



# SCOTTSDALE GENERAL PLAN 2011

Celebrating our past. Creating our future.



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(pages 1-175)



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# THE GENERAL PLAN VISION AND VALUES

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## 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. As such, we aspire to create and sustain Scottsdale as a dynamic, internationally renowned city characterized by its economic vibrancy, engaged citizenry, worldclass medical and research facilities, and the Sonoran Desert environment. Community members envision Scottsdale as a quality tourist destination; captivating visitors who are drawn to our resorts, arts, culture and signature events. We seek to respect nature and value sustainability throughout the city while acting as stewards of the majestic McDowell Sonoran Preserve. Our community aspires to provide high-quality services, balanced mobility options, and an excellent business environment that fosters a safe, clean, attractive and connected quality of life for all of its citizens. Anchored by strong neighborhoods, natural open spaces, and inspired by our western and equestrian heritage, we see Scottsdale as a great place to live work and play— now and into the future. As our city continues to evolve, residents and stakeholders will strive to enhance the characteristics and values that make Scottsdale a special place.

## VALUES

Scottsdale is a community that:

- **Demonstrates commitment to sustainability.** We evaluate the environmental, economic, and social short- and long-term impacts of our decisions.
- **Creates viable neighborhoods.** We revitalize and conserve neighborhoods to ensure their long-term viability, unique attributes and character, livability, and connectivity to other neighborhoods in the community.
- **Respects the natural environment.** The Sonoran Desert shapes the character of the city, making it critical to preserve the desert and mountain lands, and find innovative ways of conserving natural resources.
- **Encourages regeneration.** As the city continues to mature, maintenance, redevelopment, and reinvestment in targeted areas will be critical to retain the city's overall stability, vitality, and aesthetic appeal.
- **Builds on its cultural heritage.** We promote arts and tourism in a way that recognizes our western heritage and the unique desert environment in which we live.
- **Provides transportation options.** We offer mobility choices that reflect the diverse needs of the community.
- **Maintains high standards.** Quality appearance, aesthetics, public amenities, and levels of service create the desirable community and cache for which Scottsdale is known.
- **Celebrates our past.** We acknowledge our past through preservation of historically significant sites, buildings, and neighborhoods as we prepare for our future.

- **Promotes strategic growth.** Development and redevelopment should serve community physical and economic needs, advance the overall quality of life, and reinforce or improve community character.
- **Recognizes and welcomes the diversity of the community.** We respect the human dignity of all.

## **A LEGACY OF CITIZEN INVOLVEMENT**

The story of Scottsdale continues to be written. The physical setting of the Sonoran Desert serves as the majestic background for a community with a vibrant Downtown, a thriving business climate, and a long-standing emphasis on arts and culture. The city's diverse neighborhoods, each unique in character, allow for a broad range of lifestyles. As the pages in our story turn, change is inevitable. Scottsdale today differs from the city of its past and is different now than the city it will be in the future. However, it will be imperative to retain the core characteristics of our community now, and as the city continues to evolve.

The General Plan is not expected to create unanimous agreement about the future of the community. Rather, it strives to balance and blend the hopes and aspirations of a diverse community into a cohesive story that is uniquely Scottsdale. This document helps to retain the fabric of the community while welcoming and preparing for the future.

This community story and vision is a continuation of the foundation of citizen-driven processes. It is built on the Scottsdale Town Enrichment Program (STEP) forums of the 1960s, 1970s, and 1980s, Scottsdale Visioning (1991-'92), CityShape 2020 (1994-'96), and 2000 Future in Focus. It was through these initiatives that the storyline for Scottsdale's success and the path to the future were identified.

## **SCOTTSDALE VISIONING AND THE SHARED VISION**

In 1966, the S.T.E.P. forums, which involved 300 citizen participants and numerous citizen organizations, provided the impetus for a comprehensive plan study. At the time, the formulation of the S.T.E.P. forums was likely the most significant event in the history of the City. This involvement of interested, creative, and collaborative citizens is what made Scottsdale different from the multitude of similarly situated suburbs across the nation.

In 1991, a process of community visioning was initiated 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 Dominant Themes, which reflect Scottsdale's special qualities and create the foundation for Scottsdale's long-term vitality. The Four Themes represent Scottsdale's core expression. They define who we are and present an inspiring vision of the city's 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 affects our way of life as well as our economy.

- **Arts and Culture:** Scottsdale's cultural assets are an integral part of the community and a basis for further development.
- **Health and Research:** Scottsdale has a culture of wellness and an optimistic spirit of innovation. Healthcare, biotechnology, computer, and other high-tech businesses are a natural fit for the growing diversity of our community.

## CITYSHAPE 2020

CityShape 2020, a natural evolution of the Visioning process, provided a comprehensive review of the General Plan. This process was intended to be an extensive educational and community outreach process that would be responsible for reaffirming and improving the Scottsdale General Plan as an expression of the Shared Vision. CityShape 2020 built upon the legacy of citizen participation from the S.T.E.P. forums of the 1960s, 1970s, and 1980s, and the Scottsdale Visioning program. 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
- The establishment of the Six Guiding Principles (which 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 diversity the economic base; providing for the fiscal health of the city; and forming partnerships with the community which strengthen the city's 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.

From the Arizona legislature's Growing Smarter Act in 1998 and Growing Smarter Plus Act in 2000 came the impetus for updating the city's General Plan. The legislation required that all cities with more than 2,500 people update their General Plans by December 2001. This entailed the addition of 5 new elements or chapters to the General Plan and redefined what a major amendment to the General Plan was and how such an amendment would be processed. Finally, the legislation established that the General Plan would require ratification by a vote of the citizens.

Through the 2011 General Plan update public participation process, the community's established values, themes, and principles were again upheld. Scottsdale's story continues to evolve and change with the passing of time; however, the foundation laid by the Shared Vision and CityShape 2020 remains our cornerstone for community planning. These citizen participation processes have helped define the future vision for the community and provided new tools, like the General Plan, to achieve that vision.

# CITY OF SCOTTSDALE LONG RANGE PLANNING TIMELINE

	1950	1960	1970	1980	1990	2000	2010
<b>Major City Milestones</b>	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 →		
<b>Arizona State Statutes</b>		Arizona's General Plan Statute Created (1972)			Arizona's Growing Smarter Act (1998) Arizona's Growing Smarter Plus Act (2000)		
<b>City's General Plan</b>		General Plan (Eisen) (1967) City Charter Requires Comprehensive Plan (1967)	General Plan Review (Wilkey-Ham) (1972-1973)	General Plan Update (1980-1981)	General Plan Update (1992) Reformat/Reprint (1998) Future in Focus (2000)	General Plan Update (2001)	General Plan Update (2011)
<b>Major Comprehensive Area Plans</b>			Northeast Area Plan (1976)	Airport Area (1981) Scottsdale Foothills (1984) Downtown (1985) Tonto Foothills (1986)			
<b>Character Area Plans</b>			Shea/Scottsdale (1979)	Downtown (1984) East Shea (1987)	Cactus Corridor (1992)	Desert Foothills (1999) Dynamite Foothills (2000)	Downtown Update (2009) Greater Airport (2010) Southern Scottsdale (2010)
<b>Major Zoning Ordinances</b>	Original Ordinance (1952)	Major Update (1961) Major Update (1969)	Hillside Ordinance (1977)		Environmentally Sensitive Land Ordinance (1991)	Downtown Overlay (2003)	
<b>City-wide Master Plans</b>		Transportation (1973) Bikeways (1974)	Trails (1978) Parks (1979)	Trails (1985) Parks (1979)	Water and Sewer → Bikeways (1996)	Bikeways Trails Transportation (2008) Parks (2005)	



# INTRODUCTION

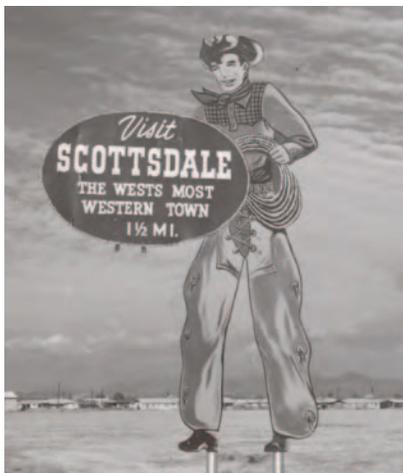
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The General Plan is the primary tool for guiding the future development of the city. On a daily basis the city is faced with choices about growth, housing, transportation, neighborhood improvement, and service delivery. A General Plan provides a guide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

The Introduction Chapter of the General Plan contains the following information:

- Scottsdale’s Roots: A Brief History of Scottsdale ..... page 7
- History of General Planning in Scottsdale ..... page 11
- Scottsdale Profile ..... page 12
- General Plan Purpose ..... page 14
- Three Tiers of Planning ..... page 16
- General Plan Organization ..... page 17
- Sustainability and the General Plan ..... page 19

## SCOTTSDALE’S ROOTS: A BRIEF HISTORY OF SCOTTSDALE



When incorporated in 1951, Scottsdale was a small community of 2,000 residents situated on about two square miles of land. The community developed as a commerce center for local agricultural activity. There were few paved roads, and daily activities focused on citrus groves, cotton fields, dairy farms, and shopping in the downtown area around Main Street and Scottsdale Road. As a small community, much of the early years of Scottsdale’s business activity focused around the needs and functions of an agricultural community. Some of the seeds for future economic growth evolved out of local residents’ and visitors’ interests in art and hospitality, creating small art communities and galleries, dude and guest ranches and equestrian breeding ranches. In part due to the exposure the area got during World War II as the location of training bases, new businesses moved facilities to the area in the 1950s.

In the early to mid-1950s a number of events took place that would set the growth and character of the city in motion. First, the Chamber of Commerce recognized the benefit and potential growth of the winter visitor and tourist market. A number of distinctive and lasting events began, from the “Parada Del Sol”, spring training baseball, the opening of the Safari and Valley Ho hotels, and apartment housing for winter visitors, to the adoption of “The West’s Most Western Town” slogan and western retrofit of the original Downtown and 5th Avenue shopping districts. Second, Motorola opened major plants at the south end of the community and in nearby east Phoenix. This brought strong population growth, drawing primarily well-educated and skilled employees from the

upper Midwest. This along with the expansion of Arizona State University into a major university brought about the first major growth period to the area in the late 1950s and early 1960s. Third, in response to the population growth, the community saw the beginning of single-family tract housing south of the downtown area.

From 1958 to 1965 the city experienced explosive growth in housing and population. The population grew many times over, from less than 10,000 to 65,000. The city annexed rapidly, first southward from Downtown and later northward to Deer Valley Road, growing in area 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.

Subsequently, key decisions made in collaboration by the residents and business owners in the 1960s further spurred the growth of the community as well as the nature and high quality of this growth. One was a decision to encourage the community as a full service resort destination, which led to many new resorts and the maturing of specialty and high end retail areas. The other was the decision to turn the airport into a vital facility surrounded by a major center of business activity. These decisions and actions have led to a high quality of development and a favorable setting for small and innovative businesses.



During the 1960s, major service uses were established with Los Arcos Mall, Fashion Square, and the growth of small businesses in and around Downtown. Scottsdale Healthcare opened as City Hospital in 1962 on what is now known as Scottsdale Healthcare Osborn Medical Center. Public amenities were developed with the beginnings of a strong public park system and creation of the Civic Center Complex. Diversity in housing began to occur with the introduction of townhomes and the first apartments not oriented to 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

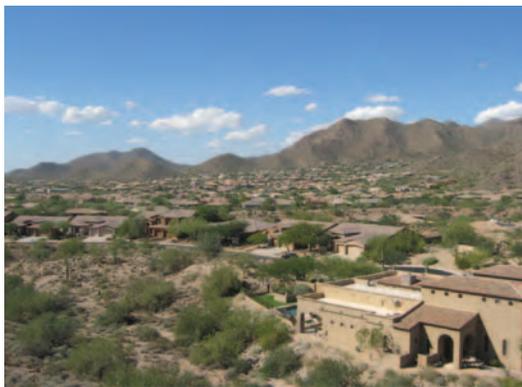
area. With the advent of master planned development came new concepts and policies such as developer built public improvements, contributions to the infrastructure, and amenities to support the newly created neighborhoods. Prior to this time, most of the infrastructure had been built through the use of public funds from Maricopa County bonds, Federal Government grant sources, and local improvement districts. The City of Phoenix provided water services. In addition to 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 persists 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. Substantial multifamily housing filled in “leftover” parcels in the southern portions 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 take form during this period. Also, the Mayo Clinic branch opened, bringing new interest in biomedical uses to the community. Household sizes declined rapidly and then stabilized, resulting in school closures and increasing awareness of the need to provide health services and programs for a growing elderly segment of the population. Part-time resident growth continued, but more in low density single-family housing than in townhomes and apartments. 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 areas of natural desert, the city adopted zoning regulations in 1977 called the Hillside Ordinance. This ordinance established where development could occur on desert and mountain lands and focused on no development on high mountain slopes. The ordinance was challenged soon after it was adopted in November 1977. The case went to Appeals Court in 1985 where the Hillside Ordinance was declared unconstitutional. The Arizona Supreme Court upheld the Court of Appeals decision in July 1986. Scottsdale used interim ordinances giving landowners the option of continuing to use the Hillside District standards while the city worked on a new ordinance between 1986 and 1991. The Environmentally Sensitive Lands Ordinance (ESLO) was adopted by Scottsdale in February 1991.



The city doubled in size with annexations that took place from 1982 to 1984. In these new parts of the city there had been a number of large projects approved under the prior Maricopa County jurisdiction. These projects were restructured in the city in the mid-1980s, and by the 1990s were beginning final planning and construction. Many of these projects were within the Hillside and ESLO zoning overlay districts. This created a new sense of character with the protection of native plants, desert open spaces, and hillsides concurrent with density transfer and clustering development patterns. Overall densities declined substantially from prior development periods in the city.

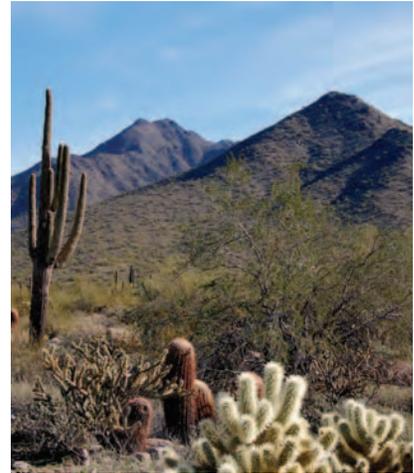
By the mid-1990s, virtually all of the new housing occurred north of Shea Boulevard, with the majority being north of Bell Road. Beginning in the mid-1980s, increasing percentages of housing were low density custom homes in the north. By 2000 nearly 80% of residential building was for custom homes.

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

Desert and Mountain Preservation Efforts

In 1990, Scottsdale citizens (through the non-profit McDowell Sonoran Land Trust, today called the McDowell Sonoran Conservancy) initiated the preservation of Scottsdale's McDowell Mountains and Sonoran Desert. The goal is to preserve approximately 36,400 acres, equivalent to 1/3 of Scottsdale's total land area. This area is referred to as the Recommended Study Boundary (RSB) for the McDowell Sonoran Preserve and constitutes 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 space in adjacent communities and to the Tonto National Forest and the Maricopa County Regional Park. The vision is to create a large sustainable natural desert habitat for wildlife and desert flora, available for appropriate passive recreation public use.



In 1995, Scottsdale voters approved a .2% tax increase to purchase land in the 16,460 acre original RSB . In 1998, voters approved using the sales tax to purchase land in the 19,940 acre expanded RSB.

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 adjacent to the County Regional Park (submitted by the County at the request of Scottsdale) 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 the permanent open space within the McDowell Sonoran Preserve.

In 2001, the State Land Commission responded to this application by reclassifying approximately 11,390 acres as suitable for conservation with a deed restriction on the land to ensure that the property purchaser would conserve these lands. An additional 1,630 acres were reclassified as suitable for conservation; however, no deed restriction was placed on these lands. The State Land Commissioner did not reclassify approximately 3,543 acres.

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

In 2004, Scottsdale voters approved an additional .15% increase in the sales tax for land acquisition and for access area amenities. As of 2007, all private land in the RSB has been acquired or is the process of being acquired. When completed, Scottsdale's McDowell Sonoran Preserve will be one of the largest urban preserves.

## HISTORY OF GENERAL PLANNING IN SCOTTSDALE

In 1960, the Scottsdale City Council, Chamber of Commerce, Maricopa County Board of Supervisors, and County Planning Commission were key participants in the preparation of a Comprehensive Plan for Scottsdale, Arizona. 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) forums, which involved 300 citizen participants and numerous civic organizations, provided the impetus for another comprehensive General Plan study. Furthermore, the community amended the Scottsdale City Charter in 1967 so as to require the adoption of a Comprehensive Plan. Consequently, in the same year the city's planning department and Eisner-Stewart and Associates conducted a General Plan study. This 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. The General Plan 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 in the area, 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. In addition, the city's Zoning Ordinance was revised to accommodate master-planned projects, sign controls, landscape, and parking requirements, and development and 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 (C.A.P.) canal to Deer Valley Road and the eastern corporate boundary. This planning project involved twelve months of dialogue among a variety of study groups, public hearings, and 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, the city staff reformatted reports of General Plan policies that had been approved over the preceding ten years. This project included an update of the land use, environmental design, circulation, and public facilities elements of the General Plan.

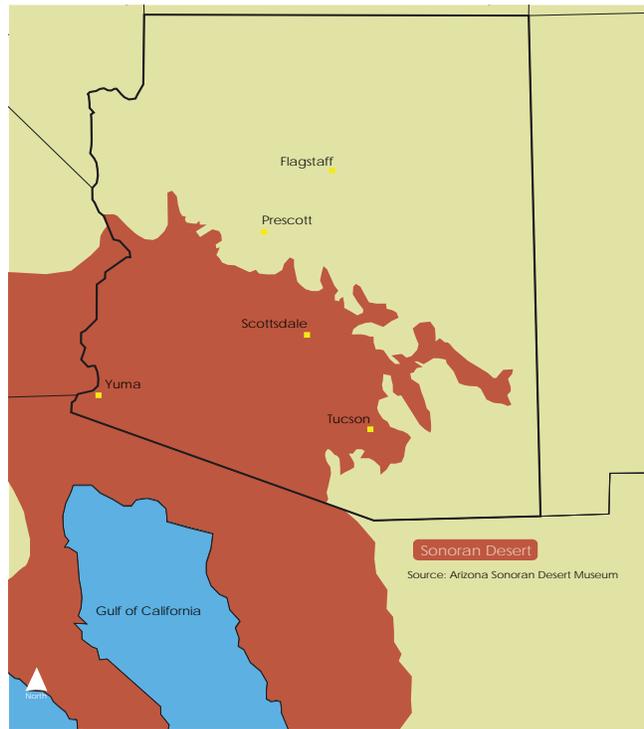
During the 1990s, the four General Plan Elements were updated. The Land Use Element was updated in 1989 and then reprinted with City Council amendments in 1994 and again in 1999. The Circulation Element was reviewed and updated in 1991. The Public Facilities and the Environmental Design Elements were updated in 1992. Following recommendations from the CityShape 2020 process the Economic Element was added to the General Plan in 1998.

The 1998 Growing Smarter, and 2000 Growing Smarter Plus legislation required that all Arizona cities and towns update their General Plans by December 2001 and have such plans ratified by a vote of the public. This legislation provided the impetus for the review and update of Scottsdale's General Plan beginning in the summer of 1999. The updated General Plan was adopted by Council in 2001 and ratified by the voters in 2002.

The 2011 General Plan includes updates to all elements along with the addition of two new state mandated elements – Energy Element and the Neighborhood Preservation and Revitalization Element.

## SCOTTSDALE PROFILE

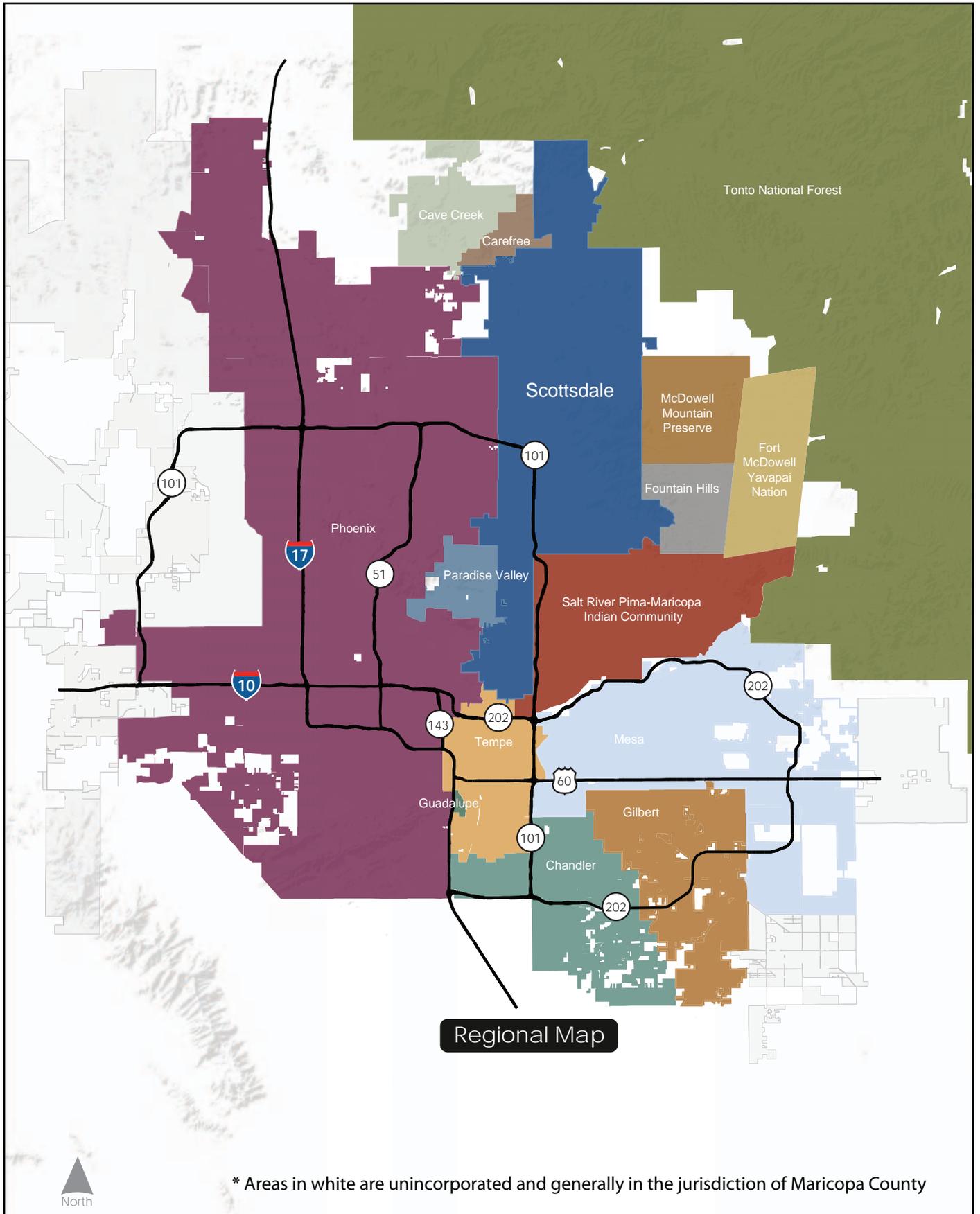
The City of Scottsdale, situated in the beautiful Sonoran Desert, is located in the northeast quadrant of the Phoenix metropolitan area. The southern end of the city is near the metropolitan area’s geographical population center. The northern end of the city abuts the Tonto National Forest, unincorporated Maricopa County, and the communities of Carefree and Cave Creek. Much of the southern portion is bordered on the east by the Salt River-Pima-Maricopa Indian Community. Another large part of the eastern edge of the city borders the town of Fountain Hills and the McDowell Mountain Regional Park. Tempe is located along the southern boundary and Phoenix, Paradise Valley, and Maricopa County are located along the western boundary. This limits the extent to which ongoing development can occur on the outer edges of Scottsdale.



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 in other communities in the Valley, 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 contains the core of specialty shopping, art galleries, and recreational facilities, and many of the cultural and sporting events that attract and sustain the regional tourism industry. The high quality aesthetics of the city’s visual and physical environment is an important component of maintaining this industry.

Scottsdale, by way of pioneering such things as the Indian Bend Wash, the Civic Center, sign controls, significant open space and landscaping standards, green building policy for public buildings, and design review, has achieved a quality of development that has been emulated by communities across the metropolitan area as well as around the country.



## **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. Its focus is on shaping the physical form of the city, yet it includes policies and statements about other aspects of the community as well. A General Plan may include maps, diagrams, tables, and text setting out community conditions, principles, goals, objectives, and strategies. Human services, protection of desert and mountain lands, economic vitality, and the character of neighborhoods are all discussed in Scottsdale's General Plan.

The General Plan is used by the City Council to evaluate policy changes and to make funding and budget decisions. It is used by city staff to evaluate building and development and to make recommendations on projects. It is used by citizens and neighborhood groups to understand the city's long-range plans and proposals for different geographic areas. The plan provides the basis for the city's development regulations and the foundation for its capital improvements program.

### **Why does Scottsdale have a General Plan?**

Arizona State law (ARS 9-461-05A) requires that each city adopt a comprehensive, long-range General Plan to guide the physical development of their community. The Scottsdale City Charter also establishes that the city have a General Plan. Scottsdale's General Plan has three interrelated functions:

- It is an expression of community goals and priorities;
- It is a decision making guide; and
- It fulfills legal requirements created by state law.

The General Plan represents goals and policies to guide the community over a 10-20 year period. There is a natural tendency to presume that the General Plan, as adopted, will be applied in its entirety with minimal change over that period of time. 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 modify 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 General Plan is a "general" policy document that guides community growth and development decisions. The Zoning Ordinance, and associated zoning maps, are legal instruments that define with significant precision the permitted land uses and associated performance standards for every property within a municipal jurisdiction. The confusion between the two very different roles probably has its origin in the fact that Zoning Ordinance amendments and zoning map changes must conform to the generalized 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 that can include transportation or other 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?**

As established by the Arizona Revised Statutes and the City Charter, Scottsdale’s General Plan establishes an intent and direction for the future growth and character of the community. It is a guiding set of policies that provide a sense of order, coordination, and quality to the city’s policies and actions affecting its growth.

The policies in the General Plan are implemented and detailed through ordinances and ongoing formal procedures of the city. A few of the ordinances and written policies that carry out the plan are the Zoning Ordinance, Subdivision Ordinance, and Design Guidelines. The intent of the General Plan is implemented through recommendations from city Boards and Commissions and decisions made by the City Council 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 legally amendable and manifested by many specific decisions and events that cause it to respond to the changing conditions, needs, and desires of the community.



## THREE TIERS OF PLANNING

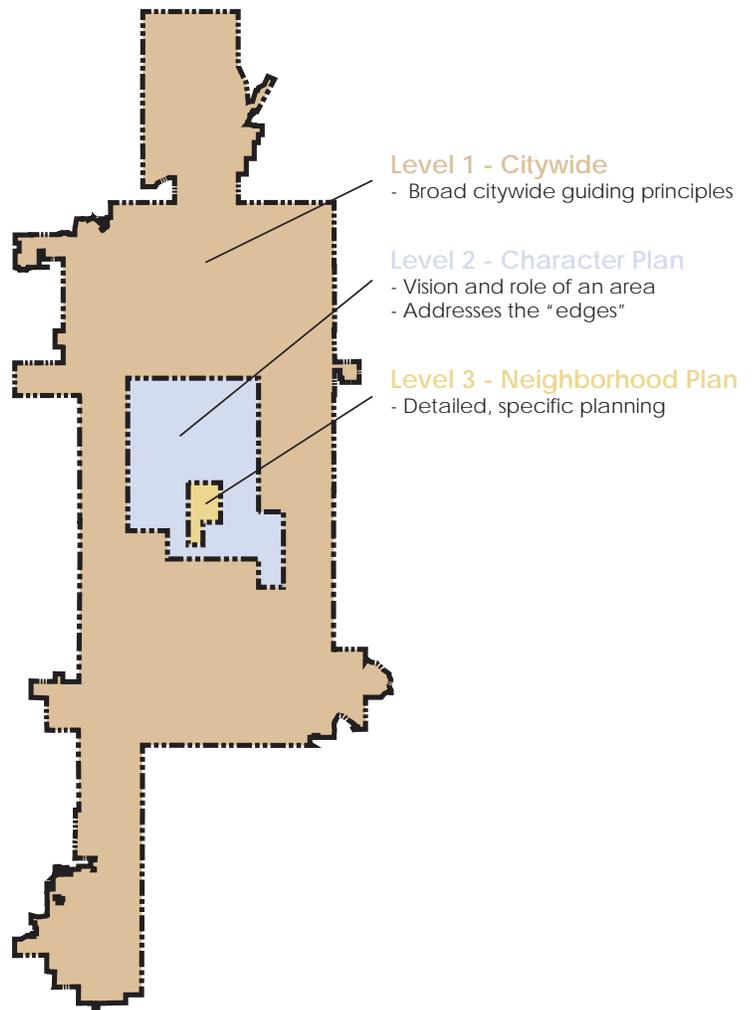
As a result of CityShape 2020 recommendations, Scottsdale has implemented character-based General Planning. The character-based General Plan consists of the Six Guiding Principles (discussed in the Vision and Values section) and a format that contains three distinct and interrelated levels. This three-level General Plan approach has many direct benefits in serving as a platform for community decision making. A key advantage of the three tiers of planning is that character area planning and neighborhood planning allow goals and policies to address the specific needs of that area, since the goals and policies of the General Plan are for the entire city.

**LEVEL 1 - CITYWIDE PLANNING:** Incorporates all policies that apply to the city as a whole.

**LEVEL 2 - CHARACTER AREA PLANNING:** Develops Character Plans on a priority basis 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 communitywide goals.

An additional 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 relies 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 identify and implement 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.



## GENERAL PLAN ORGANIZATION

The 2011 Scottsdale General Plan is separated 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 part of the General Plan.

### Part 1 – 2011 General Plan

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 added three additional elements: Character and Design, Economic Vitality, and Community Involvement. Although the additional elements address topics not required by state law, the core characteristics 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 (20) elements. These elements include consideration of the issues identified and required by state statute, but are also designed to be specific to Scottsdale. As with any flexible policy document, there is room for interpretation on the goals and policies contained in these elements, and flexibility is needed to meet the overall objectives.

The twenty (20) elements of the General Plan are organized under the following chapters:

#### **Character and Land Use Chapter**



This chapter established policies for types and locations of land uses throughout the city. It emphasizes the importance of diverse character and unique quality of design that Scottsdale residents and visitors value. It includes two state mandated elements, Land Use and Growth Areas, and one community created element, Character and Design. The criteria for amending the General Plan is also located in this chapter.

#### **Neighborhoods Chapter**



This chapter emphasizes the importance of healthy neighborhoods and community involvement in maintaining and enhancing the neighborhoods. This chapter includes three state mandated elements. These elements are Housing, Neighborhood Preservation and Revitalization, and Conservation, Rehabilitation, and Redevelopment. This chapter also includes one community created element, Community Involvement.

#### **Economic Development Chapter**



This chapter sets forth goals to maintain the economic strength and sustainability of the city, with a focus on creation and retention of jobs. It also discusses the ways that fiscal impacts created by new developed are identified and how costs will be equitably paid. It includes one state mandated element, Cost of Development, and one community created element, Economic Vitality.

### **Open Space and Recreation Chapter**



This chapter includes goals and policies to promote a comprehensive open space system. It emphasizes a balance of open space and recreation opportunities throughout the community. The Open Space and Recreation Chapter includes the two state mandated elements Open Space and Recreation.

### **Environmental Resources Chapter**



This chapter focuses on preserving and protecting the environment and the natural resources that contribute to the community's quality of life and economic vitality. It includes three state mandated elements which are Environmental Planning, Conservation, and Energy.

### **Public Services and Facilities Chapter**



This chapter includes policies for public services such as safety, water resources, human services, and the facilities needed to provide them. This chapter contains four state mandated elements. These elements are Public Services, Public Buildings and Facilities, Safety, and a Water Resources Element.

### **Community Mobility Chapter**



This chapter contains policies to promote safe, efficient, and accessible choices for the movement of people and goods. The Community Mobility Chapter contains two state mandated elements which are Circulation and Bicycling.

Part 1 also includes an Implementation Chapter which describes ways the General Plan can be implemented, a Glossary, and Related Plans section.

## **Part 2: Character Area Plans**

Part 2 of the General Plan includes the adopted Character Area Plans. The goals and policies in these plans complement and further define the goals and policies of the General Plan.

The adopted Character Area Plans, which are incorporated herein by reference, are as follows:

- Cactus Corridor Plan (originally adopted 1992)
- Desert Foothills Character Area Plan (originally adopted 1999)
- Downtown Character Area Plan (originally adopted 1984, readopted 2009)
- Dynamite Foothills Character Area Plan (originally adopted 2000)
- Greater Airpark Character Area Plan (originally adopted 2010)
- Shea/East Shea Area Plan (originally adopted 1993)
- Southern Scottsdale Character Area Plan (originally adopted 2010)

## SUSTAINABILITY AND THE GENERAL PLAN

Scottsdale’s General Plan contains goals and policies aimed at creating a sustainable city. Sustainability refers to the long-term social, economic, and environmental health of the community. To be effective and sustainable, all three legs of this stool (environment, economic, and social) need to be developed and used within the context of Scottsdale in order to maintain and improve the quality of life. The General Plan addresses, identifies, and promotes ways to maintain or enhance economic opportunity, viability, and community well-being while protecting and restoring the natural environment.



Photo: Jerry Gollubier

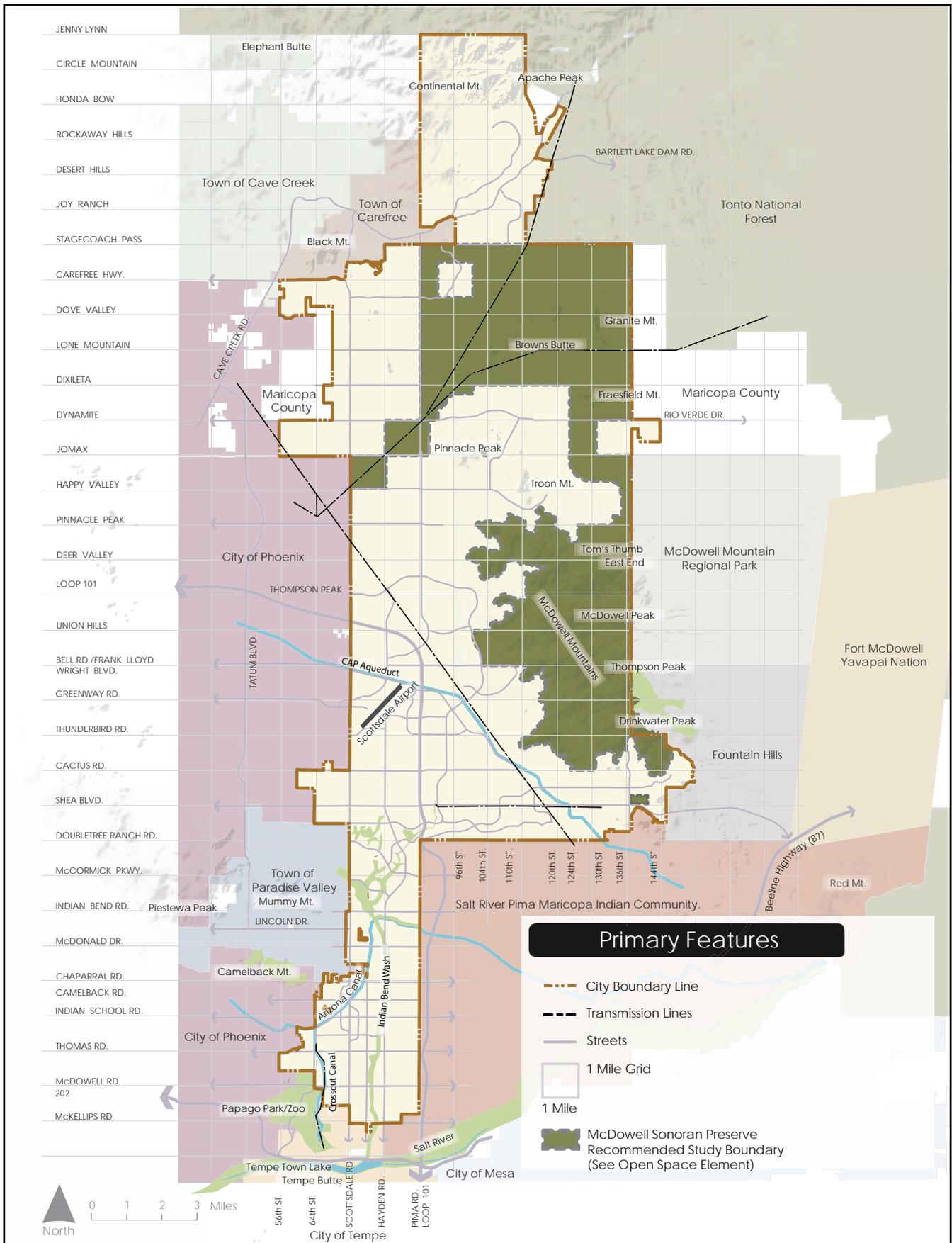
The City of Scottsdale has long been recognized as an environmental leader and continually seeks ways to be more environmentally conscience. In 1991, the city adopted the Environmentally Sensitive Lands Ordinance (ESLO) which requires preservation of Natural Area Open Space and other environmental features such as vegetation, washes, and mountain peaks in northern Scottsdale. Scottsdale established Arizona’s first Green Building Program and was also the first city in the nation to adopt a LEED™ gold policy for new city buildings and remodels.



