EPA) sets standards and tracks pollutant concentrations in outside air. The EPA monitors when pollutants exceed these air quality standards and imposes regulatory remedies for violations to air quality standards. The EPA recognizes that certain “exceptional events” may effect air quality, resulting in pollutants that fall outside of normal standards. In Arizona, high winds and dust storms typically cause excessive particulate matter (PM10) in the air, and are often flagged as exceptional events. (NEW)

Historic Preservation - Private or public identification and protection of physical resources in the built environment of local, state, or national significance. The term can also refer to the process of maintaining resources as they were originally designed and built and preventing more deterioration.

Historic Preservation Ordinance - City of Scottsdale legislation establishing the framework for a local historic preservation program that will identify, designate, preserve, and promote significant resources in the community.

Historic Property or Historic Resource - Any prehistoric or historic district, site, building, structure, object, or landmark included in, or eligible for inclusion on, the National Register of Historic Places, the Arizona Register of Historic Places, or the Scottsdale Historic Register, including artifacts, records, and material remains related to such property or resource. Historic Resources include archaeological resources.

(Scottsdale) Historic Register - Refers to the official list of resources in the community that have been designated historic property (HP) overlay zoning district and have been placed on the local list by City Council after a local public hearing process. The list of resources may include archaeological sites.

Homeowners' Association (HOA)– An organization initially established by developers of residential subdivisions. Control of the entity is transitioned to a board of home owners. An HOA is typically responsible for administration of the subdivision's codes, covenants and restrictions (CC&Rs), and other property controls for maintaining a safe and quality environment and design uniformity. Most neighborhoods built in Scottsdale after 1980 have HOAs. (NEW)

Household Hazardous Waste - Waste that is generated in the home that is toxic or hazardous to humans and the environment when discarded, including paint, motor oil, batteries, and household cleaning products.

Housing and Urban Development (HUD) - A cabinet level department of the federal government that administers housing and community development programs.

Human-Scale (also Pedestrian Scale) - The proportional relationship of the physical environment to human dimensions in terms of bulk and massing of buildings or other features. An example of human-scale development is a multiple-story building with retail stores on the ground floor that provide visual interest at human-eye level using window displays and architectural features. (NEW)

Human Services (also Social Services)

– An integrated system of services, resources, and opportunities to help people improve their lives, the lives of others, neighborhoods, and the total community. (NEW)

|

Identity - The meaning and significance people individually or collectively assign to a place. Identity is influenced by physical aspects of a geographic location and its unique historic and cultural associations. Place identity has evolved as a planning concern in response to a loss of individuality and distinctiveness as represented by uniformity in design. (NEW)

Impact Fee – One-time capital charges, typically on developers, to fund the construction of public facilities needed to accommodate new development. Arizona State law requires all municipal fee structures to be based on adopted Land Use Assumptions and Infrastructure Improvements Plan Reports, which describe existing infrastructure, available capacity, planning, and cost estimates for new infrastructure required to serve development. (NEW)

Impervious Surface – A surface through which water cannot easily penetrate, such as a roof, road, sidewalk, or paved parking lot.

Implementation - In the context of the General Plan, implementation is an action, procedure, program or technique that carries out General Plan goals and policies. For example, the Parks and Recreation Master Plan implements the goals and policies of the Open Space and Recreation Elements.

Improvement – 1) a change or addition by which something is made better; or 2) something done or added to real property, such as installation of infrastructure or landscaping, that increases the property's value. (NEW)

Improvement District – A designated area of the city with specific boundaries that is assessed the costs of certain public improvements, including street paving, sidewalks, crosswalks, curbs, gutters, culverts, bridges, fire hydrants, sewers, power lines, water lines, and street lighting. Refer to the Cost of Development Element for more information about improvement districts.

Incubator- A economic development program designed to accelerate the successful development of entrepreneurial companies through an array of business support resources and services. (NEW)

Industrial Pretreatment Program – The act of treating wastewater to remove any harmful pollutants before it enters publicly owned treatment works. (NEW)

Infill, Infill Development - Development of individual vacant lots or “leftover” vacant properties in areas already developed with access to urban services and infrastructure.

Infill Incentive District – An optional implementation tool allowed by the State of Arizona to encourage infill development in particular locations that meet statutory criteria. This tool recognizes that the strategic application of zoning district standards and regulations might inhibit infill, revitalization, and redevelopment and otherwise preclude the provision of public amenities and benefits. An Infill Incentive District is a regulatory mechanism and is different from general infill development. Refer to the Land Use Element for the Infill Incentive District Overlay Land Use Category definition. (See also: Infill) (NEW)

In-Lieu Fee – Cash payments that may be required of an owner or developer as a substitute for dedication of land or physical improvements.

Infrastructure - Public services and facilities, including sewage disposal systems, water supply systems, other utility systems, streets and roads, parks, and schools.

Intensity - The level or concentration of activity occurring on a site or in an area. Intensity is often used interchangeably with density. (See also: Floor Area Ratio and Density)

Intermodal - Intermodal passenger transport involves more than one mode of transport of passengers. A major goal is to reduce dependence on the automobile as the major mode of ground transportation and increase use of public transport. (NEW)

Invasive Species– A plant, animal, or microbial species introduced into an area accidentally or unknowingly that may adapt, thrive, and aggressively spread, stressing indigenous and balanced ecosystems. (NEW)

J

K

L

Land Slope – The ratio of the vertical rise in the land elevation over the horizontal dimension of the rise.

Land Subsidence - Sinking or downward settling of the earth's surface, not restricted in rate, magnitude, or area involved. Subsidence may be caused by natural geologic processes, such as solution, compaction, or withdrawal of fluid lava from beneath a solid crust. Human activity such as subsurface mining or the pumping of oil or ground water may also cause subsidence. (NEW)

Land Use Definitions - Descriptions of each land use category in the Land Use Element that correspond to the categories on the Future Land Use map.

(Future) Land Use Map - A map in the General Plan Land Use Element that illustrates the general, planned distribution of land uses and intensities. It visually discerns land use compatibility and spatial relationships, establishes the physical form of the community, and identifies urban design opportunities. A land use map serves as a guide in the preparation of zoning ordinances and zoning district maps.

Livability - The balance of elements in the physical environment that contribute to the physical, social, economic, political, and emotional well-being of residents.

Low Density – A relative term, usually used to describe development dominated by large-lot, single-family housing, or areas of one dwelling unit to an acre or more of land. (NEW)

Low-Impact Infrastructure, Green Infrastructure – An approach to stormwater management that mimics the natural hydrology of a site and uses captured stormwater run-off. This contrasts with conventional methods that convey stormwater offsite as quickly as possible to regional drainage facilities. The low-impact model views stormwater as a resource, reduces impervious services, uses natural systems for filtration, and helps protect ecologically sensitive areas within the development. (NEW)

M

Market-Rate Housing - Housing that is offered for rent or sale at fair market value without any consideration of standards for determining affordability.

Master-Planned Community - A designed grouping of various compatible land uses, such as housing, recreation, shopping centers, and industrial parks, within one contained development or subdivision. (NEW)

(Scottsdale's) McDowell Sonoran Preserve- A permanently protected preserve of Sonoran Desert and mountains with the purpose of maintaining scenic views, protecting wildlife and desert plant habitat, and preserving archaeological and historical resources and sites, while providing public access for educational and passive outdoor recreational opportunities. Upon completion, Scottsdale's Preserve will consist of about one-third of the city's land mass. (NEW)

Median (Street) - The paved or landscaped area on a road that separates traffic moving in opposite directions.

Mid-Block Crossing – Crosswalk, pedestrian refuge area, and/or traffic signal that allows pedestrians to safely and easily cross a street. (NEW)

Mixed-Use – Generally, a development type in which complementary and integrated uses, such as office, retail, resorts, and residential, are combined in the same building (vertical mixed-use) or within separate buildings on the same site or nearby sites (horizontal mixed-use). Refer to the Land Use Element for the Mixed Use Neighborhoods Land Use Category definition.

Mode, Modal - The form or method of travel distinguished by vehicle type, operation, technology, and rights-of-way separation. (NEW)

Moderate or Medium Density – A relative term, usually used to describe development dominated by a variety of single-family, two-family, or multi-family housing developments, or areas between one and eight dwelling units to an acre of land. (NEW)

Multi-Family Housing - 1) A building, or part of a building, designed for occupancy by three (3) or more families. 2) A housing variety associated with high- and moderate-density development within suburban, urban, and mixed-use neighborhood land uses. Multi-family housing may be owner or renter occupied. (NEW)

Multimodal - An approach to transportation that includes all users (i.e. pedestrians, bicyclists, transit vehicle, equestrians, and motorists) of all ages and abilities and aims to create comprehensive, integrated, and connected transportation network.

