

# CITY COUNCIL REPORT



Meeting Date: October 26, 2010

General Plan Element: *Growth Areas*

General Plan Goal: *Direct and sustain growth in designated areas*

## ACTION

### 3-GP-2010

#### Southern Scottsdale Character Area Plan/Major General Plan Amendment

#### Request to consider the following:

Adoption of Resolution 8477 (Attachment 1) for major and non-major General Plan amendments to:

Approve a Major General Plan amendment to:

- Amend the General Plan Land Use Map in Southern Scottsdale to change various General Plan land use and acreage designations in the area.

Approve a Non-Major General Plan amendment to:

- Amend the Character Criteria Area Map currently in the General Plan to designate the Southern Scottsdale Character Area;
- Amend the Character Area Map in the General Plan to designate the Southern Scottsdale Character Area;
- Amend the Growth Areas Map in the General Plan to designate new Growth and Activity Areas in Southern Scottsdale; and
- Adopt the Southern Scottsdale Character Area Plan for the area of Scottsdale south of Indian Bend Road (not including the Downtown Plan area).

#### Related Policies, References:

- Arizona State Statute section 9-461.06
- 2001 City of Scottsdale General Plan
- 2008 Transportation Master Plan
- 2010 McDowell Corridor/Southern Scottsdale Economic Development Task Force Report

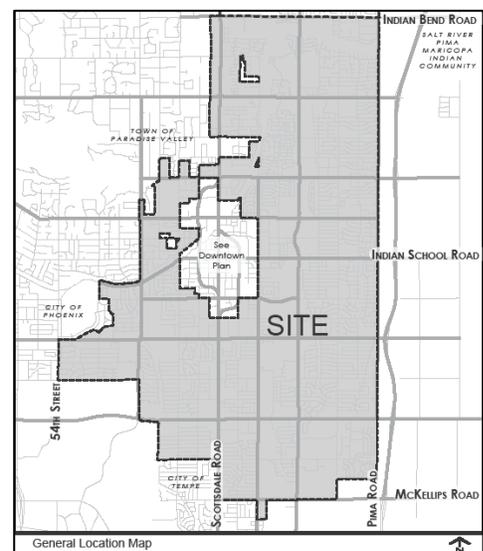
#### Applicant Contact

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Action Taken \_\_\_\_\_

## LOCATION

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Southern Scottsdale Character Area Boundary and Aerial (Attachment 2 and 3)

## BACKGROUND

### Context

**Southern Scottsdale is generally bounded by the following:**

- North: Indian Bend Road
- East: Pima Road
- South: McKellips Road and the City of Tempe
- West: The City of Phoenix and the Town of Paradise Valley

This area includes the employment centers of Scottsdale Healthcare, SkySong and General Dynamics, and hosts recreational areas such as the award winning Indian Bend Wash and immediate access to Papago Park. Consisting mainly of mature residential neighborhoods, the Southern Scottsdale's commercial, business, and employment activities are located primarily along major corridors. The area comprises 9,587 acres (14.98 square miles) and is home to approximately one third of the City's population.

### Adjacent Land Uses.

- South: City of Tempe Growth Area
- East: Salt River Pima Maricopa Indian Community
- North: Suburban neighborhoods
- West: City of Phoenix and Town of Paradise Valley Suburban, Mixed Use Neighborhoods, and Commercial Development

## MAJOR GENERAL PLAN AMENDMENT

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### Major General Plan Amendment

Arizona State Statute Section 9-461.06 H. defines a major General Plan amendment as a proposal that results in a "substantial alteration of the municipality's existing General Plan land use element." The City of Scottsdale approved criteria that defined a major amendment on February 6, 2001, and reaffirmed that criteria in the General Plan adopted by City Council in October 2001, and ratified by a vote of the citizens in March 2002. These criteria identify amendments to the General Plan as major amendments if the proposal meets any one of the following criteria:

- Change in the Land Use Category
- Area of Change Criteria (gross acreage)
- Character Area Criteria
- Water/Wastewater Infrastructure Criteria

The proposed General Plan land use category and gross acreage changes qualify the proposed Southern Scottsdale Character Area Plan as a major amendment. State law requires that a major General Plan amendment be presented at a public hearing during the calendar year it is proposed. In addition, a two-thirds majority vote of the City Council is needed to approve and adopt the major amendment.