Economic sustainability or “the business of staying in business” is about long-term vitality. It can also be described as maintenance of capital. To achieve economic sustainability, Scottsdale has comprehensive and coordinated programs to support economic development, tourism development, revitalization, and support of existing businesses. Scottsdale operates with the understanding that supporting local companies maintains the economic health of the community. Scottsdale is also a net importer of jobs helping it to be economically sustainable.



Social sustainability encompasses three components: basic needs such as housing and income, opportunities for learning and self development, and community capacity for the development of organizations or networks that foster interaction. These components guide equity, social interaction, security, and adaptability. The city has made great strides in social sustainability. Scottsdale’s Police Department continues to see significant decreases in crimes therefore providing a safe community in which to live. The importance of schools and higher education is emphasized in the General Plan. The city also encourages neighborhood interaction by supporting local farmers markets and providing community centers where all ages can build relationships with one another.





# CHARACTER AND LAND USE CHAPTER



## INTRODUCTION

Scottsdale is first and foremost a residential community and a tourist destination where the diversity and arrangement of land uses is designed to enhance quality of life and promote long-term prosperity. Having a variety of living, working, and leisure opportunities through different land uses is vital in order to have a strong and healthy community. Scottsdale's land uses must complement each other visually, aesthetically, socially, and economically.

The amount of vacant, developable land in Scottsdale is quickly diminishing. **This places an increased emphasis on infill and redevelopment.** It is intended that growth, development, and redevelopment occur in a manner that is in accordance with the community's needs and desires, the physical characteristics of the land, and the city's ability to provide the necessary services. Medium and high intensity uses will be encouraged to develop in growth and activity areas to better use the land, limit the spread of higher intensity development, protect low intensity residential neighborhoods, and enable economic provision of public facilities and services.

Scottsdale promotes a high quality of development and redevelopment in terms of aesthetic composition and sustainable durability. Appropriate development in Scottsdale will strike a balance that respects the natural desert settings, historically significant sites and structures, and the surrounding built environment, with the objectives and needs of future generations. Art and aesthetic enhancement, original cornerstones of the community, will continue to be essential components of the community's character. Scottsdale's McDowell Sonoran Preserve will continue to be acquired and managed for the **benefit and enjoyment of present and future generations.**

The goals of this chapter demonstrate respectful pride of past creations and a commitment to quality. The City of Scottsdale will continue to be a community held in high regard locally, nationally, and internationally.

## Contents

The following elements are included in the Character and Land Use Chapter:

### **CHARACTER AND DESIGN ELEMENT**

- Goal CD 1. Character and context
- Goal CD 2. Character Area Planning
- Goal CD 3. Design review process
- Goal CD 4. Historic, archaeological, and cultural resources
- Goal CD 5. Streetscapes
- Goal CD 6. Art
- Goal CD 7. Landscape improvements

### **LAND USE ELEMENT**

- Goal LU 1. Economic viability and character
- Goal LU 2. Transitions
- Goal LU 3. Balance of land uses
- Goal LU 4. Land use and transportation
- Goal LU 5. Sustainable land use patterns
- Goal LU 6. Live, work, and play
- Goal LU 7. Employment, business, and commercial land use
- Goal LU 8. Scottsdale Airport
- General Plan Amendment Criteria

### **GROWTH AREAS ELEMENT**

- Goal GA 1. Direct and sustain growth
- Goal GA 2. Efficient circulation
- Goal GA 3. Natural resources and open space
- Goal GA 4. Infrastructure expansion
- Goal GA 5. Diversity of growth and activity areas

# CHARACTER AND DESIGN ELEMENT

Community members have long recognized that character and quality are two major characteristics that make Scottsdale a special place to live, work in, and visit. The character of Scottsdale ranges from urban, suburban, rural, and desert. Character may vary from neighborhood to neighborhood, but common to all is the quality of design and care that is exhibited throughout the community.



Scottsdale's rich heritage of quality design is a product of plans, policies, standards, and procedures enacted over time. Examples of this focus on character and design include a strong sign ordinance, a Development Review Board, landscaping standards, Natural Area Open Space (NAOS) requirements, the Indian Bend Wash, Scenic Corridors, and the Environmentally Sensitive Lands Ordinance (ESLO). Each represents creative and inspired approaches to community design opportunities.

Good design sensitively responds to the character of the surrounding natural and built environment as well as the multitude of excellent regional, historical, cultural, and environmental resources. The beauty of natural features including the desert, mountains, and washes provide a unique backdrop to the community. In addition, well-designed neighborhoods, distinctive shopping areas, businesses, art, and cultural facilities combine to make a community that is attractive, desirable, and memorable. The goals and policies of this element focus on important aspects that need heightened attention in order to continue to enhance Scottsdale's character.

## Goals and Policies

### GOAL CD 1.

Evaluate the appropriateness of all development in terms of surrounding area character and context.

#### POLICIES

- CD 1.1.** New and revitalized development should respond to both the regional and citywide contexts in terms of:
- Scottsdale as a southwestern Sonoran Desert community.
  - 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.
  - Contributions to citywide linkages of open space, growth and activity areas.
  - Physical scale relating to human perception.

- Visual impacts and accessibility including, but not limited to, views and lighting, upon public settings and neighboring properties.
- Public buildings and facilities that demonstrate these concepts and lead by example.

**CD 1.2.** Promote projects that are responsive to the natural environment, climate, site conditions, and unique character of each area.

**CD 1.3.** Promote innovative high-quality design through the use of criteria associated with the following character types:

- **Urban Character Types** consist of mainly mixed-use neighborhoods of varying character. These districts include apartments, townhouses, commercial and employment centers, and resorts. Urban areas have a pedestrian orientation with shade, activity nodes, and developed open spaces that encourage interaction among people.
- **Employment Cores** are primary employment centers for the city. These areas support a wide range of activities like aviation supportive uses and regional and community level employment uses. These areas consist of multi-functional buildings with form following function, and technological and corporate character.
- **Suburban/Suburban Desert Character Types** contain medium-density neighborhoods that include a variety of commercial, employment centers, and resorts. A wide variety of recreational and leisure opportunities are integrated into the fabric of these districts. Pedestrian and bicycle linkages are from neighborhood to neighborhood and from neighborhood to commercial, cultural, educational, and recreational uses.
- **Tourism/Recreation Areas** are major natural and developed open space and recreational amenities located at the Central Arizona Project (CAP) corridor, Scottsdale's McDowell Sonoran Preserve, Arizona Canal, and Indian Bend Wash. Facilities include, but are not limited to, the Tournament Players Club (TPC) golf courses, Princess Hotel, WestWorld Equestrian Park, Taliesin West, and recreational amenities located along the Indian Bend Wash, canals, and in Scottsdale's McDowell Sonoran Preserve.
- **Resort Villages** are concentrations of major resorts or master-planned communities with a variety of high amenity tourist or residential accommodations, quality office, specialty retail, recreation uses, and employment.
- **Rural/Rural Desert Character Types** contain relatively low density and large-lot development, including horse privilege neighborhoods and low density resorts as well as areas with particularly sensitive and unique natural environments. These districts provide a rural lifestyle that emphasizes preservation of the desert and equestrian character. Special care should be taken to preserve the natural character of the land through:
  - Maintaining natural desert vegetation.
  - Clustering development to preserve open space corridors, natural washes, natural amenities, and natural buffers to adjacent uses.

- **Environmentally Sensitive Lands and Native Desert Character Types** include areas within the Environmentally Sensitive Lands 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 areas.
  - Mountain Districts include the McDowell and Continental Mountains and the mountainous regions of northern Scottsdale. These areas are characterized by steep mountainsides, boulder features, mountain peaks and ridges, and incised washes. 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.
  - McDowell Sonoran Preserve Recommended Study Boundary (RSB) consists of mountain and desert land designated to be included in the city’s McDowell Sonoran Preserve. 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, and mountain peaks and valleys; archaeological and historic sites; and opportunities for appropriate passive recreation in designated areas.

**GOAL CD 2.**

Maintain Character Area Planning as an essential and integral component of the city’s General Plan.

POLICIES

- CD 2.1.** Recognize the potential physical, economic, and/or social distinctions in certain portions of the city through Character Planning and implement strategies that best fit their planning needs.
- CD 2.2.** Sensitively address edges, places where two Character Areas meet or places where Scottsdale’s boundaries abut other governmental jurisdictions, in the Character Area Plan.
- CD 2.3.** Celebrate the unique identity and character of each Character Area while building upon the overall citywide vision and values.

**GOAL CD 3.**

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Enhance and strengthen the overall design and character of Scottsdale through the appropriate review process, utilizing existing, and newly adopted policies.

POLICIES

- CD 3.1.** Utilize Scottsdale’s Sensitive Design Principles and green building principles to help improve and reinforce the quality of design in the community.
- CD 3.2.** Strengthen the development review process to improve design in terms of contextual character, quality of design, and site planning.
- CD 3.3.** Recognize that Scottsdale’s economic and environmental well-being depends a great deal upon the distinctive character and natural attractiveness of the community.
- CD 3.4.** Promote, develop, and adopt comprehensive polices and guidelines that recognize the diversity of the built and natural environment.
- CD 3.5.** Promote development that respects and enhances the unique climate, topography, vegetation, and historical context of Scottsdale’s Sonoran Desert environment.
- CD 3.6.** Aesthetically integrate solar systems as a component of building design.

**GOAL CD 4.**

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Identify and protect Scottsdale’s historic, archaeological, and cultural resources to promote an awareness of them for future generations, current residents, and visitors.

POLICIES

- CD 4.1.** Enforce the city’s Historic Property Ordinance and Archaeological Resource Ordinance to protect significant historic and archaeological resources and mitigate unavoidable loss.
- CD 4.2.** Continue the process of identifying Scottsdale’s historic, archaeological, and cultural resources and placing the resources on Scottsdale’s historic register.
- CD 4.3.** Support a variety of incentives to protect significant historic and archaeological resources.
- CD 4.4.** Promote the preservation of character defining features of identified current and future historic resources through appropriate preservation treatments and/or adaptive reuse, as alternatives to demolition.
- CD 4.5.** Promote the preservation, restoration, or rehabilitation of city owned historical significant structures and resources.
- CD 4.6.** Develop partnerships with groups including, but not limited to, the Scottsdale Historical Society, State Historic Preservation Office, and other local, regional, and national historic and archaeological boards and commissions in support of Scottsdale’s archaeological and cultural resources.

**CD 4.7.** Celebrate and develop programs, events, and public information materials aimed at promoting heritage tourism in Scottsdale.

**GOAL CD 5.**

Utilize “streetscapes” along major roadways to promote the city’s visual quality and character, and blend into the character of the surrounding area.

**POLICIES**

**CD 5.1.** Establish specific streetscape design guidelines for highly visible prominent and community recognized streets.

**CD 5.2.** Promote contextually compatible streetscape design that corresponds with the following classifications:

- **Urban Streetscape** are areas that encourage pedestrian comfort, safety and accessibility through the use of decorative elements like arcade covered walkways, pedestrian lighting, landscape improvements, innovative street crossings, transit shelters, trash and recycling receptacles, and wayfinding.
- **Suburban Streetscape** are areas that strive to achieve compatibility and safety between automobile traffic, neighborhood amenities (schools and parks), pedestrians, bicyclists, and recreational activities through the use of elements like innovative street crossings and uniquely designed features.
- **Transitional Streetscape** are areas of the city where the development pattern is medium to low. Streetscapes in these areas often serve as a buffer between the neighborhood and adjacent traffic. These areas mainly consist of desert or desert adaptive vegetation that corresponds to the natural and contextual character of the immediate area.
- **Natural Streetscape** are areas that strive to achieve the utmost natural state of the Sonoran Desert environment. Native plants and plant densities are encouraged to maintain a buffer with adjacent uses, protect view sheds, and establish context.

**CD 5.3.** Blend different streetscape categories where they join, in order to prevent a marked difference between opposing sides of streets.

**CD 5.4.** Apply and maintain the Scenic Corridor designation and guidelines where a substantial landscape buffer is desired to maintain views, mitigate traffic impacts, and preserve the desert character of the neighborhood.

**CD 5.5.** Create Buffered Roadway and Desert Scenic Roadway design guidelines.

**CD 5.6.** Apply the Visually Significant Roadways designation to include roadways with buffered setbacks, Desert Scenic Roadways (in ESLO districts), and roadways with specific streetscape design themes.

**CD 5.7.** Form and implement policies to guide landscape maintenance in the public rights-of-ways and easements in a manner consistent with the desired streetscape character.

- CD 5.8.** Retain and encourage the placement of mature trees in public rights-of-ways to maintain the character and shading of the street.
- CD 5.9.** Establish and enhance consistent entrances to Scottsdale so that residents and visitors will have a sense of arrival into the city.
- CD 5.10.** Work towards street lighting illumination levels and hardware design that are consistent with adjacent land uses and surrounding character.
- CD 5.11.** Place appropriate street lighting hardware at intervals and locations that enhance safety and support pedestrian activity.
- CD 5.12.** Utilize street lighting only when absolutely necessary in low density areas, rural areas, and areas near Scottsdale's McDowell Sonoran Preserve to maintain darkened skies while still addressing public safety needs.

**GOAL CD 6.**

Build upon the significant role the arts have played in shaping the community's image.

POLICIES

- CD 6.1.** Use public art to help sustain and enhance policy direction, community character, and sense of place in planning initiatives and policies.
- CD 6.2.** Educate citizens and visitors of the role art plays in the past, present, and future identity of Scottsdale.
- CD 6.3.** Express Scottsdale's unique heritage, culture, and environment through private and public art.
- CD 6.4.** Use art as a catalyst to foster civic pride and identity in both public and private improvements.
- CD 6.5.** Increase the public's knowledge and sensitivity to artistic influences and aesthetic aspects of Scottsdale's man-made and natural environment.
- CD 6.6.** Emphasize art that promotes public education and stimulates dialogue and interaction within the community.
- CD 6.7.** Create and maintain a Public Art Master Plan through a partnership with the Scottsdale Cultural Council.
- CD 6.8.** Include art as an integral part of public infrastructure design including, but not limited to, civic buildings, streetscapes, parks, and civil structures.
- CD 6.9.** Introduce and integrate public art at various scales into the built environment.
- CD 6.10.** Consider establishing districts that celebrate the city's tradition of art and provide amenities for residents and visitors.
- CD 6.11.** Maximize the potential of art and cultural events for stimulating economic growth.

**CD 6.12.** Support private participation in public art through the donation of artwork to the city and the placement of artwork on private property that can be publicly viewed and/or accessed.

**CD 6.13.** Celebrate the dominant lifestyle or character of an area within the city through art.

**GOAL CD 7.**

Recognize the value and visual significance that landscape improvements have upon the character of the community and maintain standards that result in substantial, mature landscape improvements.

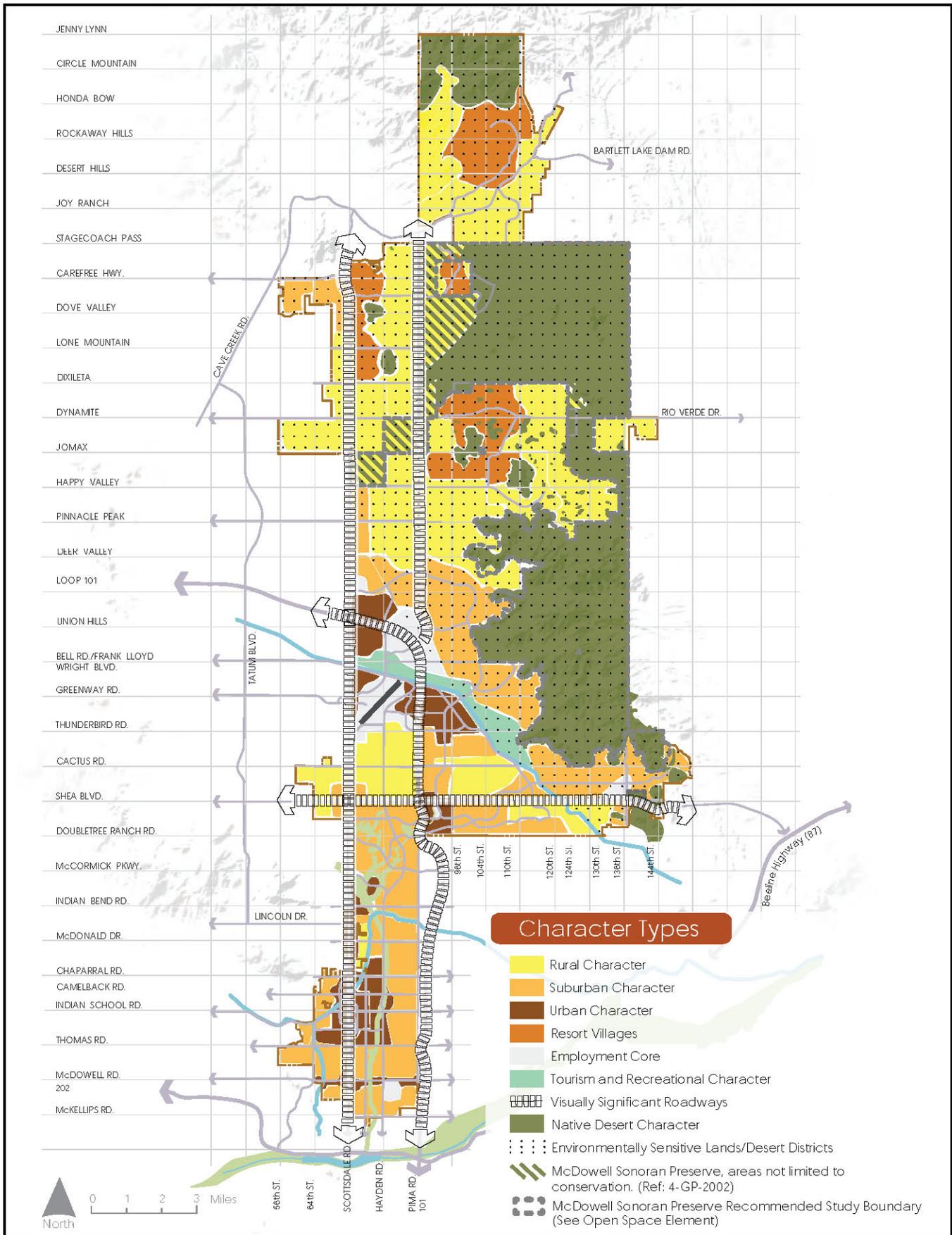
POLICIES

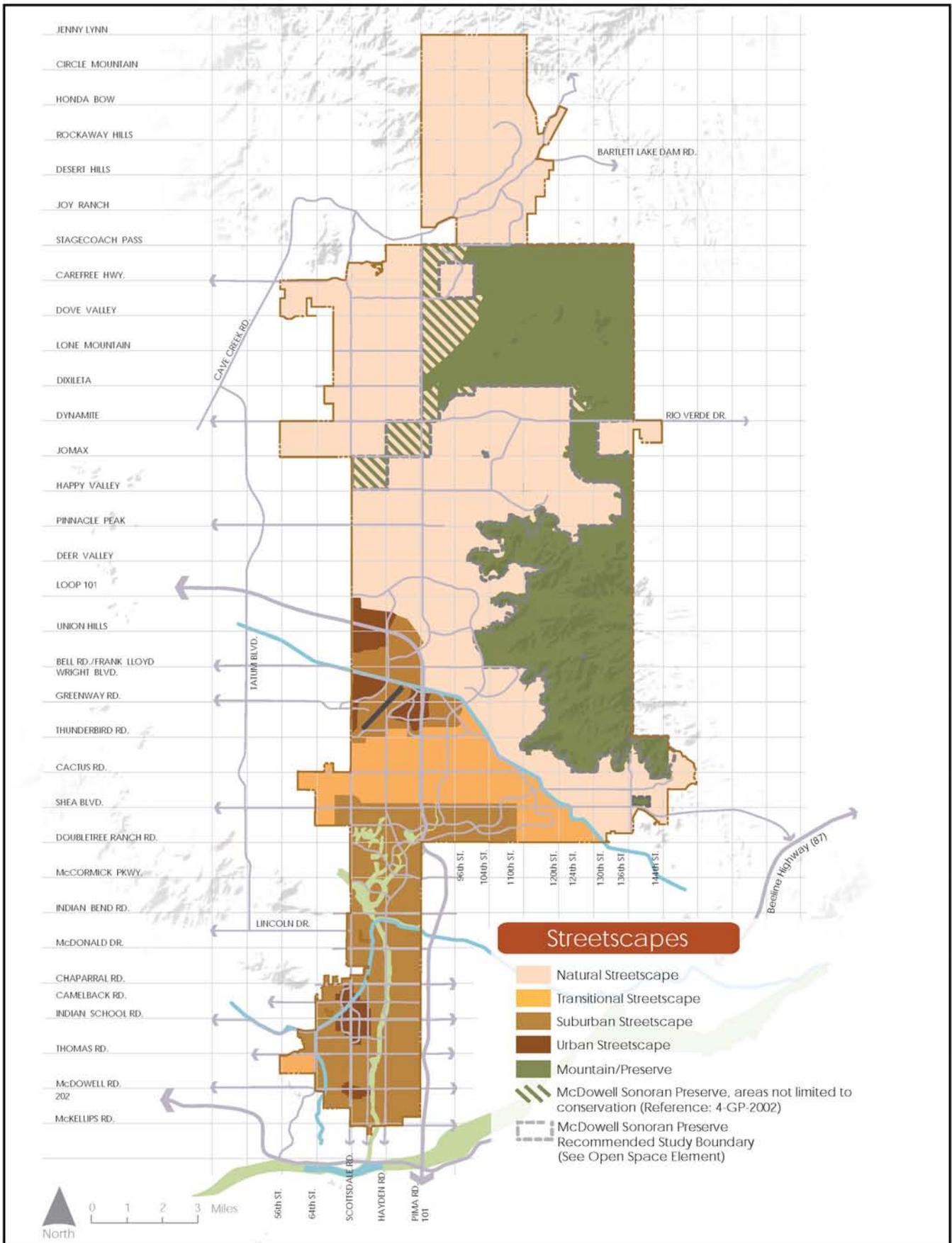
**CD 7.1.** Require that sustainable landscape improvements be provided as part of new development, redevelopment, or capital projects.

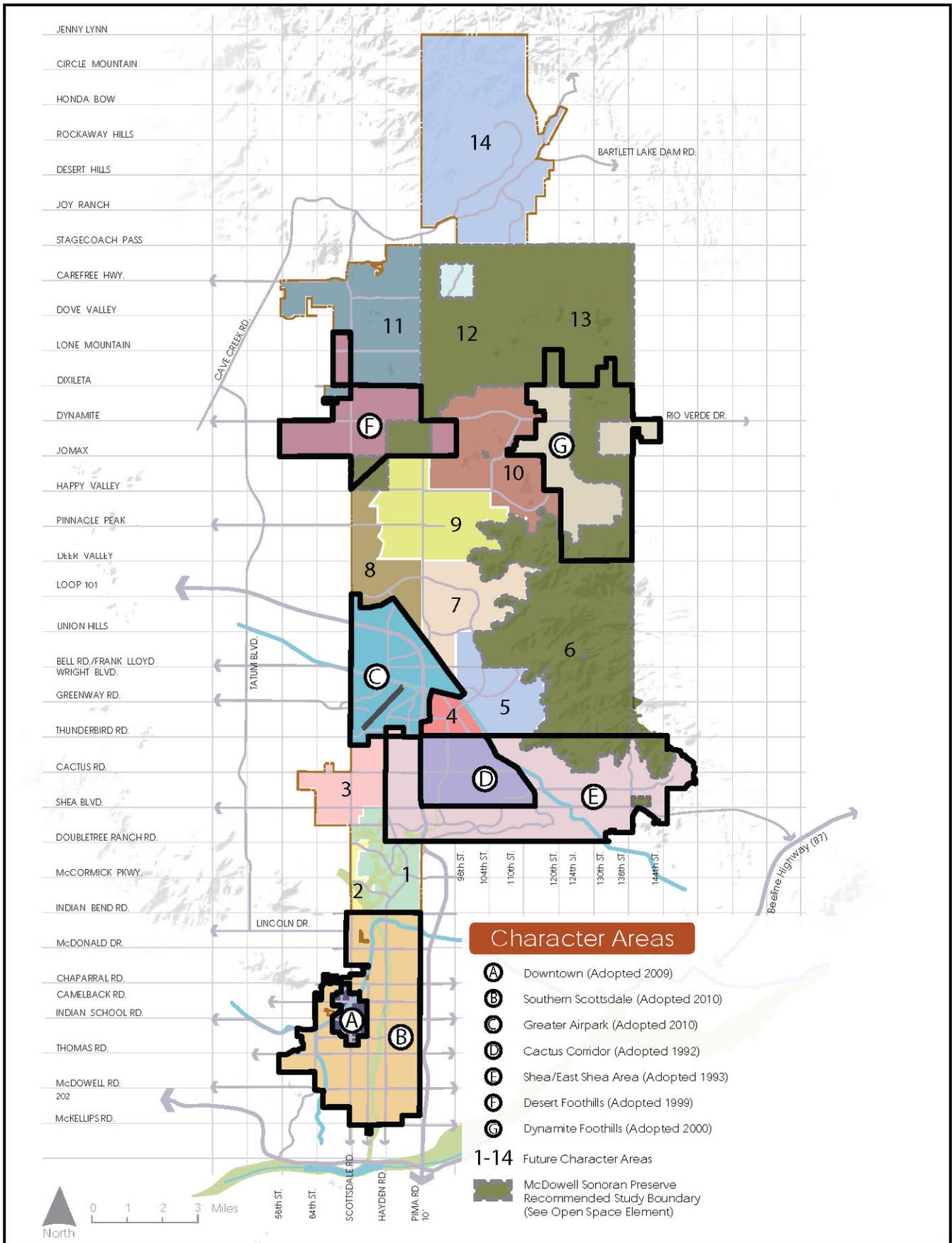
**CD 7.2.** Maintain the landscape materials and density pattern of plant materials within a character area.

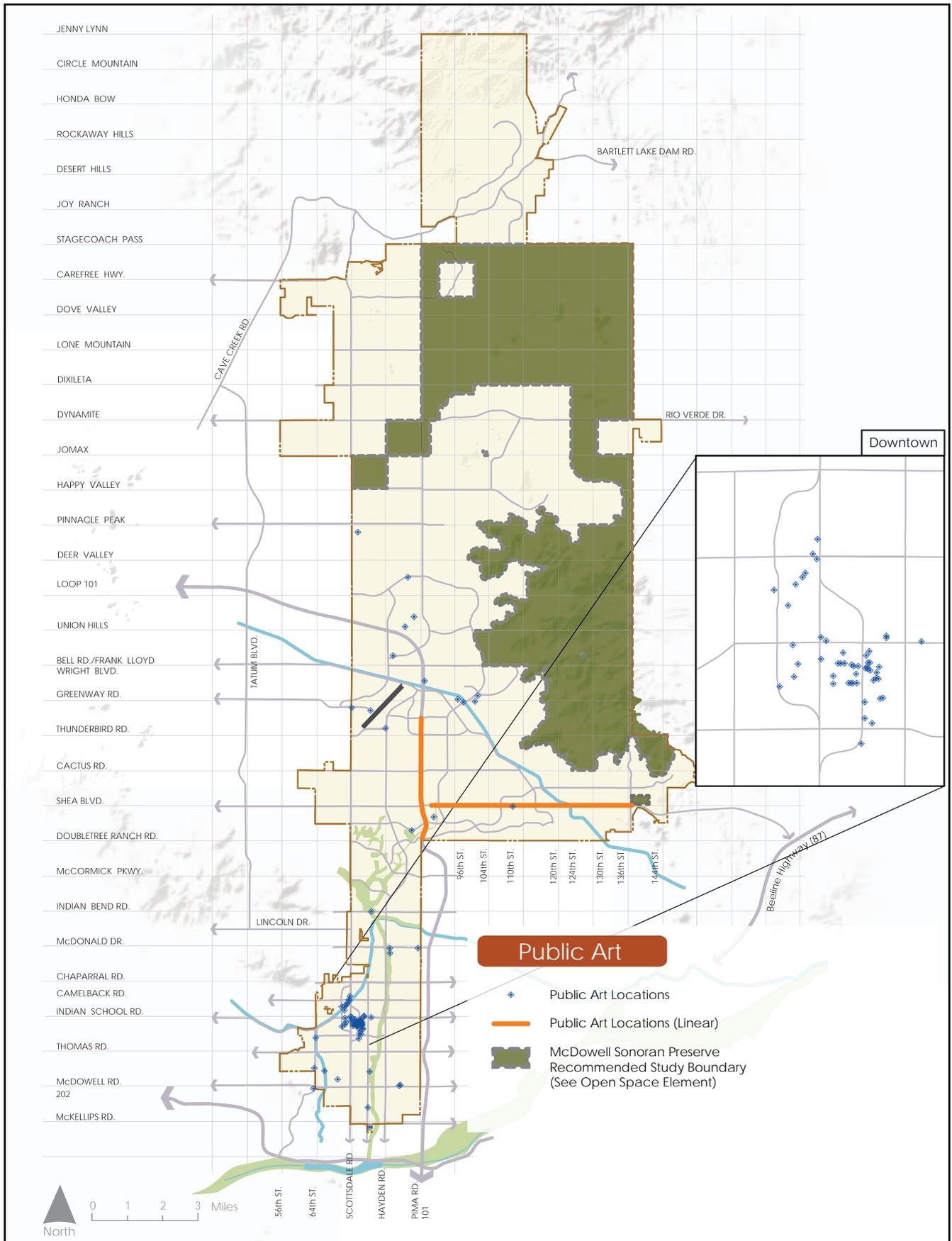
**CD 7.3.** Utilize landscape shade elements to reduce the effects of reflective heat and glare on buildings and paved surfaces, to improve pedestrian comfort.

**CD 7.4.** Utilize landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the heat island effect.





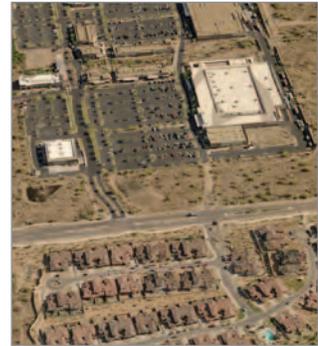






## LAND USE ELEMENT

Scottsdale has evolved and grown since its founding and incorporation. Starting as a small residential community sprinkled with farms and citrus groves, Scottsdale has gone through growth cycles, annexations of large areas of unincorporated lands, preservation of the natural environment, and increased concentrations of resort uses, arts, tourism, and cultural facilities. Scottsdale has become a community that features a variety of land uses contributing to a diverse economy, unique community character, and a national reputation for quality.



### **Preservation Efforts**

The tremendous growth cycle of the mid to late 1990s led to a strong community desire to preserve large expanses of Sonoran Desert, particularly in and around the McDowell Mountains. Scottsdale has committed to preserving one third of its landmass in a natural preserve (called Scottsdale's McDowell Sonoran Preserve) linking the McDowell Mountains with McDowell Mountain Regional Park 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 in the northern areas through the Environmentally Sensitive Lands (ESLO) and Natural Area Open Space (NAOS) Ordinances, which strive to protect the Sonoran Desert on private lands that will be developed.

### **Regional Employment Center**

Pima Freeway (Loop 101) was completed in 2002 and has contributed to a more concentrated mixed-use land use pattern along freeway corridors in and around the Greater Airpark. Scottsdale's Greater Airpark has emerged as one of the most significant employment cores within the State of Arizona. These regional land uses along with the city's land preservation efforts have contributed to Scottsdale's strong economy, which in turn contributes to a high quality of life for its residents and visitors.

### **Resorts**

Scottsdale is the major resort center of the metropolitan area. In addition, Scottsdale contains the core of specialty shopping, art galleries, and recreational facilities, and many of the cultural and sporting events that attract and sustain the local tourism industry. Preserving the quality of the city's visual environment is an important component of maintaining this industry.

### **Character Area Planning**

The General Plan Land Use Element includes broad goals, and general direction for the city's land use distribution and relationships. More detailed planning is found at the Character Area Planning level. In some cases, specific land use considerations may be better addressed through Character Area Plans, rather than through the citywide General Plan.

## LAND USE PATTERNS

Now and in the future, it is important that land use patterns are fostered to help conserve natural resources, reduce the dependence on the automobile and alleviate traffic congestion, contribute to the character of the community, support Scottsdale’s tourism industry, and adequately serve the needs of the citizens. Proposed land use decisions must also take into consideration the existing natural and physical environments.

Currently, Scottsdale’s future land uses are distributed as follow:

<b>2011 GENERAL PLAN LAND USE PERCENTAGES</b>	
<b>Land Use Category</b>	<b>Percentage</b>
Commercial	1.1
Resorts/Tourism	0.8
Cultural/Institutional or Public	2.5
Employment	2.8
Mixed-Use Neighborhoods	3.1
Urban Neighborhoods	2.0
Suburban Neighborhoods	19.0
Rural Neighborhoods	26.1
Natural Open Space	35.3
Developed Open Space	7.5

To maintain a community with a healthy economic base and provide services for residents and visitors, a diversity of land uses must be provided that include schools, parks (both active recreation areas and passive open space), community centers, residential uses for different social economic levels, and retail, commercial and employment centers to serve residential areas. Public infrastructure such as streets, trails, paths, water, sewer, and utilities are needed to serve these land uses. The Land Use Element and its map indicate the general distribution, location, type, and relationship of land uses throughout Scottsdale. The plan reflects careful consideration of where defined land uses are appropriate, and delineates the criteria that should be carefully considered when contemplating a change in land use.

Pursuant to Arizona Revised Statute 9-461.05 C1(g)(amended in 2010), the City must identify any sources of identified aggregates from maps currently available from state agencies. No such aggregates have been identified in Scottsdale on maps currently available from state agencies and therefore, no policies related to aggregates have been included in the land use element.

## Goals and Policies

### GOAL LU 1.

Sustain the economic base of Scottsdale by encouraging land uses that contribute to economic viability and the character of the community.

#### POLICIES

- LU 1.1. Uphold Scottsdale’s role as a major regional economic and cultural center, featuring business diversity, tourism, and cultural amenities.
- LU 1.2. Support land uses that preserve a high quality of life and define Scottsdale’s sense of place within the region.
- LU 1.3. Celebrate Scottsdale’s identity as a desert city by preserving existing natural open space and supporting the preservation of the natural ecosystem.
- LU 1.4. Promote land uses that accommodate destination resorts along with the recreation, retail, residential, and cultural uses that support tourism activity and sustain a resort-like lifestyle.
- LU 1.5. Work with adjacent jurisdictions to understand and coordinate the dynamics of the emerging and redeveloping areas along the borders of Scottsdale.
- LU 1.6. Utilize limited land resources efficiently and pursue a development pattern that is economically sound by encouraging infill development on vacant and underutilized sites, particularly within growth and activity areas.
- LU 1.7. Promote land uses that serve the efficiency needs of healthcare providers, including research and development, and other medical services.

### GOAL LU 2.

Transition land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.

#### POLICIES

- LU 2.1. Ensure that neighborhood edges transition to one another by considering appropriate land uses, development patterns, character elements, and access to various mobility networks.
- LU 2.2. Maintain the natural integrity of Preserve open space by ensuring development patterns and land uses are sensitively integrated along the edges of Scottsdale’s McDowell Sonoran Preserve.
- LU 2.3. Employ extra sensitivity with regard to land development intensity and land use in areas adjacent to the Scottsdale McDowell Sonoran Preserve in order to create a harmonious context between Preserve lands and adjacent developments.

- LU 2.4. Locate major employment uses where impacts on residential neighborhoods are limited and access is available at citywide and regional levels.
- LU 2.5. Promote transitions in scale between different land uses and intensities through the use of gradual land use changes.
- LU 2.6. Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.

**GOAL LU 3.**

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

POLICIES

- LU 3.1. Promote a variety of housing types, densities, innovative development patterns, and supporting services that provide for the needs of the community.
- LU 3.2. Maintain a citywide balance of land uses that support changes in community vision/dynamics over time.
- LU 3.3. Uphold an adequate jobs/housing balance by integrating housing, employment, and supporting infrastructure primarily in mixed-use centers located at appropriate locations.
- LU 3.4. Protect the integrity of Scottsdale's employment land uses.
- LU 3.5. Support the expansion of existing facilities or the introduction of new uses that are considered to be of significant importance and contribute positive benefits to the city.
- LU 3.6. Allow for flexible development standards provided that the community benefits of a project outweigh the potential impacts.
- LU 3.7. Maintain and expand open space and recreational opportunities and linkages throughout the city.