Multi-Use Path- Paths that accommodate bicyclists and pedestrians. Also called shared-use path. (NEW)

N

National Flood Insurance Program (NFIP)– 1968 Federal program to financially protect property owners from flooding . The NFIP offers flood insurance to homeowners, renters, and business owners, if their community participates in the NFIP. Participating communities agree to adopt and enforce ordinances that meet or exceed FEMA requirements to reduce flooding risk. (NEW)

National Register of Historic Places - The Federal list of properties identified as worthy of preservation. Properties may be listed on the Register or may be identified as being “eligible” or “potentially eligible.” Properties are usually listed in the National Register through nominations by the State Office of Historic Preservation (SHPO).

National Pollution Discharge Elimination System (NPDES) – Authorized by the Clean Water Act, the National Pollutant Discharge Elimination System (NPDES) permit program controls water pollution by regulating sources of pollution that discharge into waters of the United States. (NEW)

Native Plants - Plants indigenous to an area or from a similar climate and requiring little or no supplemental irrigation once established. See also “indigenous vegetation.”

Natural Area Open Space (NAOS) – Areas of undisturbed or restored natural desert, with no man-made construction, and dedicated under the Environmentally Sensitive Lands Ordinance (ESLO). (NEW)

Natural Open Space – Generally, an open space area that has largely maintained its natural environmental character, or has had its character restored with minimal man-made facilities. Natural open space may include structures for wildlife and plant habitat and passive recreation purposes. Refer to the Land Use Element for the Natural Open Space Land Use Category definition. (NEW)

Natural Resource - A feature or phenomenon in nature that enhances the quality of human life, including land, water, air, vegetation, geology, animal habitat, and topography. (NEW)

Neighborhood - A part of the city defined by characteristics that may include distinct ethnic or economic characteristics, housing types, schools, vicinity of a notable feature or landmark. Boundaries may be defined by physical barriers, such as major highways or natural features. Neighborhoods are often self-defined by the residents, property owners, and tenants or by homeowner and/or business associations.

For the purposes of the General Plan, unless otherwise described, neighborhoods are not exclusively residential or made up of a single housing type (i.e. single family, residential, and mixed use). The term “neighborhood” in its general use includes incidental and supporting uses such as shopping, schools, and places of worship and employment.

Neighborhood Assemblage – The process in which the owners of several properties in a neighborhood seek a buyer for their collective properties, or when a developer interested in a neighborhood for redevelopment seeks to put all properties under contract (also called a “buyout”). Neighborhood assemblages most often occur where land values may be increasing, such as near transportation improvements or near new office or commercial developments. The city has a Neighborhood Assemblage Policy to help guide assemblage. (See also: Assemblage, Property or Parcel) (NEW)

Neighborhood Park - Park of roughly two (2) to ten (10) acres in size, intended to meet the recreation needs of people living or working within a one-half mile radius. Neighborhood parks provide primary recreation services and facilities; are easily accessible and available to local residents; serve a single neighborhood or several neighborhoods, depending on the location of the park; are preferably located with or next to elementary schools, neighborhood centers, or other gathering places; and are accessed mainly by pedestrians and bicycles.

Neighborhood Plan - The third-tier of Scottsdale planning. A neighborhood plan is a guide and framework for neighborhood decision-making. It includes broad statements about resident goals, preferences, and values for the neighborhood. It also contains recommendations for carrying out the goals and generally represents the consensus of the neighborhood.

Neighborhood Street – A road that provides access to properties in a neighborhood. Not intended for through traffic or heavy traffic loads.

Net-Zero Energy – The practice of producing as much energy as is consumed by offsetting energy use through a combination of energy efficiency and renewable power. (NEW)

No Burn Day- When air pollution levels are on the rise and weather conditions create dry, stagnant conditions, Maricopa County will issue a No Burn Day to avoid adding pollution to the air and meet the Clean Air Act. Restrictions last for a 24-hour period, and include a ban on wood burning in fireplaces, fire pits, or open outdoor fires. (NEW)

Noise- Any undesired audible sound, especially one that is loud or disagreeable.

Noise Compatibility - The relationship between land uses and ambient noise levels; for example, residential uses are considered to be less compatible with high-noise environments than industrial uses.

Non-Residential Land Use- Any of a broad category of land use that does not contain housing, including commercial, industrial, public, and institutional uses. (NEW)

Non-Renewable Resource - Natural resources, such as fossil fuels and natural gas, that cannot be replaced once used.



Open Space - Any parcel or area of water or land that is essentially unimproved and devoted to an open space use for the purpose of (1) the preservation of natural resources; (2) the managed production of resources; (3) outdoor recreation; or (4) public health and safety.

Open Space, Common - Land within or related to a development that is designed and intended for the common use or enjoyment of the residents, and not individually owned or dedicated for public use.

Open Space, Useable - Open space, which because of its size, function, visibility, accessibility, and strategic location, is a community amenity or resource. (NEW)

Ordinance - A city-adopted law or regulation.

Overlay (Land Use Category) - A supplemental land use designation relating to the use or potential use of an area that differs or varies from the standards, requirements, and permitted uses associated with the base or underlying land use designation. (NEW)

Overlay Zone or District (Zoning) - A method used to apply supplemental zoning provisions to a specific area's underlying or base zoning. An overlay zone might restrict certain uses or allow higher densities than would be permitted in the same zone in other parts of the city. The Environmentally Sensitive Lands Ordinance district is an overlay zoning district.

Owner-Occupied Housing - A housing unit, single-family or other, in which the primary occupant is also the owner and/or mortgage holder. (NEW)

P

Parcel - A legally defined lot, or contiguous group of lots, in single ownership or under single control, and considered a unit for purposes of development and open space calculation.

Park - A tract of land designated and used by the public for active and passive recreation.

Park-and-Ride - A parking lot designed for drivers to leave their cars and use mass transit facilities beginning, ending, or stopping at the park-and-ride facility.

Particulate Pollution or Particulate Matter (PM) - A mixture of large and fine solid particles and liquid droplets found in the air. The EPA regulates inhalable particles smaller than ten (10) micrometers. (NEW)

Passive Recreation - Leisure activities that involve less energetic, individual, or non-organized (i.e. team) activities, such as walking, horseback riding, running, sitting, hiking, skateboarding, picnicking, card and board games, or simply enjoying the natural environment.

Paths - A paved, shared-use, pedestrian, equestrian, or cyclist route or system.

Pedestrian-Oriented - A form of development that makes the street environment inviting for pedestrians.

Placemaking - A multi-faceted approach to the planning, design, and management of public spaces that emphasizes a local community's assets, and creating public spaces that foster people's health and well-being. Placemaking is both a process and a philosophy. (NEW)

Planning Commission - Seven (7) member citizen commission responsible for reviewing and making recommendations to the City Council on proposals for development, the subdivision of land, amendments to zoning, land use studies, the annual Capital Improvement Program, the General Plan, and other development regulations.

Preserve, Preservation - To keep something protected from anything that would cause its quality or condition to change or deteriorate. (See also: (Scottsdale's) McDowell Sonoran Preserve, Conservation, and Historic Preservation) (NEW)

Public Art - Sculpture, painting, murals, and other forms of artwork that are placed in public spaces or in public view to enrich and add visual interest to the built environment.

Public Hearing - A meeting of a Board, Commission, or the City Council that has been announced and advertised in advance, is open to the public, and during which the public is given an opportunity to talk and participate.

Public Notice - The advertisement of a public hearing in a newspaper of general circulation, and through other media sources describing time, place, and nature of the public hearing and where the application and documents may be inspected.

Public/Private Partnership - A merging of public and private resources to achieve an end result or product that would be difficult to achieve through public or private activity alone.

Public Realm - The publicly-owned streets, sidewalks, rights-of-ways, parks, other publicly-accessible open spaces, and public and civic buildings and facilities. (NEW)

Q

Quasi-Governmental - A private entity involved in the delivery of an essential governmental service or required government program. (NEW)

R

Rare Species - An organism, plant or animal, that is uncommon, scarce, or infrequently encountered. (NEW)

Recommended Study Boundary (RSB)

- The Recommended Study Boundary (RSB) of Scottsdale's McDowell Sonoran Preserve correlates with the land area the city desires to ultimately acquire through the preservation program and is the geographic area for which the Scottsdale voters approved the use of tax proceeds to purchase and maintain land for Scottsdale's McDowell Sonoran Preserve.

Reclaimed (Waste)Water - Former wastewater that is treated to remove solids and certain impurities to a level that is suitable for use in landscaping and water features, as determined by the Water Resources Department. (NEW)

Recreational Facility - A place designed and equipped for sports and leisure activities.

Recycling - The process by which waste products are collected, separated, and reused or reduced to raw materials and transformed into new and often different products.