### **Non-Major General Plan Amendment Components**

The request also includes proposed changes to the Scottsdale General Plan that qualify as non-major amendments:

- Growth Areas Map amendment to adopt additional growth and activity areas south of Indian Bend Road;
- Character Areas Map amendment to represent the consolidation of three character areas into one Southern Scottsdale Character Area;
- Character Criteria Map amendment to reference the proposed Southern Scottsdale Character Area; and
- Adoption of the Southern Scottsdale Character Area Plan.

### **Key Items for Consideration**

- The proposal includes both major and non-major amendments to the 2001 Scottsdale General Plan;
- There is no concurrent zoning cases associated with this proposal;
- The planning process to date has included extensive community input and dialogue including more than 740 community members participating in workshops, surveys, and meetings with staff since March 2008; and
- The proposal establishes corridors, regional centers, and activity areas as designated areas for future sustainable growth and redevelopment.

## **APPLICANTS PROPOSAL**

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3-GP-2010 is a request by the applicant (City of Scottsdale) to adopt major/non-major amendments to the Scottsdale General Plan, which include:

- Land Use Map amendments to represent General Plan land use category and acreage changes (Attachment 1. Exhibit 1);
- Growth Areas Map amendment to adopt additional growth and activity areas south of Indian Bend Road (Attachment 1. Exhibit 2);
- Character Areas Map amendment to represent the consolidation of three character areas into one Southern Scottsdale Character Area (Attachment 1. Exhibit 3);
- Character Criteria Map amendment to show the proposed Southern Scottsdale Character Area ((Attachment 1. Exhibit 4); and
- Adoption of the Southern Scottsdale Character Area Plan (Attachment 1. Exhibit 5).

## IMPACT ANALYSIS

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### General Plan Analysis

The following are existing General Plan Values, Goals, and Approaches that should be considered when evaluating the proposed amendment. *Staff analysis of the General Plan is shown in italics following the General Plan statements.*

### Guiding Principles

The General Plan's Six Guiding Principles are intended to highlight the most important goals of the Scottsdale community.

- Preserve Meaningful Open Space. *The proposed amendment preserves and enhances existing open space while supporting the future acquisition of additional open space within the planning area.*
- Enhance Neighborhoods. *The proposed amendment includes policies to maintain and enhance the character of Southern Scottsdale's existing neighborhoods through sensitive development transitions and buffering, promotion of residential reinvestment and revitalization, provision of regulatory flexibility, and discouragement of cut-through traffic.*
- Seek Sustainability. *The proposal includes a Preservation and Environmental Planning chapter focused on promoting conservation and sustainability, mitigating the heat island effect, improving water and air quality, and reducing energy consumption and conserving water. Also, the Character and Design chapter describes building and landscape/streetscape design practices that foster more sustainable development.*
- Support Economic Vitality. *The proposal encourages reinvestment that updates and/or replaces aging Southern Scottsdale commercial properties, focuses development in Growth and Activity Areas, and supports Opportunity, Regional, and Tourism Corridors, Regional Centers and Activity Areas for the inclusion of mixed-use and higher-density development as part of an overall economic revitalization strategy.*
- Advance Transportation. *The plan proposes to increase the range of mobility options for Southern Scottsdale area residents and businesses, expand the role of transit services to provide mobility and local/regional connectivity, and advance the role of pedestrian and bicycle mobility. In addition, the proposal supports the Transportation Master Plan's policies and concepts for improving circulation throughout Southern Scottsdale.*
- Value Scottsdale's Unique Lifestyle and Character. *The proposal seeks to capitalize on Southern Scottsdale's unique and resilient neighborhoods, recognize the areas' proximity to local/regional economic and employment development, and realize the open space and recreational opportunities associated with Indian Bend Wash and Papago Park. Together, these assets provide a desirable lifestyle for citizens, businesses, and visitors of Southern Scottsdale.*

### Land Use Element

The following are goals from the Land Use Element of the General Plan to be considered:

- Recognize Scottsdale’s role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.