**GOAL LU 4.**

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

POLICIES

- LU 4.1. Integrate land uses and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.
- LU 4.2. Support the physical integration of residential uses with retail in mixed-use developments to provide opportunities for pedestrian oriented development.
- LU 4.3. Transportation choices should respond to the community's land use patterns and local neighborhood lifestyles.

- LU 4.4. Provide an interconnected open space system that is accessible to the public and includes nonmotorized links, recreation areas, and drainageways.
- LU 4.5. Support the location of regional land uses along regional mobility networks and direct land uses with the highest intensity to be located in growth and activity areas that are conducive to alternative modes of transportation.
- LU 4.6. Coordinate regional transportation corridors with regional land use intensities.
- LU 4.7. In more urban areas support compact mixed-use, pedestrian oriented development patterns that limit the demand for parking and unnecessary automobile trips, and support alternative modes of mobility.

**GOAL LU 5.**

Promote land use patterns that conserve resources including, but not limited to, land, clean air, water, and energy.

POLICIES

- LU 5.1. Respect and preserve the biodiversity of the Sonoran Desert environment in development considerations.
- LU 5.2. Concentrate development intensity in growth and activity areas, thereby discouraging sprawl, conserving energy, and promoting community identity.
- LU 5.3. Continue the acquisition of land for Scottsdale’s McDowell Sonoran Preserve.
- LU 5.4. Cluster development to preserve natural features.

**GOAL LU 6.**

Create a sense of community among those who work, live, and play within local neighborhoods through land use decisions.

POLICIES

- LU 6.1. Promote public land uses including, but not limited to, parks, schools, and other civic uses that can act as the nucleus of neighborhoods and inspire community interaction.
- LU 6.2. Develop and reinforce links including, but not limited to, trails, paths, open space, transit, and streets, within and between residential, retail, employment, recreational and other public land uses.
- LU 6.3. Promote development patterns and standards that are consistent with the surrounding uses and reinforce an area’s character.

**GOAL LU 7.**

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Attract and retain high quality employment, business, and commercial development.

POLICIES

- LU 7.1.** Promote opportunities for the expansion and revitalization of employment and commercial uses within the city.
- LU 7.2.** Support well-planned research and development areas and business parks that contain coordinated design guidelines and enhanced amenities.
- LU 7.3.** Foster development of complementary scaled commercial land uses, at appropriate locations, that serve local residential areas.

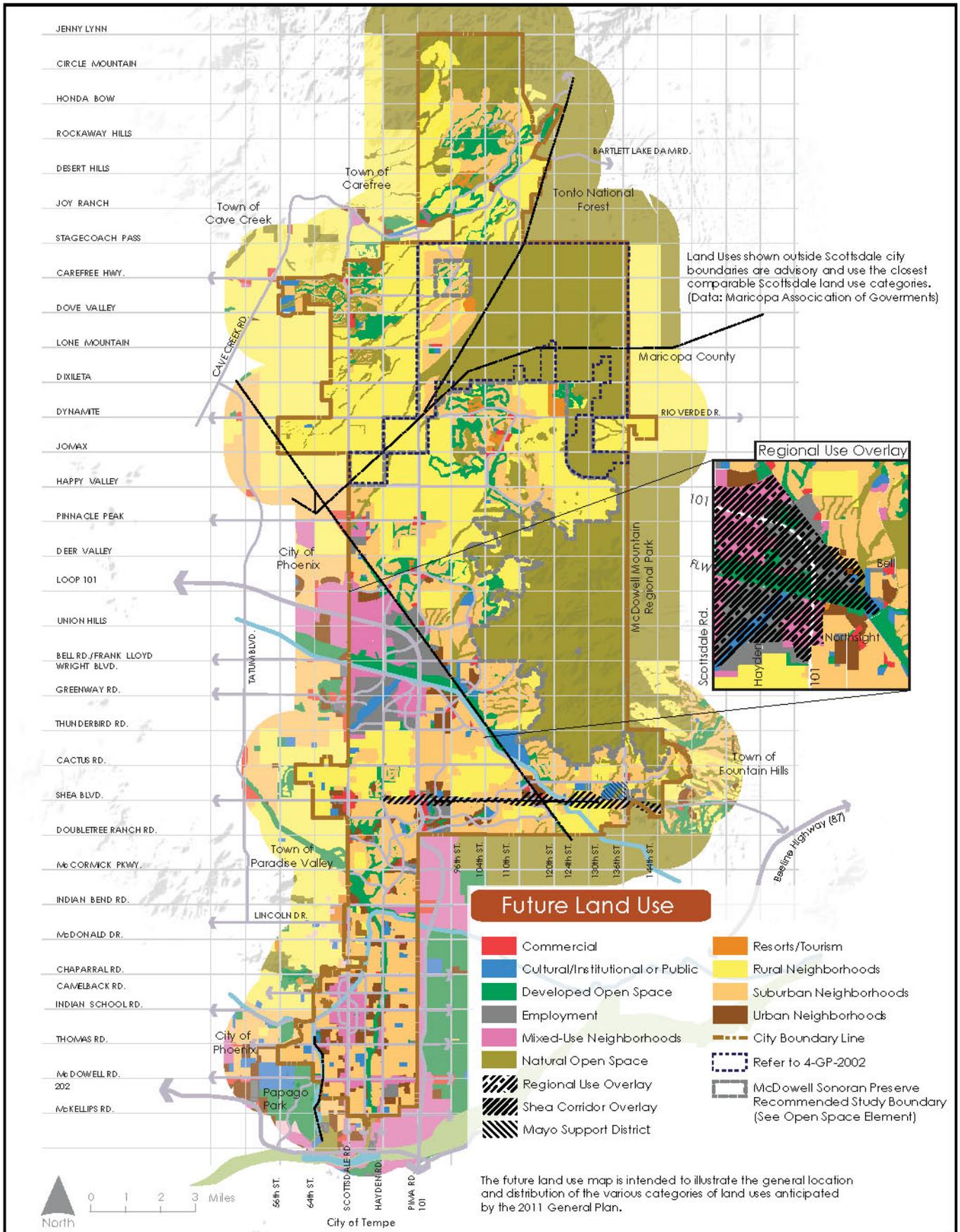
**GOAL LU 8.**

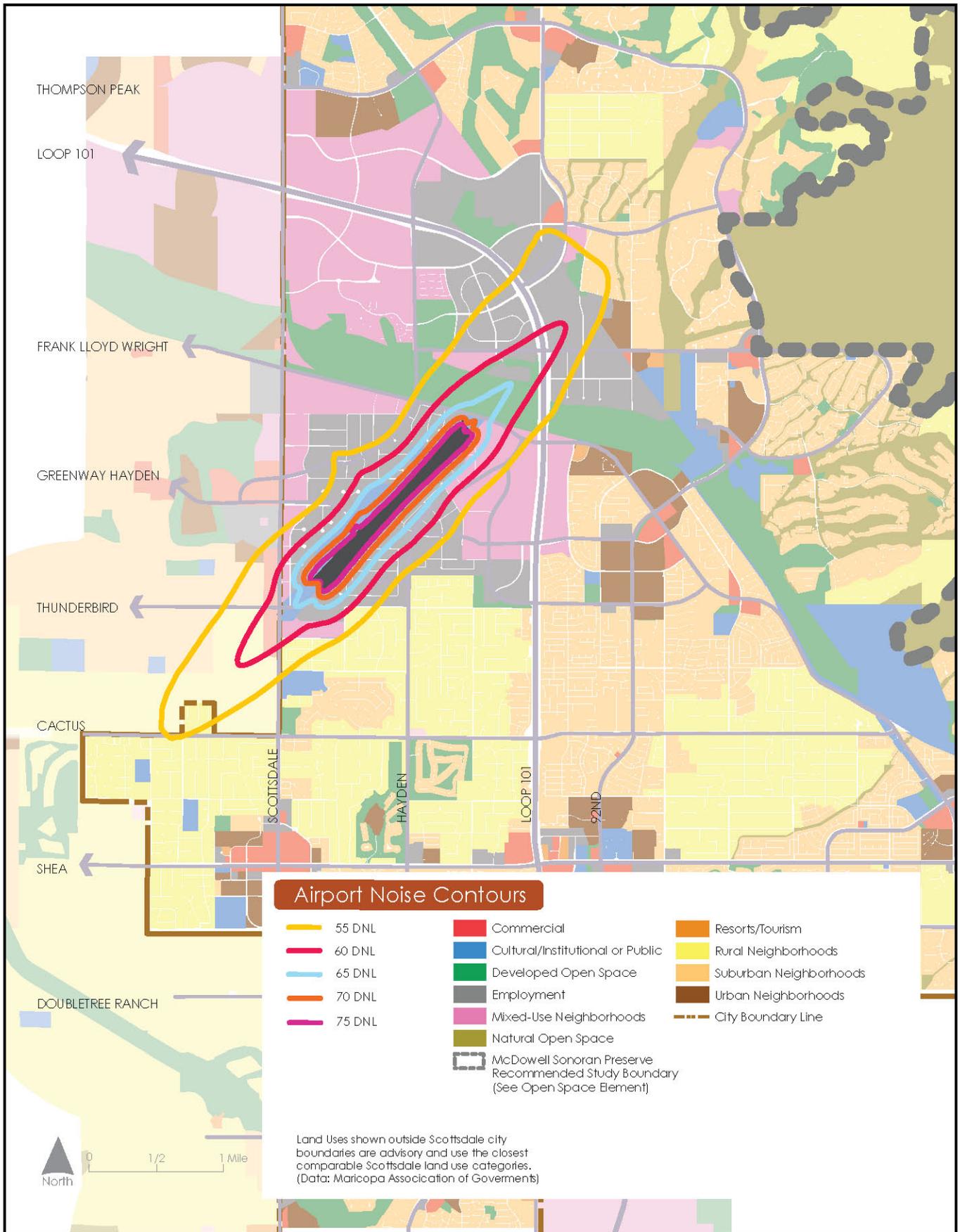
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Protect the viability of the Scottsdale Airport by encouraging compatible land uses and development types in the surrounding area.

POLICIES

- LU 8.1.** Maintain and implement the Airport Part 150 Noise Compatibility Program including the noise contour maps as well as the Scottsdale airport traffic pattern airspace map.
- LU 8.2.** Foster and encourage compatible land uses and activities and discourage uses or activities in the surrounding area that will impede safe flight operations.
- LU 8.3.** Encourage disclosure of the Scottsdale Airport through the use of Airport Influence Area and Noise Contour Maps.
- LU 8.4.** Maintain runway protection zones adjacent to the Scottsdale Airport.
- LU 8.5.** Support economic development opportunities and aviation related uses adjacent to the airport.
- LU 8.6.** Update and maintain the Greater Airpark Character Area Plan with focus on aviation as a key economic contributor for Scottsdale.





## LAND USE CATEGORY DEFINITIONS

The purpose of the Land Use Element is to encourage the orderly and efficient distribution of land uses in the city. “Neighborhood” land use categories focus on a range of primarily residential classifications. In some cases, the city does not control the location of special uses, such as schools, places of worship, or major transmission lines, and the state and federal government can preempt local land use authority. However, the city can work with other jurisdictions and agencies on decisions regarding land use. Whenever non-residential uses are adjacent to residential neighborhoods, special care must be taken to mitigate impacts between residential and non-residential uses.

The following is a description of Scottsdale’s land use categories:

- **RURAL NEIGHBORHOODS:** This category includes areas of large lot single-family neighborhoods. Densities in Rural Neighborhoods are usually one house per one acre (or more) of land. Native desert vegetation predominates many Rural Neighborhoods and special care is required to preserve the open desert character and environmental features including, but not limited to, desert vegetation, washes, and natural features. These neighborhoods can also take on an equestrian, open space, or golf course character when compared to surrounding areas that have smaller, suburban lots.
- **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 can also be used for small lot single-family homes such as patio homes. Suburban Neighborhoods may be used as a transition between less intense residential areas and more non-residential areas. The terrain should be relatively flat or gently sloping to accommodate the density.
- **URBAN NEIGHBORHOODS:** This category includes areas of multi-family dwellings/apartments. Densities in Urban Neighborhoods are more than eight dwellings per acre. Urban Neighborhoods are often used as a transitional land use between lower density residential areas and higher density non-residential areas. Access to adequate circulation and multi-modal transportation choices is a key consideration for Urban Neighborhoods. Care must be taken to minimize the impacts of these high-density uses on other residential areas.
- **MIXED-USE NEIGHBORHOODS:** Mixed-use Neighborhoods are located in areas with strong access to multiple modes of transportation and major regional access and services, and have a focus on human scale development. These areas could accommodate higher density housing combined with complementary office. Mixed-use may be non-residential when located near the Scottsdale Airport. Mixed-use Neighborhoods are concentrated primarily in growth and activity areas.
- **RESORTS/TOURISM:** This category is designed for hotels and a variety of resorts. They can be freestanding or part of a resort community or master-planned development. Resort locations capitalize on the physical amenities of the area and recreational, shopping, or entertainment opportunities. Hotels or resorts often include some ancillary retail, cultural, and recreational uses. In some areas of the community lower density may be required to preserve desert character and environmental features, or it may be necessary due to land slopes or other

physical constraints of the specific area. Medium density residential uses with a resort character and lifestyle may be integrated into resort uses and may share resort amenities. Resort uses often are places next to open spaces as a key amenity.

- **COMMERCIAL:** The Commercial category provides a variety of goods and services to the people who live in, work in, or visit Scottsdale and have been designated throughout the community at appropriate scale and locations. Neighborhood commercial should be located at frequent intervals in relationship to the density of nearby residential areas to reduce travel time and distance. The size and scale of neighborhood commercial centers should be compatible with surrounding residential uses and care must be taken to avoid undesirable impacts on surrounding areas. Neighborhood commercial uses are best located on collector or arterial streets. Community or regional serving commercial uses should typically be located on arterial streets for high visibility and traffic volumes. Community and regional commercial uses function best when they are integrated with mixed-use areas.
- **EMPLOYMENT:** The Employment category permits a range of employment uses from light manufacturing to light industrial, and office uses. Industrial and manufacturing uses are preferred to locate in areas that do not share access with, or are adjacent to, single-family residential. The Employment category also may include aviation and aviation-supporting uses. Employment areas should have access to adequate mobility systems and provide opportunities for business enterprises. Locations have been identified for employment centers where impacts on residential neighborhoods are limited and access is available to labor pools and transportation facilities. Major streets serving employment 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.
- **NATURAL OPEN SPACE:** The Natural Open Space category applies to locations where significant environmental amenities or hazards may exist including, but not limited to, steep slopes, boulder features, washes, and flood hazard areas. In most cases these areas represent mountainous terrain. It is intended that lands in the Natural Open Space category 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. Efforts to preserve mountainous areas, washes, and areas with native desert vegetation should continue. Low impact recreational activities are suitable for these sensitive areas and may include hiking, equestrian, or mountain bicycling trails.
  - **McDOWELL SONORAN PRESERVE:** The McDowell Sonoran Preserve consists of mountain and desert land included in the city's Preserve. Preserve land will remain as permanent open space with limited permanent improvements. The Recommended Study Boundary (RSB) of the McDowell Sonoran Preserve includes mountain and desert land designated by the City Council as suitable for preservation and for which the City Council may use dedicated tax dollars to acquire and place in the Preserve. The Preserve may also include lands preserved by zoning action as Natural Area Open Space (NAOS).

- **DEVELOPED OPEN SPACE:** Developed Open Space 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 provides amenities for residents, employees, and visitors. They may provide links between neighborhoods and provide for passive recreation in employment centers. Their design should integrate with adjacent neighborhoods. Tourism and public uses are encouraged to locate next to developed open spaces.
- **CULTURAL/INSTITUTIONAL OR PUBLIC USE:** This category includes a variety of public and private facilities including government buildings, schools, private and public utilities, the Scottsdale Airport, and Taliesin West.
- **REGIONAL USE OVERLAY:** The Regional Use Overlay provides flexibility for land uses when it can be demonstrated 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, implements 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 is indicated along Shea Boulevard. Within this corridor specific guidelines are in effect. Policies relating to the corridor 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, dry cleaning, etc. should occur within the neighborhoods, on arterial streets, and outside of the Shea Corridor so that convenient vehicular and pedestrian access can occur, and local traffic will not need to use Shea Boulevard.
  - The umbrella goals, policies, and guidelines (contained in the Shea Area Plan adopted June 15, 1993) should be followed.
- **MAYO SUPPORT DISTRICT:** The Mayo Support District is indicated for the area surrounding the Mayo Clinic. Within this district, a flexible approach to locating support uses should be considered. Policies for this area are also included in the Shea Area Plan adopted June 15, 1993.

# GENERAL PLAN AMENDMENT

Legislation requires that each city establish criteria to determine if a proposed change qualifies as a major amendment. Arizona State Statute (9-461.06) defines a major amendment as, “a substantial alteration of the municipality’s land use mixture or balance as established in its General Plan Land Use Element.” For Scottsdale an amendment to the General Plan shall be defined as a major amendment if it meets one of the following:

- 1) If the request is for a change in land use category on the land use map that changes the land use from one type to another as delineated in Table 1, the request will be considered a major General Plan amendment.

**TABLE 1: CHANGE IN LAND USE CATEGORY**

	A	B	C	D
<b>A</b>	Rural Neighborhood Natural Open Space	YES	YES	
<b>B</b>	Suburban Neighborhood Developed Open Space		YES	
<b>C</b>	Urban Neighborhood Commercial Employment Mixed-Use Neighborhood	YES	YES	
<b>D</b>	Resort/Tourism Cultural/ Institutional or Public Use	YES	YES	YES

- 2) If the request is for a change in land use designation that comprises 10 contiguous gross acres, the request will be considered a major General Plan amendment.
- 3) If the request is to modify the text of the General Plan amendment criteria, the request will be considered a major General Plan amendment.
- 4) If a General Plan text amendment request proposes to change the use, density, or intensity of the General Plan land use category definitions, the request will be considered a major General Plan amendment.

5) If the request is to amend the boundary of a designated General Plan Growth Area or to designate a new Growth Area, the request will be considered a major General Plan amendment.

## MAJOR AND MINOR AMENDMENT PROCESS

### **Major Amendment**

State statute allows major amendments to the General Plan once per year (see the City of Scottsdale website for submittal deadline date.) Major amendments to the General Plan require a minimum of two (2) public hearings of the Planning Commission, a remote hearing and a regular hearing. The Planning Commission does not take action at the remote hearing however public comment is taken. Recommendation made by the Planning Commission at the regular hearing will be transmitted to the City Council.

Major amendments may only be considered by the City Council at a single hearing during the calendar year the proposal is made. Approval of a major amendment requires an affirmative vote of at least two-thirds of the members of the City Council.

### **Minor Amendment**

Applications for a minor amendment will be processed as they are received and can be heard at any time during the year. Minor amendments require a minimum of 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.

Both the major and minor General Plan amendment processes will include a review, analysis, findings, and recommendations by staff 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, analysis will be conducted to see if the proposal also supports the goals and policies within those plans. Should a minor or major amendment be denied by City Council, the applicant must wait one (1) year from the date of denial before resubmitting the same application to the City of Scottsdale.



# GROWTH AREAS ELEMENT

Growth areas are intended to focus higher intensity development into targeted areas that are most appropriate for accommodating a variety of land uses and are oriented to multi-modal activity. Growth areas encourage new development and redevelopment in targeted, identified areas. Growth areas may not be contiguous to each other.



In addition to growth areas, the City of Scottsdale has identified activity areas. Activity areas are areas where development is concentrated but to a lesser degree than growth areas. Activity areas vary in size, intensity, type of activity, and development and should be context appropriate.

The Growth Areas Element and map identifies those areas of the community that are most appropriate for development focus. Having certain growth areas of the community that will best accommodate future growth and redevelopment will allow increased focus on creating or enhancing transportation systems and infrastructure coordinated with development activity. In the growth areas, the city can concentrate on improvements that will support planned concentration of a variety of uses.

## Goals and Policies

### GOAL GA 1.

Direct and sustain growth and expansion in areas of the city that can support regional transportation, infrastructure improvements, and a concentration of development density and intensity.

#### POLICIES

- GA 1.1.** Promote infrastructure expansion where it will be most efficient and effective, and minimizes adverse impacts outside the identified areas.
- GA 1.2.** Give priority in the Capital Improvements Plan to infrastructure upgrades and improvements that serve identified growth areas.
- GA 1.3.** Focus infrastructure improvements in designated growth areas and contiguous to existing development.
- GA 1.4.** Identify edges of growth areas and incorporate transition areas between these edges and adjacent, established neighborhoods.
- GA 1.5.** Accommodate the highest intensity of development in growth areas.
- GA 1.6.** Anticipate the need and secure land for public facilities, water treatment plants, reservoirs, transportation rights-of-way, parks, libraries, community centers, and other public needs.

**GOAL GA 2.**

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Emphasize efficient automobile, transit, and other multi-modal circulation to, from, and within growth and activity areas.

POLICIES

- GA 2.1.** Promote physical planning and design techniques that facilitate access to, and use of, transit services and other multi-modal circulation options.
- GA 2.2.** Concentrate circulation infrastructure expansion in identified growth areas and coordinate improvements with development activity.
- GA 2.3.** Coordinate a multi-modal circulation system with a rational pattern for land development in identified growth and activity areas.

**GOAL GA 3.**

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Conserve significant natural resources and open space areas in the growth areas and coordinate their locations to similar areas outside the growth areas.

POLICIES

- GA 3.1.** Provide open spaces in designated growth areas that encourage public gathering, enhance aesthetics, and serve as buffers between uses of significantly differing function and intensity.
- GA 3.2.** Strengthen connections between open space areas within, and outside of, growth areas by identifying open space corridors between these areas.
- GA 3.3.** Safeguard and maintain significant historic, archaeological, and natural resources in the growth areas.

**GOAL GA 4.**

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Promote the public and private construction of timely and financially sound infrastructure expansion through the use of infrastructure funding and fiscal planning that is coordinated with development activity.

POLICIES

- GA 4.1.** Coordinate infrastructure development and upgrades with infill development and reinvestment that encourages a mix of uses and supports pedestrian and transit activity.
- GA 4.2.** Plan and promote the orderly building of infrastructure including, but not limited to, water, sewer, drainage, power and communication utilities, parks, libraries, public buildings, and transportation facilities.
- GA 4.3.** Coordinate development with the construction of primary water, wastewater, and circulation systems.

- GA 4.4.** Promote responsible growth that is guided by the adequacy of existing and/or easily expandable infrastructure, services, and facilities.
- GA 4.5.** Promote sustainable development and green building practices to lessen the demand on infrastructure within growth and activity areas.

**GOAL GA 5.**

Recognize and build upon the character and economic diversity of the various growth and activity areas.

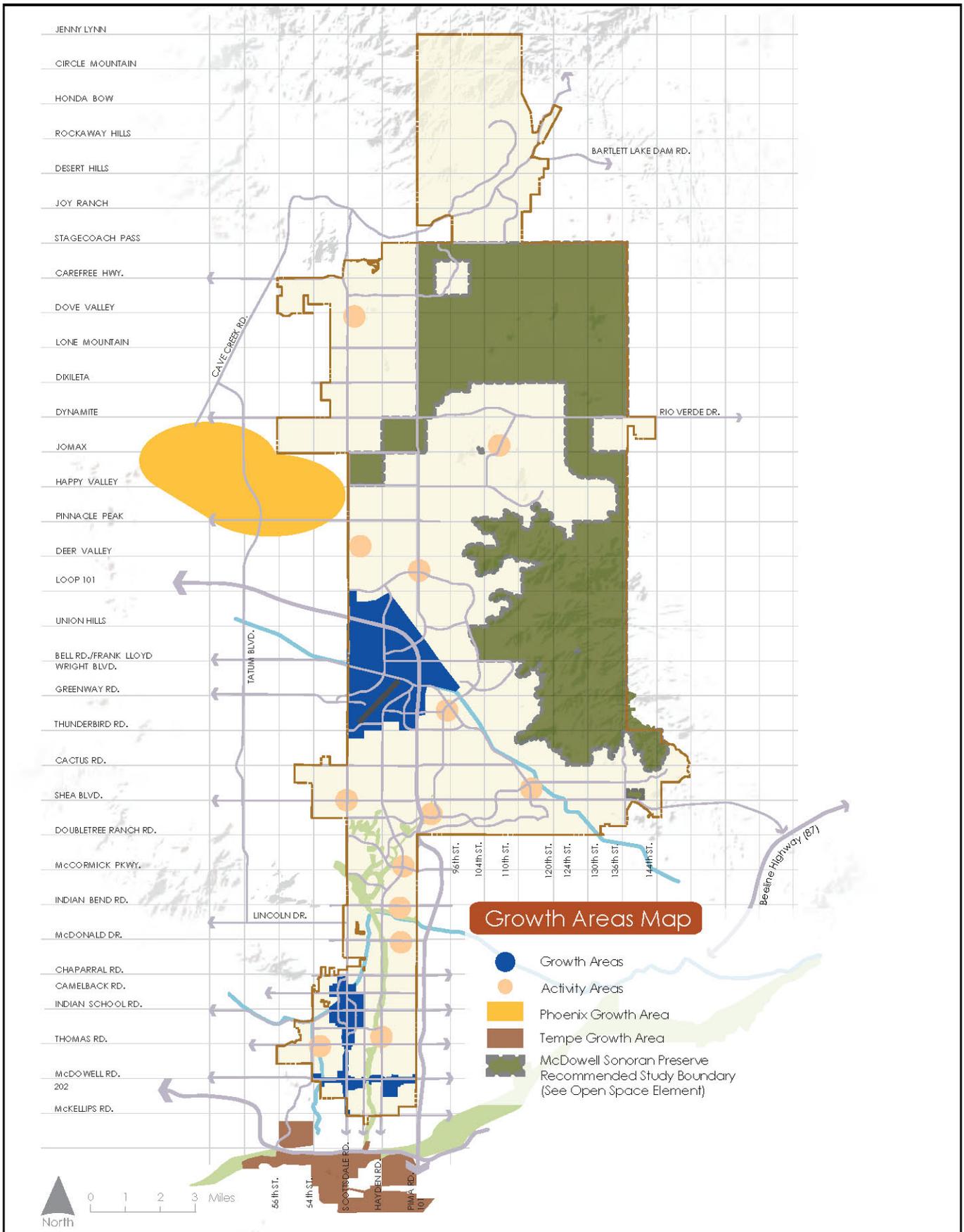
POLICIES

- GA 5.1.** Support moderate intensity, mixed-use, context appropriate development in activity areas located in more developed areas of the city.
- GA 5.2.** Promote lower scale, context appropriate development that provides localized services in activity areas located in less developed areas of the city.
- GA 5.3.** Promote economic development as a key component of designated growth and activity areas.
- GA 5.4.** Integrate public art into the visual character of designated growth and activity areas.
- GA 5.5.** Protect key economic assets from incompatible land uses in designated growth and activity areas.
- GA 5.6.** Reflect the city’s needs for fiscal health, economic diversification, and quality of life through new development and redevelopment of growth and activity areas.

## **SCOTTSDALE'S GROWTH AREAS**

Because of its geographic size, Scottsdale has 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. The three Scottsdale growth areas are:

- **McDowell Road/ Scottsdale Road Growth Area** is comprised primarily of long-standing commercial properties that are undergoing transition. That transition, as well as the growth area's close proximity to other surrounding communities, promotes continued reinvestment along these corridors. Scottsdale Road has long been the city's backbone and south Scottsdale Road plays off its location between Scottsdale's Downtown Growth Area and the City of Tempe's Growth Area, to provide the vital link between these two areas. The intersection of McDowell and Scottsdale Roads is considered the "hub" of this growth area.
- **Downtown Growth Area** is the commercial, cultural, civic, and symbolic center of the community. It is comprised of a collection of interconnected, mixed-use urban neighborhoods. While acting as the city's primary local and regional draw for shopping, dining, and entertainment, Scottsdale's downtown is a large tourist destination for visitors. It also serves as one of the important gateways into the city from the west.
- **Greater Airpark Growth Area** is the second largest employment center in the State of Arizona. It is headquarters to more than 30 national and regional corporations and contains the largest employment and industrial-zoned area within the City of Scottsdale. The Scottsdale Airport is located within this growth area. 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 Open golf event, the Barrett Jackson Auto Auction, and the Arabian Horse Show.







# NEIGHBORHOODS CHAPTER



## INTRODUCTION

Neighborhoods are a blend of homes, shops, schools, churches, and parks. They are the building blocks of the city, with each one as distinct as the next. The City of Scottsdale's goal is to preserve, reinforce, and where appropriate, revitalize the core characteristics and stability that define all of its neighborhoods. By making sure that changes in neighborhoods harmonize with the existing character, by enhancing neighborhoods' defining features, and working towards their long-term attractiveness and economic integrity, the unique character and special qualities of each neighborhood can be enhanced.

Scottsdale embraces a variety of housing opportunities that enhance the character, diversity, and vitality of the city, as well as respects the Sonoran Desert. This involves protecting the existing housing inventory and offering support programs to help with improvements and upkeep. It also means encouraging builders through incentives to broaden the spectrum of home options in proposed residential developments. Housing options should include a wide range of opportunities for people living and working in Scottsdale, people at different life stages, income levels, and social and physical needs.

As the city approaches build-out, fewer new homes are being constructed and more attention is being turned to aging areas. The city welcomes Scottsdale citizens as partners in making sure that their neighborhoods are the kind in which they want to live and do business in the future. Scottsdale's future as a desirable place to live, work, and visit is dependent upon a stable economic base, but equally dependent upon strong, livable neighborhoods. The elements within this chapter contain the foundation for creating strong neighborhoods built upon community involvement and participation.

## Contents

The following elements are included in the Neighborhoods Chapter:

### **HOUSING ELEMENT**

- Goal H 1. Safe and quality housing stock
- Goal H 2. Variety of housing options
- Goal H 3. Workforce housing
- Goal H 4. Housing for all ages and needs
- Goal H 5. Fair housing

### **NEIGHBORHOOD PRESERVATION AND REVITALIZATION ELEMENT**

- Goal NPR 1. Safe and secure neighborhoods
- Goal NPR 2. Neighborhood maintenance
- Goal NPR 3. Homeownership
- Goal NPR 4. Neighborhood plans
- Goal NPR 5. Community interaction

### **CONSERVATION, REHABILITATION, AND REDEVELOPMENT ELEMENT**

- Goal CRR 1. Neighborhood stability
- Goal CRR 2. Economic well-being

### **COMMUNITY INVOLVEMENT ELEMENT**

- Goal CI 1. Early and ongoing involvement
- Goal CI 2. Communitywide representation
- Goal CI 3. Public information
- Goal CI 4. Communication techniques
- Goal CI 5. Inform and educate
- Goal CI 6. Community partnerships

# HOUSING ELEMENT



Since the city incorporated in 1951, Scottsdale’s housing and neighborhoods have shifted and evolved in response to marketplace trends and family lifestyles. From the early 1950s through the 1970s, Scottsdale pioneered creative housing solutions in Arizona, such as townhome communities for part-time residents and the live, work, and play master-planned communities like McCormick Ranch. One-mile planning areas with ranch style homes, schools as the centerpiece of the area, and commercial uses at the edges were the norm for development during these decades.

In the early 1980s, Scottsdale annexed approximately 105 square miles of county land zoned for low density housing. With the new land, low cost of living, and Scottsdale’s nationally recognized image as a quality place to live and raise a family, the 1980s and 1990s were a period of planning and vigorous building for the north areas of the city. A number of master-planned communities and custom homes on large lots were built.

While single-family homes continue to be the preferred type of housing, an increasing number of people, from baby boomers to young professionals, seek a more urban lifestyle. This lifestyle consists of condominiums in a downtown setting and mixed-use developments with amenities in close proximity.

In general, housing in Scottsdale has maintained a higher cost and value than comparable housing in other Valley communities because of the community amenities, services, and quality of life in the city. While this is beneficial for property and resale values, it has traditionally made provision of housing for the full spectrum of Scottsdale’s citizens, service workers, seniors on limited incomes, and citizens with special social or physical needs, more difficult. The goals and policies of this element focus on the need to support and promote a diversity of housing that accommodates a variety of income levels, households, and socioeconomic needs.

The following table shows population and housing differences between 1990, 2000, and 2010.

	1990	2000	2010
Population	132,050	208,050	217,385
Housing Units	69,894	107,650	124,001
Household Size	2.30	2.26	2.20
Median Income	\$30,056	\$63,000	\$73,195
Median Home Price	\$115,200	\$198,000	\$373,000

## Goals and Policies

### **GOAL H 1.**

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Safeguard the condition and quality of housing stock in order to maintain attractive and livable neighborhoods.

#### POLICIES

- H 1.1.** Maintain Scottsdale’s quality driven development review standards for new housing development.
- H 1.2.** Promote physical design, building structure, lot layout relationships, and landscaping opportunities between existing and new housing construction to help the new developments complement the surrounding neighborhoods.
- H 1.3.** Integrate sustainable building practices into new housing design and housing renovations.
- H 1.4.** Seek appropriate resources to revitalize and maintain single- and multi-family housing developments.

### **GOAL H 2.**

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

#### POLICIES

- H 2.1.** Establish appropriate incentives for the development of quality housing that accommodates a variety of income levels.
- H 2.2.** Support the reduction of governmental and regulatory constraints to enhance housing affordability.
- H 2.3.** Consider incentives for the development of diverse housing types, including smaller, more affordable units.
- H 2.4.** Maintain a housing mix communitywide to serve the evolving demographic and economic needs of the city.
- H 2.5.** Leverage state and federal funding opportunities for the preservation of safe and affordable housing.
- H 2.6.** Update city ordinances and policies to proactively support housing diversity.
- H 2.7.** Preserve and expand quality rental options within various areas of the community.
- H 2.8.** Locate new housing supply in appropriate locations to meet identified housing demands.

**H 2.9.** Support the creation of mixed-use projects in more urban areas, as a means to increase housing supply while promoting diversity and neighborhood vitality.

**GOAL H 3.**

Promote the use of innovative design and regulatory flexibilities to achieve workforce housing throughout the city.

POLICIES

- H 3.1.** Locate mixed-use development in areas of major employment and transit hubs to offer greater living and working choices to a broader economic range of households.
- H 3.2.** Support partnerships whereby builders and/or major employers help provide diverse housing options for Scottsdale’s workforce.
- H 3.3.** Support development of workforce housing in conjunction with new development and expansion of hotels, resorts, and other generators of service level employment.
- H 3.4.** Explore opportunities for new or redeveloped housing to serve the employment base.

**GOAL H 4.**

Increase availability and integrate a variety of housing that supports flexibility, mobility, independent living, and services for all age groups and needs.

POLICIES

- H 4.1.** Work toward the development of a full range of senior housing while also finding ways to incorporate adjacent service facilities, where appropriate.
- H 4.2.** Support policies and techniques, including but not limited to, universal home design, that provides housing opportunities to meet the unique needs of the elderly and disabled.
- H 4.3.** Create links between housing and adjacent uses, including but not limited to, senior centers, childcare centers, preschools, youth centers, and other community facilities to provide opportunities for intergenerational connections.
- H 4.4.** Integrate elderly and assisted care facilities into neighborhoods and create connections between residential developments to promote opportunities for aging in place and continuum of care for the elderly.
- H 4.5.** Seek opportunities to locate housing for those citizens with special needs near transportation services that will make their mobility easier.
- H 4.6.** Support agencies and organizations that provide shelter, housing, and services to vulnerable populations.
- H 4.7.** Support housing development that includes services and facilities to meet a variety of household needs.

- H 4.8.** Participate actively in identifying regional partners and solutions for those special needs that may be most appropriately addressed at the regional level.

**GOAL H 5.**

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Facilitate compliance with federal, state, and county fair housing requirements regarding the sale or rental of housing.

**POLICIES**

- H 5.1.** Update city policies to support regional, state, and federal efforts that prohibit discrimination in the sale or rental of housing and other prohibited practices towards any person because of race, color, religion, sex, handicap, familial status, or national origin.
- H 5.2.** Provide access to education and training for the development community and property owners in how they can meet fair housing requirements for those properties covered by federal, state, and county regulations.

# NEIGHBORHOOD PRESERVATION AND REVITALIZATION ELEMENT

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Scottsdale is a maturing city with diverse and unique neighborhoods that vary in age, size, character, and composition. The community values its neighborhoods highly and desires to preserve and enhance them for all citizens who live, work, and visit here. Scottsdale has a long standing commitment to providing a quality physical and social environment for its citizens.

Many of Scottsdale’s mature neighborhoods reflect the more traditional neighborhood model where most commercial, educational, and recreational services are either integrated into residential areas or located in convenient proximity. Some of Scottsdale’s rural neighborhoods offer limited immediate access to such services while promoting the distance between residential and commercial and other services as part of a rural lifestyle amenity.

The city must continue to look at preserving and enhancing its built environment. The preservation and revitalization of Scottsdale’s mature neighborhoods are critical to maintaining and strengthening the health, safety, prosperity, and enjoyment of the community.