Redevelop, (Informal) Redevelopment - To change the existing development in an area or on a property, sometimes by demolishing existing building; increasing the overall floor area existing on a property; or both, or by using infill development to rebuild on a vacant parcel. Sometimes this also involves a change in land use. (See also: Infill) (NEW)

Redevelopment Authority, Formal Redevelopment – Refers to powers and tools granted by the State of Arizona to cities for the purpose of protecting the health, safety, and welfare of citizens by improvement of deteriorated urban conditions, acquiring property, and establishing open space and infrastructure. The use of these powers is limited to areas that are formally designated for redevelopment and under a redevelopment plan formally adopted by the City Council, which includes goals and policies that indicate the intent of plan. (NEW)

Rehabilitation, Rehabilitate - The upgrading of a building previously in a dilapidated or substandard condition.

Renewable Energy Source – Energy sources that do not rely on fossil fuels including, but not limited to, sunlight and wind. (NEW)

Resident – A person of any age or capacity who lives or regularly stays in Scottsdale. Residents may be full time, part time, seasonal, or temporary. (NEW)

Resort – A building or group of buildings that include guest rooms and visitor accommodations and may include any of the following amenities: outdoor recreation (e.g. golf, horseback riding), low to moderate density residential developments, supporting commercial services (e.g. restaurants, gift shops) and institutional facilities, such as convention or meeting space. Refer to the Land Use Element for the Resorts/Tourism Land Use Category definition. (NEW)

Revitalization – Bringing new life or vigor to an area, often through public and private investment.

Rezoning - To change the zoning classification of particular lots or parcels of land.

Right(s)-of-Way - The strip of land over which certain transportation and/or other public facilities are built, including roads, sidewalks, and utility lines. A public right-of-way is typically dedicated or deeded to the public for public use and controlled by a public agency, such as the city.

Riparian Areas - Includes both wet and dry varieties. Wet riparian areas include temporary and permanent streams with naturally occurring plants, including cottonwood and desert willow, net leaf hackberry, true willows, and arrow weed. Wet riparian areas are important and rare habitat in Scottsdale. Dry riparian areas include major desert washes and minor floodways with naturally occurring plants, including Blue Palo Verde, mesquite, canyon ragweed, desert hackberry, catclaw, and ironwood. (NEW)

Runway Protection Zone (RPZ) – A trapezoidal area at or beyond the airport runway end that should, where practicable, remain clear of all above-ground objects to enhance the safety and protection of people and property.

Rural, Rural Area – Generally, a less-developed area where the land is used primarily for low-density residential uses, low-intensity commercial development, and open space. Refer to the Land Use Element for the Rural Neighborhoods Land Use Category definition. (NEW)

S

Safe-Yield - A groundwater management goal to achieve and maintain a long-term balance between the annual amounts of groundwater extracted and recharged in an area. (NEW)

Salinity – The amount of dissolved salt minerals in water, including calcium, magnesium, sodium, sulfate, and chlorides. Too much water salinity can negatively affect vegetation and reduce the life of household plumbing, fixtures, and appliances. (NEW)

Scale (Development) - The relationship of a particular project or development, in terms of size, height, bulk, intensity, and aesthetics, to its surroundings.

Scenic Corridor - A major road designated in the General Plan that provides a large open space buffer to minimize the visual intrusion of neighboring development and maximize the unique character of different areas of the city.

Scottsdale Visioning (Shared Vision)- 1990-1992 citizen-driven process that established Four Dominant Themes and 24 Vision-Tasks that define Scottsdale’s character and future.

Sense of Place or Sense of Community - The characteristics of a location that make it readily recognizable as being unique and different from its surroundings and that provides a feeling of belonging to or being identified with that particular place. (See also: Identity)

Sensitive Design Principles- Program and documents aimed at strengthening the focus on design in the community, promoting coordination of the city’s design-related efforts and resources, and guiding discussion of design-related issues.

Setback – Typically, the distance between a property line and a building or structure. Depending on the specific zoning district, setbacks may be measured in different ways.

Settling Pond – An area dedicated to the separation and storage of waste residue generated from the wastewater treatment process and stormwater runoff. (NEW)

Sewer - Any pipe or conduit used to collect and carry away sewage from the generating source to treatment plants.

Sign Ordinance or Sign Controls- City regulations governing the location and design of signs.

Signage- Generally referring to public and private signs and their design attributes.

Signature Special Events – Annual events and event series staged in Scottsdale that generate significant economic activity, including major league baseball spring training, arts festivals, auto auctions (e.g. Barrett-Jackson, Russo and Steele), Culinary Festival, Native Trails, Rock and Roll Marathon, Arabian Horse Show, Parada del Sol Rodeo and Parade, and the Waste Management Phoenix Open. (NEW)

Single-family - A house intended for occupancy by one family that is structurally independent from any other dwelling unit.

Smart Grid – Controls, computers, automation, and other technologies and equipment that work with the electrical grid (i.e. network of transmission lines, substations and transformers that delivers electricity) to respond quickly and digitally to changing electric demand. (NEW)

Solid Waste - General category that includes organic wastes, paper products, metals, glass, plastics, cloth, brick, rock, soil, leather, rubber, yard wastes, and wood. Commonly referred to as “trash” or “garbage.”

Specialty Park – Park that provides specialized facilities and preserves significant, unique features of the community. Specialty parks generally serve the entire city or region; are located where necessary to capitalize or preserve an existing feature, facility or market area; and may need either a high-degree of access or limited access, depending on purpose. (NEW)

Sprawl - Uncontrolled growth, usually of a low-density nature, in previously rural areas and some distance from existing development and infrastructure.

Stakeholder – A person who is involved with and/or affected by a course of action. (NEW)

Stepback – An arrangement of building forms, shapes, and massing that causes the building design to “move away,” “step back,” or recede from a property line or neighboring development to provide open space above the first or second level of the building. (NEW)

Streetscape - The combination of individual design elements that characterize the street frontages of the city. Some examples of these elements are landscaping, seating, lighting, and sidewalk design.

Street Trees- Trees planted in medians or along sidewalks in the public right-of-way that are intended to enhance the visual quality of a street, provide shade, absorb pollutants and noise, and provide habitat for urban wildlife.

Stormwater, Stormwater Runoff- Water generated from rain. Runoff is generated when precipitation flows over land or impervious surfaces (e.g. asphalt) and does not absorb into the ground. As runoff flows over the land, it accumulates debris, chemicals, sediment, and other pollutants that may adversely affect water quality, if untreated. (NEW)

Suburban, Suburban Area – Generally low to moderate density and intensity development patterns consisting of residential uses and supporting commercial and employment uses. Refer to the Land Use Element for the Suburban Neighborhoods Land Use Category definition. (NEW)

Sustainability - For the purposes of the General Plan, sustainability is a condition of living that enables the present generation to enjoy social well-being, a vibrant economy, and a healthy environment, without compromising the ability of future generations to enjoy the same. (NEW)

T

Telecommuting –A trip reduction strategy and a work arrangement, where employees work at a location other than the primary work location, such as at home or in a subordinate office. (See also: Trip Reduction)

Threatened Species – Threatened species, as protected by law, include any species likely to become endangered within the foreseeable future throughout all or a significant part of its range. (NEW)

Traffic Calming - Permanent, physical changes to streets to slow traffic and/or reduce volumes. Traffic calming can include education and enforcement measures to promote changes in driver behavior.

Trails - A shared-use pedestrian, equestrian, cyclist route or system that is not paved.

Transit - Transportation system mainly for moving many people and made available to the public, usually through paying a fare. Typical vehicles used for transit include buses, rail cars, and other fixed guideway vehicles. (NEW)

Transit-Oriented, Pedestrian-Friendly Development - Development that includes compact, mixed-use development patterns designed to enhance pedestrian safety, comfort, and visual appeal and often focused around a major transit access point. The elements that support transit and pedestrian activity are generally the same.

Trip Reduction (Techniques and Strategies) - Reduction of traffic congestion, vehicle trips, and miles traveled with the main goal of improving air quality. Strategies include carpooling, transit use, walking, biking, telecommuting, and compressed work schedules (such as a 4-day work week). (NEW)

Transition - A change from one development density or intensity to another, or from a preserved area to a developed area.

U

Underground Utilities - The placement of electric, telephone, cable, and other utilities customarily carried on poles in underground vaults or trenches.

Underutilized Land/Parcel/Building - Land, parcel, or building not being used to full potential and could be developed to a more economically productive use.

Universal Accessibility or Design - An idea that all environments and products should be accessible and useable by all people, regardless of age, size, or ability. (NEW)

Urban (Character), Urban Area - (1) relating to or characteristic of a city. (2) Generally characterized by moderate to higher density and intensity development, walkability, and available public services to adequately serve higher intensity development. Residential uses in urban areas tend to consist of multi-family types. Refer to the Land Use Element for the Urban Neighborhoods Land Use Category definition. (NEW)

V

View Corridor - A line of sight between an observer and an object or feature of visual significance or sensitivity. (NEW)

Viewsheds - The major segments of the natural terrain that are visible above the natural vegetation from designated scenic viewpoints.