*The Southern Scottsdale Character Area Plan / General Plan Amendment seeks to maintain and expand Southern Scottsdale’s capacity to serve a wide range of residential and supporting land uses. These include commercial, employment, entertainment, resort/hospitality, education, office, and mixed uses. The Southern Scottsdale CAP encourages revitalization and redevelopment that: supports higher density and intensity of mixed use development in focused areas; prioritizes the conversion of underutilized land to more productive uses; recommends the assemblage of inefficient parcels and replacement of obsolete structures; seeks the adaptive reuse of existing buildings; identifies flexible land use and regulatory processes as a means to incentivize new development activity; and promotes a more cohesive and active sense of community being infused through Southern Scottsdale.*

- Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.

*The Southern Scottsdale Character Area Plan acknowledges sensitive edges of development associated with the Downtown, Regional Centers, Corridors, and Activity Areas located in Southern Scottsdale. Consequently, the plan supports the buffering/transitioning from these higher density and intensity development areas to surrounding low scale residential neighborhoods.*

### Character and Design Element

The following are goals/approaches from the Character and Design Element of the General Plan which should be considered:

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

*The Character Area Plan responds to regional and citywide contexts by retaining the focus on the stability and revitalization of existing residential neighborhoods, while highlighting specific areas where changes can occur primarily along major corridors that have access to the area’s employment centers, educational resources such as Scottsdale Community College and Arizona State University, area freeways and Sky Harbor International Airport. The CAP also addresses transitions needed between more intense commercial and/or employment areas to abutting lower density residential areas through sensitive edge buffering where appropriate.*

- Recognize that Scottsdale’s economic and environmental well-being depends a great deal upon the distinctive character and natural attractiveness of the community.

*The Southern Scottsdale Character Area Plan is intended to build upon the distinctive character of Southern Scottsdale such as Papago Buttes, Camelback Mountain, and Indian Bend Wash, and the city of Scottsdale as a whole, while encouraging indigenous and adapted landscape plantings that respond to the Sonoran Desert context of Southern Scottsdale’s surroundings.*

### Growth Areas Element

The following are goals/approaches from the Growth Areas Element of the General Plan to be considered:

- Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses.

*The Southern Scottsdale Character Area Plan proposes the designation of one new growth area and four new activity areas to the General Plan Growth Area Map. The new growth area would be along Scottsdale Road connecting the Downtown Growth Area to the southern city boundary, and the City of Tempe northern growth area.*

*The four (4) proposed new activity areas consist of: the Thomas/Crosscut Activity Area (located east of 64th Street and Thomas Road); the Continental Activity Area (located between Osborn Drive and Thomas Road on Hayden Road); the McDonald Activity Area (located at the intersection of McDonald and Granite Reef Roads); and the Indian Bend Activity Area (located on Indian Bend Road east of Hayden Road). Within these designated areas, the plan proposes moderate intensity mixed-use development supported by multi-modal transportation, as well as an increased enhancement of underutilized amenities such as the Cross Cut canal (64<sup>th</sup>/Thomas, the Arizona Canal (Indian Bend) and Indian Bend Wash (Continental).*

### Community Mobility Element

The following are goals/approaches from the Community Mobility Element of the General Plan to be considered:

- Protect the function and form of regional air and land corridors.

*The proposed Southern Scottsdale Character Area Plan seeks to foster safe, efficient, and environmentally responsible operation of the city street network serving Southern Scottsdale. This includes working with adjacent communities for existing and planned improvements affecting more than any one jurisdiction such as Pima Road, McDowell Road, Scottsdale Road and Hayden Road.*

- Promote regional diversity and connectivity of mobility choices.

*The Southern Scottsdale Character Area Plan's promotion of one (1) new growth area and four (4) new activity areas encourages the employment and commercial diversity needed to serve the larger community and regional area along with providing locations where local multi-modal transportation connections can be identified and in turn, connect to transit serving the larger region.*

- Optimize the mobility of people, goods, and information for the expected build out of the city.