## Goals and Policies

### GOAL NPR 1.

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Enhance and promote city programs that provide for the safety and security of neighborhoods.

#### POLICIES

- NPR 1.1.** Continue the city’s proactive approach to code enforcement which preserves, enhances, and promotes healthy neighborhoods.
- NPR 1.2.** Utilize community policing techniques such as neighborhood watch groups to discourage criminal activity in neighborhoods.
- NPR 1.3.** Train citizens through emergency preparedness programs.
- NPR 1.4.** Enhance response efforts to graffiti damage.
- NPR 1.5.** Provide education regarding renter rights concerning housing and property maintenance standards.
- NPR 1.6.** Inspect rental sites that may have safety and health code violations.

**NPR 1.7.** Partner with outside organizations to monitor the condition of abandoned or vacant buildings to mitigate negative effects on a neighborhood.

**GOAL NPR 2.**

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

POLICIES

**NPR 2.1.** Strive for ongoing property and rights-of-way maintenance to sustain neighborhood vitality, value, and overall sense of community pride.

**NPR 2.2.** Support policies and programs that provide opportunities for residential and commercial property owners to update or renovate their properties and examine existing regulations that may be barriers to adaptation of existing homes.

**NPR 2.3.** Foster long-term housing and neighborhood vitality through preservation and revitalization of mature neighborhoods.

**NPR 2.4.** Coordinate city programs dealing with neighborhood enhancement and support activities that work to revitalize neighborhoods.

**NPR 2.5.** Educate property owners on the value of maintaining and improving their properties.

**NPR 2.6.** Identify and promote the preservation of neighborhoods that exhibit unique cultural or architectural attributes.

**GOAL NPR 3.**

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Promote homeownership as a way to strengthen the sense of community and encourage investment in housing.

POLICIES

**NPR 3.1.** Support programs that will increase home ownership among entry level and moderate income households who work in Scottsdale.

**NPR 3.2.** Support home buyer assistance programs to qualified persons.

**NPR 3.3.** Provide educational programs for home buyers to understand their financial obligations and loss prevention options.

**GOAL NPR 4.**

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Preserve and enhance the diverse neighborhoods found in Scottsdale with neighborhood plans.

POLICIES

**NPR 4.1.** Utilize neighborhood plans to improve the availability of resources for programs that preserve or revitalize mature neighborhoods.

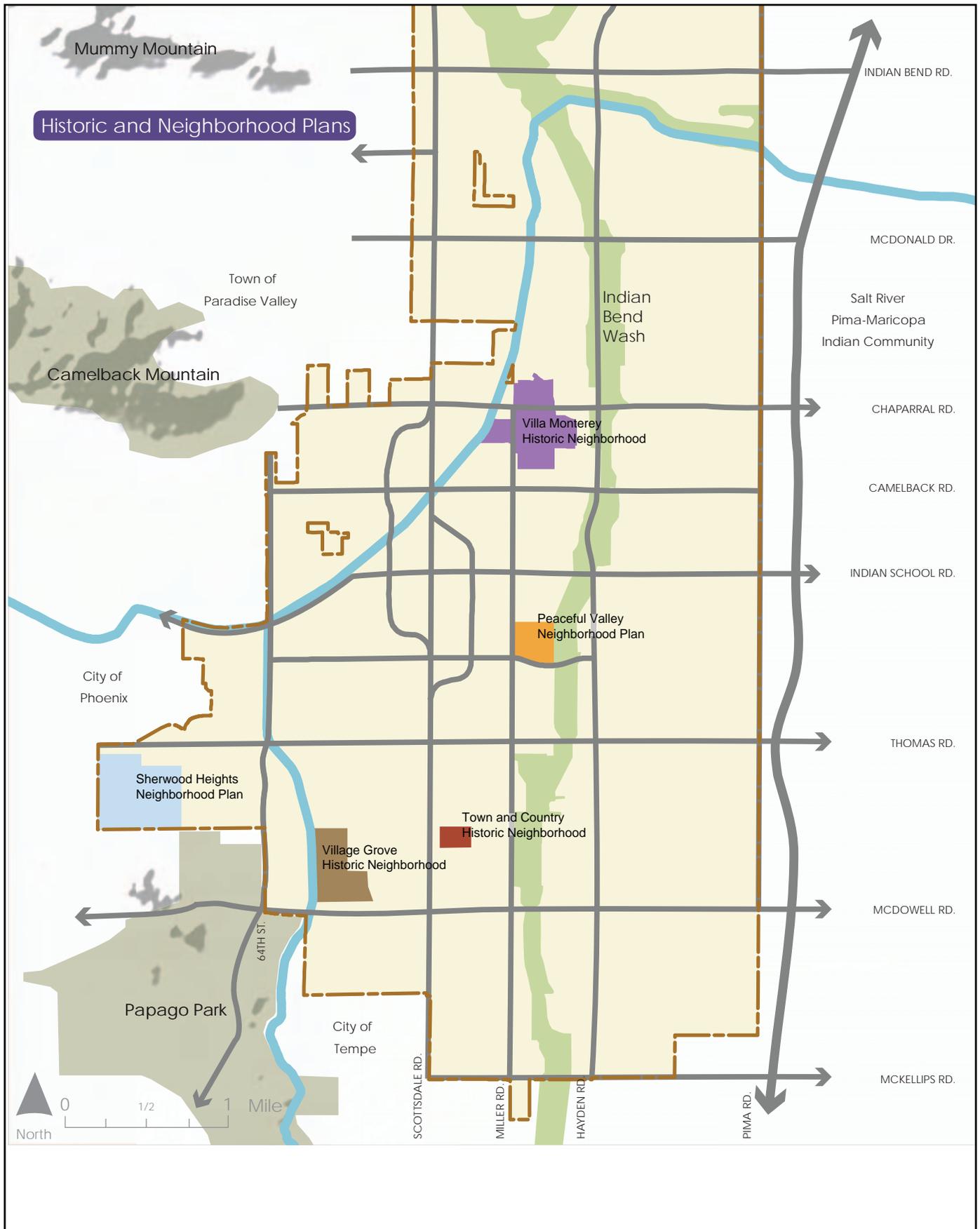
- NPR 4.2.** Guide new development to be sustainable, well-designed, and respectful of existing neighborhoods through neighborhood planning initiatives.
- NPR 4.3.** Assist neighborhoods in inventorying and celebrating the important elements of their neighborhood.
- NPR 4.4.** Reinforce neighborhood character and identity through neighborhood plans.

**GOAL NPR 5.**

Build strong neighborhoods through community interaction.

POLICIES

- NPR 5.1.** Preserve and enhance the public gathering spaces within walking distance of residential neighborhoods.
- NPR 5.2.** Strive for all organized neighborhoods to register and maintain contact with the Neighborhood Notification Program.
- NPR 5.3.** Support programs that promote neighborhood self reliance and community based problem solving.
- NPR 5.4.** Create opportunities for community interaction through block parties, farmers markets, and other neighborhood events.
- NPR 5.5.** Provide technical assistance and education to neighborhood groups seeking to explore neighborhood opportunities or resolve neighborhood problems.



# CONSERVATION, REHABILITATION, AND REDEVELOPMENT ELEMENT

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Redevelopment describes the steps a community takes to protect and enhance an area. Sometimes these steps are ordinary and don't require any kind of special legal authority. Some examples of practical redevelopment steps may include changing zoning ordinances and/or adopting design guidelines to encourage a particular type of development; or actions such as funding street improvements with lighting and streetscape features. These typical steps are referred to as “informal” redevelopment.

The Arizona redevelopment statute (ARS 36-1471) allows cities to revitalize selected areas by using additional tools to promote and influence redevelopment. These tools are used for improving deteriorated urban conditions, establishing permanent open space, acquiring and selling real property, and achieving other locally approved redevelopment goals. This “formal” redevelopment involves the designation of an area as a Redevelopment Area and requires the adoption of a Redevelopment Plan.

As the city approaches build-out, land set aside for development will become increasingly limited. Now and into the future the city will need to focus attention on conservation and rehabilitation of the more mature properties, seek creative infill development strategies, and support redevelopment in areas showing decline.

The following goals and policies address “informal” and “formal” redevelopment, recognizing that any “formal” redevelopment that occurs must get Council approval and follow the Arizona redevelopment statute.

## Goals and Policies

### GOAL CRR 1.

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Use redevelopment to provide for the long-term stability of Scottsdale’s maturing residential, commercial, and civic neighborhoods.

#### POLICIES

- CRR 1.1.** Use redevelopment tools to help maintain the community’s mature areas and sustain Scottsdale’s quality of life.
- CRR 1.2.** Continue the city’s strategic and proactive policy of redevelopment intervention efforts in areas that show signs of decline.
- CRR 1.3.** Provide, maintain, and support the legal tools that allow redevelopment to occur in the community.

- CRR 1.4.** Support proactive communication with affected residents and business owners during the planning and implementation of redevelopment projects.
- CRR 1.5.** Strive to replace affordable housing removed by redevelopment projects to maintain long-term housing affordability.
- CRR 1.6.** Support redevelopment activities that provide opportunities to address housing affordability challenges.
- CRR 1.7.** Expect use of relocation benefits to mitigate hardship on individuals and families during redevelopment process relocations.
- CRR 1.8.** Redevelop blighted, distressed, or underutilized properties.
- CRR 1.9.** Upgrade substandard infrastructure during redevelopment projects.
- CRR 1.10.** Proactively redevelop or regenerate antiquated commercial properties.

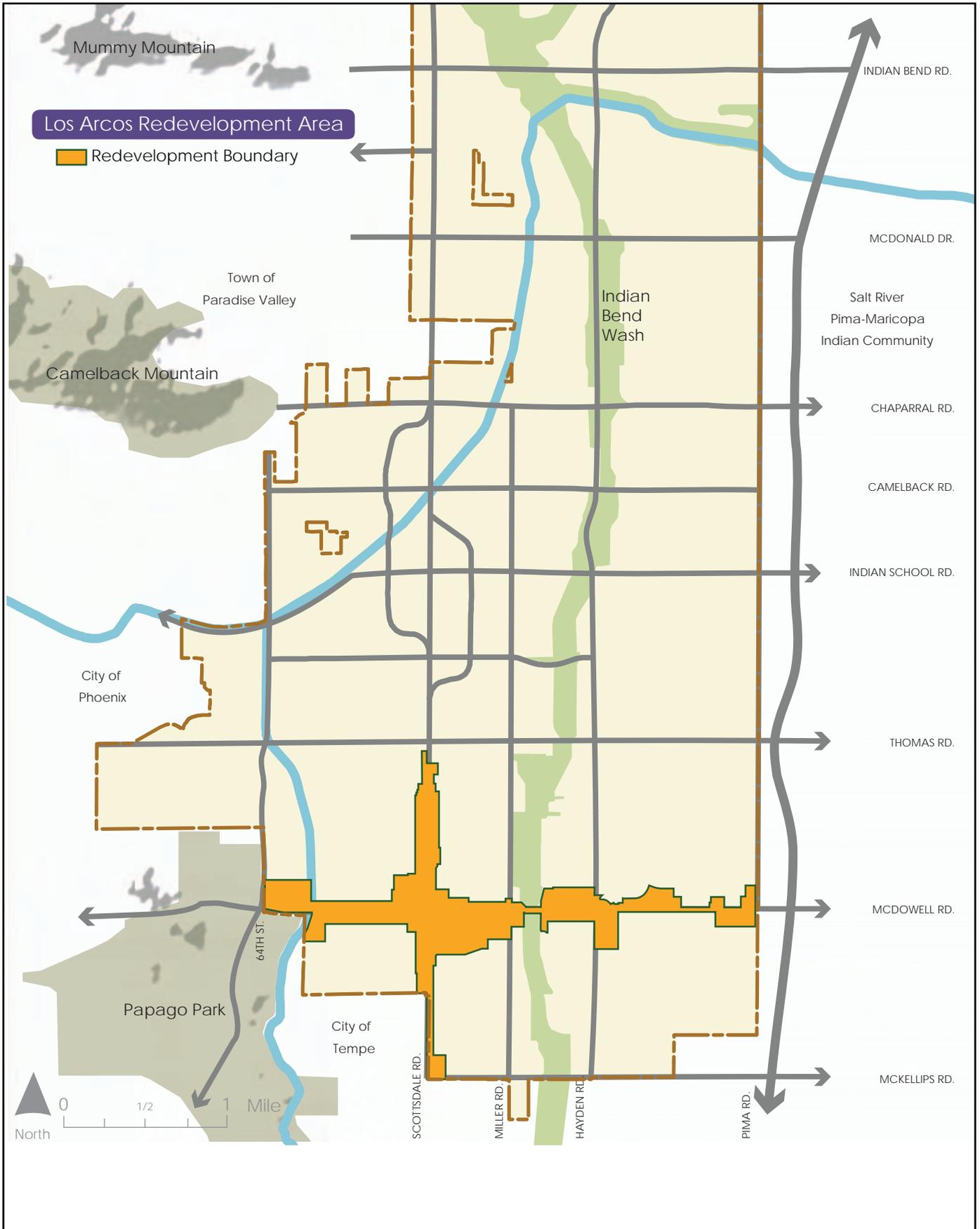
**GOAL CRR 2.**

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

**POLICIES**

- CRR 2.1.** Support and encourage appropriate public and private economic reinvestment in mature, physically and economically declining areas.
- CRR 2.2.** Use redevelopment and rehabilitation techniques to positively impact the visitor, resident, and business communities' visual and aesthetic impressions of the overall city.
- CRR 2.3.** Redevelop aging retail areas in order to maintain Scottsdale's standing as one of the major retail, restaurant, and entertainment destinations within the metropolitan area.
- CRR 2.4.** Redevelop and revitalize Scottsdale's mature employment centers in order to maintain and enhance the health of Scottsdale's job market and provide for new job opportunities.
- CRR 2.5.** Strive for the use of green building techniques that incorporate healthy, resource efficient and energy efficient materials and methods in design, construction, and remodeling associated with rehabilitation, conservation, and redevelopment efforts.
- CRR 2.6.** Promote the adaptive reuse of existing structures through conservation and/or rehabilitation, where feasible and context appropriate.
- CRR 2.7.** Offer incentives for rehabilitation of historic neighborhoods.
- CRR 2.8.** Educate and inform the community about redevelopment opportunities in Scottsdale's growth areas.





# COMMUNITY INVOLVEMENT ELEMENT

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Public participation is an important component of successful planning, community building, and decision making. Citizens (residents, business owners, and property owners) should have ongoing communication about, and a say in decisions regarding actions that affect their community and their lives. While it is recognized that a city as complex and diverse as Scottsdale will rarely have consensus, public participation may bring understanding and dialogue to complex issues.

Through the guidelines contained in this element, Scottsdale demonstrates its commitment to being a leader in promoting open government processes that are accessible, responsive, and fair to all community participants, encouraging early and meaningful citizen input in these important processes. Such participation will help the city resolve concerns early and level the playing field for citizens, property owners, elected officials, the development community, and other stakeholders. It also provides an opportunity for early input into the formation of city policy and regulations. The city will consider new ways to promote community involvement, recognizing the diversity and unique elements of the community.

The ultimate goal is to work towards a level of dialogue that is mutually respectful, responsible, and civil. The city’s role is to reflect and respond to citizen proposals/comments by forging partnerships between citizens, stakeholders, elected officials, and the city organization, so that all parties are involved, informed, and responsive to the needs of a dynamic community. The goals and policies included in this element are meant to serve as suggestions for ways to effectively inform and involve the community in city related discussions and decision making processes.

## Goals and Policies

### GOAL CI 1.

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Seek early and ongoing involvement in project/policy making discussions.

#### POLICIES

- CI 1.1. Maximize opportunities for cost effective and efficient early notification of proposed plans, projects, and/or policies under consideration using signs, information display boards, website postings, written correspondence, and other methods, as available.
- CI 1.2. Institute and use public involvement plans to identify and engage interested parties regarding their concerns and interests, and provide opportunities for information exchange and involvement.
- CI 1.3. Require that project sponsors conduct community involvement programs, share information, and communicate issues and opportunities surrounding projects.

- CI 1.4.** Require that project sponsors show accountability for being responsive to constructive community comments and concerns and demonstrate how community comments are ultimately addressed.

**GOAL CI 2.**

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Proactively seek communitywide representation on issues through outreach programs that inform and engage citizens.

POLICIES

- CI 2.1.** Determine the range and distance of public notification based on the characteristics of the specific case, plan and/or policy. At a minimum, all notification should include a focus on directly affected stakeholders. Depending on the interest level of the community, enhanced notification may be warranted.
- CI 2.2.** Create and use communitywide 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.** Incorporate public involvement opportunities in order to engage a broad cross section of community members.
- CI 2.4.** Provide opportunities for civic education and participation to ensure informed communitywide representation on municipal issues.

**GOAL CI 3.**

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Publish and process public information in a manner that is relevant to citizen's daily lives and personal and professional interests.

POLICIES

- CI 3.1.** Provide multiple locations/times/communication tool in order to accommodate a wide diversity of community lifestyles, work schedules, and time availability in public involvement efforts.
- CI 3.2.** Form and utilize multidisciplinary teams to provide information to community groups and organizations.
- CI 3.3.** Provide communitywide information and notification of public involvement opportunities in a variety of conventional and nonconventional ways to communicate with the diverse population.

**GOAL CI 4.**

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Augment face to face interaction with new communication techniques.

POLICIES

- CI 4.1.** Provide multiple opportunities for input through use of new and evolving technologies.

- CI 4.2. Support both the private and public sectors use of data visualization, simulations, and modeling as a means to explore complex city issues.
- CI 4.3. Partner with other organizations, when appropriate, to use networks and tools to further communication and to sponsor links to city information.
- CI 4.4. Adapt communication techniques and technologies to each situation.

**GOAL CI 5.**

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Provide information about community characteristics to increase understanding and insight into the complexity of opportunities and challenges that affect the city.

POLICIES

- CI 5.1. Track, measure, identify, and convey information regarding community issues, opportunities, trends, and concerns.
- CI 5.2. Provide communitywide access to data that reflects current facts, figures, demographics, trends, and analysis.
- CI 5.3. Create public information materials in a variety of formats that accurately reflect the facts surrounding opportunities and issues, i.e. the purpose, timing, and need/benefits for a project or proposal, and when possible, explain the differing perspectives for each.

**GOAL CI 6.**

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Foster community partnerships, catalysts, and networks as a means of sharing information and responsibilities, 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.





# ECONOMIC DEVELOPMENT CHAPTER



## INTRODUCTION

Scottsdale's future as a desirable place to live, work, and visit is dependent upon a dynamic, diversified, and growing economic base that complements the character of the community. Scottsdale is regionally competitive and strives to attract businesses that offer employment to citizens, provide essential services, respect the desert environment, support the tourist industry, and bolster the tax base. Scottsdale celebrates and embraces its existing strengths in business and employment, as well as looks to diversify and develop new strengths through emerging technologies and changes in ways of doing business. Economic competitiveness and prosperity is the primary means of supporting a quality of life that is distinctive among Valley communities.

Revitalization and redevelopment are a critical part of the economic vitality of the community. Housing and the stability of neighborhoods is an essential ingredient to Scottsdale's quality of life. This makes retaining and enhancing the vitality of maturing areas of the city a top priority in order to maintain the city's overall economic health.

Tourism and healthcare services are both integral parts of Scottsdale's identity and serve as part of the community's key economic engine. The health of the tourism market is dependent upon the quality and character of local hotels and resorts, the natural and built environment, and entertainment activities. Coupled with this, the healthcare industry supports Scottsdale by providing a stable employment base. The preservation and enhancement of these two market sectors are critical to the continued economic health of the city.

In order to maintain high public service standards and physical quality, the city must be committed to supporting and expanding its economic base. This can be done by targeting new economic opportunities that can help provide **support for the future fiscal health of the city and long-term sustainability**. The goals and policies of this chapter recognize that the City of Scottsdale operates within the broader context of a regional and global economic setting, and the city must strengthen its competitive position by creating an environment and infrastructure where industries for which Scottsdale is competitive can create, respond, and adjust rapidly.

## Contents

The following elements are included in the Economic Development Chapter:

### **ECONOMIC VITALITY ELEMENT**

- Goal EV 1. Long-term economic strategies
- Goal EV 2. Economic growth and stability
- Goal EV 3. Premier destination
- Goal EV 4. Long-term fiscal health
- Goal EV 5. High-quality education

### **COST OF DEVELOPMENT ELEMENT**

- Goal CoD 1. Development to pay fair share
- Goal CoD 2. Coordinate infrastructure and land use

# ECONOMIC VITALITY ELEMENT

The importance of a healthy, vibrant economy to Scottsdale’s lifestyle and identity cannot be over emphasized. Scottsdale relies on its strong economic vitality to generate financial resources to help provide a high quality of life and services for the community, to provide employment for its citizens, and to preserve desert and mountain areas in Scottsdale. Without these economic strengths, citizens would experience decreased levels of city services and amenities, and/or increased taxes and cost of services. Consequently, the strength of Scottsdale’s economy has enabled the city to provide a high level of service to its residents at a relatively low cost.



Scottsdale’s economic base is quite diverse and demonstrates the community’s long standing economic themes of health and research, arts and culture and tourism. Today many other activities also cultivate Scottsdale’s economic strength including extensive retail opportunities and the diverse employment base at Scottsdale’s Greater Airpark and in the Downtown. By focusing on these strengths, Scottsdale is able to broaden its tax base and provide high quality employment opportunities for its citizens.

The Economic Vitality Element addresses policies to better evaluate decisions and encourage economic development that will sustain the community. The goals emphasize diversity, growth, and flexibility. The sustainability of the City of Scottsdale’s quality of life directly relies on the economic prosperity of the community balanced with respect for the natural environment and established neighborhoods. The goals and policies of the Economic Vitality Element are designed to support and enhance this sustainability.

## Goals and Policies

### GOAL EV 1.

Develop and implement long-term strategies to attract new and strengthen existing economic activities.

#### POLICIES

- EV 1.1.** Support the development of new economic opportunities that capitalize on Scottsdale’s competitive strengths city-wide and within sub-areas of the community.
- EV 1.2.** Recognize and enhance the Scottsdale Airport as a global connection that is important to business development.
- EV 1.3.** Strengthen established economic engines in Scottsdale including, but not limited to, the Greater Airpark, WestWorld, Downtown, and SkySong.
- EV 1.4.** Target specific economic sectors for expansion in, or relocation to, Scottsdale that will provide the greatest positive economic impact.

- EV 1.5.** Partner with other jurisdictions, organizations, and the business community to leverage the city’s resources in areas including, but not limited to, national and international marketing, regional economic issues and opportunities, workforce development, industry cluster development, and establishing emerging industries.
- EV 1.6.** Encourage and promote partnerships between research institutions and businesses in emerging industries, technologies, and incubators.
- EV 1.7.** Update the city’s regulatory processes in response to market changes to facilitate economic development.
- EV 1.8.** Facilitate and enhance collaboration among the Scottsdale business community and city government.
- EV 1.9.** Partner with the state and other jurisdictions to implement techniques and programs that enhance the city’s ability to compete nationally and internationally for economic growth.
- EV 1.10.** Develop and utilize innovative economic development techniques to retain and expand diverse businesses of all sizes.
- EV 1.11.** Attract and retain businesses that provide high paying jobs to strengthen the economic base of Scottsdale.
- EV 1.12.** Retain, expand and support the City’s medical campuses that serve as a major employer and community service provider.

**GOAL EV 2.**

Promote reinvestment, revitalization, and redevelopment for continued economic growth and stability.

**POLICIES**

- EV 2.1.** Focus public resources and initiatives to encourage revitalization and redevelopment of underutilized properties.
- EV 2.2.** Invest in and upgrade infrastructure that supports redevelopment initiatives.
- EV 2.3.** Amend and customize regulatory processes to stimulate reinvestment, revitalization, and redevelopment.
- EV 2.4.** Develop techniques to attract infill employment, retail, and hospitality opportunities.
- EV 2.5.** Focus major employment uses in the city’s growth areas.

**GOAL EV 3.**

Strengthen Scottsdale’s position as a premier destination for local, national, and international visitors.

POLICIES

- EV 3.1.** Promote the development of new and the renewal of existing hotels and resorts that enhance and diversify Scottsdale’s hospitality industry.
- EV 3.2.** Enhance tourism support services including, but not limited to, fine dining, specialty retail, art galleries, and entertainment venues.
- EV 3.3.** Improve transportation links including, but not limited to, the trolley, bicycle rental, and pedestrian connections, between tourist destinations and event facilities and tourism support services.
- EV 3.4.** Maintain and enhance the community’s natural, social, and cultural environments so that Scottsdale’s tourism experiences remain uniquely competitive and viable.
- EV 3.5.** Support a broad range of partnerships to expand cultural amenities and the arts.
- EV 3.6.** Provide destination attractions/events that celebrate Scottsdale’s heritage including, but not limited to, the key theme areas of the arts, Southwestern culture, Native American culture, cowboy lore, and the Sonoran Desert environment.
- EV 3.7.** Attract new segments to the tourism/visitors market and aggressively market Scottsdale as a local, regional, and international destination.
- EV 3.8.** Support a wide variety of participatory outdoor recreational opportunities for citizens and visitors.
- EV 3.9.** Develop new, high quality retail, entertainment and event experiences that enhance tourism and attract visitors from nearby communities.
- EV 3.10.** Build on Scottsdale’s strength for attracting sporting events/entertainment opportunities including, but not limited to, professional level sports, Parada del Sol, automobile auctions, equestrian events, and culinary and art festivals.

**GOAL EV 4.**

Sustain the long-term fiscal health of Scottsdale.

POLICIES

- EV 4.1.** Pursue long-term economic strategies that enhance city revenue streams to support the community’s service level expectations and need for infrastructure investment.
- EV 4.2.** 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 4.3.** Promote proactive economic development that anticipates and responds to the impacts of economic changes on city finances.

- EV 4.4.** Market Scottsdale’s commitment to environmental, social, and economic sustainability as a way to attract environmentally conscious employers and employees.

**GOAL EV 5.**

Promote high-quality education as a pillar of economic vitality.

POLICIES

- EV 5.1.** Support accessible and effective education to help the community meet the challenges of a changing economy.
- EV 5.2.** Strengthen the community’s public and private relationships with educational institutions to promote incubator activities, research, and entrepreneurial partnerships and opportunities.
- EV 5.3.** Provide educational opportunities that support workforce attraction and retention in Scottsdale.
- EV 5.4.** Attract new educational opportunities and retain existing.

# COST OF DEVELOPMENT ELEMENT

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The City of Scottsdale has long held the philosophy that development should “pay for itself” and not burden existing residents and property owners with the provision of infrastructure and public services and facilities. As the city evolves and economic conditions run through inevitable cycles, events may transpire where the city chooses to participate significantly in the redevelopment of aging infrastructure in existing areas in order to facilitate economic development goals. The purpose of the Cost of Development Element is to identify the fiscal impacts created by new development or redevelopment and determine how costs will be equitably distributed.

The city can evaluate appropriate dedications, development fees, and infrastructure needs through the zoning process and development review process. In the past, exactions from developers have been used to obtain park land and public use easements and dedications. Income from sales tax and other sources provides funding to cover the ongoing maintenance and operation of these public facilities but the reliability of the growth in that revenue source may be limited as the city develops out. It is important to recognize that the likelihood of large master-planned communities establishing the infrastructure in areas of the city is reduced due to the lack of available large tracts of land. The city will need to look to other methods, work with the private sector and advocates of specific facilities and services, and continue to be creative in providing and financing the needed community amenities.

A number of city ordinances require developer participation in public infrastructure improvement, including the Subdivision Ordinance, the Streets Ordinance, Development Fees Ordinances, and a Payback Ordinance as provided for by state law.

- **Subdivision Ordinance** - Requires the dedication of rights-of-way and easements within proposed subdivisions. It further requires the improvement of on-site and frontage infrastructure within these dedications. It provides for the possible reservation of park or school sites within subdivisions.
- **Streets Ordinance** - Requires the dedication of rights-of-way and associated easements for streets and alleys along with the construction of the public infrastructure within them.
- **Development Fees Ordinances** - Requires applicants for new construction to pay a proportional share in providing the water delivery systems, sewer collection and processing systems and water resources needed to serve the proposed construction. These fees cover the costs of acquiring water resources, processing them to meet mandated quality standards, delivering them into the general area of a development, and collecting and processing sewer flows generated by the use. Going forward, the city may continue to evaluate other categories of fees, as allowed under State statutes that might benefit the development of public infrastructure including, but not limited to, stormwater fees, public safety fees, or water fees.

- **Payback Ordinance** - May be used by an applicant to recover prorated costs of extending water or sewer lines when they have extended them from locations not adjacent to their site. Such funds are collected and disbursed by the city and the agreement exists for a specified period of time.

Developments may participate in the improvement of public infrastructure through other means that are related to specific projects, such as city bond projects, Improvement Districts, Community Facility Districts, Redevelopment Districts, Revitalization Districts, and Infill Incentive Districts.

- **City Bond Projects** - In some cases in-lieu or development fee funds from a development may be combined with city bond funds to build a specific infrastructure project, particularly when there is a need to over-size the facility or there are substantial regional based demands upon the infrastructure.
- **Improvement Districts** - Where the ownership in an area is composed of a number of owners and the property sizes are relatively small, the property owners may organize an improvement district through the city to provide all or part of the public infrastructure needed to serve the area. City support is partially dependent on the proposal being a logical extension of such infrastructure facilities. The city may participate in such improvements if oversizing is desired to meet future needs in the general area or there are substantial regional-based demands on the facilities.
- **Community Facilities Districts** - These are similar to improvement districts in their function but they are used more often on large developments, particularly where the improvements may be phased over an extended time frame. They may also be used to cover certain ongoing maintenance costs. The use of Community Facilities Districts may be limited to cases where significant public benefit may be accrued from the formation of the district.
- **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 Services Districts that may be considered for use by developers on a case by case basis. In situations where a tangible public benefit is identified, Special Districts may be initiated by the city.

There are other considerations where actions by development within the community may reduce the usual expected demand for public infrastructure.

- **Sprinkler Ordinance** - The requirement that all structures within the city have fire sprinklers has reduced in some areas 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 recreation facilities has reduces the need for community serviced street and park facilities and reduces 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 to reduce the lands and facilities needed to provide a variety of recreation and community service functions.

## Goals and Policies

### GOAL COD 1.

Require that development pay its fair share of the cost of public service needs generated by the development, with appropriate exceptions when in the public interest.

#### POLICIES

- CoD 1.1.** Public services and infrastructure provided by development should be reasonable, equitable, and mutually beneficial to the development and the city.
- CoD 1.2.** Support fiscally responsible decision making processes with regard to economic development, community growth, infill, and preservation.
- CoD 1.3.** Offer exceptions to fees or costs when public financing or funding is in the community's best interest.
- CoD 1.4.** Update funding mechanisms regularly including, but not limited to, impact fees for public services, and explore alternative financing.

### GOAL COD 2.

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

#### POLICIES

- CoD 2.1.** Consider long-term municipal revenue implications of land use decisions.
- CoD 2.2.** Support desired levels of public services and fiscal stability by promoting revenue generating land uses.
- CoD 2.3.** Promote private investment by securing or providing infrastructure capacity in identified growth areas.
- CoD 2.4.** Calibrate the Capital Improvement Plan (CIP) to provide balanced infrastructure that benefits both public and private sectors.
- CoD 2.5.** Identify fiscal impacts associated with necessary and expanded city services and plan appropriately.





# OPEN SPACE AND RECREATION

## CHAPTER



### INTRODUCTION

Scottsdale respects and manages its open space resources and recreational amenities in ways that sustain and protect the natural environment, wildlife, parks, and washes. A substantial portion of the city will remain as natural open space through citizen initiative, as evidenced by the widespread support of Scottsdale's McDowell Sonoran Preserve. Even in built-up areas, a network of parks, scenic corridors, paths, and trails provides access to nature, recreation opportunities, ecological benefits, and a source of beauty for the community.

Adequate open space and recreational programs and facilities are not merely desirable, but are essential to the overall well-being of a community. A well-managed, interconnected system that provides active and passive recreational opportunities is considered an indispensable community feature, one that should be available to all ages on a year-round basis in the City of Scottsdale.

The city's open space and recreation amenities also promote economic vitality and tourism. Resorts often prefer to be located next to open space and visitors come from all over to view and immerse themselves in Scottsdale's beautiful natural setting, such as by hiking and rock climbing.

Recreational facilities and programs enhance the social, psychological and physical well-being of the citizens by providing them with enjoyable activities and settings in which to spend their leisure time. The park and recreation system of developed open space provides opportunities for active recreation activities. Scottsdale's McDowell Sonoran Preserve provides opportunities for passive recreation activities. This chapter represents the city's continuing effort to enhance the public's ability and opportunities to enjoy a variety of open space and recreation in Scottsdale.

## Contents

The following elements are included in the Open Space and Recreation Chapter:

### **OPEN SPACE ELEMENT**

- Goal OS 1. Acquire Preserve land
- Goal OS 2. Comprehensive open space program
- Goal OS 3. Access and education
- Goal OS 4. Scenic views and vistas
- Goal OS 5. Character and aesthetics
- Goal OS 6. Acquire and develop open space

### **RECREATION ELEMENT**

- Goal R 1. Variety of facilities and services
- Goal R 2. Cooperation with school districts
- Goal R 3. Design and maintenance of facilities
- Goal R 4. Access and education for all residents

## OPEN SPACE ELEMENT

Regional cooperation that plans and preserves open space is important to ensure that current and future populations can enjoy a high quality of life. A well-balanced open space system provides more than recreation and leisure opportunities. It is a vital component of a balanced, attractive, and desired way of life. Open space is also a desirable characteristic to promote ecotourism and resort tourism. Enhancing and promoting the city’s beautiful natural setting makes Scottsdale a sought after destination.



Open space can soften visual image of the built environment, and generally provides for an aesthetically pleasing community. Viewsheds to open space and visual linkages are a necessity as Scottsdale continues to develop. Open space also offers protection from natural hazards, such as flooding. These areas protect the natural resources that people depend on including watersheds, streams, and aquifers.

Scottsdale is approaching build-out and therefore, it is even more important to preserve existing open spaces and greenways throughout the city. Through these goals and policies Scottsdale will respect and manage its open space resources in a way that is sustainable. As stewards of parks and open spaces, the city is committed to promote healthy lifestyles and a high level of livability by providing safe and attractive outdoor space. This includes a balanced planning approach that seeks ways to conserve open space for the enjoyment of all citizens while meeting the needs of a developing community.

## Goals and Policies

### GOAL OS 1.

Acquire the land within the Recommended Study Boundary (RSB) of Scottsdale’s McDowell Sonoran Preserve to create an integrated desert open space and wildlife corridor system linking open space in Scottsdale with open space adjacent to Scottsdale.

### GOAL OS 2.

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 2.1.** Support and encourage active citizen involvement in the development and management of open space.

- OS 2.2.** Provide a comprehensive program of consistent and effective operations and maintenance for public open space and facilities.
- OS 2.3.** Maintain public open space so it is safe and convenient to access.
- OS 2.4.** Retain or develop new meaningful open spaces in growth areas.
- OS 2.5.** Utilize existing street rights-of-way to widen sidewalks and develop trails in order to create more usable open space.
- OS 2.6.** Promote “docent” or “steward” programs for the city’s public open space.
- OS 2.7.** Permanently secure an interconnected open space system to maintain visual and functional linkages between major city open spaces. This system should include significant Scottsdale landmarks, major drainage courses, regional linkages, and utility corridors.
- OS 2.8.** Promote three distinctive types of open space through acquisition, dedication, or “set aside”:
  - OS 2.8.A.** Natural open spaces that will preserve wildlife habitat, view corridors, and sensitive historical/archeological sites. Some natural space areas may also allow for low impact recreational activities.
  - OS 2.8.B.** Developed open space for active recreational activities including, but not limited to, softball, tennis, basketball, volleyball, swimming, and equestrian pursuits.
  - OS 2.8.C.** A system of contiguous open spaces, accessible from Scottsdale neighborhoods, that connect the desert, mountains, washes, and canal systems.

**GOAL OS 3.**

Provide ample opportunity for people to experience and enjoy the Sonoran Desert and mountains, balancing access with preservation.

**POLICIES**

- OS 3.1.** Provide a variety of opportunities for passive and active outdoor recreational activities including, but not limited to, hiking, horseback riding, mountain biking, rock climbing, and wildlife observation.
- OS 3.2.** Provide educational and research opportunities including, but not limited to, nature study, interpretation, and environmental education.
- OS 3.3.** Offer opportunities to learn about the history and archaeology of the Sonoran Desert and mountains.
- OS 3.4.** Provide open space access areas of sufficient size and with adequate facilities for public use.
- OS 3.5.** Develop a non-paved public trail system for hiking, mountain biking, and horseback riding and link these trails with other city and regional trail systems.

- OS 3.6 Direct access to Scottsdale’s McDowell Sonoran Preserve only from designated and posted trails and access areas.
- OS 3.7. Support tourism in the community by providing public scenic, outdoor, educational and recreational facilities and opportunities for visitors.

**GOAL OS 4.**

Preserve scenic views and vistas of mountains, natural features, and rural landmarks.