Vision - A shared dream of the future characterized by long-term idealistic and aspirational thinking. The vision is the foundation for the development of goals, policies, and programs. Although a vision is not a binding goal, and may not be achievable in the lifetime of those participating in the drafting of the General Plan, it provides a picture of the community that the citizens desire.

Vista Corridor - A major open space corridor that follows major watercourses or other features and protects major wildlife habitat, protects distant views, separates land uses, and provides links for trails and paths.

Visually Significant Roadways or Streets - Visually Significant Roadways include Desert Scenic Roadways (in ESLO districts), Scenic Corridors, roads with buffered setbacks, roads with specific streetscape design themes, and roads with specific design guidelines. (NEW)

Visitor - Includes tourists and travelers from outside of the region experiencing, staying, or working in Scottsdale for a defined and limited time. Visitors may also include short-term daily visitors engaged in various day or nighttime activities. (NEW)

W

Wash - Usually a watercourse that flows during flood events or intermittently. Washes are important wildlife corridors and habitats.

Wastewater - The used water from homes, communities, farms, and businesses. It includes both domestic sewage and industrial waste, and may contain metals, organic pollutants, sediment, bacteria, and viruses. (NEW)

Wastewater Recycling - The practice of using highly treated effluent from a wastewater treatment plant for landscape irrigation and other non-drinking purposes.

Water Body - Any permanent or intermittent body of water, whether natural or artificial, including creeks, washes, canals, rivers, and lakes. This excludes swimming and ornamental pools. (NEW)

Water Conservation - Any beneficial reduction in water loss, waste, and use, as well as, water management practices that improve the use of water resources to the benefit of people and/or the environment, including wastewater recycling or reuse, gray water recycling, rainwater harvesting, usage reductions, and a variety of other means.

(Rain) Water Harvesting - Using landscaping and modified infrastructure to direct surface water flow to areas of soil where water soaks in and is stored. (NEW)

Water Resources - Term used to collectively describe groundwater, surface water, precipitation, and water supply.

Watercourse - A lake, river, creek, stream, wash, or other channel over which water flows at least periodically. Watercourses include specifically designated areas where substantial flood damage may occur.

Watershed - The area of land where all of the water underneath it, or draining off it, goes to the same place. All areas of Scottsdale drain into the larger Salt River and Gila River watersheds. Some areas of the community drain to smaller tributaries, including the Verde River, the Indian Bend Wash, and other minor watersheds. (NEW)

Wayfinding - Enabling a person to find his or her way to a given destination through the use of landmarks, effective signage, and building design. (NEW)

Wildlife Corridor (Also “Wildlife Movement Corridor” and “Migration Route”) - Plant and animal habitat linkages that allow wildlife movement and unify larger habitats with fragmented areas in an urban environment. (NEW)

Workforce Housing - A broad range of owner and renter residential housing, located in or near employment centers, and intended to appeal to essential workers in the community, including police officers, fire fighters, teachers, nurses and medical technicians, hospitality workers, and knowledge and office workers. (NEW)

X

Y

Z

Zoning / Zoning Ordinance - Land use regulations enacted by the city to create districts or zones that permit and identify special conditions within those zones. Land uses in each district are regulated according to type, density, height, lot size, placement, building bulk, and other development standards. The ordinances include procedures for changing the status of land use and physical development standards.

This Page Intentionally Left Blank

3. RELATED PLANS & POLICIES

**UPDATED ANNUALLY/PERIODICALLY*

A

- Strategic Plan for a Comprehensive Sonoran Desert Preservation Program (1997)
- Airpark Circulation Study (2008)
- Airport FAA 14 CFR Part 150 Noise Compatibility Study (2005)
- Airport Master Plan (1997)
- Airport Strategic Business Plan (2009)
- Annexation Policy (1989)

B

C

- Cactus Corridor Plan (1992)
- Capital Improvement Plan*
- CDBG Annual Action Plan*
- Central Downtown/Scottsdale Circulation Study (2008)
- Citizen Survey Feedback (2010)
- City Code
- City of Scottsdale Charter
- City of Scottsdale Competitive Position Analysis and Recommendations (2010)
- City of Scottsdale Fiscal Sustainability Analysis (2010)
- City of Scottsdale General Plan Assessment Report (2009)

- City of Scottsdale General Plan Economic Analysis: Development Forecasts (2010)
- City of Scottsdale Land Use Assumptions Report (2013)
- CityShape 2020 Comprehensive Report (1996)
- Civic Art Urban Design Plan (2001)
- Community Cultural Assessment (2007)
- Community Services Facilities Master Plan (2004)
- Comprehensive Economic Development Strategic Plan Framework (2014)

D

- Desert Foothills Character Area Plan (1999)
- Desert Open Space System Plan (1997)
- Design Guidelines (for various building types – ongoing)
- Design Guidelines and Development Framework for the ASU-Scottsdale Center for New Technology and Innovation and the Surrounding Area (2005)
- Design Standards and Policies Manual*
- Downtown Urban Design and Architectural Guidelines (2004)
- Downtown Infill Incentive District (2010)
- Downtown Character Area Plan (2009)
- Downtown Circulation Study (2006)
- Dynamite Foothills Character Area Plan (2000)

E

- East Shea Area Plan (1987)
- Economic Trends Quarterly/Annual Reports*
- Energy Policy (1991, updated 1999)
- Environmentally Sensitive Lands Ordinance (1991 + amendments)
- Expressway/Shea Boulevard Policy (1995)
- Exterior and Site Lighting Design Guidelines

F

- Fire Department Strategic Plan*
- Frank Lloyd Wright Streetscape Design Guidelines (1991)
- Future In Focus Process Summary (2000)

G

- Golf Course Policy (1997)
- Golf in Scottsdale (2013)
- Great Sonoran Desert Design Concepts (1996)
- Greater Airpark Character Area Plan (2010)
- Green Building (LEED™) Policy for New City Construction and Remodels (2005)
- Green Building Design Strategies (2010)
- Green Building Program and Guidelines
- Green Building: Home Remodeling Guidelines for Sustainable Building in the Sonoran Desert (2005)

H

- Housing and Human Services: Analysis of Impediments to Fair Housing Choices (2011-2016)
- Housing and Human Services: Five-Year Consolidated Plan (2010-2015)
- Housing and Human Services: Section 8 Annual Agency Plan*

I

- Integrated Water Master Plan (2008)
- Integrated Wastewater Resources Master Plan (2008)
- International Energy Conservation Code (IECC) for commercial and residential projects (2012)
- International Green Construction Code (IGCC) For Commercial Projects (2012)

J

K

L

- Land Divisions Ordinance (2007)
- Los Arcos Area Streetscape Guidelines (1994)
- Los Arcos Redevelopment Plan (1996)

M

- MAG Complete Streets Guide (2010)
- MAG Desert Spaces Environmentally Sensitive Development Areas Policies and Design Guidelines (2000)

- MAG Environmentally Sensitive Desert Areas: Policies and Design Guidelines (2000)
- MAG Pedestrian Area Policies and Design Guidelines (2005)
- MAG Pedestrian Plan (2000)
- MAG Regional Off-Street System Plan (2001)
- Maricopa Association of Governments Desert Spaces Plan (1995)
- Maricopa Association of Governments Regional Bikeways Plan (2007)
- Maricopa Association of Governments Desert Spaces Plan, 1995
- Maricopa County Parks and Recreation - Maricopa Trail Maps - Scottsdale (2011)
- Maricopa County Parks and Recreation Strategic System Master Plan Report (2009)
- McDowell Corridor Improvement (2003)
- McDowell Sonoran Preserve Access Areas Report (1999)
- McDowell Sonoran Preserve Ordinance (2000)

N

- Neighborhood Assemblage Policy (1993)
- Neighborhood Traffic Management Program Policy & Procedures (2010)
- North Area Circulation Study (2008)

O

P

- Parks and Recreation Master Plan (2004)
- Peaceful Valley Neighborhood Plan (1992)
- Police Department Strategic Plan*
- Power Line Undergrounding Ordinance (1979)
- Public Art Master Plan (2012)

Q

R

- Report of the Visioning Scottsdale Town Hall (2013)

S

- S.T.E.P. Forum Summaries
- Scenic Corridor Design Guidelines (2004)
- Scenic Corridor Policy (2001)
- Scottsdale Cultural Council Annual Report*
- Scottsdale Cultural Council Strategic Plan (2011)
- Scottsdale Cultural Census (2007)
- Scottsdale Cultural Facilities Master Plan (2011)
- Scottsdale Desert Park Design Guidelines (1999)
- Scottsdale ITS Strategic Plan (2003)
- Scottsdale/Paradise Valley Tourism Study, Part I: Lodging Statistics, August 2013*