*The Southern Scottsdale Character Area Plan proposes to amend the Scottsdale Transportation Master Plan to allow Thomas Road from 64<sup>th</sup> Street to Scottsdale Road and McDowell Road from Miller to Pima Roads to change Character Type designation from suburban to urban character.*

*The Transportation Master Plan describes the urban character type as containing sidewalks and walkways that must provide a minimum travel space of 10 feet for urban areas.*

*The Scottsdale CAP recognizes that this proposed urban character designation, will further the plan's proposed activity centers and mixed use areas where pedestrian activity is likely to be the highest and alternative modes of transportation more likely, and will support regional center and activity area development proposed for these corridors while meeting Transportation Master Plan character type criteria.*

### Housing Element

The following are goals/approaches from the Housing Element of the General Plan to be considered:

- Preserve the quality of existing dwellings and neighborhoods so that people will find our community a healthy, safe and attractive place to call home today and into the future.

*The proposed Southern Scottsdale Character Area Plan includes Neighborhood Revitalization and Housing Chapters which seek to preserve the character, scale and quality of established residential neighborhoods, buffer neighborhoods from the spillover of employment and commercial land uses, and ensure properties are maintained at a high standard within the area.*

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

*The proposed Southern Scottsdale Character Area Plan encourages the development of a wide range of housing choices for Southern Scottsdale residents. In addition to fostering the availability of work force housing throughout Southern Scottsdale, the plan proposes*

*independent living developments that allow older residents' to remain in their neighborhoods and "age in place".*

### Neighborhood Element

The following are goals/approaches from the Neighborhood Element of the General Plan to be considered:

- Use redevelopment and revitalization efforts to provide for the long-term stability of Scottsdale's mature residential and commercial neighborhoods.

*The proposed Southern Scottsdale Character Area Plan promotes sensitive revitalization of existing neighborhoods by encouraging residents to maintain and reinvest in existing residential properties.*

- Sustain the long-term economic well being of the city and its citizens through redevelopment and neighborhood preservation and revitalization efforts.
- *The proposed Southern Scottsdale Character Area Plan promotes revitalization of existing residential neighborhoods using strategies such as, expansion of code compliance programs, amending regulatory processes, encourage performance-based incentives for integrating improvements in established areas and the transition of new uses into existing neighborhoods.*

### Open Space and Recreation Element

The following are goals/approaches from the Open Space and Recreation Element of the General Plan which to be considered:

- Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.

*The proposed Southern Scottsdale Character Area plan encourages the addition of open spaces to support current residents and future land use needs in Southern Scottsdale. Additionally, the plan suggests enhancing the community's interaction with Indian Bend Wash by reorienting new development to face and access the Wash.*

- Acquire and develop open space identified (by the City Council) as high priority through land dedication or purchase.

*The Southern Scottsdale Character Area CAP encourages possible future acquisitions where feasible. The emphasis of the plan is to build upon the base of indoor and outdoor recreation areas, improve the accessibility of schools and their recreational facilities for the community, along with providing additional non-motorized paths and trails to enhance the existing*

*network of open spaces in the community to regional facilities such as the Indian Bend Wash and nearby Papago Park.*

### Preservation and Environmental Planning Element

The following are goals/approaches from the Preservation and Environmental Planning Element of the General Plan to be considered:

- Enhance the quality of life in Scottsdale by safeguarding the natural environment.

*Goals and policies in the Environmental Planning Chapter of the proposed Southern Scottsdale Character Area plan seek to foster a sustainable balance between environmental stewardship and the development/redevelopment of Southern Scottsdale. This includes concentrating higher-impact land uses in Regional Centers/Corridors, Activity Areas; encouraging developments to respond to the Sonoran Desert climate; and continuing to promote green building practices and improved energy efficient construction.*

- Reduce energy consumption and promote energy conservation.

*The Southern Scottsdale Character Area plan acknowledges that residents live in a desert environment and need building design and redevelopment options that respect this fact. The plan promotes green building alternatives and the integration of passive solar and renewable energy generation systems.*

- Conserve water and encourage the reuse of wastewater.