POLICIES

- OS 4.1. Apply a Scenic Corridor designation along major streets to provide for open space, trails, and path opportunities. This designation should be applied using the following guidelines:
  - OS 4.1.A. A need for a landscaped buffer between streets and adjacent land uses.
  - OS 4.1.B. An enhanced streetscape appearance is desired.
  - OS 4.1.C. To enhance views of mountains and natural features.
- OS 4.2. Consider Buffered Roadways that provide the streetscape with a unique image and reduce the impacts of a major street on adjacent parcels.
- OS 4.3. Apply a Desert Scenic Roadway designation along the one mile and a half mile streets within the Environmentally Sensitive Lands Ordinance (ESLO) district that are not classified as Scenic Corridors or Buffered Roadways to maintain and enhance open space along roadways in ESL areas.
- OS 4.4. Apply a Scenic Buffer along streets within and adjacent to the Recommended Study Boundary of Scottsdale’s McDowell Sonoran Preserve, and on designated streets to the maximum extent possible given development constraints.
- OS 4.5. Identify viewsheds and consider them throughout the development review and approval process.

**GOAL OS 5.**

Relate the character of open space to the uses and character of different areas of the city.

POLICIES

- OS 5.1. Preserve meaningful and accessible open space by promoting creative residential and commercial development techniques consistent with the character of an area.
- OS 5.2. Incorporate visual and functional connections between major open space into the design of development projects.

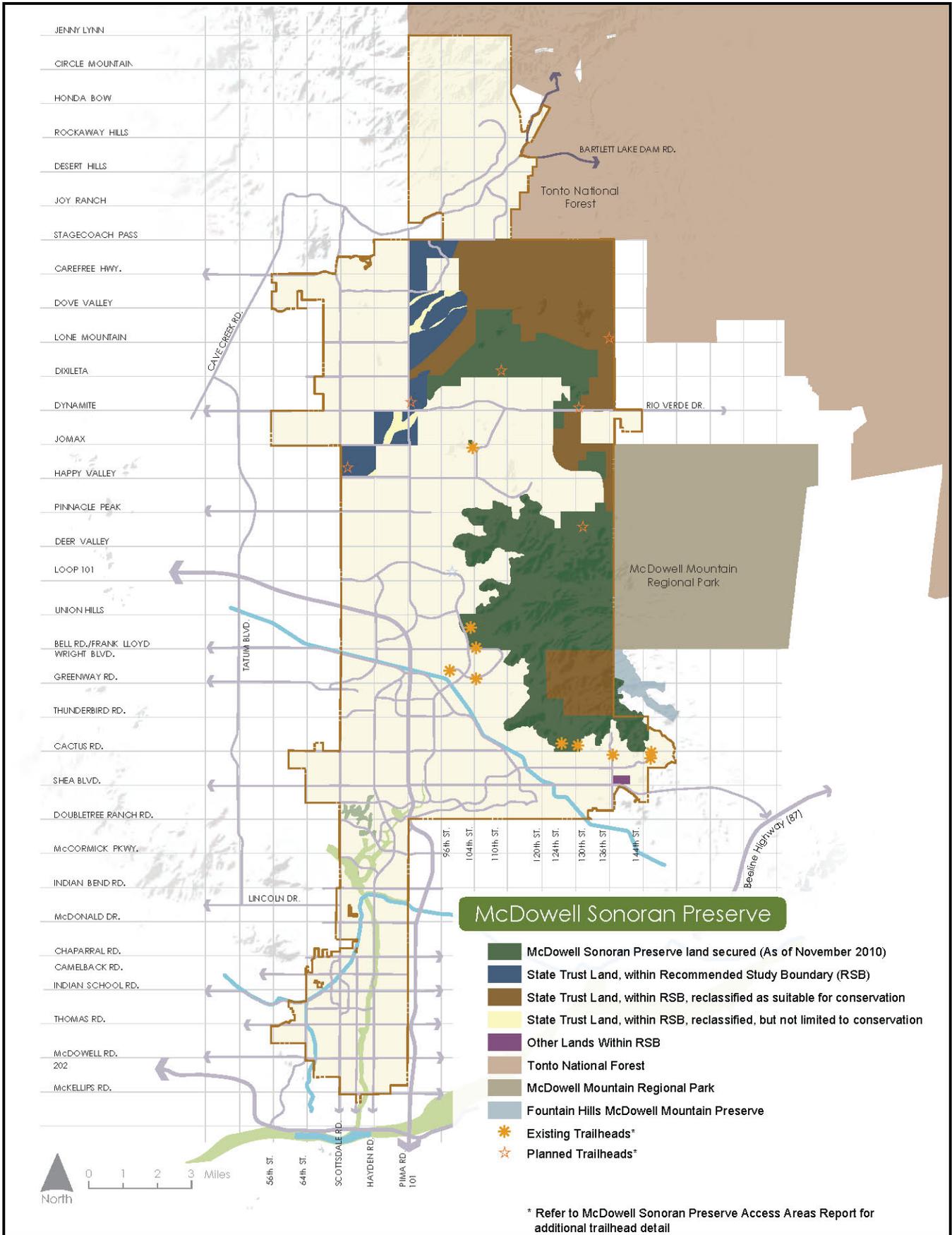
- OS 5.3.** Aesthetically integrate utilities and other public facilities sited in open space into the design of those open spaces, with consideration given to materials, form, and scale.
- OS 5.4.** Protect and use existing native plants, the design themes of character areas within which they are sited, and respond to local conditions in landscape designs.
- OS 5.5.** Work with developers in designing land use plans that respect the topography, view corridors, wildlife corridors, and open space that exists. Where possible, enhance existing viewsheds as areas are developed and redeveloped.
- OS 5.6.** Evaluate open space design with these primary determinants: aesthetics, public safety, maintenance needs, cost, water consumption, drainage considerations, shared-use, and desert preservation.

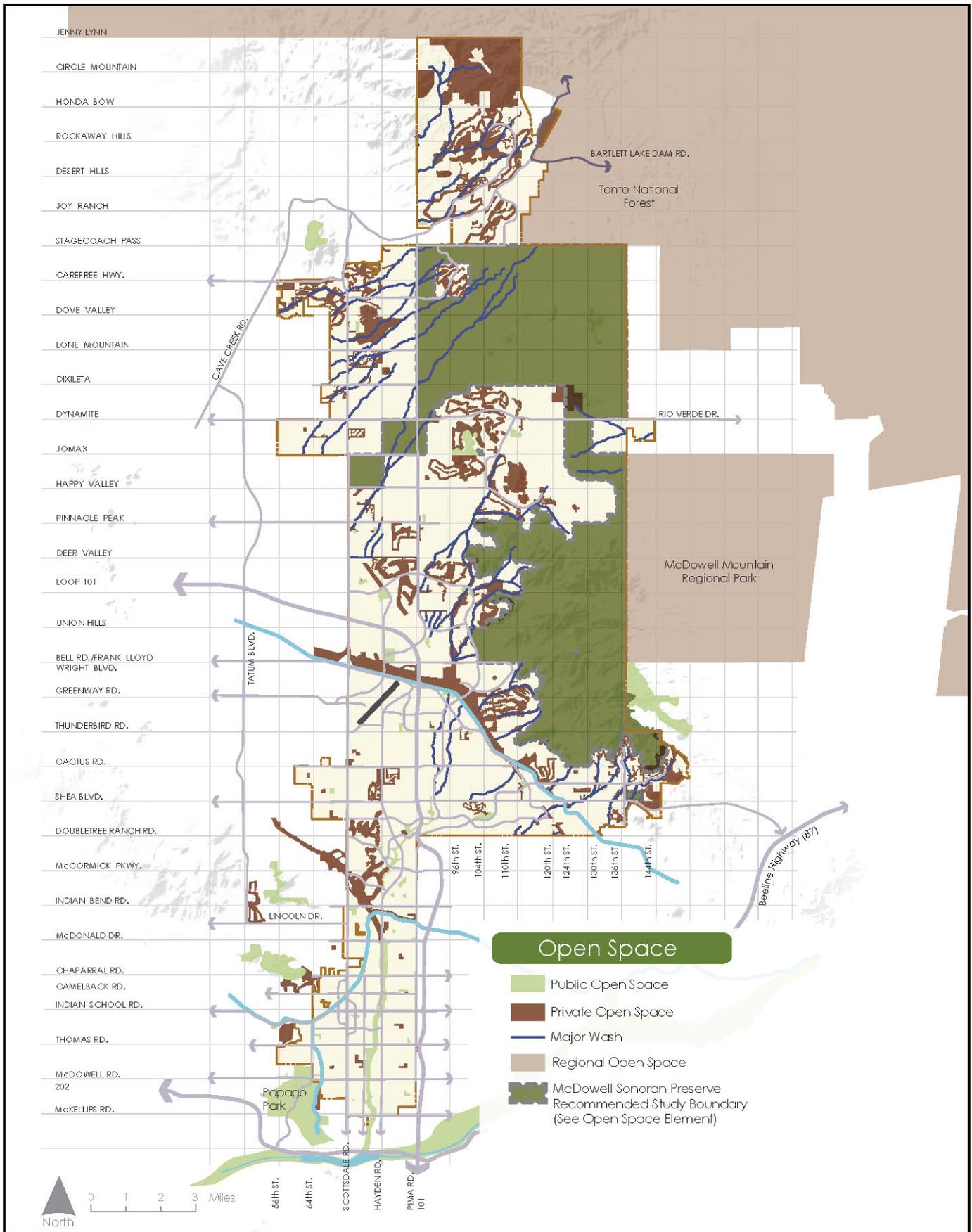
### **GOAL OS 6.**

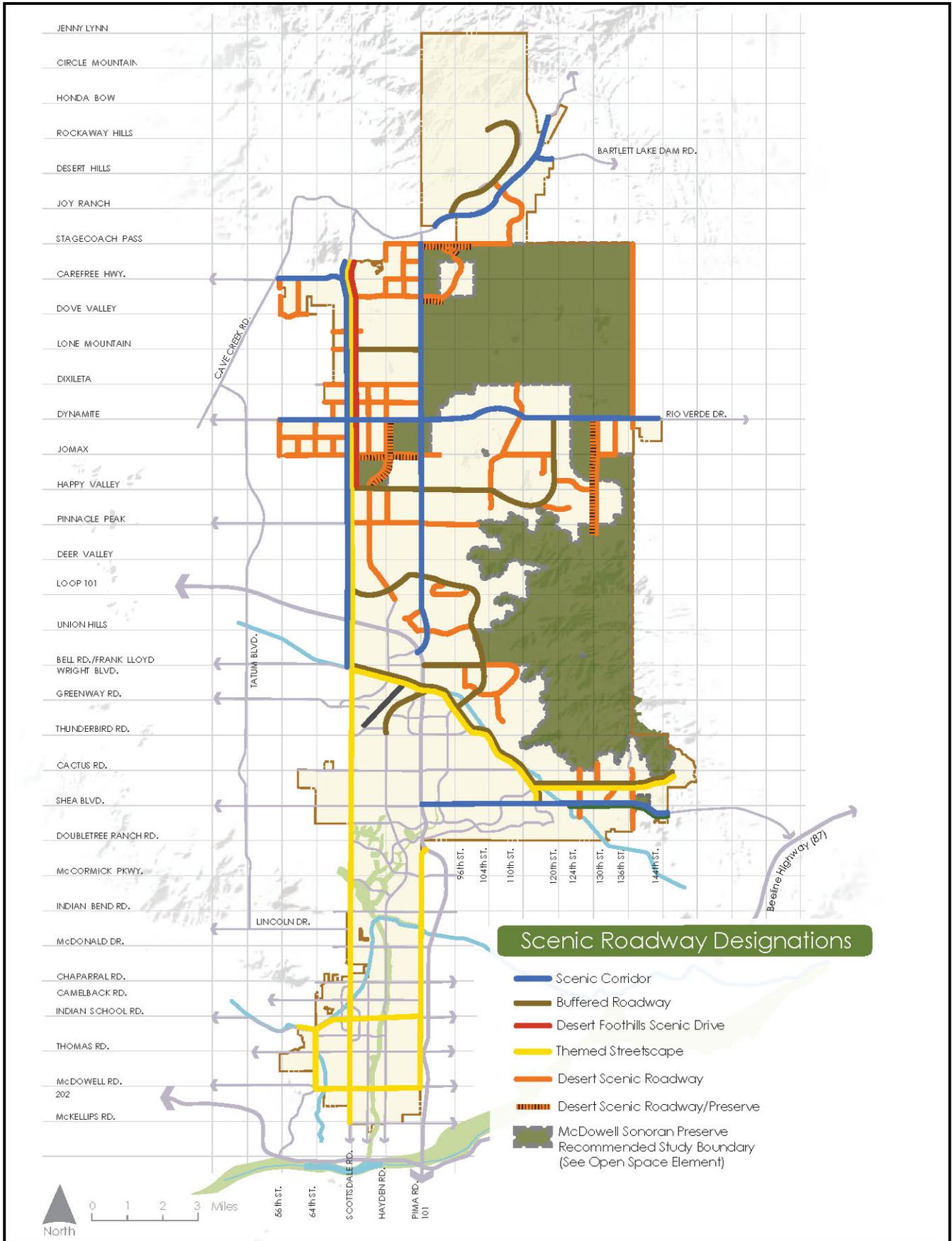
Acquire and develop open space identified as high priority through land dedication or purchase.

#### **POLICIES**

- OS 6.1.** Strive for landowners with land suitable for future development to dedicate open space in advance at locations where there is a need to preserve open space, natural features or scenic views with the provision of credit toward future development.
- OS 6.2.** Provide incentives, where appropriate, for the dedication of natural area open space.
- OS 6.3.** Require the dedication of land by developers for the purpose of connectivity and accessibility when the property to be developed is adjacent to an existing open space, park site, or area otherwise identified as high priority for open space uses.
- OS 6.4.** Identify revenue sources that can be allocated to open space, rights-of-way, and parks operating budgets and capital improvements.
- OS 6.5.** Continue public acquisition of natural area or developed open space through direct purchase, purchase of development rights, purchase of open space easements, or other means.
- OS 6.6.** Work with other governmental agencies to preserve, protect, and expand the regional open space system.









## RECREATION ELEMENT

Scottsdale has long valued recreation opportunities as a major component of the community because the benefits of parks and recreation are immense. Whether biking or hiking or taking a recreation class, Scottsdale provides enjoyable activities and settings in which to spend leisure time. These opportunities provide social interaction and help improve the physical and mental well-being of the community. In addition to personal benefits, parks and recreation facilities also provide the city with environmental protection and tourism enhancement.



The City of Scottsdale parks planning system recommends three levels of parks to be provided: neighborhood parks, community parks, and specialty parks. Projected population bases are used to determine future park needs and locations. In Scottsdale, it has been the practice that the private sector often participates in the provision of public parks where new population bases are created as a result of a development plan.

Provision of land for parks is becoming a key issue. Changing economic conditions and evolving demographics will continue to impose increasing demands on recreational amenities. Limited resources often hamper the provision of recreation programs and facilities. Community involvement is and will continue to be an important role for future planning and development of a variety of recreational opportunities.

Through the goals and policies the city’s recreational facilities and programs will be increased to serve current and future generations.

## Goals and Policies

### GOAL R 1.

Offer a wide range of recreation facilities and services to improve the quality of life for all Scottsdale residents.

#### POLICIES

- R 1.1. Strive for citizen participation in all phases of the planning and delivery of recreational programs, services, and amenities.
- R 1.2. Expand the use of private resources and resources owned or controlled by public entities other than the city, which are suitable for recreation purposes.
- R 1.3. Conduct an ongoing, systematic assessment of community needs and preferences in recreation programming and services.
- R 1.4. Consider a wide range of recreation uses during park planning and design.
- R 1.5. Pursue opportunities to acquire additional land for recreation opportunities.

- R 1.6. Support, and encourage involvement in recreation programs to improve the wellness and well-being of all residents.
- R 1.7. Provide recreation activities and programs based on citizen input and activity trends.

**GOAL R 2.**

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Continue close cooperation with school districts for joint planning, design, development, and use of recreational facilities.

POLICIES

- R 2.1. Retain school sites for community recreation program use. When feasible, consider acquisition or joint use of sites and suitable facilities to maintain neighborhood recreation and open space accessibility.
- R 2.2. Make school site recreation facilities (basketball courts, playgrounds, tennis courts, fields, etc.) publicly available, wherever possible, and support joint use of park, school, and library sites by the city and School Districts.

**GOAL R 3.**

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Provide attractive, safe, and well-maintained community recreation and park facilities that serve the entire community. *(The following policies, unless specifically noted, do not apply to Scottsdale's McDowell Sonoran Preserve.)*

POLICIES

- R 3.1. Maintain existing recreational facilities in public ownership, where appropriate, to prevent potential shortages in the future.
- R 3.2. Explore ways to expand the space available in the community for cultural interests.
- R 3.3. Develop improvement plans for the maintenance, restoration, life-cycle replacement, and enhancement of community recreation facilities
- R 3.4. Conduct comprehensive analyses of long-term infrastructure replacement requirements and costs through the city's Capital Improvements Program.
- R 3.5. Utilize redevelopment opportunities to develop or expand parks and recreation facilities to meet the changing needs of Scottsdale.
- R 3.6. Reflect the unique features and lifestyles of the surrounding neighborhoods in the character of parks and facilities.
- R 3.7. Provide unique recreational opportunities through specialty parks.
- R 3.8. Utilize parks to enhance unique landmarks and environmentally significant areas.
- R 3.9. Develop parks, paths, and trails with the participation of private development through required fees, dedication of land, and construction of facilities.

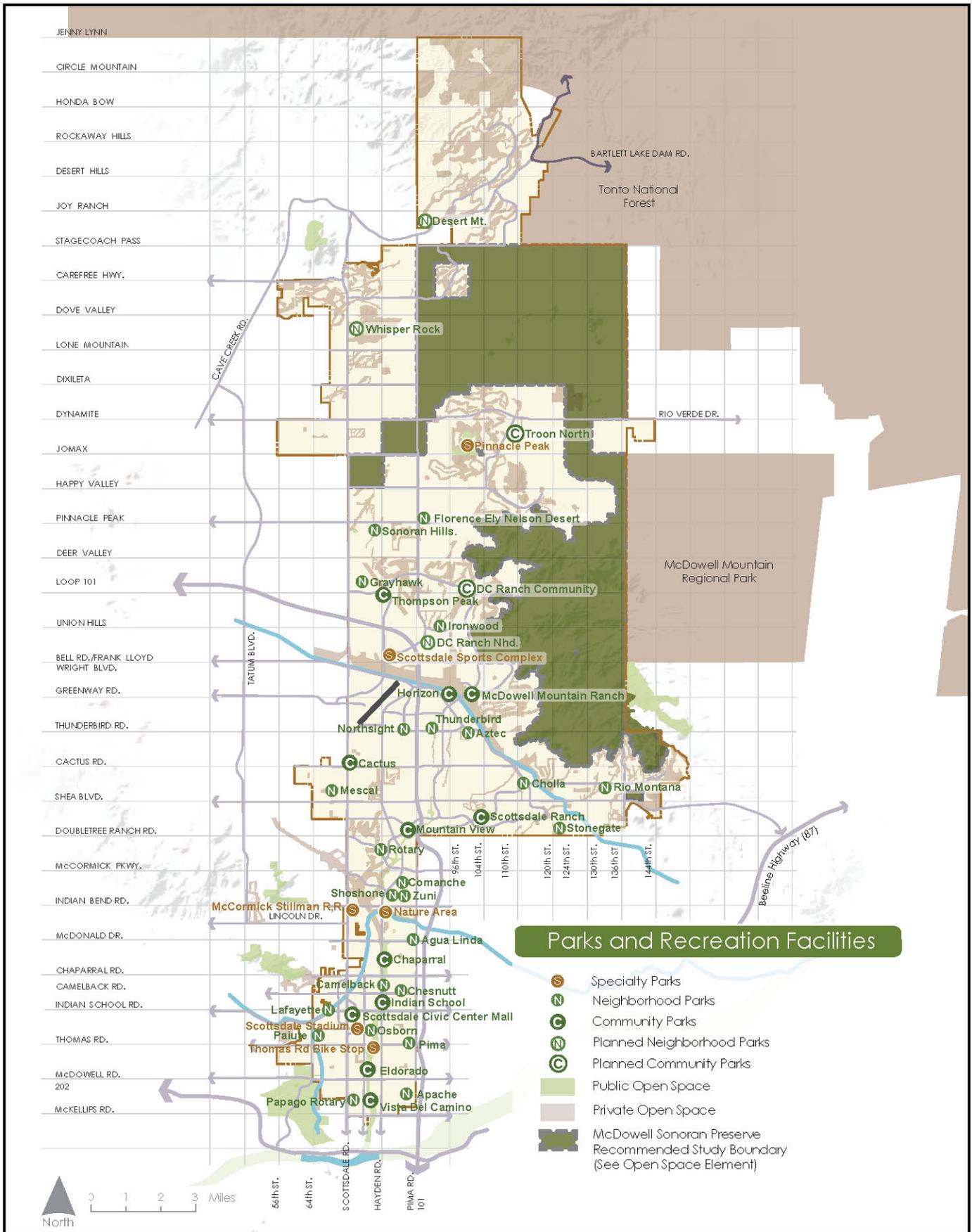
- R 3.10. Integrate art elements into the development, redevelopment, and remodeling of parks and recreation facilities, where appropriate.

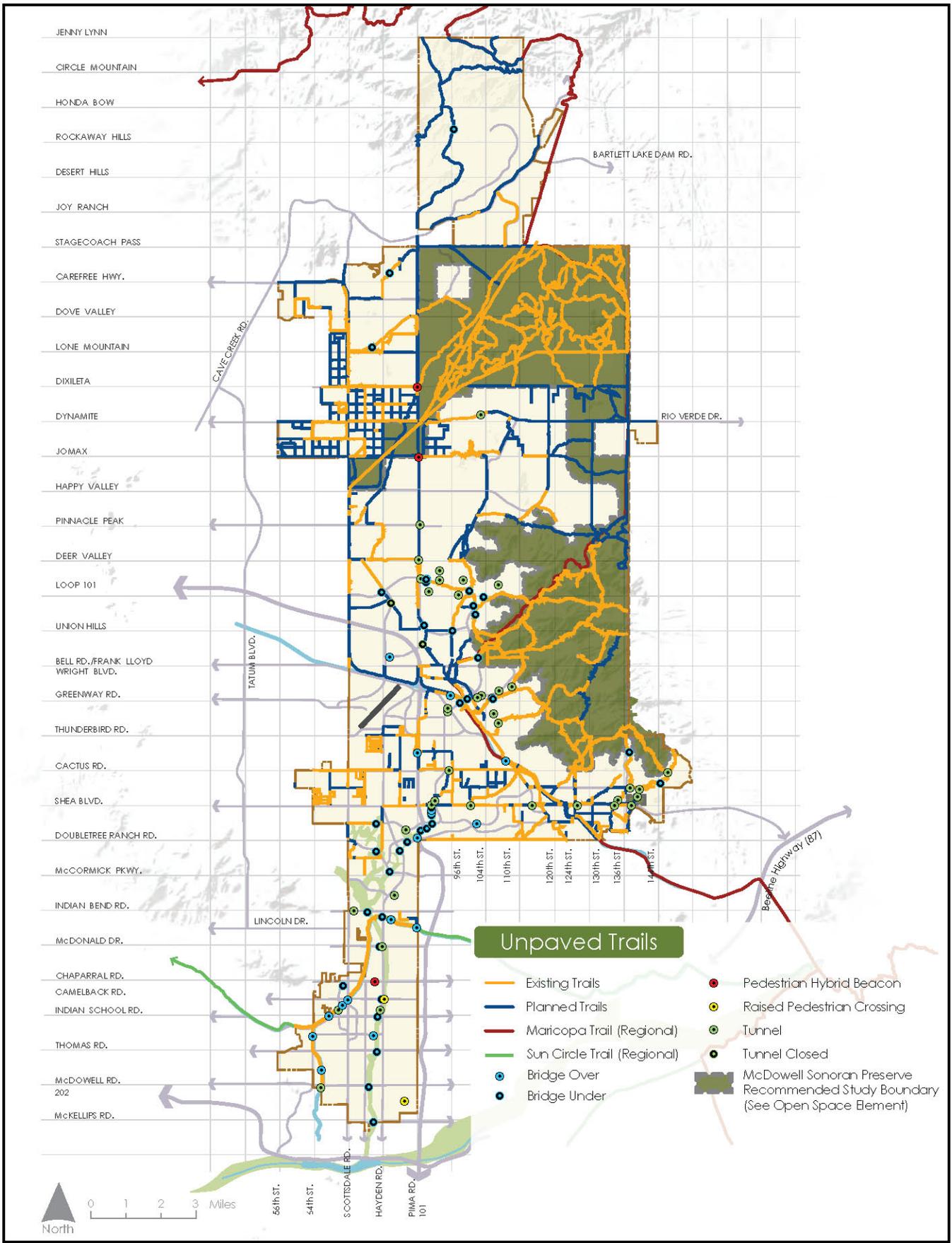
**GOAL R 4.**

Provide access to educational, recreational, and cultural services for all residents.

POLICIES

- R 4.1. Adapt existing facilities to ensure accessibility to all persons.
- R 4.2. Strategically locate parks to serve all neighborhoods throughout the city.
- R 4.3. Facilitate access to parks and community facilities by a variety of transportation modes.
- R 4.4. Provide access to educational, recreational, and cultural services by targeting programs for residents with special needs.
- R 4.5. Strive for all major recreational facilities and programs to be easily accessible by the area transit system.
- R 4.6. Provide trailhead facilities that provide parking and trail access for users, where appropriate.
- R 4.7. Locate neighborhood parks and recreation opportunities that are easily accessible to local residents.







# ENVIRONMENTAL RESOURCES CHAPTER



## INTRODUCTION

Scottsdale is a community that embraces conservation and preservation of the environment. The city's distinctive natural resources and environment contribute to the quality of life and the community's economic vitality. The protection and conservation of these unique and valuable resources is everyone's responsibility. Environmental stewardship means that Scottsdale has a responsibility to manage local resources to assure a healthy environment. Individual citizens, businesses, and the government working together can achieve this. There are many ways the City of Scottsdale can protect and improve the environment. For example, the city can lead by example in the operation of its facilities and delivering services in an environmentally sustainable manner.

Much of Scottsdale's reputation is built upon the creative environmental solutions found to overcome challenges in the past. The need for a stormwater drainage channel became the world-renowned Indian Bend Wash. The need to preserve the natural beauty of the McDowell Mountain tops, hillsides, and natural areas resulted in the Environmentally Sensitive Lands and Native Plant Ordinances and in the purchase of Preserve lands to protect against development of these sensitive environments. The city's innovative Green Building Program continues the tradition of sustainable desert living.

This chapter translates the vision of the community into a set of concrete goals to achieve an environmentally sustainable community. When environmental goals compete with other goals, such as those related to economic development, the city is committed to giving equal consideration to the environmental goals to protect the functions that natural systems can perform and to prevent harmful effects on human health. The goals and policies in this chapter promote the utilization of technologies and strategies to conserve energy and water, reduce emissions and waste, improve air quality, and protect the natural environment.

## Contents

The following elements are included in the Environmental Planning Chapter:

### **ENVIRONMENTAL PLANNING ELEMENT**

- Goal EP 1. Natural environment
- Goal EP 2. Water conservation
- Goal EP 3. Air quality
- Goal EP 4. Reuse and recycle
- Goal EP 5. Heat islands
- Goal EP 6. Access to food
- Goal EP 7. Environmental stewardship
- Goal EP 8. Light and noise pollution
- Goal EP 9. Sustainable development

### **CONSERVATION ELEMENT**

- Goal CNSV 1. Pollution of groundwater and surface water
- Goal CNSV 2. Erosion
- Goal CNSV 3. Pollution of watercourses
- Goal CNSV 4. Watercourses and water bodies conservation
- Goal CNSV 5. Wildlife habitat

### **ENERGY ELEMENT**

- Goal E 1. Site and building practices
- Goal E 2. Public awareness
- Goal E 3. City operations
- Goal E 4. Research and economic development
- Goal E 5. Alternative energy

# ENVIRONMENTAL PLANNING ELEMENT

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Scottsdale, situated in the Sonoran Desert, has a unique environment that is a valuable asset to the community. The character of Scottsdale is defined in large part by the surrounding Sonoran Desert and mountains. Scottsdale’s natural environment not only includes the natural systems that sustain vegetation and wildlife, but also includes resources that provide clean air and water, capture carbon emissions, protect the community from hazards, and provide places where people can recreate and enjoy natural beauty.

Healthy natural systems are vital community assets that, without careful planning, face challenges from population growth, climate change, and the cumulative effects of urban life. The health of Scottsdale’s environment is a key indicator of the quality of life of the city. The Environmental Planning Element provides polices on important issues including, but not limited to, water conservation, pollution prevention, waste management, and air quality.

## Goals and Policies

### GOAL EP 1.

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Preserve and protect the natural environment to enhance the quality of life in Scottsdale.

#### POLICIES

- EP 1.1. Retain Scottsdale’s aesthetic values and heritage of the Sonoran Desert.
- EP 1.2. Preserve significant features of Scottsdale’s natural environment including, but not limited to, boulders, major washes, and high priority natural area open space.
- EP 1.3. Identify and protect significant historical and archaeological resources.
- EP 1.4. Integrate environmental quality protection into all phases of local planning, policy, and development.
- EP 1.5. Promote Scottsdale as a sustainable community and an ecotourism destination.

### GOAL EP 2.

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Conserve water and encourage the use of non-potable water use strategies.

#### POLICIES

- EP 2.1. Continue the development of the effluent reuse system and management policies to guide efficient use of reclaimed water.

- EP 2.2. Review future development impacts on water use and encourage development design that fosters water conservation including, but not limited to, water harvesting.
- EP 2.3. Minimize the amount of water loss by effectively monitoring and maintaining the water distribution system.
- EP 2.4. Maximize groundwater recharge and efficiently use treated effluent for landscape irrigation in response to seasonal water demands.
- EP 2.5. Support local industries in maximizing recycled water usage at their facilities.
- EP 2.6. Strive for efficient water use through educational programs and incentives.
- EP 2.7. Protect water resources by sensitively developing near environmental resources.
- EP 2.8. Minimize the amount of turf and make optimal use of drought tolerant native vegetation to reduce water consumption and retain the Sonoran Desert character.

### **GOAL EP 3.**

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Promote local and regional efforts to improve air quality.

#### POLICIES

- EP 3.1. Reduce automobile emissions through traffic management, mobility system improvements, and promotion of alternative modes of transportation.
- EP 3.2. Reduce emissions from city fleet vehicles.
- EP 3.3. Actively participate in discussions and decisions regarding coordination and funding of regional air quality improvements.
- EP 3.4. Further reduce activities which contribute to air pollution during air stagnation episodes.
- EP 3.5. Comply with regional air quality standards.
- EP 3.6. Minimize non-indigenous vegetation that produces pollen.
- EP 3.7. Reduce dust and particulate air pollution created by man made sources such as construction, maintenance (including landscaping) and vehicles.

### **GOAL EP 4.**

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Promote resource recovery, reuse, and recycling; and encourage the use of recycled, recyclable, and renewable materials.

#### POLICIES

- EP 4.1. Maintain and expand citywide recycling programs.
- EP 4.2. Support commercial and industrial sectors in minimizing waste generation and establishing recycling programs.

- EP 4.3. Support regional efforts to establish policies and regulations to minimize waste generation through effective waste reduction, reuse, and recycling.
- EP 4.4. Reduce construction waste through recycling of packaging and building materials and through environmentally preferable purchasing.
- EP 4.5. Maximize opportunities to utilize paperless media instead of hard copy materials.

**GOAL EP 5.**

Identify and reduce heat islands.

POLICIES

- EP 5.1. Identify areas where livability and pedestrian use are impacted by the heat island effect and create strategies to mitigate such effects.
- EP 5.2. Incorporate development strategies that reduce the heat island effect including, but not limited to, vegetation, cool roofs, shade, paving materials, reduction of pavement, and other best practices.

**GOAL EP 6.**

Strive to provide access to healthy, local food resources.

POLICIES

- EP 6.1. Incorporate food sources including, but not limited to, gardens and neighborhood markets, into neighborhoods.
- EP 6.2. Identify opportunities and locations throughout the community for community gardens, farmers markets, and other local food sources.

**GOAL EP 7.**

Research, promote, and incorporate innovative policies and practices that support the city’s leadership in environmental stewardship.

POLICIES

- EP 7.1. Provide the community with environmental education and involvement in stewardship opportunities.
- EP 7.2. Develop programs to attract environmentally sustainable industry to Scottsdale.
- EP 7.3. Support the purchase of products and services from locally owned businesses and the manufacture of local sustainable products.

**GOAL EP 8.**

Minimize impacts of light and noise pollution.

POLICIES

- EP 8.1. Support Scottsdale’s designation as an Outdoor Light Control City by reducing light pollution, glare, and light trespass where feasible, while still addressing public safety needs.
- EP 8.2. Implement noise abatement techniques through design, compatible land use, and other sound reduction methods.
- EP 8.3. Integrate noise considerations into the planning process of future developments.

**GOAL EP 9.**

Promote sustainable development.

POLICIES

- EP 9.1. Utilize green building principles and programs to create a healthy and sustainable building stock.
- EP 9.2. Create durable construction for the desert environment to provide options for adaptive reuse.
- EP 9.3. Promote creative passive solar site and building design strategies that recognize and respond to the Sonoran Desert climate.
- EP 9.4. 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.
- EP 9.5. Encourage the use of native, drought tolerant plants and discourage non-indigenous vegetation.
- EP 9.6. Retain native and mature trees.
- EP 9.7. Support infrastructure which uses low-impact environmental solutions to provide traditional infrastructure services.
- EP 9.8. Protect and enhance the natural elements of all development sites.
- EP 9.9. Consider sustainable stormwater management measures in all development, including but not limited to vegetated roofs, pervious pavements, rainwater harvesting, and low-impact development.
- EP 9.9. Discourage the use of invasive plants and support the removal of existing invasive species.

## CONSERVATION ELEMENT

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Conservation is the controlled use and systematic protection of natural and man-made resources. The City of Scottsdale is active in conserving natural and man-made resources. From conserving open space and wildlife habitat to the protection of watersheds, Scottsdale is continuously improving its efforts to monitor and safeguard its natural resources.



Continued local and regional growth will place development pressures on lands at the urban fringe. Growth can have unintended consequences on the natural environment including the degradation of water, the loss of habitats, and diminished scenic views. The challenge remains at achieving a balance between orderly growth and the protection of Scottsdale's natural resources. Wildlife, waters, and other resources are regional elements which pay no attention to boundaries. Coordination between agencies is essential in order to achieve sustainability.

The Conservation Element promotes the efficient use of natural resources and works towards the long-term sustainability of non-renewable resources. The goals and policies in this element will help work towards a healthy and diverse environment that future generations will be able to use and enjoy.

### Goals and Policies

#### GOAL CNSV 1.

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Protect groundwater and surface water resources from potential pollution through a variety of measures relating to land use, transportation, and hazardous substances.

#### POLICIES

**CNSV 1.1.** Monitor the storage, manufacture, use, transportation, and disposal of hazardous substances, especially in groundwater sensitive water supply areas.

**CNSV 1.2.** Protect watersheds through the management of washes and floodplains to maintain their multiple biological, physical, and social values.

**CNSV 1.3.** Continue efforts to remediate groundwater contamination and implement preventative measures to avoid future contamination of groundwater resources.

**GOAL CNSV 2.**

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Minimize erosion through the retention and use of vegetation, building code regulations, erosion control measures, and other means.

POLICIES

- CNSV 2.1.** Discourage clearing and grading of entire sites located in Environmentally Sensitive Lands.
- CNSV 2.2.** Promote wise use of indigenous vegetation as the primary means of erosion control.
- CNSV 2.3.** Restore natural areas to their previous conditions which were damaged by erosion and/or construction.

**GOAL CNSV 3.**

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Prevent and control the pollution of watercourses.

POLICIES

- CNSV 3.1.** Improve stormwater quality through the implementation of best management practices within watersheds.
- CNSV 3.2.** Educate the community on stormwater pollution prevention.
- CNSV 3.3.** Investigate and implement techniques which minimize use of chemicals in maintaining turf and landscape materials.
- CNSV 3.4.** Maintain compliance with Scottsdale's NPDES (National Pollution Discharge Elimination System) permit by implementing structural and non-structural control measures.
- CNSV 3.5.** Protect watercourses, where appropriate, from sediment and pollution through the use of vegetation, erosion control measures during construction, settling ponds, and other structural and non-structural means.
- CNSV 3.6.** Recognize the benefits of using green infrastructure to naturally manage stormwater, reduce flooding risk and improve air and water quality.

**GOAL CNSV 4.**

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Conserve the major watercourses and water bodies which have significant functions and values.

POLICIES

- CNSV 4.1.** Maintain significant natural washes in Environmentally Sensitive Lands in their natural state to the maximum extent possible.
- CNSV 4.2.** Incorporate and maintain transition areas between natural resources and development.