- Scottsdale/Paradise Valley Tourism Study, Part II: Visitor Statistics, August 2013*
- Scottsdale Protection of Archaeological Resources Ordinance (1999)
- Scottsdale Road Streetscape Design Guidelines (2008)
- Scottsdale Roadway Noise Mitigation Policy (2011)
- Scottsdale Sensitive Design Principles (2001)
- Scottsdale’s City Operating Budget*
- Shared Vision Report (1992)
- Shea Area Plan (1993)
- Shea Boulevard Streetscape Design Guidelines (1994)
- Sherwood Heights Neighborhood Plan (2002)
- Solar Panel Placement Design Guidelines
- Southern Scottsdale Character Area Plan (2010)
- Stormwater Master Plan (2005)
- Strategy for the Preservation and Creation of High Quality, Safe and Affordable Housing, (1999)
- Sustainable City Facilities Policy (2001)

T

- Tourism and Marketing 5-Year Strategic Plan (2013)
- Trails Master Plan: On The Right Trail (2004)
- Transportation Master Plan (2008)

- Transportation Implementation and Funding Plan (2009)

U

V

- Via Linda Streetscape Design Guidelines (1994)

W

- Waterfront Infill Incentive District (2003)
- WestWorld Master Plan (2003)

X

Y

Z

- Zoning Ordinance*

4. VISIONING SCOTTSDALE TOWN HALL



Report of the Visioning Scottsdale Town Hall

Scottsdale, Arizona

February 6, 7 and 11, 2013

INTRODUCTION

As one of the first steps in a broad public outreach effort to develop a comprehensive 2014 General Plan, the Scottsdale City Council worked with the nonprofit Arizona Town Hall to produce a Visioning Scottsdale Town Hall. The goal was to actively engage the participants in helping to guide the future of Scottsdale.

Approximately 100 community leaders, business owners and residents participated in three half-days of respectful and vigorous civil discourse. The participants were selected as part of an extensive application process designed to represent a diversity of interests, viewpoints and geographic locations within the city. Although not every participant agreed with every point set forth in this report, this report represents the general consensus of those attending the Town Hall.



SCOTTSDALE'S BEST FEATURES

Scottsdale represents established tradition and robust community. Scottsdale is a sophisticated city with a small town feel.

Scottsdale takes great pride in creating a sense of community among its residents. Indeed, Scottsdale's most valuable assets are its citizens and the opportunities available for citizens to participate in the decision process and to contribute to the community.

Scottsdale appeals to visitors, business owners and residents of all ages. Scottsdale balances the beauty of its natural environment with a high quality of life, and the vibrancy of big events and ideas. Some of Scottsdale's best features include: our McDowell Sonoran Preserve, the Indian Bend Wash Greenbelt, great weather; open skies; beautiful views; worldwide prestige; safe neighborhoods with diverse housing and lifestyle choices; a diverse economy that includes a variety of corporate and locally-owned businesses; varied entertainment and dining opportunities; arts and cultural venues; shopping districts; easy and affordable access to preserves, parks and recreation; and a walkable and vibrant downtown. Other best features include Scottsdale's cleanliness and the commitment and dedication of City employees.

Scottsdale is also internationally renowned for its healthcare resources, modernized baseball facilities, equestrian facilities, arts and culture venues, commitment to quality educational standards, the unique Southwestern Sonoran Desert environment, the Indian Bend Wash Greenbelt, and our McDowell Sonoran Preserve.

For residents and tourists alike, hospitality is a key component of Scottsdale's attractiveness, with nationally and internationally recognized events.

These features truly make Scottsdale America's most livable city.

Capitalizing on Scottsdale's Best Features

Scottsdale must continue to function and thrive while maintaining its character. Scottsdale should continue to foster its business communities with incentive-based programs while balancing a continued respect for unique neighborhoods and the environment. Scottsdale should also continue to create an environment that encourages professionals of all ages to stay in Scottsdale by maintaining quality educational systems, encouraging collaborative efforts among business leaders and community members, promoting accessible, effective and efficient transportation systems and enhancing incentives for business growth to ensure future economic security and local jobs.

Scottsdale's communities are diverse. The population mix of the Southwest is changing rapidly. It is critical to embrace and encourage evolving community diversity as one tool for promoting enduring, sound, and sustainable growth. To that end, Scottsdale should develop a comprehensive plan to build and improve on existing historic facilities with reuse which is consistent and in context, and with responsible expansion, in a concerted effort to preserve Scottsdale's character and Southwestern culture.

We should also continue our commitment to citizen participation, open dialogue and big ideas. We should capitalize on building our business community and educational resources by leveraging our citizens' high educational attainment. We should be guided by an emphasis on innovation, entrepreneurship, and the technological infrastructure needed to integrate education and other facilities, such as libraries, that promote greater access to information. We should promote schools of excellence and diverse and innovative life-long educational opportunities.

Scottsdale is blessed with magnificent natural beauty. The McDowell Sonoran Preserve, Indian Bend Wash Greenbelt and the Scottsdale Civic Plaza, among others, create an attraction for visitors and special comfort for Scottsdale's residents. Scottsdale is committed to providing infrastructure to enhance accessibility to significant locations, such as the canal, and activities throughout Scottsdale.

Tourism is a major contributor to Scottsdale's economic base and its ability to employ many people with varying backgrounds, which supports Scottsdale's development. Tourism must receive continued support.

Global connectivity is provided by Scottsdale Airport and Airpark, and global appeal by facilities like WestWorld and other amenities. To further capitalize on its best features and with an eye to the future, Scottsdale should pledge to emphasize collaboration among all members of the community and neighboring communities with particular focus on encouraging the engagement of our youth, and on being a city where citizens actively participate in city government and its process resulting in decisions that benefit both their neighborhoods and the city as a whole.

COMMUNITY VALUES

In 2045 Scottsdale will be a community that:

- Expects responsive, just, efficient and transparent governance of all of our community values through strong visionary leadership, continuous partnerships and engaged citizenry.
- Demonstrates its commitment to environmental, economic, social well-being and educational quality by vigorously evaluating both the short- and long-term impacts of its decisions prior to making those decisions;
- Creates, revitalizes, protects, and preserves neighborhoods, unique attributes and character, livability, safety, and accessibility to and connectivity with other neighborhoods in the community in a manner that fits together to form an exceptional citywide quality of life;
- Facilitates human connection across neighborhood, cultural, geographic and generational boundaries to make Scottsdale one community by promoting policies and by anticipating and locating facilities, technology, infrastructure, and transportation that have a clear value and benefit;
- Respects the Southwestern environmental character of the city, our McDowell Sonoran Preserve and our Sonoran Desert surroundings as key assets by innovatively collaborating with neighboring cities and Native American communities to preserve, protect and effectively manage natural resources;
- Encourages activities and infrastructure that promote a culture of wellness and lifelong physical and mental health and well-being for residents, visitors and employees;
- Recognizes and builds on the continuing evolution of its Southwestern and diverse heritage and cultures, promotes historical and archaeological preservation areas, and identifies, promotes and celebrates the arts and tourism in a way that recognizes the unique Sonoran Desert environment in which we live;
- Promotes, coordinates and communicates cost-effective, diverse, affordable and innovative local and regional transportation options with appropriate land uses and more mobility choices, balancing both the present needs of our community and the need to adapt to changing modes of transportation that provide choices to the whole population, including Scottsdale residents, those who commute into and out of Scottsdale and those who visit the city;
- Maintains or improves very high standards of appearance, public amenities, safety, service, wellness, education and human capital;

- While supporting and maintaining the unique qualities, characteristics, and identity that make Scottsdale special, anticipates, proactively manages, and embraces change that is consistent with our values, contributes positively to the future that the citizens of Scottsdale envision, and positions Scottsdale to meld the benefits of its historic past with its present realities and future needs, including embracing a range of quality housing options and evolving economic, employment and educational opportunities;
- Celebrates and respects our past through the preservation of our multicultural and Southwestern heritage, and preservation of historically and archeologically significant sites, buildings and neighborhoods, while continuing to prepare and plan for our future;
- Encourages appropriate land use, quality redevelopment, transitions between communities compatible with surrounding neighborhoods, and the development of communities that are vibrant and attractive for various ages and income levels;
- Supports community cohesiveness and creates a welcoming environment by respecting the human dignity of all, recognizing and embracing cultural and economic diversity throughout the City of Scottsdale and the region;
- Promotes and enhances a diverse and balanced economy that is sustainable, creative, innovative, supportive of entrepreneurs and local business owners and integrated with educational institutions and that strengthens arts and cultural industries as a key element in the growth of Scottsdale's economy;
- Encourages safe and active living, and the redevelopment, planning and design of new environments, which respond to Scottsdale's best features and support the variety of social and economic needs and values of residents and visitors;
- Takes an engaged visionary leadership role in the development of regional resources for education, transportation, public safety, healthcare, disaster preparedness, and employment to ensure that these are available to residents and visitors to Scottsdale in ways consistent with community values;
- Promotes and nurtures regional, tribal, national and global collaboration, cooperation and partnerships that enhance education, research, the economy and the environment, specifically to include neighboring Indian communities;
- Promotes excellent, diverse and innovative life-long educational opportunities;
- Actively embraces community involvement, and makes citizens true partners in the decisions that affect their neighborhood and the city as a whole. We will celebrate, support, respect and nurture civic engagement, community service and volunteerism;
- Showcases and expands Scottsdale's wonderful system of libraries, parks and recreation programs and does even more to make them available to all citizens;

A VISION FOR THE FUTURE

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

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

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

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

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

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

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

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

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

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

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

5. PHOTO CREDITS

Unless noted below, photo by City of Scottsdale

Cover

Courtesy of Scottsdale CVB

Executive Summary

Page 2 & 3, Photo by Scott Amonson

Page 23, Photo by Callie H.