*The proposed Southern Scottsdale Character Area Plan includes goals and policies that seek to further improve water conservation efforts, to make greater use of emerging technologies, and find more cost effective solutions for storm water management in the urban built environment that promotes the reuse of graywater within Southern Scottsdale.*

### Economic Vitality Element

The following are goals/approaches from the Economic Vitality Element of the General Plan to be considered:

- Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.

*The Southern Scottsdale CAP incorporates enhancement to the existing regional resort corridor along Scottsdale Road near Indian Bend Road while promoting other hospitality locations along McDowell Road in areas adjacent to Papago Park. Additionally, the McDowell Road corridor has been designated as an area to incorporate one or more major event facilities, such as live theater and/or cultural amenities. The plan also seeks to*

*preserve and enhance tourism and visitor experiences within Southern Scottsdale.*

- Encourage and support a diversity of businesses that contribute to Scottsdale's sales and property tax base.

*The Southern Scottsdale Character Area Plan seeks to sustain the long-term economic prosperity of the area by encouraging existing businesses to remain and reinvest in their properties as well as to introduce new development activity that will expand the community's tax base so that it can ensure the long term economic sustainability of Southern Scottsdale. The plan seeks to create economic development strategies that are able to enhance business retention and expansion by developing partnerships between Southern Scottsdale's business, labor, and government sectors.*

- Foster new and existing economic activities and employment opportunities which are compatible with Scottsdale's lifestyle.

*The Southern Scottsdale Character Area Plan encourages the retention and expansion of existing employment/economic land uses as well as the attraction of new businesses to Southern Scottsdale. The plan seeks uses that are able to be part of the synergy needed to promote more intense mixed land use combinations while fostering Scottsdale's environmental values. The CAP promotes the gathering of interconnected businesses, suppliers, and corporate institutions into forming "business clusters" to increase Southern Scottsdale's employment base and economic competitiveness.*

### **Economic Analysis**

Several economic analyses have influenced the drafting of the Southern Scottsdale CAP goals and policies. They consist of: the Southern Scottsdale Gruen & Gruen + Associates 2007 Market and 2009 Real Estate Analyses; and the 2010 Applied Economics Development Forecast and Financial Sustainability Analyses. A summary of these report findings are listed below.

### **2007 and 2009 Southern Scottsdale Economic Analyses**

#### **Overview of the Gruen 2007 Market Analysis suggestions:**

- The Southern Scottsdale economy can be characterized as stagnant or in decline;
- One of the most important reasons for this is inflated land costs;
- Smaller obsolete retail centers will either need to be combined with adjoining property to create larger and stronger retail developments and/or converted to higher density residential;
- Higher residential uses will augment demand for retail goods and services;
- The encouragement of higher density residential uses will improve jobs-housing linkages; and
- Labor force will benefit from a greater supply of multi-family of higher density housing near their workplaces.

#### **Overview of the Gruen 2009 Real Estate Analysis suggested Southern Scottsdale redevelopment**

**constraints:**

- The high real estate “reservation costs” which represents the gap between what Southern Scottsdale landowners price their land for and the income the property can generate;
- As a consequence, the development community has focused their building activities to less expensive lands outside Southern Scottsdale;
- Sixty five percent (65%) of properties fronting Scottsdale and McDowell Roads are an acre or less in size;
- Smaller and shallow properties land prices are problematic, requiring costly assemblage, land area for setback requirements, on-site storm water retention, open space and parking; and
- These properties require greater building height and higher density mixed use development (Planned Unit Development (PUD) Ordinance) to support development costs.

**Overview of the Gruen 2009 Real Estate Analysis suggested Southern Scottsdale redevelopment approaches:**

- To avoid high reservation prices causing stagnation, subject any zoning changes that will tend to cause owners to justify high reservation prices to “performance zoning” or a “sunset clause”;
- Facilitate private development including land assembly and use changes in the corridors to accommodate recommended changes in land use (for example, from obsolete retail to higher density residential);
- Municipal assistance with the provision of necessary parking, or modification of parking requirements, may also be needed to encourage the feasible reuse or redevelopment of smaller, obsolete properties; and
- Identify in the Southern Scottsdale CAP locations for new general plan activity areas of mixed-use, higher-intensity development at key intersections such as Scottsdale and McDowell Roads.