**CNSV 4.3.** For flood control projects, a high priority in the design criteria should be placed on:

- CNSV 4.3.A.** Impact on the entire ecosystem including plants and animal habitat.
- CNSV 4.3.B.** Sensitive aesthetic treatment.
- CNSV 4.3.C.** Designs that are compatible with the character of the adjacent neighborhood.

**GOAL CNSV 5.**

Protect the variety and quantity of wildlife habitat throughout the community.

POLICIES

- CNSV 5.1.** Incorporate wildlife habitat elements into park plans and landscaping.
- CNSV 5.2.** Incorporate the use of natural watercourses, where appropriate, as wildlife corridors which allow the passage of wildlife between natural areas throughout the city.
- CNSV 5.3.** Coordinate with governmental agencies to identify and protect rare and endangered species and their habitat.
- CNSV 5.4.** Restore habitat in degraded areas (burned, vehicular damage, and invasive vegetation) of Scottsdale’s McDowell Sonoran Preserve back to their natural condition.
- CNSV 5.5.** Incorporate and maintain transition buffers between Scottsdale’s McDowell Sonoran Preserve and developed areas.



# ENERGY ELEMENT

The Energy Element is a new state mandated element for the 2011 General Plan. The inclusion of this element presents an opportunity to set energy goals to further Scottsdale’s long-term commitment in protecting the environment. A safe, reliable energy supply is important to the city’s overall health and commerce. Utilizing renewable energy systems allows Scottsdale to become more independent from the grid and imported fossil fuels. Moving to more reliable and affordable sources will showcase the city’s commitment to a sustainable energy future.



The city’s total demand for energy will continue to increase with projected population growth. The energy goals and policies provided address climate change as well as work towards balancing the needs of consumers with the sustainability of the community’s energy sources. The following goals and policies encourage renewable energy production and efficient energy use.

## Goals and Policies

### GOAL E 1.

Maximize the efficient use of energy through sustainable site and building practices.

#### POLICIES

- E 1.1. Encourage the inclusion of sustainable building practices in new development and redevelopment projects.
- E 1.2. Maintain and enhance Scottsdale’s Green Building program as a way to promote sustainable energy use practices.
- E 1.3. Orient buildings and lots to maximize solar access and natural ventilation and to minimize conflicts with the solar access of adjacent structures or properties to provide for greater use of renewable energy sources.
- E 1.4. Promote the development of shared energy facilities in major development projects.
- E 1.5. Utilize natural properties and building systems including, but not limited to, sun, shade, thick walls, insulation, to maximize building cooling and heating.
- E 1.6. Reduce energy consumption per capita by using passive and active design and technology to capitalize on the renewable energy resources available in the desert southwest.

- E 1.7.** Promote the use of energy efficient strategies in buildings including, but not limited to, energy efficient lighting, additional insulation, window glazing, and weather stripping, prior to incorporating renewable energy sources.

**GOAL E 2.**

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Increase public awareness of energy efficiency.

POLICIES

- E 2.1.** Develop public and public-private energy conservation education for the community.
- E 2.2.** Provide education on the continued maintenance and operations of energy-efficient equipment.

**GOAL E 3.**

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Increase the energy efficiency of city operations.

POLICIES

- E 3.1.** Expand and accelerate Scottsdale's use of clean and alternative fuels in its fleet to achieve and exceed regional clean air goals.
- E 3.2.** Minimize energy consumption in the provision of municipal services without affecting the quality and quantity of services.
- E 3.3.** Use energy conservation measures in the development and maintenance of city infrastructure.
- E 3.4.** Develop strategies to lower utility costs and reinvest savings into energy efficiency measures.
- E 3.5.** Perform energy audits to assess energy use of municipal facilities, projects, and programs.
- E 3.6.** Promote the use and design of energy-efficient street lighting systems and continue to convert street lights to be more energy-efficient.

**GOAL E 4.**

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Increase energy-related research and economic development.

POLICIES

- E 4.1.** Support regional efforts to increase the supply of energy from renewable sources, distributed generation, and cogeneration.
- E 4.2.** Work with the regional energy authority and local utility providers to minimize the likelihood and impact of weather-, disaster-, terrorism-, and market-related power outages.

- E 4.3. Promote Scottsdale’s favorable energy assets including, but not limited to, solar, to potential investors, entrepreneurs, and employers.
- E 4.4. Consider the use of alternative finance options to achieve renewable energy supply goals.
- E 4.5. Develop strategies to optimize existing energy infrastructure and encourage the interconnection with smart grid technologies.
- E 4.6. Work with other agencies and utility companies to develop safe, economical, and renewable energy resources.

**GOAL E 5.**

Develop alternative energy sources which are compatible with environmental quality.

POLICIES

- E 5.1. Prepare guidelines for development, management, and conservation of various potential energy sources including, but not limited to, natural gas, solar, geothermal, biomass, and wind resources.
- E 5.2. Provide incentives to encourage the generation of local renewable energy.
- E 5.3. Diversify the city’s energy supply sources with emphasis on cost-effective, efficient, clean, renewable, reliable, and secure energy sources.



A photograph of a modern, two-story building with a dark facade and large glass windows. The building has a prominent entrance with a covered walkway. An American flag is flying on a tall pole in front of the building. The sky is clear and blue. The text "PUBLIC SERVICES AND FACILITIES CHAPTER" is overlaid in large, white, sans-serif font on the right side of the image.

# PUBLIC SERVICES AND FACILITIES CHAPTER



## INTRODUCTION

Public services and facilities represent the public's investment in the design, development, and delivery of a complex package of service systems and programs, and the physical facilities required to satisfy the needs of a community. These systems are necessary to support and maintain the high quality of social, physical, and economic health, safety, comfort, and general well-being expected by Scottsdale's citizens and visitors. Public services and facilities are the most visible of the city's functions, and are where the city's operations "touch" the most people.

Scottsdale always seeks to meet and exceed the needs and expectations of its citizens and visitors in its public service delivery operations and its infrastructure and capital facilities development. This quest has enjoyed repeated success through the years, a testimony to the ongoing interest and participation of the people of the community in assuring the quality, attractiveness, and livability of the city. The satisfaction of Scottsdale's customers - citizens, businesses, and visitors - is highly valued and reflected in the character and quality of the city.

Scottsdale's physical size, configuration, and the development patterns of the community present a continuing challenge in meeting both the short- and long-term demands of its citizens, visitors, and commuting workers. The cost effectiveness of extending municipal infrastructure to and through low density developments is particularly challenging and must require maximum participation by their developers to avoid negative net balances in the city's operational and capital expenditure accounts. Decentralization of public service delivery systems is required to provide appropriate and equitable levels of service for citizens and visitors in all areas of the community.

The Public Services and Facilities Chapter provides broad guidance about the provision of community services and physical facilities for the City of Scottsdale in keeping with governmental roles of protecting the health, safety, and welfare of the community. It is an important guide in determining the strength and quality of the community.

## Contents

The following elements are included in the Public Services and Facilities Chapter:

### **SAFETY ELEMENT**

- Goal S 1. Safe environment
- Goal S 2. Protection from flooding
- Goal S 3. Safe transportation system
- Goal S 4. Hazardous materials

### **PUBLIC SERVICES ELEMENT**

- Goal PS 1. Solid waste
- Goal PS 2. Flood hazards
- Goal PS 3. Utility systems design
- Goal PS 4. Library system
- Goal PS 5. Regional coordination
- Goal PS 6. Human services
- Goal PS 7. Education

### **PUBLIC BUILDINGS AND FACILITIES ELEMENT**

- Goal PBF 1. Safe, accessible, and sustainable buildings and facilities
- Goal PBF 2. Public building and facility design

### **WATER RESOURCES ELEMENT**

- Goal WR 1. Water supply
- Goal WR 2. Water quality

## SAFETY ELEMENT

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The Safety Element includes goals and policies for alleviating natural and man-made hazards. Natural and man-made hazards can include flooding, hazardous materials, fires, crime, and transportation accidents. In a survey conducted as part of the 2011 General Plan Update outreach, safety was the top priority for the citizens of Scottsdale. A holistic approach is needed to positively affect the quality of life and reduce hazards. The City of Scottsdale continues to invest in the cornerstone of safety through community partnerships and prevention strategies.



In 2005, the City of Scottsdale formed the city's first municipal fire department. The Scottsdale Fire Department provides emergency response services, fire code enforcement, arson investigations, and safety education programs. Scottsdale's Police Department provides a multitude of services ranging from crime prevention and traffic safety to promoting safety in the community.

Scottsdale is committed to promoting safety in order to enhance the livability, quality of life, and business environment of the community and reduce the effects of crime and environmental hazards. The goals and policies of the Safety Element promote high quality public health, safety, and welfare services in order to secure a safe and enjoyable environment for the citizens, businesses, and visitors of Scottsdale.

## Goals and Policies

### GOAL S 1.

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Provide a safe environment for all Scottsdale citizens, visitors, and private interests.

#### POLICIES

- S 1.1.** Provide police and fire deployment stations, support facilities, and public safety information and training programs to minimize response times and maximize effectiveness in protecting the public from potential natural and man-made hazards.
- S 1.2.** Encourage the use of crime prevention strategies in the design and redevelopment of all areas of the city.
- S 1.3.** Create community partnerships and participation to reduce crime and develop safer neighborhoods.
- S 1.4.** Maintain the integrity, quality, and effectiveness of public safety services.
- S 1.5.** Maintain a high level of preparedness to respond to natural or man-made catastrophes within, or impacting, the city.

**GOAL S 2.**

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

POLICIES

- S 2.1. Regulate development within floodplains and watercourses to protect neighborhoods against adverse stormwater impacts.
- S 2.2. Mitigate watercourse obstructions resulting from natural causes and restrict watercourse obstructions resulting from man-made causes.
- S 2.3. 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.
- S 2.4. Design and construct street crossing of watercourses and drainage systems for streets to promote traffic safety, where feasible.
- S 2.5. Locate critical facilities outside of the 100-year floodplain.

**GOAL S 3.**

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Provide a safe and efficient transportation system.

POLICIES

- S 3.1. Maintain clear zones within the key safety areas around the Scottsdale Airport.
- S 3.2. Manage the Scottsdale Airport through high quality safety and security programs that protect and enhance the stakeholders, users, surrounding communities, and property within the vicinity of the airport.
- S 3.3. Design, develop, and manage Scottsdale's transportation projects and traffic control systems with public safety as an overriding concern.
- S 3.4. Provide safe routes to all properties for emergency response vehicles.

**GOAL S 4.**

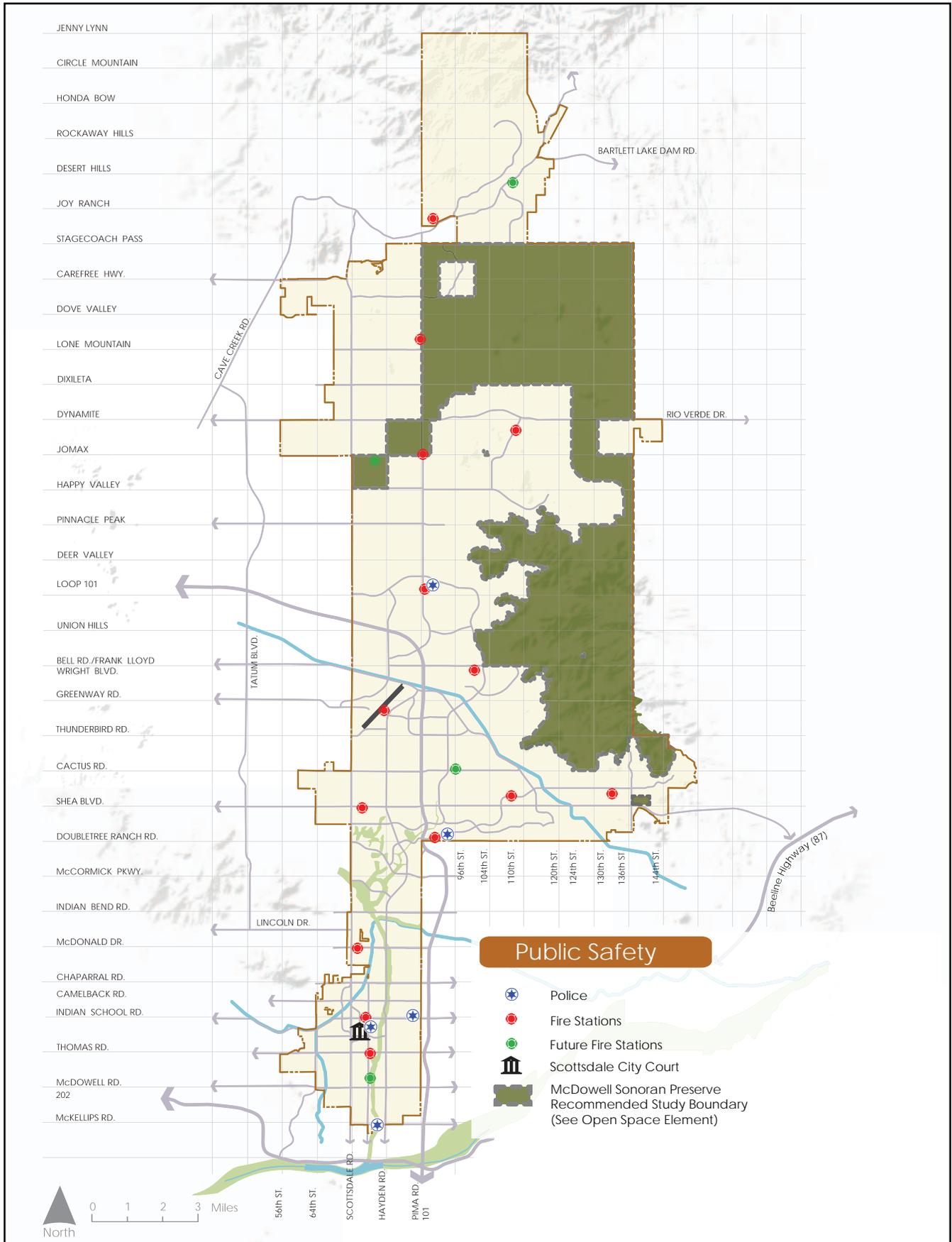
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Promote the safe handling, storage, and disposal of hazardous materials.

POLICIES

- S 4.1. Properly manage hazardous materials and contaminants to minimize their potential harm to people and the environment.
- S 4.2. Continue working with appropriate agencies to clean up hazardous waste.
- S 4.3. Minimize the use of toxic and hazardous materials within the city and encourage the use of alternative materials and practices that are environmentally safe.

- S 4.4. Promote the reduction of toxins in manufacturing, consumer products, and homes.
- S 4.5. Provide training opportunities and educational materials on hazardous waste management.
- S 4.6. Develop a transportation plan to be used when hazardous waste and materials are transported through the city.



## PUBLIC SERVICES ELEMENT

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The City of Scottsdale provides a number of services to the community including, but not limited to, stormwater management, human services, libraries, and waste collection. Scottsdale strives to provide its residents, businesses, and visitors with the highest quality services.



Demand for public and human services like child and senior care, education, and utilities continue to grow and change with the population. Technology has changed the way services are provided and other public entities, nonprofit agencies, or private companies often provide services that were provided only by city government in the past. There is a growing emphasis on partnership and coordination to effectively address the increasingly complex needs of the community.

The City of Scottsdale is fortunate to have a number of public and private educational institutions in the city or in close proximity. Education is a fundamental tool for economic development. Partnerships between schools and the city serve to better provide facilities and services for the community.

This element provides goals and policies to increase the effectiveness of providing services to the community. With these long-term approaches the city will seek to offer effective and efficient delivery of public services.

### Goals and Policies

#### GOAL PS 1.

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

#### POLICIES

- PS 1.1. Continue to seek more efficient, effective, and environmentally friendly methods of solid waste collection and disposal.
- PS 1.2. Promote source reduction, reuse, and recycling to divert solid waste from the landfills.
- PS 1.3. Expand recycling options to enhance the efficiency and cost effectiveness of Scottsdale's recycling programs.
- PS 1.4. Promote household composting to reduce the amount of biodegradable waste going to the landfill.
- PS 1.5. Support the continuation of household hazardous waste and electronic collection events to provide for the safe disposal of household hazardous and electronic waste.

- PS 1.6. Ensure that all solid waste collection and disposal activities comply with applicable county, state and federal rules, regulations and statutes.
- PS 1.7. Provide a diverse selection of services that meet the solid waste disposal needs of neighborhoods throughout the community.
- PS 1.8. Utilize Scottsdale's transfer station to reduce miles driven by solid waste collection vehicles, improve operational efficiency, and expand the options for future disposal sites.

**GOAL PS 2.**

Mitigate flood hazards.

POLICIES

- PS 2.1. Design, develop, and maintain a cost effective and efficient citywide drainage system in an environmentally sound manner.
- PS 2.2. Identify the city's stormwater management infrastructure deficiencies and implement improvements as part of the citywide stormwater master plan.
- PS 2.3. Improve inadequate or undersized drainage facilities to mitigate both small neighborhood and large regional drainage and flood control problems.
- PS 2.4. Retain washes in their natural condition, where practical, unless stormwater management facilities have been designated.
- PS 2.5. Design and construct street crossings of watercourses to minimize impacts to traffic, where feasible.
- PS 2.6. Design and construct drainage systems for streets to minimize impacts to traffic, where feasible.
- PS 2.7. Consider a variety of drainage solutions for different portions of the community.
- PS 2.8. Minimize flood hazards in existing developed areas through both structural and non-structural measures.

**GOAL PS 3.**

Encourage the provision of utility systems that match the character of Scottsdale and provide reliable and efficient service for citizens, visitors, and businesses.

POLICIES

- PS 3.1. Cooperate with all utility companies in the provision of services throughout the community and the installation and maintenance of facilities in their respective franchise areas.
- PS 3.2. Minimize the visual impact of existing and proposed utility facilities.
- PS 3.3. Underground all new electrical distribution lines carrying less than 69kV.

PS 3.4. Encourage the undergrounding of all existing 69kV and lower voltage electrical lines.

PS 3.5. Locate utilities outside of washes and drainage easements.

**GOAL PS 4.**

Develop a proactive and responsive library system that serves the community's informational needs and creative skills.

POLICIES

PS 4.1. Accommodate the technology needs of the community by building a robust library technology infrastructure that will support the growth of computer, mobile, and accessible technologies now and into the future.

PS 4.2. Adapt to the changing needs of the community with contemporary service models to facilitate effective and efficient communication and information delivery.

PS 4.3. Focus on youth and their families as essential customers of library services through life enriching educational programming.

PS 4.4. Partner with other libraries to provide efficient service delivery and with community agencies to market library resources to specialized audiences.

PS 4.5. Act as a community resource for educational and public meetings in formal and informal library settings.

PS 4.6. Cultivate library customers among the city's Spanish-speaking Hispanic population by providing programs and materials of interest to that community.

PS 4.7. Develop programs and technologies to accommodate and engage seniors and persons with disabilities.

**GOAL PS 5.**

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

POLICIES

PS 5.1. Form partnerships in order to seek effective solutions to shared problems and community service needs.

PS 5.2. Cooperate with neighboring communities in providing municipal services including, but not limited to, police and fire protection, libraries, human services, and recreation.

PS 5.3. Maintain a close collaborative relationship with all the school districts that serve the Scottsdale area to maximize the use of school services and facilities for public benefit.

PS 5.4. Coordinate joint use of school facilities for city services.

PS 5.5. Promote active participation of local businesses in the provision of community services.

- PS 5.6.** Coordinate services locally and regionally with other public agencies, non-profits, and the private sector to reduce overlap and maximize resources.
- PS 5.7.** Maximize community resources by brokering services in city facilities and community centers. Brokering human services means providing free space in public facilities to non-profit agencies that provide services to Scottsdale citizens needing assistance.
- PS 5.8.** Coordinate with public and private schools that serve Scottsdale to support their delivery of the best educational programs achievable for the community.

#### **GOAL PS 6.**

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

#### **POLICIES**

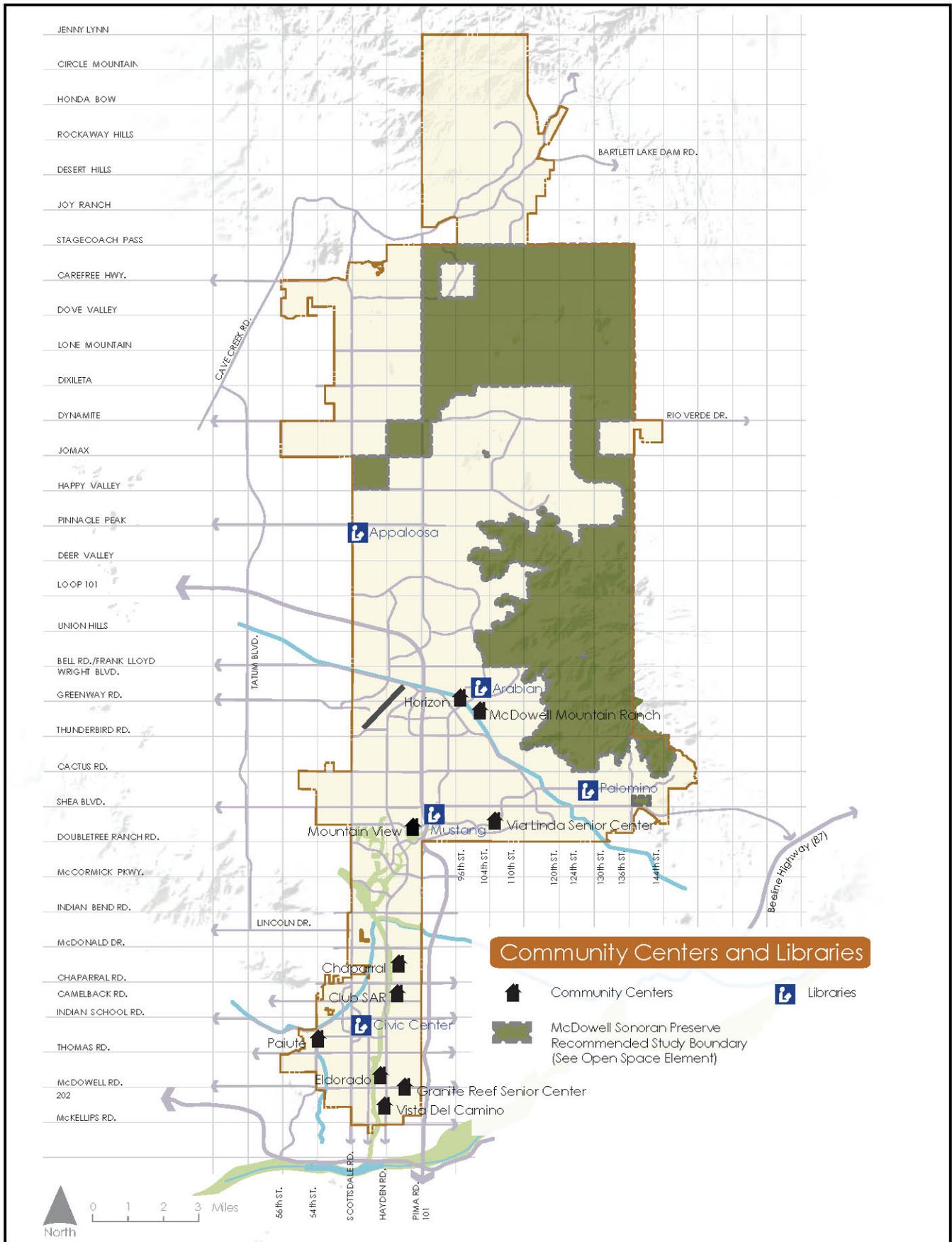
- PS 6.1.** Allocate available financial resources to citizens where human services are needed.
- PS 6.2.** Address the needs of the community's aging population by:
  - PS 6.2.A.** Providing opportunities for the aging population to interact with the community;
  - PS 6.2.B.** Promoting options for residential living, healthcare, and facilities;
  - PS 6.2.C.** Supporting and promoting the provision of elder care services by public and private providers, including employers; and
  - PS 6.2.D.** Creating measures that mitigate potential conflicts between elder care facilities and surrounding uses.
- PS 6.3.** Provide immediate assistance to Scottsdale citizens in need of economic and emotional emergency services.
- PS 6.4.** Promote social responsibility and development of personal capabilities in Scottsdale's youth and family members.
- PS 6.5.** Ensure that Scottsdale citizens with disabilities have equitable access to facilities, services, transportation, education, training, and employment.
- PS 6.6.** Recognize diversity in Scottsdale and cultivate a community where differences are valued, respected, and embraced.
- PS 6.7.** Identify existing or potential locations for care centers to provide for human service needs (for families, youth, senior citizens, victims of domestic violence, homeless, and persons with disabilities) in public facilities.
- PS 6.8.** Consider human service needs in future plans for city services and facilities including, but not limited to, transportation, parks, libraries, and water resources.

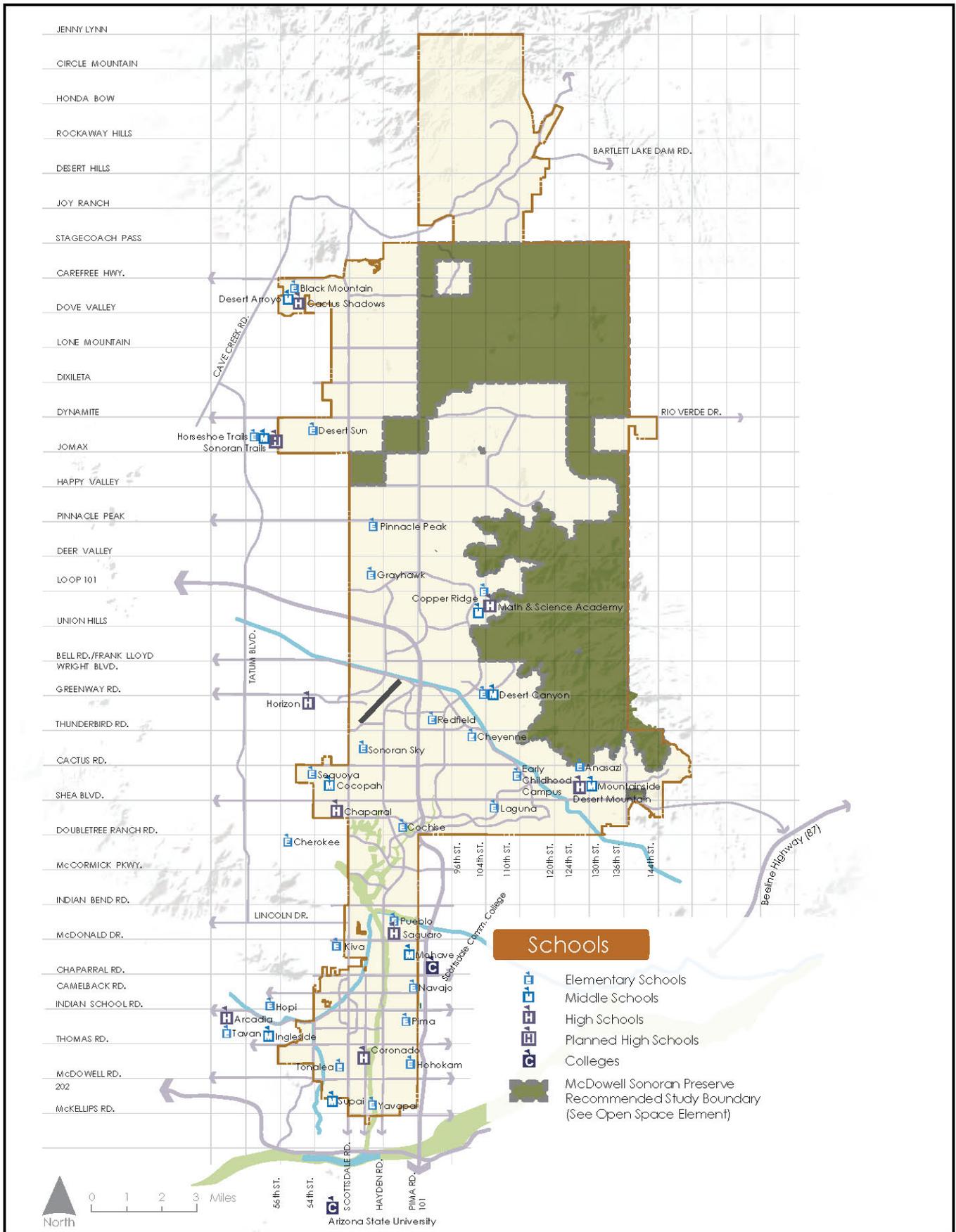
**GOAL PS 7.**

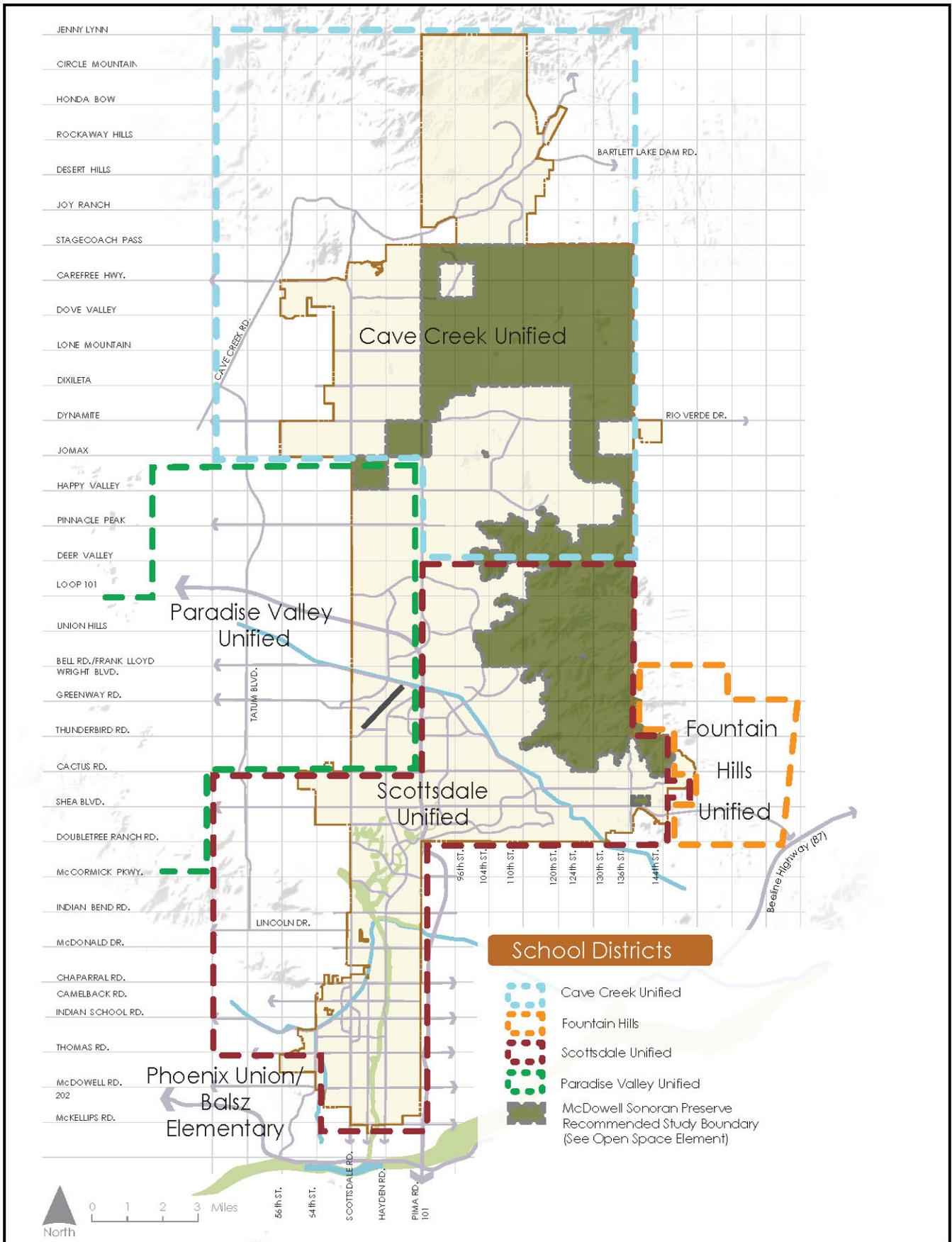
Support efforts by public and private educational institutions to improve educational facilities and services in the city.

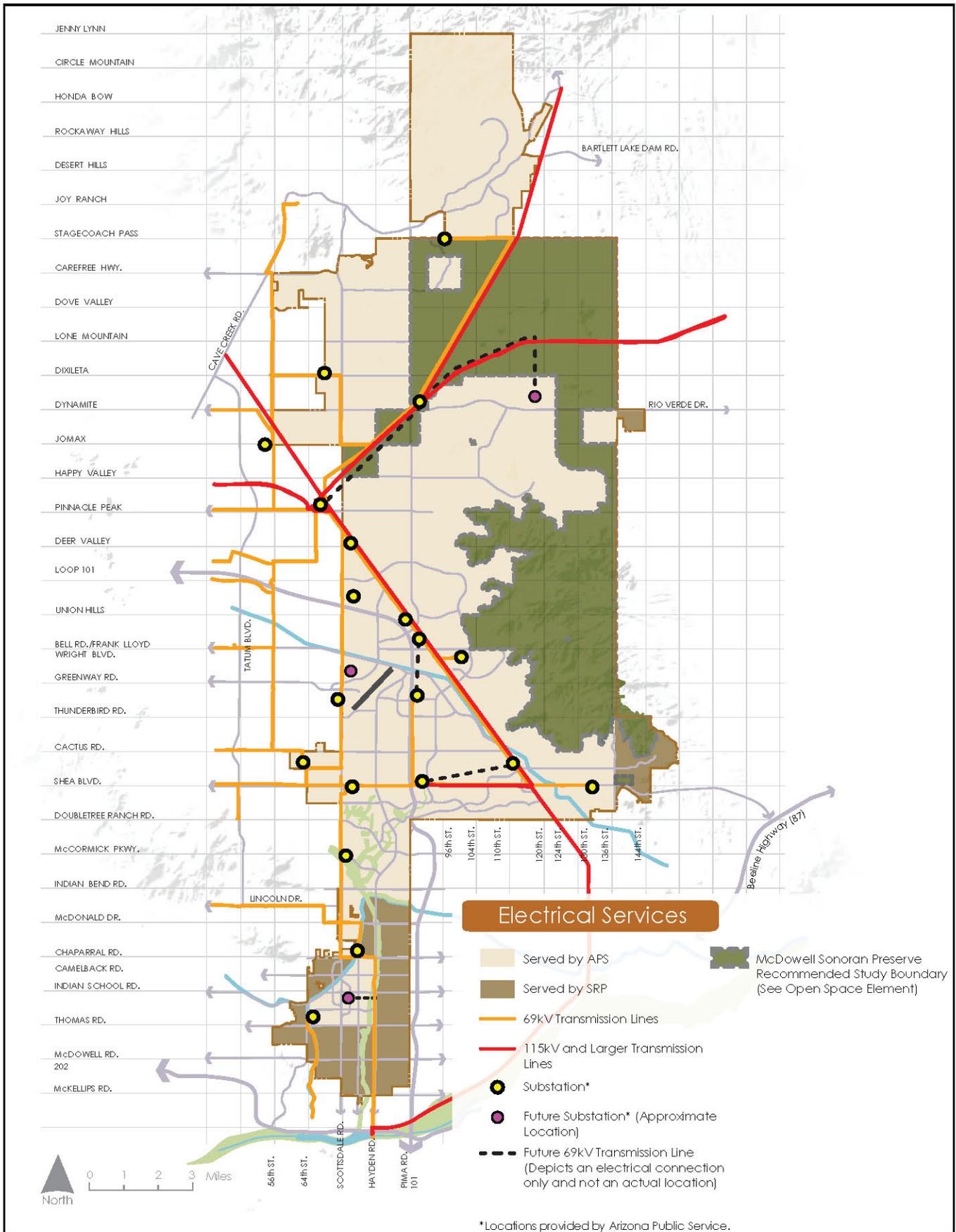
POLICIES

- PS 7.1. Collaborate with schools and school districts and identify opportunities to help implement their goals.
- PS 7.2. Encourage and support schools upgrading to meet 21st century standards.
- PS 7.3. Strengthen schools as the center of the community.
- PS 7.4. Expand public, public-private, community, and school partnerships.
- PS 7.5. Promote and encourage opportunities for life long learning.











# PUBLIC BUILDINGS AND FACILITIES ELEMENT



The Public Buildings and Facilities Element discusses the municipal utilities, public structures, and properties required to meet the public infrastructure needs of the community. Scottsdale's investments in public buildings and facilities are designed to respond to the identified needs of both the existing population and those who are expected to be here in the future.

The location, size, timing, and financing of public buildings and facilities must be planned well in advance of their construction as a means of minimizing costs. New buildings will incorporate sustainable features in order to optimize their usefulness and maximize their public benefits.

The goals and policies presented in this element will further the city's effort in creating a healthy and sustainable building stock for the public, as well as providing facilities that meet the needs of a growing and changing population and that will enrich the daily lives of community members.