Section 1

Page 20 & 21, Courtesy of Scottsdale CVB

Page 24 & 25, Courtesy of Scottsdale CVB

Page 27, Top right, Courtesy of Barrett Jackson

Page 27, Bottom right, Photo by Maureen Isree

Page 29, Top left, Photo by Scott Amonson

Page 29, Top right, Photo by Donna Probasco

Page 30, Top, Photo by Al Payne

Page 31, Top left, Courtesy of Scottsdale Healthcare

Page 31, Bottom right, Photo by Bill Timmerman

Page 32 & 33, Photo by Bill Cantey

Page 44 & 45, Courtesy of CEB Imagery

Page 50, Top, Photo by Scott Amonson

Page 50, Middle-top, Photo by Catalina Caballero

Page 51, Middle-top, Photo by Maureen Isree

Page 51, Bottom, Photo by Michelle Gee

Page 54 & 55, Photo by Maureen Isree

Section 2

Page 68 & 69, Photo by Audrey Redding

Page 70 & 71, Photo by Scott Amonson

Page 73, Photo by Bill Timmerman

Page 89, Photo by Jack Joseph Sr.

Page 118 & 119, Photo by Catalina Caballero

Page 121, Photo by Ken Greshowak

Page 131, Photo by Michelle Gee

Page 139, Photo by Maureen Isree

Page 149, Photo by Bill Timmerman

Page 165, Photo by Scott Amonson

Page 179, Photo by Scott Amonson

Page 214 & 215, Photo by Maureen Isree

Page 259, Courtesy of Henkel

Page 268 & 269, Photo by Michelle Gee

Section 3

Page 284 & 285, Photo by Maureen Isree

6. ACKNOWLEDGEMENTS

CITY COUNCIL

PLANNING COMMISSION

GENERAL PLAN TASK FORCE

Wendy Springborn, *Chair*

Donna Hardin

Timothy P. Burns, *Vice Chair*

John Hink

Phil Allsopp

Rick Kidder

Kathe Barnes

Loren Molever

Mike Bergfeldt

Jude Nau

Nancy Cantor

Suzanne Paetzer

Dawn Cartier

Doreen Reinke

Joe Galli

Laraine Rodgers

Troy Gillenwater

Former Task Force Members

Ace Bailey

James Moulton

Bill Camp

Howard Myers

James Heitel

Ned O'Hearn

Abby Hoover

Joanne "Copper" Phillips

Sonnie Kirtley

BOARDS AND COMMISSIONS

Airport Advisory Commission
Development Review Board
Environmental Quality Advisory Board
Historic Preservation Commission
Human Relations Commission
Human Services Commission
Library Board
McDowell Sonoran Preserve Commission
Neighborhood Advisory Commission
Parks & Recreation Commission
Public Art Advisory Board
Scottsdale Cultural Council
SCPA Advisory Board
SMoCA Advisory Board
SMoCA Advisory Board Staff
Transportation Commission
Tourism Advisory Task Force
Tourism Development Commission

EXECUTIVE COMMITTEE

Fritz Behring, *City Manager*
Paul Basha, *Transportation*
Brian Biesemeyer, *Water Resources*
Donna Brown, *Human Resources*
Daniele Casey, *Community and Economic Development*
Sharon Cini, *Human Resources*
Kelly Corsette, *Office of Communications*
Judy Doyle, *City Treasurer's Office*
Julie Dybas, *City Court*
Kroy Ekblaw, *Strategic Projects*
James Flanagan, *Purchasing*
Randy Grant, *Planning & Development Services*
Brad Hartig, *Information Technology*
MarJan Hill-Enriquez, *Strategic Resources*
Carolyn Jagger, *City Clerk*
Paul T. Katsenes, *Tourism*
Brad Lundahl, *Government Relations*
Gary Mascaro, *Airport*
Bill Murphy, *Community Services*
Jeff Nichols, *City Treasurer*
Joseph Olcavage, *Presiding Judge*
Alan Rodbell, *Chief of Police*
Thomas Shannon, *Fire Chief*
Brent Stockwell, *City Manager's Office*
J.P. Twist, *Mayor's Chief of Staff*
Sharron Walker, *City Auditor*
Bruce Washburn, *City Attorney*
Dan Worth, *Public Works*

CITY STAFF PROJECT TEAM

Randy Grant, *Planning & Development Services Director*

Erin Perreault, *Long Range Planning Manager*

Ross Cromarty, *Project Coordination Liaison/Project Manager*

Taylor Reynolds, *Planner*

Sherry Scott, *Deputy City Attorney*

Mary Vandevord, *Senior Planner/Project Manager*

Bob Wood, *Project Coordination Liaison*

Adam Yaron, *Planner*

OTHER CONTRIBUTING STAFF

Michelle Albanese	Derek Earle	Don Meserve
Tim Barnard	Cindi Eberhardt	John Moede
Greg Bestgen	Anthony Floyd	Ben Moriarity
Sam Brown	Jim Ford	Evelyn Ng
Linda Butson	Steve Geiogamah	Keith Niederer
Jan Cameron	Lee Guillory	Craig Noll
Michael Clack	Don Hadder	Joe Padilla
Madeline Clemann	Brent Haglund	Mark Paratore
John Cocca	Scott Hamilton	Mike Phillips
Joseph Collins	Christy Hill	Joy Racine
Susan Conklu	Liz Hildenbrand-Crossman	Kathy Rall
Tim Conner	Jan Horne	Jeff Ruenger
Frances Cookson	Alfred Kane	Robert Tunis
Ashley Couch	Raun Keagy	Steve Venker
Tim Curtis	Phil Kercher	Jeffrey Walther
Michelle Dalton	Kristi King	Kira Wauwie
Greg Davies	Elisa Klein	Kit Weiss
Amy Davison	Doug Mann	George Williams
Annie DeChance	Doris McClay	Amanda Willis
Tim Delaney	Judy Melton	

OUTREACH CONSULTANTS

RBF Consulting, a Baker Company

Mina Brown
Susan Harden
Matt Klyszeiko
Kevin Kugler
Michele Lieberman

Arizona Town Hall

Tara Jackson
Alberto Olivas
Will Voit
Jim Condo
Jennifer Frownfelter
Mike Widener
Scott Rhodes
Ron Walker
Michael Minnaugh