**2010 Applied Economics General Plan Economic Analyses**

**Overview of the Applied Economics Financial Sustainability Analysis for Southern Scottsdale:**

- This area includes a sustainable mix of residential and nonresidential development and benefits from the revenues generated by Scottsdale’s tourism industry;
- The area is largely built out, although there is potential for redevelopment and infill development with increased density;
- The majority of the new development opportunity would be office space; and
- In 2010, the South subarea shows an annual net impact of \$3.7 million in the general fund and transportation fund combined. By 2030, the South subarea would have an estimated annual net impact on the City of \$4.2 million.

**Overview of the Applied Economics Development Forecast:**

South subarea forecast (southern city boundary to Indian Bend Road.):

- Increase in number of housing units from 42,218 in 2010 to 44,620 in 2030;
- Increase in population from 77,778 in 2010 to 84,975 in 2030;

- Increase number of jobs from 60,097 today to 77,805 in 2030;
- Increase jobs/housing ratio from 1.42 in 2010 to 1.74 in 2030;
- 502 acres of land absorbed for development in the next 20 years
- Strong redevelopment potential in Downtown and McDowell Corridor; and
- Redevelopment could add 200-300 acres to the development potential of the South subarea.

These collective reports have influenced the land use and economic chapters found in the Southern Scottsdale Character Area Plan.

### Community Involvement

#### **Public Outreach, Phase I- March 2008 to December 2008**

The first phase of public outreach included spreading the word about the planning process, identifying area issues and developing a vision for the Southern Scottsdale. Staff efforts to spread the word and encourage dialogue included:

- Two (2) Visioning Workshops 1 and 2 March 26, 2008;
- Two (2) Visioning Workshops 3 and 4 March 27, 2008;
- One (1) Vision Bingo March 26, 2008;
- Two (2) Business Forum Café March 26, 2008 and March 27, 2008;
- One (1) Visioning Workshops 3 and 4 March 27, 2008;
- Four (4) Trolley Tours March 28, 2008
- One (1) Community Visioning Ice-Cream Social March 29, 2008;
- One (1) Vision Themes and Priorities Workshop May 7, 2008;
- Five (5) Southern Scottsdale Newsletters 2008-2010
- Four (4) Focus Groups July 24, 2008, August 7, 2008, August 21, 2008, September 11, 2008;
- Two (2) Café Conversations October 14, 2008 and October 29, 2008; and
- Online Café Conversation, Visioning Survey, and Focus Group

#### **Outreach, Phase II- April 2009-to August 2010**

The second phase of public outreach involved getting feedback on the draft plan from the greater Southern Scottsdale community, and Scottsdale boards and commissions. Outlets included:

- Mayor's McDowell Road Corridor/South Scottsdale Economic Development Summit April 18, 2009;
- McDowell Corridor/Southern Scottsdale Economic Development Task Force May 5, 2009-February 9, 2010;
- Online draft plan comment card-available May 24, 2010 to the present;
- Two Southern Scottsdale Character Area Plan Open Houses June 17, 2010;
- Presentations and discussions with Scottsdale Boards and Commission-May 2010 through August 2010; and
- Meetings with community groups May 24, 2010 to the present.

Public Outreach—Major Consensus Items

The following are some of the results from the community outreach where there was general agreement among the majority of stakeholders:

- Focusing development and future growth along corridors, in regional centers and activity areas;
- Protecting neighborhoods;
- Providing transitions and buffering between residential development and more intense land uses;
- Encouraging infill, redevelopment, and economic development;
- Incorporating mixed use development;
- Improving mobility and non-motorized transportation;
- Enhancing pedestrian spaces while preserving historic and natural resources;
- Preserving and promoting tourism; and
- Promoting sustainability and recreation.