## Goals and Policies

### GOAL PBF 1.

Provide safe, accessible, and sustainable public buildings and facilities to meet the needs of the community.

#### POLICIES

- PBF 1.1.** Focus primary community activities, city government, and administrative services in the Civic Center complex, the "heart" of Scottsdale.
- PBF 1.2.** Enhance the delivery of services to the community's citizens, businesses, and visitors by establishing satellite city facilities.
- PBF 1.3.** Strategically locate and group public buildings, facilities, and parks to serve all areas in the city.
- PBF 1.4.** Provide accessible public buildings and facilities to all community members.
- PBF 1.5.** Work with healthcare administrators within city boundaries in planning for and developing facilities to serve the citywide community.
- PBF 1.6.** Design, construct, and maintain buildings that provide access to global information technology through the delivery of core infrastructure.
- PBF 1.7.** Meet or exceed municipal facility industry standards for space/staff ratios with public buildings.

**PBF 1.8.** Incorporate future public facility needs to a citywide facilities master plan and to the city's Capital Improvement Program.

**PBF 1.9.** Design, construct, and maintain public buildings and facilities in ways that reduce negative impacts on the environment and occupants by incorporating green building design and practices.

**GOAL PBF 2.**

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Design new public buildings and improve existing public buildings and facilities to be appealing community gathering spaces.

**POLICIES**

**PBF 2.1.** Design and construct city buildings and facilities that demonstrate excellence in architectural design and showcase the city's leadership in sustainability.

**PBF 2.2.** Design and construct new community facilities to have flexible functions to ensure adaptability to the changing needs of the community.

**PBF 2.3.** Explore ways to expand public buildings and facilities space availability for community events, classes, and cultural activities.

**PBF 2.4.** Reinvest in aging facilities to improve their useful lifespan, appearance, and function.

**PBF 2.5.** Conduct comprehensive analyses and develop improvement plans for long-term public facility replacement requirements and costs.

**PBF 2.6.** Make infrastructure improvements on public open space that are consistent with the goals of protecting and working with the natural environment.

**PBF 2.7.** Incorporate green building standards in the updating and remodeling of city buildings and facilities.

**PBF 2.8.** Design city buildings and facilities to complement the character and context of the surrounding area.

## 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 water. Scottsdale's water resources systems include water supplies, water treatment, water transmission and delivery, wastewater collection, and wastewater treatment systems.



Cities are required to demonstrate that sufficient water supplies are available for the next 100 years prior to allowing any new development. Therefore, the city has focused on obtaining renewable surface water supplies, increasing artificial recharge, and reducing groundwater pumping to obtain safe-yield. In 2006, the city achieved a significant milestone by reaching safe-yield in groundwater usage. By reaching this milestone, the city is demonstrating responsible stewardship of groundwater resources and helping to maintain a sustainable water supply for future generations by not withdrawing more groundwater than is being replenished through natural or artificial recharge.

Scottsdale requires participation by developers to avoid negative impacts on the city's operational and capital expenditure accounts in the cost of extending water and wastewater systems to new developments. The total cost of providing new water and wastewater services and the cost of providing the legal rights to new water supplies are reflected in the water and sewer development fees.

The City of Scottsdale is committed to providing safe, reliable, and quality drinking water every day. The Water Resources Element provides goals and policies that promote a sustainable water supply for Scottsdale residents into the future and one that excels in quality.

### Goals and Policies

#### GOAL WR 1.

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

#### POLICIES

- WR 1.1.** Maintain safe-yield conditions in the city water service area by continuing to work to reduce groundwater pumping, continuing to increase use of surface water supplies, and maximizing the amount of water that is recharged.
- WR 1.2.** Continue to supply increased demand created by growth with renewable sources including Central Arizona Project water rights and reclaimed wastewater.
- WR 1.3.** Acquire additional renewable surface water supplies as required.

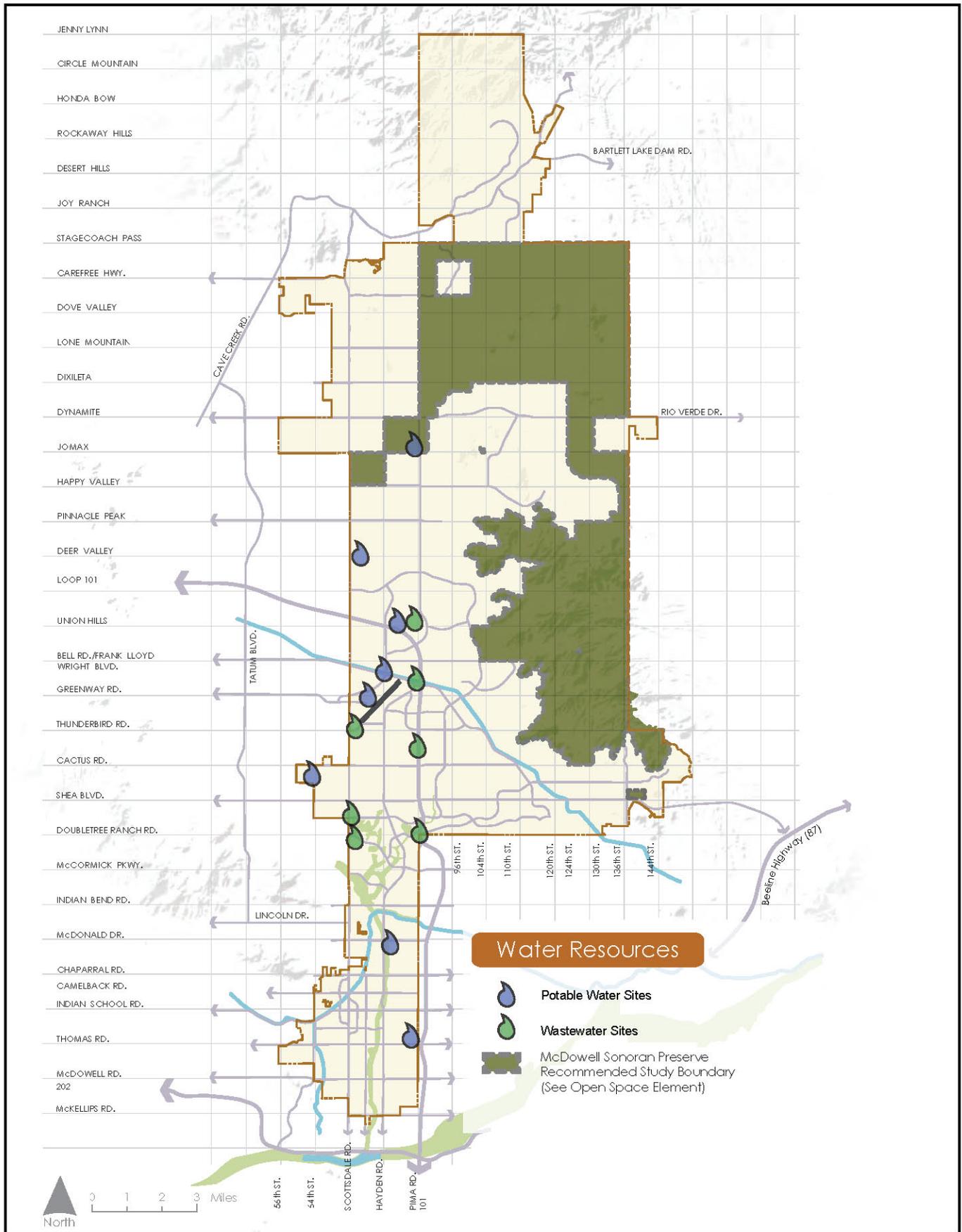
- WR 1.4.** Update the city's 100-year Assured Water Supply designation as new sources of water supply are acquired.
- WR 1.5.** Recognize the value of water and wastewater as resources to be managed in order to contribute to a sustainable community.
- WR 1.6.** Strive for new service delivery costs to be appropriately borne by those desiring the service without adversely impacting existing customers.
- WR 1.7.** Use water, water resources, and sewer development fees to ensure that new growth pays for itself when extending the water and wastewater systems to serve new growth.
- WR 1.8.** Strive for the elimination of private septic systems and connection to the city sewer collection system, where practical and feasible.
- WR 1.9.** Work regionally with other water providers to promote localized recharge, localized reuse of wastewater, and localized use of available surface water supplies (versus use of groundwater).
- WR 1.10.** Proactively site, drill, construct, and equip new groundwater recharge wells in the most effective locations available to facilitate replenishment activities that help stabilize groundwater levels, protect water supplies for future generations, and mitigate land subsidence.
- WR 1.11.** Ensure that the city's potable water distribution system can effectively deliver treated surface water to every portion of the water service area (as little reliance on groundwater wells as possible).
- WR 1.12.** Take positive steps to promote long-term sustainability of groundwater resources.
- WR 1.13.** Increase groundwater recharge of renewable supplies, both independently and in conjunction with others.
- WR 1.14.** Develop regional partnerships with other local governments and Indian communities to facilitate cross boundary shared water demand, sustainable management of water resources, and protection of Scottsdale's water infrastructure.
- WR 1.15.** Develop plans to address the potential negative impacts of long-term climate change on Scottsdale's water supplies.
- WR 1.16.** Utilize a proactive asset management program for the maintenance and replacement of infrastructure.

**GOAL WR 2.**

Meet or surpass all applicable water quality standards for domestic, commercial, and industrial uses.

## POLICIES

- WR 2.1.** Maintain a safe and healthy environment for community members through the use of appropriate water and wastewater treatment processes, while managing the quality of the distribution system and wastewater collection system.
- WR 2.2.** Provide a water and wastewater system which achieves the highest level of customer satisfaction possible.
- WR 2.3.** Ensure that Scottsdale drinking water always complies with Safe Drinking Water Act standards and future regulatory requirements by updating or adding necessary treatment to existing facilities.
- WR 2.4.** Maintain an Industrial Pretreatment Program to ensure compliance with city, state, and federal regulations to protect publicly owned wastewater collection and treatment systems.





# COMMUNITY MOBILITY CHAPTER



## INTRODUCTION

Scottsdale's City Council adopted the Transportation Master Plan in 2008. The **Master Plan was the first comprehensive look at the city's entire transportation system since the late 1980s.** The goals and policies within the Community Mobility Chapter, along with the Transportation Master Plan, work together to guide transportation planning decisions for the community.

Community mobility, how Scottsdale residents, visitors, employees, and businesses travel through daily life, has an effect on quality of life. Scottsdale is a net importer of employment and is a regional retail center. This has a **large impact on traffic in and around the city.** It is critical that mobility and transportation choices continue to be available and that transportation issues are examined at a regional, as well as, local level.

**Alternative choices to the automobile that are efficient, accessible, and comfortable,** can also challenge the reliance on the automobile and help reduce congestion on streets. To further reduce congestion during peak driving times, employers should consider supporting telecommunications and different types of transportation other than the car such as car- or van- pooling and alternative work schedule programs.

In Scottsdale, the automobile will remain an important way of travel. To maintain mobility, land use and transportation policies must emphasize **live, work, and play relationships and more efficient and accessible transportation options.** In addition, to reduce traffic congestion and impact on the built environment, appropriate land use decisions must be sought which help reduce the length and number of automobile trips.

The Community Mobility Chapter approaches "traditional" transportation planning in a different way. It recognizes the role of the automobile, but **expands the field of mobility to fully integrate non-automotive modes such as public transit, air travel, cycling, and walking.** It also recognizes the inter-relationships among transportation, land use, and neighborhoods. Different areas within the city may have unique mobility needs requiring solutions **specific to these areas.** The Community Mobility Chapter's goals and policies concentrate on providing **safe, efficient, and accessible transportation choices.**

## Contents

The following elements are included in the Community Mobility Chapter:

### **CIRCULATION ELEMENT**

- Goal C1. Automobile trip reduction
- Goal C2. Effective and connected multi-modal system
- Goal C3. Protect neighborhoods
- Goal C4. Future expansion
- Goal C5. Enhance movement of people, goods, and services
- Goal C6. Aesthetic and environmental standards
- Goal C7. Coordination
- Goal C8. Schools and neighborhoods
- Goal C9. Accessibility

### **BICYCLING ELEMENT**

- Goal B1. Continuous and interconnected system
- Goal B2. Safety, education, and enforcement

## CIRCULATION ELEMENT

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The transportation system is the backbone of the city, supporting its economy and serving and influencing its land use patterns. Historically, Scottsdale has grown up with the automobile as the primary mode of transportation. Although the automobile will likely remain the primary mode of transportation, it is important to provide alternatives to diversify the city's transportation system. The alternatives will provide greater accessibility for residents, employees and employers, and visitors, alleviate pollution and congestion, and serve and influence land use patterns.



The Circulation Element recognizes the relationships among transportation, land use, neighborhoods, and growth areas. The goals and policies are closely related and direct new development to areas of the city that are already served by public transportation services as well as emphasizing pedestrian- and/or transit-oriented design in new development. This element stresses the importance of making more efficient use of the existing transportation systems that serve these areas as well as strong inter-jurisdictional coordination, which is critical because transportation connections and project impacts do not stop at local boundaries.

The Circulation Element's goals and policies concentrate on accessibility, enhancement, trip reduction, and impacts of future land development activity. This element is to be used as a guide to provide a variety of transportation choices and increase efficiencies of the current system.

### Goals and Policies

#### GOAL C 1.

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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 1.1.** Emphasize live, work, and leisure relationships in land use decisions that will reduce automotive trips and support alternative modes including, but not limited to, pedestrian paths, equestrian trails, cyclist routes, and transit.
- C 1.2.** Foster vehicular trip reduction utilizing techniques that include, but are not limited to, telecommuting, alternative schedules, carpooling, vanpooling, and transit incentives.
- C 1.3.** Work with employers in growth and activity areas to provide incentives and encouragement for trip reduction strategies.
- C 1.4.** Integrate transportation infrastructure including, but not limited to, park and ride lots and transit centers along regional corridors and within growth and activity areas.

- C 1.5. Promote nonmotorized travel for short neighborhood trips.
- C 1.6. Use transportation demand management (TDM) techniques to reduce capacity demands on transportation networks.

**GOAL C 2.**

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Develop an effective and connected multi-modal transportation system.

POLICIES

- C 2.1. Integrate alternative and/or nonmotorized modes of transportation along regional networks.
- C 2.2. As technology changes over time, explore opportunities for alternative modes of transportation.
- C 2.3. Integrate employment and mixed-use land uses into the multi-modal transportation system.
- C 2.4. Provide nonmotorized routes, as well as, transit options including, but not limited to neighborhood connectors or dial-a-ride type services.
- C 2.5. Utilize drainage ways, vistas, scenic corridors, and public open spaces as opportunities to expand nonmotorized connections throughout the community.
- C 2.6. Connect and support a diversity of mobility choices to and within areas that contain the greatest intensity of development (i.e. growth and activity areas).
- C 2.7. Actively work with adjacent jurisdictions to ensure that mobility choices are not adversely affected and continuity is maintained.
- C 2.8. Examine an area's connectivity at each planning level (i.e. citywide, character area, and neighborhood level).
- C 2.9. Continue implementation of the regional bicycle system including both on- and off-street facilities.

**GOAL C 3.**

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

POLICIES

- C 3.1. Control access to and from regional corridors to protect the mobility of these corridors; and design citywide networks to balance access with mobility to further protect neighborhoods from regional or citywide traffic.
- C 3.2. Design neighborhood street layouts that reduce speeding and noise, provide greater and safer opportunities for nonmotorized modes, and create an environment where the neighborhood can flourish.

- C 3.3. Partner with neighborhoods to develop solutions that alleviate negative effects of regional and citywide transportation networks.
- C 3.4. Provide dedicated open space and buffering in roadway design to protect neighborhoods.
- C 3.5. Preserve reasonable emergency access through neighborhoods, balancing the potential for neighborhood street restriction including, but not limited to, traffic calming, street narrowing, and speed humps, with emergency accessibility.

#### **GOAL C 4.**

Carefully plan for future circulation expansion.

##### POLICIES

- C 4.1. Consider a variety of available financing mechanisms to fund transportation improvements in a time efficient manner.
- C 4.2. Explore partnerships and privatization as a means to provide additional mobility choices.
- C 4.3. Maintain expansion options for existing and potential network needs in order to efficiently serve the community’s future mobility needs.
- C 4.4. Plan for alternative routes and modes to provide options in the event that expansion of existing routes is not possible.
- C 4.5. Preserve existing and/or acquire new public rights-of-way to ensure that mobility networks can be sufficiently expanded to accommodate multi-modal uses.

#### **GOAL C 5.**

Design and continuously improve transportation corridors to enhance movement of people, goods, and services.

##### POLICIES

- C 5.1. Employ appropriate technologies that will more efficiently move people, goods, and services throughout the networks, increase the effective capacity of roads, and reduce traffic congestion.
- C 5.2. Coordinate transportation planning with land use planning to provide a continuous and integrated system of mobility.
- C 5.3. Consider the use of grade separations to enhance safety, provide mobility choices, and to connect neighborhoods to other neighborhoods and high demand locations.
- C 5.4. Continuously manage the physical carrying capacity of citywide networks to efficiently move people, goods, and services.

- C 5.5. Strive for inter-modal connections that are functional so that movement between types of transportation options is convenient and uninterrupted.
- C 5.6. Develop innovative designs to reduce conflict points between various means of travel.
- C 5.7. Recognize the diversity of neighborhoods throughout the city and their different mobility needs.
- C 5.8. In maturing neighborhoods explore retrofitting of aging infrastructure, redesign of streets, and connections for nonmotorized traffic to augment livability and safety.
- C 5.9. Plan roadway modifications based upon forecasted future volumes to minimize disruption of the street due to construction.
- C 5.10. Recognize and support the Scottsdale Airport as an integral mode of transportation.

**GOAL C 6.**

Maintain Scottsdale's high aesthetic values and environmental standards in the city's transportation system.

POLICIES

- C 6.1. Sensitive integrate streets designated as Scenic Corridors into natural desert setting and preserve the integrity of the scenic setback.
- C 6.2. Sensitive integrate infrastructure along street rights-of-way within the local setting.
- C 6.3. Celebrate and define a unified identity for Scottsdale by incorporating a consistent palette of colors, materials, and public art into transportation infrastructure.
- C 6.4. Retrofit or redesign mobility systems for environmental sensitivity and high aesthetic value.
- C 6.5. Promote the use of alternative fuels and provide preferred parking for low-emitting and fuel-efficient vehicles.
- C 6.6. Promote comfortable paths and trails by providing shade.
- C 6.7. Reflect an image that is uniquely Scottsdale in regional corridors through unified streetscapes, street signage, and public art.
- C 6.8. Promote consistent accessibility and wayfinding elements to be standardized and used throughout regional systems.
- C 6.9. Provide a pedestrian comfort and amenities commensurate with street design and character.
- C 6.10. Be sensitive to wildlife corridors, habitat, and trail crossings when planning mobility routes through and adjacent to the preserve.

## GOAL C 7.

Actively work with adjacent jurisdictions and quasi-governmental agencies to coordinate all planned and existing regional links.

### POLICIES

- C 7.1. Reduce mobility delays and hindrances by coordinating local and regional construction projects.
- C 7.2. Coordinate with regional and federal aviation authorities on aviation issues and opportunities.
- C 7.3. Implement regional transportation plans with adjacent jurisdictions.
- C 7.4. Support an active partnership between Scottsdale citizens, government, and businesses in the development and implementation of transportation and technology solutions.

## GOAL C 8.

Work with school districts and neighborhoods and promote opportunities to satisfy their different mobility needs.

### POLICIES

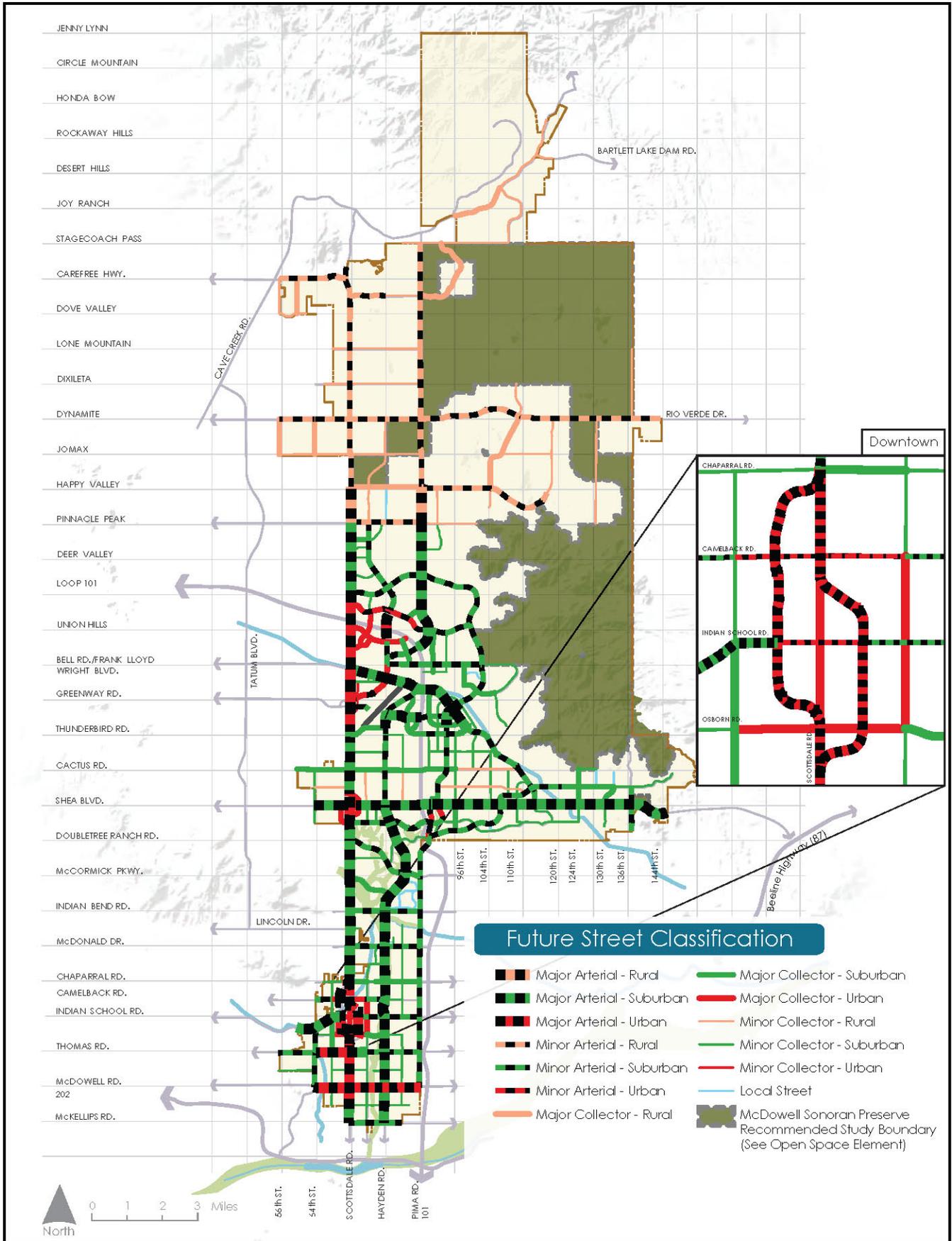
- C 8.1. Promote school site design that supports nonmotorized travel for students and personnel by accommodating direct links between schools and neighborhoods in a manner that minimizes exposure to vehicles.
- C 8.2. Locate elementary schools along minor collector streets so that they are accessible, but exposed to low volumes of traffic.
- C 8.3. Locate middle schools along collector streets where they are accessible from relatively long distances.
- C 8.4. Locate high schools close to arterial streets, in areas that can accommodate the activities generated.
- C 8.5. Provide adequate parking and student drop-off areas so that these activities do not occur off the school property.
- C 8.6. Require safe and accessible transportation routes to schools.
- C 8.7. Work with the school district to create safe access to schools through methods including, but not limited to:
  - “Safe Routes to School” program;
  - Pedestrian and bicycle routes;
  - School site design;
  - Traffic and safety management measures; and
  - Traffic patrol and enforcement.

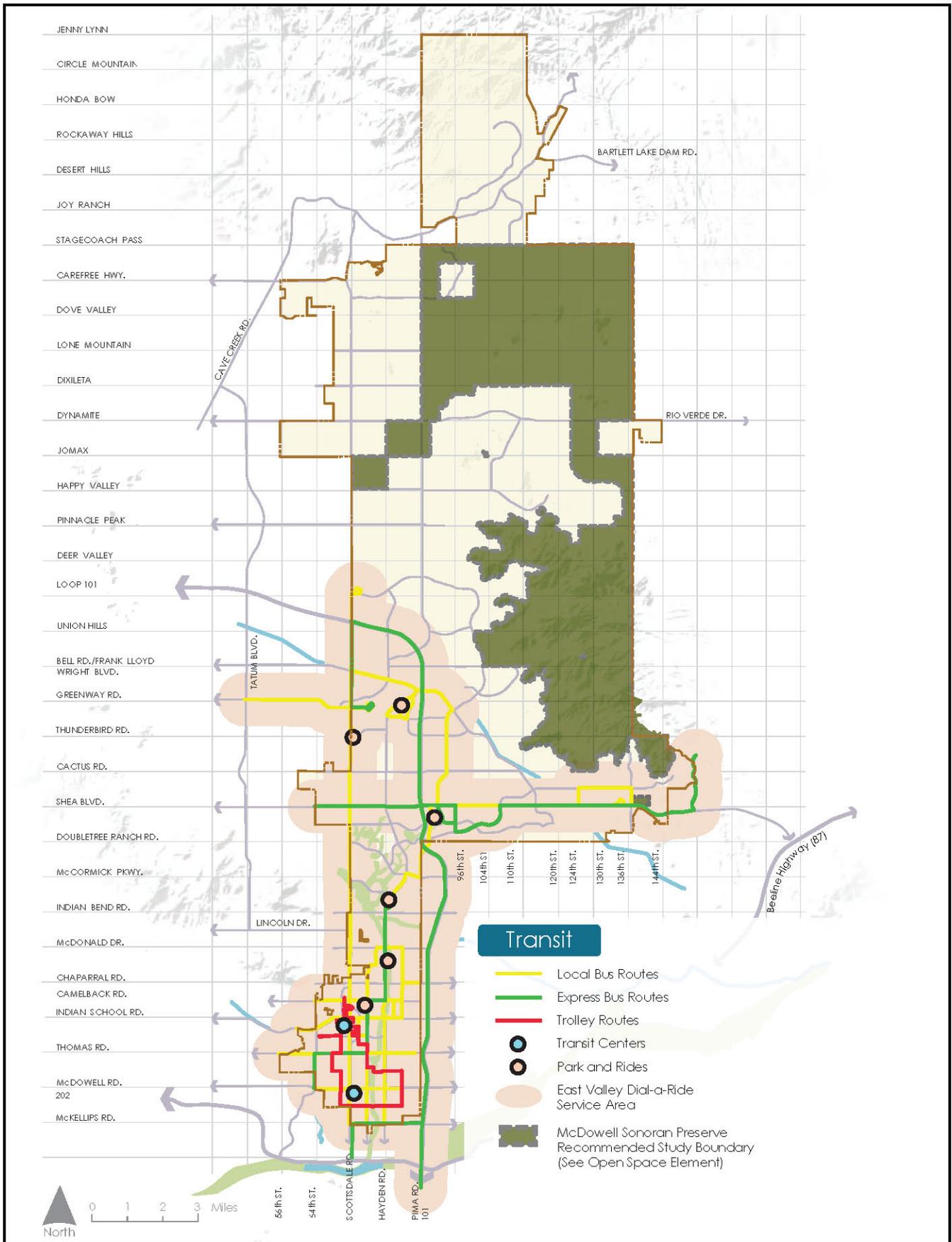
**GOAL C 9.**

Create a transportation system that is accessible to all users.

POLICIES

- C 9.1.** Consider the needs of the entire community and the special needs of children, the elderly, and people with impaired mobility in the planning and design of the transportation system.
- C 9.2.** Design transportation facilities to be in conformance with standards established in the Americans with Disabilities Act.
- C 9.3.** Enhance inter-modal access for individuals with impaired mobility. Ensure that people with disabilities are provided equitable access to work, home, and community destinations.





# BICYCLING ELEMENT

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The City of Scottsdale currently maintains a wide network of on-street and off-street bicycle facilities. The on-street and off-street bicycle networks are not mutually exclusive and both are necessary. Since homes, offices, and employment centers are located along streets, many cyclists 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 street. Many experienced cyclists prefer to bicycle on the streets where they can travel greater distances in a shorter time.



The off-street network provides a more relaxed environment and fewer interactions with motorized traffic, although path users must still watch for cars at driveways, street crossings, and intersections. Paths like the Indian Bend Wash have grade-separated crossings at many roadways and can provide uninterrupted travel for long distances. Paths are appropriate locations for casual cyclists and children, as well as, faster cyclists when few other users are present. Since bicyclists share paths with pedestrians, runners, strollers, dogs, and horses, they must adjust their speeds to share the path or to safely pass other users. Many commuter cyclists will use a path for part of their ride to work, combining the use of on-street and off-street facilities to reach their destinations.

Scottsdale is recognized as a bicycle friendly city because it actively supports cycling and encourages residents to use bicycles as an alternative mode of transportation and for recreation. The goals and policies of this element provide a guide for a safe, connected, and convenient on-street and off-street bicycle network.

## Goals and Policies

### GOAL B 1.

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Develop continuous and interconnected bicycle systems.

#### POLICIES

- B 1.1.** Promote convenient connections between on-street and off-street bicycling networks throughout the city and with adjacent jurisdictions.
- B 1.2.** Participate in regional bikeway planning efforts.
- B 1.3.** Continue to facilitate the integration of bicycle lanes on new or improved arterial streets.
- B 1.4.** Continue to expand off-street bicycling networks.
- B 1.5.** Identify opportunities for restriping streets to accommodate bicycle lanes.
- B 1.6.** Employ the use of wayfinding techniques for shared-use paths and trails to assist in the ease of navigation, detectable warnings, and increase the comfort of bicycle ridership.

- B 1.7.** Accommodate bicyclists on transportation networks and in parking facilities.
- B 1.8.** Develop on-street bicycle connections wherever possible in conjunction with planned off-street trail systems.

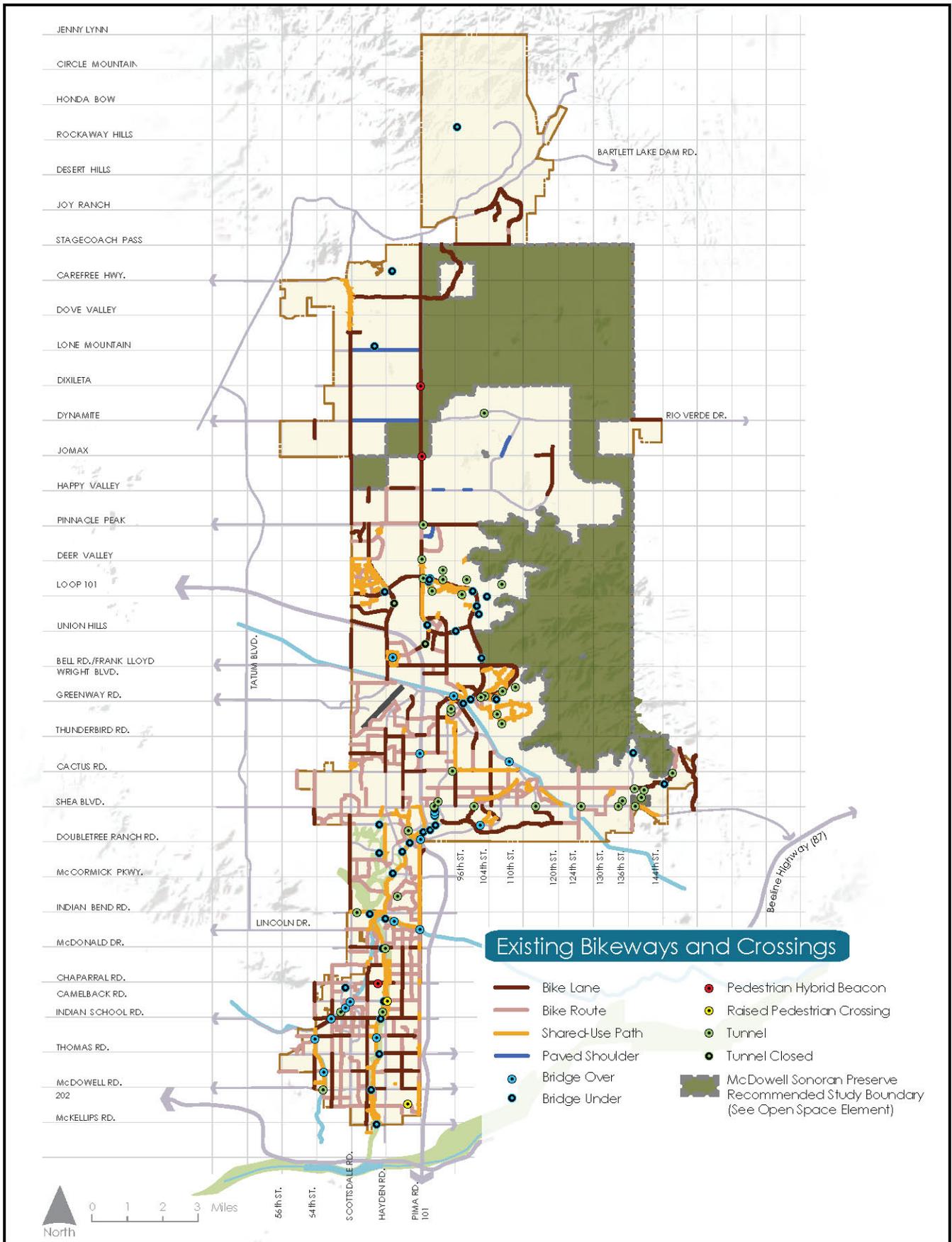
**GOAL B 2.**

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Incorporate a comprehensive and proactive bicycle program that promotes safety, education, and enforcement.

**POLICIES**

- B 2.1.** Promote safe bicycle access from neighborhoods to schools, parks, and recreational facilities.
- B 2.2.** Promote educational awareness of bicycling safety and the availability of bicycling opportunities.
- B 2.3.** Strive for the removal of physical and regulatory barriers to increase bicycling safety.
- B 2.4.** Identify opportunities to coordinate safety measures at grade separations, mid-block crossings, and intersections for bicyclists to use to safely travel through inter-modal transportation systems.
- B 2.5.** Promote a variety of bicycle facilities including, but not limited to, bicycle parking, bicycle lockers, and shower facilities at major destinations.





# IMPLEMENTATION

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## INTRODUCTION

Implementation is one of the most important steps in the planning process. 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 will be effective only if the plan is properly administered and implemented. Special attention should be paid to the strategy for implementing the plan, maintaining the validity of the plan through periodic updates, and providing for appropriate amendments. Because the General Plan is implemented over the long-term, this section of the plan sets up a process to complete programs and projects in a systematic and coordinated manner. The General Plan is a living document that is legally amendable. It will be implemented and responsive to changing conditions over time.

Arizona state law requires that the municipal planning agency take the following actions to implement the General Plan:

- Render an annual report to the City Council on the status of the plan and progress in its application.
- Recommend measures to the City Council that will put into effect the provisions of the General Plan.
- Communicate with other officials, agencies and organizations with regard to the implementation of the plan.
- Promote public interest and understanding of the General Plan and its regulations.

## MAINTENANCE AND MONITORING

In order to serve its purpose, the General Plan must be reviewed, maintained, and implemented in a systematic and consistent manner. The following steps will measure the community's progress toward the goals set forth in the General Plan.

### Periodic Review and Update

The General Plan is effective for ten years from the date the plan is ratified. Arizona state law requires that at the end of the ten year period, City Council either readopt the existing General Plan or adopt a new General Plan.

### Annual Report

Following 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, goals and policies of the General Plan. The annual report will include the following information:

- Major and/or non-major General Plan amendments that may have occurred that year.

- Goals and policies that were implemented or may be implemented in the coming year.
- Minor modifications that need to occur to text or maps in order to help update and/or clarify the General Plan.

This approach to the General Plan annual report will help ensure that the plan remains a responsive and up-to-date document.

#### Action Steps

- Hold meetings with relevant city divisions, Boards and Commissions to discuss how the General Plan has been implemented.
- Present the annual report to Planning Commission at the end of the calendar year.
- Provide the annual report to the City Council.

#### Aligning the City Budget with the General Plan

The General Plan includes ambitious goals and policies. It is a long-term plan and implemented by the community as a whole over the long-term. Given the limited resources of the city, it is not possible to provide funds to implement every goal or policy. Effective implementation of the General Plan will require prioritization of programs and projects prior to determining funding.

State law requires that a coordinated program be created and “submitted to the municipal planning agency for review and report to such agency as to conformity with the adopted general plan or part thereof.” Therefore, when adopting the city budget and Capital Improvement Plan, the City Council shall include a finding of consistency with the General Plan.

### **IMPLEMENTATION TOOLS**

The General Plan provides guidance for the city as a whole. Its goals and policies are the foundation and broad framework for related city ordinances, regulations, specific plans, and other future plans. These tools provide for the systematic implementation of the General Plan through the use of detailed policy direction, guidelines, and/or regulations. These are used by city staff on a daily basis to evaluate a multitude of requests including, but not limited to, development applications, aviation uses, new businesses, and city court duties. In order for accurate and methodical implementation, these all should be in conformance with the General Plan.