COMMUNITY PARTICIPANTS

W. Abbot • Heather Acevedo • Bill Adams • Bill Adler • Matthew Adler • H Agelakos • Mark Alastair • Daniel Albers • Peggy Alexander • Dave Alford • Harold Alldredge • Carolyn Allen • Lauren Allsopp • Phil Allsopp • Richard Alt • Corrine Ambrosino • Philip Ambrosino • Andrew Ament • Scott Amonson • Alex Anderson • David Anderson • Jean Anderson • John Anderson • Wendy Anderton • Andy Andrews • Kerry Antha • Alastair Archer • Marilyn Archer • Olivia Argue • David Arnce • Heidi Artigue • Michael Auerbach • Patty Badenoch • Juan Bahena • Marguerite Baier • Ace Bailey • Tracy Bailey • Briona Baker • Corey Baker • Susan Baker • Edward Balaban • Todd Bankofier • Lynda Barber • Tim Barnard • Kathe Barnes • Kelly Barnes • Sue Barnes • Joan Baron • James Barringer • Briana Barron • Thomas Bartel • Jason Bartness • Kurtis Barton • Sharon Barton • Karen Batchelor • Lynda Bauber • Benjamin Baukol • Laura Bavetz • Roy Beal • Georgie Beard • Bryce Beck • Perry Becker • Patty Bedenoch • Tom Bell • Peggy Beltrone • Tony Bennett • Steven Benson • Sue Berends • Mike Bergfeldt • Drew Bernhardt • Larry Bernosky • David Berry • Jackson Berry • John Berry • Thomas Bethke • Bruce Beverly • Cindy Bilsing • Bob Binder • Kate Birchler • Caroline Bissel • Jane Blacker • Jane Blade • Deb Blevins • Denise Blommel • Dru Bloomfield • Paul Blum • Joan Bogert • Steve Bohata • Kevin Bollinger • Natasha Bonfield • Jason Bortness • Paul Boston • Stephen Botel • Michael Bouscher • Matt Braccia • Michael Brady • Ute Brady • Ann Brandes • David Brantner • Bob Breen • Caroline Breidenbach • Gary Bretz • Richard Breyer • Emily Bristor • Ute Brody • Dawn Brokaw • Rosanna Brokaw • Donna Bronski • Brian Brookman • Chris Brown • David Brown • Denny Brown • Ransom Brown • Sany Bruner • Stanley Burech • James “Red” Burgess • Susan Burnell • Philip Burnett • Judith Burns • Michelle Burns • Timothy Burns • Karen Burstein • Kurtis Burton • David Butchin • Judi Butchin • Sarah Butchin • Cynthia Byers • Joseph Byme • Catalina Caballero • Amber Calhoun-Kern • Jane Callahan • Laryn Callaway • Hannah Cameron • Bill Camp • Sam Campana • James Campbell • Bill Cantey • Nancy Cantor • Robert Cappel • Gretchen Caraway • Tyler Cardinal • Clayton Carmean • Tammy Carr • Jane Carson • Dawn Cartier • Noemi Casarrubias • Brittany Case • Ken Casey • Philip Castroviaci • Michael Cavanaugh • Barbara Cawthorne • Susan Cayhill • David Cheren • Roger Childers • Andrew Chippindall • Al Christenson • Corbin Cieniawski • Alan Cisar • Ryan Clancey • Lavar Clegg • Michael Cline • Richard Cochran • Laurie Coe • Cathy Coker • Christopher Cole • Sofi Collins • Teri Conrad • Lee Cooley • Wm Cope • Evonda Copeland • Larry Corbett • Sheryl Cordane • Shirl Cordane • Rick Cornish • Kelly Corsette • Kathy Coster • Don Couvillion • Arisbeth Covarrubias • Kenneth Cox, III • Susan Coylendall • Nancy Crist • Suzan Curtin • Swan Curtin • Chris Curtis • Michael D’Andrea • Shelly Dadley • Bobbie Daley • Jack Daley • Carol Damaso • Scott Danboise • Regan Danis • Naveen Dasari • Katelyn Davani • Cayanne Davila-Nelson • Cathy Davis • Kayla Davis • Mitch Davis • Marty Day • Roger Day • Oscar de las Salas • George Dean • Alessandro DeAngelis • Leanne Debeurre • Richard Deems • Connie Dekavallas • Aracely Delgado • Lito Delmo • Justin Dent • Jim Derouin • Mark Dershowitz • Sergio Desoto • Frederick Dettman • Christopher Deutsch • Jojean Dikeman • Hope Dilbeck • Kim Dodds • Rachel Dodell • Patricia Doohar • Lynn Dorsett • Helen Dowell • Taylor Doyle • Betty Drake • Robert Dretske • Shelly Dubley • Beth Duckett • Gordon Dudley • Shelly Dudley • Judy Dugan • Kathy Duley • Jim Duncan • Pam Dunlock • Margaret Dunn • Mark Dunning • Sydney Dye • Michael Eck • Martha Ecton • Wayne Ecton • Mark Edelman • C. Edward • Kevin Edwards • Michael Edwards • Tom Enders • Con Englehorn • Gabrielle Enriquez • Christine Erwin • John Evans • Ali Fakhri • Laura Falduto • Brett Farmiloe • Evelyn Farrel • Andy Fegley • George Fekas • Marti Fenton • Stan Ferol • Scott Field • Erik Filsinger • Donna Finch • Terry Finch • Dale Fingersh • Scott Finkelmeyer • Kerry Flanagan • Jason Floor • Liam Foedish • William Follette • Janet Foote • Jon Ford • Ron Forti • Frances Fortified • Kylie Fortune • Nadine Foster-Day • Hugh Fox • Robert Fox • George Frentzel • Floris Freshman • Mckenna Friedline • Craig Friedman • Robert Frost • Joan Fudala • James Funk • Tom Gagen • Elie Gaines • Margaret Gallagher • Joe Galli • Aubrey Gardner • Richard Gardner • Carol Garey • Bradley Garr • Michelle Gee • Teri George • Cythia Gerard • Eric Gerster • Eric Gerster • Felix Geselle • Jerry Gettinger • Rosemary Ghirardi • Paul Giancola • David Gibson • Randall Gibson • Troy Gillenwater • Elwyn Gillette • Debra Gilmor • Candice Gimbel • Autumn Gipson • Eric Gipson • Annie Glenn • Nancy Godfrey • Richard Golden • Robert Goldman • Russell Goldstein • Syd Golston • Nancy Gonzales • Micheal Gonzales • Colleen Goodrich • Laura Grafman • Laura Grafman • Barry Graham • Arianna Grainey • Jason Grandon • Ed Grant • Marc Grayson • John Greco • Michele Greenberg • Ken Greshowak • Jeanette Griswold • Bernie Gross • Daniel Gruber • Rachel Gruenberg • Carl Grupp • Terry Gruver • Leonard Gubar • Rebecca Guldberg • Melinda Gulick • David Gulino • Cari Gupp • Ramit Gupta • Callie H. • Lisa Haarer • Mark Hackbarth • John Haedicke • Raymond Haener • Bonnie Hall • Chris Hall • Melvin Hall • Lois Halligan • Azim Hameed • JoAnn Handley • Terrance Hanson • Mary A. Harden • Donna Hardin • Greg Harmon • Kirstin Harper • Diana Harris • Virginia Harris • George Hartz • Cathy Hattaway • Cale Haug • Sverrir Hauksson • Maximillian Havre • Jim Haxby • Jeanne Hayes • Lucille Haynes • Richard Hayslip • Sally Heath-Lloyd • Doug Hecker • Bill Heckman • James Heitel • Steve Helm • Stephen Hermann • Savannah Hernandez • Tom Hester • Camille Hill • Steven Hillman • John Hink • Ren Hirose • Bob Hobbi • Dave Hochstrasser • Steve Hogan • John Holdsworth • Paul Holley • John Holmes • Abby Hoover • Audrey Horne • Myrna Horton • Donna Hottinger • Bill Howard • Denis Howe • Gil Howie • Brad Hubert • Evelyn Hughes • Stephen Hulston • Cheryl Hultquist • Kiley Hunt • Bronte Ibsen • Chris Irish • Donna Isaac • Maureen Isree • Craig Jackson • Andy Jacobs • Elizabeth Jafp • Marschelle James • Doug (D.J.) Jameson • Com Jameson • Paul Jasa • J Jawor • Paris Jean • Ian Jeffery • Lou Jekel • Bonnie Jensen • Marcia Jepson • Linda Johnson • Barbara Jonas • Bastasa Jonas • Michael Jonas • Jeremy Jones • Christopher Jones • Jack Joseph • Michal Ann Joyner • Diana Kaminski • Howard Kandell • Robert Kane • Peter Kapileo • Evelyn Karis • Torrey Katz • Charles Kaufman • Mike Kelly • Tim Kenep • Dawn Kennedy • Laura Kennedy • Fritz Kenth • Bruce Kerr • Nick Kerstetter • Ed Kertman • Nick Kevorn • David Keyser • Rick Kidder • Natalie Kilker • Cheryl King • Eric King • Ron King • Carolyn Kinville • Pam Kirby • Ellen Kirchman • Tanya Kirkpatrick • Jessica Kirsch • Sonnie Kirtley • Jared Kisler • Susanne Klappe • Doug Klassen • Fred Klein • Roger Klingler • Pete Klute • Artin “Art” Knadjian • Stan Koczka • Hans Koppenholfon • Jeanine Koror • Cythia Korte • Virginia Korte •