**Planning Commission**

At a May 13, 2009 Planning Commission Study Session, Long Range Planning staff presented draft vision and value statements, as well as the results of community outreach and existing conditions analysis, for the Southern Scottsdale Plan. The Planning Commission then discussed draft concepts for consideration in the Southern Scottsdale Plan at working sessions on May 19, 2010 and July 14, 2010.

The first draft of the Southern Scottsdale Plan was made available for public review on May 24, 2010. Between May 2010 and September 2010, staff discussed the plan with board, commission and Southern Scottsdale community members.

The second draft of the plan, revised according to public input, was made available for review on August 16, 2010. On August 25, 2010, staff updated the Planning Commission at the state statute required major General Plan amendment remote site public hearing and discussed the status of the plan and outlined the next steps in the major General Plan amendment process.

At the September 22, 2010 Planning Commission recommendation hearing, the Planning Commission discussed the final draft of the Southern Scottsdale Character Area Plan and made a unanimous recommendation that the City Council:

1) Approve a Major General Plan amendment to:

- Amend the General Plan Land Use Map in Southern Scottsdale by changing various General Plan land use and acreage designations in the area.

2) Approve a Non-Major General Plan amendment to:

- Amend the Character Criteria Area Map currently in the General Plan to designate the Southern Scottsdale Character Area;
- Amend the Character Area Map in the General Plan to designate the Southern Scottsdale

Character Area;

- Amend the Growth Areas Map in the General Plan to designate new Growth and Activity Areas in Southern Scottsdale; and
- Adopt the Southern Scottsdale Character Area Plan for the area of Scottsdale south of Indian Bend Road (not including the Downtown Plan area).

Upon receiving public comment at the remote hearing and the regular September 22, 2010 Planning Commission meeting, a revised, final public hearing draft was made publicly available on September 24, 2010.

### **STAFF RECOMMENATIONS**

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#### **Recommended Approach:**

Based on the content of the proposed Southern Scottsdale CAP, staff supports the September 22, 2010 unanimous Planning Commission recommendation that the City Council amend the existing Scottsdale General Plan by:

1) Adopt Resolution 8477 to approve a Major General Plan amendment to:

- Amend the General Plan Land Use Map in Southern Scottsdale by changing various General Plan land use and acreage designations in the area.

2) Adopt Resolution 8479 to approve a Non-Major General Plan amendment to:

- Amend the Character Criteria Area Map currently in the General Plan to designate the Southern Scottsdale Character Area;
- Amend the Character Area Map in the General Plan to designate the Southern Scottsdale Character Area;
- Amend the Growth Areas Map in the General Plan to designate new Growth and Activity Areas in Southern Scottsdale; and
- Adopt the Southern Scottsdale Character Area Plan for the area of Scottsdale south of Indian Bend Road (not including the Downtown Plan area).

#### **Next Steps.**

Should the City Council approve the General Plan amendment, staff will publish the final approved General Plan amendments and adopted Character Area Plan, as well as begin processes, such as updating the Zoning Ordinance, that will implement the approved plan's goals and policies.

### **RESPONSIBLE DEPARTMENT(S)**

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**Planning, Neighborhood and Transportation Division  
Long Range Planning Services**

**STAFF CONTACTS (S)**

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**APPROVED BY**

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Ross Cromarty, Project Coordination Liaison/Project  
Manager/Report Author

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Date

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Erin Perreault, AICP, Manager  
Long Range Planning Services

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Date

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Connie Padian, Acting Executive Director  
Planning, Neighborhood and Transportation

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Date

**ATTACHMENTS**

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1. Attachment 1 Resolution 8477
  - Exhibit 1 Proposed General Plan Land Use Map
  - Exhibit 2 Proposed General Plan Growth Areas Map
  - Exhibit 3 Proposed General Plan Character Areas Map
  - Exhibit 4 Proposed General Plan Character Criteria Map
  - Exhibit 5 Southern Scottsdale Character Area Plan
2. Attachment 2 Southern Scottsdale Boundary Map
3. Attachment 3 Southern Scottsdale Aerial