#### City Code

Many General Plan policies are implemented through regulations adopted by the city based on the city’s “police power” to protect the public health, safety, and welfare. The City Code provides detailed regulations on a variety of areas including, but not limited to, zoning, subdivision development, fire, police, stormwater management, native plants, property maintenance, parking, and historic preservation.

### Character Area Plans

Character Area Plans work to define, maintain, or enhance a desired character for an area. They provide a link between the broad policy direction of the General Plan and more detail polices and implementation decisions for a specific geographic area within the city. The Character and Design Element of the General Plan includes a map which shows the adopted Character Area Plans.

### Neighborhood Plans

Neighborhood planning is a strategic process that complements the General Plan and Character Area Plans. Neighborhood plans are intended to serve as a tool to maintain and enhance the vitality and character of neighborhoods. Areas with neighborhood plans completed for them are shown on a map under the Neighborhood Preservation and Revitalization Element.

### Master Plans

Master plans provide details related to various functions of the city. These plans typically contain actions, cost analyses, and other provisions that will assist in the implementation of the General Plan. While the General Plan provides broad goals and policies, master plans provide the methods and means for realizing them. Examples of master plans include, but are not limited to, the Transportation Master Plan, the Integrated Water and Wastewater Master Plans, Parks Master Plan, Public Art Master Plan, and the Stormwater Master Plan.

### Design Guidelines

Design guidelines provide a framework for evaluating development 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 Policy Manual, Scenic Corridor Design Guidelines, Lighting Design Guidelines, Sensitive Design Principles, Great Sonoran Desert Design Concepts, Green Building Program, and Commercial Retail Design Guidelines.

### Capital Improvement Plan

The Capital Improvement Plan (CIP) manages the timing and location of needed public improvements. The CIP sets priorities and funding for capital improvement projects annually. Examples of project improvements include, but are not limited to, water and sewer improvements, streetscape and traffic improvements, flood control, addition of new police and fire stations, and community facilities improvements.

## FUNDING SOURCES

A variety of funding sources may be used to finance the facilities, services, and infrastructure needed to implement the General Plan. 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, or operation of public services and facilities:

- **Tax Revenue:** The City of Scottsdale imposes three types of taxes Transaction Privilege (Sales) Tax, Use Tax, and Transient Tax. Each of the allocated taxes are distributed for various city services including, but not limited to, transportation, purchasing land for Scottsdale's McDowell Sonoran Preserve, public safety, and hospitality development.
- **Municipal Bonds:** Bonds are essentially loans made to the city by people or organizations that purchase bonds in a public offering. Bond funding supports city improvements. There are many different types of bonds. For example some support water and sewer improvements, and others fund street enhancements. 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 an example, before a construction permit is granted, a conservation easement or public access easement might be requested. In order for a condition to be requested, there needs to be an essential nexus.
- **User Fees:** These are fees customers pay for city services including, but not limited to, refuse collection, water and wastewater service, recreation services, and library services.
- **Special Districts:** Special districts are designated geographic areas within the city in which a service is provided that typically is not provided by the municipality, such as a particular infrastructure improvement. The authorizing legislation may give the special district the power to tax, issue municipal bonds, or set fees. Special districts also may obtain funds from federal, state, and local appropriations.
- **Impact/Development Fees:** There are generally three types of development impact fees: (1) planning fees, which cover the administrative costs associated with reviewing required planning documents; (2) building permit, plan check, and inspection fees, which cover the costs of reviewing building permit and other site specific permit applications; and, (3) capital facilities fees, which cover the up-front cost of providing capital infrastructure.
- **County, State, and Federal Funding:** A variety of funding sources exist to assist municipalities including, but not limited to, grants, tax credits, and loans.

## OVERSIGHT AND COORDINATION

The city will take an active leadership role in promoting the use and implementation of the General Plan. But the city cannot alone implement the General Plan. The private sector is pivotal to the successfulness of implementing the General Plan. It will take the concerted efforts of residents, businesses, city Boards and Commissions, to name a few, to help bring the General Plan from concept into 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, 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 including, but not limited to, adjacent jurisdictions, Maricopa Associations of Governments (MAG), Arizona Department of Transportation (ADOT), Department of Commerce, Federal Emergency Management Agency (FEMA), State Land Department, and the Greater Phoenix Economic Council (GPEC).

### Joint Partnerships with the Private Sector

The city can combine its efforts with private sector efforts 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 goals of the General Plan.

### City Boards and Commissions

City Boards and Commissions are critical in implementing the General Plan, and thus it is important that Board and Commission members are knowledgeable on the General Plan. It is through their recommendations to City Council that the General Plan is also implemented.



# GLOSSARY

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## A

**Acre** - A measure of land containing 43,560 square feet.

**Active Recreation** - Recreational activities that require the use of organized play areas including, but not limited to, 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. This is particularly useful as a technique for preserving older buildings of historic or architectural significance. It also applies to the conversion of special use structures including, but not limited to, gas stations, warehouses, or school buildings that are no longer needed for their original purpose.

**Aesthetic** - Elements in the natural or created environment (including artistic elements) that are pleasing to the eye.

**Alluvial Fan** - An outspread, gently sloping mass of sediment deposited by a stream, especially in an arid or semiarid region where a stream issues from a narrow canyon onto a plain or valley floor. Viewed from above, it has the shape of an open fan, the apex being at the valley mouth. (Source: U.S. Geological Survey)

**Alternative Energy Source** - Energy sources that do not rely on fossil fuels including, but not limited to, sunlight and wind.

**Ambiance** - The character or tone of an area,

as determined by building scale and design, amount and type of activity, intensity of use, location and design of open space, and related factors that influence the perceived quality of the environment.

**Amenity** - A natural or created feature that enhances the aesthetic quality, visual appeal, or makes a particular property, place, or area more attractive or satisfying.

**Americans with Disabilities Act (ADA)** - 1990 Federal legislation specifying provisions to be made in the design or redesign of buildings, parking, and outdoor areas to remove barriers for persons with disabilities and guaranteeing equal opportunity in 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.

**Archaeological Resource** - Any material remains of past human life or activities which are at least fifty years old and of historic or pre-historic significance. These materials include, but are not limited to, petroglyphs, pictographs, paintings, ornaments, jewelry, textiles, ceremonial objects, armaments, rock art, pottery, basketry, bottles, weapons, tools, structures or portions of structures, carvings, and graves.

**Archaeological Site** - A concentration of archaeological resources inferred to be locations used for past human activities.

**Arterial Street** - A roadway with partial control of access, some at-grade intersections, intended

to move high volumes of traffic over longer distances and higher speeds than secondary roadways.

***Auto-oriented*** - A form of land development that depends on exposure to auto traffic and presumes people will use cars to travel to and from the site.

## **B**

***Bike Lane*** - An integral section of a roadway that is marked for exclusive bicycle use.

***Bike Routes*** - May include shared streets, bike lanes, or multiuse paths, in any combination.

***Buffer*** - An area of land separating two distinct land uses that acts to soften or mitigate the effects of one land use on the other. Often the buffered area is undeveloped open space, landscaped areas, fences, walls, berms, or any combination of these things.

***Building Scale*** - The relationship of a building, in terms of building mass, to other nearby and adjacent buildings.

***Build-out*** - The point at which 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*** - Man-made elements including, but not limited to, buildings, structures, roadways, canals, paths, trails, that together create the physical character of an area.

***Business Retention*** - City programs aimed at supporting, retaining, and sustaining local businesses.

## **C**

***Capital Improvement*** - New or expanded public improvements that are relatively large size, expensive and permanent. Some common examples include, but are not limited to, streets, public libraries, water and sewer lines, and park and recreation facilities.

***Capital Improvements Plan or Program (CIP)*** - A plan for the construction of capital improvements that includes their timing and cost.

***Carpool*** - Two or more people commuting on a regular basis to and from work in a privately owned vehicle.

***Central Arizona Project (CAP)*** - The 336 mile long system constructed to deliver Colorado River water from Lake Havasu into central and southern Arizona.

***Character*** - Features, qualities, and attributes that give a place its identity. Urban design is concerned with the use of character to distinguish place or relate places to one another. Character becomes unique when tied to a geographic location.

***Character Area Plan*** - Middle part of the three-level General Plan structure that provides specific planning and design proposals for a defined sub-area of the city, smaller than citywide general planning, but larger than Neighborhood Plans.

***City Charter*** - The document which outlines the structure and processes of a city's government and identifies the powers and limitations. Serves as the city's "constitution".

***Citizen*** - A person who lives, works, or owns property in Scottsdale.

***Citizen Participation*** - Public involvement in the city's policy formation and implementation.

**City Council** - A seven member elected body of Scottsdale residents responsible for governing the city and making decisions regarding the provision of city services and resolution of civic issues.

**Civic Use** - Any building or property that serves a public function including, but not limited to, schools, libraries, City Hall, post offices, police and fire stations, and recreational and cultural facilities.

**Clustering/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 in lieu of smaller, individual portions.

**Collector Street** - Streets in which traffic in a particular neighborhood flows to exit or enter the neighborhood.

**Community Center** - Facility in which public services for residents are provided including, but not limited to, 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 benefit low-income households with emphasis on housing and public improvement projects.

**Compatible** - Capable of existing together without significant conflict or ill effects.

**Conservation** - (1) The controlled use and systematic protection of a resource including, but not limited to, environmental or culture resources, with the purpose of keeping from harm. (2) To use something sparingly so as not to exhaust supplies.

**Corridor** - A linear pattern of similar land uses (like a commercial corridor); or a major transportation route, including freeways, expressways, arterials, or transit lines; or any major utility route, such as transmission lines, canals, or greenbelts.

**Council/Manager Government** - A type of municipal government in which the chief executive or administrative official is a manager selected by the elected City Council. Scottsdale uses the Council/Manager form of government.

## D

**Density** - Usually used to describe the number of dwelling units per acre in residential districts, while intensity is usually used to describe floor area ratio of development in nonresidential zoning districts. Where both residential and nonresidential districts are encompassed, the term intensity is generally used.

**Design Guidelines** - Provisions guiding the design of buildings that are not mandatory but may be used by staff, the city's Boards and Commissions, and the City Council in evaluating projects. Design guidelines are usually applied in a particular area or to a particular use to protect investment and/or establish a unifying look for an area. Typical guidelines might focus on issues such as building orientation, architectural details, and the streetscape.

**Detention** - The temporary storage of stormwater overflow, usually in a basin or channel.

**Developed Open Space** - Landscape areas, turf areas, parks, golf courses and other recreational facilities excluding any associated buildings. (Source: Desert Preservation Task Force)

**Developer** - The legal owner of land who holds entitlement for the use, improvement, or construction on that land. The developer may

be an individual property owner, a partnership of individuals, or a company or corporation.

**Development** - The physical extension and/or construction of land uses. Development activities include 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 Regulation** - Scottsdale's Zoning and Subdivision Ordinances and other regulations like Environmentally Sensitive Lands Ordinance (ESLO), which regulate factors including, but not limited to, the type of land use, densities, height and bulk, landscaping, parking requirements, some elements of design, and standards for street layout and design.

**Development Review** - A process to administer regulations and guidelines for the design of buildings to ensure that they are suitable, harmonious, and in keeping with the general appearance, historic character, and/or style of the building and/or surrounding area. The process considers site and architectural design character and features of development for all development except single-family homes which is not permitted by the City Charter. This process is intended to provide for a basic standard of design quality throughout the community, establish character themes, see durability in physical development and seek the desired identity of the community. The Scottsdale Development Review Board oversees the development review process.

**Distributed Generation** - Consists of using solar, micro-turbines, fuel cells, or other generating devices at individual factories, farms, or homes. It is a relatively new concept of meeting individual customer's load by installing small sources of electrical power at designated sites. These sources (generators) would be sized to match a specific load such as a residence, industry, or community. (Source: U.S.

*Department of Energy)*

**Downtown** - The business center of a city or town. In Scottsdale, the Downtown is generally between Earll Road and Chaparral Road and 68th Street and Miller Road.

**Drainage** - Surface water runoff or the removal of surface water or groundwater from land by drains, grading, or other means, which include runoff controls to minimize erosion and sedimentation during and after construction or development.

**Dwelling** - Any building, or portion thereof, which is designed exclusively for residential purposes.

**Dwelling Unit (DU)** - One or more rooms in a dwelling designed for occupancy by one family for living purposes and having its own cooking and sanitary facilities.

## **E**

**Early Notification** - A procedure established 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 including, but not limited to, access to another piece of property, conveyance of stormwater, or transmission of utilities.

**Economic Sector** - A specific industry or group of inter-connected industries.

**Ecotourism** - Responsible travel to natural areas that conserves the environment and improves the well-being of local people. (Source: *International Ecotourism Society*)

**Element** - A component of the General Plan dealing with specific topics like open space or land use. State law requires each General Plan include seventeen elements. Scottsdale's General Plan contains the seventeen state mandated elements along with three community created elements.

**Environmental Quality Protection** - The protection and enhancement of the environment in the present and for future generations to the fullest extent possible. (Source: U.S. Environmental Protection Agency)

**Environmentally Sensitive Lands Ordinance (ESLO)** - A set of zoning regulations adopted by the City of Scottsdale in 1991 (amended in 2001, 2003, and 2004) to guide future development in the desert and mountain areas of north Scottsdale. The ordinance has a variety of standards that are applied to ensure that new construction will be compatible with the natural beauty of the area.

## F

**Feasible** - Capable of being done, executed, or managed successfully considering physical, financial, scheduling and other constraints.

**Federal Aviation Administration (FAA)** - Federal agency responsible for air safety and regulation of air traffic.

**Federal Aviation Regulation Title 14 CFR Part 150 Noise Compatibility Study (Part 150)** - A noise compatibility study established by the FAA which develops, evaluates, and recommends actions that an airport, municipalities, airlines, and the FAA could take to help reduce the impacts of aircraft noise.

**Federal Emergency Management Agency (FEMA)** - Federal agency responsible for disaster response and assistance in post-disaster recovery.

**Flood Control** - Any of a number of structural or non-structural measures designed to divert or contain floodwater and prevent flooding.

**Floor Area Ratio** - A measure of development density expressed as the amount of gross building floor area divided by the net development site land area.

**Floodplain** - The channel and the relatively flat area adjoining the channel of a natural stream or river which has been or may be covered by floodwater.

## G

**Gateway** - A point along a roadway at which a motorist or pedestrian gains a sense of having entered the city or a particular part of the city. This impression can be imparted through such things as signs, monuments, landscaping, change in development character, or a natural feature.

**General Fund** - Component 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 which provide a guide for decisions regarding the physical growth and evolution of the city. It is a comprehensive, coordinated set of intents and directions for the physical development of the city including, but not limited to, land use, transportation, economic conditions, environment, infrastructure, public facilities and physical character. Also see A.R.S. 9-461.1.

**General Plan Amendment** - A formal City Council change or revision to the text or maps of the General Plan. Per State Statutes (February 2000) a change or revision 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."

***Geologic Hazard*** - Any public safety hazard associated with geologic forces including, but not limited to, landslides, mudslides, rock slides, erosion, and sedimentation.

***Grade Separation*** - Crossing facilities including, but not limited to, overpasses, underpasses, skywalks, or tunnels that allow pedestrians and motor vehicles to cross a street at different levels.

***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 the use of environmentally responsible building in the desert environment by incorporating healthy, resource and energy efficient materials and methods in the design and construction of homes.

***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 water holding aquifers that provide underground storage.

***Growing Smarter Act*** - 1998 State Legislation that affected how cities and counties within the state conduct and administer long-range planning activities. This legislation required four new elements and expanded other elements; required additional public notification and involvement; established the requirement of 2/3 majority vote by City Council for Major Amendments; and required that General Plans be readopted every 10 years.

***Growing Smarter Plus*** - 2000 State Legislation that revised some of the considerations of the Growing Smarter Act. Growing Smarter Plus required an additional new element, 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 an 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*** - The phenomenon of urban areas being warmer than surrounding rural/undeveloped areas; due to developed areas' higher proportion of heat-trapping surfaces.

***High Priority Natural Area Open Space*** - Land areas within the city that are mapped to have a number of environmental and open space features including: ESL landform areas, land slopes, the 50 CFS washes, desert riparian vegetation, locations of major boulder formations, scenic corridors, drainage easements, and existing NAOS and conservation easements.

***Historic Preservation*** - Private or public activities aimed at identifying and protecting physical resources in the built environment that have local, state or national significance associated with the past. The term can also refer to the process of maintaining resources

as they were originally designed and built and preventing further 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. The ordinance includes the procedures for City Council to establish historic property (HP) overlay zoning districts, and procedures for reviewing applications for exterior changes to properties zoned HP.

***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.

***Household Hazardous Waste*** - Waste that is generated in the home that is toxic or hazardous to humans and the environment when discarded including, but not limited to, 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.

I

***Impervious Surface*** - Surface through which water cannot easily penetrate including, but not limited to, 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 is the way General Plan policies are carried out.

***Incubator*** - A program designed to accelerate the successful development of entrepreneurial companies through an array of business support resources and services. (Source: National Business Incubation Association)

***Infill*** - Development of individual vacant lots or “leftover” vacant properties within areas that are already developed and have access to urban services and infrastructure.

***Infrastructure*** - Public services and facilities including, but not limited to, sewage disposal systems, water supply systems, other utility systems, streets and roads, parks, schools, etc.

***Intensity*** - Usually used to describe floor area ratio of development in nonresidential zoning districts, while density describes number of dwelling units per acre in residential districts. Where both residential and nonresidential districts are encompassed, the term intensity is generally used.

***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.

J

**L**

**Land Assembly** - Consolidation of separate adjacent parcels under one ownership in order to facilitate larger-scale developments. The city has a Neighborhood Assemblage policy to help guide land assemblage.

**Land Use Definitions** - Descriptions of each category contained in the Land Use Element that correspond to the categories on the Future Land Use map.

**Land Use Map** - A map that graphically depicts existing or future 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.

**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; man's activity such as subsurface mining or the pumping of oil or ground water may also cause subsidence. (Source: U.S. Geological Survey)

**Livability** - The balance of elements of the physical environment that contribute to the physical, social, economic, political, and emotional well-being of residents.

**Live/Work/Play Relationship** - Land use relationships where the places that people live, are employed, and recreate are in close proximity to each other to reduce travel distances.

**Local-serving Economic Services** - Economic activities with a primarily local market, such as retail stores and personal services; contrasted to "basic" economic activities such as manufacturing and wholesale trade.

**Local Streets** - Roadway that provides access to adjacent properties in a neighborhood. Not intended for through traffic or heavy traffic loads.

**M**

**Meaningful Open Space** - Open space which due to its size, function, visibility, accessibility and/or strategic location is a community amenity or resource. Open space which serves to protect a significant ecological area. Meaningful Open Space is divided into three categories: accessible desert open space consisting of public use areas and public access areas; visual desert open space consisting of mountain and desert conservation areas, wash corridors and street setbacks, and desert character open space consisting of restored areas such as detention basins and drainage channels and improved areas such as parks and golf courses that have a desert character. (Source: Desert Preservation Task Force)

**Median** - (1) The paved or landscaped area on a roadway that separates traffic moving in opposite directions. (2) The point at which one-half of a set is greater and one-half is less, such as median income or median rent.

**Minimize** - To reduce or lessen, but not necessarily to eliminate.

**Mitigate** - To lessen the impacts of, alleviate, or avoid to the extent reasonably feasible.

**Mitigation** - Methods used to alleviate or lessen the impact of something.

**Mixed-use** - The practice of allowing more than one type of land use in a building or set of buildings. Mixed-use may be developed in a variety of ways, either horizontally in multiple buildings, or vertically in the same building, or through a combination of the two.

**Mobility** - The ability to move from one place

to another, or to transport goods or information from one place to another.

**Mode** - A particular form or method of travel distinguished by vehicle type, operation technology, and rights-of-way separation from other traffic.

**Multi-modal** - Capable of accommodating a variety of transportation modes including, but not limited to, buses, automobiles, rapid transit, rail, bicycles, and pedestrians.

## N

**National Register of Historic Places** - The federal government's list of properties that have been 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.

**Native Plants** - Plants indigenous to an area or from a similar climate and requiring little or no supplemental irrigation once established.

**Natural Area Open Space** - Areas of undisturbed natural desert with no man-made improvements and approved revegetated areas. (Source: *Desert Preservation Task Force*)

**Natural Environment** - The physical conditions of nature which exist within an area by which one is surrounded.

**Natural Landmarks** - Prominent, unique terrain features which due to their character and location are considered landmarks for the city or for a local region within the city, for example Pinnacle Peak or the McDowell Mountains. Such landmarks may or may not be named features.

**Natural Resource** - A feature or phenomenon in nature that enhances the quality of human life including, but not limited to, land, water, air, vegetation, geology, animal habitat, and topography.

**Neighborhood** - A part of the city defined by distinct characteristics that may include distinct ethnic or economic characteristics, housing types, schools, or boundaries defined by physical barriers such as major highways and railroads, or natural features, such as rivers. Neighborhoods are often self-defined by the residents or by homeowner associations in a neighborhood.

**Neighborhood Beautification** - Refers to any of a number of efforts or programs aimed at improving the visual quality of a neighborhood, including improved landscaping, signs, streets, painting, and building facades, as well as community clean-ups.

**Neighborhood Center** - A small retail center with a primary trade area limited to the immediately surrounding area. These centers are often anchored by a grocery or drug store and may include a variety of smaller retail shops and offices oriented to the everyday needs of surrounding residents.

**Neighborhood Plan** - A neighborhood plan is a guide that provides a framework for future decision making. It contains broad statements about what residents would like to have happen and principles they would like to see followed. It also contains recommendations for strategies on how to reach goals and generally represents the consensus of the neighborhood

**Noise Compatibility** - The relationship between land uses and ambient noise levels.

**Non-indigenous Landscaping** - Landscaping that is not native to an area and typically requires more water than naturally occurring vegetation. Also called "exotic" or "non-native" landscaping.

**Non-point Source** - Sources of air or water pollution that enter the environment from dispersed sources, such as pollution tainted stormwater runoff from streets and parking areas, rather than at a single point, such as an industrial facility discharge pipe.

**Non-potable Water** - Water that may contain objectionable pollution, contamination, minerals, or infective agents and is considered unsafe, unpalatable, or both for drinking.

**Non-profit** - Not conducted or maintained for the purpose of making a profit.

**Non-residential** - Any of a broad category of land uses that do not contain housing including, but not limited to, commercial, industrial, public, and institutional uses.

**Non-renewable Resource** - Natural resources including, but not limited to, fossil fuels and natural gas, which once used cannot be replaced and used again.

## O

**Off-peak** - Not being in the period of maximum use. For traffic, this generally refers to the weekday periods before and after the morning and evening commute hours, typically 9 AM to 3 PM and 7 PM to 6 AM.

**100-year Flood Plain** - The area subject to flooding during a storm that is expected to occur on the average of once every 100 years, based on historical data.

**Open Space** - Any parcel or area of water or land that is essentially un-improved 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.

**Ordinance** - A city adopted law or regulation.

**Overlay Zone or District** - A method used to apply provisions in a specific area, which supplement the standards of the 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 district is an overlay zoning district.

## 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 Facility** - A parking lot designed for drivers to leave their cars and use mass transit facilities beginning, terminating, or stopping at the park and ride facility.

**Passive Recreation** - Leisure activities that involve relatively inactive or less energetic activities, such as walking, nature walks, sitting, picnicking, card games, chess, checkers, and similar table games or simply enjoying the natural environment.

**Paths** - A paved, shared-use, pedestrian, equestrian, cyclist route or system.

**Pedestrian-oriented** - A form of development that makes the street environment inviting for pedestrians. Commercial areas may be characterized by special sidewalk pavement, zero front and side yard setbacks, buildings of varied architectural styles, street-facing window displays, an absence of front yard parking, benches and other amenities. Residential areas may be characterized by sidewalks, parkways, front porches, low fences, lighting and other amenities.

**Planning Commission** - Seven member 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.

**Potable Water** - Water that is suitable for drinking or cooking purposes.

**Preliminary Plat** - A conceptual plan for a proposed layout of lots, tracts, rights-of-way and easements in a proposed development.

**Preservation** - To keep something protected from anything that would cause its current quality or condition to change or deteriorate.

**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 and is open to the public, with the public 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 indicating 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. May refer to the delivery of services, such as child care or to the construction of buildings, such as cultural facilities.

## R

**Recharge** - The addition to, or replenishing of, water in an aquifer.

**Recommended Study Boundary (RSB)** - The Recommended Study Boundary of Scottsdale's McDowell Sonoran Preserve, indicative of the land area the city desires to ultimately acquire through the Preservation Program.

**Recreation Facility** - A place designed and equipped for the conduct of sports and leisure-time 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** - To change the existing development in an area or on a property, sometimes by demolishing existing buildings, or to 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.

**Regional Center** - A commercial activity center of citywide and regional significance, with a mix of shopping, offices, and some housing.

**Rehabilitation** - The upgrading of a building previously in a dilapidated or substandard condition.

**Renewable Resource** - Natural resources, such as water and air, that can be reused or replaced by natural ecological cycles or sound management practices.

**Revitalization** - Restoring new life or vigor to an area, sometimes through public improvements that spark private investment.

**Revegetation** - Replacing vegetation in an area where vegetation has been removed for

construction, or due to natural causes. The effort is made to revegetate to surrounding plant densities and species.

**Revitalization** - The imparting of new economic and community life in an existing neighborhood, area, or business district.

**Rezone** - To change the zoning classification of particular lots or parcels of land.

**Rights-of-Way** - The strip of land over which certain transportation and/or other public facilities are built, including roads, railroads, and utility lines.

**Robust** - Strongly formed or constructed: sturdy.

## S

**Safe-yield** - A groundwater management goal which attempts to achieve and thereafter maintain a long-term balance between the annual amount of groundwater withdrawn in an active management area and the annual amount of natural and artificial recharge in the active management area.

**Scale of 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 roadway which has been designated on the General Plan to have additional open space buffer in order to minimize the visual intrusion of adjacent development and maximize the unique character of different areas of the city.

**Sense of Place** - 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.

**Sensitive Design Guidelines** - Program and documents aimed at strengthening the focus on design in the city organization, promoting coordination of the city's design-related efforts and resources, and facilitating discussion of design-related issues.

**Setback** - The distance between two points such as a property line and structure.

**Sewer** - Any pipe or conduit used to collect and carry away sewage or stormwater runoff from the generating source to treatment plants or receiving streams.

**Sign Ordinance** - A section of the city's legislation regulating the location and design of signs.

**Signage** - General term referring to public and private signs and their design attributes.

**Single-family** - A house intended for occupancy by one family that is structurally independent from any other dwelling unit.

**Solid Waste** - General category that includes organic wastes, paper products, metals, glass, plastics, cloth, brick, rock, soil, leather, rubber, yard wastes, and wood. Trash or garbage.

**Sprawl** - Uncontrolled growth, usually of a low-density nature, in previously rural areas and some distance from existing development and infrastructure.

**Stakeholder** - One who is involved or affected by a course of action.

**Streetscape** - The combination of individual design elements that give character to the street frontages of the city. Some examples of these elements are landscaping, street furniture, lighting, and sidewalk design.

**Superfund** - Federal Superfund law created

to provide funding and regulatory authority for the study and cleanup of contaminated sites throughout the United States. The EPA directs the cleanup of these sites. Scottsdale has one Superfund site - the North Indian Bend Wash site - where trace amounts of industrial chemicals were found in two Scottsdale drinking water wells in 1981. The affected wells were immediately shut down. The EPA identified the companies as potentially causing the contamination and determined that a long-term cleanup effort would be required.

***Sustainability*** - For the purposes of the General Plan, sustainability is a condition of living which 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.

## T

***Telecommuting*** - A work arrangement for performing work electronically, where employees work at a location other than the primary work location, such as at home or in a subordinate office.

***Traffic Calming*** - Measures that make permanent, physical changes to streets to slow traffic and/or reduce volumes; also can include education and enforcement measures to promote changes in driver behavior.

***Trails*** - A shared-use pedestrian, equestrian, cyclist route or system which is not paved.

***Transit-oriented/Pedestrian Friendly Development*** - Development that includes compact, mixed-use development patterns with facilities and design that enhance the environment for pedestrians in terms of safety, walking distances, comfort, and the visual appeal of the surroundings and are usually focused around a major transit access point. The elements that support transit and pedestrian

activity are generally the same.

***Transition*** - A change from one development density to another or from a preserved area to a developed area.

***Transportation Demand Management*** - A general term for strategies that encourage more efficient use of existing transportation resources. Transportation demand management (TDM) strategies may include ridesharing, carpooling, vanpooling, transit, telecommuting, walking, bicycling, compressed work weeks, as well as the information network to advise prospective users of available resources, and technical assistance to prospective users to implement TDM programs.

## U

***Underground Utilities*** - The placement of electric, telephone, cable and other utilities customarily carried on poles in underground vaults or trenches.

***Underutilized Land/Parcel*** - Land or parcels that are not being used to their full potential and could be redeveloped with a more economically productive use.

***Universal Design*** - A concept that all environments and products should be accessible and usable by all people, regardless of their age, size, or abilities.

## V

***Viewsheds*** - The major segments of the natural terrain which are visible above the natural vegetation from designated scenic viewpoints which are shown on the ESLO Special Features maps.

***Vision*** - A shared dream of the future characterized by long-term idealistic thinking. Provides the foundation for the development of

the goals, policies and programs. 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.

**Vista Corridor** - A major open space corridor which follows major watercourses or other features as identified on the General Plan and which protect major wildlife habitat, protect distant views, separate land uses, and provide links for trails and paths.

**Volatile Organic Compounds (VOCs)** - Emitted as gases from certain solids or liquids, VOCs include a variety of chemicals, some of which may have short- and long-term adverse health effects. Concentrations of many VOCs are consistently higher indoors (up to ten times higher) than outdoors. VOCs are emitted by a wide array of products numbering in the thousands. Examples include: paints and lacquers, paint strippers, cleaning supplies, pesticides, building materials and furnishings, office equipment such as copiers and printers, correction fluids and carbonless copy paper, graphics and craft materials including glues and adhesives, permanent markers, and photographic solutions. (Source: U.S. Environmental Protection Agency)

## W

**Wash** - Usually a watercourse that flows during flood events or intermittently. Washes are important as wildlife corridors and habitat.

**Wastewater Recycling** - The practice of using highly treated effluent from a wastewater treatment plant for landscape irrigation and other non-potable purposes.

**Water Resources** - Term used to collectively describe groundwater, surface water, precipitation, and water supply.

**Watercourse** - A lake, river, creek, stream,

wash, arroyo, or other channel over which water flows at least periodically. Watercourse includes specifically designated areas in which substantial flood damage may occur.

**Wayfinding** - Enabling a person to find his or her way to a given destination through the use of landmarks, effective signage, and building design.

**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, but not limited to, police officers, fire fighters, teachers, nurses and medical technicians, knowledge and office workers.

## X

**Xeriscape** - The practice of conserving water and energy through landscaping design that limits lawn areas, irrigates efficiently, improves soils, uses mulches, chooses low water use plants, and employs other good maintenance practices.

## Z

**Zoning / Zoning Ordinance** - Land use regulations enacted by the city to create districts or zones that establish permitted and special uses within those zones. Land uses in each district are regulated according to type, density, height, lot size, placement, building bulk, and other development standards.

# RELATED PLANS AND POLICIES

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## A

- *A Strategic Plan for a Comprehensive Sonoran Desert Preservation Program (1997)*
- *Airport 14 CFR Part 150 Noise Compatibility Study Update (2004)*
- *Airport Master Plan (1997)*
- *Airport Strategic Business Plan (2009)*
- *Annexation Policy (1989)*

## B

## C

- *Cactus Corridor Plan (1992)*
- *City Code*
- *City of Scottsdale 2011 General Plan Update Citizen Survey Feedback (2010)*
- *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 Target Industry Study (2010)*
- *CityShape 2020 Comprehensive Report (1996)*
- *Civic Art Urban Design Plan (2001)*
- *Community Facilities Districts Policy*
- *Community Services Facilities Master Plan (2004)*

## 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 Policy Manual \**
- *Downtown Design Guidelines (2004)*
- *Downtown Infill Incentive District (2010)*
- *Downtown Plan (2009)*
- *Dynamite Foothills Character Area Plan (2000)*

## E

- *Economic Trends Report \**
- *Economic Vitality Strategic Plan*
- *Energy Policy (1999)*
- *Exterior and Site Lighting Design Guidelines*

## F

- *Fire Department Strategic Plan \**
- *Five-Year Consolidated Plan for the Community Development Block Grant and HOME programs funded by the Department of Housing and Urban Development*
- *Frank Lloyd Wright Streetscape Design Guidelines (2010)*
- *Future In Focus Process Summary (2000)*

**G**

- *Golf Course Policy (1997)*
- *Golf in Scottsdale Report (2005)*
- *Great Sonoran Desert Design Concepts (1996)*
- *Greater Airpark Character Area Plan (2010)*
- *Green Building: Home Remodeling Guidelines for Sustainable Building in the Sonoran Desert (2005)*
- *Green Building (LEED™) Policy for New City Construction and Remodels (2005)*
- *Green Building Program and Guidelines*
- *Green Building Design Strategies (2010)*

**H**

- *Human Services Five-Year Plan (2007)*

**I**

- *Improvement District Policy*
- *Integrated Water Resources Master Plan (2008)*
- *Integrated Wastewater Resources Master Plan (2008)*

**J**

**K**

**L**

- *Lodging Statistics Report (2010)*
- *Los Arcos Area Streetscape Guidelines (1994)*
- *Los Arcos Redevelopment Plan (1996)*

**M**

- *Maricopa Association of Governments Environmentally Sensitive Development Areas:*

*Policies and Design Guidelines (2000)*

- *Maricopa Association of Governments Desert Spaces Plan (1995)*
- *Maricopa Association of Governments Environmentally Sensitive Desert Areas: Policies and Design Guidelines (6/2000)*
- *Maricopa Association of Governments Pedestrian Area Policies and Design Guidelines (1995)*
- *Maricopa Association of Governments Pedestrian Plan (2000)*
- *Maricopa Association of Governments Regional Bikeways Plan (1999)*
- *Maricopa Association of Governments Regional Off-Street System Plan (2001)*
- *McDowell Corridor Improvement (2003)*
- *McDowell Sonoran Preserve Access Areas Report (1999)*

**N**

- *Neighborhood Assemblage Policy Review and Recommendations (1993)*

**O**

**P**

- *Parks and Recreation Master Plan (2004)*
- *Peaceful Valley Neighborhood Plan (1992)*
- *Police Department Strategic Plan \**
- *Public Art Master Plan (2004)*

**Q**

**R**

- *Retail Market Analysis (2008)*

**S**

- *Scenic Corridor Design Guidelines (2004)*
- *Scenic Corridor Policy (2001)*
- *Scottsdale’s city operating budgets and Capital Improvement Plans \**
- *Scottsdale Road Streetscape Design Guidelines (2008)*
- *Sensitive Design Principles (2001)*
- *Shared Vision Report (1992)*
- *Shea Area Plan (1993)*
- *Shea Boulevard Streetscape Design Guidelines (1994)*
- *Sherwood Heights Neighborhood Plan (2002)*
- *Southern Scottsdale Character Area Plan (2010)*
- *Stormwater Master Plan (2005)*
- *Sustainable City Facilities Policy (2001)*

■

**W**

- *Waterfront Infill Incentive District (2003)*
- *WestWorld Master Plan (2003)*

**X**

**Y**

**Z**

- *Zoning Ordinance*

*\*UPDATED ANNUALLY*

**T**

- *The Scottsdale/Paradise Valley Tourism Study (2000)*
- *The Strategy for the Preservation and Creation of High Quality, Safe, and Affordable Housing (1999)*
- *Trails Master Plan: On The Right Trail (2004)*
- *Transportation Master Plan (2008)*

**U**

**V**

- *Via Linda Streetscape Design Guidelines (1994)*
- *Visitors Statistics Report (2009)*



# ACKNOWLEDGEMENTS

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## CITY COUNCIL

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Councilwoman Lisa M. Borowsky	Councilman Ron McCullagh
Councilwoman Suzanne Klapp	Councilman Dennis Robbins

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Richard Bibee, *Tourism Development Commission*

Alternating, *Transportation Commission*

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Airport Advisory Commission  
Board of Adjustment  
Budget Review Commission  
Building Advisory Board of Appeals  
Citizens Bond Review Board  
Development Review Board  
Environmental Quality Advisory Board  
Historic Preservation Commission  
Housing Board  
Human Relations Commission  
Human Services Commission  
Library Board  
McDowell Sonoran Preserve Commission  
Neighborhood Enhancement Commission  
Parks and Recreation Commission  
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Scottsdale Pride Commission  
Tourism Development Commission  
Transportation Commission

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Applied Economics



# SCOTTSDALE GENERAL PLAN 2011

Celebrating our past. Creating our future.  
Resolution No. 8837  
(pages 1-175)