John Kostarus • Kyle Kostric • Christine Kovach • Stan Kozcka • Andrea Kranitz • Scott Krenytzky • Suhas Krishna • Nile Kristol • Debra Kuffner • Lynn Lagarde • Louise Lamb • Jim Lane • Savannah Lane • T Lane • Brad Larsen • Eric Larson • Jane Larson • Marie Larson • Sabrina LaSpisa • Loyce Laux • Clifford Lawrence • Christine Layman • Jami Layman • Mike Leary • Lisa Leathers-Cox • Ashlee Lebiecki • Valerie LeBlanc • Jordan Ledbetter • Carolyn Leff • Richard Leger • Linda Leo • Jay Lewis • Martin Lieberman • Dorothy Lincoln-Smith • John Little • Kathy Littlefield • Robert Littlefield • Sally Lloyd • Amy Loesch • Laurence Loew • Keith Loftin • TJ Longo • Vincent Lopez • Jean LoPoro • Troy Lowe • Luke Lujan • Ann Lundeen • Laurie Lundquist • Jeffrey Luth • Ted Luther • Nina Lutz • Susan Luz • Douglas Lyons • Nang Ma • Amy MacAulay • Marty Macurak • Susan Magee • Kristine Mangiapane • Ross Maniaci • Christine Mann • Michael Manson • David Maples • Valerie Marbach • Karen Marco • David Marquez • Floyd Marsh • Floyd Marshdan • Joel Martian • Kayvon Martin • Moniquea Martinez • Matt Mason • Marissa Masters • Anna Mathews • Genny Matteucci • Monte Matz • Michael Mayer • Donald Mayeski • Carol Mazure • Maryann McAllen • Brian McBarren • Patricia McCauley • Marna McClendon • Robert McCreary • John McCrory • Nancy McCrory • John McEnroe • Patrick McGee • Deborah McIntyre • John McKown • Alex McLaren • Marna McLendon • Alisa McMahon • Jason McNeal • Carol McNulty • Michael Medici • Joe Meli • Darrell Member • Cheryl Menayas • Kimberly Mendiola • Michael Meng • Pat Merrill • Ralph Merrill • Bob Merwitzer • Matt Metz • Howard Meyers • Brad Michaelson • Michael Milillo • Dan Miller • Connor Miller • Craiss Miller • Gerald Miller • Michael Miller • Wyatt Alan Miller • Linda Millhaven • Phyllis Minzer • Carolyn Mitchell • Loren Molever • Connie Moll • Brian MonBarren • Isabel Montiel • Taraneh Moosavi • Charlie Moreno • Tom Morgan • Matteo Moric • Janet Morris • James Moulton • John Mueller • Richard Mueller • Eric Mulvin • Michael Muscheid • Lynn Mushorn • Nikhil Muthuvenkatesh • Howard Myers • Jude Nau • Warren Neiman • Regina Nelms • Scott Nelson • Marg Nelssen • Nelson Nemeth • Randy Nessbaum • Cheryl Nestico • Jackie Newman • Jacomina Newman-Osmon • Jeff Nielsen • Jim Nissen • Kim Nofsinger • Cole Novatt • Hugo (Dixon) Oates • Sharon Oberitter • Jim O'Connor • Brian O'Donnell • Kent Oertle • Mary Oertle • Ned O'Hearn • Israel Olivares • Jean Oliver • Steven Olmsted • Dennis Olsen • David Ortega • Taryl O'Shea • Doug Ostroski • Michelle Pabis • Suzanne Paetzer • Rebel Pallotti • Jeewon Park • Jackson Parker • Lou Parker • Leila Parnian • Lynne Parrish • Marvelin Parsons • Jen Pastiak • Kevin Patrick • Steven Pattison • Steven Pattyn • Don Paulus • Rachel Pearson • Melaie Pelchat • Raymond Pelelas • Ron Pelton • Susan Pensiero • Alexa Pereda • Larry Person • Matt Personne • Darlene Petersen • Erik Peterson • Hailey Peterson • Ken Peterson • Nick Petra • Pomuma Philbrook • Copper Phillips • Guy Phillips • Milo Phillips • Bernie Pickart • Bill Pillow • Dave Pivin • Scottsdale Plan • Thomas Pleiman • Darlene Poeterson • Candace Porth • Carol Poston • Charles Poston • Nathalie Potvin • Alastair Prescott • Donna Probasco • Don Quinn • Kaitlyn Quinn • Linda Rabius • Robert Ragens • Emily Rajakovich • Anita Ramaswamy • Angelica Ramon • Don Randolph • Paula Randolph • Emily Ratakovich • Hattie "Jane" Rau • Janet Rebolgar • Garrett Redd • Audrey Redding • Deborah Reeder • Elizabeth Rehling • Doreen Reinke • Zachary Reinstein • Elizabeth Rekliz • Joey Reynolds • Robb Rezak • Leroy Rhein • Andrew Rice • JoAnn Rice • Court Rich • Marvin Richman • Emilee Rickerson • Rock Rickert • April Riggins • Joel Rivera • Dennis Robbins • Whitney Roberts-Gies • Laraine Rodgers • Robert Rodgers • Timothy Rodgers • Heidi Rodriguez • Robert Rogers • Joe Romack • Sieglinde Rooney • Steven Rosenberg • Dale Roth • Julie Rudnick • Chris Ruhm • Annete Rumbaiger • Max Rumbaugh • Dan Russell • James Ryan • Nancy Sage • Sarah Sakha • Frank Sales • Amanda Salt • Melissa Sanderson • Rossan Santos • Bret Sassenberg • John Sather • Stephen Sawyer • Chris Schaffner • Jim Schamadan • Amber Scharnow • Carolyn Scheer • Sandy Schenkat • Douglas Schermer • Phyllis Schibonski • Harry Schlegelmilch • Sandy Schmidt • Ellen Schneider • Kenna Schoenle • David Scholefield • Michael Schor • Jeffrey Schwartz • David Schwarz • Kathyin Schwarz • Bill Schweikert • Anne Scotford • Dierk Seeburg • Sandra Seeburg • Michael Seiden • Rebecca Seifert • Dan Semenchuk • Melinda Semon-Ford • Orlando Serna • Anita Shanker • Linda Shaw • William Sheaffer • Elizabeth Sheldon • Ronad Shelton • Kathy Shiemare • Jack Shipka • Prakriti Shukla • Kathy Shumard • Ayanna Siders • Bob Sierk • Gail Sikes • Diane Silver • Sandra Simms • Carla Simon • Melanie Sircar • Ron Sisley • Sue Sisley • Norwood Sisson • Brian Skow • John Sliwa • Mary Sliwa • Lee Small • Rachel Smetana • Diana Smith • Grant Smith • Judith Smith • Micky Smith • Randall Smith • Ross Smith • Tim Smith • Sarah Snider • Eric Solheim • Andrew Song • Leslie Sonnier • John Southard • William Sowle • A.T. (Spence) Spencer • Wendy Springborn • Frank Stallone • Alice Stanbaugh • Karl Stanbaugh • Carol Stanley • Jenna Starmer • Enrico "Rick" Stein • Jack Stein • Mark Steinbeck • Steven Steinke • Amy Stephens • Susan Stephens • Robert Stickles • Amy Stifter • Caroline Stoeckel • Sharon Straede-Smith • Joseph Stratton • Tim Stratton • James Strohan • Mark Stuart • Michelle Stuhl • Carol Suits • Andre Sutherland • Douglas Sydnor • Kathleen Tate • Joyce Tawes • Mara Taylor • Therese Tendick • Audrey Thacker • Carmen Thomas • James Thomas • Jeff Thomas • Lauren Thorell • Chrisanne Tirres • Patsy Toddles • Lorie Torch • Paul Trapp • Lynn Trimble • Ingrid Trott • Guy Trujillo • Nora Trulsson • Archie Tucker • Linda Tucker • Evelyn Tweit • Norm Tweit • David Twigger • Agnese Udinotti • Jaime Uhrich • Charles Unfricht • Frederick Unger • James Upchurch • Bill Valencia • David Valencia • Eugenia Valentine • Daul Valenzuela • Shannon Van Ziaphen • Kelly Vaughan • Hazel Vaughn • Charlie Velasquez • John Vicari • Robert Vierguzz • Taylor Viggiano • Jose Villa • Jane Von Schilling • Steven Voss • Marcus W. • John Wake • Jim Walker • Linda Wallard • Ben Walter • Ron Walter • Harry Walters • Marge Walters • Sabrina Walters • Paul Ward • Thomas Warren • Charles Warshaver • John Washington • Adam Wasserman • Nancy Way • Rebecca Weber • Steve Weckstein • Debra Weisberg • Greg Weisman • Josh Weiss • Shelby Weiss • Tucker Wells • Sam West • Susan Wheeler • Tim White • Linda Whitehead • William Whitlow • Doris Wigington • Mary Wilber • Preston Wiley • Dave Wilhem • Gerrie Wilhem • Jeff Willaims • Cody Wilson • Joyce Wilson • Linda Wilson • Lloyd Wilson • Marjorie Wilson • Mitzi Wilson • Aron Winter • James Wisda • Barbara Withoria • Aaron Witt • Chip Wittrock • Jacqueline Wolf • Ian Wolf • Jeffery Wolf • Parish Wood • Susan Wood • Sandra Worthington • Eddie Wright • Matthew Wright • Nancy Wright • Janet Wunnicke • Anne Wurth • Susan Wz • Jordan Yanow • Kathleen Yelin • Angela Young • Chris Young • Coreen Young • Gavin Young • Klee Young • Zoe Zacharopoulos • Lois Zapernick • Penny Zega • Carol Zifferin • Courtney Ziffiron • Stephen Ziomek • Jack Zohar • Felipe Zubia • Gabriel Zubia • Paul Zubia • Joan Zuckerman • APS

CITY OF SCOTTSDALE GENERAL PLAN 2035

